

Telkomsel, CatchPlay roll out in Indonesia

2GB data sweetener for SVOD movie package

Indonesian telco Telkomsel has added Taiwan's CatchPlay SVOD to its Video-MAX entertainment platform, bundling movies with a 2GB data sweetener and the promise of "smooth streaming" on Telkomsel's 4G mobile network. The package costs Rp66,000/US\$5 a month.

CatchPlay has also acquired exclusive digital rights for award winning Indonesian movie, *Solo, Solitude*, which will stream on the platform in May.

In addition to the monthly subscription option, a multi-layered pricing strategy offers consumers in Indonesia free membership and one free CatchPlay movie a month, with a pay-per-view option for local and library titles at Rp19,500/US\$1.50 each or new releases for Rp29,500/US\$2.20 each.

CatchPlay CEO, Daphne Yang, described Indonesia as a market of "huge potential in terms of individuals who use the internet for video streaming".

CatchPlay titles include *La La Land*, *Lion* and *Lego: Batman Movie*. New titles this month are *Collateral Beauty*, starring Will Smith; *Sing* with Matthew McConaughey and Reese Witherspoon; and *Fences* with Denzel Washington and Viola Davis.

CatchPlay also has a distribution deal with Indihome in Indonesia.

The platform is available in Taiwan, where it launched in 2007, Singapore and Indonesia.



RTL CBS ENTERTAINMENT

FIRST & EXCLUSIVE

billboard
2017
MUSIC AWARDS

LIVE from the U.S.

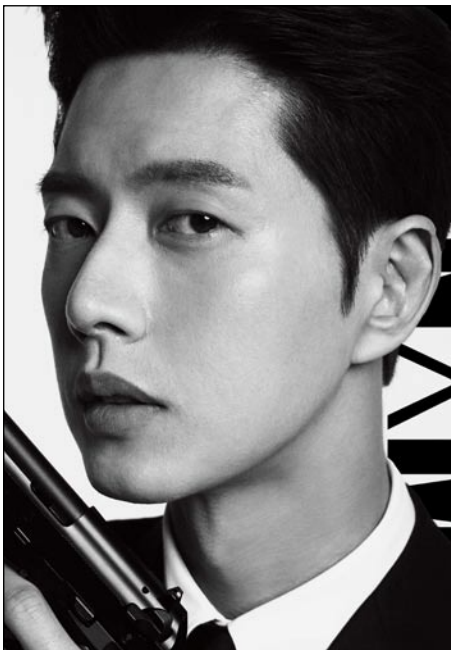
22 MAY MONDAY 8AM (7AM JKT/BKK)
PRIMETIME ENCORE 9PM (8PM JKT/BKK)

© COPYRIGHT 2017 BILLBOARD PRODUCTIONS, INC.

Korea's JTBC breaks new ground with Netflix

21 April global debut for *Man x Man* in 20+ languages

Picture courtesy of Netflix



Man x Man

Netflix airs Korean broadcaster/production house JTBC's weekend series, *Man x Man*, in more than 20 languages on 21 April.

The series will be live on Netflix globally (excluding Korea and the U.S.) an hour after its domestic Korean telecast.

In the U.S., *Man x Man* will be offered in two parts of eight episodes each. Debut dates have not been announced.

This is the first time Netflix has simulcast a Korean drama globally in so many languages.

Man x Man, directed by Chang-min Lee (*Giant*, *Bride of the Sun*, *Birth of a Beauty*), stars Park Hae-jin (*My Love from the Star*) as a ghost bodyguard for a top Hallyu star.

GMA bets on love triangles in new drama

3 wives, 3 husbands, 3 mistresses drive day-time hopes

Philippines' broadcaster GMA Network has premiered its new afternoon drama, *D' Originals*, testing star-studded dramedy in the prime-time day-time slot instead of the usual melodrama.

The new series, starring 2016 Cannes Best Actress Jaclyn Jose, is about three wives and their tussles with the three women – their husbands' mistresses – who disrupt their lives and marriages.

This is the first time the controversial issue of marital infidelity is being tackled in the afternoon block, says GMA Worldwide vice president, Roxanne Barcelona.

Another differentiator is the documentary-style interviews injected by GMA's news and public affairs division, which produced the series.

GMA has also ramped up the afternoon star power for its latest series.

In addition to Jaclyn Jose, the *D' Originals* cast includes 2016 Urian Best Actress Lj Reyes and online sensation Kim Domingo, together with Katrina Halili, Jestoni Alarcon, Mark Herras, Meg Imperial, Archie Alemania and Lovely Abella.

D' Originals, directed by Adolf Alix, debuted on domestic free-TV channel, GMA-7 on Monday (17 April), stripped from 4.20pm to 5pm Mondays to Fridays.

The show replaced family melodrama *Envy*, about a husband and wife and their two children, living in the slums, happily, until a fire breaks out and daughter Glenda dies.

The free-to-air domestic premiere is followed by a slot on

global linear network GMA Pinoy TV on 18 April.

D' Originals is scheduled to run for 13 weeks to mid July 2017.

Prime-time drama, *My Destiny*, remains GMA's top selling drama. The 2014 series has been sold in 14 territories and scripted format rights were sold to Mexico.



Katrina Halili, *D' Originals*

OUT NOW!



For Real Asia's factual landscape


Japan Who's who &
what they're up to

Plus Formats, shows most in
demand & top-of-mind
issues across the region


All in the new issue of ContentAsia...in print+online


For editorial info, contact Janine at janine@contentasia.tv
To advertise in any of *ContentAsia's* publications or online,
contact Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
or Leah at leah@contentasia.tv (Americas and Europe)

www.contentasia.tv

 [@contentasia](https://twitter.com/contentasia)

 [/contentasia](https://www.facebook.com/contentasia)

 [contentasia.tv](https://www.instagram.com/contentasia)

 [/company/contentasia](https://www.linkedin.com/company/contentasia)

HK's i-Cable halts trading

Speculation rife about new investor for ailing platform

Hong Kong's i-Cable Communications halted trading on Hong Kong's Stock Exchange on Tuesday (18 April) pending the release of an announcement the company said involved "inside information".

The suspension comes a little more than a week before the 26 April deadline for i-Cable's decision on whether or not to proceed with its licence renewal.

Speculation is rife about potential new investment in the ailing platform, which has been for sale but so far unable to secure a buyer.

