

Malaysia's Enjoy TV goes live

Platform pushes legal streaming box message

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The full story is on page 2

Discovery Asia digs in on Viet distribution split



HGTV formally joins AFC at Thaole, Q.Net keeps Discovery

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The full story is on page 2

What else is inside...

- StarHub slashes channel pricing by 75%, shifts value to fibre broadband
- Sony's Alistair Jennings takes on new role at MPAA in Asia
- Gaumont greenlights India production
- PLUS a whole lot more...

The Founder

Visionary Shogun Ieyasu

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Property Brothers

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The former Scripps home/lifestyle brand has been testing with limited language customisation on VTCab since November last year – six months after a renewal row between VTCab and high-profile distributor Q.Net that left channels from HBO Asia, Disney, Fox Networks Group, Sony Pictures Television Networks Asia, Turner and Discovery off air.

Discovery channels are not yet back on air, although last month's Lunar New Year peace deal put six linear channels – CNN, BBC World News, Bloomberg, Fashion TV, Fox Sports and Cartoon Network – back on the VTCab/Viettel dial from 1 February. HGTV is also part of Viettel's Next TV's line up.

New shows on the March schedule include *Property Brothers* season seven (premieres 15 April), *Flip or Flop Nashville* (14 March premiere), *Island Life* season five (from 15 March).

Malaysia's Enjoy TV goes live

Platform pushes legal streaming message



Launch of Malaysian subscription platform, Enjoy TV, in Kuala Lumpur on 1 March

New Malaysian subscription platform, Enjoy TV, took to market on 1 March with a hail mary message – being legal – in a market rife with illegal streaming boxes.

Enjoy TV & Film Broadcasting Corporation (ETBC) bosses obviously think their anti-piracy message is worth a try, urging rights holders to come on board and help nurture the industry.

Licensed under the MCMC's CASP(I) Broadcasting License, Enjoy TV pledged at the launch in Kuala Lumpur on Friday (1 March) "to work hand-in-hand with the government in their efforts to eradicate piracy".

Enjoy TV's promo price is RM390/US\$95.60, including a year of free Enjoy TV subscription. Subscription costs RM365/US\$89.50 a year.

Penetration targets in Malaysia are an initial 100,000 households in six months, rising to 300,000 households by the end of year one in March 2020.

Plans include a roll out in the rest of the Asean region "to bring more Malaysian content to the international arena," the company said during the launch.

Enjoy TV also plans to co-produce a feature film, *I Believe*, with China's CCTV. The film will be directed by Yoko Chou.

Details were not immediately available. Lead actor Wang Rui attended the Enjoy TV launch party.

The broadband-connected Enjoy TV box, with a built-in "smart home" solution, offers a bundle of international linear television channels, including China's CCTV channels, NHK World Japan, Arirang Korea and Deutsche Welle, along with video-on-demand movies and TV shows, smart home system as well as karaoke.

"Enjoy TV aims to provide Malaysians with a diverse and economical TV platform," Enjoy TV's co-founder/CEO Yoko Chou said.

In his speech at the opening, deputy speaker of Malaysia's Dewan Rakyat, Haji Mohd Rashid Hasnon, described the creative content and technology industry in Malaysia as "fast growing, influential and high potential sector".

He also urged the local and international content incumbents to help "strengthen and nurture the industry further by making their presence available in all legal platforms such as Enjoy TV".

Enjoy TV, which will be at Filmart in Hong Kong this month, has not disclosed its acquisitions budgets.

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StarHub slashes channel pricing by 75% Value shifts to "homehub" & fibre broadband

Singapore's StarHub has slashed video channel subscription rates by 75% and dropped outdated mandatory extra charges for "HD upsize" as part of its latest fibre broadband contract bundles, according to subscription proposals seen by *ContentAsia*.

At the same time as reducing the value of video content, the breakdown of the bundled broadband/TV subscription trebles the price of broadband, replacing old cable plans with fibre connectivity.

The "HomeHub Plus" offer includes 1Gbps fibre broadband for S\$68.80/US\$50.77 a month and six months free, along with 1GB mobile broadband and a digital voice home line at no extra charge.

The fibre broadband plan replaces cable broadband, which costs S\$22.90/US\$16.90 a month.

