

Discovery takes StarHub carriage row to Singapore viewers

11 channels in danger as renewal talks deadlock, new StarHub head Peter K could arrive on 9 July to a smouldering TV mess

Discovery took its carriage renewal negotiations public this morning in an aggressive campaign designed to whip up public support for its channels in Singapore – and (clearly) to pressure local platform StarHub into softening its current stand against the renewal of an 11-channel bundle.

As of today, seven Discovery channels are scheduled to go dark on 30 June, with the newly acquired four-channel Scripps bouquet headed into the abyss at the end of August.

Discovery says it has already been formally notified by StarHub that its channels are not being renewed.

In a response this morning, StarHub didn't mention any formal notice, saying only that "we are in renewal negotiations... and we are doing everything possible to arrive at a deal which would allow Discovery and StarHub to continue our partnership while offering our customers the same content at a reasonable price".

StarHub isn't coming into this public fight with no firepower, saying it is acquiring fresh content to replace Discovery "in the event that negotiations prove unsuccessful".

Several new channels are in the works "to ensure our customers will continue to enjoy access to a good range of education and lifestyle channels," StarHub says.

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From page 1: Discovery/StarHub

The 11 channels with questionable futures on StarHub's line-up are Discovery Channel, Animal Planet, TLC, Asian Food Channel (AFC), Food Network, Travel Channel, HGTV, Discovery Science, Discovery Asia, Eurosport and Setanta.

Discovery's multi-pronged campaign involves the launch of the keepdiscovery.sg site, complete with a countdown clock, along with the hashtag #keepdiscovery.

On-screen, messages went live on Discovery's linear channels on StarHub this morning telling subscribers that "Discovery, TLC, HGTV, Animal Planet and 7 other channels cease from 1 Jul-1 Sep", and giving StarHub's customer service hotline number.

StarHub, which is taking a less confrontational position, confirmed that the on-air messages were inserted into the channel feeds by Discovery.

Discovery also issued a formal statement, saying it was "fighting for diversity of content and consumer choice in Singapore".

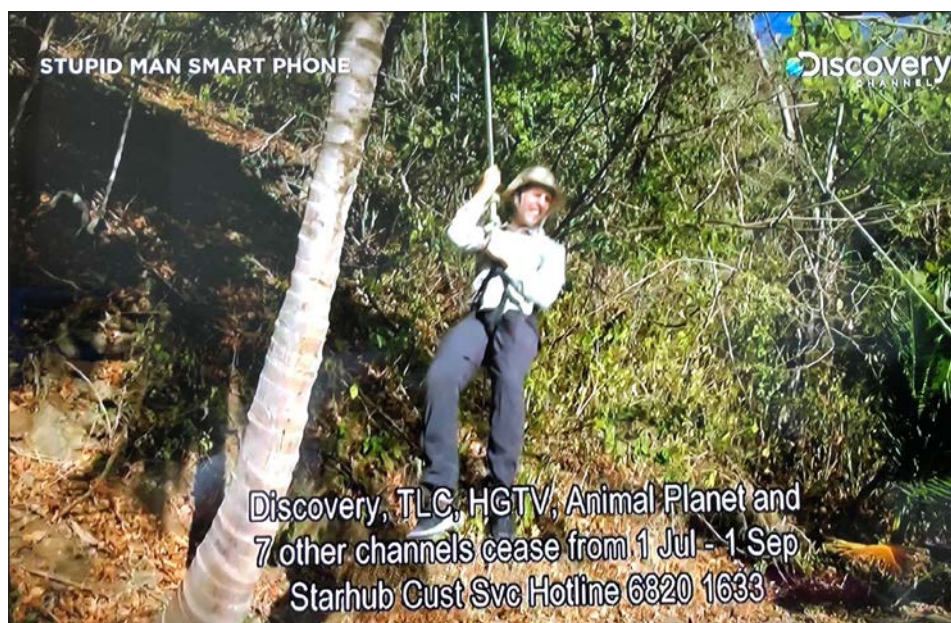
The statement also said "all we are asking for is the equivalent of a cup of coffee per customer per month".

Speculation is that Discovery is asking for about US\$8 million – and StarHub is offering about US\$4 million.

This coffee analogy sparked off another industry conversation thread, saying Discovery might want to explore the range of coffee prices in Singapore, and perhaps look towards the \$1.40 high-potential mass-market Kopi-Gao rather than the high-end \$5+ Starbucks.

Discovery, which was among the first brands launched on StarHub in 1995, also said in this morning's statement that its channels make up a "crucial part of the StarHub English pay-TV space and dominated lifestyle with its channels comprising a significant portion of the offering".

