

Thai BEC fast tracks international IP agenda

"The world has become a huge content market," says new boss Ariya Banomyong

Listed Thai broadcaster BEC World has re-upped its exclusive syndication deal with Bangkok-based media company, JKN Global, driving its year-old international distribution strategy forward with a broad slate of current and library drama titles. The new deal covers nine Asia Pacific markets, Europe, Middle East & Latin America.

The full story is on page 2

SpongeBob retains top spot in Indonesia

Animation sweeps demand with 50% of top 10

Animation swept video demand in Indonesia for the week of 27 June to 3 July, taking five of the top 10 spots, including the top three on a list led by Nickelodeon's *SpongeBob SquarePants*, according to the latest insights from data science company Parrot Analytics.

The full story is on page 15

Plus....

- Astro returns morning talk show, commits to 155 episodes
- Country profile: Malaysia
- STB picks Singapore five in S\$1.5m content grant
- Netflix's *Stranger Things* makes little mark in Asia

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STB picks Singapore five in S\$1.5m content grant

Singapore musicians, grandparents and local food and crime are among the topics that won five local filmmakers grants from the Singapore Tourism Board's (STB) Fast Forward Fund for Singapore-based content creators. The fund, launched in October last year, received more than 100 submissions. Two of the five winners are from The Creative Room, with one each from The Hummingbird Co, mm2 Entertainment and Rifyal Giffari. The contest theme was "passion made possible", and the winners include a web factual series about grandparents visiting places in Singapore and sharing experiences. Each of the winners will receive up to 50% of qualifying costs (up to S\$300,000/US\$220,433 per entry), including third party costs for creative development, production, distribution and marketing.

All-platform Pacquiao extravaganza on ABS-CBN

Philippines' broadcaster ABS-CBN will air the Manny "Pacman" Pacquiao and World Boxing Association (WBA) super welterweight champion Keith Thurman fight on 21 July across all platforms, including radio. The match from Las Vegas will air on ABS-CBN free-TV Channel 2 with a replay on ABS-CBN S+A later the same afternoon. The live fight without commercials will air on Sky Sports PPV. The fight will stream on ABS-CBN's iWant streaming platform on 22 July.

Nordic thriller Alex heads for China, Korea

Agents in China and South Korea have picked up rights to the second season of Nordic thriller *Alex* from boutique co-producer and distributor APC Studios. The six-part series, produced by SF Studios and Nevision for Viaplay, is represented in China by Elisa/My Nordic TV (China) and by Green Narae Media in South Korea).

Thailand's BEC pushes int'l agenda

Global footprint expanded with new JKN distribution deal



From Left: Nathasiri Thanapattienlert, Content and Sales Director (JKN), Banpot Chawangorn, Chief Investment Officer (JKN), Anne Jakrajutatip, CEO (JKN), Ariya Banomyong, President and Director (BEC), Charkrit Direkwattanachai, Chief Corporate Affairs Officer (BEC) and Ron Kamnuranthip, Chief Commercial Officer (BEC)

Listed Thai broadcaster BEC World has re-upped its exclusive multi-country syndication deal with Bangkok-based media company, JKN Global, driving its year-old international distribution strategy forward with new and library drama titles such as period romcom *Thong Ek – The Herbal Master* and *The Crown Princess*.

The new deal covers nine markets in Asia Pacific, as well as the whole of Europe, the Middle East and Latin America. In Asia, JKN will represent BEC World in the Philippines, Indonesia, Malaysia, Brunei, Singapore, Korea, Japan, Australia and New Zealand.

BEC World's newly appointed president and director, Ariya Banomyong, says the international market represents enormous potential revenue growth for BEC, which has in the past focused on its domestic free-TV service Channel 3 with in-house syndication activities limited to neighbouring Asian countries and the United States.

"The world has become a huge content market," Banomyong says, adding

that he would like to see syndication sales revenue double from its current single digit contribution to the company's total revenue.

