

China preps Cannes take-over Mainland execs and deals flood Mipcom

Mipcom 2018's Country of Honour, China, is preparing a Cannes take-over for the show (15-18 Oct). Chieftains of state authorities, broadcasters, streaming media behemoths and producers/distributors will crowd the Croisette in a record show of might as China makes its biggest play yet for a role in the global content space.

The full story is on page 2

Outdoor, Omni board iflix

Linear + VOD deals across free and pay tiers

Emerging markets streaming platform iflix has picked up a slate of on-demand content as well as linear streaming channels from Gregg Creevey/Billy Kelly outfits, Multi Channels Asia and Omni Channels Asia. The services roll out across 13 iflix markets over the next few weeks.

The full story is on page 4

\$S1m content fund to promote S'pore

S'pore Tourism Board eyes home-grown producers

Brand Singapore is in full swing, with a new US\$724,000 Fast Forward fund for local creators to tell stories that will promote the country abroad. The theme is "Passion Made Possible", the tagline used to market Singapore internationally.

The full story is on page 4

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Korea's SM Entertainment eyes Indonesian i-pop

South Korea's entertainment/talent management giant SM Entertainment seems set to throw its weight behind a new Indonesian pop movement as part of its fledgling alliance with Jakarta-based PT Trans Media Corpora, owned by CT Corp. The two companies have already signed the MoU to boost media and entertainment in Indonesia, and the plan is to set up a full-fledged JV in Jakarta by the end of the year. According to local media, CT Corp chairman Chairul Tanjung is hoping for a wider Asia benefit out of the new venture, which will cover talent management, content production, events and mobile. Charul is quoted on news site kompas.com as saying: "We hope Indonesians can go global as well – not only Koreans. If Koreans have K-Pop, why don't we have I-Pop?"

Peking opera feature premieres in Cannes



Cao Cao and Yang Xiu

Peking Opera film, *Cao Cao and Yang Xiu*, premieres internationally in Cannes on Tuesday, 16 Oct. Directed by Teng Junjie, the 3D Atmos Peking Opera movie promises "classic Peking Opera rejuvenated by modern technology on the big screen". The film stars two of China's biggest opera celebrities, Shang Changrong and Yan Xingpeng. The film is distributed by Shanghai WingsMedia.

China preps Cannes take-over

Mainland execs and deals flood Mipcom



The Nation's Greatest Treasures, China

This year's Country of Honour, China, is preparing to take over Cannes for four days from Monday, 15 October, for this year's Mipcom programming market.

Chieftains of all-powerful mainland state authorities, state-backed broadcasters and streaming media behemoths as well as producers and creators will crowd the Croisette in a record show of might as China makes its biggest play yet for a role in the global content space.

State-backed China International Television Corporation (CITVC) is bringing Peking Opera star Changrong Shang to the opening night party along with Chinese actor Ye Liu (*The Sniper*), water shadow painting and Sichuan face magic.

The cultural showcase also includes paper-cutting, calligraphy, clay sculpture, embroidery, tea art and a VR Experience Zone.

In addition, CITVC exec vice president and general manager of marketing arm,

China Radio, Film & Television Programs Exchanging Center (CHNPEC), Jianing Shen, will host a Chinese content showcase during the market, including a screening of an episode of CCTV cultural game show/variety/drama series, *The Nation's Greatest Treasures*, and the premiere of the international version of two-part documentary, *The Great Wall*, a co-production between CITVC and Australia's PreTV.

CITVC's mixed-genre slate this year includes contemporary romantic drama *Here to Heart*, drama series *All Out of Love* and the second season of costume drama *The Advisors Alliance* set in the late Eastern Han dynasty and the Three Kingdoms period.

Co-producing with China will be discussed on Tuesday as part of the conference programme that runs alongside the market.

