LEGENDS MARK TRIUMPHANT DEBUT ON WARNER TV

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Rating wins for ‘DC’s Legends of Tomorrow’ mark beginning of huge year for superheroes

HONG KONG (January 26, 2016) – Superhero fans around Asia tuned in en masse to catch the premiere of DC’s Legends of Tomorrow on Warner TV last Friday, January 22. In Singapore, it ranked No. 1 in its timeslot, generating a 78% share among the 13 English Entertainment Channels for the Cable 20-44 demographic and led the nearest competitive channel by more than four times*.

In the Philippines, it was Warner TV’s No. 1 transmission for 2016 YTD in the key 20-44 demo**. Its encore airing on Saturday night primetime was the No. 1 transmission across English entertainment channels for the entire week of January 17-23, 2016 for both Cable 2+ and Cable 20-44***. It generated 1.18 TVRs for Cable 20-44, leading the nearest competitive channel by more than 2 times****.

Marianne Lee, Vice President of General Entertainment Content at Turner International Asia Pacific, said: “Warner TV has recently been really successful in attracting younger audiences, in particular amassing a sizeable fan base for our DC Comics-inspired shows. Viewers who already tune in for iZombie, ARROW, Gotham and The Flash are rubbing their hands with excitement at DC’s Legends of Tomorrow. The show builds on the best of all of these – delivering a hugely impressive cast, a big-budget feel and a legendary storyline.

“This 16-part show is really the springboard for DC this year on both small and big screens. On Warner TV, in addition to all our returning series, there is also Supergirl flying in later this year. High-profile Warner Bros. theatrical releases from the DC universe in 2016/7 include Batman v Superman, Suicide Squad, The Justice League Part One and Wonder Woman.”

The impressive start for DC’s Legends of Tomorrow mirrored the show’s performance on The CW in the U.S. just hours before the Asia debut. It premiered to 3.14 million total viewers and a 1.2 rating, resulting in the network’s most watched Thursday in more than three years, and achieved its best demo number in the timeslot for two years.

DC’s Legends of Tomorrow features an all-star cast playing an ensemble of the most legendary (but also ragtag) characters in comic book history as they battle against a diabolical threat against the world. It brings in characters from sister-series The Flash and ARROW. New episodes air every Friday, the same day as the US, on Warner TV at 9pm.

-ENDS-

Data sources:
**Kantar Media Philippines, national. Ranked by average ratings - across all transmissions on Warner TV for 2016 YTD during Jan 1-24, 2016 among Cable 20-44.
***Ranked by average rating across all transmissions on AXN, Fox Channel, Star World, Warner TV, Diva Universal, Lifetime, Universal Channel and Sony Channel for Cable 2+ and Cable 20-44 during Jan...
17-23, 2016.

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About Warner TV
Warner TV offers viewers in Asia the chance to get into it, with an unprecedented mix of hit TV series and blockbuster movies. Its line-up boasts the world’s biggest franchises, first-run exclusives for the region and fan-favorites across a wide range of genres from action, comedy and drama. Warner TV is also home to feature films from the legendary studios of Warner Bros. Entertainment. Warner TV is a brand available across Asia Pacific, and is created and distributed by Turner Broadcasting System Asia Pacific, Inc., a Time Warner company. Visit WarnerTVAsia.com and Facebook.com/WarnerTVAsia for more information.

About Turner Asia Pacific
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