

## Game shows, singing contests top Asia's formats charts

285 formats logged for 1H 2017, ContentAsia's *Formats Outlook* shows

Game shows and singing competitions dominate format genres in Asia, according to ContentAsia's newly released *Formats Outlook* for the first half of 2017.

The top two genres accounted for a combined share of 49% (142 titles) of the total 285 formats on air, in production or commissioned for broadcast in 2017/2018, across 15 countries/regions in Asia.

**More on page 2**

## APAC pay-TV recalibrates

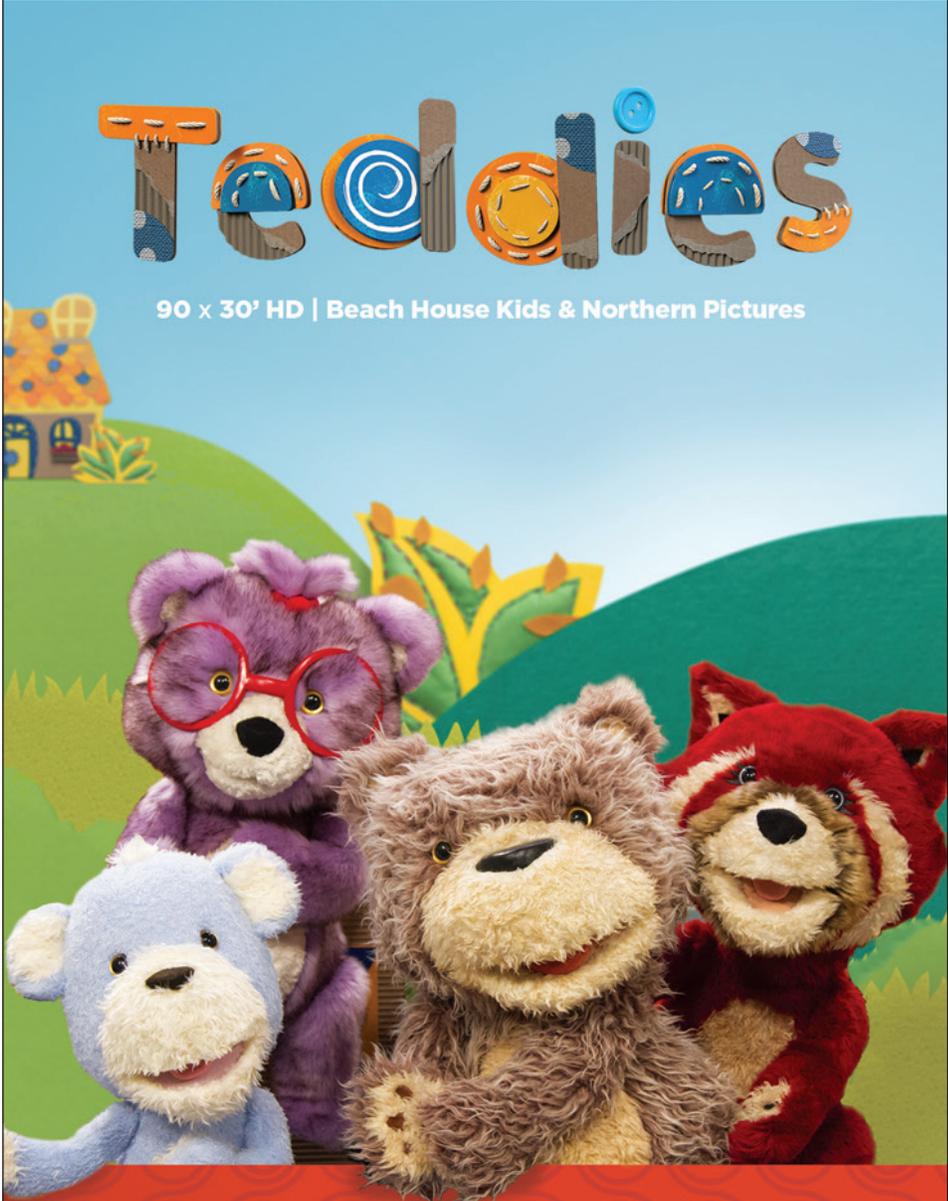
But industry remains "scalable and revenue generative", MPA says

The Asia-Pacific pay-TV industry remains "scalable and revenue-generative", with revenue forecast to grow at 5% a year to reach US\$68.5 billion by 2022, the latest research from Media Partners Asia (MPA) shows.

Much of the growth will be powered by India and Korea, which together represent 77% of pay-TV subscribers and almost 50% of the region's pay-TV revenue (excluding China) in 2017.

MPA also identified a "broad recalibration" in pay TV triggered by the growth of broadband.