Ultimately though, once the free promotional period is over, the total dollar value of the monthly subscription is much the same – the big difference being the value shift away from content and towards connectivity.

The proposal we saw offered a two-year fibre contract, including six basic/entry-level linear channel groups for S\$13.91/US\$10.27 – a steep dip from the previous cable subscription of S\$55.64/US\$41 (S\$47.08/US\$34.74 plus the not-optional S\$8.56/US\$6.32 "HD upsize").

The six basic packs are world news, education, entertainment, Chinese infotainment, Chinese entertainment and lifestyle.

Upsize genre pack pricing remains the same. This includes the Qiang Dang Yu Le Pack at S\$28.90/US\$21.33 a month and other HD packs at S\$26.75/US\$19.74 a month.

StarHub's new pricing is part of the company's recent #HelloChange campaign, introduced at the end of last year under chief executive Peter K, who joined in July last year.

#HelloChange, built around the "smart home" concept, also includes 50GB "worry-free" data for S\$20/US\$14.76 a month as an add-on option to existing mobile plans and unlimited weekend data for an additional S\$6/US\$4.43.

ESPN adds ICC clips to cricket site Digital deal puts ICC clips back on ESPNcricinfo

ESPN has acquired digital clip rights for the International Cricket Council's ICC Men's Cricket World Cup 2019 across 10 countries in Southeast Asia as well as Hong Kong for 25-year-old cricket website, ESPNcricinfo, with additional rights – including Australia and the U.K. – for flagship site ESPN.com.

Using data from 2015, when ESPNcricinfo attracted more than 1.6 million unique users (source: Adobe Omniture) across Southeast Asia and Hong Kong, ESPN says the 2019 audience is expected to top two million.

Digital clips from each match will feature highs and lows and reviews. The clips will run as part of a broader content initiative that includes a series of special

features in the run up to the tournament.

ESPN said its digital cricket traffic traditionally surged during the ICC Cricket World Cup, with the 2015 tournament bringing growth of 163% across Southeast Asia and Hong Kong compared to the 2018 annual monthly average for ESPNcricinfo. Video starts have also grown over 175% across the region from 2015 to 2018.

Star Sports, now owned by Disney as part of last year's Fox acquisition, has global broadcast rights for all ICC events until 2023. The ICC carved out rights to license in-match digital clips to third parties from the main broadcast agreement with Star Sports.

Jennings exits Sony Pictures Television Asia for a role at MPAA



Alistair Jennings has exited Sony Pictures Television's Hong Kong licensing/syndication Asia HQ after seven years for a role at U.S. studio-funded copyright protection agency, Motion Picture Association of Asia (MPAA). The new role as vice president for Asia-Pacific content protection is effective from April and based in Hong Kong. Jennings was most recently SPT's VP, sales, international distribution.

Gaumont, Dattani tie-up on new series Preti Taneja's *King Lear* tale shoots on location in India

Indian producer Dina Dattani (*Brahman Naman*, *Mukti Bhavan*, *The Ashram*) is collaborating with *Narcos* producer/distributor Gaumont on a TV adaptation of Preti Taneja's novel, *We That Are Young*.

The story reimagines Shakespeare's *King Lear* and is set in modern-day India, tracking the battle for power within a billionaire family dynasty in a nation of constant transformation and for the love and respect of a father disappearing into dementia.

In a statement out of the U.S., U.K. and Mumbai, Gaumont

U.S. television president, Gene Stein, described Taneja's debut novel as "a work of epic scope and depth, providing a deep insight into today's India, and the clash of tradition with modernisation, as well as nuanced sexual politics".

The series will be shot on location in India with "an elevated dramatic storyline with true global appeal", Stein said. The production timeline has not yet been disclosed.

Dattani, previously head of business and legal affairs in India for 21st Century Fox's Fox Star India, is executive producer on the TV series.



Dina Dattani

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ABS-CBN boosts Indonesia footprint

Channel trio goes live
with Ninmedia freesat



Brothers

The global unit of Philippines' media conglomerate, ABS-CBN, is rolling out three Filipino channels in Indonesia in a distribution partnership with Indonesia's free-TV satellite platform Ninmedia.

The three services rolling out in Indonesia are international channel flagship The Filipino Channel (TFC), ABS-CBN Sports + Action, and Lifestyle Network.

