

Singtel drops Discovery Kids, Eve Axe falls on two channels days after Singtel agrees to carry HGTV, AFC & Food Network

Singapore telco Singtel is pulling two Discovery channels – Discovery Kids and Eve – at the end of this month. The announcement from Singtel comes only days after the telco said it would carry Discovery's three Scripps channels – AFC, Food Network and HGTV. The two channels go dark at 1am on 31 Oct. Singtel says "appropriate channel replacements" are being sought. No details are available. Subscribers are not being offered early termination waivers or a reduction in fees.

Outdoor, Signal roll out new feed 1st Philippines channel will carry local advertising

Outdoor Channel Asia is launching a dedicated Philippines feed today (1 October) in partnership with pay-TV platform Signal DTH, swelling distribution to 750,000 Signal homes.

The full story is on page 2

StarHub staffers brace for layoffs No timetable yet for new boss Peter K's restructure

Singapore pay-TV platform StarHub has warned staffers that layoffs are on the way in a bid to stay "agile and lean".

The full story is on page 3

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StarHub, beIN close Champions & Europa league

New rights deal staves off piecemeal game negotiations

Singapore platform StarHub has secured rights to both the Uefa Champions League and Uefa Europa League for the rest of the current season and the next two seasons in a last-minute deal with sports broadcaster beIN.

StarHub's announcement came on Sunday.

Singtel looked like it was going to move into this week with another piecemeal agreement for games on 3-4 October. No official announcement had been made at press time on Monday, but a deal is believed to have been reached with beIN that gives the telco rights for the next three seasons.

Financial details of the deals have not been disclosed, but it's clear that primary rights holder, Perform/Dazn, and StarHub/Singtel were unable to reach agreement directly.

The latest season is Dazn's first with Uefa; Discovery-owned Eurosport previously held the rights.

When it became clear that fans in Malaysia and Singapore may be left in the dark, beIN stepped in, picking up rights for the two territories.

beIN's multi-season deal with Malaysia for the Champion's League was announced on 18 September, hours before the group games kick off. An announcement for the Europa League is expected any minute.

StarHub said at the weekend that the football would air at no additional cost to sports subscribers. StarHub's sports pack costs S\$21.40/US\$16 a month. The mobile Sports Go pack costs S\$9.90/US\$7 a month.

StarHub will air the matches live on beIN Sports HD with simultaneous matches on its own Hub Sports channels.

Outdoor, Signal roll out dedicated feed 1st Philippines channel to carry local advertising



Blue Water Savages

Outdoor Channel Asia is launching a dedicated Philippines feed today (1 October) in partnership with pay-TV platform Signal DTH, swelling distribution to 750,000 Signal homes.

The deal curates content especially for the Philippines and gives Signal exclusive advertising sales and marketing rights to the channel.

This paves the way for Outdoor Channels's first customised on- and off-channel advertising sponsorship and events.

Long-time distribution partner, Cable Boss, will distribute the new Philippines feed across other platforms. The target is 1.5 million TV homes nationwide.

The Philippines' schedule will include the first Sharkfest, along with premieres such as *Alone*, *Alaska's Off Road Warriors*, *The Hunt For Monster Bass* and *Hollywood Weapons*.

Sharkfest's line up includes *Blue Water Savages*, *Madfin Shark* and *Shark Wranglers*.

Sesame Street Curriculum rolls out in Japan

Japan's Toda City and Sesame Workshop have introduced the first *Sesame Street Curriculum* for public schools in Japan. Sesame Workshop said the roll out was "one of the most extensive formal education programmes in Sesame Work-

shop's 50-year history". The curriculum aims for academic, social and emotional success and includes a financial empowerment element sponsored by MetLife Foundation. Toda City says the idea is to build skills that are not replacement by AI.

China adds 171m subs by 2023

India's total to top 210m, Digital TV Research says

Global pay TV and SVOD subscriptions will reach 1,877 million by 2023, up by 505 million (37%) from 1,372 million at end-2017, according to the latest data from Digital TV Research. SVOD subscriptions will more than double between 2017 and 2023, but traditional pay TV will only add 94 million subscribers.

China is the brightest star, with 171 million subscriptions during the period. This takes China's total to 610 million. The pay TV total will grow by 32 million to 375 million. SVOD will rocket by 138 million to 235 million subscriptions.

