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# Astro And Turner Enter Into Strategic JV in Warner TV And Co-Production & Distribution of Asian Content

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APOS / BALI: Two leading media companies, Astro Malaysia Holdings Berhad (Astro) and Turner Asia Pacific, today are widening their collaboration. This includes the formation of a joint-venture on Warner TV that comprises co-ownership, co-production of Asian content for global reach, distribution of Astro content, and carriage of the channel on Astro and Tribe.

Henry Tan, Chief Operating Officer of Astro, said, "Our focus is to deepen our involvement in content creation and ownership, particularly in Asian IPs, which will be increasingly pivotal in a market that values strong differentiation. We believe these IPs anchor our value proposition, and are ultimately what customers want and are willing to pay for. We are enhancing the exportability of signature IPs, and are actively seeking distribution in multiple markets through partnerships, as well as our own platforms, such as Astro in Malaysia and Tribe in the region.

"To accelerate our efforts, we will partner and learn from our peers in the region. We are pleased to announce that we have entered into a strategic partnership with Turner to own verticals in Asian content. Together, we will explore opportunities to co-develop Asian content for global distribution and raise the bar for better quality Asian content. Additionally, this new venture will also enable us to participate in the revenue distribution generated from Warner TV in the region."

Currently available on 22 platforms in 15 countries across Asia Pacific, Warner TV is known for its strength in same-day programming with popular titles such as *Good Behavior*, *Angie Tribeca*, *The Last Ship*, *Lethal Weapon*, and an array of DC superhero shows such as *DC's Legends of Tomorrow*, *Supergirl*, *The Flash* and *iZombie*.

"We are thrilled to announce that our pan-regional entertainment channel, Warner TV, will debut on Astro and Tribe. The launch is part of a strategic regional partnership that will see us working closely on the channel's development and reflects both parties commitment to continued investment in content our customers love," said Phil Nelson, SVP and Managing Director for North and Southeast Asia Pacific, Turner International.

With a strong pipeline of premium and original content from both Warner Bros., the leading studio for top-rated TV series and blockbuster movies, and from Turner's TNT and TBS networks, Warner TV will support Tribe and Astro with first-rate Hollywood content with long-tail library value.

Warner TV will be available on demand and on linear via Astro GO and Astro TV from May 1.

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