The carriage alliance, announced at the end of February, builds on ABS-CBN's audience in Indonesia for original dramas such as *Pangako Sa 'Yo* (Janjiku) and *On the Wings of Love*, which aired on local free-TV channels.

Current programmes on TFC include FPJ's *Ang Probinsyano* (Brothers) and *The General's Daughter*.

Ninmedia launched in 2016 and broadcasts mostly local channels across Indonesia via satellite. Other foreign channels on the platform are Al Jazeera and Bollywood channel Zee Boskop.

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Viu rolls out in South Africa

Freemium app goes live with SABC, eTV and Vodacom



Viu launch in South Africa

PCCW Media's Viu streaming platform has landed in Africa for the first time, debuting in South Africa with a multi-level pricing structure and content licensing deals with the country's top broadcasters.

Viu's debut lineup pulls premium local titles – *Uzalo* and *SkeenSaam* – off YouTube as part of an exclusive digital rights deal with the state-backed South African Broadcasting Corporation (SABC). Viu has also signed a licensing deal with privately owned eTV.

The freemium platform, offered for R69/US\$4.87 a month (or R20/US\$1.41 a week or R5/US\$0.35 a day), also has exclusive rights to new and library titles from the

SABC, including *Imbewu* and *Scandal*, and 18 library titles along with Viu originals from around the world, including from India, Thailand, the Philippines and Malaysia. Local originals are being planned.

PCCW Media's MD, Janice Lee, said during the launch in Johannesburg on 28 Feb that Viu had 30 million monthly active users, with more than 37.5 billion minutes of video consumed. She also said Viu released more than 900 original episodes in 2018.

Viu has partnered with telco Vodacom to offer the premium on-demand service, which is available from the iOS app store, Google Play and the Huawei app gallery.

Measat adds Himalaya TV HD to video hotspot

Malaysian satellite Measat has added linear television channel Himalaya HD to its Measat-3 video neighbourhood for Nepal and Asia Pacific. The nine-year-old privately owned channel, based in the Nepalese capital of Kathmandu, airs news and entertainment programming.

The new channel increases Measat's video neighbourhood in Nepal to eight channels.

Measat's orbital slot at 91.5°E is home to three satellites – 3, 3a and 3b. Himalaya TV HD was acquired by local media brand, Online Khabar, in the middle of last year.

Australia's FetchTV ups transparency in partner app update

75% of Fetch users pay for linear subscription packs, Lorson says

Australia's FetchTV has rolled out an update to its partner Ratings App that offers activity breakdowns, media source info and an activity summary.

The activity breakdown function offers live insights into free-to-air usage (live, recorded, catch up), subscription (live, recorded, catch up), SVOD/Apps (consolidated), TVOD/EST/MovieBox (consolidated), and YouTube.

The "media source" info shows the source of content viewing on Fetch – terrestrial, IP, hard drive – for ISP partners. The data does not yet include recordings being made, just content being viewed, FetchTV chief executive, Scott Lorson, said this week.

The new "activity summary" is a line graph that shows breakdown by viewing type, and is similar to the channel summary.

Additional info sent to partners this morning shows that 75%-80% of Fetch subscribers watch TV daily.

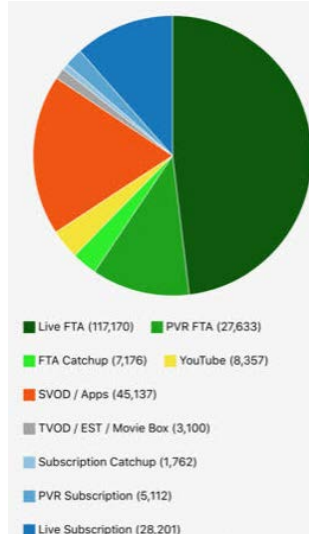
In addition, 75% of Fetch subscribers have a linear subscription pack(s), and that 65% of Fetch subscribers have an SVOD service(s), Lorson said.

Lorson also said that 82% of Fetch subscribers have access to YouTube, of which 40% use. Fetch's Gen 2 set-top boxes do not support YouTube.

