

## Media Prima cuts another 300 jobs

Staffers out by 31 July as latest transformation exercise kicks in

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The full story is on page 5

## iflix: What's next?

Cleanup following Tencent deal begins

iflix heads into another hard week cushioned somewhat by the might of Tencent and many tens of millions of dollars the Chinese streaming giant has agreed to pay for the ailing Asian streamer. But some are said to be angry at the way things have gone down, and tough questions are bound to be asked at how the Tencent money may be divided among shareholders and creditors. And what happens to everyone else who has not made it onto the money A-list?

The full story is on page 3

## Plus...

- Disney fills cinema gap in India
  - India-China conflict plays out in tech
  - JKN boss takes *Shark Tank Thailand* seat
  - Hong Kong picks TVB over RTHK
  - Drama retains China's top formats spot
- ... PLUS MORE

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## India-China conflict plays out in tech

Ministry bans 59 "malicious" apps, cites "raging concerns"

The India-China border conflict is playing out in tech, with the 29 June India ban on 59 "malicious" mobile apps – including the wildly popular TikTok – that the Indian government says are "prejudicial to sovereignty and integrity of India, defence of India, security of state and public order".

Tencent's WeChat is also on the list, along with Weibo, seven QQ-branded apps, Baidu Translate and Xiaomi's Mi Video Call as well as a host of photo/scan/camera apps.

The Ministry of Information Technology said the decision was made "in view of the emergent nature of threats".

A statement cited "raging concerns" relating to data security and "safeguarding the privacy of 130 crore Indians".

"It has been noted recently that such concerns also pose a threat to sovereignty and security of our country," the ministry said, mentioning reports of "misuse of some mobile apps available on Android and iOS platforms for stealing and surreptitiously transmitting users' data in an unauthorised manner to servers which have locations outside India".

"The compilation of these data, its mining and profiling by elements hostile to national security and defence of India, which ultimately impinges upon the sovereignty and integrity of India, is a matter of very deep and immediate concern which requires emergency measures," the statement said.

## iflix: What's next?

Cleanup following Tencent deal begins



Marc Barnett, iflix

iflix heads into another hard week cushioned somewhat by the might of Tencent and many tens of millions of dollars the Chinese streaming giant has agreed to pay for the ailing Asian streamer.

But some shareholders are said to be angry at the way things have gone down, and tough questions are bound to be asked at how the Tencent money (we don't know exactly how much, but we are told it's less than US\$100 million) will be divided among them.

And then what happens to everyone else involved who has not made it onto the A-list?

Tencent is likely to be first to hold out an olive branch, knowing full well that business will be tougher than it needs to be if local programmers and players unite against them... and side with rivals such as Viu, Netflix, Disney+ and iQiyi (unless or until Tencent acquires them as well).

Not everyone will be inside Tencent's peace tent.

Our bet is that the VIP seats will be given to high-value local production houses that have driven iflix's take up to the point that Tencent was willing to come to the table. And who will continue to supply original programming as Tencent builds its Southeast Asia business.

iflix has a trail of other content partners around the world with outstanding invoices, some of which were converted to equity and others which remain unpaid.

We have limited visibility into who they

are and what they are owed. What we do know is that the novation letter sent out before the Tencent deal closed said very clearly that: "the acquiror will not assume any liabilities of iflix".

In clause five, the agreement letter says "iflix shall continue to be responsible and liable" for the outstanding amount.

Legal opinion is mixed on what may happen next, including the possibility of legal action.

Meanwhile, theories continue to be offered on how iflix pulled off the sale.

A pre-pack insolvency is among the theories, which means assets/business were acquired and the rest may be liquidated.

As much as some may hate the idea, this is possibly the cleanest and most productive solution, one that allows 100+ people to keep their jobs, production houses to keep producing, and projects to keep going. Even if the whole process will be very messy for a while.

Tracking iflix deals, [see page 8](#).

### RELATED STORIES

[24 June 2020 Sold: iflix goes to Tencent. Barnett stays on as CEO, big questions on who gets paid still unanswered \(24 June 2020\)](#)

[23 June 2020 iflix poised to join Tencent stable? Streaming apps linked on Google & Apple app stores; no official comment yet](#)

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## Media Prima cuts another 300 jobs

Staffers out by 31 July as latest transformation exercise kicks in

Malaysian free-TV broadcaster and producer, Media Prima, is cutting another 300 jobs from the end of July in the latest phase of a multi-year business transformation plan.

Staffers were told on Monday, 29 June, and their last day is 31 July.

The Kuala Lumpur-based network told investors that it had wrapped up its discussions with five trade union groups on the accelerated next phase of a business transformation plan.

This latest restructure was announced by Media Prima's new boss, Iskandar Mizal Mahmood, at the beginning of June.

Mahmood took over as group managing director on 1 April this year, replacing long-time boss Kamal Khalid, and expanded his role as chief executive of Media Prima Television Networks after the sudden exit of Johan Ishak.

Media Prima said the approximately 300 people involved would receive "fair and equitable compensation".

Despite breakout box office hits like *Ejen Ali*, Media Prima has in the past few years struggled to cope with disruption to its traditional media business, exacerbated by broader economic conditions and by what it described as "unknown variables" surrounding the Covid-19 pandemic.

"These factors have compelled the Group to expedite the next phase of its transformation exercise, which includes revising revenue models and corresponding cost management. It involves operational changes at selected units to address cost inefficiencies arising from work duplication," the company said, adding that it was working towards "a robust and sustainable business model for the medium and long-term".

## JKN boss takes *Shark Tank* seat

Anne Jakrajutatip joins judges for S2 of Sony format



*Shark Tank Thailand S2*

JKN Global Media boss & ContentAsia's Asia Media Woman of the Year, Anne Jakrajutatip, takes a seat at the *Shark Tank* table in Thailand from this weekend as one of five judges and the sole woman.

Season two of the business competition series premieres on Thai free-TV station, Bangkok Broadcasting & TV (Ch7HD) on Sunday, 5 July.

The 17-episode series airs Sundays from 5pm to 6pm, with the finale slated for 25 October this year.

Season two episodes have been short-

ened from the 75 minutes of the first season to 60 minutes.

The show has also been pushed into the early evening slot from the original afternoon slot from 1.15pm to 2.30pm.

The adaptation of the Sony Pictures Television's U.S. business format was executive produced by Media Tank's owner, Wichuda Nasongkhla Sriyaphai, along with Songsuda Panich.

Season one, which also ran on Ch7 in Mar-June last year, was produced by Media Tank's sister production house, Wandee Media.