India will add a further 49 million pay TV and SVOD subscriptions to take its total to 210 million in 2023.

StarHub staffers brace for layoffs

No timetable yet for new boss Peter K's restructure

Singapore pay-TV platform StarHub has warned staffers that layoffs are on the way in a bid to stay "agile and lean".

StarHub confirmed weekend reports about a shrinking headcount as new chief executive, Peter Kaliaropoulos, settles into the job. Kaliaropoulos arrived at the beginning of July.

No further details are available and it's not yet clear what the timetable for the restructure is or which divisions are involved in headcount cuts.

A weekend report in local paper, *The Business Times*, said Kaliaropoulos' strategic priorities included investing for growth in new businesses, digitalisation to transform customer experience, and increasing efficiencies and productivity.

Like its telco rivals, StarHub is bracing for the launch of a fourth mobile net-

work operator – Australia's TPG Telecom – in Singapore later this year.

StarHub, meanwhile, has had a brutal few years on the pay-TV front, shedding 107,000 subscribers since the first quarter of 2015. The platform ended June this year with a pay-TV subs base of 438,000.

Total subs for the second quarter of this year were down 39,000 compared to the second quarter of last year. Pay-TV revenue for the first half of the year was down to S\$165.4 million/US\$121 million, a drop of 7.4%. Pay-TV ARPU was up S\$2/US\$1.46 to S\$53/US\$40.

StarHub's consolidated net profit after tax was: S\$63 million/US\$46 million, a 22% decline. Total revenue was up 5% to S\$597 million/US\$437 million.

StarHub has 2,500 employees.

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***Descendants of the Sun Vietnam* debuts**

Vietnamese originals drive Danet AVOD streaming strategy



Descendants of the Sun Vietnam

Vietnam's on-demand service Danet premiered the local version of *Descendants of the Sun* at the weekend, kicking off an Asian originals strategy designed to drive take up of the streaming platform.

Descendants of the Sun Vietnam is helmed by feature film director, Tran Buu Loc (*The Tailor*), in his first project for television.

"Vietnam, despite low budgets, produces thousands of hours a year of content. And it's all very similar", says Ngo Thi Bich Hanh, co-founder and vice president of BHD/Vietnam Media Corp, which operates the Danet platform.

BHD decided to bring Tran on board because "we wanted to do something different, something bold, something that would make people pay attention among the hundreds of thousands of hours of content in Vietnam on legal and pirate platforms," Ngo says.

Tran, who returned to Vietnam from the U.S. in 2006 and has spent 10 years making feature films, says the patriotic theme of *Descendants of the Sun* was the deciding factor for him. After watching the entire series in one night, he agreed to take on the project.

Adjusting the series for Vietnamese audiences involved everything from localising the way soldiers and doctors react to situations to changing the Korean earthquake into a violent storm. "We don't have earthquakes in Vietnam," Tran says.

Descendants of the Sun was produced over four months.

Describing himself as a "Vietnamese who loves his country", Tran says he has "put my whole love for my country into this series". His hope and purpose, he adds, is to bring that sentiment to Vietnamese audiences.

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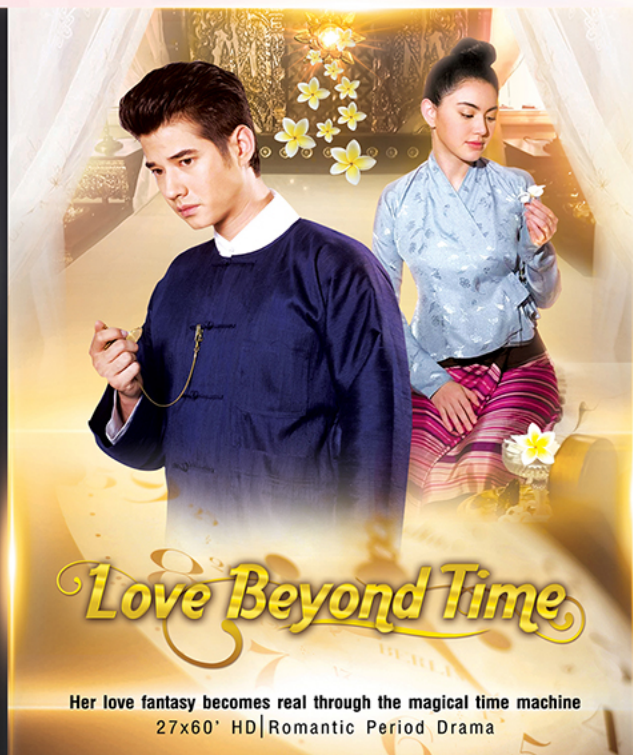
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Plastic bag show wins Mediacorp's Ch 5 AIB sustainability award

