

FACTSHEET: TWITTER'S NEW & RENEWED PREMIUM VIDEO CONTENT PARTNERSHIPS FOR ASIA PACIFIC

- **Twitter announces 53 premium video content partnerships in total; 19 will include Live streaming indicated as [LIVE] below. Breakdown as follows:**
 - [Entertainment](#) slate
 - [Sports](#) slate
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ENTERTAINMENT (in alphabetical order)

1. **[LIVE] After School Club/ArirangTV:** After School Club ([@arirang_ASC](#)) is an iconic show launched by Arirang TV in 2013. Providing a once-in-a-lifetime opportunity for global fans to interact with their favourite KPOP stars on live TV, After School Club has been gaining popularity over the years across the globe through Twitter. Their nearly 700,000 followers engage on Twitter with questions that are immediately answered by the KPOP stars. This year, the partnership with After School Club and Twitter is strengthened to bring more LIVE streaming and diverse KPop content to the world on Twitter.
2. **[LIVE] Comic Con India:** Comic Con India ([@ComicConIndia](#)) is where the comic world comes alive. As India's biggest venue for everything superhero, fans will swarm this festival across Delhi, Mumbai, Bangalore and Hyderabad. This year, Comic Con India will bring fans on Twitter more live-streams, Q&As and interactions with all the Cosplayers at the event.
3. **[LIVE] Diwali Culture:** Pop-culture and news publisher, ScoopWhoop ([@ScoopWhoop](#)) is partnering with Twitter to produce an exclusive first-ever live show highlighting the culture of Diwali. This show will bring fans the best of the festival of lights from across the country, live on their Twitter timeline. Diwali is #WhatsHappening.
4. **[LIVE] Filmfare:** Filmfare ([@Filmfare](#)) is the destination for news about the entertainment industry in India - whether it is Hindi, Tamil, Telugu, Marathi or Punjabi, fans will be able to get their fix on Twitter with Filmfare. The partnership with Twitter will offer advertisers the opportunity to own the conversation in Indian entertainment as the Filmfare Awards takes movie fans live on to the red carpet to engage with the industry's biggest names and find out what happens behind the camera.

GMA Network: GMA Network ([@GMANetwork](#)) is a major national commercial broadcast television, radio network, and digital publisher in the Philippines. They are also the most-awarded television network in the country. The partnership with Twitter will include content from GMA News and GMA's top-rated TV programming such as drama action-fantasy series, Victor Magtanggol.

[LIVE] KCulture (Mix of KPOP, Drama and Variety Shows) / KBS: KPop and Kdrama 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 and KCulture fans on the platform. KBS World TV and Twitter will live-stream an original KPop content 'Music Bank' series every Friday, plus highlight clips for Kpop programs, Kdrama and variety shows. K Culture fans on Twitter can enjoy content from a variety of stars.

5. **[LIVE] NBCUniversal:** NBCUniversal ([@NBCUniversal](#)) owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production

operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. Their partnership with Twitter will bring E!'s signature Live from the Red Carpet events as well as popular TV programming from [@eonlineasia](#), [@eonlineau](#) and [@DivaTVAsia](#) to the platform.

