

Discovery-Scripps wed on Wed

Exec exits likely as Perrette integrates teams

At some point this week (we're hearing Wednesday morning Asia time), Discovery's acquisition of Scripps will be a done deal, and questions will start being answered, beginning with: Who's in charge of the blended family in Asia? What will the integration do to headcount in the region? Which brands will survive the kill-or-keep game? And what Scripps' high-octane Asia head, Leena Singarajah, chooses to do next?

A likely option for now is to keep the structure put in place when Discovery Asia-Pacific president/MD, Arthur Bastings, exited, with no overall Asia-Pacific MD and country/region bosses reporting into international president/CEO, J.B. Perrette.

This throws the spotlight onto Singarajah, who has given no indication of whether she's moving into Discovery's Singapore offices. Or not.

There's also no clear sense of who among Discovery or Scripps staffers has a clear run at keeping their jobs, or whether Perrette will bring in new people entirely as he attempts to resurrect the Asia business.

Together, Discovery/Scripps in Asia have about 200-220 people, with widespread role duplication. Top jobs at Discovery as of today include Karan Baja in India/South Asia; Jay Trinidad for North Asia/Japan; Shavkat Berdiev for Southeast Asia (where Scripps has the majority of its staff); and Fang Chang for Greater China. Scripps is way leaner, with its biggest presence in Singapore, no bodies on the ground in India or China, and a smattering of people elsewhere.

A close watch is also being kept on looming linear channel renewals/affiliate revenues – still the backbone of the business – and how an integrated team will try to change a conversation that hasn't gone so well for Discovery lately.

More on page 6

Hyper-local boost for Asia streamers

New MCA-TV4 Entertainment venture kicks off in Asia



TV4 Entertainment original, *Mothers & Daughters*, starring Sharon Stone and Susan Sarandon

LA-based TV4 Entertainment is expanding into Asia Pacific in an exclusive alliance with Gregg Creevey's Multi Channels Asia (MCA) to develop the next generation of hyper-targeted niche channels in the region.

The partnership, Omni Channels Asia, will localise TV4 Entertainment's original content and portfolio of speciality channels, acquire home-grown content and develop Asia originals with local partners.

TV4 Entertainment currently operates 30 specialty targeted brands, plans to grow this to 100 by 2020, and is producing 200 hours of original content a year.

Channels on the B2B OTT platform in Asia includes Motorland (cars, motorcycles); Screambox (horror); Inside Out (home and garden); along with sports and food.

The Singapore-based joint venture is led by the existing MCA management

team, under Creevey as MD.

Creevey has long beat a drum in the TV/video space for speciality content, and, as consumers continue to migrate to mobile/online platforms, says the appetite is rising rapidly for thematic content and rich niche verticals among telcos, OTT platforms and others seeking to tap specialist audiences.

Creevey remains committed to a B2B model. "We have no interest in going direct to customers," Creevey says.

Creevey describes the evolution of niche channels as "niche of niche".

"These have a much stronger future than being a generic channel. As we have seen online and in the digital world, people are willing to pay a premium for something that is in tune with their interests and passions," he says.

The full story is at www.contentasia.tv

HITS Movies goes live

Rewind pushes ahead with film plans



City Slickers

Avi Himatsinghani's Rewind Networks premieres a weekend movie strand on Saturday, 17 March, expanding the original "best of..." content concept for the first time since the network launched in 2013.

The HITS Movies Presents strand, with six slots (3pm, 8pm and 10pm) over Saturday and Sunday, goes live with comedy *City Slickers*, starring Billy Crystal, Daniel Stern, Bruno Kirby and Jack Palance.

City Slickers will be followed by *The Amityville Horror*, *The Good, The Bad and the Ugly* and *Pink Panther*.

The addition of movies to the series schedule is a precursor to a full HITS Movies channel that Rewind plans to roll out later this year.

The full HITS Movies channel will carry titles from all major Hollywood Studios.

"We are doing nothing different," Himatsinghani says, still firm in his conviction that there's demand for curated content with a clear proposition.

"We are looking at need gaps," he adds.

"We did that with HITS when we put the best TV series of all time in one place. We realised early on that there was a similar gap for special curation of the best Hollywood movies of the past four decades for basic tier subscription audiences," he says.

HITS Movies features films from the 1960s to 1990s. Movies that make the cut are blockbusters of their times, says Rewind Networks' programming head Sandie Lee.



KIRI

FROM MULTI-AWARD WINNING WRITER
JACK THORNE

drama that captivates

from talent that resonates



HIDDEN

SOME SCARS NEVER HEAL

MIPTV Stand No: P3.C10

[@all3media_int](https://twitter.com/all3media_int)

all3mediainternational.com

all3media
international

Sim exits ONE for Bundesliga APAC role

Former Multi Channels Asia (MCA)/ONE Championship exec, Kevin Sim, has taken a new role as head of APAC for German football league, Bundesliga, from 15 April 2018. Sim replaces Peter Leible, who takes over as head of the league's global audiovisual rights from 1 August 2018 after six years in the Asia office. Leible shifts to Frankfurt for the new role. Sim was most recently the director of global media rights at ONE Championship.

25 March premiere for Nicholas Tse cook-off against David Rocco

FOX premieres original food series, *Celebrity Chef: East vs West*, on 25 March, pitting Hong Kong celebrity Nicholas Tse against Canadian chef David Rocco. The five-part series, announced in April last year, airs on Fox Life, FOX+, Nat Geo People and Tencent in China. The pair travelled to five cities in the region for the series, competing against each other on local recipes chosen by a chef in each place.

Blue Ant Media picks up Aus Geographic mag

Blue Ant Media has bought *Australian Geographic* bi-monthly magazine and related assets from Bauer Media, the publishers of magazines such as *The Australian Women's Weekly* and *Australian House & Garden*. *Australian Geographic* has 40,000 subscribers, newsstand sales and a readership of 540,000. The publishing operation will be run out of Blue Ant-owned production house Northern Pictures' Sydney office.

