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2-15 December 2019

Malaysia's Media Prima picks up Thai drama

BEC's Switch breaks new ground, cross-border Asian licensing deals escalate

Malaysia's Media Prima has picked up rights to BEC World's Thai romcom, Switch, from JKN Global Media. Switch, starring heartthrob Nadech Kugimiya, will air on flagship mass market free-TV channel, TV3, and is the first Thai drama on free to air terrestrial television in Malaysia.

The full story is on page 2

Viu countdown to Black premiere

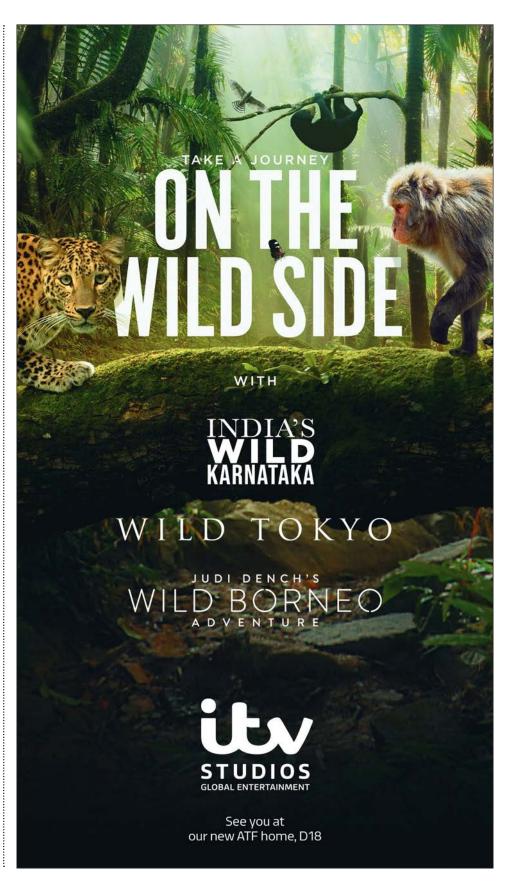
K-drama adaptation ups originals magic with Malay "bunian"

Streaming platform Viu premieres its adaptation of Korean drama, *Black*, on Wednesday, 17 December. The eightepisode remake of CJ ENM's Korean series is one of 80 scripted and unscripted original series the streaming platform had on its slate for this year.

The full story is on page 3

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- Deals come thick & fast in run up to ATF market opening on Wednesday
- Discovery ups factual, lifestyle streaming; deal with Viu expands digital footprint
- Our ATF programming picks





Malaysia's Media Prima picks up Thai drama

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Further details will be unveiled at the ATF market, which opens in Singapore on Wednesday (4 Dec).

The Switch deal, negotiated by Bangkok-based listed company, JKN Global Media, follows landmark deals for Thai drama in Korea and Indonesia.

In September, Korean channels operator TRA Media said it had picked up rights to eight Thai drama titles for its two cable channels – Smile Plus (entertainment) and TVA Plus (Asian drama channel) in a 265-hour deal brokered by JKN. The



Nadech Kugimiya in Switch, BEC Thailand

agreement marked Thai media company/broadcaster BEC World's debut in the Korean market, and is part of the company's stepped-up efforts to expand its

international footprint.

Series include Love Destiny, which premiered on TVA Plus in November, Thong Ek – Herbal Master, Nakee and Tales of The Two Cities.

In another deal that speaks of rising alliances between Asian neighbours, Thai drama enters Indonesia's free-TV broadcast space for the first time in a licensing deal between Rajawali TV (RTV) and JKN Global Media for BEC World Channel 3's top-rated series, Love Destiny. RTV has also started marketing the series, which premieres this month.

This inaugural agreement will be a test for Thai scripted content in a market of just under 50 million free-TV households heavily skewed to local productions, and could lead to additional acquisitions, according to RTV chief executive, Artine Utomo.











Deals come thick & fast in run up to ATF in Singapore

This year's ATF market opens in Singapore this week with a slew of agreements already signed and obvious high hopes for new licensing and content alliances.