The target is driven by clear changes in consumer viewing habits around the world. "Consumer tastes are changing, opening up," he says.

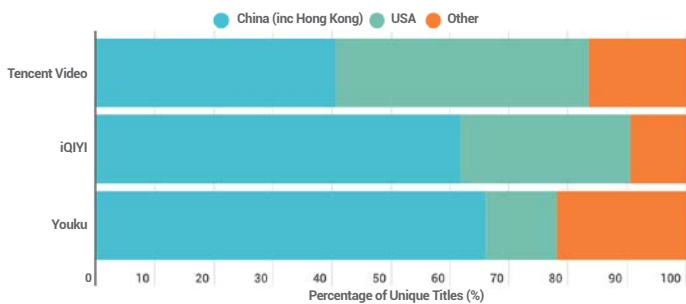
The most significant opportunity for Thai content is likely to be drama series, which, with multiple episodes and time to build audiences, are less risky than movies. BEC produces 30-40 dramas a year.

JKN's initial deal with BEC World in mid-2018 put almost 500 hours of BEC drama series in the Philippines in a deal with national free-TV broadcaster GMA, as well as in Malaysia. Banomyong said strong performance in these two markets underpinned hopes for take up of Thai drama among viewers elsewhere. JKN Global chief executive and managing director, Anne Jakrajutatip, said the quality of Thai drama was rising along with the appetite for high-quality productions among audiences around the world.

Local content takes 60% of China SVOD slates

U.S. titles make up about a third of streaming line-ups, Ampere says

Content availability for BAT SVoD services in China (Q1 2019) – by Production Country



Source: Ampere Analytics Q1 2019

Almost 60% of programme slates on China's three largest streaming platforms – Tencent Video, iQiyi and Youku – in the first three months of this year was local, says research company, Ampere Analytics.

"The use of local content in China is far higher than other single-language markets, but is partly influenced by local censorship rules and local demand," the company said.

U.S. content accounts for around a third of streaming catalogues, but other international suppliers "have some way to go to crack the huge potential offered by the market".

The three Chinese streamers account for two in five SVOD subscriptions globally.

Tencent is by far the most international, although it has the smallest content offering. About 40% of Tencent's catalogue is Chinese compared to almost 70% at Youku.

Movies dominate, with between 80% and 90% of the total content. "This is far higher than for SVOD services in North America or Europe, which are typically composed of around 60% movie content, and have increasingly been downsizing movie catalogues in favour of a wider array of TV seasons," Ampere said.

India rumour mill high on Zee, Dish TV, Bharti buyout

India enters the second half of the year filled with mergers and acquisition speculation, led by Comcast's interest in Zee (and possibly involving a stake by James Murdoch) and rumours that Dish TV is about to sell out to telco giant Bharti Airtel's satellite-delivered pay-TV platform, Airtel Digital TV. Neither of the companies has commented. Dish TV, which acquired Videocon d2h in 2016, has a 40% market share. Airtel Digital TV has 22% of India's 70 million satellite TV subs.

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Korea's Hyundai rolls out TV shopping network in Australia

Korea's Hyundai Home Shopping is rolling out a full-time TV shopping channel – Open Shop – in Australia at the beginning of August. The five initial cities will include Sydney and Melbourne, expanding to the rest of the country by 2021. The new venture involves a partnership with Seven Network, and follows initiatives in Vietnam, Thailand and Taiwan.

