

Wishing you  
a wonderful  
Year of the  
Rooster.

## What's crowing on inside...

The Year of the Rooster dawns this week-end with the cock crowing loudly for...

- Scripps Networks Interactive's new Asia MD, Leena Singarajah
- \* Turner & its four kids brands, which ruled the kids space in 2016
- RTL CBS Entertainment, which rocketed up ratings charts in the Philippines
- Gregg Creevey's Outdoor Channel, which passed the 8m household mark with major gains in Malaysia & Taiwan
- Celestial Tiger, which is loving its expanded place on Top 20/30 charts
- HBO Asia, which went live online in Thailand with free access to new original series *Halfworlds*.
- Plus, of course, there's a steady stream of energy from OTT/streaming players, including Viu, which has a glam new on-ground thing going on
- PLUS a while lot more...

And on that note, Kung Hei Fat Choi, Gong Xi Fa Cai and Happy Lunar New Year. May your Year of the Rooster be filled with lots of things to crow about.







## RTL CBS climbs five places in the Philippines

Entertainment channel rises from #8 to #3 among GE prime time rankings

RTL CBS Entertainment climbed up five spots in the Philippines general entertainment prime-time rankings in 2016, ending the year at number three during prime time (6pm to 10pm) in December 2016.

The Singapore-based regional channel started the year in eighth place during primetime among general entertainment cable TV channels in the Philippines.

According to Nielsen data provided by RTL CBS Asia Entertainment Network, the three-year-old channel jumped 33 places among female viewers, and 31 places among housewives.

RTL CBS Entertainment also grew its young adults 13- to 19-year-old segment, leaping 39 places higher from the start of the year.

Top performers in December were *Bull*, *The Odd Couple*, *Man with a Plan*, *Scorpion*, *Entertainment Tonight*, *The Insider* and *Mat Franco's Got Magic*.

## Thailand's Now26 rises to #10 in DTT ranks

The National Multimedia Group's digital terrestrial channel, Now26, hit the country's top 10 digital channel rankings in January 2017, up from 15th place in January 2016, according to AGB Nielsen Media Research.



Gong Xi Fa Cai

## Singarajah takes over Scripps Nets Asia

Strong focus on shaping a digital strategy for the region



Leena Singarajah

Leena Singarajah is taking over Scripps Networks Interactive's (SNI) Asia business as managing director, effective immediately.

Singarajah, previously head of distribution and ad sales for the Singapore-based regional programmer, will continue to report to head of international lifestyle channels, Derek Chang, who shifted from Singapore to London last year.

Singarajah's promotion comes shortly after the launch of the network's most significant sponsor/brand tie up with Panasonic. The *Love to Cook* umbrella campaign, which runs to July this year, covers three original series, including *Martin Yan Asian Favourites*, which premiered on Asia Food Channel (AFC) on 5 January and *Cooking for Love*, which aired in August. Nielsen viewership data from SNI shows *Cooking for Love* on Malaysia's top five list of regional channels' original productions for 2016.

The management change comes amid major shifts for Asia's pay-TV indus-

try, where, among other challenges, traditional platforms are passing their pain to channels, which are now focused on reinventing their business for a TV-everywhere universe.

Speaking about the one thing that would make the most difference to Asia's content industry this year, Singarajah told *ContentAsia* (#onething2017) that success in a fragmented entertainment universe would come from "how we drive our content as close to consumers as possible".

She said one of the network's 2017 goals was to grow Scripps' business both in existing growth markets (by exploring other methods of distribution and brand proliferation) and to develop new markets. A strong part of that will be shaping a digital strategy.

Singarajah joined Scripps Networks in 2014. Before that she was senior vice president, head of sales and business development, Asia Pacific, for IMG Media.

primeworks  
distribution

ASIAN  
STORIES  
FOR THE WORLD

PEKAK



EVEN  
ALI



Best Animation Short at  
The 28th Malaysian Film Festival

MUSLIMS  
OF  
OCEANIA



BEST  
in the  
WORLD  
JAPAN



[amy@primeworks.com.my](mailto:amy@primeworks.com.my) / [lynn@primeworks.com.my](mailto:lynn@primeworks.com.my)

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



## Outdoor Channel hits 8m homes

New Vietnam carriage deals drive reach

Gregg Creevey's Outdoor Channel enters the Year of the Rooster with more than eight million homes following new carriage deals with Vietnam's VTVcab and MobiTV, as well as Singapore's Singtel.

The Singapore-based regional channel, operated by Creevey's Multi Channels Asia (MCA), is also celebrating strong viewership performance in Malaysia and Taiwan.

The channel ranked number four after local free-to-air channels on Malaysia's leading IPTV platform TM's HyppTV, with a 33% increase in viewership and 21% increase in average TV viewing time for 2016.

On Taiwan's Chunghwa Telecom, Outdoor Channel saw a 70% jump in viewership from Q1 to Q4 2016, MCA says.

Creevey, founder and managing director of MCA, has long spoken out for precise audience targeting and tightly curated programming as the best way for linear channels to stay relevant in a fragmented entertainment environment.

