

Eros boss slams "baseless allegations"

Working with India's CARE to revise credit rating up

Eros International has lashed out at "baseless allegations" it says are being made by short sellers without justification, and has promised to "defend our interests rigorously at all times".

The full story is on page 3

Phoenix boosts Philippines' China footprint

16 ABS-CBN movies head for Phoenix Movie Channel

Chinese service Phoenix Satellite Television has picked up rights to a slate of 16 feature films from Philippines' broadcaster/producer ABS-CBN for its Phoenix Movie Channel. The new titles start going live in September this year, in the original language with Chinese subtitles.

The full story is on page 2

Arthdal ratings inch higher

Studio Dragon share price recovers

There had to have been sighs of relief all round at Studio Dragon this past weekend when ratings of its expensive mega-production, *Arthdal Chronicles* – dubbed Korea's *Game of Thrones* – started rising.

The full story is on page 5

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Phoenix boosts Philippines' footprint in China

16 ABS-CBN movies acquired for Phoenix Movie Channel



Daniel Padilla and Kathryn Bernardo in ABS-CBN's *Barcelona A Love Untold*

Chinese service Phoenix Satellite Television has picked up rights to a slate of 16 feature films from Philippines' broadcaster/producer ABS-CBN for its Phoenix Movie Channel.

The new titles start going live in September this year, in the original language with Chinese subtitles.

The deal – a first for ABS-CBN – is part of broad uptick in syndication activity between Asian markets, driven by streaming services and an increasing appetite for experimenting with new types of programming.

The films include *Barcelona: A Love Untold*, a 2016 romantic drama film starring Daniel Padilla and Kathryn Bernardo.

Phoenix also acquired *Four Sisters and a Wedding*, *My Ex and Whys*, *You're My Boss*, *Everything About Her* and *Can't Help Falling In Love*, along with *Love You To The Stars and Back*, *Dear Other Self* and *Always Be My Maybe*.

U.S. *Parasite* possible?

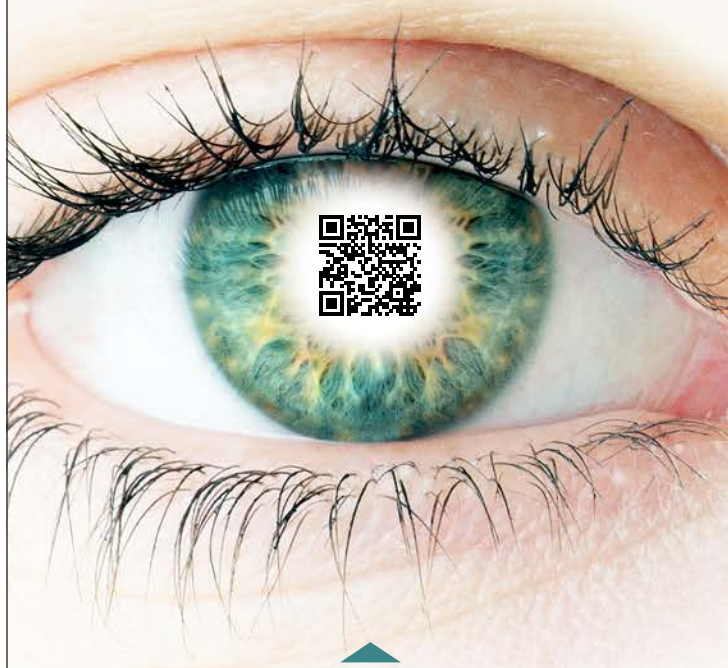
Korea frenzy over Bong Joon-Ho winner

Korean media are all over the possibility of a U.S. drama series based on Palme d'Or winner Bong Joon-ho's movie *Parasite*. The frenzy follows Bong's comment that he was "getting questions from the U.S." about turning the movie into a drama for the U.S. If it does happen, *Parasite* (the movie or drama) will be Bong's second title to be remade in the U.S. after fantasy/thriller *Snowpiercer*. *Snowpiercer* the TV series premieres in the U.S. in 2020. According to news agency Yonhap, *Parasite* has been sold to distributors in more than 190 countries, becoming the most-exported South Korean film ever.

