

Next Animation countdown to kids channel launch

Suharjono returns
Duntemann to Asia

Taiwanese animation house Next Animation Studio (NAS) launches its nxTOONS channel this Friday (30 June), moving into original digital edu-tainment content for kids for the first time. The initiative will be driven by veteran creative exec, Matthew Duntemann, who has returned to Asia from New York to join CEO Indra Suharjono's Taipei-based team.

You'll find the whole story on page 3

True's Thai drama on track for 500m China views

Princess Hours Thailand
breaks streaming records

Thailand's leading pay-TV platform, True Visions, expects to hit 500 million views in China for its original scripted series, *Princess Hours Thailand*, by the time the show airs its final episode on 3 July. True adapted the 20-episode *Princess Hours Thailand* from the Korean drama. Episodes stream day and date on China's Tencent Video. The day-and-date deal with Tencent is a first for Thai drama in China.

You'll find the whole story on page 5

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Next Animation countdown to kids channel 30 June launch

Suharjono returns Duntemann to Asia, kids creative kicks off with *Out of this Word*

Taiwanese animation house Next Animation Studio (NAS) launches its nxTOONS channel this Friday (30 June), moving into original digital edu-tainment content for kids for the first time.

The debut original series for the YouTube channel is *Out of this Word*, which follows two characters – adopted siblings Max the cat and Moon the rabbit – as they explore the meaning of commonly used words and idioms such as “sleep tight” and “big wig”.

Out of this Word season one consists of 52 one-minute episodes. Three will be uploaded to launch the channel. This will be followed by two new episodes a week.

The series is being produced using NAS’s news animation pipeline, which can create one episode every two days. Max is voiced by Nathan Sung and Moon is voiced by Sonia Fan, both out of Taiwan. The channel will be advertising supported.

Additional shows are in development, along with a series of social media stickers to test characters ahead of new show roll-outs.

Driving expansion into kids content takes the studio to where young audiences are consuming content and adds an educational, long-tail element with timeless content to NAS’s business, says chief executive, Indra Suharjono.

nxTOONS launch coincides with the arrival of veteran kids creative exec, Matthew Duntemann, who was most recently senior vice president/creative director of Nickelodeon brand design based in New York.

Duntemann relocated to Taipei this month to become NAS’s chief creative officer, reporting to Suharjono.

Part of Star TV’s original creative team in the 1990s, Duntemann returns to direct



Matthew Duntemann



Moon the Rabbit in *Out of this Word*

and develop the nxTOONS platform, as well as oversee the development of NAS’s four-year-old online news initiative, TOMONEWS creative and

other projects for the Taipei-based studio.

The studio currently operates 25 TOMONEWS channels in five active languages (English, Japanese, Indonesian, Thai and Korean). These include the one-year-old Indonesian channel and the U.S. service, which has 1.74 million YouTube subscribers.

Suharjono is determined to ramp up original content creation rather than prioritise OEM projects.

The focus is on “cre-

ating value through our own IP,” she says.

“The beauty of the digital platform is that we can create and operate our own channel and work with YouTube to grow and interact directly with our audience and

respond to their demands quickly,” she adds.

NAS’s ultimate goal is to be able to produce 500 episodes of animated shorts a year targeting kids. NAS also has its first manga series, *Karen Senki*, in production with a

target release date at end 2018.



Max the Cat in *Out of this Word*

"I was trying not to cry" – So says over decision to deny HKTV a TV licence

HK's outgoing commerce minister comes clean on 2013 decision

If Hong Kong's television history is ever written, a banner of regret will be hung over the decision not to grant would-be broadcaster HKTV a free-to-air licence.

That's according to outgoing commerce minister, Greg So, whose parting shot this month included up-close-and-personal insights into what went on for him in the run up to his 2013 announcement. So exits at the end of July.

In a recent interview, So told government-funded broadcaster, Radio Television Hong Kong (RTHK), that he almost cried when he had to announce the decision not to grant a free-TV broadcast licence to outspoken entrepreneur Ricky Wong.

