

[Media Release] – For Immediate Release

**New Edutainment Mandarin Kids' Channel, *MaxToon*, to land in Singapore by first half of 2016**

- Bringing the best of kids content in Chinese language to the region
- Tie-up with Marshall Cavendish Education to co-develop brand new reality kids show

**(Singapore, December 4, 2015)** – A whole new Mandarin kids' channel, *MaxToon*, will soon be available in Singapore, on StarHub TV, by the first half of 2016. The channel, to be delivered in high definition, will feature high quality kids' content produced in China. As a leading aggregator of China-produced content in Southeast Asia, MyChinaChannel (MCC) will own and distribute the channel.

The edutainment channel will broadcast quality new content in Mandarin filled with popular characters. Besides offering the best of curated China content, MCC will also be looking to co-develop content with China and to create engaging and relevant original productions for the local market.

"There's growing consumption of Chinese content around the world and great growth opportunities in the Chinese kids' space. *MaxToon* aims to fill the gap in the market where Mandarin kids channel is under catered for and we hope to bring *MaxToon* to more audiences within Southeast Asia", said Mr. Patrick Yong, CEO, MyChinaChannel.

"As a family-oriented pay TV operator, we are always on the lookout for entertaining yet educational content suitable for family co-viewing. *MaxToon*'s programming combines carefully curated content from China together with locally-made productions to create a compelling package for parents and children alike. This will give families a new way to bond and improve their Mandarin proficiency at the same time," said Ms. Lee Soo Hui, Head of Media Business Unit, StarHub.

In conjunction with the upcoming launch of *MaxToon*, MCC has also announced a partnership with Marshall Cavendish Education to co-develop a brand new kids' reality edutainment programme that aims to bring back the fun in learning Mandarin. The partnership will see MCC spearheading the development of the programme with Marshall Cavendish Education (a subsidiary of Times Publishing Group) providing the pedagogy and content advice, mapped to Ministry of Education (MOE) Singapore's curriculum.

Marshall Cavendish Education is the only appointed co-publisher for all primary and secondary Chinese textbooks in Singapore and has worked closely with the MOE, Singapore for close to 35 years on developing educational resources for the Chinese, Malay and Tamil languages.

“Education is a core component of our business and we are delighted to be able to work with MyChinaChannel to deliver content from Marshall Cavendish Education in a fun and entertaining way through the co-production of a Chinese Edutainment Game show. We believe that effective learning is about engaging children directly and providing them with a tangible experience of the Chinese language in a real world context. It is our aspiration that the younger generation of children will grow to appreciate and love the Chinese language through this programme,” said Mr. Siew Peng Yim, CEO, Times Publishing Group.

“With the upcoming launch of our kids’ channel, MCC definitely looks forward to this timely partnership with Marshall Cavendish Education,” said Mr. Yong. “Their knowledge and expertise in the Chinese language will help set the framework for the programme while MCC will work on presentation and delivery of the content.”

The yet-to-be-named programme is slated to start production in June next year.

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### **About MyChinaChannel**

MyChinaChannel, established in 2008, is a leading Chinese syndicator, and aggregator of content in Southeast Asia. It operates offices in Singapore, Shanghai and Beijing. Its core business is to market and aggregate television content to other media broadcasters and manage Chinese-language pay television channels in Southeast Asia on traditional and emerging television platforms. It has key relationships with major media entities in China.

For more information, please visit [www.mychinachannel.com](http://www.mychinachannel.com)

### **About Marshall Cavendish Education**

As is the leading developer and provider of educational solutions in the high-performing nation of Singapore, Marshall Cavendish Education recognises that education is more than acquiring content knowledge. This is why we offer a holistic approach to excellent learning and teaching through curriculum, technology and professional development.

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Our comprehensive print materials build conceptual knowledge and challenge students to think critically while our digital solutions complement the curriculum by engaging them to learn independently. Our professional development programmes for educators close the gap between theory and practice, equipping them to be effective in nurturing the next generation of creative thinkers to be ready for the 21st century. Today, the majority of Singapore's schools adopt our print or digital content for English, Mother Tongue, Mathematics as well as Science.

It is with our comprehensive and holistic approach to learning and teaching that Marshall Cavendish Education is revolutionising education, inspiring students to perform remarkably and educators to teach more effectively.

Marshall Cavendish Education is a member of the Times Publishing Group.

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For more information, please contact:

**Fion Tee**

Email: [fiontee@mychinachannel.com](mailto:fiontee@mychinachannel.com)

Tel: (65) 6735 5376

**MyChinaChannel Pte Ltd**