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India's *Lamput* returns to Cartoon Network

Cartoon Network Asia Pacific has picked up a third season of non-dialogue animated chase comedy, *Lamput*, produced by Mumbai-based Vaibhav Studios. Initially a batch of 15-second micro-shorts and two-minute shorts, *Lamput*'s new season is a mix of two- and five-minute episodes scheduled to roll out from early 2020

Medialink lists in HK

Hong Kong distributor Medialink Group has listed on the Hong Kong Stock Exchange, telling investors that it would be investing in the production of animated/live-action media content. The share price rose to a high of HK\$0.45 shortly after its debut, and closed just below HK\$0.24 on Thursday for the Dragon Boat Festival.

Eros boss slams "baseless allegations" Working with India's CARE to revise credit rating upwards

Eros International has lashed out at "baseless allegations" it says are being made by short sellers without justification, and has promised to "defend our interests rigorously at all times".

Kishore Lulla, group chairman/CEO of Eros International, said in a statement at the weekend that "baseless allegations have been made against the company in the past and subsequent frivolous lawsuits have been dismissed with prejudice by the U.S. courts.

"Similar baseless allegations continue to be made by known short sellers without justification. We will continue to defend our interests rigorously at all times."

Announcing a US\$20-million share buy-back programme at the weekend, the company insisted on its "positive business fundamentals and strong financial position".

The statement comes only days after

India's CARE (Credit Analysis and Research Limited) agency lowered Eros' Indian subsidiary credit rating because of a delay in servicing bank loans for April and May.

Lulla said the company was "making it a priority" to work with CARE "to have our credit rating revised upwards in due course".

He added that the Eros Now online streaming platform had 18.8 million paying subscribers and 154.7 million registered users as of 31 March 2019, "far exceeding our target for the full fiscal year 2019 of 16 million subscribers". This represented a 138% increase in paid subscribers over the past 12 months and an 18% increase over the prior quarter.

Eros International's next results will be released on 15 July.

More at www.contentasia.tv

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Outdoor, Cignal stage first Sportscon



Outdoor Channel is staging its first sportscon in an alliance with Philippines pay-TV platform Cignal TV. The three-day ticketed event runs from 18-20 October, featuring local and international sporting and lifestyle brands, activity try-outs, celebrity meet and greets and training workshops and forums.

Scream Asia returns with short-film contest

mm2 Entertainment's Scream Asia horror film festival returns for year two in October with a special focus on horror short films. Submissions for the competition open on 17 June and close on 19 September. Fifteen finalists will be selected, and the top three will be announced at a ceremony on 26 October. One will be selected to develop a feature film with mm2. The festival is organised in conjunction with sister company Cathay Cineplexes. mm2 Entertainment says the aim is to identify and groom potential horror filmmakers.

Arthdal Chronicles ratings inch higher Studio Dragon share price recovers to pre-show levels

There had to have been sighs of relief all round at Studio Dragon this past weekend when ratings of its mega-production, *Arthdal Chronicles*, started rising.

A disappointing debut on CJ ENM-owned cable channel, tvN, on the weekend of 1/2 June was linked with a stock-price nosedive of over 9% as soon as the markets opened on Monday, 3 June.

Nationwide average audience share for episode three on Saturday was 6.435% (AGB Nielsen) rising to 7.705% on Sunday, giving the episode its season-to-date high. Share for Seoul was 8.952%.

The series debuted with 6.729% average nationwide on Saturday, 1 June, rising to

7.310% on Sunday.

Set in a mythical land of Arth, the series – dubbed Korea's *Game of Thrones* – is said to have cost KRW54 billion/US\$45.8 million.

Arthdal Chronicles runs on tvN as an 18-episode series (Netflix streams a 10-episode version) with the finale on 22 September.

Studio Dragon's stock price on Korea's Kosdaq had fallen from a 52-week high of KRW123,500 to KRW73,600 when the markets closed on Friday (7 June).

If *Arthdal Chronicles* took the brunt of the blame for stock market dip, some analysts also mentioned the ongoing blockade of Korean programming in China.

Consumers after "coherent experiences" Digital world demands as tech spend rises

Asia-Pacific consumer spending on tech will reach US\$468.8 billion in 2019, up 4.2% according to the new IDC Worldwide Semiannual Connected Consumer Spending Guide.

Spending on both traditional and emerging technologies will increase by 4% a year CAGR until 2022.

IDC Asia Pacific senior research manager, Lawrence Check, also flags fragmented digital journeys, and says that "organisations will be expected to string these touchpoints into coherent experiences".

Traditional tech including personal computing devices, mobile phones and mobile telecom services will account for more than 97% of consumer spending in 2019. Mobile phones make up more than half of this. Spending growth will be slow though

at a forecast 3.4% a year until 2022.

