

Top of Mind in 2019

What's at the top of ContentAsia's news & analysis agenda..

It's our first e-newsletter for 2019 and what would we be if we didn't tell you what we're thinking. So here goes... Top of mind: Disney-Fox. Giant. Impact. It's not even paper-plane, much less rocket-science.

The full story is on page 4

Korea's Sky Castle rocks ratings

JTBC's new Fri/Sat drama soars to 16%

JTBC's Fri/Sat night drama, *Sky Castle*, is attracting crazy-good ratings in Korea in a performance some say will top *Goblin*. The show, produced by HB Entertainment and JTBC's Dramahouse, went from a 1.727% nationwide rating for the premiere on 23 Nov 2018 to 15.78% for the most recent episode 14 on Saturday, 5 Jan (source: AGB Nielsen).

The full story is on page 2

7 Feb premier for Asia's Got Talent 3

New season kicks off Sony's Year of the Pig

Sony Pictures Television Network's *Asia's Got Talent* (AGT) returns for a third season on Thursday, 7 February, in a post-Chinese New Year prime time slot on flagship channel AXN. The 10-episode AGT 3, with contestants from 17 countries, kicks off the Year of the Pig on a welcome high note after last year's restructure.

The full story is on page 3

iflix premieres 1st original doc

"The truth more remarkable than fiction," Francis says



iflix original documentary special, *Bangkit: 11 Days That Changed a Nation*

Southeast Asia streaming platform iflix premieres its first original documentary tomorrow (9 January), expanding an originals strategy that ordinarily prioritises drama and entertainment.

The 51-minute film, *Bangkit: 11 Days That Changed a Nation*, tracks the 11 days leading up to last year's momentous general election in Malaysia from the ground up through the eyes of ordinary and not-so-ordinary Malaysians who were there.

More than 12 million Malaysians voted in the election – the biggest turnout in the nation's history – that resulted in Malaysia's first-ever change in government.

iflix's global director of original programming, Mark Francis, took a political thriller/entertainment approach to *Bangkit*, although the show is careful to take no political positions.

Eyewitnesses were asked what happened, then what happened next, and then what did you do, resulting in blow-by-blow accounts that build suspense.

"We didn't want to do a didactic film or to try to deconstruct [events]. For better or worse the results of were the results. What *Bangkit* is for me is a look at democracy in action told by people who were there

without asking "whose side are you on" or "what do you think of their policies".

Most importantly in deciding style and approach, *Bangkit* "has to stand its own against popular mass entertainment drama," Francis says.

The special was commissioned from Malaysian production house *Dosfellas*, with director/co-producer Justin Ong. About 40% of the film is made up of amateur video sourced through social media.

The addition of documentary is opportunistic rather than a shift in iflix's original production strategy, and for now there are no plans for additional factual commissions.

Francis says that from a commissioning perspective he has always been "acutely aware" of the amount of factual programming already in the market.

The May election, Francis says, "was a rare instance of the truth being more remarkable than fiction".

"I don't really want to do anything that doesn't differentiate in an impactful and meaningful way," he adds.

An extended version of this article is available at www.contentasia.tv

Sky Castle rocks Fri/Sat JTBC breaks 2017 ratings record



Sky Castle

Korean drama, *Sky Castle*, is rocking ratings, going from a 1.727% nationwide rating for the premiere on 23 Nov 2018 to 15.78% for the most recent episode 14 on Saturday, 5 Jan (source: AGB Nielsen).

Produced by Bomi Moon's HB Entertainment and Joonsuh Park of JTBC's Dramahouse, the surprise hit makes *Sky Castle* the most successful drama in seven-year-old domestic cable/pay broadcaster JTBC's history. Ratings are even higher in Seoul. The 5 Jan episode hit 17.254%.

The 20-episode satire tracks the materialistic desires of upper-class parents in Korea, and their relentless ambitions for their children in Korea's competitive education system. The 70-minute episodes are set in a luxurious residential development called *Sky Castle*, populated by doctors and law professors.

Sky Castle tops a meteoric rise for JTBC against free-TV behemoths KBC, MBC and SBS, although 2018 dramas did not match the performance of 2017's.

2017 drama *The Lady in Dignity*, which has been sold to China as a scripted format, peaked at just above 12.692% (Seoul), and was JTBC's top drama until *Sky Castle*. In third spot on the all time nationwide ratings charts is *Strong Girl Bong-soon*, also from 2017, with a peak rating of 10.261% (Seoul).

2018 Friday/Saturday dramas were *Misty* (peak 8.938%, Seoul), starring Kim Nam-joo as the high-profile news anchor who becomes the prime suspect in a murder inquiry. *Something in the Rain* (8.313% Seoul) and youth drama *Gangnam Beauty* (6.186%, Seoul) also lit up Fri/Sat nights for JTBC.

In comparison, KBS's 2017 *Confession Couple* (aka *Go Back Couple*), based on a Naver webtoon, peaked at 7.6% (Seoul) on KBS's Friday/Saturday schedules. KBS' *Strongest Delivery Man* (August/Sept 2017), peaked at 8% (Seoul), while *Hit the Top* (June/July 2017) peaked at 6% in (Seoul).

Sky Castle, directed by Jo Hyun-tak, airs Fridays and Saturdays at 11pm, and is available on Netflix with English subtitles. The finale is on 26 January.

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Malaysian station axes two staffers after sexual harassment investigation

Malaysian business radio station, BFM 89.9, has fired two staffers for sexual misconduct following an inquiry into accusations that surfaced towards the end of last year. The allegations include a rape in 2017.

The names of the staffers have not been confirmed.

