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O4 Media has announced a deal with the Special Broadcast Service Australia (SBS) for two Korean drama series from leading entertainment company CJ ENM to their OTT service SBS On Demand. This agreement marks further steps in the expansion of Korean drama series to Australian audiences, with the potential to introduce a new viewership to diverse and compelling stories that have made Korean dramas so popular around the world. The deal includes to showcase two thriller series: *Chimera*, starring Park Hae-soo of *Squid Game*, and crime drama *Blind* starring Taecyeon known for his recent villain role from *Vincenzo*, also a CJ ENM studio production.

Chimera is a thriller series following a suspenseful chase for the truth behind the long-dormant serial explosion murders known as 'Chimera,' as formidable detective, profiler and mid-career surgeon embark on a quest with their distinct motives, reuniting after 35 years. This gripping pursuit thriller unravels the enigma of Chimera, where the stakes are high and secrets run deep. Meanwhile, *Blind*, produced by one of CJ ENM's production powerhouses Studio Dragon, follows a story of unjust victims turned ordinary citizens and perpetrators who turn a blind eye to uncomfortable truth.

The deal between O4 Media and SBS demonstrates the growing popularity of Korean dramas and highlights the importance of quality storytelling and production, with the partnership is expected to bring a fresh perspective to the Australian television market.

Korean dramas have gained widespread popularity in recent years, with a growing fan base in Australia. SBS has been at the forefront of bringing global drama to Australian audiences including Korean titles like *The Good Doctor*, *Cleaning Up*, and now ***Chimera and Blind*** in partnership with O4 Media.

Gary Pudney

Founder and Managing Director, O4 Media

This is really exciting for us. We have an office in Australia and have been tracking the growing appetite Australians have for K-Drama from last year. We believe in the power of storytelling, and Korean dramas offer a unique and captivating window into Korean culture. Through this deal, we hope to bring our audience closer to the diverse and fascinating world of Korean entertainment.

Sebastian Kim, the **Director of Content Distribution at CJ ENM**, conveyed his enthusiasm regarding the Australian releases of the series, "The expansion of the series to additional regions stands as a testament to its potential to captivate and engage audiences on a broader scale and we are excited to be able to captivate the imagination of Australian viewers. CJ ENM aims to bolster its influence in the market based on our strong reputation for delivering exceptional stories and upholding rigorous production standards."

Alex Walkden

Programmer – SBS On Demand & SBS World Movies, Special Broadcast Service

We are thrilled to announce its our recent acquisition of the acclaimed series, *Chimera & Blind* through O4 Media. These gripping shows with their captivating storylines will bring the world of K-drama directly to the screens of Australian viewers. We look forward to launching them on SBS On Demand in the coming months so that all K-drama enthusiasts and new viewers to the genre can appreciate the artistry and significance of Korean television.

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.

About CJ ENM

CJ ENM is a leading entertainment company founded in Korea in 1995. CJ ENM's Entertainment division is engaged in a wide range of industry business areas, including media content, music, film and performing arts, providing its leading original content to various media platforms around the world. CJ ENM has created, produced and distributed globally-acclaimed content, including Oscar-winning film "Parasite," Tony Award-winning musical "Kinky Boots," record-breaking Korean films including "Roaring Currents" and TV series such as "Guardian: The Lonely and Great God," "I Can See Your Voice" and more. United under the slogan "We live to discover Untold Originals," CJ ENM has three major production and distribution studios: drama production powerhouse Studio Dragon, U.S.-based studio Endeavor Content and K-OTT content production studio CJ ENM STUDIOS. CJ ENM also presents KCON, the world's No.1 K-Culture festival, and MAMA AWARDS, the world's No.1 K-POP awards, in order to bring K-culture experiences to people all over the world. To learn more about CJ ENM, please visit: <http://www.cjenm.com>.

About SBS

SBS holds a unique place in the Australian media landscape, inspiring all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to an inclusive and cohesive society. From its beginnings in 1975, SBS has evolved into a contemporary, multiplatform and multilingual media organisation with a free-to-air TV portfolio spanning six distinctive channels in SBS, National Indigenous Television (NITV), SBS VICELAND, SBS Food, SBS World Movies, and SBS WorldWatch; an extensive audio content network providing more than 60 culturally and linguistically diverse communities with services in their own language; and an innovative digital offering, including streaming destination SBS On Demand, bringing Australians a world of programming, available to audiences anytime, anywhere.

For more information about O4 Media, please visit <https://o4-media.com/>.

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