

## Vidfish debuts commercial streaming service

Promises world's largest Chinese library ex-China

Singapore-based global Chinese video streaming service, Vidfish, has launched commercially with a US\$39.99 annual subscription, a footprint covering 50 million viewers/190 countries, a target of a million users by 2019, promises of "the world's largest Chinese content library outside Mainland China", and a commitment to blockchain-enabled payments.

*The full story is on page 4*

## Viu, Globe Studios unveil talent co-pro

Multi-platform premiere for first K-pop reality show

PCCW-owned streaming platform Viu has tied up with Philippines' telco Globe Telecom on seven-episode original reality talent show, *Hello K-Idol*. The show premieres on 3 Nov on Viu, which is distributed in the Philippines as part of Globe's entertainment platform, and on ABS-CBN's Myx.

*The full story is on page 7*

## StarHub, TVB retire glitzy awards

New star-studded Asian event heads for S'pore

Singapore's StarHub is shaking up its events agenda, adding the first Night of Stars in Dec in place of its long-running annual event with Hong Kong's Chinese programming powerhouse TVB.

*The full story is on page 3*

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Free & fair: Oona digs in

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**PLUS:** iQiyi boss Gong Yu, Facebook Watch in Asia, DramaFever (aka OTT roadkill), Singtel's super-aggregator & more

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# StarHub debuts Night of Stars; RIP StarHub TVB Awards

## StarHub/TVB lay awards event to rest this year after eight years

Singapore platform StarHub is shaking up its events agenda, adding the first StarHub Night of Stars just before Christmas in place of its long-running annual event with Hong Kong's Television Broadcasts Ltd (TVB).

StarHub Night of Stars on 22 December features a broader range of Asian talent from China, Hong Kong, Korea and Taiwan than the awards event with TVB, which has been running annually since 2010.

The new event is likely to be the result of StarHub's renegotiated licensing/content package with TVB, which supplies some of the platform's most popular content. The two companies celebrated the 25th year of their alliance last year.

TVB has not confirmed reports citing a lack of manpower as a reason for the

awards cancellation in both Singapore and Malaysia.

The new StarHub Night of Stars talent roster is headlined by Qin Lan, who played Empress Fuchu in *Story of Yanxi Palace* tops the bill along with Lawrence Wong, who plays Hai Lan Cha in the year's biggest drama.

Taiwanese artists Derek Chang, Jasper Liu and Chen Meifeng are also part of the line-up, along with TVB artists.

Fan meet and greet sessions have been planned in November and December in the lead up to the main event. StarHub said the aim was "to bring fans closer to their favourite celebrities".

Night of Stars is not a ticketed event. StarHub is holding a series of contests and activities where fans can win passes for the live show.



Qin Lan

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## Vidfish rolls out commercial streaming service

Platform promises "the world's largest Chinese content library outside Mainland China"



Legend of Fuyao

Singapore-based global Chinese video streaming service, Vidfish, launched commercially this month with a US\$39.99 annual subscription (or US\$3.99 monthly), a footprint covering 50 million viewers of Chinese-language content in 190 countries, a target of one million users by 2019, promises of "the world's largest Chinese content library outside Mainland China", and a commitment to a blockchain-enabled payment mechanism.

In the launch announcement, co-founder Amie Hu described the new ad-free platform as "a Chinese-language Netflix". Launch titles include *Legend of Fuyao*, *Mr Swimmer* and *The Evolution of Our Love*.

Vidfish, which soft launched in April this year after about a year of R&D, entered its commercial phase with 150,000 registered users, mostly in Southeast Asia, and 12,000 hours of multi-genre content.

Average users stay for about 36 minutes

per session, Vidfish said.

Three drama series and three movie titles are already subtitled in English, with 10 in the works. More will be added progressively, Vidfish confirmed.

Content partners so far include Hua Shi Wang Ju, which came on board in February this year, followed in March by Zhejiang Huace Film & TV and 1905.com. Hunan Broadcasting Network's OTT platform, Mango TV, came on board in June, followed in the third quarter by Joinhall Media, Glosyn Culture & Media Co, New Classics Media and Kukan Culture. Jetson Huashi is also part of the mix.

Vidfish said negotiations with other "strategic content partners" were ongoing.

