



## **ATN launches News Corp's 'Movies OK' in Canada**

August 27<sup>th</sup>, 2012 – New York, NY: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, has launched Movies OK, a 24-hour Bollywood Movie Channel from News Corp's STAR Network. ATN is boosting its Hindi cinema entertainment offerings in Canada with "ATN MOVIES OK", ATN's newest channel complements the philosophy of Life OK and caters to the entire South Asian demographic. While Life OK urges viewers to cherish what they have, Movies OK inspires families to bond, as movies are a perfect setting for family togetherness. The new channel aims to target all age groups by catering to the tastes of different generations, with titles that include blockbusters, modern classics and contemporary cinema.

ATN Movies OK enjoys access to the largest movie catalog in the industry, available with STAR and through the movie library acquired from Viacom. "We are again extremely delighted to partner with STAR, one of the largest multinational media companies in the world," said Dr. Shan Chandrasekar President & CEO of ATN. "We expect the compelling programming from Movies OK will reward our strong subscriber base in Canada," he added. "ATN MOVIES OK" is currently available on Rogers, Bell and Telus.

"The pace of innovation at Star Network has been phenomenal and with the launch of Movies OK in Canada, we are able to delight our viewers with an unmatched and exciting viewing experience. This continuing partnership with ATN is staying true to our philosophy of providing the best in family entertainment to the largest possible viewership base," said Mr. Rajan Singh, EVP of International Business at STAR TV.

### **About Asian Television Network International Limited**

ATN (TSX-SAT) serves Canada's Asian community with 34 premium specialty television channels. ATN offers its flagship general interest service, several Bollywood movie channels with 800 movies a month, sports channels, news channels, music channels, a lifestyle channel, spiritual channel and several Regional Language channels. ATN is Canada's largest distributor of World Class Cricket. ATN operates the only South Asian Radio Service 24 hours a day on XM across The United States and Canada. ATN is also the first and only broadcaster in Canada to deliver South Asian Content on Bell Mobility. ATN along with CTV was a Broadcast Partner for the London 2012 Summer Olympic Games and telecast more than 100 hours of LIVE coverage in five languages on six channels across Canada. ATN has programming alliances with leading international



broadcasters. To subscribe to ATN and for more details about our services and programming schedules please visit [www.asiantelevision.com](http://www.asiantelevision.com).

**FOR MORE INFORMATION:**

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**About STAR**

“STAR India, the leading Media and Entertainment conglomerate, has the highest reach amongst the country’s broadcasters, beaming to over 400 million people, every week across India and over 65 countries across the globe. Its portfolio includes 33 channels in eight languages, including STAR Plus, Life OK, STAR Gold, Channel [V], STAR Jalsha, STAR Pravah, STAR World, STAR Movies, STAR Utsav; along with the joint venture channels Asianet, Asianet Plus, Vijay TV, Suvarna, ABP News, ESPN and STAR Sports. STAR India also manages a portfolio of business ventures including DTH operator Tata Sky; Content Aggregator MediaPro; News Channel operator MCCA; Film Production and Distribution Business Fox STAR Studios India and STAR CJ Home Shopping. STAR US:

News Corp Star US LLC is one of the largest distribution network and leading choice for South Asian channels available in Hindi in the U.S. The channel portfolio in the U.S. includes Star India Plus, Star India Gold, Life OK and ABP News available through both satellite and cable platforms.

News Corp Star US LLC is a wholly owned subsidiary of News Corporation.

Website: [www.startv.com/usa](http://www.startv.com/usa).”

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