



Discovery picks new SEA boss

Anna Pak Burdin replaces Shavkat Berdiev

Discovery Networks International boss, J.B. Perrette has switched out his South-east Asia GM, replacing Arthur Bastings hire Shavkat Berdiev, with Discovery/Euro-sport veteran Anna Pak Burdin.

The full story is on page 3

Endemol Shine seals Humans China deal

First Asia landing for scripted sci-fi drama

The first Asia version of Endemol Shine scripted format, *Humans*, is being made in China with extended scripts developed by Chinese and U.K. writers. The series is a partnership with Huace Film & TV's production house, Croton Media.

The full story is on page 3

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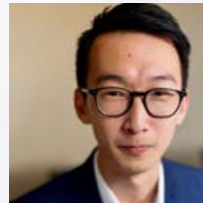
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Anna Pak Burdin takes over Discovery SEA

Berdiev exits in latest reshuffle



Anna Pak Burdin

Discovery veteran Anna Pak Burdin is taking over the Southeast Asia business as general manager from August.

Burdin replaces Shavkat Berdiev, who was brought in at the end of 2016 under previous Asia head Arthur Bastings.

Pak Burdin is Discovery's first female head in Asia in the network's 24-year history in the region. The only other woman at the helm in Asia Pacific was Mandy Pattinson, who took care of Australia New Zealand. Pattinson exited last year.

Pak Burdin will be based in Singapore, reporting into J.B. Perrette, president and chief executive of Discovery Networks International.

Before this current appointment, Pak Burdin ran Discovery's business across Eastern Europe, including Russia, the Baltics, Ukraine and Central Asia. She has also worked for Russia's National Media Group responsible for the pay-TV portfolio, Eurosport, KidsCo and EuroNews.

Discovery said Berdiev was shifting to the Middle East to take up another opportunity.

Endemol Shine seals *Humans* China deal

First Asia landing for scripted sci-fi drama



Stephy Qi in *Humans*

The first Asia version of Endemol Shine's scripted format, *Humans*, is being made in China with extended scripts developed by Chinese and U.K. writers.

The series is a partnership with Huace Film & TV's production house, Croton Media.

The deal was closed by William Tan, Endemol Shine China's managing director.

Filming on the Mandarin-language sci-fi series has begun in Shanghai, with lead roles played by Ray Ma and Stephy Qi.

Humans is set in 2035, when must-have gadgets are human-like robotic servants

and artificial intelligence has infiltrated every aspect of life to dramatic and sometimes sinister effect.

The eight-episode Mandarin series is based on *Humans U.K.*, as produced by Kudos for Channel 4 in the U.K. AMC has also made a version in the U.S. The U.K. version was adapted from the original Swedish series, *Real Humans*, produced by Sveriges Television

and Matador Film.

Endemol Shine will distribute the Chinese version internationally.

The mainland platform airing the new series has not yet been disclosed.



William Tan

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Batty boosts originals team

Bryan Seah, Tina Arwin join HOOQ



Bryan Seah

Veteran Discovery production exec, Bryan Seah, has joined Jennifer Batty's content team at Southeast Asian streaming platform HOOQ. Seah comes on board as head of original productions, based at HOOQ's Singapore HQ.

Batty has also tapped former Viu Indonesia content/programming head, Tina Arwin, as her new head of content for Indonesia. Arwin is based in Jakarta.

Seah worked for Discovery in Asia for more than 15 years prior to the HOOQ role.

Prior to Viu, Arwin worked for MTV Indonesia, Fremantle-Media, Astro Indonesia and Vivasky.

Thai gov't steps into cave rescue drama

Official board to protect boys' interests

Thai officials have stepped into the Tham Luang cave drama with a special board set up to ensure movie scripts about the Mu Pa football team rescue are accurate.

Deputy prime minister Wissanu Krea-ngam told local media that the board would also help families of the 12 boys rescued from the flooded cave to negotiate rights with foreign film companies. At least six film producers are said to be rushing in to retell the story.



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Oddbods heads for China

Location-based entertainment deal for 15 centres in 8 years



Oddbods

Singapore-based animation house, One Animation, is rolling out its first Oddbods-themed Family Entertainment Centres in China in a new partnership with CMC Inc. Fifteen centres are being planned in the next eight years. The first centre is scheduled to open in Xian in Q3 2019. The deal was brokered by the ancillary business team at Pearl Studios, which is backed by a CMC-led consortium. Oddbods has a billion views on China's various streaming/online platforms.

Oona preps 2019/20 IPO

Streaming platform Oona TV, owned by Kresna Graha Investama, is preparing an IPO in Indonesia in either 2019 or 2020. Info released by parent company Kresna Graha Investama puts daily activity earlier this month at 8.7 minutes per session, with significant revenue forecast from 2019.

