



**For Immediate Release**

## **“Asia’s Got Talent” to thrill the Region from Thursday 12 March 2015, 8.05pm on AXN**

**Singapore, 5 March 2015** – The stage is set and the thrills are about to begin as “Asia’s Got Talent” bows across the region in a week’s time on AXN!

Debuting first on AXN on Thursday, 12 March at 8.05pm (SG, MY, PH, HK) / 7.05pm (JKT, BKK) with subsequent episodes airing in its regular Thursday 8.30pm (SG, MY, PH, HK) / 7.30pm (JKT, BKK) slot, the brand new series is the biggest talent competition in the world featuring some of the region’s most breath-taking, jaw-dropping and mind-blowing performing artists competing for the coveted winning title.

“Asia’s Got Talent” is the 63<sup>rd</sup> 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 win over 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.

Watch out for the glittering “Golden Buzzer moments”, where each judge has one opportunity to send a brilliant act straight to the semi-finals at Marina Bay Sands.

The four judges must select the most incredible and amazing 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, the home audience who will decide the winner of “Asia’s Got Talent”.

Prizes worth \$100,000 USD are at stake, along with the opportunity to return and perform at the iconic Marina Bay Sands, Asia’s leading entertainment destination – where the semi-finals and finale are to be held.

Supporting the judges are Marc Nelson and Rovilson Fernandez as hosts of “Asia’s Got Talent”. AXN audiences will remember the pair of friends as contestants of “The Amazing Race Asia Season 2” and hosts of the talk show “The Duke”.

Premium Partners



Partners



“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 fantastic performances, audiences will get to know their favourite acts as “Asia Got Talent” tells the life stories behind some of the most colourful individuals and groups in the competition.

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

Marina Bay Sands is a premier partner of “Asia’s Got Talent”. As Asia’s leading entertainment destination and crossroads for global celebrities, Marina Bay Sands provides opportunities for local talent to shine on the world’s stage.

BIG is the exclusive beverage partner of “Asia’s Got Talent”. With BIG Cola, ‘if you can dream it, you can do it’. Contestants and fans across Asia will be encouraged to ‘Think Big’ and ‘Dream Bigger’ in pursuit of their dreams.

Pantene, the exclusive haircare partner of “Asia’s Got Talent”, makes hair stronger inside and shinier outside, to enable contestants to shine and be the world’s number one talent.

Caltex is the exclusive petroleum partner of “Asia’s Got Talent”. Caltex delivers a hassle-free experience to get people back on their journey quickly, so they can have more time and energy to do whatever matters most to them. By being a part of “Asia’s Got Talent”, Caltex wants to celebrate key moments of the contestants’ journey to stardom, providing viewers the opportunity to enjoy the journey with them.

Jetstar is proud to be the official airline of the very first edition of “Asia’s Got Talent”. With more than 600 weekly flights to 22 destinations across 13 countries in Asia Pacific, Jetstar enables talent to fly further, connect with families and fulfil dreams.

GrabTaxi (also known as MyTeksi in Malaysia) is the official on-demand transit partner for “Asia’s Got Talent”. From humble beginnings, we have grown to be the region’s number one on-demand transit app with over 70,000 vehicles in 18 cities across 6 countries. As a local startup that is now on the global stage, we too want to support our fellow Asian stars by providing them and their fans with safe and convenient rides to go grab their dreams!

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” debuts on 12 March 2015 at 8.05pm (SG, MY, PH, HK) / 7.05pm (JKT, BKK)**

**Subsequent episodes air on Thursdays at 8.30pm (SG, MY, PH, HK) / 7.30pm (JKT, BKK)**

**First on AXN**

**[www.AXNAsia.com/AsiasGotTalent](http://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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