



Lou Petrolo

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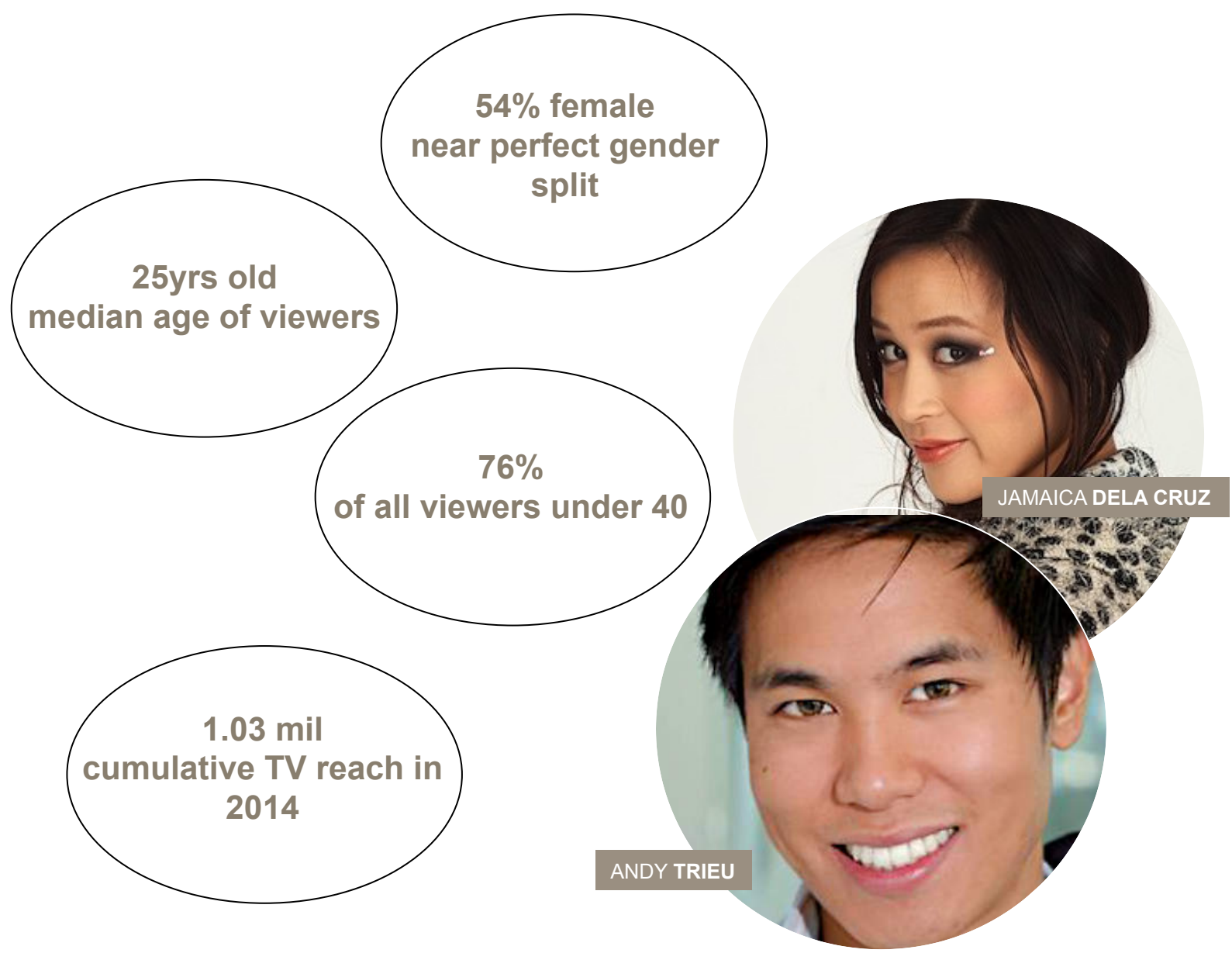
40
years



**MORE THAN 730K
FACEBOOK FANS**

**MORE POPULAR
THAN KIIS, NOVA & TRIPLE M***

*SOURCE: FACEBOOK PERFORMANCE REPORT INDUSTRY, Q1 2015



POPASIA TV

A two hour live show every Sunday from 9am on SBS2.

Hosted by **Andy Trieu** and **Jamaica dela Cruz**, PopAsia TV brings you the best in music videos and the latest in pop culture news.

Exciting regular segments such as PopAsia 101 in which we are introduced to one of the many artists in the world of Asian pop each week.

SOURCE: OZTM+REGTAM; 5 CAPITAL METRO & COMBINED AGG MARKETS (INC TAS&WA); PEOPLE 16-39; 1JAN-24MAY,2015 V 1JAN-25MAY,2014; AVERAGE AUDIENCE; PROFILE%; MEDIAN AGE; TIME SPENT VIEWING BY AVERAGE VIEWER; CONSOLIDATED DATA.





WHY IS POPASIA SO SPECIAL?

PopAsia is at the core of SBS's purpose, bringing our values of diversity to life. PopAsia fans have posted on our Facebook page just why they love PopAsia so much:

"It's finally cool to be Asian in the school yard"

"It's great seeing people who **look like me** on TV"

"None of my friends are into Asian Pop, I've made new **life-long ones** on PopAsia"

Thank you.

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