Numbers given included a reach of 1.3 million viewers in the past year for all 11 channels, driven by five flagship services. The five drivers are Discovery Channel, Animal Planet and TLC plus two Scripps channels (Asian Food Channel and HGTV).



Discovery channel screen grab

"Despite a downward trend in overall English pay-TV ratings (1 Jan-30 April vs 1 Jan - 31 Dec 2017), the combined Discovery portfolio shows a 10% increase in ratings this year, a strong indication that viewers are not just engaged with our channels but that our content resonates more than ever before. Viewership data also shows that our flagship channels have strong affinity with the core target audiences," Discovery said.

Today's activity followed a weekend of viral Whatsapp messages that seemed to be a cut-and-paste of an unsourced internal Discovery document in which the programmer said "we have unfortunately reached an impasse as StarHub is not prepared to pay fair value and have announced their decision to cease transmission of all 11 Discovery channels on their platform".

"We have a responsibility to take the extraordinary step of informing our viewers that they may lose all the Discovery channels they are paying for on StarHub," the text message read.

"This action is not one we take lightly and we apologise to all our loyal and passionate fans for the inconvenience. We encourage StarHub customers to voice support for their favourite Discovery

channels and programmes by calling the StarHub Customer Service Hotline at 6820 1633," the note said.

At the same time, common industry opinion is that Discovery probably has too many channels in Asia, launched in an old grab for shelf space but now out of step with current trends for fewer better services that offer clear value for consumers.

Many are urging both sides to calm down and take stock of wider issues and the broad ecosystem, saying an all-out fight ending in entire bundles going dark is "bad for all of us".

"This puts a sour taste between all platforms and content providers... in Singapore and in other markets," another programmer said on condition of anonymity.

Vivek Couto, executive director of Media Partners Asia (MPA) points out that "StarHub has lost almost 20% of its customer base over the past nine quarters and \$40 million in video revenue".

"As it looks to recalibrate its content budget and its consumer proposition the company needs to find a way to get more consumers taking video through more accessible packages with simpler distribution and functionality," Couto says.

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From page 2: Discovery/StarHub



Animal Planet screen grab

"Content partners need to be part of that strategy with a share of revenues that reflect their investment and performance," he adds.

The broad picture, stretching back more than two decades, is that Singapore and Malaysia "have historically underwritten the Southeast Asia costs and revenues for most international broadcasters," Couto says.


"Singapore in particular has borne the brunt. The value for consumers peaked in 2013 with innovation across content, technology, packaging and distribution. Much of that video innovation has dimmed over the last five years and consumption has also moved online across key genres while piracy has increased along with cord cutting," he adds.

Both sides say they hope to return to the negotiating table, but as of this evening, no further talks have been scheduled that we know of.

It's also too early to tell how effective the consumer campaign has been. StarHub has not yet reported the volume of hotline calls.

Meanwhile, StarHub is offering all costumers a free preview of 28 channels in five genres from 11 June to 15 July to "thank customers for their support" while "we continue to negotiate with Discovery". The channels include AXN, Animax, BBC Earth, BBC Lifestyle, and A+E Networks' History/Crime + Investigation/FYI/H2/Lifetime. The list is likely to expand "over the next few days".

Discovery's position in Singapore follows about 18 months of tough international carriage negotiations in other parts of the world, including Sky in the U.K. An 11th-hour deal with Sky for all 13 channels was agreed in January last year after what the industry described as an "explosive dispute". Terms of the last-minute deal were not disclosed after Sky said Discovery was demanding a billion pounds (a number Discovery dismissed), but both sides claimed victory.

Industry bets today are split between those who think StarHub will cave and those who think they won't. Meanwhile, a potential hot mess smoulders in the vacant office of StarHub's chief executive until new boss Peter K arrives on 9 July. 

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Japan's NHK tops targets by 53%

Pubcast boss says role & mission fulfilled

NHK's overall income rose ¥13 billion/US\$119.5 million last fiscal year to ¥720.4 billion/US\$6.6 billion, and the Japanese pubcaster topped its target for receiving contracts by more than 53%, president Ryoichi Ueda reported this month.

Receiving fees totalled ¥691.4 billion/US\$6.36 billion for the year, which is the final year of NHK's three-year corporate plan. 80% of homes paid NHK's receiving (licence) fee.

"Overall, in terms of domestic and international broadcasting, covering the PyeongChang Winter Olympic and Paralympic Games, we properly fulfilled our role and mission as a public broadcaster," he said.

Ueda also said all 64 World Cup games would be shown on BS1 satellite, and 32 matches would air on NHK's terrestrial service. Eight games – including Japan versus Colombia, the opening match and the final – will air in 8K.