6. **[LIVE] Red Chillies Entertainment:** A long-term partner of Twitter's in India, Shah Rukh Khan's production house, Red Chillies Entertainment ([@RedChilliesEnt](#)) will be launching video content from their upcoming Hindi film, Zero, on Twitter, and brands have an opportunity to leverage this Bollywood conversation. Along with this, RCE will be doing an exclusive live show only for Twitter featuring the King Khan himself.
7. **SBS Australia (@SBS):** Whether it's sports, entertainment, or lifestyle, SBS Australia is your front row ticket to premier events. In 2019, SBS Australia is partnering with Twitter to bring fans the best of Eurovision and major sporting events.
8. **[LIVE] SimplyKPOP / ArirangTV:** SimplyKPOP ([@Simplykpop](#)) is one of the most popular shows produced by Arirang TV, where K-POP stars will perform on stage and interact with international fans from all around the world. This year, Twitter starts a solid partnership with Arirang TV to bring dynamic clips from Simply K-pop stages and behind the scenes to more diverse viewers and subscribers.
9. **Sony Music:** Music is one of the most talked about topics on Twitter, and music fans are one of the biggest communities on the platform. In a partnership with Sony Music, Twitter offers brands the chance to tap into this massive community, with custom content from APAC's biggest stars, behind the scenes clips, and original content that's on Twitter first. It all kicks off with award-winning artist [@GuySebastian](#).
10. **[LIVE] The KPOP / SBS Plus Korea:** The KPOP ([@TheKPOP_sbsplus](#)) is a special Kpop program delivering LIVE and highlight contents on Twitter, produced by SBS Plus. SBS Plus is a subsidiary of SBS, a top terrestrial TV in Korea. Twitter is partnering with SBS Plus for Kpop fans all over the world to enjoy and engage on Twitter.
11. **[LIVE] Vh1 Supersonic:** The world's biggest DJs flock to India every February for Vh1 Supersonic ([@Vh1Supersonic](#)), a three-day festival featuring the most popular artists across electronic music. Nowhere does this music come alive better than on Twitter. The partnership with Vh1 will showcase behind-the-scenes chat with all the talent in the Twitter #BlueRoom.
12. **Viacom International Media Networks:** Viacom International Media Networks (VIMN) is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel and more. With this new collaboration with Twitter in Southeast Asia, VIMN will be amplifying and extending the reach of some of their key IPs and event franchises with Twitter in Southeast Asia, while exploring offering additional digital solutions to their clients together. In addition, the content collaboration includes premium TV programming from MTV Asia ([@mtvasia](#)) and Comedy Central Asia ([@ComedyCentralAS](#)).
13. **WORKPOINT Entertainment (@workpoint_ent):** WORKPOINT Entertainment is a Thailand-based media company and broadcaster engaged in production of television programs such as games shows, sitcoms, variety shows and cultural shows. Their partnership with Twitter will see the best Thai entertainment programming brought to the platform and available for brand sponsorships. This includes highlight clips from their popular music reality TV shows such as *The Mask Singer Project A* and *I Can See Your Voice*.

SPORTS (in alphabetical order)

- 14. AFC Champions League and AFC Cup on FOX Sports Asia ([@FSAsiaLive](#)):** The best football in the region. The best clubs in Asia battling for the chance to be crowned Asian Champions. With the partnership, FOX Sports Asia will deliver highlights and match recaps in real time to Twitter fans in South East Asia.
- 15. AFC Asian Cup 2019 on FOX Sports Asia ([@FSAsiaLive](#)):** Who is going to be the next Asian football champion? Will Australia's reign come to an end or will the Socceroos go back to back? [@FSAsiaLive](#) will provide near Live coverage, Tweeting the best action from every game played.
- 16. Asian Tour Golf ([@AsianTourGolf](#)):** The Asian Tour is bringing golf fans closer to the best Asian golfers, competing across the continent, through the partnership with Twitter. Fans can follow the action and the future global stars of this amazing sport with all clips and highlights delivered via the official handle [@AsianTourGolf](#).
- 17. BWF 2019 on FMA Indonesia ([@FMA](#)):** The best badminton players in the world battle it out for a chance to get the glory and the prize money at BWF 2019. One of the top sports in Indonesia with great following and rabid fans, the partnership with [@FMA](#) will bring fans all the video highlights to keep up with what's happening.
- 18. BWF 2019 on Stadium Astro Malaysia ([@StadiumAstro](#)):** Fans in Malaysia can catch the best badminton players in the world battle for glory at BWF 2019 as Stadium Astro Malaysia partners with Twitter to showcase all the highlight clips on the platform.
- 19. [LIVE] CRICBUZZ:** Cricbuzz ([@Cricbuzz](#)) is the world's largest mobile app for cricket. Over the next few months, Cricbuzz will be bringing LIVE episodes and clips of their flagship show [#CricbuzzLIVE](#) to Twitter featuring some of the world's most renowned cricket commentators. The shows and clips will cover the Asia Cup, India's home series against the West Indies and India's tour to Australia.
- 20. Dugout Asia ([@DugoutAsia](#)):** Dugout is all about football. Dugout provides unparalleled access to the world's top clubs such as Manchester City, Real Madrid, Barcelona & Juventus. Dugout and Twitter will partner with brands, agencies, publishers and platforms to deliver incredible football content to fans on the platform. Follow the action on Twitter in the language of your choice with [@DugoutID](#), [@DugoutThailand](#), [@Dugout](#), [@DugoutJP](#) and [@DugoutAsia](#).
- 21. English Premier League on Stadium Astro Malaysia ([@StadiumAstro](#)):** The English Premier League is undoubtedly the best football league in the world. The action and the excitement will be on Twitter thanks to the partnership with Stadium Astro, the home of the EPL in Malaysia.
- 22. Formula One® on FOX Sports Asia:** FOX Sports ([@FSAsiaLive](#)) is one of the most popular sports network in Asia-Pacific. With the partnership, FOX Sports will showcase F1® action to fans on Twitter in real time via the handle [@FSAsiaLive](#). The whole weekend of updates, action and interviews, delivered to fans on the go.

