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O4 Media announces an exciting agreement that sees a significant expansion of its Japanese content portfolio, through an exclusive deal with Tokyo Broadcasting System (TBS). As part of their ongoing strategic relationship, O4 Media has secured the rights to distribute multiple premium scripted formats from TBS, available for India, including **My Family, Dearest and Eye Love You**. This deal involves an ongoing evaluation of content, allowing O4 Media priority access to the latest titles from TBS. The deal marks a continuation of the proven track record O4 Media has doing business in the Indian subcontinent.

The scripted formats encompass a range of genres, showcasing TBS's commitment to producing quality content that resonates with audiences across cultural boundaries. From gripping dramas to heart-warming rom-coms, these titles are set to excite viewers with their compelling storylines, talented casts, and production quality.



"O4 and TBS have a close and ongoing relationship, and we're always working with India. Being able to introduce these titles to the Indian market really highlights how our partnership aligns with our mission to provide diverse and high-quality content that appeals to a broad spectrum of viewers." said Gary Pudney Managing Director and Founder at O4 Media.

"We are delighted to sign this new deal with O4 media to strengthen our commitment to the Indian Market. Our drama series have been highly evaluated by our viewers and have travelled to many counties in a form of both finished tapes and scripted formats. With this further collaboration with O4 Media, we believe we can deliver high quality content to the Indian audience." Said Mayu Sunaga, Director of International Business Department at TBS.

The agreement underscores the long standing relationship between O4 Media and Tokyo Broadcasting System, laying the foundation for continued collaborations. O4 Media remains committed to identifying and promoting outstanding content that resonates with viewers globally.

About O4 Media:

O4 Media is a global media company and 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.

O4 Media is headquartered in Hong Kong with a strategically positioned global team based in Hong Kong, Philippines, Mexico City and Australia.

About TBS:



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

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.