

ContentAsia's Cock-a-doodle doo list & other things we're watching as the Year of the Rooster dawns

Streaming services & self bundling. Asia is not short of an OTT platform or 117 and hyper-served consumers are/will be picking and choosing to their heart's content. Traditional pay-TV is alive if not exactly well for now, but programmers are looking for – and will find – ways to move beyond traditional chokeholds and start exploiting their assets in a new entertainment universe. Two things at the top of our watch list: indie streaming platforms from brands we know and love with B2C potential, and iflix's fearless leader, Mark Britt.

People. Human capital. Call it what you will. Skill sets are changing and companies are evolving, says Media Partners Asia's (MPA) executive director, Vivek Couto. We'll be bringing you the stars of the new environment, beginning today with Sony Pictures Television Networks Asia's Virginia Lim #ladybadassery XO

Original content. Creativity and true love and respect (hopefully) for watercooler/viral/kickass content. At last. Enough of the lip service.

Korea. & the companies/people who will drive the new wave of content creation in a high-drama environment. Big things expected from A+E Networks, CJ E&M, Endemol Shine, IHQ, JTBC and Joon Lee.

India. For now, we're all about the fall-out of "demonetisation".

Programmatic TV. Because there's a way for premium content providers to tap into the zillions of ad dollars going to Google/YouTube/Facebook. All they have to do is find it.

Lim returns *Asia's Got Talent* Bold bet on high-octane ratings driver for AXN in 2017



Virginia Lim, Sony Pictures Television Networks Asia

Sony Pictures Television (SPT) Networks Asia is returning high-octane talent format *Asia's Got Talent* for a second season this year.

The new multi-year agreement with rights holder, FremantleMedia International, secures the format for AXN beyond season two.

The number of seasons being planned has not been disclosed. Neither has the production house for season two been announced.

Asia's Got Talent 2 will involve 20 broadcast territories across the region, making it one of – if not the – world's largest shows.

The new rights deal is the first for the regional format under FremantleMedia's six-month old Asia re-structure, announced in June last year.

The restructure dismantled the Singapore-based regional production unit and put all format licensing under FremantleMedia International's Asia general manager/EVP, Ganesh Rajaram.

The bold bet on a show that broke ratings – and budget at more than US\$10 million – in 2014/5 is being driven by Virginia Lim, SVP and head of content,

production and marketing, Sony Pictures Television Networks, Asia.

Lim joined Sony Pictures Television Networks in 2010 as programming director for anime channel Animax Asia. She took over the regional network's entire programming and production portfolio in April 2015.

The new *Asia's Got Talent* tops a strong original production year in 2016, when Lim returned the *Amazing Race Asia* after a six-year break, and green-lit the network's first Asian original, *We Are Asia – Dean Fujioka and Friends* as a co-production with Nippon TV for the joint-venture GEM channel. Lim also commissioned two seasons of all3media format, *Cash Cab Philippines*, produced by Michael McKay's activeTV.

Although season one of *Asia's Got Talent* ended a budget shocker, it also set ratings records.

In the Philippines, the grand final results episode was the highest rated pay-TV programme in the country since 2008.

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GMA opens 2017 with local version of Korea's *My Love from the Star*

Philippines' network GMA opens 2017 with a local version of Korean blockbuster series, *My Love from the Star*, which premieres in Q1 this year in evening prime time. The Philippines' version stars Jennylyn Mercado and Gil Cuerva. The series is the story of an alien torn between earthly love and the pull of home. GMA closed 2016 with fantasy series *Encantadia* as December's top show.

TomoNews revamps

Taiwanese-owned news site TomoNews unveiled its new look and feel today, stamping its global reach on a brand that now generates more than 220 million views from around the world every month. The new logo is a simple blue torus symbolising the globe. TomoNews launched in Japan and the U.S. in 2013, with unafraid and quirky news animation and is now available in English, Japanese, Mandarin, Korean, Bahasa, Thai and Portuguese.

Nick goes underwater in new Philippines park

Coral World Park Undersea Resorts is including a Nickelodeon attraction in its new undersea-themed development in Palawan. The underwater resort developer expects to open the 100-hectare themed attraction, part of coral reef Coral World Park (CWP) conservation programme, in 2020. It's all part of a stronger on-ground presence for Viacom International Media Networks' brands. Nickelodeon Lost Lagoon opened in Malaysia last year.

HBO counts down to Thai drama *Halfworlds 2* kicks off 2017 original slate



Myra Molloy as Wish in HBO Asia Original *Halfworlds* season 2

HBO Asia may be temporarily dark in Thailand after splitting with long-time pay-TV partner TrueVisions this year, but it's sparing little effort in showing the market what it might be missing.

