

Discovery Asia creates Eve

New women's channel part of biggest portfolio rebirth in a decade

Discovery Networks Asia Pacific unveils new women's channel, Eve, on 1 August as part of a major rebirth the Singapore-based network says is its most significant portfolio renewal in the region in more than a decade.

The revamp also includes bringing two new Discovery brands – DMAX and ID – to Asia as well as expanding the programming profile of existing channel TLC and retiring two brands – Home and Health and Turbo.

The portfolio refresh comes 10 months after former Eurosport Asia boss, Arjan Hoekstra, took the reigns of the 20-year old Asia-Pacific channels operation in September last year.

Along with the revamped TLC, the new Eve/TLC combo ups the ante for female-focused channel leaders such as A+E Networks Asia (Lifetime) and NBCUniversal (Diva, E!, Universal).

Eve, created in and for the region by the Discovery team in Singapore, is the first factual channel in Asia targeting women.

The Eve line up includes *Alaska Gold Diggers*, about a Southern California mother and her four daughters who head for Alaska to reopen their deceased grandfather's gold mines.

Eve will replace Discovery Home and Health, which reaches more than three million subscribers in Asia Pacific and has carriage deals in, among others, Malaysia (Astro), Hong Kong (now TV) Singapore (StarHub) and Thailand (TrueVisions).

TLC, largely known in Asia for travel and cuisine shows, goes forward from 1 August with an upsized programme schedule

The rest of the story is on page two...

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FROM THE HORSE'S MOUTH
ContentAsia's take on industry events in the Year of the Horse

Looks like Universal's punt on the Gutierrez family is working – at least in the Philippines. The six-part original series following the Manila-based celeb family posted 185% ratings growth among women 16+ in the second episode over the premiere on E! in early June. The show airs on E! Sundays from 9pm to 9.30pm.

It Takes Gutz to be a Gutierrez drove E! to #1 among women 20-44 in the time slot and second among women 16+ out of 80+ English-language pay-TV channels (including sports), according to Kantar Media Philippines data released by Universal.

E! beat 24 of its direct competitors in the general entertainment and lifestyle categories to the top spot in key demographics: total viewers, adults 16+, women 16+, adults 20-44 and women 20-44 during the timeslot.

Will the series work outside of the Philippines, where the Gutierrezes elicit more of a 'who?' than an 'oh, them'. To soon to tell but, as NBCUni's global programming SVP, Gracia Waverly, pointed out when she was in Singapore recently, "No one knew who Kim Kardashian was either in the beginning".

Hello Eve, DMax, ID; bye Home & Health, Turbo



Alaska Gold Diggers will air on Discovery's new Eve channel

Discovery: from page 1 driven by travel, cuisine, family reality and bridal content. Reality and bridal shift from Home and Health.

Among other programme movements, this means reality fave, *Here Comes Honey Boo Boo*, shifts from Home and Health to the new TLC, which launches in August with the tagline: "The remarkable meets the relatable".

Discovery Turbo is being retired to make way for DMAX, which expands to a broad

offering for young men. DMAX rolls out on 7 July.

DMAX Asia will tap the U.S. network's content pipeline, including sub-genres such as 'fighters', 'subcultures' and 'money'.

Two versions of ID arrive in Asia in the second half of the year and will be distributed to different markets.

ID launches in India on 1 August, with a line-up that is closely aligned with the U.S. version of ID. The second version for South-east Asia focuses more on mystery.

DreamworksTV launches on YouTube

DreamWorksTV launched its global YouTube channel on 16 June with a celeb line up including Shrek, Puss in Boots and Kung Fu Panda. Led by AwesomenessTV founder Brian Robbins, the new channel went live with original live action and animation programming. DreamWorksTV

has promised short-form content "that is laugh-out-loud funny, featuring fresh new voices and iconic characters". Series highlights include family-friendly versions of reality TV (*Prank My Parents*, *Record Setter Kids*), and original animated web series from top creators.

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Stingray Digital retunes Asia strategy

Global multichannel music outfit, Stingray Digital, has re-tuned its Asia strategy, driving forward in the region as part of Gregg Creevey's Multi Channels Asia (MCA) bundle.

