

“We’re creating a new breed of entertainment.”

My Bubble Tea director talks about blending Asian cultures in Viu romcom

Viu’s new original drama, *My Bubble Tea*, blends Korean romance and Thai humour in a 13-part love triangle that premieres in early 2020. “We’re creating a new breed of entertainment,” says director Tham-marong (Sand) Sermittrirong (*The Gifted*).

The full story is on page 7

NBCUni brings reality platform hayu to Asia

Strong DTC core; looking for flagship partners in Philippines, S’pore and HK

NBCUniversal is betting on a full-on dose of the Kardashians, expensive homes and housewives for its first true stand-alone direct-to-consumer play in Southeast Asia. The streaming service’s October debut expands hayu beyond Australia for the first time in the region.

The full story is on page 8

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 - Uday Sodhi exits SonyLiv, Danish Khan adds digital to Sony India portfolio
 - Thailand’s Channel 3 reworks TV news, eye on drama & variety for 2020
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Afternoon drama
Sandugo
premieres at 18%



Sandugo, ABS-CBN

ABS-CBN's new afternoon drama, *Sandugo*, premiered on Monday (30 Sept) with a national TV rating of 18%, putting it at number eight for the night, according to Kantar Media viewership data. The story of twin brothers – Aris and Julius – born to poor but loving parents who have to make a heartwrenching decision to sell one of their boys to get money to save the other's life, dropped back to number nine (17.1%) the following night, and to number 10 (15.7%) on Wed, before rallying on Thurs (3 Oct) and regaining its ninth place with 17%.

GMA debuts Ritken
romance, *One of the Baes*

GMA Network's new prime time romcom, *One of the Baes*, debuted at number 17 on the Kantar Media top 20 for 30 Sept with a rating of 12.2%. The series unites love team



Ken Chan and Rita Daniela (Ritken), who plays a ship's captain. The series ended its first week on air at 16th spot on the Kantar Media top 20 with a rating of 12.2%, down from Wednesday's 13.3% but up from the week's low of 11.3% (Tues).

ABS-CBN signs Korea's Momoland
Girl band to appear across Philippines' properties



Korean girl band Momoland

Philippines media company ABS-CBN has signed Korean girl group, Momoland, in a deal with Korea's MLD Entertainment. ABS-CBN will co-manage the group in the Philippines. The agreement was signed in Manila on Friday (4 Oct).

ABS-CBN's head of TV production, Laurenti Dyogi, said at the signing that "this is part of ABS-CBN's going global".

Dyogi said the group "will be in a lot of our programmes, in future collaborations

with our artists and in other projects that will involve our stars".

The first project is new fantasy series *The Soul Project*, which pairs Momoland's Nancy Jewel Mcdonie and Filipino actor James Reid (*On the Wings of Love*) in his TV comeback. This is Mcdonie's first acting role.

Momoland was formed in reality-talent show *Finding Momoland* and debuted in 2016.

Danish Khan takes over Sony India digital
Uday Sodhi exits SonyLiv after five years

Indian streaming platform SonyLiv's business head, Uday Sodhi, is exiting the Sony Pictures Networks-operated digital business in mid-November after five years.

He is being replaced by Sony veteran Danish Khan, who will add the digital business to his role as business head of Sony Entertainment Television (SET) and production unit Studio Next.

Khan has in the past worked for Sony Max and Star Plus, and has driven SET to top spot among Hindi general entertainment

channels in India.

The network said on Friday (4 Oct) that Sodhi would be pursuing "his entrepreneurial passion in the start-up space". Among other things in his five-year stint, Sodhi was responsible for introducing a subscription model as well as the international business.



Danish Khan

Animated Gandhi leads Cosmos-Maya series



Asian animation studio Cosmos-Maya celebrates the 150th anniversary of the birth of Mahatma Gandhi with new kids show, *Gandhi*. The 52x11-minute series, commissioned by Disney India, is aimed at 4-11 year olds, and promises to "empower children with Gandhi's values in a non-didactic format and also to spread the Mahatma's teachings". The series stars Gandhi as the wise elder accompanied by his three monkeys in a contemporary neighbourhood.

Duronto debuts Mastermind Bangladesh



Bangladeshi children's channel Duronto TV premieres the local version of BBC Studios' TV quiz show, *Mastermind*, on Sunday (13 Oct). *Mastermind Family Bangladesh* – the country's first knowledge-based quiz show – will air from Sundays to Thursdays at 8pm. The show, directed by Sundija Siddique and hosted by former BBC journalist Nobonita Chowdhury, pits 64 families from across the country against each other.

Chimney Vigor ramps up in Asia Pacific



The newly formed Chimney Vigor Group (CVG) is expanding its ops in Asia Pac to meet what it says is "demand for quality video at scale". CVG says presence in the region will double in 12 months from existing offices in Singapore, Sydney and Seoul. The goal is to become a serious contender in the global content production and distribution industry. Full implementation is expected by March 2020. Asia-Pac MD is Camilla Andersen.



Thailand's Channel 3 reworks TV news, eye on drama & variety for 2020

Thai broadcaster BEC World, which operates national free-TV service Channel 3, has revamped its news line up, upping graphics and other technology, focusing on most-watched areas such as social and crime, and emphasising trust and relevance in the contemporary digital news space.

BEC World president/director, Ariya Banomyong, told local media that he was hoping for double-digit revenue growth from news programmes.

The effort to improve viewer experience around news runs alongside the Bangkok-based network's reassessment of its involvement in the country's over-crowded and loss-making digital terrestrial environment.

BEC World pulled two DTT channels – 3 SD and 3 Family – off air on 30 Sept, and received THB820.23 million/US\$27 million in compensation from the National Broadcasting and Telecommunications Commission (NBTC).

Earlier this year, BEC World said the channels faced "high competition in the digital TV business from too many channels, lower ad spending, as well as a change of audience behaviour that turned to watch various programmes on online platforms".

Channel 3 SD's most popular programmes – *Hon Krasae* and *Kao Nok Loo* – have been shifted to other Channel 3 services.

