

## StarHub pay-TV Q3 apocalypse

Pay-TV base falls to 347,000, subs revenue drops 25%

Singapore's StarHub continues to bleed pay-TV subs, with another 27,000 customers out the door over the three months to end Sept.

The exit dragged pay-TV revenue for the quarter down by almost 25%, Singapore platform StarHub disclosed in its Q3 financials.

The pay-TV subs base ended September at 347,000, with average revenue per user of S\$40/US\$29. Q1 subs numbers were 394,000, dropping to 374,000 in Q2.

Net profit after tax for the nine months to end Sept was S\$145.3 million/US\$107 million – a drop of 21.5% over the same period in 2018.

StarHub reported pay-TV revenue of S\$56.1 million/US\$41.3 million – a 24.8% decline over Q3 2018. Year to date, pay-TV revenue is down 20.2%.

The enterprise business – and particularly cyber security – was a bright spot, with a double-digit increase for Q3. Enterprise revenue of S\$145.5 million/US\$107.15 million expanded 16.7% year-on-year. For the first nine months of this year, enterprise revenue was S\$419.9 million/US\$309.2 million – up 15.2% year on year.

Mobile was also down year on year. StarHub blamed price-driven competition and lower customer bases.

StarHub added 32,000 broadband subs from Q1, bringing the base to 505,000. Broadband service revenue was S\$3.6 million/US\$2.7 million for the quarter and S\$4.8 million/US\$3.5 million for the first nine months of the year. ARPU for the quarter decreased S\$5/US\$3.68 to S\$27/US\$19.88.

StarHub's CEO Peter Kaliaropoulos pointed out that Q3 results were stronger than Q2.

He said total revenue grew 3.6% to S\$572.6 million/US\$421.7 million, and EBITDA increased 16.4% to S\$170.5 million/US\$125.6 million.

## Endemol Shine restructures China ops

Beijing office closes, company says sustainable growth difficult



William Tan, Managing Director, Endemol Shine China

Endemol Shine is closing its mainland China-based production and development operation in favour of a centralised licensing strategy driven on the ground by local agents.

Despite big-brand IP licensing successes, "the current operational model is considered unsustainable given the market conditions which limit the activities of non-domestic production companies," company execs say.

The surprise move, confirmed to us this morning (6 Nov), comes less than two weeks after the group's sale to Banijay was announced on 26 October. The two companies will operate separately until the deal closes, so the China decision is unlikely to be linked to the sale.

The China strategy shift follows ratings wins on powerful broadcast network Hunan TV for co-developed talent format *Sing or Spin*, as well as local adap-

tation deals for *Humans*, *Younger* and *Broadchurch*.

All these partnerships will continue under the new structure. "We remain committed to the region with our revised approach," Endemol Shine Group's CEO of international operations, Nicola Bamford, said.

The decision to pull out impacts 12 people based in Endemol Shine China's Beijing office.

"We are incredibly proud of what has been achieved over the past five years by the team on the ground in China. The business environment has changed for everyone and, with the current landscape, it has grown increasingly difficult for the company to structure a business based on sustainable growth," says Endemol Shine China's managing director, William Tan, who will oversee the transition, which is expected to be complete in the first half of 2020.

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iQiyi returns animated series, *Beyond the Ocean*



*Beyond the Ocean*, iQiyi

China's iQiyi has premiered season two of original 3D animated naval fantasy adventure series *Beyond the Ocean*, flagging the release "soon" of a spin-off online drama. Hopes for the animated series are driven by the involvement of design talent from films such as *Wu Kong*, *The Eight Hundred* and *Wolf Warrior 1 & 2*. iQiyi entered the animation business in 2014, and has produced titles such as *Fantasy Land* and *The Grand Lord*.

S'pore Mediacorp aligns digital services Toggle, MeRadio poofed from Jan 2020 as "me" takes over

Singapore's Mediacorp is renaming streaming service Toggle to meWatch from January 2020 as part of a re-alignment that brings three services – Toggle, MeRadio and MeClub – under one co-ordinated brand.

MeRadio will be renamed as meListen and MeClub becomes meRewards.

The broadcaster flagged the change on its website as well as on Facebook last week, and told us that the rename of its digital products reflects "our commitment to designing experiences around our consumers".

The "me" reflects the increasing personalisation of Mediacorp's services, says marketing and communications head, Oliver Chong.

meWatch will be more of a "total video destination" and meListen will offer an increasingly interactive, more personalised

digital listening experience".

All of this lives under Mediacorp's "Made for You" campaign, which aims to highlight experiences "to those we serve, shaped around their wants and needs".

The "Made for You" campaign reflects Mediacorp's shift from a broadcaster to a multiplatform media network "designed around consumers' preferences and consumption habits".

In addition, the campaign "signals Mediacorp's commitment to telling Singapore stories with Singapore talent". Titles flagged under this banner include Weiyu Films' 15-episode multilingual drama *128 Circle*, psychological thriller *Arivaan*, and Kung Fu drama *The Good Fight* from Zheng Geping.

Chong talks about the brand repositioning as signposting "a reinvigorated Mediacorp".



## Australia's ABC rolls out int'l iView app

Free streamer includes news in broad genre offer



*Gardening Australia, ABC iView*

The Australian Broadcasting Corporation (ABC) has rolled out free international streaming service, ABC Australia iView, opening access to a broad range of content to audiences around the world.