He said the distribution gains and viewership performance "once again validate the strength and relevance of precisely targeted channels... as traditional TV audiences continue to fragment and more and more content consumption drifts towards SVOD and OTT services."

The most watched shows on Outdoor Channel in 2016 included *Carter's* W.A.R., *Crocodile*

*Hunter*, *Major League Fishing*, *Summer X Games*, *Trev Gowdy's Monster Fish* and *The Obsession of Carter Andrews*.

Gong Xi Fa Cai

## Viu strengthens Korea ties

No word yet on K-drama renewals for regional streamer



Janice Lee, PCCW Media Group's managing director and Korean actor Choi Su Jong presenting the Asia's Best Couple Awards to Song Joong Ki and Song Hye Kyo

PCCW Media's streaming service Viu strengthened its ties with one of Korea's big three free-TV broadcasters coming into 2017, with exclusive involvement in KBS' annual drama awards for the first time.

In addition to exclusively streaming the awards show on its platform, Viu presented the inaugural Asia's Best Couple Award to winning couple – *Descendants of the Sun* stars, Song Joong Ki and Song Hye Kyo – at the ceremony in Seoul (see page 5). Viu viewers voted for their favourite couple.

Viu also produced the red carpet, complete with a Facebook live feed.

The KBS Drama Awards was Viu's maiden venture into live awards and KBS' first Asia award.

PCCW Media Group managing director, Janice Lee, said the initiative would continue with other events as Viu built out its original content strategy.

Viu, like many others in the region and internationally, is also on the look-out for production co-investment opportunities in Korea.

The Asia's Best Couple Award comes as all eyes are on whether the year-old regional streaming brand will pull off the same kind of Korean content coup it sealed for its launch at the end of 2015.

Lee isn't commenting yet on the renewals, but she says the platform's involvement in the awards is part of Viu's ongoing commitment to Korean content as a popular cultural trend.

The awards initiative is also part of Viu's efforts to increase engagement with its viewers as well as to raise visibility for Viu among Korean artists and talent. At the same time, KBS is eager to expand visibility beyond Korea.

"Our mutual interests match," Lee said, adding: "We want to be more closely associated with the content itself".

"We will continue to collaborate closely with KBS and other premium Korean broadcasters to deliver top Korean content to K fans in Asia," she said.

Viu also supported KBS programming with "superior video quality and quick local language versions" and was at the

**Continued on page 5**

## Who was at.... KBS Awards 2016 in Seoul

### From page 4

"forefront at amplifying K-vibe with strongly localised features, curated content, comprehensive integrated marketing and promotion at numerous touch points... to increase the engagement with fans in Asia," Lee added.

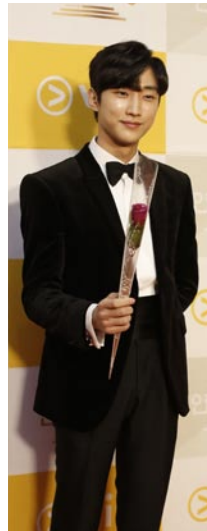
"We look forward to a continuous close relationship with KBS and we will contin-

ue to deliver a captivating and enthralling experience in the year ahead for our viewers," she said.

*Descendants of the Sun* was Viu's top show across Hong Kong, Singapore, Malaysia, Indonesia and the Philippines. Viu's launch in Thailand is expected this year.



Han Go Eun



B1A4 JinYoung



Hwang Seok Jeong



Kim Sung Oh, Jin Ji-hee, Choi dae chul



In Gyo-Jin, So Yi Hyun



Hyun Woo, Lee Se Yeong



Gong Seung-yeon



Song Joong Ki, Song Hye Kyo



## Celestial Tiger celebrates

KIX, Thrill, Celestial Pinoy hit viewership highs

Celestial Tiger Entertainment (CTE) closed 2016 in second place among all international channel providers in the Philippines, Malaysia and Singapore, the Hong Kong-based Asian entertainment network said in the run up to the Lunar New Year.

In the Philippines, KIX, Thrill and Celestial Movies Pinoy hit their highest viewership ever in December, according to Kantar Media (National Philippines) whole day data. KIX was up 29%, Thrill was up 77% and Celestial Movies Pinoy was up 69%. CTE had three channels in the top 30 most-watched list for the second half of 2016, behind only FOX Networks Group (FNG), which had six.

In Malaysia, CTE had the most number of international channels on the top 20 list among Astro Chinese audiences 20+, and tied up with FOX, Disney and TVB Hong Kong for the top spot on the top 30 channels list. For the full year of 2016, Celestial Classic Movies (CCM), Celestial Movies (CM) and CM HD were the most-watched regional movie channels with Astro Chinese 20+. Among Astro 20+ viewers, KIX HD was the #1 English general entertainment channel in 2016.



Gong Xi Fa Cai

## the JOB space

the place to look for the jobs that matter



RTL CBS Asia Entertainment Network is a venture of two of the world's largest content producers: RTL Group, a global leader across broadcast, content and digital, and CBS Studios International, the leading supplier of programming to the international market place. The Network has two channels: the general entertainment channel, RTL CBS Entertainment HD and the male-skewed entertainment channel, RTL CBS Extreme HD. Both channels are widely distributed in the Asia Pacific and are localized in five languages.