The investment mechanism hasn't been shared. Vidfish said only that the platform was privately held and that backing came from "a number of investors interested in the development of a licensed Chinese Video entertainment

model". The platform is also "supported by a number of production partners in China," Vidfish added.

Blockchain technology is being deployed in the VUO coin tokenised platform scheduled to roll out before the end of the year.

The VUO Coin payment system, which will allow users to pay content providers directly for their content, will run alongside the existing subscription model.

Vidfish said the aim of leveraging blockchain tech was "to create a collaborative ecosystem for users, content providers, celebrities and content partners". "Blockchain video distribution allows for direct, free-market B2C distribution and sales between content providers and users, an ecosystem that is necessary to achieve a sustainable compensation model for content providers to continuously provide good quality content," Vidfish said.

## Taiwan's myVideo picks up BBC Studios' slate

New SVOD deal for 200 hours of premium drama



Luther

BBC Studios has signed its first licensing deal with Taiwan Mobile-owned on-demand platform, myVideo.

About 200 hours of British drama, including the latest series of psycho thriller *Luther*, mystery drama *Doctor Foster*, and 11 seasons sci-fi series *Doctor Who*, will be offered in a branded BBC Studios destination within myVideo.

The deal was announced at the opening of this year's Asia Video Summit in Hong Kong on Tuesday morning.

## M1 pushes into value-add OTT

### TVB Anywhere boards mobile platform

Singapore telco M1 has added a customised version of Hong Kong's TVB Anywhere app to its mobile platform, promising that the new OTT deal is "the first of many" that will boost M1's value-added services in the next few months.

The exclusive alliance with Hong Kong's broadcast behemoth adds 10,000 hours of new and classic TVB shows to M1's platform. Most will be available within hours of broadcast in Singapore with dual Cantonese-Mandarin audio and English subtitles.

TVB Anywhere SG Premium costs S\$4.98/US\$3.60 a month.

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A large, modern building with a distinctive curved, glass facade, illuminated at night. The building is the Jumeirah Beach Hotel Conference Centre. In the background, the Burj Khalifa is visible. The foreground shows a dark, silhouetted area, possibly a waterfront or park.

**dicm.ae**

## Turner rolls out 2nd screen app linked to linear

Turner plans to launch "Gumball VIP" in Singapore, Philippines, Australia and New Zealand in the next six months in its first bid to combine linear TV viewing of top title, *The Amazing World of Gumball*, with interactive, second-screen activity.

The Philippines and Singapore go first, with launches planned by the end of this year. Australia and New Zealand will follow in January 2019.

The Asia-Pacific roll-outs are part of a 10-market launch being planned by April 2019. The app is available from the App Store and Google Play. Audio watermarking tech from Australian start-up Tonio connects the app to the episode, poses fun quiz questions about what is happening on screen. Correct answers win stars and unlock codes, which can be redeemed on the Cartoon Network websites for prizes.

Turner said its 2017 trial showed an average TVR increase of up to 44% as a result of dual-screen activity. Daily reach amongst older kids (10-15) was up against all benchmarks during the trial, with a +22% increase year on year.

## Viacom rolls out Nick Jr with Sky New Zealand

Viacom International Media Networks (VIMN) rolls out a fully authenticated version of its Nick Jr. Play app with Sky New Zealand on 1 November. Titles include *PAW Patrol*, *Nella the Princess Knight*, *Dora the Explorer* and *Bubble Guppies*. The junior app follows the April 2017 launch of Nick Play with Sky New Zealand.

## Viu, Globe Studios unveil talent co-pro Multi-platform premiere for first K-pop reality show



From L-R: Gabby Katigbak, general manager, entertainment, Ayala Malls; Denise Seva, Globe Live Director; *2 Days & 1 Night* star, Jung Joon Young; Arianne Kader-Cu, Viu Philippines country manager; *Goblin* star, Yook Sung Jae; Quark Henares, Globe Studios director

PCCW-owned streaming platform Viu has tied up with Philippines' telco Globe Telecom on original reality talent show, *Hello K-Idol*.

The seven-episode show will premiere on 3 November on Viu, which is distributed in the Philippines as part of Globe's entertainment platform, and on ABS-CBN's music channel Myx.