No police report has been made so far, and the female accuser – a former radio station employee – remains unidentified.

The anonymous email detailing rape and sexual harassment accused BFM management of covering up her complaint "to protect their name and the people influential in the station", and said the station's "predatory culture" was widespread. The accuser also said management had done nothing to protect the 2017 rape victim "and simply fired the man".

BFM 89.9 founder Malek Ali said in a statement circulated this week that the independent investigating committee had delivered its report to a panel of current and former non-exec independent directors a few days after new year.

Ali admitted that BFM management could have done more to deal with the matter sooner and pledged to improve systems that would allow complaints to be reported. He said the new structure would be in place in February this year and that training and awareness programmes would be rolled out for all employees.

"These will clearly lay out the parameters of acceptable and unacceptable conduct in the workplace and the consequences for transgressions," he said.

Meanwhile, local politician Ramkarpal Singh has urged the station to lodge a police report and to turn over its findings.

"The termination of these employees over the said rape and sexual harassment allegations indicates that there is possibly some truth to the allegations which would certainly expose the culprits to criminal liability," he is quoted as saying in The Star Online.

7 Feb premier for Asia's Got Talent 3 New season kicks off Sony's Year of the Pig



Asia's Got Talent season three judges David Foster, Anggun, Jay Park

Sony Pictures Television Network's Asia's Got Talent (AGT) returns for a third season on Thursday, 7 February, in a post-Chinese New Year prime time slot on flagship channel AXN.

The 10-episode AGT 3 will air at 8.30pm (7.30pm JKT/BKK), kicking off with talent from 17 countries ranging in age from six to 69 years old.

Judges are the same as season two – David Foster, Anggun and Jay Park. Season two hosts, Alan Wong and Justin Bratton, are also back. The prize is US\$100,000.

New this year is a tie-up with Google to add a Google Assistant Action, enabling fans to interact with the show in a new way. The voice-operated activity only needs users to say "Talk to Asia's Got Talent" to begin the conversation.

Sponsors of the new season are Princess Cruises, Great Eastern and cloud platform GoDaddy. Marina Bay Sands in Singapore is the official destination partner.

AGT 3 opens the Year of the Pig on a strong note for Sony networks after a

turbulent 2017, during which the regional business was restructured under Ken Lo as Sony Pictures Television's executive vice president, distribution and networks for Asia Pacific and Virginia Lim as senior vice president and general manager of Sony Pictures Television Networks, Asia.

Lim, a strong supporter of original production, has not yet disclosed her originals plans for this year, but is said to have two series under discussion.

Social media activity this year involves behind-the-scenes snippets and digital exclusives, including "new season resolutions" from David Foster ("I can't make up my mind whether I want to be nicer or meaner... I'm going to be meaner"), Jay Park ("To give better advice, to be more helpful") and Anggun ("someone needs to counter you so I'll have to be nicer, much much nicer").

Social attention is bound to focus on whether new season contestants can top season two winner, The Sacred Riana, who broke Facebook video view records with more than 600 million views.

ContentAsia's 2019 Top-of-Mind List... Disney. Fox. Fallout. Original production. Streaming. DTC.

It's our first e-newsletter for 2019 and what would we be if we didn't tell you what we're thinking. So here goes...

Top of mind: Disney-Fox. Giant. Impact. It's not even paper-plane, much less rocket-science. But it's all we can say for sure.

The big unknowns are what the new Asia biz will look like with Uday Shankar at the helm as chairman, Star and Disney India, and president, The Walt Disney Company Asia Pacific.

Our question: What will the new Asia-Pacific structure look like? Answer: *Don't know yet, but the big reveal is likely to be sooner rather than later.*

What happens to a combined business without Disney's crack consumer production division, which we already know has been separated from the Asia media business? *Don't know.*

Who gets to be in Shankar's inner circle? *Don't know, but there are some lively conversations and conjecture.*

Who gets what job if there's duplication of roles? *Don't know.*

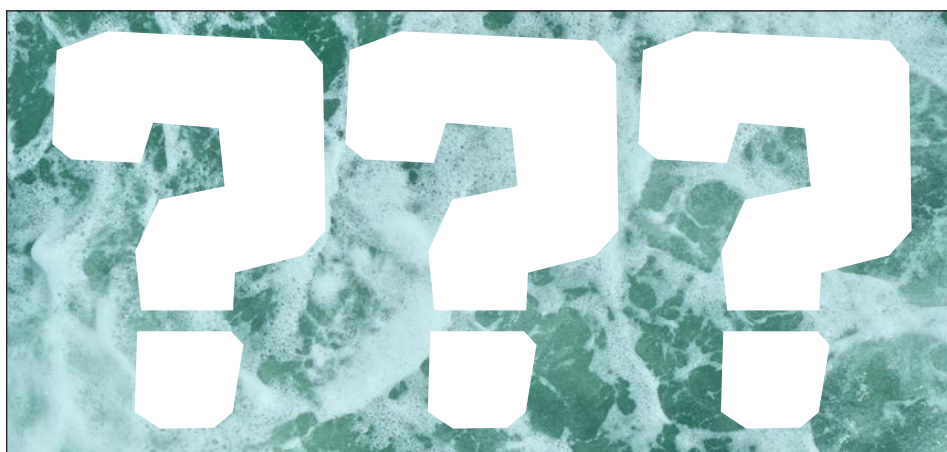
How many people will go – and from which market? *Don't know, but it looks like some are already using the integration as a good time to re-evaluate their careers.* Part (ii): can the rest of the media industry in the region absorb mass layoffs? *Depends on the role. Without digital/streaming or some sort of direct-to-consumer expertise, probably not.*

How will Fox deal with Disney's famed processes? *Don't know, but it seems to be widely accepted that the inner workings of the two companies are chalk and cheese.* Part (ii): What will the fallout be from a clash of culture and style? *Don't know.*

How soon will the Fox brand disappear in Asia? *Don't know, but it will, if for no other reason than there's got to be a limit on how long Disney can live with the Mouse/Fox puns.*

Anyway, that's a lot of "don't knows" for the moment. At the same time, it's not difficult to see that the big excitement will be all about streaming and a whole lot more resource going into original content.

