

FOX Networks Group Asia Acquires Format Rights to YouKu's Hit Basketball Reality TV Show *Dunk of China* at MIPCOM CANNES

Planning is now underway for a localized, Taiwanese version – Dunk of Taiwan

CANNES/HONG KONG October 15, 2018 – FOX Networks Group Asia (FNG Asia) hit the ground running at MIPCOM Cannes, kicking off the first day of the entertainment tradeshow by acquiring the worldwide format rights to the hit reality TV program *Dunk of China* from YouKu. The deal will enable FNG Asia to recreate and localize the basketball competition series for regional and global markets. A plan is already underway for a localized, Taiwanese version *Dunk of Taiwan*.

Owning the format rights to *Dunk of China* will further empower FNG Asia's ambitious strategy for boosting its overall acquired and original Chinese content strategy. China is the MIPCOM Cannes Country of Honor 2018, with multiple events throughout the tradeshow highlighting China's booming TV market.

Dunk of China premiered in August 2018 on Chinese online video platform YouKu, attracting more than 50 million views for its first episode in just four days. The reality TV competition show featured up-and-coming basketball players who battled it out in team games and individual challenges to see who would come out on top. They were judged and mentored by a lineup of sports stars and other celebrities, including Jeremy Lin of the Brooklyn Nets and Chinese superstar Jay Chou.

FNG Asia's *Dunk of Taiwan* remake is poised to bring the show's action-packed reality competition format to a brand new audience in Taiwan. Notable for its huge population of passionate basketball fans, Taiwan offers a fitting setting for the reality show. High School Basketball League, a basketball tournament among Taiwan high schools and aired on FOX Sports Taiwan, is testament to the country's love for the sport.

Cora Yim, SVP and Head of Chinese Entertainment at FOX Networks Group Asia, said, "Acquiring the remake rights to *Dunk of China* is a fantastic opportunity to share this exceedingly popular reality TV format with brand new audiences. We are thrilled to provide a platform for Asian creativity and talent, as we continue to deliver localized, best-in-class original content to regional and global viewers."

Judy Lu, Youku Senior Director of Content Cooperation, YouKu, said, "The success of *Dunk of China* has been nothing short of outstanding, and the new format acquisition deal with FOX Networks Group Asia will bring this fun and fast-paced TV format to even more viewers. We are aligned with FNG Asia in our aim to drive more exposure and viewership for original Chinese content, in support of China's burgeoning entertainment and creative talent industry."

Preparations are now in progress to kick-start production of FNG Asia's upcoming reality TV competition series *Dunk of Taiwan*, to be aired on SCC and Asia's premiere video-streaming service, FOX+ (in select territories).

Taiwan is also home to FNG Asia's first FOX Creative Lab incubator program, which was launched in May 2018. FOX Creative Lab is part of 21st Century Fox's Global Inclusion talent development initiative, designed to strengthen the pipeline of original storytellers for FNG Asia and increase the diversity of ideas in Asia's film and TV industry. The inaugural incubator program invited five fellows from Taiwan to fly to Los Angeles to take part in a week of masterclasses and immersive experiences with FOX, including speaker and coaching sessions with senior executives under the FOX family.

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About FOX Networks Group Asia

FOX Networks Group Asia (FNG Asia) is 21st Century Fox's multi-media business in Asia Pacific and the Middle East. FNG Asia develops, produces and distributes entertainment, sports, factual and movie channels in 14 languages. The FNG Asia portfolio includes over 30 channel brands, on both linear and non-linear platforms, including FOX Sports, FOX Life, FOX Movies, National Geographic Channel, Nat Geo Wild, Nat Geo People, SCM (formerly STAR Chinese Movies) and SCC (formerly STAR Chinese Channel) and its on-demand video-streaming service FOX+. As the region's leading broadcaster, FNG Asia reaches more than 580 million cumulative homes with offices in Hong Kong, China, Taiwan, Japan, Korea, Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, India, Australia and the UAE. FNG Asia is a fully owned subsidiary of 21st Century Fox. <http://pressroom-asia.fox.com/>

About SCC

SCC (formerly Star Chinese Channel) is one of the most popular Mandarin cable channels in Asia. The channel presents a wide range of general entertainment programming – all in Mandarin – including talk shows, game shows, contemporary and costume drama series, cartoons, lifestyle

and variety shows. SCC is available in more than 5.3 million homes across Asia . The channel also has a dedicated feed for in Taiwan.

<https://www.fng.tw/scc>



<https://www.facebook.com/scctaiwan/>

About FOX+

FOX+ is the only video-streaming service in Asia that combines TV series, movies and live sports, in one place, accessible from any device, at any time and in HD. With a combination of first-run Hollywood blockbusters and hit Chinese series and movies, FOX+ is the ultimate destination for entertainment. More than 11,000 hours of programming across multiple genres are available, comprising of the most popular content from global movie studios and television channels, as well as original FOX programming and FOX+ exclusive content.

<https://www.foxplus.com/>



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