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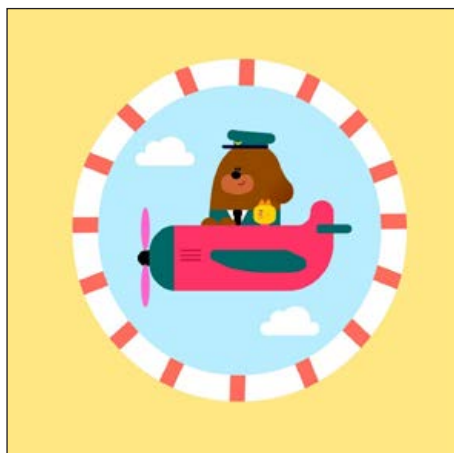
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Carriage win for CBeebies in Maldives



Hey Duggee

BBC Studios' CBeebies goes live with pay-TV broadcaster Medianet in the Maldives on 1 September. The carriage deal follows the 15 July launch on IPTV/OTT platform DhiraaguTV. Shows on the launch schedule include *Hey Duggee*, *Sarah & Duck* and *Go Jetters*.

Vietnamese info-comms minister sacked over AVG Audiovisual sale

Vietnam's minister of information and communications, Truong Minh Tuan, has been suspended for wrongdoing related to the purchase of private TV company AVG Audiovisual JSC. Local media say he had also been relieved of his post as secretary of the ministry's party committee for the 2016-2021 term. Tuan is taking the fall for violating the "principle of democratic centralism and lax leadership" in overseeing the acquisition of a 95% stake in AVG through the MobiFone Telecommunications Corporation.

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Viu debuts in Tamil

Millennial-focused slate to woo new demo



Nila Nila Nila Odi Vaa

Streaming service Viu expanded its India footprint this week with a new Tamil slate featuring Tamil-language originals, movies and short films as well as Korean drama curated for millennials in Tamil Nadu.

New partnerships that will drive the strategy are with South India's AP International Films; film-maker and producer, Sameer Bharat Ram and Super Talkies; digital content producer Trendcloud from the House of Vision Times; writer, filmmaker and comics creator Nandhini JS (*Thiru Thiru Thuru Thuru*); and YouTube content producers Black Sheep and Fully Filmi.

Titles kicking off the strategy include *Kalyanamum Kadhandhu Pogum*, produced by Viu with Nalan Kumarasamy, Sameer Bharat Ram and Sateesh Swaminathan. The show takes a satirical look at 10 contemporary tales of marriage based in different parts of Tamil Nadu.

The move into Tamil follows Viu's earlier

focus on Hindi and Telugu, with originals such as *Love Lust Confusion*, *Kaushiki*, *It Happened in Hong Kong*, *Pilla* and *Pelli Gola 1 and 2*.

The other three originals include new-age vampire rom-com, *Nila Nila Nila Odi Vaa*, from Viu and Make Believe Productions about tattoo artist Om, whose life takes a strange turn when he realises his college crush, Nila, is a vampire.

Comedy *Door No. 403*, by Viu and Trendcloud, is the story of eccentric friends, and *Madras Mansion* is set in an old mansion in Royapettah that is home to a mix of people from different walks.

The exclusive Tamil short-film slate kicks off with two titles – Venkat Prabhu's *Masha Allah...* *Ganesha*, a twist on the Hindu-Muslim riots in Mumbai, and M. Manikandan's *The Wind*, about a day in the life of a policeman tasked with watching a dead body until back-up arrives.

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A+E pulls off first Asia version of *Man vs Child*

Banerjee drives seven Korea originals in year one

A+E Networks' North Asia boss, Saugato "Shoggy" Banerjee, and his Korea team have pulled off their first major format production, taking a local version of A+E Networks' original show, *Man vs Child*, into the market for the first time.

The cooking show, which pits professional chefs against young cooking stars, premiered this month on both Lifetime Korea and IHQ channels K-Star and Comedy TV.

Man vs Child Korea, the U.S.-based network's first co-production with the KO-SPI-listed IHQ, is one of seven long-form originals to come out of A+E's revamped Seoul-based business in its first year.

A+E Networks bought a 5% stake in IHQ at the end of 2016 as part of a US\$15-million investment in Korea. The deal also included the acquisition of two existing channels in Korea that were rebranded History and Lifetime.

In addition to *Man vs Child*, Lifetime Korea's originals so far are Oksusu-co-production, *The Best Moment to Quit My Job*, *Idol Moms*, and beauty talk show *Up Pretty!*

The total slate is slightly skewed to Lifetime, with four titles so far against History's three. The female-focused Lifetime has pulled ahead because of its broader canvas in terms of genres, the story-telling capabilities of Korean production houses, and the bigger advertising pool. Lifetime



Man vs Child Korea



Shoggy Banerjee



Sun Moon

Korea's shows also have stronger travel potential.