A+E Asia joins History of Football event

New digital studio layers Asia short-form on global titles



Spanish footballer David Villa is the voice of A+E Networks' global football event

A+E Networks Asia joins the rest of the History community around the world on 28 May for a 14-day stunt ahead of the 2018 World Cup. The Southeast Asia special will run for eight days, to 4 June. Japan and South Korea will run the full event to 10 June.

The History of Football, announced in January this year, involves about 40 hours of programming. The on-air line up in some parts of the world will be a mix of global and local content as well as long- and short-form productions.

Asia's contribution comes out of Japan, where the network is co-producing a one-off 60-minute show, *The History of Japanese Football*.

The Southeast Asia effort revolves around short-form programming out of the Singapore-based digital studio announced last month. Details of the Asia originals have not yet been disclosed.

History's linear broadcast schedule for the week is dominated by the global football shows.

Titles include five-part one-hour series, *History's Greatest Moments in Football*, featuring, among others, Pele, Pavarotti, Gazza and Maradona; Zig Zag Productions' five-part, one-hour *Football Godfathers*, which focuses on club managers; and Goalhanger Films' five-part half-hour series, *Football's Greatest: Head to Head*, which compares past legends with today's heroes and asks 'who is the greatest of them all'.

Shorts include *The Scout*, with Piet De Visser talking about secrets behind finding global superstars; *The Superfan*, about Spanish fan Manuel Caceres Arterero, aka Manolo el del bombo; *The Referee*, about English ref, Jawahir Jewels, the 23-year-old who is the only FA-qualified female ethnic Muslim official currently working in the game; and *The Prodigy*, about four-year-old prodigy Marco Antonio, whose intestinal problems require medical expertise not available in Brazil.

The special is supported by World Cup winner David Villa.



EVERYONE



HAS THEIR



SECRETS

THE
NANNY BETRAYAL

MICHELLE BORTH ANTONIO CUPO OLESYA RULIN

2-HOUR FEATURE

VISIT MARVISTA DURING HONG KONG FILMART | IFTA Pavilion - Booth 1C-B20
marvista.net | info@marvista.net



Celestial Tiger reworks KIX Monday nights

Celestial Tiger Entertainment adds a weekly Asian combat sports belt to action entertainment channel KIX's schedule from 10pm tonight. The new belt features mixed martial arts (MMA)



Muay Thai tournament *TopKing World Series*

and championship fight events, including new Muay Thai tournament, *TopKing World Series*, Korean MMA promotion *Road Fighting Championship*, and China's *Kunlun Fight MMA*.

9-1-1 hits 100

Twentieth Century Fox Television Distribution has sold FOX procedural drama *9-1-1* to more than 100 countries, including Japan, South Korea, India and the Philippines. The series has also gone to Australia and New Zealand, the company said today (5 March).



9-1-1

Turner takes Tuzki to Paris runways

Fashion deal with Indian designer for China rabbit



Indian designer Manish Arora and Turner China's creative director HoTo Lee

Indian fashion designer Manish Arora put Turner's favourite rabbit, Tuzki, on the runway during Paris Fashion Week, which ends tomorrow (6 March) in a Fall-Winter collection called "Orange is the New Zen".

This is the first of its kind arrangement for Tuzki, created by Momo Wang in China in 2006 and made famous initially as a WeChat emoticon.

Arora said the collection was "a story of Tuzki's day in Paris. The deal was announced by Turner India, but the collection will be available across Manish Arora stores in China first.

Tuzki licensing also covers restaurants, a TV series and movie.