The announcement came a day after Globe chief executive, Ernest Cu, called for more original content on domestic Philippines' platforms in order to drive broader penetration. Cu was speaking during the two-day APOS Tech event (24-26 Oct) in Thailand.

*Hello K-Idol* is Viu's first co-production of its kind with Globe Studios, the entertainment division of Globe Telecom.

Viu said the aim was to bring K-pop closer to Filipinos.

Ten male finalists have been chosen in a series of online and on-ground auditions held by Viu and Globe. The prize is a four-month all-expense paid scholarship at an entertainment talent school in Korea.

Viu is producing 70 original titles and more than 900 episodes this year in languages across its footprint, including Chinese, Hindi, Arabic, Bahasa Indonesia, Bahasa Malay and Telugu.

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## Who said what in *ContentAsia's* latest print issue....

“The proliferation of AI is sure to result in significantly more diverse forms of content consumption.”

Gong Yu, Founder/CEO, iQiyi



“Our video strategy is about making the whole experience more meaningful, more interesting & more engaging.”

Saurabh Doshi, Asia Pacific Head of Entertainment Partnerships, Facebook



“In lifestyle & factual, it's hard to find programmes among the 20,000 thumbnails... in the on-demand space, brands matter.”

Monty Ghai, Founder/CEO, brandwith



“We don't ask people to pay, but someone has to pay somewhere.”

Dominique Ullman, Head of Content Partnerships Global Accounts, Oona



“There's a huge ARPU erosion [in mobile video]. That's one area where we need to start thinking about redeploying some of our pay-TV learnings.”

Anurag Dahiya, Head of Content & Ad sales, Singtel



“There is a huge opportunity for service providers who are prepared to become super-aggregators.”

Stéphane Le Dreau, SVP & GM, Asia Pacific, Nagra



All in the latest issue of *ContentAsia*...in-print+online

**OUT NOW!**



# Myanmar

## In numbers

Population..... 52.92 million  
 Households..... 11.1 million  
 Avg. household size..... 4.3  
 TV households..... 6 million  
 TV penetration..... 55%  
 Internet users (>15 yrs old)..... 8.2 million  
 Internet usage (>15 yrs old)..... 24%  
 Mobile phone users..... 40 million  
 Mobile phone penetration rate..... 75.7%

Source: Myanmar Statistical Information Service

## Free TV

### MNTV/MITV/Channel 9

Media conglomerate Shwe Than Lwin Media operates three FTA TV channels – Myanmar National TV (MNTV), Myanmar International TV (MITV) and Channel 9. The group, which launched commercial free-TV service MNTV in 2012, is also involved in subscription satellite Sky Net DTH and radio services.

### MRTV

Myanma Radio and Television (MRTV) was established in 1980 by Myanmar's Ministry of Information (MOI) and started broadcasting in 1981. MRTV owns/operates 10 TV channels, including Farmers Channel and a news service. MRTV started digital broadcasting (DVB T2) in Oct 2013.

### MRTV-4 HD/Channel 7 HD

The Forever Group launched digital/analogue service MRTV-4 in May 2004 with a two-hour daily schedule. The general entertainment channel became a 24-hour free-TV station in 2010, offering a wide variety of content, from news to Korean/in-house drama. Second digital/analogue free-TV service, Channel 7, which launched in 2012, targets younger audiences. Both channels are available in HD (via DVB-T2/DTH nationwide). The broadcaster also offers two digital free-to-air channels, Maha



New Journey To The West 5, tvN (Oct-Nov 2018) on Canal+ Myanmar FG and Sky Net DTH

Bawdi (Buddhism-related content) and Readers Channel (literature), as well as Pyone Play, an online service launched in 2016 offering free access to on-demand/live streaming select content via iOS and Android systems.

### Myawaddy Television (MWD-TV)

Myawaddy Television (MWD-TV) was established in March 1995 as MRTV-2 by Myanmar's Ministry of Defence. MWD-TV broadcasts seven TV channels, including MWD Music, MWD TV, MWD Variety, MWD Movie and MWD Documentary. Foreign acquisitions are mostly Korean drama and documentary series. MWD-TV, which migrated to DVB-T in Nov 2011, reaches about 60% of Myanmar.

