

## TIMES NOW launched in Singapore

SINGAPORE: TIMES NOW, claimed to be India's #1 English News channel, a part of the Times Television Network that reaches over 90 million viewers every month in India, launched in Singapore on 15 July, 2011, marking its first presence in South East Asia.



Singapore has a significant number of people of Indian origin and is the 5th highest destination for air traffic from India. It will now receive the latest breaking news and analysis with TIMES NOW. TIMES NOW will be part of the basic bouquet of channels of the mio TV platform of SingTel which is the fastest growing television service in Singapore. TIMES NOW targets the urban premium audiences in India and will readily connect with the large and affluent Indian and Asian communities resident here.

mio TV has over 300 000 subscribers for its pay-TV service across the country. SingTel operates mio TV revolutionary Pay-TV service with innovative features and a wide variety of channels, programmes and movies.

Sunil Lulla, MD and CEO of Times Television Network said, "Singapore is an important market with a large Indian population and is our first step into South East Asia and will soon be followed by a launch in other countries in the region. The Singapore launch of TIMES NOW also opens up an advertising opportunity for brands in India. Unlike the current channels available that have an APAC feed, TIMES NOW will soon be able to accept dedicated advertising for Singapore only."

Goh Seow Eng, chief, Digital Home, SingTel said, "We are pleased to be bringing TIMES NOW, India's number one English news channel to our customers. The fast-growing Indian community in Singapore will doubt welcome this new addition to mio TV, as they will now be able to receive the latest news updates from back home."

### **About Times Television Network:**

Times Television Network informs and entertains over 90 million urban, affluent Indian audiences with TIMES NOW, ET NOW, zoOm & MOVIES NOW. Besides India, these channels also cater to over 4.7 million Indian and South Asian audiences in Australia, New Zealand, Kenya, Tanzania, Uganda, Maldives, North Sudan, South Sudan, Ethiopia, Zambia, Nepal, Mauritius, Dubai, US and Canada. Times Television Network is part of India's largest media conglomerate, The Times Group.

### **About TIMES NOW:**

TIMES NOW is India's most watched general English news channel that is devoted to providing pure and relevant news to its viewers around the clock. TIMES NOW has attained the leadership position by successfully delivering news to its viewers in a vivid and insightful manner, since its launch in January, 2007.

### **About mio TV:**

mio TV is SingTel's innovative digital pay TV service launched in July 2007. To date, the network has signed

up over 300 000 customers. mio TV offers a total of 68 channels, of which 20 are on-demand channels. Content on mio TV covers a wide range of genres as well as Singapore's largest range of video-on-demand titles, with movies aired as early as three months after cinematic release and TV series as early as 24 hours after their US debut.

mio TV was the first to launch an interactive TV service that allows viewers to access real time information and participate in opinion polls via its mio Stadium channel.

SingTel is Asia's leading communications group providing a portfolio of services including voice, data, and video services over fixed, wireless, mobile and Internet platforms.

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