Emerging tech – including AR/VR headsets, drones, robotic systems, smart home devices and wearables – will, on the other hand, deliver strong growth with a five-year CAGR of 28.2%. IDC expects nearly 5% of all consumer spending will be for these emerging technologies by 2022.

Smart home devices and smart wearables will account for more than 46.3% of the overall spending on emerging technologies in 2019.

Smart home devices will be the fastest growing technology category with a five-year CAGR of 38%. Communication and entertainment are the two largest use cases for consumer technology, representing nearly 70% of overall spending in 2019.



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Who bought what...



Photo Number 6

Thailand's TrueVisions has bought **Photo Number 6**, a 10-part series produced by Really Epic Dog and Mezzanine Films, from Greenhills Media. The travel/adventure/photography series hosted by Alan Fletcher, premieres in August 2019 on the True Explore Channel. True has also acquired five documentaries – **Hopeful Earth** (8x52 mins), **5-Star Monuments** (1x52 mins), **Soundhunters** (1x52 mins), **A Second Life for Food** (1x52 mins) and **Forbidden Paris** (1x52 mins) – from Hong Kong-based Harbour Rights, which has also sold **Yiwu The Biggest Bazaar in the World** (1x52 mins) to Discovery Channel Asia. Three of Chinese producer Croton Media's titles are on streaming channel Rakuten Viki in the U.S. later in June. The first, **Negotiator**, which aired on Hunan TV in February last year, goes out on 14 June. The other two – **Age of Legends** and **My Story for You** – board in late June. The three are part of a bundle of seven titles Croton sold to Rakuten Viki.



Negotiator

ZooMoo, Omens tie up on wildlife series
 Animated show *Leo The Wildlife Ranger* returns this year



Leo The Wildlife Ranger

Blue Ant Media's kids' brand, ZooMoo, is co-producing season two of *Leo The Wildlife Ranger* with Singapore-based animation house Omens Studios.

The 52 x 11-minute CG-animated series about junior rangers Leo and his sister Katie targets pre-schoolers aged three to six.

Production begins this fall. Executive producer is Omens Studios' chief executive, Chi Sim Tang, with Harry Teper representing ZooMoo Networks. Teper is Blue

Ant Media's SVP, kids programming and development, kids and global networks.

Leo The Wildlife Ranger will air on ZooMoo first and will be available for syndication in 2020.

In addition to a slot on ZooMoo globally, season one aired on Discovery (Middle East), Channel 1 (Russia), Globosat (Brazil), CJ ENM (South Korea), Canal+ (Myanmar), as well as streaming platforms such as Tencent in China.

China's Alpha takes on Chuggington
 New season release for 10th anniversary in 2020

China's Alpha Group is Herschend Entertainment Studios' (HES) new global master toy partner for pre-school kids' property, *Chuggington*.

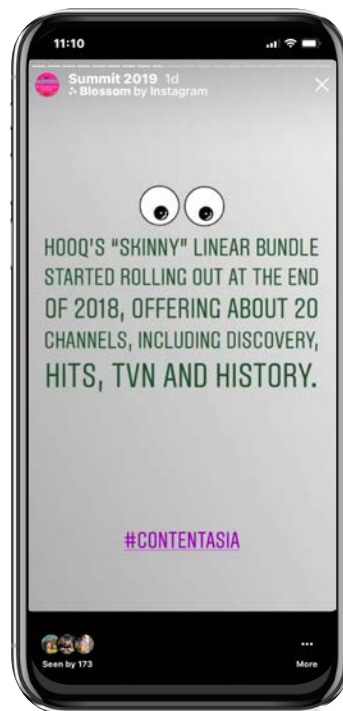
The appointment coincides with the

production of season six of the animated series, and comes ahead of *Chuggington*'s 10th anniversary in 2020.

HES acquired *Chuggington* from Ludorum in December 2018.

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Asianovela Channel debuts Japan drama ABS-CBN pushes digital channel take-up in Philippines



Hana Nochi Hare: Hanadan Next Season

The Philippines' Asianovela Channel airs its first Japanese drama – Tokyo Broadcasting Systems' (TBS) *Hana Nochi Hare: Hanadan Next Season* – later this month.

The expansion of its Asian drama acquisitions is part of ABS-CBN's bid to drive take up of its TVplus digital platform.

