

Disney SEA reorg

Amit Malhotra takes charge of integrated networks unit, Natasha Malhotra exits

Disney has reorganised its Southeast Asia business, putting company veteran Amit Malhotra in charge of the new Disney Media Networks division as general manager.

As was widely whispered at the ContentAsia Summit in Singapore last week, Natasha Malhotra, former head of Disney channels, exits the company as part of the reorg.

The new unit consolidates television, mobile and online businesses in the region, including channels, media distribution, games, apps and Maker Studios.

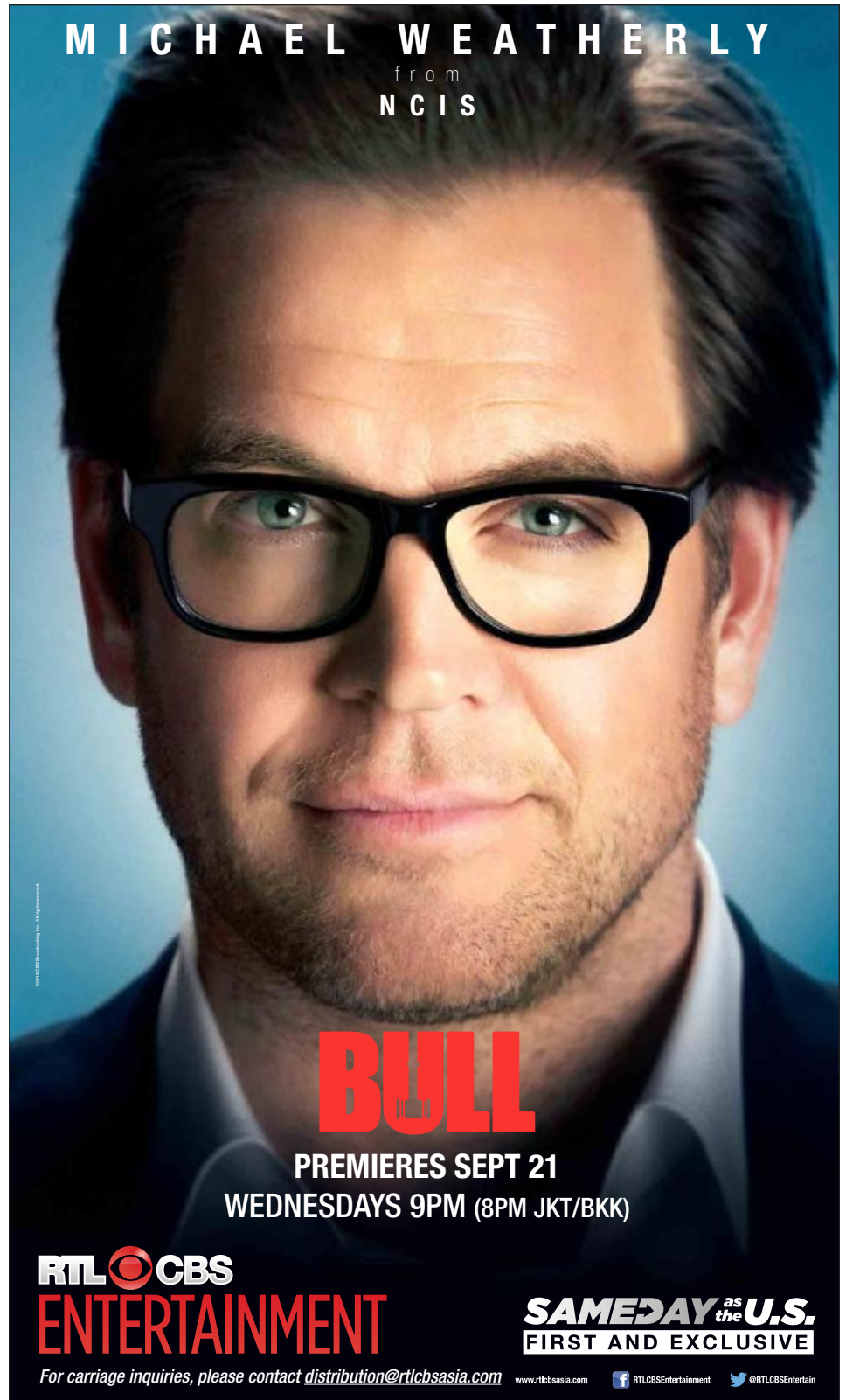
Sports network ESPN is not included.

