

King of Masked Singer turbo-charges Korean race for U.S. stage

Quest to replicate talent format, Korean IP success

Korea's efforts to replicate the international success of MBC's *King of Masked Singer* are in high-gear, with broadcasters combing through existing catalogues, dusting off titles with potential, and re-working option agreements in a bid to ride what they see as new international appetites.

New titles presented to the international market during Mip TV/Mip Formats in Cannes this month included SBS' singing contest *Fan Wars*, co-developed with Banijay; and CJ ENM's *300 War of United Voices*, a singing competition where K-pop stars invite 300 fans into the studio to sing and compete.

Following its U.S. success on Fox, *King of Masked Singer* has been optioned for the U.K. and versions are in the works in Europe and Mexico. In Asia, the format has been sold to China, Indonesia, Thailand and Vietnam.

Korea already has at least two shows similar to *King of Masked Singer*, which premiered in 2015. These were hits in Asia but none has taken off in the U.S. in the same way.

JTBC's *Hidden Singer*, for instance, was massive on Hunan TV in China a few years ago. Local versions have also been made in Thailand and Vietnam.

A second format, CJ ENM's *I Can See Your Voice*, has been adapted in Cambodia, China, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

Although not a game/talent show, the title tipped to be in the lead for international adaptations (particularly in the U.S. following the recent college entry scandal) is JTBC drama *Sky Castle*, about the lengths parents will go to secure the best education for their children.



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Hochart ups Oona's game

New tech, ad exchanges, TV apps boost streaming platform

Streaming platform Oona's TV application will be included in Indonesian platform IndiHome's new Android TV box "IndiBox" launching later this month, adding five million households to Oona TV's reach in Indonesia "at a very competitive bundled price", Oona founder Christophe Hochart has told partners.

Oona TV on iOS and Android is now also zero-rated for all Telkomsel Max-stream subscribers (excluding Video-max), Hochart said, adding that Oona had added four new programmatic ad exchanges to its platform. These are Rubicon, Zapr, InMobi and FreeWheel which, alongside SpotX, "will dramatically increase the volume of advertising flowing through Oona and bring more revenue to our content partners".

Hochart also said the platform had "made significant inroads into new markets such as the Philippines, Vietnam, India, Israel and North America.

In addition, "we are putting the final touches to our SmartTV app that we target to launch in Indonesia by end of Q2 2019 and progressively roll out globally by the end of this year," he said.

In a letter to partners, Hochart flagged "a large suite of new services" coming to Oona in the next three to four months, including, alongside AVOD, new TVOD, micro-SVOD, SVOD, skinny packs and channel sponsorship opportunities "that will bring more flexibility and opportunity to drive revenue for our content partners".

Miss Fisher opens investigation in China

Aussie murder mystery adaption for Tencent Video



From left: Actors Gao Weiguang and Ma Yili, and director Deng Ke

Production has begun in China on the Mandarin-language version of Every Cloud Productions' *Miss Fisher Murder Mysteries* series – the first Australian series to be re-versioned for China.

The Shanghai 99 Visual Company, which acquired format rights, is producing the 30 x 42-minute episodes in collaboration with Tencent Penguin Film and artist manage-

ment company Easy Entertainment.

The series is scheduled to stream on Tencent Video in the spring of 2020.

Miss Fisher Murder Mysteries is set in 1930s Shanghai. Yili Ma stars as the glamorous detective. The Chinese script writing team was led by Jin Weiyi, who is also one of the producers. Creators Fiona Egger and Deb Cox are creative consultants.

Mythological shows top Indian viewing

Balaji Telefilms' series take 3 of top 5 spots

Long-running mythological series dominated India's prime-time TV viewership for the first week of April, according to ratings agency Barc India.

The number one show for the week was *Mahima Shani Dev Ki*, which premiered on 2010 on Imagine TV, shifting to Dangal TV for season two in 2018.

In second place was another of Dangal TV's mytho series, *Ramayan* (the story of Rama/classic Indian literature), with 11.2 million impressions.

Romance – and Zee TV – came second to mythological stories for the week, with two episodes of *Kumkum Bhagya* taking third and fourth places, with Viacom18 channel Colors in fifth place with fantasy series *Naagin-3*. Both shows were created by Ekta Kapoor's Balaji Telefilms.

	Channel	Title/Genre	Impressions (000s)
			Week 14
1	Dangal	Mahima Shani Dev Ki (Mythology)	11,358
2	Dangal	Ramayan (Mythology)	11,254
3	Zee TV	Kumkum Bhagya (Romance)	10,354
4	Zee TV	Kumkum Bhagya (Romance)	9,518
5	Colors	Naagin-3 (Fantasy)	8,585

Source: Barc India, 30 March-5 April 2019, HSM (U+R), New Consumer Classification System (NCCS), All: Prime Time (1800-2330 hrs), 2+ Individuals, Hindi GEC, based on avg rating across all original airings in the week.

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HBO Asia debuts first DTC service in Malaysia ahead of *Game of Thrones* S8

HBO Asia launched a direct-to-consumer service in Malaysia for the first time just ahead of the season premiere of *Game of Thrones* on Monday (15 April). The "special pass" service, open to all Malaysians via Astro On Demand, includes access to HBO Asia's full slate, including uncensored past seasons of *Game of Thrones*. HBO continues to offer its channels on pay-TV platform Astro. The HBO *Game of Thrones* pass is available in a 30- or 60-day option starting at RM\$26.50/US\$6.44.