BEC World has also flagged a reassessment of its drama and variety bands in 2020. This comes as Channel 3's IP gains traction around the world, including the first deals in Korea, higher sales in Southeast Asia, and an increased presence on Netflix.

In May this year, BEC World – like others – signalled its intention to pull back from the DTT environment. Seven channels, all struggling with shrinking digital ad revenues, have since exited, leaving 15 of the original 22 channels.

BEC World's consolidated net loss for the second quarter of this year was THB103.6 million/US\$3.4 million.

Mediacorp in multilingual TV test New drama mixes English, Mandarin, Malay & Tamil



128 Circle, Channel 5, Mediacorp, Singapore

Singapore broadcaster Mediacorp premieres its multilingual primetime drama *128 Circle* on free-TV network Channel 5 on Monday (7 Oct) after a week-long preview of the first two episodes on streaming platform Toggle.

The series debuts with a related comedy podcast on Mediacorp's MeRadio digital audio platform, where Gurmit Singh, Mark Lee and Fiza O talk about Singapore's unique culture and hawker habits.

The 15-episode *128 Circle*, filmed on location at the Ci Yuan Hawker Centre in the heartland area of Hougang, plays out in a mix of English, Mandarin, Malay and Tamil, but none of the dialects such as Hokkien or Cantonese, which are also widely spoken.

Mediacorp describes the series about the lives of a group of hawker stall staffers as "depicting a microcosm of Singapore society" and says the hawker centre is an icon of Singapore culture.

As the discussion continues on whether Mediacorp can realistically outgun international English-language TV shows in its over-served VPN-laden English-speaking home market, the broadcaster says the aim of the new series is to "reflect the authenticity of local dialogue in situations where they naturally arise".

"The setting reveals the rich diversity of our heritage while the use of multiple languages reflects our different voices in a fresh, authentic way, says chief customer officer, Irene Lim.

128 Circle was produced by Weiyu Films and executive produced/directed by Lee Thean-jeen, who says "the stories that these hawkers tell are raw but very relatable to every Singaporean".

128 Circle airs on the English-language Channel 5 on Mondays from 9.30pm to 10.30pm. Toggle releases two new episodes every Monday night until 18 November.



OUT NOW!



Drama in Asia: Trends & influences

Formats: what & where

Talking to: Star India's Gaurav Banerjee,
Mediacorp's Loke Kheng Tham,
iflix's Mark Francis, plus others

All in the latest issue of ContentAsia...in print+online

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HBO Asia, Catchplay-backed series takes six awards



Lin Chun-Yang

Taiwanese co-production, *The World Between Us*, won six awards at the 4th Annual Golden Bell Awards held in Taipei at the weekend. The 10-part series was produced by Taiwanese broadcaster, Public Television Service Foundation (PTS), with co-production partners HBO Asia and Catchplay. The awards included Best Television Series, Best Performance by an Actress in a Drama Series for Alyssa Chia, Best Directing for a Drama Series for Lin Chun-Yang and Best Screenplay for a Drama Series for Lu Shih-Yuan. *The World Between Us* follows the aftermath of a mass-shooting and the intertwined fates of all parties involved – the killer, the victims, the victims' families, the media and the defense teams.

Singapore's One Animation launches Oddbods app in the U.S.

Singapore-based animation company One Animation and video distribution company Future Today have launched free app, Oddbods & Friends, for children up to nine years old in the U.S. The app includes *Oddbods*, slapstick comedy series *Antiks* about sibling ants and their adventures, and *Insectibles*.

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"We're creating a new breed of entertainment."

My Bubble Tea director talks about blending Asian cultures in new Viu romcom



Proy Manasaporn Chanchalerm as Modem and Nichkhun Horvejkul as Boss in Viu original, *My Bubble Tea*

Logic and magic align on the Bang Bua Thong Productions' set in Bangkok for Viu Thailand's new original series, *My Bubble Tea*. "We want to make the series a believable fantasy for audiences," says director Thammarong (Sand) Sermrittirong (*The Gifted*).

Blending Korean romance with Thai humour, the 13-part love triangle builds upon Viu's strong Korean content presence in Asia's streaming environment. "*My Bubble Tea* is 40% Korean romance and 60% Thai humour," says producer Pramewith (Pippo) Sreechatthiwong, chief executive of Bearcave Studio and Fictionlog.

"We're creating a new breed of entertainment," Sermrittirong adds.

The series is based on a novel, *Make Me XXX* by Jenny D Renger from Thai user-generated storytelling platform Fictionlog, about a woman who falls for her boss and concocts a supernatural brew to win his love. In a bitter twist, a man she

despises accidentally drinks the tea.

The core idea is accidental love. *My Bubble Tea* replaces the novel's love potion with bubble tea, because it is a relatable and trendy drink with local youngsters, Sermrittirong says. Different bubble tea concoctions produce different magical benefits.

The series stars Korean 2PM boy band member, Nichkhun Horvejkul; Thai gen Z and millennial idol, "Mean" Phiravich Attachitsataporn; and up and coming actress Proy Manasaporn Chanchalerm (*Brother of the Year*). The three command a combined social media fanbase of almost 15 million followers.

My Bubble Tea premieres on the PCCW Media Group-owned streaming platform in early 2020 across the region. The series will also air on a free-TV network in Thailand; broadcast details have not been released.

Sermrittirong says his biggest challenge

is not to go overboard with the magic. "There has to be a balance between logic and magic throughout the production," he says.

Viu Thailand's country manager, Oh Silamanonda, says the show capitalises on the popularity of Korean entertainment, and simultaneously blending two Asian cultures.

Viu says the show was developed based on audience insights. In the six months of 30 June 2019, Viu consumers watched 30 billion video minutes in 2.9 billion video views. Viu says it has more than 36 million monthly active viewers (Aug 2019).

