

2018 #TwitterFronts Partner Announcements

Every day, people come to Twitter to discover what's happening – to see, share, and influence their world. And now, there's even more to discover. Visit marketing.twitter.com/video to learn more about video on Twitter, and contact your Twitter client partner to learn more about our video content partners.

News



VICE (@VICE): VICE is the world's leading youth media company, building a deeply relevant, local presence across Asia Pacific through its Singapore HQ and multiple offices across the region. This partnership will bring a powerful new offering for audiences and brands alike, combining VICE's compelling voice with Twitter's immediacy and conversational power — delivering premium content to wherever young audiences are consuming news, culture and talking about what's happening in their lives, at scale.



Budget with NETWORK 18: CNBC TV18 (@CNBCTV18News) is the market leader for business programming across India. The partnership with Twitter brings a three-tiered sponsorship for video highlights and LIVE around Budget Day 2019. Budget Day programming will be available on Twitter with market leaders @CNBCTV18News and @MoneyControl.



NET.: NET. (@netmediatama) is a major television station network in Indonesia that produces TV programs primarily aimed for family and young viewers. With their renewed partnership with Twitter, they are bringing their top-rated TV programs to the platform and available for brand sponsorships. The content partnerships with Twitter include popular TV talk shows such as Ini Talkshow, Tonight Show, Sarah Sechan as well as their other highly-rated entertainment, sitcom and reality shows such as The Comment, Waktu Indonesia Bercanda, Breakout, The East and 86.

Domain

DOMAIN (@domaincomau): Australians are obsessed with property and Domain is one of Australia's most followed brand accounts. The leader in Australian property information, Domain offers the latest market coverage that attracts qualified buyers, sellers, renters and investors. With an established editorial team who continue to lead the Australian property conversation, @domaincomau is partnering Twitter to showcase video highlights of every property need covered - whether its buying, selling or renovating.

BuzzFeed

BuzzFeed (@BuzzFeed): Together, Twitter and BuzzFeed have reshaped the delivery of news to a global millennial audience, including the successful only-on-Twitter LIVE weekday program AM2DM. BuzzFeed Editor in Chief, Ben Smith calls Twitter the 'beating heart of news'. With the partnership extended to the region, BuzzFeed's uniquely engaging content is available across Asia, providing the opportunity for brands to reach a younger, highly engaged audience. In-stream sponsorship packages include the hugely successful BuzzFeed brands @tasty, @nifty and @bringme.



AUTO ON QUINT: The Quint (@TheQuint) is a mobile-first digital publisher, that engages Indian millennials, in English and Hindi. From premium video content to a compelling LIVE program with Twitter India for #PRIDEMonth, the partnership with the Quint brings creative Auto programming to automotive fans on Twitter.



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NDTV CAR AND BIKE (@CarandBike): NDTV's premium auto content programming from @CarandBike saw the first Sponsored Moment across APAC this year, with Maruti Suzuki. Building on the success, NDTV and Twitter are introducing new customised in-stream sponsorship packages to include always-on programming via a weekly capsule of Auto Reviews featuring on-air talent for automotive fans on Twitter.

NDTV TECH (@Gadgets360): Indian television media company @NDTV is a pioneer in Indian television and digital journalism, and one of Twitter's earliest partners in India. As part of the partnership, NDTV brings premium tech content to Twitter through @Gadgets360. There is also an in-stream video success story after featuring at All that Matters 2017.



INDIA TODAY AAJ TAK FINANCE: Hindi channel @AajTak feature news programming in English and Hindi. As part of the partnership with Twitter, the two channels will bring diverse programming on Twitter, including the AajTak Money package, a digital-first weekly capsule of Finance 'News You can Use' to cater to Hindi audiences.



News Picks Japan (@NewsPicks): NewsPicks is the most popular business media among young business people in Japan. The partnership with Twitter will feature their popular live program covering various latest technologies like AI, VR and 5G on the platform.



Gizmodo Japan (@gizmodojapan): Gizmodo Japan is the trusted media for tech geeks in Japan. The partnership with Twitter will showcase premium video content including their coverage of the latest gadget, technologies and new businesses. The pre-roll video highlights will also be featured on Gizmodo Japan website.



Bloomberg (@business): The partnership between Bloomberg and Twitter combines the credibility of Bloomberg's global team of more than 2700 journalists and analysts with Twitter's unrivalled speed and reach. With its expertise in Asian business news, data and analysis, Bloomberg connects influential audiences to real news, ideas and intelligence as no other source can. Across accounts including @BloombergAsia and @BloombergJapan, we've got Asia and the world covered. In-stream sponsorship packages include Top Stories of the Day, @Markets Highlights and the latest @technology news.