## Astro Vinmeen replaces movies with daily drama

Malaysian media platform Astro premieres supernatural series *Kalvanai Kandupidi* on its 24-hour Tamil general entertainment channel, Astro Vinmeen HD tomorrow (1 July).

The series kicks off Astro's first stripped drama slot on weekdays at 9pm, replac-

ing local/acquired movies. The 26-part series, about a man by able to communicate with the dead, is directed by Karthik Shamalan, and available on Astro Go and on-demand as well. Cast includes Lingkesvaran Maniam (*Pei Vettai*) and Pashini Sivakumar (*Kanmani Anbodu Kathalan*).



## HK govt ditches RTHK, TVB to produce 1 July handover celebrations

The Hong Kong government has dumped its government-funded would-be public broadcaster, Radio Television Hong Kong (RTHK), as the official producer/broadcaster of the 23rd anniversary celebrations of the change in rule from Britain to mainland China.

For the first time since 1997, commercial broadcaster Television Broadcasts Ltd (TVB) will produce the 1 July flag-raising ceremony and celebrations.

RTHK said at the weekend that it will still be producing a live pool feed for other media outlets.

The government said TVB had been brought on board to produce a broader series of programmes to commemorate the 30th anniversary of the promulgation of the Basic Law, which functions as a constitution for the special administrative region.

The flag-raising ceremony and celebrations are being billed as part of the wider production agreement.

That's as much of an official reason as is being given.

RTHK spokesperson, Amen Ng, said the station had not been invited to participate in production of the 1 July events.

Local commentators are linking the decision with conflict between RTHK and authorities about editorial independence and coverage, including the Hong Kong protest movement.

Satirical RTHK programme, *Headliner*, which has been suspended as of 19 June, has been singled out as one of the drivers of the government's decision, as has RTHK's line of questioning to the World Health Organisation (WHO) on Taiwan.

In May this year, RTHK apologised for *Headliner*'s portrayal of the police as mask-hoarding trash.

The apology followed a Communications Authority (CA) ruling that the show had denigrated and insulted the police, and has presented factually inaccurate information.

A government committee has been set up to review RTHK.

## Disney fills theatre gap in India 7 theatrical releases diverted to new multiplex offering



Uday Shankar, The Walt Disney Company

Disney's powerful India operation has rolled out a new Disney+ Hotstar-branded Multiplex service that offers direct-to-streaming premieres of Bollywood movies from 24 July.

The enhanced entertainment offering comes as Covid-19 cases in India soar. The curve looks nowhere near flattening, and theatres, if hopeful of opening in the next few months, remain closed.

The seven movies that are part of the Disney+ Hotstar Multiplex line up are horror comedy *Laxmi Bomb*, action war film *Bhuj: The Pride of India*, love story *Sadak 2*, crime drama *The Big Bull* starring Abhishek Bachchan, *Dil Bechara*, action thriller *Khuda Haafiz* and comedy thriller *Lootcase*.

Disney+ Hotstar Premium and Disney+ Hotstar VIP subscribers will have access to the multiplex at no extra cost.

The multiplex initiative kicks off with *Dil Bechara*, starring the late Sushant Singh

Rajput, who died on 14 June this year. The film will be available for free to subscribers and non-subscribers "to commemorate his invaluable contribution to Hindi cinema," Disney said during the multiplex announcement on 29 June.

Disney+ Hotstar VIP costs Rs399 a year.

The Walt Disney Company APAC president and chairman, Star & Disney India, Uday Shankar, said while theatres remained a "special experience", the industry's potential "can't be capped by the number of release windows and theatres available".

"Our initiative will dramatically increase the number of films that can be made, giving film-lovers more films to enjoy and the creative community more films to make. We firmly believe that this will generate a massive momentum for more and different kinds of films to be made in India," he said.

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# Dead or alive: Tracking iflix content deals

## What's going over to Tencent & what's (maybe) not

iflix's high-profile, headline-generating deals have been a constant in the five or so years since iflix's launch. The high-excitement and energy around the new platform with big dreams, giant plans and mega investors ran strong for a while and then dissipated across a series of strategic pivots and ground arrangements that didn't work out quite the way they were supposed to. Fast forward a few years of lagging content licensing payments and requests to turn debt into equity... and here we are. The recent novation agreements signed with distributors/rights holders prior to the sale this month to Tencent are likely to have migrated the highest value content agreements to the Chinese streaming giant and will power a turbocharged push into Southeast Asia through Tencent's own app, WeTV, running alongside the newly acquired iflix – for the moment. What happens to the others – and the outstanding invoices? Impossible for us to say, but our bet is that if these haven't been written off already, companies are hoping for the best and preparing for the worst. ContentAsia listed the content deals announced over the past 18 months or so. And we asked distributors involved in the announcements for an update...

### Deutsche Welle

**The Date:** 27 Apr 2020

**The Headline:** DW rolls out science programme in new deal with iflix

**The story in a nutshell:** The German broadcaster premiered its language-customised magazine programme in Indonesia (*Inovator*), Bangladesh (*Oneshon*) and Pakistan (*Sawal*) on 1 May to more than 5.6 million iflix viewers.

**What now:** "We have agreed with the novation but no paperwork has been signed yet."

### TikTok

**The Date:** 16 Jan 2020

**The Headline:** iflix adds user-generated shorts to curated TikTok channel

**The story in a nutshell:** A first-time deal



From left: Patrick Grove; Yong Dal Kim, COO of JTBC; and Mark Britt

for a branded TikTok channel on iflix focusing on travel, comedy, pets, sports and lifestyle.

**What now:** "We will remove our content from iflix site because we have not extended our license to Tencent."

### Caracol TV

**The Date:** 13 May 2019

**The Headline:** Asian streamer iflix premieres two Caracol TV telenovelas

**The story in a nutshell:** Human trafficking drama *Broken Promises* (60x60 mins) and action series *Made in Cartagena* (63x60 mins) – scheduled for July/August last year across multiple iflix territories.

**What now:** Long-running payment discussions ongoing.

### MNC (Indonesia)

**The Date:** 3 May 2019

**The Headline:** iflix, MNC announce significant digital partnership and investment

**The story in a nutshell:** A giant deal that put MNC CEO David Audy on iflix's advisory board and gave iflix exclusive streaming access to 10,000 hours of local content, including *Dunia Terbalik*, *Cinta Yang Hilang* and *Top Tukang Ojek Pengkolan* – soon after TV broadcast. Deal announced as talk of an Australia IPO continued.