The decision – supported by So's boss at the time, chief executive Leung Chun-Ying – put about 300 people out of work, not to mention crushing Wong's ambitious video plan.

So said he had argued hard for three licences in the name of competition.

Only two were granted, to i-Cable's Fantastic TV and to PCCW's Hong Kong Television Entertainment Company.

PCCW has since rolled out two channels – ViuTV (Cantonese) in April 2016 and ViuTVsix (English) in March this year. Fantastic Television launched a Cantonese service in May this year; the English-language service follows by May 2018.

So didn't go as far as to disclose the reasons behind the controversial HKTV decision. Those remain undisclosed to this day. Widespread response at the time was that the outcome was politically motivated.

So hasn't said what he will be doing next.

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ITV Studios renews Seven deal into 2021

ITV Studios Global Entertainment has extended its long-running first-look agreement with Australia's Seven from July this year. The new deal runs into 2021.

Titles over the next few months include drama series *Little Boy Blue*, *Hell's Kitchen USA*, *Inside Kings Cross*, *Diana – A Love Affair* and *Billy Connolly and Me*.

The renewal was brokered by Augustus Dulgaro, ITV Studios Global Entertainment's Asia Pacific executive vice president/COO for ITV Studios Australia.

Weibo, Nielsen tie up for China digital ad ratings

Research agency Nielsen is partnering with Chinese microblogging site Weibo in an initiative the two promise will "take digital audience measurement one significant step further... [bringing] a new level of clarity and granularity to the measurement of online audiences".

Weibo, which has more than 340 million monthly active users and 100 million messages posted every day, joins Tencent as a data provider for Nielsen Digital Ad Ratings measurement in China.

Globo expands Middle East biz



Above Justice

Dubai-based MBC has added two Globo drama productions – telenovela *Time After Time* and series *Above Justice* – to its line up for audiences across the Middle East.

Both will be dubbed into Arabic.

Time After Time is the story of true love overcoming the barriers of time. *Above Justice* involved four independent but connected stories asking questions about what's fair and acceptable in extreme situations.

The new deals follow MBC's acquisition of *Total Dreamer* and *Hidden Truths*.

Louis Boswell joins Da Vinci Asia



Louis Boswell

Asia TV veteran Louis Boswell has joined Da Vinci Media as general manager for Asia. Boswell's remit is to "rebuild and reinvent" a suite of products that includes education apps

and a television channel. He will report to founder and chief executive, Ferdinand Habsburg. Boswell was most recently with Discovery Networks Asia Pacific in Southeast Asia and Japan. He previously worked for A+E Networks.

Thai drama on track for 500m China views

True's *Princess Hours Thailand* breaks China records



Princess Hours Thailand

Thailand's leading pay-TV platform, True Visions, expects to hit 500 million views in China for its local remake of Korean drama *Princess Hours* by the time the Thai series airs its final episode on 3 July.

The 20-episode *Princess Hours Thailand* (20x45 mins, Mondays and Tuesdays) premiered in Thailand in April. Episodes stream day and date on China's Tencent Video. China views had topped 400 million by the 17th episode.

The day-and-date deal with Tencent is a first for Thai drama in China, and the immediate window is credited with the rise of Thai "lakorn" (drama) in China.

True's managing director, content business, Attaphon Na Bangxang, says the day-and-date release with China both boosted viewership and solved piracy issues.

Princess Hours Thailand has already smashed viewing records for True's previous Korean drama adaption, *Full House Thailand*. The series attracted about 200 million viewers in China in 2014 on CCTV's free digital service, Bangxang says.

True Visions sells about 80 hours of content a year. Most of this is drama picked up by channels and platforms in China, Hong Kong, Macau, Cambodia, Singapore, Malaysia, Myanmar, Vietnam and Brunei.

True's slate includes original drama series such as *The Master*, *Snap* and *A Gas Station*.

True's distribution goals include expanding into other parts of the world, says Bangxang.

Besides Korean formats, TrueVisions also produces game show formats such as *Price is Right Thailand* for sister digital terrestrial television (DTT) channel True4U.

