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## MTV ASIA RIDES THE HALLYU WAVE BY PREMIERING 'THE SHOW' FOR THE FIRST TIME IN SOUTHEAST ASIA

LIVE SIMULCAST FROM SOUTH KOREA, EXCLUSIVELY ON MTV ASIA

CATCH YOUR FAVOURITE K-POP STARS PERFORMING HIT SONGS EVERY WEEK

**ASIA, 29 JANUARY 2018** – K-pop fans have reason to cheer – [MTV Asia](#) introduces **'The Show'** to Southeast Asia for the first time! The variety music programme is a weekly series that will be aired live from South Korea and shown exclusively on MTV Asia in this region. Hosted by Jang Ye-eun from CLC and Jeno from NCT, and subtitled in English, it makes sure you stay on the pulse of what's hot in K-pop. Check out performances by the latest chart-toppers, behind the scenes footage of K-pop artistes, and be a part of a global fan voting process.

**The Show** showcases the biggest names in K-pop and airs live on Tuesday, at 4pm (WIB, VN), 5pm (PH, SG) and 6pm (MY). Catch the replay on Saturday at 10am (WIB, VN), 11am (PH, SG) and on Sunday, 12am (MY). It will also be made available on the MTV Play app.

“Proud and excited to be the first in Southeast Asia to premiere The Show, we truly believe this is the answer to our fans’ call for all things K-pop. If there’s one thing a K-pop fan needs to tune in to, this is it!” said Abhishek K Rao, Senior Director, MTV Brand, Southeast Asia.

A unique segment of The Show is its ‘The Show Choice’ element, a global and real-time voting system where adoring fans can play a part in choosing their top idols via the Starpass<sup>[1]</sup> app. Fans are able to vote before the show and even during the live segments. Past K-pop groups that have appeared on The Show include Wanna One, IZ\*ONE, Monsta X, NCT and Red Velvet.

*[1] Starpass is an idol fandom app available on the Google Play Store and the iTunes App Store.*

# THE SHOW

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## **ABOUT MTV:**

MTV is the leading youth media brand inspired by music, in nearly 180 countries and 450 million homes around the world, connecting with over 350 million fans across all social media platforms. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, theatrical films and new MTV Studios unit which produces new and reimagined content for SVOD and Linear platforms based on MTV’s library of over 200+ youth titles and franchises. For more information about MTV in Asia, visit [www.mtvasia.com](http://www.mtvasia.com).

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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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