Expected China-related announcements involve formats, drama and kids.





nickelodeon

RISE OF THE TEENAGE MUTANT NINJA TURTLES



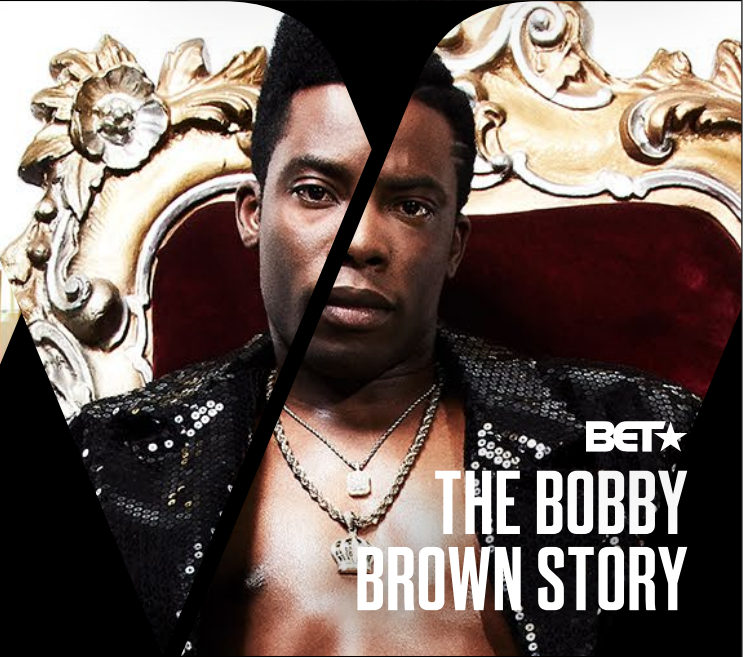
COMEDY CENTRAL

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5 **ELEPHANT HOUSE**

SECRETS OF MCDONALD'S: 50 YEARS OF THE BIG MAC



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Outdoor, Omni board iflix

Linear + VOD deals across free and pay tiers

Emerging markets streaming platform iflix has picked up a slate of on-demand content as well linear streaming channels from Gregg Creevey/Billy Kelly outfits, Multi Channels Asia and Omni Channels Asia.

Outdoor Channel goes up as a linear service, as well as an AVOD/SVOD pack of 100 hours. 20 new hours will be added every month. Titles include Outdoor originals such as *Carter's War*, *Alaska's Wild* and *Monster Fish*.

The Omni Channels slate involves 500 hours of VOD content from TV4 Entertainment's suits of speciality targeted channels, including all3media lifestyle network Inside Outside, Motorland, horror offering Screambox and the All Guitar Network.

S'pore STB launches S\$1m content fund

Fast Forward fund supports home-grown talent

Brand Singapore is in full swing, with a new S\$1 million/US\$724,000 fund for local creators to make fabulous content promoting Singapore to global audiences.

The Singapore Tourism Board's (STB) Fast Forward fund aims to unearth stories aligned with the country's "Passion Made Possible" tagline used to market Singapore internationally.

Successful projects will receive up to 50% of qualifying costs capped at S\$300,000/US\$217,000. This includes third-party costs for creative development, production, distribution and marketing. Content creators retain all rights following STB use across its platforms for at least 12 months.

Acceptable topics are grouped around the STB's seven "passion tribes", identified for the reasons people might visit Singapore. These include food, shopping, exploring the outdoors, thrills/sporting

events, arts and culture, music and entertainment and business.

Funding applications run from 1-31 January 2019 and are open to Singapore-based filmmakers, vloggers, media companies and creative agencies.

The fund is open to both original content and adaptations of stories retold in a Singapore context.

"As part of our marketing strategy, we want to support home-grown talent and showcase content about our people, spirit and attitude in an authentic way," the STB's digital and content director, Terrence Voon, said this morning.

Judges are Voon; Yuni Hadi, the Singapore Film Festival's executive director; Benjamin Lee (aka Mr Miyagi), Tribal Worldwide's head of digital and social content strategy; and Wee Li Lin, Bobbing Buoy Films' director.



MIPCOM Stand No: P3.C10

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THE WAR OF THE WORLDS



STUDIOS
GLOBAL ENTERTAINMENT

Brand New Drama
Coming Soon

Aus comedy goes global



How To Stay Married

Princess Pictures' Aus comedy series, *How To Stay Married*, is going global in a deal with U.S.-based Dynamic Television. The eight-episode half-hour series, created, written and exec produced by Peter Helliar (*I Love You Too*) and directed by Natalie Bailey (*Thick of It*), premieres on Australia's Network Ten in Nov.

TVNZ signs onto Parrot

Television New Zealand (TVNZ) has signed onto Parrot Analytics audience demand measurement platform to flesh out conventional ratings info. The agreement covers TVNZ's full schedule, including local shows such as *Wellington Paranormal*, *Survivor New Zealand* and *Project Runway New Zealand*.