Saiyami Kher joins Amazon's *Breathe* S2

Indian actress Saiyami Kher is joining the cast of Amazon Prime Video's original Indian psycho-drama, *Breathe*, by Vikram Malhotra's Abundantia Entertainment. The new season stars Abhishek Bachchan, Amit Sadh and Nithya Menen. Mayank Sharma returns to direct season two. *Breathe* follows the lives of ordinary people faced with extraordinary circumstances. Amazon Prime costs Rs129/US\$1.86 a month or Rs999/US\$14.41 a year.



Saiyami Kher

iflix hot sauce for Anwar Ibrahim Malaysian politician agrees to iflix original talk show



Hot Ones Philippines, iflix

One of Malaysia's most prominent politicians, Dato Seri Anwar Ibrahim, has agreed to participate in iflix interview series – *Hot Ones* – in an original content coup for the Malaysia-based regional streamer.



Anwar Ibrahim

The Malaysia episode of the series, based on the format acquired from the Complex Network, will be hosted by Malaysian-German actress/host/singer Maya Karin on 9 May.

iflix Malaysia's social media campaign asking for audience questions went live on 10 April with the opening question: "Can Dato Seri Anwar Ibrahim handle *Hot Ones* satays while answering hot questions?" Fans had two days to submit questions for the show.

This is the first time iflix is bringing the interview format to Malaysia.

A local version, *Hot Ones Philippines* hosted by Sam YG, premiered in the Philippines in October 2018.

The original format, created by Chris Schonberger of Complex Network's food vertical *First We Feast*, has both host and guest eat increasingly spicy chicken wings throughout the interview. The Malaysian version changes chicken wings to satay.

Dato Seri Anwar Ibrahim is Malaysia's president of the People's Justice Party and leader of the Pakatan Harapan coalition, and was deputy prime minister of Malaysia from 1993 to 1998.

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Rights marketplace: Who bought what...



Fish the Dish, Gusto Worldwide Media

Singapore's **Mediacorp** has sold 500 hours of Chinese/English content – both new and library titles – to streaming platform **iflix** for its free and premium tiers. The first shows in the 30-title deal went to air this month. Titles include 2002's *The Unbeatables III*, *The Little Nonya* (2008), new drama *Kin* season two, and long-running sitcom *Phua Chu Kang*, which debuted in 1997. South Korean agency **Berry Entertainment & Media** has acquired a slate of food-related programmes in a volume deal with Canada's **Gusto Worldwide Media**. Titles include *Spencer's Big 30*, *Fresh Market Dinners*, *Watts on the Grill* and *Fish the Dish*. In other Korea-related action, CJ ENM's tvN Asia regional channel has added 18-hour express rights to new K-pop talent contest **Produce X 101**, which premieres on tvN Asia on 4 May and will run on Saturdays at 5pm (SG time) with subtitles in English, Chinese, Bahasa Malaysia and Bahasa Indonesia. Seoul-based production house/localisation specialist/agency **BGMC** (Bethel Global Media Contents) has acquired Spanish period drama *In the Heart of the Ocean* from The Mediapro Studio's **Imagina International Sales**.

AR/VR spend soars 75% in Asia-Pac IDC estimates 2019 spend to reach US\$7 billion

Asia/Pacific (excluding Japan) spending on augmented reality and virtual reality (AR/VR) is forecast to reach US\$7.1 billion in 2019, an increase of more than 75.2% from US\$4.05 billion in 2018, according to the latest data from IDC's Worldwide Semiannual Augmented and Virtual Reality Spending Guide.

By 2022, AR/VR spending in Asia Pacific excluding Japan is forecast to reach US\$34.9 billion.

The report says "several progressive" organisations across the region are experimenting with AR/VR, including delivering more personalised customer experiences, AR guided workflows and VR training.

AR/VR products and services are expected to achieve a five-year compound annual growth rate (CAGR) of 70.7% throughout the forecast period (2017-2022), IDC said.

Hardware will account for nearly half of all AR/VR spending from 2017 to 2022, followed by software and services. The larg-

est category of hardware spending will be host devices, but AR viewers will have the highest growth rate over the forecast period (CAGR of more than 150%).

While the consumer sector – with a 41.2% share of overall spending in 2018 – continues to drive growth, the commercial sectors or enterprise spending, which represents more than 58.8% of AR/VR spend in 2018, is expected to overtake the consumer sector in the next five years with more than 64% share by the end of 2022.

The report also says virtual reality games are a leading use case garnering around 28.03% of the overall AR/VR spend in 2018, followed by training, and video/feature viewing (VR).

China represents the largest AR/VR spend with 83% share of overall spend in Asia/Pacific (excluding Japan) in 2018; this trend is likely to rise over the forecast period (2017-22) with five-year CAGR of 76.5%.

True's ups tech, IoT investment Thai platform spends \$27.6m on stakes in tech co's

Thai operator True Corporation has invested US\$27.6 million in online retail and Internet of Things (IoT).

The investments involve a 30% stake in software consultancy for Queue Q THB81.68 million/US\$2.57 million and a 51% interest in U.K.-based tech company Crave Interactive acquired for US\$25 million.

The Queue Q investment was via wholly

owned subsidiary True Incube. True told the Thai Stock Exchange that the objective was to support expansion in the offline-to-online (O2O) market, as well as to support the potential startup and to gain potential future return on investment".

The Crave Interactive investment was via subsidiary True Digital & Media Platform. Crave proved tablet PCs for the hotel rooms.