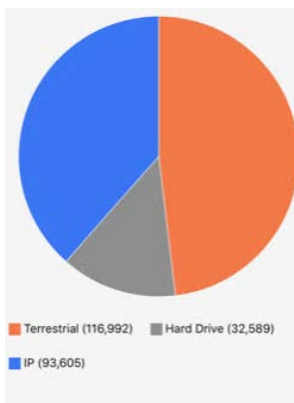
80% of Fetch subscribers use their Fetch set-top box to view free-to-air channels.

New...

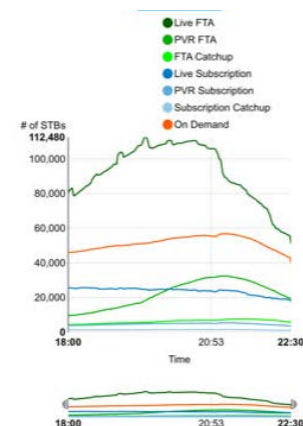
Activity Breakdown
National @ -6min
Media Source
(243,648 households)



Activity Breakdown
National @ -6min
Media Source
(243,186 households)



Activity Summary



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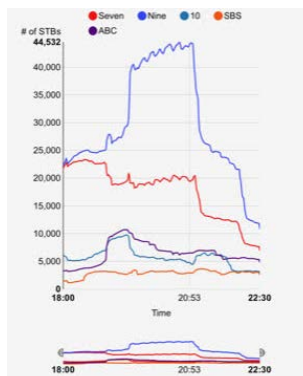
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Channel Summary



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Thailand

In numbers

Population..... 69.04 million
Households..... 23 million
TV households..... 22 million
TV penetration..... 98%
Internet users (fixed/mobile)..... 45.2 million
Broadband internet subs..... 9.3 million
Mobile phone subs..... 124.81 million

Source: World Bank (population), Office of National Broadcasting and Telecommunications Commission, NBTC (internet, broadband, mobile)

Free TV/DTT

Channel 3/33HD/28SD/13Family

Bangkok Entertainment Company (BEC) operates Channel 3, a nationwide terrestrial analogue TV station (licence runs to March 2020). BEC is the free-TV arm of BEC World, which also holds three DTT licences – 33HD (general entertainment HD), 28SD (general entertainment SD) and 13Family (kids/family). The DTT channels launched in April 2014 and are operated by DTT unit BEC-Multimedia. The group is also involved in radio broadcasting, production and distribution of TV shows, sports events and music videos.

Channel 5/HD

Channel 5 was established in 1958 by the Royal Thai Army aiming to bridge understanding between the army and the people. The 24-hour schedule covers infotainment, news, factual, entertainment, educational and teleshopping. The programming split is 70% informative/30% entertainment.

Channel 7/HD

Bangkok Broadcasting & TV (BBTV) launched Channel 7 in Nov 1967. In 2014, BBTV launched Channel 7 HD, a simulcast broadcast of the analogue service. The 24-hour SD/HD schedule includes news, drama series, game shows, movies and sports. Channel 7 is one of Thailand's most active formats players, having aired, among others, cooking



Nakee, JKN Global Media

competition *MasterChef Thailand/Junior S2* and singing competitions *Still Standing Thailand S5* and *Singer Takes It All Thailand S3* in 2018.

Channel 8 (SD)

RS Television, a subsidiary of RS Public Company, launched digital terrestrial (DTT) channel, Channel 8 (formerly delivered via satellite), in May 2014, offering Indian drama, local drama and sports (boxing), as well as variety shows, animation, news and movies. Channel 8 has about 400,000 regular viewers (Dec 2018). More than 90% of the content is produced in-house. RS also owns and operates four satellite channels: Channel 2, Sabaidee TV, YOU Channel and Sun Channel. Local co-production partners include JSL Global Media, Kantana Group and Happy Together.

Channel 9/MCOT HD/MCOT Family

Channel 9 is owned/operated by the Mass Communications Organisation of Thailand (MCOT), a former state enterprise under the Office of the Prime Minister. The 24-hour general entertain-

ment schedule is 70%+ in-house content. Foreign offering includes a one-hour BBC First programming block (weekends 10pm), which launched in Feb 2019. In 2014, MCOT began broadcasting two digital terrestrial channels – MCOT HD and MCOT Family (aka MCOT 14). MCOT is also involved in radio and online news.