India's *Porus* hits 10 broadcasters in Asia

India's One Life Studios has licensed epic series *Porus* to broadcasters in Malaysia, Vietnam, Cambodia, Brunei, Laos and Myanmar via its distribution with Thailand's JKN Media and to Indonesia via Soraya Intercine Films. The series previously sold to Thailand and Sri Lanka. The series premiered on Sony Entertainment Television in November last year.

Vietnam bust-up leaves channels dark

"Channels are losing their invincibility," insiders say

A slew of international channel brands enters a third month with a hole where up to three million Vietnamese homes used to be following a carriage bust-up between local distributor Q.net and local platforms VTVCab and Viettel.

At the same time, others are benefiting as VTVCab (Vietnam Television Cable Corporation) and mobile network operator Viettel's nextTV IPTV fill holes in their line ups with channels represented by rival distributors.

The development is being seen as the start of a new era for subscription channels in Vietnam, as platforms push back against pricing. Predictions are that this is the beginning of the end of the minimum-guarantee environment.

"Channels are losing their invincibility," a source on the ground said on condition of anonymity.

Among the channel providers on the losing side of the Q.net/VTVCab struggle are HBO Asia and BBC, which are represented by Q.net. Q.net's website also lists Disney, Fox Networks Group, Sony Pictures Television Networks Asia, Turner and Discovery, all of which have gone dark on VTVCab.

Gainers, with new multi-year carriage deals, include Celestial Tiger Entertainment (CTE), which rolled out its KIX channel on VTVCab as well as on Viettel's nextTV platform last month.

CTE says the new carriage deals give KIX a potential audience of 2.4 million households in Vietnam through VTVCab, and another 600,000 homes through nextTV.

CTE is represented by Thaole Entertainment, which also has A+E Networks, Rewind Networks HITS channel, CNBC, Outdoor Channel and Da Vinci Learning on its books, along with the Scripps channels.

There's no official word on what happened between Q.net and VTVCab, but sources say negotiations broke down over pricing, and VTVCab's refusal to bow to demands for high minimum guarantees and an all-or-nothing channels approach.

"Platforms were paying so much for programming they had nothing left for anything else," one insider said.

For now, the dispute over carriage fees has not spilled over to other platforms, and Q.net channels continue to be carried on HTV TMS, Canal Plus platform K+, MobiTV and SCTV. Viettel also retains some of the channels.

Meanwhile, a campaign on the ground to generate support for consumer rights is being dismissed in some quarters as little more than a publicity effort to involve official trade bodies in a common commercial dispute.

According to local news outlet, VietnamNet, service provider VTVCab and the Viettel Military Industry and Telecoms Group have been asked by the Viet Nam Competition Authority (VCA) to provide "complete and accurate" information related to pay-TV services.

The VCA says the initiative is driven by customer complaints about losing more than 20 TV channels without notice.

Regulations give subscribers the right to terminate pay-TV services if packages change significantly.



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Nielsen Sports boss highlights eSports rise, new players, game changers

But the road ahead is not "all that straightforward", Lovett warns

eSports' evolution is one of five top sports commercial trends this year, along with distributor disruption from two emerging powers (Amazon Prime Video and Facebook Watch), according to sports analysts Nielsen Sports.

Speaking during the one-day What's next in Global Sports conference in Singapore in May, Nielsen Sports' global managing director, Glenn Lovett, said while the destination in a disrupted environment was unclear, "sports must adapt to a rapidly changing media landscape".

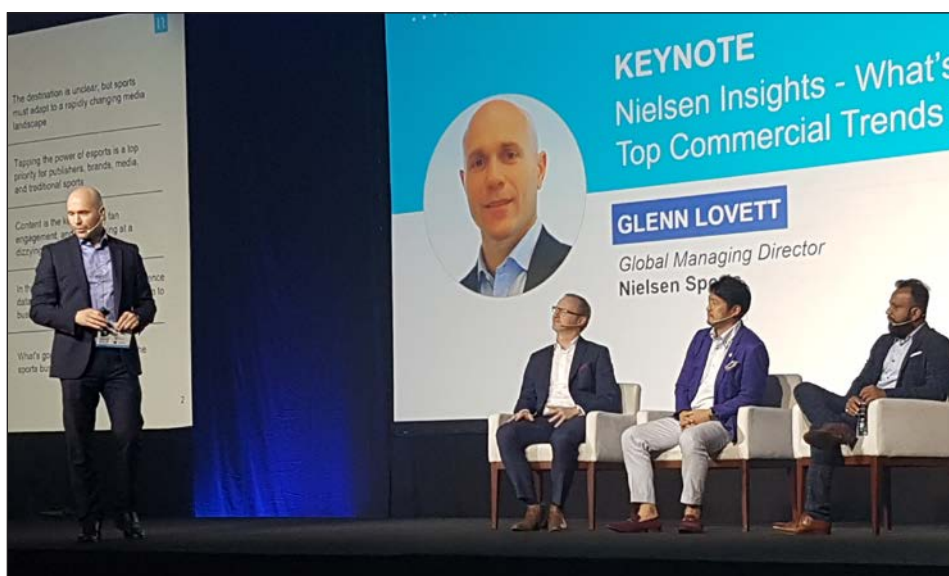
Other new contenders in the space included Twitter, "where sports is a big focus but it doesn't have the spending power of Amazon or Facebook", and DAZN, "which has built a strong position in several markets, but again doesn't have Amazon/Facebook spending power".