Mediacorp's Channel 5 has won the television award in the first Association for International Broadcasting (AIB) Asia-Pacific Sustainability Awards for an edition of *Talking Point – Can We Ban the Bag?* about Singapore's appetite for single-use plastic bags.

The new awards, sponsored by Radio Taiwan International, recognise the best coverage of sustainability issues in the region on television and radio.

The winner of the radio award was Radio New Zealand for *Insight: Climate Change – Politics and Actions* about Hawaii and how the islands are reacting to the effects of global warming.

A high commendation went to Al Jazeera English for *Earthrise – Eco-creation*. This dealt with the challenge of adjusting custom and practice around the difficult subject of death, examining the fact that 8.5 million Hindu[s] deaths mean more than 50 million trees are being cut down each year to provide wood for funeral pyres.

Indonesian idol Judika sweeps Malay music awards

Indonesian pop sensation Judika walked off with four awards at this weekend's Anugerah Planet Muzik (APM) event in Singapore. His four wins were for Best APM Song, Best Song (Indonesia), Best Artiste (male) and Best Collaboration (artiste) for his duet with Siti Nurhaliza. A total of 18 awards were handed out. Isyana Sarasvati won this year's Best Artiste (female) award, beating hot favourites Siti Nurhaliza, Dayang Nurfaizah and Raisa. Sheila On 7 clinched the Best Band award for their latest hit, *Film Favorit*.

Hits Movies goes live on StarHub Basic movie channel kicks off with Clint Eastwood



Clint Eastwood in *A Few Dollars More*

Rewind Networks' basic movie channel, Hits Movies HD, debuted in Asia on Monday (1 Oct) in a carriage deal with Singapore pay-TV platform StarHub.

The new channel, which brings Rewind Networks' offering to two linear services, went live with 1965 spaghetti Western, *For a Few Dollars More*, starring Clint Eastwood, followed by Richard Attenborough's epic war film, *A Bridge Too Far* (1977), with Sean Connery, Michael Caine, Robert Redford, Dirk Bogarde and Anthony Hopkins.

Day one prime-time feature at 8pm is John Landis' *Trading Places* (1983), starring Dan Aykroyd and Eddie Murphy.

The new channel, announced at the end of August during the ContentAsia Summit, curates blockbuster titles from multiple U.S. studios from the 1960s to 1990s in a linear channel created to live on basic subscription packs in Asia.

The launch line up crosses a range of genres, including romance (*Grease*, *West Side Story*), action (*Star Trek: The Motion Picture*, *The Terminator*, *The Italian Job*), comedies (*The Pink Panther*, *Trading Places*), thrillers (*Fatal Attraction*) and Westerns (*For A Few Dollars More*).

Rewind Networks' first service, Hits, launched in 2013, curates the best television from the same period.

Home shopping pushes Thai news aside in latest DTT reshuffle

Listed Thai home shopping operator, TV Direct Plc (TVD), is shifting direction on its newly acquired digital terrestrial service, Spring News Channel 19, aiming for an expanded TV shopping/infotainment schedule from 2019.

TVD agreed to acquire a 90% stake in the channel from Spring News Corp last month for THB949 million/US\$29.4 million, with an additional THB131 million/US\$4 million allocated to Spring News for producing news content for TVD.

The deal is expected to close by the end of this year.

TVD CEO, Songpol Shanmatkit, told local media that the company expects sales revenue from home/TV shopping to increase by 16% to THB4.5 billion/US\$139 million next year.

Thai daily, The Bangkok Post, said TVD spent THB16 million/US\$495,916 million a month since April on airtime/services with Spring News Channel.

Japan's NHK wins Prix Italia

NHK's TV for the Sake of Living:

#On the Night of August 31st has won this year's Prix Italia award for the Web Factual category. The show also won the Special Prize of the President of the Italian Republic, which honours the best programme among all the entries.

