

## O4 Media, MBC Korea and Arré Studio Strike Landmark Deal to Bring “The Masked Singer” to India.

O4 Media, along with MBC Korea, the creators of the international hit series *The Masked Singer*, and Arré one of India’s most innovative media-tech companies, have entered into an exclusive option agreement to bring the globally popular show *The Masked Singer* to Indian audiences.

The agreement will see Arré Studio (the content arm of Arré) developing a localized version of *The Masked Singer* for the Indian market. Known for its unique blend of mystery, music, and entertainment, *The Masked Singer* has taken audiences by storm since its inception in South Korea, captivating viewers in over 50 countries, including the United States, United Kingdom, Australia, and Germany.

“It’s awesome to be partnering with MBC Korea and Arré Studio to bring *The Masked Singer* to India,” said Gary Pudney, Founder and Managing Director of O4 Media. “The format’s success across the globe speaks to its universal appeal, and we believe that Indian audiences, with their passionate love for music, will embrace the title with the same enthusiasm.”



Commenting on the deal, Haewon Chin, Director / OTT Global Business Team of MBC, said, “We are excited to collaborate with O4 Media and Arré Studio to bring *The Masked Singer* to India. The show has demonstrated its ability to transcend cultural boundaries, and we believe that the vibrant and diverse Indian entertainment landscape is the perfect home for the next chapter of “*The Masked Singer*.”

Arré is one of India’s leading digital content and media-tech brands that is home to Arré Studio, which produces and publishes original content and Arré Voice, a short-form, women-first audio social app.

CEO of Arré Studio, Namit Sharma, also expressed his enthusiasm about bringing The Masked Singer to India “ At Arré we believe in creating entertainment that will become part of pop culture and *The Masked Singer* is a format that has delivered on this in most territories. It is a phenomenal combination of music, celebrity, mystery and humour. It’s a show that engages the audience as much as it entertains them. We are proud that this is our first international format option and there are many more to follow.”