**More at [www.contentasia.tv](http://www.contentasia.tv)**



**TEEDIDIES**

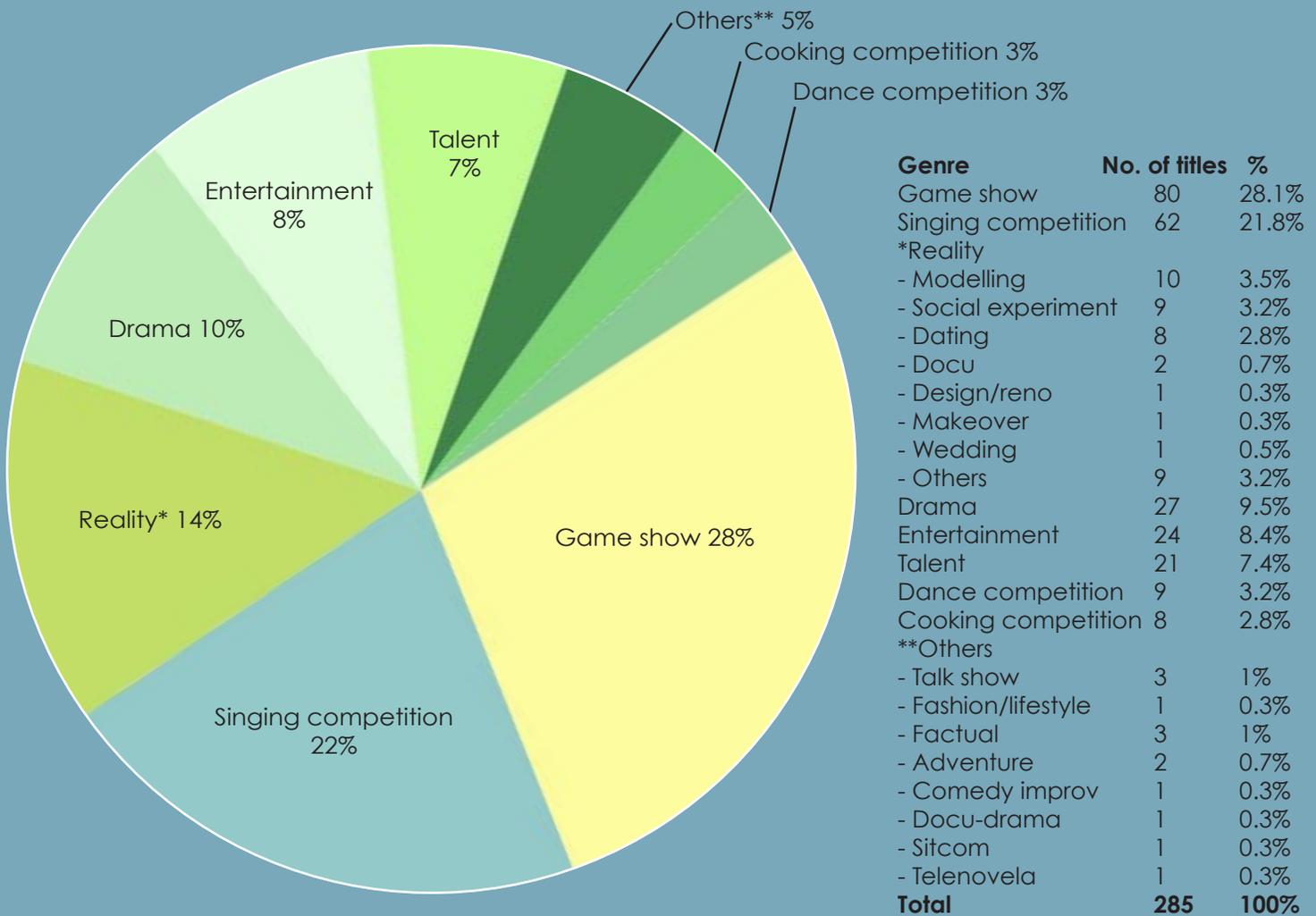
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# Formats by genre



Source: ContentAsia Formats Outlook, 1H 2017

## From page 1: Formats Outlook 1H2017

Game shows top the first half report with 80 titles (28%), recorded from across 10 countries in Asia: Cambodia, China, India, Indonesia, Korea, Mongolia, Myanmar, Philippines, Thailand and Vietnam. The game show driver for Asia this quarter is Vietnam, accounting for 26 (32.5%) of the 80 game show titles.

Singing competitions are second by genre across the region with 62 titles (22% of 285 titles) recorded from 11 countries:

Cambodia, China, India, Indonesia, Malaysia, Mongolia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

In third place by genre is reality with 41 titles (14.4%). Modelling made up the bulk of the reality genre with 10 titles for the first half of the year reported across six markets/regions in Asia.

Drama is fourth with 27 titles (10% of 285 titles), of which 15 are from China. One of the high-profile dramas on the list – a Korean version of *Prisoners of War* – is lan-

guishing in development and/or funding hell in Korea with no sign that the initial announcements will be followed by action. A second title – *Suits Korea*, announced in 2015 – looks like it's a go, with the lead actors cast and the show set to air on KBS in the first half of 2018. Entertainment is at fifth place, with 24 titles (8.4%).