My Bubble Tea is Viu's second Thai original series after family sitcom, *4Freaks4Fam* (aka *Hoh Family*), released in Feb this year. The show is part of Viu's increasingly ambitious originals slate, including a second season of *The Bridge* out of Malaysia, and an Indonesia version of Warner Bros' scripted series, *Pretty Little Liars*.



NBCUni brings hayu to Singapore, Hong Kong & Philippines

Strong DTC core; also looking for at least one flagship partner in each, McDermott says

NBCUniversal is betting on a full-on dose of the Kardashians, expensive homes and housewives for its first true stand-alone direct-to-consumer (DTC) play in South-east Asia.

Expanding beyond Australia in the Asia-Pacific region for the first time, the ramped-up DTC initiative runs alongside a close watch on what NBCUni is doing with its regional linear channels in Asia.

Hayu's October rollouts in Singapore, Hong Kong and the Philippines coincide with the launch of the platform's tech/UI/UX upgrade, including personalisation functionality that will customise users' screens based on viewing preferences.

Why those three markets? Because, says NBCUniversal International's SVP, branded on-demand, Hendrik McDermott, they have an affinity with reality content, broadband speeds and penetration (at least in Hong Kong and Singapore) are high, and all have English-speaking populations that are familiar with American culture.

The service costs S\$4.99/US\$3.62 in Singapore, Ps149/US\$2.88 in the Philippines, and HK\$40/US\$5 in Hong Kong.

Hayu in Singapore, Hong Kong and Philippines carries about 6,000 hours of content, drawing from Bravo, Oxygen and E!. Titles/box sets include various editions of *The Real Housewives*, *Vanderpump Rules*, *Kandi Koated Nights*, crime series such as *The Disappearance of Natalee Holloway* and *The Killer Affair*, and home and design destination with titles such as *Flipping Exes* and *Million Dollar Decorators*.

McDermott guarantees about 750 new hours a year from NBCUni's catalogue, with almost all new shows on a day and date release with the U.S., topped up with "local or local friendly" content. He calls it an "anti-spoiler, anti-piracy" strategy.

Asian content is a possibility, but no promises are being made beyond adding *Love Island Australia* to the Asia line up. "That will continue over time," McDermott says.

"We took the best of NBCUniversal and put it on hayu," he tells *ContentAsia*. None of it is exclusive to hayu, and all live alongside NBCUni's licensing and chan-



Vanderpump Rules, hayu

nels business in the region. "Our content exists in multiple places," he adds says.

In Southeast Asia, the U.K.-based hayu team will pretty much follow the strategy they used in Australia, where today they say one in two women know what hayu is (subscription/usage/engagement numbers not disclosed). The plan kicks off with investment in marketing and driving awareness as fast as possible, and then relying on digital marketing to convert.

Although hayu broadly targets 18-54 year olds, the sweet spot is 18-34 with an average age of between 28 and 30, Mc-

Dermott says. The gender split is 90% female.

He adds that hayu will have "at least one flagship partner" in every territory, varying from SVOD platforms to content aggregators. No details yet on who the Southeast Asian partners are. In Australia, hayu works with Fetch and Telstra and operates its own platform. In the U.K., hayu is bundled into a Virgin Media premium cable tier.

"We are really platform agnostic. We're trying to get our brand out on as many platforms as possible," he says.

The three Southeast Asian launches bring hayu's markets to 11 around the world.



Deep Water

Multi-award-winning actresses Anna Friel, Sinéad Keenan and Rosalind Eleazar star in gripping, emotional thriller, *Deep Water*, from Kudos. Set against the beautiful and imposing backdrop of the Lake District, the series is written by BAFTA-nominated Anna Symon (*Indian Summers*, *Mrs Wilson*) and adapted from the Windermere series of novels by critically-acclaimed author, Paula Daly. The six-part series follows the lives of three complex and vibrant women, each struggling to keep their heads above very deep water. Like all of us, they seek to do their best for their families, but

face tough choices with difficult, and often messy repercussions. Length: 6x60 mins

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

This is the amazing love story that brings together Catalina, a female icon in the time of the conquest, and Pedro de Heredia, the Conqueror, who would later establish the city of Cartagena, betray his lover, and break her heart. Length:

60x60mins (Super series)

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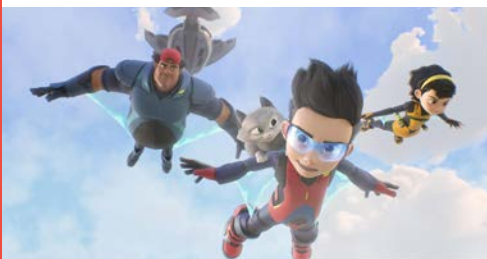
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The UnXplained with William Shatner

From the producers of *Ancient Aliens* and *The Curse of Oak Island* comes *The UnXplained with William Shatner*, a one-hour non-fiction series that explores the world's most fascinating and inexplicable mysteries. Hosted and executive produced by Golden Globe and Emmy Award-winning actor William Shatner (*Star Trek*), each episode features contributions from scientists, historians, witnesses and experiencers – each seeking to shed light on how the seemingly impossible can happen. From mysterious structures and “evil” places to strange creatures and bizarre rituals, *The UnXplained* explores subjects that have mystified mankind for centuries. Length: 8x60 mins **A+E Networks Asia**: 80 Bendemeer Road, #07-04 Hyflux Innovation Centre, Singapore 339949 T: +65 6800 5005 **MIPCOM Stand # P3.C1**



Ejen Ali the Movie

After being accidentally recruited as a spy, 12-year-old Ejen Ali embraces his role in secret agency MATA. Unbeknown to him, MATA has upgraded his invention, leading Ali to question his place and usefulness to MATA. When he is approached by a rogue figure who claims to know about a surprising personal connection, Ali risks his loyalty to MATA and embarks on a thrilling chase to unravel these mysterious links. Length: 90 mins feature film **Primeworks Studios** Level 1, North Wing, Sri Pentas, No 3 Persiaran Bandar Utama, 47800 Petaling Jaya, Selangor, Malaysia T: +60 3 7621 3070 **MIPCOM Stand # P-1.E14**