The iOS/Android app offers entertainment, factual content, arts and educational programming, as well as ABC

News Channel, which is being streamed internationally for the first time.

News shows include Q&A, *Four Corners*, *Insiders*, *Media Watch*, *Foreign Correspondent* and *The Drum*. Flagship ABC programmes are also part of the streaming platform, including *Australian Story*, *BTN*, *Gardening Australia* and *Waltzing the Dragon*.

## Alibaba revenue leaps 40% to US\$16.7 b

Youku's average daily subs up 47% year on year

Chinese streaming platform Youku's average daily subscribers increased 47% year-over-year for the quarter to end September, the company said this week, promising to continue to "enrich our portfolio with original content that resonates with Chinese audiences".

"We are investing in original content-production capability while ensuring cost efficiencies and return on investment, resulting in narrowing EBITA losses during the quarter," parent company Alibaba said, reporting its quarterly performance.

Digital media and entertainment revenue was US\$1.021 billion, 23% up

on last year. Adjusted EBITA in the quarter was a loss of RMB2,207 million/US\$315 million, compared to a loss of RMB3,802 million/US\$542 million in the same quarter of 2018. Adjusted EBITA margin improved to negative 30% in the quarter from negative 64% in the same quarter last year. The company said this was "primarily due to the measured content spending by Youku".

Alibaba's revenue for the quarter was RMB119,017 million/US\$16,989 million, an increase of 40% year-on-year.

Alibaba has 785 million mobile monthly active users.

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## Comeback for Sohu Media, Zhang says

### Q3 brand ad revenue dips 19% to US\$46m

Mainland Chinese streaming platform Sohu may have watched Q3 brand advertising revenues plummet 19% and flagged a further slide in Q4, but company head Charles Zhang is telling markets that Sohu Media is "making a comeback as a mainstream media platform with an enormous amount of high-quality original content and various events".

Zhang, who is both chairman and chief executive, said Sohu Video "continued to deliver unique and high-quality dramas and other shows to our users".

He admitted that the platform was spending less on new drama production and highlighted more effective exploitation of its originals library and acquisitions.

Reporting the company's Q3 financials, Zhang talked about ongoing "uncertainty in the macroeconomic environment", but said both total revenue and bottom line exceeded prior guidance.

Q3 brand advertising revenues totaled US\$46 million, mainly due to decreases in portal and video advertising revenues, Sohu said.

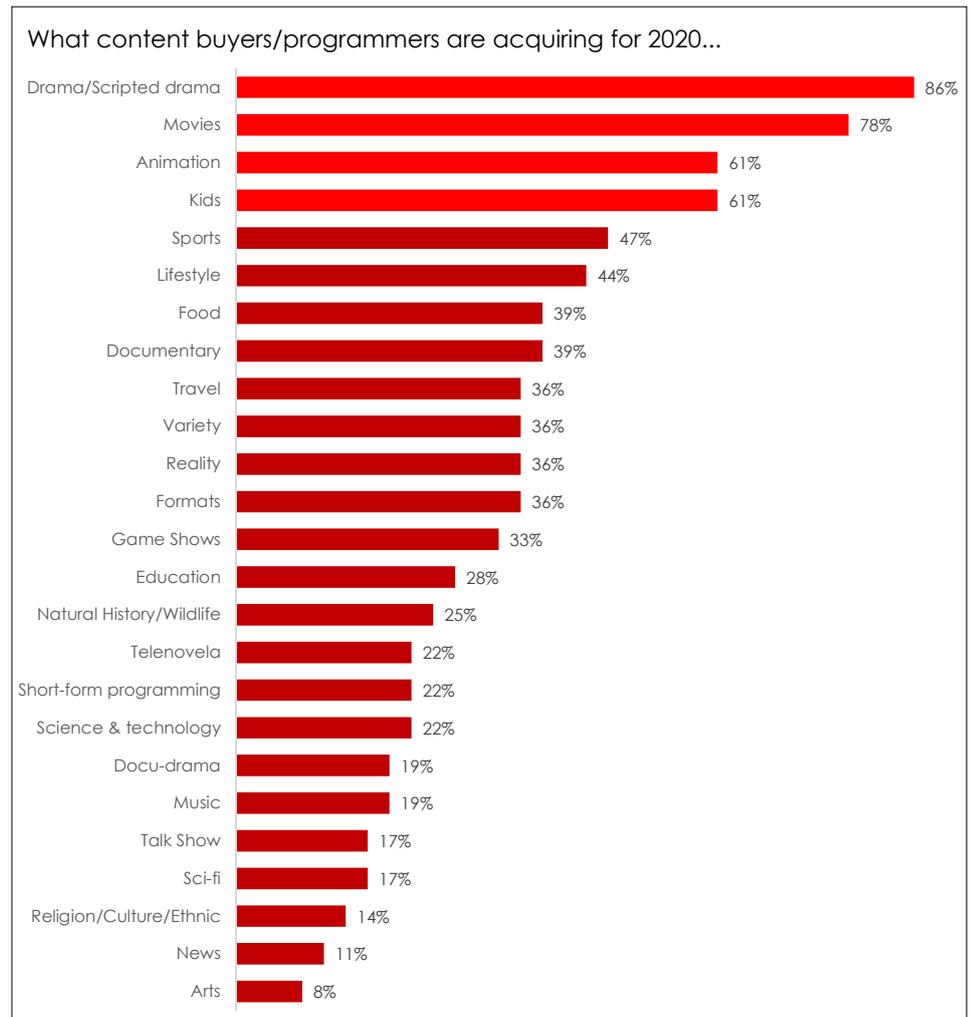
The company reported total revenue of US\$482 million for the quarter to end September, an increase of 9% on the same quarter in 2018 driven by search and search-related revenues (US\$288 million) and online gaming revenue (US\$108 million). Both of these were up 13% year-on-year.