Excerpt from ContentAsia's *Formats Outlook, 1H 2017*, published for MIPCOM 2017 (16-19 October 2017)



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## Nippon TV ups Kuwahara



Kako Kuwahara

Kako Kuwahara has been promoted to managing director for Nippon TV's international business division. Kuwahara was previously associate managing director. She reports directly to Nippon TV's international business development division president, Atsushi Hatayama. She will continue to be based in Tokyo.

## Jang Dong-gun tapped for *Suits*

Jang Dong-gun has signed on as the lead in the first Korean version of U.S. legal drama *Suits*. Boy-band member Park Hyung-sik plays the junior lawyer. The series is scheduled to air on KBS TV2 in the first half of 2018.

## 20 Oct premiere for Amazon Japan Yoshimoto story

Amazon Japan premieres original drama series based on a story by manga artist Koji Yoshimoto on 20 October. The 14-episode road-trip series, *Nihon wo yukkuri hashitemita yo - Ano ko no tame ni nihon isshu (I ran around Japan for that Girl)*, stars Goku Hamada as Yoshimoto, who travels around Japan on a motorbike in search of strength. The first two episodes will stream first, with new episodes uploaded every Friday.

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### MEDIA CONTENT ACQUISITION (Assistant Manager/Manager)

Bomanbridge Media is a leading Singapore-based distribution agency, exclusively representing renowned programming from around the world. The company's team has earned a stellar reputation in the region as the go-to people to market and monetize content within the Asia Pacific region. Its diverse catalogue currently holds several thousands of hours of top quality programming in the genres of Formats, Lifestyle, Factual, Drama, Kids and Educational. Serving as both brand strategist and program distributor for entry into the Asia Pacific markets, the acquisition team continually handpick select products for multi-territory acquisition and distribution. Moving forward, Bomanbridge will extend further their support to producers by deficit financing to continue the enrichment of our catalogue offering.

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- Manage communication, relationships with key content providers and quarterly reports for rights owners reporting
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#### Basic Qualifications:

- Bachelor Degree (preferably media related)
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- Knowledge of content acquisitions and the media market competition in Asia Pacific market
- Good understanding of the multicultural / social media landscape, including economic and political context of key countries in Asia Pacific
- Strong analytical and critical thinking skills
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- Excellent English, both written/ spoken communication and overall organizational skills
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- A great and energetic, unique approach to the concept of "success"

Salary range will depend on experience; please contact for application process: [info@bomanbridge.tv](mailto:info@bomanbridge.tv)

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

## iQiyi to air *The Cat in the Hat* and *Doki* in China



*The Cat in the Hat Knows a Lot About That*

Chinese streaming platform iQiyi has picked up its first series from Canada's Portfolio Entertainment. The two animated pre-school series, the 60-episode *The Cat in the Hat Knows a Lot About That* and

the 26-episode *Doki*, will air in Mandarin with English subtitles on iQiyi Kids.

## Dazzling Star goes with Splash for *Jing-Ju Cats*



*Jing-Ju Cats*

Chinese animation house Dazzling Star Animation has awarded international rights (ex Asia and Africa) to Kung-Fu/Beijing Opera animated series, *Jing-Ju Cats*, to U.S.-based kids specialist Splash Entertainment. The series is set in the cat kingdom of Purpetua, known as a majestic cat paradise until a band of evil mutant monster cats invades.



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THEMA is a distributor of Pay TV channels to cable, IPTV, DTH operators and also for mobile packages and OTT. THEMA helps in the development of more than 180 TV channels worldwide and builds strong partnerships with major pay TV platforms in Europe, Africa, Middle East, Asia and Americas. More information about THEMA: [thematv.com](http://thematv.com)

#### GENERAL OVERVIEW

The Administration and Distribution Manager will be under the hierarchy of the Managing Director APAC based in Singapore. The candidate will be working with both the Asian and French Offices.

In charge of South East Asia, territories will be defines with the MD, the candidate will be in charge of:

- Assisting and developing the distribution of the TV channels represented by the company;
- Assuring the daily administration tasks of the office;
- Coordinating activities – marketing, accounting, and sales – in the region;
- Providing the HQ and the TV channels an updated reporting of the activities.

#### MAIN ACTIVITIES

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- Marketing
- Customers Relations:
- Legal
- Surveys and Reporting

#### REQUIREMENTS

- Bachelor's Degree in Business, or other related Field;
- Excellent Computer skills;
- Ability to exceed expectations;
- Excellent presentations skills and ability to communicate and influence at all levels, internally and externally;
- Strong networking abilities;
- Available to travel frequently;
- Organized, rigorous with a strong willingness to learn;
- Able to work in a multi cultural environment;
- Fluent in English with an Asian language(s) preferred;
- Former experience in the Entertainment/Media industry preferred;
- Remuneration depending in the experience.

Please send your resume and a cover letter to Alexandre BAC at [alexandre@thematv.com](mailto:alexandre@thematv.com).

