

## FACTSHEET: TWITTER'S LIVE & IN-STREAM PARTNERSHIPS FOR ASIA PACIFIC

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### **A) Following deals are newly announced at All That Matters:**

#### **SPORTS**

- 1. Ashes/ Cricket Australia:** Cricket's oldest international rivalry will see a new avatar on Twitter with clips from the Australia vs England series aka The Ashes brought to fans in Australia and India via [@CricketAus](#). In addition to The Ashes, cricket fans will also have access to the best highlights and videos from the Big Bash League, Women's Ashes and the Women's Big Bash League.
- 2. Australian Open / Channel 7 Sports:** Tennis fans in Australia will get a closer look at the first tennis grand slam of the year via [@7tennis](#) on Twitter as they bring highlights and videos from the Australian Open throughout the two weeks of the event.
- 3. Breakfast with Champions/Gaurav Kapur:** Clips from Breakfast with Champions, a video series featuring Indian and international athletes by [@gauravkapur](#), will be available for fans to watch on Twitter starting October 2017. They will also be able to take in his [#ALittleMoreGK](#) match previews of India's cricket matches through the home season.
- 4. Cricbuzz:** Cricket analysis videos featuring ace commentator Harsha Bhogle by [@cricbuzz](#) will be featured on Twitter throughout India's 2017 home season facing Australia, New Zealand and Sri Lanka. The content collaboration will continue through to the away series against South Africa.
- 5. Fox Sports Asia:** Fox Sports Asia ([@FOXSportsAsia](#)) is one of the region's largest sports broadcasters and have been leaders in the production of snackable video content for fans on Twitter. From the US Open tennis to Asian football, motorsport to golf, Fox Sports Asia will be bringing fans their most premium real-time highlights videos on Twitter in 2017 and 2018!
- 6. International Cricket Council (ICC):** Cricket is the most popular sport across a few countries in the Asia Pacific region and Twitter lights up around international cricket matches every year. Fans will be able to experience match videos on Twitter from the International Cricket Council ([@ICC](#))'s events in 2018.
- 7. Premier Futsal India:** All 26 matches of the second season of Premier Futsal will be available for fans from Asia and around the world to watch live on Twitter via [@PremierFutsalHQ](#). In addition to this, they will also be able to keep up with the action through 104 video clips on Twitter.
- 8. Riot Games:** Riot Games ([@RiotGames](#)) is Twitter Australia's partner on League of Legends, the world's highest participation eSports title. The partnership has seen two full Live stream experiences for League of Origin and Oceanic Premier League Grand Final, as well as ten live broadcasts via Periscope Producer. The partnership will see more eSports action coming for fans in the Asia Pacific region.

## NEWS

9. **Bloomberg Asia Pacific:** Bloomberg ([@BloombergAsia](#)) will be bringing its unrivaled Asia Pacific programming from daily market updates, the latest technology news, to bi-lingual business insights from Japan, to Twitter. This new in-stream video collaboration will reinvent the digital breaking news experience and offer new opportunities for brands to align with Bloomberg's premium content.
10. **BuzzFeed Japan:** BuzzFeed Japan ([@BuzzFeedJapan](#)) is cooking up a storm in one of the tastiest nations on earth. [@TastyJapan](#) will be serving up new and original cooking video series exclusively on Twitter, offering the best recipes, tips and secret ingredients in snackable video Tweets. The in-stream video collaboration is an extension of our partnership with Buzzfeed globally.
11. **Channel 7:** Channel 7 ([@Channel7](#)) is an Australian news leader, and a pioneer in harnessing the power of LIVE on Twitter for breaking news. New content offerings include daily news, sport, finance and entertainment updates across Seven News Channels, Sunrise and The Morning Show, Twitter and Seven are inseparable when it comes to delivering news and making Seven 'the best way to stay informed'.
12. **NDTV:** India's leading news network, NDTV, has been a pioneer in the broadcast and digital news space in India for close to 3 decades. Twitter and NDTV are building on their close partnership with exclusive coverage by [@NDTV](#) and [@Gadgets360](#) - including reports from California, product reviews and expert analysis.
13. **Network 18:** Network 18 is India's leading media conglomerate across financial, general and digital news, with channels including CNN-News18 (CNN's India affiliate), CNBC-TV18 (CNBC's India affiliate) and [firstpost.com](#). Building on the successful partnership for Budget Day 2017, Network18 and Twitter are working to expand their partnership for Budget 2018.

## ENTERTAINMENT

14. **ABS-CBN:** ABS-CBN ([@ABSCBN](#)) is the Philippines' largest entertainment and media company, and their partnership with Twitter will see the best in primetime entertainment brought to the platform and available for brand sponsorships. Content partnerships with Twitter will include top rating shows such as Ang Probinsyano, Wildflower and La Luna Sangre.
15. **Anupama Chopra & Film Companion:** One of India's leading film critics and journalists, Anupama Chopra partners with Twitter to bring an original content series to the platform. Stay tuned for bite-sized reviews of some of the most iconic stories from Bollywood, and catch the actors and characters that made the industry what it is.
16. **ARIA Awards:** The ARIA Awards ([@ARIA\\_Official](#)) are one of the premiere entertainment events in Asia Pacific, honouring Australia's top artists and biggest global stars. In 2016, we saw #ARIAs trend globally on Twitter, as users had their say by voting for an award exclusively on the platform. This year, ARIA and Twitter raise the bar with the partnership again, broadcasting the ARIA Awards Red Carpet coverage exclusively live on Twitter around the world. No matter where you are, Twitter will bring you a front row seat to the ARIAs action.

