



For immediate release
Media release

Mediacorp taps China market with Wasu content deal offering largest library of titles worth 1,000 hours over three years

Singapore, 30 November 2020 – More mainland Chinese audiences can now savour the uniquely Singaporean flavour of Mediacorp shows, thanks to an inaugural distribution deal with Hangzhou-based digital service provider Wasu Group that will see more than 1,000 hours of Mediacorp’s Chinese-language drama and lifestyle content being offered to over 100 million subscribers across 100 cities in 29 provinces in China.

The three-year content collaboration marks Mediacorp’s largest distribution to date of its catalogue in the domestic Chinese market, and will provide Wasu users in mainland China with at least 100 hours of fresh titles annually. This undertaking underscores Mediacorp’s sustained engagement of external players to ramp up the reach of its productions to new audiences beyond Singapore.

Effective immediately, paying Wasu subscribers can browse a blockbuster buffet of Chinese-language shows from a dedicated Mediacorp content section. The initial line-up includes a diverse selection of Mediacorp’s scripted series, from heartwarming heartland dramas like *Mightiest Mother-in-law* 《最强岳母》, *My One in a Million* 《我的万里挑一》 and *Say Cheese* 《西瓜甜不甜》 to memorable medical sagas like seasons two and three of *You Can Be An Angel* 《你也可以是天使》, interspersed with innovative concept-driven titles like the time-travelling thrillers *Blessings* 《祖先保佑》 and *If Only I Could* 《十年。。。你还好吗？》.

Doreen Neo, Chief Content Officer, Mediacorp said: “This partnership provides an exciting new gateway to growth in the competitive Chinese marketplace. While Mediacorp content has been well received by Chinese audiences who are already familiar with Singapore storytelling and our homegrown talent, we hope this three-year bulk deal will encourage Wasu users to further explore the extensive array of riveting genres and refreshed content that we have on offer each year.”

Song, Su, Director of the New Media Department, Wasu said: “As a sizable state-owned cultural company with an extensive audience base, Wasu has always been at the forefront of domestic intelligent radio and television development. This partnership will encourage creative collaborations by introducing Singapore’s unique culture to our Chinese audiences. We hope that this win-win deal is the beginning of new opportunities for growth in both markets in the future.”

Download selected stills of the Mediacorp programmes available to Wasu users via [this link](#).

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Wasu Media is one of the leading comprehensive digitalised contents, including interactive TV, mobile TV and OTT TV, operators and service providers in China. Its service covers the cable net, three communication service providers and over 100 million OTT TV users in nearly 100 cities in 30 provinces around China.

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 nation-wide 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, Singapore Tatler, 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.
