

## No date for return of Eros Now's Narendra Modi original

### Streaming platform ordered to drop drama series ahead of India's election

The blackout of South Asian streaming platform Eros Now's signature original series, *Modi: The Journey of a Common Man*, continues with no sign of a return date. Five of the series' 10 episodes about the life of India's current prime minister, Narendra Modi, were forced off air in India in April by the country's Election Commission after complaints about their ability to influence the election. The full series remains accessible to audiences outside of India on Eros Now's subscription tier. India's polls close on 19 May.

*The full story is on page 4*

## 7 DTT players to return licences

### Thailand's DTT services could drop to 15 from Aug

Seven digital television (DTT) channels from six operators in Thailand have submitted letters of intent to return their licences and exit the digital broadcasting business, potentially leaving only 15 DTT channels on air from August. The seven channels are Channel 3 Family 1 and Channel 3 SD 28, Spring News 19, Spring 26 (formerly known as Now 26), MCOT 14, Voice TV 21 and Bright TV 20. This follows years of drama and the formal implementation of a relief package in April that allows operators to call it quits on DTT dreams and walk away without have to pay any further licence fees.

*The full story is on page 3*

## Rewind debuts in Sri Lanka

### Hits & Hits Movies go live this week with Dialog Television



*Ghostbusters II*

Regional channel operator Rewind Networks enter Sri Lanka for the first time this week in a deal with pay-TV platform Dialog Television. Both channels – Hits and Hits Movies – go live on 15 May.

The just-signed agreement gives Hits Movies its third landing spot in Asia after Singapore (StarHub) and Indonesia (MNC Vision) and adds 1.3 million homes to Rewind's regional footprint.

With the Dialog deal, Rewind's flagship channel Hits ups reach in 14 million homes in 11 countries across Asia. Hits Movies, which rolled out in October last year, now has reach across four million homes.

Hits Movies is part of Dialog's five packs

– Gold (LKR2,099/US\$11.88 monthly), Emerald (LKR1,749/US\$9.90 monthly), Diamond (LKR1,199/US\$6.80 monthly), Pearl (LKR749/US\$4.20 monthly) and Value (LKR12/US\$0.06 daily).

Hits is in the Gold (LKR2,099/US\$11.88 monthly), Emerald (LKR1,749/US\$9.90 monthly) and Diamond (LKR1,199/US\$6.80 monthly) packs.

The regional channels go up in Sri Lanka with season five of *The Nanny* and *Who's The Boss* season three, both of which premiere on Hits on 27 May.

Hits Movies May line up includes *Taxi Driver*, *Batman Forever*, *The Bone Collector* and *Superman*.

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Who bought what...



Flavours

Asian streamer **iflix** premieres two Caracol TV telenovelas – human trafficking drama *Broken Promises* (60x60 mins) and action series *Made in Cartagena* (63x60 mins) – in July/August this year across multiple territories, including Malaysia, Thailand, Philippines and Indonesia. In Taiwan, broadcaster **Public Television Service** (PTS) has picked up two episodes of 4K travel series *Flavors* (1x52 mins each) from Hong Kong-based Harbour Rights. Regional network **Discovery Channel** Asia has also acquired three episodes (South Korea, Java, Thailand) of *Flavors*. The network bought two more titles: country-focused docu *Macau From Above* (52 mins) and *Combat Approved* (20x26 mins), which showcases Russia's most advanced weapons systems. **Malaysia Airlines** and **Air France** acquired two historical mega-structures titles about famous French UNESCO's landmarks: *Master of Fortresses* and *World Heritage Canal*, from Harbour Rights.

## 7 DTT players to return licences

### Thailand's DTT services could drop to 15 from Aug

Seven digital television (DTT) channels from six operators in Thailand have submitted letters of intent to return their licences and exit the business, potentially leaving only 15 (from 22) commercial DTT channels on air from August.

Two other channels of the initial 24 commercial services ran into trouble early on and exited in 2015.

The seven channels on their way out in this latest wave are Channel 3 Family 1 and Channel 3 SD 28, Spring News 19, Spring 26 (formerly known as Now 26), MCOT 14, Voice TV 21 and Bright TV 20.

The six operators submitted their intention for the returns of their DTT licences last Friday (10 May 2019).

The relief package, which includes waiving remaining licence payments and offering a subsidy on network rental fees, was implemented on 10 April this year.

The total value of the relief package is thought to be more than THB38 billion/US\$1.2 billion.

As DTT players lined up to exit, telcos are putting their hands up for additional spectrum.

Three mobile operators – True Move H Universal Communication (TUC), Total Access Communication (DTAC) and Advanced Info Service (AIS) – have started the application process for licenses for the 700-megahertz spectrum.

