



IT'S NO JOKE! COMEDY CENTRAL PREMIERES FIRST ASIA ORIGINAL STAND- UP SERIES ON TUESDAY, 23 AUGUST

Tweet it: [.@comedycentralas'](#) first Asia original stand-up series [#CCASitandupAsia](#) premieres on 23 Aug!

MALAYSIA, 20 JULY 2016 – Get ready to LOL, LMAO and ROFL! [Comedy Central](#) will launch its first Asian original stand-up series [Comedy Central Stand-up, Asia!](#) on **Tuesday, 23 August at 7.55pm (TH/WIB), 8.55pm (HK/PH/SG/TW) and 9.55pm (MY)**. *Comedy Central Stand-up, Asia!* is an eight-part short series produced by Comedy Central Asia in collaboration with comedy entertainment company [LOL Events](#) in Malaysia. Featuring the most diverse and extended line up of 24 popular Asian comedic acts from the region and across the world, a half-hour episode airs every week giving audiences a unique and first of its kind opportunity to taste different flavours of Asian stand-up. Click [HERE](#) to view/embed a video message from comedian Phoon Chi Ho (Malaysia).

“We’re excited to bring *Comedy Central Stand-up, Asia!* to viewers in line with our continued aim to promote Asian comedy and place a spotlight on some of the most talented comedians from the region. With this one unique offering, fans will get the most engaging and entertaining laughter fix from some of the best stand-up talents,” said Paras Sharma, Senior Vice President of MTV, Comedy Central & Paramount Channel Brands and Digital Media, Asia, Viacom International Media Networks (VIMN).

The line-up consists of 24 well-known and up-and-coming talents such as Ron Josol (Canada), Vivek Mahbubani (Hong Kong), Mo Sidik (Indonesia), Douglas Lim (Malaysia), GB Labrador (Philippines), Sharul Channa (Singapore), Chris Wright (Thailand), Atsuko Okatsuka (U.S.) and more. Viewers can expect hilarious insights into a melting pot of kungfu, Indian parents, the brutal truth of what it is like for a foreigner to date a Chinese girl and other jokes reflective of Asia culture. The complete list of comedic acts can be viewed at the end of the webpage [here](#).

Filming for *Comedy Central Stand-up, Asia!* took place in July in front of a live audience at Southeast Asia's biggest comedy club, [LOL @ Live House](#) located in Kuala Lumpur, Malaysia in collaboration with [Enrich by Malaysia Airlines](#), [PARKROYAL Kuala Lumpur](#), [Uber](#) and [Killer Gourmet Burgers](#) in Malaysia.

Since the channel was launched in 2012, Comedy Central has become one of the fastest growing brands for VIMN, which is now available 24/7 in 22 Asian markets via 51 providers. Over the last four years, the channel has collaborated with local comedy clubs to develop featurettes, on-air promotions and marketing partnerships.

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About Comedy Central

Comedy Central, the world's biggest comedy network, has been making audiences laugh since it first launched in the United States in 1991. Renowned for featuring a stable of exclusive and tailor-made local and international comedy, the brand has become the ultimate destination for all kinds of humour, from traditional to satire to sketches to popular sitcoms. Outside of the United States, Comedy Central, seen in over 70 territories via more than 12 locally programmed and operated TV channels, is part of Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information about Comedy Central in Asia, visit www.comedycentralasia.com.

About LOL Events

LOL Events began its foray in the Malaysian comedy scene in 2009 with the highly successful ‘The Comedy Club KL’ shows. They then extended their range of comedy shows by producing the LOL Comedy Stars Series, Laugh Off Asia, Comedy Kao Kao and Kings & Queen of Comedy Asia. In over 7 years, LOL have hosted more than 150 proclaimed comedy acts including Russell Peters, Gabriel Iglesias, Jeff Dunham, Maz Jobrani and even magician David Blaine. Their comedy portfolio includes a comedy festival, tv shows, comedy tours, talent management and have opened South East Asia’s biggest comedy club called LOL @ Live House in TREC, KL. For more info, visit www.lolevents.my or check out their Facebook and Instagram page.

About Enrich

Enrich, Malaysia Airlines Frequent Flyer Programme (FFP) brings you a world of privileges and preferential treatment. Earn Enrich Miles when you fly with Malaysia Airlines, oneworld member airlines and Enrich partner airlines. Also earn Enrich Miles with your credit card spending, when you rent a car, shop, indulge in recreational activity with our lifestyle partners, and so much more. To sign up for Enrich, visit www.malaysiaairlines.com or download MHmobile app and start enjoying a world of benefits and privileges on Malaysia Airlines.

About PARKROYAL Kuala Lumpur

PARKROYAL Kuala Lumpur is a business hotel with 426 rooms and strategically located in the heart of Kuala Lumpur. It offers comfort and convenience with dining, shopping and entertainment inspirations right at its doorstep. The adjacent Bukit Bintang monorail station ensures traffic-free access to other parts of the city. Dining options include authentic Sichuan flavours at Si Chuan Dou Hua and local as well as international cuisine at Chatz Brasserie. A holistic experience awaits with the integration of therapy, wellness and aesthetics at St. Gregory spa. Organising meetings and events are a breeze with 2,620 sq metres of meeting space, including two ballrooms and 12 different-sized meeting rooms. For more information, visit parkroyalhotels.com.

MEDIA CONTACTS

Viacom International Media Networks

Raemier Francis

Assistant, Communications, Southeast Asia

t: +65 6420 7260

e: raemier.francis@vimnmix.com

Twitter: [@VIMNAsia_PR](https://twitter.com/VIMNAsia_PR)

Loh Bi Feng

Manager, Communications, Southeast Asia

t: +65 6420 7154 m: +65 9002 9607

e: loh.bifeng@vimn.com

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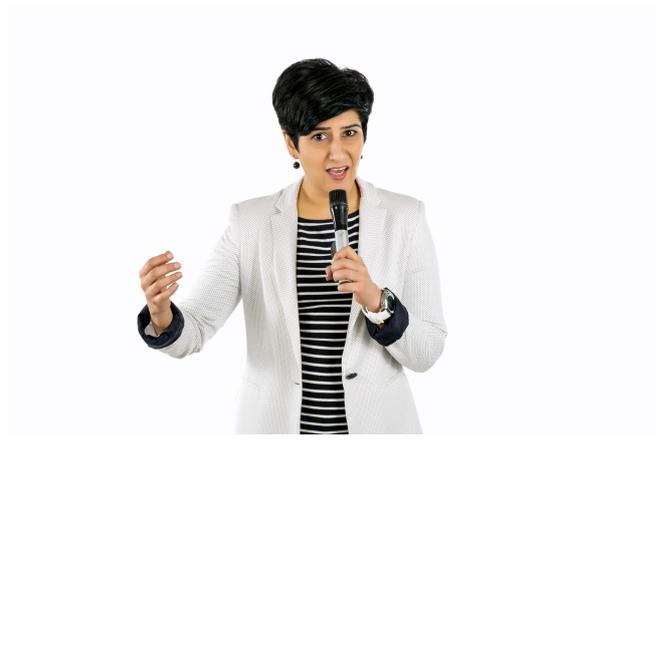
— Paras Sharma, Senior Vice President of MTV, Comedy Central & Paramount Channel Brands and Digital Media, Asia, Viacom International Media Networks (VIMN)













ABOUT VIMN ASIA PRESS

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.



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