All is Well

Taiwan is gripped by a recent incident where an ATM machine mysteriously dispensed a large amount of cash. With no suspects in sight, the police is stumped while the public is intrigued. A power struggle ensues across the border in Singapore, while an insidious plot for revenge begins. As the wheel of revenge starts, a group of seemingly innocent young people get embroiled in the plot. Who is behind the ATM incident and what links are there with those in Singapore? As their fate intertwines, they soon realise they are closer to each other than they think. Length: 40x60 mins **Mediacorp** 1 Stars Ave, Singapore 138507 T: +65 6349 8876 **MIPCOM Stand # P-1.E25, P-1.D26**

Sokkuri Sweets

Sokkuri Sweets is a hilarious game show in which celebrities try to spot sweets/pastries that look identical to objects in real life. Top-notch pastry chefs will create masterpieces, challenging the eyes of the celebrities. Whether it's a shoe, a plant, or a doorknob, they must distinguish if it's real or fake while only being able to view the object from a distance. The sweets can be very deceptive even when looking closely. Once they decide, there's only one way to find out: by taking a big bite. Length: 60 mins (Game-show format) **Nippon TV** 1-6-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7444, Japan T: +81 3 6215 3036 **MIPCOM Stand # P-1.F55**





The Ladies' Paradise 1, 2, 3

The Ladies' Paradise is a revolutionary store in Milan, where beauty and luxury are within everyone's grasp. Thanks to the intuition of Pietro Mori, the store grows during the economic boom of the '50s. Teresa, a store assistant, has the courage to speak up and change her destiny. Day after day, she faces and is challenged by her environment which to her seems both fascinating and hostile. Length: 220x45 mins **Rai Com** Via Umberto Novaro, 18-00195 Rome, Italy T: +39 063 317 8229 **MIPCOM Stand # R7.D5**

Luv Kush (Sons of Lord Ram & Sita)

The victorious Lord Ram and Sita are back in Ayodhya, but little does Sita know that her homecoming is short-lived. A vile accusation forces a pregnant Sita to leave her home, her husband and Ayodhya forever. Giving birth to the sons of Ram, Sita raises her Luv and Kush with pride, until the twins decide to embark on a mission of finding their father. Watch their quest of how they re-unite their parents. Length: 260x30 mins **IndiaCast Media Distribution** Viacom18/IndiaCast Media Distribution, Mumbai, India T: +91 22 6697 7715 **MIPCOM Stand # P-1.E73**



My Little Pony Friendship is Magic

Follow the magical Princess Twilight Sparkle and her trusted assistant, Spike who live in Ponyville in the enchanted land of Equestria, along with her colourful pony friends - honest Applejack, generous Rarity, kind Fluttershy, loyal Rainbow Dash and fun-loving Pinkie Pie. Together, they teach one another valuable lessons about the most powerful magic of all - the magic of friendship. Length: 221x22 mins **Allspark | Hasbro, Inc.** 4 The Square, Stockley Park, Uxbridge, Middlesex, UB11 1ET, U.K. www.allspark.hasbro.com **MIPCOM Stand # R7.D32**

Carol's Second Act

Emmy Award winner Patricia Heaton stars in a new comedy about a woman who embarks on a unique second act after raising her children, getting divorced and retiring from teaching: pursuing her dream of becoming a doctor. At age 50, Carol is a medical intern and must sink or swim with peers who are half her age. It's her enthusiasm, perspective and yes, even her age, that may be exactly what will make her second act a great success. Length: 13x30 mins **CBS Studios International** 18 Robinson Road, #10-01, 18 Robinson, Singapore 048547 T: +65 6506 6690 **MIPCOM Stand # R7.E2**



Sky Castle

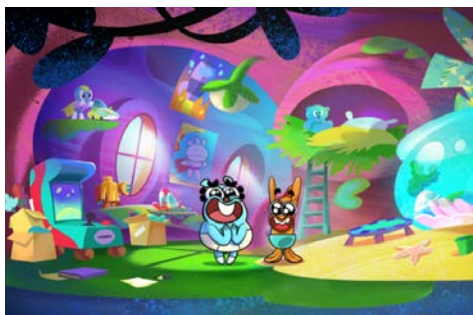
The parents of this elite gated community will do anything to get their children into their first-choice university. (2018 Highest-rated cable series of all time (24.62%) Length: 20x70 mins **JTBC** 48-6 Sangamsan-ro, Mapo-gu, Seoul, Korea T: +82 2 2031 8451 **MIPCOM Stand # R8.C8**



An Artist of the Floating World

It's post-war Japan. Masuji Ono is a renowned painter, and life in his lavish mansion unfolds peacefully. But tranquility is broken when he is told that his daughter's marriage talks broke down because of him. Masuji had played a part in a country going to war, ultimately betraying his teacher and friends. As Masuji traces his past, he discovers that memory is ephemeral and incomplete. Starring Oscar-nominated Ken Watanabe, this 8K dramatisation of Nobel Laureate Kazuo Ishiguro's novel brings to the screen a floating world of memories and a man's journey to face his past. Length: 1x89 mins (8K/4K/2K available) **NHK Enterprises, Inc.** Kamiyama-cho 4-14, Shibuya-ku, Tokyo 150-0047, Japan T: +81 3 3468 6984 **MIPCOM Stand # P-1.C51**





Bionic Max

Max, a malfunctioning bionic guinea pig and his goldfish buddy, JC, escape from their laboratory into the bustling streets of Woodchuck Woods. But adapting to the urban jungle is no small feat for the pair of intrepid misfits, who try to fit in with the local wildlife while living madcap and clumsy adventures. Length: 52x11 mins **Gaumont Animation & Family** 750 North San Vicente Boulevard, Suite RW 1000, West Hollywood, CA 90069, U.S. E: sales@gaumont.com **MIPCOM 2019 Stand # R8.C1**