The new partnership puts Stingray Digital's subscription music services, including local channels in every territory, in the same stable as MCA's Havoc 247, Ginx, MoshCam and the flagship Outdoor Channel.

Stingray, which began its Asia push at end 2013, offers 100+ commercial-free audio music channels in all musical genres, Galaxie Music Videos on Demand, The Karaoke Channel and Concert TV. The multi-platform services have 100 million subscribers in 113 countries.

"In today's digital age, we are at a time of unprecedented music fragmentation, yet the consumption of music has never been stronger," Creevey says, adding that Asia Pacific remains a largely untapped market for integrated subscription music services.

The Indonesia Channel goes global

Indonesia's first English-language entertainment and lifestyle channel has signed a deal with Globecast in Singapore for global distribution on multiple platforms, including mobile/OTT. Distribution is via the Measat-3 satellite for Asia Pacific and on Globecast's fibre network in Europe. The privately funded channel offers a mix of news and general entertainment.

Mnet returns dance survival show
Dancing9 season two fills Friday 11pm talent slot



Dancing9

Korean media company CJ E&M premiered the second season of global dance survival format, *Dancing9*, on Friday, 13 June, at 11pm. The show airs on music channel Mnet.

Upgrades in season two include using Dartfish technology, which CJ says is commonly used in sports broadcasting to capture swift movement in better detail.

The number of foreign applicants for the second season was up 30% to 63 countries on six continents, CJ said, add-

ing that season one has so far been sold to new Japanese channel, Dance Channel, which launches in October.

Dancing9 covers a range of genres, including K-pop, jazz and ballet. A new category for group applicants has been added this year.

This latest format follows a vibrant mix of local and international formats on Mnet, including *Superstar K*, *The Voice of Korea* and *Trot X*. All aired in Mnet's 11pm slot.

The Powerpuff Girls return to Cartoon Network in 2016

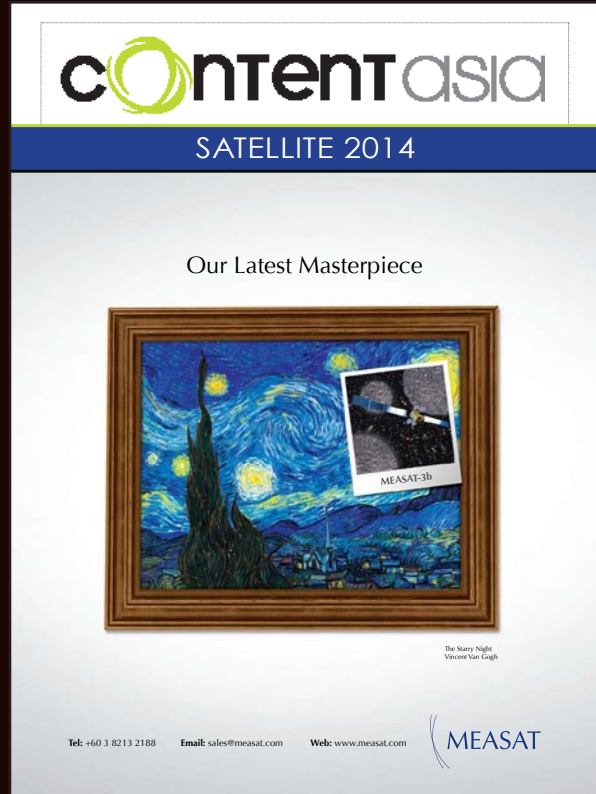
Cartoon Network is bringing back *The Powerpuff Girls* in 2016 in a global TV and licensing roll-out that follows the "re-imagined" special in January.

Cartoon Network Studios will produce the all-new TV series.

"We are calling these girls back into action based upon an overwhelming demand for sugar, spice and Chemical X," said Cartoon Network's chief content officer, Rob Sorcher, at the opening of this year's 2014 Licensing Expo in Las Vegas.

contentasia summit 3-5 September 2014 Grand Hyatt Singapore More info from CJ Yong at cj@contentasia.tv

OUT NOW!



