

## Media Release

For immediate release



## Mediacorp and The One Enterprise join hands in content partnership totalling almost 400 hours of entertainment programmes

**Singapore, 25 May 2022** – Mediacorp, Singapore’s national media network and largest content creator, and The One Enterprise, a subsidiary of Thailand’s largest media conglomerate GMM Grammy, have put pen to paper on a mutual content acquisition deal that will see original titles from both companies aired on their television and digital platforms. The deal will involve close to 400 hours of drama and variety content changing hands between the two parties.

From 29 May, Thai audiences can enjoy around 130 hours of Mediacorp dramas which will air during the weekend primetime 9.30pm belt on Channel GMM 25, with the same titles also to be made available on ONE31 and GMM 25’s YouTube channel.

Viewers can look forward to critically acclaimed titles such as *A Quest To Heal* (我的女侠罗明依), which tells the story of two pugilists from the Ming Dynasty who time travel to modern-day Singapore, and their comedic attempts to assimilate into society while trying to find a way home. The series was nominated in the Best Telenovela Category at the *International Emmy Awards* in 2021, and also won honours at the *Asian Academy Creative Awards 2020* and *Star Awards 2021*.

Another drama to look out for is *Hello From The Other Side* (阴错阳差), an action thriller about a pair of adversaries who die and find themselves appointed as Grim Reapers in the netherworld. As the bickering duo are forced to work alongside each other, their relationship gradually starts to improve and they eventually fall in love. *Hello From The Other Side* has also been distributed to several territories in Asia as well as to the United States.

Channel GMM 25 will also broadcast some 50 hours of original variety content from Mediacorp, including the highly-rated *King of Culinary* (三把刀), which pits professional chefs against their amateur counterparts; and *Battle @ Water Margin* (我爱水浒传), a water-themed gameshow where contestants slug it out with celebrities to overcome a series of challenging obstacles to snag the top prize.

At the same time, fans of Thai dramas in Singapore will be thrilled to know that 200 hours of drama content from The One Enterprise will soon make their way on to Mediacorp’s free-to-air Channel U and video streaming platform meWATCH.

One such title will be *Only You I Need* (กระเช้าสีดา), which is slated to begin airing on Channel U and meWATCH in July this year. *Only You I Need* was the highest rated primetime drama on Thailand’s Channel

One31 in 2021, and stars popular Thai actress Green Ausadaporn Siriwattandakul who plays Ramnam, the show's protagonist who is determined to rise to the top at the expense of others.

All content from Mediacorp will be dubbed in Thai for Channel GMM 25's viewers, while dramas from The One Enterprise will be available in dual sound (Chinese and Thai) on both Channel U and meWATCH.

Virginia Lim, Chief Content Officer of Mediacorp, said, "Mediacorp is delighted to work with The One Enterprise to bring some of the best Singapore and Thai entertainment programmes into our respective markets. This deal is testament to the quality of Mediacorp's content and our strengths at telling authentic local stories that also resonate with overseas audiences. In bringing in popular titles from The One Enterprise, we continue to cater to the tastes and preferences of viewers who enjoy watching Thai dramas."

Rafah Damrongchaitham, Group Chief Marketing Officer of The One Enterprise Public Company Limited, said, "In addition to developing content for domestic audiences, The One Enterprise is committed to constantly widening our consumer base and distributing content to an international audience. We are therefore pleased to embark on this content partnership with Mediacorp, which marks a new milestone for The One Enterprise and is testament to the global appeal of our content. Through this deal, we are bringing the popular Thai drama *Krachao Sida* to viewers in Singapore, and I am confident that they will thoroughly enjoy its highly entertaining story. At the same time, we have brought in quality dramas and variety programmes from Mediacorp, such as *A Quest to Heal*, which will begin broadcasting on 29 May on GMM 25. The widely acclaimed series won the Best Drama and Best Actor awards at Star Awards 2021."

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## **About Mediacorp**

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nationwide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

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](http://mediacorp.sg).

## **About The One Enterprise Company Limited**

The One Enterprise Company Limited is a leading content creator in the entertainment industry in Thailand which operates the media business and the entertainment that covers upstream, as the creator and producer of the program, and downstream, as the owner of distribution channels covering both offline and online channels (Vertically Integrated Service Provider) within the country and abroad.