### Program Manager to be based in Singapore

- Create and maintain a strong channel schedule/long term planner
- Planning and preparations of day to day (and long term) schedules, repeat patterns, stunts, live broadcasts and accurate entry into program scheduling software for broadcast
- Manage last-minute changes in day-to-day schedule
- Inserting monthly and annual schedule/planning into the RTL CBS planning system
- Manage/distribute (to set deadlines) all on air information - producing monthly/yearly highlights, EPG's (various formats), catch up availability (various formats), promo grids and long term action plans
- EPG's - produce and distribute (to set deadlines) monthly EPG's (various formats) including updating last minute schedule changes and updates
- Ensure schedule is optimized to maximize ratings and ad sales.
  - Maintain an up-to-date and thorough knowledge of the market by studying schedules of competitors and channel ratings
- Responsible for maintaining program inventory - overview of catch up rights/utilization, linear broadcast runs and content license periods
- Support EVP, Programming with International Acquisitions, sourcing and screening content
- Communicate regularly with various internal and external parties
- Work with the channel management and operations, as key support.

### Experience Required

- Minimum 5 yrs of relevant work experience

### Knowledge and Skills

- Excellent communication and interpersonal skills, able to communicate with staff at all levels, located within office and at satellite offices
- Proficient with computers and office software (Word, Excel, PowerPoint, etc..)
- Passion for TV and media
- Creative, proactive personality
- Strong attention to detail
- Desire to learn

Responsibilities are not limited to the above descriptions and may be modified by the company

Please send your CV to [HR@rtlcbasia.com](mailto:HR@rtlcbasia.com) with current salary.

[Click here to see more job listings](#)



# Where Drama Makes It Big.



## **mip**tv®

MIPTV market 3-6 April 2017

MIPDoc and MIPFormats 1-2 April 2017

► **MIPDrama Screenings 2 April 2017**

Dial up the drama in a big way with MIPDrama Screenings and Drama@MIPTV. With more than 2,000 buyers in attendance, the best in World Premiere TV Screenings, and conferences exploring the evolution of storytelling, at MIPTV, drama is a big deal.

Cannes, France

Registration [mip.tv](http://mip.tv)

**mip**® Driving the content economy

Gong Xi Fa Cai



## Turner kids tops in Asia-Pac

Four kids brands rule nine markets

Turner's four kids' brands – Cartoon Network, Boomerang, POGO and Toonami – dominated the kids space in Asia Pacific in 2016. The regional programmer also said the four brands' digital footprint grew significantly last year. Total visits to Cartoon Network's regional presence across web, mobile and apps in 2016 was up 11% year-on-year.

## Amazon India boost for BBC

600-hour deal sealed for new Prime Video platform

Amazon has acquired more than 600 hours of factual and pre-school content from BBC Worldwide for its month-old Prime Video streaming service in India. The slate includes CBeebies programmes that will be available in India for the first time. Titles include *Clangers*, *Dinopaws* and *Hey Duggee*. Factual shows include *Gandhi*, *The World's Weirdest Weapons* and *The Genius of Invention*.

## ABS-2A enters commercial service

New satellite boost DTH power over Asia

ABS new satellite, ABS-2A, entered into commercial service on 21 January. This is the second of the pair of all-electric satellites Boeing has delivered to ABS, which is ramping up its direct-to-home television services. The satellite, with 48 Ku-band transponders, is the third satellite ABS has launched in three consecutive years.

## Worlds collide for HBO in Thailand

Filmmaker Ekachai Uekrongtham talks about *Halfworlds*

Thai filmmaker Ekachai Uekrongtham's whole world last year may have been about demons, devils and ancient artefacts with great power, with a multi-cultural story line, a cross-culture four-country cast to match, and the pressure of helming HBO Asia's first returnable series.

But he doesn't really see it like that. His new show, *Halfworlds* season two for HBO Asia, is about "two F's – family and friendship," he says. "This is something that everyone can relate to," Ekachai says.

The focus on family and friendship is what gives a universal angle to the eight-episode story about a tenacious researcher and her quest to uncover the secret world of demons while looking for an ancient artefact of great power.

"Even though they live forever, the immortal life has no meaning if you have no one to share with. That's similar to us mortals. Life is defined by the value of love possible in this lifetime," he adds.

At its core, the new season of *Halfworlds*, which premiered on 22 January, "has a very humane quality even though it's about inhuman characters".

"Every character is very lonely and looking for love, fraternity, friendship and family – the kind that they are born with and create their own as they go through life. It should have resonance, especially among young audiences."

Ekachai says he found "a lot of warmth in the story. Despite the blood and the dark, there is something very redeeming about what the story tries to say to this generation, which is looking for some kind of fraternity in a world that has be-



Ekachai Uekrongtham

come so cold".

Ekachai says he never approaches any of his work from a local or international standpoint. Rather, he says, "I look for a unifying element that can bring everything together and make it very specific and yet have universal and international appeal".

