

21 October-3 November 2019

2 Nov debut for DC Super Hero Girls in Asia

"Girls get shortchanged in the cool department way too often," creator Lauren Faust says

DC Super Hero Girls premieres on Cartoon Network in Southeast Asia on 2 Nov, bringing a whole new brand of girls TV to the region. The animated action adventure series tracks teenage versions of Wonder Woman, Supergirl, Bumblebee, Batgirl, Zatanna and Green Lantern. "Girls get shortchanged in the cool department way too often," show creator Lauren Faust told Mip Junior delegates in Cannes this month.

The full story is on page 3

4 Nov debut for 1st TV Tokyo, Piece of Cake co-pro Japanese free-TV broadcaster gives viewers storyline control

Japan's TV Tokyo and media company Piece of Cake, release their first drama series co-production, *House Unknown* on 4 Nov. The eight-part short-form series is based on a story sources from Piece of Cake's story platform Note.

The full story is on page 2

Plus

- *South Park* tops demand in Taiwan; Comedy Central show 35% ahead
- Radio, smart speakers lead news trends
- *The Naked Director* tops Netflix Japan launches
- ... and a whole lot more

Hunan TV, Endemol Shine co-dev hits #1 *Sing or Spin* talent contest debuts at 0.8%



Sing or Spin, Hunan TV/Endemol Shine China

The premiere of Hunan TV's new prime time talent show, *Sing or Spin*, topped its slot on Friday (18 Oct) with ratings of 0.8% and reach of 3.42% across all provincial TV stations in China.

The non-scripted series, part of Hunan TV's China showcase at Mipcom, is a co-development with Endemol Shine China.

The entertainment format is part of the Chinese broadcaster's Biu Project initiative to create a pipeline of pilots for its linear channel.

Hunan TV says the Biu Project created more than 500 hours of original non-scripted content in 2018.

Sing or Spin involves a revolving stage that lets singers know how well they are scoring. The co-development team was led by Rebecca De Young, Endemol Shine China's head of content reporting to China managing director, William Tan, and Lester Hu, Hunan TV's head of formats and international business.

The partnership was approved by China's National Radio and Television Administration and is being officially supported

"in line with China's push for innovation and content support".

Endemol also said at Mipcom that China's Jiangsu TV has commissioned a third season of *Puzzle Masters* to air in early 2020.

China emerged fourth in *ContentAsia's Formats Outlook* for the first half of 2019, with 23 formats aired/commissioned across the country.

By volume, this puts China behind Thailand (45), Vietnam (37) and India (26). The 23 titles accounted for 10.26% of the total 224 formats across 15 countries in the region (Jan-June 2019).

13 (57%) of the 23 formats adapted in China were scripted/drama series, including 30-episode Mandarin version of high-end Australian mystery/crime drama, *Miss Fisher's Murder Mysteries*, *Miss S*.

The 10 non-scripted titles were a mix of reality, game shows, entertainment and song contests, including *World's Got Talent China* (on Hunan TV from Fremantle) and *Sweet Kiss Bitter Kiss China* (Youku from TV Asahi).

4 Nov debut for first TV Tokyo, Piece of Cake co-production

Japanese free-TV broadcaster gives viewers storyline control



House Unknown, TV Tokyo/Piece of Cake

Japanese broadcaster TV Tokyo and media company Piece of Cake, will release their first co-produced drama series, *House Unknown* (translated) on Monday, 4 Nov.

The 8 x 15 minute series, about the lives of housemates, is produced by TV Tokyo's Yu Ota and Tomohiro Goda.

The series will air on TV Tokyo as well as on the network's YouTube channel and video streaming portal.

The first 10 minutes of the show has been decided while the rest of the series will be determined by users.

A contest in search for the best storylines started on 3 Oct on Piece of Cake's storyline platform Note.

House Unknown is part of a capital and business alliance between the two companies signed in August this year.

The alliance was formed following a collaboration between TV Tokyo, Piece of Cake and publisher Gentosha on an essay/comic writing competition in April 2019.

"The contest was a triumph, with 4,212 entries... it would be a waste to end this [essay/comic] collaboration with Piece of Cake," says TV Tokyo's president and chief executive, Shigeru Komago.

The alliance aims to, among other things, "create original content from a perspective that has never been seen before".

"In this era, we have to create programmes based on a digital sense... it was essential to collaborate with internet companies," says Komago.