Local media outlets say a potential investor may be on the horizon. Chinese daily Ming Pao has mentioned Forever Top as a potential investor.

If i-Cable doesn't accept the new licence, the platform will likely go dark by June this year.

Prime Video boosts Bengali titles

Amazon seals exclusive deal with Shree Venkatesh Films

Amazon has acquired long-term exclusive streaming rights to a slate of titles from major Bengali producer, Shree Venkatesh Films (SVF).

Titles include upcoming releases, including detective thriller *Byomkesh Pawrbo*, as well as films such as *Zulfiqar* and *Gangster*.

SVF and Amazon have already worked together on *Khawto*, which premiered on Amazon Prime Video before its television premiere.

Select titles going forward will also stream on Prime Video before their TV window.

Jackie Chan unveils US\$6m series

3D animated series targets young Chinese consumers



Jackie Chan at the launch in Beijing of *All New Jackie Chan Adventures*

Action film star Jackie Chan has unveiled his new US\$6-million animated series – *All New Jackie Chan Adventures*, featuring the epic adventures of an animated Jackie Chan.

The show airs later this year on at least three children's satellite TV channels and 200 terrestrial TV channels in China, including Hunan TV Children's Channel, BTV's Kaku Children's Channel and Toonmax TV.

The 3D-animated series, with Kyana Poppy Downs as Chan's partner and classmate, kicks off a new initiative to appeal to young Chinese audiences and includes TV and consumer products.

The 104-episode show was produced by Zhejiang Talent Television & Film, Khor-gas JJ Culture Media and VJ Animation Studio.

All New Jackie Chan Adventures fol-

lows the American animated TV series, *Jackie Chan Adventures*, which aired from 2000 to 2005 and was distributed in about 60 countries.

"With young children increasingly searching for new role models to look up, it is imperative that celebrities in China use their influence to help shape the values of today's young Chinese children and indeed people in general," Chan said at an event in Beijing just before Easter.

The new series was created after about 18 months of research, which found that Chinese children between six and eight years old in seven cities prioritised comedy, magic and adventure.

Chan said series promoted positive values, with storylines embodying Chinese etiquette and traditional virtues, teaching good habits and discipline.

VIU rolls out in Thailand, Songkran special offer

Hong Kong telco PCCW's mobile streaming platform, VIU, has soft launched in Thailand with local telco AIS.

The commercial launch is scheduled for May.

Subscription through AIS is THB99/US\$2.90 a month. No details on direct subscription are immediately available.

The launch slate includes *Running Man*, *The Return of Superman*, *Song Ji Hyo's Beauty View*, *King of Mask Singer*, *Descendants of the Sun*, *Infinite Challenge* and *Doctors*.

To celebrate the Thai festival of Songkran, AIS and VIU are offering a 15-day free VIU Premium trial "with no charge and no obligation".

Trial registration runs from 18-19 April and is open to AIS mobile phone customers only. Successful registrants will be sent a confirmation message on their phones between 25 April and 3 May and the free trial has to be activated by 9 May.

The VIU Premium offer is limited to the first 200,000 who sign up via a link on VIU Thailand's Facebook page, according to AIS.

Fear the Walking Dead heads back to Asia

The fourth season of *Fear the Walking Dead* will air on AMC channel in Asia as part of a 125-country roll out announced on Good Friday. The season four renewal comes ahead of the season three premiere on 4 June.

HOOQ adds US\$4 TVOD in Singapore

Streaming service HOOQ has added a pay-per-view movie option to its Singapore service. Movie titles are S\$6/US\$4 each. TVOD titles mentioned are 2016 movies *Arrival*, *Underworld: Blood Wars*, *Fantastic Beasts and Where to Find them* and *Rogue One: A Star Wars Story*.

Sony launches kids channel in India Sony Yay! rolls out with four animated originals



Sony Yay! brand ambassador Tiger Shroff, with Sony Pictures Networks India's Leena Lele Dutta and NP Singh at the channel launch in Mumbai

Sony Pictures Networks India's kids entertainment channel, Sony Yay!, went live on Tuesday, 18 April, with four animated originals and the promise of "unlimited happiness" for children in India.

The new linear service targets kids between two and 14 years old.

The four original homegrown productions are musical comedy *Guru Aur Bhole*, which airs at 10am from Monday

to Friday; animal show *Sab Jholmaal Hai*, stripped Mondays to Fridays at 9am; *Prince Jai Aur Dumdaar Viru*, stripped weekdays at 11am; and ghost comedy *Paap-O-Meter*, which airs weekends at noon.

Sony Yay!, one of Sony Pictures Networks India's 29 channels in India, is available in Hindi, Tamil and Telugu across direct-to-home and digital cable platforms.

HBO Asia tours Cunningham in Bangkok Game of Thrones star in Asia ahead of 17 July S7 premiere

HBO Asia toured *Game of Thrones*' Liam Cunningham around Bangkok this month ahead of the season seven premiere on 17 July. Cunningham plays Ser Davos Seaworth, the Onion Knight and Hand of King Stannis Baratheon. *Game of Thrones*

airs exclusively on HBO Asia at the same time as in the U.S. The 9am (Singapore/Hong Kong) premiere will be followed by a prime time encore at 9pm. The series will also be available on HBO On Demand and HBO GO in selected territories.

2017 MAY 23 • MAY 25
TUESDAY - THURSDAY

BASEMENT 2 to LEVEL 5
MARINA BAY SANDS, SINGAPORE

PRE-REGISTER ONLINE
NOW!

CommunicAsia2017

www.CommunicAsia.com

Imagine. Innovate. Inspire.

Pre-Register
Online Now for your
Free Exhibition Pass

Enjoy free access to

- Online Business Matching Programme
- Industry Reports

Why Visit?

- ▶ Bigger and more focused with 8 dedicated tech zones
- ▶ Network with more than 1,100 international exhibitors and 22 group pavilions
- ▶ Catch over 170+ Subject Matter Experts at the CommunicAsia2017 Summit, including Futurist - Rohit Talwar, Telstra, PCCW Global, SIGFOX and more
- ▶ Learn from case studies at free seminars and workshops on the show floor such as

DigiMarketing
lab

PHILIPPINES
CONNECT

SME DAY

Technology
TOUR

Limited Seats Available! RSVP For These Activities Now!



Be the first to get a glimpse of more than 600 product launches! Check out the website and start browsing our Online Show Catalogue.