The Gulf

Justice isn't always right. And some crimes aren't wrong. But where does that leave the people caught between the two? *The Gulf* is about the moral disintegration of Detective Jess Savage, who finds herself in exactly that place as she investigates crimes on her home of Waiheke Island, New Zealand. After losing her memory in a car crash that killed her husband, Jess is determined to bring the killer to justice. Convinced that someone is trying to kill her because of evidence uncovered in a recent investigation, she in effect begins investigating herself, retracing her steps over the weeks prior. Length: 6x60 mins or 3x90 mins **Banijay Rights** Gloucester Building, Kensington Village, Avonmore Road, London, W148RF, U.K. T: +44 (0)20 7013 4200 **MIPCOM Stand # C20**



Shallow Grave

On *Shallow Grave*, the gripping Crime & Investigation U.K. series, a murder has been committed elsewhere, likely cleaned of evidence, transported and then dumped at what investigators call "the deposition site", or shallow grave. A murder involving a shallow grave is the greatest police puzzle of all – but can they crack the case? Length: 8x60 mins **Alfred Haber Distribution, Inc.** 111 Grand Avenue, Suite 203 Palisades Park, New Jersey 07650, U.S. T: +1 201 224 8000 **MIPCOM Stand # P-1.L50**



Perpetual Grace Ltd

James (Jimmi Simpson), a young grifter, teams up Paul Allen Brown (Damon Herriman) the wayward son of Pa, Pastor Byron (Sir Ben Kingsley) and Ma, Lillian Brown (Jacki Weaver), in a scheme to fleece Brown's parents out of millions, but Pa and Ma turn out to be far more dangerous than he suspects. Also starring Luis Guzman and Chris Conrad. Length: 10x60 mins **Metro-Goldwyn-Mayer Studios Inc (MGM)** 245 N. Beverly Drive, Beverly Hills, CA 90210, U.S. T: +1 (310) 449 3000 **MIPCOM 2019 Stand # R9.A30**



Drive Master

Drive Master is a shiny-floor talent competition that invites non-professional, passionate and talented drivers in all ages and from all parts of the country to put their skills to the test in amazing, colourful stunts on a variety of vehicles. Guided by celebrity mentors, amateur contestants with no previous experience will compete for the title of "Drive Master", in a tournament-based season, including auditions and weekly challenges escalating in difficulty. They will be judged on their performances, and be eliminated until only one remains! Length: 10x120 mins **Keshet International** Keshet Asia: Room 306, 3/F Yu Yuet Lai Building, 43-55 Wyndham Street Central, Hong Kong T: +852 9151 6214 **MIPCOM Stand # R8.C9**



Celebrity Call Centre

Welcome to a call centre like no other, where the phone lines are manned entirely by celebrities. It's a helpline for the nation and a team of all-star agony aunts are on stand-by to advise members of the public on their problems – large and small. *Celebrity Call Centre* is a heart-warming, funny and genuine snapshot of celebrities like you've never seen them before. Packed with genuine emotion, real responses and laugh out loud moments. Expect shocks, surprises and revelations as celebrities tackle the public's problems and predicaments. Length: 60 mins (format) **all3media international** 1 George Street, #10-01, Singapore 049145 T: +65 6817 3780 **MIPCOM Stand # P3.C10**



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TIFFCOM 2019

Oct.22 [Tue] - 24 [Thu]

TIFFCOM 2018 MARKET RESULT

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The film industry [in Malaysia] needs a full overhaul and turnaround in every possible manner, from the business structure, the protection plans, the [regulatory] acts... not many countries have a Film Board under the government. In Malaysia we do. So we have the chance right now with the new regime, to change the environment to protect the industry 100%. Having said that, the mandate is to put aside politics in the creative industry. There will be no more dictation by politics linked to the Film Board. And we need to protect industry players, their copyright, their well-being..."

Hans Isaac

Chairman, Finas Malaysia



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Almost four years after its global launch, Netflix's goal is to build a production ecosystem on the ground in Southeast Asia able to cope with volume. "It's not about us imposing U.S. production practices... we want to bring the best of both together, give everybody the skill to do multi-episodic multi-series production all the way through from writers to final post-production... What we're looking to do with all our original series is to tell local stories and take those to the world. And we want those to be told authentically by people who are based and live and work in the region. We need to find a way to build that crew base, that talent base, in some of the key territories in Southeast Asia, so that we need to bring in less and less people for the shows we're making."

Norman Lockhart

Director of Physical Production, APAC, Netflix



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With some exceptions, a lot of Southeast Asian markets leapfrogged editorial and storytelling development, leaving this gap between high-volume free-to-air content and feature films. Cable television never really took off and there isn't a huge amount of premium drama series. We also knew that OTT was going to attract a much younger audience. Where is real engagement for young audiences in local storytelling? And where is that ecosystem healthiest? Well, It's healthy where you have markets like Indonesia where half the top 20 films last year were local. So I looked at that as a sort of steer and figured that the best model would probably mean series of limited length of six to eight episodes, and it would mean working with movie studios, creating budgets that allow us to go into genre storytelling. That would be the differentiation we needed to create the impact we need."

Mark Francis

Global Director, Original Programming, iflix



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“

The process of working with Netflix has been illuminating because when you start to think about the entire world as your audience you put on different filters. When Netflix talks to us about wanting to create an original series from Thailand, we talk about making sure that it's locally specific... but with universal relevance and universal resonance. So that's a challenge when we try to create the stories because we blend the myths, we blend all the folklore. But at the same time we close our eyes and we think 190 countries will be watching. Are we able to capitalise on the uniqueness of our culture to say something universally with strong resonance?”

Ekachai Uekrongtham

Executive Producer, *The Stranded*, for Netflix



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Finding talent is really crazy now on every level, and not just on screen. Writers for example. It's a struggle everywhere, especially in Indonesia and Malaysia. Being able to go in and lock people in and make sure that they are with you is crucial." A different level of immediacy and efficiency is required working with Netflix... "It's an efficiency I had not seen before. And that should be the efficiency in the process that going forward we should aspire to inculcate."