23. **FOX SPORTS Australia (@FOXSportsAUS):** FOXTEL and FOX SPORTS Australia, leaders in entertainment and sport, will bring fans on Twitter highlights from the NRL & AFL finals, followed by a huge October with A-League, Surfing & Supercars ahead of an action packed Australian summer on FOX CRICKET.
24. **Gaurav Kapur (@gauravkapur):** Gaurav Kapur is amongst India's most popular sports and entertainment hosts with 1.5 million followers. Twitter will be bringing a series of [#ALittleMoreGK](#) short videos in partnership with Gaurav for the blockbuster India Australia cricket series in 2018.
25. **ITTF (@ITTFWorld):** Catch the masters of spin on Twitter! The partnership between Twitter and ITTF will bring table tennis fans the whole season of ITTF events. All the best players and best tournaments, available to fans globally delivered by the official handle [@ITTFWorld](#).
26. **Liverpool FC on Stadium Astro Malaysia (@StadiumAstro):** Liverpool is one of the most popular football clubs in the world and has a very strong following in Malaysia. [@StadiumAstro](#) and Twitter are teaming up to deliver the best plays of LFC in the Premier League, throughout the 2018-2019 campaign.
27. **MotoGP on FOX Sports Asia (@FSAsiaLive):** Follow the MotoGP action in real time with the most accurate and extensive coverage in the region, provided by the team at Fox Sports Asia ([@FSAsiaLive](#)) on Twitter. The partnership with Twitter will deliver what's happening on the track across all categories in real time to Twitter fans in South East Asia.
28. **[LIVE] NRL (@NRL):** Twitter has partnered with the NRL, one of the biggest sporting leagues in Australia, to bring fans premium Rugby League content from [@NRL](#). Fans can catch weekly recaps, match previews, live content and insights from NRL talent, only on Twitter.
29. **[LIVE] ONE Championship (@ONEChampionship):** ONE Championship ([@ONEChampionship](#)) is the largest global sports media property in Asian history. Headquartered in Singapore, ONE Championship is the home of martial arts and is the world's largest martial arts organization, hosting bouts across all styles of martial arts such as Muay Thai, Kickboxing, Karate, Kung Fu, Silat, Sanda, Lethwei, Mixed Martial Arts, Tae Kwon Do, Submission Grappling, and more. The world's most exciting martial arts organization is partnering with Twitter to live stream their matches for the rest of the year.
30. **Pacific League (@PacificLeagueTV):** Japanese baseball is the top baseball content in Asia. After the Pacific League season (The season will finish the mid of Nov in 2018), the partnership with [@PacificLeagueTV](#) will offer Japanese baseball fans video highlights of the best plays and funniest plays of the season.
31. **[LIVE] Persib FC (@Persib):** Persib FC is the #1 football club in Indonesia in terms of popularity and success. The Pangeran Biru - Blue Princes, as the players are called, are role models all over the country and the Bobotoh are the most passionate and loyal fans you can find in Indonesia. With the partnership, fans can enjoy near live highlights and behind the scenes access delivered directly by the club, via official handle [@Persib](#) on Twitter.
32. **PGA and LPGA on FOX Sports Asia (@FSAsiaLive):** Through the content partnership with Twitter, Fox Sports Asia will bring golf fans the best shots of the best golfers in the world with live stream and highlight clips of the PGA and LPGA tournaments.