The lead-up to the premiere of the latest HBO Asia Original, *Halfworlds 2*, on 22 January will be heavily Thai, with as much spotlight as HBO Asia can muster on Thai director Ekachai Uekrongtham (*Beautiful Boxer*, *Skin Trade*) and the Thai stars at the heart of the new eight-part drama.

The Singapore-based regional programmer exited TrueVisions on 1 January, ending a relationship of almost 23 years. The six channels that went dark are HBO Asia, Cinemax, HBO Hits, HBO Signature, HBO Family and Red by HBO.

Ironically, carriage discussions with TrueVisions went south at a time when HBO's original content efforts in Thailand have never been higher.

HBO Asia is unlikely to leave Thai viewers with no way to access Uekrongtham's new series, although no confirmation yet

of a Thai air/stream date.

Speculation is that a deal with telco AIS is in the works. Free online/streaming is also an option.

Halfworlds 2 premieres at 9pm (Singapore) with two back-to-back episodes. New episodes premiere every Sunday. The finale on 26 February will also be two episode aired back to back.

The new season shifts from Jakarta alleys, to the neon lights of Bangkok. Tia Tavee stars as tenacious researcher Juliet, trying to uncover the secret world of demons that live among mortals.

Thai actor David Asavanond stars as Charlie, leader of Thai demons, the Pee-sai. Reza Rahadian (*Habibie & Ainun*) and Arifin Putra (*The Raid 2*) return in their roles as Tony and Barata.

The action/fantasy drama is HBO Asia's first returning series, and the first Original of the year. Coming up this year are HBO Asia's first Taiwanese co-production, *The Teenage Psychic*, and first original comedy drama series, *Sent*.

Philippines' Globe on track for 2m high-speed homes

CEO Cu talks about "the ultimate entertainment hub" in-home

Philippines' telco, Globe, says it's on track to offer high-speed 10-Mbps to two million homes by 2020.

The telco opened the year saying it had more than 260,000 lines delivering 10 Mbps in select areas.

Globe plans to increase this to 400,000 lines by the end of this year.

Globe president and CEO, Ernest Cu, says the aim was to redefine the home broadband experience in the Philippines.

Cu is enhancing the in-home experience with "an unbeatable portfolio of exclusive content".

Cu also says the government needs to "step in and do the necessary action to enable the telecommunications industry".

Cu said that the company could have rolled out more lines this year had it not been for the permitting and right of way challenges that telcos are always facing at the local government level.

"With our recent campaigns, our local government are beginning to hear us, and to some extent, some are more responsive than others," he says.

"As we move forward, we have every reason to be optimistic that we can improve the quality of home broadband in as many areas as possible," he said.

Globe's focus on home broadband expands its previous focus on mobile.



ABS-CBN/Solar unite for pageant

Miss Universe 2017 to air live on 30 January



Leng Raymundo, ABS-CBN; Wilson Tieng, Solar Entertainment; Cory Vidanes, Catherine Lopez, ABS-CBN at the signing ceremony between ABS-CBN and Solar Entertainment

ABS-CBN, Solar and every other free-TV programmer in the Philippines opened the year with this wish: for Philippines beauty queen Maria Maxine Medina to become the next Filipina to win the Miss Universe crown.

Win or lose, broadcasters are expecting audience engagement heaven for the live broadcast of the 65th annual pageant on 30 January.

Solar Entertainment, the pageant's official broadcaster, will air the show on its ETC channel, which is carried by ABS-CBN's SkyCable.

ABS-CBN will air the show live with an encore on 5 February. The pageant will also air on ABS-CBN's digital channel, ABS-CBN TVplus.

This is the first time the pageant is being held in Manila since 1994.

CJ E&M's Glass Mask heads for Turkey

Korean programmer opens 2017 with global footprint

The Turkish version of CJ E&M's telenovela, *Glass Mask*, is expected to premiere on Turkey's Star TV in February.

The show, licensed and produced by Asian Film Production, is the first CJ E&M scripted title to be localised in Turkey, CJ said in its New Year message this month.

Glass Mask is about a woman born to

a murder and her quest for revenge.

The Korean drama is one of three CJ E&M formats licensed around the world as the New Year gets underway.

The second is *A Bird That Doesn't Sing*, which has been picked up by Latin Media for Mexico, and the third is season two of *I Can See Your Voice Indonesia*.

2017: The Big Influence is...