The production of *Halfworlds*, set in Bangkok, ran parallel to real-life drama playing out in the city as HBO Asia and long-time partner TrueVisions attempted to hammer out a carriage renewal deal. On-screen went better than off-screen and the relationship with TrueVisions fell apart from 1 January, leaving HBO Asia in the dark in Thailand for the first time in more than 20 years.

While a new deal – perhaps with telco AIS – is being negotiated, HBO Asia is streaming *Halfworlds* on its own site for free in Thailand, potentially opening up its biggest audience ever in the market and giving the regional programmer the opportunity for significant direct-to-consumer learning in Thailand. Elsewhere in the region, episode one will stream free for a week from 30 January on hboasia.com.

HBO Asia's switch from pay-TV to a free model – temporary as it may be – echoes a switch for Ekachai too, from film to television. For him, the move is, perhaps, smoother.

"I don't see this as turning from film to television," he says, welcoming the opportunity to tell a deeper story across eight hours. But, "regardless of whether it's for film or television, it has to be visually driven". That's his truth no matter what screen.



# OUT NOW!




**contentasia**

[www.contentasia.tv](http://www.contentasia.tv)

 @contentasia

 /contentasia

 contentasia.tv

 /company/contentasia

# 2017: The Big Influence is...

ContentAsia asks industry bosses about the one thing they think will make the most difference to the content industry in 2017

“Crossbreed. Unification of media, geography and technology.”

**Toru Ota**  
Senior Executive Managing Director, Fuji TV



“OTT is creating a brand-new media platform that draws on its unique living room scenarios and home entertainment features as its defining characteristics, with more new applications and methods of interaction to follow.”

**Zhao Gang**  
General Manager, Tencent OTT TV



“Continued culling of the herd of under performing generic channels as operators continue to face slow/zero growth.”

**Gregg Creevey**  
Managing Director, Multi Channels Asia (MCA)

“China’s rising influence in Southeast Asia – culturally, politically and economically.”

**Todd Miller**  
President & CEO, Celestial Tiger Entertainment



“Clearing geographical rights for global borderless access.”

**Mee Fung Lee**  
Deutsche Welle, Asia/Chief, PIK Film



“Content is and will always be king. Scripts, story, format, production values, stars, platform orientation and profiles will determine success in our industry.”

**Gary Pudney**  
Head, Keshet International Asia



“The on-going growth of mobile TV is enabling TV Everywhere to become a greater reality. Creating a balanced ecosystem with our partners is key.”

**Mark Whitehead**  
President & MD, Asia Pacific, Viacom International Media Networks

“As viewers continue embracing on-demand consumption, Pay TV content and platform providers need to get more creative to stay relevant and in business in 2017.”

**David Weiland**  
EVP Asia, BBC Worldwide





Gong Xi Fa Cai

## Malaysia

### In numbers

Population.....	31.7 million
Households.....	10.3 million
Avg. household size.....	4.3
TV households.....	7.18 million
TV penetration.....	70%
Pay TV households.....	3.44 million
Pay TV penetration.....	48%
Internet users (fixed/mobile).....	71.1%
Mobile phone users.....	97.5%

Source: companies, Department of Statistics Malaysia

Malaysia crawled into 2017 on a currency low, no expectation of rate increases for subscription channels and programmers, a slide in the number of households willing to pay for TV services, rising churn, miniscule production budgets for indie producers, and a regional/global production industry that has all but dismissed the advantages of the once-much-touted government-backed 30% local production rebate.

Is there anything to feel good about? Sure. A lot of it is about OTT/streaming/online. And selling stuff like vacuum cleaners and pots/pans to Malaysian housewives on TV shopping channels.

Then there are streaming/mobile services such as iflix and Viu, which have weighed into the market with compelling SVOD services. They join Media Prima's tonton (which is up to 6m registered users, 9.4m monthly page views and 1.2m monthly video views, Sept 2016), an everywhere service from Telekom Malaysia/HypTV, which upped the ante in 2016 with iflix and Viu integration, and Astro on the Go (which says average consumption is up to 130 minutes a week). Local media group Star Media has also rolled out big dreams and a platform called dimsum. Netflix arrived in Malaysia in Jan 2016.

It's all good news for IP owners, who are benefitting from the hunt for local Asian content to fuel regional/international SVOD ambitions.

Media Prima-owned Primeworks, for example, has a natural home for its shows



PEKAK, Primeworks Studios

on sister Media Prima platform tonton, but is also selling drama titles such as *Vanilla Chocolate*, *Nora Elena* and *Isteriku Bukan Queen Control* to iflix, and movie titles such as *PEKAK*, *RockBro*, *Gila Baby* and *Rembat* to Telekom Malaysia's HypTV.

But, for the most part, indie producers are struggling. Despite efforts now and then to boost the country's production/creative sectors, indie TV production houses continue to struggle with budgets that can be as low as RM\$40,000/US\$9,000 for a broadcast hour (the rare budget may go up to RM\$100,000/US\$22,000), and an industry where broadcasters hang onto every right.

Production bright spots include Ideate Media, which has done what it set out to do – put Malaysia on the international co-production/content investment map, with real money and no nationalistic/propaganda strings attached. *Dirk Gently's Holistic Detective Agency*, an eight-part co-pro with AMC Studios, Ideate Media and IDW Entertainment, lit up 2016 for Ideate head Zainir Aminullah. The series was produced by Circle of Confusion for BBC America.