## Bloomberg Quint roll out India streaming platform

India joint venture, Bloomberg Quint, has launched its live streaming service in India, kicking off the new service with the Bloomberg India Economic Forum. The online/social media roll out will be followed by cable/DTH when regulatory approvals are cleared. Bloomberg Media partnered with Quintillion Media last year to form the business/financial news JV.

## Viacom18 opens KidZania Delhi

Indian joint venture, Viacom18, has opened its branded spaces at KidZania in Delhi.

Viacom18 says the move is "another step forward in the strategy of building ecosystems outside of the traditional television landscape, creating synergies across brands and platforms".

The Nickelodeon and Colors studios let children engage with shows from various vantage points, such as in front of or behind the camera.

Viacom18 COO, Raj Nayak, said the initiative was an opportunity "to collaborate with like-minded partners and create a platform for children to experience different aspects of the media and entertainment industry."

## ABS-CBN joins AKB48 juggernaut MNL48 hunt to launch "soon", Philippines execs say



From left: ABS-CBN and Hallo Hallo execs Jillmer Dy, Mercedita Gonzales, Paulo Kurosawa, Laurenti Dyogi, Yasunari Okada, Aldrin Cerrado, Macie Imperial

Philippines' free-TV broadcaster ABS-CBN has joined Hallo Hallo Entertainment's 48 talent juggernaut, running with the Japanese pop idol format for the first time.

The partnership between ABS-CBN and the Japanese entertainment company is part of a major cross-platform talent search across the Philippines to create an all-girl band. The TV activation follows last year's launch of the MNL48 idol concept in the Philippines online and on mobile.

The property debuted in Japan in 2005 with Japanese girl group AKB48. The Akihabara version was followed with sister groups in four Japanese cities, including SKE48 in Nagoya and NMB48 in Osaka.

Hallo Hallo took the format to the rest of the region last year, launching JKT48 in Jakarta, TPE48 in Taipei, MNL48 in Manila,

and BNK48 in Bangkok.

AKB48 has performed all over the world and has record sales of over US\$200 million in Japan.

The MNL48 TV talent search for 48 female singers begins "soon", ABS-CBN execs say.

"This will be one of our biggest talent searches on television for young girls," says ABS-CBN TV production head, Laurenti Dyogi.

The Filipino group will follow the original concept of "idols you can meet" with daily performances at their own theatre. The group is divided into three teams: M, N and L and follow a ranking system involving a Center Girl, Super 7, Selections (all-stars), Under Girls, Next Girls, Future Girls and Kenkyusei (trainees).



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## Larry David returns to HBO Asia on 2 Oct



Larry David in *Curb Your Enthusiasm* season 9

HBO Asia is airing the new season of *Curb Your Enthusiasm* at the same time as the U.S. on Monday, 2 October, at 10am, with a same-day prime time encore at 10pm. The series will also stream on HBO Go and will be available on HBO On Demand.

## Mediacorp Suria picks up sports comedy format

Singapore broadcaster Mediacorp's Malay channel Suria has commissioned the first version of *Hit It* from all3media/Xtreme Media. The eight-part one-hour sports comedy show, scheduled to air in February next year as *Hentam Sajalah*, won all3media's formats pitch in Singapore last year. all3media is pitching the format to global broadcasters.

## Zee launches production hub in Canada TV/digital originals & remakes first up, film to follow

Zee Entertainment has upped its global production ambitions, opening its first production studio in Canada, and furthering its agenda of producing global content for mainstream audiences.

Zee veteran Subhadarshi Tripathy is heading Vancouver-based Zee Studios International.

Tripathy reports to both Zee Entertainment Enterprises (ZEEL) managing director and chief executive, Punit Goenka, and chief executive of ZEEL's international broadcast business, Amit Goenka.

Zee Studios International will initially focus on developing scripted and unscripted content for television and digital platforms as well as original formats and homegrown remakes. Film production will follow at a later stage, Zee says.

Productions already in the pipeline for the Canadian studio include adaptations of Zee's homegrown sitcom, *Hum Paanch*, which premiered in 1995, and *Bhabiji Ghar Par Hain*, a comedy about two families living in the Indian city of Kanpur.

## Production/post players ramp up in Asia Golden Karavan, Chimney eye India/regional opportunity

Two production outfits – new U.S./India venture Golden Karavan and expanded facilities from post/production house Chimney – have their eye on what they see as the region's burgeoning digital/streaming space. Both announced plans for the region this month.

Golden Karavan is a Mumbai-based partnership between Jeff Sagansky/Florence Sloan (Goldenpeak Productions) and Aaron Kaplan (Kapital Entertainment), with Apoorva Bakshi, Pooja Kohli and Sanjay Bachani from digital distribution/production company FilmKaravan Originals.

Golden Karavan will create and finance original digital productions over the next five years targeting India's mobile/broadband streaming audiences.

Two titles – one based on Ashwin Sanghi's book *The Sialkot Saga* and the other with Canadian-Indian filmmaker Richie Mehta – have been greenlit with another 10 in active development for India, the company says.