**What now:** No comment at the moment. Official update to come if there is one.

### Media Prima (Malaysia)

**The Date:** 25 Apr 2019

**The Headline:** Media Prima, iflix unveil content share deal; hint at future co-production

**The story in a nutshell:** Media Prima titles stream on iflix an hour after Malaysia broadcast from June 2019. Media Prima also adds a Tonton channel with 1,000 hours of library content to iflix in Malaysia. Deal benefits touted included "greater content monetisation opportunities for Media Prima through iflix's ad-supported tier, iflixFree", which launched in July 2018. Details of content creation/co-production plans were not released, and as far as we can tell were not activated.

**What now:** [no response]

### JTBC (Korea)

**The Date:** 24 Apr 2019

**The Headline:** JTBC takes "strategic investment" in SEA streamer iflix

**The story in a nutshell:** Privately owned

More at [www.contentasia.tv](http://www.contentasia.tv), including **Mediacorp** (Singapore); **Yoshimoto Kogyo** (Japan); **Starvision** (Indonesia); **Screenplay** (Indonesia); **Wattpad**; and **One Animation**



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Welcome to our virtual universe, which opens on 27-28 August and will run for a month, with live and on-demand sessions, multiple auditoriums, things to look at, a lounge to hang out in and people you can talk to.

We have everything from virtual “swag bags” you can fill with reports, data, intelligence and insights, to a dedicated auditorium you can hang out in to watch trailers from our first ContentAsia Awards nominees.

Plus there is animated entry experience... stay tuned!

The theme this year is “SPREAD THE LOVE”, and we will be tracking the new age of co-development, co-production and collaboration, as well as actively creating opportunities for new alliances.

Contact: CJ Yong at [cj@contentasia.tv](mailto:cj@contentasia.tv)  
[www.contentasiasummit.com](http://www.contentasiasummit.com)

## SVOD starts to scale in Southeast Asia's capitals

Consumers in capitals pay for two subscriptions, on track for 2.5, MPA/AMPD says

Subscription video on demand (SVOD) has started to scale in Southeast Asia (SEA), with real consumption and monthly spend accruing to between three and four platforms in each market, according to research from Media Partners Asia (MPA) affiliated AMPD. On average, customers now subscribe to two services in capital cities across emerging SEA. The number is trending past 2.5.

"We believe that Covid-19 has cemented and accelerated streaming video as the new normal," says Anthony Dobson, MPA VP & MD, AMPD Research.

"However," he warns, "if we don't see a V-shaped economic recovery, churn among SVOD will be filled by AVOD players (existing & new)". AVOD remains dominated by YouTube.

Dobson also says much more is expected in 2H 2020 through Tencent, iQiyi and Disney+ in key markets.

Regional streaming players Netflix and Viu led SVOD across SEA in minutes streamed in Q1 this year, AMPD Research shows. The survey involves a passive panel of 4,000 users+ across Indonesia, Philippines, Singapore and Thailand.

Big local Q1 gainers include Vidio (Indonesia) and Line TV (Thailand), while Tencent's WeTV is gaining rapidly in Thailand and Baidu's iQiyi is slowly rising in Indonesia and Thailand.

iflix streamed 3.5b minutes in Q1 2020, driven largely by Indonesia and mostly anchored to local movies and series.

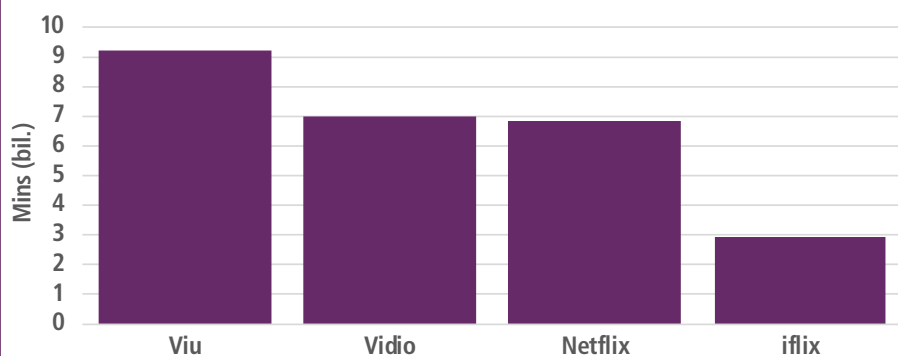
Korean content is a significant driver across the board, including for regional streamers such as Netflix and Viu and also for local players such as Video and RCTI+, which has been monetising through AVOD. Viu maintains a freemium model (though pushing more content to SVOD in Thailand and Indonesia, where is performing particularly well).

Dobson says churn may increase in the second half of this year as consumers burn through libraries.

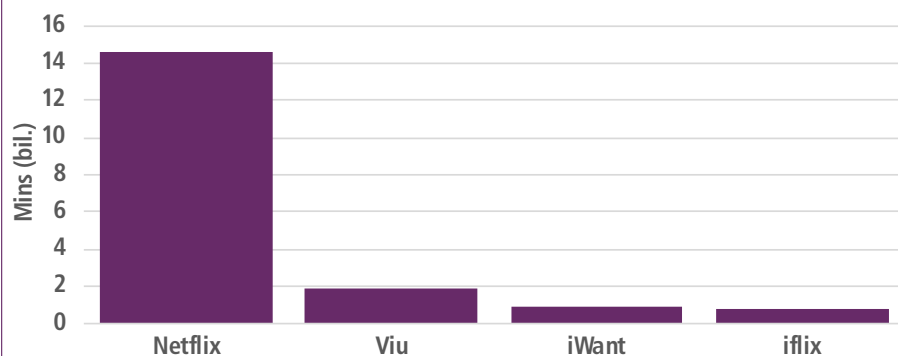
Though local & regional freemium platforms are growing in key markets – CPMs and macro factors remain the key impediments to ad monetisation in 2020.