<p>“Online piracy.”</p> <p>Anurag Dahiya Head of Content & Ad Sales Singtel Singapore</p>			<p>“With the power now firmly in the hands of consumers, 2017 will favour the bold as we see more change, more trials and more learnings.”</p> <p>Ricky Ow President, Turner Asia Pacific</p>
	<p>“Customisation. Each market requires different punch!”</p> <p>Indriena Basarah President, FremantleMedia Indonesia</p>	<p>“One word - Digital. Two words: short form. Three words: multi-platform consumer.”</p> <p>Amit Malhotra Vice President & General Manager, The Walt Disney Company SEA</p>	
<p>“Content over-pricing. Higher costs will force platforms to increase prices & piracy will increase. Balance is key.”</p> <p>Indra Suharjono CEO, Next Animation Studio</p>			<p>“The growth of high-quality OTT content providers, leveraging better digital connectivity and offering targeted and affordable content packs.”</p> <p>Joyee Biswas Head, Southeast Asia, ESPN</p>
	<p>“Flexibility. Commercially, creatively and in terms of reach across all platforms.”</p> <p>Fotini Paraskakis Managing Director, Asia Endemol Shine Group</p>	<p>“Killer content to engage viewers, whenever, wherever.”</p> <p>Jonas Engwall CEO, RTL CBS Asia</p>	

Asia's largest entertainment market



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Showcasing Hong Kong Services

What's on where

January	12-13	vdontx asia	Mumbai, India
	17-19	NATPE	Miami, Florida, U.S.
March	13-16	Hong Kong FILMART	Hong Kong
	21-23	FICCI Frames	Mumbai, India
April	1-2	MIP Doc	Cannes, France
	3-6	MIP TV	Cannes, France
	25-27	APOS	Bali, Indonesia
May	10-12	Busan Contents Market, BCM	Busan, South Korea
	15-26	L.A. Screenings	L.A., U.S.
	17-18	PromaxBDA India	Mumbai, India
	23-25	BroadcastAsia	Singapore
	23-25	CommunicAsia	Singapore
	23-25	MIP China Hangzhou	Hangzhou, China
June	8-10	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	19-22	Sunny Side of the Doc	France
	28-30	Content Tokyo	Tokyo, Japan
August	30 Aug-1-Sep	BCWW	Seoul, South Korea
September	6	ContentAsia Production	Singapore
	7-8	ContentAsia Summit	Singapore
October	14-15	MIP Junior	Cannes, France
	16-19	MIPCOM	Cannes, France
	25 Oct-3 Nov	TIFFCOM	Tokyo, Japan
November	6-9	CASBAA Convention	Macau
	30 Nov-1 Dec	PromaxBDA Asia	Singapore
December	12-14	CineAsia	Hong Kong

Sherlock tops India series charts

Older titles beat premieres, *Stranger Things* leads digital originals

Netflix's *Stranger Things* is the most popular digital original series in India six months after its premiere. This sci-fi success has 16% more demand than Amazon current series, *The Grand Tour*, and big-budget show, *The Crown*.

Recent releases, such as Amazon's *The Man in the High Castle* and Netflix's *Travelers*, also rank below older hits, such as *House of Cards* and *Luke Cage*. The presence of Amazon's two more recent series among the top 10 digital originals may be due to Prime Video's 13 Dec launch in the market, which made these titles legitimately available in India for the first time.

Sherlock is the most popular series overall by a large margin, outpacing demand for *The Flash* by 50%. While none of the other titles in the top 10 aired new episodes in the week of 29 Dec-4 Jan due to the holidays, the long-awaited fourth season of *Sherlock* premiered on 1 Jan, leading to its high popularity.

Of the usual global hits, *Game of Thrones* is 40% more popular than *The Walking Dead* and *Westworld*. Lighter titles, such as *Quantico* (starring Priyanka Chopra), *Pretty Little Liars* and *Suits*, rank ahead of these dark dramas, indicating higher tastes for these types of show than in other markets.

Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	Sherlock	219,794,591
2	The Flash	147,250,121
3	Game Of Thrones	129,742,019
4	Quantico	117,638,499
5	Pretty Little Liars	114,059,205
6	The Big Bang Theory	108,817,855
7	Suits	108,093,634
8	The Walking Dead	92,512,509
9	Westworld	92,382,207
10	Friends	88,401,796

Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Stranger Things	Netflix	62,282,781
2	The Grand Tour	Amazon Video	53,789,250
3	The Crown	Netflix	53,069,920
4	Narcos	Netflix	38,079,817
5	House Of Cards	Netflix	36,888,384
6	The Man In The High Castle	Amazon Video	34,109,586
7	Marvel's Luke Cage	Netflix	31,712,803
8	Haters Back Off	Netflix	26,935,849
9	Travelers	Netflix	24,586,226
10	Marvel's Daredevil	Netflix	23,039,117

Source: Parrot Analytics
 Date Range: 29 Dec 2016 - 4 Jan, 2017
 Market: India

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.]



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