Post house Chimney launched its post-production feature unit in Singapore on 21 September, unveiling at the same time its restructured advertising/content division.



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## Detzner crisscrosses Asia in hunt for startup kings

DW's *Founders' Valley* matches global challenges with entrepreneurs seeking solutions



Fridtjof Detzner in *Founders' Valley*

In the last few weeks, German start-up idol Fridtjof Detzner had his palm examined, his head covered and his Chinese herbs mixed across Asia. He has experimented with organic cosmetics in Mongolia, hung out with service teams in Bangladesh, and explored abandoned futuristic vacation homes from the 1960s in Taiwan asking, "Do you think that we're controlling technology or is technology controlling us?"

All this is in the name of a new TV series, *Founders' Valley*, created to showcase entrepreneurs in Asia and their bids to change their worlds, one visionary startup at a time.

The 10-episode show premieres on German broadcaster Deutsche Welle's English-language SD/HD feeds across Asia on 23 October.

Detzner's role in front of the camera rides on his entrepreneurial success, including DIY website builder, Jimdo. He co-founded his first company at 16 ("my co-founders moved into my family home and my mother cooked for us"), and now, at 34 years old and having recently

stepped back from his hands-on role at Jimdo, he's scouting around for his next adventures. These include, unsurprisingly, another startup and 100 days spent filming *Founders' Valley*.

The TV series pairs the 10 most urgent global challenges identified by the United Nations with ventures in Mongolia, Hong Kong, Taiwan, Malaysia, Bangladesh, Singapore, Indonesia, India and Kashmir.

"It's all about which countries allow us to explore the issues best," Detzner said during the Singapore filming this month.

The Mongolia episode highlights globalisation, the Bangladesh programme looks at employment, and the Singapore episode explores health. Hong Kong is all about urbanisation, Malaysia is about energy, and Taiwan centres around tech. Food and water are tracked in Indonesia, while the India episode is about waste, and Kashmir is about climate change.

What Detzner found is that entrepreneurs, no matter where they come from, have much in common. "It's the one thing that really astonished me," he says.

"It doesn't matter which country they come from, the entrepreneurs we spoke to face the same challenges, they read the same books, and they reach the same conclusions, even though they build their businesses in different environments," Detzner adds.

That includes himself. His new startup, currently in "stealth mode", involves automating the growth of food indoors.

"I am curious and I like to build things," he says. "To me the issue of a growing population is one of the biggest problems we face. I was curious about the topic of food and I believe that technology can help us," he adds. The new venture puts Detzner squarely back in the camp of *Founders' Valley* entrepreneurs, albeit with a lot more confidence.

"This journey is not to tell the stories of the people who have already made it. It's much more interesting to talk to them about the period of struggle, with the doubts and the hurdles".

On or off camera, it's a space in which he seems to reveal.



**Without Breasts There is Paradise (season two)**

Catalina Santana returns 20 years after her supposed death, in association with the United States TEA agency, in a plan to bring down La Diabla and her illegal crime network. Santana will be ready to impose justice for the suffering La Diabla has caused her and those she loves most. Length: 90x60 mins **NBCUniversal International Distribution Asia: 10 Anson Road, International Plaza, #06-01, Singapore 079903 T: +65 6675 1296 MIPCOM Stand # P4.C4**

**Kurara: The Dazzling Life of Hokusai's Daughter**

Katsushika Hokusai is one of Japan's most renowned Ukiyo-e artists. But little is known about his life, let alone that he had a daughter, O-Ei, who was also a brilliant painter. O-Ei was fascinated by colours. To her, painting was always "kurara" (a Japanese word meaning dazzling). She got married but soon chose art over matrimony and returned home to assist her father. This is a story of a Japanese woman who devoted her life to art and found her own style of painting while helping her genius father. Length: 1x73 mins, 4K **NHK Enterprises Daisan Kyodo Building 4-14, Kamiyama-cho, Shibuya-ku, Tokyo, Japan 150-0047 T: +81 3 3468 6984 MIPCOM Stand # P-1. C51**



**The F Word U.S.A.**

*The F Word U.S.A* is a food variety show featuring foodie families from across the U.S. who will battle it out in a high-stakes cook-off. In addition to impressing Gordon Ramsay, each team must win over the hearts and taste buds of the diners, celebrities and VIP guests they are serving. Throughout each hour-long episode, cooking competition meets variety show as Ramsay chats with surprise guests and VIPs in the dining room, hosts live re-motes with people from across the country, and appears weekly in unique field segments with fans, foodies and culinary experts. Length: 11x60 mins **all3media international 1 George Street, #10-01, Singapore 049145 T: +65 6817 3780 E: international@all3media.com MIPCOM Stand # P3.C10**