Launched in April 2014, Note is a web service that allows creators to post text, manga, photos, and audio. Approximately five million works have been uploaded so far. The platform says it has 20 million monthly active users (August 2019).

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Indonesian regulator suspends Trans talk show

Indonesia's media regulator pulled Trans TV talk show, *Brownis*, for two days this month for multiple violations of the country's broadcast programming codes.

In one of the incidents, the Central Indonesian Broadcasting Commission (KPI) said personal conflicts and situations, such as those of celebrities Nikita Mirzani and Barbie Kumalasari, had been discussed. In another episode, two women were dancing and shaking their breasts.

The KPI also objected to various conversations and activities on the show, including a man pushing his friend's head in an episode in August.

KPI said the shows disrespected the right to privacy and values or the norms of decency and morality.

"It is fitting for someone's privacy or personal rights to be respected in every broadcast programme. Personal life is related to married life, divorce, family conflict, personal conflict, infidelity, love affairs, religious beliefs, and personal secrets. Especially the issues discussed in the programme are not related to the public interest," KPI said.

Zee closes raft of licensing deals

Zee Entertainment's Zee Global Content Sales has licensed a slate of first-run English drama series to African digital platform Iroko as part of a raft of deals with, among others, the U.K., South Africa, and Bulgaria. Titles include *Tashn-e-ishq*, *Kumkum Bhagya*, *Gangaa* and *Yeh Teri Galiyan*. ETV, South Africa's largest private free-TV channel picked up marquee dramas – *Qubool Hai* and *Yeh Teri Galiyan*.

2 Nov debut for *DC Super Hero Girls* in Asia

"Girls get shortchanged in the cool department," creator says



DC Super Hero Girls, Cartoon Network

DC Super Hero Girls premieres on Cartoon Network in Southeast Asia on 2 Nov, bringing a whole new brand of girls TV to the region.

The animated action adventure series, produced by Warner Bros Animation, tracks teenage versions of Wonder Woman, Supergirl, Bumblebee, Batgirl, Zatanna and Green Lantern.

"The tone of the show, with the cuteness and the silliness, sets us apart," show creator Lauren Faust told Mip Junior delegates in Cannes this month.

Faust said girls were portrayed too often on TV as "perfect angels all the time... our girls have flaws and they mess up".

"I don't know if you see that very often in girls shows, them just being idiots," she said.

"Girls get shortchanged in the cool department way too often," Faust said.

"Most shows, too many shows, for girls are less about inspiring them, less about entertaining them, less about reflecting their experiences back to them.

"Too often they come across as lectures in how we expect girls to behave.... they end of being very soft, very nice, and everyone is very concerned about everybody else's feelings all the time, and that's important to a degree but is that really exciting to watch? And is that something that's going to follow you as you grow up and go on with your life," she added.

"We're seeing less and less of girls like shopping, and make up and talking on the phone a lot, and more and more female characters across animation and live action that have more depth because we are giving them the gamut of human emotions not just what we think is exclusive to girls and women."

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Hong Kong raises US\$128.3m in 5G spectrum auction

Hong Kong's Office of the Communications Authority (OFCA) raised HK\$1.006 billion/US\$128.3 million from four mobile network operations in a 5G spectrum auction ahead of the proposed rollout of commercial services next year. A total of 200 MHz of spectrum in the 3.5 GHz band was auctioned.

The four successful bidders were China Mobile Hong Kong Company, Hong Kong Telecommunications (HKT), Hutchison Telephone Company and SmartTone Mobile Communications. The assignment of the spectrum will take effect on 1 April 2020 and is valid for 15 years.

HKT described its HK\$252 million/US\$32 million winning bid for 50MHz of spectrum as "reasonable". The telco said it would start offering 5G services in the second quarter of 2020.

iQiyi backs European Gen Z gourmet series



Amazing Chinese Restaurants, Zoomin

Chinese streamer iQiyi is backing Gen Z gourmet restaurant series, *Amazing Chinese Restaurants*, from Amsterdam-based production house Zoomin. The companies say the 10-episode long-form show, hosted by actor Wu Gang, will premiere at the end of this year. The series profiles owners and chefs of Chinese restaurants around the world.