### TOP PLATFORMS BY MINUTES STREAMED

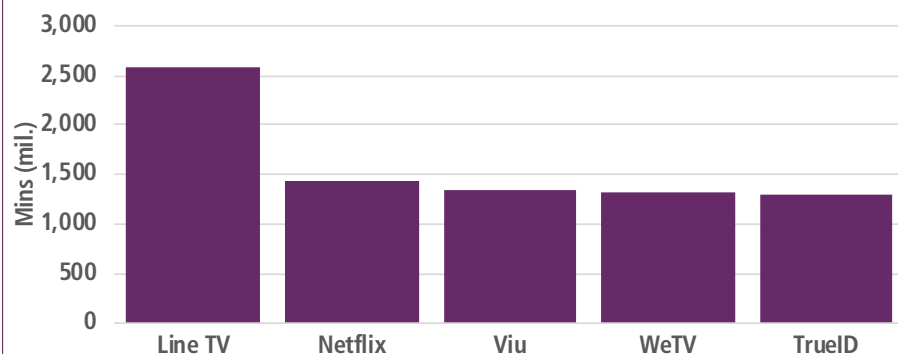
#### INDONESIA - TOP PLATFORMS BY MINUTES STREAMED (Q1 2020)



#### PHILIPPINES - TOP PLATFORMS BY MINUTES STREAMED (Q1 2020)



#### THAILAND - TOP PLATFORMS BY MINUTES STREAMED (Q1 2020)



Note: Data based on actual streaming minutes measured by using a passive panel of 4,000 users+ across Indonesia, Philippines and Thailand markets who have adopted the custom AMPD Vision® software. It passively measures real consumption on all mobile devices using a permission-based panel of customers who consent to the collection of their session based activity. All charts exclude YouTube.

Source: AMPD Research



# Who do you think should be on our list?

## ContentAsia's Top 50 Women in Media

ContentAsia is compiling a list of women who have done amazing things for the video content industry in Asia in the last year.

Our Power+ List debuts during the ContentAsia Summit (27-28 Aug) with profile and celebration across all our platforms and publications.

Nominations for ContentAsia's Top 50 list are now open. Please tell us who you think should be on the list and why.

**I would like to  
nominate...**

**Deadline: Tuesday, 30 June 2020**

We look forward to hearing from you!

contentasia  
**women**

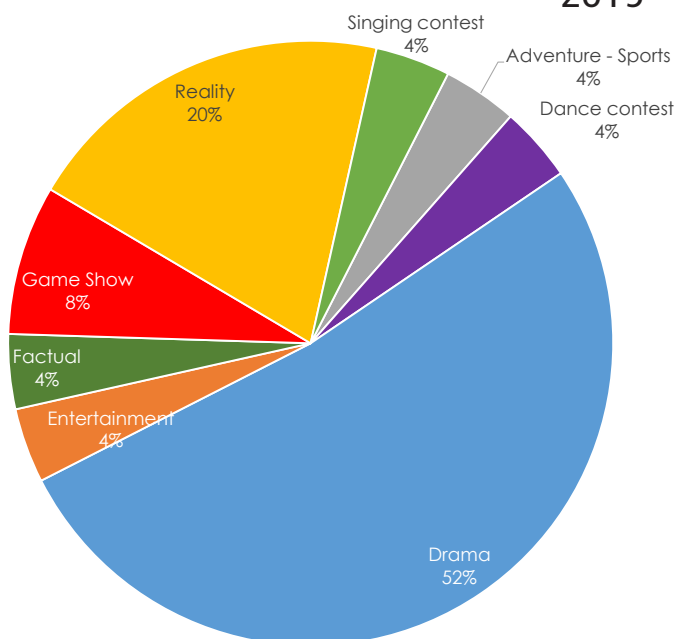
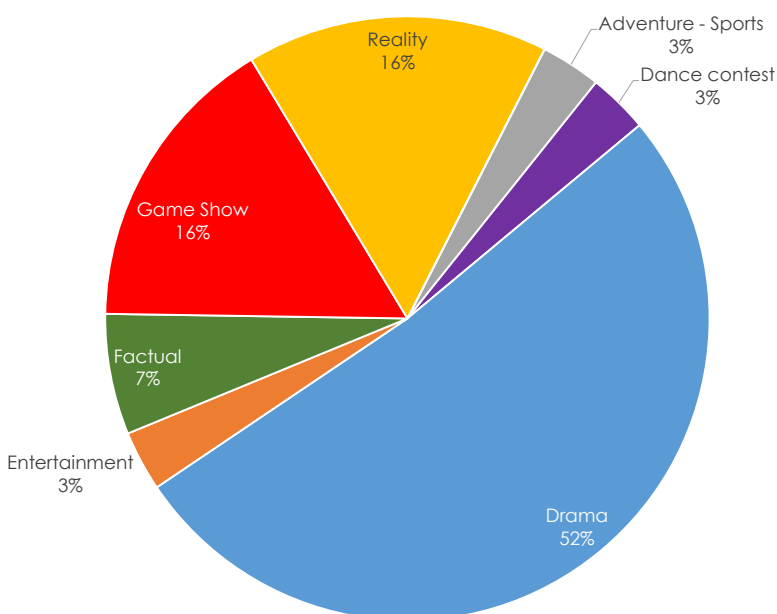


## Drama retains top formats spot in China

Formats volume down, but market retains big-budget production capability

2018

2019



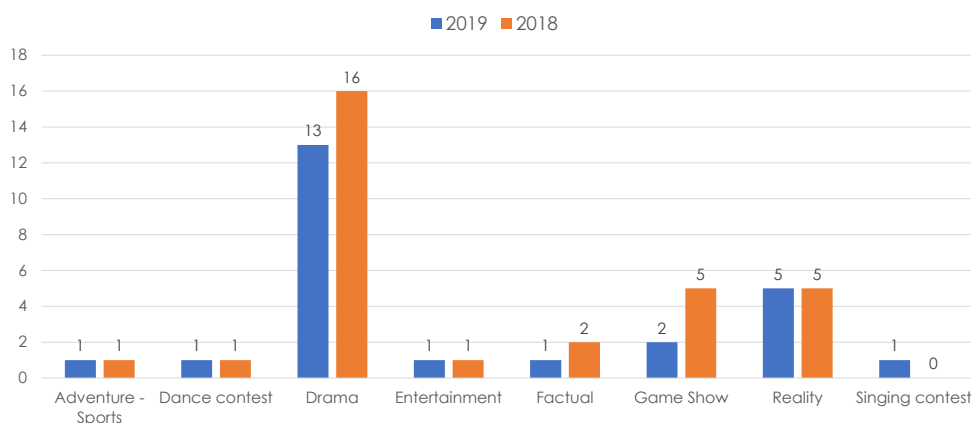
Censorship and regulatory issues have derailed China's formats market somewhat, but the country remains able and willing to invest in big-budget adaptations and co-development, particularly as part of reciprocal international distribution arrangements.

At the same time, China still tops the list of high-profile IP disputes. These include the long-running and recently settled argument with Korea's MBC over the Chinese version of Korean blockbuster, *The Masked Singer*.