The three originals on History Korea are hip-hop lyrics show, *The Reader* (digital first, with a subsequent TV window), Korean drinks chat show, *History in the Bottle*, and drag racing title, *Just Speed*, which premiered on 14 July and involved Olleh TV Mobile.

A+E Networks' North Asia head of content and development, Sun Moon, says all effort in year one "has been to experiment with story formats and genres in order to position A+E Korea as a home

for innovative storytellers".

The seven new titles are part of a content pipeline A+E is building in Korea, Banerjee says.

"We are not making one show and if it's successful doing another one. There will always be more. Our strategy is to build a pipeline", and to create unique voices for Lifetime and History. Entry level questions for each proposed show are: What will this do for our brand? Does this show stand for something?, Banerjee says.

He describes the approach for the first two years as "sustained creative risk-taking," and says "we are new at that journey". For now.



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Caltex in high gear on latest branded content play

Have to find a balance between spend and results, Cheong says

A+E Networks flies the flag for branded content in Asia this quarter with season three of the Caltex-based reality show, *Celebrity Car Wars*.

The series is a tentpole property of History's global Car Week in Asia in September, and also part of a long-running campaign by Chevron-owned Caltex in Thailand, Malaysia, the Philippines and Singapore.

Dorothy Cheong, Chevron's regional integrated marketing manager (brand and communication), is clearly a *Celebrity Car Wars* fan, returning season after season with a stash of research and data that helps inform the challenges that stay in the race and those that are added.

Celebrity Car Wars, featuring six celebs from different parts of Asia, had its roots in Caltex's tagline, Enjoy the Journey.

But the original brief, distributed in 2015, was wide, and Cheong was ready and willing to listen to everything from food and travel to lifestyle.

"We were hoping for a tighter link to driving, but we didn't want it to be dry. We wanted to showcase our formulation in a more interesting way," she says.

History/A+E Networks Asia and Michael McKay's production house, activeTV, co-created *Celebrity Car Wars* for Caltex and the product – Techron – as a bespoke property.

The format IP is still owned jointly by A+E Networks and activeTV. activeTV produces the show.

Celebrity Car Wars, which kicked off in 2015 and premiered on History in 2016, is by no means Cheong's first branded content ride.

Premium video and high-end television formats have long been a vibrant part of Caltex's marketing strategy, along with short-form digital content created by local teams in each market.

Caltex was, for instance, involved in *The Amazing Race Asia* in the early days, as well as big-budget talent show Asia's *Got Talent*, both for Sony



Celebrity Car Wars season three

Pictures Entertainment Networks Asia's AXN. Cheong also highlights the five-country *Driving Change with Caltex* community project with what was then Fox International Channels and activeTV.

The whole drive aims at connecting with audiences using all available channels and taking the Caltex story beyond conversations about fuel prices, Cheong says.

Content is used to "interest and engage", with the ultimate goal of attracting more drivers to the stations.

"We constantly pump out digital [content] to keep our brand top of mind. That said, we are a brick-and-mortar, location-based purchase," Cheong says, adding: "Hence we have to be careful to find a balance between spend and business results".

Celebrity Car Wars checks multiple important boxes for Cheong. There's strong product integration, the show demonstrates in an entertaining way

what Caltex fuels can do, the long-form format offers broadcast opportunities, and the celebrity component means bringing in the whole lovely world of social media influencer marketing.

"We cut a lot of digital content that can be used on social platforms," Cheong says, adding the benefit of retail activation with the celebrity stars of the show.

The celebs this year include Singapore actor/comedian Munah Bagharib; Malaysian actor/producer/director Hans Isaac; Filipino actor/VJ Diego Loyzaga; American-Filipino actor/singer Xian Lim; and Thai R&B idol/actress/social media influencer Lydia Sarunrat.

Cheong adds that there's no shortage of research and data. The challenge is making use of the insights.

"For me, it's what insights come out of the data," she says. "It's what I have to do with the data to improve my programme and my connection".

Zalora returns modelling contest for a third season

The best storytellers create the best branding in consumers' eyes, Daguiamol says

Online fashion platform Zalora returns regional model contest, *Make Me A Zalora Model*, for the third season at the beginning of August as part of its ongoing campaign to support and engage with Asia's fashion community.

The Instagram-based four-week competition covers six countries – Singapore, Malaysia, Hong Kong, Taiwan, Indonesia and Philippines. Entries close at the end of August and the grand finale will be held in Manila from 3-5 October.

Prizes include a shot at a modelling contract with local agency UpFront Models, a three-month paid modelling contract with Zalora, and a year's worth of wardrobe from Zalora. Last year's competition drew more than 6,000 entries, Zalora says.

