



For Immediate Release

AXN's "Asia's Got Talent" Premiere is a ratings YES! in Southeast Asia and Taiwan

SINGAPORE (March 16, 2015) – AXN's highly anticipated "Asia's Got Talent" premiere collectively topped ratings among English Pay TV channels in Southeast Asia and Taiwan. During the show's two hour debut on Thursday, March 12 at 8:05pm, AXN delivered more than 10 times the ratings of the next English general entertainment channel across Singapore, Malaysia and the Philippines¹. In Taiwan, "Asia's Got Talent" premiered on Friday, March 13 at 9:00pm and was the top program of the day amongst the international general entertainment channels.

Billed as the biggest talent competition in the world, "Asia's Got Talent" features some of the region's most breathtaking, jaw-dropping and mind-blowing performing artists competing for the coveted winning title. The premiere episode was a kaleidoscope of quirky characters and stunning talent, with many acts winning the hearts of viewers across the region.

In Malaysia, "Asia's Got Talent" was the #1 rated show in its timeslot across all English channels on Astro. AXN dominated the timeslot with over 80 per cent share across all English general entertainment channels.

In the Philippines, "Asia's Got Talent" was the top AXN program year to date. During its telecast, AXN ranked #1 with more than 80 per cent share amongst all English general entertainment channels, and ranked #2 amongst all Pay TV channels.

In Singapore, "Asia's Got Talent" led the ratings chart in its timeslot for English Pay TV channels and AXN was also the top English channel for the night on StarHub.

"Asia's Got Talent" eclipsed the competition in Taiwan during the premiere with a 79 per cent share among the international general entertainment channels, and was the top rated program of the day in this set².

Hui Keng Ang, Senior Vice President and General Manager, Sony Pictures Television Networks, Asia said, "Asia's Got Talent is off to a thrilling start on AXN as we bring together millions of viewers to celebrate the diversity of talent and dreams of contestants from over 15 territories in Asia. The response to the premiere is truly incredible and after the success of both The Amazing Race Asia and The Apprentice Asia, AXN continues its mission to create high quality and engaging content."

Driven by the strong performance of programs such as "Asia's Got Talent", AXN has maintained its top English general entertainment channel position in 2015 year-to-date. Collectively across the three

¹ Source: Kantar Media Singapore & Philippines, Nielsen TV Audience Measurement Malaysia, 12 March 2015 8.05 – 10pm. Ratings in Malaysia are based on combined rating of AXN and AXN HD. Target is Pay TV audience 4+

² Nielsen TV Audience Measurement Taiwan, 13 March 2015. Target is Pay TV audience 4+.

³ Kantar Media Singapore & Philippines, Nielsen TV Audience Measurement Malaysia, 1 January – 12 March 2015. Ratings in Malaysia are based on combined rating of SD and HD channels. Target is Pay TV audience 4+. Prime time is 6pm-1am.

Southeast Asian countries, AXN enjoyed a 30 per cent share amongst 19 English general entertainment channels during prime time.³

“Asia’s Got Talent” is the 63rd adaptation of the Guinness World Record-breaking hit “Got Talent” format, which was created by Simon Cowell’s Syco Entertainment and is co-produced by FremantleMedia. The “Got Talent” format is officially the most successful reality TV format in history and currently airs in 186 countries.

Each act competing in “Asia’s Got Talent” will have to receive at least three “Yeses” from the esteemed celebrity judging panel comprising 16 time Grammy-winning Canadian musician David Foster, UK pop sensation and former Spice Girl Melanie C., Indonesian rock icon Anggun, and Taiwanese-American pop idol and actor Van Ness Wu.

The four judges must select the most dazzling performances from thousands of hopefuls from 15 territories across Asia. Those who make it to the semi-finals will contend with an even tougher judge, AXN viewers at home who will ultimately decide the winner of “Asia’s Got Talent”.