**Blue Book**

From academy award-winning *Forrest Gump* director Robert Zemeckis (writer/director of the *Back to the Future Trilogy*), comes a drama series about the air force's 1952-1970 investigation into the U.F.O. phenomenon. *Blue Book* is *Mad Men* meets the real life *X-Files* as it follows Dr J Allen Hynek and air force captain Ed Ruppelt as they confront the very real possibility that we may be being visited and they may be pawns in a nationwide disinformation operation. *Blue Book* is the origin story of everything we know about U.F.O.s and aliens in pop culture. Over the course of their stranger-than-fiction investigations, Hynek and Ruppelt will coin the terms U.F.O. and Close Encounters, and uncover smoking gun cover-up memos from *Blue Book* chief general Nathan Twining. Length: 10x60 mins **A+E Studios 80 Bendemeer Road, #07-04 Hyflux Innovation Centre, Singapore 339949 T: +65 6800 5005 MIPCOM Stand # P3.C1**



**Wisdom of the Crowd**

In *Wisdom of the Crowd*, a visionary tech innovator creates a cutting-edge crowdsourcing app to solve his daughter's murder and revolutionise crime solving in the process. As he taps into the "wisdom of the crowd," his unexpected success fuels his determination to solve even more cases than just the one that's personal to him. Length: 13x60 mins **CBS Studios International 7800 Beverly Blvd., Los Angeles, CA 90036, U.S. T: +1 323 575 5460 MIPCOM Stand # R7.E2**

**Home Town**

Erin and Ben Napier love their small Mississippi hometown, especially the old historical houses. Using found materials and old textiles, they're keeping the character of these classic homes but giving them modern and affordable updates. From Erin's imaginative hand sketches to Ben's custom handiwork, this couple is bringing homes back to life and making sure their small town's future is as bright as its past. Length: 24x60 mins Season 1-2 **Scripps Networks Interactive Asia office address: #12-21 Symbiosis Tower, 3 Fusionopolis Way, Singapore 138633 T: +65 6835 8838 F: +65 6292 7555 MIPCOM Stand # P4.C20**





**Teddies**

*Teddies*, produced by Beach House Pictures and Northern Pictures for Okto (Singapore) and Channel 9 (Australia), stars four teddy bear friends – Dom, Meeks, Sparky and Tizzy – who live in the wonderful world of Teddytown. Like kids, these bear friends are learning what it's like to grow up; making friends, being kind to others, helping out, making mistakes and respecting and appreciating others. Aimed at the preschool market, *Teddies* also assists children in their development of social and emotional skills. Length: 90x30 mins HD **Blue Ant International** 200-130 Merton Street, Toronto, Ontario M4S 1A4, Canada T: +1 416 646 4434 **MIPCOM Stand # R8.D7**



**Nouvelle Couture, le luxe revisité (New directions in Fashion, Luxury revisited)**

Tune in for programming dedicated to the Paris Fashion Week. A documentary series offering interviews with today's top-notch designers: Jean-Paul Gauthier, Manish Arora, Ji Haye and Anne-Valérie Hash. Length: 8x52 mins **TV5MONDE Asie** TV5MONDE Asia Pacific, Unit 704-706, 7/F, Cyberport 1, 100 Cyberport Road, Hong Kong T: +852 2989 6095

**Masters of Dance**

Four professional dance masters put everything on the line in this high-stakes studio-based competition, where every move they make in their fight to win could be their last. Already a hit in Israel, *Masters of Dance* takes the booming dance show trend to a new level as four dance masters – established dancers, creators or choreographers whose talent and expertise has earned international acclaim – each take on the challenge of forming a new company of dancers to compete in a series of head-to-head battles. Length: 22x60/90 mins format **Keshef International Asia**, Room 1204, Kai Tak Commercial Building, 317-319 Des Voeux Road, Central, Hong Kong T: +852 3956 7168 **MIPCOM Stand # R8.C9, Riviera 8**



**Price of Passion**

Ferhat is a hitman working for his criminal uncle. Sirin is a young and idealistic doctor. One day, their roads cross in the most unexpected way. Sirin is forced to operate on a man Ferhat has shot. Then, she has to marry Ferhat to save her life. In the world of corrupt relationships, ambition and power, the two grow closer over time despite their differences. However, Ferhat's lifestyle is too dark to



live an innocent love story. Will Ferhat and Sirin live happily ever after despite all dangers waiting for them? **Kanal D** Dogan TV Center, 100. Yil Mahallesi 34204 Bagcilar, Istanbul, Turkey T: +90 212 413 566 **MIPCOM Stand # R9.A32**



**My Little Pony Friendship is Magic**

In the magical land of Equestria, a kingdom populated only by colourful ponies, Twilight Sparkle has been assigned a very important task by her mentor, Princess Celestia. In the quaint, fairytale village of Ponyville, she meets five new ponies, and through funny, off-beat experiences and adventures, she learns all about the most powerful magic of all, the magic of friendship. Length: 195x22 mins **Hasbro Studios** Hasbro Studios Asia-Pacific, 1106-9 World Commerce Centre Harbour City, 11 Canton Rd, Tsim Sha Tsui, Hong Kong E: [international@hasbro.com](mailto:international@hasbro.com) **MIPCOM Stand # R7.D32**