The Malaysian government's strategic

investment fund, Khazanah Nasional, has also opened up its coffers for Rhizophora Ventures/Sonneratia, which is backing local movie slates from, among others, Lina Tan's Red Films.

Meanwhile, home shopping is taking off in a big way. Media Prima says home shopping sales, offered on Wow Shop with Korea's CJ across all four TV channels and online, offset lower ad revenues for the first nine months of 2016, enabling the broadcaster to report a 1% revenue growth. Astro, which launched its Go Shop platform in Malaysia in Jan 2015 and in Singapore in Nov 2016, says it has sold 1.1 million products (Oct 2016) with revenue of RM\$201m/US\$45m.

On the traditional side of the business, Media Prima's four linear TV channels have a total audience share of 35.2% (Nielsen TV Audience measurement, Sept 2016). The leader is TV3 with 21.1%, followed by TV9 (5.6%), 8TV (5.2%). State-run network TV2 is fourth with a share of 4.7%, followed by Astro's kids channel, Astro Ceria (3.9%). The only two international channel brands on Nielsen's top 15 channels list are Sun TV (2.9% share) from India and Disney XD (2.9% share).

2017 MAY 23 • MAY 25  
TUESDAY - THURSDAY

BASEMENT 2 to LEVEL 5  
MARINA BAY SANDS, SINGAPORE

3 DAY  
SHOW!

# CommunicAsia2017

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

## Network. Learn. Explore.

Asia's most encompassing trade show for the ICT industry will connect to more than 1,100 international exhibitors!

On the show floor, establish valuable new relationships with industry players and learn from experts at the carefully curated seminars and workshops.

Pre-Register  
Now

@

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

SATCOMM  
CONNECT EVERYWHERE  
BORDERLESS BROADBAND  
SMART CITIES  
IoT  
CLOUD & BIG DATA  
SECURITY & CYBER-SECURITY  
ENTERPRISE MOBILITY



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

Organised by:  
**SINGAPORE EXHIBITION SERVICES**

Worldwide Associate:  
**oes**  
Overseas Exhibition Services Ltd

Incorporating:  
**SatComm2017**  
[www.Satcomm-Asia.com](http://www.Satcomm-Asia.com)

Held concurrently with:  
**EnterpriseIT2017**  
[www.EnterpriseIT-Asia.com](http://www.EnterpriseIT-Asia.com)  
@ Marina Bay Sands, Singapore

**BroadcastAsia2017**  
[www.Broadcast-Asia.com](http://www.Broadcast-Asia.com)  
@ Suntec Singapore

A Part of:  
**imbx**  
INFOCOMM MEDIA BUSINESS EXCHANGE

Hosted by:  
**IM** INFOCOMM MEDIA DEVELOPMENT AUTHORITY  
**GOVTECH** SINGAPORE

In support of:  
**Smart Nation SINGAPORE**

Endorsed:  
**aif** Approved International Fair  
**ufi** UFI International Bureau

Supported by:  
**SINGAPORE COUNCIL OF CONVENTION BUREAU**  
**YouSingapore**



## Who's who in Malaysia...

### Pay TV

#### Astro

Astro Malaysia Holdings launched in 1996 and has five million residential customers (3.4 million pay-TV/1.6 million free Njoi) or approximately 70% penetration of Malaysian TV households (Oct 2016). Astro offers 185 TV channels.

#### HyppTV

HyppTV is an IPTV service owned and operated by Telekom Malaysia (TM). HyppTV offers 123 channels (62 in HD), sold as part of TM's multi-play bundles: UniFi (fibre optic cable)/Streamyx (xDSL), content (HyppTV) and voice. UniFi subscription is RM329/US\$80/month for 100mbps. Streamyx's 50mbps plan costs RM199/US\$48/month. HyppTV operates online platform HyppTV Everywhere (see online TV). TM has 2.37 million broadband subscribers (Sept 2016).

### Terrestrial/Free TV

#### 8TV

Free-TV network 8TV began operations on 8 Jan 2004 and transmits free to the West Coast of Peninsular Malaysia and Kuantan on the UHF band and nationwide on the Astro pay-TV platform. 8TV targets 15-24 year old urban youth and Chinese audiences, offering a mix of local and international programming. 8TV is owned and operated by Metropolitan TV, a subsidiary of media conglomerate Media Prima.

#### ntv7

Natseven TV launched ntv7 on 7 April 1998

as Malaysia's third private free-to-air TV station. Media Prima acquired Natseven TV in 2005. ntv7 targets 25-45 year old urbanites and Chinese viewers with a schedule of variety shows, drama series, movies, news, sports and music content.

#### TV AlHijrah

Established on 16 September 2009 as Malaysia's first Islamic TV service, TV AlHijrah started broadcasting in 2010. The aim is to educate, entertain and unite the community. The offering is predominantly local, ranging from kids/youth and sitcoms to entertainment, reality, science/education, news, magazines, dramas and movies. TV AlHijrah targets Muslim and non-Muslim adults below 40 years old. TV AlHijrah is owned and operated by Malaysia's government-owned Al Hijrah Media Corporation.