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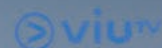
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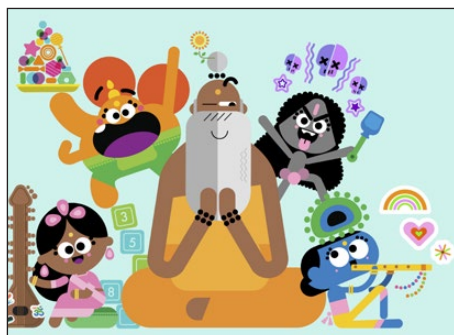


Vietnam's Pops boosts Thai channel with new kids licensing deals

Vietnamese digital platform Pops has tied up with programme providers English Club TV, Cosmos-Maya and Dream Express for a slate of animated series and edutainment content for its Pops Kids YouTube channel in Thailand. Titles include animated English-language edu-tainment series *Words to Grow*, music programme *Okey-Dokey*, *Art Land*, *Kids in Action* and *Words Party* from English Club TV (MZ Media), and Indian comedy series *Eena Meena Deeka Chase Comedy Show* and *Tik Tak Tail* from Cosmos-Maya. Pop Kids Thailand has also localised *The Salads* from Thai animated company Dream Express for the YouTube Thailand channel.

Netflix greenlights *Ghee Happy*

Netflix has greenlit animated preschool series, *Ghee Happy*, from director-animator-illustrator Sanjay Patel (*Monsters Inc*, *Ratatouille*). The series reimagines



Ghee Happy

Hindu deities as kids discover their powers in a deity daycare centre. *Ghee Happy* joins animated series such as Rajiv Chilaka's *Mighty Little Bheem* and upcoming titles such as DreamWorks Animation's *Dragons: Rescue Riders*, Akira Shigino's *Dino Girl Gauko* and *Kid Cosmic* from Craig McCracken.

Radio, smart speakers lead news trends

But monetisation difficult, news leaders admit

The biggest new trend in media may be radio, or at least a technology-upgraded version via smart speakers, such as Alexa and Echo, delegates at the Digital Journalism World Summit in Singapore earlier this month heard.

Alyssa McDonald, managing director for Asia digital at Bloomberg in Australia, said while the proportion of people using smart speakers was relatively small, it was growing quickly. Key Asia markets using the devices were South Korea, Hong Kong and Singapore.

The ability to multi-task – using a hands-free and eyes-free interface – made smart speakers a good tool for reaching listeners, she said. But she noted monetisation had been difficult.

Kourtney Bitterly, research and development lead at the New York Times in the U.S., said her company was also experimenting with creating products for smart speakers. That was after finding users liked being connected to media without aimless scrolling and falling down “rabbit holes”.

But she noted there was not much native content engaging the devices’

interactive features, with many still treating it like a radio broadcast.

Other content outlets were looking to other formats to engage users.

Reta Lee, editor-in-chief for Yahoo Lifestyle and Entertainment in South-east Asia, said her company planned to roll out mail products for Yahoo email users, particularly in Indonesia, Malaysia and Singapore where user numbers were high.

In addition, Yahoo was considering introducing a Singapore-based augmented reality (AR) character similar to MeiMei, which interacts with a live host, in Hong Kong.

When it comes to fake news, Coco-nuts Media founder/CEO Byron Perry pointed to potential ethical monetisation: Articles debunking fake news tended to perform very well on his platform, he said.

But he noted that combating fake news did not seem to be a priority of the tech giants as they had chosen not to put articles debunking false reports in front of everyone who had seen a hoax posting. – Leslie Shaffer

CJ ENM, CICC extend co-pro alliance

New deal signed against China's ongoing Korea freeze

Korea's CJ ENM and China Intercontinental Communication Center (CICC) are working on co-creating a slate of factual content for 2020 that showcases China.

An MoU was signed during Mipcom; there's no date yet on the final signatures.

The new deal comes amid the ongoing freeze on Korean content in China over Korea's support for the U.S. Thaad missile defence system.

The new agreement follows on from the

two companies' co-operation earlier this year on three-episode 60-minute special of *Wok The World* entitled *Silk Road Delicacies*, *Rice: Unearthed* hosted by Michelin three-star chef Alvin Leung and his protégée, *MasterChef Canada* winner Eric Chong.

Among the new slate, CJ ENM and CICC plan to co-produce a second season of *Wok the World* as part of their new agreement.



tvN returns Korean beauty show for second season



Get It Beauty on the Road

tvN Asia's original series, *Get It Beauty on the Road* in Singapore, returns for season two on 29 October and will air Tuesdays at 7pm. The series, showcasing beauty and wellness tips, is hosted by Korean TV personality Kim Jung-min, K-beauty expert Kim Ki-soo and actress Julie Tan.

Censorship threats for Indian streamers?

