



LIGHTNING INTERNATIONAL EXPANDS ITS TEAM WITH NEW SENIOR HIRES

Director of Content Sales Asia, Director of Business Strategy and Head of Marketing & Communications are the Latest Additions

(28 November 2023 – Hong Kong) Ahead of the upcoming Asia TV Forum & Market, Lightning International, Asia-Pacific's broadcasting content distribution and solutions company, is boosting its growing team with the recent appointments of a new Director of Content Sales, Asia, Director of Business Strategy and Head of Marketing & Communications who will assist the company realise its future growth.

Based in Singapore, Eric Tan is to be Director of Content Sales Asia, and will be responsible for all aspects of channel and content distribution. Specialising in the telecommunications and broadcasting industries, Eric previously held positions at Singtel, Da Vinci Learning and Sony Pictures Entertainment Networks Asia among others.

As Director of Business Strategy, David Newton will manage Lightning's business direction and growth strategy. David was formerly Finance Director with Reuters and the Financial Times, and later CFO at LexisNexis and Haymarket Media Asia.

Desmond Chung joins Lightning as Head of Marketing & Communications to further amplify the voice of the company and to increase brand awareness. A seasoned communications professional, Desmond has worked with a range of companies including Turner, FOX, Genting Hong Kong and CASBAA.

"We are delighted to welcome Eric, David and Desmond into the Lightning family," said James Ross, CEO of Lightning International. "Their extensive experience in their respective fields, especially within the broadcasting and media industries, will be an asset for Lightning as we look to continue our growth trajectory in the future."

For more information about Lightning International and its various products, please visit <https://www.lightninginternational.net/>.

About Lightning International

Lightning International (Media) Limited is a content solutions company based in the UK and Hong Kong. The company distributes a range of TV channels such as Action Hollywood Movies, Concerto TV, Docsville, GB News, Globetrotter, Kartoon Channel!, LFCTV, NewsWorld, NOW 70s, NOW 80s, NOW Rock, People & Planet, Pet Club TV, Pulse Documentaries, RCM, TRACE Urban, TRACE Sports Stars and more. Additionally, the company licenses a full catalogue of programming, both as finished shows and formats. <http://www.lightninginternational.net>

Lightning International is an AsiaSat company.



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