



# ANIMAX ASIA FACT SHEET

## **Introduction**

Animax Asia is 100% owned by Sony Pictures Entertainment. Launched on 1 January 2004, Animax is Asia's first youth brand specializing in the fastest growing youth entertainment genre – Japanese animation. Animax Asia's programming strategy is to not only offer a dynamic line-up of the highest-rated, most popular anime programs as well as shows never before seen outside of Japan, but also original productions, music and technology-lifestyle programs, that are exclusive to Animax Asia.

It is the channel of choice for Asia's trendsetters, image-conscious, tech-savvy youth and young adults, and individuals seeking a unique entertainment experience. The channel now reaches over 29 million households across 21 countries in Asia (including Japan)\*, and is set to become a leading iconic brand synonymous with popular youth culture.

*\*As at December 2007*

## **Programming**

Animax Asia's programming strategy is to offer a dynamic line up of the highest-rated and most popular anime, original productions and music programmes, including those never before seen outside Japan, and exclusive to Animax Asia – to connect with viewers in their areas of interests and create a platform for youths to be inspired and to fulfill their passions.

Showing the most popular anime that have garnered massive followings in Japan and around the world, Animax features programs of various genres, from action (*Shakugan No Shana, Prince of Tennis*) to sci-fi (*Ghost in the Shell, Final Fantasy VII: Advent Children*), romance (*Honey & Clover, Ah! My Goddess*) to drama (*Jigoku Shoujo, Death Note*), and all time favorites (*Dragon Ball, Yu Yu Hakusho*) to provide viewers with the ultimate anime viewing experience.

## **The Animax Viewer**

Animax Asia is the channel of choice for youth trendsetters, image-conscious, tech-savvy young adults, and individuals seeking an exceptional entertainment experience with a unique genre. Like the channel's creative offerings, Animax viewers dare to be different and go beyond the ordinary.

The Animax viewer is primarily youths aged 15 to 24, and mature viewers with a youthful attitude. He/she is young at heart and loves to inject some fun and excitement in his/her life. He/she is in tune with the latest trends, be it in fashion, gadgets, music or lifestyle activities.

### **Distribution**

Animax is now available in over 29 million households, 24-hours a day, across 21 countries in Asia, including over 6 million households in Japan, and over 22 million homes in Bangladesh, Brunei, Hong Kong, India, Indonesia, Macau, Malaysia, Maldives, Mongolia, Pakistan, Palau, Philippines, Singapore, Taiwan, Thailand, Vietnam, Cambodia, Sri Lanka, Nepal and Korea.

### **Language Customization**

Animax Asia provides dual sound (English dubbed and original Japanese) for most programs in the Southeast Asia market. Local language dubbing is also available in some countries like Taiwan (Mandarin), Hong Kong (Cantonese), Korea (Korean) and India (Hinglish).

### **Website**

Animax offers five localized websites that cater to each market in terms of language and unique online offerings. The Animax websites went through a revamp in 2006 in congruence with the channel's new on- and off-air look. With its jazzed up and edgier look and feel, the number of unique visitors and page views of the websites have more than tripled since and the figures look set to increase further. More than for anime alone, Animax websites have become the online destination for tech-savvy youths who want privy knowledge about alternative cool trends happening in their locale as the sites are packed with news like the latest Animax events in town, hottest programming information, schedules, and many extras including contests, interactive games, downloads, forums and even horoscopes and love quizzes! Visit [www.animax-asia.com](http://www.animax-asia.com), [www.animax-taiwan.com](http://www.animax-taiwan.com), [www.animax-hk.com](http://www.animax-hk.com), [www.animaxindia.com](http://www.animaxindia.com) and [www.animaxtv.co.kr](http://www.animaxtv.co.kr) to find out more.

### **Ownership**

Animax Asia is one of the six channels under SPE Networks – Asia, the others being AXN Asia, Sony Entertainment Television, AXN Beyond, and on-demand movie channels PIX and PIX Thriller. SPE Networks – Asia is a Sony Pictures Entertainment company. Sony Pictures' global operations encompass motion picture production and distribution, television programming and syndication, home video acquisition and distribution, operation of studio facilities, development of new entertainment technologies and distribution of filmed entertainment in 67 countries.

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