Zainir Aminullah

*Chief Executive, Revolution Media (Malaysia)
Executive producer, The Ghost Bride, for Netflix*



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“

I like to tell a story through my magic performance. *The Sacred Riana: Bedtime Stories* is another way to take all of you into my world. I want to make an even bigger, deeper and more meaningful impact.”

Indonesian magician & illusionist, The Sacred Riana

*on her first foray into television production with *The Sacred Riana: Bedtime Stories*, by Fremantle Indonesia/Asia and Wahana Kreator Nusantara*



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India

In numbers

Population.....	1.339 billion
Households.....	298 million
TV households.....	197 million
TV penetration.....	66%
Pay cable TV subs.....	98.5 million
Pay DTH TV subs.....	67.53 million
Pay HITS TV subs.....	1.5 million
Active DTH subs.....	54.26 million
Pay TV channels.....	331
Registered satellite TV channels.....	908
Registered MSOs.....	1469
DTH operators.....	4
Mobile phone users.....	1.165 billion
Internet subs.....	665.31 million
Broadband subs.....	594.58 million

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



Poison, Zee5 original series

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 model for India in 2017, emerging with, among other initiatives, the male youth-focused gen-

eral entertainment channel Jeet and a bundle of online verticals. The company operates 12 channels in India, including the flagship Discovery Channel.

NDTV

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

Sony Pictures Networks India (SPN)

SPN, a subsidiary of Sony Corporation, operates a slew of 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), and sports Sony Six/HD. SPN reaches over 700 million viewers in India.

Star India

Star India broadcasts more than 60 channels in eight languages, including its flagship Star Plus, reaching 9 out of 10 C&S TV homes in India. Genres range from GEC, movies, kids to sports and lifestyle.

Sun TV Network

Sun TV Network operates 33 satellite TV channels (including four HD channels) in four languages (Tamil, Telugu, Kannada, Malayalam) serving 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/

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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).

Viacom18

Viacom18 is a 49/51 joint venture in India between Viacom Inc and TV18, 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 direct-to-home (DTH) satellite TV platform, Airtel Digital

TV, in Oct 2008. The DTH service offers 694 channels and services, including 78 HD channels, five international channels and three interactive services to over 15 million subs (Aug 2019).

d2h/Dish TV/Zing

The amalgamation of Videocon d2h and Dish TV completed in Dec 2017 and took effect in March 2018. Post merger, DTH services d2h and Dish TV continue to be offered as separate products. The combined entity, Dish TV India Limited, carries more than 701 channels and services, including 31 audio channels and 71 HD channels/services to a total net subscribers of 23.9 million (Sept 2019). Dish TV launched Zing Digital in Jan 2015 to provide regional language DTH services for Tamil viewers in the states of Kerala, West Bengal and Odisha.

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 about 100 TV channels and about 40 radio channels. DD Free Dish transmits to about 20 million subscribers, and is available nationwide (excl Andaman/Nicobar Islands).

Sun Direct TV

Established in Dec 2007 as an 80:20 joint venture between India's Maran Group and Malaysia's Astro Group, Sun Direct TV offers more than 200 channels in multiple Indian languages (Tamil, Telugu, Malayalam, Kannada). Monthly subscription packages cost from Rs129/US\$1.80 a month for the My FTA pack (156 channels) to Rs421.18/US\$6 a month for the ROI DPO Pack 3 (254 channels).

Tata Sky

Launched in Aug 2006 as a joint-venture between Tata Sons and TFCF Corporation (formerly 21st Century Fox), Tata Sky 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 curated packs range from Rs45.08/US\$0.60 for the Malayalam Metro plan (6 SD channels) to Rs772.41/US\$11 for the Tamil Telugu Premium Sports English HD package (67 HD and 91 SD). 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 about 270 SD and 60 HD channels, from Rs229/US\$3.20 a month for the Kerala Value pack (140 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 for six months or Rs899/US\$12.70 a year.

Den Networks

Established in July 2007, Den Networks is a cable TV/fixed line broadband service provider with a reach of about 13 million households in 500+ 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.



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Digicable Network

Launched in June 2007, 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 Rs100/US\$1.40 for the FTA pack (100 TV channels) to Rs450/US\$6.30 for the HD King Hindi pack (283 channels).

Hathway Cable & Datacom

Established in 1995, Hathway Cable & Datacom is a digital cable TV and broadband service provider. The platform has six million cable TV subscribers, of which 268,000 are HD subs (June 2019) across 350+ cities and major towns. Subscriptions cost from Rs130/US\$1.80 a month for the Maharashtra FTA pack (100 channels) to Rs669/US\$9.40 a month for the English Diamond HD tier (209 channels). The platform also has 840,000 broadband subscribers and claims 5.5 million broadband homes passed in 16 cities (June 2019). In addition to cable television and broadband services, Hathway operates 15 in-house channels, including HFlicks1/2, CCC-Cine Channel, HMart and H-Tube.

InDigital

Established in 1995, IndusInd Media and Communications Limited (IMCL), backed by Hinduja Ventures, carries about 700 TV channels to about five million subscribers in India. Monthly subscription costs from Rs130/US\$1.80 for 141+ free-to-air TV channels. A la carte channels cost from Rs0.25/US\$0.003 a month to Rs19/US\$0.27 a month.

Siti Networks

Essel Group's multi system operator, Siti Networks Limited (formerly Siti Cable

Network Limited/Wire and Wireless India), operates 10 digital head ends and a network of more than 33,000km of optical fibre and coaxial cable in 580 cities in India. Monthly subscriptions rates range from Rs152.87/US\$2.15 for 140 TV channels to Rs459/US\$6.50 for 249 TV channels. Siti's broadband costs from Rs599/US\$8.40 a month for an unlimited 20-Mbps internet connection to Rs9,900/US\$139 for 18 months (unlimited 50-Mbps plan). The network reported 8.2 million active digital subscribers in March 2019.

