

## horns of plenty

Good things in the Year of the Ox...

Even if you wanted to, there's no hiding from social networks... and not just because twitter changed the world's view of Iran or because reading tweets on-air is a cheap way for news channels to fill airtime. Some places to begin? mashable.com and ReadWriteWeb.com. There's also techcrunch.com, which, among other useful bits of info, puts a per-user value on some of the more popular networks. And when you need to hear the music, tune in to Ocarina, a first of its kind musical instrument/social application for iPhones. (ocarina.smule.com).

If there's one place to have a TV-related laugh, it's at www.someecards.com. The TV section (www.someecards.com/tv-cards/newest) uses hit shows for some no-holds-barred greetings. Think: "If I'm ever murdered, I hope it's interesting enough to be the inspiration for a Law & Order episode" or "I hope you become a big enough star to someday become a big enough has-been to be on Dancing with the Stars".

### Measat-3a launch success

Measat's long-awaited new satellite was successfully launched from Baikonur in Kazakhstan at 5am on Monday, 22 June.

The new satellite ups capacity at the 91.5E orbital slot by 50%. Measat-3a carries 12 Ku-band and 12 C-band transponders.

In-orbit testing is expected to be complete by end-July 2009.

The Malaysian operator said the satellite was designed to support the continued growth of its direct-to-home, broadcasting and telecommunications services.

The launch comes almost a year after a crane damaged the satellite, which then had to be taken off the launch pad, defueled and sent back to the U.S. for repairs.

### asiaccontentwatch

#### HBO

HBO Asia's flagship movie channel puts sex, monsters and sci-fi at the top of its movie schedule for the rest of this year.

[www.asiaccontentwatch.com](http://www.asiaccontentwatch.com)

See page 11

### Fierce words from ITU's Houlin Zhao at this year's Asia satfest

Hogging scarce resources and what – if anything – can be done about "fictitious" satellites was one of the hottest topics at this year's one-day satellite talk-fest in Asia. While the International Telecommunications Union remains mostly toothless, the organisation looks pretty passionate this time about doing what needs to be done.

See page 7

## "No hiding place", PWC says

*Digital drives new models and dynamics over next 5 years*

PricewaterhouseCoopers has a simple message for the entertainment and media industry in the next five years: "There's no hiding place from the migration to digital".

In its new report, *Global Entertainment and Media Outlook, 2009-2013*, PWC says the changes will manifest in "parallel dimensions" – economic (downturn intensifies the digital migration), consumer behaviour (consumers want more control and higher value) and advertising (a new generation of ad-funded revenue models).

The key to successful models in 2013 are mobility, convenience and quality. "Whatever the revenue model – ad funded, subscription or a combination – the key to generating a sustainable revenue stream in

2013 will be to provide a content experience that cannot be readily duplicated elsewhere," the report says.

Asia-Pacific bucks global ad trends, beating global ad market figures that put adspend in 2013 at below 2007 levels.

Asia-Pacific ad spend will rise from US\$98 billion in 2007 to US\$110 billion in 2013. Global adspend is expected to drop to its lowest levels in 2010 (just over US\$400 billion), before recovering slowly to reach 2006 levels.

Television advertising spend in the Asia Pacific is projected to be up 0.7% over the next five years, reaching US\$37 billion from US\$35 billion in 2007. The biggest Asia Pacific ad markets in 2013 will be Japan (US\$39 billion), China (US\$29 billion) and Australia (US\$12 billion).

## Indian celebs head for Malaysian jungle

*ITV signs first I'm a Celeb... format in Asia*

Indian celebs gather in the Malaysian jungle next month for the first local season of ITV format *I'm a Celebrity... Get Me Out of Here!*

The prime-time show premieres on Indian general entertainment channel, Sony Entertainment Television (SET) in July, and will be stripped five nights a week.

The series is co-produced with local production house MidTech and ITV Studios' Silverback Productions, and is ITV Global

Entertainment's first sale of the format in Asia, and its biggest format sale in India.

ITV Global Entertainment's regional head, James Ross, has the format high on his agenda for other markets in Asia.

The India format deal is also the first major international agreement SET has signed since its management upheaval – and the exit of long-time boss Kunal Dasgupta – in March this year.

More on page 5

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# What pay-TV operators really want...