Star China Media-affiliated mainland production house, Shanghai Canxing Culture Media (*China's Got Talent*, *So You Think You Can Dance*), produced multiple seasons of a singing show called *Guess the Masked Singer*, and claimed the property as its original IP.

The arbitration application was filed in early 2019. In April this year, Chinese arbitration body CIETAC ruled in favour of MBC, and ordered Canxing to pay all outstanding rights fees as well as the cost of the arbitration proceedings. MBC, which fought this one for about five years, hasn't disclosed the amount awarded.

According to *ContentAsia's Formats Outlook*, China dropped to fifth position



on our chart (by volume) in full year 2019 compared to fourth position in 2018. China had 31 titles in 2018 and 25 in 2019.

One of last year's new titles was Fremantle's singing contest *The Chart*.

Game show dropped from five to two titles, factual halved from two to one, and drama went from 16 to 13.

Drama had the largest share of China's format adaptations, making up more than half of all titles.

Shows include all3media's *Miss Fisher's Murder Mysteries*, BBC's *Life on Mars*, Endemol Shine's *Broadchurch*, Fuji TV's *First Class* and ITV Studios' *Jekyll & Hyde*.

Other formats players in China last year

were TV Asahi with sports format, *Beat The Champions S3*; Armoza with *Dance Smash*; NBCUniversal with *Saturday Night Live*; and Endemol Shine with *Family Food Fight*. Fremantle's final format under the old production model was *World's Got Talent*, before the company migrated to a licencing structure driven by the company's Singapore-based licensing hub.

Discovery made an entry with *Say Yes To The Dress*.

Right holders who dropped off China's charts in 2019 include Dori Media, Perfect World Pictures (*The Awakening* and *The Little Nyonya*), Nippon TV (*Pharaoh! S4 & S5*) and Warner Bros (*Gossip Girl*).





### **El Jardin De Bronze (The Bronze Garden)**

Based on the book of the same name by Gustavo Malajovich, *El Jardín De Bronze (The Bronze Garden)* follows the desperate struggle of architect Fabian Danubio to find his daughter, Moira, who has disappeared with no explanation. Getting no answers from the police, Fabian decides to take matters into his own hands, stopping at nothing to find his daughter. Season two follows Fabián and Moira after they are reunited, each struggling with their own demons following everything they've been through while trying to re-establish their relationship. Length: 8x60 mins (Season 1), 8x60mins (Season 2) **HBO Latin America** 396 Alhambra Circle, Suite 400, Coral Gables, FL 33134, U.S.A. T: +1 786 501 8317

### **Rampensau (Dumb Germany)**

Everything that can go wrong is currently going wrong in the life of 30-year-old Berlin actress, Shiri. Every audition fails because she has the looks and body of an angsty teenager rather than a grown adult woman. But when her boyfriend is arrested for drugs, Shiri is determined to do anything to save him and plays the role of her life: an undercover agent posing as a transfer student at an elite high school. With her newfound confidence, she soon wonders if she enjoys this crazy life full of crime and danger a bit too much... Length: 10x60 mins **Dori Media Group** 2 Raul Wallenberg St. Tel Aviv, 6971901, Israel T: +65 8338 3719



### **Coyote**

*Coyote* is the story of Ben Clemens (Michael Chiklis), who after 32 years as a border patrol agent, is forced to work for the very people he spent his career trying to keep out of America. Length: 6x60 mins **Sony Pictures Television** 2/F, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong T: +852 2913 3788



### **Mysterious Planet**

Our planet still hides many mysteries. From the strangest animals of Sulawesi to the spooky creatures of the Mayan underworld; from the haunt of pumas and the Mars-like high Andes to a lost world in the Af-



rican clouds and a war of baboons: *Mysterious Planet* embarks on a series of epic journeys into the wild, across continents, through millenia, to uncover the answers to the mysteries that shape life. Length: 5x48 mins **NHK Enterprises** Daisan Kyodo Bldg. 4-14 Kamiyama-cho, Shibuya, Tokyo 150-0047, Japan T: +81 3 3468 6984



### **Prophecy of Love (Payakorn Sorn Rak)**

Sometimes love comes unexpectedly. Rosita is a Thai-French girl who cannot tolerate her French father anymore. So, she moves back to Thailand with her mother, and there she is saved by a mysterious old woman, who gives her the gift of clairvoyance. From then on, Rosita is obliged to help people, to predict their futures, and extrasensory perception becomes her hobby. One day, she has a vision that she is madly in love with Teeruth, a hotshot actor, but they do not get along. Does fate have a twist waiting for them? Length: 13x95 mins **BEC World Thailand** 3199 Maleenont Tower, Floor B1, G, 2, 3, 8, 9, 10, 30-34, Rama 4 Road, Klongton, Klongtoey, Bangkok 10110, Thailand T: +66 2 022 7395

### **Soupçons**

A story of forbidden love, French drama *Soupçons* follows Victoire as she moves to south-east France with her family. In the small village where she now lives, she meets Florent, her childhood love, and they soon give in to their feelings for each other. Both married and with children, this situation quickly becomes unmanageable. Soon, they decide to leave their partners when, suddenly, Florent's wife disappears. Length: 6x52 mins

**TV5Monde Asie-Pacifique** Unit 704-706, 7/F, Cyberport 1, 100 Cyberport Road, Cyberport, Hong Kong T: +852 2989 6090 F: +852 2989 6091





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# The World's Entertainment Content Market

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# Vietnam

## In numbers

Population.....	96.2 million
Households.....	26.87 million
Avg household size.....	3.6
TV households.....	91.9%
Pay TV subscribers.....	14.5 million
Mobile phone subs.....	130.419 million
Mobile phone data users.....	64.638 million
Fixed broadband subs.....	15.153 million
- via FTTH.....	14.052 million
- via cable.....	959,641

Source: Vietnam's General Statistics Office (population, households 2019), Ministry of Information and Communications (mobile, internet in Jan 2020), Vietnam's Central Committee for Propaganda & Education (TV/households, 2018)

## Free TV

### Hanoi Radio Television

Hanoi Radio Television started broadcasting in 1979, and today operates two free-TV channels – Hanoi TV1 (general entertainment) and Hanoi TV2 (news/current affairs) – and cable TV service, Hanoi Cable Television (HCaTV). Foreign content acquisitions include regional drama series and movies from Singapore, Japan, Korea, Taiwan and Philippines.