The 74-minute programme linked a TV show, an online programme and social media on the night of 31st August, the official end of the summer vacation. Teen suicides in Japan peak on 1 September. NHK's link up aimed to give suicidal teenagers "a place where they could voice their anguish, be heard with empathy, and receive advice and encouragement," NHK says.

Taiwan's Hsu, Li win development funding 1st Fox Creative Lab pushes "diversity of ideas" in Asia

Two up-and-coming Taiwanese directors – Jimmy Hsu and Nien Hsiu Li – have been given script development funding as part of the first Fox Creative Lab for Taiwan. Hsu and Li were among a group of five directors who took part in the four-month Taiwan-U.S. talent development initiative. Kick-started in May this year, Fox Creative Lab, an extension of the 21CF Global Inclusion talent development initiatives, aims to strengthen the pipeline of original storytellers and increase the diversity of ideas in Asia's film and TV industry.



From left: Jimmy Hsu, Nien Hsiu Li

China pushes new foreign content rules 19 Oct deadline for comment on new proposals

China's media industry has until 19 October to respond to new proposals that shrink overseas acquisitions of certain genres, clear prime time of foreign influence, limit foreign talent involvement in local productions, and ramp up monitoring measures so that the plug can be pulled on violators immediately.

The draft released in September also calls for a complaints mechanism "to promptly handle and seriously handle public complaints about overseas audiovisual programmes".

The new rules cover imported movies, TV dramas, cartoons and documentaries, as well as education, science and technology, culture, variety and sports, and foreign affairs/news.

Regulator's move to limit imported content on local screens coincides with China's prep for a high-profile presence as the country of honour at this year's Mipcom market in Cannes (15-18 October).

The good news, if there is any for foreign rights holders, is that the draft Regulations on the Introduction and Dissemination of Overseas Audiovisual Programmes includes

copyright protection for rights holders.

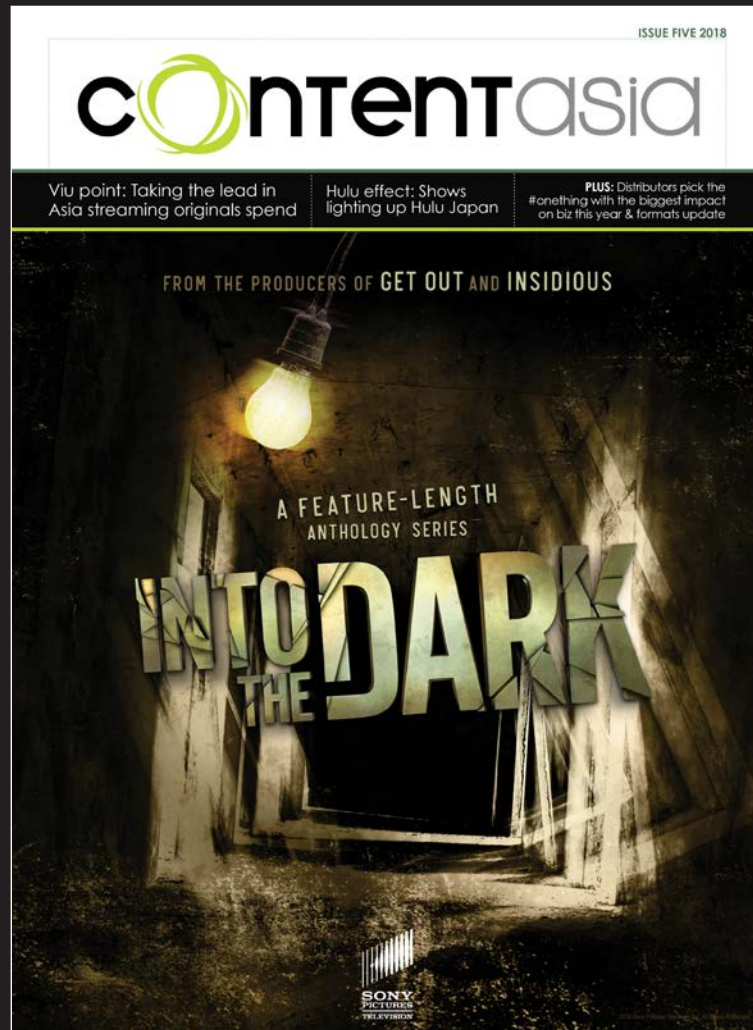
Meanwhile, streaming platforms' foreign acquisitions may be capped at 30%, and foreign content on TV schedules could be banned between 7pm and 10pm every day without official approval. In addition foreign content cannot exceed 30% of total broadcast time of the genre a day.

