

## Asia content spend up 8%

MPA pins five-market value at US\$10.2 billion in 2017, India leads with 14% leap

India and Korea top Asia's list of content big spenders, driving the largest investment increases in seven markets last year, according to new data from Media Partners Asia (MPA). India spent more than ever on TV, movies and on-line video, increasing investment by 14% last year to US\$4.2 billion, the 2018 edition of Asia Video Content Dynamics says. Korea was second, with content spend up 7% to almost US\$3 billion. Across India, Korea and Southeast Asia (Indonesia, Malaysia, the Philippines, Thailand and Vietnam), TV, movie and online video content spend rose by 8% in 2017 to reach US\$10.2 billion,

*The full story is on page 6*

## Linear newcomers line up to replace Discovery

New generation of channel players polish their pitches

StarHub's scramble to fill the space opened up after the exit of seven Discovery channels at end June has paved the way for the next generation of brands in Asia. Not to mention opening up new opportunities for smaller channels squeezed out in the capacity crunch of old. Asia newbies include the world's first-ever linear version of CuriosityStream and the first Asia outing for two Canadian brands – Gusto TV and Makeful. Here's who the seven newcomers are and what they offer.

*The full story is on page 7*

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## Viddsee shorts top 450K Vaseline ticks box on targets



*Lady Without Fingerprints*

By the beginning of July, two true and original Singapore stories had a new place in the video universe.

The first – *Lady Without Fingerprints* – is about Madam Lee Hwee Chin, the last of Singapore's blade sharpeners. The second – *Grandpa's Words* – belongs to 76-year-old cobbler Lee Tai Chin. The stories highlight hard work, tenacity and honest-to-goodness values.

Both shorts, presented under the tagline "Visible Scars, Invisible Strength", were commissioned from Singapore-based premium video platform Viddsee, which connects a community of local filmmakers across the region.

The two social documentaries grew out of Vaseline's international Healing Project, a global initiative providing relief in poverty-struck and disaster-torn areas.

In the Philippines, for instance, the project supported families rebuilding their lives after Typhoon Haiyan. In India, the project provided clinics in 2016 for thousands of rural families with no other access to healthcare.

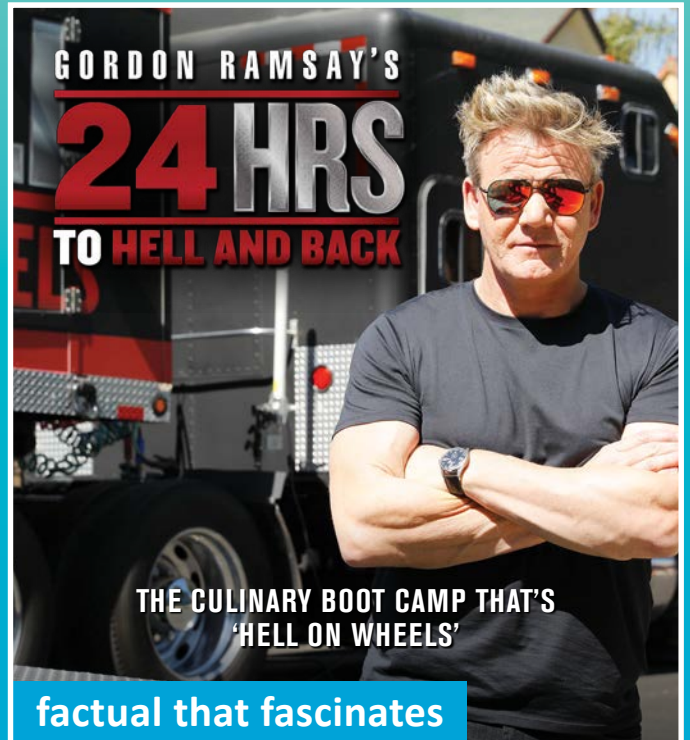
"Vaseline is about healing skin. We've been doing this since 1870," says Unilever Singapore's head of marketing, Gale Choong.

The Singapore challenge was finding real and relevant stories for the local community. The objective was to bolster Vaseline's brand "among those who have known us for decades, while appealing to a demographic that spends most of their time online – all achieved in videos less than two minutes long," Choong says.

More than 450,000 views and with average completion rates of 70% across Viddsee.com, YouTube and Facebook, Choong has ticked the box on targets met and is planning the next foray into the world of content marketing.