**My Son**

Through a family that suffered a kidnapping, three women learn what it takes to become a mother amid the struggles and pain. This scripted drama is dedicated to all women no matter which stage in life they're in. Length: 10x60 mins **Nippon TV** 1-6-1 Higashi-Shimbashi, Minato-ku, Tokyo, Japan 105-7444 T: +81 3 6215 3036 **MIPCOM Stand # P-1.F55**



# Mongolia

## In numbers

Population..... 3.1 million  
 Households..... 859,100  
 Avg. household size..... 3.6  
 Cable TV households..... 372,204  
 Private TV stations..... 138  
 Internet users..... 2.43 million  
 Mobile phone users..... 3.46 million  
 Mobile phone penetration rate..... 111%

Source: National Statistics Office of Mongolia, Communications Regulatory Commission of Mongolia

## C1 Television

Founded in 2006, commercial station C1 Television carries local and international content ranging from drama series, kids, movies to sports, news and lifestyle.

## Edutainment TV

Mongol Mass Media's TV subsidiary, Edutainment TV (aka EduTV) focuses on a mix of education and entertainment programming. The channel is also an active buyer of international formats and has bought rights to *Next Top Model (Mongolia's Next Top Model)* and *Are You Smarter than a 5th Grader?*. The station launched in July 2007.

## Mongol Television

Mongol Television launched in June 2009, and relaunched in Feb 2013 with an ambitious original production initiative – including a live morning talk show, six times a week, from HD studios in Ulaanbaatar – and a significant slate of international acquisitions and formats rights. These include a local version of *Got Talent*, which had a 70% audience share. Mongol TV is also leading a national anti-piracy agenda.

## Mongolian National Public Radio & TV (MNB)

Established in Sept 1967, Mongolia's sole public broadcaster, Mongolian National Public Radio & TV (MNB), operates MNB-1 offering general entertainment content, including culture, education, science, economy; and MN-2, which launched



Mongolia's Next Top Model season one

in 2011 offering mostly news bulletins and educational, culture and arts programmes dedicated to ethnic minority groups. The broadcaster produces 6,200 hours of programmes annually. About 50% of MNB's funding comes from the state and the rest from licence fees (48%), social advertising and grants. MNB transmits via DDishTV/Apstar.

## TV5

Launched in Jan 2003, TV5 carries mostly local content spanning news, sports news/programmes, talk shows, kids, food, lifestyle, drama series and reality. Foreign content includes sports and Chinese drama.

## TV9

24-hour commercial free-TV station TV9 was founded in Sept 2003, and was the first channel in Mongolia to broadcast 24 hours a day.

## Ulaanbaatar Broadcasting System (UBS)

Ulaanbaatar Broadcasting System (UBS) is a commercial TV station operating three channels: UBS, UBS Music and Ulzii TV.

## Pay TV

### DDishTV

DDishTV is Mongolia's sole DTH operator. The platform delivers more than 90 local and international SD/HD TV channels to more than 320,000 subscribers nationwide. DDish TV uses the DVB-S2 standard and transmits via the Apstar-5 and Koreasat-5A satellites. The company was founded in Jan 2008 and officially started broadcasting in June 2008.

### Mongolia Digital Broadcasting (MNBC)

Launched in 2007, Mongolia Digital Broadcasting (MNBC) was the first broadcaster to offer multichannel digital terrestrial television services in Mongolia. MNBC deployed DVB-T2/MPEG-4 services in 2013. The goal was to deliver digital television services to outlying areas that lack broadcast infrastructure.

### Sansar HD/Sansar Cable TV

Established in August 1995 as the first cable TV operator in Mongolia, Sansar HD (Sansar Cable TV) offers more than 100

local/foreign TV channels to households in the capital city of Ulaanbaatar. The digital TV package costs about US\$5 a month for 100+ channels.

**SkyMedia**

IPTV provider, SkyMedia, launched in July 2012. The platform is owned and operated by mobile operator Skytel, and offers more than 90 local and international channels, including 40+ HD channels, bundled as part of its triple-play offering for about US\$4 a month. SkyMedia's TV anywhere extension, SkyMedia GO, costs US\$3 a month.

**Supervision Digital Cable TV**

Supervision LLC launched Supervision Digital Cable TV in June 1998. The company also operates private channel Supervision Broadcasting Network (SBN) Television in Mongolia.

**Univision**

Mongolia's first IPTV operator, Univision, offers 155 SD/HD TV channels – including international regional channels – for MNT9,900/US\$4 a month. Launched in 2010, Univision is the pay-TV subsidiary of triple-play operator Unitel, which also offers broadband and fixed telephone line services. Univision is available in major cities via high-speed fibre-optic technology.