As part of the reorg and his new role, Malhotra relinquishes his two-year gig as general manager of studios, which put him in charge of Disney's movie marketing and distribution.

Malhotra, who has been with Disney for 12 years, reports to Rob Gilby, managing director of The Walt Disney Company Southeast Asia. Both are based in Singapore.

Gilby said this afternoon that mobile and social media were "providing an exciting opportunity to extend and deepen the storytelling experience for our fans".

In addition to coming up with innovative business models for the new media environment, Malhotra is charged with fulfilling the promise of "new, innovative ways for audiences to engage with our stories, brands and characters".



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S'pore on alert for 4th mobile operator

Singapore is on high alert for a fourth mobile broadband operator – and has a sharp eye on what the three existing operators (Singtel, StarHub and M1) are going to do about the looming competition. Three companies – MyRepublic, airYotta and Australia's TPG Telecom – have put up their hands for the new license so far. The winner is expected to be announced mid-October, and be up and running by the middle of next year.

SkyCable, Destiny launch lifestyle fest

Philippines' platforms SkyCable and Destiny Cable have thrown open the gates to their lifestyle kingdom for a week, offering a dozen channels for free to all pre-paid subscribers in a bid to boost take up. The free window runs from 9-15 September. The channels are Asian Food Channel, FYI, Travel Channel, Outdoor Channel, DMAX, Fashion TV, HGTV, Food Network, Lifestyle Channel, Eve, TLC, and Discovery HD World.

China up to 112 mins a day online

China's 710 million mobile internet users spend an average of 112 minutes a day online via their smartphones, platform iQiyi reminded the world today. Estimates are that 32% of their time is spent on audio and video-related apps.

Using iResearch data, iQiyi said in its newsletter that Wechat, QQ and iQIYI were the top three most-used Apps in China.

In July, mainland Chinese users spent 5.3 billion hours on Wechat, 3.8 billion hours on QQ and 3.4 billion hours on iQiyi. Wechat has 560 million users, QQ has 490 million and iQiyi has 330 million users.

Warner TV enters Q4 2016 fully loaded *Lethal Weapon, Wonder Woman @ 75* close out 2016



Lethal Weapon

Warner Bros Television's new series, *Lethal Weapon*, leads Warner TV's schedule in Asia for the third quarter of this year.

The drama will air in Asia on 22 September – the same day as the U.S.

The channel also celebrates Wonder Woman's 75th birthday in late October with movies such as Lynda Carter's 1976 original *Wonder Woman*, *Man of Steel* starring Henry Cavill, and *The Dark Knight Rises* with Christian Bale.

Warner TV Asia's final quarter 2016 schedule also features *Blindspot*,

Gotham, *Arrow* and DC's *Legends of Tomorrow*.

The new slate puts six titles on the Asia schedule on the same day as the U.S.

One more undisclosed show will premiere in November and *iZombie* is scheduled to return in 2017, pushing the number to eight.

Lethal Weapon, based on the movie franchise, is the story of cop duo Martin Riggs (Clayne Crawford) and Roger Murtaugh (Damon Wayans) working a crime-ridden beat in Los Angeles.

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Run Run Shaw drama to screen in Cannes

China flies the flag for Asia at MIPCOM's international drama screenings



The Last Tycoon

China flies the flag for Asian drama during Mipcom's International Drama Screenings this year (17-20 October).

The one Chinese drama on the list of eight premium titles on the screenings schedule is *The Legendary Tycoon*, based on the true story of Asia's first movie mogul, Sir Run Run Shaw. The series producer is China Huace Film & TV Co.






The seven screenings feature eight new shows from the U.S., U.K., Germany and France. These include thriller *The Missing* season 2 from all3media International.

