# AXN storms Asia with CSI Trilogy

Contributed by Kantar
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AXN's CSI three-franchise crossover which aired back-to-back in a 3-hour marathon across Asia on July 28, garnered a viewership number of over 1.4 million while it outperformed fellow pay-TV international channels in key regional markets.

The said markets include Malaysia, Singapore, Taiwan and Hong Kong. In addition, AXN's CSI Trilogy stirred up a major buzz on online social portal, Twitter where it became the second most popular trending topic worldwide during the telecast.

According to the brand, the hype surrounding the crossover of the procedural drama series even prompted several Twitter users outside of Asia who were keen to find out what the fuss was all about.

In Singapore, the CSI Trilogy emerged as the top ranking English program in its time slot on StarHub with cable 4+ ratings at more than triple the rankings of the next closest competitor. Â

Also, AXN outdid terrestrial station, Channel 5's performance for both cable 4+ and PMEB by 30% and 89% respectively.

Similarly, in Malaysia, AXN claimed the top spot on Astro when its PMEB audience trumped the competition posed by vernacular channels.

Incidentally, the Philippines and Hong Kong concurred AXN ratings as the number one ad-supported international channel, while Taiwan also experienced an upward surge, topping the charts with a 13% and 75% increase in ratings respectively compared to the next highest-rated English channel.

The CSI Trilogy featured a crossover trilogy which spanned all three shows of the global hit TV franchise - where leading cast Laurence Fishburne from CSI: Crime Scene Investigation was called in to help with a case that began in Miami, which later developed further in New York, and only got solved in Las Vegas.

Source: Kantar Media Singapore, Philippines / AGB NMR Malaysia, Taiwan, CSM Hong Kong.

By: Deborah Joy, Malaysia

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