Hana Nochi Hare: Hanadan Next Season, which premieres on 24 June, is based on an original Japanese manga series that gained global fame as Korean series, *Boys Over Flowers*, which aired in 2009.

The series airs Mondays to Fridays at 7am with encores at noon and at 8pm.

Taiwan cablers face fines over sports row Regulator stands firm on consumer rights

Taiwanese regulator, the National Communications Commission (NCC), may fine three cable platforms for flouting procedure in dropping the Eleven Sports Channel from 1 June and replacing it with Sportscast Unlimited.

The three – Dafeng Cable Co, Taiwan Digital Broadband and New Kaohsiung Cable TV Co – have a little over 235,000 subscribers combined.

Despite the NCC arbitration, negotiations broke down over carriage fees after three rounds.

According to local observers, the platforms refused to pay Eleven Sports, at

which point the sports service pulled the plug.

What the NCC seems most upset about through is that the operators didn't file the line up changes until 30 May – two days before the channel went dark.

Subscribers are supposed to be notified of channel changes at least five days before the changes come into effect.

The NCC is now insisting on some sort of compensation for subscribers, and entered this week with the penalties still under consideration.

The possible fine is between US\$2,000 and US\$95,000.

COMING SOON!



Stream teams: Who has what where & why in Asia

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“Just have to put yourself out there for the world to see”

Terrace House Japan contestant set for global TV debut in *Legion*



Lauren Tsai as Switch in *Legion* season three

The third and final season of *Legion*, the trippy, mind-bending series based on Marvel Comics, returns later this month with the addition of reality show contestant, model and illustrator Lauren Tsai.

In her debut acting role, Tsai plays time-traveling mutant Switch, who befriends fellow mutant David Haller (played by Dan Stevens). Haller is a young man with schizophrenia who discovers he possesses special powers.

Helmed by creator and executive producer Noah Hawley (*Fargo*), *Legion* is dense and complex programming that has cultivated an obsessive fan base.

Hawley says that in writing Tsai's character, he set out to create someone “who doesn't get a lot of love.”

“She's very different, and she's very useful to David – until she's not,” he says.

“She's a character entering from a very different world. She has a great gift, but the thing about the gift is that it's not free. It takes a toll”.

Tsai developed a fan base of her own after appearing in Netflix's 2016/7 Japanese reality show, *Terrace House: Aloha State*.

After *Terrace House*, she won the part as Switch and moved from Tokyo to Los Angeles late last year to begin filming.

Tsai says she had never watched *Legion* until she got cast, and then binged the first two seasons.

“I fell in love with the character of Switch,” says Tsai, who is of Eurasian descent (her paternal grandparents are from Beijing). She was born in Massachusetts and grew up in Hawaii.

“My character is someone we know doesn't exist just inside of David's head. She's someone very real. There was not even a cell in my body that doubted I was going to take this part.”

Tsai was working as a model and illustrator in Tokyo, where she decamped after high school as part of a gap year, before landing the *Legion* gig. She chose Tokyo, she says, “for art and adventure”.

Being selected as one of the *Terrace House* housemates helped her cope with the shyness she says has dogged her since youth.

“I had to overcome worrying what people would think of me,” she says.

“I realised that no matter what you do, whether you're fake or real, people will dislike you or people will love you. You just have to put yourself out there for the world to see, because otherwise how else will the right opportunities find you?”

Season three details are being kept deliberately scarce. The series is available as part of Disney's slate in Asia from 25 June.

Hawley says only that “endings are always the best part, because that's where the full meaning of the story comes into view”.

“*Legion* is about the collision between childhood and adulthood. It's a grown-up show for children and a children's show for grown-ups. As teens and kids, we want the genre stories, the simple morality of heroes and villains. But adulthood is more complicated and the morality is more complicated. I think what the show does for a younger audience is that it doesn't talk down to them, and it doesn't oversimplify. It's about the things that we do to each other that are hurtful.” – Kavita Daswani

Mongolia

In numbers

Population..... 3.22 million
 Households..... 885,639
 Avg. household size..... 3.6
 Cable TV users..... 387,255
 Internet users..... 2.66 million
 Mobile phone subscribers..... 3.845 million

Source: National Statistics Office of Mongolia (population, households, cable TV, internet, mobile)

Free TV

C1 Television

Founded in 2006, commercial station C1 Television carries local and international content ranging from drama series to sports, news and lifestyle.