Singapore's **Mediacorp** heads into the ATF with at least two headline signings – a co-production with Hong Kong's free-TV station **ViuTV** starring Desmond Tan, Fang Rong and Edwin Goh, and an agreement with crowd-sourced storytelling platform **Wattpad** for *Slow Dancing*. *Slow Dancing*, which has 9.6 million reads on Wattpad so far, is about a girl who pretends to be someone else in order to spare her love interest pain and, as a result, has to face the truth that lies can ruin love.

Out of the U.S., **Alfred Haber Distribution** says Blue Ant Media has picked up



Orangutan Jungle School

Southeast Asia rights to the 2020 26th Annual Screen Actors Guild (SAG) Awards, which takes place on 19 January 2020. Foxtel will carry the show in Australia.

Blue Ant International expands its reach in Asia with new sales of its 4K factual titles to Discovery, including NHNZ's Orangutan Jungle School; Discovery Japan, which bought Animal Senses; A+E Networks India, which picked up rights to baking contest Best Cake Wins; ABS-CBN Philippines; MBC, YTN Science and KBS in South Korea, which added Blink Films' Secret Life of the Koala, among other titles, to their slates; TrueVisions in Thailand, which acquired Make it Big, Make it Small among other titles; and TVB in Hong Kong, which bought Animals at Play and Animals Decoded.

Viu countdown to 17 Dec Black premiere

K-drama adaptation ups magic with Malay "bunian"



Black, Viu Malaysia

Streaming platform Viu premieres its adaptation of Korean drama, *Black*, on Tuesday, 17 December.

Black, an eight-episode remake of a CJ ENM Korean series, is one of 80 scripted and unscripted series the streaming platform had on its slate for this year.

Black centers on a supernatural being on a mission to track down his fugitive partner in the human world and falls in love with Sofia, who has the ability to foresee death.

The Malay remake of *Black* is produced by local production house Alpha 47 Films, with directors Razaisyam Rashid (*Pusaka*) and Kroll Azri (*Pekak*).

The drama is Viu Malaysia's second scripted adaptation after Scandinavian noir crime series *The Bridge*, which has just gone into production on season two at indie production house Double Vision. *The Bridge* 2 premieres in 2020.

Viu's originals out of Malaysia since July

this year include dark comedy *Keluarga Baha Don* (premiered 11 July 2019), and *Kopitiam: Double Shot*, a reboot of Malaysian sitcom (premiered 28 Nov 2019), which ran from 1998 until 2003.

The greatest challenge in adapting Black for Viu audiences was "finding a way to both honour the legacy of the Korean original and at the same time weave in story and character points that are quintessentially Malaysian", says Sahana Kamath, head of original production for Malaysia and Indonesia.

The solution was adding the Bunian factor (vs the grim reaper in the original storyline).

"The challenge was to take the core concept of a 'grim reaper' and make it work for Malaysia by drawing from Malay folklore around spirits known as bunian... it brings in tremendous amount of local culture and flavour to the adaptation," Kamath says.











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ATF deals [cont]....



Man at Arms: Art of War, GRB Studios

True crime, sports entertainment and cooking lead **GRB Studios**' Asia-Pacific rights deals heading into the ATF. The Los Angeles-based distributor comes to Singapore with two factual series – cooking competition *BBQ Pitmasters* and *Man at Arms: Art of War*, a look at weapons and armor that have played a role in pop culture – sold to Thailand's TrueVisions.

Kids/family programmer **Jetpack Distribution** arrives in Singapore for this year's market with licensing agreements already in place with broadcasters in Korea (Tooniverse, Gem), Philippines (Pop Life), China (Shenghai Shenyu), India (ETV), Hong Kong (TVB) and Vietnam (Vietcontent). Shows include Oswaldo, The Barefoot Bandits, Rainbow Butterfly Unicorn Kitty, Wolf, The Sisters and Kitty is Not a Cat. Among other rights, Philippines lifestyle and entertainment channel, Pop Life, bought Justin Time seasons one to three.