33. **Seven West Media:** Seven West Media is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online. Channel 7 is the home of hit shows like My Kitchen Rules and House Rules, and also the home of Australia's number one summer and winter sports, cricket and AFL. Twitter is excited to continue to grow the deep partnership with Seven West Media and will bring more content packages to the table in 2019 than ever before.
34. **Tennis Grand Slams on FOX Sports Asia ([@FSAsiaLive](#)):** FOX Sports brings fans the best and the most important tennis tournaments on TV and Twitter. The partnership with Twitter will see all the action and all the best shots, delivered daily by the team at [@FSAsiaLive](#).
35. **The 45th Dunlop Phoenix Golf Tournament ([@dunlop_phoenix](#)):** The Dunlop Phoenix is a popular golf tournament in Japan and will be having top players from around the world participating. Twitter has partnered with MBS TV ([@MBSsports](#)) to offer a sponsorship package to advertisers for the event which will be held in November 2018.
36. **UAAP Season #81 on ABSCBN ([@ABSCBNSports](#)):** Teams from the premiere collegiate league of the Philippines will battle for supremacy in season 81 of the UAAP tournament and fans in the Philippines will get to enjoy a piece of the action on Twitter with [@ABSCBNSports](#). From the men's basketball, women's volleyball and men's football, the partnership with [@ABSCBNSports](#) will take fans on a journey where they get to watch the most followed collegiate sports action in the region and join in the live conversation.
37. **UEFA Champions League on FMA Indonesia ([@FMA](#)):** The most important football club competition in the world is going to be brought to Twitter fans via Indonesia [@FMA](#), already a partner of Twitter during the last FIFA World Cup. Fans of Cristiano Ronaldo, Messi, and Salah will have access to near live highlights throughout the competition on Twitter, until the very last game, on June 1st 2019 in Madrid.
38. **UEFA Europa League on FMA Indonesia ([@FMA](#)):** The Europa League needs no introduction for football fans. [@FMA](#) will deliver highlight clips and match recaps on Twitter throughout the competition, to make sure fans in Indonesia will not miss a thing.

NEWS (in alphabetical order)

39. **[LIVE] AUTO ON QUINT:** The Quint ([@TheQuint](#)) is a mobile-first digital publisher, that engages Indian millennials, in English and Hindi. From premium video content to a compelling LIVE program with Twitter India for [#PRIDEMonth](#), the partnership with the Quint brings creative Auto programming to automotive fans on Twitter.
40. **Bloomberg ([@business](#)):** The partnership between Bloomberg and Twitter combines the credibility of Bloomberg's global team of more than 2700 journalists and analysts with Twitter's unrivalled speed and reach. With its expertise in Asian business news, data and analysis, Bloomberg connects influential audiences to real news, ideas and intelligence as no other source can. Across accounts including [@BloombergAsia](#) and [@BloombergJapan](#), we've got Asia and the world covered. In-stream sponsorship packages include Top Stories of the Day, [@Markets](#) Highlights and the latest [@technology](#) news.
41. **[LIVE] Budget with NETWORK 18:** CNBC TV18 ([@CNBCTV18News](#)) is the market leader for business programming across India. The partnership with Twitter brings a three-tiered sponsorship for

video highlights and LIVE around Budget Day 2019 in India. Budget Day programming will be available on Twitter with market leaders @CNBCTV18News and @MoneyControl.

