



**Happy Holidays!**  
ContentAsia

ContentAsia is taking a break for the holidays. We will be back on 8 January 2018. Here's wishing you the happiest of holidays and all good things for 2018!

## ATF 2017 plays against backdrop of upheaval

Endemol Shine, Discovery, Disney lead the change

This year's Asia TV Forum (ATF) ran against a backdrop of more upheaval than usual in Asia's regional content industry.

The full story is on page 3

**PLUS:**

Thailand, Indonesia, Japan lead Asia's formats conversation (**page 2**); HBO Asia top channel at this year's PromaxBDA Awards (**page 4**); China's iQiyi ramps up international engagement (**page 2**); Lifetime Asia to air first Korean original (**page 3**) and Sony One tops Korean channel rankings (**page 4**) ... and a whole lot more



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CELESTIAL MOVIES

THE BIGGEST STARS THE BIGGEST BLOCKBUSTERS

## China's iQiyi ramps up int'l footprint

HK, Malaysia, Singapore pick up original drama

Mainland Chinese streaming platform iQiyi has sold online drama, *Tientsin Mystic*, to leading Hong Kong broadcaster Television Broadcasts Ltd (TVB) for Hong Kong and Macau, Astro for Malaysia and Brunei, and StarHub for Singapore.

iQiyi said *Tientsin Mystic*, an adventure show set in the 1930s, had been viewed almost two billion times by the end of November. The show premiered in July this year.

Netflix holds rights for other international territories, along with Southeast Asia



*Tientsin Mystic*

rights to another iQiyi drama, the 12-episode crime drama *Burning Ice*. Both shows drop on Netflix in the first quarter of next year.

*Burning Ice*, produced by China's Han Sanping, has been watched 480 million times since its premiere on iQiyi in September this year.

Netflix also has rights to *Chosen*, a co-pro between iQiyi and Sony Pictures Television. The film trilogy premieres in January 2018.

## Asia formats sentiment patchy

Thailand, Indonesia, Japan lead Asia's formats conversation



*Hit It*, Xtreme Media & all3media international

While Asia's pan-regional formats market this year was slower than hoped and there's no recovery in sight from China, country-specific formats activity – led by Thailand, Japan and Indonesia – remains lively, as was clear at this year's three-day ATF market.

The format stories of the market were a world-first series pick-up of all3media/Studio Lambert variety/game show format, *Catch Me Out*, by Thailand's Workpoint, and the premiere of the Japanese version of BBC Worldwide's sci-fi thriller *Orphan Black* on Japan's Fuji TV on Saturday (2 December).

The *Orphan Black* deal is BBC Worldwide's first scripted format sale in Asia.

*Catch Me Out Thailand* is likely to air in the second or third quarter next year. The show features four performers, three of whom are professionals and one of whom is a novice trained for four weeks in that particular skill. The studio audience has to spot the novice.

Shooting has, meanwhile, started on the

second season of *MasterChef Thailand*, which premieres on Channel 7 Thailand, in February 2018 and will run Sundays from 6.20pm.

The Indonesian formats story at ATF was led by the return of Korean format, CJ E&M's music game show, *I Can See Your Voice*, to free-TV broadcaster MNCTV.

The sale closes a vibrant formats year in Indonesia, with at least 19 shows on air or in production in the first half of the year, according to *ContentAsia's Formats Outlook*. All of these are reality/light entertainment.

The win for Indonesia was Gammy Setianugraha's triumph during all3media's ATF Formats Pitch. Setianugraha beat four finalists to the US\$2,600 cash prize and a formats consultancy package worth about US\$12,000 with his game show format *Ranking*. Last year's winner, *Hit It*, from Xtreme Media, was commissioned by Singapore broadcaster Mediacorp and debuts on Malay channel Suria in February 2018.



## Lifetime Asia to air first Korean original

A+E Networks' Lifetime Asia will air the first ever Korean original production out of A+E Networks' new Korea operation.

The eight-episode one-hour drama series, *The Best Moment to Quit Your Job*, will air on 10 December at 8pm simultaneously with Lifetime Korea.

A slice-of-life story follows five millennial women at the start of their careers, *The Best Moment to Quit Your Job* is based on the webtoon series published by Comica. The lead actress is Go Won-hee (*Strongest Deliveryman*).



*The Best Moment to Quit Your Job*

## ATF plays out against more regional upheaval than usual Endemol Shine, Discovery, Disney lead the change

This year's Asia TV Forum (ATF) ran against a backdrop of more upheaval than usual in Asia's regional content industry.

The show opened less than a week after Endemol Shine said it was pulling the plug on its Singapore-based regional production operation, focusing a radically pared-down team on sales and shifting production to a global model, including possibly using India as a production hub.

Some 20 jobs are being axed as part of the decision. Saved are senior sales director, Daryl Kho, and sales director, Jasmine Goh, in Singapore, with executive director Rashmi Bajpai in Mumbai leading the team.

The news came only weeks after Endemol Shine's India managing director, Deepak Dhar, stepped down after more than a decade. Rumour is that Dhar is starting his own production house. COO Abhishek Rege stepped into the top role.

On the sales side, Endemol's licensing sales calendar on the ATF market floor was

full as the company closes what many believe is its best year ever in Asia.

As the ATF closed day two of the three-day market, Discovery Networks Asia Pacific president and managing director, Arthur Bastings, said he was exiting Singapore-based regional operation after a little more than two years.

Bastings hasn't said what his next role is. His parting message said only that he had "answered the call of another adventure", and that details would be released in early 2018.

Bastings also assured staffers that he was still working on a number of deals and that he would be around until the end of the year on a consulting basis.