Unnati Ashar joins Zee Live

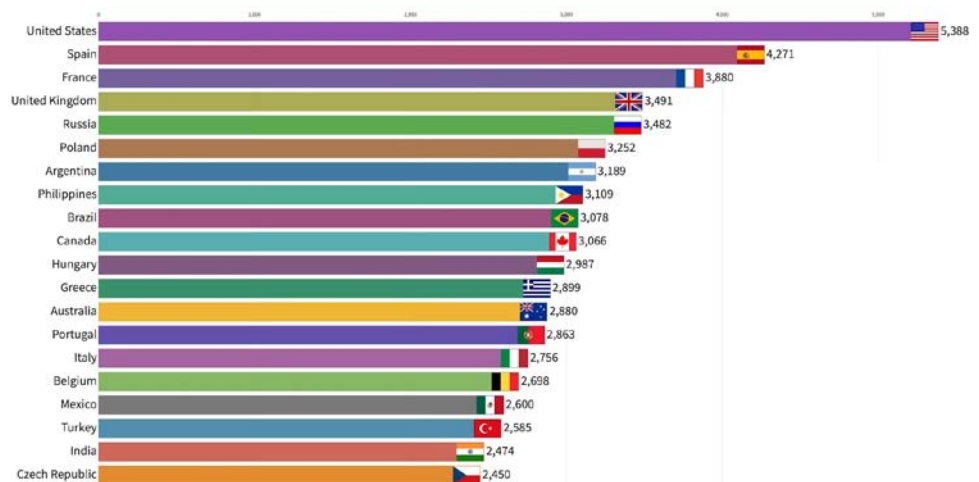
Unnati Ashar is the new product head of Zee Live's Live IP business, charged with developing the branded content division. Zee Live is the live events unit of Zee Entertainment Enterprises. Properties include Arth, LF 91, Zee Educare and Supermoon. Ashar reports to Swaroop Banerjee.

CJ ENM's Tooniverse focuses on young celebs

Korean media conglomerate CJ ENM is deploying cartoon channel Tooniverse for its Toonistar talent initiative, which aims to create the next group of young stars. Seven children – six girls and a boy – have been identified for the new slate of web dramas and series, including *Joahseo*, the story of a child web content creator scheduled to air in August.

Stranger Things makes little mark in Asia

Demand for Netflix series highest in Philippines, India



As of 29 June 2019. Source: Parrot Analytics' cumulative demand for *Stranger Things* 2019 report (daily per capita audience demand for each market added up on a cumulative basis beginning 1 Jan 2018 up to and including 29 June 2019). Parrot Analytics' global TV demand measurement is based on 250+ million unique users tracked globally.

The Philippines topped Asia's demand for Netflix series *Stranger Things* in the 18 months to end June, ahead of the season three launch on 4 July.

On 29 June 2019, the Philippines placed eighth, down from the top spot it occupied at the beginning of 2018, on a list

topped by the U.S., Spain and France.

No other Asian country made it anywhere near the top 10 in demand for the series across the 18 months.

India hovered close to the bottom, dropping from 13th spot in February 2019 to 19th place on 29 June 2019.

Pakistan's Pemra wins latest round

In the latest twist of a long-running row, Pakistan's Islamabad High Court has rejected an effort by the country's broadcasting association to halt the issuing of new TV licences.

Pemra is defending its decision to issue licences for new satellite TV channels

and the Pakistan Broadcasters Association (PBA) is holding tight onto its petition to block the move.

PBA says Pemra has overstepped its authority in issuing 119 channel licences – 39 more than it is mandated to issue.

Full story at www.contentasia.tv



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Astro returns morning talk show

Malaysian platform commits to 155 episodes stripped weekdays



Hosts of *Mingguan Wanita* season two, Astro

Malaysia's Astro returns live female-skewed talkshow *Mingguan Wanita* for a second 155-episode season today (8 July) with an earlier slot and an extended presence across the morning schedule.

The new hour-long series airs on Astro Prima and Prima HD, stripped Mondays to Fridays at 11am-12pm. The finale is scheduled for 7 Feb 2020.

Season one, which ran from 13 June 2018 to 7 June 2019, aired three times a week – Wednesdays to Fridays – from noon to 1pm.