42. **[LIVE] BuzzFeed (@BuzzFeed):** Together, Twitter and BuzzFeed have reshaped the delivery of news to a global millennial audience, including the successful only-on-Twitter LIVE weekday program AM2DM. BuzzFeed Editor in Chief, Ben Smith calls Twitter the ‘beating heart of news’. With the partnership extended to the region, BuzzFeed’s uniquely engaging content is available across Asia, providing the opportunity for brands to reach a younger, highly engaged audience. In-stream sponsorship packages include the hugely successful BuzzFeed brands @tasty, @nifty and @bringme.
43. **DOMAIN (@domaincomau):** Australians are obsessed with property and Domain is one of Australia’s most followed brand accounts. The leader in Australian property information, Domain offers the latest market coverage that attracts qualified buyers, sellers, renters and investors. With an established editorial team who continue to lead the Australian property conversation, @domaincomau is partnering Twitter to showcase video highlights of every property need covered - whether its buying, selling or renovating.
44. **Gizmodo Japan (@gizmodojapan):** Gizmodo Japan is the trusted media for tech geeks in Japan. The partnership with Twitter will showcase premium video content including their coverage of the latest gadget, technologies and new businesses. The pre-roll video highlights will also be featured on Gizmodo Japan website.
45. **INDIA TODAY AAJ TAK FINANCE:** Hindi channel @AajTak feature news programming in English and Hindi. As part of the partnership with Twitter, the two channels will bring diverse programming on Twitter, including the **AajTak Money package**, a digital-first weekly capsule of Finance ‘News You can Use’ to cater to Hindi audiences.
46. **NDTV CAR AND BIKE (@CarandBike):** NDTV’s premium auto content programming from @CarandBike saw the first **Sponsored Moment** across APAC this year, with Maruti Suzuki. Building on the success, NDTV and Twitter are introducing new customised in-stream sponsorship packages to include always-on programming via a weekly capsule of Auto Reviews featuring on-air talent for automotive fans on Twitter.
47. **NDTV TECH (@Gadgets360):** Indian television media company @NDTV is a pioneer in Indian television and digital journalism, and one of Twitter’s earliest partners in India. As part of the partnership, NDTV brings premium tech content to Twitter through @Gadgets360. Theirs is an in-stream video sponsorship success story after featuring at All that Matters last year.
48. **NET.: NET. (@netmediatama)** is a major television station network in Indonesia that produces TV programs primarily aimed for family and young viewers. With their renewed partnership with Twitter, they are bringing their top-rated TV programs to the platform and available for brand sponsorships. The content partnerships with Twitter include popular TV talk shows such as Ini Talkshow, Tonight Show, Sarah Sechan as well as their highly-rated entertainment, sitcom and reality shows such as The Comment, Waktu Indonesia Bercanda, Breakout, 86 and The East.
49. **[LIVE] News Picks Japan (@NewsPicks):** NewsPicks is the most popular business media among young business people in Japan. The partnership with Twitter will feature their popular live program covering various latest technologies like AI, VR and 5G on the platform.

50. **[LIVE] TicToc by Bloomberg (@TicToc)**: TicToc is the world's only global newsroom built for Twitter. Powered by Bloomberg's network of newsrooms across 120 countries and featuring a dedicated editorial team focused solely on content in Asia, TicToc delivers breaking news 24/7 verified by Bloomberg. TicToc provides a truly global perspective at the speed of Twitter. The In-Stream sponsorship package presents a unique opportunity to reach an influential and informed audience via this innovative, world-leading news initiative.
51. **VICE (@VICE)**: VICE is the world's leading youth media company, building a deeply relevant, local presence across Asia Pacific through its Singapore HQ and multiple offices across the region. This partnership will bring a powerful new offering for audiences and brands alike, combining VICE's compelling voice with Twitter's immediacy and conversational power — delivering premium content to wherever young audiences are consuming news, culture and talking about what's happening in their lives, at scale.