APOS
ORGANIZED BY MEDIA PARTNERS ASIA

Asia's Most Influential Event For The Media,
Telecoms & Entertainment Industry

April 24-26, 2018 | Ayana Resort, Bali

visitapos.com

REGISTER
NOW

Together as one: What Discovery & Scripps are going forth with in Asia

	Discovery Networks Asia Pacific	Scripps Networks Interactive Asia-Pacific
Distributions include...	Kristal-Astro	Kristal-Astro
• Brunei		
• Cambodia	PPCTV, SM Telemedia	PPCTV
• China	Says "As there are strict regulations around foreign media broadcasting in China, we distribute our content as programming blocks to different local TV stations. Our top two flagships blocks are the TanSuo block and Da Zhen Tan block"	Not disclosed
• Hong Kong	Hong Kong Cable Television, Now TV	Now TV
• India	Hathway, Siti Cable, DEN, GTPL, Incable, Fastway, Asianet, Arasu Cable, Ortel, Manthan, UCN	Digicable
• Indonesia	Big TV, First Media, ICTA TV, MNC Vision, My Republic, Nexmedia, Skyasia, Topas TV	Big TV, Biznet, First Media, ICTA TV, MNC Vision, Nexmedia, Skynindo, Topas TV, Transvision
• Japan	J:COM and 262 other operators	Not disclosed
• Korea	CJ, CMB, D'Live, HCN, NIB, Tbroad	Not disclosed
• Malaysia	Astro	Astro, Unifi TV
• Mongolia	Univision, DDish TV, Skymedia	Univision, DDish TV, Skymedia
• Myanmar	MRTV-4, Skynet	Skynet
• Philippines	Accion, Cignal TV, Gsat, Dream Satellite TV, Sky Cable	Cignal TV, Destiny Cable, Dream Satellite TV, Sky Cable
• Singapore	Singtel, StarHub	Singtel, StarHub
• Taiwan	Taiwan Broadband Communications (TBC), Kbro, TOP, TWM Broadband, Chunghwa MOD	Chunghwa MOD, New Taipei City CATV, Ha-TV Digital Television, Tian Wai Tian
• Thailand	TrueVisions	TrueVisions, C.A.S. Cable TV, Cable Chonburi Network, Charoen Cable TV, DC Cable TV, Happyhome Cable TV, Hatyai Cable, M.S.S. Cable, Mahachai Cable TV, PA Cable TV, PTV, RCTV, Samui Cable TV, Sophon Cable, SP Cable TV, SSVTV, STV, TTT Networks, YTV Cable
• Vietnam	Q Net, FTP, Hanoicab, HVTC, K+	FPT, Hanoicab, HTVC, K+, SCTV, MyTV, Next TV
Channel brands...	Animal Planet: Content devoted to animals – from wildlife to pets, mainly targeted at all viewers aged 15+	Asian Food Channel: Pan-regional TV food network in Asia, targets adults between ages 25-54 with a secondary focus on women between ages 25-54
	Discovery Channel: Non-fiction entertainment such as blue-chip nature, science, technology, ancient and contemporary history, adventure, cultural and topical docus, targeted at males aged 15-39	Food Network: Lifestyle network that connects viewers to the power and joy of food, targets adults between ages 25-54 with a secondary focus on women between ages 25-54
	Discovery HD World: HD television network offering factual and lifestyle entertainment	HGTV: Home and lifestyle channel, targets adults between ages 25-54 with a secondary focus on women between ages 25-54
	Discovery Jeet: Hindi general entertainment channel, with options of Tamil and Telugu, launched by Discovery Communications India in February 2018	Travel Channel: A travel lifestyle brand for adults between ages 25-54 with a secondary focus on men between ages 25-54
	Discovery Kids: Mainly targeted at children aged 4-14	
	Discovery Science: Dedicated to making science accessible, relevant and entertaining for viewers 15+	
	Discovery Turbo: Dedicated to all things motored. Mainly targeted at males aged 18-54	
	DMAX: Adrenaline-fueled factual entertainment for young men who live life to the max	
	DSport: Indian sports TV channel launched by Discovery Communications India in February 2017	
	Eurosport News: Sports news-dedicated channel	
	Eurosport: Sports-focused channel	
	Eve: Female-focused channel, launched in 2014	
	Investigation Discovery: A channel dedicated to true crime documentaries	
	Setanta Sports: Sports-focused, primarily rugby matches	
	TLC: A global lifestyle destination presenting programmes spotlighting real life stories and universal themes – like food, travel, relationships. Mainly targeted at women aged 15-49	

miptv[®]

9-12 April 2018
Cannes - France

In association with

CANNESERIES[™]
Cannes International Series Festival



MIPDrama Buyers Summit
Drama Co-Production Summit
International Screenings

The Biggest Week in TV.

4 days / 10,500 participants / 1,632 exhibiting companies / 100 countries /
3,800 acquisition executives including 1,640 drama buyers

www.miptv.com

mipdoc. **mipformats.**

mip Driving the content economy

Who was at... "Thank Dog It's Friday" Singapore media Lunar New Year drinks



Alan Hodges,
A+E Networks Asia



Rob Gilby



Fotini Paraskakis; Leena Singarajah, Scripps Networks Interactive Asia; Marco Bresciani, Eye Creative; Shilpa Jhunjhunwala, A+E Networks Asia; Sandie Lee, Rewind Networks; Angie Poh, IMDA



Derek Wong; Greg Ho, Turner; Carl Zuzarte, Scripps Networks Interactive Asia



Marianne Lee, Turner; Lee Soo Hui, StarHub; Virginia Lim, Sony Pictures Television Networks Asia



Ward Platt, Harry Teper, Blue Ant Media



Prakash Ramchandani,
FOX Networks Group



Mei Ling Chong,
NBCUniversal



Jessy Tse, NBCUniversal; Avi Himatsinghani, Rewind Networks; Vilia Chia, HBO Asia



Monty Ghai, Brandwith; Indra Suharjono, Next Animation Studio



Jessica Huang Poleur, Disney; Celeste Campbell-Pitt, Discovery Networks Asia Pacific



Sabrina Mimouni, Rewind Networks; Shavkat Berdiev, Chestine Lan, Discovery Networks Asia Pacific



Paula Mason, BDA; Theresa Ong, FOX Networks Group; Daniel Millar, BDA; Shalini Ratnarajah, Scripps Networks Interactive Asia

PARTY PICS BROUGHT TO YOU BY

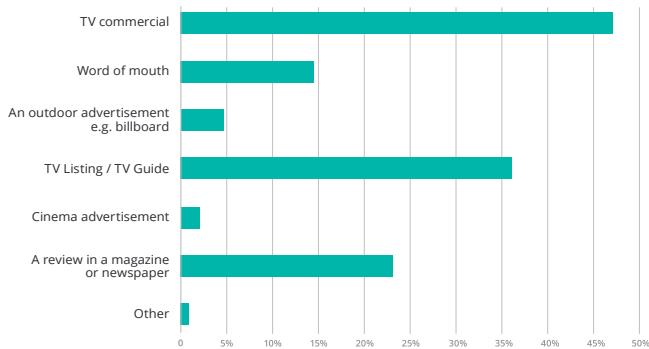
HIT TV THE BEST TV
ALL IN ONE PLACE
WWW.HITSTV.COM

Rewind
A REWIND NETWORKS PRESENTATION

How audiences discover content **offline** in Japan

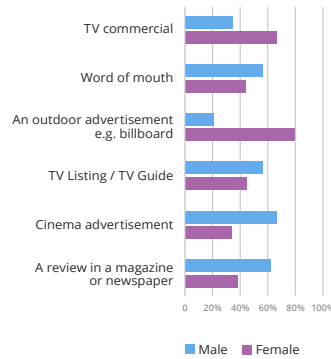
December, 2017

Methods of offline television show discovery in 2017

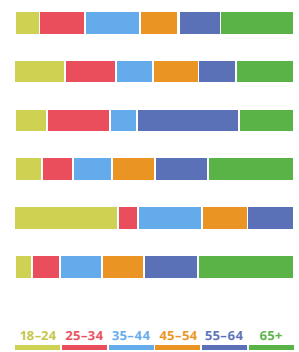


- ▶ Nearly half of people in Japan look to television commercials to find new shows to watch, and of these people, over 60% of them are women. TV guides and listings are also popular, with 36% of people using them, the majority of which are men.

