

By: ~~Nathan 2007~~ Mihaila Gorgescu, Communications News Editor

Asian Music Channel Launched by Wildwave

Running both as video-on-demand and continuous channel

Wildwave and Music Kampany announced the launch of Independent Asian Music TV (i-amtv), which is the first multi-platform music TV channel of its kind for digital networks. According to Genervie Kam, CEO of music Kampany, i-amtv will embrace a wide variety of musical genres and unleash the music programming that can't be found on MTV or other television channels. It targets a young digitally savvy music audience both in Asia and outside it. While working on other projects, Wildwave discovered that even though American and European music was very popular, there was an increased demand for a pure Asian music channel. 'We chose Music Kampany as a partner because of their extensive experience in the Asian music scene and their wide array of connections across China, Malaysia, Singapore, Taiwan, Hong Kong, Indonesia, Thailand, Japan and Korea. Malaysia is a perfect base for the Channel because of its strategic location within Asia Pacific.', said Stephen McCormack, CEO of Wildwave. The service will run as a video-on-demand service as well as a continuous channel and will provide a constantly changing selection of new Asian indie music videos, along with pictures and biographies of all the artists. "We are delighted to launch i-amtv today" comments Genervie Kam, "we are committed to providing i-amtv globally, with the Best Independent Asian music possible via all the channels that the modern audiences require. We are dedicated to making i-amtv a trusted brand in this space", she continues. Wildwave is in talks with Digital networks and mobile operators to take the channel to international territories including North America and the UK as is expecting to make further announcements during the following weeks.