Astro boss Rohana Rozhan on what's next

A who's who of online & OTT platforms in Asia

PLUS What industry bosses said & heard at APOS,
what digital is doing to Indian cable homes,
the skinny on satellite activity in Asia
& a whole lot more

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Australia and Middle East) or Leah at leah@contentasia.tv (Americas and Europe)

Cheng takes over Lucasfilm Singapore

Animation/visual effects veteran, Teresa Cheng, takes over as GM of Lucasfilm Singapore in the summer. Cheng was most recently senior production exec for the JV between DreamWorks Animation in the U.S. and China's Oriental DreamWorks. She replaces interim GM Colin Brown and reports to Lynwen Brennan, president/GM of Industrial Light & Magic (ILM). Cheng's feature credits include *Shrek Forever After* and *Madagascar*. ILM Singapore is currently working on *Transformers: Age of Extinction*, *Star Wars Episode VII* and *Agent 47*.



The Cartel in Mongolia

Caracol Television's *The Cartel* premieres on Mongolian channel Edutainment TV on 16 June. The telenovela is stripped Monday to Friday at 10pm. *The Cartel* is the story of Martin "Strawberry" González, a young middle-class man seduced by drug trafficking's easy money.



New gov't lights up DD

India's new government is believed to have lit a fire under stodgy state broadcaster Doordarshan, telling broadcast bosses to move fast, get new channels on the air and move DD up the ratings charts.

Da Vinci seals double deal in Vietnam Family learning channel on OneTV & MyTV

Berlin-based family learning channel, Da Vinci Learning, has launched on two platforms in Vietnam – FPT Telecom's OneTV and Vietnam Posts and Telecommunications Group's MyTV.

The channel has been localised in Vietnamese as part of the new carriage deals.

Da Vinci Learning goes up as part of

interactive TV service OneTV's basic IPTV package.

MyTV will offer the channel to subscribers of its Silver, Silver HD, Gold and Gold HD packages.

MyTV is owned and operated by Vietnam Posts and Telecommunications Group (VNPT) subsidiary VASC Software and Media Company.

BestTV flies with Big Bird Multi-platform deal for China

China's BestTV is offering *Sesame Street* episodes on its video-on-demand service as part of a multi-platform deal with the U.S.-based Sesame Workshop.

Rights include IPTV, digital TV and OTT devices, and the agreement also involves cross-promotional opportunities, digital marketing, and co-development of early childhood educational content and mobile applications.

One of the featured programmes is *Sesame Street's Big Bird Looks at the World*, co-produced with the Shanghai Media Group. Sesame Workshop has been distributing content in China since 1983.

Zhang Yue, BestTV's executive vice president and CEO said the Sesame Workshop rights were part of BestTV's two-part kids initiative – online education and premium children's shows.





SEOUL INTERNATIONAL DRAMA AWARDS

Awards Ceremony September 4, 2014 National Theater of Korea
TV Movie Premiere / Celeb Cinema September 1-3, 2014

Crack Them Up finds success in Asia



Crack Them Up

Vietnam's Dien Quan Media and Entertainment has picked up Ukrainian comedy format *Crack Them Up*. In a second Asia-Pacific deal done by distributor Echo Rights, Australia's Essential Media bought local rights to the format. The two new deals follow the premier of the Chinese version in February 2014.

HBO wins Promax/BDA Awards



HBO Asia walked away with six awards – including three gold – at this year's Promax/BDA Awards in New York. The *HBO: Home Of The Originals* print advertisement bagged three awards (gold, silver and bronze).

Pinewood Iskandar cuts the official opening ribbon Gov't backed facility boost Malaysia on global production stage



From left: YBhg Tan Sri Michelle Yeoh, YAB Dato' Mohd Khaled Nordin, Michael Lake, DYMM Sultan Ibrahim

Pinewood Iskandar Malaysia Studios officially opened its doors this past weekend, formally kicking off a Malaysian government-backed effort to put the country on the international film and television production map.