Meanwhile, Discovery Networks International's president and chief executive, J.B. Perrette, said in a memo to global staff that Asia Pacific "remains a very important geography for the long-term growth of our business".

Perrette also said that "strong local leadership" put in place over the past two years "allows us to eliminate the APAC

president role, and move decision making in this dynamic region closer to the local teams, with my direct involvement".

Asia general managers will report directly to Perrette, including Karan Bajaj in India/South Asia; Jay Trinidad for Japan/North Asia; Shavkat Berdiev for Southeast Asia; and Fang Chang in Greater China. The Sydney-based Australia operation under interim general manager Rebecca Kent will report into London.

And then there was Disney, which continues its Asia re-org with what seems like an ongoing drip of changing roles and denying moves that then turn out to be true.

On the eve of the market, Disney confirmed what we've been hearing about since September/October: the exit of Southeast Asia licensing/syndication head Mark Chan for a role in China with the newly formed North Asia group under EVP/MD Luke Kang. Chan confirmed to buyers that he was shifting to Shanghai. Disney hasn't yet made any announcements on the latest change.

## Sony ONE tops Korean channel rankings for 2017

### Regional service takes 56% full-day share in Malaysia

Sony Pictures Television Networks' Korean entertainment channel, Sony ONE, looks set to close the year as the top Korean pay-TV channel for the full year in both Malaysia and Singapore.

ONE has a 39% full-day share in Singapore and a 56% share in Malaysia among the five Korean channels (Jan-Oct 2017), according to data provided by the network based on SG-TAM (Singapore) and Kantar Malaysia Astro DTAM (Malaysia).



While You Were Sleeping

The channel outranked competitors – Turner's Oh!K, Korea's KBS World, CJ E&M's tvN and tvN Movies – during prime time (6pm to 1am) on both markets every month this year.

ONE's top-rated titles this year were *While You Were Sleeping*, *Suspicious Partner*, *Running Man* and *Law of the Jungle*.

## HBO sweeps PromaxBDA Asia Awards

### 11 wins for premium movies/drama channel



This year's PromaxBDA Asia winners

HBO Asia's flagship regional HBO channel topped the list of winners at this year's PromaxBDA Asia Awards, taking home 11 statuettes plus one more for HBO Family channel for a total of 12.

Seven of the awards handed to HBO Asia on Friday night during the annual event for creative excellence were gold, including Best Movie Promo and Best Movie Campaign.

The wins topped a good week for the Singapore-based premium programmer, which unveiled its biggest slate of original productions and celebrated its 25th anniversary the day before the PromaxBDA Asia Awards.

Programmers out of India had by far the best night for a single country, taking home a combined 38 awards for Discovery India, Sony Pictures Networks India, Star India, Turner International India, Viacom joint venture Viacom18 and Zee Entertainment Enterprises.

Star India had a great night as well, taking home eight awards, including four golds for Best Sound Design, Best Entertainment Campaign for *Modern Family*, Best Promo Using Only Programme Footage, and the special The Joanne Lim's Rocket Award.

Star India's separate streaming platform, Hotstar, won two awards – Best Script (gold) and Best Use of Digital (silver).

Star India's National Geographic Channel India, which PromaxBDA recognises separately, won three awards, including golds for Best Outdoor or Print Ad and Best Original Logo Design, bumping up Star India's combined wins to 13.

Viacom's India joint venture - Viacom18 – won a total of 11 awards.

Turner won 8, including one for the India team, and FOX Networks Group (FNG) won 7, including six for FOX Sports.

**The full list of winners is on page 13**



## Cambodia's MyTV acquires Turkey's *Endless Love*

Cambodian Broadcasting Service has picked up rights to Turkish drama *Endless Love* for MyTV free-TV channel. The 2015 drama by Ay Yapim is about a young man from a poor family who falls in love with Nihan, a young woman from a wealthy family.

## 9 Story sells 550 kids/ family episodes to Asia channels



Peg + Cat

Canada's 9 Story Media Group has sold more than 550 episodes of kids and family content to broadcasters in Southeast Asia, India, Taiwan and Australia. Series sold include *Peg + Cat*, *Wild Kratts*, *3 Amigonauts* and *Camp Lakebottom*. Broadcasters are BBC Worldwide's CBeebies, PTS Taiwan, ABC ME Australia, Discovery Asia and Disney India.

## US\$150m *Far Pavilions* remake between London & India

M.M. Kaye's *Far Pavilions* is being remade in a 30-episode drama co-pro, backed by the U.K.-funded Film London and produced by Beautiful Bay Productions. Film London says this is the biggest-ever TV co-production between London and India. The series budget could go as high as US\$150 million.

## *White Dragon* HK shoot draws to a close East-meets-West thriller shifts to London for interiors



On the *White Dragon* set in Hong Kong

Two Brothers Pictures' *White Dragon* wraps its Hong Kong shoot in a couple of weeks, closing an eight week schedule that covered all the exterior scenes for the eight-part conspiracy thriller by ITV in the U.K. and Amazon Prime.

The cast and crew shift to London before Christmas for 11 weeks of shooting interiors.

The East-meets-West tale stars John Simm as university lecturer Jonah Murray on a trip to Hong Kong to identify his wife Megan's body after she is killed in a car accident on a mountain road. It doesn't take long for him to discover that the accident is not what it seems, and that his wife has been living a dangerous double life.

Speaking on set in Causeway Bay this past weekend, producer Matthew Bird said the team had considered shooting elsewhere in Asia – including Malaysia.

However, he said, for the cost of the

"near impossible task" of recreating Hong Kong elsewhere, "we decided that we may as well stay in Hong Kong". All the interiors will be shot in London to meet the budget, he added.