Asked what the company hopes to achieve with the contest, Christopher Daguiamol, Zalora's group director, public relations and social media, says: "As the biggest fashion e-commerce player in the region, we needed to play a more active role in the fashion community".

Make Me a Zalora Model (MMAZM) is one of the signature initiatives created to support the community.

Giving aspiring models a shot at becoming the face of Zalora gives the brand the ability to "continue to build a stronger visual connection to the region's consumers, championing local talents and beauty. It's also an effective way to engage with our community of fashion lovers and realise their dreams of becoming a professional model," he says.

Daguiamol adds that the company has been dynamic in exploring opportunities with content projects.

"Given the mix of markets we operate in, we also worked with various platforms from traditional TV to publication groups like SPH (Singapore Press Holdings) and creating our own digital content," he says.

"We work in a region with a diverse preference of how media/content is



Make Me A Zalora Model season two

consumed, hence we tailor our content and assets to fit different platforms and explore multiple channels to reach the right audience. This of course is guided by a consistent strategy, cohesive messaging and a clear brand positioning."

Zalora is an active player on the branded content stage.

"Content is something that is evolving to be an integral part of any marketing strategy and the best storytellers create the best branding in the eyes of the consumers," Daguiamol says.

Zalora has also developed short video series such as *Style Files*, and explored working with influencers to create styling videos, make up tutorials and co-produced a shoppable styling video with NBCUniversal featuring influencer TV host Yumika Hoskin.

"We continue to work with different magazines and publications across the region to create content that resonates with the consumers," he says.

One of Zalora's early investment was building a strong production base; most of the visual assets are created through Zalora's in-house production team.

"But given the scale of our coverage, coupled with the high demand for fresh content every day, we also work with external partners, including publications, TV networks, YouTube and other social media partners... with resident stylists, fashion director, graphic artists, photographers and other creatives," Daguiamol adds.

Zalora's use of media is "constantly evolving," he says.

"Consumer habits change fast and people's attention span getting shorter. To win, we need to produce relevant and engaging content and use the right platform to reach the audience. This means that we need to keep our ear on the ground and look out for platforms we will use to tell our story and how we will connect them so that they create a cohesive brand conversation."



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India

In numbers

Population.....	1.3 billion
Households.....	247 million
TV households.....	175 million
TV penetration.....	71%
Active DTH subs.....	65 million
DTH operators.....	6
Pay TV channels.....	293
Registered satellite TV channels.....	883
Mobile phone users.....	1.2 billion
Internet subs.....	431 million
Mobile BB subs.....	321 million

Source: Companies, Telecom Regulatory Authority of India (TRAI)

Terrestrial/Free TV

Doordarshan

Established in 1959, Doordarshan (DD) is India's government-funded national broadcaster, transmitting to 88% of the population via 1,412 terrestrial transmitters. DD also operates the DTH DD Free Dish satellite service (launched 2004), offering about 80 TV and 24 radio channels. DD is overseen by public broadcast corporation, Prasar Bharati, an autonomous body that also looks after All India Radio (AIR).

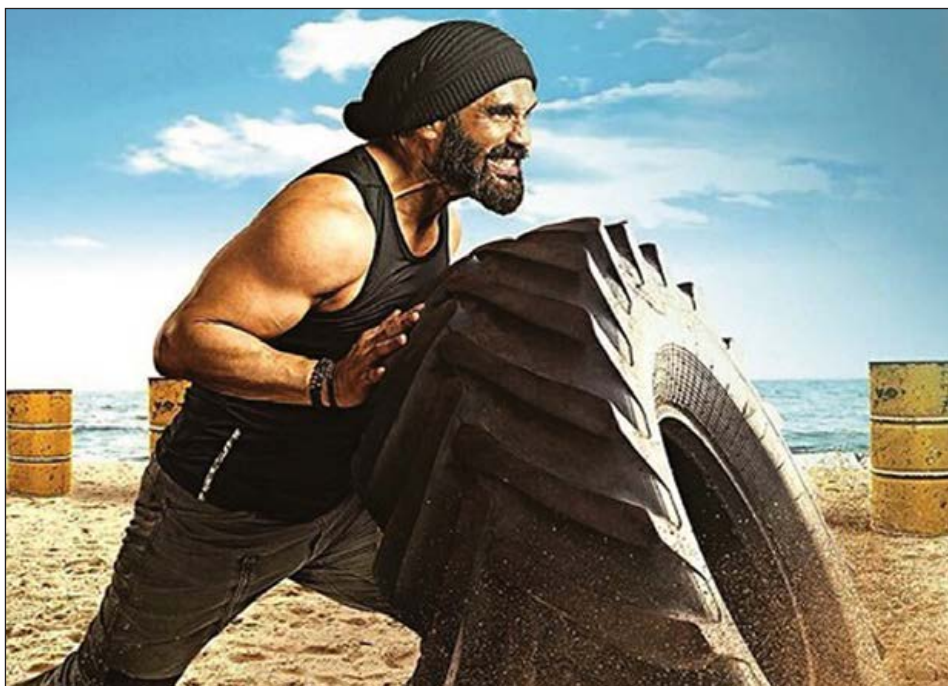
Multi-channel Programmers

Discovery Communications

Launched in 1995, Discovery Communications reworked its business model for India in 2017, emerging with new male youth-focused general entertainment channel Jeet (launch 12 Feb 2018, replacing ID-Investigation Discovery) and a bundle of online verticals. The company operates 12 channels in India, including the flagship Discovery Channel.

