

Hong Kong based global content distributor O4 Media is thrilled to be appointed as the distributor of 45 exclusive episodes of HYDEOUT, a premier entertainment and music event. This exciting virtual project set both on location and in the metaverse, features 45 of the world's biggest electronic, Urban and hip-hop artist icons over 36 hours.

The all-encompassing online, on ground and onscreen experience harnesses NFT monetisation opportunities as well as brand engagement avenues. On location cinematic episodes feature artists such as DJ Snake, Sam Feldt and Flux Pavilion whilst virtual environments include Rita Ora, G Eazy and Wiz Khalifa all furnished with World Class sound, effects and lighting production works.

HYDEOUT

Gary Pudney
Founder and Managing Director, O4 Media

This is a very exciting project for O4 Media to be a part of. Topflight artists perform across each episode in a unique Covid resistant virtual environment, with none of the usual fun nor excitement taken away from the high energy sets. We look forward to successfully placing this content around the globe and making Hydeout an international success.

Chan Wee Teck
Executive Producer, Hyde N Seek Entertainment

We are extremely delighted to be able to partner with O4 Media to further share these amazing music artist stories to the world that features our signature video production levels and unparalleled qualities. We do hope that with this outreach, our content would be able to dazzle new audiences in new regions just as how it has captivated our audiences with our initial release.

About O4 Media Ltd

O4 Media is a global distributor of scripted and non-scripted formats and IP development. O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in London, Budapest, Manila and Mexico City.

About Hyde N Seek Entertainment Pte Ltd

Hyde N Seek Entertainment Pte Ltd was formed out of an idea to bring forth new and amazing ways of how people can connect with one another. With its main strength in physical experiences, it has since forayed into delivering breakthrough digital experiences to its audiences.

With its presence in Singapore, South Korea, Taiwan, Japan, The Netherlands and the United States, its breath taking presentations of video experiences has captivated audiences worldwide and it will continue to do so with its brand mission.