Hong Kong's Salon Films was brought in for on-ground support.

The decision to stay in Hong Kong was the right one, Bird said. "Visually it's a phenomenal city to shoot in, the pictures are fantastic," he added.

One of the bigger production challenges was Hong Kong's traffic, which Bird described as "atrocious... it's really difficult to get anywhere, so we tend to find one location a day and stay there".

*White Dragon* is written by Mark Denton and Johnny Stockwood, and produced by Harry and Jack Williams from Two Brothers Pictures (*The Missing*, *Fleabag*).

The series premieres before Christmas 2018.

# OUT NOW!

ISSUE SEVEN 2017

## ContentAsia

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### #1 DRAMA WORLDWIDE

#1 U.S.  
#1 AUSTRALIA  
#1 CANADA  
#1 U.K.  
#1 KOREA  
#1 SPAIN

“★★★★★”  
- DAILY MAIL (U.K.)

“A POWERHOUSE PERFORMER”  
- MEDIAWEEK (AUSTRALIA)

“EXCELLENT”  
- VULTURE

“Fighting world weariness with SINCERITY AND HEART”  
- ENTERTAINMENT WEEKLY

“ENGAGING”  
- TV INSIDER

“Drama with HEART AND HOPE”  
- NEWSDAY

*the* **Good Doctor**

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Signal TV's Jane Jimenez-Basas  
on bold moves & brave content

Online marketplaces & rights  
trading: the Asia position

Plus Sean Carey, Mark  
Francis, Melvin Ang,  
Izham Omar & others

*All in the December issue of ContentAsia...in print+online*

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# TAP winner charts one man's fight against killer disease

## Too many Asian stories are going untold, filmmaker Mandakini Gahlot says

Trust and money. Those were the two major hurdles that stood in the way of New Delhi-based freelance journalist and filmmaker Mandakini Gahlot's two-year struggle to tell the David-and-Goliath story of one man's battle of survival against a curable killer disease.

The documentary, *From East to West – The Buyers Club*, is now in pre-production thanks to funding Gahlot and her partner, Thomas Ellis of Babel Press, received from The Asian Pitch (TAP) commissioning alliance between Japan's NHK, Taiwan's PTS and Korea's KBS. *The Buyers Club* was one of three 2017 pitch winners.

The documentary is about a cross-continental smuggling network that defies international law to move a life-saving drug, Sovaldi, from India to thousands of patients in the West.

A three-month course of Sovaldi is the only known cure for Hepatitis C, a fatal disease that affects between 70 million and 100 million people around the world. But at about US\$84,000 for the full course of treatment obtained through regulated channels, most Hepatitis C patients can't afford it.

"It was not easy to get funding for the film. We pitched it to several broadcasters worldwide, because it's a story that needs to be told, but they weren't keen. We also tried to get grants... it was difficult," Gahlot says.

She points out that there are many stories in Asia that need to be told, and the talent to tell them. However, without the system of



*From East to West – The Buyers Club*

grants and support available to documentary makers in the West, many will remain untold.

Gahlot also had to win over the Buyers Club and its various advocates in India who work with Australian Hepatitis C patient and generic drugs advocate, Greg Jefferys, enabling patients to obtain a full course of treatment for under US\$1,000.

"What they are is illegal in some jurisdictions, but they believe in the cause. I spent a lot of time with them to earn their trust.

I had been writing about them for a long time before I decided to this documentary," she adds.

Some of this writing resulted in her receiving the prestigious Balakrishnan Memorial award in 2016.

Based in New Delhi, Gahlot has worked with Babel Press for the past six years. She is also a correspondent for TV news network France 24 and has previously worked for the *Indian Express* newspaper.

Another of the highlights of the Babel Press collaboration is a 32-minute film *Love is not a Crime*, which examines an issue close to her heart – honour killings in India.

Gahlot and Babel are also producing a documentary about the estimated one million-plus Rohingya refugees from Myanmar living in "disastrous conditions" in Bangladesh.

"This is the world's largest refugee crisis, bigger even than Syria," she says. Gahlot is, however, determined to shift the narrative away from 'poor refugee victims', so the documentary follows the efforts of a young man who has set up a radio station for the refugees, and use his story to talk about the crisis. – *By Marilyn Cohen De Villiers*



Mandakini Gahlot





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# Vietnam

## In numbers

Population .....	92.7 million
Households .....	25 million
TV households .....	22 million
Pay TV subscribers .....	7 million
Cable TV providers .....	33
DTH operators .....	3
DTT operators .....	5
Fixed tel subs .....	130 million
Fixed b/b internet subs .....	8 million
Mobile phone subs .....	121 million

Source: companies, Vietnam's General Statistics Office

## Free TV

### Hanoi Radio Television

Hanoi Radio Television started broadcasting in 1979. The broadcaster operates two free-TV channels – Hanoi TV1 (general entertainment) and Hanoi TV2 (news/current affairs) – and cable TV service, Hanoi Cable Network Television (HCaTV). Hanoi Radio Television's buying list for foreign content is mostly regional drama series, movies from Singapore, Japan, Philippines, Korea, Taiwan and Philippines. Hanoi Radio Television also has interests in radio and publishing businesses.

