

FOX Network Group Asia's 'The Trading Floor' Debuts To Top Spot In Ratings

The premiere captures 60 million clicks on Tencent Video, an 8.3 rating on Douban and the No.1 ranking for SCM.



HONG KONG, MAY 29, 2018 – Since its two-part premiere on 24 May 2018, *The Trading Floor*, an original Chinese production by Fox Networks Group Asia (FOX Asia), has recorded close to 60 million hits on Tencent Video (腾讯视频) and garnered an 8.3 rating on China's influential entertainment website Douban, making it one of the highest rated Chinese series by far in 2018. It also made SCM the No.1 Mandarin movie channel in Singapore¹.

Produced by Focus TV, the five-episode series debuted its first and second episodes back-to-back on 24 May on Tencent video, FOX Asia's video streaming service FOX+, and Asia's leading Chinese movie channel SCM.

Zubin Gandevia, President, Asia Pacific & Middle East for FOX Networks Group Asia, said, "We have been steadily investing in original production for years and *The Trading Floor* is our most

¹ Source: GfK, Singapore (Period: May 24, 2018; Target: 15 - 49)

ambitious project to date. With the advent of our on-demand streaming product FOX+, we are ramping up our investment in local production even more and we look forward to continuing this success with equally impressive local content for our viewers.”

Cora Yim, SVP and Head of Chinese Entertainment and Original Production for FOX Networks Group added, “We would like to thank our partners Andy Lau and his Focus TV, and Tencent Penguin Pictures in making The Trading Floor launch such a success. Thanks to their trust and confidence in us to explore and develop this new form of high quality, premium Chinese miniseries together. The success is a testament to the quality of storytelling and production value we have committed to in developing our local production in Asia.”

The Trading Floor follows a team of financial mercenaries who go up against a legendary economist; rocking the Asian financial market in a battle for economic gain and personal vengeance. It is produced by Focus TV with Wong Kwok Keung (Director of The Election, 2014) as director.

The star-studded series boasts cast of feature-film talent including award-winning Hong Kong actor Francis Ng, Taiwanese heart-throbs Chang Hsiao-Chuan and Yu Nan; and co-stars Liu Kai Chi, Chan Ka Lok, Poon Chang Leung, Jacky Cai and Jiang Qilin, with a special appearance by Kuei Lun-Mei, Patrick Tam and Maggie Cheung.

The Trading Floor airs every Thursday, at 8.30 PM on SCM and on-demand on FOX+. Viewers across mainland China can enjoy the remaining episodes of the miniseries on Tencent Video, on a day and date basis. The final episode of The Trading Floor is set to air on Thursday, June 14.

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About FOX Networks Group

FOX Networks Group (FNG) is 21st Century FOX's international multi-media business. We develop, produce and distribute 300+ wholly- and majority-owned entertainment, sports, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa. FNG's core channel brands include FOX, FOX Sports, FOX Life, FOX+ and National Geographic. FNG's movie channels include FOX Movies, FOX Movies Premium and SCM (formerly Star Chinese Movies). Our non-linear brands include FOX Play, FOX Play+ and Nat Geo Play. These networks and their related mobile, non-linear and high- definition extensions, reach over 1.825 billion cumulative households worldwide. In addition, FNG owns and operates two production studios and produces thousands of local programming hours for its wholly owned channels and third parties.

About FOX+

FOX+ is the only video-streaming service in Asia that combines TV series, movies and live sports, in one place, accessible from any device, at any time and in HD. With a combination of first-run Hollywood blockbusters and hit Chinese series and movies, FOX+ is the ultimate destination for entertainment. More than 11,000 hours of programming across multiple genres are available, comprising of the most popular content from global movie studios and television channels, as well as original FOX programming and FOX+ exclusive content.

About SCM

SCM (衛視電影台) (formerly known as STAR Chinese Movies) is the No. 1 Chinese movie channel in Asia and is the premier destination for lovers of blockbuster Chinese cinema, with more than 1,000 titles in its film inventory. SCM is dedicated to providing first-run, premium content as well as cutting-edge advanced services.



Premiering box-office hits from Hong Kong, Mainland China and Taiwan, SCM guarantees exclusives from top Chinese and Asian producers and major studios such as Emperor Motion Pictures, Media Asia, Pegasus and Fortune Star.

In addition to hit movies, SCM also offers a powerful combination of live events, major concerts and acclaimed Asian documentaries in Cantonese or Mandarin with Chinese and English as well as Bahasa Indonesia and Thai subtitles. With this unrivalled content together with HD viewing, a VOD service and a market-leading online catch-up service called SCM Play, the channel provides an unmatched entertainment experience.