Discovery Kids picks up *Cat in the Hat* SVOD

Discovery Kids has picked up SVOD rights for *The Cat in the Hat Knows A Lot About That* and two *Cat in the Hat* specials for 13 countries, including China and Singapore, from Canada's Portfolio Entertainment. Heading into Mipcom, India's Viacom18 and Taiwan's Good TV acquired *The Cat in the Hat*. Hong Kong's Television Broadcasts Ltd (TVB) signed new deals for *Do You Know?* and *Cat in the Hat*.

BBC Reel streams with strong Asia playlist

South Asia dominates Asia videos in launch line-up



Nepalese biker saves abandoned cows

BBC Global News' new global video features platform, BBC Reel, went live this month a slate of Asia-related factual videos commissioned specifically for the online service.

Asia features include a story about a Nepalese man who saves abandoned cows; Mumbai's women's-only train car; and India's rarest job for women.

While South Asia dominates the launch playlist, BBC Reel editor Melissa Hogenboom promises geographic diversity in the overall playlist.

Coming up are videos from China and the Philippines, as well as more out of India, Hogenboom says.

Reel will "tell stories with impact that shape, inform and change our understanding of the world and our place in it," she adds.

Reel is commissioning across 40 countries, as well as producing its own content. Videos are between three and five minutes, "but we are also experimenting with new formats like longer-form episodic story telling," Hogenboom says.

BBC said this was the first time ever that its digital video content was being offered in a single site.

Themed playlists of four to five videos will be published on weekdays, combining original content and a selection of videos from BBC verticals and brands, including BBC Travel, BBC Future, BBC Culture, and BBC Capital.

BBC Reel content will also be available on YouTube.

Themes for launch week include remarkable commutes and daring animal rescues.

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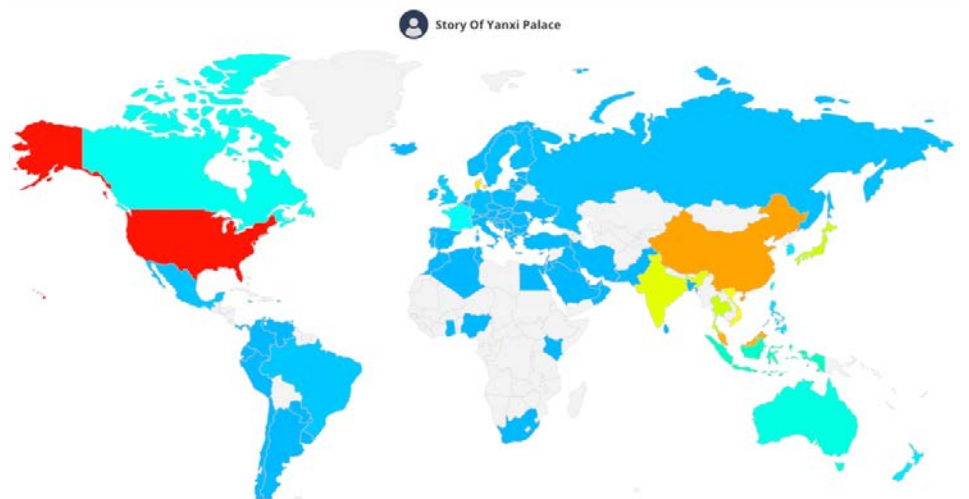
contentasia



Singapore rocks demand for *Yanxi Palace* U.S., China follow in first week of October



Story of Yanxi Palace



Singapore – a tiny market of 5.6 million people and 1.3 million households – topped global demand for Chinese series, *Story of Yanxi Palace* on a per capita basis for the week of 30 Sept to 8 Oct.

Singapore logged 3 demand expressions per capita for the epic drama series about a wily seamstress who enters the emperor's court in 18th-century Beijing to find the truth behind her sister's death.

The show premiered on Chinese streaming platform iQiyi in July this year and set a single-day record on 12 August with 530 million viewers. The series garnered 15 bil-

lion views by the finale on 27 August.

A little over a month later, global audiences are in full binge mode.

For the first week of October, the U.S. was second after Singapore, with 2.94 demand expressions per capita, followed by China with 2.44.

Denmark was the fifth country on the list after Singapore, the U.S., China and Malaysia, which logged 2.39.

The rest of the top 10 list for the series in the same week included Vietnam, India, Japan, Thailand and Brunei. Hong Kong was 11th, with 1.05.