Eduainment TV

Mongol Mass Media's TV subsidiary, Eduainment TV (aka EduTV), focuses on education/entertainment. The channel is an active formats buyer and has rights to local versions of *Next Top Model* and *Got to Dance*. The station launched in July 2007.

Mongol Television

Mongol TV (launched June 2009), re-launched in Feb 2013 with an ambitious original production initiative – including a live morning talk show, six times a week, from HD studios in Ulaanbaatar. The network, which reaches about 200,000 households, produces local versions of *Got Talent* and *Shark Tank*.

MNB

Established in Sep 1967, Mongolia's sole public broadcaster, Mongolian National Public Radio & TV (MNB), operates MNB-1 (general entertainment); and MN-2 (launched 2011) offering news and educational, culture and arts programmes for ethnic minorities. MNB produces 6,200 hours of programmes annually. About 50% of funding comes from the state and the rest from licence fees (48%), social advertising and grants.



Chef in your Ear Mongolia

TV5

Launched in Jan 2003, TV5 carries mostly local content spanning news, sports news/programmes, talk shows, kids, food, lifestyle, drama series and reality. Foreign content includes sports and Chinese drama.

TV9

24-hour commercial-free-TV station TV9 was founded in Sept 2003, and was the first channel in Mongolia to broadcast 24 hours a day.

UBS

Ulaanbaatar Broadcasting System (UBS) operates 3 commercial channels: UBS, UBS Music and Ulzii TV.

Subscription

DDishTV

DDishTV is Mongolia's sole DTH operator. The platform delivers local/international SD/HD TV channels to about 320,000 subs nationwide. The company was founded in Jan 2008 and started broadcasting in June 2008.

Mongolia Digital Broadcasting

Launched in 2007, Mongolia Digital Broadcasting (MNBC) was the first broadcaster to offer multichannel digital terrestrial TV services in Mongolia. MNBC deployed DVB-T2/MPEG-4 services in 2013. The goal is to deliver digital television services to outlying areas that lack broadcast infrastructure.

Sansar HD/Sansar Cable TV

Established in Aug 1995 as the first cable TV operator in Mongolia, Sansar HD (Sansar Cable TV) offers about 100 local/foreign TV channels to households in the capital city of Ulaanbaatar.

SkyMedia

IPTV provider, SkyMedia, launched in July 2012. The platform is owned and operated by mobile operator Skytel, and offers more than 100 local/international channels, including 40+ HD channels, bundled as part of its triple-play offering starting from US\$10 a month. SkyMedia's TV anywhere extension, SkyMedia GO, costs US\$3 a month.

Supervision Digital Cable TV

Supervision LLC launched Supervision Digital Cable TV in June 1998. The company also operates private channel Supervision Broadcasting Network (SBN) Television in Mongolia.

Univision

Mongolia's first IPTV operator, Univision, offers 170+ SD/HD TV channels – including international channels – for about MNT9,900/US\$4 a month. Launched in 2010, Univision is the pay-TV subsidiary of triple-play operator Unitel, which also offers broadband and fixed telephone line services. Univision is available in major cities via high-speed fibre-optic technology.

OTT/Online

Mongolia has a lively range of global/regional direct-to-consumer streaming services including Netflix (launched Jan 2016) and Amazon Prime Video (launched Dec 2016).

ORI TV

Mongolia's broadcaster Mongol TV launched ORI TV in March 2018 and had about 5,000 subscribers in August 2018.

The aim is for 10,000 by the end of 2018. ORI TV provides live and on-demand (2,000 hours) content, including locally adapted Japanese *Silent Library* from Nippon TV.

SkyMedia GO

SkyMedia GO, the OTT extension of SkyMedia's IPTV service, offers local/international live channels and select video-on-demand (VOD) content at MNT6,900/US\$3 a month.

Telcos

MobiCom

Established in 1996 as a joint Mongolian+Japanese venture, telecommunications carrier MobiCom provides mobile/fixed communications services in Mongolia.

Skytel

Skytel was established by Univcom (Mongolia), SK Telecom (Korea) and Taihan Electric Wire (Korea) in April 1999. Skytel began offering CDMA cellular service in 2001 and a WAP-based wireless portal service in 2004, and received its 4G/LTE licence in 2016.

G-mobile

G-Mobile Corporation, a national cellular operator, was established in 2006 and launched its services in 2007, servicing mainly users in the rural areas.

Unitel

Unitel began operations in June 2006 and now offers mobile phone, internet, IPTV and satellite services.