Download the official Mobile Apps today and gain easy access to exhibitors' highlights, activity and conference schedules and the interactive floorplan.



Scan QR code
to download



Hop onto the free shuttle service to also visit BroadcastAsia at Suntec Singapore

Organised by:



Incorporating:



Held concurrently with:



A Part of:



Hosted by:



In support of:



Endorsed:



Supported by:



Held in:



Indonesia's Indosat - Fibre tops Netflix's Speed Index for Asia

Singapore flies the flag for Asia on global list of Top 10 Countries

Singapore is the sole country in Asia on Netflix's global Speed Index for March 2017, with providers in three markets – Taiwan, India and the Philippines – singled out for significant growth in the speed of delivering the premium service.

Singapore placed 10th in the world in the March rankings, down from ninth in April last year. Switzerland was first, followed by Belgium and the Netherlands, all of which topped the 4 Mbps average mark.

The handful of individual providers in Asia that topped the 4 Mbps mark in Japan include Japan's KDDI Fibre (4.30 Mbps) and Indonesia's Indosat - Fibre. Indosat - Fibre delivered Netflix at 4.42 Mbps – significantly higher than any of the providers in Singapore or South Korea, both often presented as the most advanced internet markets in Asia.

StarHub Fibre tops the Singapore leaderboard for March, delivering Netflix at a speed of 3.98 Mbps in peak times during March. StarHub Fibre toppled MyRepublic, which ranked first in March last year. In second place on this year's March list is M1, with MyRepublic pushed down to third. Singtel Fibre is fifth after StarHub Cable, with last place of six providers going to Singtel DSL.

In Taiwan, Netflix said Taiwan Broadband continued its gains through March with an increase of 0.42 Mbps, increasing average monthly speed to 2.75 Mbps, up from 2.33 Mbps in February. At the same time, Taiwan Broadband didn't make the top five providers list in Taiwan in March, limping in behind So-net (3.28 Mbps), HiNet (3.19 Mbps) and Hoshin Multimedia (3.07 Mbps).

Netflix singled out SKYcable in the Philippines, which rose two spots to number two by improving its speed average to 2.51 Mbps, up from 2.19 Mbps in February. At the bottom of the Philippines' list is Bayan, which delivered 1.26 Mbps, and Smart, which recorded 1.30 Mbps. These

TAIWAN

ISP LEADERBOARD - MARCH 2017						
RANK	ISP	SPEED Mbps		PREVIOUS Mbps	RANK CHANGE	TYPE
Fiber Cable DSL Satellite Wireless						
1	So-net	3.28	<div style="width: 100%;"></div>	3.23	+1	Fiber Cable
2	HiNet	3.19	<div style="width: 100%;"></div>	3.25	-1	Fiber Cable DSL Satellite Wireless
3	Hoshin Multimedia	3.07	<div style="width: 100%;"></div>	3.09		Cable
4	KBro	3.00	<div style="width: 100%;"></div>	2.95		Fiber
5	TFN	2.98	<div style="width: 100%;"></div>	2.86		Fiber Cable
6	Taiwan Broadband	2.75	<div style="width: 100%;"></div>	2.33		Fiber
7	FarEasTone	2.19	<div style="width: 100%;"></div>	2.10		Wireless
8	Taiwan Mobile	2.09	<div style="width: 100%;"></div>	2.06		Wireless



PHILIPPINES

ISP LEADERBOARD - MARCH 2017						
RANK	ISP	SPEED Mbps		PREVIOUS Mbps	RANK CHANGE	TYPE
Fiber Cable DSL Satellite Wireless						
1	ComClark	2.74	<div style="width: 100%;"></div>	2.51		Cable
2	SKYcable	2.51	<div style="width: 100%;"></div>	2.19	+2	Fiber
3	PLDT	2.43	<div style="width: 100%;"></div>	2.41	-1	Fiber Cable DSL
4	Globe	2.23	<div style="width: 100%;"></div>	2.22	-1	Fiber Cable DSL Satellite Wireless
5	Smart	1.30	<div style="width: 100%;"></div>	1.36		Wireless
6	Bayan	1.26	<div style="width: 100%;"></div>	1.30		Fiber Cable DSL



Source: Netflix ISP Speed Index

are among the slowest in Asia, along with India's MTNL (1.34 Mbps) and BSNL (1.15 Mbps).

India's Syscon Infoway also rose two spots as its speeds climbed by 0.3 Mbps, reaching a 1.8 Mbps monthly average for March. India's fastest provider is Airtel at 2.61 Mbps.

Japan dropped seven spots to 24 in the March country rankings. Japan's BIGLOBE

experienced the largest decline, decreasing average monthly speed to 2.87 Mbps, down from 3.29 Mbps in February 2016. Slowing speeds at Tokai Communications and IJ also contributing to the dramatic drop down the country rankings.

South Korea's fastest provider in March was KT (3.23 Mbps), followed by D Live (3.22 Mbps), LG U+ (2.92 Mbps) and SK Broadband (2.80 Mbps).

The Big Influence is...

ContentAsia asks media execs about the one thing they think will make the most difference to the content industry this year.

<p>“With 4G services rolled out, Asian telcos may be less likely to subsidise OTT beyond this year. The low tide will hurt some players.”</p> <p>Iskandar Samad Chief Executive Officer, Tribe</p>			<p>“There is only one path to high-quality dubbing – Create content, not just sounds.”</p> <p>Andrei Zinca President, Voxx Studios</p>
	<p>“The growing importance of having robust OTT rights, including concurrencies, multi-screening, and download rights, to the content on your channels.”</p> <p>Ofanny Choi Executive Vice President, TV Networks Celestial Tiger Entertainment</p>	<p>“It’s not the brand that shouts loudest – it’s the brand that listens hardest; that spends more time talking about the things that matter to its audiences.”</p> <p>Angela Cheung Managing Director, APV</p>	
<p>“Content will always remain king but I believe that 2017 will see more emphasis on telling stories that are relevant and appealing to the Asian audience.”</p> <p>Zafira Shareef Head of Content Acquisition, HOOQ</p>			<p>“If only the networks could trust their own programming strategy enough to commission based on ideas instead of ROI - now that would make a difference!”</p> <p>Lim Siu Min Head of Production, Double Vision (Malaysia)</p>
	<p>“The availability of broadcasting technology to customise viewers’ experience is an absolute pre-requisite.”</p> <p>Azuan Muda Co-founder, Teeb TV (Malaysia)</p>	<p>“Delivering stellar creative talent to the Asian viewers who continue to seek the reassurance of well-known brands.”</p> <p>Katrina Neylon EVP International Sales & Marketing, STUDIOCANAL</p>	



casbaa
REPRESENT INFORM CONNECT

Satellite Industry Forum 2017

22 May 2017, Four Seasons Hotel, Singapore

#casbaaSIF

The CASBAA Satellite Industry Forum in Singapore is a “Must Attend” diary date for the Asia Pacific satellite industry, especially in 2017.