In the kids space, **Cyber Group Studios** has licensed shows to broadcasters in eight Asia Pacific markets, including Shanghai Senyu Culture Media (China), PTS (Taiwan), Canal + (Myanmar), Cineplex/TrueVisions (Thailand), SCTV (Vietnam) and Australia (ABC).

Discovery ups factual, lifestyle streaming

Deal with PCCW's Viu expands traditional footprint



Cooking for Love, Asian Food Network

PCCW Media's regional streaming platform, Viu, has expanded its Asian genre base in a big way in a factual/lifestyle licensing agreement with Discovery's Singapore-based Southeast Asia operation.

The new deal coincides with the relaunch of Discovery's Asian Food Channel as the Asian Food Network (AFN) and is the pay-TV network's strongest push yet into the digital universe.

The exact number of hours of content has not been disclosed. The on-demand titles included on the Viu streaming platform span Discovery's channel brands as well as Asian originals such as Jason Tastes Asia, Family Kitchen with Sherson and Cooking for Love.

The content will carry English, Bahasa Melayu, Bahasa Indonesia, Traditional Chinese, and Thai subtitles per as-available basis.

Channel brands are Discovery, Discovery Asia, Animal Planet, Food Network, Asian Food Network, TLC and HGTV.

The content will be available in six markets, including Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, and Thailand.

Viu has about 36 million monthly active users (MAU).

Viu bosses say the push into factual and lifestyle is part of its effort to expand and enrich the content experience, according to Viu chief executive officer, Janice Lee.

"With Discovery we see the opportunity to offer top quality factual and lifestyle entertainment, including travel, lifestyle and living, that resonates with a broad spectrum of our audience on the Viu platform," Lee says.

"Our collaboration with Discovery marks a further step in the continual expansion of our offerings to enrich the content experience for our viewers through international and regional collaborations as well as through the development of Viu Originals," she added.



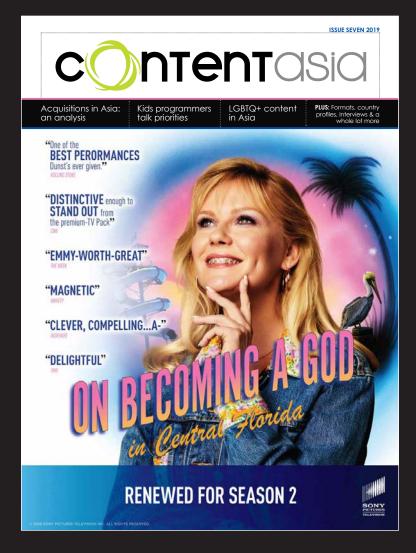








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in contentasia



Pakistan

In numbers

Population	207.7 million		
Households	32.2 million		
Avg household size	6.3		
TV penetration	79%		
Daily average TV viewership, across all TV			
platforms	2 hours		
platforms Mobile subscribers			
	163 million		
Mobile subscribers	163 million 73 million		

Source: Pakistan Bureau of Statistics (population, households), PEMRA, Gallup Pakistan (TV vierwership, April 2019), Pakistan Telecommunication Authority (mobile, broadband, October 2019)

Free TV

ATV

Established in June 2005, ATV is Pakistan's second largest national TV broadcaster after the state-owned Pakistan Television Corporation (PTV). The broadcaster owns and operates two 24-hour terrestrial channels – ATV and A-Plus. Both air a mostly local general entertainment schedule, including religion-oriented shows.

Pakistan Television Corporation

Established in 1964, Pakistan's statebacked national TV broadcaster, Pakistan Television Corporation (PTV), owns and operates eight channels: PTV Home (general entertainment, family); PTV Bolan (general entertainment for Balochistan province); PTV National (local language content, including Sindhi, Punjabi, Pushto, Baluchi); PTV News (news/ current affairs); PTV Global (for Pakistanis abroad); PTV Sports (24-hour sports channel launched in 2012); PTV World (Englishlanguage news/infotainment service, launched in Jan 2013); and AJK TV.

