

**AETN ALL ASIA NETWORKS**



**SPE Networks – Asia**

a SONY PICTURES ENTERTAINMENT company

## AETN All Asia Networks Appoints SPE Networks - Asia As Regional Ad Sales Rep

Singapore, 1 April 2009 – AETN All Asia Networks Pte. Ltd. (AAAN), a joint venture of A&E Television Networks and ASTRO All Asia Entertainment Networks Limited, has appointed SPE Networks – Asia (SPENA) as regional ad sales representative across Southeast Asia, Hong Kong and Taiwan for HISTORY™, The Biography Channel™, Crime & Investigation Network™ and HISTORY HD™.

Louis Boswell, General Manager of AAAN, said, "As our distribution matures, regional ad sales is becoming a very important part of our business. I am delighted that one of the best advertising sales organisations in the region will be representing us, and we look forward to a great partnership in the years ahead."

"This is a first-of-its-kind partnership in Asia where one regional channel group is representing another in ad sales. We recognize this vote of confidence and are very excited about the creative solutions that we can potentially offer to regional advertisers. With an entire suite of eight channels and the combined efforts of the two channel groups, advertisers can definitely expect much more value than what was available before," said Ricky Ow, Senior Vice President and General Manager, SPE Networks - Asia.

In less than two years, AAAN has expanded the reach of its portfolio of factual channel brands throughout S.E Asia, Hong Kong and Taiwan. Available in 3.5 million households, the unique and diverse range of high-quality programmes offered by HISTORY are highly acclaimed among regional viewers. PAX studies show that HISTORY's past 7 days viewership has increased by over 16%\* across all markets. Kuala Lumpur, in particular, showed an impressive increase of 250% in just 21 months. In Singapore, TNS TAM service shows HISTORY reached average 668,000 viewers per month in January and February 2009, demonstrating 24% growth over the same period in 2008.

\* Source: Pan Asian Cross Media Survey, past 7 days viewership Q2'06 – Q1'07, Q4'07 – Q3'08

#### **About HISTORY™ and HISTORY HD™**

**HISTORY™** and **HISTORY HD™** are leading destinations for revealing, award-winning original non-fiction series and event-driven specials that connect history with viewers in an informative, immersive and entertaining manner across multiple platforms. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture. Among the network's program offerings are hit series such as ***Dogfights***, ***Battle 360***, ***The Universe***, ***Cities of The Underworld*** and ***Monster Quest***, as well as acclaimed specials including ***Life After People***, ***China's First Emperor***, ***Einstein*** and ***Lost Book of Nostradamus***. For more information, please visit <http://www.historyasia.com>

HISTORY is now available in Brunei, Cambodia, Hong Kong, Indonesia, Malaysia, Philippines, Papua New Guinea, Singapore and Thailand.

#### **About The Biography Channel™**

**The Biography Channel (BIO)** features real stories about real people and their real lives up close and personal, always unfiltered. **BIO** is the home to the Emmy-Award winning *Biography®* series profiling personalities from Hollywood stars to historical figures, world leaders, business tycoons, artists, monarchs, musicians, and athletes. **BIO** also offers real-life series, a compelling genre which takes viewers into the chaotic and offbeat lives of some truly unique and compelling characters and offers an exclusive window into the lives of ordinary people with extraordinary stories. Real people, real lives, real life stories, only on **The Biography Channel**. For more information, please visit <http://www.biochannelasia.com>

BIO is now available in Cambodia, Hong Kong, Philippines, Papua New Guinea and Singapore.

#### **About Crime & Investigation Network™**

Real crime, real people, real drama. **Crime & Investigation Network (CI)** is the ultimate destination for viewers looking to unearth the real story behind headlines. It is a place where true crime pulls us into a fascinating world. Here, the smallest detail can be an explosive clue and the world's best detectives match wits with master criminals. Viewers join in, track the investigation, solve the puzzle, and gain insights into the criminal mind. In the end, as the last piece falls into place, we know that justice is served. For more information, please visit <http://www.citvasia.com>

CI is now available in Brunei, Cambodia, Hong Kong, Indonesia, Malaysia, Philippines, Papua New Guinea and Singapore.