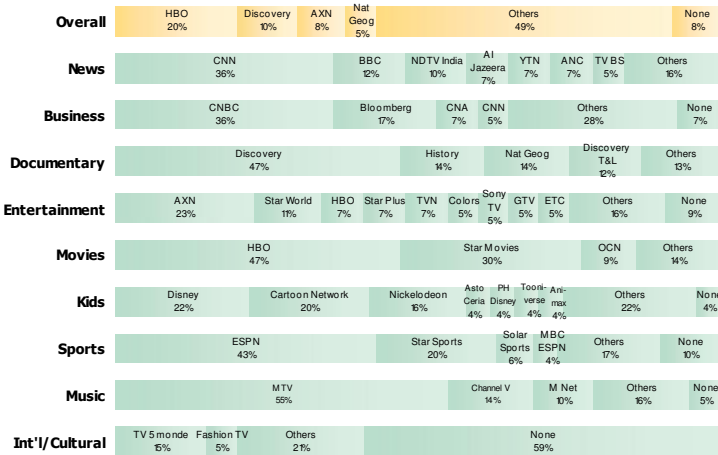
This year's Pay-TV Operators' Survey asked operators around the region what they really think about channels, programming, service and a whole lot of other stuff. Here's some of what they said...

## Programme quality and genres

**HBO retains overall lead, followed by Discovery and AXN**

Which in your opinion is the best channel in terms of programming quality, overall and within each category?

Unweighted



Base: Asia Pacific pay-TV operators; n = 39

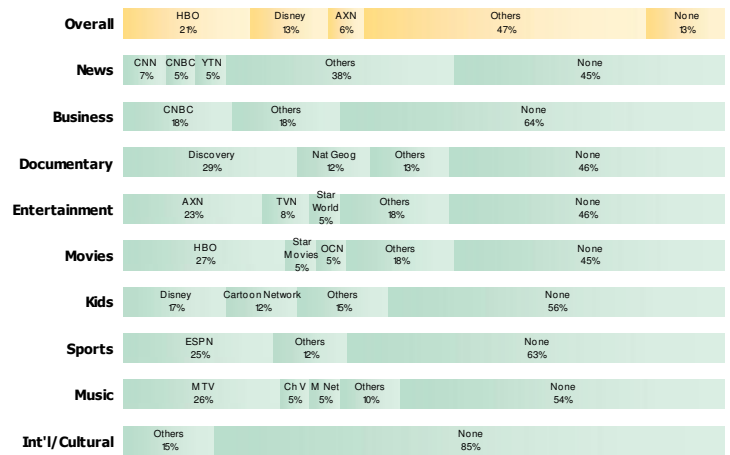
Note: Some respondents were not able to choose one channel and therefore gave more than one answer; scores represent percentage of total answers; scores of less than 4% included in 'Others'.

## Sales and marketing support

**HBO keeps its top position as the channel providing best overall marketing and sales support**

Which in your opinion is the best channel in terms of sales and marketing support, overall and within each category?

Unweighted



Base: Asia Pacific pay-TV operators; n = 39

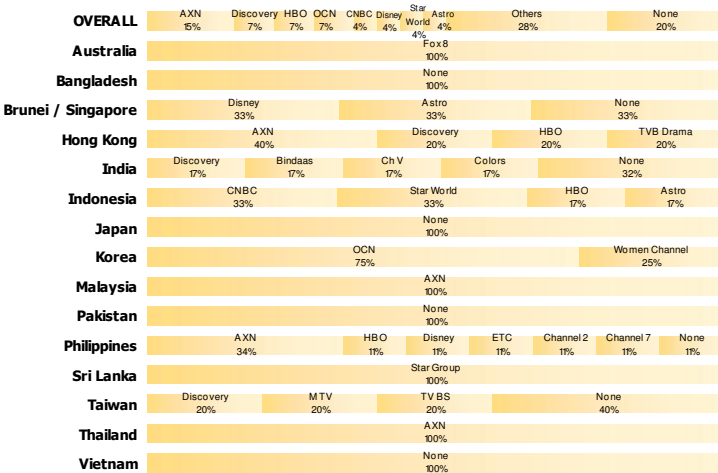
Note: Some respondents were not able to choose one channel and therefore gave more than one answer; scores represent percentage of total answers; scores of less than 4% included in 'Others'.

## On-air promotions

**AXN on-air promotional efforts pay off; the channel takes the top spot in 2009**

Which in your opinion is the best channel in terms of on-air promotions?

Unweighted



Base: Asia Pacific pay-TV operators; n = 39

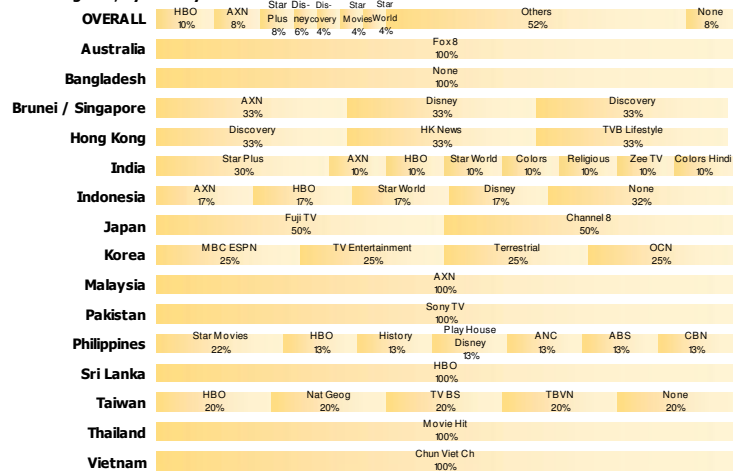
Note: Some respondents were not able to choose one channel and therefore gave more than one answer; scores represent percentage of total answers; scores of less than 4% included in 'Others'.