Subscription

DWN TV

Established in 2003, DWN TV (Digital Wireless Network) offers about 50 local and international TV channels to 425,000+ viewers in cities of Islamabad/Rawalpindi, Lahore and Karachi. Monthly sub-



Ehd E Wafa, Hum TV's Sunday night primetime drama, debuted 22 Sep 2019, written by Mustafa Afridi. and directed by Muhammad Saife Hasan, the plot revolves around a group of high-spirited friends who help, support, and enjoy one another's company as they overcome the hardships in their life.

scription is PKR550/US\$3.50, with a onetime starter fee of PKR17,000/US\$109.50.

Nayatel

Nayatel (NTL), a sister company of broadband provider Micronet Broadband (MBL), launched a fibre to the home (FTTH)/fibre to the user (FTTU) network in Sept 2006, offering tripleplay services (broadband internet, telephony, pay TV) to business and home users primarily in Faisalabad and Islamabad-Rawalpindi metropolitan areas. The pay-TV service offers 70+ local/ international TV channels from PKR400/ US\$2.60 a month. Digital TV monthly subscription costs PKR300/US\$1.90 for the first box and PKR150/US\$1 for each additional box. Nayatel also offers free subs-only live streaming TV services, offering movies, drama series, news, sports and music.

Solo Media Group

Founded in 2011, Solo Media Group offers about 150 cable TV/radio channels, including 12 in-house TV channels to users largely residing in Karachi.

Wateen

Established in 2005, Pakistan's converged communication services provider, Wateen Telecom, ventured into cable TV in 2006 with a multimedia division tasked to provide cable television services to its HFC cable customers. Wateen now offers 80 SD and 100 HD local/int'l channels to households in Lahore and Multan. Monthly subscriptions for triple play packages are from PKR2,771/US\$17.80 for 80 analogue TV channels, 4 Mbps internet and landline to PKR20,786/US\$133.35 for 100 digital TV channels, 100 Mbps internet connection and landline in Lahore.

Worldcall Telecom

WorldCall Telecom (WTL) was established in mid-1996 as a pay-phone service. WTL offers 120+ digital and 80 analogue cable television channels. Subscriptions start from PKR500/US\$3.20 for three months for the WorldCall Digital TV package and PKR450/US\$2.90 a month for the WorldCall Cable TV package (for Lahore). WTL also offers broadband internet services to 1.2 million subs (Sept 2019).





















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Pay-TV Programmers & Channel Distributors

Ary Digital Network

Incorporated in 2000, Ary Digital Network is a subsidiary of the Dubai-based Ary Group. The Urdu-language television network was created after the Ary Group acquired a private TV channel catering to Pakistani expats in the U.K. Ary Digital operates a bouquet of in-house and international channels, including family entertainment channel Ary Digital, Ary News (news/current affairs), Ary Musik (youth-oriented), Ary QTV (religion), Ary Zindagi (entertainment, launched in April 2014, replacing food channel Ary Zaud), HBO and Nick Pakistan. Targeting Urdu speakers living in Pakistan and abroad, Ary Digital is available in 130 countries across Southeast Asia, the Middle East and the U.K. via satellite. Ary Digital also offers online catch-up TV services and is involved in film distribution via Ary Films.

Classic Broadcasting

Classic Entertainment, established in 2002, produces, airs and distributes entertainment, infotainment and music-based TV content. Classic Entertainment's bouquet in Pakistan includes CNBC, CNN and NBC.

DM Digital

Founded in 2005, DM Digital is a British-Pakistani television network with offices in Manchester (U.K.) and Lahore. DM Digital manages and distributes a bouquet of channels, including DM Digital/ DM Digital World, DM News, DM Apna Bazaar (shopping), DM Global (entertainment) and DM Dhoom TV (music/ lifestyle/film).