NDTV

New Delhi Television (NDTV) distributes four NDTV-branded services: NDTV 24x7 (English-language news), NDTV India (Hindi news), NDTV Profit+Prime (Profit: business news, Prime: male-targeted infotainment) and NDTV Good Times (lifestyle).



India's Asli champion, Zee

Reliance Broadcast Network

Reliance Broadcast Network owns/distributes channels Big Magic (comedy); Big Magic Ganga (regional entertainment for Bihar/Jharkhand); and Big Thrill (action/adventure). Reliance Broadcast Network is also involved in radio and TV production.

Sony Pictures Networks India

Sony Pictures Networks India (SPN), a subsidiary of Sony Corporation, operates 31 channels, including MAX (Hindi movies, special events); SAB/HD (family comedy); and PIX/HD (English-language movies); plus 11 sports channels. SPN reaches out to over 700 million viewers in India.

Star India

A wholly owned subsidiary of 21st Century Fox (prior to Disney's acquisition of 21st Century Fox's entire Asia business, announced end-2017), Star India broadcasts 60+ channels in eight languages. The network's entertainment channels include Star Gold and Star World. Channels targeting regional audiences include Star Jalsha, Jalsha Movies, Star also operates 12 sports channels and OTT service, Hotstar.

Sun TV Network

Sun TV Network operates 33 satellite TV channels (including four HD channels) in four languages (Tamil, Telugu, Kannada, Malayalam) to more than 95 million households in India. The channels are also available in 27 countries, including Singapore, Malaysia and Sri Lanka.

Times Network

Times Network, the TV arm of Bennett, Coleman & Co Ltd (BCCL) distributes Times Now (English-language news), ET Now (stock/business news), Magicbricks NOW/HD (real estate/property), Movies Now/HD, Movies Now 2/HD, MN+ (Hollywood movies), Romedy Now (English-language entertainment) and ZoOm (general entertainment).

Viacom18

Viacom18 is a 49/51 joint venture in India between Viacom Inc and Network18 Group (owned by Reliance Industries), distributing 10 channels, including Colors (Hindi GEC) and Rishtey (GEC). Viacom18 also operates Viacom18 Motion Pictures and runs Viacom's consumer products business in India.

Zee Entertainment (ZEEL)

Zee Entertainment Enterprises Limited (ZEEL) owns 250,000+ hours of TV content and rights to 4,200+ Hindi movie titles. Brands include Hindi GECs Zee TV/HD, &TV/HD, Zing and Big Magic; regional entertainment Zee Marathi/HD, Zee Talkies/HD, Zee Yuva, Zee Bangla/HD and Zee Bangla Cinema; movies Zee Cinema/HD, Zee Action, Zee Classic and &pictures/HD; and niche channels Zee Cafe/HD, Zee Studio/HD, Zee ETC and &prive HD. Zee claims a reach of more than 1.3 billion viewers across 173 countries.

DTH Satellite

Airtel Digital TV

Global telecommunications provider Bharti Airtel launched India's fifth direct-to-home (DTH) satellite TV platform, Airtel Digital TV, in Oct 2008. The DTH service reported 14 million subs in March 2018.

DD Free Dish

State-owned broadcaster, Doordarshan (DD), launched free-TV DTH service, DD Free Dish (formerly DD Direct Plus), in Dec 2004 with 33 channels. The Ku-band platform now offers up to 80 TV channels and about 40 radio channels.

Dish TV

Dish TV has a distribution network of over 4,000 distributors and around 400,000 dealers that span across 9,450 towns in India. Dish TV, which also owns Videocon d2h since March 2018, has a net subscribers of about 15 million (May 2018).

Reliance Digital TV

Reliance Communications-owned Reliance Digital TV (aka Big TV) was sold to Pantel Technologies and Veecon Media & Television in Nov 2017. The DTH platform, launched in Aug 2008, offers about 250 pay-TV channels and 500+ FTA channels.

Sun Direct

Established in Dec 2007, Sun Direct is an 80:20 joint-venture between India's Maran Group and Malaysia's Astro Group. The

DTH platform offers more than 200 channels in multiple Indian languages (Tamil, Telugu, Malayalam and Kannada) and claims more than 12 million subscribers.