The State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT) proposal, if passed, will also cap foreign talent involvement in local TV dramas to 20% of the total, and ban foreign leads.

All content that makes its way onto the mainland "shall be conducive to enriching the people's spiritual and cultural life, absorbing the world's outstanding cultural achievements, and promoting the equal exchange of Chinese and foreign cultures," the draft says. Among other restrictions, the draft singles out content that incites "the destruction of the Chinese national religious policy and promoting cults and superstitions".

Permitted programmes still need distribution licences.

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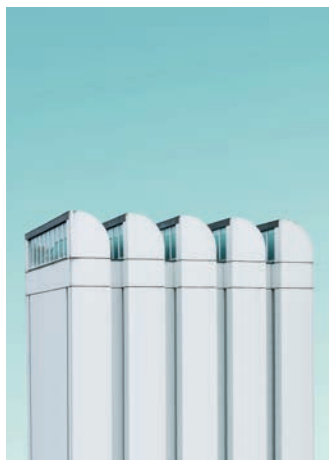
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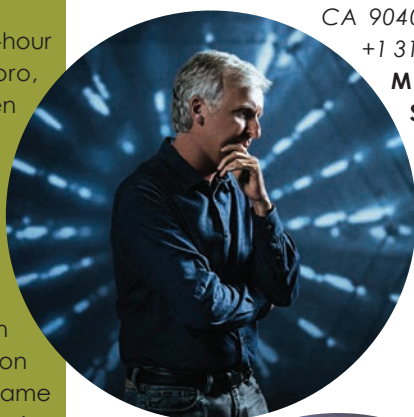


Escape at Dannemora

Escape at Dannemora is a new eight-hour limited series starring Benicio del Toro, Patricia Arquette and Paul Dano. Ben Stiller executive produces and directs all eight episodes. The limited series is based on the stranger-than-fiction account of a prison break in upstate New York in the summer of 2015, which spawned a massive manhunt for two convicted murderers who were aided in their escape by a married female prison employee with whom they both became sexually entangled. Length: 8x60 mins
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James Cameron's Story of Science Fiction

Academy Award-winning writer, director and producer, James Cameron, explores science fiction's roots, futuristic vision and our fascination with its ideas through interviews with A-list storytellers, stars and others whose careers have defined the field. Length: 6x60 mins **AMC STUDIOS 2425 Olympic Blvd Suite 400E Santa Monica, CA 90404, U.S. T: +1 310 998 9300**
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The Heart Knows

Boyet is a 20-year-old young man with mild autism who suddenly faces the big challenge of becoming a parent. Because of his good looks, a prostitute named Aubrey seduces him and claims that he is the father of her baby. When she gives birth, Aubrey leaves baby Noah in Boyet's care. Boyet is forced to take on things beyond his capabilities so he can support the child. One day, Aubrey returns to reveal that Noah is not Boyet's biological son. Is Boyet willing to let go of Noah, who he has learned to love and cherish? Length: 40x45 mins (In production) **GMA Worldwide Inc. 10F GMA Network Center, EDSA corner Timog Avenue, Diliman Quezon City, Philippines T: +632 333 76 33 to 34 MIPCOM Stand # P-1.E67**



Project Blue Book

Set against the backdrop of the Cold War and rising Atomic Era, *Project Blue Book* is a thrilling series inspired by the real-life Project Blue Book, the U.S. Air Force's investigation of UFOs. Aidan Gillen (*Game of Thrones*, *The Wire*) stars as Dr. J. Allen Hynek, a brilliant astrophysicist, who is recruited to the top-secret programme, alongside Captain Michael Quinn, played by Michael Malarkey (*The Vampire Diaries*). In Dr Hynek's quest to discover the truth behind a string of mysterious sightings, he slowly comes to realise that he is at the centre of a vast, dangerous cover-up – one that will put him and those closest to him in peril. Length: 10x60 mins **A+E Studios Asia Office: 80 Bendemeer Road, #07-04 Hyflux Innovation Centre, Singapore 339949**
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What Would Your Kid Do?