"We are keen to continue this collaboration and want to do more short films," Choong says, adding "there are a lot more stories we can tell".

What needs to be in place for her to tell them? "Being able to do more on a consistent basis is about cost, about ensuring that we have more beautiful short films on a sustainable basis."



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## Eleven shifts gears

Sports channels go local, promise domestic focus



Shalu Wasu

Eleven Sports moves into its future in Singapore without Singtel – but with a new commitment to Southeast Asian sports and a promise to “help develop and grow the sports landscape domestically”.

Eleven's new mission follows Singtel's decision to drop Eleven Sports 1 & 2 from later this month. The reason? The loss of sports rights the telco really wanted. Same story with Discovery's Eurosport. Once those were gone, well, so were the channels...

Eleven now says it has forged partnerships with a host of local associations, giving it access to football, basketball, swimming, athletics, squash, floorball, table tennis and rugby, among other sports. The network will also continue its broadcast tie-ups with local private leagues and events.

“The shift signifies a focus on Eleven's core strength in building local fan communities for leagues and federations in its markets around the world,” says Eleven Sports managing director, Shalu Wasu.

“We want to play our part in helping Singapore to unearth the next Joseph Schooling or Cheyenne Goh and continue to roll this out in other markets in the region,” Wasu adds.

For now, Eleven will broadcast on digital and social platforms.

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## Activity picks up for Asia's kids

There's tiny but lively activity on the kids front in Asia at the moment, led by breakthroughs in Japan and Thailand for Viacom's Nickelodeon and DreamWorks under NBCUniversal, and a better-late-than-never admission from Celestial Tiger Entertainment that it does, indeed, have its Miao Mi pre-school channel on air in the Philippines for the first time.

The jury is out on what difference carriage on Amazon Prime Video Channels platform will make to Nick's profile in Japan, a market that hasn't been receptive to much that the kids brand has done so far outside of *SpongeBob Squarepants* and *Dora the Explorer*.

Both Nickelodeon and music service MTV Mix launched on Amazon Prime Video on 3 July. The biggest question is who is going to pay ¥432/US\$3.90 a month for Nickelodeon on Amazon? Local leader, Kids Station on Demand, in comparison, costs (¥214/US\$1.90) a month.

In Thailand, DreamWorks returned on 2 July after two years in the dark with a half-hour branded block on digital terrestrial channel Mono 29 (ok, it's not exactly a channel replacement, but in this environment any visibility has to be better than none).

The 5.30pm berth secured by NBCUniversal for DreamWorks airs shows such as *Dragons: Race to the Edge* and *Trollhunters: Tales of Arcadia* dubbed in Thai.

Although financials haven't been disclosed, the deal is unlikely to be large. But it does give DreamWorks a way back into the market after the collapse of the CTH pay-TV platform in 2016. At the time, DreamWorks had been on air for almost exactly one year.

And finally, Celestial admitted today (9 July) that pre-school kids channel Miao Mi is on air in the Philippines. SkyCable has been promoting the channel since 31 May and launched the channel on 1 June. So what's with the caution on the roll out and the news splash today? Who knows...



FremantleMedia is one of the market leaders in the creation, production and distribution of some of the best known and loved content in the world including: **American Idol, America's Got Talent, Britain's Got Talent, The X Factor UK, American Gods, The Young Pope, Family Feud, Grand Designs, Jamie Oliver, Nigella, Martha Stewart** and many more!

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# Asia content spend up 8%, India leads big spenders

## MPA pins five-market value at US\$10.2 billion in 2017, India leads with 14% leap

India and Korea topped Asia's list of content big spenders last year, driving the largest investment increases in seven major markets, according to new data from Media Partners Asia (MPA).

TV, movie and online video spend across the seven markets (India, Korea, Indonesia, Malaysia, Philippines, Thailand, Vietnam) reached US\$10.2 billion in 2017 – an 8% increase over the previous year, the 2018 edition of *Asia Video Content Dynamics* says.

"In general, content investment dynamics are favorable with content investment growing," says MPA vice president, Stephen Laslocky.

The growth laggard is Malaysia, where content spend is dropping. MPA attributes this to pay-TV platform Astro's cuts on international pay channels. Dips in free-to-air advertising also impacted broadcaster Media Prima's content investment.

MPA is, nevertheless, optimistic. "The outlook for Malaysia could improve as new government policies bolster economic growth, broadening consumer spend and ad dollars," the report says.