## Nothing naked on morning TV, NCC says

### Sanlih TV News fined US\$26K over crime footage

Taiwan's regulatory body, the National Communications Commission (NCC), has slapped a NT800,000/US\$26,000 fine on nationwide cable TV network, Sanlih TV News, over naked crime victims on morning television.

The network was summoned for displaying naked men during its 9am news programme in January this year. The NCC found that the footage could "disrupt public order or adversely affect good social customs".

The trouble for Sanlih started with footage of two alleged victims of gang crime being forced to undress and dance over

a charcoal burner. The men were accused of embezzling money.

NCC bosses said that although the channel blurred the men's faces and genitals, viewers could still see that they were naked. The NCC also said the channel should not have aired an act of bullying.

In a separate case, the commission warned CtiTV (Chung T'ien Television) for failing to factcheck an episode of *New Mysterious Zone No. 52* aired on 3 March and an episode of *The Political Gossip* aired on 14 March. 25-year old CtiTV is a nationwide cable TV network owned by Want Want China Times group in Taiwan.



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## Philippines' GMA debuts US\$1.2m news set ahead of elections

Philippines' broadcaster GMA Network debuts its Ps63-million/US\$1.2 million state-of-the-art news set and tech ahead of the country's elections this year. The investment, which includes a 360-degree set along with augmented reality features, and a LED floor and video wall, aims to make GMA's Eleksyon 2019 coverage more engaging and interactive, GMA said, adding that the new design also features a second floor.

## Al-Neama takes over Indosat Ooredoo

Indosat Ooredoo veteran Ahmad Abdulaziz Al-Neama has taken the reigns of the Indonesian telco as CEO. He replaces Chris Kanter, who filled in for about nine months. Kanter remains president director until the next AGM, after which he returns to Ooredoo's Board of Commissioners. Al-Neama has worked for the telco for the past 15 years. Since 2017, he was the Ooredoo Group's chief technology and information officer. In a second appointment announced this month, Vikram Sinha has been made Indosat Ooredoo's chief operating officer.

## Aus Nine picks up Michael Bubl  special

Australia's Nine Network has acquired rights to NBC special *bubl !* from Alfred Haber Television Inc. The one-hour special stars entertainer Michael Bubl ,

## No return yet for Narendra Modi original Streamer ordered to drop drama ahead of India's election



Modi: The Journey of a Common Man, Eros Now

South Asian streaming platform, Eros Now, has not set a return date in India of signature original, *Modi: The Journey of a Common Man*, about the life of India's current prime minister, Narendra Modi.

Five episodes of the series, which tracks Modi's life before he became prime minister, were forced off air in India in April by the country's Election Commission after complaints about its ability to influence the election.

The 10-episode series remains accessible outside of India as part of the international subscription-tier line up.

India's polls close on 19 May, and producers have told local media that they are confident a return date will be set.

Eros Now premiered five episodes of the series in early April, about a week before the seven phases of India's election started. The balance of the episodes were scheduled to air from the middle of April.

*Modi: The Journey of a Common Man* is directed by Umesh Shukla.

In a letter to Eros Now, the Election Commission noted that the series "showcases the different phases of life of PM Shri Narendra Modi, from childhood to becoming a national leader".

The commission said that "any biopic material in the nature of biography/hagiography sub-serving the purposes of any political entity or any individual entity connected to it, which is intended to, or which has the potential to disturb the level playing field during the elections, should not be displayed in electronic media including cinematograph during the operation of the MCC [Model Code of Conduct]".

The commission said the code of conduct had come into effect from the date the election was announced on 10 March 2019, and ordered Eros to remove the five episodes "till further orders".

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The population consuming English-language content online is miniscule. If we want to create an OTT platform for the real India, we need to go across languages. We launched in India [in early 2018] with 12 languages. We launched globally in October last year, and in April this year added five international languages – Malay, Thai, Bahasa Indonesia, German and Russian – for a total of 17 languages globally. This makes us the first OTT platform to offer Indian content customised for mainstream audiences across markets at such a large scale.”

**Archana Anand**

*Chief Business Officer, Zee5 Global*

**APOS 2019**

Ed's note: Our one-on-one interview with Archana Anand was conducted prior to APOS 2019. There's more on Instagram Stories at [contentasia.tv](https://www.contentasia.tv) as well as on our online platform at [www.contentasia.tv](https://www.contentasia.tv)



“There’s room for a lot of different tones and styles. We are not trying to define ourselves by a single style of show.”