So streaming. And these questions: Can Fox's Hotstar replicate its Indian magic in



the rest of Uday-Shankar Asia? If the new team thinks it can, how? What happens to Fox Networks Group's (FNG) Fox+, which has rolled out in four markets in Asia – Hong Kong, Singapore, Taiwan, Philippines – with a get-it-through-your-pay-TV-operator approach and pricing waaaay above other regional streamers? Will the uber-app eventually all be Disney+? Can Disney (or anyone else with global platform ambitions) rival Netflix across Asia?

Channel distribution? Not so much. There's probably not going to be a return to the affiliate revenue highs of old for anyone, much less Fox or even Disney (although miracles could happen).

For Fox especially, the channels distribution business will remain powerful in 2019, even though the message from Singapore's StarHub (a major source of affiliate revenue in the past) is not encouraging. At the same time, Fox will continue to keep a close eye on the services that make sense and shutter the others, a process already under way (Fox, for instance, pulled the plug on three on-demand services and some channels in 2018). There's zero overlap with Disney's kids channels in Asia, so we're not expecting much misery there.

Disney, in reshaping its business with a direct-to-consumer focus and with the costs attached, is probably unlikely to give Asia a blank cheque. So free-spending? Nope.

And speaking of blank cheques. Or the lack of them. Streaming rationalisation is already happening and, for better or worse, there will be more of it as platforms look at

their numbers and decide if they have what it takes to compete profitably.

KL-based iflix scaled back towards the end of 2018, moderating early ambitions across emerging markets in Asia, the Middle East and Africa to a focus on three key markets: Malaysia, Philippines, Indonesia.

Malaysia's Astro shuttered regional service Tribe on 1 January, ending a two-year experiment in the space and acknowledging the difficulty in making the OTT business work with the resources it has.

Also in Malaysia, Media Prima, scrapped the subscription tier of its OTT/online platform, tonton, in August 2018, saying the costs of maintaining the pay-business didn't make sense.

At the same time, TVB Hong Kong is expanding its regional presence, betting on the power of Chinese drama; PCCW Media's Viu is doubling down on original production; Singtel's Hooq is powering ahead with linear streaming and expanding payment options; ABS-CBN has rebooted iWant TV in the Philippines; and indie online streamers, such as Portico Media's Gaga-Oolala (Taiwan), are seeking communities outside home markets.

What we're looking forward to is big, bigger, better focus on content creation and Asian producers rising to the challenge with stories, values and budgets that will drive direct-to-consumer businesses.

And on that happy note, here's wishing you Happy New Year, and may the Gods of Peace and Prosperity shine on you always.

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India

In numbers

Population.....	1.36 billion
Households.....	298 million
TV households.....	197 million
TV penetration.....	66%
Active DTH subs.....	67.53 million
DTH operators.....	6
Pay TV channels.....	332
Registered satellite TV channels.....	875
Mobile phone users.....	1.169 billion
Internet subs.....	493.96 million
Broadband subs.....	481.7 million

Source: World Bank (population), Telecom Regulatory Authority of India (TRAI, mobile, broadband, TV channels, DTH), BARC India (households, TV households)

Terrestrial/Free TV

Doordarshan

Established in 1959, Doordarshan (DD) is India's government-funded national broadcaster, transmitting to 90% of the population via 1,412 terrestrial transmitters. DD also operates the DTH DD Free Dish satellite service (launched 2004), offering both TV and radio channels. DD is overseen by public broadcast corporation, Prasar Bharati, an autonomous body that also looks after All India Radio (AIR).

Multi-channel Programmers

Discovery Communications

Launched in 1995, Discovery Communications reworked its business model for India in 2017, emerging with male youth-focused general entertainment channel Discovery Jeet (launched 12 Feb 2018, replacing ID-Investigation Discovery) and a bundle of online verticals. The company operates 12 channels in India, including the flagship Discovery Channel.

New Delhi Television (NDTV)

NDTV distributes three NDTV-branded services: NDTV 24x7 (English-language news), NDTV India (Hindi news) and NDTV Prime (male-targeted infotainment).



Guddan Tumse Na Ho Payega, Zee Entertainment Enterprises Limited (ZEEL)

Sony Pictures Networks India

Sony Pictures Networks India (SPN), a subsidiary of Sony Corporation, operates 29 channels, including MAX/HD (Hindi movies, special events); MAX 2 (Hindi movies); SAB/HD (family comedy); PIX/HD (English-language movies); AXN/HD (English-language entertainment); MIX (Hindi music); and 10 sports channels: Sony Six/HD, Sony ESPN/HD, Sony Ten 1/HD, Sony Ten 2/HD, and Sony Ten 3/HD. SPN reaches out to over 700 million viewers in India.

Star India

Star India – now part of the Disney empire – broadcasts more than 60 channels in eight languages, reaching about 790 million viewers a month across India. The network's entertainment channels include Star Gold, Star World, Star Movies, Star Utsav, Life OK and Star Plus. Channels targeting regional audiences include Star Jalsha, Jalsha Movies, Star Pravah, Maa channels, Asianet, Asianet Plus, Asianet Movies, Suvarna, Suvarna Plus and Vijay. Star also operates 12 sports channels, including Star Sports 1/2, Star

Sports Select 1 HD/2 HD, Star Sports Hindi 1 HD, and Star Sports Tamil 1 as well as OTT platform, Hotstar.