The RM550-million/US\$170-million 50-acre complex, which its bosses say is the largest indie integrated studio facility in Southeast Asia if not Asia, was opened by the Sultan of Johor. Pinewood Iskandar is an alliance between the Pinewood Studios Group and the Malaysian government's strategic investment fund, Khazanah Nasional Berhad.

Pinewood Iskandar chairman, Tan Sri Rafidah Aziz, said the facility was "committed to lead in developing a robust ecosystem of creative talent and high quality SMEs" in the area.

Pinewood Iskandar's CEO, Michael

Lake, said the opening "marks the start of our journey towards becoming the centre for international production in Asia".

The opening comes about two months after Pinewood Iskandar inked a deal with The Weinstein Company to shoot upcoming television series, *Marco Polo*, at the facility.

"Attracting a production the size of *Marco Polo* is testament to our ability to offer world-class amenities to filmmakers looking for a one-stop shop from script to screen," Lake said.

In addition, in February 2014, Japan's Imagica Corp formed a post-production joint venture with Khazanah

Ivan Dunleavy, CEO of U.K.-based Pinewood Shepperton, said during the Johor opening that the facility would "play a strategic part in Pinewood's ever expanding international offering".

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ContentAsia's regular section, ContentAsia Formats, looks at formats and format development in Asia, including new seasons, series and trends and what these mean to channels, producers and the overall formats industry in the region.

Dance Your Ass Off

Thai terrestrial broadcaster Bangkok Entertainment's (BEC) Channel 3 moved into June on a reality high following the successful close of its latest dance series.

Season two of weight-loss dance format, *Dance Your Ass Off* (known locally as *Dance Your Fat Off*), closed on 24 May after 12 episodes of 90 minutes each.

No decisions on season three have been confirmed. If it does happen, a 2015 premiere could be on the schedule.

Channel 3's programme acquisition head, Art Kaneearch Dandumrongsuk, said season two built on the first series. "Ratings were higher, more people were talking about it... it was a healthy show for the channel," he says.

Season two aired in the same Saturday 5.30pm-7pm slot as season one.

Brokered by NBCUniversal, *Dance Your Ass Off* features full-figured contestants competing to lose the most weight and score the highest in dance routines. Contestants are paired with professional dance partners training them for weekly stage performances, which range from hip hop and ballroom to pole dancing. The weakest contestant with the lowest dance score and weight loss is sent home.

Producers on the ground are given the flexibility to use local songs and dance routines "as long as it is entertaining and serves as a good dance workout after all".

Linfield Ng, NBCUniversal International Television Production's format sales liaison



Dance Your Ass Off

director, says the show "generally rated better than the channel's average rating for that timeslot".

The final episode of season two (24 May) attained a TV rating of 3.8 for all 4+ nationwide and a high of 6.9 amongst female 25-34 (Bangkok/urban). The first episode in March earned a TV rating of 3.3 for all 4+ nationwide and a high of 5.3 among female 25-34 (Bangkok/urban). "The format targets adults but is noticeably more popular with women aged 15-40," Ng says.

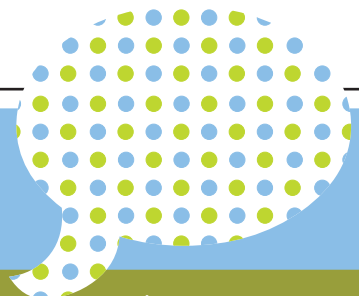
Viewers uploaded series' clips online, which drove buzz, Dandumrongsuk says.

If production budgets and China regulations in Asia are a region-wide challenge for the entire industry, one of NBCUni's unique challenges in selling *Dance Your Ass Off* is convincing broadcasters that

the series is about positive lifestyle journeys, and that weight has little to do with grace. "There is also the perception that overweight people can't dance as gracefully and our show has proven every one wrong," Ng says.

The Thai version followed the format's Asia debut on Hangzhou/Zhejiang provincial television network station, Zhejiang Satellite TV, in 2012.

"Mainland China continues to be one of the vibrant format markets for 2014," Ng says. Other drivers in the year ahead are interest in new formats genres out of China, driven by success with Korean titles, and the launch of new channels across the region, including Thailand, Cambodia, Vietnam and Hong Kong.