### Ho Chi Minh City Television (HTV)

Ho Chi Minh City Television (HTV) is Ho Chi Minh City's official television station. HTV operates two analogue channels – HTV7 (entertainment) and HTV9 (educational/information) – and four digital channels – HTV1 (public info), HTV2 (general entertainment), HTV3 (kids) and HTV4 (science/education). An active buyer of international formats, HTV has commissioned legal local versions of *Lip Sync Battle* season two (to premiere in April 2018 on HTV7), *Raid the Cage* (to premiere in 2018 on HTV7), *I Can Do That! Vietnam* (aired in 2017 on HTV7) and drama series *Hidden Truths Vietnam* (aired in 2017 on HTV9), among others. The station was established in 1975 as Saigon Television and renamed to Ho Chi Minh City Television in 1976.



Lip Sync Battle Vietnam

### Vietnam Television (VTV)

Launched in 1970, National broadcaster Vietnam Television (VTV) operates nine terrestrial TV channels: VTV1 (political, economic, cultural, social news), VTV2 (education, science, technology, news), VTV3 (sports, entertainment, economic news), VTV4 (home affairs, international news), VTV5 (local news), VTV6 (youth), VTV7 (educational), VTV8 (cultural) and VTV9 (Southern-oriented channel), as well as several terrestrial cable, satellite and regional channels, plus an international channel. VTV aims to launch a bouquet of 24-hour kids, news and 4K entertainment TV channels by 2020. VTV also has interests in pay TV platforms SCTV, VTV-Cab and K+. The broadcaster continues to be actively involved in acquiring foreign formats rights. In 2017, VTV acquired local remakes *Manbirth Vietnam* (to air Q2 2018), *Million Dollars Minute Vietnam* S3 (June 2018, VTV3) and *The Voice Kids Vietnam* S5 (2018, VTV3), among others.

## Pay TV

### FPT TV (FPT Thuyen Hinh)

FPT TV, a subsidiary of FPT Telecom, is an

IPTV service launched in 2010. In 2013, FPT Telecom received a pay-TV licence to operate digital cable TV and analogue cable TV services nationwide (excluding major Vietnamese cities: Hanoi, Ho Chi Minh City, Hai Phong, Da Nang, Can Tho and Lam Dong). Today, FPT TV offers more than 150 channels, a mix of local and international offerings, bundled in monthly packages starting from VND80,000/US\$3.50 for 140 SD and six HD channels.

### Hanoi Cable Television (HCaTV)

Hanoi Cable Television (HCaTV) is the cable TV service operated by Hanoi Radio Television. HCaTV offers about 92 SD/HD channels. HCaTV's analogue package offers 73 channels for VND110,000/US\$4.85 a month. HCaTV's channels are a mix of local and regional/international.

### Ho Chi Minh City Cable TV (HTVC)

Ho Chi Minh City Cable Television (HTVC) was established in 2003 and is operated by Ho Chi Minh City Television's pay-TV branch, HTV-TMS. The platform offers a mix of regional and international channels (150+) covering film, music, sports, news, kids, general entertainment, science/educational and tourism/lifestyle

to about 700,000 subscribers in 29 cities and provinces in Vietnam. Monthly subscription fees start from VND99,000/US\$4.35 a month.

**K+**

K+ is the commercial brand of Vietnam Satellite Digital Television Company Limited (VSTV), the product of a joint venture between VSTV and French broadcaster Canal Overseas. K+ is a DTH satellite platform offering about 90 SD and HD channels in a variety of genres, including flagship sports, news, general entertainment, music, movies, documentaries and kids. All of K+'s international channels are language customised with either Vietnamese subtitles, dubbing or voice overs. The pay-TV platform offers a Premium+ package with 77 SD channels and 13 HD channels at VND125,000/US\$5.50 a month. K+ also operates a value-added TV everywhere extension myK+ free to all Premium+ subscribers.

**MobiTV**

Pay-TV platform MobiTV launched in Nov 2011 as An Vien Television (AVG) and rebranded in April 2016 as MobiTV after Vietnamese telco MobiFone acquired Audio Visual Global JSC in Jan 2016. MobiTV, unveiled in July 2016, integrates TV and telecommunication services offering a mix of direct-to-home (DTH) satellite/digital terrestrial (DTT), mobile TV, e-commerce and mobile connection services. MobiTV's basic DTT package offers about 75 channels at VND20,000/US\$0.90 a month; the basic DTH offers about 82 channels at VND30,000/US\$1.30 a month.

**MyTV**

Created by Vietnam Post and Telecommunications Group, IPTV service MyTV launched in 2009. Today, the broadcaster offers about 150 local and international channels, including 20 high-definition (HD) channels, available via a variety of subscription packages starting from VND60,000/US\$2.60 a month. MyTV's channel genres include music, news/current affairs, sports and movies. The service

also offers add-ons such as on-demand content, games and music/karaoke.

**Next TV**

Viettel trial launched Next TV in 2013 as Net TV and rebranded to Next TV in 2015. Next TV (also known as Viettel Television) offers more than 200 TV channels to internet customers of Viettel. Monthly packages start from VND65,000/US\$2.90 a month for 103 channels.

**SCTV**

State-owned Saigontourist Cable Television (SCTV), a joint venture between Vietnam Television (VTV) and Saigontourist Holding Company, was founded in 1992. Today, the company has about 2.5 million cable TV subscribers and aims to hit four million in 2020. Television options include analogue, digital and IPTV. VOD was added in 2014. The 175 digital channels include 50 in HD. Channels are a mix of in-house, local and foreign. The company also have interests in internet and telecommunications services.

**Vietnam Multimedia Corporation (VTC)**

VTC Multimedia Corporation (VTC) is a state-owned company operated by Vietnam's Ministry of Information and Communications. Established in 1988, VTC offers a variety of media access and content solutions for TV (production, broadcasting, online TV, VOD) and telecommunications (internet, VOIP, fixed line). VTC also began providing 4K TV on high definition television channel VTC HD1 in June 2017. The operator offers at least 92 SD and 22 HD (DVB-S) channels in a variety of genres. VTC also operates an online global TV service, offering 30 TV and four radio channels to subscribers in countries including Singapore, Korea, Germany and France.