Thailand has always been one of Asia's top formats market. The country had 30 formats on air or commissioned in the first three months of this year, giving the market a share of about 14% of the regional total. The dominant genres are fun game shows, most of which are in second, third or fourth seasons, and singing competition (source: *ContentAsia's Formats Outlook Q1 2017*).

Okja enters final stretch

Netflix's big news this week is the premiere of Korean director Bong Joon Ho's *Okja* on Wednesday (28 June). A two-minute behind the scenes featurette was released on YouTube on Monday (26 June) in which he spoke about his inspiration for the story about the bond between man and animal told through the eyes of young girl Mija, played by An Seo Hyun.

Sniderman to head Blue Ant's global production network

Sam Sniderman is taking over commercial responsibility for Canadian company Blue Ant's expanding production network around the world. This includes NHNZ in New Zealand and a stake in Singapore-based Beach House Pictures. The newly created position of global head, commercial affairs, production follows Blue Ant's acquisition in May this year of David Haslingden's Racat Group. Most recently global COO/MD film and entertainment of Vice Media's Pulse Films, Sniderman is based in the U.K. and reports to Raja Khanna, CEO, television & digital, Blue Ant Media in Canada.



Sam Sniderman

Japan, India first in line for 60th Grammy Awards

Broadcasters in Japan, India and New Zealand have picked up rights to the 60th annual Grammy Awards in 2018. Distributor Alfred Haber has sold the show to WOWOW (Japan), Viacom18 (India) and TVNZ (New Zealand).

Brilliant Chinese – Star China's new glory

Co-developed Syco talent show tops CCTV-1 8pm slot



Brilliant Chinese – Path to Glory

Chinese producer and format developer, Canxing/Star China, has added *Brilliant Chinese – Path to Glory* to its slate of formats developed in house, moving beyond its fractious chapter over Talpa format *The Voice of China*.

The 11-episode variety/talent show, co-developed with Syco, premiered on state broadcaster's CCTV-1 in a Saturday prime time slot on 13 May.

The company claimed top spot for the 8pm slot across 52 cities by episode six, according to CSM audience measurement data provided by Star China.

Audience share for episode six on 17 June was 4.2%. Episode five and six drew a combined 120 million viewers, the company says.

Brilliant Chinese – Path to Glory involves turning ordinary people "from all walks of life... from the fishmonger to the housewife" into television stars. Talent

is divided into four categories: singing, dance, variety and kids.

The judges are CCTV host Sa Beining (variety), actress/host Zhu Dan (kids), Chinese singer Cai Guoqing (singing), dancer/choreographer Huang Doudou (dance).

Brilliant Chinese – Path to Glory follows *Sing! China*, the format Canxing/Star China developed after its four-series relationship with Talpa for *The Voice of China* collapsed spectacularly in a hail of high-profile headlines and legal action.

The new property is the first out of the three-year collaboration with Syco Entertainment announced in December last year. The development deal is designed to create large-scale global entertainment formats with appeal for the Chinese speaking world and the potential for international distribution.

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Vietnam

In numbers

Population	90 million
Households	24 million
TV households	21.3 million
Pay TV subscribers	6.7 million
Cable TV providers	33
DTH operators	3
DTT operators	5
Fixed b/b internet subs	7.6 million
MobiFone mobile subs	120 million

Source: companies, Vietnam's General Statistics Office

Vietnam has an insatiable appetite for original production and formats, raging demand for modern cinema screens, a gung-ho attitude, and little apparent fear of the new and the never-been-done-before.

At the same time, the media environment is tightly controlled in a one-party Communist system, censorship is strict, and there's no skirting fierce guidelines and harsh penalties set by authorities for infringements.

Vietnam topped the list of format markets in Asia by volume in the first quarter of the year with 44 shows either on air or commissioned for 2017/2018. This is 14 titles ahead of Thailand and 16 ahead of China, which is third on the list, according to ContentAsia's *Formats Outlook Q1 2017*.

The country's 44 formats count gives the market a share of about 21% of the regional total. This year's first quarter count is slightly down by three titles as compared to previous year's Q1.

