



## **PRESS RELEASE**

### **Finding the Toughest, 'R U Tough Enough Southeast Asia' is back in Indonesia**

*KIX, supported by MNC Vision, MNC Play and MNC Now held 'R U Tough Enough Southeast Asia' Public Audition 2019 in Jakarta, Indonesia*

**Jakarta, 21 July 2019** - KIX, the ultimate destination for action entertainment in Asia, comes back with the program 'R U Tough Enough Southeast Asia' 2019 to redefine toughness by searching for the toughest person in the region. The regional 'R U Tough Enough Southeast Asia's Indonesia event is supported by MNC Vision, a leading pioneer of pay TV in Indonesia, MNC Play, a broadband internet service provider with 100% fiber optic and MNC Now, an OTT (Over the Top) based video streaming entertainment service platform. This year, the regional campaign will recruit finalists from 7 countries including, Indonesia, Malaysia, Philippines, Vietnam, Singapore, Thailand and HongKong. 4 finalists from Indonesia will be selected through a Public Audition, to be held today on 21/7 (Sunday), at Lotte Shopping Avenue in Jakarta.

"The annual KIX 'R U Tough Enough Southeast Asia' program has become one of the favorite shows for MNC Vision and MNC Play subscribers, which excites action fans to witness finalists conquering various challenges in the arena. MNC Vision, MNC Play and MNC Now are very pleased to collaborate for the second time with KIX, in support of today's event in Jakarta. All MNC Vision and MNC Play subscribers can also enjoy it *live* through MNC Now application with the Catch Up TV feature anywhere and anytime through connecting their customer ID. We hope our loyal subscribers can always enjoy the utmost entertainment through watching this show with their beloved family," said **Adita Widyansari, Subscriber Management Product, and Marketing Director of MNC Play.**

"R U Tough Enough Southeast Asia has grown in scope, size and participation every year, and now we are excited to take this competition to a regional level," said **Betty Tsui, Vice President, Programming of KIX.** "We are looking for Southeast Asia's Toughest and we are thrilled to invite everyone with an inspiring tough story to join us! It is not just a battle of the body, but also of the mind, and we encourage all tough participants to join and show us what they've got!"

Today, the 'R U Tough Enough Southeast Asia' Public Audition will recruit tough contestants in Indonesia to overcome various physical and mental challenges in the arena, such as Burpees, alternate ViPR, zigzag running, swinging on the hanging board, etc. The best 20 contestants will be interviewed by the judges and at the end of the competition, 4 Indonesian finalists will be shortlisted to participate in the 'R U Tough Enough Southeast Asia' Final Showdown. The ultimate champion will win a grand prize of USD 15,000 and claim the title as the '**Southeast Asia's Toughest 2019**'.

Besides watching the 'RU Tough Enough Southeast Asia' physical test series at Lotte Shopping Avenue today, visitors can also stop by the MNC Vision, MNC Play and MNC Now booth to



participate in various interesting activities such as hula-hoop, push up and the plank challenge, as well as having fun at the photo booth. Besides, visitors who subscribe to MNC Vision or MNC Play at the booth today will be presented special souvenir merchandise.

KIX's 'R U Tough Enough' campaign was first launched in 2014 in Malaysia and subsequently expanded into the Philippines, Thailand, Singapore and Indonesia. In 2018, 'R U Tough Enough Southeast Asia' first regional competition was held in Malaysia and in 2019, we are hosting a total of 4 on-ground events; first in Jakarta, followed by Bangkok, Thailand this August, Manila, the Philippines this September and the Final Showdown in Kuala Lumpur, Malaysia this November.

Subscribers can follow the 'R U Tough Enough Southeast Asia' campaign on MNC Vision and MNC Play on KIX channel, number 161, and also through gadgets on MNC Now application.

'R U Tough Enough Southeast Asia' 2019 is presented by Fisherman's Friend, the strong adult candy with added benefits, supported by hotel partner Dorsett Grand Subang, with Indonesia official pay TV partners, MNC Vision, MNC Play and MNC Now, as well as from other countries, Astro, Cablelink, Cignal, G Sat, Skycable, MeTV, My TV Super; and supporting partners Barstard Bandung Street Workout Addict, DAMN! I Love Indonesia, Freeletics Bandung, Infinix, SOSI Sport Club and Insurance Partner Jagadiri.

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#### **About KIX:**

KIX is the ultimate destination for action entertainment in Asia. KIX offers action fans a high-octane blend of programs including sports, blockbuster action movies, hit action series and cutting-edge reality shows. With first and exclusive premieres every month, KIX guarantees you non-stop adrenaline-pumping entertainment. So get into the action with KIX!

#### **About MNC Vision:**

**PT. MNC Sky Vision Tbk (MNC Vision)** is a pioneer in the pay television industry in Indonesia under the MNC Media Group. It is a Direct-to-Home (DTH) satellite service launched in 1994 and offers more than 135 free-to-air and international premium channels across a variety of genres. MNC Vision is currently the largest DTH operator in Indonesia and presence across Indonesia with 101 branches nationwide. Using the S-Band frequency satellite, MNC Vision is suitable for tropical regions like Indonesia. MNC Vision service offerings include *Multi Decoder*, *High Definition (HD)*, *Dolby Audio*, and TV Anywhere via the MNC Now app. For more details, please visit [www.mncvision.id](http://www.mncvision.id).

#### **About MNC Play:**

**PT MNC Kabel Mediacom (MNC Play)** is a leading high-speed broadband Internet provider based on an advanced 100% fiber optic/fiber-to-the-home technology, offering speeds up to 1 Gbps with a more stable connection and symmetrical upload and download capabilities. MNC Play also offers an IPTV service with more than 180 pay TV channels including 54 HD channels and 29 exclusive channels, with interactive services such as Catch-up TV and Time Shift with the ability to Pause, Play and Rewind, MNC Play subscribers can also enjoy TV Anywhere service via the MNC Now app, for further information please visit our website on [www.mncplay.id](http://www.mncplay.id).



**About MNC Now:**

**PT. MNC OTT Network (MNC Now)** is a video streaming entertainment service under the MNC Media Group available as an application on iOS and Android devices. It offers more than 130 live TV channels and more than 90 channels with 7-day Catch-up TV feature. MNC Now is the leading provider of MNC original productions featuring more than 9,000 VOD hours of Indonesian movies, dramas and TV shows. MNC Vision and MNC Play customers can connect to MNC Now to enjoy their subscribed channels on mobile devices on the go. For more information, please visit our website at [www.mncnow.id](http://www.mncnow.id).

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