

Rewind Networks expands its presence in South Korea with the launch of HITS on LGU+

Carriage deal in partnership with LYD sees the launch of HITS on LGU+ starting 16 November

Singapore/Seoul, 11 Nov - Rewind Networks and LYD today announced the launch of HITS on South Korea's LGU+ IPTV platform on 16 November 2021. HITS will be aired on Channel 147 in High Definition as part of LGU+ TV's premium package.

The launch of HITS on LGU+ marks the second deal for the partnership between Rewind Networks and LYD in South Korea and brings the networks' total reach in Asia to 24 million homes across 15 countries.

"Rewind Networks is excited to expand our HITS franchise in South Korea, where viewers love high quality content, great storytelling and iconic characters." said Avi Himatsinghani, CEO, Rewind Networks, "We are confident that LGU+ subscribers will love our curated selection of the greatest television drama and comedy series from the 1960s to the early 2000s."

"LYD is thrilled to notch up the game for Rewind Networks with LGU+ partnership that honors its second deal for them in the market" says Joon Lee, Founder LYD. "This launch emphasizes our conviction and commitment towards our partners to consistently work towards their best interest and maximize their distribution in Korea"

LGU+ subscribers can catch up on iconic shows like *Little House on the Prairie*, *Murder, She Wrote*, *Law & Order: SVU*, *I Dream of Jeannie*, *The Lucy Show*, *MacGyver*, *Pride & Prejudice*, *Love Boat* to name few. Furthermore, from November onwards, the viewers can look forward to more of the greatest TV shows of all time premiering on the channel like the British sitcom *Are you Being Served?*, American supernatural drama *Buffy, the Vampire Slayer* and one of the most watched mini-series of all time - *The Winds of War*.



About Rewind Networks

Incorporated and headquartered in Singapore, is a Multimedia Branded Entertainment Company dedicated to providing the Best in Class content to audiences across the Asia Pacific region.

HITS is Rewind Networks' maiden venture launched in 2013 as a linear 24x7 pan-regional pay-TV service. It features a curated selection of the greatest television drama and comedy series from the past few decades in High Definition.

HITS is the fastest growing basic general entertainment channel service in Asia, now reaching more than 24 million households across 15 countries: Singapore, Malaysia, Indonesia, The Philippines, Taiwan, Hong Kong, Vietnam, Thailand, South Korea, India, Brunei, Myanmar, Sri Lanka, the Maldives and Macau. The channel is available on the basic packs of leading pay TV platforms and OTT services in these countries including StarHub, Singtel, Astro, MNC Vision, First Media, MyRepublic, Cignal, SKY Cable, AIS, MOD, CNS, K+, VTVcab, Viettel, CANAL+, Kristal Astro, Dialog, Tata Sky, Jio TV+, KT, Dhiraagu, Medianet CABLE TV, Unifi TV, Macau Cable TV, Transvision, Indihome USee TV and now LGU+ . To know more, log on to hitstv.com

HITS' sister network HITS MOVIES is available in other markets across Greater SE Asia.

Rewind Networks has secured extensive licensing deals with leading studios such as NBCUniversal, Warner Bros, Sony Pictures, The Walt Disney Company, MGM Studios, ViacomCBS, Lionsgate, Fremantle, BBC and itv Studios.

The company will continue to progressively launch HITS and HITS MOVIES in other South East Asia markets and some South Asian countries.

For media-related enquiries

Shruti S

Manager, Marketing & Digital Media
Rewind Networks
shruti@rewindnetworks.com

About LYD

LYD is the largest independent content distributor in Korea. Bringing the best international content into Korea and taking the best Asian content to the rest of the world across all formats and genres. LYD has offices in Korea, Japan and Singapore with plans to roll out more in the near future.

It is a subsidiary of Iyuno-SDI Group.

For media-related enquiries

Jingu Lee

Manager, Domestic Business Team
LYD Co Ltd – Live Your Dream
Penguin1@lydnetworks.com