

26.07.2022

O4 Media has finalised a third consecutive sale of Korean content to Pakistani OTT platform, Urduflix, by Emax Media. Brokered by Nixon Lim, this time around the sale sees the KBS title HEALER (20x70) go to the steamer, with the romantic thriller to be launched in August of this year.

Gary Pudney

Founder and Managing Director, O4 Media

To strike a third deal within a year for Korean content into Pakistan is wonderful, and indicative of the strong relationships we are fostering with both territories. Earlier in the year I mentioned we've only just begun working between these two territories specifically, and the ball is well and truly rolling now.

Syed Farhan Gauher Zaidi

CEO, Emax Media and Marketing Pvt Ltd

The appetite for Korean content in Pakistan is obviously growing, and we are more than happy to be working with the O4 Media team again to satisfy this demand.

Woomin Kim

Head of International Business, KBS Media

We are excited with this opportunity to deliver our action packed romance drama to Pakistan. We believe this is just a beginning and we are ready to better serve and entertain local audiences with our shows.



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 Hong Kong, Manila, Mexico City and Australia.