Geo TV Network

Geo TV Network was established in May 2002 and started broadcasting commercially in Oct 2002. The network operates in-house channels, including Geo News (news), Geo Entertainment (Urdu/Turkish drama, reality), Geo Super (sports), Geo Tez (breaking news) and Geo Kahani (drama) as well as video portal Geo

Dost, and a feature film division. Geo TV transmits via satellite across Pakistan, the Middle East, U.S., U.K. and Europe.

Horizon Media

Horizon Media manages the distribution of United Arab Emirates-based entertainment channel Urdu 1.

Hum Network

Hum Network (formerly Eye Television Network) was established in 2004. The network's in-house channels include 24-hour entertainment channel Hum TV (local drama); Hum Masala (food channel in Urdu); and Hum Sitaray (foreign/local entertainment, including fashion, lifestyle, reality, drama series, sitcom and soap series).

Information & Systems Corporation Limited (ISCL)

Information & Systems Corporation distributes channels such as Toonami, CNN and Cartoon Network in Pakistan.

Leo Television Network

Leo Communications was founded in May 1996 as a CATV equipment and accessory company and continues to be involved in cable installation and maintenance services in Pakistan. In 2000, the company entered into the channels distribution business. Leo's bouquet includes local services FilmWorld (Bollywood movie), FilmAzia (general entertainment), Filmax (Urdu-dubbed Hollywood movie) and Aruj (family/kids entertainment).

Open Media Marketing (OMM)

Open Media Marketing (OMM) distributes national, regional and int'l television and radio programmes, feature films, documentaries, audio and video music, multimedia software and media literature in Pakistan. OMM also provides production support services.

IPTV/OTT/Streaming

iflix launched in Pakistan in Jan 2017. Content partners include Hum TV for shows such as romcom Teefa in Trouble

(2018). Subscription costs PKR300/ US\$1.90 a month.

PTCL Smart TV

PTCL launched Pakistan's sole IPTV service, Smart TV, in Aug 2008. The triple-play platform offers 120+ live TV channels and over 8,000 hours of VOD content across 150 cities. The PTCL Smart TV regular plan costs PKR525/US\$3.40 a month. VOD costs from PKR25/US\$0.16 per title to PKR300/US\$1.90 per title for 48 hours unlimited viewing. PTCL Smart TV also carries third-party streaming services Starz Play by Cinepax (for PKR300/ US\$1.90 a month) and Netflix (from PKR950/US\$6.10 a month). New subscribers get free set-top box worth PKR6,000/ US\$38.65.

Starz Play by Cinepax

Launched in Oct 2018, Starz Play by Cinepax is a SVOD service by Pakistan's cinema chain Cinepax. The platform offers more than 6,000 hours of Hollywood/Pakistani/Bollywood film/TV content, to users in Pakistan and 20+ countries across MENA.

Regulators

Ministry of Information and **Broadcasting**

The Ministry of Information & Broadcasting administers rules and regulations and laws relating to information, broadcasting and the press in Pakistan.

PEMRA

Established in 2002, PEMRA's mandate is to facilitate and regulate licensing of all broadcast media (satellite TV & FM radio) and distribution services (cable TV, DTH, IPTV, mobile TV) in Pakistan. PEMRA aims to improve the standards of information education and entertainment: boost media choice across all genres of public and national interest; improve access to mass media at local and community level; and ensure accountability, transparency and good governance by optimising free flow of information.

> Adapted from ContentAsia's The Big List 2020













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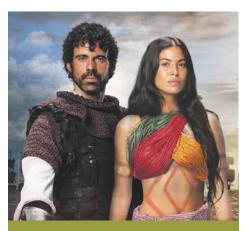








atfprogrammepicks



La Reina de Indias y el Conquistador (The Queen and The Conqueror)

This is the amazing love story that brings together Catalina, a female icon in the time of the conquest, and Pedro de Heredia, the Conqueror, who would later establish the city of Cartagena, betray his lover, and break her heart. Length: 60x60 mins (Super Series) Caracol Television T: +1 305 960. 2018 (Miami), +571 6430 430 (Bogota) T: +34 670 21 4935 (Spain) ATF Stand # C22