Exhibits in MIPCOM 2018

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STAND NO. P-1. C64



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4.2m viewers for GMA romcom finale



Happy Together

GMA's romantic comedy series, *Happy Together*, wrapped earlier this month with average finale viewership at 4.23 million (source: Nielsen Philippines) and an average rating of 17.4%. Audience share was 42.9%. *Happy Together* aired at 9.30pm stripped Mondays to Fridays.

Third ChuChu TV video hits 1b views mark



Phonics Song, ChuChu TV

Three videos from five-year-old India-based ChuChu TV are playing on the other side of one billion views as the platform heads into this year's Streamy Awards for online creators on 22 October. The latest video to cross the 1b-line is *Phonics Song with two words*. The two videos well over the line are *Johnny Johnny Yes Papa*, which has more than 1.5 billion views, and *Surprise Eggs Old McDonald*, which has one billion. ChuChu TV said it was the first kids/family platform in the world to have hit this milestone, and the first in India across all genres. ChuChu TV has a total of 30 million subscribers on its YouTube channels and 20 billion views so far. U.S., India and the Philippines are its top markets.

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Senior Producer

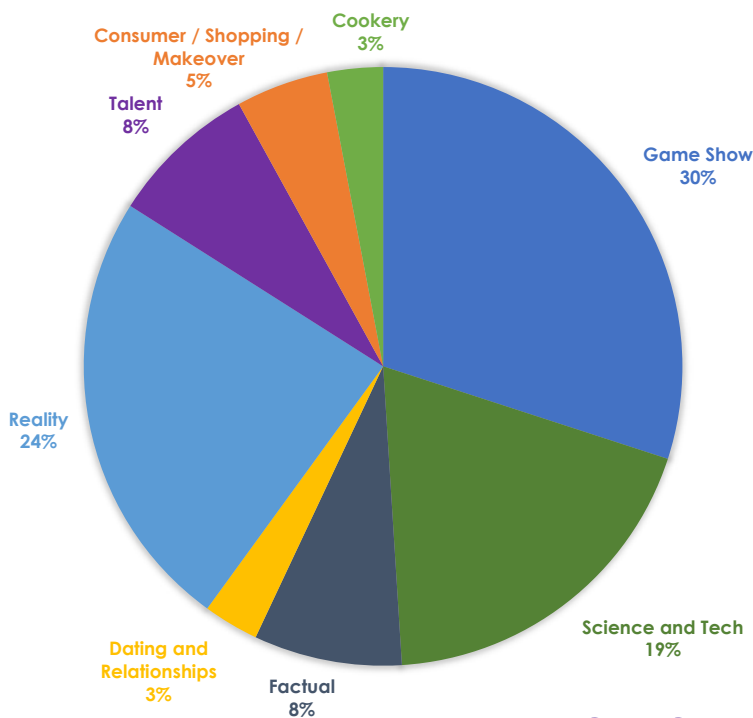
Excellent research skills, conceive, write, produce, edit on-air promotional spots and marketing campaigns, adapt on-air toolkit for on-going channel usage, Final Cut Pro, AE. Must have a creative eye for visualization, work with deadlines. 5 years' experience with hands-on work in TV, proactive attitude, good team player, high work ethic, willing to do things differently in a vivacious Start-Up work culture.

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

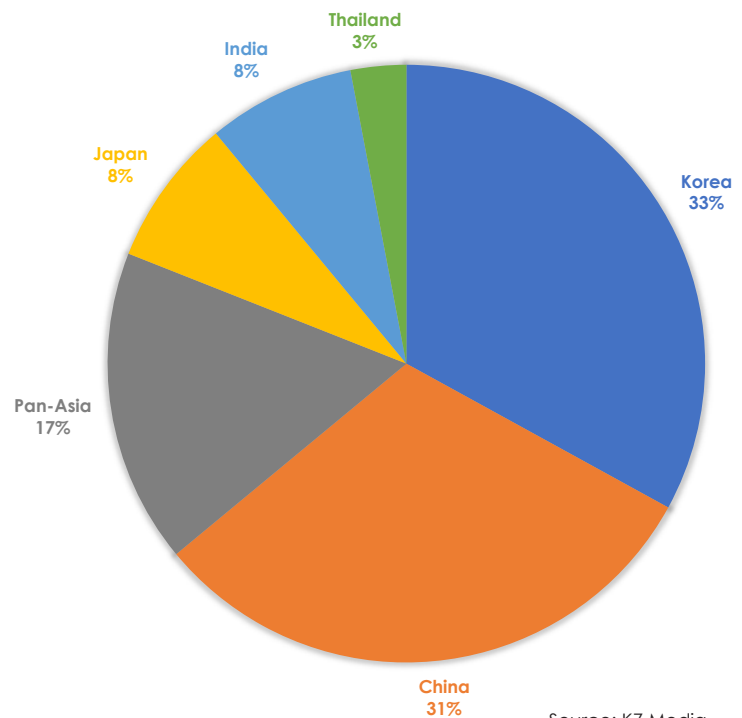
Game shows, reality rule Western interest in Asian formats