Mingguan Wanita, an adaptation of a magazine published 41 years ago, is hosted by Siti Elizad, Erra Fazira, Sherry Al Hadad, Norman Hakim and Radin Amir (ERA), along with Fadzilah Kamsah, Muhaya and Imam Muda Ashraf.

Daily topics include health and beauty (Mondays), current affairs and lifestyle (Tuesdays) food and travel (Wednesdays). *Mingguan Wanita* will also be available online via Astro Go and Astro on-demand.

BBC tech show launches on Kompas TV

An Indonesian edition of BBC's tech programme, *Click*, premiered on local news channel Kompas TV for the first time at the weekend in an 11.30am Sunday slot. Produced by BBC News Indonesia, the weekly half-hour show in Bahasa Indonesia looks at digital developments around the world, with special focus on Indonesian talent and innovation. *Click* is also available on the BBC News Indonesia YouTube channel and will stream live on OTT platforms such as iflix and Hooq.

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PTS rolls out new Taiwanese channel

Taiwan's public service broadcaster, Public Television Service (PTS), has launched new Taiwanese-language channel, Tai gi, following last year's approval of a NT\$400 million/US\$12.8 million budget by the country's Executive Yuan. The new service will carry news, game shows, arts, drama and sports. Government culture bosses are driving a cultural equality message with the new channel. Taiwan already has two indigenous stations – Hakka Television and Taiwan Indigenous TV.

Gogate joins BBC Studios India

Sameer Gogate has joined BBC Studios India as business head of production in India. He reports to Myleeta Aga, based in Singapore. Gogate previously worked for Eros International, Endemol and Viacom. His most recent job was head of revenue and business development at PCCW Media-owned Viu India.

Namanzee Harris takes over TV Alhijrah

Namanzee Harris has been appointed TV Alhijrah's new chief executive. Harris, most recently head of content and innovation strategy for Astro, took over at the beginning of July. He previously managed Astro's religious channel Astro Oasis. The new leadership is part of a broad plan to make TV Alhijrah the leading Islamic broadcasting station in Asia.

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In numbers

Population..... 32.66 million
 Households..... 8 million
 Avg. household size..... 4.1
 Pay TV households..... 7.4 million
 Pay TV penetration rates..... 87.3%
 Fixed-broadband subs..... 2.7 million
 Mobile-broadband subs..... 38.8 million
 Broadband penetration rates..... 127.1%
 Postpaid mobile subs..... 12 million
 Prepaid mobile subs..... 30.9 million
 Mobile phone penetration..... 131.4%
 Fixed telephone subs..... 6.4 million
 Fixed telephone penetration..... 19.7%

Source: companies, Department of Statistics Malaysia (population, HH/size, TV HH), Malaysian Communications and Multimedia Commission (pay TV/BB/mobile/fixed-tel)



Maharaja Lawak Mega, Astro

Free TV

Media Prima Sdn Bhd

Media Prima operates four free-TV channels – flagship channel TV3 (www.tv3.com.my), 8TV (www.8tv.com.my), ntv7 (www.ntv7.com.my), and TV9 (www.tv9.com.my) – launched and/or acquired between 1984 and 2005. TV3, set up in June 1984, was Malaysia's first privately owned free-to-air TV channel. TV3's mass market schedule targets Malay-speaking audiences with shows such as singing competition *Anugerah Juara Lagu* and lifestyle series *Nona*. 8TV (launched Jan 2004), targets 15-24 year old urban youth/Chinese audiences with a local/international programmes. ntv7 (launched April 1998) was acquired by Media Prima in 2005. ntv7 targets 25+ year-old urbanites/Chinese viewers with variety shows, drama series, movies, news, sports and music. TV9 targets mass youth market (15-29 years old) with a mix of reality, entertainment, drama, telemovies and religious programmes. Media Prima acquired TV9 in Sep 2005.