Unidentified sources in India are flagging possible censorship on streaming video platforms, according to a Reuters report citing unnamed sources. The platforms are currently not required to comply with the same content codes as film and TV broadcasters. The report says the government is being spurred into action by complaints about content that is "obscene or insulted religious sentiment".

Singapore's Mediacorp returns car challenge

Mediacorp returns car challenge *Palm Standing* for the 18th time in Nov. Four hundred contestants from nine Asian markets will compete in the urban endurance contest to win a Subaru XV. The current record for contestants to keep their palm on the car is 82 hours, 16 minutes.

BBC renews Measat capacity

BBC Studios has renewed its satellite capacity agreement with Malaysia's Measat in partnership with Globecast. The channels will continue to use the Measat-3 satellite at 91.5°E across Asia.

Netflix expands non-English originals

The Naked Director tops Japan launches



The Naked Director

Netflix says *The Naked Director*, which premiered on 8 August, was its biggest title launch in Japan for the three months from July to September.

The series, based on the life of pornographic film director Toru Muranishi, is among the slate of non-English-language originals driving penetration in international markets, which Netflix said accounted for 90% of its growth.

The Naked Director was renewed for a second season on 15 August.

Committing to expanding its non-English-language originals, Netflix said 6.3 million of the 6.8 million new subscribers in the third quarter of this year came from outside the U.S. The number of subscribers in Asia was not disclosed.

Reporting its latest financials, Netflix said Q3 growth was 12% up on the same quarter last year, bringing the global subs base to 158 million. Q3 revenue grew to US\$5.2 billion, a 31% year-on-year increase, and profit doubled to US\$1 billion.

To date, Netflix has released 100 seasons of local language, original scripted series from 17 countries and said it had plans for an additional 130 in 2020. Plans include upping investment in local language original films and unscripted series.

Netflix said the response to its lower-priced mobile plan in India, introduced in Q3, "has been better than initial testing suggested, which will allow us to further invest in Indian content".

"While still only a very small percentage of our total subscriber base, we're continuing to test mobile-only plans in other markets," Netflix said.

Addressing looming competition, Netflix said it expected "some modest headwinds from new competition in the next quarter, but the long-term opportunity remains the same."

"In our view, the likely outcome from the launch of new services will be to accelerate the shift from linear TV to on demand consumption of entertainment".

"We compete broadly for entertainment time, and have faced strong competition for years, including from Disney and Warner, but also YouTube and others," Netflix said.

"We've learned over the years that whatever the competition, we need to focus on what Netflix does best – consumer choice and control – and do it better. It's why we're investing in best in class shows and films across every genre around the world," the streamer added.

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MasterChef Academy debuts in Asia

Culinary experience follows Endemol Shine Medialink deal



Mr Bean The Animated Series

Endemol Shine China has partnered with IP Lab and The Big Things in Hong Kong to open the first MasterChef Academy in the world.

The academy, which expands the MasterChef brand experience to kids and families, debuts later this year as part of The Big Things Kitchen and Cooking Studio at The Mills commercial redevelopment.

"Experiential is a real focus for the growth of the MasterChef brand," said Jane Smith, Endemol Shine Group's group director, brand licensing and gaming,

Celebrity MasterChef China aired on Jiangsu TV and *MasterChef China* aired on Dragon TV.

In a second initiative with Hong Kong, En-

demol Shine China is celebrating the 30th anniversary of iconic property *Mr Bean* in 2020 with a new partnership that boosts brand licensing in Greater China.

The agreement, announced this month, is Endemol Shine's first alliance with Hong Kong-based licensing agency Medialink.

The licensing deal follows the broadcast of season two of *Mr Bean The Animated Series* on CCTV-14 kids linear channel in China, Hong Kong and Macau earlier this year. Season one aired last year.

Endemol Shine China has also partnered with Zhejiang Education Publishing Group to launch a new series of *Mr Bean* comic books in China. The comic books debuted in October.

Globe Studios sells *Dead Kids* to Netflix

Mikhail Red film to premiere before year-end

Philippines' telco Globe's Globe Studios unit has sold exclusive global rights for Filipino film, *Dead Kids*, to Netflix.

The film is scheduled to premiere later this year.

Dead Kids, directed by Mikhail Red (*Birdshot*, *Eerie*), is based on a true story about a socially awkward teen who

bonds with a group of misfits against an arrogant rich kid in a kidnapping scheme that quickly turns deadly.