Sun TV Network

Sun TV Network operates 33 satellite TV channels (including four HD channels) in four languages (Tamil, Telugu, Kannada, Malayalam) to more than 95 million households in India. The channels are also available in 27 countries, including Singapore, Malaysia and Sri Lanka.

Times Network

Times Network, the television arm of Bennett, Coleman & Co Ltd (BCCL) aka The Times Group distributes Times Now (English-language news), ET Now (stock/business news), Mirror Now (English general news), Movies Now/HD, MN+ (Hollywood movies), Romedy Now/HD (English-language entertainment), MNX/HD (Hollywood entertainment) and ZoOm (Bollywood general entertainment) to over 100 million urban viewers in India.

Viacom18

Viacom18 is a 49/51 joint venture in India

between Viacom Inc and Network18 Group, distributing a portfolio of entertainment channels including Colors (Hindi general entertainment), Rishtey (general entertainment), MTV (youth/music/lifestyle), Sonic (kids), Nick Jr (kids), Colors Infinity (English entertainment), VH1 (int'l entertainment) and Comedy Central (English-language comedy). Viacom18 also operates Viacom18 Motion Pictures and runs Viacom's consumer products business in India.

Zee Entertainment (ZEEL)

Zee Entertainment Enterprises Limited (ZEEL) owns more than 260,000 hours of television content and rights to more than 4,800 Hindi movie titles. Brands include Hindi GECs Zee TV/HD, &TV/HD, Zing and Big Magic; regional entertainment Zee Marathi/HD, Zee Talkies/HD, Zee Yuva, Zee Bangla/HD and Zee Bangla Cinema; movies Zee Cinema/HD, Zee Action, Zee Classic and &pictures/HD; and niche channels Zee Cafe/HD, Zee Studio/HD, Zee ETC and &prive HD. Zee claims a reach of more than 1.3 billion viewers across 173 countries.

Direct To Home (DTH) Satellite

Airtel Digital TV

Global telecommunications provider Bharti Airtel launched India's fifth direct-to-home (DTH) satellite TV platform, Airtel Digital TV, in Oct 2008. The DTH service reported 14.8 million subs in Sep 2018.

d2h/Dish TV

The amalgamation of Videocon d2h and Dish TV was completed in Dec 2017 and took effect in March 2018. Post merger, DTH services d2h and Dish TV continue to be offered as two separate products. Dish TV's monthly subscription packs start from Rs85/US\$1.22 for the Bharat Pack (170+ channels/services). d2h packs starts from Rs84/US\$1.20 for the Flexi plan (210 channels/services) The combined entity, Dish TV India Limited, now has 23.5 million subs (Sep 2018).

DD Free Dish

State-owned broadcaster, Doordarshan (DD), launched free-TV DTH service, DD Free Dish (formerly DD Direct Plus), in Dec 2004 with 33 channels. The Ku-band platform now offers up to 97 TV channels and about 40 radio channels. DD Free Dish transmits to about 20 million subscribers, and is available nationwide (excl Andaman/Nicobar Islands).

Independent TV

Launched as Reliance Big TV in August 2008 (and rebranded as Reliance Digital TV in 2010) by Anil Ambani-led Reliance Communications, the DTH service was then sold to Pantel Technologies and Veecon Media in November 2017. In March 2018, the new owners renamed the service as Independent TV and launched a prebooking DTH plan, Freedom. The Freedom pack costs Rs1,999/US\$29 for a year, followed by monthly Rs300/US\$4.30. Having completed three years subscription, users will be refunded Rs1,999/US\$29 as loyalty bonus. Independent TV reported about one million subscribers in March 2018.

Sun Direct TV

Established in Dec 2007, Sun Direct TV is an 80:20 joint-venture between India's Maran Group and Malaysia's Astro Group. The DTH platform offers more than 200 channels in multiple Indian languages (Tamil, Telugu, Malayalam and Kannada) and claims upwards of 12 million subscribers. Monthly subscription packages cost from Rs199/US\$2.85 a month for the Apna pack (271 channels) to Rs399/US\$5.70 a month for the Mega Pack (325 channels). A *la carte* channels cost from Rs10/US\$0.14 to Rs50/US\$0.70 a month.

Tata Sky

Launched in August 2006, Tata Sky is a joint-venture between Tata Sons and 21st Century Fox. The platform offers upward of 500 TV channels and services to about 18 million users across more than 20,000 towns. Monthly subscription fees for Tata's basic packs range from Rs99/US\$1.40 for the My99 plan (261 SD channels/services) to Rs560/US\$8 for the Ultra

package (261 SD channels/services plus two regional packs). Tata also operates mobile service Tata Sky Mobile, offering up to 400 live TV channels and 5,000 VOD content.

Multi-system Cable Operators

Asianet Digital

Established in 1993, Asianet Satellite Communications is a provider of digital cable TV and broadband internet services in Kerala, Karnataka, Andhra Pradesh and Telangana. Asianet Satellite's cable TV subsidiary, Asianet Digital, offers 270 SD and 60 HD channels. Asianet also operates an OTT service, Asianet Mobile TV, accessible worldwide from US\$30/six months or US\$50/year for about 100 live TV channels/20 radio channels. In India, the OTT service costs Rs499/US\$7.14 for six months or Rs899/US\$12.90 a year.