#### TV1/TV2

Founded on 1 April 1946, Malaysia's public broadcaster, Radio Television Malaysia (RTM), operates two nationwide TV channels – TV1, a news/entertainment channel, offering local content, including drama, news, religious shows and talk show/magazine programmes; and TV2, offering 80:20 local and acquired/international general entertainment content. An agency under the Ministry of Information, Communication and Culture, RTM also operates 34 radio stations, digital TV service TVi on Astro, free online video-on-demand/catch-up platform MyKlik; online streaming music channel Galaksi Muzik; and the RTM Mobile app.

#### TV3

Sistem Televisyen Malaysia Berhad (TV3) was set up in June 1984, and was Malaysia's

first privately owned free-to-air TV channel. Owned and operated by media conglomerate Media Prima, TV3 continues to lead the free-TV market with an average audience share of 21.4% on both free-to-air and pay-TV networks (Jan-June 2016, Nielson Audience Measurement). TV3 schedules are predominantly local and mass market for Malay-speaking audiences. Content includes local drama, entertainment, reality and factual programming.

#### TV9

TV9 is one of four free-to-air (FTA) TV stations operated by Media Prima. Formerly known as Channel 9, the channel was rebranded to TV9 after the Media Prima acquisition in Sept 2005 and relaunched on 22 April 2006. TV9 targets young semi-urban and rural Malays, offering a mix of reality drama, entertainment, drama and comedy programmes. The channel has an average TV audience share of 6.1% across all stations/channels in Malaysia (1H2016).

### Online/OTT/Broadband

#### 1MALAYSIA TV

1MALAYSIA TV via web and app offers free access to free-to-air TV channels (TV1, TV2, RTM Parlmen), Bernama News Channel, community channels (MARAtv, Usahawan.tv, Kelantan Creative TV) and radio channel MACC.fm, among others. The platform launched in 2011 and is owned/operated by privately held local company, 1Media IPTV.

#### Astro on the Go (AOTG)

Astro Malaysia Holdings launched Astro on



## CASBAA OTT Summit 2017

1 MAR@PARKROYAL on Pickering Hotel, Singapore

3 Upper Pickering Street, Singapore, 058289

#casbaaott17



the Go (AOTG) in May 2012. The platform offers about 65 local and international live channels and 11,000 hours of VOD content via internet-connected devices. The service is free for all Malaysians. Astro TV subscribers and NJOI customers get additional premium channels and content for free. Additional pay-per-view titles and standalone subscriptions start from RM5.30/US\$1.40. The AOTG app had been downloaded 2.6 million times and had one million registered users (Oct 2016). Selected content is available to download.

### dimsum

dimsum is a Malaysian SVOD service operated by Star Online, a member of Star Media Group, focusing on Asian content delivered via mobile applications and web browser. Since its launch in Nov 2016, dimsum has obtained exclusive simulcast rights from China, Taiwan, Thailand and Japan (Nov 2016). Content includes films, dramas, documentaries, variety and kids shows from China, Japan, Taiwan, Thailand, South Korea, Singapore, Thailand and Malaysia. Monthly subscription is RM15/US\$3.30.

### Escape

Launched in 2013 by Escape Axiata, a wholly owned subsidiary of Celcom Axiata. Escape shifted its broad mass market VOD service to focus on kids and families in Nov 2016. Titles are a mix of local and international. Escape claims over one million registered subscribers (April 2016).

### HyppTV Everywhere

Owned and operated by Telekom Malaysia (TM), HyppTV Everywhere is a mobile TV extension of TM's IPTV service HyppTV, exclusively for HyppTV subscribers with UniFi & Streamyx plans as well as the public via registration on Facebook, email or mobile number. The service offers 50+ live TV channels carrying HyppTV's first/exclusive/express TV shows from the U.S. and original local series such as drama and lifestyle programming, plus six VOD movie channels. HyppTV Everywhere costs from RM5.30/US\$1.25 a month to RM10.60/US\$2.50 a month. VOD titles range from free to RM10.60/US\$2.50 each.

### iflix (Malaysia)

iflix is a subscription-based video-on-demand platform, based in Malaysia with a broad expansion remit that covers the Mid-

dle East and developing markets in Asia. Launched in May 2015, iflix offers access to more than 20,000 hours of international and regional/local TV series and movies for a single monthly subscription to users in Malaysia, Thailand, the Philippines, Indonesia, Sri Lanka and Brunei (Nov 2016). The service costs RM8/US\$1.90 a month in Malaysia. iflix is owned by investment company Catcha Group and Evolution Media Capital.

### MyKlik

MyKlik, owned/operated by state-backed broadcaster Radio Television Malaysia (RTM), is a free online video portal offering live streaming of two national free-TV channels, TV1 and TV2, and 13 online TV/radio channels. MyKlik also offers free catch-up of select content from TV1 and TV2.

### Netflix (Malaysia)

Netflix launched in Malaysia in Jan 2016. Basic subscription is RM33/US\$7.99 a month (one screen, SD). Standard plan is RM42/US\$9.99 a month (two screens, HD). Premium plan costs RM51/US\$11.99 a month (four screens, HD/UHD).