As a sure-fire curtain raiser for the CommunicAsia show everybody (video and telco clients as well as suppliers) is in town, and so is CASBAA.

The “need to know” SIF agenda 2017

Launching into the Unknown – Products, Pricing and Scheduling

Life with the LEOs

Mobility on the Move

Living with Space Junk

The new Asian Behemoth – India takes a seat at the top table

Smaller customers make bigger waves

The 5G Solution

**“Asia’s best Satellite Networking event”
It’s what everybody’s talking about!**

Sponsorship
adela@casbaa.com

Registration
mandy@casbaa.com

Sponsors:



More details, please visit:

www.casbaaevent.com/events/casbaa-satellite-industry-forum/



India

In numbers

Population.....	1.27 billion
Households.....	277 million
TV households.....	175 million
TV penetration.....	72%
Registered DTH subs.....	92 million
Cable/Satellite HH.....	145 million
Active DTH subs.....	58 million
DTH operators.....	6
Pay TV channels.....	275
Registered satellite TV channels.....	892
Mobile phone users.....	1.03 billion
Internet subs.....	350 million
Wireless internet subs.....	330 million

Source: companies, Telecom Regulatory Authority of India (TRAI)



Strictly Come Dancing India (Jhalak Dikhhla Jaa) season nine

One thing dominated conversations about India going into 2017: Demonetisation (and the end of doubt as to the lengths prime minister Narendra Modi will go to try to curb corruption, strangle the supply of forged currency and “black” money, and cut funding to groups that support terrorism).

The debate was fierce over the good, bad and ugly of Modi’s early-November 2016 move. Supporters praised the effort to cleanse the economy and crack down on corruption. Opponents pointed out, among many many other things, the hardships to ordinary people, and called the initiative everything from “breath-taking in its immorality” (Forbes) to a “loopy idea” (South China Morning Post). And that’s not even mentioning the execution.

The impact on the TV/video industry? Anecdotes abound about radical consumer spending curbs, empty malls and the knock-on negative impact on advertising. A potential upside mentioned was a new openness to digital currency and payments, and a boost for e-commerce. This may be, maybe, good news for the booming (in number if not in revenue – yet) streaming/OTT/online players.

Those players, meanwhile, are neither

hoping for nor expecting any miracles any time soon, citing a long list of reasons (including infrastructure challenges; measurement, which is not robust enough yet; and regulatory impediments to investor exits).

The majority believe there is money to be made in digital. It’s just that the share going into 2017 is disproportionate to the size of the audience.

While some are adamant that Indian consumers will pay for video entertainment, there’s also some scepticism over how much subscribers are willing to spend on streaming video services. “If users can pay US\$4 or US\$5 for 300 channels, why would they pay for OTT,” asks Emerald Media managing director, Rajesh Kamat.

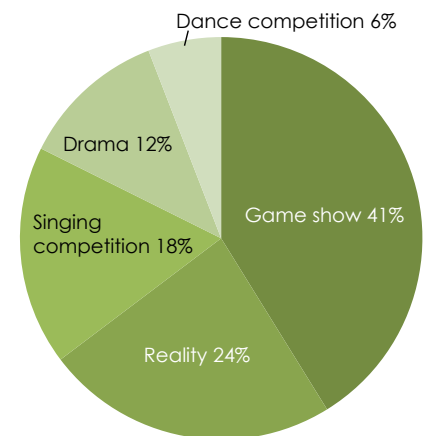
At the same time, India has never been short of innovation and, for all the uncertainty about everything else, no one is questioning content’s value across every screen. Neither is there any doubt about the ability of the domestic production sector to rise to the content creation challenge across a swathe of genres, from the rising generation of online stars to high-end scripted drama and talent/game show formats.

ContentAsia’s Q1 2017 Formats Out-

look ranked India sixth by volume among 15 countries in Asia. 17 formats (airing, signed and commissioned for 2017/2018) were recorded for the first three months of the year.

By genre, game shows made the bulk of the Q1 formats offering, with seven titles (41%), including three Indian language versions of *Who Wants to be a Millionaire?* (Marathi, Malayalam, Telugu) and two versions of *Minute to Win it* (Kannada, Malayalam).

The rest were reality (3 social experiment, 1 modelling titles), singing competition (3), drama (2), and dance competition (1).



Source: ContentAsia’s Formats Outlooks Q1 2017

Who's who in India...

Terrestrial/Free TV

Doordarshan

Established in 1959, Doordarshan (DD) is India's national broadcaster, transmitting to 88% of the population via 1,412 terrestrial transmitters. DD also operates DTH DD Free Dish service since 2004, offering about 80 TV and 24 radio channels. DD is overseen by public broadcast corporation, Prasar Bharati, an autonomous body that also looks after All India Radio (AIR).

Multi-channel Programmers

Discovery Communications India

Discovery Communications India operates 11 channels in India – Discovery Channel, Animal Planet, Discovery Kids, TLC, ID-Investigation Discovery, Discovery Science, Discovery Turbo, Discovery Tamil, Discovery HD World, Animal Planet HD World and TLC HD World.

NDTV

New Delhi Television (NDTV) distributes four NDTV-branded services: NDTV 24x7 (English-language news), NDTV India (Hindi news), NDTV Profit+Prime (Profit: business news, Prime: male-targeted infotainment) and NDTV Good Times (lifestyle).

Reliance Broadcast Network

Reliance Broadcast Network owns and distributes Big Magic (comedy); Big Magic Ganga (regional entertainment for Bihar and Jharkhand); and Big Thrill (action/adventure). Reliance Broadcast Network is also involved in radio and TV production businesses.