## Channel popularity

**HBO and AXN receive most consistent positive feedback across the region**

Which channel receives the most positive feedback from your subscribers?

Unweighted, by country



Base: Asia Pacific pay-TV operators; n = 39

Note: Some respondents were not able to choose one channel and therefore gave more than one answer

Source: Pay-TV Operators' Survey 2009 by Fusion Consulting/Global Intelligence Alliance, ContentAsia  
For more information on the 2009 Pay-TV Operators' Survey, contact Masliana at mas@contentasia.tv or Pete at pete@fusionc.com

## Taiwan adjusts local production subsidy

Taiwan's Government Information Office (GIO) is revising its subsidy scheme for domestically produced movies.

The scheme currently provides subsidies for movies that earn at least NT\$50 million/US\$1.52 million.

The new guidelines change the threshold to NT\$20 million/US\$610,000.

In the last three years, only two domestically produced movies have earned more than NT\$20 million – the all-time box office earner *Cape No.7*, which grossed more than NT\$500 million/US\$1.52 million worldwide and 2007's *Secret*, starring and directed by singer Jay Chou, which took in NT\$50 million/US\$1.52 million.

36 movies were produced in Taiwan last year at an average production cost of NT\$10 million/US\$302,000.

## Singapore unveils FutureTV initiative

*Group aims to "shape a new generation of visual media experiences"*

Singapore's Media Development Authority (MDA) and the newly formed FutureTV Partner Network have launched an initiative they say will "shape a new generation of visual media experiences".

A slew of local media and communications outfits, including the country's sole free-TV player MediaCorp, the only cable operator StarHub, and the biggest telco and IPTV player SingTel, are involved in the MDA's latest push. Other names on the roster include Motorola and Microsoft.

FutureTV launches with three projects already signed and sealed and a call for more.

The initial collaborations are a MOU between Glocal Media Networks and PGK Media to launch the Banyan TV Filipino channel under the PGKTV Network; col-

laboration support for ServTouch's peer-to-peer technology on PGK's ADME network of large-format out-of-home displays; and a JV between Glocal & Out There Media to establish Out There Media Asia Pacific, creating access to up to 120 million users in the European Union and targets of up to 200 million users in Asia Pacific.

A call went out during CommunicAsia/BroadcastAsia in Singapore mid-June for proposals from Singapore media companies to submit "ideas, technologies and approaches".

The official line is that the network "hopes to seed ideas and collaborations on innovative services that incorporate greater interactivity and personalisation in the consumption of visual media".

MDA chief executive, Christopher Chia, said the FutureTV idea

was to "galvanise the industry to secure a foothold in niche sub-sectors of the emerging new media arena. It will be one of the supporting pillars to attain Singapore's vision of being a Trusted Global Capital for New Asia Media".

FutureTV is one of the key efforts under the MDA's new Singapore Media Fusion Plan (SMFP), which was also unveiled during the Singapore show.

Much of the new partners' hopes, dreams and digital wishes will roll out along with the new next-generation high-speed broadband network currently being built. Eventually, the partner network intends to make Singapore a visual media hub by building the capability to aggregate content from around the region, and redistribute this content globally.

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\*Conducted by Fusion Consulting and ContentAsia in Feb/Mar 2009

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## Asia push for MIP Junior Licensing Challenge

MIP Junior organisers are pushing for higher Asian participation in this year's Licensing Challenge in Cannes in October.

Past Asian participants in the challenge, which has grown from 30 entrants to 85 last year, have included a couple of projects from China and South Korea, along with one from Singapore. Malaysia has traditionally been Asia's strongest participant.

One of the past winners was *Bernard the Bear*, a Korean property presented by Spain's BRB Internacional.

MIP Junior development manager, Raphaële Vallauri, is hoping total entries this year will reach the 100 mark.

The Licensing Challenge is the second highest-attended event during the two-day MIP Junior (3-4 October) event after the keynote address. Finalists are given seven minutes to present their projects, including licensing plans. Entry is free for MIP Junior participants.

Among other prizes, winners get a stand at the 2010 licensing show



Licensing Challenge jury, MIP Junior 2008

in Las Vegas and MIP Junior 2010 entry for two people. The winning show will also be included in MIP Junior's digital library.

Vallauri says apparel/fashion is one of the big licensing trends around the world this year.

Toys are still very strong, as are stationery and publishing.

But the up-and-coming application is games/programmes for iPhones.