#### **About AETN All Asia Networks**

AETN All Asia Networks Pte. Ltd. (AAAN) is a joint venture between A&E Television Networks (AETN) and ASTRO All Asia Entertainment Networks Limited – a subsidiary of ASTRO ALL ASIA NETWORKS plc (ASTRO). AAAN builds and operates branded channels and services across South East Asia, Hong Kong, Macau and Taiwan. Headquartered in Singapore, AAAN also has operations in Kuala Lumpur, Malaysia. AAAN currently distributes **HISTORY**, **HISTORY HD**, **Crime & Investigation Network** and **The Biography Channel** in Asia region.

### **SPE NETWORKS - ASIA**

Established in 1997 as the Asia headquarters and based in Singapore, SPE Networks – Asia operates a total of six channel brands in the region, all wholly-owned by Sony Pictures Entertainment.

Its portfolio of six channel brands include four ad-supported 24/7 channels and two movies-on-demand channels.

### **About AXN**

**AXN** is a leading international television destination among young adults aged 18-34, delivering adrenaline-packed action and adventure entertainment through top rated action series, blockbuster features, adventure-reality programmes and AXN original productions. AXN is seen in 60 countries across Asia, Latin America, Europe and the Middle East. AXN in Asia is available to more than 80 million households across 23 countries, including over 40 million households on time-block basis in China. Visit the website for more information: [www.axn-asia.com](http://www.axn-asia.com).

### **About Animax**

Launched in 2004, **Animax** is Asia's first youth brand specializing in the fastest growing youth entertainment genre – Japanese animation. Animax is the channel of choice for youth trendsetters, image-conscious, tech-savvy young adults and individuals seeking a unique entertainment experience. It offers a dynamic line-up of not only the highest-rated, most popular anime programmes as well as shows never before seen outside of Japan, but also original productions, music and technology-lifestyle programmes that are exclusive to Animax Asia. Animax Asia reaches over 22 million households across 20 countries in Asia (including Japan), and is set to become a leading iconic brand synonymous with popular youth culture. Visit these websites for more information: [www.animax-asia.com](http://www.animax-asia.com), [www.animax-taiwan.com](http://www.animax-taiwan.com), [www.animax-hk.com](http://www.animax-hk.com), [www.animaxindia.com](http://www.animaxindia.com) and [www.animaxtv.co.kr](http://www.animaxtv.co.kr).

### **About Sony Entertainment Television**

**Sony Entertainment Television (SET)** is an English entertainment channel devoted to serving the interest of discerning, urban career women. This trendsetting channel provides smart entertainment – sexy, chic, sophisticated and witty shows – with strong female leads and female-driven content, and features a variety of programme genres such as fashion, lifestyle, drama, comedy and reality. SET is currently available in Singapore, Hong Kong and Cambodia. More information can be found at [www.set-singapore.com](http://www.set-singapore.com) and [www.set-asia.com](http://www.set-asia.com).

### **About AXN BEYOND**

A spin-off channel from AXN, **AXN BEYOND** is the destination channel for “out of the ordinary” content, with a programme line-up that includes drama series, movies and animations, across proven genres such as sci-fi and fantasy, horror and suspense, paranormal and supernatural. AXN BEYOND was launched first in January 2008 in the Philippines on SkyCable, and is now also available in Singapore, Hong Kong and Cambodia. Visit [www.axnbeyond-asia.com](http://www.axnbeyond-asia.com) for more information.

### **About PIX and PIX Thriller**

**PIX and PIX Thriller** are two on-demand movie channels featuring the best movie blockbusters from Sony Pictures. PIX offers a wide selection of movies ranging from romance, comedy and action to mystery, horror and drama; while PIX Thriller serves up some spine-tingling and adrenaline-pumping action movies and thrillers. Both channels are currently available in Singapore on SingTel's mioTV platform.