### Ho Chi Minh City Television (HTV)

Ho Chi Minh City Television (HTV) operates two analogue channels – HTV7 (entertainment) and HTV9 (educational/info) – and four digital channels – HTV1 (public info), HTV2 (general entertainment), HTV3 (kids) and HTV4 (science/education). An active buyer of international formats, HTV has commissioned local versions of *Face the Clock* (premiered March 2019 on HTV7), *Master Class* (Q1 2019, HTV3), *Lip Sync Battle* (April 2018, HTV7), *Raid the Cage* (2018, HTV7), *I Can Do That! Vietnam* (aired in 2017, HTV7) and drama series *Hidden Truths Vietnam* (aired in 2017, HTV9), among others. The station was established in 1975 as Saigon Television and renamed Ho Chi Minh City Television in 1976.

### Vietnam Television (VTV)

National broadcaster Vietnam Television (VTV) launched in 1970. VTV operates nine terrestrial TV channels: VTV1 (political, economic, cultural, social



Phuong Khau, Pops Worldwide

news), VTV2 (education, science, technology, news), VTV3 (sports, entertainment, economic news), VTV4 (home affairs, international news), VTV5 (local news), VTV6 (youth), VTV7 (educational), VTV8 (cultural) and VTV9 (Southern-oriented channel), as well as several terrestrial cable, satellite and regional channels, plus an international channel. VTV also has interests in pay-TV platforms SCTV, VTCab and K+. The broadcaster continues to be actively involved foreign format adaptations, including game show *Boom! Vietnam* (premiered March 2019, VTV3), game show *Crazy Market Vietnam* (2019, VTV3), singing contest *It Takes 2 Vietnam* (Apr 2019, VTV3), docu-reality series *Manbirth Vietnam* (Q2 2018), *Million Dollars Minute Vietnam* season three (June 2018, VTV3) and *The Voice Kids Vietnam* season five (2018, VTV3).

## Subscription TV

### FPT TV (FPT Thuyen Hinh)

FPT TV, a subsidiary of FPT Telecom, is an IPTV service launched in 2010. In 2013, FPT Telecom received a pay-TV licence to operate digital & analogue cable TV services nationwide. Today, FPT TV offers

more than 180 linear local/international TV channels and video on-demand content, to over four million viewers across more than one million households in Vietnam. Basic packs cost VND80,000/US\$3.40 a month everywhere except HCMC and Hanoi and VND100,000/US\$4.30 for subscribers in HCMC and Hanoi.

### Hanoi Cable TV (Hanoicab)

Hanoi Cable Television (Hanoicab/HCaTV) is the cable TV service operated by Hanoi Radio Television. HCaTV offers 180 SD/HD local and regional/international channels.

### Ho Chi Minh City Cable TV

Ho Chi Minh City Television (HTV) was established in 2003 and is operated by Ho Chi Minh City Television's (HTVC) pay-TV branch, HTV-TMS. The platform offers a mix of local, regional and international channels (160+) covering film, music, sports, news, kids, general entertainment, science/educational and tourism/lifestyle. Monthly subscription for digital TV services starts from VND99,000/US\$4.27.

### K+

K+ is the commercial brand of Vietnam Satellite Digital Television Company Limited (VSTV), a joint venture between VSTV

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Asia's definitive content and services directory*

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and French broadcaster Canal Overseas. K+ is a DTH satellite platform offering about 130 TV channels in multiple genres, including sports, news, general entertainment, music, movies, documentaries and kids. All international channels are language customised with either Vietnamese subtitles, dubbing or voice overs. The platform offers a Premium+ package with 130 TV channels at VND125,000/US\$5.40 a month. K+ also operates a value-added TV everywhere extension, myK+, free for Premium+ subscribers.

### MyTV

Created by Vietnam Post and Telecommunications Group (VNPT), IPTV service MyTV launched in 2009. Today, the platform offers about 200 local and international channels, including music, news/current affairs, sports and movies. The service also offers add-ons such as on-demand content, games and music/karaoke. Monthly subscriptions cost from VND42,000/US\$1.80 for 141 channels to VND72,000/US\$3.10 for 178 channels and access to streaming FIM+.

### SCTV

State-owned Saigontourist Cable Television (SCTV), a joint venture between Vietnam Television (VTV) and Saigontourist Holding Company, was founded in 1992. Television options include analogue, digital and IPTV. VOD was added in 2014. The platform's 175+ digital channels include 80+ in HD. Channels are a mix of in-house, local and foreign. The company also has interests in internet and telecommunications services. Subscriptions start from VND200,000/US\$8.60 a month for the analogue plan to VND240,000/US\$10.30 a month for the HD plan.

### Vietnam Multimedia Corporation (VTC)

VTC Multimedia Corporation (VTC) is a state-owned company operated by Vietnam's Ministry of Information and Communications. Established in 1988, VTC offers a variety of media access and content solutions for TV (production, broadcasting, online TV, VOD) and telecommunications (internet, VOIP, fixed line). VTC began providing 4K TV on high-definition television channel VTC HD1 in June 2017.

### Viettel TV

Viettel first launched Viettel TV in 2013 as Net TV, rebranded as Next TV in 2015, and as Viettel TV in Oct 2018. Viettel TV offers more than 160 TV channels, of which 60 are HD. Monthly subscriptions start from VND215,000/US\$9.30 for the Flexi Combo pack (15Mbps internet connection + TV). Viettel also offers mobile TV services at VND3,000/US\$0.13 a day, VND7,000/US\$0.30 a week or VND29,000/US\$1.25 a month.

### VivaTV

In eight years, pay-TV platform VivaTV changes names twice, from the original An Vien Television (AVG) at launch in Nov 2011, to MobiTV in April 2016 after being 95% acquired by Vietnamese telco MobiFone in Jan 2016. In Sept 2019, MobiTV changed its name to VivaTV after the contract to buy shares between Mobifone and AVG was unanimously cancelled by the two companies. VivaTV continues to integrate TV and telecommunication services offering a mix of direct-to-home (DTH) satellite/digital terrestrial (DTT), mobile TV, e-commerce and mobile connection services to about one million paying customers (Nov 2019). Monthly subscription costs VND60,000/US\$2.60 a month for 80+ DTT channels (109 DTH channels).

### VTVcab

Free-TV provider Vietnam Television established Vietnam Television Cable Corporation (VTVcab) in 1995. VTVcab offers local and int'l channels in a variety of genres, including news, sports, movies and general entertainment. VTVcab also operates VTVnet, which provides internet access over cable.

