



## HITS AND HITS MOVIES FURTHER EXPAND REACH IN MALAYSIA WITH THE LAUNCH ON unifi TV

*The new carriage deal sees the launch of HITS and HITS MOVIES on TM's content service - unifi TV, starting October 1, 2021*

**Singapore/Kuala Lumpur, 9 September 2021** – Rewind Networks is delighted to announce the launch of HITS and HITS MOVIES on unifi TV, Telekom Malaysia Berhad's (TM) content service accessible nationwide for its customers. Starting 1st October 2021, HITS will be available on Channel 454 and HITS MOVIES on Channel 407 on unifi TV and unifi PlayTV app. There is more excitement to unifi TV viewers where both channels will be available in High Definition (HD) with Bahasa Malaysia subtitles.

The launch expands Rewind Networks' footprint in Malaysia, bringing the networks' total reach in Asia to nearly 22 million homes across 14 countries. Building on significant growth over the years, Rewind Networks' launches continue to align with the strong need for specially curated and high quality content in HD that the customers expect.

"We are so pleased to work with unifi TV to bring HITS and HITS MOVIES to their subscribers. Viewers can tune in to our channels to enjoy our carefully curated and programmed schedule that is habit forming, catering to every need, delighting viewers from young to old with timeless and perennial favourite shows and movies," said Sandie Lee, EVP of Rewind Networks. "With our core proposition of bringing the best TV series and blockbuster movies from the past four decades, we are confident that our channels will bring smiles to unifi TV subscribers!"

"With HITS and HITS MOVIES, our customers can now watch iconic award-winning TV shows and movies in HD from the past few decades via unifi TV and unifi PlayTV app," said Ho Hock Doong, Head of Content, unifi. "As we remain committed to providing the best variety suite of entertainment for the whole family, I am certain that these shows will throw back fond memories and be thoroughly enjoyed today as good stories transcend time."

On weekdays, HITS presents an incredible variety of television favourites. HITS' iconic sitcoms include *Bewitched*, *I Dream of Jeannie*, *M\*A\*S\*H*, *Mind Your Language*, and *The Wonder Years*. Among the network's many beloved dramas and action series are *Columbo*, *Murder, She Wrote*, *Charlie's Angels* and *Little House On the Prairie*. During weekends, viewers are invited to tune in and binge watch continuous episodes of series aired on weekdays. You never have to miss your favourite shows!

HITS MOVIES is a premier channel dedicated to entertaining viewers by offering non-stop star-studded movies starring *Robert Redford (All The President's Men)*, *Harrison Ford (The Fugitive)*, *Mel Gibson (Lethal Weapon)* and *Sandra Bullock (Miss Congeniality)*; and the channel also showcases award-winners like *Unforgiven*, *Thelma & Louise* and *My Fair Lady*; popular favourites such as *Tequila Sunrise*, *Mean Girls* and *Singin' In The Rain*; cult classics that includes *Blues Brothers* and *Blade Runner* and undiscovered gems such as *The Champ* and *The Green Beret*.

HITS and HITS MOVIES feature recognizable titles from Hollywood and International majors such as NBCUniversal, Warner Bros., Sony Pictures, The Walt Disney Company, MGM Studios, ViacomCBS/Paramount/Miramax, Lionsgate, Fremantle, BBC and itv Studios.

- Ends -



### **About unifi**

As the nation's enabler of connectivity, unifi champions the delivery of positive experiences to all Malaysians, from all walks of life, through products, services, and technologies that enable meaningful moments for everyone. This brand promise calls for a shift in attitude and approach that focuses on designing our customers' experiences based on the values that define them as people.

This spirit propels our evolution as an organisation and solidifies our commitment to constantly facilitate digital adoption and create a converged lifestyle for all – across different backgrounds and income groups. This is our way forward to serve Malaysia and transform it into a truly Digital Nation.

For more exciting information on unifi, please visit [www.unifi.com.my](http://www.unifi.com.my)

### **For media-related enquiries**

Eve Soh

unifi

[eve.soh@webe.com.my](mailto:eve.soh@webe.com.my)

### **About Rewind Networks**

Incorporated and headquartered in Singapore, is a Multimedia Branded Entertainment Company dedicated to providing the Best in Class content to audiences across the Asia Pacific region.

HITS is Rewind Networks' maiden venture launched in 2013 as a linear 24x7 pan-regional pay-TV service. It features a curated selection of the greatest television drama and comedy series from the past few decades in High Definition.

HITS is the fastest growing basic general entertainment channel in Asia, now in close to 22 million homes across 14 countries: Singapore, Malaysia, Indonesia, The Philippines, Taiwan, Hong Kong, Vietnam, Thailand, South Korea, India, Brunei, Myanmar, Sri Lanka and the Maldives. The channel is available on the basic packs of leading pay TV platforms and OTT services in these countries including StarHub, Singtel, Astro, MNC Vision, FirstMedia, MyRepublic, Cignal, SKYcable, AIS, MOD, CNS, K+, VTVcab, Viettel, CANAL+, Kristal Astro, Dialog, Tata Sky, Jio, KT, Dhiraagu, Medianet, CABLE TV and now unifi TV. To know more, log on to [hitstv.com](http://hitstv.com)

HITS MOVIES, the second service from Rewind Networks, is a pan-regional pay-TV channel that launched in October 2018 and is available in close to 12 million homes across 9 countries in the greater SE Asia region. The beloved and popular channel celebrates the best movies ever made from the 1960s to the early 2000s, featuring a carefully curated selection of the finest films in HD from across major studios. To know more log on to [hitsmovies.tv](http://hitsmovies.tv)

Rewind Networks has secured extensive licensing deals with leading studios such as NBCUniversal, Warner Bros., Sony Pictures, The Walt Disney Company, MGM Studios, ViacomCBS, Lionsgate, Fremantle, BBC and itv Studios.

The company will continue to progressively launch HITS and HITS MOVIES in other South East Asia markets and some South Asian countries.

### **For media-related enquiries**

Shruti S

Manager, Marketing & Digital Media

Rewind Networks

e: [shruti@rewindnetworks.com](mailto:shruti@rewindnetworks.com)