PLATFORM *Ditto TV*



In a regular section looking at up-and-coming platforms in Asia, *Malena Amzah* speaks to Manoj Padmanabhan, business head of Ditto TV.

What is Ditto TV? Ditto TV is an Indian OTT TV distribution platform offering live TV and on-demand content on internet-enabled devices, including mobile phones, tablets, laptops, desktops, entertainment boxes and connected TVs. Ditto TV was created by Zee New Media, the digital arm of Zee Entertainment Enterprises Limited (ZEEL).

Aims to Revolutionise "the way TV and VOD content is delivered and enjoyed, spurring the transition from traditional appointment TV viewing to a more flexible, customisable alternative".

Who's who... Manoj Padmanabhan, business head, Ditto TV

Users More than 4 million

Geo-blocked Content is geo-blocked for different regions

Business/pricing model Subscription-based model. Ditto TV pays a per-subscriber fee to the content provider. Users download the app for free but pay a fee based on the package they choose. Offers daily, weekly and monthly packages,

which comprise a mix of free and paid content.

The offering 105 live multi-genre channels from the Times Group, TV Today Network, Sony Entertainment Television and BBC, among others. Also offers catch-up TV content from general entertainment channels such as Zee TV and Colors along with regional channels. Content includes TV shows *Comedy Nights with Kapil*, *Balika Vadhu*, *Dance India Dance*, *Jodha Akbar*; classic MTV *Bakra*, *MTV Coke Studio*, *Hum Paanch* (featuring Vidya Balan); and movies *Chennai Express*, *English Vinglish*.

Content wishlist Planning to acquire ethnic/local content in each market.

Rights Exclusive and non-exclusive

New titles Catch-up TV catalogue is refreshed with all on-air daily episodic content. Adds about 500-600 hours of content each month.

Social media "Ditto TV being a completely digital medium, social media campaigns help us connect well with our users."

Biggest challenge in 2014 "A recurring challenge is collecting the payment from the user. To work around this, we have moved to a 360-degree payment mechanism. Rather than having just an online payment mechanism, we have started various offline methods as well. We offer prepaid cards and virtual cards wherever internet services or devices are sold, and also work with distribution and payment collection solution providers like Oxigen, besides mobile operators. We are trying to partner with every company that a customer is likely to have a billing relationship with. There is also a cash-on delivery model, where Ditto TV prepaid cards are delivered to the doorstep."

Priorities for 2014 "With increasing screen sizes, and increase in number of handsets, we will be looking at bundling with handset providers and mobile phone operators. We are also working on technology that will allow users to view content on rent, so that they can pay to watch only a particular content."

The best thing that has happened to the OTT industry in Asia so far this year is... A greater willingness to partner and a growing understanding of OTT as a value add. "This is a big shift towards bringing content directly to the consumers screen and it is very encouraging... on the whole."

What do you think will have the most impact on the OTT industry in Asia in 2014?

"The ecosystem is growing very fast and we are optimistic that improved and better quality bandwidth as well as reduction in internet rates coupled with the penetration of mobile phones and tablets, is going to have a very positive impact on the OTT industry in Asia."

The best thing that has happened to Ditto TV so far this year The Ditto TV revamp and the new interface that allows users to directly login to the website from their user ID. This surpassing the need to download the app to their desktops.

interview **W** PRODUCTION

Michael Lake, CEO, Pinewood Iskandar Malaysia Studios

Where do you think Asia's film industry as a whole is at the moment compared to where you think it could be? "I think that the industry as a whole at the moment is very healthy. The major countries such as Korea, China and Japan have consolidated their positions whilst smaller countries are seriously starting to develop both their domestic industries as well as getting their films out to a broader audience, be it in the region or internationally. Also, box office takings for most countries in the region, not only for Western movies, is seeing an increase. In the future, I would like to see an increase in co-productions by producers within the region. I think that there are great opportunities on the back of the finalisation of ASEAN for there to be a truly regional producing community."