Breakdown by gender



Breakdown by age

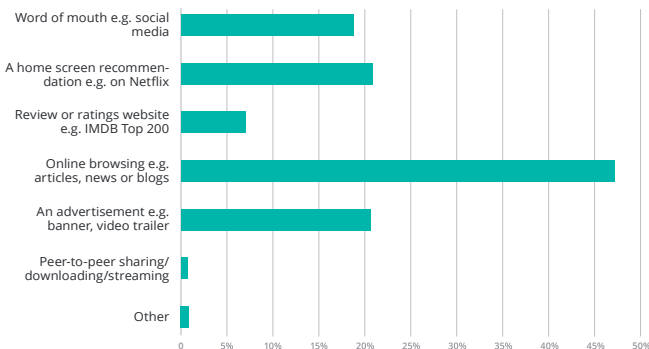


- ▶ While only 2% of people discover new content from cinema advertisements, nearly 40% of those people are aged 18 to 24.

How audiences discover content **online** in Japan

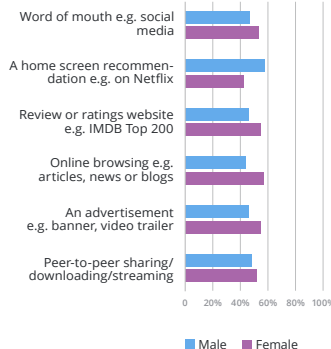
December, 2017

Methods of online television show discovery in 2017

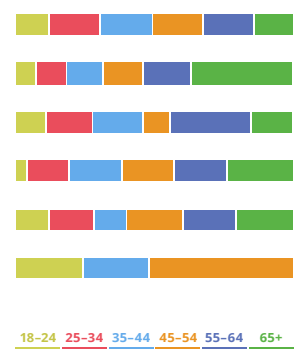


- ▶ Recommendations on viewing platforms such as Netflix and online advertisements are used by 20% of audience members, while only 18% use online word of mouth on social media.

Breakdown by gender



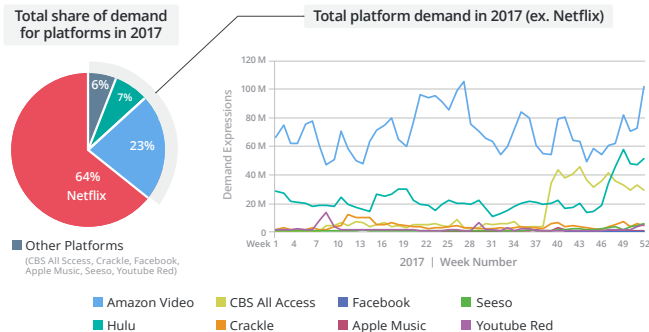
Breakdown by age



- ▶ Browsing articles, news, blogs, etc. is by far the most common method of discovering new TV shows online, accounting for 47% of people. This method is evenly split between men and women but is mostly used by people aged 45+.

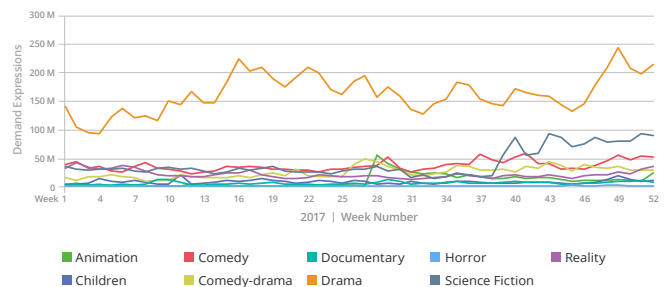
Demand trends in Japan

January-December, 2017



- ▶ As in many other markets, *Stranger Things* was the most popular digital original series in Japan, followed by CBS All Access' *Star Trek: Discovery*. Several Japanese titles ranked highly as well: The anime-inspired *Castlevania* was fourth, *Kamen Riders Amazons* was sixth, and *Midnight Diner: Tokyo Stories* was 21st.
- ▶ Netflix had 64% demand share for digital original series in Japan due to a greater-than-average demand share for Amazon. Unlike many other markets, where Amazon's demand declined over 2017, it remained steady in Japan. CBS All Access and Hulu had increased demand from *Star Trek: Discovery* and *Marvel's Runaways*, respectively, but these platforms did not have as much popularity as Amazon.

Total genre demand for digital original series in 2017



- ▶ Despite the rise in popularity of the science fiction genre after the release of *Stranger Things* and *Star Trek: Discovery*, drama remained the most popular genre in Japan for the entirety of 2017.
- ▶ YouTube Red's *Mind Field* ranked higher in Japan than Dan Harmon's *HarmonQuest* or Apple's *Carpool Karaoke*.



26 - 28 June 2018
Marina Bay Sands, Singapore

www.CommunicAsia.com

CONNECT THE FUTURE

More than 40,000 thought-leaders, decision makers, influencers and change makers throughout the telecommunication ecosystem will convene at the re-branded CommunicAsia. With a strong focus on the latest technologies available around the world, a high-level knowledge-sharing Summit, and a series of free seminars and activities, CommunicAsia2018 enables you to expand your industry knowledge and networks to maintain the competitive edge for your business.