## Pay TV

### Canal+ Myanmar FG

France's Canal+ Group, which operates pay-TV platform, K+, in Vietnam, launched commercial DTH services in Myanmar in Jan 2018 following a 2017 deal with the Forever Group. Canal+

Myanmar FG, which offers local and international TV channels, dubbed in Burmese, is also the reincarnation of Forever Group's pay TV service 4TV (launched in 2005 as MRTV-4 International). The new service offers 80 channels, including eight exclusive channels airing local Burmese content.

### Sky Net DTH

Direct-to-home satellite platform Sky Net DTH is owned and managed by the Shwe Than Lwin Media group. Sky Net launched in Nov 2010 with a signal reach of 100% within Myanmar and started offering multi-play services in Feb 2011. Sky Net currently broadcasts more than 100 SD/HD/in-house channels.

## Digital Free to Air

The Myanmar government issued five domestic free-to-air (FTA) digital TV licences to five companies in April 2017. The five channels, using transmission infrastructure of state-owned broadcaster MRTV, started transmitting in early 2018.

**DVB TV**

The DVB Multimedia Group (Democratic Voice of Burma) was formerly registered and based in Norway and began operating in Myanmar in 2014. The group also operates a 24-hour satellite TV channel DVB TV and an online news network.

**Fortune TV**

Launched in 1991 as a lift installation/servicing company, Fortune International has diversified into other businesses, including digital TV Fortune TV, real estate and telecommunications. The company has been providing FTTx internet services (Fortune Broadband) in Yangon and Mandalay since 2011.

**Channel K**

Kaung Myanmar Aung's Channel K (or Kaytumadi) offers entertainment and news (current affairs/factual) content targeting the 12-40 demographic. The company has since 2015 been producing MBC Money, an online business news service.

**Mizzima TV**

Mizzima, which has been producing TV programming on sports/food/women's affairs for MRTV since 2013, offers a mix of news/entertainment content.

**Young Investment Group**

The Young Investment Group, which seems to have less broadcasting experience than the other four licensees, is a conglomerate involving businesses ranging from trading and automobile to insurance and micro-finance.

**Streaming/OTT**

Regional/global service available in Myanmar include ALTBalaji (India), Amazon Prime Video (global), Netflix (global), Spuul (Indian movies), YuppTV (targeting the South Asian diaspora). None of these are customised for local consumers.

**ifix**

ifix launched in Myanmar in 2017 offering 20,000+ local/int'l content from 220+ studio/distribution partners. Monthly subscription is MMK3,000/US\$2.20 for up to five devices.

**Pyone Play**

Pyone Play, an online video service by Myanma Radio and Television, was launched in 2016 offering free access to on-demand/live streaming select TV content/catch up via iOS and Android systems.

**Viu**

Viu, an OTT video service by PCCW and Vuclip, launched in Myanmar in Sep 2018, offering international content with Myanmar subtitles.

**Telcos**

**MPT**

State-owned Myanmar Posts and Telecommunications (MPT) provides internet, fixed-line & mobile services to 20+ million subs. The telco launched FTTH services in Yangon in 2017. MPT operates under the supervision of Ministry of Transport and Communications.

**MyTel**

Myanmar's fourth telco, MyTel, launched in 2018 offering nationwide 2G/4G services. MyTel is owned by Myanmar National Tele & Communications (MNTC), which was formed in Jan 2017 by Vietnam's Viettel and a consortium of local companies.

**Ooredoo Myanmar**

Ooredoo was awarded a licence in June 2013 and began operations in 2014. The telco, with upwards of 9.4 million subs, was also the telecom partner for singing competition format *Myanmar Idol 2018*.

**Telenor Myanmar**

Telenor Myanmar has been providing mobile and internet services using 2G/3G GSM tech since 2014. The telco launched 4G/LTE services in 2016 and now has 4G/LTE coverage in 29 major cities and towns in Nay Pyi Taw union territory and all states and regions except Kayah, Chin and Ayeyarwady. Telenor Myanmar had 18 million subscribers in September 2018.