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Indonesia

In numbers

- Population 261 million
- Households 66.9 million
- Avg. household size 3.9
- TV households 66.8 million
- Pay TV subscribers 5.75 million
- Pay TV penetration 11%
- Private Broadcasting Institutions 557
- Internet users 143 million
- Internet users penetration in:
 - urban areas 72.41%
 - rural-urban areas 49.4%
 - rural areas 48.25%
- Mobile phone subscribers 344.8 million

Source: Companies, Statistics Indonesia, Association of Internet Service Providers (APJII, internet), Minister of Communications and Information Technology (TI), ContentAsia's The Big List 2019 (mobile phone subscribers)



Magic Hour: The Series 2, iflix

Free TV

Antv

Established in 1993, terrestrial station Antv is owned and operated by PT Cakrawala Andalas Televisi, part of the Bakrie Group's VIVA. Antv reaches over 146 million TV viewers in 160 cities in Indonesia, delivered via 41 transmission relay stations. The family-oriented station offers a GE schedule, including news and sports content. Foreign content on the Apr 2019 line-up included animated series *Masha and the Bear*, stripped daily at 5.30am-7.30am with additional slots at 10am-1pm on weekends; and the 683-episode Hindi drama series *Pyaar Ka Dard Hai Meetha Meetha Pyaara Pyaara*, stripped 9am-10am on weekdays.

GTV

GTV (aka Global TV) was established in Oct 2001 and reaches 170+ million viewers in 142+ cities delivered via 36 relay TV stations. The station is owned/operated by PT Media Nusantara Citra. The 24-hour GE schedule covers local/foreign content, including formats. GTV had 15 formats aired/commissioned for full year 2018, according to ContentAsia's *Formats Outlook*. One of the

region's longest-running game shows – Fremantle's *Family Feud Indonesia*, currently on season 21 – airs on GTV, which has also signed up for three seasons of Fremantle's *Let's Make a Deal*. GTV also acquires kids and drama from international rights holders, along with Hollywood movies.

Indosiar

PT Indosiar Karya Media (Indosiar) started broadcasting nationwide in 1995. The station is operated by the Surya Citra Media (SCM) group, a subsidiary of Emtek, which also operates free-TV stations SCTV and O Channel. The station offers a 24-hour schedule of local and some international content, and is mostly known for airing Indonesian folk/traditional dangdut music shows, including *D'Academy Asia S4*, which hunts for the best dangdut singers across Asia (Oct-Dec 2018); and *Liga Dangdut Indonesia*, the search for the best dangdut singer in Indonesia (since Jan 2018-ongoing).

Adapted from
ContentAsia's The Big List 2019

Jak TV

Launched in Oct 2005 by the Mahaka Group and Electronic City (EC) Group, Jak TV is a 24-hour station offering local news, current affairs, lifestyle, cooking, religion and talk shows. Jak TV targets the 30+, A/B/C1 (upper, middle and lower middle classes) demographics in Jabodetabek.

Metro TV

Indonesian news service, Metro TV, obtained a broadcasting licence in 1999 and went on air in 2000 for 12 hours a day. Metro TV became a 24-hour station in 2001. The schedule is predominantly news, with some lifestyle, sports and infotainment. The station is part of the Media Group, which also operates print/online daily news platform, Media Indonesia.

MNCTV

Owned by the MNC group, MNCTV started broadcasting on 20 Oct 2010, offering a GE schedule focusing on variety, talent and comedy shows. MNCTV was formerly known as TPI, which was established in 1990 and became part of the MNC group in July 2006. MNC also

owns and operates free-TV stations RCTI and GTV (Global TV).

RCTI

Owned and operated by Global Mediacom subsidiary, PT Media Nusantara Citra (MNC), PT Rajawali Citra Televisi Indonesia (RCTI) schedules mostly local drama, movies, reality, talent shows, animation, news and sports. The station reaches 191+ million viewers across 452 cities (80.7%) via 54 relay TV stations. MNC also operates MNCTV and GTV.

SCTV

Established in Aug 1990 as a provincial free-TV station in the greater metropolitan area of Surabaya, SCTV started broadcasting nationwide in 1999. In Oct 2016, the station renewed its national free-TV licence to run until Oct 2026. SCTV carries mostly local content, and is operated by the Surya Citra Media (SCM) group, which also operates terrestrial TV station Indosiar.

Trans7

Trans7 was established in March 2000 as TV7 and is owned by Transmedia, a subsidiary of Chairul Tanjung's CT Corp. The family-oriented general entertainment station rebranded in 2006 to become Trans7. Transmedia also operates terrestrial free-TV channel Trans TV and online TV/news portal Detik TV.

TransTV

General entertainment channel TransTV obtained its broadcasting licence in Oct 1998 and started commercial broadcasts in Dec 2001. The general entertainment schedule includes movies, news and religious shows. TransTV is owned by Transmedia, an entity of CT Corp.

TVOne

TVOne (formerly Lativi) started broadcasting in Feb 2008. Core genres are news, sports, information and reality. Targeting the ABC1/15+ demographic, the channel produces most of its content in-house. TVOne was acquired in 2007 by The Bakrie Group's PT Visi Media Asia Tbk (VIVA).

TVRI

Established in 1962, TVRI is Indonesia's oldest TV station with a nationwide reach via

29 regional stations. The station broadcasts information, news culture/education, kids, entertainment and music. TVRI also operates four digital terrestrial DVB-T channels: TVRI Nasional; TVRI DKI Jakarta; culture service TVRI Budaya; and sports channel TVRI Olahraga.

Pay TV

BiGTV

Direct-to-home (DTH) satellite platform, BiGTV, offers upwards of 90 SD/HD channels bundled in four basic packages and 11 add-on packages. Subscription plans range from Rp130,000/US\$8.95 a month for the Big Deal (64 channels) plan to Rp510,000/US\$35 for the top-tier Big Universe plan (93 channels). Add-on *a la carte* packs start from Rp24,999/US\$1.80 a month for the Big Kids plan. BiGTV launched in 2013 and is operated by Lippo Group subsidiary, PT Indonesia Media Televisi.