Organisers Reed Midem said that with premium drama such an industry driver, the drama screenings offer had been doubled this year.

In addition to the International Drama Screenings, MIPCOM also presents a record number of World Premiere TV Screenings. These include Fox's reboot of *The Rocky Horror Picture Show*, and World War I spy drama *Mata Hari* from Red Arrow International.

I want...

A quick look at some of Asia's buyers' shopping list for this year.

Who	Buying	Rights
Lee Soo Hui Head of Business Media Unit StarHub, Singapore 	Animation/Japanese anime Arts Documentary Drama/ Korean drama* /Sci-fi Education Entertainment/Music Feature film Formats/Lifestyle/Food Kids/Youth News/Sports Reality/Travel Telenovelas	Cable TV Digital OTT Online Pay TV
Ernie Deviana Director of Content & Program PT Karya Kreatif Bersama, Indonesia 	Animation Drama* Entertainment Feature film Kids* Korean drama Movie* Telenovelas ... buys only international content	Free TV Pay TV Satellite
Shao-Yi Chen Senior Manager CatchPlay, Taiwan 	Documentary Feature film* ... buys local, regional and international content	Online OTT SVOD VOD
Munkhbat E. Content Acquisition Specialist Univision/DDish TV, Mongolia 	Adult Animation Documentary Education Entertainment Feature film Formats/Scripted formats* Lifestyle Kids Japanese anime Sci-fi ... buys local, regional and international content. Also keen on co-production of formats/scripted TV series	DTH IPTV OTT Pay TV
Cecilia Leung Content Acquisition Manager, APAC LeEco, Hong Kong 	Drama/Korean drama (Asian/Western)* Entertainment Feature film/Movie* Lifestyle Reality Variety	Online OTT

Source: Buyers, ContentAsia. *Buying more this year

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Celestial goes OTT for Miao Mi in S'pore

Toggle, Cast deals for Mandarin kids channel



Math Fun with Ria

Asian channels operator Celestial Tiger Entertainment (CTE) is going the digital route in Singapore for its new Mandarin pre-school kids channel Miao Mi.

Two new linear+SVOD distribution deals are with Mediacorp's OTT platform Toggle and with Singtel's new platform Cast.

Singapore is Miao Mi's second market in Asia. The channel launched in Indonesia in January this year.

First and exclusive titles on the channel include *Peet*, *The Forest Detective* from Korean educational broadcaster EBS; *Math Fun with Ria*, an animated series teaching preschoolers mathematical fundamentals; live-action series *Peek-a-boo*, from Japan's NHK; and *Pleasant Goat Fun Class*, an educational series focused on sports and animals featuring characters from the Pleasant Goat franchise.

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10 Years Ago This Week...

ContentAsia celebrated its 10th anniversary in March 2016. Among other things, we're marking the occasion by looking back (and maybe marvelling a bit at everything that's happened since) at what happened this week in 2006....

NEWS

- Koos put Taiwan cable platform, CNS, up for sale
- Astro ups regional ambitions
- Foreign content takes yet another hit in China
- M3 launch date set – programmers not celebrating yet
- Chunghwa defies government MOD order
- Malaysian ministry "angry and disappointed" over WiMax tender
- Maxis ups 3G spend to US\$1.63m
- US\$137 million digital gift for Taiwan's PTS
- NDTV announces 24-hour news channel for Malaysia's Astro

PLUS MORE IN ...

CONTENTASIA INSIDER

The headlines above along with the full news stories and more were delivered during May to subscribers to *ContentAsia's Insider* – a BlackBerry-friendly service that gets you your Asian media news first, fastest and more frequently. Fully searchable archive access to all *ContentAsia* magazine and *ContentAsia Insider* articles is included in your paid subscription. For more information, please email i_want@contentasia.tv

Brand Australia push in regional channel revamp

Propaganda not an issue, says Australia Network CEO

The new Australia Network – born out of the old ABC Asia Pacific – may be Aussie down to the bugs on screen, but there's not an Australian it would rather have in its audience over a true-blue Asian viewer.