Although from a low base, online video soaked up 30% share of incremental spend across markets. Overall, online video investment last year was up almost 80% – the highest increase of all content segments.

Still, the biggest contributor to aggregate incremental growth in video content spend last year was pay-TV, which contributed 38%.

India spent more than ever on television, movies and online video, increasing investment by 14% last year to US\$4.2 billion. The stand-out increase was driven by pay-TV, with online growing rapidly because of fierce competition. MPA expects the trend to continue over the next three years.

Korea was second to India last year, with content spend up 7% last year to almost US\$3 billion.

Growth will "likely accelerate" when China eventually lifts its ban on Korean dramas, movies and talent, MPA says, adding that online video content investment in Korea will continue to accelerate over the course of 2018-19.

Pay-TV content costs in the surveyed markets grew 5%, led by India and Korea and driven by local entertainment and sports. Free-to-air content investment was up 6%, and film production budgets increased 10%, also driven by India and Korea.

Laslocky says scale and growth in free-to-air content investment last year is largely attributable to Korea, the Philippines, Thailand and Indonesia, and driven by local entertainment.

Online is a growing force. "Rising competitive intensity is driving up online video content costs as rival platforms produce and acquire local series and movies, especially in India and Korea," Laslocky says, adding that he expects "online video content investment to also pick up in emerging markets across Southeast Asia, led by Indonesia and the Philippines".

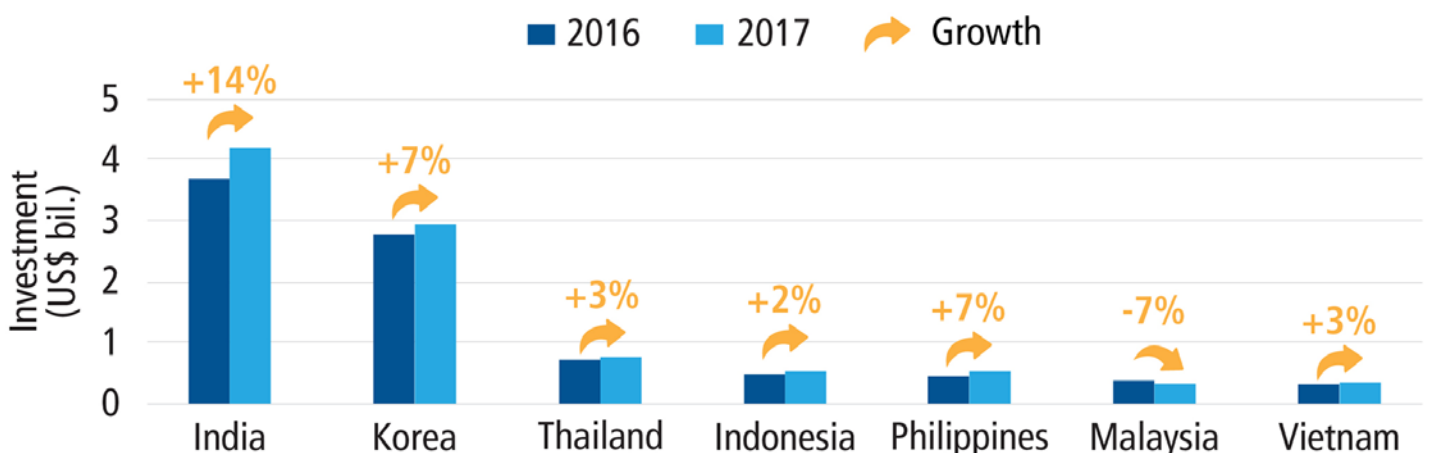
The report says growth in production spend across emerging Southeast Asia markets "was generally satisfactory in 2017".

While free-to-air TV dominates video content investment, the pace of growth slowed substantially in Indonesia, Thailand and Vietnam due to a deceleration and broader volatility in TV advertising, Laslocky adds.

Drama drives audience share region-wide, with a fair degree of cross-pollination across markets, the report says, adding that sports also rates highly across the region.

Cricket matches, for instance, accounted for 24 of India's 25 top-rated pay-TV programmes in 2017. In Indonesia, football matches accounted for 14 of the top 25 shows. Even in markets such as Vietnam, where sports accounted for a mere 2% audience share, football matches made up four of the top 15 programmes in 2017.