"TV producers would be smart to investigate digital

media licensing opportunities," she says.

This year's event also includes a licensing matchmaking "accelerator", designed to boost business between producers/rights holders and licensing agents.

Among others, the conference sessions this year including a look at "everything you've ever wanted to know about licensing".

About 17% of all companies at MIP Junior are from markets in the Asia Pacific.

### I'm a Celeb: from page 1

The million-dollar question is whether the Indian celebs (who have not yet been identified) and their outdoor antics bring SET back in from viewership ratings/share cold?

SET has been stuck at number five on the audience share charts. The channel hasn't been able to break into double-digit share since it hit 10.3% for the week to 3 January.

Star's drama series, *Yeh Rishta Kya Kehlata Hai* and *Bidayi*, have a ratings lock on the top two shows on Hindi general entertainment channels.

Reality is a rare-ish contender. Zee TV's reality show, *Dance India Dance-GF* (6.26 million viewers) was third for the week to 30 May, before the top 10 lists snapped back to drama in the form of Colors' series *Balika Vadhu* (6.15 million viewers) and *Uttaran* (5.11 million viewers).

SET's senior vice president and head of programming, Gurdip Bhangoo, used phrases like "developing a range of channel-defining entertainment shows that have scale and ambition" during the announcement of the *I'm a Celebrity...* deal.

There is, of course, no way of

knowing what Indian audiences will do.

Rival Star is also on an *I'm a Celebrity...* roll. English-language entertainment channel, Star World, premiered the new U.S. season of *I'm a Celebrity... Get Me Out of Here* on 8 July in a prime time 9pm slot.

The series follows celebs – including Lou Diamond Phillips, Janice Dickinson and Heidi Montag/Spencer Pratt – in the Costa Rican jungle. The show premiered on NBC in the U.S. on 1 June, beating ABC's reality show *The Bachelorette* in all key demographics and in total viewers, Star said.

## people

The people question *du jour* is who's going to replace **Ross Pollack** at Sony Pictures Television International Asia-Pacific. There's nothing official out of SPTI's U.S. or Asia HQs, but there's little doubt that widespread industry talk about Pollack's exit in a couple of months to take up the top job at Celestial Pictures is correct (*ContentAsia Insider*, 18 June).

**Diane Powers** is Measat's new director, broadcast services sales and marketing. Powers, who has been working for Hong Kong telco PCCW for the past 18 months, previously worked for digital security/conditional access company NDS. Her new role with the Malaysian satellite company is based in Hong Kong. She reports to sales and marketing vice president Terry Bleakley in Kuala Lumpur.

Turner Entertainment Networks Asia, has appointed **Jennifer Doig** as regional public relations director. She reports to Lucien Harrington, vice president of branding and communications. Doig previously worked at Ogilvy Public Relations Worldwide Hong Kong.

**Takeshi Harada** is the new MD of Japan's Geneon Universal Entertainment. GUE is part of Universal Pictures Int'l Entertainment.



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**Losers go local on Hallmark**

NBC Universal is launching Asia's first local version of unscripted series *The Biggest Loser*.

The NBC format – Hallmark's first local production foray – is being produced with Singapore production house Imagine OmniMedia.

The show follows overweight



contestants through mental and physical challenges in their quest to lose weight.

Hallmark has rights to eight seasons of the U.S. version. Season 6 airs on Tuesday nights at 9pm in Singapore, Malaysia, Philippines and Hong Kong and at 8pm in Thailand. Casting for the Asia version runs to end August.

**BBC on the Moon**

BBC World News celebrates the 40th anniversary of the 1969 moon landings in July. The theme includes a



*fast:track* special, as well as an interview with Buzz Aldrin (*The Sky at Night – Special Edition*). *The Moon* revisits ancient societies, looks back at the moon landings and investigates space tourism.

**Fictitious “paper” satellites cluttering global skies**

*“The problem has to be solved... there is no other way,” Zhao says*

The world's satellite bosses are being asked to come clean on the satellites they actually have in geostationary orbit... as opposed to the satellites they claim to have.

The thorny matter of “paper” satellites – satellites that don't actually exist but for which frequencies have been reserved in space – was one of the key issues on the table at this year's annual Cable and Satellite Broadcasting Association of Asia (Casbaa) satellite forum in Singapore this month.

In a rare display of public determination, Houlin Zhao, the forthright deputy director general of the International Telecommunications Union (ITU), insisted, “the problem has to be solved”.

“There is no other way,” he said.

In May this year, the ITU issued an official circular requesting administrations to look at their satellite books and “remove

unused frequency assignments and networks from the master register”.

ritory early – or be shut out. Among other necessities, confirmed filings are necessary for operators to finance new satellites. The problem emerges when administrations reserve slots on behalf of operators for satellites that may never be launched.