**VTVcab**

Free-TV provider Vietnam Television established Vietnam Television Cable Corporation (VTVcab) in 1995. VTVcab offers local and international channels in a variety of genres, including news, sports, movies and general entertainment. VTV-

Cab currently offers about 70 analogue cable channels and 150 SD channels, including 30 in HD. Online TV is available through VTVcab's website. VTVcab also operates VTVnet, which provides internet access over cable.

**Online/OTT**

**Amazon Prime Video (regional)**

Launched in Vietnam in Dec 2016 as part of Amazon Prime Video's Asia/global push.

**DANET**

Vietnam's TV production and distribution specialist BHD operates DANET, an online video streaming service offering free content (DANET Go), SVOD (DANET Buffet) and a la carte movie rental (DANET Cineplex) on multiple device platforms. A la carte movies cost between VND12,000/US\$0.53 and VND25,000/US\$1.10 each. SVOD costs VND50,000/US\$2.20 a month flat fee. Content partners include Disney, Warner Bros, NBC, 20th Century Fox and Paramount. Distribution partners are Viettel, VTVcab, MyTV, FPT/FPT Play, Next TV, MobiFone and Vinaphone.

**FPT Play**

Vietnam's pay TV operator FPT TV launched FPT Play in 2013 offering live TV channels (news, sports, entertainment, movies) and VOD content of local and international movies from Europe, America, South Korea, China, and other TV programmings. Content partners include Danet, HTV, VTV, VTC and Viettel.

**ifix (regional)**

ifix launched in Vietnam in February 2017 offering 20,000+ local and international content from about 220+ studio and distribution partners. Local offerings include movies *Thien menh anh hung*, *Lay chong nguoi ta*, *Dong mau anh hung*, *Bay rong*, *Cuoi ngay keo lo*. Monthly subscription costs VND59,000/US\$2.60 for up to five devices.

**myK+**

myK+ is a free value-added TV everywhere



extension of DTH satellite K+ service. It is offered for free to all Premium+ subscribers. Non-K+ subscribers pay VND125,000/US\$5.50 a month for 34 channels and VOD content of movies, TV series and sports programmes.

**POPS Worldwide**

Founded in 2007, POPS Worldwide is a multi-platform, multi-channel digital entertainment network offering more than 290,000 of original/local and international content from 1,700+ content partners worldwide. The service, with about 1,210 channels under its management, had 2.5 billion global monthly views, 32 million YouTube subscribers and four million social media fans (across Facebook, Instagram and Zalo) as of June 2017. Based in Ho Chi Minh with offices in Bangkok/Thailand and Hanoi, POPS Worldwide has opened up viable distribution to channels and content providers such as Turner’s Boomerang, Discovery Channel and Japanese TV Asahi.

**VTV Go**

VTV Go is a streaming mobile application of free-TV broadcaster Vietnam Television (VTV). Offerings include live TV channels, catch-up TV up to three months and on-demand of select local drama series, kids and documentaries, among other content. The service is operated by VTV’s over-the-top subsidiary VTV Digital.

**Content Providers**

**Cat Tien Sa Media Group**

Founded in 1995, Cat Tien Sa Media Group (CATS) is a multimedia company specialising in TV and film production. The company is also involved in branding, investment and consultation services. Clients include broadcasters VTV, HTV and Hanoi Radio Television.

**CJ Blue Corp**

CJ Blue Corp was formed by the acquisition of Vietnam’s content production/ad agency Blue Group by CJ E&M in 2015. The aim is to utilise CJ E&M’s existing IPs to produce remakes of drama series and



*Still Standing Vietnam*

entertainment shows as well as producing local original content.

**DatVietVAC Group Holdings**

DatVietVAC Group, Vietnam’s first privately owned media and advertising agency, was founded in 1994. The focus is bringing international formats to Vietnam. DatVietVAC is made up of a group of eight independent companies that offer a variety of services to marketers and media owners.

**Dien Quan Media and Entertainment**

Founded in 2008, Dien Quan Media and Entertainment produces and supplies content for both domestic and international broadcasters, as well as media agencies. The programmes and content produced span economy, society, technology, culture, entertainment, cuisine, movies and TV drama. Formats production line up includes documentaries, TV magazines, factual, lifestyle, travelogues, cooking series and reality shows.

**Galaxy Media & Entertainment**

Galaxy Media and Entertainment (Galaxy ME) is involved in movie production/distribution, cinema exhibition, publishing and

digital content. The company ventured into TV production/distribution in 2008.

**International Media Corp (IMC)**

Established in 2008, International Media Corp (IMC) is a multimedia communication group that develops and manages television channels and produces entertainment and economic news content, among other operations. IMC’s channels include TodayTV (general entertainment), SNTV (movies, fashion, music, news, culture), YouTV (women and family entertainment) and MTV (youth entertainment, music).

**Le Media Studio**

Publishing group Le Media J.S.C., a member of Le Group of Companies, established TV unit Le Media Studio in 2006. Le Media Studio acquires television rights and distributes to local TV channels, as well as develops concepts and formats and produces TV programmes.

**Multimedia JSC**

Multimedia JSC, founded in 2005, has a slate of fashion- and modeling-related projects in Vietnam. The production portfolio includes *Vietnam’s Next Top Model*,

multiple seasons of *Project Runway Vietnam* and the first edition of *She's Got the Look*. Other Multimedia JSC properties include the Vietnam International Fashion Week and modeling and talent agency, BeU Models & Talent Management.

