



## **FOX Networks Group Asia Signs Deal with Huanyu Film at MIPCOM CANNES for the Global Rights to *The Legend of Hao Lan***

***A period TV drama produced by Yu Zheng and featuring the same cast of  
The Story of Yanxi Palace***

**EMBARGOED FOR RELEASE UNTIL TUESDAY, OCTOBER 16,  
3PM CANNES / 9PM HONG KONG**

**CANNES/HONG KONG, October 16, 2018** – FOX Networks Group Asia today announced that it has acquired the global (ex-China) rights to *The Legend of Hao Lan* – a period TV drama series from Huanyu Film.

Following Huanyu's recent mega-hit *The Story of Yanxi Palace*, *The Legend of Hao Lan* is also produced by Yu Zheng, one of the most highly acclaimed and commercially successful producers in China, and features the same key cast of *Yanxi Palace*. It follows the story of three main characters as they form an unconventional union to overcome their rival states' ferocious battles for power and land – struggling with love and destiny all the while.

*The Legend of Hao Lan* is directed by Dachao Li, renowned for his martial arts directing and choreography. The screenplay is written by Er Di, with style design by Song Xiaotao (*The Chinese Paladin*, *Yanxi Palace*) and art design by Zhong Yifeng (*Green Snakes*, *The Dragon Inn*). *The Legend of Hao Lan* features the same selective main cast of *Yanxi Palace*. Lady Li is played by Jing Ning (Best Actress, San Sebastian International Film Festival; Best Actress, Chinese Golden Rooster Reward) and King Zhao is played by Zhifei Wang (Best Actor, Chinese TV Series and Film Lily Award).

FOX Networks Group Asia will have the exclusive rights to air and distribute *The Legend of Hao Lan* in global markets excluding China.

Cora Yim, SVP and Head of Chinese Entertainment at FOX Networks Group Asia, said, "Staying on top in the entertainment industry means constantly listening to what consumers want, and we have seen again and again that viewers today are voracious for the most exciting and dramatic Chinese series. Joining forces with best-in-market players like Huanyu Film enables us to make bold investments in top-quality acquired content like *The Legend of Hao Lan* as we continue to create and deliver premium original productions for our global Chinese-speaking viewers."

Yu Zheng, Producer of *The Legend of Hao Lan* with Huanyu Film, said, "We couldn't be more pleased to partner with FOX Networks Group Asia, which shares our mission to create and deliver



the most inspiring stories to as many people as possible. As more and more viewers seek out high-quality, original Chinese productions, the FOX Networks Group Asia distribution platform will enable us to extend the reach of *The Legend of Hao Lan* so that we can share this gripping story with audiences worldwide.”

China is now the world’s second largest TV market after the United States, with US\$90 billion spent on television programming in 2017. FOX Networks Group Asia has made major investments in Chinese content this year including a significant multi-year partnership with Endeavor China to produce and co-develop a number of projects, starting with a 20-episode Korean remake of a viral Chinese internet comedy *Go Princess Go*.

Through Star Chinese Channel (SCC), one of the most popular Mandarin cable channels in Asia, FOX Networks Group Asia has acquired 13 Chinese drama series since 2015; with more Chinese content investments on the way including upcoming series like *Queen Dugu*, and *The Majesty of Wolf*.

*The Legend of Hao Lan* wrapped up filming earlier this year and will premiere for Chinese and global audiences in 2019 on SCC and Asia’s premiere video-streaming service, FOX+ (in select territories).

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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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