TicToc by Bloomberg (@TicToc): TicToc is the world's only global newsroom built for Twitter. Powered by Bloomberg's network of newsrooms across 120 countries and featuring a dedicated editorial team focused solely on content in Asia, TicToc delivers breaking news 24/7 verified by Bloomberg. TicToc provides a truly global perspective at the speed of Twitter. The In-Stream sponsorship package presents a unique opportunity to reach an influential and informed audience via this innovative, world-leading news initiative.

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Entertainment & Lifestyle



Sony Music: Music is one of the most talked about topics on Twitter, and music fans are one of the biggest communities on the platform. In a partnership with Sony Music, we're giving brands the chance to tap into this massive community, with custom content from APAC's biggest stars, behind the scenes clips, and original content that's on Twitter first. It all kicks off with award winning artist @GuySebastian.

NBCUniversal

NBCUniversal: NBCUniversal (@NBCUniversal) owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. Their partnership with Twitter will bring E!'s signature Live from the Red Carpet events as well as popular TV programming from @eonlineasia, @eonlineau and @DivaTVAsia to the platform.



2018 Mnet Asian Music Awards / CJ E&M: Mnet Asian Music Awards (@MnetMAMA) is the most iconic K-POP awards show. CJ E&M and Twitter will partner to bring K-POP fans all over the world a variety of video content highlights from 2018 MAMA to enjoy. This year, MAMA will take place in December 2018 in three regions and the content on Twitter will be available to a global audience.



Red Chillies Entertainment: A long-term partner of Twitter's in India, Shah Rukh Khan's production house, Red Chillies Entertainment (@RedChilliesEnt) will be launching video content from upcoming Hindi blockbuster, Zero, on Twitter, and brands have an opportunity to leverage this Bollywood conversation. Along with this, RCE will be producing an exclusive live show only for Twitter featuring the King Khan himself.



Diwali Culture: Pop-culture and news publisher, ScoopWhoop (@ScoopWhoop) is partnering with Twitter to produce an exclusive first-ever live show highlighting the culture of Diwali. This show will bring you the best of the festival of lights from across the country, live on your Twitter timeline. Diwali is #WhatsHappening.

FILMFARE

Filmfare: Filmfare (@Filmfare) is the destination for news about the entertainment industry in India - whether it is Hindi, Tamil, Telugu, Marathi or Punjabi, you can get your fix on Twitter with Filmfare. The partnership with Twitter will offer advertisers the opportunity to own the conversation in Indian entertainment as the Filmfare Awards takes movie fans live on to the red carpet to engage with the industry's biggest names and find out what happens behind the camera.



WORKPOINT Entertainment (@workpoint_ent): WORKPOINT Entertainment is a Thailand-based media company and broadcaster engaged in production of television programs such as games shows, sitcoms, variety shows and cultural shows. Their partnership with Twitter will see the best Thai entertainment programming brought to the platform and available for brand sponsorships. This includes highlight clips from their popular music reality TV shows such as The Mask Singer Project A and I Can See Your Voice.



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Vh1 Supersonic: The world's biggest DJs flock to India every February for Vh1 Supersonic (@Vh1Supersonic), a three-day festival featuring the most popular artists across electronic music. Nowhere does this music come alive better than on Twitter. The partnership with Vh1 will showcase behind-the-scenes chat with all the talent in the Twitter #BlueRoom.



Comic Con India: Comic Con India (@ComicConIndia) is where the comic world comes alive. As India's biggest venue for everything superhero, fans will swarm this festival across Delhi, Mumbai, Bangalore and Hyderabad. This year, Comic Con India is bringing their content alive on Twitter with live-streams, Q&As and interactions with all the Cosplayers at the event.



After School Club/ArirangTV: After School Club (@arirang_ASC) is an iconic show launched by Arirang TV in 2013. Providing a once-in-a-lifetime opportunity for global fans to interact with their favourite KPOP stars on live TV, After School Club has been gaining a large amount of fandom through Twitter. Their nearly 700,000 followers engage on Twitter with questions that are immediately answered by the KPOP stars. This year, the partnership with After School Club and Twitter is strengthened to bring more LIVE streaming and diverse KPop content to the world on Twitter.



KCulture (Mix of KPOP, Drama and Variety Shows) / KBS: KPop and Kdrama is absolutely massive on Twitter, and Twitter is teaming up with one of South Korea's biggest broadcasters, KBS World TV (@KBSWorldTV), to reward KPop and KCulture fans on the platform. KBS World TV and Twitter will livestream an original KPop content 'Music Bank' series every Friday, plus highlight clips for Kpop programs, Kdrama and variety shows. K Culture fans on Twitter can enjoy content from a variety of stars.



The KPOP / SBS Plus: The KPOP (@TheKPOP_sbsplus) is a special Kpop program delivering LIVE and highlight contents on Twitter, produced by SBS Plus. SBS Plus is a subsidiary of SBS, a top terrestrial TV in Korea. Twitter is partnering with SBS Plus for Kpop fans all over the world to enjoy and engage on Twitter.