TV AlHijrah

Established in Sept 2009 as Malaysia's first Islamic TV service, TV AlHijrah started broadcasting in 2010. The aim is to educate, entertain and unite the community. The offering is predominantly local, ranging from kids/youth and sitcoms to entertainment, reality, science/education, news, magazines, dramas and movies. TV AlHijrah targets Muslim and non-Muslim adults below 40 years old, and is owned and operated by Malaysia's government-owned Al Hijrah Media Corporation.

TV1/TV2/TVi

Founded in April 1946, Malaysia's public broadcaster, Radio Television Malaysia (RTM), operates two national TV channels – news/entertainment service TV1 and TV2, which offers 80:20 local and acquired/international content. An agency under the Ministry of Information, Communication and Culture, RTM also operates 36 radio stations, digital TV service TVi on Astro, and free online VOD/catch-up platform MyKlik.

Subscription

Astro

Astro Malaysia Holdings Berhad launched in 1996 and remains Malaysia's biggest subscription platform with a presence in 5.7 million households (Apr 2019). Astro operates about 193 channels, 11 radio brands, mobile platform Astro Go (see *Streaming*), multiple online destinations and e-shopping, as well as free-TV platform Astro Njoi and is increasingly involved in eSports. Astro has its own production unit, produces/commissions about 12,000 hours a year, and owns film production house Astro Shaw. Astro shuttered its regional Tribe streaming platform at the end of 2018.

unifi TV

Unifi TV (formerly HyppTV) is an IPTV service owned and operated by Malaysia's dominant telco, Telekom Malaysia (TM). Unifi TV offers 100+ channels, including 67 in HD. Unifi TV, which is offered as part of a triple-play service (internet, TV, voice), also has an OTT extension play-



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TV@unifi. TM reported 1.32 million unifi customers in Mar 2019.

Streaming

Malaysian consumers have access to a wide variety of online/streaming services, including South Asian platforms **ErosNow** (US\$5.98 a month/US\$54.88 a year); **YuppTV** (RM9.99/US\$2.40 a month); global streaming service **Spul** (launched 2012) targetting South Asian audiences; Indian direct-to-consumer platform **ALTBalaji** (rolled out in 2017); global platform **Viki**; **iTunes** (launched VOD services in Jan 2016); and **Amazon Prime Video** (launched Dec 2016 as part of the global roll-out). These platforms are not customised for Malaysian audiences. Tailor-made streaming services are...

Astro GO

Astro launched Astro GO (formerly Astro on the Go) in May 2012. The mobile platform offers 91 local/international live channels and more than 25,000 hours of VOD content with selected content available to download. The Astro GO app had 2.2 million registered users (Apr 2019).

dimsum

dimsum is a Malaysian streaming service operated by SMG Entertainment Sdn Bhd, a part of Star Media Group, focusing on Asian content delivered via mobile and smart TV apps as well as web browsers. dimsum launched in Nov 2016 and offers about 10,000 hours of content from across Asia. In Q1 2019, dimsum boosted its Thai offering with 350 hours of drama from Thai's BEC World/Channel 3; the deal was brokered by Bangkok-based distributor JKN Global and includes period romcom *Thong Ek – The Herbal Master*, *The Cupids* and fantasy drama *Nakee*. Monthly subscription is RM15/US\$3.80 with 30 days free access and five concurrent connections.

hurr.tv

Launched in April 2016, hurr.tv streams original content featuring home-grown talent on its own website and YouTube. The YouTube channel had nearly 62

million views and 399,724 subscribers (June 2019). hurr.tv, which stands for Hip, Urban, Relevant and Real Television, targets viewers aged 15+. Content focuses on lifestyle, fashion, fitness, travel, music, events and contemporary issues.

ifix

ifix is a video-on-demand platform focused on Malaysia, Philippines and Indonesia with a mixed free/subscription model. Expansion initiatives in the Middle East, Africa and the rest of Asia were scaled back in 2018. Launched in May 2015, ifix offers access to linear channels and international/regional/local TV series and movies, along with an originals slate. The service costs RM10/US\$2.50 a month in Malaysia. ifix is owned by investment company Catcha Group and Evolution Media Capital. Distribution partners in Malaysia are telcos TM, Digi, Maxis, Celcom and UMobile.