And then there's YouTube, which has acquired rights for major league soccer; Tencent, which is already a major sports player in China and has the cash to expand overseas; and Apple, which has cash, platforms with enormous reach, and an existing video content business. "Who knows what they will do in terms of entering this market," Lovett said.

"From the rights holder perspective, this has created competition... what we are seeing is an increase in rights. Every year we say sports rights/media rights cannot go up anymore. It's incredible. Guess what? They do," he added.

But, he warned, the road ahead was not "all that straightforward". Challenges include the difficulty in securing global deals.

Lovett said eSports was becoming a top priority for publishers, brands, media and



Glenn Lovett, Global MD of Nielsen Sports, delivering his insights, along with guests (seated L-R) Shane Mattiske, MD Nielsen Sports Australia and New Zealand; Andy Hata, President, Nielsen Sports Japan; Ravi Chavan, MD, Nielsen Sports India

traditional sports.

"There isn't any conversation with a client where this (eSports) isn't mentioned," he said, flagging "huge growth".

"The eSports fanbase is growing rapidly," he added.

In Japan, 39% of fans started following eSports within the last year. In the U.S., the number is 29%, U.K. 34%, France 34%, Germany 30%.

"The crossover is strong between fans of eSports and traditional sports, as eSports adopts traditional sports structures" such as selling franchises and holding grand finals, Lovett said, highlighting the rising involvement of consumer brands such as Gillette, BMW and Mercedes in the eSports space.

Major leagues were also making bets in eSports, including the NBA's NBA2K League.

Also among his top trends was "content rules" and a new "sponsorship paradigm", where audience data, compelling content and "connection to business objectives are the winning traits".

"Content is the key to sports fan engagement, and it is evolving at a dizzying pace," he said.

A hot trend was short-form content to "build affinity in engaging fans".

Lovett also said "what's good for society is good for the sports business".

The conference was organised by Nielsen Sports and supported by global sports media property ONE Championship.

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Thailand

In numbers

Population..... 68 million
Households..... 23 million
TV households..... 22.5 million
TV penetration..... 98%
Digital TV penetration..... 95%
Pay TV households..... 6.9 million
Pay TV penetration..... 30%
Cable/satellite TV licensees..... 400
Internet users (fixed/mobile).....57 million
Broadband internet subs6.4 million
Mobile phone users..... 55.4 million

Source: Companies, platforms

Free TV/Digital Terrestrial TV

Channel 3/33HD/28SD/13Family

Bangkok Entertainment Company (BEC) operates Channel 3, a nationwide terrestrial analogue TV station (licence runs to March 2020). BEC is the free-TV arm of BEC World, which also holds three DTT licences – 33HD (general entertainment HD), 28SD (general entertainment SD) and 13Family (kids/family). The DTT channels launched in April 2014 and are operated by DTT unit BEC-Multimedia. The group is also involved in radio broadcasting, production and distribution of TV shows, sports events and music videos.

Channel 5/HD

Channel 5 was established in 1958 by the Royal Thai Army aiming to bridge understanding between the army and the general public. The 24-hour schedule consists of infotainment, news, factual, entertainment, educational and teleshopping. The programming split is 70% informative and 30% entertainment.

Channel 7/HD

Bangkok Broadcasting & TV (BBTV) launched Channel 7 in Nov 1967 and is today Thailand's top-rated channel. In 2014, BBTV launched Channel 7 HD, a simulcast broadcast of the analogue service. The 24-hour SD/HD schedule includes news, drama series, game shows, movies and sports. Channel 7 continues to be one of Thailand's most active formats players, having aired, among



Diaries Tootsies 2, Line TV Thailand

other formats, cooking competition *MasterChef Thailand* and singing competitions *Still Standing Thailand S4* and *Singer Takes It All Thailand* in 2017.