### Video Content Investment Trends across India, Korea and Southeast Asia



Source: Media Partners Asia (MPA)

# And then there was space...

The seven brands StarHub has picked up to replace Discovery and who's behind them



Chakravarthy Ashokar

## COLORS Tamil HD

**Launched** 3 July, as part of the Than-gam Migai pack/Asian add-on channel  
**Who's behind it** Viacom18's first Tamil initiative. The network launched the service in India in February  
**Pricing** S\$21.90/US\$16 a month  
**What's on** Family drama, reality TV, comedy. Launch line-up is led by *Chakravarthy Ashokar*, a 2015 historical drama series; *Vandhaal Sridevi*, about a young girl overcoming conspiracies plotted by her own family; and *Velunachi*, about a young girl skilled in Tamil martial arts.

## GEM HD

**Launched** 3 July, as part of StarHub TV's Chinese entertainment basic group. Also available on Singtel since 2016  
**Who's behind it** A JV between Sony Pictures Television (SPT) Networks and Nippon Television Network Corporation  
**Monthly pricing** Basic packs cost from S\$6.42/US\$4.70 for one add-on group to S\$17.12/US\$12.60 for all basic groups  
**What's on** 500+ hours of Japanese content annually and exclusively from Japan's leading commercial broadcaster, Nippon TV. Features first-run/exclusive drama, comedy and variety entertainment. Plus simulcast of prime-time dramas; and popular titles within a week of broadcast from Japan.



The Quest



Miniverse

## CuriosityStream HD

**Launch** 13 August, as part of StarHub's education basic group. StarHub TV is the first platform in the world to offer CuriosityStream as a linear channel  
**Who's behind it** Created by the founder of Discovery Channel, John Hendricks  
**What's on** Original documentary features and series spanning science, space, technology, history, nature, health and civilisation.

## Gusto TV HD

**Launch** 13 August, in StarHub's lifestyle basic group. First international roll-out  
**Owner** Canada's Gusto Worldwide Media  
**Monthly pricing** Basic packs start from S\$6.42/US\$4.70 for one group to S\$17.12/US\$12.60 for all basic packs  
**What's on** Food/lifestyle programming, including istudio cooking series, factual/reality series about food culture and sustainability.



Flour-Power

## Travelxp

**Launched** 3 July, as part of the lifestyle basic group  
**Who's behind it** Mumbai-based Celebrities Management. StarHub is the first Asia-Pac platform to carry the channel  
**Monthly pricing** Basic packs on StarHub cost from S\$6.42/US\$4.70 for one add-on group to S\$17.12/US\$12.60 for all basic groups  
**What's on** Travel and lifestyle content. Launch slate includes *Quest*, *Backpack*, *Off the Grid*, *Xplore Austria*, *Thali – The Great Indian Meal*, *Kissed by the Sea* and *Bliss*.



Brojects

## Makeful HD

**Launch** 31 August, in the lifestyle basic group. StarHub TV is the first platform in Asia to carry the Canadian lifestyle channel  
**Who's behind it** Blue Ant Media  
**What's on** Shows combine celebrity-led home improvement programmes, and Makeful Originals, featuring design, décor, style, crafts, and DIY ideas. Launch slate will include do-it-yourself series *Projects* and *Decked Out*.



Quest

## Fight Sports HD

**Launched** 3 July, sports group. Also available on Singtel since 2013; as well as in Hong Kong, Malaysia, Indonesia, Myanmar, Thailand and the Philippines  
**Who's behind it** CSI Sports **Pricing** S\$21.40/US\$15.70 a month  
**What's on** Combat sports, including MMA, boxing, kickboxing, judo, sumo wrestling & karate. Key properties include HBO World Championship Boxing & World Class Championship Boxing.



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# Philippines

## In numbers

Population.....100.9 million  
 Households..... 22.5 million  
 Avg. household size.....4.5  
 TV households.....17.1 million  
 TV penetration.....76%  
 Pay TV households..... 2.4 million  
 Pay TV penetration..... 14%  
 Internet users..... 58 million  
 Mobile phone users.....130 million  
 Mobile phone penetration rate.....128%

Source: Companies, Philippine Statistics Authority (PSA)

## Free TV

### ABS-CBN

Philippines' media conglomerate, ABS-CBN Broadcasting Corporation owns and operates free-to-air channels Channel 2 and ABS-CBN Sports+Action. ABS-CBN launched in Oct 1953 as Alto Broadcasting System, and today operates free TV, digital terrestrial TV and pay-TV platforms, as well as film and television production, music and publishing businesses.