MyKlik

MyKlik, owned/operated by state-backed broadcaster Radio Television Malaysia (RTM), is a free online video portal offering live streaming of six RTM channels, including national free-TV channels, TV1 and TV2, and 22 radio channels. The service also offers free catch-up of select content from TV1 and TV2.

Netflix

Netflix launched in Malaysia in Jan 2016. Subscription rates start from RM17/US\$4 for the mobile plan (via mobile/tablet only, unlimited content) to RM51/US\$12.30 a month for the premium plan (unlimited content).

playTV@unifi

Owned and operated by Telekom Malaysia (TM), unifi PlayTV (formerly HyppTV Everywhere) is an OTT TV extension of TM's IPTV service, unifi TV. PlayTV@unifi is available to both unifi subscribers and non-subscribers.

tonton

Malaysian media conglomerate Media Prima's over-the-top service, tonton, offers live streaming, catch-up, premium/original content and entertainment archive of over 36,000 hours for free to

users in Malaysia via YouTube and stand-alone apps. Content comes primarily from Media Prima's terrestrial networks – TV3, TV9, ntv7, 8TV. tonton, which launched in Aug 2010, has pulled back subscription initiatives, closing its SVOD tier and regional services in Singapore and Brunei in Aug 2018.

Viu

Hong Kong telco PCCW launched Viu in Malaysia in Feb 2016 as a standalone app and via partnerships with Telekom Malaysia, Maxis, Digi and U Mobile. Viu maintains a strong Korean line up, along with local content from partners such as Media Prima/Primeworks and Double Vision. Content for Malaysia is subtitled in Bahasa Malaysia, English and simplified Chinese. Ad-free option with access to premium content costs RM10/US\$2.40 a month.

WebTVAsia

WebTVAsia was founded in 2013 by Prodigee Media as an online multi-channel network (MCN) for Asian content. The service commands 390 million subscribers globally with 25 billion minutes (or five billion views) of watch time monthly (June 2019).

Digital TV

MYTV

Established in 2014, MYTV Broadcasting was appointed by the Malaysian government to develop/operate facilities for Digital Terrestrial TV (DTT).

Production Facilities

Pinewood Iskandar Malaysia Studios

An integrated production facility offering 100,000 sq ft of film stages and 24,000 sq ft of TV studios, along with workshop space, production offices and post-production facilities as well as a 65x65m green-screen water tank.

Production

Astro Productions

Astro Productions is the in-house production unit of pay-TV broadcaster Astro,

and produces content for both local and regional markets.

Astro Shaw

Established in 1996 by Astro Malaysia Holdings, Astro Shaw has producing more than 75 feature films across genres in Malay, Chinese and Indian languages. The company also acquires/distributes movies for release in Malaysia and the region. Production credits include *The Garden of Evening Mists*, based on Tan Twan Eng's best-selling book.

Biscuit Films

Biscuit Films was involved in the production of 2018's *Crazy Rich Asians*, 2016's comedy drama series *Gap Year* season one and Netflix's 2014/5 epic mini-series *Marco Polo* in Malaysia. The company also produces feature films, TV movies and commercials.

Dosfellas

Dosfellas produces factual and entertainment content for international broadcasters and platforms, including the recent *Bangkit* for iFlix as well as for History Channel, National Geographic Channel, Al Jazeera International, Channel NewsAsia and NHK.

Double Vision

Double Vision produces more than 200 hours of content a year. Credits include the region's first adaptation of scripted format *The Bridge*; Malaysia's first live-animated/special effects drama, *Ryujin Juwara*; Malaysia's first Emmy-nominated drama *A Time For Us*; and the first season of *MasterChef Malaysia*. Double Vision launched in 1988, and is the production arm of, Vision New Media, which operates production and post-production facilities.