Sony Pictures Networks India

Sony Pictures Networks (formerly Multi Screen Media/MSM) is a subsidiary of Sony Corporation, which owns and operates the Sony Entertainment network of TV channels. In August 2016, Sony Pictures Networks India acquired the TEN Sports Network (TEN 1/HD, TEN 2/3, TEN Golf HD, TEN Cricket, TEN Sports) for US\$385 million from ZEE Entertainment Enterprises Limited (ZEEL); the deal was approved in Jan 2017.

Star India

A wholly owned subsidiary of 21st Century Fox, Star India broadcasts more than 40



Kumkum Bhagya, Zee TV

channels in eight languages, reaching 650+ million viewers a month across India and 100 other countries. The network's entertainment slate includes Star Gold, Channel V and Star-World. Star also operates eight sports channels, as well as OTT service, Hotstar.

Sun TV Network

Sun TV Network operates 33 satellite TV channels in four languages (Tamil, Telugu, Kannada, Malayalam) to more than 95 million households in India. The channels are also available in 27 countries, including Singapore, Malaysia and Sri Lanka.

Taj Television India

A wholly owned subsidiary of Zee Entertainment Enterprises Limited (ZEE), Taj Television India distributes Zee and Turner channels, including Zee TV/HD, Zee Cinema/HD, Zee Cafe, Zee Studio/HD, Zing, Zindagi, Zee Marathi, Cartoon Network, Pogo, CNN and Warner Brothers.

Times Network

Times Network, the television arm of Bennett, Coleman & Co Ltd (BCCL) distributes Zoom (general entertainment), Romyed Now (entertainment/comedy/romance), ET Now (business news), Movies Now/2, MN+ (movies) and Times Now (news).

Viacom18

Viacom18 is a 50/50 joint venture in India between Viacom Inc and Network18 Group,

distributing 10 channels, including Colors (Hindi general entertainment), Rishtey (general entertainment) and MTV (youth). Viacom18 also operates Viacom18 Motion Pictures and runs Viacom's consumer products business in India.

Zee Entertainment (ZEEL)

Zee Entertainment Enterprises Limited (ZEEL) owns 222,000+ hours of television content and rights to more than 3,818 Hindi movie titles. Zee claims a reach of more than one billion viewers across 171 countries. Brands include Zee TV, Zee Cinema, Zee Anmol, Zee Smile, and &TV. Regional channels include Zee Marathi, Zee Talkies and Zee Bangla.

Direct To Home (DTH) Satellite

Airtel Digital TV

Global telecommunications provider Bharti Airtel launched India's fifth direct-to-home (DTH) satellite TV platform, Airtel Digital TV, in Oct 2008. The DTH service carries 535 channels (480 SD and 55 HD) to 12.6 million subscribers (Dec 2016).

DD Free Dish

State-owned broadcaster, Doordarshan (DD), launched free-TV DTH service, DD Free Dish (formerly DD Direct Plus), in Dec 2004 with 33 channels. The Ku-band plat-

form now offers up to 80 TV channels and 24 radio channels. The aim is to have 250 TV channels by 2017-2018. DD Free Dish transmits via the GSAT-15 satellite since Feb 2016 to about 20 million subscribers (Jan 2017), and is available nationwide (except for Andaman and Nicobar Islands).

Dish TV

Dish TV enters 2017 with a possible amalgamation with Videocon d2h. The merger, announced in Nov 2016, is subject to regulatory approval and is expected to close in H2 2017, following which, the merged entity will be branded as Dish TV Videocon, with target net subscribers of 27.6 million. Pre-merger, Dish TV offers 600+ channels/services, including 30 audio channels and 60+ HD channels/services, to 15.3 million subscribers (Dec 2016). Dish TV was launched by Zee in Oct 2002.

Reliance Digital TV

Reliance Digital TV provides 300+ SD/HD channels to about five million subscribers. Monthly subscriptions for the Reliance South India pack start from Rs200/US\$3 for the Value Pack (174 channels) to Rs550/US\$8.25 for the Max HD pack (249 channels). Established in August 2008, Reliance Digital TV is managed by Reliance Big TV, a digital TV subsidiary of Reliance Communications.

Sun Direct

Established in Dec 2007, Sun Direct is an 80:20 joint-venture between India's Maran Group and Malaysia's Astro Group. The DTH platform offers 200+ channels in multiple Indian languages (Tamil, Telugu, Malayalam and Kannada) and claims 10+ million subscribers. Monthly subscription packages cost from Rs1,690/US\$25 a month for the Tamil Cinema+Sports pack (172+ channels) to Rs1890/US\$28 a month for the Mega Pack.

Tata Sky

Launched in August 2006, Tata Sky is a joint-venture between Tata Sons and 21st Century Fox, offering upward of 600 TV channels and services. Monthly subscription fees range from Rs99/US\$1.50 for the My99 plan (243+ channels/services) to Rs560/US\$8.40 for the Ultra pack (237+ channels/services).

Videocon d2h

Commercially launched in Feb 2010 by the Videocon group, Videocon d2h offers 580+ channels/services, including 60 HD and a host of regional channels to 12.8 million net subscribers in India (Dec 2016). The aim is to have a total of 100 HD channels. Subscription fees in the North/East/West India (ex-

cept Delhi) areas range from Rs99/US\$1.50 a month for the Flexi pack to Rs680/US\$10.50 a month for the Platinum HD pack.

Multi-system Cable Operators

Asianet Satellite Communications

Established in 1993, Asianet Satellite Communications is a provider of digital cable TV and broadband internet services in Kerala. The company offers more than 200 digital channels, including six in-house services (ACV, Rosebowl, Jukebox, Medley, ACV News and ACV Utsav). Asianet also operates an OTT service, Asianet Mobile TV, accessible worldwide for about US\$12/two months or US\$50/year for 58 Malayalam live TV channels and 20 radio channels. The aim is to add other Indian languages content and provide catch-up and on-demand features.

DEN Networks

Established in July 2007, DEN Networks is a cable TV service provider with a reach of about 13 million households (including 10.2 million digital subs) in over 200 cities across 13 states. Monthly packages for Delhi start from Rs100/US\$1.50 for the BST pack to Rs280/US\$4.20 for the Superb pack. DEN also provides broadband internet services to 159,000+ subscribers (Feb 2017).