Total revenues for Q4 are forecast to be between US\$435 million and US\$470 million. Brand ad revenues will drop to between US\$40 million and US\$45 million, implying a fall of between 21% and 30% year-on-year.

Net loss for Q3 was US\$21 million, compared with a net loss of US\$26 million in the same quarter last year.

## Asian buyers on the hunt for drama

Ahead of the ATF in Singapore next month, Malena Amzah asked buyers in Asia about their priorities



Source: ContentAsia's Buyer Poll 2020 (29 Oct-5 Nov 2019)

Drama, movies, animation and kids rule buyers' shopping lists in Asia for 2020, according to ContentAsia's latest Buyer Poll. 86% of the buyers ticked drama as their top priority, followed by movies at 78%. Animation and kids came at third, with 61% each.

Buyers also listed sports (47%), lifestyle (44%), food (39%) and travel (36%) on their to-buy-list for 2020.

Online rights are – not surprisingly – part of most conversations, along with various on-demand rights.

The snap poll was conducted across a range of channels, platforms and content services across 14 countries (Brunei, Cambodia, China, HK, Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam).

The full chart and analysis, along with the greatest programming/acquisition challenges for the past 12 months and biggest business hopes for 2020, will be included in ContentAsia's December in print+online 2019. Watch this space!

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**INquotes:** What industry leaders are saying

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## Malaysia's Media Prima flags new round of cuts

Malaysian media network Media Prima has flagged a new round of staff cuts as part of the next phase of its "business transformation". It's not yet clear how many jobs are impacted or how else the business is being transformed other than moving into the new year with even fewer staff. The listed company, which watched its share price fall to a year-to-date low in the days following the 1 Nov announcement, said the latest strategy involved "changing its business model and restructuring internally to enable the Group to be future proofed and sustainable given the uncertain macroeconomic conditions and disruptive changes in the global and local media sector". The restructure is expected to be completed by Q1 2020. In its announcement, the company said "the global media landscape continues to change at a rapid pace and scale, requiring media companies to review and disrupt its own business model to remain sustainable and successful".

## Chinese news agency in Hong Kong attacked

The Hong Kong office of mainland Chinese news agency, Xinhua, has been damaged in a petrol bomb attack. The weekend attack, allegedly by anti-government protesters, also involved scrawling slogans in red paint on the walls of the regional HQ located in the district of Wan Chai. Mainland media outlets, including Xinhua, have condemned the attack, as did the Hong Kong Federation of Journalists. Some called for severe punishment. No one was injured in the incident.

## India's News18 channel shuttered

Indian news channel News 18 is being discontinued for "commercial reasons". The channel goes dark on 3 December. Singtel, one of the providers that carried the news service, says it will continue offering Indian news channels such as Times Now, NDTV 24x7 and NDTV India.

## iQiyi debuts premium app in Malaysia Partnership with Astro boosts Malaysian platform's footprint

Chinese streamer iQiyi launched its premium streaming app in Malaysia this morning (6 Nov), expanding the Chinese streamer's footprint beyond China and boosting partner Astro's global footprint.

The app will carry three original productions from Astro, which will take the lead in marketing, customer acquisition and

media sales.

The app costs M\$12.90/US\$3 or M\$23.90/US\$5.78 depending on the package. Astro customers will get a two-month free membership.

The Astro-iQiyi partnership started in 2017 with *Hot Blood Dance Crew* released in Malaysia on the same day as China.

## 28 Nov release for Malaysia's *Ejen Ali* Animated movie expands theatrical lifeline for Media Prima



*Ejen Ali*, Primeworks Studios/Wau Animation

Primeworks Studios, the production unit of Malaysian media network Media Prima, and local producer Wau Animation are counting down to the theatrical release of animated feature *Ejen Ali The Movie* on 28 November.

The movie, which marks the brand's theatrical debut, releases simultaneously across Malaysia, Singapore and Brunei, along with a slew of consumer products.

The property is something of a lifeline for Primeworks' parent, Media Prima, which has just announced another round of layoffs.

*Ejen Ali*, which debuted on TV in Malaysia in 2016, attracts two million eyeballs a

week on TV3, the country's largest free-to-air channel and over 1.4 million subscribers on YouTube. The show has since been syndicated to regional networks, giving it a footprint of more than 50 countries in Asia and the Middle East.

The movie follows 12-year-old Ali who, after being accidentally recruited as a spy, has grown to embrace his role in secret agency Meta Advance Tactical Agency (MATA).