GMM 25 SD/One 31 HD

Thai media conglomerate GMM Grammy owns and operates two variety digital terrestrial channels – GMM 25 (SD) and One 31 (HD). Both launched in April 2014. Key genres are drama, variety and sports.

Mono29 (SD)

Mono Group, which secured its digital TV licence (variety SD) in 2013 with a bid of THB2,250 billion/US\$71 million, launched Mono29 in April 2014. The 24-hour station offers local and international content, including drama series, movies, animation, game shows, variety and sports.

Nation TV/Now 26 (SD)

Nation Multimedia Group (NMG), established in July 1971 as an English-

language daily newspaper, owns and operates eight businesses. These include two 24-hour SD commercial digital terrestrial TV channels – news Nation TV (aka Nation 22) and variety channel Now 26. Nation TV is predominantly local news. Now 26's line-up is a mix of local and foreign content, including financial/economic/business news, lifestyle, entertainment, formats and drama series. DTT services started in April 2014. The licence runs until April 2029.

NBT

National Broadcasting Service of Thailand (NBT) is a 24-hour news/information channel and a division of Thailand's Public Relations Department. NBT was established in 1985 with THB300 million/US\$8 million from the Japan International Cooperation Agency (JICA) and began transmissions in 1988.

PPTV HD36

Digital terrestrial station PPTV HD36 was established in April 2014 by Bangkok Media and Broadcasting. News makes up about 31% of the line-up, followed by variety (21%), sports (21%), drama and other series.

Thai PBS

Thai PBS, launched in Jan 2008, carries 25% international content (docu, kids, animation, drama series, movies, education, edutainment). Thai PBS, which began digital transmissions in April 2014, is also a network/service provider for other Thai DTT channels.

Thairath TV

Thairath TV, a variety HD channel by Triple V Broadcast, launched in April 2014 with a 50:50 news/variety schedule. The digital terrestrial licence runs for 15 years until 2029.

Workpoint TV (Channel 1)

Workpoint TV, established in April 2014 by local production house Workpoint Entertainment, is a general entertainment channel offering drama/soap opera, game shows and variety programmes, among others. The 24-hour station also acquires foreign content.

Subscription TV

AIS Playbox

IPTV platform, AIS Playbox, offers linear TV/VOD, as well as access to streaming service iflix and Doonee, via the AIS fibre broadband network. AIS, which is also one of Thailand's mobile operators, has about 676,700 fixed broadband subscribers. AIS also has 40.6 million mobile subs (Sep 2018).

DTV

Thai satellite operator, Thaicom, provides broadband network, content services and satellite dish/set-top box sales via direct-to-home subsidiary DTV (established June 2009), which carries more than 200 SD/HD channels.

Good TV

DTH platform Good TV (formerly Free-View HD, launched in 2015), targets Bangkok/large cities. Subscriptions start from THB300/US\$9.45 a month.

PSI

PSI transmits to more than 10 million households nationwide. The platform offers select TV content via its own PSI TV Anywhere brand available on internet-connected devices. PSI launched in 1989 as a free-satellite TV provider, and was recognised as a pay-TV operator by regulator, the NBTC, in 2014.

TOTiPTV

Thailand's state-owned telco, Telecom of Thailand (TOT), launched IPTV platform TOTiPTV in Oct 2012 for TOT broadband subs in the Bangkok area. The service rolled out nationwide in Jan 2013. The platform offers about 150 local/int'l channels. Monthly subscriptions start from THB150/US\$4.70 for 90 TV channels.

TrueVisions

TrueVisions operates a pay-TV platform with about 200 channels, including must-carry digital terrestrial channels. The platform had four million subs (2.3 million paying, Sep 2018), and said live broadcasting and HD viewing remained key contributors for increasing subscription revenue.

OTT/Online

AIS Play

Telco AIS' OTT AIS Play service streams live TV channels and VOD content to AIS mobile subscribers. AIS, which had 40.6 million mobile subs in Sep 2018, recorded 1.8 million are active/paying AIS Play subs.

Bflix

Content management/distribution company, JKN Global Media, unveiled its OTT platform Bflix at end 2018. Bflix offers live TV channels and VOD of Indian and Philippines' drama series. Subscriptions range from THB199/US\$6.30/month to THB1,999/US\$63/year.