### IBC

Intercontinental Broadcasting Corporation (IBC) is a state-backed television network in the Philippines.

### Nine Media

Nine Media launched CNN Philippines in March 2015, replacing the former 9TV. The 24-hour channel airs predominantly local/int'l news, current affairs and docus. It is also available on cable/pay TV.

### GMA Network

GMA Network, founded in 1950 as Republic Broadcasting System, began broadcasting free-TV Channel 7/GMA-7 in Greater Manila in 1961. Today, GMA Network operates 47 VHF and 33 UHF TV stations throughout the Philippines, as well as radio networks, film production, programme acquisition and syndication businesses. GMA-7 is a general entertainment channel. GMA News TV covers news and public affairs, with some documentary and lifestyle programming.



Tabi Po, a TV adaptation of the comic series for Signal TV's Sari Sari channel

## People's Television Network

Government-owned/operated television network, People's Television Network, launched in 1974 as Government Television (GTV-4). The network has 32 provincial stations across the country and reaches 85% of Filipino television households. PTV-4 (the former GTV-4) offers news and public affairs programming, with some sports, formats and lifestyle content.

### TV5

TV5 offers both int'l content and local productions in a variety of genres, including tentpole sports, strengthened at the end of 2017 in a licensing deal with ESPN; news; Hollywood movies; and reality shows. TV5 offers multi-screen viewing via online News5Everywhere and entertainment programming on the TV5 portal. TV5 is owned/operated by MediaQuest Holdings, a subsidiary of Philippine Long Distance Telephone Company (PLDT).

### UNTV

24-hour UHF station, UNTV, is a general entertainment network launched in May 2002. The channel airs local programming, including entertainment and news.

## Subscription (National)

### Destiny Cable

Destiny Cable was founded in 1995 and acquired by Sky Cable Corporation in 2012. Destiny Cable offers digital and analogue channel packages, with 91 channels available in the basic plan plus about 30 add-on channels. The basic plan with 91 digital channels starts at Ps550/US\$11 a month, with add-on channels available *a la carte* from Ps20/US\$0.40 a month. The offering also includes pay-per-view services.

### SKYcable

SkyCable, part of the ABS-CBN media empire, launched in Jan 1992. Subscription options include cable, add-on channels/channel packs, pay-per-view and on-demand. Bundles of SKYcable and SKYbroadband internet start from Ps1,399/US\$28 for 18 HD, 67 SD and up to 12 Mbps connection.

## Subscription (Provincial)

### Cablelink

Cable Link and Holdings Corporation's Cablelink is a cable TV and broadband

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cable internet provider. The basic cable TV package offers 63 local and regional/international channels for Ps495/US\$10.50 a month. Add-on packs, including general entertainment (five channels), music (two channels), HD (nine channels), movies (seven channels), sports (one channel), kids (four channels), documentaries (three channels) and Chinese (four channels), start at Ps20/US\$0.40 a month. Bundled cable/internet packages are also available.

**DCTV**

DCTV Cable Network provides cable TV, broadband internet and direct fibre services in the Bicol region. DCTV offers about 103 channels, including 30 in HD. Bundled digital cable/broadband internet packages start at Ps1,100/US\$22 a month.

**EasyTV**

Pay-DTT EasyTV launched in May this year, offering 15 channels (July 2018) to users in areas in Metro Manila, including Quezon City, Marikina, Taguig, Muntinlupa, Pasig, North Caloocan, and East Antipolo. Subscription is Ps999/US\$19 a year.

**MyCATV**

Asian Vision Cable Holdings (AVCHI) owns and operates MyCATV, a cable provider offering 90+ local and international channels and MyCATV Broadband internet services.

**Parasat Cable TV**

Established in 1991 in Northern Mindanao Island, Parasat Cable TV offers digital TV, broadband internet, landline phone and bundled/triple-play services to Cagayan de Oro City and the surrounding areas. Parasat offers 150+ SD/HD channels, as well as pay-per-view in SD/HD.

**Satellite Cable Network**

Founded in 1992, Satellite Cable Network is a cable TV and broadband internet service available in Dolores, San Fernando city. The platform offers about 100 SD/HD channels, bundled in seven monthly packages.

**Southern Cablevision**

Iligan City-based provider, Southern Ca-

blevision (SCVI), offers cable TV/internet services in the Iligan City, Manticao and Naawan areas. Launched in 1993, SCVI offers local/int'l HD/SD channels, including general entertainment, news, sports and movies. TV packages start at Ps350/US\$7 a month for 35 channels.

