

Channel NewsAsia

- Asia's Leading English News Channel
- Report on global developments through Asian perspectives
- We bring expert views behind the headlines
- Wide coverage with 17 correspondents across Asia

WHO ARE WE

- We broadcast over 58 million homes and hotel rooms
- Over 28 territories

OUR DISTRIBUTION



TV



Channelnewsasia.com



Mobile

OUR PRESENCE

The power of multi-platform: every month, Channel NewsAsia reaches out to at least 87% (612,624) of affluent viewers



590,574 (84.1%)
Television



173,119 (24.7%)
Website



87,881 (12.5%)
Mobile/Tablet

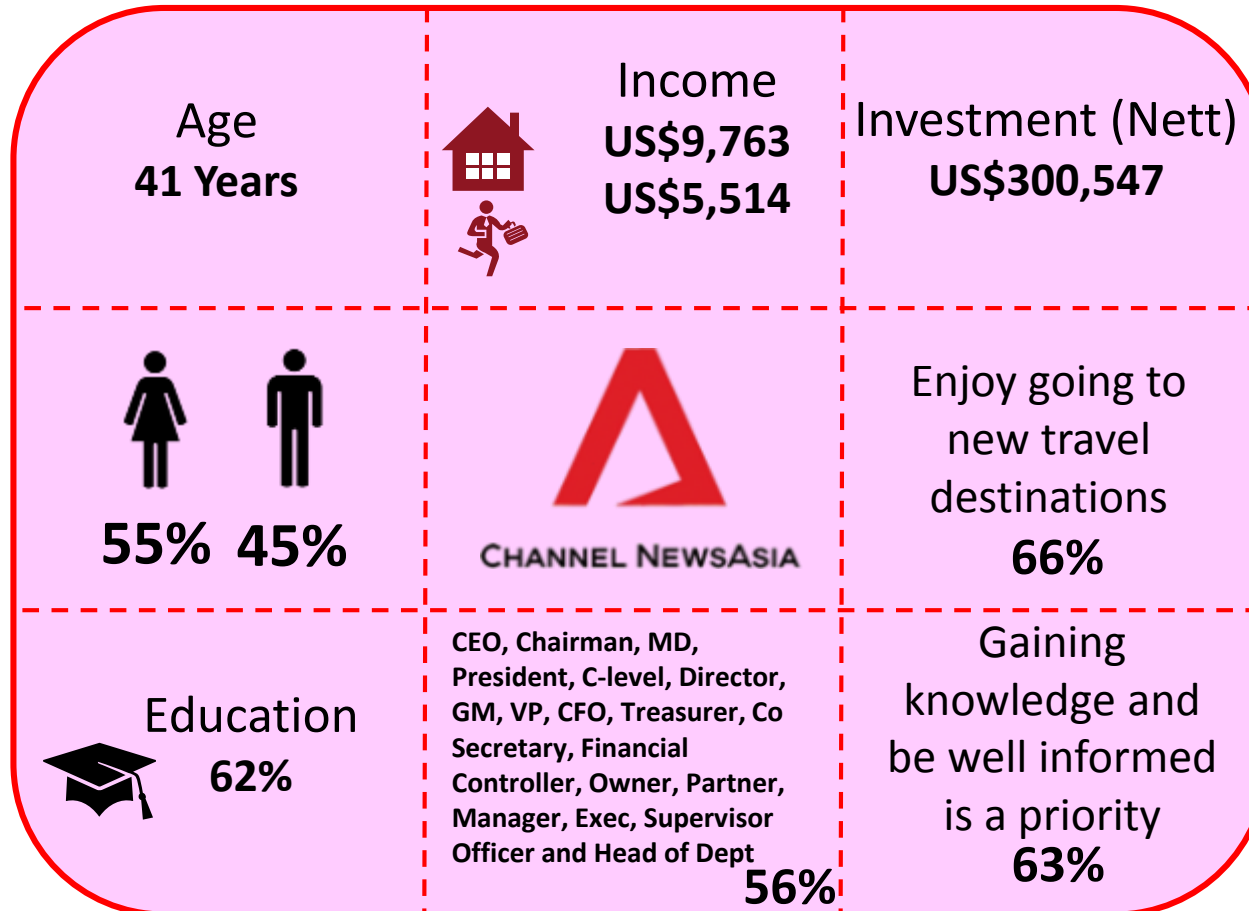


9,923 (1.4%)
Others (e.g.. VOD)