A grand prize worth USD\$100,000 is up for grabs, along with the opportunity to return and perform at the iconic Marina Bay Sands, Asia’s leading entertainment destination – where the semi-final shows and finale will be held.

“Asia’s Got Talent” spans 10 weekly episodes, including five audition episodes, three semi-finals, a finale episode and a results gala. In addition to enjoying the performances, audiences can get to know more about their favorite acts as “Asia’s Got Talent” tells the life stories behind some of the most colorful individuals and groups in the competition.

“Asia’s Got Talent” is proudly presented by Marina Bay Sands, Big Cola, Pantene, Caltex, Jetstar and GrabTaxi.

AXN is a leader of regionally produced original content in Asia, with notable ratings successes including four seasons of the International Emmy-nominated “The Amazing Race Asia”; the Asian Television Award-winning “Cash Cab Asia”; “The Apprentice Asia”; “Cyril: Rio Magic”; “Cyril’s Family Vacation: Hawaii Edition”; and the Asian Television Award-nominated “Cyril: Simply Magic”.

“Asia’s Got Talent” airs Thursdays at 8.30pm (SG, MY, PH, HK) / 7.30pm (JKT, BKK) - First on AXN

Connect with the judges, hosts, and your favorite contestants through videos and photos, exclusively on the Asia’s Got Talent official Facebook page. Catch behind-the-scenes footage of the auditions only on Facebook at <https://www.facebook.com/asiasgottalent/>

www.AXNAsia.com/AsiasGotTalent

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About Sony Pictures Television Networks, Asia

Sony Pictures Television Networks, Asia was established in 1997 with Singapore as the Asian headquarters of Sony Pictures Television's networks business. It operates six ad-supported 24/7 channels which are wholly-owned by Sony Pictures Entertainment. AXN is the home of thrilling entertainment; beTV is the place to be for the best of TV; Sony Channel is the premier destination for female-skewing Hollywood entertainment; Animax offers anime for all; ONE is powered by prime and current South Korean entertainment content; and GEM serves up star-studded and popular general entertainment programming from China, Hong Kong, Taiwan and South Korea.

About FremantleMedia Asia

With offices in Singapore, Beijing, Bangkok, Jakarta, and Mumbai, and servicing the entirety of Asia, FremantleMedia Asia is one of the preeminent production companies in the region, producing world-class content from the large scale talent competitions for which it is best known, including Idol, X Factor, and Got Talent, to long running game shows such as Family Feud. In addition to creating and developing local content, FremantleMedia Asia is no stranger to localization and is uniquely positioned as one of the most accomplished adaptors of international formats in the region, ensuring continuing success season after season in territory after territory. Beyond single market productions, FremantleMedia Asia has also demonstrated its strength in pan-regional production having recently produced the widely successful The Apprentice Asia.

About SYCO Entertainment

Syco Entertainment is a joint venture between Simon Cowell and Sony Music and is one of the world's leading global music, film and television production companies responsible for some of the world's most successful global TV and music franchises. Syco Entertainment is also the world's most successful producer of international talent with Syco Music being the UK's number 1 record label for both A&R and sales and is record label home for such diverse international recording artists as Labrinth, One Direction, Susan Boyle, Little Mix, IL Divo, Fifth Harmony, Alex & Sierra and Ella Henderson. Syco's television assets include the global franchises The X Factor and Got Talent. Local versions of The X Factor are produced in more than 53 territories, with artists discovered by the format selling more than 180 million records worldwide, including 200 number ones and 380 top 10 records. The Got Talent format is officially the world's most successful reality TV format of all time, holding the Guinness World Records title for the "Most successful TV format of all time" having been commissioned in an impressive 66 territories worldwide. America's Got Talent also airs in 193 countries around the globe and has been the #1 US summer reality series for the past decade. Syco Film produced the 2013 #1 global box office hit " One Direction: This Is Us" a 3D concert movie with Sony Pictures and have recently partnered with Animal Logic (The Lego Movie, Happy Feet) to produce a number of music-based live action-hybrid animated movies.

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