

# BEHOLD THE ASIAN COMEDY INVASION WHEN COMEDY CENTRAL STAND-UP, ASIA! PREMIERES ITS SECOND SEASON IN ASIA ON 22 AUGUST

Back with a vengeance with a 10-part series, airs every Tuesday starting 22 August

10 AUGUST 2017

## SUMMARY

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**SINGAPORE, 10 AUGUST 2017** – The best of Asian stand-up comedy is out in full force and they are ready to take over! [Comedy Central's](#) original series, [Comedy Central Stand-Up, Asia!](#) serves up a second dose of unadulterated Asian humor with the premiere of Season 2 in August. Returning with a brand new season, [Comedy Central Stand-Up, Asia!](#) is produced in partnership with comedy entertainment company [LOL Events](#) in Malaysia.

***Comedy Central Stand-Up, Asia! premieres on Comedy Central in Asia on 22 August, Tuesday at 7.55pm (WIB) and 8.55 pm (PH/MY/SG/HK/TW), and is a 10-episode series airing every Tuesday for half an hour.***

Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks, commented, "We saw solid viewership of Season 1 of *Comedy Central Stand-Up, Asia!* last year, which demonstrates that Asia originals have strong appeal with our audiences. This underscores our commitment to invest in original content and this season, we are spotlighting Asian comedy with a roster of the sharpest talents from around the world, and presenting new formats that will offer comedy fans an enhanced experience either watching live, on-air, or online through our various platforms."

“Stand-up comedy in Asia is at its prime at the moment. In terms of comedy acts and the quality of material, Asia has developed in leaps and bounds to make her presence known in the international arena. This is beyond entertainment, but represents a change in perceptions and breaking of stereotypes,” concluded Rizal Kamal, CEO of LOL Events.

Pulling no punches, *Comedy Central Stand-Up, Asia!* was filmed in front of a live audience at HGH Convention Centre in Kuala Lumpur, Malaysia on 13 and 14 July 2017. It featured 16 of the most distinct Asian voices in comedy internationally – and celebrated Asian sensibilities, or the lack thereof! Talents include Imran Yusuf (UK), Paul Ogata (US), Eliot Chang (US), Papa CJ (India), Garron Chiu (Hong Kong), Alex Calleja (Philippines), Dilruk Jayashina (Sri Lanka), Jason Leong (Malaysia), and Sharul Channa (Singapore); and the full list of comics can be viewed at [www.comedycentralasia.com/shows/standupasia](http://www.comedycentralasia.com/shows/standupasia).

The creation of the show is through the participation of partners such as [Malaysia Major Events](#), [Hotel Stripes Kuala Lumpur](#), [HyppTV](#), and [Grab](#); who have played a part in its production as well as helped to foster the comedy scene in Asia. For the second year in a row, [Enrich by Malaysia Airlines](#) is the 'Official Airline Loyalty Partner' for *Comedy Central Stand-Up, Asia!* Enrich has been a strong enabler to the growth of the comedy scene in Malaysia, by flying in international comedians from around the world.

Since the channel was launched across Southeast Asia in 2012, Comedy Central has become one of the fastest growing brands for VIMN, which is now available 24/7 in 20 Asian markets via 49 providers. Over the last four years, the channel has collaborated with local comedy clubs to develop featurettes, on-air promotions and marketing partnerships.

### **Supporting Quotes**

*"We are very excited to collaborate with LOL Events and Comedy Central Asia. This is a new portfolio of partners which caters well to the lifestyle of the millennial segment. Enrich is constantly seeking new ways to engage and reach out to this target audience and Comedy Central Stand-Up, Asia! is the perfect platform," said Arved Von Zur Muehlen, Malaysia Airlines Chief Commercial Officer.*

*"Being an award winning TV and video streaming service available on multiple platforms in Malaysia, we are committed in offering our viewers the best and exclusive world class entertainment on HyppTV. Comedy Central Stand-Up, Asia! which is available on Comedy Central (HyppTV channel 609) is the latest unique program offered to our local viewers and the channel offers local and regional stand-up comedians another platform to showcase their talents. HyppTV viewers can also watch this one of a kind show anywhere via the HyppTV Everywhere mobile app, true to our promise, 'Life Made Easier'," said Jeremy Kung, Executive Vice President, New Media, TM.*

*"The production of live, exclusive events such as 'Comedy Central Stand-Up, Asia!' showcases Malaysia's solid capabilities in hosting entertainment events for the international audience. It will also*

*further strengthen our credentials and portfolio of events, as we continue our effort to complement the Ministry of Tourism and Culture Malaysia's efforts to achieve 36 million tourist arrivals and RM168 billion in receipts by 2020," said Tony Nagamaiah, General Manager, Malaysia Major Events, a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.*

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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 humor, 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](http://www.comedycentralasia.com).

### **About LOL Events**

LOL Events is an award-winning entertainment company, based in Malaysia that specializes in organizing world class stand-up comedy shows. Since its inception in 2009, LOL has engaged with A-listers such as Russell Peters, Jeff Dunham, Gabriel Iglesias, Maz Jobrani, and Eddie Izzard in a mission to bring the best comedians in the world to audiences and fans in Asia. The company now looks to build comedy talents in Asia in an effort to showcase Asian talents to the world.

For more info, visit [www.lolevents.my](http://www.lolevents.my) or check out their Facebook and Instagram page.

### **About Malaysia Major Events**

Malaysia Major Events (MME) is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia (MoTAC). MME was established under the Government's Economic Transformation Programme (ETP) to identify, promote, facilitate as well as support viable international events to be staged in Malaysia. With its main objective to enhance Malaysia's economic growth and profile, MME is also tasked to identify and support major event bids for sports, arts, lifestyle and entertainment events and provide assistance to homegrown and home-hosted events in order to further strengthen Malaysia's global appeal as the venue of choice for major events in the region. MME also acts as a conduit between the public and private sectors in ensuring seamless processes are achieved through synergistic relationships with diverse event stakeholders in staging successful events in Malaysia.