“It is no exaggeration to say that efficient use of spectrum and orbital resources is one of the most crucial challenges facing the international community in its efforts to promote ICT development and achieve the connectivity access targets set by the World Summit on the Information Society,” Zhao said.

The full extent of the paper sat-

the ITU was receiving filings for satellite networks “with characteristics far beyond what may be considered reasonable for normal operation and service delivery – even allowing for a good degree of flexibility with regard to future use.”

Some of the new-generation filings can lead to “almost absurd co-ordination requirements”. He gave one example where the co-ordination requirements for a satellite network requested in mid-2007 involved 40 administrations and 600 networks.

At the same time, the ITU is receiving an increase in complaints of harmful interference.

“It is no exaggeration to say that efficient use of spectrum and orbital resources is one of the most crucial challenges facing the international community...”

Houlin Zhao, Deputy Secretary General, ITU

“The ITU is receiving filings for satellite networks with characteristics far beyond what may be considered reasonable for normal operation and service delivery.”

Houlin Zhao, ITU

unused frequency assignments and networks from the master register”.

“I cannot emphasise too strongly that this process serves the best interests of all administrations, operators and the industry as a whole,” Zhao told a packed room.

The old six degrees of separation between satellites has been squeezed to 0.5 degrees today. New technologies have reduced interference to a minimum, “but still there's a limit,” Zhao says.

The max number of satellites able to fit into geostationary orbit is 720 (360 degrees x 2) at 0.5 degrees apart.

This scarcity means satellite operators have to mark their ter-

ritory early – or be shut out.

ellite problem is unquantifiable. Strictly speaking, “paper satellites” – a declaration by administrations that there is a satellite in that spot even if there isn't – do not exist. No one, least of all the ITU, wants to call any government a liar.

At the same time, “paper” satellites are a necessary part of the planning and financing process for new satellites. “Who's going to finance a US\$300-million satellite if the orbital slot hasn't been secured?” one satellite boss asked.

The real problem is less about commercial realities than it is about hogging space.

A related issue is the kinds of filings being made. Zhao said

“Independent information on the real use of the world's spectrum and orbital resources often shows considerable divergence from information submitted to the ITU by administrations,” Zhao said.

Practical solutions include improving spectrum efficiency with state of the art technology. Simplifying satellite operating parameters – or not asking for more spectrum than is needed – will also help eliminate “spectrum warehousing”.

The ITU, which doesn't have enforcement powers anyway, is the first to admit it can't solve anything alone. “There can be no doubt that efficient and equitable use of spectrum and orbital resources requires a co-ordinated and transparent international approach,” Zhao said, adding: “For satellite communications to continue to flourish, we must all play by the rules... a decision to go it alone not only risks millions of investment dollars, it puts others investments at risk”.

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## Who said what about...

Parading your life on Facebook, satellites and other networks & what needs to happen to make tech magic possible

“We are using other people's lives as our entertainment... Our problems are going to be entertainment for others. Do I want to provide entertainment for others in this way? Tragedy is great entertainment – other people's unhappiness is ripe stuff. Maybe you want to increase traffic to your blog, maybe you want more Twitter followers, maybe you want your Facebook friends paying attention to you. If you have something dramatic going on in your life you're going to get attention. On the other hand, is that the kind of attention you want?”

Hal Niedzviecki, author of *The Peep Diaries: How We're Learning To Love Watching Ourselves and Our Neighbors*, on announcing bad news such as being laid off. Niedzviecki says “social network sites offer an illusion that they are touchy-feely places where you can let it all hang out”. (AP News)

“At the end of the day, transponder costs are low down on the list of DTH operators' costs compared to other costs like programming and set-top boxes.”

AsiaSat Chief Executive, Peter Jackson, on accusations that high satellite costs were crippling programmers' ability to launch new channels and services.

“Bigger, better, larger and also safer... that's the future.”

Peter Jackson, AsiaSat Chief Executive, at the Casbaa Satellite Forum in Singapore in June

“People were so frightened of not being dinosaurs, and baring their heads, and not having what happened to the music industry happen to them, they just slapped everything up on the Internet for free... That's an accidental historical moment that will absolutely be corrected.”

Barry Diller, IAC/InterActiveCorp CEO during the recent the Advertising 2.0 conference in New York (C-NET News)

“..in a fragmented entertainment world rife with piracy, content is only as valuable as the service that makes it useful and accessible. This suggests that Conduit (search engines, video portals, social networking sites etc), not Content may be the true King in creating value for their owners.”

Jeffrey Soong, CEO, Broadband Network Systems, Hong Kong

“There's a new focus on building and tailoring for the slot... there's a generational change, with consumer applications that need higher bandwidth.”

David Ball, Intelsat's Regional VP, Asia Pacific, on what's on Intelsat's radar. Ball was speaking during the one-day Casbaa Satellite Forum in Singapore in June

“Right now we're in good shape. I don't see operators going out of business.”