Two genres make up 54% of intel requests, K7 Media says

Genre breakdown



Country breakdown



Source: K7 Media

Western buyers are most interested in Asia's colourful game shows and reality formats, with the two genres accounting for 54% of the intel requests that U.K.-based consultancy, K7 Media, received about Asia-Pacific markets in the past two years.

Key words/phrases associated with research requests into Asian formats markets included "wacky" and "with a big twist" – a space that has been dominated by Japanese titles such as *Hole in the Wall* and *Ninja Warrior*, the company says.

The two Japanese properties are among the highest ranking Asian titles to feature in the most recent edition of K7's annual top format sales report, *Tracking the Giants*. *Hole in the Wall* was 16th and *Ninja Warrior* came in at 64th spot.

There's also high interest in Asian entertainment shows with a science/tech focus. Requests for intel on these genres made up almost 20% of the research K7 Media undertook that involved Asia in the past two years.

“South Korea's position as a leader in high-speed internet coverage & China's reputation as a tech-driven society go some way to explaining what's driving interest.”

Michelle Lin, Asia Pacific Researcher, K7 Media

“Western players are particularly enamoured with how Asian producers are tackling the subject; bringing artificial intelligence, virtual reality and other cutting-edge technologies into mainstream entertainment,” says Michelle Lin, K7 Media's Asia Pacific researcher.

This space includes shows that pitch humans against machines, such as CCTV's *Mission AI*, Shenzhen TV's big data dating show, *Mom, Mate, Computer Date* and CJ ENM's VR competition *You Only Play Once*.

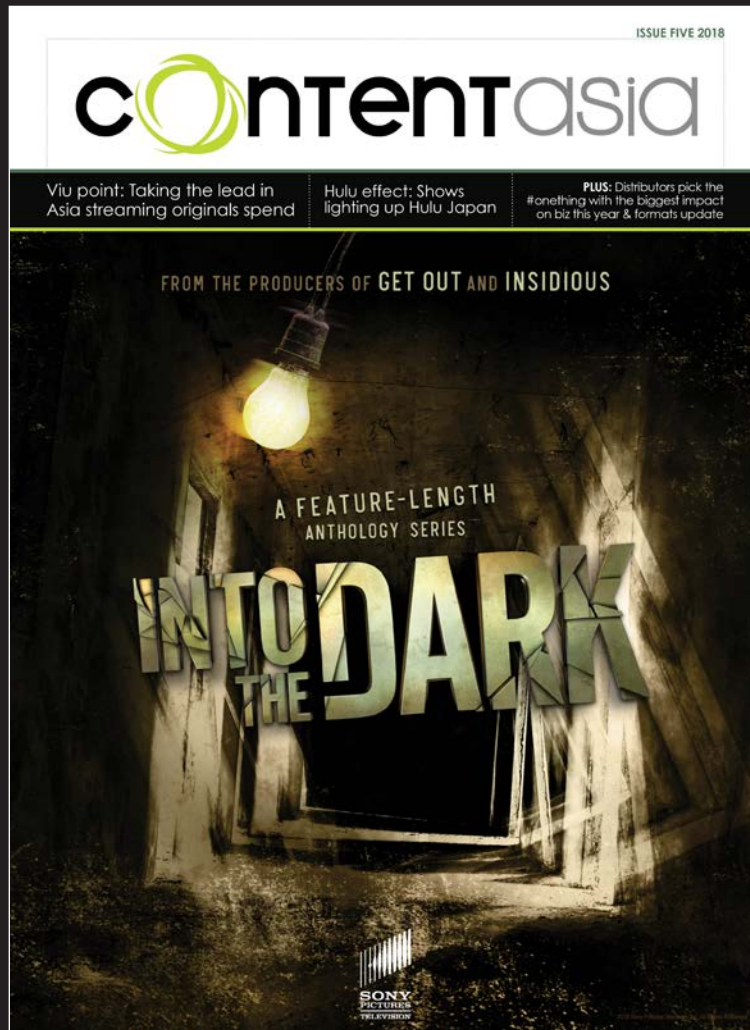
K7 Media expects South Korea and China to continue to dominate the hi-tech space. “South Korea's position as a leader in high-speed internet coverage,

and China's reputation as a tech-driven society, go some way to explaining what's driving this interest locally, and it's likely both will continue to incorporate futuristic approaches to entertainment that will appeal globally,” Lin says.

