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PARAMOUNT GLOBAL TO LAUNCH NEW PARAMOUNT+ BRANDED DESTINATION WITH MONO IN THAILAND

New Deal Signals Continued Growth of Paramount+ Branded Destinations in Asia

LOS ANGELES – Paramount Global Content Distribution today announced a new licensing agreement with MONO in Thailand to create a Paramount+ brand extension on the streamer Monomax, scheduled to launch in November. The deal solidifies Paramount’s strategy to expand the Paramount+ brand in more ways around the world, including making it available as a direct-to-consumer streaming service, through bundled partnerships in key markets as well as through branded destinations in local markets through licensing deals. Branded areas are currently available via Cosmote in Greece, Streamz in Belgium, MultiChoice in Africa, JioCinema in India and coming soon to Blast TV in the Philippines, with more to come.

In its first year, the new Paramount+ branded hub will offer Monomax subscribers access to world-class content from Paramount+ with SHOWTIME, CBS Studios and Paramount Pictures, including popular series *FBI: INTERNATIONAL*, *NCIS*, *NCIS: SYDNEY*, *MAYOR OF KINGSTOWN*, *TULSA KING* and *HALO* and blockbuster features *DUNGEONS & DRAGONS: HONOR AMONG THIEVES*, *TRANSFORMERS: RISE OF THE BEASTS*, *HELLRAISER* and the *MISSION: IMPOSSIBLE* franchise, among many more.

“Our core strategy at Paramount Global Content Distribution continues to focus on delivering audiences the best quality entertainment, across multiple content pillars and genres, in innovative and accessible new ways, and this new deal with MONO does just that,” said Dan Cohen, chief content licensing officer for Paramount and president of Republic Pictures. “The success of our Paramount+ branded destinations on streaming services around the globe presents an attractive option to both our clients, who want to grow their subscriber base by offering high-demand content, and their end users, who want to access that content within a familiar platform while growing our business.”

“At Mono, we have established ourselves as a strong player in the digital media landscape,” said Mr. Navamin Prasopnet, CEO of MONO. “Our main goal has always been to offer our customers the best possible entertainment experience. By partnering with Paramount Global Content Distribution, we are able to elevate our offerings significantly. Paramount has an impressive catalog of content that has consistently garnered popularity among Thai viewers, such as the *TRANSFORMERS* franchise, *MISSION: IMPOSSIBLE* and the critically acclaimed series *FBI*.”

(More)

This announcement expands the Paramount+ brand destination to a new Asian market, following the announcement of a branded destination to launch with Blast TV in the Philippines and to complement the direct-to-consumer Paramount+ offering in Japan.

*Source: Omdia (Sept 2024)

About Paramount Global Content Distribution

Paramount Global Content Distribution is the leading distributor of premium content across multiple media platforms throughout the global marketplace. The division's portfolio is comprised of some of the world's most recognized brands, including feature films and television programs from Paramount Pictures, Republic Pictures, CBS Studios, CBS Media Ventures, CBS News, SHOWTIME Networks, Nickelodeon, MTV Entertainment Studios, Miramax and third-party partners. The division also has the largest distributed library of series and film titles, including global franchises such as "CSI: Crime Scene Investigation," "NCIS," "Star Trek," "SpongeBob SquarePants," "Transformers," "Mission: Impossible," and more. In addition, the division licenses a diverse lineup of scripted and unscripted formats for local production and international co-productions. Paramount Global Content Distribution is a division of Paramount.

About MONO

Mono Strengthens Its Position in the Thai Entertainment Industry, Driving Growth in TV and Streaming Businesses

Mono, a leading creator of media and entertainment content in Thailand, is expanding its entertainment business by delivering high-quality movies and series that cater to diverse audience needs. The company's flagship digital TV channel, "Mono Twenty-Nine" (MONO29), is widely recognized as "the free TV channel with the most blockbuster movies and hit series," solidifying its status as one of the fastest-growing digital TV channels in the country.

In addition to MONO29, Monomax subscription video streaming service, Monomax, is rapidly gaining popularity as consumers increasingly shift towards online platforms. Offering a vast selection of content tailored to Thai viewers, Monomax has seen significant growth in its customer base. With advancements in both sectors, Mono is committed to curating exceptional content that meets the demands of audiences in Thailand and beyond, while striving to provide distinctive entertainment experiences in a competitive media landscape.

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