During last year's Q1, Vietnam had 47 titles, taking 24% of the 193 regional total, and recorded 67 titles, which is about 20% share of the 342 regional total for full year 2016 (source: ContentAsia's *Formats Outlook Q4 2016*).

ContentAsia's *Formats Outlook* for Q1 this year shows that game shows and singing competition dominated, both accounted for 66% of the 44 total formats count for Vietnam.



Game show format Heaven or Hell Vietnam

The market, which demand has always been highest (and run longest) for game shows, had 17 game shows, including long-running formats *Deal or No Deal* (season 12, to air on HTV7) and *Who Wants to be a Millionaire* (season 12 on VTV3).

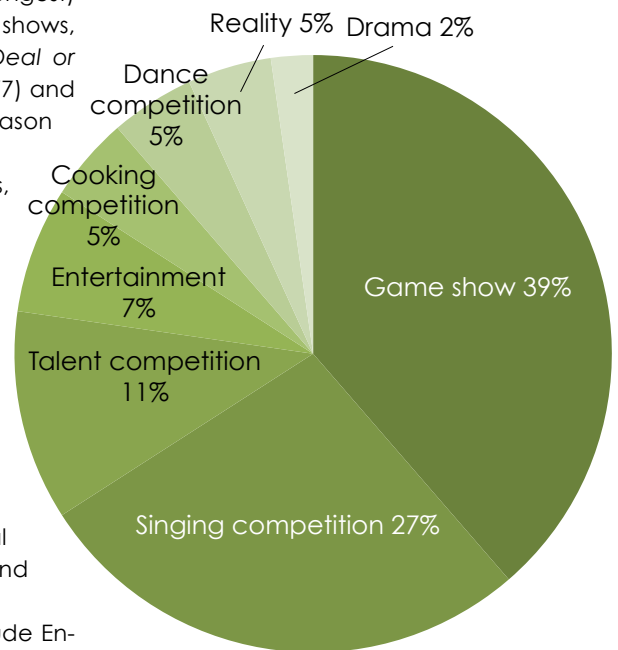
Singing competition had 12 titles, including two seasons of *It Takes Two Vietnam* (season one and two) and two versions (adult and kids) of *Your Face Sounds Familiar Vietnam*.

The rest of the formats were a mix of talent competition (five titles), entertainment (three titles), culinary/cooking competition (two titles), dance competition (two titles), reality (one social experiment and one modelling) and drama/telenovela (one title).

Newcomers in the quarter include Endemol Shine's singing competition *The Band Rules Vietnam*, FremantleMedia's kids singing competition *Idol Kids Vietnam* season two, Keshet's game show *Boom! Vietnam*, ITV's talent competition *Born to Shine Vietnam*, and Globo's telenovela *Hidden Truths Vietnam*.

The market leaders by far in Viet-

Game shows rule



Source: ContentAsia's *Formats Outlook Q1 2017*

nam are Endemol Shine with nine titles (20% of 44 titles), FremantleMedia with seven titles (16%) and Talpa with seven titles (16%).

Who's who in Vietnam...

Free TV

Hanoi Radio Television

Hanoi Radio Television started broadcasting in 1979. The broadcaster operates two free-TV channels – Hanoi TV1 (general entertainment) and Hanoi TV2 (news/current affairs) – and cable TV service, Hanoi Cable Network Television (HCaTV). The channels run from 5am to midnight daily. Hanoi Radio Television seldom acquires foreign content; past acquisitions have included Asian drama series from Singapore, Japan, Philippines, Korea, Taiwan and Philippines plus Hollywood movies. Hanoi Radio Television also has interests in radio and publishing businesses.

Ho Chi Minh City Television (HTV)

Ho Chi Minh City Television (HTV) is Ho Chi Minh City's official television station. HTV operates two analogue channels – HTV7 (entertainment) and HTV9 (educational/information) – and four digital channels – HTV1 (public info), HTV2 (general entertainment), HTV3 (kids) and HTV4 (science/education). An active buyer of international formats, HTV has commissioned legal local versions of live celebrity entertainment format, *I Can Do That* (aired in 2016), game show *Deal Or No Deal* (aired 2015) and entertainment/talent show *Baby Ballroom* (aired 2014), among others. The station was established in 1975 as Saigon Television and renamed to Ho Chi Minh City Television in 1976.