Channel 8 (SD)

RS Television, a subsidiary of RS Public Company, launched digital terrestrial (DTT) channel, Channel 8 (formerly delivered via satellite), in May 2014, offering Korean drama, local drama and sports, as well as variety shows, animation, news and movies. More than 90% of the content is produced in-house. RS also owns and operates four satellite channels: Channel 2, Sabaidee TV, YOU Channel and Sun Channel. Local co-production partners include JSL Global Media, Kantana Group and Happy Together.

Channel 9/MCOT HD/MCOT Family

Channel 9 is owned/operated by the Mass Communications Organisation of Thailand (MCOT), a former state enterprise under the Office of the Prime Minister. The 24-hour general entertainment schedule is 70%+ in-house content. In 2014, MCOT began broadcasting two digital terrestrial channels – MCOT HD and MCOT Family (aka MCOT 14). MCOT is also involved in radio and online news.

GMM 25 SD/One 31 HD

Thai media conglomerate GMM Grammy owns and operates two variety digital terrestrial channels – GMM 25 (SD) and One 31 (HD). Both launched in April 2014. Key genres are drama, variety and sports.

Mono29 (SD)

Mono Group, which secured its digital TV licence (variety category in SD) in 2013 with a winning bid of THB2,250 billion/US\$63 million, launched Mono29 in April 2014. The 24-hour station offers a mix of local and international content, including drama series, movies, animation, game shows, variety and sports.

Nation TV/Now 26 (SD)

Nation Multimedia Group (NMG), established in July 1971 as an English-language daily newspaper in Thailand, owns and operates eight businesses. These include two 24-hour SD commercial digital terrestrial TV channels – news Nation TV and variety channel Now 26. Nation TV is predominantly local news. Now 26's line-up is a mix of local and foreign content, including financial/economic/business news, lifestyle, entertainment, formats and drama series. DTT services started in April 2014. The licence runs until April 2029.

NBT

National Broadcasting Service of Thailand (NBT) is a 24-hour news/information channel and a division of Thailand's Public Relations Department. NBT was established in 1985 with THB300 million/US\$8m in support from the Japan International Cooperation Agency (JICA) and began transmissions in 1988.

PPTV HD

Digital terrestrial station PPTV HD was established in April 2014 by Bangkok Media and Broadcasting. Driver content is news, which makes up about 31% of the entire offering, followed by variety shows (21%), sports (21%), drama and other series.

Thai PBS

Thai PBS, launched in Jan 2008, carries 25% international content (docu, kids, animation, drama series, movies, education, edutainment). Thai PBS, which began digital transmissions in April 2014, is also a network/service provider for other DTT channels in Thailand.

Thairath TV

Thairath TV, a variety HD channel by Triple V Broadcast, launched in April 2014 with a 50:50 news:variety schedule. Thairath TV's digital terrestrial television licence runs for 15 years until 2029.

Workpoint TV (Channel 1)

Workpoint TV, established in April 2014 by local production house Workpoint Entertainment, is a general entertainment channel offering drama/soap opera, game shows and variety programmes, among others. The 24-hour station also acquires foreign content.

Subscription TV

AIS Playbox

IPTV platform, AIS Playbox, offers linear TV and VOD content, as well as access to streaming service HOOQ, via the AIS fibre broadband network. AIS, which is also one of Thailand's mobile operators, has about 600,000 fibre broadband subscribers and

aims to reach two million by 2019. AIS also has about 41 million mobile subs (Sep 2017).

DTV

Thai satellite operator, Thaicom, provides broadband network, content services and satellite dish/set-top box sales services via its direct-to-home subsidiary DTV, which carries more than 200 SD and HD channels. DTV was established in June 2009.

Good TV

DTH platform Good TV, a rebranding of FreeView HD, which launched in 2015, targets Bangkok and large cities nationwide. The goal is 200,000-300,000 subs in 2018, and 400,000-500,000 in 2019. Subscriptions cost THB300/US\$9.40 a month for 67 channels.

PSI

PSI transmits to more than 10 million households nationwide. The platform offers select TV content via its own PSI TV Anywhere brand available on internet-connected devices. PSI launched in 1989 as a free-satellite TV provider, and was recognised as a pay-TV operator by regulator, the National Broadcasting and Telecommunications Commission (NBTC), in 2014.

TOTIPTV

Thailand's state-owned telco, Telecom of Thailand (TOT), launched IPTV platform TOTIPTV in October 2012 for TOT's broadband subscribers in the Bangkok area. The service rolled out nationwide in January 2013. The platform offers about 150 local/international channels.