**Telmarc Cable**

Founded in June 1987, Telmarc Cable serves the Rizal and Laguna areas. Telmarc Cable offers 60+ local and international channels, available for Ps450/US\$9 a month in Rizal and Ps600/US\$12 a month in Laguna. Telmarc Cable also offers broadband internet and VoIP.

**Satellite**

**Signal Digital TV**

Signal launched in 2009 and is owned/operated by Signal TV Inc, a subsidiary of MediaQuest Holdings/PLDT Group. Signal offers 124 channels, including free-to-air and SD/HD. Prepaid plans start from Ps100/US\$2 a month for 13 SD channels to Ps1,000/US\$20 a month for 21 HD+80 SD channels. Postpaid plans start at Ps250/US\$5 a month.

**Dream Satellite TV**

Philippine Multi-Media System Inc (PMSI) launched Dream Satellite TV in 2001. The platform offers local and international channels, bundled in four plans, ranging from Ps99/US\$2 to Ps650/US\$14 a month.

**Global Satellite (GSat)**

Established in 2009, GSat is a DTH satellite TV provider owned by First United Broadcasting Corp (FUBC) and operated by FUBC's marketing arm, Global Broadcasting and Multi-Media Incorporated (GBMI). GSat offers about 85 channels bundled in monthly packages from Ps99/US\$2.

**SKYdirect**

Sky Cable launched DTH satellite platform SKYdirect in May 2016. SKYdirect's offering is a mix of local and international channels, with monthly subscriptions starting from Ps99/US\$2.10 for 23 SD and 4 HD channels.

**Channels/Distributors**

**ACCION**

Asian Cable Communication, Inc. (ACCION) markets and distributes international cable channels to all platforms throughout the Philippines. The company was established in 1993.

**Cable BOSS/OMI**

Cable BOSS distributes 20+ channels. The company was established in 1993, and has content relationships with more than 300 affiliates. Subsidiary Omnicontent Management Inc (OMI) launched in 2010 and exclusively distributes FOX Networks Group (FNG) channels in the Philippines.

**Creative Programs Inc (CPI)**

Creative Programs Inc (CPI), a subsidiary of ABS-CBN Corporation, handles distribution and production. CPI operates and distributes TAG, a movie channel; Hero TV, an anime channel; Lifestyle Network, a food/travel/fashion channel; Myx, for music; Jeepney TV, offering classic ABS-CBN programming; and Cinema One (local movies). CPI also represents ABS-CBN channels (ANC, DZMM Teleradyo, ABS-CBN Sports + Action) and foreign channels.

**Nine Media Corporation**

Nine Media Corporation (formerly known as Solar Television Network Inc) owns and operates FTA channel CNN Philippines. Nine Media also operates the branded CNN Philippines online platform, and is involved in a range of content services, including acquisition, production and distribution. Nine Media is majority owned by the Aliw Broadcasting Corporation.

**Solar Entertainment Corporation**

Solar Entertainment Corporation (SEC) is a content provider and channel operator, established in 1976 as Solar Films. SEC aggregates content, manages branded TV services for distribution on local platforms and produces original content/local versions of franchised programmes. SEC's channels include style-focused ETC, and female-g geared 2nd Avenue.

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## Online/OTT

Philippines' consumers have access to global streaming services such as **Amazon Prime Video, Netflix, Spuul** and **YuppTV**.

### Cignal PLAY

Cignal PLAY is an online video platform for DTH service Cignal TV's postpaid subscribers to enjoy a mirror of their linear TV subscription. Launched in 2013 as Cignal Front Seat/Cignal TV-To-Go, the revamped Cignal PLAY rolled out in Oct last year with about 60 linear TV channels and over 500 hours of VOD content.

### EasyTV

Mobile TV extension of pay-DTT EasyTV.

### FOX+

Video streaming service FOX+ launched in the Philippines in March 2017. Available via Cignal, PLDT, Smart and Globe. Subscriptions start from Ps390/US\$7.80 a month.

### Globe Streamwatch

Globe Telecom's streaming service, Globe Streamwatch – Roku Powered, offers 100+ free channels and content as well as streaming services Netflix, Disney, HOOQ and FOX+ via broadband plan Globe At Home starting from Ps1,299/US\$26 a month for a 10-Mbps internet connection and 100 GB of data.