Vietnam Television (VTV)

National broadcaster Vietnam Television (VTV) launched in 1970. VTV operates nine terrestrial TV channels: VTV1 (political, economic, cultural, social news), VTV2 (education, science, technology, news), VTV3 (sports, entertainment, economic news), VTV4 (home affairs, international news), VTV5 (local news), VTV6 (youth), VTV7 (educational), VTV8 (cultural) and VTV9 (Southern-oriented channel), as well as several terrestrial cable, satellite and



Singing competition format *Still Standing Vietnam*

regional channels, plus an international channel. VTV aims to launch a bouquet of 24-hour kids, news and 4K entertainment TV channels by 2020. VTV also has interests in pay TV platforms SCTV, VTV-Cab and K+. The broadcaster continues to be actively involved in acquiring foreign formats rights. In 2016, VTV aired local remakes *Big Star's Little Star Vietnam* on VTV3 (ITV Studios), *The Arbitrator* (Armoza Formats), *The Biggest Loser Vietnam* on VTV3 (Endemol Shine), *Dance Your Ass off Vietnam* season two on VTV3 (NBCUniversal International), *The Kids Are All Right Vietnam* season three on VTV6 (Endemol Shine), *My Man Cooks Better Than Yours Vietnam* season two on VTC3 (FremantleMedia) and *Who Wants To Be A Millionaire Vietnam* season 12 on VTV3 (Sony Pictures Television), among others.

Pay TV

FPT TV (FPT Thuyen Hinh)

FPT TV, a subsidiary of FPT Telecom, is an IPTV service launched in 2010. In 2013, FPT Telecom received a pay-TV licence to operate digital cable TV and analogue cable TV services nationwide (excluding major Vietnamese cities: Hanoi, Ho

Chi Minh City, Hai Phong, Da Nang, Can Tho and Lam Dong). Today, FPT TV offers about 185 channels, a mix of local and international offerings, bundled in monthly packages starting from VND100,000/US\$4.45 for 145 SD and six HD channels.

Hanoi Cable Television (HCaTV)

Hanoi Cable Television (HCaTV) is the cable TV service operated by Hanoi Radio Television. HCaTV offers about 92 SD/HD channels. HCaTV's analogue package offers 70 channels for VND110,000/US\$5 a month. HCaTV's channels are a mix of local and regional/international.

Ho Chi Minh City Cable TV (HTVC)

Ho Chi Minh City Cable Television (HTVC) was established in 2003 and is operated by Ho Chi Minh City Television's pay-TV branch, HTV-TMS. The platform offers a mix of regional and international channels (140+) covering film, music, sports, news, kids, general entertainment, science/educational and tourism/lifestyle to about 700,000 subscribers in 29 cities and provinces in Vietnam.

K+

K+ is the commercial brand of Vietnam Satellite Digital Television Company Limited

(VSTV), the product of a joint venture between VSTV and French broadcaster Canal Overseas. K+ is a DTH satellite platform offering up to 130 SD and HD channels in a variety of genres, including flagship sports, news, general entertainment, music, movies, documentaries and kids, to about 900,000 subscribers. All of K+'s international channels are language customised with either Vietnamese subtitles, dubbing or voice overs. The pay-TV platform offers a Premium+ package with 77 SD channels and 13 HD channels at VND125,000/US\$5.60 a month. K+ also operates a value-added TV everywhere extension myK+ free to all Premium+ subscribers.

MobiTV

Pay-TV platform MobiTV launched in Nov 2011 as An Vien Television (AVG) and rebranded in April 2016 as MobiTV after Vietnamese telco MobiFone acquired Audio Visual Global JSC in Jan 2016. The new MobiTV, unveiled in July 2016, integrates TV and telecommunication services offering a mix of direct-to-home (DTH) satellite/digital terrestrial (DTT), mobile TV, e-commerce and mobile connection services. MobiTV's basic DTT package offers about 68 channels at VND20,000/US\$0.90 a month; the basic DTH offers about 108 channels at VND33,000/US\$1.50 a month. MobiFone has a total of 40 million customers, of which 700,000 are MobiTV subscribers (Aug 2016).