### tonton

Malaysian media conglomerate Media Prima's over-the-top service, tonton, offers live streaming, catch-up and premium video content. Content comes primarily from Media Prima's national terrestrial networks – TV3, TV9, ntv7 and 8TV. Some content on tonton is offered for free/with limited access. Full access/tonton VIP costs RM3/US\$0.75 a day, RM5/US\$1.25 for seven days, RM10/US\$2.50 for 30 days or RM96/US\$24 a year. tonton has 5.9 million registered users (Sept 2016). Tonton launched in Aug 2010 and is operated by Media Prima's digital media subsidiary, Media Prima Digital.

### Viu (Malaysia)

Hong Kong telco PCCW launched Viu in Malaysia in Jan 2016 as a standalone app and via partnerships with Telekom Malaysia, Maxis, Digi and U Mobile. The offering of about 10,000 hours includes local content from partners such as Malaysia's media conglomerate Media Prima and production/distribution house Double Vision, along with Viu's regional tentpole Korean offering from CJ E&M, KBS, MBS and SBS. Content on Viu in Malaysia is subtitled in Bahasa Malaysia, English and simplified Chinese. Ad-free

option with access to premium content costs RM10/US\$2.44 a month and there is no limit to the number of simultaneous access devices. Only registered members can save/download videos.

### WebTVAsia

WebTVAsia was founded in 2013 by Prodigee Media as an online multi-channel network (MCN) for Asian content. The service offers over 1,000 channels, with one billion monthly views and 25 million subs in 12 markets across the Asia Pacific (Nov 2016). Content partners include Youku Tudou, Tencent Animation, iQiyi, Sohu, (China), T-ARA (Korea), Lollipop F (Taiwan), Phranakorn Film (Thailand).

### YuppTV (Malaysia)

YuppTV in Malaysia costs from RM9.99/US\$2.20 a month. The service offers more than 250 live TV channels across 15 Indian languages, catch-up TV, TV shows, 5000+ Bollywood/regional movies from India, short films, web series and videos.

## Production Services & Facilities

### Pinewood Iskandar Malaysia Studios

Pinewood Iskandar Malaysia Studios is a fully integrated production facility offering 100,000 sq ft of film stages, 24,000 sq ft of TV studios, hair/make-up, wardrobe and dressing rooms, production offices, workshops, a 65x65m green-screen water tank and post-production facilities (provided by Imagica SEA). Wholly owned by the Malaysian government's investment arm, Khazanah Nasional Berhad, the studio complex was developed in collaboration with Pinewood Shepperton plc in the U.K.

## Production

### Astro Shaw

Owned by Astro Malaysia Holdings, Astro Shaw produces films for local and regional markets. The company also acquires and distributes movies for theatrical and non-theatrical release in Malaysia and across the region. Astro Shaw was established in 1996 under the Astro Shaw and Tayangan Unggul brand.



### Biscuit Films

Biscuit Films was involved in, among others, the production of Netflix's epic mini-series *Marco Polo* in Malaysia. The company also produces feature films, TV movies and TV commercials.

### Double Vision

Double Vision produces more than 200 hours of content a year across a range of genres, including drama, documentaries and feature films for broadcasters/clients across Asia. Production credits include Malaysia's first live-animated/special effects drama format *Ryujin Juwara*; Malaysia's first international Emmy-nominated drama *A Time For Us*; and the first season of *MasterChef Malaysia*. Double Vision launched in 1988, and is the production arm of integrated media group, Vision New Media, which operates production and post-production facilities, including a dubbing and subtitling unit.

### Endemol Shine Production

Established in 2010 initially as a joint venture between Astro and Endemol, the production unit is now wholly owned and operated by Endemol Shine. Production credits include *RM1,000,000 Money Drop*, *Serasi Bersama*, *Mari Menari*, *Kamilah Bintang* and *Chef Surprise*.

### Ideate Media

Ideate Media develops, produces and commercialises high-end scripted content for global audiences, working across multiple formats and genres, including TV series, feature film and digital. The company aims to develop stories, talent and properties suitable to engage global audiences, especially, though not exclusively, stories with Asian elements, settings and themes. Production credits include *Sydney Sailboat*, a preschool animation (in syndication worldwide); *Tombiruo*, a live action feature film (Q3 2017 release); and *Dirk Gently*, a live action TV series, released on BBC America in Oct 2016 and Netflix worldwide in Dec 2016.

### Juita Viden

Established in 1978, Juita Viden has multiple production units under its banner. In addition to producing television (reality, variety, drama, game shows) and feature films (Malay and Chinese) for the domestic market, Juita Viden is also involved in regional co-production with broadcast partners such as SCTV (Indonesia) and Ho Chi Minh TV (Vietnam).

### MFx

MFx has been creating visual effects and animation since 2001, and works with clients from over 60 countries. The company specialises in design, special effects, 2D/3D animation.