Tata Sky

Launched in August 2006, Tata Sky is a JV between Tata Sons and 21st Century Fox. The platform offers upward of 600 TV channels and services to about 18 million users (April 2018).

Videocon d2H

Videocon d2h, owned by Dish TV after a merger in March 2018, offers 11 subscription plans starting from Rs84/US\$1.22 a month (8 channels) for users in north, east and west India.

Multi-system Cable Operators

Asianet Satellite Communications

Established in 1993, Asianet Satellite Communications is a provider of digital cable TV and broadband internet services in Kerala. The company offers 200+ digital channels, including six in-house services (ACV, Rosebowl, Jukebox, Medley, ACV News and ACV Utsav). Asianet also operates an OTT service, Asianet Mobile TV, accessible worldwide.

DEN Networks

Established in July 2007, DEN Networks is a cable TV service provider with a reach of about 13 million households (including 10.5 million digital subs) in over 250 cities across 13 states. Monthly packages for Delhi start from Rs100/US\$1.60.

Digicable Network

Digicable offers more than 500 local/international digital channels and 100+ cable channels to households in 46 cities and 14 states. Channels range from general entertainment to movies, kids, news, sports and infotainment services. Monthly packages start from Rs100/US\$1.60 for 172 channels. Launched in June 2007, Digicable also offers broadband internet service brand, Pacenet.

Hathway Cable & Datacom

Established in 1995, Hathway Cable & Datacom is a digital cable TV and broadband service provider. The platform has 7.2 million cable TV subscribers across 350+ cities and major towns, of which 193,000 are HD subs (Nov 2017).

Home Cable Network

Established in 1991, privately held multi-system operator Home Cable Network provides cable TV services. The operator offers 300+ channels, bundled in basic free package and paid plans. Home Cable also has interests in broadband internet and IP-OTT services.

IndusInd Media & Communications

Established in 1995, IndusInd Media and Communications (IMC), majority owned by Hinduja Ventures, carries 300+ digital channels (INdigital) and 95 cable TV channels (INCable) to about 8.5 million subscribers in 36 cities in India.

Ortel Communications

Cable TV provider Ortel Communications operates analogue platform Ortel Home Cable, digital platform Ortel Digital, and HFC network Ortel Broadband. The Ortel Home Cable service is provided in 33 locations via 29 analogue head-ends. Ortel Digital carries up to 200 digital TV channels and 30 radio channels, available in eight locations via six digital head-ends.

SITI Networks

Essel Group's multi system operator, SITI Networks Limited (formerly SITI Cable Network Limited/Wire and Wireless India), operates 15 digital head ends and a network of more than 33,000km of optical fibre and coaxial cable in 580 cities in India. Monthly subscription rates for digital cable TV service, SITI Digital Cable Television, in New Delhi cost from Rs100/US\$1.60 for 122 channels.

Channel Distributors

IndiaCast Media Distribution

IndiaCast, owned by TV18 & Viacom18, manages subscription and placement

services for 51 channels, including nine HD channels spanning general entertainment, kids, news, music, infotainment and movies.

Online/mobile/OTT

ALTBalaji

Global direct-to-consumer subscription VOD platform ALTBalaji launched in April 2017 offering original Indian content from Rs60/US\$0.90 a month. ALTBalaji is operated by ALT Digital Media Entertainment, a wholly owned subsidiary of Balaji Telefilms Ltd.

Airtel TV

Bharti Airtel's video streaming app, Airtel TV, offers DTH/IPTV Airtel subscribers live streaming of 300 TV channels including 29 HD channels and 6,000+ VOD titles, as well as third-party OTT services ErosNow, HOOQ and Sony LIV.

Amazon Prime Video

Amazon rolled out online shopping service Amazon Prime in 100 cities in India in July 2016 and added video streaming service Prime Video in Dec 2016 at no extra cost. The Amazon Prime membership promo costs Rs499/US\$7.80 a year (standard is Rs999/US\$16 a year).

Bigflix

Anil Ambani-led Reliance Entertainment's VOD platform, Bigflix, offers 2,000+ movies in nine regional languages (Hindi, Telugu, Tamil, Punjabi, Malayalam, Gujarati, Marathi, Bhojpuri, Bengali). Launched in 2008, Bigflix costs from Rs50/US\$0.80 a month or Rs600/US\$9.40 a year for up to five connected devices.

BoxTV.com

Commercially launched in Feb 2013, BoxTV.com offers upwards of 17,000 hours of Hollywood, Bollywood and regional movies/TV content. BoxTV is operated by Times BoxTV Media, which is owned by Times Internet Ltd (TIL), a subsidiary of The Times Group.