For more information, please visit [www.mymajorevents.com.my](http://www.mymajorevents.com.my) and follow us on

[www.facebook.com/MyCEB](http://www.facebook.com/MyCEB) and Instagram @mymajorevents.

## **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](http://www.malaysiaairlines.com) or download MHmobile app and start enjoying a world of benefits and privileges on Malaysia Airlines.

## **About HyppTV**

HyppTV, Malaysia's largest and an award winning IPTV Service powered by TM is available to UniFi and Streamyx customers nationwide. HyppTV comes with TM's UniFi triple-play service of UniFi Pro Plan, an unrivalled experience with amazing speeds up to 100Mbps at a minimum of RM329 a month, and UniFi Advance Plan offers an unbeatable value package options with speeds up to 50Mbps, starting from RM199 a month.

For Streamyx, HyppTV is available with Streamyx BB Deal 8Mbps as part of its triple play service at RM160 a month that includes 25 free channels, while for Streamyx BB Deal 4Mbps subscribers, HyppTV is offered as an add-on service with a commitment of a HyppTV Pack for a minimum of RM30 a month that also comes with 26 free channels. HyppTV's multiscreen offering can be enjoyed by downloading the HyppTV Everywhere apps on Androids Play Store or Apple's App Store. Hence you can now watch your favourite HyppTV programmes on smartphones, tablets or PC. HyppTV is available to viewers come rain or shine with 14 days catch-up feature and 2 hours' time-shift function through residential and business packages or HyppPlay, a Video-On-Demand channel which offers a series of content available on HyppTV for binge watching. HyppTV is also available to UniFi and Broadband business.

HyppTV features a wide variety of high quality world class entertainment contents with an affordable, rain or shine viewing experience. The award winning service has received several accolades such as the Best Component or Enabler Award at TV Connect Industry Awards 2014 (previously known as IP&TV Industry awards) in London. This was the second year in a row the service was recognized at the international front as HyppTV was awarded the Best Online TV Service or Solution at the same award ceremony in 2013. With these awards, HyppTV has created history by being the first Malaysian IPTV service to win an award at the prestigious event, which recognises, rewards and celebrates innovation, excellence and achievement in the Connected Entertainment industry.

HyppTV now offers its customers a total of 108 channels with 57 channels in High Definition (HD) - consisting of 54 premium channels, 25 free channels, 2 Radio channels, 7 Video-On-Demand (VOD) channels and 22 interactive channels in a wide variety of affordable packages or via ala-carte

options. To date, HyppTV has more than 1.6 million subscribers.

For more info on HyppTV, log on to [www.tm.com.my/hypptv](http://www.tm.com.my/hypptv) and visit HyppTV social media page at [www.facebook.com/hypptv](https://www.facebook.com/hypptv) (Facebook), [www.twitter.com/hyppworld](https://www.twitter.com/hyppworld) (Twitter), [www.instagram.com/hypptv](https://www.instagram.com/hypptv) (Instagram) and [www.youtube.com/tmyoutube](https://www.youtube.com/tmyoutube) (Youtube).

### **About Hotel Stripes Kuala Lumpur**

Located in the heart of Kuala Lumpur on historical Jalan Kamunting, Hotel Stripes Kuala Lumpur connects guests to the pulse of an urban neighbourhood, right by the city's business hub, with some of the city's greatest local food, art galleries, shops and legendary landmarks. As an Autograph Collection, Hotel Stripes Kuala Lumpur features a distinctive vibe and character with a different perspective on the local scene mixed with a bit of edgy style and adventure. 184 bespoke guest rooms and suites are a unique blend of contemporary design and urban chic, reflecting the history and character of the neighbourhood. The Snug, an all-day dining restaurant and Brasserie 25, the French-style restaurant provide guests with a cosy and relaxing ambience to enjoy local and international cuisines. Stylish and creative spaces are available for business and social events.

Today, the neighbourhood of Jalan Kamunting includes the reincarnation of The Row, formally known as the Asian Heritage Row. Twenty-two 1940s shophouses feature great restaurants, a dazzling nightlife, cafés, art galleries and creative businesses. A dynamic mix of old and new, this vibrant atmosphere which fuels the city defines Stripes. Visit [www.stripeskl.com](http://www.stripeskl.com) for more information.

### **About Grab**

Grab is Southeast Asia's leading ride-hailing platform. Grab solves critical transportation challenges to make transport freedom a reality for 620 million people in Southeast Asia. Grab began as a taxi-hailing app in 2012, but has expanded its core product platform to include private cars and motorbikes. Grab is focused on pioneering new commuting alternatives for drivers and passengers with an emphasis on convenience, safety and reliability. As part of its innovative culture, Grab is testing new services such as social carpooling, as well as last mile and food deliveries. Grab currently offers services in Singapore, Indonesia, Philippines, Malaysia, Thailand, Vietnam and Myanmar . For more information, please visit: <http://www.grab.com>.



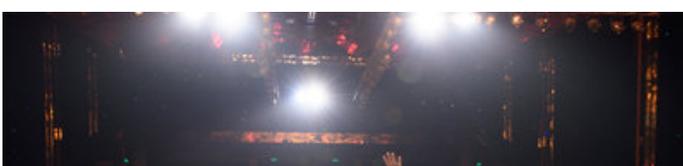
#### QUOTES

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— Paras Sharma, Senior Vice President and General Manager, Southeast Asia, Viacom International Media Networks

IMAGES





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#### 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](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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