"2019 is fast becoming the year Malaysian animation dominates at the local box office," said Primeworks Studios' chief executive, Ahmad Izhom Omar.

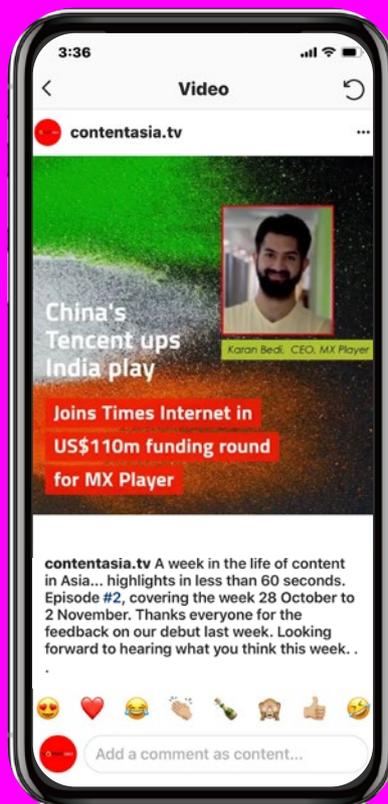
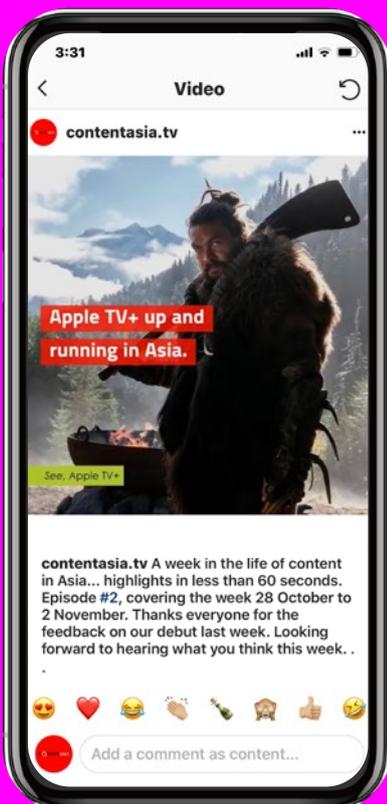
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# China

## In numbers

Population..... 1.399 billion  
 Households..... 460 million  
 Avg household size..... 3.03  
 Cable TV/radio hh..... 214.46 million  
 TV coverage (population)..... 99.07%  
 Digital TV users..... 194.04 million  
 TV prog produced (hour)..... 3.65 million  
 Feature films produced..... 798 titles  
 Internet users..... 772 million  
 Mobile internet users..... 753 million  
 Broadband internet subs..... 443 million  
 Mobile phone subs..... 1.59 billion  
 Mobile 4G phone subs..... 1.25 billion

Source: National Bureau of Statistics of China (population, internet, mobile phone subs, TV/film production) TV viewership/households)

## Broadcasters

### Beijing Gehua CATV Network

Beijing Gehua CATV Network, established in 1999, offers a triple-play service consisting of cable TV, broadband internet and telephone to 5.973 million registered cable TV users, 5.373 million HD interactive digital TV users and 647,000 broadband subscribers (June 2019).

### Beijing TV

Founded in 1979, Beijing TV (BTV) owns 13 channels with total reach of about 300 million viewers. BTV operates both cable free TV and pay TV services. The company also produces TV drama, animation, news, TV magazine, documentary & sports programmes.

### China Central Television (CCTV)

Founded in 1958, China Central Television (CCTV) is mainland China's state-controlled national TV broadcaster, offering 50 free-TV/digital pay-TV channels to more than one billion viewers across China. CCTV channels and content cover a broad mix of genres, including news, factual, drama, reality, comedy and variety. Content is mostly local, interspersed with local versions of inter-



Sing or Spin, Endemol Shine China/Hunan TV

national formats and foreign acquisitions. CCTV is also involved in content exchange/co-production projects with foreign broadcasters such as India's Doordarshan. In addition to its television businesses, CCTV operates content distribution unit, China International Television Corporation (CITVC), webcast service platform, China Network Television (CNTV) and online TV division Future TV.

### Guangdong Cable TV Network

Guangdong Cable TV Network (GDCATV), owned by the Guangdong provincial government, is a cable TV/internet broadband network servicing more than 14 million households of users and nearly 3.5 million households of broadband subscribers in the Guangzhou province of China.