Globe partners with Netflix on payment systems – including pre-paid options and video data plans – that make the streamer more accessible to local audiences.

South Korea

In numbers

Population..... 51.7 million
Households..... 17.123 million
Avg. household size..... 5
Avg. no. of TV per household..... 1.31
Pay TV subscribers..... 32.2 million
IPTV subscribers..... 15.66 million
Internet users..... 46.12 million
Broadband internet users..... 21.67 million
Mobile subscribers..... 67.65 million
Smartphone subscribers..... 50.52 million

Source: Statistics Korea/KOSIS
(population/households), Ministry of
Science and ICT (IPTV, internet, mobile),
Korea Communications Commission (TV,
pay TV)

Free TV

Educational Broadcasting System (EBS)

Educational Broadcasting System (EBS) was founded in 1973 for educational establishments in Korea and launched in 1974 as a radio station under the Korean Educational Development Institute. TV broadcasting started in 1980. EBS was re-established as a public corporation in 2000. EBS currently owns and operates seven TV channels, including EBS1 (digital terrestrial public channel for general viewers) and EBS2 (digital terrestrial public channel offering English educational content for elementary/middle school). EBS also operates several internet/mobile-based educational services and is involved in international co-production and distribution businesses.

Korean Broadcasting System (KBS)

Public broadcaster, Korean Broadcasting System (KBS), was founded in 1926 and added TV to its radio services in 1961. KBS operates two general entertainment terrestrial channels (KBS TV1, KBS TV2) and one international satellite TV channel (KBS World). KBS TV1's driver content is news/



Lee Seung-gi in Vagabond, an action packed Korean espionage drama series, Netflix

current affairs, sports, cultural and documentary programming. KBS TV2's strength lies in its variety/entertainment family-oriented offering. KBS also offers six cable TV channels: KBS Drama, KBS Joy (entertainment), KBS Sports, KBS W (women), KBS Kids and KBS Life (docu/info/culture). The four KBS-branded terrestrial DMB channels are: U-KBS Star (mobile versions of KBS TV1), U-KBS Heart (mobile versions of KBS TV2), U-KBS Music (music channel) and U-KBS Clover (interactive data/information). KBS subsidiaries include KBS Media, which manages local/global marketing of KBS content. KBS is funded by viewer licence fees.

Munhwa Broadcasting Corp (MBC)

Established in 1961, Munhwa Broadcasting Corporation (MBC) is a public broadcaster with 98% coverage of Korea. The MBC network consists of one national terrestrial station (Channel 11), five cable stations (drama, sports, variety, music, women), five satellite TV channels (drama, sports, music, variety, women), four terrestrial DMB services

(two television, one radio, one data) and three radio stations (AM, FM, standard FM). MBC distributes its content internationally via distribution arm iMBC.

Seoul Broadcasting System (SBS)

Founded in 1990 and launched in 1991, Seoul Broadcasting System (SBS) operates SBS, a national domestic terrestrial TV channel offering news, drama, entertainment, sports, films and documentaries; seven cable/satellite channels (SBS Plus/UHD, SBS Golf, SBS funE, SBS Sports, SBS CNBC, SBS MTV and Nickelodeon Korea); one DMB channel; and two FM radio stations. SBS also has interests in OTT (pooq), TV programme production and distribution, and internet/new media.

Pay TV

B tv (Broad&tv)

IPTV service B tv was launched in 2009 by SK Telecom's broadband unit, SK Broadband. The service offers about

235 SD/HD channels and 85,000+ VOD/catch-up titles (movies/TV series) to 5.05 million subscribers (Aug 2019). Subscriptions cost from KRW15,400/US\$13 a month for the 136-channel B tv Basic pack with a one-year contract to KRW29,700/US\$25 a month for the 235-channel B tv Prime Catch-on pack with a one-year contract.

D'Live

D'Live is a cable pay-TV and OTT service provider in Korea with upwards of two million subscribers.

KT Skylife/Olleh TV/Olleh TV Skylife

Founded in 1981 as a fixed-line service provider, the former state-owned KT Corporation began providing satellite services through KT Skylife in 2002. KT Skylife offers HD/SD TV and audio channels to 2.588 million users (June 2019). KT also operates IPTV service, Olleh TV/Olleh TV Air, offering about 211 channels and 150,000+ titles to 6.472 million users (June 2019). KT's hybrid IPTV/satellite platform, Olleh TV Skylife (OTS), which provides a combo of satellite TV (SkyLife), IPTV (Olleh TV) and interactive services, had 1.642 million subscribers at end June 2019. KT produces its own content, including drama, sports and talk shows, and has an interest in mobile (21.5 million subs, June 2019), OTT (Telebee), ultra-high-definition IPTV (Olleh GiGA UHD tv) and broadband services.