Bugaboo TV/Bugaboo Inter

Founded in 2011 by broadcaster BBTv, Bugaboo TV is an AVOD platform (geo-blocked for Thailand) offering over 35,000 library titles from free-TV Channel 7 (CH7). Content includes drama series, news, sports, music and entertainment available via online portal and mobile app. Bugaboo Inter, which is the SVOD extension of Bugaboo TV, launched in mid 2018 and is available globally. Bugaboo Inter offers over 5,000 hours of CH7 content at THB199/US\$5.99 a month. Both services are managed by BBTv's mobile/online subsidiary, BBTv New Media.

CH3Thailand/Mello

CH3Thailand (formerly 3Live) and Mello are online platforms from BEC World, the operator of free-TV service Channel 3. CH3Thailand is an on-the-go service offering real-time TV programmes from three BEC DTT channels (Channel 33HD, 28SD, 13Family). Mello offers access to current/reruns of Channel 3 shows. BEC operates two other online platforms: Krobkrakao, a news site; and social media site CH3 Thailand.

Doonee

Doonee offers 10,000+ hours of fully localised (dubbed/subtitled) TV content, including movies, TV series, factual and animation from around the world. Subscription costs THB150/US\$4 a month or THB1,500/US\$41 a year for unlimited usage and access by up to five devices.

Doonee trial-launched in Oct 2014 and rolled out commercial services in Jan 2015. The platform is distributed via telcos, broadband operators and smart devices, including AIS, TOTiptv and Samsung Smart TV.

Hollywood TV

Launched in March 2014, Hollywood TV streams 10,000+ hours of VOD movies/TV series/live channels from THB199/US\$6.30 a month (unlimited access). Most Hollywood titles are available with the original English-language soundtrack and Thai/English subtitles.

Hooq

Hooq launched in Thailand in May 2015, offering Hollywood and local movies/TV content. In Thailand, Hooq is available from THB45/US\$1.44 for 7 days to THB1,069/US\$34 for one year. Hooq is offered stand-alone or as part of AIS Playbox, free for 12 months with selected plans.

iflix

iflix rolled out in Thailand in Nov 2015. The premium iflixVIP plan is THB100/US\$3.15/month or THB1,000/US\$31.50 a year. iflix is available via telco AIS.

Line TV

Online streaming TV service Line TV is an extension of messenger app, Line. Line TV launched commercially in Thailand in Feb 2015. Geo-blocked for Thailand, Line TV bundles TV series, variety, entertainment, animation, music videos, sports, lifestyle and live/catch-up content from 161 local/international content partners for free. Line TV, which started monetising content in late 2016 via pre-roll advertising, is owned by Tokyo-based Line, a subsidiary of Korea's Naver Corp.

Luve

Luve is a millennial-focused online platform offering short-form mostly local videos across genres. Digital media entertainment company, WebTVAsia, launched Luve in Jan 2017.

Monomax

Monomax offers 20,000+ hours of VOD content, consisting of local/international Korean/Chinese/Indian drama series,

movies, animation and TV shows, among others, bundled in two packages: THB250/US\$7.85 a month and THB2,500/US\$78.50 a year. The Mono group launched the SVOD service in 2011 as Doonung.com, rebranded as Monomax in Feb 2016.

MVHub

Video streaming service MVHub is scheduled to launch in Thailand at the end of Jan 2019, promising over 30,000 hours of Chinese movies and entertainment content from mainland China, Hong Kong and Taiwan, with Thai-language subtitles. Subscription fees will start from THB189/US\$5.90 a month. TVB Hong Kong's TVB Anywhere is part of MVHub, which is owned and managed by MV Television (MVTV), the operator of six satellite TV channels in Thailand: MVTV Family, Modern India TV, Major Channel Mix, Five Channel, Esan TV and Major Channel Asian. The group aims to extend the on-demand service in Myanmar, Laos and Cambodia in the middle of 2019 with subtitles in local languages.

OTV

Launched in Sep 2017, OTV is operated by OTV Network, offering 5,000+ online clips of local, regional and international content ranging across drama, variety, music, news and short films.