- 17. Filmfare Awards:** India's most established and most popular Bollywood Awards will continue to strengthen the partnership with Twitter in 2018 with nomination announcements, Red Carpet clips, behind the scenes action and exclusive interaction with winners. This year, as a first for any Indian awards, Bollywood fans across the globe will get to watch a premium Live Stream from a special show around Filmfare Awards ([@Filmfare](#)).
- 18. Haylo Media Group:** Haylo Media Group brings some of the most exciting content in Asia Pacific to the table, to be livestreamed and customised on Twitter. Through 2017 and 2018, Twitter and Haylo Media Group will work together to bring premiere music and entertainment events to Twitter users throughout the world.
- 19. KBS Music Bank Weekly Shows:** KPop is absolutely massive on Twitter, and Twitter is teaming up with one of South Korea's biggest broadcasters, KBS World TV ([@KBSWorldTV](#)), to reward KPop fans on the platform. KBS World TV and Twitter will livestream an original KPop content 'Music Bank' series every week from Oct, 2017. KPop fans on Twitter can enjoy live streamed performances of popular KPOP bands like BTS, EXO, TWICE, Got7 and newly emerging groups.
- 20. Live Nation Australia:** As the global leader in live entertainment, Live Nation will deliver original content on Twitter highlighting Australia's most in-demand music festivals with custom in-stream video sponsorship opportunities for brands.
- 21. 2017 Mnet Asian Music Awards / CJ E&M:** Mnet Asian Music Awards ([@MnetMAMA](#)) is the most iconic K-POP awards show. This year, Twitter is partnering with CJ E&M to broadcast the red carpet and the main performance show live on Twitter, giving K-POP fans all over the world the chance to enjoy the 2017 MAMA. This year, MAMA will take place on Nov 29th in Japan, and December 1st in Hong Kong, and both events will be available via live streaming on Twitter in select markets.
- 22. Red Chillies Entertainment:** Red Chillies ([@RedChilliesEnt](#)) brings the best of Bollywood to Twitter. Twitter's partnership includes movie trailer launch events, Q&As with lead actors, and behind the scenes action for upcoming movies in 2018.
- 23. Rolling Stone India:** Music is more than its melodies -- catch [#RollingWith](#), an original content series on Twitter, produced by Rolling Stone India. The series brings the Indian independent music scene alive with conversations and acoustic performances by Indian leading singer-songwriters, hip-hop and electronic artists.
- 24. Southern Cross Austereo:** SCA ([@SCA](#)) is Australia's leading media network and boasts the largest radio network, creating more hours of live content than any other broadcast media in Australia. Reaching millions of Australian's everyday via hit networks and radio shows, such as Hit FM, Triple M, Ash London Live, and Hamish and Andy.
- 25. The Sound Campaign:** Twitter Australia is joining forces with a premiere content partner, The Sound Campaign, to deliver an exciting original content series, [#TheKitchenStudio](#). [#TheKitchenStudio](#) combines the two passion pillars of music and food, highlighting celebrity chefs and their favourite global music stars.

- 26. Yash Raj Films:** Always-on Bollywood content from the large catalogue of Yash Raj Films ([@yashrajfilms](#)) for older movies. Exciting trailer content along with special Q&As with lead actors, celeb interactions and behind the scenes content for new upcoming movies in 2017 and 2018.
- 27. Channel 7:** One of Australia's top television networks is bringing top quality entertainment content to Twitter from their highest rating shows. Talent interviews, bonus clips, and more will be available from hit series such as My Kitchen Rules and House Rules, two of Australia's biggest television shows.
- B) Following deals are existing global partnerships now available to advertisers in APAC:**

## **SPORTS**

- 28. Australian Football League/ Channel 7 Sports:** Sports fans in Australia will be able to catch highlights from some of their favourite leagues through Twitter and Channel 7's ongoing partnership. This includes the Australian Football League on [@AFL](#).
- 29. BeIN Sports Australia:** Clips from the UEFA Champions League 2017-18 will be brought to Twitter by [@BeINSPORTS\\_AUS](#) for football fans in Australia. They will be able to stay in touch with the action in real-time as the world's best players battle for the most prestigious cup event in club football.
- 30. MTG:** Twitter and MTG announced earlier in the year that 1500 hours of esports tournaments and original programming will be live streamed on Twitter on [esl.twitter.com](#), [iem.twitter.com](#) and [dreamhack.twitter.com](#). There's plenty of excitement ahead for fans in Asia as the series heads to Korea for the Extreme Masters event in November.
- 31. National Basketball Association (NBA):** Basketball fans in the Asia Pacific region will have a lot to look forward to with clips featuring highlights, behind-the-scenes content and more throughout the season as well as Periscope live streams of press conferences and interviews. They will be able to view this content on [@NBA\\_AU](#), [@NBA\\_Philippines](#), [@NBAIndia](#) and of course the [@NBA](#) account on Twitter.
- 32. National Football League (NFL):** This NFL season will have plenty for fans across Asia to stay in touch with on Twitter. In addition to video clips featuring highlights, breaking news, and more, fans will also be able to watch the brand new [#NFLBlitz](#) show that is currently live streamed on Twitter during the season.
- 33. Women's National Basketball Association (WNBA):** As announced earlier in 2017, basketball fans in Asia will be able to watch 20 WNBA regular season games in 2018 and 2019 live on Twitter at [wnba.twitter.com](#) and [@WNBA](#). They will also be able to catch up with highlight clips every week.