U+ TV

Established in December 2007 by LG U+ Corp, U+ TV is an IPTV service offering VOD titles and live channels. U+ TV also has a mobile IPTV version, U+ HDTV. LG, which had about 4.32 million U+ TV IPTV subs at the end of Aug 2019, also operates broadband service Giga Broadband to 4.207 million subscribers (Aug 2019). Monthly U+TV and Giga Broadband internet combo subscription plans cost from KRW10,890/US\$9.20 for 139 channels to KRW27,390/US\$23.20 for 170 channels. LG U+ was founded in July 1996 with the merger of three LG telcos: LG Telecom, LG Dacom and LG Powercom.

OTT/Online/Mobile

Consumers in Korea have access to a wide range of streaming/online platforms, including regional Amazon Prime Video (US\$5.99 a month); Netflix (also available via D'Live Plus' and LG U+'s set-top boxes); and others. There's also the new JV by CJ ENM and JTBC, which promises a new streaming platform by early 2020. The new service will be modelled on CJ ENM's subscription-based tving streaming service. Exiting the OTT space is KT's Telebee. KT is pulling the plug on Telebee on midnight, 31 Dec 2019 saying the cut is part of the company's move in reorganising its OTT strategy.

Kakao TV

Launched in Feb 2017, Kakao TV offers UGC, local TV content and interactive real-time chat. Kakao TV is owned and operated by Kakao Corporation, formed by the merger between video platform Kakao and content provider Daum Communications in 2014.

Naver TV

Ad-supported online video portal Naver TV was launched in 2012 by internet service operator Naver Corporation, best known for its search portal/online services. The platform offers Korean web series and UGC videos. Naver TVcast also carries some acquired English-language content.

Olleh TV Mobile

Olleh TV Mobile is the mobile extension of IPTV Olleh TV service. The mobile offering includes 100 free live TV channels and 180,000 VOD titles, spanning TV programmes, kids, sports, documentary and animation series delivered through LTE network.

Telebee

Satellite broadcasting company KT Skylife, is pulling the plug on two-year old Telebee on midnight, 31 Dec 2019. KT launched the video streaming service in Sept 2017, offering access to live TV channels and select Skylife TV programmes.

tving

tving is an OTT/online TV/video service geo-blocked for Korea. tving offers real-time TV channels from CJ ENM, its own in-house channels, and more than 50,000 VOD local/int'l titles, including movies and TV episodes via internet connected devices. tving started off as a sub-menu for TV video service under Gom TV (Korean video player app) in May 2010 and in March 2011, after six months of development, re-launched as tving.

U+HDTV

Multi-platform U+HDTV offers live television channels and video on-demand content. Subscription costs KRW5,500/US\$4.90 a month. A la carte VOD titles cost from KRW500/US\$0.40 to KRW5,500/US\$4.90 each.

Watcha Play

Founded in 2011, Kakao Ventures-backed Watcha Inc (formerly known as Frograms Inc) launched SVOD service Watcha Play in January 2016. The service carries local/international content, including drama, documentary and animation series.

Wavve

The launch of Wavve, which incorporates SKT's Oksusu and Pooq (by free-TV giants KBS, MBC and SBS), is a bid to compete with global streamers, including Disney+ and Netflix. The newly launched platform brings together a combined total subscribers of about 14 million; 10 million from Oksusu and four million from Pooq. Launched on 19 Sept 2019, Wavve offers local/international content, including movies and drama series priced at KRW7,900/US\$6.70 a month.

YouTube Premium

South Korea is Google's video subscription service YouTube Premium's (formerly YouTube Red) first Asian market. The service launched in the country in Dec 2016. YouTube Premium offers original movies/series, music videos and ad-free (offline feature) videos, and costs KRW7,900/US\$6.70 a month.

Programming/ Production/ Post Production

72 Seconds

Digital content studio 72 Seconds specialises in branded content for third parties, including cable networks, and its own original line-up. Production credits include drama series *Ordinary Life of Ms O* (S1-S3), about a 30-year old single woman balancing blind dates with being a boss at work; *Banana Actually* (S1-S2), about the lives of four interconnected couples; and *Deux Yeoza* (S1-S2), which follows the intimate telepathic (and not-so-telepathic) communication of two girls as they deal with strange men, drunk girlfriends, and scary sales associates.