Tencent Online

Tencent Online (formerly known as Sanook Online) is mainland Chinese giant Tencent's Southeast Asia beachhead. Tencent began buying into Sanook in 2010, acquiring a 49% stake at end 2010 for just under US\$11 million. By end 2016, Tencent owned 100%. The holding company was renamed at the end of 2016. The deal gave Tencent full control over Thai online content/UGC portal Sanook! and music streaming service Joox.

TOTIPTV (MeTV)

Launched in 2015, TOT's streaming service, TOTIPTV, is an extension of the company's IPTV platform. The OTT service bundles free movies/series and streaming services MonoMax and Doonee via TOTIPTV set-top box.

TrueID

TrueID launched in 2017, replacing TrueVisions Anywhere (launched 2013). TrueID offers live-TV streaming, catch-up and on-demand services for TrueVisions/True subscribers. The catalogue consists of TrueVisions' premium channels and TVOD titles/original series/live sports.

Ving MCOT

State enterprise MCOT Plc, supervised by the Office of the Prime Minister, started testing its "Ving MCOT" service with telcos AIS and True at the end of 2018. Launch date has not been confirmed (as of Jan 2019).

Viu

Hong Kong telco PCCW's regional mobile streaming platform, Viu, launched in Thailand in May 2017, and has a distribution partnership with telco AIS. The premium monthly subscription costs THB99/US\$3.11.

Production

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.

GDH 559

GDH 559 specialises in producing online TV content. Clients include Line TV. GDH's first online series was 2013's *Hormones*, about Thai teenagers. Production credits include *Brother of the Year* (2018), *I Hate You, I Love You* (2017), *Gasohug* (2016) and *Stay* (2015). GDH (Gross Domestic Happiness) is the production subsidiary of Thai media conglomerate GMM Grammy.

Heliconia H Group

Heliconia was established in 2005 specialising in original/international TV formats, including game show *Cash Cab Thailand* S4 for Channel 9; and cooking competition *MasterChef Thailand* and *Iron Chef Thailand* for Channel 7.

JKN Global Media

Listed Thai content management and distribution company, JKN Global Media, specialises in factual production, collaborating with international brands such as National Geographic, History and Discovery Channel. JKN is also involved in news production, via entity JKN News Limited, a global news and news channel producer under the JKN CNBC brand. JKN also owns and manages five linear channels and OTT Bflix.

JSL Global Media

JSL Global Media set up in 1979 to produce content for the Royal Thai Army Radio and Television's Channel 5 and expanded to supply content for other TV channels.

Kantana

Kantana has, since 1951, expanded across media sectors, starting with radio and adding production, post-production, movies, animation, facilities rental, sports/eSports, airtime sales, marketing and broadcasting. The most recent TV shows are season two of *Drag Race Thailand* and *The Face Thailand*.

Panorama Worldwide

Panorama Worldwide was established in 1993 and has produced over 300 TV documentaries and public relations programmes for organisations/companies in Thailand and abroad. Panorama also produces TV programmes for cable and satellite TV platforms.

Shellhut Entertainment

Shellhut Entertainment was established in 2005 as a subsidiary of shellcraft

manufacturing and exporting company, Shellhut. Shellhut Entertainment specialises in animation, offering full production services, including pre- and post-production.

TV Burabha

TV Burabha is a production company specialising in Asian documentary/factual, including wildlife and educational entertainment, as well as food and travel series.

TV Thunder

TV Thunder (TVT) was founded in Nov 1992 by former DJ Sompong Wannapinyo, who switched to TV production to avoid music piracy issues. Commercial operations started in 1993. The company has produced more than 200 TV programmes, ranging from big international shows to controlled budget formats. Credits include *La Banda Thailand*, *Take Me Out Thailand*, *The Price is Right Thailand* and *Take Guy Out Thailand*.

Workpoint Entertainment

Workpoint Entertainment was established in 1989. The company produces original and localised international formats and sells its own formats and dramas to broadcasters in Laos, Vietnam, Cambodia and Myanmar.

Zense Entertainment

Zense Entertainment was established in 2010, and produces for broadcasters such as Channel 7 and PPTV. Formats credits include 13 adaptations for Thailand, including *Still Standing Thailand*

and *Money Drop Thailand* for free-TV national broadcaster Channel 7, and *Crazy Market* and *Show Me The Money* for digital terrestrial channel PPTV. Zense also creates and produces original content, including singing game show *Singer Auction* and talent show *The Producer*. The two titles, which were created with a global audience in mind, kicked off export of Zense's own home-grown formats to the international market in 2018.