"This channel has been created for non-Australian audiences," says Australia Network CEO, Ian Carroll. "We live or die as a management team on the number of non-Australians who use the service."

The new network launches on August 7, turning the four-and-a-half year-old ABC Asia Pacific into a more streamlined channel with a simpler schedule and a revamped news

and current affairs slate, including the flagship *Focus* current affairs programme (9pm, Tuesdays and Thursdays). *Focus* will be produced exclusively by the news team from national broadcaster, the Australian Broadcasting Corporation (ABC).

"Our offer is a different view, a different perspective, presented in a different way... That would be the number one difference. Number two is the simpler schedule. And the third



Ian Carroll



is a more distinct Australian perspective, whether drama or documentary," Carroll says.

But, as much as some things change, others will stay the same. For one, the money (said to be some A\$18 million a year) is still coming from the Australian government.

Continued on page 6

Japanese animation tops Asian kids' TV charts

Japanese animation remains by far the most popular kids programming in Asia, a poll of free-to-air television broadcasters across the region shows.

Of the 15 broadcasters asked by *ContentAsia* about their kids slots, 11 – or 73% – listed animation (See *chart on page 7*) as the most popular genre among young audiences so far this year.

Of these, 9 were from Japan and two were from China (*The Legend of Kala* on Taiwan's

PTS) and the U.S. (*SpongeBob Squarepants* on Philippines' free-TV station ABC5).

The other four stations – Japan's Fuji TV, Philippines GMA, Thailand's ITV and Japan's NHK – said drama and educational entertainment shows topped their kids' schedules this year.

Doraemon, the story of a robotic cat that travels back in time from the future to help schoolboy, Nobita Nobi, swept the board with four of the

Continued on page 7

Wake up for dead airtime

Interactive format creator and distributor, Cellcast, is finding a "very lively business" in Asia turning dead airtime into a revenue generator with a slate of interactive auction/game show-type content that attracts (mostly late night) TV viewers and keeps them attached through the day via mobile.

The company's latest Asian show, a local version of *Insomnia*,

Continued on page 10

ContentAsia is taking a summer break. The next issue will be published on August 21.



Mickey's got another winner on his hands!

Mickey Mouse Clubhouse debuted at No. 1 in its time slot on U.S. Playhouse Disney.*

*Among all basic cable networks for Kids 2-5. Source: Nielsen Media Research



StarHub tees off for charity

Telco raises S\$209,700 for special needs students



TVB star Lawrence Ng teeing off

Singapore's StarHub has donated S\$209,700/US\$155,000 from the StarHub Sparks Fund to three voluntary welfare organisations serving students with special needs and disabilities.

The funds were raised at the annual StarHub Open, a golf event for corporate clients, joined by StarHub management with guest appearances by TVB artistes including Lawrence Ng.

Korean drama co-pro frenzy escalates

CJ E&M/Warner follow YG/NBCUni's *Scarlet Heart*

Korea's CJ E&M and Warner-owned streaming platform DramaFever are planning drama co-productions for global distribution.

The plan – still at MoU stage – is for CJ E&M's four-month-old production affiliate, Studio Dragon, to develop and produce two originals in the next three years.

The companies are also talking about remaking existing films and TV dramas.

Studio Dragon, set up in May this year, is CJ E&M's way of upping global competitiveness. The idea is to tap story telling expertise through international alliances.

Warner is a drama format front runner in Asia, with four drama/sitcom formats on

air or commissioned in the region this year so far. Titles are *2 Broke Girls* (China), *Cold Case* (Japan), and local versions of *Gossip Girl* (China, Thailand).

NBCUniversal's biggest success in Asia has been *Scarlet Heart*, a co-production with Korean producer YG Entertainment. *Scarlet Heart*, based on Chinese fantasy novel *Bu Bu Jing Xin*, was NBCUni's first direct investment in a South Korean drama. The investment is said to have been US\$10 million.

NBCUni's drama formats experience in Korea so far has been a local version of legal drama *Suits*.

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