**Melissa Cobb**  
VP, Kids and Family,  
Netflix



APOS 2019

Netflix has premiered three made-in-Asia animated series this year – *Larva Island* (based on Korean IP), pre-school show *Yoohoo to the Rescue* (also from Korea), and *Mighty Little Bheem* (non-verbal pre-school slapstick from India's Green Gold). Also coming this year is animated feature, *Over the Moon*, from China's Oriental Pearl.

“Asia is a huge growth area for family and kids,” says Melissa Cobb, Netflix's VP for kids and family.

She describes the latest originals as “really great examples” of the kind of product coming out of Asia, “and that's really encouraging for us because they're doing well in their home territory, but they're also doing very well for us outside of Asia.

*Mighty Little Bheem*, for instance, was greenlit firstly because of its relevance for

India and has become a “really big show in Brazil.

While the full impact of Disney's exit from Netflix by 2020 is not yet clear, Cobb says kids and family content will continue to be core to the offering. About 60% of Netflix's viewers watch kids and family content every month, she says.

“In recent years, we have shifted towards more internally produced content, content that we're commissioning from the beginning versus licensing from other people. And part of that is to really lean into being able to have a diverse offering of content that is reflective of our very diverse audience globally,” she said on the sidelines of this year's APOS in Bali in April.

Animation is a particular focus. “A lot of great animated content comes from Asia. So there's a really nice synergy

there because not only can we create content in Asia that is really well suited to the Asian market but also that will travel really well globally, which is ideal for us.”

The typical Netflix kids series could be, well, anything. “There's room for a lot of different tones and styles because we're not trying to define ourselves by a single style of show,” Cobb says.

In Asia as everywhere, Cobb says children, “as soon as they become aware of the world around them, have an expectation “that the shows they watch will reflect that world in a really clear way, that there will be a diversity of characters,” she says.

“That speaks to the idea of global citizens growing up with more empathy for other cultures and other ways of living”.

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# Laos

## In numbers

Population..... 6.8 million  
 Households.....1.2 million  
 Avg household size..... 5.3  
 Cable TV subscribers..... 1.5 million  
 Internet users (fixed/mobile)..... 2 million  
 Internet penetration rate..... 29%  
 Mobile phone subscribers..... 5.95 million  
 Mobile phone penetration rate..... 87%  
 Active social media users..... 2 million

Source: Lao Statistics Bureau (HH), Ministry of Post and Telecommunication (cable TV, population, internet, social media, mobile)

## Free TV

### Lao National Television

State-owned broadcaster, Lao National Television (LNTV), operates two channels: LNTV1 (news, current affairs, politics, education, society) broadcasting for 18 hours; and LNTV3, a 24-hour general entertainment service. Most of LNTV's international content is from China, South Korea, Japan and Vietnam.

### Lao PSTV

Lao Public Security TV (Lao PSTV), established in April 2012, is a 24-hour satellite station operated by the Ministry of Public Security. The aim is to disseminate political information and to reinforce public security. Lao PSTV carries only local content.

### Lao Star TV

Lao Star was established in Feb 2007 after the Art & Cultural Promotion Club signed a 30-year concession with Lao National Television in Dec 2006 to create an entertainment channel under the Ministry of Information, Culture and Tourism. Lao Star transmits 24 hours with a 100% local schedule (70% produced in-house) of entertainment and cultural programming.

### MV Lao Television (MVLao)

MV Lao Television was established in 2006 by Thailand's MV Television under Lao's Ministry of Information and Cul-



Steve Backshall VS the Vertical Mile, BBC Earth on LaoSat DTH

ture. The 24-hour channel offers local/regional entertainment programming.

### Television Lao

Television Lao (TV Lao) and the Ministry of Information, Culture and Tourism's Department of Mass Media agreed in December 2012 to create a private sports and arts station. TV Lao began full time broadcasting in March 2013, and now offers sports, news, documentaries, culture, socio-economic affairs, business and tourism-related programming, delivered via satellite/cable networks in Vientiane and some provinces.

## Pay TV/Cable/DTH

### InfoSat-Laos

InfoSat-Laos established its Ku-band DTH platform in Oct 2016, offering 15+ HD/SD channels.

### Lao Cable Television

In 2002, Laos' government established a JV with Chinese cable company, Yang Ching Sung Tu Electrical, in an

effort to curb Thai TV dominance. The venture, Lao Cable Television, offers about 50 local/regional/int'l channels. The platform is 85% held by Laos' Yang Ching Sung Tu Electrical and 15% by Laos Ministry of Information and Culture's Department of Mass Media.