Learn about the latest in:



5G / SDN /
NFV / Small Cells



Broadband &
Infrastructure



FTTX / Photonics / Fibre
Communications



Connect
Everywhere



SatComm

Skip the Queue! Pre-register your visit now at
www.CommunicAsia.com/visitor-registration

A part of:



ConnectTechAsia

Held alongside:



BroadcastAsia



NXTAsia

Organised by :



UBM

Endorsed:



aif



Supported by:



SINGAPORE EXHIBITION
& CONVENTION BUREAU

Held in:



SINGAPORE
Passion Made Possible

Singapore

In numbers

Population.....5.61 million
 Households.....1.263 million
 Avg. household size.....3.35
 TV households.....1.2 million
 TV penetration.....95.2%
 Pay TV households.....906,000*
 TV transmission (weekly).....1,009 hours
 Wired/Wireless bb internet subs.....12.5 m
 DSL subs.....33,000
 Cable modem subs.....197,000
 Fibre based subs.....1.1 million
 Mobile phone subs.....8.4 million
 Mobile phone penetration rate.....149.7%

Source: Companies, Singapore Department of Statistics (DOS), Infocomm Media Development Authority (IMDA)
 * Combined StarHub/Singtel households

Free TV

Mediacorp

Singapore's sole terrestrial broadcaster, backed by the Singapore government and with a mixed public service/commercial remit, operates seven TV channels as well as streaming platform Toggle.

Subscription TV

Singtel TV

Singapore telco Singtel launched digital pay-TV platform Singtel TV (formerly Mio TV) in July 2007. The IPTV service offers 150+ channels to 401,000 residential subs (Dec 2017) along with on-demand, mobile and streaming options. These include in-house platforms Singtel TV Go and Cast, as well as U.S. streaming service, Netflix, which Singtel is bundling with broadband plans and offering to subscribers at no extra cost for up to nine months depending on the subscription plan/re-contract. Singtel also offers FOX+, Viu and regional streaming platform HOOQ via content aggregator app, Cast. Singtel's set-top-box-based channels cost from S\$18.90/US\$13.90 to S\$77.90/US\$57 a month.

StarHub

Launched in 2000, StarHub TV offers 200+



Jimami Tofu, a Singapore/Japan feature film co-produced by BananaMana Films

channels, including a bouquet of in-house channels: Chinese entertainment channels (Hub E City, Hub Drama First, Hub VV Drama, Hub Ruyi VOD, Hub Cantonese VOD); five sports channels (Hub Sports 1, Hub Sports 2, Hub Sports 3, Hub Sports 4, Hub Sports Arena); and two Malay entertainment channels (Hub Sensasi, Hub Dunia Sinema On Demand) as well as one Tamil channel (Hub Varnam VOD). StarHub also offers digital services, including catch-up, on demand, mobile (StarHub Go) and streaming services Netflix and Taiwan's CatchPlay. StarHub has 458,000 pay-TV households, 2.307 million mobile customers and 467,000 residential broadband customers (Dec 2017).

Streaming/OTT

Singapore has the full range of global/regional streaming services, including India's ALTBalaji (launched in April 2017), Spuul (launched in April 2012) and Yupp TV (launched in May 2015), all of which offer direct-to-consumer interfaces. The platforms are not customised for Singapore. Apple's iTunes (launched in Singapore in 2012) offers music and movies to buy/rent, but no television titles. Netflix and Amazon Prime Video are also avail-

able. Despite programmers' efforts, Singapore – annoyingly – also has a healthy and visible trade in Android boxes along with a vibrant VPN market that opens up access to everything everywhere.

Cast

Singtel launched video portal app Cast in July 2016, aggregating on-demand and linear channels as well as regional streaming service HOOQ, FOX+, Viu Premium, and tonton, which is operated by Malaysian conglomerate Media Prima. Monthly rates start from S\$4.90/US\$4. Singtel had 93,000 on-the-go subscribers to its two mobile products at the end of Dec 2017.

CatchPlay on Demand

Taiwan-owned Catchplay launched on StarHub in June 2016 and as a standalone platform in Aug 2016. VOD titles cost S\$3.50/US\$2.50 each. Content includes Hollywood, indie and Asian movies.

FOX+

Video streaming service FOX+ launched in Singapore in May 2017, offering 10,000+ hours of programming across multiple genres, including U.S. series, first-run Hollywood movies, Chinese and Asian content, National Geographic titles as well as three

live sports channels. Subscription rates start from S\$12.90/US\$9.50 a month for existing Singtel subs. Non-subscribers can buy FOX+ through Singtel for S\$19.90/US\$15 a month.

HOOQ

A joint venture established in January 2015 by Singtel, Sony Pictures Television and Warner Bros, HOOQ launched in Singapore in November 2016, offering Hollywood/Bollywood/regional movies and TV series via streaming and download. Subscriptions start from S\$12.90/US\$9.50 a month. HOOQ's distribution partner in Singapore is Singtel.

KyLinTV

Launched in Singapore in October 2010, U.S.-owned IPTV service KyLinTV offers about 70 SD/HD Mandarin and Cantonese channels and about 30,000 hours of VOD content from China, Hong Kong and Taiwan accessible via smart TV, computers and Android-based smartphone/tablets as well as regular TV with the KyLinTV set-top box. Monthly subscriptions cost from US\$9.99 for 20+ channels to US\$12.99 for 25+ channels. Add-on VOD starts from US\$4.99 a month of unlimited access to 30,000+ hours of content.

Netflix

Netflix launched in Singapore in January 2016 as part of the U.S. streaming platform's global rollout. The service is offered as a standalone for between S\$10.98/US\$7.99 and S\$16.98/US\$11.99 or through Singapore's two major broadband/pay-TV service providers – StarHub and Singtel.