### Q.net Entertainment & Communication

Founded in 2004, Q.net Entertainment & Communication distributes more than 40 TV channels ranging from entertainment, kids to sports and news to multiple TV platforms, including cable TV VTVcab and IPTV MyTV, in Vietnam.

### Thaole Entertainment

Established in 2000, Thaole Entertainment provides broadcast consultancy, localisation services, programming strategy/development, logistics and programming PR for companies seeking entry into the Vietnamese broadcast market.

### TV Hub

TV Hub Entertainment and Media Group is established to mainly focus on content production and media platform in Vietnam. Production credits include the local remake of game show *Raid the Cage* for HTV7, Korean drama *She was Pretty Vietnam* and business format *Shark Tank*, for VTV.

### TVPlus

TVPlus provides content for various Vietnamese TV stations, including VTV, SCTV and HTV. The company offers TV production and licensing of films and formats, among other services. TVPlus has produced local versions of international formats such as *Top Chef*, *Iron Chef* and *Love in the Wild*.

### Viet Content JSC

Viet Content specialises in TV rights distribution, TV production and advertising, for clients including major TV networks such as VTV, VTC, K+ and HTV.

### Vietba Media

Founded in 1999, Vietba Media is primarily involved in content distribution, TV production (*Hole In The Wall Vietnam*, *Heaven or Hell*, *Golden Goal Vietnam*, *Don't Lose Your Money Vietnam*), events, publication and licensing services.

### VietCom Film Production

Founded in 2006, VietCom Film Production (aka VietCom Entertainment) specialises in the production of non-scripted formats, TV game shows, drama series and movies.

### Vietnam Media Corporation (VMC) – BHD Co Ltd

Vietnam Media Corporation – BHD Co Ltd (VMC/BHD) started operating in 1996, and is involved in content acquisition, production and distribution of local, regional and international content to TV operators around Vietnam. Big-budget formats have become a staple, with five seasons of *The Amazing Race Vietnam* and three seasons of *MasterChef Vietnam* since 2012, along with *Price is Right Vietnam*, *Big Brother*, a kids version of *Vietnam Idol* and *Junior MasterChef*. Other productions include *Star Academy*, *Sing If You Can* and *Killer Karaoke*. BHD's business also includes video streaming platform (DALET) and multi-screen cinema chain (BHD Star Cinema).

## Mobile telco providers

### Gmobile

Established in 2008 as Beeline by the joint venture between Global Telecommunication Corporation (GTel) – a state-owned joint-stock company under the Vietnam's Ministry of Public Security – and Russia's GroupVimpelCom, Gmobile became a wholly-owned GTel company in 2012 offering mobile telecommunication services based on GSM/Edge technology to about 50 provinces in Vietnam.

In October 2016, the firm was awarded a 4G 1800MHz licence by the Ministry of Information and Communications (MIC), alongside Viettel, VNPT-Vinaphone and MobiFone.

### MobiFone

MobiFone is the mobile network of Vietnam Mobile Telecom Services, which is founded in 1993. Currently, it is the third largest mobile network operator in Vietnam with nearly 50 million subscribers.

### Vietnamobile

Founded in 2009, Vietnamese mobile network operator Vietnamobile is a joint venture of Hanoi Telecom and Hutchison Asia Telecom, offering nationwide 2G and 3G services.

### Viettel

Military-run Viettel offers mobile telecommunication, internet and cable TV services to about 51 million subscribers in Vietnam (37% market share). The telco officially launched its 4G service in March 2017 across the country.

### Vinaphone

Vinaphone is a mobile network operator founded in 1996. It was the first network operator to launch 3G services nationwide in 2009. Vinaphone is a subsidiary of Vietnam Post and Telecommunications Group (VNPT), which is owned by the Vietnamese government.

## Regulators

### Ministry of Information and Communications (MIC)

The Ministry of Information and Communications (MIC) is Vietnam's policy making and regulatory body in the fields of press, publishing, foreign information, advertising, posts, telecommunications, IT/electronics, radio, information and communications infrastructure and intellectual property.

Adapted from ContentAsia's annual directory The Big List 2018, which will be published in January 2018

