



## **OUTDOOR CHANNEL EXTENDS REACH IN INDONESIA**

Singapore, May 20th , 2011, Multi Channels Asia (MCA) today announced that the Outdoor Channel has secured its second major carriage agreement in Indonesia with TelkomVision's IPTV platform.

Outdoor Channel will launch July 1<sup>st</sup> in full HD and as part of the TelkomVision's basic offering of channels.

Gregg Creevey, Managing Director - Multi Channels Asia said "Since launching in December 2010, Outdoor Channel has been enthusiastically embraced for it's fresh, exclusive and differentiated line-up of outdoor entertainment programming. It's pleasing that TelkomVison have recognized those virtues and selected Outdoor Channel as one of a number of new channels to their IPTV offering"

Elvizar KH, Director of PT TelkomVision said "We are proud to introduce IPTV to the market and embraced the opportunity to work with Multi Channels Asia for the launch of IPTV. I believe this first ever IPTV platform in Indonesia will definitely give a different experience of an interactive home entertainment. With our IPTV, watching TV will never be the same again!"

### ***About Outdoor Channel:***

Launched in 1994, Outdoor Channel is the world leader in outdoor entertainment television. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, hunting and more. Whether out on the ocean or on top of a mountain, Outdoor Channel covers a broad range of outdoor activities that thrill, inspire and entertain. Outdoor Channel is available in more than 37mil households world-wide. In Asia, Outdoor Channel is owned and operated by Multi Channels Asia Pte Ltd.

***About TelkomVison:***

TelkomVison, a subsidiary of PT Telkom Indonesia, strives to do its best to support Telkom Indonesia's commitment to provide Telecommunication, Internet, Media and Edutainment --- TIME --- services. TelkomVison is the only platform in Indonesia that operates DTH, Cable and the first ever IPTV platform in Indonesia, to be launched by mid of this year, as part fulfillment of the needs of Indonesians' modern lifestyle throughout the archipelago."

***About Multi Channels Asia:***

MCA is a Singapore based media company, which owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007, MCA operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA owns and operates Outdoor Channel (Asia) and distributes Bloomberg Television, Havoc Television, ITV Granada, NDTV 24, NDTV Profit, NDTV Good Times and NDTV India

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