PARTNER QUOTES: (in alphabetical order)

ABS-CBN - Philippines

"The digital future is happening now as ABS-CBN transitions into an agile digital company. We are proud to partner with Twitter as the global, live communications platform to strengthen our engagement with the digital savvy millennials in the Philippines and expand our reach to a global audience through the platform. Through the partnership, we seek to drive more content innovation that brings more Filipino content to the world and create new avenues of business opportunity with Twitter." - **Elaine Uy-Casipit, Head of OTT / OIC-Head of Digital Media Division, ABS-CBN Corporation**

Bloomberg - Asia Pacific

"The Bloomberg-Twitter partnership is an essential part of our audience growth across many parts of Asia. It helps us reach influential decision-makers in the region, and also allows us to be more innovative in delivering news as well as engage with our audiences."

- **Parry Ravindranathan, President & Managing Director - International, Bloomberg Media**

Domain - Australia

"Domain leads the property conversation and delivering audiences what they want, on platforms they love, in a timely and mobile way is important to us. We're excited to be launching this partnership and the opportunity to offer the best Australian property insights and advice to Twitter's highly engaged Australian audience." - **Jen Young, Head of Social Marketing and Partnerships - Domain Australia**

DUGOUT - Singapore

"Dugout's continued growth in the region has been due to our key partnerships like the one we have with Twitter. With the unique and exclusive content from the biggest football clubs in the world, generating excitement and views in the region is critical to our success and with Twitter as a leader in delivering our content in a dynamic manner, and we are very excited to now extend our partnership."

- **Matthew Baxter, President, Dugout**

FMA - Indonesia

"Indonesian sports fans practically live on Twitter and as premium sports license holder, partnering with Twitter has been a no-brainer decision. During the 2018 FIFA World Cup, Twitter enabled us in delivering high quality content quickly with visible engagement and a high impact. Our World Cup highlights was a success for us and our

sponsors and we are looking forward to extend this partnership for the next seasons of Champions League and Europa League.” - **Shanna Murady, Senior VP and CMO, FMA**

GMA Network - Philippines

“Twitter has always been a valuable instrument in the distribution of GMANetwork.com's content. The platform has since helped us give *Serbisyong Totoo* (true service) to our *Kapuso* readers and viewers around the world, as we achieve our objectives in being the first to break Philippine news to our global audience, reaching and engaging with the fan base of our entertainment programs, and providing public service to Filipinos worldwide. With fervor, we are looking forward to strengthening our partnership with Twitter to further extend our audience reach and *Serbisyong Totoo* while driving success to our business goals.” - **Dennis Caharian, SVP and General Manager, GMA New Media Inc.**

INDIA TODAY GROUP - India

“We have found great value in our partnership with Twitter, especially around elections. The platform gives our content additional reach and meaningful engagement with the younger voters and opinion makers.” - **Kalli Purie, Vice Chairperson, India Today Group**

NDTV - India

“It was terrific to have NDTV partner with Twitter for an election result seeped in drama. We offered a simple graphic showing real-time results on twitter (auto responder) that ensures we delivered the latest twist and turn to our users.” - **Suparna Singh, Group CEO, NDTV**

Network18 - India

“Network18 is delighted to strengthen its partnership with Twitter. With India's largest news network in its fold, Network18 today reaches out to 670 million television news viewers through 20 news channels in 15 Indian Languages. Its array of digital properties reach 32 million news consumers on the internet. With our massive reach and Twitter's real-time conversational capability, this collaboration sets a benchmark proposition for prospective advertisers and business partners. We believe that this partnership will amplify the digital reach of a brand or idea to the next level of visibility and engagement.” - **Avinash Kaul, Chief Operating Officer Network18 and Managing Editor A+E Networks | TV18**

