



## **AMC/SUNDANCE CHANNEL GLOBAL LAUNCHES NEW NETWORKS AND NEW PROGRAMMING ACROSS ASIA & EUROPE FOR SUNDANCE CHANNEL AND WE TV**

### **Company Expands Carriage in Korea and Taiwan**

### **Acquisitions Include Sundance Channel First Window for Season 2 of hit AMC series “Hell on Wheels,” and Award-Winning Independent Films from Miramax**

**New York, NY – 24 April 2012** – Ahead of the company’s participation at this week’s Asia Pacific Pay-TV Operators Summit, AMC/Sundance Channel Global announced new distribution deals across Asia and a slew of new programming acquisitions for Sundance Channel and WE tv. The company has expanded carriage in South Korea and Taiwan with new distribution partners. Additionally, Sundance Channel and WE tv have acquired the rights to a wide range of new productions and acclaimed series to debut in 2012 and 2013 across Europe and Asia.

Bruce Tuchman, AMC/Sundance Channel Global President, stated, “It is thrilling to expand our carriage in South Korea and Taiwan-- high growth markets critical not only to the value of our business in Asia but throughout the globe as well.” He continued, “We look forward to bringing more universally acclaimed, hit and premiere content to existing partners and new clients while also giving them the opportunity to optimize programming for multi-platform distribution.”

As part of AMC Networks’ commitment to the region, the company will have an integrated and robust presence in the region and at the event, including a special presentation on the value of its original iconic programming, featuring Jessica Paré who plays Megan Draper in *Mad Men*, and whose ascending stardom has become both a linear television and viral multimedia phenomena. Additionally, Tuchman will participate in a panel at the Asia Pacific Pay-TV Operators Summit this week to discuss growth strategies for media companies across the region.

In South Korea, Sundance Channel will launch on **SK broadband** as a 24/7 HD linear IPTV offering with Korean subtitles. This launch marks the third of South Korea’s major platform to carry Sundance Channel in Korea, alongside SkyLife and KT. In Taiwan, WE tv, the women’s lifestyle network, will launch on **Vee Time’s** IPTV platform **Vee TV** as a 24/7 HD/SD linear offering with Mandarin subtitles. This also represents the third of Taiwan’s key local platforms to carry the channel following deals with the IPTV provider Chunghwa Telecom and DishHD’s DTH system in Taiwan.

On the programming front, Sundance Channel has picked up rights to Season Two of the hit AMC drama *Hell on Wheels*, *The Hour* starring Dominic West and a collection of award winning films from Miramax. It has also greenlit original coverage blocks for the upcoming Cannes Film Festival in France and the Busan Film Festival in Korea. On WE tv, the channel has picked up *Tabatha's Salon Takeover* Season Four.

The programs acquired for Sundance Channel and WE tv reinforce the company's commitment to offering high quality programming to international audiences across multiple platforms. Back by popular demand, Sundance Channel has acquired first-window rights to season two of *Hell on Wheels* (10x60) in 2013. Produced by eOne in association with Endemol USA and Nomadic Pictures for AMC, the original series aired on Sundance Channel's sister channel AMC and reigned as the second highest rated series on AMC, following *The Walking Dead*. Premiere window rights for *Hell on Wheels* on Sundance Channel in Asia have been acquired from Entertainment One (eOne). In Europe, the channel has acquired premiere window rights in Portugal, Eastern and Central Europe and second-window broadcast rights in Spain through an agreement with Endemol. Sundance Channel Global currently airs other critically acclaimed AMC originals including *Mad Men*, *The Walking Dead* and *Breaking Bad* in various territories.

*The Hour* (6x60) is a drama series starring Dominic West (*The Wire*) and is based on BBC reporters in the 1950s who become involved in a dark and dangerous conspiracy. Premiere window rights have been acquired for Asia in 2013 through an agreement with Shine International.

In addition, a wide and eclectic array of key **Miramax** titles have been acquired for Sundance Channel in Spain and Asia in 2012 and 2013. Titles include award winning, critically acclaimed hits such as *Cold Mountain*, *Good Will Hunting* and *Chocolat* in Asia and *Run Lola Run*, *Flirting With Disaster* and *Smoke* in Spain. Additional film acquisitions will be announced soon.

Following Sundance Channel's recent announcement regarding its partnership with Shine to produce original coverage of the inaugural **Sundance London Festival**, the channel has greenlit new coverage for the upcoming **Cannes Film Festival** in May which will be produced by 3DD Entertainment. This marks the third year that Sundance Channel has produced coverage from Cannes that features interviews with some of the biggest celebrities in attendance and overviews of the films screened at the festival. For the first time, Sundance Channel will produce coverage of the **Busan Film Festival** in South Korea in October which will be produced by activeTV. ActiveTV recently produced Sundance Channel's coverage of the 2012 Asian Film Awards in Hong Kong.

*Tabatha's Salon Takeover* (12x60, Season 4) has been acquired for WE tv in Asia. The previous three seasons have aired on the channel, and it is returning by popular demand. The series focuses on straight-talking, perfectly coiffed Tabatha Coffey who uses sound advice and savvy expertise to help turn around a wide variety of struggling businesses. Premiere rights were acquired through a deal with Shine International.

Established by Robert Redford, Sundance Channel offers audiences a diverse and engaging selection of award-winning independent films, documentaries and original programs. It is available to Pay TV operators as a standard and high definition linear television channel, VOD service and via mobile and online authenticated streaming. Additionally, select VOD program offerings are available during theatrical windows so audiences can watch films in the comfort of their own home while films are still in theatres. Critically acclaimed programs on Sundance Channel include *Mad Men*, *Breaking Bad*, *The Walking Dead*, *The Slap* and a robust offering of high quality independent films.

AMC/Sundance Channel Global also offers WE tv in Asia, a women's lifestyle network that features the best in wedding and celebrity driven reality programming such as *Braxton Family Values*, *Joan and Melissa: Joan Knows Best*, *My Fair Wedding With David Tutera*, *Shannen Says* and *Tori and Dean*.

### **About Sundance Channel**

Dedicated to founder Robert Redford's mission to celebrate creativity, Sundance Channel is the television destination for independent-minded viewers seeking something different. Bold, imaginative and uncompromising, Sundance Channel offers audiences a diverse and engaging selection of high-quality independent films, documentaries and original programs. In addition to being widely distributed throughout North America, Sundance Channel is available throughout Europe and Asia. Owned and operated by AMC Networks Inc., Sundance Channel is a highly recognizable and magnetic brand that is available in HD and across multiple platforms.

### **About AMC Networks Inc.**

Dedicated to producing quality programming and movie content for more than 30 years, AMC Networks Inc. (Nasdaq: AMCX) owns and operates several of the most popular and award-winning brands in cable television. AMC, IFC, Sundance Channel, WE tv, and IFC Films produce and deliver distinctive, compelling and culturally relevant content that engages audiences across multiple platforms. The company also operates AMC/Sundance Channel Global, an international programming business, and AMC Networks Broadcasting & Technology, a full-service network programming origination and distribution company.

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