The launch of *What Would Your Kid Do?* on ITV attracted 3.9 million viewers and 18% share, smashing the ITV slot average and making it the best performing new factual entertainment show on ITV in almost a year. Now it's back for a brand-new second season, which challenges parents to guess how their children will behave in a variety of situations, cleverly merging specialist factual child development psychology with an entertaining gameshow mechanic. Length: Series 2 7x60 mins **TwoFour Rights TwoFour Studios, Estover, Plymouth, PL6 7RG, U.K. www.twofour-rights.co.uk MIPCOM Stand # ITV Studios House**



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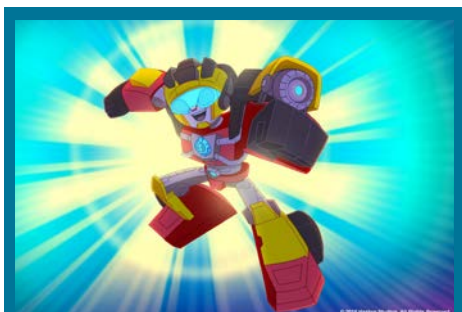
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Time Goes By

Can this family ever be "whole" again? Long distance captain sailor, Ali Akarsu, returns home to his wife Cemile and four children after years away. But he brings with him unusual behaviour and a dark secret. When Cemile finds a letter in Ali's pocket, she sets off a chain of events that turns the family's life upside down. The letter reveals Ali's love affair with a foreign woman. Is Cemile going to forgive her betraying husband? Who will Ali choose – his once upon a time beloved wife or his young mistress? Length: 120x108 mins **Kanal D International** Demiroren Medya Center, 34218, Bagcilar, Istanbul, Turkey T: +90 212 413 5666 **MIPCOM Stand # R9.A32**



Transformers Rescue Bots Academy

A group of young Bots fresh from Cybertron have the honour of being the first-ever class to enroll in Earth's Rescue Bot Training Academy and learn how to become Earth heroes through hands-on experience. Length: 52x11 mins **Hasbro Studios** Hasbro Studios Asia-Pacific 1106-9 World Commerce Centre Harbour City, 11 Canton Rd Tsim Sha Tsui, Hong Kong E: internationalsales@hasbro.com **MIPCOM Stand # R7.D32**

Mad House

Meng Nan returns from abroad in search of a patient, leading him to an isolated mental institution. As he interns there along with Mu Si Fan, they start to find out the hidden secrets of people inside this wicked place. Length: 24x50 mins **Youku, Alibaba Digital Entertainment & Media Group** Wangjing Block B, Alibaba Center, No.4 Wangjing East Garden 4th Area, Chaoyang District, Beijing 100102, China T: +86 10 5885 1881



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Narcos

An inside look at the men who would stop at nothing to take down Colombian drug lord Pablo Escobar, delivering an unfiltered look into the war that would change the drug trade forever. Season 3 premiered September 2017, dominating the month as the #1 most in-demand Netflix title in the U.S. and #5 most popular global title, according to Parrot Analytics. Gaumont is in production for Season 4, to debut on Netflix in November 2018. Length: 40x60 mins **Gaumont** 750 North San Vicente Boulevard, Suite 1550 East Tower, West Hollywood, CA 90069, U.S. E: sales@gaumont.com **MIPCOM Stand # R8-C1**

Nakee

Kane, Kampong's husband, catches a snake that people believe is the Goddess Nakee. The snake goddess kills Kane. Kampong is in labor but the birth is difficult. She prays to Nakee. The child, Khamkaew, is now 20 and can communicate with snakes. One day, Tossapon meets Khamkaew and they fall in love. In a past life, Tossapon was warrior Chaiyasing, who loved the naga princess – Nakee. Nakee is cursed by her great-grandfather who deems that if she can wait 1,000 years she can live with Tossapon in his present life. Length: 7x60 mins and 1x30 mins (Total 27.5 hours of content) **JKN Global Media Public Company Ltd** 45/14, Moo 1 of JKN Gallery Salaya Building, Song Khanong sub-district, Samphran district, Nakhon Pathom province 73210, Thailand T: +66 2482 2273 4 **MIPCOM Stand #P-1 C64**