Den Networks

Established in July 2007, Den Networks is a cable TV service provider with a reach of about 13 million households (including 10.5 million digital subs) in 433 cities across 13 states. Den Networks' monthly plans start from Rs199/US\$2.85 for the Intro Pack to Rs500/US\$7.15 for the Titanium Pack. Den also provides broadband internet services to 112,000 subscribers (Sep 2018).

Digicable Network

Digicable offers local and international TV channels to households in 46 cities and 14 states. Channels range from general entertainment to movies, kids, news, sports and infotainment services. Monthly packages start from Rs30/US\$0.40 for the Digi Mini pack (14 TV channels) to Rs379/US\$5.40 for the Digi Explode pack (69 channels). Launched in June 2007, Digicable also offers broadband internet service brand, Pacenet.

Hathway Cable & Datacom

Established in 1995, Hathway Cable & Datacom is a digital cable TV and broadband service provider. The plat-

form has 7.1 million cable TV subscribers across 350+ cities and major towns, of which 262,000 are HD subs (Sep 2018). Subscriptions cost from Rs100/US\$1.40 a month for the Basic Service tier (129 channels) to Rs466.10/US\$7.70 a month for the Royal HD tier (304 channels). The platform also has 770,000 broadband subscribers and claims 5.5 million broadband homes passed in 16 cities (Sep 2018). In addition to cable television and broadband services, Hathway operates 15 in-house channels, including HFlicks1/2, CCC-Cine Channel, HMart and H-Tube.

HomeDigital

Established in 1991, privately held multi-system operator HomeDigital (aka Home Cable Network) provides cable TV services. The operator offers 300+ channels, bundled in basic free package and paid plans. Home Cable also has interests in broadband internet and IP-OTT services.

InDigital

Established in 1995, IndusInd Media and Communications Limited (IMCL), majority owned by Hinduja Ventures, carries 700 TV channels to about five million subscribers in India (Sep 2018). Monthly subscription costs from Rs130/US\$1.90 for 100 free-to-air TV channels. Add on plans cost from Rs20/US\$0.30 a month for 25 channels.

Siti Networks

Essel Group's multi system operator, Siti Networks Limited (formerly Siti Cable Network Limited/Wire and Wireless India), operates 15 digital head ends and a network of more than 33,000km of optical fibre and coaxial cable in 580 cities in India. Monthly subscription rates cost from Rs52.5/US\$0.75 for 18 TV channels to Rs166/US\$2.40 for 49 TV channels. Siti's broadband offerings cost from Rs499/US\$7 a month for an unlimited 20-Mbps internet connection to Rs899/US\$12.90 a month for the unlimited 100-Mbps plan. The network reported a total of 11.7 million active digital subscriber base, of which 356,000 are HD TV subs, as well as 250,000 broadband customers in June 2018.

Channel Distributors

IndiaCast Media Distribution

IndiaCast, owned by TV18 & Viacom18, manages subscription and placement services for 68 channels, including nine HD channels spanning general entertainment, kids, news, music, infotainment and movies.

Online/mobile/OTT

AltBalaji

Global direct-to-consumer subscription VOD platform AltBalaji launched in April 2017 offering original Indian content for Rs100/US\$1.40 (three months) or Rs300/US\$4.30 a year. AltBalaji, which reported upwards of one million paying user base and over 13 million users across 90 countries (April 2018), is operated by Alt Digital Media Entertainment, a wholly owned subsidiary of Balaji Telefilms Ltd.

Airtel TV

Bharti Airtel's video streaming app, Airtel TV, offers DTH/IPTV Airtel subscribers live streaming of 375+ TV channels including 29 HD channels and 10,000+ VOD titles, as well as third-party OTT services Zee5, ErosNow, Amazon Prime Video, Hooq and AltBalaji.

Amazon Prime Video India

Amazon rolled out online shopping service Amazon Prime in 100 cities in India in July 2016 and added video streaming service Prime Video in Dec 2016 at no extra cost. Prime Video now offers content across six Indian languages – Hindi, Tamil, Telugu, Bengali, Marathi and Kannada. The Amazon Prime membership costs Rs129/US\$1.85 a month or Rs999/US\$14.30 a year.

Bigflix

Anil Ambani-led Reliance Entertainment's VOD platform, Bigflix, offers 2,000+ movies in nine regional languages (Hindi, Telugu, Tamil, Punjabi, Malayalam, Gujarati, Marathi, Bhojpuri, Bengali). Launched in 2008, Bigflix costs from Rs50/US\$0.70 a month or Rs600/US\$8.60 a year for up to five connected devices.

Dailyhunt

Dailyhunt is India's news and local language content application with over 160 million app installs, offering live TV (partners include YuppTV, Republic TV, BBC News, ABP News), VOD (partners include OneIndia, News X, Viu) and news articles. The Dailyhunt group claims 90+ million users spending over 3.7 billion minutes on the service every month. Investors include Matrix Partners India, Sequoia Capital India, Omidyar Network, Falcon Edge and Bytedance. The platform, which launched as Newshunt in 2009 and sold to Verse in 2012, re-branded as Dailyhunt in Aug 2015.

Den TV+

Cable TV provider Den Networks launched Den TV+, a mobile TV app extension of Den TV, in Feb 2017. Den TV+ offers 130 live channels, 2,500 movies and 10,000 hours of VOD content in Hindi, English and Indian regional languages. The service is offered for free to Den's TV and broadband subscribers.

Direct to Mobile (d2m)

DTH operator Dish TV Videocon launched mobile TV app, Direct to Mobile (d2m), in July 2015, offering about 78 select live TV channels and more than 5,000 movies/VOD for DTH Videocon d2h subscribers.