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



## Winners of the 2017 PromaxBDA Asia Awards

Category	Entry Title	Company	Award
Best in-house Station Image	FOX Sports Asia Boom Image Spot	FOX Sports / FOX Networks Group Asia	Gold
Best in-house Station Image	Boo 1st Quarter	Astro	Silver
Best out-of-house Station Image	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Gold
Best out-of-house Station Image	HUB Sports-Versus Starts Here	StarHub Cable Vision Ltd	Silver
Best Themed Campaign	2017 MotoGP World of Mad	FOX Sports / FOX Networks Group Asia	Gold
Best Themed Campaign	Book Adaptations	Star India	Silver
Best Movie Promo	HBO 2017 Oscars Image Spot	Home Box Office (Singapore)	Gold
Best Movie Promo	I C Double	Turner International India	Silver
Best Movie Campaign	HBO Rocky Campaign	Home Box Office (Singapore)	Gold
Best Movie Campaign	Diva in the Fast Lane	NBCUniversal	Silver
Best Drama Promo	Dexter Theme Promo	AXN - Sony Pictures Networks India	Gold
Best Drama Promo	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Silver
Best Drama Campaign	Dexter Campaign	AXN - Sony Pictures Networks India	Gold
Best Drama Campaign	Star World - Game of Thrones S7	Star India	Silver
Best Sports Promo	Game On Season Launch - Makcik	beIN Sports Asia	Gold
Best Sports Promo	2017 MotoGP Twisted World	FOX Sports / FOX Networks Group Asia	Silver
Best Sports Campaign	HUB Sports Versus	StarHub Cable Vision Ltd	Gold
Best Sports Campaign	2017 MotoGP World of Mad	FOX Sports / FOX Networks Group Asia	Silver
Best Children's Promo	Pair Up	Turner Broadcasting Sales SEA Inc	Gold
Best Children's Promo	HBO Family Stunt: Sing Along	Home Box Office (Singapore)	Silver
Best Children's Campaign	We Bare Bears & The Powerpuff Girls Pair Up	Turner International Asia Pacific	Gold
Best Children's Campaign	More! Disney/Pixar 3 Days	The Walt Disney Company (Japan)	Silver
Best Entertainment Promo	The Big Bang Theory S10 Launch	Turner International Asia Pacific	Gold
Best Entertainment Promo	Happy Hours	ZEEL	Silver
Best Entertainment Campaign	Star World - Modern Family	Star India	Gold
Best Entertainment Campaign	Lady First Singapore Season 5	StarHub Cable Vision Ltd	Silver
Best Reality Promo	Ladette To Lady 2 Promo	Friday! TV Channel	Gold
Best Reality Promo	MTV Dropout Launch Promo	Viacom18 Media	Silver
Best Reality Campaign	India's Asli Champion	ZEEL	Gold
Best Reality Campaign	Oscars 2017 (Man & Woman)	Star India	Silver
Best Documentary or Factual Entertainment Promo	The Hunt	Sony BBC Earth - MSM-Worldwide Factual Media	Gold
Best Documentary or Factual Entertainment Promo	Snow Chick	Sony BBC Earth - MSM-Worldwide Factual Media	Silver

Category	Entry Title	Company	Award
Best Holiday / Seasonal Promo	Christmas Special Coming Home	ZEE Entertainment Enterprises - ZEE Studio	Gold
Best Holiday / Seasonal Promo	Holi Promo	Star India	Silver
Best Leisure & Lifestyle Promo	Dark Cuisine	HK Television Entertainment	Gold
Best Leisure & Lifestyle Promo	Eat@8 Launch Spot	Viacom18 Media - Colors Infinity	Silver
Best Special Event Promo	Her World is You	Discovery Communications India	Gold
Best Special Event Promo	World Winter Military Games	Match TV	Silver
Funniest Spot	Game On Season Launch - Makcik	beIN Sports Asia	Gold
Funniest Spot	Asian Horror Time Slot	Celestial Tiger Entertainment	Silver
Something for Nothing	Valentine's Day - Loners	Viacom18 Media - Comedy Central India	Gold
Something for Nothing	All Jason Born	JSC CTC Network	Silver
Best Promo Not Using Programme Footage	HBO 2017 Oscars Image Spot	Home Box Office (Singapore)	Gold
Best Promo Not Using Programme Footage	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Silver
Best Promo Using Only Programme Footage	Star World - Jon Snow	Star India	Gold
Best Promo Using Only Programme Footage	FOX Sports - Home of the Grand Slams	FOX Sports / FOX Networks Group Asia	Silver
Best Interstitial / Sneak Peaks	The Mummy Junket Interstitial	Mediacorp - Channel 5	Gold
Best Interstitial / Sneak Peaks	2017 Mother's Day Image	Television Broadcasts Ltd	Silver
Best Sound Design	Guns and Ammo	Star India	Gold
Best Sound Design	Wolf of Wall Street Movie Promo	Friday! TV Channel	Silver
Best Script	Got Promo Sauna	Hotstar - Novi Digital India	Gold
Best Script	The F@ck All Promo	PIX - Sony Pictures Networks India	Silver
Avid Best Editing	IP Man 3	Turner International India	Gold
Avid Best Editing	Joanna Lumley's Japan	BBC Worldwide	Silver
Best Interactive Promo	Mission Blue	NGC Network (India)	Gold
Best Interactive Promo	HP Fameistan	Viacom18 Media - MTV	Silver
Best Marketing Video / Sizzle Reel / Sneak Peaks Presentation	Sony Pictures Networks Brand Film	Dynamite Design LLP	Gold
Best Marketing Video / Sizzle Reel / Sneak Peaks Presentation	HBO Sizzle 2017 - 'Real Life V Fantasy'	Home Box Office (Singapore)	Silver
Best Integrated Marketing Campaign	HBO India - Suicide Squad Premiere Campaign	Turner International India	Gold
Best Integrated Marketing Campaign	Frontier Borneo	Discovery Networks Asia-Pacific	Silver
Best Public Service Announcement	Mukka Maar - Womens Day	Viacom18 Media - MTV	Gold
Best Public Service Announcement	MTV Blood Donation Spot	Viacom18 Media	Silver