Singtel TV Go

Singtel TV Go is a companion app to Singtel TV's pay-TV set-top box, offering live/catch-up channels to Singtel TV subs.

SPH Razor/RazorTV

Launched in Aug 2008 by Singapore Press Holdings (SPH) and managed by SPH Digital, Sph Razor (RazorTV) is a free access, interactive webcast service offering live streaming of studio content and VOD over a real-time interactive platform.

Spuul

Founded in 2010 and launched in April 2012, Singapore-based Spuul is a video streaming subscription service targeting South Asia and the South Asian diaspora. The service offers full-length movies in Hindi, Tamil, Malayalam, Telugu and Punjabi, among other Indian regional languages. The premium plan costs US\$4.99 a month.

StarHub Go

Launched in August 2015, StarHub Go is a standalone streaming service offering a selection of StarHub TV content across multiple devices. StarHub Go pricing ranges from S\$5.35/US\$3.90 to S\$24.90/US\$18 for Go Sports. StarHub first ventured into OTT in June 2012 with the launch of StarHub TV Anywhere/Wherever platform.

Toggle

Singapore's free-TV broadcaster Mediacorp debuted its online streaming platform, Toggle, in February 2013. Toggle relaunched in April 2015 after Mediacorp's alliance with Microsoft ended in March 2015. Toggle now offers 18,000+ hours of free/paid on-demand titles and channels, including live streaming/archives/sports content, original content and acquired TV series/movies. Toggle Prime (unlimited access to all content, including premium linear/VOD and free-TV previews) costs S\$9.90/US\$7 a month. Toggle Sports is S\$9.90/US\$7 a month or S\$99.90/US\$73 a year.

tonton

Malaysia's free-TV group Media Prima, launched tonton in Singapore in May 2017 via Singtel's Cast. tonton, which debuted in 2010 in Malaysia, offers 23,000+ hours of Malay entertainment, including programmes from TV networks TV3 and TV9 as well as tonton originals. The promise is Malaysian dramas up to six months ahead of the TV broadcast in Malaysia. tonton in Singapore is bundled within Cast's Aneka Plus pack from S\$7.90/US\$5.80 a month.

Viu

Viu is Hong Kong telco PCCW's regional

mobile streaming play. The free Viu app launched in Singapore in Jan 2016, and has a distribution partnership with telco Singtel. Viu's biggest selling point is an enviable library of mobile rights for Korean drama, some of which are offered within four hours of their domestic debut, along with titles from Japan, mainland China and Taiwan. Viu's premium subscription tier is offered directly (S\$5.98/US\$4.43 a month) or via Singtel's Cast (S\$6.98/US\$5 a month with no contract or S\$4.98/US\$3.70 a month on a 12-month contract). Viu Premium offers unlimited downloads.

YuppTV

YuppTV is an U.S.-based entity, backed by Asian investment company Emerald Media, which bought a US\$50-million stake in YuppTV in Oct 2016. The OTT platform launched globally in 2006, targeting the Indian diaspora. Asia-specific services rolled out from 2015. In Singapore, YuppTV costs from S\$9.99/US\$7.30 a month.

Production

activeTV Asia

activeTV Asia, established in 2006, produces content across various genres, including reality, factual entertainment and children's television. Production credits include two seasons of automotive reality entertainment series *Celebrity Car Wars* S1/2, infotainment series *Food Detectives*, and stand-up comedy specials with Asian comedians Harith Iskander, Kevin Jay and Fakkah Fuzz for Netflix.

August Media

August Media co-produces with partners such as Philippines-based Synergy88 and DreamWorks Animation. The production unit is part of August Media Holdings, which creates and manages intellectual property targeting kids/youth.

BananaMana Films

Established in 2012, BananaMana Films specialises in creating aspirational Asian content in English for global distribution. *BananaMana's* most prominent drama, *Perfect Girl*, won seven awards

OUT NOW!

Channels

Programming

Tech

Asia's definitive media content and services directory

and 17 nominations internationally and achieved global distribution in 2016 when it was picked up by Netflix and Korea's NAVER TVcast. BananaMana Films also world premiered feature film *Jimami Tofu* (a Singapore/Okinawa, Japan co-production), at the 37th Hawaii International Film Festival in November 2017.

BDA Creative

With offices in Singapore, Manila and Bangkok, BDA Creative produces long/short-form content, crafts stories for brands, collaborates with broadcasters, branding, design and promos for channels and for other media. BDA Creative was founded in 2003.

Beach House Pictures

Established in 2005, Beach House Pictures (BHP) has over the past few years expanded its factual expertise to include kids, reality, animation and apps. BHP had produced 670 hours of programming (70% factual, 10% reality and 20% kids content, Sep 2017). Projects include photography format *Photo Face Off* for A+E Networks Asia and *Machine Impossible* for National Geographic Channel. BHP operates four divisions – Beach House Pictures, Beach House Kids, Beach House Entertainment (reality formats) and Beach House Studios (apps, animation, design). BHP became a subsidiary of Blue Ant Media in May 2017.

Bomanbridge Media

Bomanbridge Media is a content distribution and production company, holding over thousands of hours of programming consisting of formats, lifestyle, factual, drama, kids and educational content.

Coconuts TV

Coconuts TV produces short videos exploring the weird and wondrous stories of Asia and distributes them online, earning millions of views a month. New videos, spanning news, food, travel, and documentary, are published every week and licensed to broadcast TV channels in the U.S., Europe and Asia. Coconuts TV is the video production division of Coconuts

Media, an online news network reaching up to 26 million people a month.

Eye Creative

Established in Hong Kong in 2015, the Eye Creative Group set up in Singapore in 2016. The company conceptualises and produces original entertainment and branded videos for digital platforms. Entertainment projects include digital content for *Asia's Next Top Model* season five for FOX Networks Group. Clients include Conde Nast, Puma, Thai Tourism Board, PTT and Manulife.

