



Outdoor Channel Asia Powers on in 2018 with Major Distribution Gains

SINGAPORE, May 23rd 2018 - Outdoor Channel Asia today announced landmark distribution gains and launches in multiple countries. This slew of new carriage deals maintains Outdoor Channel's momentum as the fastest growing pay-TV channel Asia with a combined 17 million TV households OTT users across 17 countries in Asia and the Pacific

New audiences have opened up to Outdoor Channel through distribution agreements with Easy TV in the Philippines, Click TV in Papua New Guinea, Cookie TV in Myanmar, PEO TV in Sri Lanka and Oona TV in Indonesia.

Outdoor Channel also lands for the first time in Australia through a multi media content agreement with Australia's most watched television network – Seven and their OTT platform 7Plus. Outdoor Channel branded premium original productions will initially be available on demand across 7Plus with an expanded offering to launch later in 2018

“This expansion for us has come at a time of industry wide disruption, consolidation and slowing growth of many legacy channels. Despite all these challenges, Outdoor Channel continues to grow and cut through with a carefully curated proposition around Real, Life, Adventure,” said Gregg Creevey, Managing Director, Multi Channels Asia.

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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 to a combined 17 million TV households and OTT users in Asia and more than 45 million households globally.

Media Contact:

Candy Lim

Senior Marketing Manager

T: +65 9146 8984

E: candy@multichannelsasia.com