Regulators

Communications Regulatory Commission of Mongolia (CRC)

Mongolia's CRC is an independent regulatory agency established by the Communications Act of 2001. It is charged with regulating/supervising competition issues, fixed/wireless telecomms, TV, radio/satellite transmissions and spectrum management.

Communications and Information Technology Authority (CITA)

CITA is responsible for developing and implementing policies of communications, posts, broadcasting and information technologies in Mongolia.

Adapted from ContentAsia's The Big List 2019

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What's on where...

June 2019	6-8	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	14-10	Shanghai International Film & TV Festival TV Market	Shanghai Exhibition Center, China
	17	Avia Satellite Industry Forum	Singapore
	18-20	BroadcastAsia	Singapore
	18-20	CommunicAsia	Singapore
August 2019	20-23	BCWW	Seoul, Korea
	28-29	ContentAsia Summit	Singapore
September 2019	3	Malaysia in View	Kuala Lumpur, Malaysia
	26-29	Gwangju ACE Fair	Gwangju, South Korea
October 2019	12-13	MIP Junior	Cannes, France
	14-17	Mipcom	Cannes, France
	22-24	Tiffcom	Tokyo, Japan
November 2019	4-6	Asia Video Summit	Hong Kong
	6-13	American Film Market & Conference, AFM	Santa Monica, CA, U.S.
	19-21	APOStech	Bali, Indonesia
	19-21	APSCC	Bangkok, Thailand
	20-22	Asian Animation Summit	Seoul, South Korea
December 2019	4-6	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market 2019	Dubai
January 2020	22-24	NATPE	Miami, U.S.
March 2020	25-28	Hong Kong FILMART	Hong Kong
	28-29	MIP Doc	Cannes, France
	28-29	MIP Formats	Cannes, France
	30-2 Apr	MIP TV	Cannes, France
April 2020	1-3	Content Expo Tokyo	Tokyo, Japan

The full list of events is available at www.contentasia.tv/events-list



Wrestling reign continues in Pakistan WWE takes two of the top 10 spots in first week June

Wrestling continues its reign in Pakistan, coming second (even if by a long way) only to *Game of Thrones* for the week of 30 May to 5 June, according to data science company, Parrot Analytics. WWE also took sixth place on the overall top 10 with *WWE Smackdown*, giving WWE its second spot on the list for the week.

Outside of local productions (which are still being onboarded), the top three overall were a mix of drama, sport and superheroes, followed by Indian/Hindi com-

edy/talk show, *The Kapil Sharma Show*.

Two Indian shows – *Sacred Games* from Netflix and *Mirzapur* from Amazon Prime Video – made the top 10 list of digital originals, although both trailed frontrunner *Lucifer*; season four of the devil-decamps-to-L.A. drama debuted as a Netflix original in early May.

Lucifer, which Fox cancelled after three seasons, generated enough demand to make it to eighth place on the overall list.

Top 10 overall TV shows: Pakistan

Rank	Title	Average Demand Expressions®
1	<i>Game of Thrones</i>	24,264,753
2	<i>WWE Monday Night Raw</i>	19,786,069
3	<i>The Flash</i>	12,236,904
4	<i>The Kapil Sharma Show</i>	11,916,142
5	<i>Chernobyl</i>	11,560,887
6	<i>WWE Smackdown</i>	10,701,933
7	<i>Vikings</i>	10,671,823
8	<i>Lucifer</i>	10,576,070
9	<i>Brooklyn Nine-Nine</i>	10,573,628
10	<i>Friends</i>	10,389,362

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

Top 10 digital originals: Pakistan

Rank	Title	Platform	Average Demand Expressions®
1	<i>Lucifer</i>	Netflix	10,576,070
2	<i>Narcos</i>	Netflix	9,133,964
3	<i>Stranger Things</i>	Netflix	8,859,014
4	<i>Sacred Games</i>	Netflix	7,837,436
5	<i>13 Reasons Why</i>	Netflix	7,823,766
6	<i>Mirzapur</i>	Amazon Prime Video	7,789,666
7	<i>Doom Patrol</i>	DC Universe	7,486,196
8	<i>Black Mirror</i>	Netflix	7,203,546
9	<i>Marvel's Daredevil</i>	Netflix	6,326,990
10	<i>Talking Tom And Friends</i>	YouTube	6,157,589

Date range: 30 May-5 June 2019

Demand Expressions® (DEX): The global TV measurement 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.



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