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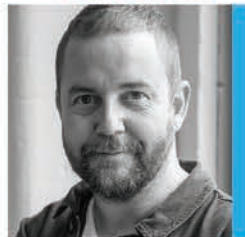
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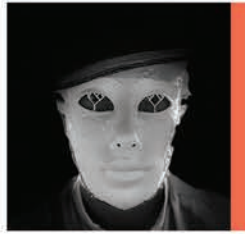
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| Population..... | 6.8 million |
| Households..... | 1.2 million |
| Avg household size..... | 5.3 |
| Cable TV subscribers..... | 1.5 million |
| Internet users (fixed/mobile)..... | 2 million |
| Internet penetration rate..... | 29% |
| Mobile phone subscribers..... | 5.95 million |
| Mobile phone penetration rate..... | 87% |
| Active social media users..... | 2 million |

Source: Lao Statistics Bureau (household), Ministry of Post and Telecommunication (cable TV, population, internet, social media, mobile)

Free TV

Lao National Television (LNTV)

State-owned national broadcaster, Lao National Television (LNTV), owns/operates two channels: LNTV1 (news, current affairs, politics, education, society, environment) broadcasting for 18 hours; and LNTV3, a 24-hour GE channel. Foreign content is mostly shows from China, South Korea, Japan and Vietnam.

Lao PSTV

Lao Public Security TV (Lao PSTV) is a 24-hour satellite station owned/operated by the Ministry of Public Security. The aim is to disseminate political information and to reinforce public security. Established in April 2012, Lao PSTV carries only local content.

Lao Star TV

Lao Star was established in Feb 2007 after the Art & Cultural Promotion Club signed a 30-year concession contract with LNTV in Dec 2006 to create an entertainment TV channel under the supervision of the Ministry of Information, Culture and Tourism. Lao Star transmits 24 hours with a 100% local schedule (70% produced in-house) of entertainment and cultural programming.

MV Lao Television (MVLao)

MVLao was established in 2006 by Thai's MV Television under the supervision of the Ministry of Information and Culture. The 24-hour channel offers local/regional content, including variety, music, talk shows, drama, kids and movies.

Television Lao (TV Lao)

TV Lao and the Department of Mass Me-



dia of the Ministry of Information, Culture and Tourism reached a joint agreement in Dec 2012 to create a new private station to broadcast sports and arts programmes. TV Lao began full time broadcasting in March 2013, and now offers sports, news, documentaries, culture, socio-economic affairs, business and tourism-related programming, delivered via satellite/cable networks throughout Vientiane and some provinces.

Pay TV/Cable/DTH

InfoSat-Laos

InfoSat-Laos established its DTH platform in Oct 2016 via a multi-year transponder (Ku-band) deal with a Thai satellite operator, offering 15+ HD/SD channels.

Lao Cable Television

In 2002, Laos' government established a JV with Chinese cable TV company, Yang Ching Sung Tu Electrical, in an effort to curb Thai TV dominance. The venture, Lao Cable Television, offers about 50 local/regional/int'l channels. The platform is 85% held by Laos' Yang Ching Sung Tu Electrical and 15% by Laos Ministry of Information and Culture's Department of Mass Media.

Lao Digital TV (LDTV)

Digital terrestrial broadcaster Laos Digital TV offers 50+ TV channels, including international/regional (Chinese, Thai, Vietnamese) services, to about 50,000 households in Vientiane and three provinces. Established in Nov 2007, Laos Digital TV was the result of a 2006 ASEAN resolution calling for a digital migration solution. The network is a US\$2.65-million JV between mainland China's provincial station Yunnan TV (via subsidiary Yunnan Wireless Digital TV Culture Media), free-TV broadcaster LNTV and Lao Technology Development.

Laosat DTH

Laosat DTH launched in 2016 offering 130+ international and local channels to all 17 provinces.

Streaming/OTT

Laos remains a low-value proposition on streaming platforms' map for Asia. The likely first streamer in the country is emerging markets platform iflix. Consumers in Laos have access to regional streaming platforms ALTBalaji (Indian), Amazon Prime Video, Netflix, Spuul (Indian) and YupTV. None are customised for the country.