Biznet Home

Launched in 2012 by telecommunication and multimedia service provider Biznet, Biznet Home (formerly Max3) cable TV service is bundled with broadband. Biznet Home Combo offers four packages, starting from Rp400,000/US\$30 for 42 channels (local, kids, news, international) and 30 Mbps broadband connection, to Rp1,150,000/US\$80 for 69 channels (local, kids, news, international, entertainment, movies, education, sports) and 100Mbps broadband connection. Founded in 2000 as an internet service provider, Biznet Home transmits via Hybrid Fibre Coaxial (HFC) cable and provides broadband internet service (Biznet Fibre) to more than 100 cities (about 20,000 km fibre optic route).

First Media

First Media's cable TV platform, HomeCable, was established in 1994 and is part of a quad-play offering (HomeCable cable TV, FastNet internet broadband, FirstMediaX OTT service, First Media smart living solution). The cable TV service offers 160+ SD/HD channels across various genres. Combo packages (cable TV, internet connection,

TV everywhere), cost from Rp323,000/US\$22 a month for the Combo Family HD plan (38 HD, 83 SD channels, FirstMediaX and FastNet up to 12Mbps connection) to Rs2,979,000/US\$205.50 a month for the Infinite X1 HK plan (63 HD, 105 SD channels, OTT First MediaX and FastNet 200Mbps internet connection). First Media, which passes 2.2 million homes in Jakarta, Surabaya and Bandung, had 575,000 TV subscribers in 2018 (Mar 2019). The aim is 2.5 million home passes in 2019. Launched in 1999, the platform is majority owned by the Lippo Group through subsidiary First Media Tbk.

MyRepublic TV

Singapore-based fibre broadband start-up, MyRepublic, launched in Indonesia in 2015, offering fibre broadband and TV services. The TV service is delivered via MyRepublic-branded android TV box. Monthly subscription costs Rp180,000/US\$12.40 for 37 SD and 18 HD channels. Add-on packs start from Rp50,000/US\$3.45 a month for the Sports bundle.

K-Vision

K-Vision is a DTH platform launched in March 2014 by the Kompas Gramedia Group offering local and international TV channels bundled in C-/Ku-band packages. Subscriptions for the K-Vision Bromo (C-band) and Cartenz (Ku-band) plans start from Rp50,000/US\$3.40 for the Gembira pack to Rp180,000/US\$12.40 for the Juara pack.

Matrix TV

Matrix TV is a family-oriented DTH pay-TV platform in Indonesia carrying movies, sports, documentaries, musics, kids and general entertainment channels.

MegaVision

PT Indonesia Broadband Communications' MegaVision bundles internet and TV services to subscribers in Bandung and Bogor. Monthly bundles cost from Rp229,000/US\$15.80 for the 10Mbps package.

MNC Vision/MNC Play

Indonesia's dominant direct-to-home satellite provider, MNC Sky Vision, launched Indovision in 2004 and rebranded in Dec 2017 as MNC Vision by merging Indovi-

sion with sister services OkeVision and Top TV. MNC Vision offers 138+ local/international channels including kids, news, movies, sports and entertainment. The channels are bundled in five basic packages (ranging from Rp109,900/US\$7.60 a month for 56 channels in the Silver pack to Rp279,900/US\$19.30 a month for 99 channels in the Super Galaxy pack) and 20 *a la carte* packages/stand-alone channels from Rp8,000/US\$0.55 a month for the Mini Galaxy Kids pack to Rp600,000/US\$41 a month for the Besmart pack. Transmitting via S-band satellite, MNC Vision reaches 2.5 million homes (Dec 2017, reported in May 2018). Sister IPTV service MNC Play offers TV channels via FTTH, along with internet, interactive (home automation/shopping) and telephony. Select content is available on OTT platform MNC Now.

Nexmedia

DVB-T2 service Nexmedia offers 40+ local/int'l services to subscribers in Jakarta, Bogor, Depok, Tangerang and Bekasi in Jabodetabek. The basic family plan costs Rp109,000/US\$7.50 a month for 29 channels. Sports pack costs Rp109,000/US\$7.50 a month for 19 channels. A *la carte* packages cost from Rp35,000/US\$2.40 a month for the NexKids pack to Rp90,000/US\$6.20 a month for the Nex-Movies pack. Nexmedia was launched in 2011 by the Emtel Group, which also owns SCTV, Indosiar and O Channel.

Orange TV

Owned and operated by PT Mega Media Indonesia, Orange TV launched commercially in March 2012 and uses Ku- and C-band capacity. The prepaid service carries about 75 regional/int'l premium channels. Monthly subscriptions for Ku-band packs range from Rp99,000/US\$7.40 for the Family pack to Rp1,800,000/US\$135 for the All Channel pack. PT Mega Media Indonesia also operates OTT platform Genflix, which offers streaming services for select Orange TV channels and VOD content via connected devices.

Topas TV

Launched in July 2012 by the Mayapada Group, Topas TV carries 38 local/int'l channels, bundled in basic and add-on packages via C-band satellite capacity.

TransVision

PT Transmedia Corpora (Transmedia) launched pay-TV platform TransVision in 2014 in several cities. TransVision offers three packages, from Rp199,000/US\$13.75 a month for 88 channels, including 28 HD (Gold+ package), to Rp399,000/US\$27.60 a month for 123 channels, including 52 HD (Diamond package). TransVision is the next incarnation of pay-TV service Telkomvision. After CT Corp's 100% acquisition of Telkomvision's stake in Oct 2013, Transmedia was established to operate TransVision, free-TV stations TransTV and Trans7, and online portal, Detik.com.