What are the major production trends you are seeing in Asia at the moment? "I see an increasing trend from Western producers to film in the region not only using locations but also in terms of story where the product is becoming more Asian centric. Of course, there continues to be a major push into China but other countries are also benefiting from this. There also appears to be an uptick in producers across the region working together. An interesting move has been CJ's entry into both Vietnam and Indonesia producing local-language films."

What do you think the major advances will be for Asia's film industry in the next 12 months – and what are the drivers for this? "I believe the increase in screens available within the region is going to be one of

“I think that there are great opportunities on the back of the finalisation of ASEAN for there to be a truly regional producing community.”

the biggest drivers of the industry over the coming year with an increase in screens to be built in Malaysia, large commitments by the Lippo Group and Blitzmegaplex in Indonesia and CJ's entry into Vietnam. Another driver for me will be an increase in finance available for production as the industry matures in many countries through the region and private investors seeing opportunities within the industry."

What do you think are the production industry in Southeast Asia's (or Asia) major achievements in the past 12 months? "I believe that there will be an increase in the amount of product produced and an increase in the quality of that product. I see more opportunities for that product to move into the international market. Because of the focus on the Asian industry from the international film-making community there will also be an increase in international production in the region and with that an opportunity for local producers to partner on this production."

What have been Pinewood's biggest milestones in the past year? "The two



biggest milestones in the past year have been the attraction of Imagica Corporation, Japan's largest post production company, to set up Imagica Southeast Asia at the studios offering a complete range of post production services. Most importantly the attraction of The Weinstein Company to produce the 10-hour Netflix series, *Marco Polo*, at the studios. A great coup and whilst it has stretched the facilities, it will be a game changer for international production in Malaysia. The two key drivers for this were the size and quality of the facility and the 30% Film In Malaysia Incentive."

What is your forecast for 4K roll out? "*Marco Polo* is being shot in 4K and several other projects we are talking to also are planning to shoot in 4K. My belief is that 4K will become the standard for international film and television production over the coming year or so."

Michael Lake will be speaking at this year's Creative Content Production Conference, which runs in Singapore from 18-19 June alongside BroadcastAsia and CommunicAsia.

Media Prima's TV3 turns 30

Malaysia's leading free-TV network, TV3, celebrates its 30th anniversary this month with a *Transformers* extravaganza that runs into August.

The three movies involved in the festivities are *Transformers* (June 13), *Transformers: Revenge of the Fallen* (June 20), *Transformers: Dark of the Moon* (August) and the premiere of *Transformers: Age of Extinction* on 25 June. All air in the Mega Movie slot at 10pm.

During the anniversary celebrations, Media Prima chief executive, Ahmad Izhah Omar, outlined the broadcaster's community and charity programmes.

He also said new co-pro *You Whisper*,



Media Prima CEO Ahmad Izhah Omar

bringing together talent from Malaysia, Singapore and Indonesia for the first time, would premiere in September.

Measat ups Tan, unveils new corporate image



Malaysian satellite operator, Measat Satellite Systems, has promoted Alex Tan to senior sales director – telecoms and VAS

(Asia Pacific). On the eve of this year's BroadcastAsia/CommunicAsia, Measat also unveiled its new corporate logo and image, saying the additional colours reflect the changes in the organisation over the last eight years.

Australia's Nine picks up ITV's reinvented Thunderbirds

Thunderbirds Are Go! arrives in Australia in spring 2015 in ITV Studios Global Entertainment's first international broadcast deal for the reinvention of the iconic kids series.

The series from ITV Studios and New Zealand's Pukeko Pictures will air on

Australia's Nine Network youth-skewing digital channel Go!, ITV Studios said in a statement out of the U.K. on Monday.

The series' catch-up option will be available via 9jumpin's VOD service.

The 26x30 mins series premieres on ITV and CITV in the U.K. in 2015.

Malaysia's TV1 blocks Singapore feed

Malaysia's public broadcaster RTM has pulled the plug on its Singapore channel until the final whistle has been blown on the World Cup in Brazil. StarHub subscribers were greeted last week with an on-screen banner telling them that RTM has encrypted its satellite signal source "so that only viewers in Malaysia are able to access the 2014 FIFA World Cup matches on TV1".



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