Global Station

Established in 2000, Global Station has been involved in the production of local adaptations of scripted formats, including *Alamatnya Cinta (Full House)* in 2018, and *Dendam Aurora (Tuscan Passion)* in 2017. Global Station was also involved in drama series, *Haryati*, in Indonesia, *Wadi Unung (Australia)*, *Dia Bukan Maryam (Mecca)* and *Suria di Cordoba (Spain)*.

Homegrown Productions

Launched in 2004, Homegrown Productions is best known for comedy reality show *Maharaja Lawak*. The production house was also involved in singing formats *Malaysian Idol* and *One in a Million* season one.

Ideate Media

Ideate Media develops, produces and commercialises high-end scripted content for global audiences, working across multiple formats and genres, including TV series, feature film and digital content. Production credits include preschool animated series, *Sydney Sailboat*; *Tombiruo: Penunggu Rimba*, a film adaptation of a novel by Ramlee Awang Murshid; and two seasons of live-action TV series, *Dirk Gently*, for BBC America and Netflix worldwide.

Juita Viden

Established in 1978, Juita Viden houses multiple production units. 2018's formats production credits include health lifestyle talk show *My Doctors Malaysia*, health/beauty variety show *Get It Beauty Malaysia*, and drama series *My Coffee Prince Malaysia*. In addition to producing television (reality, variety, drama, game shows) and feature films (Malay, Chinese) for Malaysia, Juita Viden provides localisation services (subtitling) to global, regional and local OTT operators.

Kyanite TV

Kyanite TV is an independent production company with more than 10 years of experience with international companies and advertisers.

Les' Copaque

Animation studio Les' Copaque Production (founded in 2005) is widely known for series *Upin and Ipin*, about a pair of five-year-old twins in a Malaysian village.

Matavia Reka

Matavia Reka provides production and location services for film/TV companies. Specialises in factual and travel content. Production credits include *Surviving Borneo* and *Wildlife Defenders Sabah* for Discovery Channel.

MIG Pictures

MIG Pictures started in 2000 and specialises in the production of Malay films and TV drama series.

Monsta

Monsta (formerly Animonsta Studios) specialises in 3D animated films, TV series and merchandising. Its first production, *BoBoiBoy*, about superheroes BoBoiBoy fighting aliens, aired regionally on Disney and was made into a movie released in 2016. A second movie is slated for release in August-September 2019.

Nafalia Corporation

Nafalia Corporation was established in Dec 2002 specialising in TV/film production and distribution of local and foreign syndicated content. Regional partners include Radio Televisyen Brunei (RTB), China's Jiangsu Broadcasting (JSBC) and Singapore's Mediacorp Suria.

Primeworks Studios

Primeworks Studios is the content creation subsidiary of media conglomerate, Media Prima. Primeworks Studios has been producing TV content since 1984 and feature films since 1994, generating close to 4,000 hours of content annually for various platforms including Media Prima's TV3, ntv7, 8TV and TV9 channels. The company distributes its content through Primeworks Distribution.

Prodigee Media

Prodigee Media was founded in 2005 as a music/artist management company and has expanded to include film production. The company also operates online platform WebTVAsia.

Red Communications

Red Communications launched in 1999, specialising in entertainment and info content focusing on women and youth. The company's production slate ranges from documentaries to branded content, long-/short-form series and feature films. Red Communications launched feature-film subsidiary, Red Films, in 2004.

Telcos

Celcom

Celcom Axiata has 76% 4G LTE coverage and 90% coverage in Malaysia. The telco had 8.95 million mobile subscribers in Mar 2019. About 77% of the subs were internet users consuming an average of 14.8GB a month in Q1 2019.