### Hunan Broadcasting System

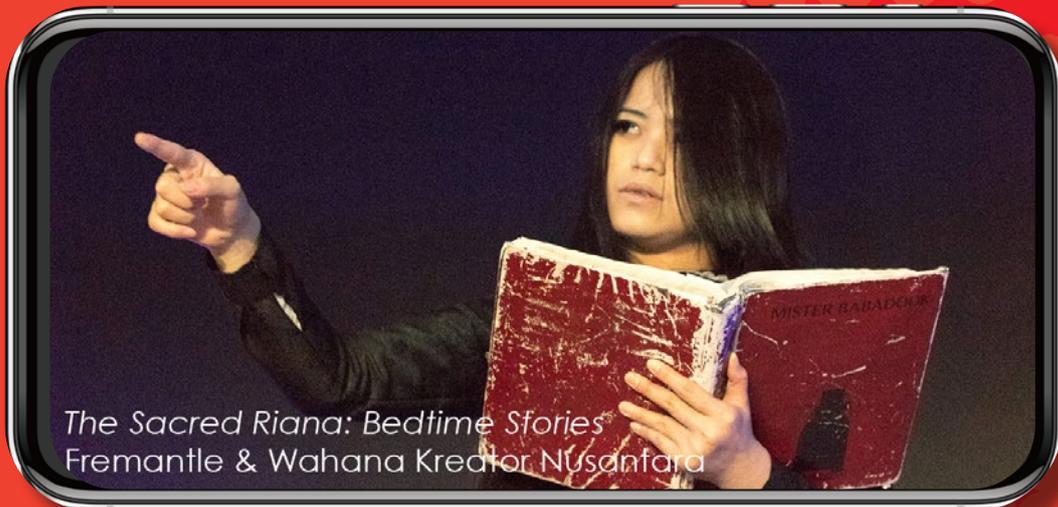
Established in 1970 as Golden Eagle Broadcasting System, state-owned Hunan Broadcasting System (HBS) operates various television channels in China, including Hunan Satellite TV, a 24-hour gen-

eral entertainment channel. Hunan Satellite TV airs mostly local content, ranging from variety shows to movies, animation and game shows. Hunan, a major buyer of international rights, has produced authorised local versions of World's Got Talent, The X Factor, Your Face Sounds Familiar, The Winner Is, I'm A Singer, Strictly Come Dancing, Just the Two of Us, Saturday Night Takeaway, 1 VS 100 and Take Me Out, among others. As part of its Biu Project initiative (aims to create a pipeline of pilots for its linear channel), Hunan has produced more than 500 hours of original non-scripted content in 2018. In 2019, the Biu projects included Sing or Spin, an entertainment format co-developed with Endemol Shine China.

### Jiangsu Broadcasting Corp

Established in June 2001, Jiangsu Broadcasting Corporation (JSBC) serves households in Jiangsu province. Jiangsu Broadcasting owns and operates 16 television channels, including two satellite channels, seven terrestrial television channels, four digital pay-TV channels (Fashion

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Channel, Kid's Education Channel, English Education Channel, Fortune Channel) and mobile TV channel (Jiangsu Mobile TV). JSBC is also one of China's active international formats buyers having aired, among others, game show *Puzzle Masters China* season two in 2019 and *S1* in 2018; talent reality series *The Brain China 4* and game show *Still Standing China 7* in 2017; as well as talent shows *I Can See Your Voice China* and *The Remix China* in 2016 on Jiangsu Satellite Channel. JSBC is also involved in content production, movie distribution, home shopping and online gaming.

### Shanghai Media Group (SMG)

Shanghai Media Group (SMG) is one of China's largest media and entertainment companies, boasting a portfolio spanning traditional TV, radio, newspapers/magazines, TV/film production/distribution, OTT/IPTV, online/console gaming, digital advertising, TV shopping/e-commerce; live entertainment and tourism. SMG operates 15 cable/satellite TV networks (including documentary channel Docu TV, kids channel Toonmax and Dragon TV), 15 subscription-based digital pay TV channels, 13 radio frequencies, eight newspapers, magazines and landmark properties, including the Oriental Pearl TV Tower.

### Shenzhen Media Group

Shenzhen Media Group owns and operates, among other businesses, 12 TV channels and four radio stations in China, including Shenzhen Satellite Television, which bought the formats rights to Endemol Shine's real life thriller format, *Hunted*, in 2018 and Nippon TV's business entertainment format, *Dragons' Den*.

### Sichuan Radio and Television

Sichuan government-owned network, Sichuan Radio and Television (SRT), was established in May 1960 and started broadcasting nationwide in August 2003. The broadcaster operates 11 satellite TV channels and eight radio stations.

### Southern Media Corporation

Southern Media Corporation (SMC) is a wholly owned operating subsidiary of Guangdong Television Station (GDTV). SMC's primary businesses include cable network television, media operations, advertising, digital distribution, new media, content marketing, cable network support, TV content production, digital magazine publication and related activities. SMC is made up of Radio Guangdong, Guangdong TV, Southern TV, Radio and Television Technical Center of Guangdong Province, Guangdong Cable Radio and Television Network Inc, which consists of 19 city-level TV stations and 76 county-level TV stations. SMC was established in Jan 2004 by the merger between GDTV and Southern Television (TVS).

### Zhejiang Radio & TV Group

Provincial broadcaster, Zhejiang Radio and Television Group (ZRTG), was established in Nov 2001. The network owns and operates 12 TV channels and seven radio stations, and produces original/localised content and live events for both regional and national audiences. ZRTG is mostly known for its flagship reality talent show *Sing! China* (the evolution of *The Voice of China* after an ugly struggle over the format), variety show *China Dream* and the local version of Korean variety show *Running Man*, *Keep Running* (aka *Hurry up, Brother*). ZRTG owns a large-scale film/TV media centre dedicated to television/video production.

## Online/OTT

### BesTV

BesTV offers about 400,000 hours of local and international shows across a wide spectrum of genres, including factual, drama and kids to more than 46 million subscribers across 31 cities (Mar 2016). Launched in 2005, BesTV is owned and operated by Shanghai Media Group's media entertainment subsidiary Shanghai Oriental Pearl Media, formed by the 2014 merger of BesTV New Media and Oriental Pearl.