UseeTV Cable

UseeTV Cable (formerly Groovia TV) is an IPTV service offering local/int'l TV channels, catch-up TV and VOD services via connected devices. The platform offers more than 140 SD/HD channels and 200+ VOD titles. Bundled packages (with IndiHome 10Mbps fibre internet, home telephone services, iflix, Hooq, Catch-Play On Demand) cost from Rp460,000/US\$32 a month to Rp1,750,000/US\$121 a month (100 Mbps).

OTT/Online/Mobile TV

Indonesia has the full range of streaming/online apps, including **Amazon Prime Video** (free seven-day trial, US\$2.99 a month for the first six months, then US\$5.99 a month); and **Netflix**, which has been ramping up its local acquisitions and ventured into local originals in October 2018 with Timo Tjahjanto's *The Night Comes for Us*. Apple has been offering movies and songs through **iTunes**, but not TV shows, and hasn't yet said whether its new **AppleTV+** service will be available in Indonesia. There's no shortage of Indian/South Asian content accessible directly to Indonesian consumers, including online platforms such as **AlitBalaji** (US\$1.40

for three months); **Eros Now** (US\$1.80 a month); **YuppTV** (from US\$9.99 a month), **Spuul** (from Rp29,000/US\$2 monthly for the Premium Lite subscription), as well as, in the case of Eros Now, with local telco/broadband providers. Regional streamers, including **CuriosityStream** distributed out of Singapore by Monty Ghai's brandwith, and **iWonder** from former iflix programming head James Bridges, are standing on the border looking at options. Bridges says iWonder is available in Indonesia through **iflix** and is considering a direct-to-consumer play.

Catchplay on Demand

Taiwan's Catchplay on Demand is accessible in Indonesia via: IndiHome since June 2016, standalone (July 2016), Telkomsel (Apr 2017) and First Media (Apr 2018). The Streaming VOD service offers regional, international, Hollywood movies and documentaries. Drama was later introduced in March 2019 with HBO Asia's original Taiwan series, *The World Between Us*. Fees start from Rp16,000/US\$1.10 for single title rentals to Rp60,000/US\$4.20 a month.

Dens.TV

Digdaya Duta Digital, a part of CBN Group Indonesia, launched Dens.TV in May 2015, offering live streaming of 50+ live TV channels and 1,000 hours of VOD content, including independent local short-films, kids, GE, lifestyle, movies and sports. Monthly fees of combined CBN Fibre broadband and Dens.TV services start from Rp299,000/US\$21 (50 Mbps) to Rp799,000/US\$56 (200 Mbps).

Eros Now

Global streaming service Eros Now offers Indian/South Asian entertainment delivered in Indonesia via Xiaomi's smart TV brand Mi TV (since Sep 2018) and telco provider XL Axiata (since Dec 2018). The offering covers 12,000 movie titles, TV shows & music videos, including originals such as 10-part biographical series *Modi: Journey of a Common Man*, directed by Umesh Shukla. Subscription costs Rp26,000/US\$1.80 a month or Rp260,000/US\$18 a year. Owned by Mumbai-based U.S. listed Eros International Media, Eros

Now had 142 million reg users and 15.9 million paying subs worldwide in April 2019.

FirstMediaX

FirstMediaX (formerly First Media Go) is a geo-blocked TV anywhere extension of cable/DTH TV service HomeCable, offering 100+ live streaming channels and a seven-day catch-up service plus more than 500 hours of on-demand movies, Asian drama series and local content, free for First Media and BiGTV subscribers. FirstMediaX launched in Feb 2014 as First Media Go and relaunched in June 2016.

Genflix

Launched in Sep 2013 and rolled out commercially in June 2015, Genflix offers live linear TV channels and VOD content via internet-connected devices. Genflix carries live linear TV channels and VOD of kids programming, local/international movies and series. Monthly subscription is Rp49,000/US\$3.40 for up to three devices with unlimited access. Genflix is operated by PT Festival Citra Lestari, a subsidiary of PT Mega Media Indonesia Group, which also owns/operates DTH satellite pay-TV platform Orange TV.

Go-Play

A video platform driven by content creation unit, Go-Studios (*Ed's Note: Having generated loads of excitement in the local production industry with its content creation ambitions, Go-Jek went quiet in Q2 2018, just before the whole content piece seemed to go pear-shaped and the content team disappeared. Now Go-Jek is keeping a tight lid on its video ambitions, which is probably wise given their first efforts. But we are hearing that the new team is up and running under Go Entertainment's Edy Sulisty, and it looks like the resurrection is beginning... Go-Jek has not yet responded to our questions about its plans.*) Owned by Go-Jek, Indonesia's multi-platform technology group, which provides access to services ranging from bike rides to payments and meal deliveries.