Digi.com

Digi.Com provides mobile voice, internet and digital services to 11.25 million subs in Malaysia, of which eight million are 4G LTE subs (Mar 2019). The company is part of global telecomms provider, Telenor.

Maxis

Maxis provides mobile and internet connection services to 3.261 million post-paid, 6.467 million prepaid and 280,000 fibre subscribers (Mar 2019).

TM

Telekom Malaysia Berhad (TM) offers communication services (broadband, mobile, data, fixed-line) to 2.2 million customers (Mar 2019).

U Mobile

Launched in 2007, U Mobile offers data, voice and messaging services and Video-Onz, a free unlimited data service.

Government/Regulators

Rhizophora Ventures

Rhizophora Ventures, a subsidiary of Malaysian government investment unit Khazanah Nasional, oversees Khazanah's investments in creative and media content. Khazanah's biggest media investment has been Pinewood Iskandar Malaysia Studios.

Malaysian Communications and Multimedia Commission (MCMC)

Aims to establish Malaysia as a global centre for communications/multimedia information and content services.

National Film Development Corporation of Malaysia (FINAS)

Established in 1981, FINAS is tasked with promoting film production in Malaysia.

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	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
July 2020	7-8	DW Global Media Forum 2020	Bonn, Germany

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



SpongeBob retains Indonesia top spot

But demand drops for hit Nickelodeon property

Animation swept video demand in Indonesia for the week of 27 June to 3 July, taking five of the top 10 spots, including the top three.

Longtime Indonesian favourite, Nickelodeon's *SpongeBob SquarePants*, was the only title to generate more than 20 million demand expressions (DEX), putting it at number one followed by *My Little Pony: Friendship in Magic* and Japanese anime series *One Punch Man*, according to the latest insights from data science company Parrot Analytics.

Despite holding its number one position, *SpongeBob* demand for the week dropped from the 29.7 million generated for the week from 25 Nov to 1 Dec 2018 (ContentAsia, 11 Dec 2018-6 Jan 2019).

Three Netflix titles – *Stranger Things*, *Black Mirror* and *Ultraman* – made the overall top 10 list.

Malaysian title, *Upin & Ipin*, ran neck and neck with Japanese anime series *Naruto*, losing by less than 4,000 DEX.

Netflix dominated the digital originals list, with eight of the top 10 titles.

Top 10 overall TV shows: Indonesia

Rank	Title	Average Demand Expressions®
1	<i>SpongeBob SquarePants</i>	25,037,725
2	<i>My Little Pony: Friendship is Magic</i>	19,688,668
3	<i>One Punch Man (ワンパンマン)</i>	17,550,428
4	<i>Game of Thrones</i>	16,129,957
5	<i>Stranger Things</i>	13,627,034
6	<i>Black Mirror</i>	13,347,716
7	<i>The Walking Dead</i>	12,292,386
8	<i>Ultraman (Live Action 2019)</i>	12,245,531
9	<i>Naruto (ナルト)</i>	12,205,106
10	<i>Upin & Ipin</i>	12,201,411

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

Top 10 digital originals: Indonesia

Rank	Title	Platform	Average Demand Expressions®
1	<i>Stranger Things</i>	Netflix	13,627,034
2	<i>Black Mirror</i>	Netflix	13,347,716
3	<i>Ultraman (Live Action 2019)</i>	Netflix	12,245,531
4	<i>The Grand Tour</i>	Amazon Prime Video	9,748,761
5	<i>The Handmaid's Tale</i>	Hulu	9,326,311
6	<i>Marvel's Jessica Jones</i>	Netflix	8,325,782
7	<i>Lucifer</i>	Netflix	6,966,772
8	<i>Marvel's The Punisher</i>	Netflix	6,423,149
9	<i>Orange is the New Black</i>	Netflix	6,059,915
10	<i>Marvel's Daredevil</i>	Netflix	6,058,500

Date range: 27 June-3 July, 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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