

FOX Networks Group Asia Joins Forces With Endeavor China To Boost Premium Original Asian Content Production

The partnership will kick off with the production of the Korean remake of 'Go Princess Go'

14 June 2018, Hong Kong – Today, FOX Networks Group Asia (FNGA) and Endeavor China, a subsidiary of Endeavor (formerly WME-IMG, a global leader in sports, entertainment and fashion) announced a multi-year partnership to develop and produce premium original content in Asia.

The partnership will leverage on FOX Networks Group Asia's broad experience in producing award-winning original content and its distinctive international distribution platform as well as Endeavor China's full access to talent, financing and packaging infrastructure through its network of companies including WME, IMG and Endeavor Content. Together, the companies will create high-quality, original, local-language Asian content in multiple formats, including feature films, TV series and short-form productions.

The partnership will kick off with "Go Princess Go", a 20-episode Korean remake of a viral online comedy in China. Co-produced with Korean media and production houses, YG Studio Plex and LYD Networks, 'Go Princess Go' will shine a light on Korean entertainment productions and Chinese creative concepts to audiences around the world.

Cora Yim, SVP and Head of Chinese Entertainment and Original Production at FOX Networks Group Asia said, "At FNGA, we always strive to bring more high-quality original content to our audiences. We're thrilled to embark on this exciting new partnership with Endeavor China to further bolster our bold ambitions in this area. Working together, FNGA and Endeavor China can nurture and develop new ideas, creative talents and premium shows; and continue to build the future of best-in-class original Asian, especially Chinese content, for viewers locally, regionally and around the globe."

Ronan Wong, VP of Film & TV at Endeavor China said, "After a year of preparation, we are looking forward to starting production in Asia. 'Go Princess Go' is the perfect first project for our partnership with FOX, YG Studio Plex and LYD Networks – all leading producers in the region. Together with our new partners, we will look to leverage our sister companies such as Endeavor Content to help generate IP for the region and bolster international sales."

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About FOX Networks Group Asia

FOX Networks Group Asia (FNGA) is 21st Century Fox's multi-media business in Asia Pacific and the Middle East. FNGA develops, produces and distributes entertainment, sports, factual and movie channels in 14 languages. The FNGA's 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, FNGA 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. FNGA is a fully owned subsidiary of 21st Century Fox.

About Endeavor China 巍美

Endeavor China 巍美 is a subsidiary of Endeavor (formerly WME | IMG), a global leader in sports, entertainment and fashion operating in more than 30 countries. Formed through an investment group that includes Sequoia Capital China, Tencent, FountainVest Partners and Focus Media, Endeavor China 巍美 is focused on building upon Endeavor's longstanding presence in China and advancing its growth across entertainment and sports.

