



Media release

Mediacorp sizzles up China online video market with Youku

Singapore, 5 February 2018 – The Content Distribution team recently closed a digital rights deal for its dramas *Patisserie Fighting*, *The Dream Makers 2* and *When Duty Calls* with Youku, one of China’s top online video and streaming service platforms. The acquired dramas are expected to go online during the second quarter of this year.

Ms Suzie Wang, Vice President of Content Distribution, Mediacorp, said, “Changing consumer behavior has altered viewing habits, and we have seen an increasing demand for good content by major OTT players around the world. We are glad to reach out to Chinese video streaming giants such as Youku, which enjoys a huge base of active subscribers. This follows a deal we sealed late last year for the simulcast of the drama *Doppelganger* on Tencent, another top video streaming website in China.”

Other than an increasing presence on Chinese online and streaming platforms, there is also a growing interest in Mediacorp’s drama adaptation rights in China. Recently, Mediacorp sealed three deals for its evergreen titles. These include *The Legend of the Eight Immortals* to media giant Zhejiang Huace Film & TV; *The Little Nyonya* to Perfect World Pictures, a production company that has produced many hit series in China including the recent *Legend of the Condor Heroes*; and *The Dream Makers* to Beijing Shiji Shenlong Film Co., who had previously distributed many Mediacorp drama titles in China, such as *Mars Vs Venus*, *The Truth* and *Love Concierge*.

About Mediacorp

Mediacorp has the widest range of media platforms in Singapore spanning digital, television, radio, print and out-of-home media. 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 the radio broadcast in 1936 and television broadcast in 1963. Today, the company has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to virtually all adults in Singapore weekly.



Mediacorp is an active regional player through Channel NewsAsia International, drama co-productions and collaborations in magazine publishing and online media. Its investments include majority share in Kapanlagi Network, Indonesia's largest independent digital media as well as stakes in Reebonz, one of the region's fastest growing luxury online retailers and Vietnam television's International Media Corporation.

Mediacorp was named Terrestrial Broadcaster of the Year for the 14th time at the Asian Television Awards in 2017.

For more information, please visit mediacorp.sg.

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