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Hong Kong based global content distributor O4 Media is delighted to announce a successive sale of CJ ENM content to Emax Media's OTT platform, Urduflix. Due to launch early this year, the deal will see 20 episodes of "Legend of the Blue Sea" premier on the Pakistani streaming service. Inspired by the classic Joseon mermaid folklore tale, the series tells the love story of a con-artist and the mermaid who travels across the ocean to find him.

Gary Pudney
Founder and Managing Director, O4 Media

To strike a second deal so soon after the first is indicative of the growing relationships held by all three parties involved. We can't wait to see what next year brings between the two territories as we've only just begun.

Sebastian Kim
Head of International Sales & Acquisitions, CJ ENM

We are very happy to be working with O4 Media for a second time this year. Bringing CJ ENM content to Pakistan again is exciting, and only ensures we will work closely with our industry friends in Pakistan in the future.

Syed Farhan Gauher Zaidi
CEO, Emax Media and Marketing Pvt Ltd

We are delighted to have struck a second deal with O4 Media, especially being able to secure such a well-known South Korean folklore tale. We look forward to continuing a fruitful partnership with O4 Media and CJ ENM.

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, Mexico City and Australia.