Hooq

Hooq launched in Indonesia in April 2016, and is available via Grab, First Media, Bolt, Telkomsel, Ovo and Telkom

IndiHome. Hooq also has carrier billing deals with Telkomsel, XL Axiata, Hutchison 3, Indosat and SmartFren. Hooq's 20-channel skinny bundle, which streams linear pay-TV channels such as Hits, tvN and Zee Bioskop, plus 10,000 hours of VOD content, starts from Rp18,700/US\$1.40 a week. Hooq's original productions for Indonesia include six-part crime thriller *Brata* (2018), which is Hooq and telco Telkomsel's first original collaboration; comedy *Cek Toko Sebelah* (2018); and *Marlina the Murderer in Four Acts* (2017). *Marlina The Murderer in Four Acts*, about a widow who is raped and fights back, was Hooq's first major investment in long-form originals.

ifix

Launched in Indonesia in June 2016, ifix carries original/regional/international titles plus Indonesian content from local partners including Kharisma Starvision and Screenplay. ifix's local acquisitions include *Promise*, *Jailangkung 1 / 2*, and *Magic Hour*. *Magic Hour* was spun off into two original series, and its success is paving the way for similar film-to-series development. ifix's originals include young adult supernatural horror series *Conversation with Ghosts* (working title) produced with Screenplay Films. ifix has also partnered with Screenplay Films to produce 16 of 26 made-for-OTT movies based on stories from storytelling platform Wattpad. There's also an eight-part drama in the works based on Indonesian writer Gina S Noer's teen romance, *Posesif*, directed by Edwin and produced by Palari Films. ifixVIP costs Rp39,000/US\$2.70 a month in Indonesia for up to five devices. Owned by Catcha Group and Evolution Media Capital, ifix is distributed in Indonesia via Telkom's IndiHome, Indosat Ooredoo, Telkomsel, XL Axiata

M2V

Launched in 2009 by PT Mentari Multimedia, M2V is a mobile TV service for in-car use in Jakarta and surrounding areas. M2V offers more than 120 local/int'l channels. Basic packs cost from Rp99,000/US\$6.80 a month. Monthly add-on packages cost from Rp11,000/

US\$0.75 for the Fashion pack to Rp221,000/US\$15 for the Gold pack.

MAXstream

Telco Telkomsel launched streaming application MAXstream in June 2018, offering live TV channels, original content, movies, TV shows, sports and animation series, among others. Original/co-pro includes 28 short films/series co-pro with Singapore-based short-film platform Vidsee. Premiered in Feb this year, the content is curated by Vidsee's Indonesian team, and includes *Loving A Tombstone (Mencintai Nisan)*, directed by Dmaz Brodjonegoro; and *Made In Bali*, directed by Michael Phoroly. The Vidsee-MAXstream collaboration also included a four-episode romantic comedy, *Unscripted Man*, directed by Indonesia's Rein Maychaelson. In January this year, MAXstream also premiered its first co-pro with Malaysia's Astro, *Nawangsih*. Other MAXstream originals include crime thriller *Brata* (Sep 2018), *Critical Eleven* (May 2017) and *Pulang Pulang Ganteng* (May 2017). Maxstream costs from Rp9,900/US\$0.70 a month for the 1.5GB VideoMAX Nickelodeon Play pack to Rp100,000/US\$7 a month for the 2GB VideoMAX beIN plan. Telkomsel, which reported more than 168 million mobile subs, says Maxstream had 10 million users in Feb 2019.

MNC Now

MNC launched SVOD service, MNC Now, in Feb 2018 with more than 115 TV channels and about 4,000 hours of VOD, including originals from MNC Studios and MNC Pictures, international content from Europe/U.S. and Asian content from Thailand, South Korea, Hong Kong, China, Malaysia and Japan. The platform, operated by MNC's subsidiary, PT OTT MNC Indonesia, is available for free to MNC Vision and MNC Play pay-TV subs.

Netflix

Global SVOD platform Netflix launched in Indonesia in Jan 2016, and added a fully localised Bahasa Indonesia interface and subtitles in Oct 2018. Subscription costs from Rp109,000/US\$7.70 (SD, 1 screen) to Rp169,000/US\$11.90 a month (HD/UHD, 4 concurrent screens). Although

visible original production activity isn't anywhere near as high in Indonesia as in, for instance, India, Netflix does have the country on its content radar, including first original movie, *The Night Comes for Us*. Acquired Indonesian titles include *Laskar Pelangi*, *Love for Sale*, *Merantau*, *Ada Apa Dengan Cinta 1&2*, *Galih dan Ratna*, *Suzzanna: Buried Alive*, *Letters from Prague*, *Habibie Ainun* and *Filosofi Kopi*. Netflix does not censor content for Indonesia, and continues to maintain that consumers are empowered to make viewing choices based on the features provided, including show info, ratings, age verification and parental controls. In Indonesia, Netflix is available direct and via video data plan partnerships with XL Axiata, Hutchison 3 Indonesia and Smartfren, as well as an integrated STB partnership with XL Home.

Oona

Launched in Dec 2017, Oona is a free ad-based mobile TV service offering a wide-ranging bundle of free channels/curated playlists. Oona had 200+ intl'l/local channels, including Outdoor, a bouquet from Omni Channels Asia and its partnership with U.S.-based channels provider TV4 Entertainment, all3media's lifestyle channel Inside Outside, and a bundle of channels reformatted from YouTube. Oona, with about 1.3 million registered users in April 2019, is planning to launch an app version on Telkom Indonesia's set-top box IndiBox in May 2019. The aim is to reach eight million users by end of 2019.

Super Soccer TV

Sports OTT player Super Soccer TV offers live coverage of soccer matches (Garuda Select, Chinese Super League, Bundesliga and UEFA Youth League) plus VOD content covering behind the scenes of Garuda Select. The network, launched in Nov 2016, has more than 275,000 users. Subscriptions cost Rp50,000/US\$3.45 a month.

UseeTV Go

Launched in June 2011 and revamped in August 2012, UseeTV Go is the online platform offered for free to subscribers

of UseeTV/IndiHome. The offering covers live streaming of select channels/events, video/karaoke on-demand content.