Digicable Network

Digicable offers more than 500 local/international digital channels and 100+ cable channels to households in 46 cities and 14 states. Channels range from general entertainment to movies, kids, news, sports and infotainment services. Monthly packages start from Rs82/US\$1.25 for 30 free-to-air channels. *A la carte* channels start from Rs5.35/US\$0.08 each. Launched in June 2007, Digicable also offers broadband internet service brand, Pacenet to about 52,000 subscribers.

Hathway Cable & Datacom

Established in 1995, Hathway Cable & Datacom is a digital cable TV and broadband service provider. The platform has deployed more than 12.2 million CATV digital set-top boxes (Dec 2016) in 200+ cities and towns. Subscriptions cost from Rs160/US\$2.40 a month or Rs1,760/US\$26 a year for the Basic Service tier (117 channels) to Rs550/US\$8.30 a month or Rs6,050/US\$91 a year for the Royal HD tier (279 channels). The platform also had 860,000 broadband subscribers and reported 4.1 million broadband homes passed at the end of 2016. Pre-paid fibre



Indian Idol season nine

broadband plans cost from Rs2,399/US\$36 for three months for the Infinite 2Mbps Unlimited plan to Rs4,499/US\$68 for three months for the HD4 Stream50 plan. In addition to cable television and broadband services, Hathway operates in-house channels Hathway Music, CCC-Cine Channel, Hathway Shoppee, H-Tube, Hathway Life, Hathway Movies and Hathway Entertainment.

Home Cable Network

Established in 1991, privately held multi-system operator, Home Cable Network provides cable TV services. The operator offers more than 300 channels, bundled in basic free package and paid plans. *A la carte* channels cost from Rs5/US\$0.08 a month. Home Cable also has interests in broadband internet and IP-OTT businesses.

IndusInd Media & Communications

Established in 1995, IndusInd Media and Communications (IMC), majority owned by Hinduja Ventures, carries 370+ digital channels (INdigital) and 95 cable TV channels (INCable) to about 8.5 million subscribers in 36 cities in India. The INdigital TV basic packages range from Rs100/US\$1.50 a month for 115 TV channels to Rs385/US\$5.80 a month for 304 TV channels for subscribers in Mumbai. IMC also operates a broadband internet service, 1n2Cable, in 12 cities.

Ortel Communications

Cable TV provider Ortel Communications operates analogue platform Ortel Home Cable, digital platform Ortel Digital, and HFC network Ortel Broadband. The Ortel Home Cable service is provided in 33 locations via 29 analogue head-ends. Ortel Digital carries up to 200 digital TV channels and 30 radio channels, available in eight locations via six digital head-ends. Monthly subscription fees for digital packages in Bhubaneswar city cost from Rs210/US\$3.15 for 143 TV/23 radio channels to Rs350/US\$5.30 for 205 TV/23 radio channels. Services are grouped into English-language entertain-

ment/movies, Hindi entertainment/movies, music, lifestyle, kids, knowledge, Hindi news, English-language news, religion, sports, regional and Odia, among others.

SITI Networks

Essel Group's multi system operator, SITI Networks Limited (formerly SITI Cable Network Limited/Wire and Wireless India), operates 20 analogue and 17 digital head ends and a network of more than 30,000km of optical fibre and coaxial cable in 387 cities (1.19 million home passed) in India. Monthly subscription rates for digital cable TV service, SITI Digital Cable Television, cost from Rs100/US\$1.50 for 100 channels to Rs285/US\$4.30 for 248 channels. A *la carte* costs from Rs150/US\$2.30 a month. SITI also bundled OTT Ditto TV and radio services in its monthly packages. The aim is to roll out more local TV channels. SITI's broadband offerings start from Rs449/US\$6.80 a month for a 1-Mbps internet connection to Rs1,499/US\$22 a month for a 100-Gbps connection. The network had a total of 12.2 million TV viewers, of which 9.2 million are digital TV subs and 120,000 HD TV subs, as well as 213,000 broadband subs and 1.57 million homes passed at the end of 2016.

Channel Distributors

IndiaCast Media Distribution

IndiaCast is India's first multi-platform 'Content Asset Monetisation' entity, and is jointly owned by TV18 & Viacom18. IndiaCast manages subscription and placement services for 51 channels, including nine HD channels spanning general entertainment, kids, news, music, infotainment and movies.

Online/mobile/OTT

Airtel Pocket TV

Bharti Airtel's TV Anywhere app, Airtel Pocket TV, offers DTH/IPTV subscribers live streaming of 150+ TV channels, catch-up of 13+ channels and 10,000+ VOD titles for Rs45/US\$0.70 a month. Bharti Airtel's DTH Airtel Digital TV service had 12.6 million subscribers at the end 2016.

Amazon Prime Video (India)

U.S.-based e-commerce/cloud company Amazon.com rolled out its online shopping service Amazon Prime in 100 cities in India in July 2016 and added video streaming Prime Video in Dec 2016 at no extra cost. The Amazon Prime membership promo costs Rs499/US\$7.40 a year (standard is Rs999/US\$15 a year).

BoxTV.com

Commercially launched in Feb 2013, BoxTV.com offers 17,000+ hours of Hollywood, Bollywood and regional movies/TV content. BoxTV is operated by Times BoxTV Media, which is owned by Times Internet Ltd (TIL), a subsidiary of The Times Group.

DEN TV+

Cable TV provider DEN Networks launched live streaming platform DEN TV+ in Feb 2017, offering 130 live channels, 2,500 movies and 10,000 hours of VOD content in Hindi, English-language and other Indian regional languages. The OTT service is offered for free to DEN's cable/broadband subscribers.

Direct to Mobile (d2m)

DTH operator Videocon d2h launched mobile TV app, Direct to Mobile (d2m), in July 2015, offering 80+ select live TV channels and more than 1,000 movies/VOD for DTH Videocon d2h subscribers. The app is offered as a value-add service for Rs60/US\$0.90 a month.

DishFlix

DishFlix is a VOD service by DTH Dish TV offering ad-free Bollywood/Hollywood movies. The service does not require an internet connection, as movies are beamed to Dish TV's STB via satellite. 15 new movies are uploaded monthly. Subscription costs Rp100/US\$1.54 a month.