MyTV

Created by Vietnam Post and Telecommunications Group, IPTV service MyTV launched in 2009. Today, the broadcaster offers about 130 local and international channels, including 25 high-definition (HD) channels, available via a variety of subscription packages. MyTV's channel genres include music, news/current affairs, sports and movies. The service also offers add-ons such as on-demand content, games and music/karaoke.

Next TV

Viettel trial launched Next TV in 2013 as Net TV and rebranded to Next TV in 2015.

Next TV offers about 140 TV channels to internet customers of Viettel. Basic package costs VND65,000/US\$3 a month.

SCTV

State-owned Saigontourist Cable Television (SCTV), a joint venture between Vietnam Television (VTV) and Saigontourist Holding Company, was founded in 1992. Today, the company has more than 2.5 million cable TV subscribers and aims to hit four million in 2020. Television options include analogue, digital and IPTV. VOD was added in 2014. The 175 digital channels include 50 in HD. Channels are a mix of in-house, local and foreign. SCTV aims to offer 4K broadcasting in 2017. The company also have interests in internet and telecommunications services.

Vietnam Multimedia Corporation

VTC Multimedia Corporation (VTC) is a state-owned company operated by Vietnam's Ministry of Information and Communications. Established in 1988, VTC offers a variety of media access and content solutions for TV (production, broadcasting, online TV, VOD) and telecommunications (internet, VOIP, fixed line). VTC offers at least 92 SD and 22 HD (DVB-S) channels in a variety of genres to over 400,000 subscribers via 1,500 agents/retailers nationwide. VTC also operates an online global TV service, offering 30 TV and four radio channels, among other OTT services, to subscribers in countries including Singapore, Korea, Germany and France.

VTVcab

Free-TV provider Vietnam Television established Vietnam Television Cable Corporation (VTVcab) in 1995. VTVcab serves about 2.5 million cable homes (March 2016) and offers local and international channels in a variety of genres, including news, sports, movies and general entertainment. VTVcab currently offers about 70 analogue cable channels and 150 SD channels, including 30 in HD. Online TV is available through VTVcab's website. VTVcab also operates VTNet, which provides internet access over cable.

Online/OTT

Amazon Prime Video (Vietnam)

Launched in Vietnam in Dec 2016 as part of the platform's Asia/global push.

DANET

Vietnam's TV production/distribution specialist BHD operates DANET, an online video streaming service encompassing AVOD, SVOD and TVOD on multiple device platforms. The platform offered 2,000 movie hours in 2016 and plans to ramp up to 5,000 in year two. Hollywood movie TVOD output deals have been signed with Disney, Warner Bros, NBCUniversal, 20th Century Fox and Paramount Pictures. TVOD movies cost between VND12,000/US\$0.53 and VND25,000/US\$1.10 each. SVOD costs VND50,000/US\$2.20 a month flat fee. The AVOD platform offers regional/international drama, reality, and DANET original productions. Distribution partners include Viettel, VTV-Cab, MyTV, FPT/FPT Play, Next TV, MobiFone and Vinaphone.

ifix (Vietnam)

Streaming platform iflix launched in Vietnam in Feb 2017, offering the full SVOD service for VND59,000/US\$2.59 a month. The annual rate costs VND540,000/US\$24. The rate includes access on up to five devices at once, as well as download facility.

POPS Worldwide

POPS Worldwide is a multi-digital/platform entertainment network offering about 290,000 of original/local and international content from 1,500+ content partners worldwide. The service has over 1.5 billion monthly views and 17 million subscribers globally, and has opened up viable distribution to channels such as Turner's Boomerang. Boomerang hit 200 million views and more than 23 million hours of video consumption in Vietnam in Nov 2016, six months after the brand went live on the platform. POPS Worldwide is based in Ho Chi Minh with offices in Bangkok/Thailand and Hanoi.