### Bilibili

Millennial-targeted digital platform Bilibili (aka B Station) offers online streaming of user-generated content as well as acquired local/international shows, including anime, music, drama series, games, entertainment, movies and factual (travel, nature, food) content. Bilibili features real-time commentary subtitling that displays users' comments while watching. Monthly subscriptions cost RMB25/US\$3.60. Launched in June 2009, Bilibili has 110.4 million average monthly active users, of which 6.3 million are average monthly paying users (June 2019).

### China Blue TV

Launched in July 2015, China Blue TV is the internet video platform of Zhejiang Radio & TV group. The platform offers original web series and select content from the group's free-TV channel Zhejiang TV, a satellite broadcast station serving viewers in Hangzhou, Zhejiang.

### China Network Television (CNTV)

China Network Television (CNTV) is a national web-based TV broadcaster launched in Dec 2009 by China Central Television (CCTV). CNTV's online news

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portal, CCTV.com, carries local and international news, live/on-demand video content and searchable archives in multiple languages, including French, Russian, Korean and Chinese ethnic minority languages. CNTV has 36.8 million monthly unique visitors (source: iResearch, July 2019).

### Fun TV/Funshion Video

Launched in 2005 by Beijing Funshion Online Technologies Ltd, Fun TV/Funshion Video offers mostly local content; movies, dramas, kids, animation, variety shows and sports, with streaming/downloading and user interactive features. The service has about 101.4 million monthly unique visitors (source: iResearch, July 2019).

### iQiyi

Founded in April 2010, iQiyi is an online/streaming platform carrying local/international/in-house titles, including movies and TV drama, to about 96.8 million subscribers, of which 99% are paying subs; 211.4 million monthly unique visitors (source: iQiyi, iResearch, July 2019). iQiyi offers advertising-supported video on demand (AVOD), subscription video on demand (SVOD) and transactional video on demand (TVOD) options. Subscriptions cost RMB19.80/US\$3 a month or RMB198/US\$30 a year. iQiyi is owned by Chinese web service, Baidu.

### Mango TV

Hunan Broadcasting System launched digital platform Mango TV in 2011. The streaming platform offers SD and HD channels, as well as VOD content of films, movies, TV dramas, variety shows, documentaries and animation. Mango TV has more 130.8 million monthly unique visitors (source: iResearch, July 2019).

### PP Video HD/PPTV Sports

Launched in 2005, PP Video HD (formerly PPTV) offers local/international content, including Chinese and Korean drama, movies, sports, entertainment and news via live streaming and on-demand. The line-up covers live events and original online content, in cooperation with other

media groups and studios in China. PPTV Sports carries sporting events, including matches from Bundesliga, Chinese Super League, La Liga, Premier League, Serie A, UEFA Champions League, UEFA Europa League, UEFA Super Cup, and UEFA Women's Champions League plus video clips of FC Internazionale Milano. PP Video HD and PPTV Sports are offered for free with some pay options. PPTV had 80.3 million monthly unique visitors in July 2019 (source: iResearch).

### Sohu Video

Online platform Sohu.com provides a network of web properties and community based/web products. Sohu's content platform, Sohu Video (tv.sohu.com), offers free access to most content, including local/international drama series, variety shows, original productions, news, documentaries, animation, entertainment, live TV and user-generated content. Premium content is mostly movies and educational. Sohu Video is available on the go via mobile video site and mobile video application. Premium plans cost from RMB30/US\$4.60 a month to RMB360/US\$55 for 12 months. Sohu had 277.8 million monthly unique visitors in July 2019 (source: iResearch). Sohu was incorporated in 1996 as Internet Technologies China and renamed Sohu.com in 1999.

### T-Mall Box Office (TBO)

Online/mobile commerce giant Alibaba rolled out T-Mall Box Office (TBO), a subscription-based video-streaming service, in Sept 2015. TBO is delivered via set-top box and smart TV devices, offering in-house and local/foreign content, including a strong slate of Hollywood titles and related entertainment content. The service costs RMB39/US\$6 a month or RMB365/US\$55 a year for unlimited viewing or RMB365/US\$55 for 12 months. The Alibaba group was founded in 1999 by 18 people led by Jack Ma, a former English teacher based in Hangzhou.

### Tencent OTT/Video

Launched in 2015, Tencent OTT is the content service of Tencent Video, a

multi-faceted online business offering gaming, e-commerce and social apps (QQ, WeChat). Tencent OTT delivers local/international content, including films, TV shows, formats, original productions, sports events and news to about 96.9 million subscribers (June 2019). Premium content is behind a subscription pay-wall. Subscription costs RMB19/US\$2.75 a month or RMB208/US\$30 a year for VIP membership. Tencent was founded in Shenzhen in 1998 and listed on the Hong Kong Stock Exchange in 2004.

### Tiantian Kankan

Video streaming platform Tiantian Kankan was known as Xunlei Kankan until Aug 2015, when it was acquired by Beijing Nesound International Media for RMB130 million/US\$20 million. Tiantian Kankan carries local and international content from over 200 partners. Subscription costs RMB150/US\$22 a year.

