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O4 Media and Amazon miniTV have announced a deal placing over 100 hours of Korean drama series. This agreement marks a significant step in the expansion of Korean dramas to a wider audience, especially India, with the potential to introduce new viewers to the diverse and captivating stories that have made Korean dramas so popular around the world.

The deal will see Amazon miniTV provided with a selection of the latest and most popular Korean drama series, which will be available to stream on the platform. The partnership is expected to bring a fresh perspective to the Indian OTT market and showcase the storytelling and production quality of Korean dramas.

Korean dramas have gained widespread popularity in recent years, with a growing fan base in India. With this deal, Amazon miniTV is looking to tap into this trend and expand its offerings to cater to the diverse tastes of its Indian viewers. O4 Media's expertise in sourcing and distributing Korean dramas has enabled it to build a vast network of content providers and broadcasters around the world.

The Korean drama series selected by O4 Media for Amazon miniTV are a wide mix of youth, thriller, drama, crime and romance, catering to a variety of tastes. This deal is a significant step in the globalization of Korean dramas and demonstrates the growing demand for quality international content in India.

Gary Pudney

Founder and Managing Director, O4 Media

Well, all roads seem to lead to India at the moment. Asian entertainment is on the rise, and Korean dramas are continuing to gain popularity worldwide. These series bring a fresh and engaging content experience to Indian audiences and contribute to the diversification of their streaming options. With compelling storytelling, top level talent, and high-quality production, these K-Dramas have the potential to captivate the hearts of Indian viewers and expand the reach of Korean entertainment.

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 Amazon miniTV



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Business Registration No.
72284301-000-10-20-9

Amazon miniTV is a free, ad-supported video streaming service offered by Amazon in India. It is a mobile-only app that allows users to watch TV shows, movies, and short videos on their Android devices.

The app features a variety of content, including popular Indian and international movies and TV shows, as well as Amazon Originals. It also offers content in several languages, including Hindi, Tamil, Telugu, and Bengali, among others.

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

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