Andrew Jordan, President/CEO, Sat-GE, at the annual Cable and Satellite Broadcasting Association (Casbaa) Satellite Forum in Singapore

“There are no more continents to discover and a lot of the to-do list has been done. If you cannot sell the growth, you can still sell the cash generation story.”

Stephane Chenard, Euroconsult, at the Casbaa Satellite Forum

ContentAsia asks the people behind the digital magic about the things they think media execs most need to know as they create any-platform, anywhere, all-the-time businesses.



Steve Oetegenn, Chief Sales & Marketing Officer, Verimatrix

**Make it easy for consumers to “discover” content – on any device.** Next-generation user interfaces need to make a major leap to help people to find the content that appeals to them. When you have 1,000+ channels or content options, the discovery function becomes challenging on any device, but the small screens of handheld devices is where advances will really make a competitive difference for operators.

**Ensure your brand appears on the screen of next-gen consumer electronics devices.** Pre-installed widgets, or application links, on Internet-connected devices should be a priority for service providers. Owning that real estate when a consumer turns on a device will be a major factor in retaining and gaining customers.

**Facilitate a frictionless e-commerce experience.** Interactive advertising may become a killer app for service providers, but they have to get it right the first time. Integrating subscription and payment platform is essential to capitalise on impulse purchases as a part of the pay-TV experience. Subscribers will appreciate the convenience of a consolidated purchase and billing environment, provided they are confident about its security.

**Think both inside and outside the box.** Fully connected devices are popping up everywhere along with new ideas for delivering video to those devices. But what about also offering a movie

rental service that only requires a USB drive – or whatever personal storage device is preferred – to download HD movies from an in-store kiosk. Usage rights can allow consumers to view these movies at any time, on-demand and pay only for movies they actually watch.

**Make the shift from DRM to usage rights.** Consumers like the freedom of being able to take their content wherever they go. And they expect to have a similar experience as they do at home without frustrating DRM obstacles. With appropriate usage rights and a broadband connection, this experience is technically possible with existing and emerging IP-based standards.

**Plan for the watermarking factor.** Forensic watermarking technologies can trace any pirated copies to a unique source, not just the network operator, assuring protection that extends beyond the digital network. These advanced techniques provide an extra layer of security that can be mixed and matched based on the type of content. Lower priced content can be watermarked to avoid DRM interoperability issues between devices. The use of forensic watermarking for higher value content may enable earlier release windows.

**Be able to support the entire subscriber spectrum.** Beware of technologies that implicitly gear pay-TV services and packages towards a uniform tier of subscribers

with a similar level of service and consumption. In many emerging regions, operators can't lose sight that a portion of their subscribers is not able or willing to trade up service levels. The key is a platform that can span high ARPU and very basic services with a range of equipment types that can retain customers.

**Hail to the hybrid.** In order to efficiently service multiple tiers of subscribers, more operators are exploiting the advantages of hybrid networks where a one-way broadcast network can be combined with an IP-based delivery channel. For example, many cable operators are adding IP delivery for some services via their own DOCSIS modem capabilities. Using these channels, they can offer differentiated programming, such as user generated and over the top (OTT) content. To manage a hybrid network, operators should work with partners that can implement a unified solution at the head-end, with a particular emphasis on security.

**Embrace the new world of revenue security.** The traditional rules of licensing content have changed dramatically with OTT delivery models. Therefore operators should focus on preserving and enhancing revenue streams. As more advanced networks are launched in Asia, piracy and theft of service are being challenged with multiple layers of security. We are seeing the change from content security to an emphasis on revenue security."

Verimatrix is a global provider of IPTV content security securing more than 7 million screens at 200+ operators. Independently audited with zero security exposures, the Verimatrix Video Authority System (VCAST™) offers

a suite of next-generation technologies that protect content and enhance revenue streams, while combating digital piracy wherever it occurs within the distribution chain. The company's 3-Dimensional Content Security

approach, build around VCAS, enables secure delivery of content to multiple devices across multiple networks using multiple layers of protection techniques. Verimatrix's Asian offices are in Singapore and Beijing.

## &v.quickly

### ABS signs S\$80m transponder deal with Singapore's SingTel

Hong Kong-based satellite operator, Asia Broadcast Satellite, has signed an S\$80-million two-year deal with Singapore telco SingTel for multiple C-band transponders on the new ABS-2 satellite. The Space Systems/Loral satellite launches in 2012. ABS-2 will have 78 active C-band, Ku-band and Ka-band transponders across 8 beams and will be co-located with ABS-1 at 75°E. SingTel will market the capacity under the ST-3/ABS-2 brand.

### 650 companies in Singapore

Just under 650 companies – including 60 new companies – exhibited at BroadcastAsia in Singapore this year. The four-day show wrapped on Friday. The most significant increase this year was from mainland Chinese. The top draws were HD and IPTV. Show organisers, Singapore Exhibition Services, said despite the economic downturn, interest in growth in Asia was still high.