DishOnline

Launched in 2013 as a collaboration between Dish TV and Ditto TV, DishOnline is an OTT streaming service, offering 50+ live TV channels, catch-Up TV and 1,000+ Bollywood and Hollywood movie titles for Rs69/US\$1 a month.

dittoTV

Established in Feb 2012 by Zee Entertainment as a SVOD service, dittoTV relaunched in June 2016 as a live streaming TV service with distribution partnerships with telcos Airtel, Vodafone and Idea. The service offers 80+ live TV Hindi, English and regional language channels to about two million subscribers (June 2016). The aim is for four million subscribers in 2017. Subscriptions start from Rs20/US\$0.30 a month.

ErosNow

ErosNow is Eros International's on-demand entertainment portal developed in 2012 and commercially launched in July 2015. ErosNow offers 5,000+ Hindi, Tamil and other regional language films/TV content, including in-house programming to two million

paid subscribers and over 58 million registered users worldwide (Dec 2016). Monthly premium plan costs US\$5.98.

HOOQ (India)

HOOQ, a start-up established in Jan 2015 by Singapore telco Singtel, Sony Pictures Television and Warner Bros, launched in India in June 2015. The VOD service offers more than 35,000 hours of Hollywood and local content via streaming/download. HOOQ in India costs from Rs79/US\$1.20 for seven days (via standalone app/online) and is also offered via Airtel, Idea, Vodafone, Reliance and ACT.

Hotstar

Novi Digital Entertainment, a subsidiary of 21st Century Fox/Star India, launched ad-based/SVOD platform Hotstar in Feb 2015. The platform offers 100,000+ hours of drama/movies in English and multiple Indian languages; and major sports properties such as football, tennis, cricket and kabaddi. Hotstar also carries original content. Premium subscription costs Rs199/US\$3 a month. Claiming 175+ million downloads (Mar 2017), Hotstar is Star/News Corp's third serious foray into India's OTT TV space after Indya.com (2000) and Star Player (2009).

Netflix (India)

Netflix launched in India in Jan 2016 as part of its global roll out. The standalone service is offered directly to consumers. Monthly plans (ad-free/no contract) cost Rs500/US\$7.99 for one SD screen, Rs650/US\$9.99 for two HD screens) or Rs800/US\$11.99 for four HD/UHD screens.

NexGTV/HD

Mobile TV app NexGTV, offers 155+ live TV channels and movies/TV series/Indian Premier League (IPL) matches via connected devices to about 25 million users. Subscription plans cost Rs349/US\$5.40 for three months, Rs699/US\$11 for six months and Rs1,199/US\$19 for a year. Launched in 2011, NexGTV is a unit of Digivive, a Media Matrix Worldwide subsidiary.

OZee

Freemium/ad-supported VOD service OZee launched in March 2016 offering Zee networks' (including sister's OTT dittoTV original content) TV shows, entertainment, movies, lifestyle and music videos, among others in the Marathi, Telugu, Tamil, Bangla and Kannada languages. Content is made available on OZee as early as 10 minutes after the TV telecast. Targeting mainly 18 to 24-

year olds, OZee is offered for free across all internet-connected devices and platforms (Android, iOS) globally as of April 2016. OZee is operated by Zee's digital arm Zee Digital Convergence Limited (ZDCL), which also manages dittoTV.

Planetcast

Tech company Planetcast (formerly Essel Shyam) heads into Q2 2017 with an undisclosed launch date. The promise is an OTT service, available as a portal and mobile app, with live TV/VOD features. The offering will consist of international and local HD content; spanning kids, animation, factual entertainment, infotainment, lifestyle, travel, cooking, sports, news and web series. Started in 1996, Planetcast is a technology service provider specialising in uplinking/downlinking services for the broadcasting and satellite communication industries.

PressPlay TV

Ad-based PressPlay TV offers online/offline video content from 150+ local content partners, including Lehren TV, Sun Network, Sony India and Fever 104FM. Established in August 2014 and launched in June 2015, PressPlay TV is backed by investment company Sequoia Capital and claims more than one million active users a month (June 2016).

Sony LIV

Launched in January 2013, ad-based Sony LIV offers 40,000+ HD videos of select Sony content/channels and Hollywood movies as well as original web series, live sports and music, among other content to 20+ million users in India. Premium plan costs Rs9/US\$0.14 a day or Rs49/US\$0.74 a week and Rs149/US\$2.24 a month.

Triple Play

Triple Play offers services (over FTTH): TV (DTH, IPTV, OTT and multiscreen), basic telephone and high-speed internet. Value-added services include e-gaming, e-commerce and VoIP. Triple Play has more than 100,000 FTTH subscribers and more than 300,000 home passed (Feb 2017).

Voot

Launched at the end of March 2016, Voot is an ad-supported VOD platform offering 17,000+ hours of original webseries and select latest/library content from Viacom18's Colors (Hindi), Nickelodeon, MTV, and Viacom18 Motion Pictures, among others. A

50:50 joint venture between the Viacom group and the Mukesh Ambani-led Reliance Industries, Voot is managed by Viacom18 Digital Ventures, the digital arm of Viacom18 (a joint venture between Viacom Inc and India's Network18).

Viu (India)

Viu launched in India in March 2016 offering 42,000+ hours of Bollywood, English-language, regional and music content. The standalone app costs Rs99/US\$1.50 a month for the premium/ad-free option, which includes a download function.

YuppTV (India)

YuppTV delivers 250+ live TV channels in 15 languages (Hindi, English, Telugu, Tamil, Malayalam, Kannada, Punjabi, Gujarati, Marathi, Bengali, Oriya, Urdu, Bangla, Sinhala, Nepali), original content, TV shows and 5,000+ Bollywood/regional movies from India, short films, web series and videos, for Rs100/US\$1.50 a month.

Telcos/mobile

Bharti Airtel

Established in July 1995, Bharti Airtel, a Bharti Enterprises subsidiary, offers 2G/3G/4G, mobile commerce, fixed-line, high-speed DSL broadband, IPTV, DTH and enterprise services, including national and international long-distance to 266 million subscribers across operations (Dec 2016) in India.

Mahanagar Telephone Nigam Limited (MTNL)

Established in April 1986, MTNL is a state-owned telecommunication company offering fixed-line, GSM/CDMA cellular and broadband among other services, in and around Delhi and Mumbai.

Reliance Communications

Reliance Communications is Reliance Group's flagship company and the holding company for Reliance subsidiaries, including DTH arm Reliance Big TV. Reliance Communications provides wireless, wireline, broadband, multimedia and internet access services and long-distance services in India and overseas. Reliance has about 111 million mobile subscribers, of which 24.2 million are 3G subs and about five million are DTH subs.