612,624 (87.3%)
Net of all platforms¹

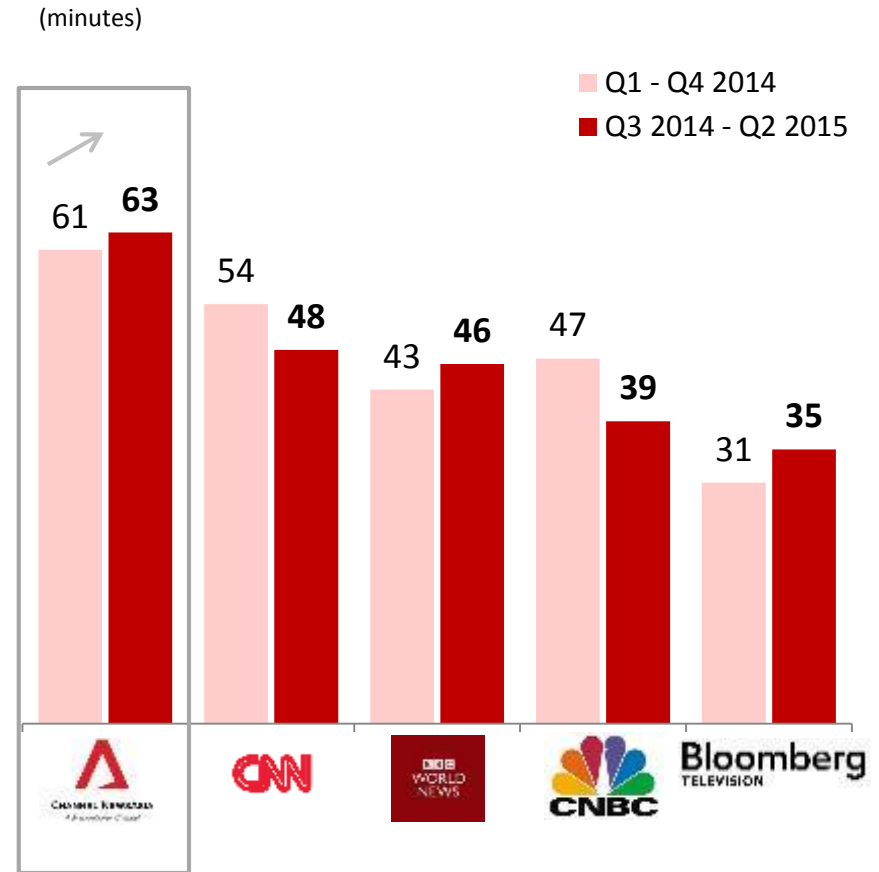
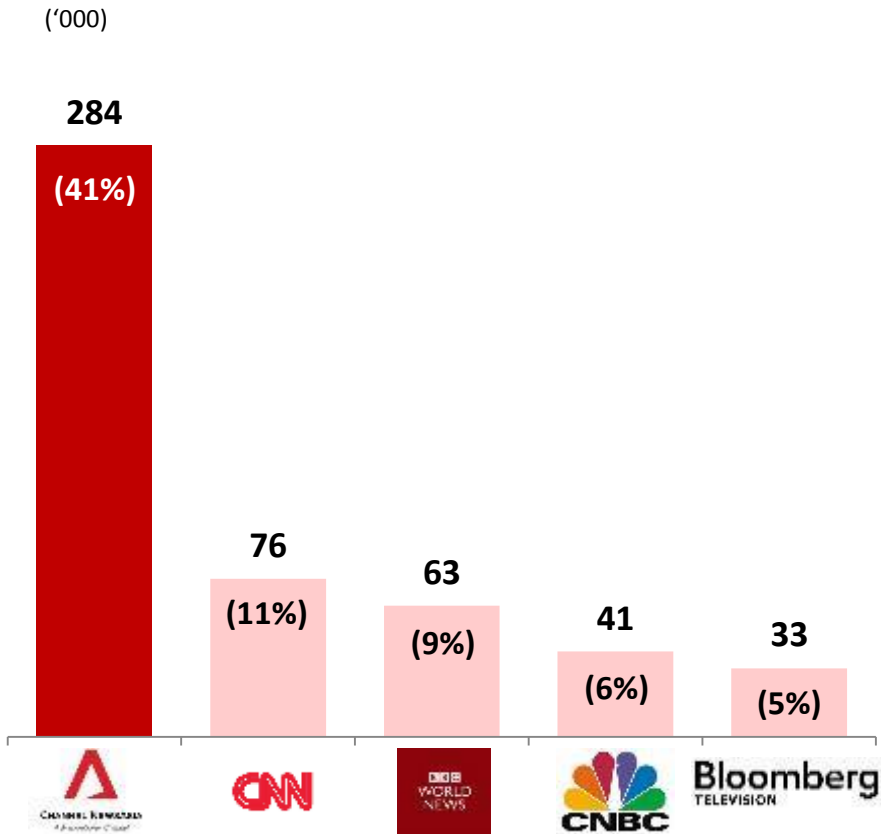
¹TV, Website, Tablet, Others that consumed in past month
Universe (000) : 702
Source : IASAP Q3 2014 – Q2 2015 (Market: Singapore)

Our viewers are Affluent and Active



Note: TV, Website, Tablet, Others that consumed in past month
Universe (000) : 613
Source : IASAP Q3 2014 – Q2 2015 (Market: Singapore)