Channel Distributors

IndiaCast Media Distribution

IndiaCast, owned by TV18 & Viacom18, manages subscription and placement services for 68+ channels, including 17+ HD channels spanning general entertainment, kids, news, music, infotainment and movies.

Online/mobile/OTT

AltBalaji

India-based global direct-to-consumer subscription VOD platform, AltBalaji, launched in April 2017 offering original Indian content in multiple local languages. AltBalaji, which reported upwards of 21.3 million paying users across 90 countries (Mar 2019), is operated by Alt Digital Media Entertainment, a wholly owned subsidiary of production powerhouse, Balaji Telefilms Ltd.

Airtel Xstream

Launched in Sept 2019, Airtel Xstream is a revamped version of the former Airtel TV. It offers DTH/IPTV Airtel subscribers live streaming of 400+ TV channels and 10,000+ VOD movies/TV titles, as well as third-party OTT services such as Zee5,

Eros Now, Netflix and HungamaPlay.

The service comes in three options, via the Airtel Xstream Stick, a plug and play device for TV sets; a set-top box; and via app/web access. The stick/STB costs Rs3,999/US\$56 each with a complimentary one year subscription worth Rs999/US\$14 for new subscribers. Airtel Digital TV subscribers pay Rs2,249/US\$32.

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. Amazon Prime membership costs Rs129/US\$1.85 a month or Rs999/US\$15 a year. Available standalone and via Airtel Broadband and BSNL.

Bigflix

Reliance Entertainment's VOD platform, Bigflix, offers 2,000+ movies in nine regional languages (Hindi, Telugu, Tamil, Punjabi, Malayalam, Gujarati, Marathi, Bhojpuri, Bengali). Bigflix costs from Rs50/US\$0.70 a month or Rs500/US\$7 a year for up to five connected devices. Select movies are offered for rent (without subscription) at Rs80/US\$1.15 a title accessible for two days.

DailyHunt

DailyHunt is India's news and local language content application, 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

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Network, Falcon Edge and Bytedance. The platform, which launched as Newshunt in 2009 and sold to Verse in 2012, rebranded as Dailyhunt in August 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.

Eros Now

Bollywood production house Eros International's Eros Now offers 12,000+ Hindi, Tamil and regional language films/TV content to 18.8 million paying subscribers and 154.7 million registered users worldwide (Sept 2019). Premium plans cost Rs99/US\$1.40 a month or Rs950/US\$13.60 a year for unlimited access to all content.

Hoichoi

Launched in 2017 by SVF Entertainment, global streaming service Hoichoi is home to Bengali content. The offering includes 50+ hours of original web series/films and over 500 acquired movies on demand as well as Bengali songs. Subscription costs Rs399/US\$5.60 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 or Rs450/US\$6.40 a year.

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. Premium subscription costs Rs299/US\$4.30 a month or Rs999/US\$14.40 a year. Select content is offered for free.

Hungama Play

Hungama Digital Entertainment Media launched Hungama Play in July 2015 offering 5,000 movie titles and 1,500 hours of TV shows in multiple local languages. Hungama Play also carries original series, including youth comedy *Boys with Toys*; *Bar Code*, about two night club owners; and psycho thriller *Damaged*.

JioTV/JioCinema

Reliance Jio Infocomm launched live TV streaming platform JioTV and VOD service JioCinema in Sept 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). Reliance Jio reported more than 280 million Jio subscribers in Dec 2018.

Lattu Kids

Launched in 2016, edutainment platform Lattu Kids offers curated content for kids/toddlers for Rs599/US\$8.55 for three months or Rs1,999/US\$28.50 a year. Select content is available free. New users get one month free trial usage. Lattu Kids has about 100,000 users (Jan 2019).

MiTiVi India

Unveiled in Oct 2018, OTT service MiTiVi carries 1,000+ live TV channels and over 500,000 hours of on-demand content, including movies, TV shows and songs. Set-up box costs Rs2,499/US\$35 with a 12 months free subscription.

MX Player

MX Player, owned by Times Internet Ltd (TIL), a subsidiary of The Times Group, 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. MX Player re-launched in Feb 2019 as a freemium video streaming service, offering original shows and 50,000+ hours of content – from partners such as AltBalaji, Arre, TVF, Dice Media and Sony, as well as Paki-

stan's Hum TV and ARY – in 10 Indian languages. The Times group's foray into the digital entertainment space kicked off in 2013 with the launch of on-demand service BoxTV.com offering Hollywood, Bollywood and regional 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\$7.20 and Rs800/US\$11.50 for four HD/UHD screens. Available direct and through partnerships with telecom and broadband players like Airtel and ACT Broadband; and devices such as Vu TVs and OnePlus 7 Pro.

NexGTV

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

SonyLIV

Launched in Jan 2013, ad-based platform SonyLIV offers 40,000+ HD videos of select content from Sony Entertainment Network-branded channels and 700+ Bollywood/Hollywood movies as well as original web series, live sports (Indian cricket/football), live TV channels and music. Premium plans start from Rs29/US\$0.40 a month to Rs499/US\$7.13 a year.

Spuul

Global streaming service Spuul launched in 2012 targeting the South Asian Diaspora with over 10,000 hours of Hindi/regional language movies. In India, Spuul costs from Rs30/US\$0.40 to Rs150/US\$2.20 a month.

TVF Play

Internet media company The Viral Fever launched video streaming TVF Play in June 2015, offering original and acquired content.

Vodafone Play

Vodafone's OTT service, Vodafone Play, offers 300+ live streaming 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 Bollywood, English-language, original, regional and music content. The stand-alone app costs Rs99/US\$1.50 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 60,000+ hours of original series/web-series and select latest/library content to about 55 million active users a month with about 50 mins daily time spent.

Wacho

Dish TV launched Wacho in April 2019 targeting mainly the younger audiences in India. Watcho offers 1,000+ hours of library movies, short films and TV shows, as well as originals and UGC in Hindi, Kannada and Telugu. Dish TV's foray into original webseries includes *Vote the Hell*, which features comedians and their satirical take on the Indian elections; action/thriller drama *Mission Breaking News*; a comedy drama *Chhoriyan*; and thriller drama *Rakhta Chandana*. The Watcho app is available for download and view on the web for free.