ErosNow

Bollywood production house Eros International launched its streaming platform ErosNow in 2012. The service now offers 11,000+ Hindi, Tamil and regional language films/TV content to 13 million paid subscribers and 128 million registered users worldwide (Dec 2018). Monthly premium plans cost Rs49/US\$0.70 and Rs99/US\$1.40.

Hoichoi

Launched in 2017 by SVF Entertainment, global streaming service Hoichoi is home to Bengali content. The offering includes original web series/films and over 500 acquired movies on demand as well as Bengali songs. Subscription costs US\$1.49 a month or US\$9.99 a year. SVF also has interests

in film/TV production, film distribution, music and cinemas.

Hooq

Hooq, established in Jan 2015 by Singapore telco Singtel, Sony Pictures Television and Warner Bros, launched in India in June 2015. Priced at Rs89/US\$1.30 a month and is also bundled with Airtel TV plan, which costs Rs249/US\$3.50 a month, ACT Fibernet plan (Rs79/US\$1.10 a month), Vodafone Play (Rs49/US\$0.70 a month), and Hotstar (free).

Hotstar

Novi Digital Entertainment, a subsidiary of Star India, launched ad-based/SVOD platform Hotstar in Feb 2015. The platform offers 100,000+ hours of drama/movies in multiple languages and major sports properties. Hotstar costs Rs199/US\$2.80 a month or Rs999/US\$14.20 a year. Select content is offered for free.

JioTV/JioCinema

Reliance Jio Infocomm launched live TV streaming platform JioTV and video on-demand JioCinema in 2016 exclusively for its mobile Jio subscribers. JioTV offers upwards of 575 live TV channels, including 60+ HD channels and JioCinema carries over 100,000 hours of on-demand content (movies, TV shows, music videos, trailers). Reliance Jio reported more than 250 million Jio subscribers in Sep 2018.

Idea Movies & TV

Launched in 2017, streaming mobile app Idea Movies & TV by Vodaphone Idea (formerly Idea Cellular), offers live TV channel, Hollywood/Bollywood/regional movies, TV shows, and music videos to Idea subscribers. Some content is offered for free. Subscription packages start from Rs5/US\$0.07 a day to Rs99/US\$1.40 a month.

Lattu Kids

Launched in 2016, Lattu Kids is India's edutainment online platform offering curated content for kids/toddlers. Subscription costs Rs599/US\$8.55 for three months or Rs1,999/US\$28.50 a year. Select content is opened for free viewing. New users get one month free trial us-

age. Lattu Kids has about 100,000 users (Jan 2019).

MiTiVi India

Announced in Oct 2018, OTT service MiTiVi promises offering of 90+ live TV channels and over 40,000 hours of on-demand content, including movies, TV shows and songs. Some content will be offered for free (MiTiVi Basic) while some will be kept behind paywall (MiTiVi Premium). MiTiVi will also be available pre-installed on set-top boxes and smart TVs as well as mobile apps. As of Jan 2019, no further updates have been announced. Owner of the OTT service, GlobeOne is also involved in international calling card and online travel businesses.

MX Player

MX Player, which is scheduled to go live in the first quarter of 2019, is owned by Times Internet Ltd (TIL), a subsidiary of The Times Group. MX Player, which started off as a cross-platform media player developed by South Korea's app publisher J2 Interactive, was majority acquired by Times Internet in June 2018 for Rs1,000 crores/US\$143 million. The group aims to re-launch the service as a freemium video streaming service, offering at least 20 original shows and 50,000+ hours of content from partners such as AltBalaji, Arre, TVF, Dice Media and Sony, as well as Pakistan's Hum TV and ARY, across 10 Indian languages. The Times group's foray into the digital entertainment space was in 2013 when it launched on-demand service BoxTV.com offering Hollywood, Bollywood and other regional Indian movies/TV content. The BoxTV.com service was shut down in 2016.

Netflix

Netflix launched in India in Jan 2016. Monthly direct-to-consumer plans cost between Rs500/US\$7 and Rs800/US\$11.50 for four HD/UHD screens.

NexGTV

Mobile TV app NexGTV, offers 130+ live TV channels and 1,000+ movies/TV series/sports on-demand titles. Subscription

plans cost from Rs349/US\$5.40 for three months, Rs699/US\$11 for six months and Rs1,199/US\$19 for a year. The service is also available globally, content varies in each market. Launched in 2011, NexGTV is a unit of Digivive, a Media Matrix Worldwide subsidiary.

SonyLIV

Launched in January 2013, ad-based SonyLIV offers 70,000+ HD videos of select content from Sony Entertainment Network-branded channels and 1,200+ Bollywood/Hollywood movies as well as original web series, live sports (Indian cricket/football), live TV channels and music to 30+ million users in India (May 2018). Premium plans start from Rs49/US\$0.70 a month.

Spuul

Global streaming service Spuul launched in 2012 targeting the South Asian Diaspora with over 10,000 hours of Hindi/regional language movies. Spuul in India costs from Rs30/US\$0.40 to Rs150/US\$2 a month.

Vodafone Play

Vodafone's OTT service Vodafone Play offers 300+ live streaming of HD/SD TV channels in 14 languages in addition to international/Indian TV shows and a catalogue of 14,000+ movies to both prepaid and postpaid 3G/4G Vodafone subscribers. Vodafone Play also offers third-party OTT services such as Eros Now, Hoichoi, Hooq and YuppTV.

Viu

Viu launched in India in March 2016 offering 42,000+ hours of Bollywood, English-language, original, regional and music content. The standalone app costs Rs99/US\$1.40 a month for the premium/ad-free option, which includes a save/download function.