CJ ENM

KOSDAQ-listed CJ E&M merged with CJ Group's home shopping/e-commerce subsidiary CJ O Shopping on 1 July 2018 to become CJ ENM. The company continues to operate 16 TV channels, including tvN (also a general entertainment service available in Hong Kong, Singapore, Taiwan, Malaysia, Philippines, Indonesia, Thailand, Cambodia, Myanmar, Australia), Mnet Japan (music channel in Japan), and Blue TV (Vietnam) as well as online creator network Dia TV. The company produces and distributes content for the broadcast, film, music, live entertainment sectors. CJ E&M was formed in 2010 in a merger of CJ Media and On Media (broadcast); CJ Entertainment (motion pictures); Mnet Media (music); and CJ Internet (games).

Chorokbaem Media

Established in 1998, Chorokbaem Media makes films and series such as *A Love*

of Life and Death, *Jumong* and *K-Pop Star*. The production company is majority owned by DMG Entertainment China, which acquired an US\$21.5-million equity stake in August 2015.

Company SangSang

Company SangSang was founded by Hyuk-Jae Jang and Hyo-Jin Cho, the producers behind variety shows *Running Man* and *Family Outing*. Company SangSang also produced Netflix's first Korean original variety show *Busted!*.

EnterMedia Pictures

Founded in 2013, EnterMedia Pictures in Korea is a part of U.S.-based EnterMedia Contents. The production company has developed the Korean TV remake of U.S. series legal drama *Suits*, and was involved in adapting the U.S. version of Korean drama, *The Good Doctor*. EnterMedia is also involved in television acquisition and distribution; digital content creation and distribution; and motion picture production, acquisition and distribution.

HB Entertainment

Established in 2006, HB Entertainment specialises in drama series and film production. Credits include the 20-episode drama series *Sky Castle*, which tracks the materialistic desires of upper-class parents in Korea (aired on JTBC), and broke all ratings records for cable drama, closing on 1 February 2019 with a nationwide rating of 23.8%; crime/mystery *Partners for Justice* (MBC); and romantic comedy *Lovely Horribly* (KBS). HB Entertainment is also involved in talent management services.

iHQ

iHQ has two main divisions: entertainment, which manages talent/drama

production; and media, which operates six TV channels and in-house content production. The KOSPI-listed company is majority owned by pay-TV operator D'Live, with a 5% investment from A+E Networks in Dec 2016. Production credits include 2019's *Level Up*, a romcom drama about how two people at odds with one another work together to save a game company that is going bankrupt, and eventually fall in love amidst the chaos.

JTBC Content Hub

JTBC Content Hub, which is the distribution arm of JTBC, oversees worldwide distribution of JTBC's original content. It is home to two content studios, Drama House, which creates primetime scripted programming, and Studio Lulu Lala, for digital scripted/unscripted and lifestyle shows across TV and online platforms such as JTBC, JTBC2, JTBC4, Facebook, and YouTube. Studio Lulu Lala's production credits include variety web series *Wassup Man*, which gained 1.6+ million followers in less than one year since launching in 2018. JTBC produces about 12 scripted series and over 2,000 hours of unscripted programming annually, including drama series *Lady in Dignity* (2017), *Misty* (2018) and *Sky Castle* (2018).

LYD

LYD is a media and content distribution company offering customised gateways in and out of Korea. Based in Seoul, LYD provides channel, content and brand representation within the local market while also securing international distribution for its portfolio of Korean dramas on channels and global OTT platforms. In April 2019, Korean language-customisation and post-production company lyuno Media Group has taken a stake in LYD.



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Playlist Studio

Digital content specialist Playlist Studio is owned by video messenger company Snow, which is a subsidiary of Naver. Playlist Studio focuses mostly on teen romance content, including *Love Playlist* (S1-S3), *Seventeen* (S1) and *Eighteen* (S1).

Studio Gale

Studio Gale was established in 2008 as a 3D animation studio specialising in the creation and production of global animation content. Studio Gale is best known for pre-school titles *Pororo The Little Penguin*, *Tayo The Little Bus* and *Grampi's Circus Show*.