The Baby Club

Ground-breaking and critically acclaimed, this live action series comprises 40x15 minute episodes and is aimed at parents and carers of 6 to 18 month old babies. It replicates the activities of community baby groups. Each show is hosted by influencer and author Giovanna Fletcher or performer and TV presenter Nigel Clarke, who welcome six babies and their grown ups and lead on-screen activities, while encouraging viewers to join in at home. Length: 40x15 mins **Jetpack Distribution** 3rd Floor, 20 Bedford Street London, WC2E 9HP, U.K. W: www.jetpackdistribution.tv ATF Stand # J34



10 Years Younger

10 Years Younger is the transformative show that has worked its magic across the globe. A team of experts take on the ultimate challenge – to turn back the clock, making them feel and look younger both inside and out. Using the very latest beauty treatments, this wonderfully flexible and inventive show can be adapted to suit any market or budget. Every episode builds towards a heart-warming reveal and is packed with tips and beauty knowledge, giving everyone the confidence to look 10 Years Younger. Length: 60 mins [Format] all3media 1

George Street, #10-01, Singapore 049145 T: +65 6817 3780 ATF Stand # K08

FBI: Most Wanted

From Emmy Award winner Dick Wolf and the team behind FBI and the "Law & Order" franchise, FBI: MOST WANTED stars Julian McMahon in a high-stakes drama that focuses on the Fugitive Task Force, which relentlessly tracks and captures the notorious criminals on the Bureau's Most



Wanted list. Seasoned agent Jess LaCroix (McMahon) oversees the highly skilled team that functions as a mobile undercover unit that's always out in the field, pursuing those who are most desperate to elude justice. Length: 16x60 mins **CBS Studios International** 7800 Beverly Blvd., Los Angeles, CA 90036 T: +1 323 575 5460 ATF Suite # 5202

Cuna De Lobos (Cradle of Wolves)

It tells the story of a woman who sacrificed herself in striving to achieve what she always wanted. Over time, she has become a powerful businesswoman who using her beauty, sensuality and intelligence, succeeds in becoming what she always dreamed of. She is Catalina Creel, Carlos Larios' wife, owner of the most important jewelry store in the country, who next to her son, Alejandro, and her stepson, José Carlos, make the perfect family before everyone's eyes. But in this family nothing is what it

seems, they all hide dark secrets that Catalina will try to eradicate at all costs, killing everyone who gets in her way. **Televisa** Vaso De Quiroga 2000, Sante Fe. Mexico City, 01210 Mexico T: +52 55 5261 2000

ATF Stand # E30

Book Hungry Bears

The Book Hungry Bears love picture books! Join Crystal, Boomer, Melody and Scout as they play and explore together, learning lessons from the books that flit and flutter like birds amid the paper trees! Length: 52x11 mins 9Story Media Group Unit 20, Block C, Smithfield Market, Smithfield Dublin 7, D07 PV06 Ireland W: www.9story.com ATF Stand # J13





atfprogrammepicks



Presumed guilty

Set in an idyllic fishing village, Presumed Guilty tells the story of Jon Arístegui, a scientific living in Paris who is forced to return to the village where he was born because of the death of his father. There, Jon has no choice but to confront the ghosts from his past and a mystery that was never resolved: the disappearance of his girlfriend, Anne. Jon can't remem-

ber anything of that night, was he actually who murdered her? And if not, who is interested in bringing to light what happened? And why now? Length: 13x70 mins (Season 01) Atresmedia Television Avenida isla Graciosa 13, San Sebastian de los reyes, Madrid, España CP 28703 T: +916230254 ATF Stand # C20



