

O4 Media Secures Exclusive Distribution Rights for "Ninja Warrior" in India

O4 Media's track record of successfully introducing captivating content to the Indian market continues with "**Ninja Warrior**", securing exclusive distribution rights in India from Tokyo Broadcasting System Television in Japan. This strategic deal marks another step forward for O4 Media the region.

"Ninja Warrior," a globally renowned and adrenaline-pumping competition series, has entertained audiences worldwide with its unique blend of athleticism and determination. Contestants from various backgrounds navigate through challenging obstacle courses designed to test their strength, agility, and mental prowess.

The acquisition of the exclusive distribution rights for "Ninja Warrior" reinforces O4 Media's commitment to bringing high-quality content to Indian viewers. O4 Media is poised to ensure that "Ninja Warrior" reaches a wide audience across the country, providing an exhilarating and engaging viewing experience.

"It's great to be able to bring the action of 'Ninja Warrior' to Indian households," said Gary Pudney of O4 Media. "The show's fast-paced challenges align perfectly with the energy of India. We believe that 'Ninja Warrior' will cut across all ages and backgrounds, and we look forward to delivering the show's exhilarating content to fans across the nation."



Mayu Sunaga, Director of Global Business Department at Tokyo Broadcasting System Television, says "We have been distributing our content throughout the world and have successful track record in multiple genres; scripted, non-scripted, animation, movie and more. Now we are putting a big focus on India and excited to work with O4 Media to bring Ninja Warrior into Indian market. We look forward to delivering the Indian adaptation to local audience with the help of O4 Media.



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 Tokyo Broadcasting System Television:

Tokyo Broadcasting System Television, Inc. (TBS) is a major nationwide commercial TV network in Japan. TBS shows have been distributed and localized via format licensing deals around the globe, creating popular titles including "America's Funniest Home Videos (UK: "You've Been Framed"), "Takeshi's Castle (US: "MXC")," and "SASUKE / Ninja Warrior." In 2021, TBS announced its new mid-term corporate planning "TBS Group Vision 2030" and content strategy "EDGE (Expand Digital Global Experience) which include launching a new company and studio targeting global-audience productions, as part of a move to exponentially expand its international businesses.