Studio Dragon

Studio Dragon, set up by CJ E&M as a separate production unit in early 2016, listed on the KOSDAQ in Nov 2017, and said at the time it aimed to expand domestic market share to 40% by 2020. Studio Dragon titles include the 18-part *Arthdal Chronicles* aka Korea's *Game of Thrones*; *Hotel Del Luna*, about a hotel for ghosts; *The Crowned Clown*, a story of a king who replaces himself

with a lookalike clown to escape political upheaval and power struggles; *Touch Your Heart*, about a fading actress who falls in love with a cold-hearted lawyer; and romance thriller *The Psychometric Guy*, the story of a boy who can read secrets.

Why Not Media

Why Not Media specialises in web drama series production. Credits include romance series *Secret Crushes* (S1-S3), *Always a Boyfriend*, *Never a Boyfriend* (S1-S3) and *Office Watch* (S1-S2). The company also owns and operates two web-based channels, KOK TV (drama) and KIK TV (entertainment), featuring two new episodes a week. The aim is to become a full-fledged channel network.

Regulators/Associations

KCTA

The Korea Cable Television & Telecommunications Association (KCTA) aims to provide diversified, content in collaboration with overseas companies to cable TV users in Korea.

KCC

The Korea Communications Commission (KCC) was created in 2008, combining the former Korean Broadcasting Commission and the Ministry of Information and Communication. KCC is responsible for regulating broadcasting and communications services, protecting users, and maintaining the independence of broadcasting services.

Korean Broadcasters Association

Korean Broadcasters Association (KBA) was founded in 1974 by domestic terrestrial broadcasters. The aims are to develop the broadcasting environment and upgrade broadcasting qualities in Korea.

Ministry of Culture, Sports and Tourism

Founded in 2008, the Ministry is responsible for the areas of tourism, culture, art, religion and sports.

Adapted from ContentAsia's
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What's on where...

October 2019	22-24	Tiffcom	Tokyo, Japan
November 2019	4-6	Asia Video Summit	Singapore
	6-13	American Film Market & Conference, AFM	Santa Monica, CA, U.S.
	19-21	APOStech	Bali, Indonesia
	19-21	APSCC	Bangkok, Thailand
	20-22	Asian Animation Summit	Seoul, South Korea
	28-29	PROMAXAsia	Singapore
December 2019	4-6	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market 2019	Dubai
January 2020	22-24	NATPE	Miami, U.S.
March 2020	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
June 2020	9-11	BroadcastAsia/CommunicAsia	Singapore
July 2020	7-8	DW Global Media Forum	Bonn, Germany

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



contentasia

South Park tops demand in Taiwan

Comedy Central show 35% ahead of nearest competitor

Now why would *South Park* top the list of titles in demand in Taiwan for the week of 10-16 Oct?

Data science company Parrot Analytics cannot say why the property was 35% ahead of its closest competitor for the week, but maybe it's not that difficult to imagine that it might be because of the *Band in China* episode on 2 Oct. The second episode of season 23 of the Comedy Central series annoyed mainland authorities so badly they wiped the brand off the media map, and the aftermath,

which included a social media "apology" from *South Park* creators Trey Parker and Matt Stone.

What other international shows in Taiwan registered enough demand to rock the top 10 list for the week? Not so much. *The Walking Dead* limped over the one million demand mark, but only just. *Game of Thrones* fell just short of the one million mark, followed by Japanese anime series *My Hero Academia*. China's *Grandmaster of Demonic Cultivation*, from Tencent, broke the U.S. domination of the digital list.

Top 10 overall TV shows: Taiwan

Rank	Title	Average Demand Expressions®
1	South Park	1,635,225
2	The Walking Dead	1,067,645
3	Game of Thrones	982,846
4	My Hero Academia	925,986
5	Masha And The Bear	831,991
6	Stranger Things	763,107
7	Survivor	743,424
8	The Flash	743,305
9	The Big Bang Theory	739,929
10	Spongebob Squarepants	715,426

Top 10 digital originals: Taiwan

Rank	Title	Platform	Average Demand Expressions®
1	Stranger Things	Netflix	763,107
2	13 Reasons Why	Netflix	616,570
3	Young Justice	DC Universe	578,083
4	Titans	DC Universe	435,455
5	The Handmaid's Tale	Hulu	425,750
6	Black Mirror	Netflix	425,721
7	Grandmaster Of Demonic Cultivation	Tencent	423,183
8	Orange Is The New Black	Netflix	403,817
9	The Twilight Zone (2019)	CBS All Access	339,719
10	The Dragon Prince	Netflix	320,849

Date range: 10-16 October 2019

Demand Expressions® (DEX): 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.



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