Content Providers

Cat Tien Sa Media Group (CATS)

Founded in 1995, Cat Tien Sa Media Group is a multimedia company specialising in TV and film production. The company is also involved in branding, investment and consultation services. Clients include broadcasters VTV, HTV and Hanoi Radio Television.

DatVietVAC Group Holdings

DatVietVAC Group, Vietnam's first privately owned media and advertising agency, was founded in 1994. The focus is bringing international formats to Vietnam. DatVietVAC is made up of a group of eight independent companies that offer a variety of services to marketers and media owners.

Dien Quan Media and Entertainment

Founded in 2008, Dien Quan Media and Entertainment produces and supplies content for both domestic and international broadcasters, as well as media agencies. The programmes and content produced span economy, society, technology, culture, entertainment, cuisine, movies and TV drama. Formats production line up includes documentaries, TV magazines, factual, lifestyle, travelogues, cooking series and reality shows.

Galaxy Media & Entertainment

Galaxy Media and Entertainment (Galaxy ME) is involved in movie production/distribution, cinema exhibition, publishing and digital content. The company ventured into TV production/distribution in 2008.

International Media Corp (IMC)

Established in 2008, International Media Corp (IMC) is a multimedia communication group that develops and manages television channels and produces entertainment and economic news content, among other operations. IMC's channels include Today-TV (general entertainment), SNTV (movies, fashion, music, news, culture), YouTV (women and family entertainment) and MTV (youth entertainment, music).

Le Media Studio

Publishing group Le Media J.S.C., a mem-

ber of Le Group of Companies, established TV unit Le Media Studio in 2006. Le Media Studio acquires television rights and distributes to local TV channels, as well as develops concepts and formats and produces TV programmes.

Multimedia JSC

Multimedia JSC, founded in 2005, has a slate of fashion- and modeling-related projects in Vietnam. The production portfolio includes *Vietnam's Next Top Model*, multiple seasons of *Project Runway Vietnam* and the first edition of *She's Got the Look*. Other Multimedia JSC properties include the Vietnam International Fashion Week and modeling and talent agency, BeU Models & Talent Management.

Q.net

Founded in 2004, Q.net Entertainment & Communication distributes more than 40 TV channels ranging from entertainment, kids to sports and news to multiple TV platforms, including cable TV VTVcab and IPTV MyTV, in Vietnam.

Thaole Entertainment

Established in 2000, Thaole Entertainment provides broadcast consultancy, programming strategy/development, logistics and programming PR for companies seeking entry into the Vietnamese broadcast market. Content partners include 20th Century Fox, Warner Brothers, Sony Pictures Television International, Lionsgate and Sesame Workshop.

TV Hub

TV Hub is established to mainly focus on content production/media platform in Vietnam. 2017 production credits include the local remake of business format *Shark Tank*, for VTV.

TVPlus

TVPlus provides content for various Vietnamese TV stations, including VTV, SCTV and HTV. The company offers TV production and licensing of films and formats, among other, services. TVPlus has produced local versions of international formats such as *Top Chef* and *Iron Chef*.

Viet Content JSC

Viet Content specialises in TV rights distribution, TV production and advertising, for clients including major TV networks such as VTV, VTC, K+ and HTV.

Vietba Media

Founded in 1999, Vietba Media is primarily involved in content distribution, TV production (*Hole In The Wall Vietnam*, *Golden Goal Vietnam*), events, publication and licensing services.

VietCom Film Production

VietCom Film Production (aka VietCom Entertainment) specialises in the production of non-scripted formats and TV game shows.

VMC/BHD

Vietnam Media Corporation – BHD Co Ltd (VMC/BHD) started operating in 1996, and is involved in content acquisition, production and distribution of local, regional and international content to TV operators around Vietnam. Big-budget formats have become a staple, with five seasons of *The Amazing Race Vietnam* and three seasons of *MasterChef Vietnam* since 2012, along with *Vietnam's Got Talent*, *Big Brother*, a kids version of *Vietnam Idol* (2016) and *Junior MasterChef* (2016). Other productions include *Star Academy*, *Sing If You Can* and *Killer Karaoke*. BHD's business also includes video streaming platform (DALET) and multi-screen cinema chain (BHD Star Cinema).

