

# THREE CHEERS FOR SEASON 3 OF COMEDY CENTRAL STAND-UP, ASIA!, PREMIERING IN ASIA ON 14 AUGUST

Returning with a 10-part series to air every Tuesday starting 14 August

**SINGAPORE, 1 AUGUST 2018** – Good things come in threes and none better than Season 3 of [Comedy Central's](#) original series, ***Comedy Central Stand-Up, Asia!*** Produced in partnership with comedy entertainment company [LOL Events](#) in Malaysia for the third year running, it will return to screens in Asia in August. *Comedy Central Stand-Up, Asia!* Season 3 is a 10-part series that will feature 15 of the most distinct voices in Asian comedy from around the world, giving audiences an opportunity to experience the different facets of Asian stand-up.

***Comedy Central Stand-Up, Asia!* will premiere on Comedy Central in Asia on 14 August, Tuesday at 9pm (WIB) and 10pm (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, said, “Comedy has a spot in the hearts of our viewers and bringing back *Comedy Central Stand-Up, Asia!* is in line with our continued aim to promote Asian comedy, and our commitment to invest in original content. After two successful seasons which achieved record viewership across Comedy Central Asia’s TV and digital platforms, fans can continue to look forward to getting their laughter fix from some of the best stand-up Asian talents from around the world.”

*Comedy Central Stand-Up, Asia!* will be filmed in front of a live audience at the Imaginarium One Utama in Kuala Lumpur, Malaysia in July 2018. Nothing will be off-limits with host Ahmed Ahmed (USA), and funny bones will be tickled by Sugar Sammy (Canada), Aiko Tanaka (Japan), Dwayne Perkins (USA), Esther Ku (USA), Helen Hong (USA), Hung Le (Vietnam), Jason Leong (Malaysia), Jennifer Hsiung (China), Joanne Kam (Malaysia), Jocelyn Chia (Singapore), Justin Rivera (USA), Jinx Yeo (Singapore), Kuah Jenhan (Malaysia) and Victor Anastacio (Philippines).

This year, the series concept was expanded to incorporate a Live show. *Comedy Central Stand-Up, Asia! Live*, as a stand-up showcase for laugh-out loud entertainment. This was a ticketed one-night-only show with 14 comedians at the HGH Convention Center in Malaysia on 7 July, and for the first time in Singapore – with six comedians at the Victoria Theater on 13 July.

“*Comedy Central Stand Up, Asia!* is a one-of-a-kind show with unique positioning and depth. Our key mission is to highlight the best Asian talents globally, to show the world how far we have come, even though the comedy industry here is new. What better way to make Asia shine than to put the best Asian talents in the world in one show, one stage,” concluded Rizal Kamal, CEO of LOL Events.

Season 3 of *Comedy Central Stand Up, Asia!* once again sees the support of *Enrich by Malaysia Airlines* as the 'Official Airline Loyalty Partner', along with new partners such as *Alila Bangsar Kuala Lumpur* as the 'Official Hotel', *Imaginarium One Utama* as the 'Official Venue', *unifiTV* as the 'Official Pay-TV Partner', and *Mastercard* as the 'Official Payment Partner' for the Live shows.

"It is a pleasure to collaborate with *Comedy Central*, a platform that brings such esteemed personalities together in Kuala Lumpur, where Alila Hotels & Resort has just opened doors to its newest 5-star lifestyle hotel. We were privilege to host the comedians in our hotel and for them to experience amazing skyline views with personalized service, state-of-the-art rooms and curated food and beverage options to deliver surprisingly different memories that connects one and the destination,” said Kamal Munasinghe, General Manager, Alila Bangsar Kuala Lumpur.

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 18 Asian markets via 65 providers. Over the last six 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](http://www.comedycentralasia.com).

### **About LOL Events**

LOL Events is the premier comedy entertainment company in Malaysia that specializes in organizing world class stand-up comedy shows. With a portfolio that includes a comedy festival, TV shows, club & theatre, and & large comedy concerts, LOL has engaged with A-listers such as Russell Peters, Jeff Dunham, Gabriel Iglesias, Maz Jobrani, and Eddie Izzard. The company is on a mission to provide the best laughs by bringing the best comedians in the world to audiences and fans in Asia.

Official Website : [www.lolevents.my](http://www.lolevents.my) Facebook : [www.facebook.com/LOLEventsMY](http://www.facebook.com/LOLEventsMY)

Instagram : <https://www.instagram.com/loleventsmv/>

### **About Enrich**

Enrich, the frequent flyer programme of Malaysia Airlines brings you a world of privileges, lifestyle rewards, and priority service. Earn Enrich Miles when you fly with Malaysia Airlines, oneworld® member airlines and Enrich partner airlines. You can also earn Enrich Miles when you convert your credit card points, book a hotel stay, rent a car, shop, and so much more. Redeem Enrich Miles for flights, seat upgrades, and Vouchers for excess baggage payment, in-flight shopping and access to Malaysia Airlines Golden Lounges. Enjoy rewarding travel and lifestyle experiences as you unlock more benefits each time you move up the next Enrich Elite tier. Visit <https://www.malaysiaairlines.com/my/en.html> and sign up with Enrich to enjoy a world of rewards.

### **About Alila**

The hallmark of Alila is the combination of innovative design and luxury in unique locations, set apart by an unprecedented level of private space, crafted artisanship, personalized hospitality, and bespoke journeys. Alila means “Surprise” in Sanskrit, which suitably describes the refreshing character of our properties and impressions of our guests when they stay with us. In support of sustainable tourism, Alila hotels adopt EarthCheck operating standards, integrating the natural, physical and cultural elements of their environments. To stay at any of Alila's hotels & resorts is to embark on a destination experience – be it in recreating the flavors of the local cuisine, enhancing your well-being through ancient healing arts or the thrill of adventure sports, you will re-discover the luxury of living at Alila. For more information, visit [www.alilahotels.com/bangsar](http://www.alilahotels.com/bangsar), follow us on Instagram @alilabangsar or like us on Facebook.

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

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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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