SBS: Whether it's sports, entertainment, or lifestyle, SBS has your front row ticket to premier events. In 2019, SBS is partnering with Twitter to bring you the best of Mardi Gras, Eurovision and major sporting events.



GMA Network: GMA Network (@GMANetwork) is a major national commercial broadcast television, radio network, a digital publisher in the Philippines and is the most-awarded television network in the country. The partnership with Twitter will include content from GMA News and GMA's top-rated TV programming such as drama action-fantasy series, Victor Magtanggol.



KCON 2018 / CJ E&M: KCON (@KCON_Global) is the most iconic K Culture Convention and KPOP concert. This year, Twitter is partnering with CJ E&M to bring highlights video clips, Twitter Mirror clips from KCON to Twitter. In addition, Sponsored Moments showcasing curated top Tweets of Kpop artists at the event will be available to advertisers. KCON will take place on Sep 29-30 in Thailand.



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SimplyKPOP / ArirangTV: SimplyKPOP (@_Simplykpop) is one of the most popular shows produced by Arirang TV, where K-POP stars will perform on stage and interact with international fans from all around the world. This year, Twitter starts a solid partnership with Arirang TV to bring dynamic clips from Simply K-pop stages and behind the scenes to more diverse viewers and subscribers.



Viacom International Media Networks: Viacom International Media Networks (VIMN) is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel and more. With this new collaboration with Twitter in Southeast Asia, VIMN will be amplifying and extending the reach of some of their key IPs and event franchises with Twitter in Southeast Asia, while exploring offering additional digital solutions to their clients together. In addition, the content collaboration includes premium TV programming from MTV Asia (@mtvasia) and Comedy Central Asia (@ComedyCentralAS).

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Formula One® on FOX Sports Asia: FOX Sports (@FSAsiaLive) is the most popular sports network in Asia-Pacific. With the partnership, FOX Sports will showcase F1® action to fans on Twitter in real time via the handle @FSAsiaLive. The whole weekend of updates, action and interviews, delivered to fans on the go.

Tennis Grand Slams on FOX Sports Asia (@FSAsiaLive): FOX Sports brings fans the best and the most important tennis tournaments on TV and Twitter. The partnership with Twitter will see all the action and all the best shots, delivered daily by the team at @FSAsiaLive.

MotoGP on FOX Sports Asia (@FSAsiaLive): Follow the MotoGP action in real time with the most accurate and extensive coverage in the region, provided by the team at Fox Sports Asia (@FSAsiaLive) on Twitter. The partnership with Twitter will deliver what's happening on the track across all categories in real time to Twitter fans in South East Asia.

PGA and LPGA on FOX Sports Asia (@FSAsiaLive): Through the content partnership with Twitter, Fox Sports Asia will bring golf fans the best shots of the best golfers in the world with live stream and highlight clips of the PGA and LPGA tournaments.

AFC Champions League and AFC Cup on FOX Sports Asia (@FSAsiaLive): The best football in the region. The best clubs in Asia battling for the chance to be crowned Asian Champions. With the partnership, FOX Sports Asia will deliver highlights and match recaps in real time to Twitter fans in South East Asia.

AFC Asian Cup 2019 on FOX Sports Asia @FSAsiaLive): Who is going to be the next Asian football champion? Will Australia's reign come to an end or will the Socceroos go back to back? @FSAsiaLive will provide Near Live coverage, tweeting the best action from every game played.

Fox Sports Australia: FOXTEL and FOX SPORTS Australia, leaders in entertainment and sport, will bring fans on Twitter highlights from the NRL & AFL finals, followed by a huge October with A-League, Surfing & Supercars ahead of an action packed Australian summer on FOX CRICKET.

UEFA Champions League on FMA Indonesia (@FMA): The most important football club competition in the world is going to be brought to Twitter fans via Indonesia @FMA, already a partner of Twitter during the last FIFA World Cup. Fans of Cristiano Ronaldo, Messi, and Salah will have access to near live highlights throughout the competition on Twitter, until the very last game, on June 1st 2019 in Madrid.

UEFA Europa League on FMA Indonesia (@FMA): The Europa League needs no introduction for football fans. @FMA will deliver highlight clips and match recaps on Twitter throughout the competition, to make sure fans in Indonesia will not miss a thing.

BWF 2019 on FMA Indonesia (@FMA): The best badminton players in the world battle it out for a chance to get the glory and the prize money at BWF 2019. One of the top sports in Indonesia with great following and rabid fans, the partnership with @FMA will bring fans all the highlight clips to keep up with what's happening.