TrueVisions

TrueVisions operates a pay-TV platform with about 200 channels in various packages, including must-carry digital terrestrial channels. The platform had four million subscribers, of which 2.1 million were paying subs, as of Sep 2017, and said live broadcasting and HD viewing experience remained one of the key contributors for increasing subscription revenue and paying subscriber base. Parent company, True Corp, is involved in everything from broadband services to games development.

OTT/Online

3Live/Mello

3Live and Mello are online content platforms by BEC World, the operator of free-TV Channel 3. 3Live is an on-the-go service offering real-time TV programmes from three BEC DTT channels (Channel 33HD, 28SD, 13Family). Mello is a website/app that lets users watch current/reruns of Channel 3 content. BEC operates two other online platforms: Kribkrakao, a news site; and CH3 Thailand, a social media site.

AIS Play

Telco AIS' OTT AIS Play service streams live TV channels and VOD content to AIS mobile subscribers. AIS, which had 41 million mobile subs in Sep 2017, recorded three million downloads for the AIS Play app. Out of the three million, 1.5 million are active/paying AIS Play subs.

ALTBalaji

ALTBalaji, a direct-to-consumer SVOD platform offering Indian content, launched in April 2017 as part of its global roll out. The service is not customised for Thailand.

Amazon Prime Video

Launched in Thailand in Dec 2016 as part of its Asia/global push but is not customised for local audiences.

Bugaboo TV

Founded in 2011 by broadcaster BBT, Bugaboo TV carries over 35,000 library titles from free-TV Channel 7. Content includes drama series, news, sports, music and entertainment available via online portal and mobile app. Bugaboo TV is managed by BBT's mobile/online subsidiary, BBT New Media.

DOONEE

DOONEE offers 10,000+ hours of fully localised (dubbed/subtitled) TV content, including movies, TV series, factual and animation from around the world. Subscription costs THB150/US\$4 a month or THB1,500/US\$41 a year for unlimited usage and access by up to five devices. DOONEE

trial-launched in Oct 2014 and rolled out commercial services in Jan 2015. The platform is distributed via telcos, broadband operators and smart devices, including AIS, TOTiptv and Samsung Smart TV.

Hollywood HDTV

Launched in March 2014 by Fly Digital Media, Hollywood HDTV streams 1,000+ VOD titles and live TV starting from THB199/US\$5.90 a month (for unlimited access to Hollywood movies, TV series, Asian movies, Asian TV series, cartoons and live TV). A *la carte* costs from THB50/US\$1.50 a title. Most of the Hollywood titles are available with the original English-language soundtrack and Thai/English subtitles. About 100+ new titles are added each month.

HOOQ

HOOQ launched in Thailand in May 2015 offering Hollywood and local movies and TV content. In Thailand, HOOQ is available to stream/download for THB119/US\$3.33 a month. HOOQ is also offered as part of the monthly AIS Playbox package for THB119/US\$3.70. HOOQ was established in Jan 2015 by Singapore telco Singtel, Sony Pictures Television and Warner Bros.

iflix

Emerging markets streaming platform iflix rolled out in Thailand in Nov 2015. iflix Thailand costs THB100/US\$2.80 a month.

LINE TV

LINE TV is an online streaming TV service and an extension of mobile messenger app, LINE. LINE TV became available in Thailand at the end of 2014 and launched commercially in Feb 2015. Geo-blocked for Thailand, LINE TV bundles TV series, variety shows, entertainment, animation, music videos, sports, lifestyle and live content for free. LINE TV, which started monetising content in late 2016 via pre-roll advertising, had 32 million users and one billion page views a month (May 2018). The service is owned by Tokyo-based LINE, a subsidiary of Korea's Naver Corp.

LUVU

LUVU is a millennial-focused online video

platform targeting users below 25 years old. The platform offers short-form videos of mostly local content across genres: comedy, drama, parody, music, lifestyle and sports. LUVU was launched in Jan 2017 by digital media entertainment company, WebTVAsia.

MonoMaxxx

MonoMaxxx offers 15,000+ hours of VOD content, consisting of local/international/Korean/Chinese/Indian drama series, movies, animation and TV shows, among others, bundled in four packages from THB129/US\$4 a month to THB1,339/US\$42 a year. The Mono group launched the SVOD service in 2011 as Doonung.com, which was rebranded as MonoMaxxx in Feb 2016.

Netflix

Netflix launched in Thailand in Jan 2016. The service costs THB280/US\$8 a month for one SD screen, THB350/US\$10 a month for two HD screens and THB420/US\$12 a month for four HD/UHD screens.

OTV

Launched in September 2017, OTV is an online video platform operated by OTV Network, offering 5,000+ video clips of local, regional and int'l content ranging from drama and variety shows to music, news and short films. The aim is to expand the service regionally into Cambodia, Laos, Myanmar and Vietnam, among other markets in Asia.