### MIG Pictures

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

### Nafalia Corporation

Nafalia Corporation was established in December 2002 specialising in TV/film production across a range of genres and distribution of local/foreign syndicated content. Nafalia has also embarked on joint venture productions with regional partners, including Radio Televisyen Brunei (RTB), China's Jiangsu Broadcasting (JSBC) and Singapore's Suria.

### Primeworks Studios

Primeworks Studios is the content creation subsidiary of Malaysian media conglomerate, Media Prima. Primeworks Studios has been producing TV content since 1984 and feature films since 1994, generating an average of 5,000 hours of content annually (Dec 2016). Primeworks' productions air on the Media Prima group's four commercial television channels (TV3, ntv7, 8TV, TV9). The company distributes its content through its distribution arm, Primeworks Distribution.

### Prodigee Media

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

### Red Communications

Red Communications' diverse production slate ranges from documentaries, branded content to commercials, long/short form series and feature films. Services include pre-/post-production, casting and production management. Red Communications launched feature-film subsidiary, Red Films, in 2004.

## TELCOS

### Celcom

Mobile telco Celcom Axiata has 85% 3G and 95% 2G coverage in Malaysia. The

telco has over 11 million pre-/post-paid mobile subscribers and about 1.5 million mobile broadband customers (Sept 2016).

### Digi

Digi.Com (Digi) provides mobile voice, internet and digital services to more than 12.3 million customers (of which eight million are active internet users) in Malaysia. Digi has about 3.3 million 4G LTE subscribers (June 2016). The company is listed on the main market of Bursa Malaysia Securities Berhad and is part of the Telenor Group.

### Maxis

Maxis provides mobile and internet connection services to more than 12.2 million subscribers, of which 8.4 million are active mobile internet users (June 2016).

### TM

Telekom Malaysia Berhad (TM), Malaysia's broadband and integrated information and communications group, offers communication services (broadband, data, fixed-line) to 2.37 million customers (Sept 2016).

### U Mobile

Launched in 2007, U Mobile offers data, voice and messaging services to over two million customers via pre-paid, post-paid and broadband plans (June 2016). U Mobile launched Video-Onz, a free unlimited video streaming service, in April 2016. The service allows free streaming of 11 apps/sites from YouTube, HyppTV Everywhere, Viu, iflix, Youku Tudou, Astro on the Go, tonton, Eros Now, Herotalkies, ONFM and Pocketimes.

## Government

### Rhizophora Ventures

Rhizophora Ventures, a wholly owned subsidiary of Malaysian government investment unit Khazanah Nasional, was set up to oversee Khazanah's investments in creative/media content. Khazanah's biggest media investment has been Pinewood Iskandar Malaysia Studios.

The two agencies charged with overseeing Malaysia's media environment are the Malaysian Communications and Multimedia Commission (MCMC) and the National Film Development Corporation of Malaysia.



# Asia originals dominate China demand

## Ideate's *Dirk Gently* rocks China's online top 10

Amazon's *The Grand Tour* is the most popular digital original series that is currently airing, although Amazon Prime Video is not officially available in China.

The Jeremy Clarkson-fronted show has 120% more demand than Netflix's *Luke Cage*, which finished its run four months ago.

Other recent releases, such as *Black Mirror* and *Travelers*, are followed by older hits *House of Cards* and *Orange is the New Black*.

The new entry on the list, *Dirk Gently's*

*Holistic Detective Agency*, a Malaysia-backed science-fiction detective series starring Elijah Wood is ranked higher than *The OA*.

The new season of *Sherlock* is the most popular series overall, dominating demand for *The Walking Dead* by 16%.

Usual global hits like *Westworld* and *Game of Thrones* don't feature, replaced by Taiwanese action comedy *V-focus*, and Korean variety *Running Man*, which is 45% more popular than *The Daily Show with Trevor Noah* in China.

### Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	Sherlock	166,246,581
2	V-focus	155,149,302
3	The Walking Dead	143,307,636
4	Running Man	131,252,355
5	Moon Lovers: Scarlet Heart Ryeo	117,570,891
6	Dragon Ball Super	92,194,078
7	The Daily Show with Trevor Noah	90,532,976
8	Vikings	84,464,993
9	Naruto: Shippuden	76,079,631
10	One Piece	73,505,675

### Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	The Grand Tour	Amazon Video	57,394,704
2	Marvel's Luke Cage	Netflix	26,074,994
3	Black Mirror	Netflix	23,935,067
4	Travelers	Netflix	21,969,422
5	House Of Cards	Netflix	19,650,288
6	Dirk Gently's Holistic Detective Agency	Netflix	16,030,191
7	Orange is the New Black	Netflix	15,502,498
8	The Man in the High Castle	Amazon Video	15,120,047
9	The Crown	Netflix	14,182,267
10	The OA	Netflix	13,681,699

Source: Parrot Analytics

Date Range: 12 January 2017-18 January 2017

Market: China

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.]



## contentasia

### 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)

Masliana 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](http://www.contentasia.tv)

MCI (P) 091/11/2015

Copyright 2016 Pencil Media Pte Ltd.  
All Rights Reserved.

contentasia

Daily news with  
ContentAsia Insider  
email [i\\_want@contentasia.tv](mailto:i_want@contentasia.tv)  
for subscription details