



For Immediate Release

The Latest and Best of Anime at Your Convenience with Animax On Demand

Kuala Lumpur, 26 November 2013 – What better way to enjoy anime than at your own convenience, anytime, anywhere and on any device?

Understanding these needs, Sony Pictures Television Networks, Asia and Astro are proud to roll out Asia's very first Animax On Demand service offering the latest and best anime titles on demand to anime fans in Malaysia!

Animax On Demand is a subscription video-on-demand (SVOD) service that enables customers to enjoy their favourite anime series, free of commercials, at their convenience.

"As Asia's anime specialist, we have long aspired to offer access to great anime programming anytime and anywhere to fans. Our collaboration with Astro on Animax On Demand, allows us to deliver on that, bringing not just the newest and most exciting anime to our viewers in Malaysia, but also enabling them to enjoy these shows in the way that they like," said Ang Hui Keng, Senior Vice President, Business Operations, Networks, Asia, Sony Pictures Television.

"We are delighted to provide fans with Animax On Demand that gives them the latest anime as early as two weeks from the first premiere broadcast in Japan as well as the ability to watch whole series of their favourite Animax titles anytime, anywhere all in the original Japanese audio with Malay subtitles or their choice of Malay audio," said Agnes Kim Rozario, Vice President, Content Group, Astro.

Brand new anime series which are currently airing in Japan include the latest blockbuster anime titles such as college romance series *Golden Time*, vampire themed *Strike The Blood*, as well as the post-apocalyptic *Arpeggio of Blue Steel*.

In addition, Animax On Demand provides access to hundreds of episodes of other anime series. These include recent hits like *Hyperdimension Neptunia TV Animation*, *Brothers Conflict* and *Mushibugyo*, and favourites like *D'Grayman*, *Toradora!*, *Kamisama Kiss*, *Full Metal Panic – The Second Raid*, *Jormungand*, *Hyouka*, *Btooom!*, *Arcana Famiglia*, *My Bride is a Mermaid* and many more, with new titles being introduced each month.

Animax On Demand is available to customers with a connected Astro PVR, and Astro On-The-Go customers who have linked their accounts. No matter where they may be, subscribers can get their anime fix with Animax On Demand.

Animax On Demand is now available for subscription to all in Malaysia via Astro On-The-Go's online and mobile application. The monthly fee for subscription to Animax On Demand is RM12.00 and detailed information including instructions to subscribe are available at



www.astro.com.my/animaxondemand.

Wait no more for the latest and best anime programs! Subscribe now and enjoy your favourite anime anytime, anywhere, only with Animax On Demand!

For more on Animax On Demand, see www.astro.com.my/animaxondemand

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About Animax Asia

Launched on 1 January 2004, Animax is Asia's first channel brand specializing in Japanese animation – anime. Animax offers a wide variety of anime programs from across the most popular genres including action, romance, horror, supernatural, comedy and slice-of-life.

Animax is home to some of the biggest anime titles in the world that enjoy great following across the region. In addition, the channel created TV history in April 2009 by becoming the world's first regional broadcaster to air an anime series at the same time as Japan and followed that with six other simulcast anime series. Currently reaching 40 million viewers in 46 million homes across 17 markets in Asia, Animax aims to offer anime programming for everyone.

Beyond television screens, Animax also actively engages its audiences at local events, including its signature Animax Carnival that has rolled out in Malaysia, the Philippines, and Taiwan. See www.animax-asia.com for more.

About Astro Malaysia Holdings Bhd

Astro Malaysia Holdings Berhad is a leading integrated consumer media entertainment group in Malaysia and Southeast Asia with operations in 4 key areas of business, namely Pay-TV, Radio, Publications and Digital.

With a customer base of over 3.58 million residential customers or approximately 53% penetration of Malaysian TV households, Astro offers over 170 TV channels, including 38 HD channels, delivered via Direct-To-Home satellite TV, IPTV and OTT platforms. Astro provides HD, 3D, PVR, VOD and IPTV services through Astro Beyond and Astro On-The-Go. Fulfilling its promise to bridge the digital divide for all of Malaysia, Astro introduced NJOI as an entry-level DTH satellite TV service and is the country's first non-subscription based satellite TV, offering 22 TV and 20 radio channels.

The People's Choice, Astro was awarded the Putra Brand Awards Gold for the Media & Entertainment Category for 4 consecutive years. The award is in recognition of Astro's efforts to exemplify innovation, quality and strong corporate social responsibilities.

Media Contact

Sony Pictures Television Networks, Asia

Calvin Wong

Tel: +65 6622 4203

calvin_wong@spe.sony.com