



## **MULTI CHANNELS ASIA CONCLUDES MULTI CHANNEL DISTRIBUTION DEAL WITH NEW MALAYSIAN PAY TV OPERATOR**

**SINGAPORE, August 10th 2012** – Multi Channels Asia (MCA), Asia-Pacific's leading distributor of independent pay-television channels, has concluded a major eight (8) channel carriage agreement with new Malaysian cable television operator - Asian Broadcasting Network (ABN).

The channels include established names such as Bloomberg Television, KidsCo, NDTV 24/7, NDTV Good Times, NDTV India and Outdoor Channel. In addition MCA has achieved launches for Havoc 247 and Motorvision. Both channels are new to Asia and form part of MCA's expanding portfolio of successful independent channels with a strong differentiated content offering

Gregg Creevey, Managing Director - MCA said; "We are pleased to link up with ABN as the latest entrant in the Malaysian pay TV sector. Malaysia is one of the most important pay TV markets in South East Asia and getting increasingly competitive. In working with MCA, ABN will be able to deliver a number of key channels across multiple genres and demographics".

### **About Multi Channels Asia:**

Multi Channels Asia is the leading distributor of independent pay TV channels throughout Asia and the Pacific. Founded in 2007 by senior pay TV executives Gregg Creevey and William Kelly, MCA operates three business divisions; TV channel investment, TV channel distribution and project-based consultancies. MCA currently represents and distributes Bloomberg Television, France 24, Havoc 247, ITV Granada, KidsCo, Motorvision, NDTV 247, NDTV Profit, NDTV India, NDTV Good Times and Outdoor Channel

### ***Media Contacts:***

#### **Multi Channels Asia / Outdoor Channel (Asia)**

Gregg Creevey  
T: +65 9186 7216  
E: [gregg@multichannelsasia.com](mailto:gregg@multichannelsasia.com)