Tencent Online

Tencent Online (formerly known as Sanook Online) is mainland Chinese giant Tencent's Southeast Asia beachhead. Tencent began buying into Sanook in 2010, acquiring a 49% stake at end 2010 for just under US\$11 million. By end 2016, Tencent owned 100% of the company. The holding company was renamed at the end of 2016. The deal gave Tencent full control over Thai online content/UGC portal Sanook! and music streaming service JOOX.

Thaicom

Thailand's satellite operator Thaicom signed an MoU in June 2017 with Huawei Technologies (for infrastructure) and

Starcor Media Technologies (for content management) to build multiple OTT services, including TV streaming and VOD, for users in Thailand. Launch details not available as of May 2018.

TOTIPTV (MeTV)

Launched in 2015, TOT's streaming service, TOTIPTV, is an extension of the company's IPTV platform. The OTT service bundles free movies/series and streaming services MonoMaxxx and DOONEE via IPTV set-top box for THB3,500/US\$109.

Tribe

Tribe is an OTT service from Malaysian pay-TV operator, Astro. Tribe launched in South Thailand in August 2017, catering to Malay speaking Thais by offering Malay dramas, variety shows and movies from Astro.

TrueVisions Anywhere/TrueID

Online streaming service TrueVisions Anywhere launched in 2013, offering live-TV streaming, catch-up and on-demand services for TrueVisions/True subscribers. The catalogue consists of TrueVisions' premium channels and TVOD titles/original series/live sports. True also operates a one stop mobile app TrueID, which is open to everyone in Thailand. The service launched in July 2017 and has since garnered over one million downloads, 800,000 new users a month and 200,000 visits daily (Dec 2017). The offering includes over 3,000 Hollywood movies/TV series, music videos, live TV and sports.

tving

Korea-based CJ E&M launched video streaming platform tving in Thailand in 2017, offering real-time live TV channels and video on-demand content. All content produced for CJ E&M's 16 channels is available on-demand/online. tving also carries movies from Hollywood and Korea.

Viu

Hong Kong telco PCCW's regional mobile streaming platform, Viu, launched in Thailand in May 2017, and has a distribution partnership with telco AIS. The premium monthly subscription costs THB99/US\$3.

Production

BDA Creative (Thailand)

With offices in Singapore, Manila and Bangkok, BDA Creative produces long/short-form content, crafts stories for brands, collaborates with broadcasters, branding, design and promos for channels and for other media. BDA Creative was founded in 2003.

GDH 559

GDH 559 specialises in the production of online TV content for clients including OTT platform LINE TV. The first online series GDH created was 2013's *Hormones*, about issues and experiences of Thai teenagers. Production credits over the years include *I Hate You, I Love You* (2017), *Gasohug* (2016) and *Stay* (2015). GDH (Gross Domestic Happiness) is the production subsidiary of Thai media conglomerate GMM Grammy.

Heliconia H Group

Heliconia H Group was established in 2005 specialising in original/international TV formats, including 2017's game show *Cash Cab Thailand* S4 for Channel 9; cooking competition *MasterChef Thailand* for Channel 7; and *The Choice Thailand* S3 for Mono TV.

JKN Global Media

Listed Thai content management and distribution company, JKN Global Media, specialises in factual production, collaborating with international brands such as National Geographic, History and Discovery Channel. JKN is also involved in news, via entity JKN News Limited, a global news and news channel producer under the JKN CNBC brand.

JSL Global Media

JSL Global Media set up in 1980 to produce content for the Royal Thai Army Radio and Television's Channel 5 and expanded to supply content for other TV

channels. JSL now owns nine subsidiaries, including Content LAB, specialising in localising international formats.

Kantana Production Service

The Kantana Group's TV production arm offers full production services. Production spans kids, documentaries, drama series and game shows. Kantana also produces local adaptations of international formats for broadcasters such as Channel 3, Modernine TV and Thairath TV.

Panorama Worldwide

Panorama Worldwide was established in 1993 and has produced over 300 TV documentaries and public relations programmes for organisations/companies in Thailand and abroad. Panorama also produces TV programmes for cable and satellite TV platforms.

Shellhut Entertainment

Shellhut Entertainment was established in 2005 as a subsidiary of shellcraft manufacturing and exporting company, Shellhut. Shellhut Entertainment specialises in animation, offering full production services, including pre- and post-production.

TV Burabha

TV Burabha is a production company with a passion for Asian documentary, including human stories, wildlife and educational entertainment, as well as food and travel series.