Regulator/Associations

Media Agency Association of Thailand (MAAT)

Publishes reports and promotes professional advertising/business ethics.

National Broadcasting & Telecommunications Commission (NBTC)

The NBTC was established to assign radio frequency and to regulate the broadcasting and telecommunication services in Thailand. Duties and responsibilities are to regulate all broadcasting and telecommunication services in the country through formulating a master plan on broadcasting and telecommunications activities.

Thailand Cable TV Association

Established in 1983, TCTA is tasked to develop, support and supervise the cable TV industry in Thailand.

Adapted from ContentAsia's
The Big List 2019



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ContentAsia's directory listings are updated continuously.

If you would like to be included, send your details to Malena at malena@contentasia.tv or +65 6846 5982

What's on where...

March 2019	5-7	SportelAsia	Macau
	11-12	INTV	YMCA Jerusalem, Israel
	12-14	FICCI Frames	Mumbai, India
	18-21	Hong Kong FILMART	Hong Kong
	19	Indonesia in View	Jakarta, Indonesia
April 2019	2	The Future of Video – India 2019	Mumbai, India
	3-5	Content Expo Tokyo	Tokyo, Japan
	6-7	MIP Doc	Cannes, France
	6-7	MIP Formats	Cannes, France
	8-11	MIP TV	Cannes, France
	23-25	APOS	Bali, Indonesia
May 2019	8-10	Busan Contents Market (BCM)	Busan, Korea
	14-24	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
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



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Fantasy/sci-fi tops Taiwan demand

Wide genre mix characterises top 10 in last week Feb

HBO's *Game of Thrones* (GoT) topped Taiwanese demand in the last week of February, beating back zombie drama *The Walking Dead* and the much newer Korean blockbuster, Studio Dragon's US\$22 million fantasy thriller, *Memories of the Alhambra*. With a little more than a month to go until the premiere of the final season, GoT was the only show that broke through the one million demand expressions mark, according to data science company Parrot Analytics.

The rest of the top 10 list was an eclectic mix of genres, including Nickelodeon's

iconic *Spongebob Squarepants* in fourth place, sandwiched between *Memories of the Alhambra* and U.S. sitcom *Modern Family*, and followed by CBS' sci-fi series, *Star Trek: Discovery* (the only digital original on the overall list) and two local Taiwanese productions – tourism and cuisine series *Super Taste* and variety show *Mr Player*.

While top spot on the digital list went to CBS, the rest of the list for the week was dominated by Netflix, whose clear run was broken by mainland Chinese drama, *Story of Yanxi Palace* and DC Universe's *Doom Patrol*.

Top 10 overall TV shows: Taiwan

Rank	Title	Average Demand Expressions®
1	<i>Game of Thrones</i>	1,015,175
2	<i>The Walking Dead</i>	969,400
3	<i>Memories of the Alhambra</i> (알함브라 궁전의 추억)	697,957
4	<i>Spongebob Squarepants</i>	657,225
5	<i>Modern Family</i>	639,378
6	<i>Star Trek: Discovery</i>	634,891
7	<i>Super Taste</i> (食尚玩家)	633,856
8	<i>Mr. Player</i> (綜藝玩很大)	628,008
9	<i>The Big Bang Theory</i>	626,604
10	<i>True Detective</i>	620,535

Top 10 foreign digital originals: Taiwan

Rank	Title	Platform	Average Demand Expressions®
1	<i>Star Trek: Discovery</i>	CBS All Access	634,891
2	<i>Stranger Things</i>	Netflix	426,439
3	<i>The Umbrella Academy</i>	Netflix	398,429
4	<i>Narcos</i>	Netflix	358,776
5	<i>Marvel's The Punisher</i>	Netflix	335,001
6	<i>House of Cards</i>	Netflix	320,917
7	<i>Sex Education</i>	Netflix	319,066
8	<i>Black Mirror</i>	Netflix	309,725
9	<i>Story of Yanxi Palace</i> (延禧攻略)	iQiyi	297,360
10	<i>Doom Patrol</i>	DC Universe	290,099

Date range: 20-26 February 2019

Demand Expressions®: 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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