



Cinedigm, JungoTV and Korean Broadcast Powerhouse SBS Partner to Launch HALLYPOP™ Digital-First Network Celebrating Asian Pop Music and Culture

April 25, 2018

Eighth Channel Distributed by Cinedigm Networks Targets the Global Asian Music and Pop Culture Phenomenon

SHERMAN OAKS, Calif., April 25, 2018 (GLOBE NEWSWIRE) -- [Cinedigm](#) (NASDAQ:CIDM), [JungoTV](#) and [SBS](#)—a leading Seoul-based South Korean television network—announced today a partnership to launch HALLYPOP™, a new digital-first entertainment network focused on K-pop, Asian music, EDM and pop culture. The new HD network will launch this summer, targeting distribution on traditional operators and digital platforms, as well as a part of applicable “skinny” bundles.

HALLYPOP is Cinedigm’s second channel partnership with JungoTV, a global OTT and distribution company led by media executive and former Crunchyroll Chief Content Officer George Chung, and co-founder Dr. Mehmet Oz, the cardiothoracic surgeon and host of the EMMY® Award-winning “Dr. Oz Show.” The channel’s name comes from the Korean term “Hallyu”—or “The Korean Wave”—describing the rise in popularity of South Korean culture around the world, due to the vast spread of K-dramas and, of course, K-pop.

The new linear network will launch with an extensive library offering more than 600 hours of content, and more than 50 hours of live shows and events. HALLYPOP programming will feature original series, live concerts, unplugged sessions, music videos, and interviews with the world’s hottest K-pop, Pop and EDM artists. The channel will also air Korea’s biggest pop music shows and series including *Inkigayo*, *Running Man*, *Kpop Star*, *The Show*, *Fantastic Duo*, *The Stage*, *Korea Music Festival*, *One Asia Concert* and more super events from SBS.

Defying language and cultural barriers, K-pop has established itself as one of the globe’s fastest growing music genres with [reports](#) citing that the global K-pop fan base has more than doubled its numbers over the last half-decade, growing to 70 million fans around the world in 2017. It has been [reported](#) that YouTube estimates that views of videos by the top 200 K-pop artists have tripled since 2012, achieving more than 24 billion views in 2017, with approximately 80 percent of those views located outside of South Korea. Social media has played a large role in these artists thriving on a worldwide platform and the Industry is taking notice, as the [Billboard’s Social 50 charts](#) for the week of April 14th had K-pop bands ranking in the top six spots.

“By unifying people of all races and languages, K-pop inspires us all,” said Dr. Mehmet Oz, JungoTV co-founder. “From North and South America, to Asia and the Middle East, K-pop has captivated the minds and ears of millions and millions of people from all walks of life. We’re excited to join forces with Cinedigm and SBS to bring this incredible art form into even more homes.”

Millions of people have experienced the phenomenon of K-pop,” said George Chung, JungoTV CEO. “With the launch of the HALLYPOP channel, we hope to provide an amazing interactive platform for K-pop and Asian music enthusiasts worldwide to come and enjoy the latest hits from the genre’s top artists. We look forward to partnering with Cinedigm and SBS to spread this beloved genre’s reach even further across the globe.”

“With the launch of SBS LIVE OTT services, SBS International has successfully made the transition from a traditional broadcaster to a digital channel provider. As the industry leader in Korean entertainment, the strength of the SBS program line-up will position HALLYPOP as one of the sought-after digital channels among the millennial generation,” said Hong Kun Lee, CEO of SBS International. “We are very pleased to enter into a partnership with JungoTV and Cinedigm and look forward to meeting K-pop fans around the world.”

“K-pop has quickly become a global sensation and an international billion-dollar industry,” said Erick Opeka, EVP of Cinedigm Networks. “HALLYPOP is a great complement to Cinedigm’s growing portfolio of networks dedicated to super fans and enthusiasts, and we can’t wait to bring it to programming platforms across the world.”

HALLYPOP is the eighth channel from Cinedigm’s rapidly growing Digital Networks Group, which plans, launches and operates owned-and-operated as well as partner networks. Currently the company operates factual network Docurama, fandom lifestyle network CONtv, gaming lifestyle network WHAM, family-focused Dove Channel, kids-focused DoveKids, and combat-sports network COMBAT GO. The company has plans to pursue additional network partnerships in the coming months.

ABOUT JungoTV

JungoTV is a global OTT and distribution company providing in-language television content to the more than 100 million foreign language speakers around the world living outside of their homeland who access content on multiple devices. JungoTV was founded by Dr. Mehmet Oz, the renowned cardio-thoracic surgeon and Emmy® Award-winning host of the “Dr. Oz Show,” along with Nasser J. Kazeminy, entrepreneur, business leader, philanthropist and Chairman of NJK Holding, Sandy Climan, CEO of Entertainment Media Ventures, longtime Hollywood dealmaker, and George Chung, international content expert and entrepreneur, who serves as Chief Executive Officer. Today Jungo TV manages over 47,000 hours of content and over 80 live channels for international distribution. For more information, visit www.jungotv.com.

ABOUT SBS International

Established in 1990, Seoul Broadcasting System (SBS) is a Korean commercial broadcast network with wide regional network affiliates in the country. Along with its flagship terrestrial channel, SBS Media Group operates 2 radio stations, 7 cable TV channels including SBS-CNBC and SBS MTV which are joint ventures with American networks. Since its founding in 1992 as the American subsidiary of SBS, SBS International has introduced SBS programs to audiences throughout the Americas. SBS’ four channels - SBS HD, SBS Plus, SBS Star and SBS18 - provide unparalleled access to SBS’ critically-acclaimed and top-rated content including dramas, sports, news and variety programs and are distributed on terrestrial TV and major MVPDs including DIRECTV, Verizon, Frontier, Spectrum and Altice USA to 15 million households throughout the US. In addition, SBS’ top drama series have been distributed to 18 TV stations in 14 countries in Latin America. Learn more at www.sbs-int.com

ABOUT Cinedigm

Cinedigm (NASDAQ:CIDM) powers custom content solutions to the world’s largest retail, media and technology companies. The global company provides

premium feature films and series to digital platforms including iTunes, Netflix, and Amazon, cable and satellite providers including Comcast, Dish Network and DirecTV, and major retailers including Wal-Mart and Target. Leveraging Cinedigm's unique capabilities, content and technology, the company has emerged as a leader in the fast-growing digital-first channel business, with seven networks under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire digital-first ecosystem. With reciprocal distribution partnerships in both the United States and China, Cinedigm's growing stable of platforms has unprecedented availability in the two largest markets in the world. Learn more about Cinedigm at www.cinedigm.com.

Press Contact for Cinedigm:

Cindy Ronzoni
310-880-1961 (cell)
cronzoni@cinedigm.com

[Primary Logo](#)

Source: Cinedigm Digital Cinema Corp.