## Online/OTT

### Clip TV

Clip TV streams live TV channels and offers on-demand access to Hollywood movies and local films/TV series. The Clip TV set-top box costs VND1,390,000/US\$60; monthly subscription is VND50,000/US\$2.15. Clip TV is operated by Vega, a Vietnamese tech company, which has developed Clip TV, waka.vn (eBook library) and nhac.vn (music streaming) and other services.

### Danet

Vietnam's TV production/distribution specialist, BHD (see *Vietnam Media Corporation – BHD under Content Providers*), launched Danet in 2016. Danet offers free content (Danet Go), SVOD (Danet Buffet) and a la carte movie rental (Danet Cineplex) on multiple devices.

### Fim+

Fim+ offers more than 8,000 hours of local/international movies and series bundled in four plans and pay-per-view. Packages cost between VND50,000/US\$2 a month and VND450,000/US\$19 a year. Geo-blocked for Vietnam, Fim+ launched in Jan 2016.

### FPT Play

FPT TV (see *FPT TV under Subscription TV*) launched FPT Play in 2013 offering live TV channels (news, sports, entertainment, movies) and VOD access to local and international movies and TV shows from Europe, America, South Korea and China. Content partners include Danet, HTV, VTV, VTC and Viettel.

### HTVOnline/Hplus

OTT extension of pay-TV service Ho Chi Minh City Cable TV (HTVC). HTVOnline is an online portal, Hplus is an app.

### iQiyi

Mainland China's iQiyi launched in Vietnam in July 2019. iQiyi offers Chinese content with some Vietnamese subtitles bundled in two plans – Gold VIP (monthly VND49,000/US\$2.11, quarterly VND130,000/US\$5.60, yearly VND499,000/US\$21.50) and Diamond VIP, which charges VND59,000/US\$2.50 a year or VND160,000/US\$6.90 quarterly or VND599,000/US\$25.80 a year.

### Keeng

Viettel's streaming service Keeng offers local/foreign movies and TV series (Keengmovies) and music (Keengmusic).

### myK+

myK+ is a value-add TV-everywhere extension of DTH satellite K+ service (see *K+ under Subscription TV*), offered free to Premium+ subscribers. Non-Premium+ subscribers pay VND125,000/US\$5.40 a month.



## Onme

Onme is a video streaming platform, jointly developed by VTVcab and Viettel. The programming focus is on live events such as sports. The platform also offers local/international TV channels and VOD movies. Onme is offered free to VTVcab/Viettel subscribers.

## Pops Worldwide

Founded in 2007, Pops Worldwide is a digital entertainment network offering original/local and int'l titles from 2,619+ content partners. The service, which manages 693+ channels, had 3.2 billion global monthly views, and 211 million subscribers (Jan 2020).

## TVB Anywhere Vietnam

Hong Kong's Television Broadcasts Ltd (TVB) launched mobile streaming platform TVB Anywhere in Vietnam in 2017, offering over 5,000 hours of movies, including TVB's library titles with Vietnamese, Chinese and English dubbing and subtitles. Subscription costs VND3,000/US\$0.13 a day or VND15,000/US\$0.65 a week.

## tving

Korea's CJ E&M launched tving in Vietnam in 2017, offering live TV channels and VOD content produced for CJ E&M's 16 channels. tving also carries movies from Hollywood and Korea. tving costs VND50,000/US\$2.15 a month.

## VieON

VTVcab launched video streaming VieON in 2016 as VTVcab ON and in Dec 2018, rebranded the service as VieON. VieON offers local/international TV channels and VOD content for free to VTVcab subscribers.

## VTV Go

VTV Go is a streaming mobile application operated by free-TV broadcaster Vietnam Television's (see *VTV under Free TV*) over-the-top subsidiary, VTV Digital. The platform carries live TV channels, catch-up TV up to three months after broadcast and select local drama series, kids and documentaries on demand.

## WeTV

Mainland Chinese gaming/digital giant Tencent launched WeTV in Vietnam in

July 2019. The platform offers Chinese content with select programmes available in Vietnamese subtitles. Subscription costs VND25,000/US\$1.10 a month (VND55,000/US\$2.40 for three months or VND259,000/US\$11 a year).

## Zing TV

Online TV service Zing TV offers movies, animation, TV series, among others. Zing TV is owned by tech/digital provider VNG, which also offers finance/payment and cloud services.

# Content Providers

## Cat Tien Sa Media Group

Founded in 1995, Cat Tien Sa Media Group (CATS) is a multimedia company specialising in TV and film production. The company is also involved in branding, investment and consulting services. Clients include broadcasters VTV, HTV and Hanoi Radio Television.

## DatVietVAC Group Holdings

DatVietVAC Group, Vietnam's first privately owned media and advertising agency, was founded in 1994. The focus is bringing international formats to Vietnam. DatVietVAC is made up of a group of eight independent companies that offer a variety of services to marketers and media owners.

## Dien Quan Media and Entertainment

Founded in 2008, Dien Quan Media and Entertainment produces and supplies content for domestic/int'l broadcasters and media agencies. Production includes documentaries, TV magazines, factual, lifestyle, travelogues, cooking series and reality shows.

## International Media Corp (IMC)

International Media Corp (est 2008) develops and manages TV channels and produces entertainment and economic news shows. IMC's channels include TodayTV (entertainment), Paramount Channel Vietnam (classic movies), YouTV (women/family entertainment) and MTV (youth entertainment, music).

## Multimedia JSC

Multimedia JSC (est 2005) has a slate of fashion-related projects, including *Vietnam's Next Top Model*, *Project Runway Vietnam* and *She's Got the Look*. Other properties include the Vietnam International Fashion Week and modeling and talent agency, BeU Models & Talent Management.

## Q.net Entertainment & Communication

Q.net (est 2004) distributes more than 40 TV channels to TV platforms, including VTVcab, MyTV and FPT.

## Thaole Entertainment

Thaole (est 2000) services companies seeking entry into the Vietnamese broadcast market.

## TV Hub

Production house TV Hub focuses on content production. Credits include game show, *Raid the Cage*, for HTV7; Korean drama, *She was Pretty Vietnam*; and *b Shark Tank*, for VTV.

## Viet Content JSC

Viet Content specialises in TV rights distribution, TV production and advertising. Clients include networks such as VTV, VTC, K+ and HTV.

## Vietba Media

Vietba Media (est 1999) is involved in content distribution and TV production (*Hole In The Wall Vietnam*, *Heaven or Hell*, *Golden Goal Vietnam*, *Don't Lose Your Money Vietnam*).