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Sports



SEVEN WEST MEDIA: Seven West Media is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online. Channel 7 is the home of hit shows like My Kitchen Rules and House Rules, and also the home of the race that stops the nation, The Melbourne Cup. Twitter is excited to continue to grow the deep partnership with Seven West Media and will bring more content packages to the table in 2019 than ever before.



Pacific League (@PacificLeagueTV): Japanese baseball is the top baseball content in Asia. After the Pacific League season (The season will finish the mid of Nov in 2018), the partnership with @PacificLeagueTV will offer Japanese baseball fans video highlights of the best plays and funniest plays of the season.



MBS Sports: The 45th Dunlop Phoenix Golf Tournament (@dunlop_phoenix) is a popular golf tournament in Japan and will be having popular players from around the world participating. Twitter has partnered with MBS TV (@MBSsports) to live stream the event which will be held in November 2018.



UAAP Season #81 on ABSCBN (@ABSCBNSports): Teams from the premiere collegiate league of the Philippines will battle for supremacy in season 81 of the UAAP tournament and fans in the Philippines will get to enjoy a piece of the action on Twitter with @ABSCBNSports. From the men's basketball, women's volleyball and men's football, the partnership with @ABSCBNSports will take fans on a journey where they get to watch the most followed collegiate sports action in the region and join in the live conversation.



ITTF (@ITTFWorld): Catch the masters of spin on Twitter! The partnership between Twitter and ITTF will bring table tennis fans the whole season of ITTF events. All the best players and best tournaments, available to fans globally delivered by the official handle @ITTFWorld.



Asian Tour Golf (@AsianTourGolf): The Asian Tour is bringing golf fans closer to the best Asian golfers, competing across the continent, through the partnership with Twitter. Fans can follow the action and the future global stars of this amazing sport with all clips and highlights delivered via the official handle @AsianTourGolf.



Dugout Asia (@DugoutAsia): We live for football. But we're not outside the ground, or on the terraces. We're in the Dugout, with unparalleled access to the world's top clubs such as Manchester City, Real Madrid, Barcelona & Juventus. And we can bring YOU inside – we partner with brands, agencies, publishers and platforms to deliver incredible football content. Follow the action on Twitter in the language of your choice with @DugoutID, @DugoutThailand, @Dugout, @DugoutJP and @DugoutAsia.



Gaurav Kapur (@gauravkapur): Gaurav Kapur is amongst India's most popular sports and entertainment hosts with 1.5 million followers. Twitter will be bringing a series of #ALittleMoreGK short videos in partnership with Gaurav for the blockbuster India Australia cricket series in 2018.

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English Premier League on Stadium Astro Malaysia (@StadiumAstro): The English Premier League is undoubtedly the best football league in the world. The action and the excitement will be on Twitter thanks to the partnership with Stadium Astro, the home of the EPL in Malaysia.

Liverpool FC on Stadium Astro Malaysia (@StadiumAstro): Liverpool is one of the most popular football clubs in the world and has a very strong following in Malaysia. @Stadium Astro and Twitter are teaming up to deliver the best plays of LFC in the Premier League, throughout the 2018-2019 campaign.

BWF 2019 on Stadium Astro Malaysia (@StadiumAstro): Fans in Malaysia can catch the best badminton players in the world battle for glory at BWF 2019 as StadiumAstro Malaysia partners with Twitter to showcase all the highlight clips on the platform.



CRICBUZZ: Cricbuzz (@Cricbuzz) is the world's largest mobile app for cricket. Over the next few months, Cricbuzz will be bringing LIVE episodes and clips of their flagship show #CricbuzzLIVE to Twitter featuring some of the world's most renowned cricket commentators. The shows and clips will cover the Asia Cup, India's home series against the West Indies and India's tour to Australia.



ONE Championship: ONE Championship (@ONEChampionship) is the largest global sports media property in Asian history. Headquartered in Singapore, ONE Championship is the home of martial arts and is the world's largest martial arts organization, hosting bouts across all styles of martial arts such as Muay Thai, Kickboxing, Karate, Kung Fu, Silat, Sanda, Lethwei, Mixed Martial Arts, Tae Kwon Do, Submission Grappling, and more. The world's most exciting martial arts organization is partnering with Twitter to live stream their matches for the rest of the year.



Persib FC (@Persib): Persib FC is the #1 football club in Indonesia in terms of popularity and success. The Pangeran Biru - Blue Princes, as the players are called, are role models all over the country and the Bobotoh are the most passionate and loyal fans you can find in Indonesia. With the partnership, fans can enjoy near live highlights and behind the scenes access delivered directly by the club, via official handle @Persib on Twitter.



NRL (@NRL): Twitter has partnered with the NRL, one of the biggest sporting leagues in Australia, to bring fans premium Rugby League content from @NRL. Fans can catch weekly recaps, match previews, live content and insights from NRL talent, only on Twitter.