Tata Communications

Tata Communications provides international long distance, enterprise data and internet services and global international wholesale voice services.

Vodafone India

Vodafone India is a wholly owned subsidiary of the Vodafone group. The company started operations in 1994 when predecessor Hutchison Telecom acquired the cellular licence for Mumbai. The Vodafone brand launched in India in Sept 2007, after Vodafone acquired a majority stake in Hutchinson Essar in May 2007. The company now covers all 22 telecom circles and has about 198 million customers. Mobile services include post-pre-paid, live TV, catch-up TV and internet.

Regulators

Department of Telecommunications (DOT)

The Department of Telecommunications is responsible for setting growth strategies, granting telecoms service licences, including Unified Access Service Internet and VSAT, and for spectrum management.

Ministry of Information and Broadcasting (MIB)

The Ministry of Information and Broadcasting formulates and administers rules/regulations/laws relating to information, broadcasting, the press and films in India, and is responsible for administering Prasar Bharati, the Indian government's broadcasting arm, which in turn oversees national broadcaster Doordarshan (DD).

Prasar Bharati Corporation

Prasar Bharati is an autonomous body established in 1997 under the Prasar Bharati Act. Objectives include safeguarding citizens' rights to be informed on all matters of public interest; creating awareness about women's issues; protecting the interests of children and the aged; and ensuring adequate coverage to diverse cultures, sports/games and youth affairs.

Telecom Regulatory Authority of India (Trai)

The Telecom Regulatory Authority of India (TRAI) was established in Feb 1997 to regulate telecom services, including tariffs.

Adapted from ContentAsia's The Big List 2017

Be included! Please send your details to Malena at malena@contentasia.tv or +65 6846 5982

What's on where...

ContentAsia's list of events for the rest of the year.

When		Event	Venue
April 2017	25-27	APOS	Bali, Indonesia
May 2017	10-12	Busan Contents Market, BCM	Busan, South Korea
	16-24	L.A. Screenings	Los Angeles, U.S.
	17-18	PromaxBDA India	Mumbai, India
	22	CASBAA Satellite Industry Forum	Singapore
	23-25	BroadcastAsia	Singapore
	23-25	CommunicAsia	Singapore
	23-25	MIP China Hangzhou	Hangzhou, China
June 2017	8-10	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	28-30	Content Tokyo	Tokyo, Japan
August 2017	30 Aug-1-Sep	BCWW	Seoul, South Korea
September 2017	6	ContentAsia Production	Singapore
	7-8	ContentAsia Summit	Singapore
October 2017	10-12	APSCC	Tokyo, Japan
	14-15	MIP Junior	Cannes, France
	16-19	MIPCOM	Cannes, France
	25 Oct-3 Nov	TIFFCOM	Tokyo, Japan
November 2017	6-9	CASBAA Convention	Macau
	29 Nov-1 Dec	Asia TV Forum & Market (ATF)	Singapore
	29 Nov-1 Dec	Asian Animation Summit	Brisbane, Australia
	30 Nov-1 Dec	PromaxBDA Asia	Singapore
December 2017	12-14	CineAsia	Hong Kong
January 2018	11-12	vdontx asia	Mumbai, India
	16-18	NATPE	U.S.
April 2018	7-8	MIP Doc	Cannes, France
	7-8	MIP Formats	Cannes, France
	9-12	MIP TV	Cannes, France

13 Reasons Why tops all S'pore lists

Suicide drama beats back *Marvel's Iron Fist*, *The Walking Dead*

Singapore audiences have taken to Netflix original *13 Reasons Why* in a big way, driving the series to top spot by a long way in both Top 10 Overall TV Shows and Top 10 Digital Originals lists for the week of 6-12 April.

The series, which explores the reasons why teen Hannah Baker kills herself, attracted almost double the online activity (873,000 average demand expressions) on the digital originals list than *Marvel's Iron Fist*, which came in second with 456,000 average demand expres-

sions.

Even though it was beaten out for the top spot, Marvel titles – *Iron Fist*, *Luke Cage*, *Jessica Jones* – took three of the top 10 spots on the digital originals list, and two of the spots on the Top 10 Overall list. *Marvel's Iron Fist* came fifth on the overall list and *Marvel's Agents of S.H.I.E.L.D* was ninth.

Amazon's Prime Video, which has been available in Singapore for about four months now, had one title – *The Grand Tour* – on the digital originals list.

Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	13 Reasons Why	872,705
2	The Walking Dead	668,159
3	The Big Bang Theory	500,782
4	Suits	463,950
5	Marvel's Iron Fist	455,995
6	Running Man	415,693
7	Pretty Little Liars	389,449
8	The Flash	383,637
9	Marvel's Agents Of S.h.i.e.l.d.	356,329
10	Attack On Titan	344,455

Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	13 Reasons Why	Netflix	872,705
2	Marvel's Iron Fist	Netflix	455,995
3	The Grand Tour	Amazon Video	238,513
4	Marvel's Luke Cage	Netflix	131,617
5	Marvel's Jessica Jones	Netflix	123,657
6	House Of Cards	Netflix	91,982
7	Black Mirror	Netflix	85,991
8	Orange Is The New Black	Netflix	79,587
9	Stranger Things	Netflix	77,457
10	Daredevil	Netflix	74,844

Date range: 6-12 April 2017

Market: Singapore

Demand Expressions™: Total audience demand being expressed for a title, within a country. [Audience demand reflects the desire, engagement and consumption of content, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment.]



Editorial Director

Janine Stein
janine@contentasia.tv

Assistant Editor

Malena Amzah
malena@contentasia.tv

Research Manager

CJ Yong
cj@contentasia.tv

Editorial Research

Aqilah Yunus
aqilah@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP,
International Business Development

Leah Gordon
leah@contentasia.tv

Sales and Marketing (Asia)

Maslina Masron
mas@contentasia.tv

To receive your regular free copy of *ContentAsia*, please email i_want@contentasia.tv

Published fortnightly by:

Pencil Media Pte Ltd
730A Geylang Road

Singapore 389641

Tel: +65 6846-5987

www.contentasia.tv

MCI (P) 091/11/2015

Copyright 2017 Pencil Media Pte Ltd.

All Rights Reserved.



Daily news with
ContentAsia Insider
email i_want@contentasia.tv
for subscription details