### Jiangsu expands digi offering

Digital video networking business, BigBand Networks, is expanding its year-long relationship with China's Jiangsu Broadcasting Television Network Corporation (Jiangsu Cable) in a new deal that adds interactive and personalised video services to the mainland cable offering. BigBand claims this is the first-of-a-kind strategic agreement Jiangsu Cable has signed with a foreign company in the China cable industry. Jiangsu claims 11 million subs.

### China life on Mars

China's space bosses are putting up the country's first Mars space probe in October. Local reports say the Yinghuo-1 micro-satellite should be able to bear the -260C degree freeze and nine-hour dark patches that will be part of the experience. If it all works as planned, China will become the fourth country in the world to put a probe on Mars.

HBO

by Malena Amzah

Movie channel HBO's second-half 2009 highlights include *Iron Man*, *The Incredible Hulk*, *Wanted*, *Get Smart*, *The Mummy: Tomb of the Dragon Emperor*, *Journey to the Center of the Earth* and *10,000 BC*. *Sex and the City The Movie* premieres at the end of the year, immediately fol-

lowed by an encore of the entire series of the original TV series.

HBO Asia's senior vice president for programming and presentation, Rob Lyons, says the acquisitions focus remains the top 20 highest grossing 2008 movies from Columbia/TriStar, Paramount Pictures, Universal Studios

and Warner Brothers, along with HBO's original properties.

HBO's July schedule consists of mostly comedy (16 titles), action/adventure (ten titles) and horror/thriller (seven) movie titles.

Primetime runs from 7pm to 11pm daily and premieres are anchored on Sundays at 9pm,

with several repeats through the week.

Original series such as *The Sopranos* air Monday nights 11pm-midnight. Wednesday nights (103.0pm to 11pm) are comedy series; the slot was introduced in September last year.

**More on page 12**

July 2009

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
		19:00 Walk Hard: The Dewey Cox Story	19:00 The Incredible Hulk (2008)	19:00 The Karate Kid Part III	18:45 As Good As It Gets 21:00 Blades of Glory	19:30 Bring It On: In It To Win It
		21:00 My Dog Skip 22:30 Entourage S512: Return Entourage	21:00 Jumanji 22:45 Cool World	21:00 Anaconda 23:00 Walk Hard: The Dewey Cox Story	22:30 The Incredible Hulk (2008)	21:00 The Strangers 22:30 Dreamgirls
		8	9	10	11	12
19:00 Gattaca	19:00 Anaconda	19:00 Blades of Glory	19:30 The Strangers	19:00 Martian Child	18:30 Wolf	18:45 Sphere
21:00 Wolf	21:00 Martian Child	21:00 Bring It On: In It To Win It	21:00 Dreamgirls	21:00 Rush Hour 3	21:00 Harry Potter and the Order of the Phoenix	21:00 Semi-Pro
23:00 The Sopranos S617: Walk Like A Man	22:45 Gattaca	22:30 Curb Your Enthusiasm S601: Meet The Blacks	23:00 Anaconda	22:30 Blades of Glory	23:45 The Strangers	23:00 Harry Potter and the Order of the Phoenix
		15	16	17	18	19
19:00 Alive	19:00 Rush Hour 3	19:00 What Dreams May Come	19:30 Semi-Pro	19:30 Happy Gilmore	19:00 Sleepless in Seattle	19:00 The Mummy Returns
21:00 Sleepless In Seattle	21:00 Into The Wild	21:00 Happy Gilmore	21:00 Sphere	21:00 The Bourne Ultimatum	21:00 Evan Almighty	21:00 The Mummy: Tomb of the Dragon Emperor
23:00 The Sopranos S619: The Second Coming	23:30 Reno 911!: Miami	22:30 Curb Your Enthusiasm S602: The Anonymous Donor	23:15 Rush Hour 3	23:00 Alive	23:15 Semi-Pro	23:15 Dead Again
		22	23	24	25	26
19:00 Dead Again	19:00 The Bourne Ultimatum	19:00 Evan Almighty	19:00 The Mummy: Tomb of the Dragon Emperor	19:30 To Be Fat Like Me	19:00 Boiler Room	18:30 Free Willy
21:00 Boiler Room	21:00 To Be Fat Like Me	21:00 Eastern Promises	21:00 Bicentennial Man	21:00 Mr. Woodcock	21:00 Knocked Up	21:00 Doomsday
23:00 The Sopranos S621: Made In America	22:30 The Age of Innocence	22:30 Curb Your Enthusiasm S603: The Ida Funkhouser Roadside Memorial	23:00 The Bourne Ultimatum	22:30 Evan Almighty	23:00 The Mummy: Tomb of the Dragon Emperor	23:00 The Tailor of Panama
		29	30	31		
19:00 The Tailor of Panama	19:00 Mr. Woodcock	19:00 Knocked Up	19:30 The Brothers Solomon	19:30 Monster Ark		
21:00 The Brothers Solomon	21:00 Leatherheads	21:00 Monster Ark	21:00 Free Willy	21:00 No Reservations		
23:00 PU 239	22:45 Doomsday	22:30 Curb Your Enthusiasm S604: The Lefty Call	23:00 Mr. Woodcock	22:45 Knocked Up		