### HOOQ

HOOQ launched in the Philippines in March 2015 with telco partner Globe Telecom, offering unlimited access to international and local movies and TV series (streaming and offline viewing) priced at Ps149/US\$3 a month.

### ifix

ifix launched in the Philippines in May 2015, accessible via telco partners PLDT and Smart. ifix in the Philippines costs Ps129/US\$2.80 a month.

### iWant TV

ABS-CBN's VOD/live streaming service iWant TV (launched Dec 2009), offers

content from ABS-CBN, ABS-CBN Regionals and ANC. Limited access to iWant TV is available for free to registered users in the Philippines; full access costs Ps10/US\$0.20 a day via registration with ABS-CBNmobile.

### SKY On Demand

Streaming service exclusively for SKY subs, offering live channels and free VOD local/foreign movies to SKYcable subs (content as per subscribed plans) and SKYbroadband subs (only local channels).

### Smart360

Smart360, a content portal/app by PLDT mobile subsidiary, Smart Communications, launched in June 2016 as SmartLife and rebranded in May 2017. The revamped Smart360 offers live streaming of digital channels (FOX Sports, TV5, Sports5), VOD (entertainment, sports, movies, concerts), game E-pins and music services.

### Tribe

Astro Malaysia and Philippines' Globe Telecom launched video platform Tribe in the Philippines in Dec 2016. The service offers live streaming linear channels and VOD series and movies from Korea, Japan and U.S. among others. Linear TV channels include Turner's Oh!K, Warner TV, TVN, KPlus, KBS, Aniplus and Astro-owned eSports network eGG Network. Tribe in the Philippines costs Ps69/US\$1.35 a month.

### Viu

Viu launched in the Philippines (in collaboration with media/publishing company, the Inquirer Group, and mobile content/app subsidiary Megamobile) at the end of Nov 2016, offering Korean dramas/variety shows, Japanese and other Asian content.

## Production Houses

### 7000 Islands

7000 Islands specialises in docu films and corporate/commercial videos. Production services include HD camera crew support, sound technicians and equip-

ment rental, location scouting, translating and format conversion.

### Alta Productions

Alta Productions Group, a subsidiary of GMA Network, provides pre- and post-production services for GMA and external clients. Core services include audio dubbing, mixing/recording, video shooting, post-production, on-ground staging and activation.

### BDA Creative (Philippines) Inc

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.

### Culture Shock Productions

Established in 2011, Culture Shock Productions produces original series for regional and local TV channels in the Philippines. Services include conceptualisation and creation of original ideas (for long-form TV programmes, promotional campaigns, interstitial projects and other on-air content requirements), post production/production support and equipment rental.

### Ideal Minds

Ideal Minds was established in March 2001 offering production services for television, webisode, live streaming events/coverage, TV commercial and audiovisual projects.

### Mandala Productions

Mandala Productions was founded in 2003 with an alliance with Singapore-based producer activeTV Asia.

### Probe Productions

Founded in August 2010, Probe Productions specialises in factual production ranging from a full-scale documentary to public service announcements.

### TAPE

Established in 1979, TV production com-

pany Television and Production Exponent (TAPE) is behind Philippines' longest-running noontime variety show, *Eat Bulaga!*, which was sold as a format to Indonesian free-TV broadcasters SCTV in 2012 and ANTV in 2014. *Eat Bulaga!*, which means "lunchtime surprise", premiered on RPN in 1979 and ran to 1989, when it switched to ABS-CBN. The show ran on ABS-CBN until 1995, and has since been on air on GMA-7. TAPE, which also produces and co-produces sitcoms and drama series, owns and operates TV/film production subsidiary APT Entertainment, established in 1994.

### TOP Draw Animation

TOP Draw Animation (TDA) commenced operations in 1999 and specialises in 2D digital production. TDA's TV content output is more than 200 half hours a year, mostly international clients. Production projects include *My Little Pony*, *Tom and Jerry*, and *Peabody and Sherman*.

### Unitel Entertainment

Unitel Entertainment specialises in television commercials, branded content, viral ads, networking branding and TV shows. Credits include *I Do Bidoo Bidoo*, *Crying Ladies* and *Project Runway*. Unitel Entertainment is a subsidiary of Unitel Production.

### Viva Communications

Viva Communications was established in 1981 as a film production company and over the years extended into TV content production (including *1000 Heartbeats* for Philippines' TV5), event management (Viva Concert Events), pay TV (Pinoy Box Office, Tagalog Movie Channel, MTV Pi-

noy, History, Viva Channel, FYI, Lifetime, Crime & Investigation, RTL-CBS and H2), music (Viva Records), publication and theatre businesses.

