

For immediate release Media release

Singapore shows go global on smart screens as Mediacorp seals first content deal with HUAWEI Video worth more than 1,500 hours across 26 territories outside Mainland China

Singapore, 15 July 2020 – Mediacorp is pleased to announce that it has inked an inaugural content collaboration with HUAWEI Video, in a distribution deal that will see more than 1,500 hours of drama series and lifestyle content being offered to HUAWEI Video App users in multiple markets across the world outside Mainland China.

With the English- and Chinese-language catalogue reaching HUAWEI subscribers spanning 26 diverse territories (outside Mainland China) including Singapore, United Kingdom, UAE and Mexico among many others, this undertaking underscores Mediacorp's continued commitment to ramping up the recognition of its shows beyond Singapore and further expanding its entertainment distribution footprint in the international arena.

Doreen Neo, Chief Content Officer, Mediacorp said: "We are excited to embark on this endeavour to extend our programmes to HUAWEI's cosmopolitan consumers. This partnership points to the universal appeal and storytelling strength of Mediacorp productions, with our large library of original content offering something for everyone." Added Ms Neo: "We share a mutual passion for creative customer-centric solutions with our partner, and hope that this deal signals the start of a commercially fulfilling relationship which will amplify our ability to adapt to the ever-evolving needs of our audiences."

Effective immediately, paying subscribers can stream a gamut of genres on the HUAWEI Video App, with complimentary access for the first few episodes of all lifestyle shows, dramas and longform series. They can anticipate being acquainted with Mediacorp's array of contemporary Chinese scripted shows, including the recent romance megahits *My One In A Million 《我的万里挑一》* and *The Distance Between 《下个路口遇见你》*, supernatural suspense series *Hello From The Other Side 《阴错阳差》* and the popular police procedural saga *C.L.I.F. 《警徽天职》*; plus vivacious variety and food-focused fare *Deluxe-Licious 《有 何贵食》*, *Food Notes 《上食堂》* and *Markets In Asia 《*游市集*》*. Meanwhile, an English entertainment experience comes courtesy of lauded long-running domestic dramas *KIN* and *Tanglin*; as well as *Super Octogenarians*, an investigative infotainment series on active ageing amongst spunky seniors in Asia, and light-hearted lifestyle travelogue shows like *This Weekend*, *Remarkable Living* and *Refugee Chef*.



Furthermore, HUAWEI audiences will also be able to catch the premiere of Mediacorp's latest

Mandarin blockbuster, the pugilistic period drama A Quest to Heal《我的女侠罗明依》, in a

simulcast with Mediacorp's Channel 8 on 20 July 2020. The first five episodes will be available for free on the HUAWEI Video App outside Mainland China.

In a nod to the National Day of Singapore on 9 August 2020, HUAWEI Video App users across all 26 territories outside Mainland China can enjoy evergreen Singapore-centric titles from National Day onwards. This includes free viewing of the first five episodes of memorable Mediacorp era epics like *The Little Nyonya 《小娘惹》* and the touching nation-building trilogy *The Journey 《*信约》.

Shane Shan, Director of HUAWEI Asia Pacific Consumer Cloud Service said: "HUAWEI Video is starting to provide SVOD video-streaming services in selected territories in APAC from the end of June this year, and we are confident that our partnership with Media corp will benefit HUAWEI Video users with more impressive catalogue content."

Download visual assets via this link: <u>https://mediacorp-sg.sharefile.com/d-s347b03246a84cdb9</u>.

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About Mediacorp

Mediacorp is Singapore's largest content creator and national media network, operating six TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore's most used news app, and meWATCH, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages weekly and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.



The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media, 99.co and VICE to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards. For more information, please visit Mediacorp.sg.

About HUAWEI Mobile Services:

HUAWEI Mobile Services is part of HUAWEI Mobile which aims to provide complete smartphone ecosystem to HUAWEI and HONOR phone users. Our users can enjoy official services such as HUAWEI Mobile Cloud, AppGallery, HUAWEI Video, HUAWEI Themes and more which comes along with EMUI. HUAWEI Mobile Services covers 650 million users in over 170 countries, serving an ultimate and premium smart living experience to benefit every user. As the era of the fully connected world has arrived, we continue evolving to provide superior user experience and fulfil our commitment to bring the world closer. For the latest news and updates, please visit https://consumer.huawei.com/sg/mobileservices/

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