

5/06/2024

O4 Media Secures Exclusive Deal with MBC Korea to Represent multiple Scripted Drama series in Australia and New Zealand

O4 Media announces a new partnership with MBC Korea, one of South Korea's largest broadcasting networks, as O4 secures the exclusive rights to represent multiple premium scripted dramas from MBC Korea in Australia and New Zealand.

The agreement solidifies O4 Media's continuing commitment to delivering premium Asian content to audiences across the Australasia region, while also expanding the global reach of MBC Korea's acclaimed productions.

"We are excited to join forces with MBC Korea and bring their exceptional scripted dramas to audiences in Australia and New Zealand," said Gary Pudney, Managing Director and founder of O4 Media.



"We're thrilled to have an opportunity like this to work with O4 Media to introduce our premium drama series to viewers in Australia and New Zealand." Said Haewon Chin, Director, OTT Global Business.

The selection of dramas included in the agreement showcases the breadth and depth of MBC Korea's content catalogue including *Kairos*, *Children of Nobody* and *Numbers*, along with their top-tier production values, and casts.

About MBC Korea:

Munhwa Broadcasting Corporation is one of the leading South Korean television and radio broadcasters. Munhwa is the Sino-Korean word for "culture". Its flagship terrestrial television station MBC TV broadcasts as channel 11.

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.