



Outdoor Channel Asia Launches First Dedicated Feed in Malaysia and *Get Hooked* Prime Time Fishing Block

SINGAPORE, 15th March 2018 - Outdoor Channel (Asia) today announced its first investment in a dedicated feed that will be customized for audiences in Malaysia. The move is part of the channel's expansion efforts to better serve audiences and offer advertisers more targeted options.

Malaysia has developed into one of the most popular markets for Outdoor Channel with more than 1.1 million TMNet Unifi households and 7.6 million tonton users having access to the channel. Outdoor Channel is one of the top ranking channels on Unifi with a loyal base of unique and regular viewers.

Some of Outdoor Channel's leading original productions such as Major League Fishing and Trev Gowdy's Monster Fish have garnered consistently high viewership and as part of the Malaysian dedicated feed, Outdoor Channel is going to super serve more original fishing content with a nightly prime time *Get Hooked* fishing block.

New original exclusive productions set to air on the Malaysian dedicated feed include: Hookin' Up with Mariko Izumi, Ultimate Catch, Fins & Skins Classic Adventures alongside returning fishing favorites The Obsession of Carter Andrews, Modern Fishing with Jared Jefferies and Zona's Awesome Fishing Show.

The *Get Hooked* fishing block will air on prime time weekday nights from 20:00 to 21:00.

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About Outdoor Channel Asia:

Outdoor Channel is all about REAL.LIFE.ADVENTURE. Dedicated to outdoor lifestyles and entertainment, Outdoor Channel is loaded with a first run and exclusive combination of action, adventure and survival programming with top personalities.

Outdoor Channel (Asia) is owned and operated by Multi Channels Asia and available in more than 10 million households in Asia and more than 45 million households globally.

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