Freeflow Productions

Indie production house Freeflow Productions offers a full suite of services from pre-to post-production.

IFA Media

Established in 2003, IFA Media specialises in drama and factual entertainment for international markets. Production credits include *Bardo*, a Netflix Original series from Taiwan. IFA Media was also behind HBO Asia's first Mandarin Original series, *The Teenage Psychic*, an award-winning co-production between HBO Asia and Taiwan's Public Television Service (PTS). IFA Media is headquartered in Singapore with offices in Bangkok, Beijing and Taipei.

Imagine Group

Produces brand-backed reality series for regional broadcasters. Production credits include *The Apartment*, *The Challenger* and *Fit for Fashion*.

Infinite Studios

Infinite Studios is an integrated media entertainment and creative services company. Services include back-lot facilities, post-production and visual effects. Established in 1997, Infinite Studios also owns and operates a production facility on Indonesia's Batam Island.

mm2 Entertainment

Headquartered in Singapore with a presence in Malaysia, Hong Kong, Taiwan and China, mm2 Entertainment produces films and TV/online content, including the

Mandarin-language version of singing talent show *The Voice* for Singapore and Malaysia. mm2 has co-produced and/or distributed more than 100 films across Asia since 2008, including the *Ah Boys to Men* franchise and *Vampire Cleanup Department*. mm2 Entertainment is the production arm of Singapore-listed mm2 Asia.

The Moving Visuals Co

Established in 1998, The Moving Visuals Co is an independent content company creating across multiple genres and formats.

Oak3 Films

Oak3 Films was established in 1996 and produces across a range of genres, including factual, drama, interactive and transmedia entertainment.

Ochre Pictures

Since its inception in 2000, Ochre Pictures has produced 500+ hours of TV content, including docu, drama series, telefilms, entertainment and lifestyle series for local and international clients.

One Animation

One Animation is a CG Animation studio known mostly for its dialogue-free comedy series *Oddbods*, which was nominated for an International Emmy for Kids Animation (October 2017, winners will be announced in April 2018). Broadcast partners include Disney Channel, Cartoon Network, Nickelodeon and Discovery Kids as well as streaming platform Netflix.

Refinery Media

Refinery Media is perhaps best known for its original, multi-platform modelling format *SupermodelMe*, which ran on various channels from 2009 to 2015. The indie production house also produced *Asia's Next Top Model S5* and was involved in the production of episode one of *The Amazing Race Asia S5* in Singapore.

Sitting In Pictures

Sitting In Pictures, formed in 2000, produces documentaries, lifestyle, drama and children's content. The company has produced over 300 hours of factual

lifestyle, travel/adventure, science and history content as well as kids drama and game shows. Production credits include *A Route Awakening* (S4, 2017) for National Geographic Channel.

Sparky Animation

Established in 2006, Sparky Animation specialises in co-productions/co-investments, work-for-hire ventures and original content creation. Besides being a full-fledged animation company, Sparky Animation also has a dedicated gaming/games development division. The company is headquartered in Singapore, with offices in Malaysia and India.

Threesixzero Productions

Established in 2001, Threesixzero Productions specialises in factual programming ranging from social docus to travelogues to arts/cultural documentaries and food programmes. The company produces on average 80 hours of TV programmes a year for networks/channels.

Tiny Island Productions

Founded in 2002, Tiny Island Productions is an independent production/consultancy offering a one-stop solution for 3D animation productions. In October 2017, Tiny Island and Thailand's Shellhut Entertainment announced a co-pro MOU with WingsMedia, a subsidiary of China's second-largest media group, Shanghai Media Group. The JV aims to create 10 feature films to be rolled out every year for the next 12 years, with the first one expected to be released in 2020.

Broadband

Singapore has five fixed fibre broadband providers – M1, MyRepublic, Singtel, StarHub and ViewQwest.

MyRepublic

Founded in 2011 and launched com-

mercially in February 2012, MyRepublic is a high-speed service provider using Singapore's next-gen broadband network.

ViewQwest Fibernet

ViewQwest was established in 2001. Monthly subscriptions for 24-month fibre broadband bundles cost from S\$49.90/US\$36.65 for a 1 Gbps internet connection to S\$69.90/US\$51.35 for 2 Gbps. The two bundles include ViewQwest Freedom DNS, a home entertainment service that allows access to geo-restricted streaming sites; and ViewQwest TV-5, an Android-based media player pre-loaded with apps such as Netflix, Hulu and Crunchyroll.

Telcos

M1

Established in 1997, M1 provides mobile and fixed services to 2.04 million customers (Dec 2017). Services consist of nationwide 4G services, ultra-high-speed fixed broadband and fixed voice.

Singtel

Singtel offers broadband internet, IPTV, mobile and fixed line telephony services. 4G/Wifi plans start at S\$27.90/US\$20.50. Bundled TV and comms packages start at S\$49.90/US\$36.65 a month (500MB). Singtel has 506,000 triple/quad play residential households (subscribers of three/four Singtel services), 4.11 million mobile subscribers (of which 2.7 million are 4G customers), 589,000 fibre broadband subscribers and 401,000 pay-TV subs (Dec 2017).

StarHub

Launched in 2000, StarHub operates a mobile network that provides 4G and 3G services. It also manages an island-wide HFC network that delivers multi-channel pay-TV services as well as ultra-high speed residential broadband services. StarHub had 329,000 Hubbing households (subscribers of any three StarHub

services), 458,000 pay-TV household customers, 467,000 residential broadband customers and 2.307 million mobile customers at the end of 2017.