Dailyhunt

Dailyhunt is India's news and local lan-

guage content application with over 155 million app installs, offering live TV (partners include YuppTV, Republic TV, BBC News, ABP News), VOD (partners include OneIndia, News X, Viu) and news articles.

DEN TV+

Cable TV provider DEN Networks launched DEN TV+, a mobile TV app extension of DEN TV, in Feb 2017. DEN TV+ offers 130 live channels, 2,500 movies and 10,000 hours of VOD content in Hindi, English and Indian regional languages. The service is offered for free to DEN's cable TV and broadband subscribers.

Direct to Mobile (d2m)

Mobile TV app, Direct to Mobile (d2m), launched in July 2015, offering about 80 select live TV channels and more than 5,000 movies/VOD. The app is offered as a value-add service for Rs60/US\$0.90 a month.

ErosNow

ErosNow launched commercially in July 2015, and offers 10,000+ Hindi, Tamil and regional language films/TV content to 100 million registered users (7.9 million paying subs) worldwide (Mar 2018). Monthly premium plans cost Rs49/US\$0.70 and Rs99/US\$1.50.

Hoichoi

Launched in 2017 by SVF Entertainment, global streaming service Hoichoi is home to Bengali content. The offering includes 50+ hours of original web series and over 500 movies on demand. Subscription costs Rs399 a year in India or US\$8.99 a year elsewhere.

HOOQ

HOOQ, established in Jan 2015 by Singapore telco Singtel, Sony Pictures Television and Warner Bros, launched in India in June 2015. HOOQ costs Rs249/US\$3.75 a month with a free 7-day trial and is offered via Airtel's Wink Movies postpaid plan.

Hotstar

Novi Digital Entertainment, a subsidiary of 21st Century Fox/Star India, launched ad-based/SVOD platform Hotstar in Feb 2015. The platform offers 100,000+ hours

of drama/movies in multiple languages and major sports properties.

Idea Movies & TV

Idea Cellular's streaming app offers 6,000+ Hollywood/Bollywood/regional movies, TV shows, and music videos, plus 260 live TV channels and YouTube and Dailymotion. Some content is offered for free. Subscription packages start from Rs5/US\$0.07 a day to Rs99/US\$1.55 a month.

Lattu Kids

Launched in 2016, Lattu Kids is India's edutainment online platform offering curated content for kids/toddlers. The ad-based (AVOD) Lattu Kids has about 100,000 users (Jan 2018).

JioTV/Jio Cinema

Reliance Jio launched the OTT services in 2016, offering more than 450 live TV channels (JioTV) and 100,000+ hours of content (Jio Cinema), free to all Jio subs.

Netflix

Netflix launched in India in Jan 2016. Monthly direct-to-consumer plans cost between Rs500/US\$7.99 and Rs800/US\$11.99 for four HD/UHD screens.

NexGTV/HD

Mobile TV app NexGTV, offers 130+ live TV channels and movies/TV series/sports via connected devices. Launched in 2011, NexGTV is a unit of Digivive, a Media Matrix Worldwide subsidiary.

SonyLIV

Launched in January 2013, ad-based SonyLIV offers 70,000+ HD videos of select Sony content (from channels SET/SAB TV) and 1,200+ Bollywood/Hollywood movies as well as original web series, live sports (cricket/football) and live TV channels to 30+ million users in India (May 2018). Premium plans start from Rs49/US\$0.75 a month.

Spuul

Global streaming service Spuul launched in 2012 targeting the South Asian Diaspora with over 10,000 hours of Hindi/regional language movies.

Tata Sky Mobile

The Tata Sky mobile app enables Tata Sky subscribers to experience live TV as they would have watched it on their TV sets, along with services such as on-demand with over 3000 titles.

Vodafone Play

Vodafone's OTT service Vodafone Play offers 300+ live streaming of HD/SD TV channels in 14 languages in addition to international/Indian TV shows and a catalogue of 14,000+ movies to both prepaid and postpaid 3G/4G Vodafone subscribers. Vodafone Play also offers third-party OTT services such as Eros Now, Ditto TV, HOOQ and YupTV.

Viu

Viu launched in India in March 2016 offering 42,000+ hours of Bollywood, English-language, regional and music content. The standalone app costs Rs99/US\$1.50 a month for the premium/ad-free option, which includes a save/download function.

Voot

Launched in May 2016, Voot is an ad-supported VOD platform offering 35,000+ hours of original webseries and select latest/library content to about 68 million users (Q1 2018).

YuppTV

YuppTV delivers 250+ live TV channels in 14 national/regional languages, 100+ TV shows and 5,000+ Bollywood/regional movies from India, short films, web series and YuppTV Originals, for Rs100/US\$1.50 a month.