**Regulators**

**Ministry of Information (MOI)**

The MOI is made up of the Minister's Office, two departments (Myanmar Television and Radio, Information and Public Relations) and three enterprises (Printing and Publishing, News and Periodicals, Motion Picture). The Myanmar TV and Radio Department (TRD)'s key objectives are to inform, educate and entertain the public.

Adapted from ContentAsia's The Big List 2018

Be included! Please send your details to Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv) or +65 6846 5982

The  
**BIG**  
List

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## What's on where...

October 2018	30 Oct-1 Nov	Asia Video Summit (AVIA)	Hong Kong
	31 Oct-7 Nov	American Film Market (AFM)	Santa Monica, U.S.
November 2018	28-30	Asian Animation Summit	Seoul, South Korea
December 2018	3-4	PromaxBDA Asia	Singapore
	5-7	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market	Dubai, U.A.E.
January 2019	17-18	Vdonxt Asia	Mumbai, India
	22-24	NATPE	Miami, U.S.
March 2019	5-7	SportelAsia	Macau
	11-12	INTV	YMCA Jerusalem, Israel
	18-21	Hong Kong FILMART	Hong Kong
April 2019	3-5	Content Expo Tokyo	Tokyo, Japan
	6-7	MIP Doc	Cannes, France
	6-7	MIP Formats	Cannes, France
	8-11	MIP TV	Cannes, France
	23-25	APOS	Bali, Indonesia
May 2019	8-10	Busan Contents Market (BCM)	Busan, Korea
	14-17	L.A. Screenings (Studio screenings TBC)	L.A., U.S.A.
	27-28	DW Global Media Forum	Bonn, Germany
June 2019	5-7	MIP China	Hangzhou, China
	6-8	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	18-20	BroadcastAsia	Singapore
	18-20	CommunicAsia	Singapore
August 2019	21-23	BCWW	Seoul, Korea
	28-29	ContentAsia Summit	Singapore
September 2019	26-29	Gwangju ACE Fair	Gwangju, South Korea
October 2019	12-13	MIP Junior	Cannes, France
	14-17	Mipcom	Cannes, France

# Brazilian chickens rock digital Vietnam

## Local talent, Chinese drama & Ellen top overall list

Brazilian chickens singing in Portuguese attracted the most digital activity in Vietnam for the week of 11-17 October, according to the latest info from data science company Parrot Analytics.

The YouTube show, *Galinha Pintadinha*, which placed first on the digital list with more than 1.94 million average demand expressions for the week, came in only slightly lower than Japanese manga series, *One Piece*, which was 10th on the Top 10 list of overall programmes in Vietnam.

The top show overall for the week was

the local version of Talpa format, *The Voice*, followed by Chinese costume drama, *Ruyi's Royal Love in the Palace*.

Although YouTube took top spot on the digital list, Netflix dominated overall, with seven of the 10 spots and a combined total of 6.2 million average demand expressions.

Crime drama *Ozark* was the top Netflix show for the week.

Drama took the biggest share of the overall list, with five of the 10 spots. Four of these were U.S. drama series, including zombie drama *The Walking Dead* and HBO sci-fi blockbuster *Westworld*.

### Vietnam: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	The Voice of Vietnam (Giọng Hát Việt)	4,551,593
2	Ruyi's Royal Love in the Palace (如懿传)	4,477,299
3	The Ellen DeGeneres Show	3,641,500
4	American Horror Story	3,588,597
5	The Flash	3,061,348
6	The Walking Dead	2,747,443
7	The Big Bang Theory	2,617,817
8	Westworld	2,415,789
9	Better Call Saul	2,210,357
10	One Piece (ワンピース)	2,071,227

### Vietnam: Top 10 international Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Galinha Pintadinha	YouTube	1,944,032
2	Ozark	Netflix	1,257,083
3	The Handmaid's Tale	Hulu	1,230,111
4	BoJack Horseman	Netflix	1,149,239
5	Black Mirror	Netflix	859,568
6	13 Reasons Why	Netflix	828,893
7	The Man in the High Castle	Amazon Prime Video	812,934
8	Narcos	Netflix	733,000
9	Sense8	Netflix	687,307
10	Maniac	Netflix	683,603

Date range: 11-17 October 2018

Market: Vietnam

**Demand Expressions®:** A global metric standard developed by Parrot Analytics which represents the total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, 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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