South Korea accounts for 33% of enquiries K7 Media receives out of Western markets. China, where tighter regulations limit international formats acquisitions, nevertheless makes up 31% of enquiries.

“As the country continues its strategic brand shift from 'Made in China' to 'Created in China', a high level of interest in programming from Western buyers must be somewhat encouraging,” Lin adds.

OUT NOW!



Viu point: Taking the lead in
Asia streaming originals spend

Hulu effect: Shows lighting up Hulu Japan

PLUS: Distributors pick the #onething with the biggest impact
on biz this year & formats update

All in the latest issue of ContentAsia...in print+online

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Prison

Prison gives audiences a rare glimpse of life behind bars. For the first time in more than five years, cameras have been granted access to make a documentary inside an English prison. Capturing first-hand the escalating drug problem, the scale of violence that frontline staff and prisoners endure daily and the multiple challenges of dealing with those suffering from mental health issues, the series reflects the national issues currently facing the prison service and the human story on both sides of the door. Length: 3x60 mins **Blue Ant International Asia office:** 21A South Bridge Road (Level 2), Singapore 058661 T: +65 6421 8300 W: blueantmedia.com **MIPCOM Stand # R8.D7**

The War of The Worlds

From Peter Harness comes the first British television adaptation of H. G. Wells' novel *The War of the Worlds*, produced by Mammoth Screen for BBC One. Horsell Common in Surrey is struck by a huge meteor, and the inhabitants of Earth slowly fall victim to a vicious invasion. The three-part drama follows one man's attempt to escape the ruthless Martians – but they are determined to destroy all human life as they attempt to conquer the earth... Length: 3x60 mins **ITV Studios Global Entertainment Rooms 517-520, 5th Floor, Sun Hung Kai Centre, 30 Harbour Road, Wan Chai Hong Kong T:+852 2511 9700 MIPCOM Stand # ITV Studios House, C16**



Escape from Mafia – A Family Saga

The epic story of one of the many Sicilian families forced to emigrate to America in order to escape from the mafia's revenge. The saga that develops around a courageous mother always ready to fight for her family's survival and life, played by

Luisa Ranieri, recalls the atmospheres of classics such as *Once upon a time in America*.

Co-produced by Rai Fiction and Roberto Sessa's Picomedia production supported by Apulia Film Commission fund. Original idea and screenplay by Laura Toscano and Franco Marotta, under the supervision of Simona Izzo. Length: 4x100 mins **Rai Com S.p.A. Via Umberto Novaro 18, 00195 Rome, Italy T: +39 06 3317 8250 MIPCOM Stand # R7.D5**



Kiri and Lou

At the heart of the show is the relationship between unlikely best friends – Kiri, a feisty little dinosaur with overpowering emotions, and Lou, a gentle and thoughtful creature. Joined by a diverse group of characters, including motherly Pania, who offers advice, sensitive Dalvanius, who disappears completely when he feels shy and Sorry, a small but extremely fast little animal who cares about everyone's feelings, they navigate a forest of feelings together with laughter, song and adventure. Length: 52 x 5 mins **CAKE 5th Floor, 76 Charlotte Street London W1T 4QS, U.K. T: +44 (0) 207 307 3230 MIPCOM Stand # R7.D18**

The Bridge

Local adaptation of *The Bridge* (*Bron/Broen*) originally created and written by Hans Rosenfeldt. A body is left on the border of Singapore and Malaysia.

Two investigators, one from each country, work together to catch a killer bent on highlighting social problems plaguing people on both sides of the border. The Asian series appealing to the diverse array of people, cuisines and ethnicities that call this area home, highlighting both the diversity and similarity between the two countries. Length: 10x60 mins **Endemol Shine International 11 Waltham Street, Artarmon NSW 2064, Australia T: +61 285 871 315 MIPCOM Stand # R8.E1**



Crush

Crush, which hails from Mediapro and Phileas Productions for TVE 1, is an exciting studio gameshow where two teams, made up of friends and family, go head to head for a chance to win a jackpot cash prize. With the help of a celebrity guest, they must answer a series of questions to secure as much money as possible.