Voot

Launched in May 2016, Voot is an ad-supported VOD platform offering 25,000+ hours of original webseries and select latest/library content to about 45 million active users a month (Oct 2018).

YuppTV

YuppTV delivers 250+ live TV channels in 14 national/regional languages, 100+ TV shows and 5,000+ Bollywood/regional movies from India, short films, web series and YuppTV Originals, from US\$9.99 a month.

ZEE5

Launched in Feb 2018, Zee's OTT TV free-premium platform ZEE5 consolidates Zee's former AVOD OZee and SVOD dittoTV. ZEE5 offers 100,000 hours of on-demand content, including exclusive originals, Indian and int'l movies and TV shows, music, health and lifestyle videos across 12 languages (English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati and Punjabi), as well as 60+ live TV channels. ZEE5 costs from Rs49/US\$0.70 a month.

Telcos/mobile

Bharti Airtel

Launched in July 1995, Bharti Airtel offers 2G/3G/4G, mobile commerce, fixed-line, high-speed DSL broadband, IPTV, DTH, OTT TV and enterprise services to 346+ million subs across its operations (Sep 2018).

BSNL

State-owned BSNL provides fixed line and mobile telephony, internet, digital television and IPTV services to about 113 million customers (Sep 2018).

Idea/Vodafone

Idea Cellular and Vodafone India completed its US\$23-billion merger in August 2018. The combined entity, which continues to operate as two separate mobile brands, holds a market share of about 40% in India. Idea has about 213.1 million subscribers and Vodafone has 221.9 million (Sep 2018).

Mahanagar Telephone Nigam Limited (MTNL)

State-owned MTNL offers fixed-line, GSM/CDMA cellular and broadband services to about 3.5 million subscribers in Delhi and Mumbai areas.

Reliance Jio

Jio, a wholly owned subsidiary of Reliance Industries, is a LTE mobile network operator founded in 2010. The company launched commercial services in Sep 2016, and has 253.3 million subscribers (Sep 2018).

Regulators

Department of Telecommunications (DOT)

DOT is responsible for setting growth strategies, granting telecoms service licences and for spectrum management.

Ministry of Information and Broadcasting (MIB)

The Ministry formulates and administers rules/regulations/laws relating to information, broadcasting, the press and films in India, and is responsible for administering Prasar Bharati, which oversees broadcaster Doordarshan (DD).

Prasar Bharati Corporation

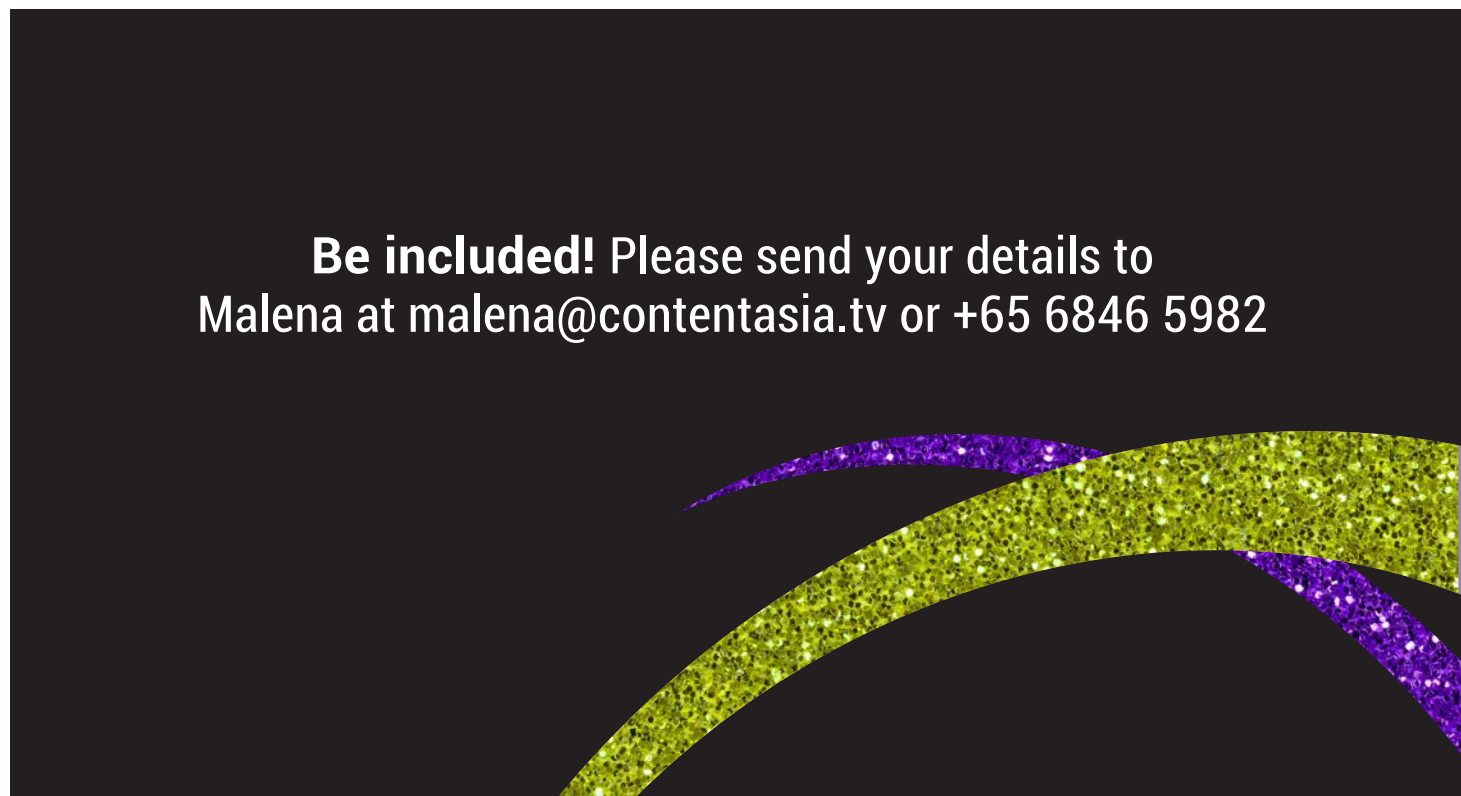
An autonomous body established in 1997. Objectives include safeguarding citizens' rights to be informed on all matters of public interest; creating awareness about women's issues; and protecting the interests of children and the aged.