Posse

Posse is a weekly primetime entertainment extravaganza built on top of a talk-show in front of a live audience. The core of the show is the Posse, a group of celebrity superstar friends who get together for the best party of the week. In each episode there are returning segments. During the show Posse has 3-5 interviews with the hottest celebrities with a twist or a silly game – the way that only the Posse can get



away with! Posse is a feel-good blast for the whole family, and the show is full of surprises like celebrity candid camera and a live link outside the studio. Also one short and edgy TV parody is included to each episode. Lastly the musical guests bring the house down with their energetic performances. Length: 12x90mins Rabbit Films Panimokatu 2 a, 00580 Helsinki, Finland T: +35 85 0590 1231 ATF Stand # J23



In Thank You For The Music, three

celebrity duos go head-to-head in an epic musical showdown. The famous con-testants play fun music games – and seven special audience members also play an impor- tant part! Because whenever a duo wins a game,

they choose one of these seven

audience members, purely on the

basis of their looks, to sing a song!

Familie de Mollaan 1, 1217 ZB HIL-

Length: 8x90 mins Talpa Global

VERSUM, The Netherlands T: +31 35 5333111 ATF Stand # D18

Zoey's Extraordinary Playlist

In this joyous and celebratory drama, Zoey Clarke is a whip-smart computer coder forging her way in San Francisco. After an unusual event, she starts to hear the innermost wants and desires of the people around her through songs. At first, she questions her own sanity but soon realizes this unwanted curse may just be an incredibly wonderful gift. Length: 12x60 mins Lionsgate Entertainment 2700 Colorado Ave. Santa Monica, CA 90404, U.S. T: +1 310 4499200 ATF Stand # L27



The Adventures of Sherlock Sam

The Adventures of Sherlock Sam is a high-concept comedy mystery. Some part suspense, a little danger and a whole lot of laughs. The series may be rooted in the classic detective fiction genre, but the heart of the series is the offbeat dynamics between the main characters, Sherlock and Watson – a smart, observant, food-loving boy and his grumpy and reluctant robot sidekick – and the improbable reversal of their roles. Follow the witty 12-year-old duo as they solve cases in and around their Asian city home. Length: 26x22 mins August Media Holdings Pte Ltd 100G Pasir Panjang Road, #06-14 Interlocal Centre, Singapore 118523 T: +65 6592 0577 F: +65 6773 6005 ATF Stand # E08-H08 (Singapore Pavilion)



Symphony for the World

Ludwig van Beethoven's 9th Symphony is one of the most popular pieces of classical music in the world. To mark the composer's 250th birthday, Symphony for the World travels around the globe from Europe to South America, Asia and Africa. We meet extraordinary musicians who interpret Beethoven's Ninth in new and different ways. These musical encounters are profound and personal, yet they always draw us back to Beethoven himself and the turbulent times he lived in. Length: 2x45 mins **DW** Kurt-Schumacher-Strasse 3, 53113 Bonn T: +49 228 429 2716 (Germany); +60 3 2093 0866 (Asia) ATF Stand # E18

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What's on where...

December 2019	4-6	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market	Dubai
January 2020	22-24	NATPE	Miami, U.S.
March 2020	18-20	FICCI Frames	India
	25-28	Hong Kong FILMART	Hong Kong
	28-29	MIP Doc	Cannes, France
	28-29	MIP Formats	Cannes, France
	30-2 Apr	MIP TV	Cannes, France
April 2020	1-3	Content Expo Tokyo	Tokyo, Japan
	21-23	APOS	Bali, Indonesia
May 2020	6-8	Busan Contents Market (BCM)	Busan, South Korea
	12-19	L.A. Screenings Independents/ Studio Screenings	Los Angeles, U.S.
June 2020	3-5	MIP China	Hangzhou, China
	9-11	BroadcastAsia/CommunicAsia	Singapore
	11-13	Vietnam Telefilm	Ho Chi Minh City, Vietnam
July 2020	6-7	DW Global Media Forum	Bonn, Germany
August 2020	26-27	ContentAsia Summit	Bangkok, Thailand
October 2020	10-11	MIP Junior	Cannes, France
	12-15	MIPCOM	Cannes, France



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