## Telcos

### Globe Telecom

Globe Telecom is a full service telecommunications company offering mobile, fixed, broadband, data, internet and managed services. Principals are Ayala Corporation and Singtel. Globe had 63.3 million mobile subscribers and 1.4 million home broadband subscribers at the end of March this year.

### PLDT

Philippines' leading telecommunications service provider, Philippine Long Distance Telephone Co (PLDT), offers a range of telecommunications services across the Philippines' fibre optic backbone, fixed line and cellular networks. The telco serves over 58.3m mobile subs and 2.7m fixed line subs (Dec 2017). Subsidiaries include Smart Communications (wireless), Smart Broadband (wireless broadband internet), Digital Mobile Philippines (mobile), Wolfpac (wireless content provider) and PLDT Clark Telecom (fixed line).

## Regulators

### DICT

The Department of Information and Communications Technology (DICT) aims to be the pioneer agency in the adoption and incorporation of information and communication tech (ICTs) innovations to government services.

### NTC

The National Telecommunications Commission (NTC) is tasked with maintaining a regulatory regime conducive to the development and provision of affordable, reliable and accessible telecommunications and information infrastructure and services.

## Associations

### KBP

The Association of Broadcasters of the Philippines (Kapisanan ng mga Brodkaster ng Pilipinas, KBP) sets broadcast and other standards.

### FICTAP

Established in 1999, Federation of International Cable TV & Telecommunications Association of the Philippines (FICTAP) is a non-profit consisting of over 1,000 small-medium cable television enterprises.

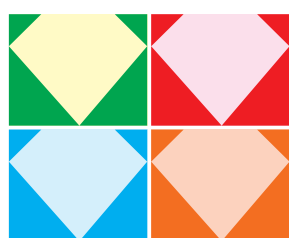
### FDCP

Film Development Council of the Philippines (FDCP) is a government-backed agency to ensure that the economic, cultural and educational aspects of the domestic film industry are effectively represented at home and abroad.

### PCTA

The Philippine Cable Television Association (PCTA) is the umbrella organisation of cable television operators in the Philippines. Members have about 75% market share of overall cable TV subs in the Philippines.

Adapted from ContentAsia's The Big List 2018



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## What's on where...

July 2018	9-13	Rendez-vous Pekin/Tokyo	Beijing (9-10), Tokyo (12-13)
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
	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

## Westworld tops Singapore favourites

### Netflix's *Marvel's Luke Cage* leads digital originals

Fresh off being exposed as the market with the highest percentage of people who want the most entertainment for free\*, Singapore put sci-fi drama *Westworld* at the top of its charts for the week of 21-27 June. Info from data science company Parrot Analytics shows 34.3% more activity around the HBO title than the next favourite, cop drama *Brooklyn Nine-Nine*.

Drama dominates the top 10 overall list, with seven of the 10 spots. The other three

are sitcom, reality and, squeezing into 10th place, the world's favourite sponge.

*Marvel's Luke Cage* is doing what it has done in other parts of the world – bumping teen suicide drama *13 Reasons Why* off its digital originals perch. New episodes put Netflix's *Queer Eye* in the top three, ahead of *13 Reasons Why*.

\* YouGov research commissioned by Brightcove presented at the Brightcove OTT Lunch during BroadcastAsia in Singapore at the end of June

#### Singapore: Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	Westworld	363,655
2	Brooklyn Nine-Nine	270,883
3	The Flash	257,902
4	Suits	229,891
5	Agents of S.H.I.E.L.D.	223,873
6	Game of Thrones	214,413
7	The Big Bang Theory	203,250
8	America's Got Talent	201,040
9	Supergirl	198,270
10	Spongebob Squarepants	178,032

#### Singapore: Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Marvel's Luke Cage	Netflix	165,309
2	Queer Eye	Netflix	146,039
3	13 Reasons Why	Netflix	135,119
4	The Handmaid's Tale	Hulu	119,410
5	The Grand Tour	Amazon Video	113,641
6	Sense8	Netflix	112,235
7	Star Trek: Discovery	CBS All Access	95,257
8	Voltron: Legendary Defender	Netflix	92,413
9	Stranger Things	Netflix	88,065
10	Carpool Karaoke	Apple Music	84,742

Date range: 21-27 June 2018

Market: Singapore

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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