TPG Telecom

Australian company TPG Telecom won Singapore's fourth telecoms licence in December 2016 with a bid of S\$105 million/US\$73 million. TPG will be provisionally allocated 60MHz of spectrum, comprising 20MHz in the 900MHz spectrum band and 40MHz in the 2.3GHz spectrum band to provide International Mobile Telecommunications (IMT) and IMT-Advanced services (e.g. 4G services). TPG aims to establish a mobile network with nationwide coverage by December 2018.

Regulators

MCI

The Ministry of Communications and Information (MCI) oversees the development of the infocomm technology, media and design sectors; the national and public libraries; as well as the government's information and public communication policies. The mission is to build a nation of connected people and achieve a better quality of life by focusing on developing vibrant infocomm, media and design sectors, cultivating learning communities and fostering an engaged public.

IMDA

The Infocomm Media Development Authority (IMDA) replaced the Media Development Authority (MDA) from October 2016 in a major restructure designed to support digital progress. The IMDA is tasked to develop and regulate the converging info-comm and media sectors in a holistic way, and implements Singapore's Infocomm Media 2025 plan. The IMDA aims to deepen regulatory capabilities for a converged infocomm media sector.

Adapted from ContentAsia's The Big List 2018

Be included! Please send your details to Malena at malena@contentasia.tv or +65 6846 5982

What's on where...

March 2018	5-7	FICCI Frames	Mumbai, India
	12-13	INTV	Jerusalem, Israel
	13-15	SPORTELASia	Singapore
	19-22	Hong Kong FILMART	Hong Kong
	20-21	CASBAA OTT Summit	Singapore
April 2018	4-6	Content Tokyo	Tokyo, Japan
	7-8	MIP Doc	Cannes, France
	7-8	MIP Formats	Cannes, France
	9-12	MIP TV	Cannes, France
	24-26	APOS	Bali, Indonesia
May 2018	9-11	Busan Contents Market, BCM	Busan, South Korea
	15-23	L.A. Screenings	L.A., U.S.A.
	22-23	PromaxBDA India	Mumbai, India
June 2018	6-7	MIP China	Hangzhou, China
	7-9	Vietnam Telefilm	Vietnam
	11-13	DW Global Media Forum	Bonn, Germany
	12-14	Shanghai International Film & TV Festival TV Market	Shanghai, China
	25	CASBAA Satellite Industry Forum	Singapore
	26-28	BroadcastAsia	Singapore
	26-28	CommunicAsia	Singapore
August 2018	28-29	ContentAsia Summit	Singapore
September 2018	5-7	BCWW	Seoul, South Korea
	13-16	Gwangju ACE Fair	Gwangju, South Korea
October 2018	13-14	MIP Junior	Cannes, France
	15-18	MIPCOM	Cannes, France
	23-25	TIFFCOM 2018	Tokyo, Japan
	30 Oct-1 Nov	CASBAA Convention	Hong Kong
December 2018	3-4	PromaxBDA Asia	Singapore
	5-7	Asia TV Forum & Market, ATF	Singapore

Variety sweeps Korea's favourites

Variety, light entertainment take 9 of Top 10 spots

Variety programming rules in Korea, taking all three top titles for the week of 15-21 February and a combined 22.3 million demand expressions, according to data science company Parrot Analytics. *Running Man* and *Please Take Care of My Refrigerator* also made it onto the list, giving variety five of the top 10 spots.

Light entertainment is also hot, taking three of the spots. Drama took the remaining two.

HBO's *Game of Thrones* was the sole foreign show to make it onto the top 10

overall list, coming in seventh with less than a third of the demand for top title, long-running hybrid reality-variety show, *I Live Alone*, from free-TV broadcaster MBC.

I Live Alone follows single celebrities through their everyday lives. Second-placed *Knowing Bros* (aka *Men on a Mission*, JTBC) is set in a classroom where hosts do their best to answer questions.

Netflix dominated the digital originals with nine of the 10 spots led by *Stranger Things*.

SOUTH KOREA: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	I Live Alone (나 혼자 산다)	10,541,282
2	Knowing Bros (아는 형님)	5,890,237
3	Infinite Challenge (무한도전)	5,873,102
4	My Golden Life (황금빛 내 인생)	5,390,470
5	Youn's Kitchen (윤식당)	4,952,258
6	Mom's Diary - My Ugly Duckling (미운 우리 새끼)	3,400,281
7	Game Of Thrones	3,178,003
8	Running Man (런닝맨)	2,979,278
9	Radio Star (라디오스타)	2,801,578
10	Please Take Care Of My Refrigerator (냉장고를 부탁해)	2,355,077

SOUTH KOREA: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Stranger Things	Netflix	2,291,673
2	Black Mirror	Netflix	1,103,113
3	Altered Carbon	Netflix	805,696
4	Orange Is The New Black	Netflix	752,576
5	Marvel's Runaways	Netflix	744,023
6	The Grand Tour	Amazon Video	736,797
7	Marvel's The Punisher	Netflix	616,178
8	Mindhunter	Netflix	604,479
9	House Of Cards	Netflix	604,055
10	Sense8	Netflix	577,584

Date range: 15 - 21 February, 2018

Market: South Korea

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



Editorial Director

Janine Stein
janine@contentasia.tv

Assistant Editor

Malena Amzah
malena@contentasia.tv

Research Manager

CJ Yong
cj@contentasia.tv

Editorial Research

Aqilah Yunus
aqilah@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP,
International Business Development

Leah Gordon
leah@contentasia.tv

Sales and Marketing (Asia)

Masliana Masron
mas@contentasia.tv

To receive your regular free copy of ContentAsia, please email i_want@contentasia.tv

Published fortnightly by:
Pencil Media Pte Ltd
730A Geylang Road
Singapore 389641
Tel: +65 6846-5987
www.contentasia.tv

MCI (P) 091/11/2015

Copyright 2018 Pencil Media Pte Ltd.
All Rights Reserved.