### Wasu

Launched in 2003, Wasu is an online video platform offering live TV channels and local/international VOD content. The VOD library includes drama, movies, animation and documentary series. The VIP pack costs RMB40/US\$6 a month. Wasu is owned and managed by media powerhouse Wasu Digital TV Media Holdings, backed by the Hangzhou Culture, Radio and Television Group and the Zhejiang Radio and Television Group. The Wasu group operates across digital cable TV, OTT and IPTV services to 125 million users in 100+ cities in China (Aug 2019). It also owns 42% of national cable company, China Cable Network.

### Youku

China's digital entertainment platform Youku Business Division (Youku BD), which is a part of Alibaba Digital Media & Entertainment group, was formed by the merger of Youku, Tudou and Alibaba home entertainment in Oct 2016. Youku's businesses span PC, TV and mobile. Content includes copyrighted, co-produced, in-house, UGC/PGC (user/professionally generated content), live web-



casts and VR (virtual reality). Youku also has interests in gaming, smart hardware, marketing and merchandising. Youku offers television drama titles, movies, variety shows, as well as current events, music videos, UGC and in-house/original productions. International/regional content partners include BBC Studios, Warner Bros, Twentieth Century Fox Home Entertainment, m1905.com (online movie site wholly owned by China Central Television), Hong Kong TVB, NBCUniversal and Sony Pictures Television.

## Production

### Beijing Hualu Baina Film & TV

Established in 2002, Beijing Hualu Baina Film & TV (HBN) is an entertainment company specialising in film/TV planning, production, distribution and licensing.

### Cenic Media

Cenic Media specialises in the production, distribution and investment of content in the China market. The aim is to partner with global drama/formats producers and media platforms. Production credits include the Chinese remake of Warner Bros' American sitcom *2 Broke Girls*.

### China Huace Film & TV

Established in 2005, China Huace Film & TV is a TV and film media group primarily focused on production and distribution of TV drama, films and variety shows. The group has more than 20 subsidiaries (including Croton Media) and has made strategic alliances and investments into areas such as a film studio, cinema theatres, advertising/artist agencies and online gaming. Production credits include the local remakes of Endemol Shine's scripted series *Younger* and *Humans*.

### China Intercontinental Communication Center (CICC)

China Intercontinental Communication Center (CICC) is an international media institution established in 1993 dedicated to international cultural exchange through co-production, promotion and publishing of film, TV and new media.

CICC specialises in factual production covering Chinese nature, history and culture. Production partners include the Chinese state-owned organisations, as well as more than 40 international companies and broadcasters, including Korea's CJ ENM to create a slate of factual content for 2020 that showcases China.

### Ciwen

Ciwen Media Group produces and distributes TV, film and animation in China. The company's kids and rights division is responsible for original content creation, production, distribution, brand management, and licensing and merchandising animated properties and characters from around the globe. Ciwen has produced 85 film and 2982 TV content since its launch in 2000 (Jan 2019).

### Enlight TV Production

Enlight TV Production/Beijing Enlight Media specialises in the production of TV content in China, and is also involved in film distribution. Production genres include TV drama, formats, news, variety and lifestyle.

### Fantawild Animation

Fantawild Animation Inc (FAI) specialises in original animation design and production. Globally, the company has distributed its programmes to over 100 countries via TV networks such as Disney and Sony as well as Netflix. Known mostly for its TV animated series *Boonie Bears*, Fantawild Animation is a part of the Fantawild Holding, a subsidiary of Cultural and Technology in China.

### Huayi Brothers Media

Huayi Brothers Media Corporation is one of China's dominant media and entertainment companies. Founded in 1994 by the Wang brothers, the company began with feature film production and distribution, and has since expanded into television production, talent management, cinema, music, new media, gaming and theme parks.

### IPCN (International Program Content Network)

Established in 2007, Shanghai-based International Program Content Network (IPCN) specialises in the acquisition and distribution of format rights to China/Asia-Pacific. The company has brokered more than 35 deals or about 5,000 hours of international TV for the Chinese market in original and localised versions. Production credits include season two of business entertainment format *Dragons' Den China*.

### Sony Pictures Entertainment Beijing office

Sony Pictures Entertainment's production outfit in China (formerly known as Huaso Film and TV Digital Production) was co-founded by China Film Group Corporation and Sony Pictures Entertainment in 2004. In 2011, China Film Group shifted its shares to CCTV6 movie channel and the Beijing-based production house became a joint venture company owned by CCTV6 and Sony Pictures.

### Star China International Media

Star China International Media (Star China) specialises in TV production (Canxing Production/Starry Production), broadcasting (Xing Kong China, Xing Kong International Channel and Channel [V] China), filmmaking, artist management and music/concert production. Star China's TV production subsidiary, Canxing/Starry, produces local adaptations of international formats, including *Infinite Challenge China*, *The Remix China*, *So You Think You Can Dance* and *The King of Mask Singer*. Star China's original formats include native Chinese format *Sing My Song* and *Sing! China*. Broadcast partners include CCTV, Dragon TV, Zhejiang Satellite TV, Jiangsu Satellite TV and Beijing Satellite TV. Star China was established in August 2010 as a joint venture between Chinese Media Capital (CMC) and 21st Century Fox. In Jan 2014, CMC acquired 20th Century Fox's 47% stake to become sole owner.