But if they're wrong, they face being crushed by a huge safe suspended above them. Length: 10x60 mins **NBCUniversal International Studios 1 Central St Giles, St Giles High Street, London WC2H 8NU, U. K. T: +44 20 3618 6832 MIPCOM Stand # P4-5**



Mongolia

In numbers

Population..... 3.22 million
 Households..... 885,639
 Avg. household size..... 3.6
 Cable TV users..... 387,255
 Internet users..... 2.66 million
 Mobile phone subscribers..... 3.845 million

Source: National Statistics Office of Mongolia

Free TV

C1 Television

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

Edutainment TV

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

Mongol Television

Mongol TV launched in June 2009, and relaunched in Feb 2013 with an ambitious original production initiative – including a live morning talk show, six times a week, from HD studios in Ulaanbaatar. The network, which reaches about 200,000 households, has always flown the flag for international formats rights. These include local versions of *Got Talent* and *Shark Tank*.

MNB

Established in Sep 1967, Mongolia's sole public broadcaster, Mongolian National Public Radio & TV (MNB), operates MNB-1 (general entertainment content, including culture, education, science, econo-



Culinary format *Chef in your Ear Mongolia*, premiered in September 2018 on NTV Channel via satellite (DDishTV), cable (MNBC) and IPTV (Univision & SkyMedia)

my); and MN-2, which launched in 2011 offering mostly news bulletins and educational, culture and arts programmes dedicated to ethnic minority groups. The broadcaster produces 6,200 hours of programmes annually. About 50% of MNB's funding comes from the state and the rest from licence fees (48%), social advertising and grants.

TV5

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

TV9

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

UBS

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

Subscription

DDishTV

DDishTV is Mongolia's sole direct-to-home (DTH) operator. The platform delivers local/international SD/HD TV channels to about 320,000 subs nationwide. The company was founded in Jan 2008 and officially started broadcasting in June 2008.

Mongolia Digital Broadcasting

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

Sansar HD/Sansar Cable TV

Established in Aug 1995 as the first cable TV operator in Mongolia, Sansar HD (Sansar Cable TV) offers about 100 local/foreign TV channels to households in the capital city of Ulaanbaatar.

SkyMedia

IPTV provider, SkyMedia, launched in July 2012. The platform is owned and operated by mobile operator Skytel, and offers more than 100 local/international channels, including 40+ HD channels, bundled as part of its triple-play offering starting from US\$10 a month. SkyMedia's TV anywhere extension, SkyMedia GO, costs US\$3 a month.

Supervision Digital Cable TV

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

Univision

Mongolia's first IPTV operator, Univision, offers 170+ SD/HD TV channels – including international channels – for about MNT9,900/US\$4 a month. Launched in 2010, Univision is the pay-TV subsidiary of triple-play operator Unitel, which also offers broadband and fixed telephone line services. Univision is available in major cities via high-speed fibre-optic technology.

OTT/Online

Mongolia has a lively range of global/regional streaming services, including India's ALTBalaji (launched in April 2017), Spuul (launched in April 2012) and Yupp TV (launched in May 2015), all of which

offer direct-to-consumer interfaces. The platforms are not customised for Mongolia. Apple's iTunes (launched in Jan 2016) offers music and movies to buy/rent, but no television titles. Netflix (launched Jan 2016) and Amazon Prime Video (launched Dec 2016) are also available.

ORI TV

Mongolia's broadcaster Mongol TV launched ORI TV in March 2018 and had about 5,000 subscribers in August 2018. The aim is for 10,000 by the end of 2018. ORI TV provides live and on-demand (2,000 hours) content, including locally adapted Japanese *Silent Library* format from Nippon TV.

SkyMedia GO

SkyMedia GO, the OTT extension of SkyMedia's IPTV service, offers local/international live channels and select video-on-demand (VOD) content at MNT6,900/US\$3 a month.

Telcos

MobiCom

Established in 1996 as a joint Mongolian + Japanese venture, telecommunications carrier MobiCom provides mobile/fixed communications services in Mongolia.

Skytel

Skytel was established by Univcom (Mongolia), SK Telecom (Korea) and Taihan Electric Wire (Korea) in April 1999. Skytel

began offering CDMA cellular service in 2001 and a WAP-based wireless portal service in 2004, and received its 4G/LTE licence in 2016.