Category	Entry Title	Company	Award
Best Use of Digital	Disney Junior Magical Disney Junior Magical Moments	The Walt Disney Company Southeast Asia	Gold
Best Use of Digital	Deadpool Hack	Hotstar - Novi Digital India	Silver
Best Viral Promo or Video	Disney Junior Magical Moments	The Walt Disney Company Southeast Asia	Gold
Best Viral Promo or Video	Friends @ 7	Viacom18 Media - Comedy Central India	Silver
Best Branded Content Promo	The Interns	Viacom18 Media - MTV	Gold
Best Branded Content Promo	Then & Now Harvey Norman and Gold 905	Mediacorp TV Singapore	Silver
Best Promo Video on Social Media	Planet Earth II	BBC Worldwide	Gold
Best Promo Video on Social Media	"Bad Hotel Guest" Viral Video	Television Broadcasts Ltd	Silver
Best Sponsor/Brand Integration Spot(s)	Planet Earth II Vignettes	BBC Worldwide Asia	Gold
Best Sponsor / Brand Integration Spot(s)	The Mummy Interstitial	Mediacorp - Channel 5	Silver
Most Outstanding Marketing Initiative	DBS Sparks	DBS Bank Ltd	Gold
Most Outstanding Marketing Initiative	Mahakali Launch Campaign	Viacom18 Media	Silver
Best Collateral Material	Fine Tune Cassette Recorder	Mediacorp - Channel 5	Gold
Best Collateral Material	Comedy Central Annual Diary	Viacom18 Media - Comedy Central India	Silver
Best Outdoor or Print Ad	Earth Live	NGC Network (India)	Gold
Best Outdoor or Print Ad	Stained Teaser Poster	FOX Networks Group Asia	Silver
Best Print Campaign	Campus Debate Battle	TVN - CJ E&M	Gold
Best Print Campaign	YMF Print Campaign	Viacom18 Media - MTV	Silver
Best Use of Design	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Gold
Best Use of Design	Go Local Campaign: 5IDS	StarHub Cable Vision Ltd	Silver
Best On-Air Channel Branding	Le Plex Channel Branding	Le Plex - Sony Pictures Networks India	Gold
Best On-Air Channel Branding	POGO Channel Refresh	Turner International India	Silver
Best On-Air Ident	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Gold
Best On-Air Ident	Discovery Idents	Discovery Japan	Silver
Best Programme Title Sequence	Inside Out Opening	HK Television Entertainment	Gold
Best Programme Title Sequence	2017 MotoGP World of Mad	FOX Sports / FOX Networks Group Asia	Silver
Best Animation	HBO Originals Image Spot: Sands of Time	Home Box Office (Singapore)	Gold
Best Animation	HBO 2017 Oscars Image Spot	Home Box Office (Singapore)	Silver
Best Sting	The Creases of Light	Dosomething Studio	Gold
Best Sting	April Fools	Turner International Asia-Pacific	Silver
Best Original Logo Design	Dark Hours	NGC Network (India)	Gold
Best Original Logo Design	Sony Yay Channel Logo Resolve	Sony Pictures Networks	Silver
The Joanne Lim's Rocket Award	Bhumika Mukherjee	Star India	Gold
The Joanne Lim's Rocket Award	- No silver award for this category		Silver

## What's on where...

December 2017	12-14	CineAsia	Hong Kong
January 2018	16-18	NATPE	Miami, U.S.A.
	18-19	Vdonxt asia	Mumbai, India
	30 Jan-2 Feb	8th Asian Side of the Doc	Bangkok, Thailand
March 2018	5-7	FICCI Frames	Mumbai, India
	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
	17-23	L.A. Screenings (studio screenings)	L.A., U.S.A.
June 2018	7-9	Vietnam Telefilm	Vietnam
	11-13	DW Global Media Forum	Bonn, Germany
	25	CASBAA Satellite Industry Forum	Singapore
	26-28	BroadcastAsia	Singapore
	26-28	CommunicAsia	Singapore
August 2018	28-29	ContentAsia Summit	Singapore
September 2018	5-7	BCWW	Seoul, South Korea
	13-16	Gwangju ACE Fair	Gwangju, South Korea
October 2018	13-14	MIP Junior	Cannes, France
	15-18	MIPCOM	Cannes, France
	30 Oct-1 Nov	CASBAA Convention	Hong Kong

The full list of events for the year is available at [www.contentasia.tv/events-list](http://www.contentasia.tv/events-list)



# U.S. drama dominates S'pore buzz

## Eternal Love, Running Man fly the flag for Asian titles

Eight of the top 10 programmes with the most online buzz in Singapore are from U.S. studios, with Chinese drama *Eternal Love* and Korean variety show *Running Man* flying the flag for Asian titles.

Data science platform Parrot Analytics' numbers for the week of 23-29 November put HBO's *Game of Thrones* at the top of the list by a long way with almost 40% more demand expressions than the overall list's number two – *Stranger Things*.

*13 Reasons Why*, the country's top show

earlier this year, has dropped to number five on the digital originals top 10, giving way to fellow Netflix title *Stranger Things*.

The other two digital originals in the top three are *Marvel's The Punisher* on Netflix and *Marvel's Runaways*, which airs on Singtel/Sony/Warner joint-venture mobile platform, HOOQ, in Singapore.

Netflix, estimated to have had maybe 20,000 subscribers in Singapore in the middle of this year, dominates the digital originals list with seven of the top 10 titles.

### Singapore: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	Game of Thrones	1,178,447
2	Stranger Things	851,115
3	The Walking Dead	780,957
4	The Flash	690,080
5	Eternal Love (三生三世十里桃花)	687,230
6	Marvel's The Punisher	586,298
7	Arrow	485,691
8	Running Man (런닝맨)	481,369
9	The Big Bang Theory	478,511
10	Suits	476,937

### Singapore: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Stranger Things	Netflix	851,115
2	Marvel's The Punisher	Netflix	586,298
3	Marvel's Runaways	Hulu	327,158
4	The Grand Tour	Amazon Video	238,576
5	13 Reasons Why	Netflix	209,458
6	Star Trek: Discovery	CBS All Access	196,911
7	Godless	Netflix	178,125
8	Narcos	Netflix	149,329
9	Mindhunter	Netflix	146,438
10	Marvel's Iron Fist	Netflix	125,374

Date range: 23-29 November 2017

Market: Singapore

Demand Expressions®: A global metric standard developed by Parrot Analytics which represents the total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, 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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