## VietCom Film Production

Founded in 2006, VietCom Film Production (aka VietCom Entertainment) specialises in formats, TV game shows, drama series and movie production.

## Vietnam Media Corporation (VMC) – BHD Co Ltd

Vietnam Media Corporation – BHD Co Ltd (VMC/BHD) (est 1996) is involved in acquisition, production and distribution. Feature films and formats have become a staple, including multiple seasons of *The Amazing Race*, *MasterChef*, *Price is Right*, *Big Brother*, *Vietnam Idol Kids* and *Junior MasterChef*.

Productions include the Vietnamese version of Korea's *Descendants of the Sun*, *Star Academy*, *Sing If You Can* and *Killer Karaoke*. BHD also operates Danet and multi-screen cinema chain (BHD Star Cinema).

## Mobile telco providers

### Gmobile

GTel offers nationwide mobile/data and entertainment services.

### MobiFone

Vietnam Mobile Telecom Services network (est 1993) is Vietnam's third largest mobile network operator with nearly 50 million subs.

### Vietnamobile

Founded in 2009, Vietnamobile is a joint venture of Hanoi Telecom and Hutchison Asia Telecom, offering nationwide 2G/3G services.

### Viettel

Military-run Viettel offers mobile phone, internet and cable TV services to about 60m subs. The telco launched 4G services in March 2017 and received a 5G licence in Jan 2019.

### VinaPhone

VinaPhone (est 1996), was the first mobile operator to launch 3G services nationwide in 2009. Vinafone is a subsidiary of VNPT – Vietnam Post and Telecommunications Group, owned by the Vietnamese government.

## Regulators

### Ministry of Information and Communications (MIC)

Vietnam's policy making and regulatory body for press, publishing, foreign information, advertising, posts, telecomms, IT/electronics, radio, information and communications infrastructure and intellectual property.

## Be included!

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# What's on where...

June 2020	29 June - 3 July	AVIA OTT Virtual Summit - The Future of Video Streaming	Virtual Conference
July 2020	21-23	APOS 2020 Virtual Series	Virtual Conference
	28-31	MIP China	Virtual Conference
August 2020	18	AVIA Thailand in View	Virtual Conference
	27-28	ContentAsia Summit - The Social Distance Edition	<a href="http://www.contentasiasummit.com">www.contentasiasummit.com</a>
	28	ContentAsia Awards	<a href="http://www.contentasiaawards.com">www.contentasiaawards.com</a>
	26-29	Hong Kong Filmart	Virtual Conference
September 2020	1-3	APOS 2020 Virtual Series	Virtual Conference
	8-11	BCWW	Virtual Conference
	10	AVIA Taiwan in View	Taipei, Taiwan
	10	AVIA Future of Video India	Virtual Conference
	17-20	Gwangju ACE Fair	Gwangju, South Korea
	17-19	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	24-25	AVIA Satellite Industry Forum	Virtual Conference
	29 Sept-1 Oct	BroadcastAsia/CommunicAsia	Virtual Conference
October 2020	9-14	Canneseries	Cannes, France
	10-11	MIP Junior	Cannes, France
	12-15	MIPCOM	Cannes, France
	21-22	SportsPro OTT Asia	Singapore
	31 Oct-9 Nov	33rd Tokyo International Film Festival	Tokyo, Japan
November 2020	4-6	TIFFCOM	Tokyo, Japan
	9-11	AVIA Asia Video Summit	Singapore
	18-20	Asian Animation Summit	Bali, Indonesia
December 2020	2-4	Asia TV Forum & Market	Singapore
	7-8	Dubai International Content Market	Dubai, U.A.E.
January 2021	19-21	Natpe 2021	Miami, U.S.
April 2021	10-11	MIP Doc 2021	Cannes, France
	10-11	MIP Formats 2021	Cannes, France
	12-15	MIP TV 2021	Cannes, France
June 2021	14-15	DW Global Media Forum 2021	Bonn, Germany



# Animation sweeps Vietnam demand

## Peppa Pig leads eight of top 10 shows

Hasbro's *Peppa Pig* crushed demand in Vietnam for the week of 17-23 June, racing past long-time favourite anime property *One Piece* as well as the local adaptation of singing competition format *The Voice of Vietnam*.

According to data science company Parrot Analytics, *Peppa Pig* was one of eight animated shows in the top 10 overall list for the week – making Vietnam Asia's top animation market by demand expressions.

Ho Chi Minh City Television family dra-

ma, *Gao nep gao Te*, took third spot. The show, a remake of a Korean drama, is one of two locally produced titles on the top 10 of the week.

The list of top 10 digital originals is spread across titles from all the major streamers – Netflix, Disney+ (even though the platform has not launched in Vietnam), DC Universe, iQiyi and Amazon Prime Video.

Netflix leads with the number one title – *La Casa De Papel*, followed by Disney+'s *The Mandalorian* and DC Universe's *Harley Quinn*.

## Top 10 overall TV shows: Vietnam

Rank	Title	Average Demand Expressions®
1	<i>Peppa Pig</i>	15.6
2	<i>One Piece</i>	15.3
3	<i>Gao nep gao te</i>	13.4
4	<i>The Amazing World Of Gumball</i>	13.4
5	<i>Naruto</i>	12.3
6	<i>Ben 10: Omniverse</i>	12.1
7	<i>Oggy And The Cockroaches</i>	10.9
8	<i>The Voice Of Vietnam (Gi ả ợng H ợt Vi ợt)</i>	10.1
9	<i>Detective Conan</i>	9.3
10	<i>Ben 10 (2016)</i>	8.5

## Top 10 digital originals: Vietnam

Rank	Title	Platform	Average Demand Expressions®
1	<i>La Casa De Papel</i>	Netflix	4.9
2	<i>The Mandalorian</i>	Disney+	4.1
3	<i>Harley Quinn</i>	DC Universe	3.9
4	<i>Stranger Things</i>	Netflix	3.4
5	<i>Star Wars: The Clone Wars</i>	Disney+	3.3
6	<i>Bts: Burn The Stage</i>	YouTube Originals	2.9
7	<i>Story Of Yanxi Palace</i>	iQiyi	2.8
8	<i>DC's Stargirl</i>	DC Universe	2.8
9	<i>Good Omens</i>	Amazon Prime Video	2.5
10	<i>The Expanse</i>	Amazon Prime Video	2.4

Date range: 17-23 June 2020

Demand: 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. In this dataset we are comparing the demand that exists for each series in this market, against the average TV show. A difference of 1x represents the market average and 10x means a series is ten times more in demand than the average TV show in this market



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