Regulators

MIC

The Ministry of Information and Communications (MIC) is Vietnam's policy making and regulatory body in the fields of press, publishing, foreign information, advertising, posts, telecommunications, IT/electronics, radio, information and communications infrastructure and intellectual property.

Adapted from **ContentAsia's The Big List 2017**

What's on where...

July 2017	4-6	APOStech	Hong Kong
August 2017	30 Aug-1-Sep	BCWW	Seoul, South Korea
September 2017	7-8	ContentAsia Summit	Singapore
	21-24	Gwangju ACE Fair 2017	Gwangju, South Korea
October 2017	10-12	APSCC	Tokyo, Japan
	14-15	MIP Junior	Cannes, France
	16-19	MIPCOM	Cannes, France
	25 Oct-3 Nov	TIFFCOM	Tokyo, Japan
November 2017	6-9	CASBAA Convention	Macau
	29 Nov-1 Dec	Asia TV Forum & Market (ATF)	Singapore
	29 Nov-1 Dec	Asian Animation Summit	Brisbane, Australia
	30 Nov-1 Dec	PromaxBDA Asia	Singapore
December 2017	12-14	CineAsia	Hong Kong
January 2018	11-12	vdontx asia	Mumbai, India
	16-18	NATPE	U.S.
March 2018	19-22	Hong Kong FILMART	Hong Kong
April 2018	7-8	MIP Doc	Cannes, France
	7-8	MIP Formats	Cannes, France
	9-12	MIP TV	Cannes, France
May 2018	9-11	Busan Contents Market, BCM	Busan, South Korea
June 2018	26-28	BroadcastAsia	Singapore
	26-28	CommunicAsia	Singapore

China drama tops Taiwan's Asia titles

In the Name of People trails only *The Walking Dead*

Asian titles rocked demand in Taiwan in June, taking seven of the top 10 spots on the overall list of TV titles for the week of 15-21 June.

The top Asian show was mainland China's drama series, *In the Name of People*, about a prosecutor's efforts to unearth corruption.

The list of Asian shows was dominated by Korean dramas, led by *Suspicious Partner* in third place, followed by *Fight for My Way*, *Moonlight Drawn by Clouds* and *Jealousy Incarnate*. The other Asian

shows on the list are Japanese manga title *Attack on Titan* and Korean variety show *Running Man*.

Netflix Japan's *Midnight Diner: Tokyo Stories* appeared on Parrot Analytics' Top 10 lists in Asia for the first time, coming in at number two on the list of digital originals in Taiwan for the week.

Black Mirror topped the digital originals list, which is dominated by Netflix with nine of the top 10 spots. Amazon Video's *The Grand Tour* at number four is the only Amazon original on the list.

Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	The Walking Dead	4,418,928
2	In The Name of People	3,796,405
3	Suspicious Partner	2,603,399
4	Fight For My Way	2,472,748
5	Moonlight Drawn By Clouds	2,329,944
6	Westworld	1,794,893
7	America's Got Talent	1,620,142
8	Jealousy Incarnate	1,481,884
9	Attack On Titan	1,433,285
10	Running Man	1,421,834

Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Black Mirror	Netflix	602,483
2	Midnight Diner: Tokyo Stories	Netflix	573,375
3	Marvel's Iron Fist	Netflix	459,598
4	The Grand Tour	Amazon Video	379,548
5	House Of Cards	Netflix	376,095
6	Stranger Things	Netflix	317,239
7	Santa Clarita Diet	Netflix	251,023
8	Unbreakable Kimmy Schmidt	Netflix	209,300
9	Orange Is The New Black	Netflix	191,459
10	13 Reasons Why	Netflix	172,278

Date range: 15 -21 June, 2017

Market: Taiwan, Republic of China

Demand Expressions™: Total audience demand being expressed for a title, within a country. [Audience demand reflects the desire, engagement and consumption of content, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment.]

Note: Local/regional content in this country is still being onboarded by Parrot Analytics



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