ZEE5

Zee's OTT TV freemium platform ZEE5,

which launched in February 2018, consolidates Zee's former ad-based OZee and subscription-based dittoTV. ZEE5 offers 100,000 hours of on-demand content, including exclusive originals, Indian and international movies and TV shows, music, health and lifestyle videos across 12 languages, as well as 90+ live TV channels. ZEE5 costs Rs150/US\$2.30 a month.

Telcos/mobile

Bharti Airtel

Established in July 1995, Bharti Airtel offers 2G/3G/4G, mobile commerce, fixed-line, high-speed DSL broadband, IPTV, DTH, OTT TV and enterprise services to about 304.5 million subscribers across operations (March 2018).

BSNL

State-owned BSNL provides fixed line and mobile telephony, internet, digital television and IPTV services to about 110 million customers.

Idea Cellular/Vodafone India

Idea Cellular, founded in 1995, was expected to complete its US\$23-billion merger with Vodafone India by March 2018 but as of 23 July 2018, Vodafone India is still trying to clear its dues to the Department of Telecommunication (DOT).

MTNL

State-owned MTNL offers fixed-line, GSM/CDMA cellular and broadband services to Delhi and Mumbai areas.

Reliance Communications

Reliance Communications offers 4G

data services. Reliance had about 86 million mobile subscribers.

Reliance Jio

Jio, a wholly owned subsidiary of Reliance Industries, is a LTE mobile network operator founded in 2010. The company launched commercial services in Sep 2016, and has about 186.6 million subs (March 2018).

Tata Communications

Tata provides int'l long distance, enterprise data/internet services and global international wholesale voice services.

Regulators

DOT

Department of Telecommunications (DOT) is responsible for setting growth strategies, granting telecoms service licences and for spectrum management.

MIB

The Ministry of Information and Broadcasting (MIB) formulates and administers rules/regulations/laws relating to information, broadcasting, the press and films in India, and is responsible for administering Prasar Bharati, which oversees broadcaster Doordarshan (DD).

Prasar Bharati Corporation

An autonomous body established in 1997. Objectives include safeguarding citizens' rights to be informed on all matters of public interest.

TRAI

Telecom Regulatory Authority of India (TRAI) was established in Feb 1997 to regulate telecom services.

Adapted from ContentAsia's The Big List 2018

3 & 4 December 2018

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What's on where...

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	2-4	APSCC	Jakarta, Indonesia
	13-14	MIP Junior	Cannes, France
	15-18	MIPCOM	Cannes, France
	23-25	TIFFCOM 2018	Tokyo, Japan
	30 Oct-1 Nov	Asia Video Summit	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.
March 2019	18-21	Hong Kong FILMART	Hong Kong
April 2019	8-11	MIP TV	Cannes, France

The full list of events is available at www.contentasia.tv/events-list

Competition formats tops in Thailand

Korean singing trio drive demand

International digital originals didn't come close to anything on traditional television in Thailand for the week of 5-11 July, with the top digital original (*The Handmaid's Tale*) attracting about half the demand of the last title (*The 100*) on the top 10 overall television shows list, according to data science company Parrot Analytics.

Competition/reality formats swept the board, taking four of the spots on the overall top 10 list. Two of the shows – *The Mask Singer Thailand* and *I Can See Your*

Voice Thailand – are local versions of Korean singing formats, and the third is the original Korean *I Can See Your Voice*. *MasterChef Thailand* came in slightly behind at number 9 on the overall list.

Long-running Japanese manga series, *One Piece*, came in at number two, giving Asian content the three top shows in the country for the week. Overall, Asian titles shared the list with a mixed bag of foreign titles, including sci-fi, kids and drama.

Thailand: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	The Mask Singer Thailand (หน้ากากนักร้อง)	3,701,806
2	One Piece (ワンピース)	2,014,170
3	I Can See Your Voice Thailand (นักร้องซ่อนแอบ)	1,933,648
4	Westworld	1,898,026
5	The Flash	1,710,380
6	Game of Thrones	1,692,455
7	My Little Pony: Friendship Is Magic	1,551,598
8	I Can See Your Voice South Korea (너의 목소리가 보여)	1,498,066
9	MasterChef Thailand (มาสเตอร์เชฟประเทศไทย)	1,401,950
10	The 100	1,346,618

Thailand: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	The Handmaid's Tale	Hulu	702,956
2	The Good Fight	CBS All Access	558,604
3	Lost In Space	Netflix	487,854
4	Marvel's Luke Cage	Netflix	474,469
5	Sense8	Netflix	429,394
6	13 Reasons Why	Netflix	417,279
7	Evil Genius: The True Story Of America	Netflix	394,027
8	Narcos	Netflix	392,274
9	Star Trek: Discovery	CBS All Access	381,575
10	Marvel's Jessica Jones	Netflix	380,009

Date range: 5-11 July 2018

Market: Thailand

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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