**Tangren Media**

Tangren Media specialises in the production of TV dramas, 3D animation and movies, and is involved in distribution, publishing and talent management. The company was incorporated in 2012.

**UYoung Culture & Media**

Launched in 2000, UYoung produces, distributes and licenses animated kids' content across all platforms. The company also creates its own pre-school consumer product lines and runs strategic media operations across a number of Chinese kids' channels. Headquartered in Beijing, UYoung has offices and production facilities in Beijing, Shanghai and Los Angeles.

**Zhejiang Versatile Media**

Hangzhou-based Zhejiang Versatile Media launched in 1993 as Hangzhou Versatile Advertising and is an integrated media company involved in film/TV, animation, advertising, internet and mobile services.

**Zhejiang Zhongnan Animation**

Established in 2003, Zhejiang Zhongnan Animation (Zoland Animation) specialises in original animation production. Titles – both original animation series and films, with an aggregate length of approximately 80,000 minutes – have been

broadcast in about 90 countries and regions, including the U.S., Europe, Japan and Africa. The company is also involved in drama/live-action films, global distribution of content, publishing and licensing.

**Telcos**

**China Mobile**

China Mobile Communications Corporation is a state-owned telecommunication corporation offering mobile voice and multimedia services through nationwide (2G/3G/4G) mobile telecommunications network across mainland China. China Mobile had over 942 million mobile subscribers in Sept 2019, of which 747 million were 4G subscribers.

**China Telecom**

China Telecom provides mobile, broadband internet and fixed line services to 323.48 million mobile subscribers and 150.18 million wireline broadband subscribers (June 2019).

**China Unicom**

China Unicom was founded as a state-owned enterprise in 1994 by the Ministry of Railways, the Ministry of Electronics Industry and the Ministry of Electric

Power Industry. China Unicom is mainly engaged in, among other businesses, fixed and mobile communications, domestic and international communications facilities services, and satellite international leasing. As of June 2019, China Unicom had 324.35 million mobile subscribers (of which 238.9 million were 4G subs), 83.4 million fixed-line broadband subscribers and 54.3 million fixed-line customers.

**Government/Regulator**

**SAPPRFT**

The State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT) oversees state-owned television, radio, film and publications enterprises. The body directly controls state-owned media, including China Central Television (CCTV), China National Radio, China Radio International. SAPPRFT is also responsible for policing China's censorship rules.

Adapted from ContentAsia's  
The Big List 2019

**Be included!**

ContentAsia's directory listings are updated continuously.

If you would like to be included,  
send your details to Malena at  
malena@contentasia.tv

## What's on where...

November 2019	4-6	Asia Video Summit	Singapore
	6-13	American Film Market & Conference, AFM	Santa Monica, CA, U.S.
	8	Creative Circle Conference	Singapore
	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](http://www.contentasia.tv/events-list)



## Local *Big Brother* rocks demand in India

### *Bigg Boss* beats back WWE wrestling, *Game of Thrones*

The local version of Endemol Shine's *Big Brother* rocked demand in India for the week of 24-30 October, according to data science company Parrot Analytics.

Demand for *Bigg Boss* outdid regular favourite, *WWE Monday Night Raw*, for the week, followed by the ongoing reign of *Game of Thrones*.

Four streaming originals appeared on the overall TV list – *Sacred Games*, which topped the digital list; *Lucifer*, also from Netflix; *Mirzapur* (Amazon Prime Video); and *Stranger Things* (Netflix).

Classic favourite *Friends* made it to the top five of the overall list, slipping onto the 100 million+ demand expressions club by just less than 4 million.

Netflix dominated the digital originals list with six titles, followed by Prime Video with three shows and DC Universe with one.

*[Ed's note: Digital originals for local platforms are still being uploaded into the Parrot Analytics system, which could account for their absence].*

### Top 10 overall TV shows: India

Rank	Title	Average Demand Expressions®
1	<i>Bigg Boss</i>	134,589,108
2	<i>WWE Monday Night Raw</i>	126,509,610
3	<i>Game Of Thrones</i>	106,132,355
4	<i>Friends</i>	103,870,183
5	<i>Sacred Games</i>	99,391,314
6	<i>Lucifer</i>	91,383,496
7	<i>Mirzapur</i>	89,512,815
8	<i>Stranger Things</i>	87,622,355
9	<i>The Kapil Sharma Show</i>	83,149,706
10	<i>The Flash</i>	82,146,319

### Top 10 digital originals: India

Rank	Title	Platform	Average Demand Expressions®
1	<i>Sacred Games</i>	Netflix	99,391,314
2	<i>Lucifer</i>	Netflix	91,383,496
3	<i>Mirzapur</i>	Prime Video	89,512,815
4	<i>Stranger Things</i>	Netflix	87,622,355
5	<i>13 Reasons Why</i>	Netflix	80,903,769
6	<i>The Family Man</i>	Prime Video	71,833,257
7	<i>Narcos</i>	Netflix	70,584,639
8	<i>Bard Of Blood</i>	Netflix	69,145,060
9	<i>Titans</i>	DC Universe	69,104,825
10	<i>The Boys</i>	Prime Video	58,130,198

Date range: 24-30 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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