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OMG! Ming Pao Weekly Makes Taiwan Debut

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By: Adaline Lau, Hong Kong

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Hong Kong - One Media Group (OMG) will launch its flagship entertainment magazine *Ming Pao Weekly* in Taiwan in the second quarter this year.

The company will sub-license the title to a media company in Taiwan but OMG declined to comment on the company of choice.

The weekly title will be in traditional Chinese and will feature entertainment and lifestyle news, fashion trends and celebrities.

Peter Brack, CEO of One Media Group is optimistic about Taiwan's economic prospects and is confident that the title will be well received in that magazine market.

"We hope this move will be the first of several sub-licensing initiatives, leveraging our strong proprietary home-grown titles", he added.

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