



## **GINX LEVELS UP IN ASIA WITH MULTI CHANNELS ASIA TIE-UP**

***Dedicated gaming channel teams up with MCA  
to cater to Asia's fast growing gaming community***

**SINGAPORE, 11th March 2013** - Multi Channels Asia (MCA), Asia-Pacific's leading distributor of independent pay television channels, today announced that they are teaming up with Ginx – the world's only international television channel exclusively dedicated to video gaming and video gaming culture.

The cooperation will see MCA manage Ginx across Asia-Pacific – including key territories such as Singapore, Malaysia, Hong Kong, Taiwan – as well as emerging pay television markets, Myanmar, Vietnam, Cambodia, Laos, Macau, Mongolia, and Brunei.

The agreement follows Multi Channels Asia's recent launch of Havoc 247 – Asia-Pacific's first linear social TV channel targeted at the highly sought after youth demographic.

Gregg Creevey, Managing Director - MCA said, "Today's youth, are technologically savvy and tethered to their Personal Computers (PCs), gaming consoles and mobile devices which represent two major challenges for pay TV operators as they seek to cut churn and spur subscriber revenue growth. Ginx provides critical multi-screen content to overcome these challenges by attracting and sustaining engagement of the highly elusive youth demographic in a genre they are very passionate about and which hitherto has been overlooked by Television."

"We aim to work closely with operators to cater to the fast-growing and underserved video gaming community across Asia to ensure that Ginx fully resonates with this dedicated audience "

Michiel Bakker, CEO of Ginx said, "Asia is very important to Ginx as a channel considering that it continues to be one of the world's largest and fastest growing video gaming regions, particularly for online and mobile gaming. We are pleased to link up with MCA to satisfy Asia's growing appetite for the latest news and updates on PC, online, mobile and console games and apps, as well as entertaining viewers with our unique take on the global phenomenon of video gaming culture."



***About Ginx:***

Ginx is the only international, multi-language TV channel exclusively dedicated to video gaming and videogaming culture. Ginx offers fully localised channels, targeted at the rapidly growing number of gamers across the globe. Ginx has already launched 24/7 channels in 40 territories around the world in 10 languages. For more information about Ginx, please visit [www.ginx.tv](http://www.ginx.tv).

***About Multi Channels Asia:***

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 is Asia-Pacific's leading distributor of independent channels, and operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA operates Outdoor Channel and Havoc 247 (both under license) and distributes Bloomberg Television, France 24, ITV Granada, KidsCo, Motorvision, Ginx , and NDTV.

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