**OTT/Online**

**OnAir**

OnAir is an OTT TV service trial launched in Feb 2015 by KhulanContent, a subsidiary of Mongol Mass Media Group, offering mostly local TV series, movies and music via Android TV, Chromecast and other internet-connected devices to about 250,000 registered users. The service is accessible to anyone anywhere at MNT4,900/US\$1.99 a month (in Mon-



Gogglebox Mongolia

golia) or MNT24,900/US\$10 a month (out of Mongolia).

**SkyMedia GO**

SkyMedia GO, the over-the-top extension of SkyMedia's IPTV service, offers 37 HD and 23 SD local/international live channels and select video-on-demand (VOD) content. Subscription costs MNT6,900/US\$3 a month for one device.

**Univision Anywhere/Look TV**

Launched in 2014 as an OTT extension of the IPTV platform, Univision Anywhere offers 17 local TV channels to IPTV subscribers and non-customers. Subscription fees range from MNT152/US\$0.06 a day up to MNT41,900/US\$17 a year. There is no VOD offering. Mobile TV service Look TV launched in Jan 2017 offering 44 channels for free and 12 local/foreign channels for MNT9,900/US\$4 a month. VOD content costs from MNT2,000/US\$0.80 to MNT5,900/US\$2.40 a title.

**Regulators**

**Communications Regulatory Commission of Mongolia**

The Communications Regulatory Commission (CRC) is an independent regulatory agency established by the Communications Act of 2001. The CRC is charged with regulating/supervising competition issues, fixed/wireless telecommunications, TV, radio and satellite transmissions and spectrum management, among other areas.

**Information Technology, Post and Telecommunications Authority**

Mongolia's Information Technology, Post and Telecommunications Authority (ITP-TA) was established in 2004 and restructured in August 2012 to develop laws, regulations and policies related to info-tech, post, broadcasting, telecommunications and technology development.

Adapted from ContentAsia's The Big List 2017

**Be included! Please send your details to Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv) or +65 6846 5982**

## What's on where...

October 2017	10-12	APSCC	Tokyo, Japan
	14-15	MIP Junior	Cannes, France
	16-19	MIPCOM	Cannes, France
	24-26	TIFFCOM	Tokyo, Japan
November 2017	6-8	CASBAA Convention	Macau
	7-10	Asian Side of the Doc	Bangkok, Thailand
	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.
	30 Jan-2 Feb	8th Asian Side of the Doc	Bangkok, Thailand
March 2018	13-15	SPORTELASia	Singapore
	19-22	Hong Kong FILMART	Hong Kong
April 2018	4-6	Content Tokyo	Tokyo, Japan
	7-8	MIP Doc	Cannes, France
	7-8	MIP Formats	Cannes, France
	9-12	MIP TV	Cannes, France
May 2018	9-11	Busan Contents Market, BCM	Busan, South Korea
June 2018	26-28	BroadcastAsia	Singapore
	26-28	CommunicAsia	Singapore

# HK goes for mixed bag of favourites

## U.S. drama takes two of top three spots overall

Hong Kong's top 10 for the week of 7-13 September was a mixed bag of genres, styles and countries, topped by 28-episode local action crime thriller series, *The Unholy Alliance*, which ran from 7 August 2017 to 14 September 2017.

The TVB series beat back HBO's *Game of Thrones*, but both received around double the number of demand expressions than third-placed, *The Walking Dead*.

The results for the week gave U.S. dra-

ma two of the top three spots on the overall list.

The other seven places were a mix of shows from Taiwan (drama), China (fantasy drama), Japan (manga/sci-fi) and Korea (variety), and three titles from the U.S. – *MasterChef USA*, *Suits* and *Narcos*.

*Narcos*, which topped the digital originals list, was the only digital original on the overall list. Netflix dominated the digital list. Amazon's sole title was Japanese web series *Kamen Rider Amazons*.

### Hong Kong: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	The Unholy Alliance (同盟) [Hong Kong]	1,611,249
2	Game of Thrones	1,387,247
3	The Walking Dead	709,431
4	Wake Up (麻醉風暴2) [Taiwan]	490,880
5	Eternal Love (三生三世, 十里桃花) [China]	471,413
6	MasterChef: USA	461,523
7	Suits	454,008
8	Narcos	420,233
9	Mobile Suit Gundam: Iron-blooded Orphans [Japan]	390,001
10	Knowing Bros (아는 형님) [Korea]	372,569

### Hong Kong: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Narcos	Netflix	420,233
2	Stranger Things	Netflix	268,227
3	Castlevania	Netflix	247,314
4	Bojack Horseman	Netflix	160,281
5	13 Reasons Why	Netflix	159,695
6	The Handmaid's Tale	Netflix	157,027
7	Kamen Rider Amazons (仮面ライダーアマゾンズ)	Amazon Video	143,315
8	GLOW	Netflix	121,026
9	House Of Cards	Netflix	120,237
10	Ozark	Netflix	117,545

Date range: 7-13 September 2017

Market: Hong Kong

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.]

Note: Local/regional content in this country is still being onboarded by Parrot Analytics



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