Telecom Regulatory Authority of India (Trai)

TRAI was established in Feb 1997 to regulate telecom services.

Adapted from ContentAsia's The Big List 2019

Be included! Please send your details to Malena at malena@contentasia.tv or +65 6846 5982



What's on where...

January 2019	17-18	Vdonxt Asia	Mumbai, India
	22-24	NATPE	Miami, U.S.
February 2019	19-20	OTT Summit	Singapore
March 2019	5-7	SportelAsia	Macau
	11-12	INTV	YMCA Jerusalem, Israel
	12-14	FICCI Frames	Mumbai, India
	18-21	Hong Kong FILMART	Hong Kong
	19	Indonesia in View	Jakarta, Indonesia
April 2019	2	OTT India	Mumbai, India
	3-5	Content Expo Tokyo	Tokyo, Japan
	6-7	MIP Doc	Cannes, France
	6-7	MIP Formats	Cannes, France
	8-11	MIP TV	Cannes, France
	23-25	APOS	Bali, Indonesia
May 2019	8-10	Busan Contents Market (BCM)	Busan, Korea
	14-17	L.A. Screenings (Studio screenings TBC)	L.A., U.S.A.
	27-28	DW Global Media Forum	Bonn, Germany
June 2019	5-7	MIP China	Hangzhou, China
	6-8	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	14-10	Shanghai International Film & TV Festival TV Market	Shanghai Exhibition Center, China
	17	Satellite Industry Forum	Singapore
	18-20	BroadcastAsia	Singapore
	18-20	CommunicAsia	Singapore
August 2019	20-23	BCWW	Seoul, Korea
	28-29	ContentAsia Summit	Singapore
September 2019	3	Malaysia in View	Kuala Lumpur, Malaysia
	26-29	Gwangju ACE Fair	Gwangju, South Korea
October 2019	12-13	MIP Junior	Cannes, France
	14-17	Mipcom	Cannes, France
November 2019	4-6	Asia Video Summit	Hong Kong
	6-13	American Film Market & Conference, AFM	Santa Monica, CA, U.S.
	TBC	APSCC	Bangkok, Thailand
December 2019	4-6	Asia TV Forum & Market, ATF	Singapore
	9-10	Dubai International Content Market 2019	Dubai

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



Aus counts down to *Game of Thrones* 8 Netflix dominates digital originals top 10

Drama dominated Australia's most watched programmes over new year, with a broad mix of fantasy, time travel, supernatural, sci-fi, comedy, teen and zombie drama and history, according to data science company Parrot Analytics.

HBO's *Game of Thrones* – perhaps unsurprisingly given the much anticipated premiere of the final season in April – topped the list of overall programmes. But only by a sliver against long-running American police show, *Brooklyn Nine-Nine*.

Demand for time-travel series *Outlander*, BBC's iconic sci-fi title *Doctor Who* and British anthology sci-fi series *Black Mirror* (which first aired on linear broadcaster Channel 4 in the U.K. before shifting to Netflix) also ran neck-and-neck for the holiday week.

Hulu and DC Universe ruined Netflix's almost total domination of digital demand. DC Universe's *Titans* was third after Netflix's *Stranger Things* and *Black Mirror*. Hulu's *Marvel's Runaways* and *The Handmaid's Tale*, placed fourth and fifth.

Top 10 Overall TV Shows: Australia

Rank	Title	Average Demand Expressions®
1	<i>Game of Thrones</i>	3,033,713
2	<i>Brooklyn Nine-Nine</i>	2,980,996
3	<i>Outlander</i>	2,478,904
4	<i>Doctor Who</i>	2,394,441
5	<i>Black Mirror: Bandersnatch</i>	1,798,169
6	<i>The Good Place</i>	1,789,186
7	<i>Riverdale</i>	1,709,189
8	<i>The Walking Dead</i>	1,651,049
9	<i>Vikings</i>	1,528,781
10	<i>Stranger Things</i>	1,415,604

Top 10 Digital Originals: Australia

Rank	Title	Platform	Average Demand Expressions®
1	<i>Black Mirror: Bandersnatch</i>	Netflix	1,798,169
2	<i>Stranger Things</i>	Netflix	1,415,604
3	<i>Titans</i>	DC Universe	1,191,002
4	<i>Marvel's Runaways</i>	Hulu	1,106,569
5	<i>The Handmaid's Tale</i>	Hulu	1,088,527
6	<i>The Last Kingdom</i>	Netflix	1,038,982
7	<i>Tidelands</i>	Netflix	1,021,179
8	<i>You</i>	Netflix	1,017,509
9	<i>Marvel's Daredevil</i>	Netflix	922,857
10	<i>Travelers</i>	Netflix	843,877

Date range: 27 Dec 2018-2 Jan 2019

Market: Australia

Demand Expressions®: The global TV measurement standard developed by Parrot Analytics, which represents the total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment.



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