YuppTV

YuppTV delivers 250+ live TV channels in 14 national/regional languages, 200+ TV shows and 3,000+ Bollywood/regional movies from India, short films, web series, starting from Rs99/US\$1.40 a month.

Zee5

Zee's global OTT freemium platform Zee5, launched in Feb 2018, consolidates Zee's former ad-based OZee and subscription-based dittoTV. Zee5's offering includes originals, Indian/inter-

national movies and TV shows, music, health, and lifestyle across 12 languages (English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati and Punjabi), as well as live TV channels. Zee5 costs Rs99/US\$1.50 a month. Available standalone and via Airtel Broadband, Samsung smart TVs, Amazon Fire Stick, Flipkart and Xiaomi Mi TV.

Production

Balaji Telefilms

Balaji Telefilms was originally incorporated as a private limited company in 1994 and went public in 2000. Today, the listed company has produced over 17,000 hours of TV content, including drama series *Kyu Ki Saas Bhi Kabhi Bhau Thi* (Star Plus/Hotstar), *Bade Achhe Lagte Hain* (Sony Entertainment Television), *Pavitra Rishta* (Zee TV) and *Naagin* (Colors TV). Balaji Telefilms is also involved in film production (Balaji Motion Pictures) and streaming (AltBalaji) services.

Dharma Productions

Dharma Productions was founded in 1976, producing its first film *Dostana* starring Amitabh Bachchan. As of 2018, the company has produced more than 47 Hindi films, including 2019's period film *Kalank*.

Eros International Media

Eros International Media co-produces, acquires and distributes Indian language films in multiple formats worldwide. The company was founded in 1977.

Mango People Media

Mango People Media produced season two of *Love, Lust and Confusion* for Viu. The 13-episode romantic dramedy released in Mar 2019.

Red Chillies Entertainment

Red Chillies Entertainment was involved in the production of Netflix's original series, *The Bard of Blood*, which is based on Bilal Siddiqi's novel.

Sagar Productions

Sagar Productions engages in the media production and trading activities in India. The company produces TV programmes and TVC. Sagar Productions was incorporated in 1980 as Kirti Finvest Limited and rebranded as Sagar Productions in 2010.

Viniyard Films

The production house was involved in the production of Viu's original series *iB Cricket Super Over League* (premiered Feb 2019), a virtual cricket tournament game show for the India and Middle East markets.

Yash Raj Films

Yash Raj Films has produced over 75 films since it was founded in 1970. Services range from production to post production, domestic/international distribution, licensing and merchandising. Production credits include action/adventure film *Thugs of Hindostan* (2018), action thriller *Tiger Zinda Hai* (2017) and sports drama film *Sultan* (2016).

Telcos/mobile

Bharti Airtel

Established 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 over 403 million subscribers across its operations in India (Mar 2019).

BSNL

State-owned telco BSNL provides fixed line and mobile telephony, internet, digital television and IPTV services to about 124 million customers.

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, reported 320 million total subscribers in India at the end of June 2019.



Mahanagar Telephone Nigam Limited (MTNL)

State-owned telco 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, disrupted the market in a big way with low-cost data, and quickly became a front runner with 331.3 million subscribers (June 2019).

Regulators

Department of Telecommunications (DOT)

The Department of Telecommunication 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

The Prasar Bharati Corporation is 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.

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What's on where...

October 2019	12-13	MIP Junior	Cannes, France
	14-17	Mipcom	Cannes, France
	22-24	Tiffcom	Tokyo, Japan
November 2019	4-6	Asia Video Summit	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



Stranger Things tops Philippines' lists

Drama given top billing among digital video users

In the digital video space, audiences in the Philippines give Netflix's *Stranger Things* top video time; the original series was the only title for the week of 26 Sept to 2 Oct to break through the 10 million demand expressions mark, according to the latest figures from data science company Parrot Analytics.

Another Netflix series, *La Casa De Papel* (*Money Heist*) came in fourth with almost eight million demand expressions, giving Netflix two of the top 10 overall

TV shows in the country for the week.

Outside of local programmes (which are not yet measured), the overall list of TV shows is a mix of drama (five titles), cartoons (Cartoon Network's *Steven Universe* and Nickelodeon's *SpongeBob SquarePants*), two Japanese anime series and one singing show.

Netflix dominates the list of digital originals, with six of the 10 titles. DC Universe takes two and Prime Video takes the other two.

Top 10 overall TV shows: Philippines

Rank	Title	Average Demand Expressions®
1	<i>Stranger Things</i>	10,650,287
2	<i>Steven Universe</i>	9,925,910
3	<i>Game of Thrones</i>	8,776,937
4	<i>La Casa De Papel</i>	7,747,759
5	<i>The Voice</i>	7,618,424
6	<i>13 Reasons Why</i>	7,553,554
7	<i>The Walking Dead</i>	7,544,985
8	<i>SpongeBob SquarePants</i>	7,474,204
9	<i>One Piece</i>	7,307,038
10	<i>One Punch Man</i>	7,287,439

Top 10 digital originals: Philippines

Rank	Title	Platform	Average Demand Expressions®
1	<i>Stranger Things</i>	Netflix	10,650,287
2	<i>La Casa De Papel</i>	Netflix	7,747,759
3	<i>13 Reasons Why</i>	Netflix	7,553,554
4	<i>Lucifer</i>	Netflix	6,392,364
5	<i>The Boys</i>	Prime Video	5,715,270
6	<i>Titans</i>	DC Universe	5,414,438
7	<i>Designated Survivor</i>	Netflix	4,419,997
8	<i>Good Omens</i>	Prime Video	3,940,513
9	<i>Young Justice</i>	DC Universe	3,921,224
10	<i>The Politician</i>	Netflix	3,706,096

Date range: 26 September-2 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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