G-mobile

G-Mobile Corporation, a national cellular operator, was established in 2006 and launched its services in 2007, servicing mainly users in the rural areas.

Unitel

Unitel began operations in June 2006 and now offers mobile phone, internet, IPTV and communication satellite services.

Regulators

Communications Regulatory Commission of Mongolia (CRC)

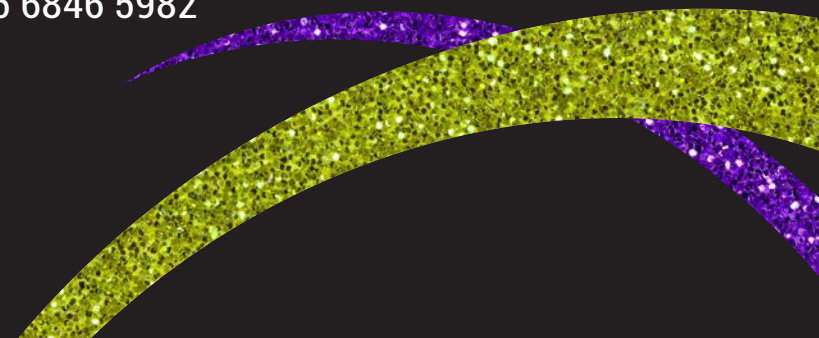
Mongolia's CRC is an independent regulatory agency established by the Communications Act of 2001. It is charged with regulating/supervising competition issues, fixed/wireless telecommunications, TV, radio and satellite transmissions and spectrum management, among other areas.

Communications and Information Technology Authority (CITA)

CITA is responsible for developing and implementing policies of communications, posts, broadcasting and information technologies in Mongolia.

Adapted from ContentAsia's The Big List 2018

Be included! Please send your details to Malena at malena@contentasia.tv or +65 6846 5982



The
BIG
List

2 0 1 8

Channels
Programming
Tech

Asia's definitive media content and services directory

What's on where...

October 2018	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
	23-25	APOS	Bali, Indonesia
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

Malaysia falls for manga superheroes

Arab-Israeli travel vlogger beats *Tom Clancy's Jack Ryan*

Malaysia has fallen hard for superhero manga series *My Hero Academia*, which topped the list of TV series most in demand across the country for the week of 27 Sep to 3 Oct, beating back everything from blockbuster Chinese series, *Meteor Garden*, and HBO's *Game of Thrones* to *The Voice* and *The Flash*, according to data science company Parrot Analytics.

There wasn't a stunning difference between first and last titles on the overall list of TV shows. *Mr Bean* placed 10th with just over a million average demand expressions. *My Hero Academia* had 1.5 million.

The top digital original – Netflix's *13 Reasons Why* – came in at just over 715,000 demand expressions. This puts activity for the top digital title on par with Thailand (700,000 for *The Handmaid's Tale*, 5-11 July), which has more than double Malaysia's number of internet users. At the end of last year, Thailand had 57 million users. Malaysia had 25 million (Internet World Stats).

Facebook Watch made a mark for the first time on the digital originals list with Arab-Israeli travel video blogger Nuseir Yassin's *Nas Daily*, which beat *Tom Clancy's Jack Ryan* to make it to third place on the digital originals list.

Malaysia: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	My Hero Academia	1,509,912
2	Meteor Garden (2018) (流星花园)	1,363,020
3	Game Of Thrones	1,291,922
4	The Voice	1,266,370
5	The Flash	1,246,625
6	The Walking Dead	1,220,225
7	The Big Bang Theory	1,155,913
8	America's Got Talent	1,152,502
9	American Horror Story	1,068,427
10	Mr. Bean	1,022,652

Malaysia: Top 10 English Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	13 Reasons Why	Netflix	715,009
2	Marvel's Iron Fist	Netflix	649,692
3	Nas Daily	Facebook Watch	626,732
4	Tom Clancy's Jack Ryan	Amazon Prime Video	584,097
5	Orange Is The New Black	Netflix	577,693
6	The Grand Tour	Amazon Prime Video	520,493
7	Stranger Things	Netflix	513,069
8	Maniac	Netflix	504,785
9	Castle Rock	Hulu	457,923
10	American Vandal	Netflix	444,523

Date range: 27 September-3 October, 2018

Market: Malaysia

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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