### Lao Digital TV

Digital terrestrial broadcaster Lao Digital TV (LDTV), offers more than 50 TV channels, including international and regional (Chinese, Thai, Vietnamese) services, to about 50,000 households in Vientiane and three provinces. Established in November 2007, Laos Digital TV was the result of a 2006 ASEAN resolution calling for a digital migration solution. The network is a US\$2.65-million JV between mainland China's provincial station Yunnan TV (via subsidiary Yunnan Wireless Digital TV Culture Media), free-TV broadcaster LNTV and Lao Technology Development.

### Laosat DTH

Laosat DTH launched in 2016 offering more than 130 international and local channels to all 17 provinces in Laos.



## Streaming/OTT

Laos remains a low-value proposition for streaming platforms. Consumers have access to global/regional platforms, none of which are customised for the country in either content or pricing.

## Production

### Humanitarian Media Agency

Video production house Humanitarian (Huma) provides a complete media solution from branding to project level communication components, activities and advertising.

### Lao Art Media

Established in 1999, Lao Art Media has been producing films and content, including documentary/fiction series since 2000.

### Mekong Kayaks

Mekong Kayaks provides line production, film and fixer services for the production of documentaries, films, reality TV and music videos, among others.

### Remote Asia Media

Remote Asia Media provides a one-stop service for film and media. Services include location scouting, film permits, guides/interpreters, and import/export of technical equipments.

## Regulators

### Ministry of Information, Culture and Tourism

The Ministry of Information, Culture and Tourism (MICT) regulates/develops the media industry. The Information department takes care of TV/radio, press and related media affairs.

### Ministry of Posts and Telecommunications

The Ministry of Posts and Telecommunications develops ICT infrastructure. Aims include coverage for 90% of the total rural areas in the country by 2020.

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## What's on where...

May 2019	14-24	L.A. Screenings (Independants)	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
	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.
	TBC	APSCC	Bangkok, Thailand
December 2019	4-6	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market 2019	Dubai

The full list of events is available at [www.contentasia.tv/events-list](http://www.contentasia.tv/events-list)



## All eyes on *Game of Thrones* in Vietnam

*GoT*, *Ellen* & *The Voice Vietnam* sweep demand

*Game of Thrones* killed everything in Vietnam for the week of 2-8 May, coming in at double the demand of its closest competition – *The Ellen Degeneres Show* and the local version of singing talent competition *The Voice of Vietnam*, which ran neck and neck for second and third places, according to data science company Parrot Analytics.

Between them, the three gathered more demand expressions than the rest of the titles on the top 10 overall list for Vietnam.

The rest of the list was a mixed bag of comedy, anime, drama and kids, with demand for *Peppa Pig* almost level with that of *Marvel's Agents of S.H.I.E.L.D.*

The digital originals list is more diverse than it used to be when Netflix ruled supreme, at least for this particular week, when DC Universe's *Doom Patrol* ran ahead of *The Umbrella Academy* and *Love, Death and Robots*. CBS All Access took three titles on the list – *The Twilight Zone (2019)*, *Star Trek: Discovery* and *The Good Fight*.

### Top 10 Overall TV shows: Vietnam

Rank	Title	Average Demand Expressions®
1	<i>Game of Thrones</i>	10,118,636
2	<i>The Ellen Degeneres Show</i>	5,299,582
3	<i>The Voice of Vietnam (Giọng hát Việt)</i>	5,287,348
4	<i>The Big Bang Theory</i>	3,263,939
5	<i>The Voice: US</i>	3,216,826
6	<i>One Punch Man (ワンパンマン)</i>	3,141,254
7	<i>Modern Family</i>	2,969,413
8	<i>The Blacklist</i>	2,895,367
9	<i>Marvel's Agents of S.H.I.E.L.D.</i>	2,749,443
10	<i>Peppa Pig</i>	2,732,231

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

### Top 10 foreign digital originals: Vietnam

Rank	Title	Platform	Average Demand Expressions®
1	<i>Doom Patrol</i>	DC Universe	2,325,679
2	<i>The Umbrella Academy</i>	Netflix	2,314,964
3	<i>Love, Death and Robots</i>	Netflix	2,113,840
4	<i>The Twilight Zone (2019)</i>	CBS All Access	2,063,457
5	<i>The Grand Tour</i>	Amazon Prime Video	1,929,870
6	<i>Star Trek: Discovery</i>	CBS All Access	1,644,641
7	<i>Star Wars: The Clone Wars</i>	Netflix/Disney+	1,500,581
8	<i>Black Mirror</i>	Netflix	1,460,763
9	<i>The Good Fight</i>	CBS All Access	1,312,126
10	<i>The Act</i>	Hulu	1,053,879

Date range: 2-8 May 2019

Demand Expressions® (DEX) is 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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