TV Thunder

TV Thunder was founded in Nov 1992 by former DJ Sompong Wannapinyo, who switched to TV production to avoid music piracy issues. Commercial operations started in 1993. The company has produced more than 200 TV programmes, ranging from big international shows to controlled budget formats. Credits include *La Banda Thailand*, *Take Me Out Thailand*, *The Price is Right Thailand* and *Take Guy Out Thailand*.

Workpoint Entertainment

Workpoint Entertainment was established in 1989. The company produces original and localised international formats and sells its own formats and dramas to broadcasters in Laos, Vietnam, Cambodia and Myanmar.

Zense Entertainment

Zense Entertainment was established in 2010, and produces for Channel 3, Channel 7, DTT variety channel True 4 U and PPTV. Format credits include *The Money Drop Thailand*, *Still Standing Thailand*, *Sing Your Face Off (Your Face Sounds Familiar)*, *Golden Tambourine* and *Show Me The Money*. Zense also creates and produces original content, including quiz/game shows and sitcoms such as singing game show *Singer Auction* and sitcom *Ha Company Unlimited*, which had over one million subscribers, seven million views and 65 million hours of watchtime on YouTube in early January 2018.

Regulator/Associations

Media Agency Association of Thailand (MAAT)

Publishes reports and promotes professional advertising/business ethics.

National Broadcasting & Telecommunications Commission (NBTC)

Tasked to assign radio frequency and to regulate the broadcasting and telecommunications services in Thailand.

Thailand Cable TV Association (TCTA)

Established in 1983 as the voice of cable TV providers. Has about 300 members, which serve about three million household subs/12 million people.

Adapted from ContentAsia's The Big List 2018

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

What's on where...

May 2018	9-11	Busan Contents Market, BCM	Busan, South Korea
	15-23	L.A. Screenings	L.A., U.S.A.
	22-23	PromaxBDA India	Mumbai, India
June 2018	6-7	MIP China	Hangzhou, China
	7-9	Vietnam Telefilm	Vietnam
	11-13	DW Global Media Forum	Bonn, Germany
	12-14	Shanghai International Film & TV Festival TV Market	Shanghai, China
	25	CASBAA Satellite Industry Forum	Singapore
	26-28	BroadcastAsia	Singapore
	26-28	CommunicAsia	Singapore
August 2018	28-29	ContentAsia Summit	Singapore
September 2018	5-7	BCWW	Seoul, South Korea
	13-16	Gwangju ACE Fair	Gwangju, South Korea
October 2018	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	CASBAA Convention	Hong Kong
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
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

Local titles dominate Japan demand

Netflix sweeps digital originals list

Original Japanese content – and particularly manga/anime – dominates viewer demand in Japan, commanding 60% of the top 10 titles on the overall TV list.

Local series, such as *The Seven Deadly Sins* (10.6 million demand expressions) and fantasy manga series *Tokyo Ghoul* (7.5 million), took six of the top 10 titles on the latest list from data science company Parrot Analytics.

The sole foreign title in the top five overall list was *The Walking Dead*, followed

in the bottom three spots by *Babylon 5*, *Westworld* and *Agents of S.H.I.E.L.D.*

The digital originals list for the week of 14-20 May was dominated by Netflix, with six of the 10 spots.

Only one of the digital originals – CBS All Access' *Star Trek: Discovery* – broke the three million demand expressions mark. The rest all fell well below the two million mark.

The sole Japanese title on the digital originals list was manga series *Kakegurui*.

JAPAN: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	The Seven Deadly Sins (七つの大罪)	10,608,980
2	The Walking Dead	9,810,917
3	Tokyo Ghoul (東京喰種)	7,544,450
4	Code Blue (コード・ブルー -ドクターヘリ緊急救命)	6,676,393
5	One Piece (ワンピース)	5,878,573
6	Gintama (銀魂)	5,042,713
7	Dragon Ball Super (ドラゴンボール超スーパー)	4,792,008
8	Babylon 5	4,188,927
9	Westworld	4,038,296
10	Agents of S.H.I.E.L.D.	3,947,987

JAPAN: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Star Trek: Discovery	CBS All Access	3,152,498
2	13 Reasons Why	Netflix	1,850,405
3	The Handmaid's Tale	Hulu	1,678,340
4	The Good Fight	CBS All Access	1,351,841
5	The OA	Netflix	1,332,377
6	Lost In Space	Netflix	1,141,712
7	Kakegurui (賭ケグルイ)	Netflix	1,085,483
8	Black Mirror	Netflix	1,080,074
9	Altered Carbon	Netflix	1,077,235
10	The Grand Tour	Amazon Video	1,029,261

Date range: 14-20 May, 2018

Market: Japan

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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