Channels
Programming
Tech

Asia's definitive media content and services directory

What's on where...

| | | | |
|---------------|--------------|--|--------------------|
| October 2018 | 2-4 | APSCC | Jakarta, Indonesia |
| | 13-14 | MIP Junior | Cannes, France |
| | 15-18 | MIPCOM | Cannes, France |
| | 23-25 | TIFFCOM 2018 | Tokyo, Japan |
| | 24-26 | APOStech 2018 | Phuket, Thailand |
| | 30 Oct-1 Nov | Asia Video Summit (AVIA) | Hong Kong |
| | 31 Oct-7 Nov | American Film Market (AFM) | Santa Monica, U.S. |
| November 2018 | 28-30 | Asian Animation Summit | Seoul, South Korea |
| December 2018 | 3-4 | PromaxBDA Asia | Singapore |
| | 5-7 | Asia TV Forum & Market, ATF | Singapore |
| | 9-10 | MYCONTENT (Dubai International Content Market) | Dubai, U.A.E. |
| January 2019 | 22-24 | NATPE | Miami, U.S. |
| March 2019 | 18-21 | Hong Kong FILMART | Hong Kong |
| April 2019 | 3-5 | Content Expo Tokyo | Tokyo, Japan |
| | 6-7 | MIP Doc | Cannes, France |
| | 6-7 | MIP Formats | Cannes, France |
| | 8-11 | MIP TV | Cannes, France |
| May 2019 | 8-10 | Busan Contents Market (BCM) | Busan, Korea |
| | 27-28 | DW Global Media Forum | Bonn, Germany |
| June 2019 | 18-20 | BroadcastAsia | Singapore |
| | 18-20 | CommunicAsia | Singapore |

China's online giants rock demand

Tencent Video, iQiyi titles stand tall on Top 10 list

HBO's sci-fi series *Westworld* may have beat epic Chinese palace drama *Ruyi's Royal Love In The Palace* by almost 14 million demand expressions for the week of 13-19 September, according to data science company Parrot Analytics. But it's also very clear evidence that China's digital platforms are rocking premium originals.

Ruyi's Royal Love In The Palace, originally made for online platform operator Tencent but aired widely across all platforms, was one of three Asian drama's on the week's top 10 overall list.

Japanese manga title *Attack on Titan*

came in fourth.

Financial drama, *Another Era*, a co-produced between mainland streaming platform iQiyi and Hong Kong broadcaster Television Broadcasts Ltd (TVB), placed seventh. *Another Era* premiered at the end of August.

Although global streaming giants Netflix and Amazon aren't allowed to operate in China, their titles are clearly having an impact. About two million demand expressions separate #10 on the overall TV list of English-language digital originals. The top digital original was Netflix's *Marvel's Iron Fist*.

China: Top 10 Overall TV Shows

| Rank | Title | Average Demand Expressions™ |
|------|---------------------------------------|-----------------------------|
| 1 | Westworld | 82,597,469 |
| 2 | Ruyi's Royal Love In The Palace (如懿传) | 69,004,404 |
| 3 | Better Call Saul | 52,206,838 |
| 4 | Attack On Titan (進撃の巨人) | 50,050,047 |
| 5 | The Big Bang Theory | 49,193,529 |
| 6 | The Walking Dead | 48,226,560 |
| 7 | Another Era (再創世紀) | 46,876,821 |
| 8 | Power | 46,046,503 |
| 9 | Shameless | 44,368,175 |
| 10 | Suits | 44,100,752 |

China: Top 10 English-language Digital Originals

| Rank | Title | Platform | Average Demand Expressions™ |
|------|-------------------------|--------------------|-----------------------------|
| 1 | Marvel's Iron Fist | Netflix | 41,984,996 |
| 2 | Ozark | Netflix | 41,316,216 |
| 3 | Castle Rock | Hulu | 40,357,247 |
| 4 | Tom Clancy's Jack Ryan | Amazon Prime Video | 39,809,262 |
| 5 | Black Mirror | Netflix | 36,635,746 |
| 6 | Marvel's Luke Cage | Netflix | 35,848,156 |
| 7 | The Handmaid's Tale | Hulu | 34,252,649 |
| 8 | Orange is the New Black | Netflix | 34,243,086 |
| 9 | BoJack Horseman | Netflix | 33,224,291 |
| 10 | Star Trek: Discovery | CBS All Access | 33,170,360 |

Date range: 13-19 September, 2018

Market: China

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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