16 titles	Comedy	10 titles	Action/Adventure	8 episodes	Drama
1 title	Sci Fi	2 titles	Romance	1 title	Family
7 titles	Horror/Thriller	2 titles	Crime/Mystery	1 title	Musical
3 titles	Fantasy	3 titles	Animation		

Source: HBO Asia, updated 18 June 2009

## satellite

### Satellite market up 50% in the next 10 years, Euroconsult

The global satellite market will grow 50% in the next 10 years, with limited impact from the ongoing global economic crisis, according to European analysts Euroconsult.

Most of the growth is in the government sector, with the commercial satellite market up by a third in both number of satellites and market value.

The new report, Satellites to be Built & Launched by 2018, World Market Survey, estimates that 1,185 satellites will be built and launched between 2009-2018, an increase of about 50% compared to the previous decade (1999-2008).

Revenues related to the new satellites will also be up 50%, reaching US\$178 billion for the period 2009-2018.

Both the government and commercial sectors will contribute to this market growth, albeit unequally, says Rachel Villain, Euroconsult editor and space and communications director.

Civilian and military government agencies will launch a combined 770 satellites in the next decade, a 55% unit increase over the past 10 years. Two-thirds of these satellites will be for civilian or dual use, the report says.

Asia – particularly China, Japan, India, South Korea, Malaysia and Vietnam – participates heavily in different growth areas, including Earth observation, and developing domestic capabilities.

Earth observation is emerging as the largest application with a total of 230 satellites over the next decade as more governments order and launch satellites through national space agencies, multilateral agencies and public-private partnerships for both civilian and military uses of satellite imagery, Euroconsult said.

### Taiwan's Next loses CEO King

Former Taipei deputy mayor King Pu-tung has resigned as CEO of Next TV, the cable television channel being set up by Jimmy Lai's Next Media Group.

King, who accepted the position only four months ago, exits at the end of June after disagreeing with Lai over the new channel's format.

King has held several government advisory positions, but says he isn't planning an immediate return to politics. He said he would probably seek a teaching position abroad.

### Korea's new Style

Korean programmers have upped their quote of style content, acquiring shows like The Style Network's *Style Her Famous* hosted by America's *Next Top Model* judge Jay Manuel, and reality competition show *Instant Beauty Pageant*.

Comcast International Media Group's Asia Pacific managing director, Christine Fellowes, said young women were driving new viewing trends in Korea.

Buyers include TCAST's Fashion N, CJ Media and Joongang.

## Global 3D standards on the cards

### New tie-up paves the way for 3D in the home

A new tech partnership could pave the way for global standards for 3D home technologies.

The formal liaison agreement between Korea's 3D Fusion Industry Consortium (3DFIC) and the international 3D@Home Consortium was signed in Washington on 19 June.

The year-old 3D@Home Consortium said the goal was "to further the development and adoption of 3D technology in the home".

3DFIC members include Korean electronics manufacturers, such as Samsung and LG Electronics. 3D@Home Consortium members include Samsung, Sigma, Sony Electronics, Turner Broadcasting, Walt Disney Studios Home Entertainment and XpanD.

The aim is to develop global standards "that will lead to the successful commercialisation of 3D home entertainment products and content, including

HDTVs, set-top boxes, optical disc players, movies, games and television programmes".

"Such standards can ensure content, media formats and playback devices are all developed to be interoperable with one another, as well as deliver the quality experience needed to drive the widespread adoption of 3D among mainstream consumers," the organisation said.

"Both the 3D@Home Consortium and 3DFIC share a common goal of ensuring 3D is successfully introduced and embraced by content creation community and consumers around the globe," said Rick Dean, chairman of the 3D@Home Consortium. "Working together with the 3DFIC membership, we will tackle the technical challenges faced by artists and electronics manufacturers in transforming the vision of home 3D into a reality."

### ContentWatch: from page 11

HBO Original series *Entourage* debuts in July, along with Larry David's comedy/drama series *Curb Your Enthusiasm*.

Lyons says HBO's biggest challenge is language-customising movies for local audiences in HBO's 22 markets in the region. The films are broadcast in English, with local closed-captioned subtitles in various languages, including Bahasa Indonesia, Cyrillic, simplified/traditional Chinese, Philippines' Tagalog and Vietnamese.



The Incredible Hulk

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