## **NEWS**

- 34. Bloomberg:** Bloomberg ([@Bloomberg](#)) will debut the first-ever 24/7 breaking news network that will be global, live, social and exclusively on Twitter. The new live streaming news network, to

launch later this year, will combine the vast global editorial and news gathering capabilities of Bloomberg with the digital power, conversation and speed of Twitter.

- 35. BuzzFeed:** BuzzFeed News and Twitter will launch a new weekday live morning show, “AM to DM,” on September 25 US time. BuzzFeed will produce and direct the show, which reimagines the traditional morning television show for the way people consume news today: on Twitter.

## **ENTERTAINMENT**

- 36. American Music Awards / Dick Clark Productions:** Twitter has been working with Dick Clark Productions to bring premium content around music and entertainment from the US out to the world. From the American Music Awards to New Year's Eve, Twitter is proud to offer Asia Pacific advertisers the opportunity to leverage DCP's live streaming events on Twitter.

## **PARTNER QUOTES:**

### **ARIA / Australia**

*“Over the past few years, partnering with Twitter has been a key part of generating buzz, excitement and tune in for the ARIAs. Twitter is a leader in delivering great, live content, and we are very excited to now extend our partnership by becoming the first awards show outside of the US to livestream our Red Carpet coverage exclusively on Twitter, taking the ARIAs live from Sydney to music fans all around the world.”*

**- Dan Rosen, CEO, ARIA**

### **Bloomberg Media**

*"We're excited to be embarking on this journey with Twitter to reinvent the digital breaking news experience. By combining Bloomberg's high-quality journalism and data-backed objectivity with Twitter's global immediacy, we are creating the world's fastest and most credible modern news source."*

**- Anjali Kapoor, Head of Digital, APAC, Bloomberg**

### **BuzzFeed**

*"Twitter is the beating heart of news, and our newsroom has always embraced its power unabashedly--both for breaking news and for staying on top of it. The exciting thing about this show is that it will give you an informed, up-to-date audience from right inside the news cycle. And it will bring in original BuzzFeed reporting from around the world, including our 14 international bureaus from Europe to Asia and Australia."*

**- Ben Smith, Editor-in-Chief, BuzzFeed**

### **Filmfare Awards**

*"We, at Worldwide Media are pleased to associate with Twitter once again for the Filmfare Awards. Last year, we explored some never-before-seen opportunities with Twitter such as introducing first ever emoji for any Indian awards. This year too we look forward to bring exciting and out-of-the-box ideas to engage the huge number of Filmfare fans. This partnership will further enhance the massive reach of Filmfare Awards." - Deepak Lamba, Chief Executive Officer, Worldwide Media Pvt. Ltd.*

### **KBS Music Bank Weekly Shows**

*"We are your premier window with a nonstop 24X7 stream of the latest and the most popular Korean content capturing the imagination of audiences worldwide. With Twitter's unique ability to reach mass*

*audiences across the globe, we are excited to reach Kpop fans all over the world with LIVE streaming performance of popular KPOP bands like BTS, EXO, TWICE, Got7 and newly emerging bands, every week. This real-time engagement with the ever-growing global fan base adds a new dimension to our original content like the 'Music Bank' series, bringing it to their fingertips anywhere in the world."* - **Dong Seol Geum, Sr Manager, KBS World TV**

### **Network 18**

*"As a leading media and entertainment company we offer news and original content relevant to the evolving needs of the Indian consumers. People come to Twitter with a discovery mode and Network 18's current affairs, financial news and original content will offer them a unique glimpse into what's happening in the world right now. Our interesting perspectives and powerful storytelling, aligned to Twitter's real-time engagement and reach will create more value for our viewers."* - **Avinash Kaul, Managing Director, A+E Networks | TV18 and President - Strategy, Product & Alliances - Network18**

### **Riot Games**

*"Our philosophy at Riot Games is that we put the player-experience first. We want our players to have choice when it comes to where they watch their esports and to be able to watch on the platform that provides them with the the interactive experience they prefer. Twitter allows fans to connect with each other and the event in a unique way which the stats show they're enjoying."*

- **Daniel Ringland (@RiotStupendous), Head of eSports Australia and New Zealand, Riot Games**

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