Vidio.com

Vidio.com is an OTT service targeting youth/social media users offering UGC, 21 FTA channels, sports, news, local sinetron and Korean, Thai, Japanese and Chinese drama series. Vidio.com also premiered its first original series, *Girls in the City*, in Mar 2019. Produced by local production house SinemArt, the romantic series focuses on social peer pressure. Premium tier, which costs from Rp10,000/US\$0.70 a day to Rp50,000/US\$3.50 a month for the Vidio Premier + beIN pack (offering sports, movies and local/foreign content), was added in Nov 2018. The service launched in Oct 2014 by PT Vidio Dot Com, a subsidiary of PT Surya Citra Media (SCMA), which belongs to local media firm Emtek. SCMA also owns and operates free-TV channels SCTV, Indosiar and O Channel.

Viu

Viu has had a presence in Indonesia since May 2016, with an offering that includes content from local production houses Starvision and Multivision Pictures along with Korean, Japanese, Chinese, Thai and Indian titles. Select Korean drama and variety from five major producers (KBS, SBS, MBC, CJ E&M, JTBC) are released in Indonesia at the same time as in Korea with subtitles in English as soon as eight hours after original telecast and in Bahasa Indonesia after 24 hours. Viu premiered its first Indonesia original production in Aug 2017 – 13-part romcom, *Switch*. This was followed by *The Publicist*, a 13-part romantic drama directed by Monty Tiwa and aired in Nov 2017. In May 2018, as part of its second anniversary celebration in Indonesia, Viu premiered its third Indonesia original series, *Sunshine*. Viu was also involved in film, releasing its first Indonesia original film, *Kenapa Harus Bule?* (directed by Nia Dinata) in Mar 2018. The premium tier costs Rp30,000/US\$2.10 a month. Distribution partners include Telkomsel, Three (Hutch Indonesia), XL Axiata, Smartfren, Tokopedia, Jd.id and Samsung Indonesia

Zee5 Global

Streaming service targeting mainly the Indian and South Asian diaspora Zee5 launched globally (excluding U.S.) in Oct 2018 in 190+ countries. Owned by Zee Entertainment Enterprises Limited (ZEEL), Zee5 offers 100,000 hours of video on-demand content across multiple genres in English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati and Punjabi, as well as 60+ live TV channels, including Zee's branded TV channels. Offering also includes 55 originals titles (2019-released and library titles) such as Arjun Rampal's thriller *The Final Call*, 78-minute LGBTQ drama *Sec 377* and Saqib Saleem's crime/thriller *Rangbaaz*. Zee5 plans to launch 72 new originals in six languages in 2019/20. There is also plans to launch its content in international languages (voice dubbing), including Bahasa Indonesia, Thai, and Malay. Subscription costs Rp65,000/US\$4.60 a month.

Prod/Post-Production

13 Entertainment

13 Entertainment, which boasts worldwide rights to a library of Indonesian movies, specialises in post-production offering film preservation and restoration. The company also owns two movie channels – FLIK HD and Sinema Indonesia.

Fremantle

Established in 1995 by Fremantle Asia, PT Dunia Visitama Produksi supports the production of Fremantle Asia's formats in Indonesia. Formats aired in 2018/commissioned for 2019 include *Family Feud Indonesia S19/S20*, *Hot Streak Indonesia S1*, *Indonesian Idol Junior S3*, *Indonesian Idol S9*, *Match Game Indonesia S1* and *Price is Right Indonesia*.

MD Entertainment

MD Entertainment was established in 2003 as a soap opera/sinetron production and distribution company in Indonesia. The company expanded through subsidiaries offering film (MD Pictures) and animation (MD Animation). MD Entertainment accounts for about 50% of the

group's revenues, with MD Pictures contributing about 40%. The MD group is best known for some of Indonesia's highest-grossing local films, including *Ayat Ayat Cinta* and *Habibie and Ainun*.

Multivision Plus

Established in 1989 by PT Parkit Films, Multivision Plus specialises in sinetron/drama series and movie production for local, regional and int'l markets.

Rapi Films

Founded in 1968 as a film distribution company, Rapi Films ventured into production in 1971 and has produced more than 100 feature films and TV series for the local market. Services include production support for foreign companies shooting in Indonesia.

Screenplay Productions/Screenplay Films

Established in August 2010, PT Screenplay Produksi (Screenplay Films) is the production arm of media conglomerate Emtek Group, which also owns free-to-air TV channels SCTV, O Channel and Indosiar. Screenplay has a two-hour daily slot in SCTV called FTV Premiere, featuring acting A-listers and filmed in exotic locations.

Sinemart

Established in 2003, PT SinemArt Indonesia has produced more than 150 drama series and more than 20 movies (via subsidiary, SinemArt Pictures).

Telcos/Mobile

3 (Tri)

3 (Tri), launched in 2007, operates a network of 2G, 4G LTE GSM at 1800 Mhz and 3G/WCDMA at 2100 Mhz to upwards of 59 million subs. 3 is part of Hutchison Asia Telecom. 4G LTE network covers 7.919 villages in 281 cities and regencies in Sumatera, Jawa, Kalimantan, Sulawesi, Bali and Lombok.

Indosat Ooredoo

Indosat Ooredoo is a member of the Ooredoo Group, an international comms company delivering mobile, fixed, broadband internet and corporate managed services to the Middle East, North Africa and Southeast Asia. In Indonesia, Ooredoo offers services to 58 million subscribers in 2018.

MyRepublic

Offers four internet packages, from Rp289,000/US\$20/month for 50Mbps plan to Rp999,000/US\$69/month for the 300Mbps plan. All include 24 local TV channels via HD Entertainment Box at Rp50,000/US\$3.45/month.

