

..... NEWS RELEASE

July 5, 2017

Primeworks Studios Sdn. Bhd

Metropolitan TV Sdn Bhd

Nippon Television Network Corporation

Fun Japan Communications Co., Ltd.

8TV and Nippon TV Jointly Produce Japanese Special Edition of
Hit Food Show “Ho Chak! In Japan”
– Starts Broadcast From November 2017 Onwards



8TV, Primeworks Studios Sdn. Bhd. (PWS) and Metropolitan TV Sdn. Bhd. (8TV) are proud to introduce “Ho Chak! In Japan”—a special program borne out of their co-development and co-production efforts with Nippon Television Network Corporation (Nippon TV) and Fun Japan Communications Co., Ltd. (FJC). The show, titled “Ho Chak” which means “delicious” in the Hokkien dialect, is set to air on Malaysia free-to-air TV station, 8TV in November 2017. This project was selected by Japan’s Ministry of Internal Affairs and Communications as part of its “Business Development Projects to Promote Overseas Expansion of Broadcasting Content” initiative, which aims to revitalize regional economies. Adhering to that mission, the program will focus on Japanese food and will feature epicurean delights from not only various regions in Japan, but also in Malaysia.

“Ho Chak!” debuted on Malaysian airwaves in 2006 and has been receiving high acclaim from the country’s Chinese community for over a decade. Traditionally, Ho Chak! showcases various dishes and even reveals secrets on how to prepare them like a pro. And now, “Ho Chak! In Japan” will present a series with a total of ten episodes. Two-thirds of each episode will be filmed on location in various sites in Japan such as Sapporo, Fukuoka, Beppu, Hiroshima, Okayama, and Osaka. The remaining one-third of each episode will feature various Japanese restaurants in Malaysia, together with Ms. Noriko Kitamura, chef at the Japanese ambassador’s residence.

The program aims to reach the Chinese communities in Southeast Asia and the rest of the world-in the Chinese language. Moreover, “Ho Chak! In Japan” will incorporate higher SNS engagement as compared to the past. Social media influencers will travel to all the location sites and, through their SNS accounts and the “Fun! Japan” website, give real-time updates in Chinese on the unique charms of Japanese food and culture while each episode is being broadcast, including the keyword #hochakinjapan in their postings.

What is Fun! Japan? It is a web media that shares everything amazing about Japan mainly to the other countries in Asia. It has over 4.1 million fans on Facebook and over 43,000 members on its website. The service is currently available in Indonesia, Thailand, Malaysia, Taiwan, and Vietnam.

Nippon TV and Primeworks Studios have co-produced programs that introduce Japan to the world in 2014, 2015, and 2016. The fourth of its kind in as many years, this project will not only build upon the team's experience and expertise—it will also embark on a fresh twist that provides an information-rich program application and puts SNS to maximum use. Weibo blogger Ms. Belly will also be accompanying the hosts in all the Japanese location sites. Travel and food blog PlacesAndFoods.com will cover the Malaysian location sites. Count on them to post interesting pictures and information on what happens behind the scenes as well as juicy details that did not make it on air.

“Ho Chak! In Japan ” Broadcast Details for All 10 Episodes

Broadcaster: 8TV (Malaysia)

Broadcast Schedule: 5 November 2017 – 7 January 2018, Every Sunday, 6:00pm – 6:30pm

Program Overview: In each episode, host Gary Yap and Orange Tan will find delicious dishes, reveal secret flavorings used by chefs, and give tips on how to cook like a pro. In Japan, they will showcase regional recipes and partake in unique local experiences such as fruit picking, the Yamakasa Festival, and creating their own okonomiyaki concoction.

Program App: Ho Chak! App

Production Support: AX-ON Inc. (Nippon TV affiliate)

In Cooperation With: City of Sapporo, Fukuoka Prefectural Government, Beppu City, Hiroshima Prefecture, and Okayama Prefecture Government
Isetan The Japan Store Kuala Lumpur (Malaysia), dentsu X (Malaysia), JTB Corp., Japan Airlines Co., Ltd., West Japan Railway Company, The Sapporo Television Broadcasting Co., Ltd., Hiroshima Television Corporation, Fukuoka Broadcasting Corporation, Embassy of Japan in Malaysia, Embassy of Malaysia in Japan



“Ho Chak!” Host, Orange Tan and Gary Yap



Bloggers LEFT: Ms. Belly Fridge (joins Japan location)



RIGHT: PlacesAndFoods.com (join Malaysia)



Filming in Japan, Sapporo



Okayama



Beppu

About 8TV (Malaysia)

8TV is an interactive platform for audiences united by a common desire for authenticity and self-expression. It is a hot-bed of creativity featuring original, local and international entertainment wrapped in interactivity. 8TV began operations on January 8th 2004 and transmits free to the entire West Coast of Peninsular Malaysia and Kuantan on the UHF band. 8TV also transmits nationwide via Astro Channel 708. It has chalked up impressive achievements within only its first year of operations, successfully producing the highly-rated Malaysian Idol™ series and also winning several Asian-level industry awards for creative excellence. Since its inception, 8TV has achieved tremendous milestones in the broadcasting industry, including winning many international and local creative awards such as the Phoenix Awards, Promax/BDA Awards, Anugerah Skrin, Anugerah Sri Angkasa, Golden Awards, The Chicago International Television Awards and many others. 2013 has been an outstanding year for the station, with records that have been set and some broken, boastful viewership ratings and other great achievements, including reigning victorious at the 2013 Chicago International Television Awards as 8TV's very own in house production, Hip-Hoppin' Asia bagged the Silver Plaque in the Travel Series category.

About Primeworks Studios

Primeworks Studios Sdn. Bhd. is the award-winning content creation subsidiary of Media Prima Berhad and one of Asia's largest production companies. Producing over 5,000 hours of compelling content annually for a range of platforms including television, cinema and digital, the production house is the creative force behind a wide range of genres including entertainment, magazine, documentary, sports, and drama. Flagship and popular shows include *Anuregah*, *Juara Lagu*, *Majalah 3*, *Nona*, *Welcome to the Rail World*, *Best in the World*, *Hip-Hoppin' Asia*, *Jalan Jalan Cari Makan*, *Mentor*, *Melodi* and *Jejak Rasul*. Primeworks Studios' Asian Stories for the World content offering is marketed through its distribution arm, Primeworks Distribution.

About Nippon Television Network Corporation (Nippon TV)

Since becoming Japan's first commercial broadcaster in 1953, Nippon TV has become the country's undisputed ratings champion and finest producer of all genres of programs. One of the biggest successes for Nippon TV is "Dragons' Den," a globally successful business show. The format has sold into more than 30 territories including the UK, Canada, Australia, Russia, Germany, India, Italy and Nigeria. The Emmy award winning version, "Shark Tank," airs in the US. With well-established companies that deal in a broad range of businesses from movies, animation, events, to fitness clubs, Nippon TV is leveraging its ideal platform to expand into new realms. Recently launching a channel in Southeast Asia named GEM through a joint venture with Sony Pictures Television Networks, and taking a stake in the SVOD market through wholly-owned subsidiary Hulu Japan, Nippon TV is steadily solidifying its presence and brand as a global media powerhouse.

Project Inquiries:

Primeworks Studios Sdn. Bhd.

Communications and Marketing

Trina Tan trina@primeworks.com.my

Tel: +603-7726-6333 ext 13038

Nippon Television Network Corporation

International Business Development

Ms. Mikiko Nishiyama mkk66sss@ntv.co.jp

Tel: +81-3-6215-3036