Channel NewsAsia is the #1 news channel in Singapore

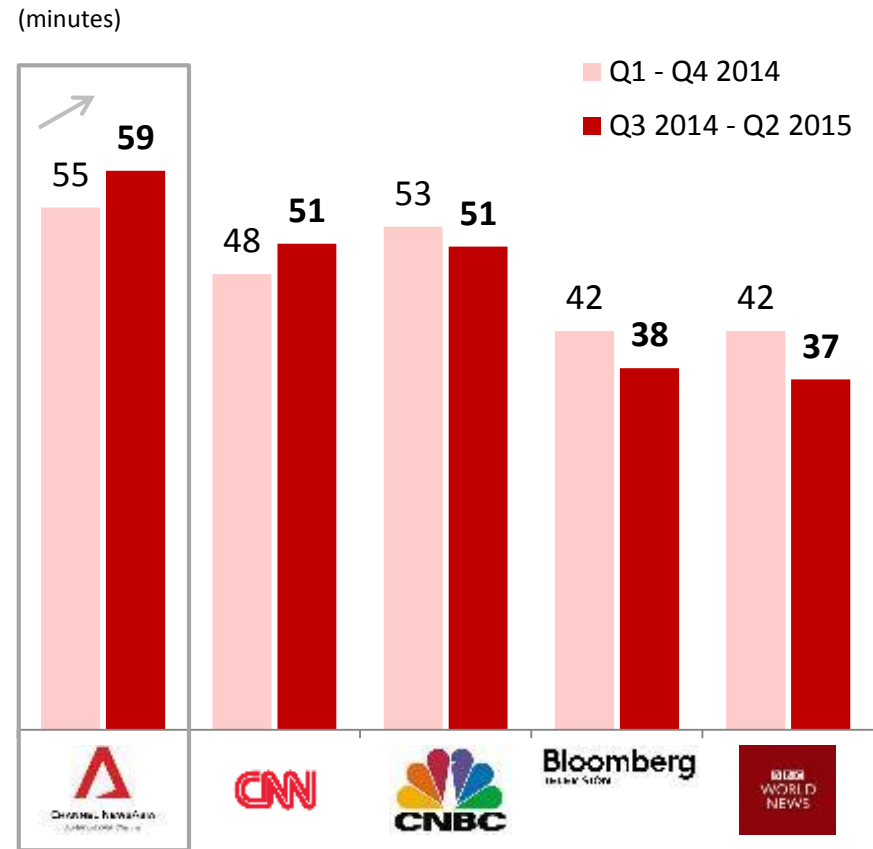
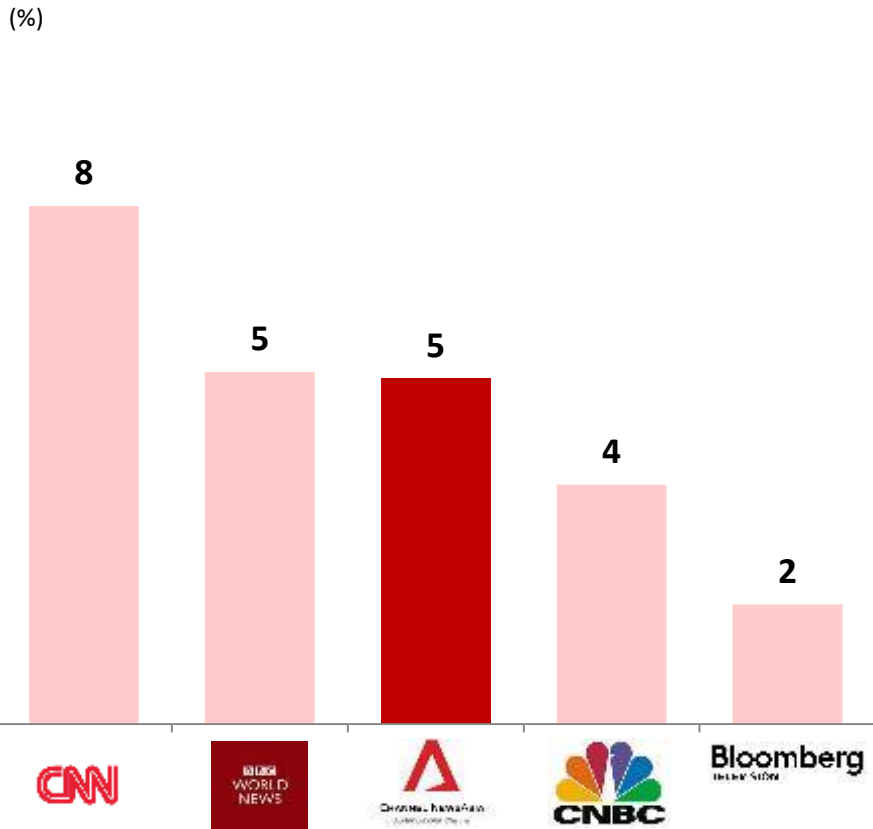


Note: TV, Website, Tablet, Others that consumed yesterday

Universe (000) : 702

Source : IASAP Q1 – Q4 2014 & IASAP Q3 2014 – Q2 2015 (Market: Singapore)

Channel NewsAsia ranks #3 in the region, but viewers spent more time watching Channel NewsAsia than other news channels



Note: Viewership based on TV, Website, Tablet, Others that consumed yesterday

Universe (000) : 7,137

Source : IASAP Q1 – Q4 2014 & IASAP Q3 2014 – Q2 2015 (8 Markets: Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Singapore, Taipei, India)