Telkomsel

Established in 1995, PT Telekomunikasi Indonesia (Telkom Indonesia) offers mobile cellular, fixed wireless, pay TV, data/internet, satellite and VSAT services. Telkom Indonesia's mobile service, Tel-

komsel, has about 167.8 million subs, of which 112.6 million are mobile data users. Telkom Indonesia's fibre/triple play service, IndiHome, has about 4.7 million subs, of which 52% are triple play customers (Sep 2018).

XL

XL Axiata launched in Oct 1996 and is majority owned by the Axiata Group (66.55%). XL provides mobile telecommunication services to about 53.9 million subscribers, of which 42 million are smartphone users (Sep 2018).

Regulators/Associations

Film Censorship Institution

The Film Censorship Institution's aim is to safeguard moral and social values.

Indonesia Broadcasting Commission (KPI)

KPI is a state-owned institution regulating broadcast. Functions include setting programme standards, and composing regulations/codes.

Ministry of Communications and Information Technology

The Ministry of Communication and Information Technology governs telecoms, broadcasting and infotech.

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The Big List 2019

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Contact

Leah Gordon at leah@contentasia.tv (Americas, Europe, U.K.)

Masliana Mason at mas@contentasia.tv (Asia, Australia, Middle East)

For editorial info, contact Janine at janine@contentasia.tv

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What's on where...

April 2019	23-25	APOS	Bali, Indonesia
May 2019	8-10	Busan Contents Market (BCM)	Busan, Korea
	14-24	L.A. Screenings (Independants)	L.A., U.S.A.
	27-28	DW Global Media Forum	Bonn, Germany
June 2019	5-7	MIP China	Hangzhou, China
	6-8	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	14-10	Shanghai International Film & TV Festival TV Market	Shanghai Exhibition Center, China
	17	Avia Satellite Industry Forum	Singapore
	18-20	BroadcastAsia	Singapore
	18-20	CommunicAsia	Singapore
August 2019	20-23	BCWW	Seoul, Korea
	28-29	ContentAsia Summit	Singapore
September 2019	3	Malaysia in View	Kuala Lumpur, Malaysia
	26-29	Gwangju ACE Fair	Gwangju, South Korea
October 2019	12-13	MIP Junior	Cannes, France
	14-17	Mipcom	Cannes, France
	22-24	Tiffcom	Tokyo, Japan
November 2019	4-6	Asia Video Summit	Hong Kong
	6-13	American Film Market & Conference, AFM	Santa Monica, CA, U.S.
	TBC	APSCC	Bangkok, Thailand
December 2019	4-6	Asia TV Forum & Market, ATF	Singapore

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



Global streamers battle for China

Diverse demand for digital series

Demand in Mainland China for global streaming originals is the most diverse in the region, with titles from Netflix, CBS All Access, Amazon Prime Video, YouTube Premium and DC Universe filling the top five spots on the top 10 foreign digital originals list for the week of 4-10 April, according to data science company Parrot Analytics.

Netflix's *Love, Death and Robots* tops both lists, with just under 78 million demand expressions. The collection of animated shorts spanning sci-fi, fantasy, hor-

ror and comedy is one of five Netflix titles on the top 10 digital originals list – the most of all the streaming platforms.

Along with *Love, Death and Robots*, Showtime's corporate drama *Billions* is the only title on the list to top 75 million demand expressions, beating frequent winners in other markets such as *Westworld*, *Game of Thrones* and *The Walking Dead*.

Overall demand for English-language shows is dominated by the U.S. Seven of the top 10 shows are high-end dramas, and the other three are sitcoms.

Top 10 english overall TV shows: China

Rank	Title	Average Demand Expressions®
1	<i>Love Death And Robots</i>	77,751,092
2	<i>Billions</i>	75,933,791
3	<i>Westworld</i>	63,333,308
4	<i>Game Of Thrones</i>	62,742,788
5	<i>The Big Bang Theory</i>	61,970,551
6	<i>Modern Family</i>	61,007,400
7	<i>The Blacklist</i>	59,969,049
8	<i>Fresh Off The Boat</i>	58,605,325
9	<i>Empire</i>	58,588,472
10	<i>The Walking Dead</i>	58,464,644

Top 10 foreign digital originals: China

Rank	Title	Platform	Average Demand Expressions®
1	<i>Love Death And Robots</i>	Netflix	77,751,092
2	<i>Star Trek: Discovery</i>	CBS All Access	57,842,071
3	<i>The Grand Tour</i>	Amazon Prime Video	57,327,457
4	<i>Step Up: High Water</i>	YouTube Premium	54,442,539
5	<i>Doom Patrol</i>	DC Universe	53,464,180
6	<i>The Good Fight</i>	CBS All Access	53,425,029
7	<i>House Of Cards</i>	Netflix	50,186,605
8	<i>Black Mirror</i>	Netflix	49,255,023
9	<i>Narcos</i>	Netflix	47,634,173
10	<i>Ultraman (Live Action 2019)</i>	Netflix	46,922,284

Date range: 4-10 April 2019

Demand Expressions®: The global TV measurement 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.



Editorial Director

Janine Stein
janine@contentasia.tv

Assistant Editor

Malena Amzah
malena@contentasia.tv

Research Manager

CJ Yong
cj@contentasia.tv

Editorial Research

Aqilah Yunus
aqilah@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP,
International Business Development
Leah Gordon
leah@contentasia.tv

Sales and Marketing (Asia)

Masliana Masron
mas@contentasia.tv

To receive your regular free copy of *ContentAsia*, please email i_want@contentasia.tv

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