ONE CHAMPIONSHIP - Singapore

“The partnership between ONE Championship and Twitter has seen enormous success in bringing our unique brand of martial arts to the world. Twitter has proven to be an incredible platform for showcasing live content, generating excitement, and more importantly conversation and buzz, among martial arts fans in every corner of the globe. We at ONE Championship continue to be excited and inspired by what this partnership with Twitter can do and all the possibilities it opens up. Martial arts has never been more exciting.” - **Chatri Sityodtong, Chairman and CEO of ONE Championship**

PERSIB FC - Indonesia

“We understand that in this digital era, social media has become an integral part of human lives and activities, including sports. We are honored and proud to become the very first and only Indonesian football team that builds a partnership with Twitter, which is a social media leader. We hope that we would grow through this partnership especially in creating engaging and relevant content, and in sharing our heartfelt spirit more and more closely with our fans. Thank you Twitter for the trust. #AyoBangunPersib” - **Teddy Tjahjono, Director, Persib Bandung, Persib FC**

ScoopWhoop - India

“ScoopWhoop has consistently leveraged the immediacy of twitter to help people discover and share stories that are interesting and relevant in the moment. Now we are excited to take this partnership to a new level by creating our first ever Live Diwali show exclusively on Twitter. The show aims to capture what’s happening in India during Diwali while it’s happening and Twitter is clearly the ideal partner.”

- **Rishi Mukherjee, COO and Co-Founder, ScoopWhoop**

Seven Network - Australia

“The team at Twitter have been incredibly helpful extending our stories to other screens. We strongly believe in the organic relationship between Twitter and appointment viewing on linear or connected television. We create powerful stories people want to engage with and when they do, they often turn to Twitter. Twitter’s offering allows our clients and partners to leverage a highly engaging platform that really speaks to our communities. We have seen phenomenal engagement when talking directly to our Twitter fans and having a two way conversation through the likes of Armchair Experts, a format developed by 7Sport Production in collaboration with Twitter. The partnership with Twitter goes beyond content and commercial. Seven worked with Twitter’s global product teams to create a global first collaboration. For the first time, clients can access IVA (Instream Video Ads) across Channel 7 content categories providing a scalable brand safe, contextually targeted offering to both Twitter and Channel 7 partners and sponsors.” - **Jonathan Munschi, Head of Commercial Product, Seven West Media**

STADIUM ASTRO - Malaysia

“The EPL is the best football league in the world, and this partnership with Twitter gives us a major opportunity to leverage excitement about the games beyond the TV screen.”

- **CK Lee, VP Sports Content at Astro**

Vh1Supersonic - Viacom18, India

“Vh1Supersonic has seen phenomenal engagement on Twitter over the years and has been one of our most engaged and active social media platforms. Twitter has played a pivotal role in helping generating buzz and excitement for the festival across the year. 2018 saw our collaboration with Twitter translate beautifully on-ground to create live content across the 3 days of the festival with Indian and global artists with the flagship Blue Room property. With the 2019 edition as well, we are very excited to see an extension in our partnership with Twitter to build brand Vh1Supersonic on a larger scale.”

- **Saugato Bhowmik, Business Head- VOOT Kids OTT Service, Consumer Products and Live Entertainment, Vh1Supersonic**

Viacom International Media Networks

“We have worked with Twitter in several parts of the world and are delighted to extend that collaboration in Southeast Asia. We look forward to further strengthening the footprint of our digital engagement with our fans and amplifying the reach of some of our key short-form content. We would also explore expanding potential digital sponsorship opportunities for our clients especially around some of our key live entertainment events.”

- **Paras Sharma, Senior Vice President & General Manager, Southeast Asia, and Head of Digital Media for Asia, Viacom International Media Networks.**

VICE - Asia Pacific

“The partnership with Twitter is an exciting opportunity for VICE to reach even more audience across the region, pairing the power of the platform with our unique storytelling ability to lend a voice to the young people of Asia.” —

Serene Lee, Head of Sales and Brand Partnerships VICE APAC