

## China's Got Talent wins for Jiangsu TV, Tik Tok China

Tik Tok hits 100 million  
viewers, #1 on Jiangsu TV

The new version of Fremantle's *China's Got Talent* debuted at the weekend to stellar ratings on Mainland Chinese satellite channel JiangsuTV, and massive engagement on online service Tik Tok China. The latest season, produced in China by Star Canxing, premiered simultaneously on the two platforms and is Tik Tok China's first ever adaptation of an international long-form format.

*The full story is on page 7*



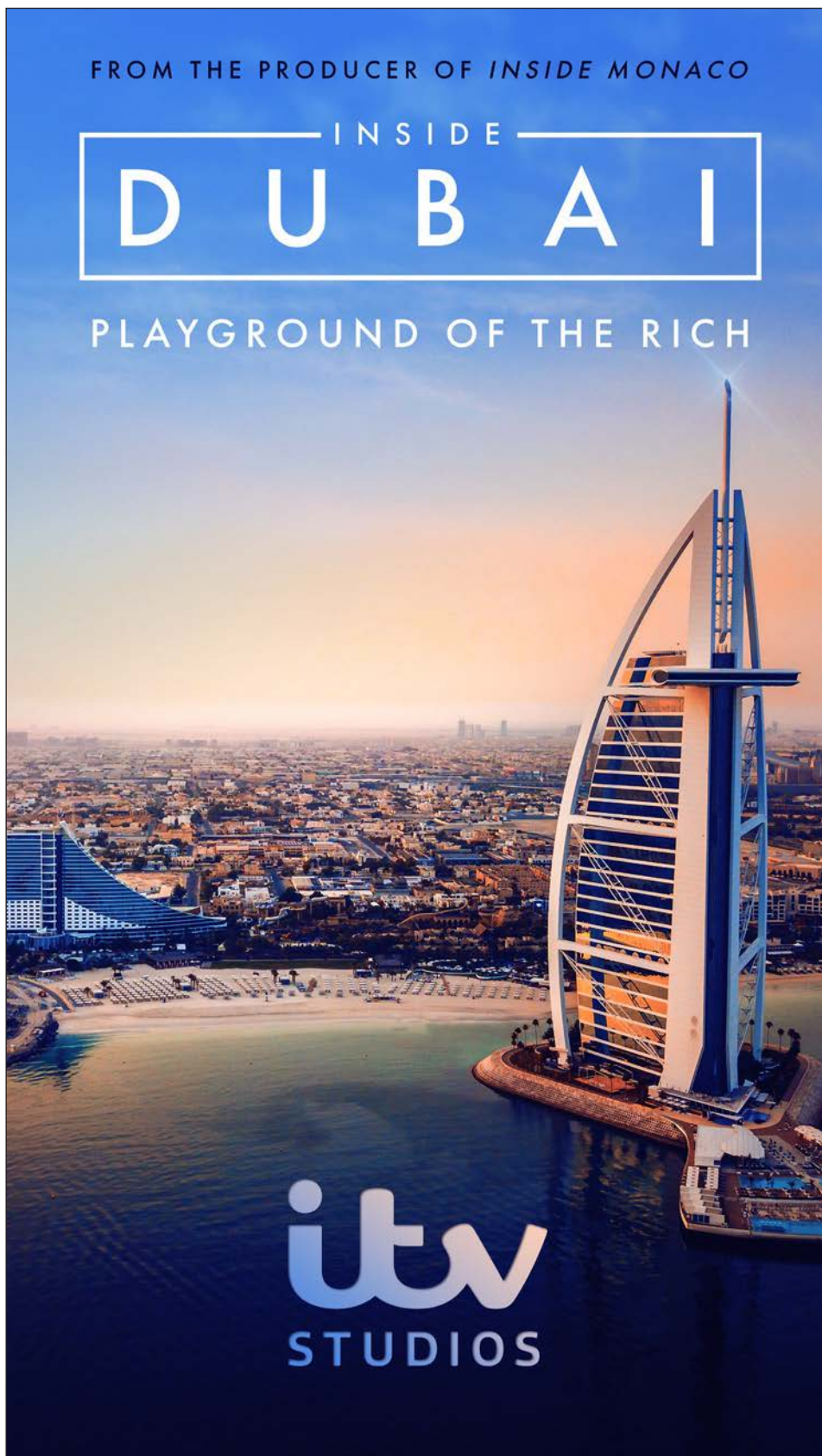
## Malaysia's Tonton SVOD returns from the dead

Local streamer counts  
down to first premium  
original

Malaysian streaming platform Tonton is counting down to its first Cinema Original – Faizul Jais' horror film *Dendam Penunggu* – on 5 November.

The film, which comes three years after Media Prima pulled the plug on subscription services, is the story of five new students Kolej Kebangsaan Malaysia who become victims of a mystical disturbance upon entering a mysterious school block. *Dendam Penunggu* costs RM12.90/US\$3 for 48 hours.

*The full story is on page 7*



## Japan's NHK focuses on gender science in new two-part series

Japanese public broadcaster, NHK, is airing a two-part special series, *Gender Science*, in November, part of a broad content campaign rolling out under the banner, "Mirai e 17 Action (For the Future - 17 Actions)".

The first episode of the gender series, *Seisa no Shinjitsu*, explores the idea of "the male brain" and "the female brain", including new research out of Israel that shows about 90% of men and women have "mosaic brains" that contain features of both. The second episode, *Gekkei*, looks at major changes happening in women's menstruation.

The series is part of NHK's November focus on gender, the environment & youth and children, Hideo Koike, NHK's deputy executive director of broadcasting, said at the broadcaster's monthly press briefing.

## Singapore's SMF focus on showrunner connections

The eighth edition of the Singapore Media Festival (SMF), hosted by Singapore government agency the Infocomm Media Development Authority (IMDA), opens on 25 November.

This year's 11-day event will focus on connecting showrunners to Singapore's creative talent and supporting content creators in bringing Asian stories to global audiences.

The hybrid event, which will have a physical opening ceremony in Singapore with other activities conducted online, features the ATF programming market, ScreenSingapore and Singapore International Film Festival.

30 projects will be pitched to showrunners at the event, with the aim of obtaining financing and co-production offers. The show runs to 5 December.

## Singapore StarHub adds Amazon Prime Video to streaming bundle

Singapore entertainment platform StarHub added Amazon Prime Video to its bundle of streaming apps on StarHub TV+ from today (1 November).

Amazon Prime Video is the ninth OTT service to be fully integrated within StarHub TV+.

The Amazon Prime Video app has automatically been made available on the StarHub TV+ Box, with mobile and tablet options as well.

New and re-contracting StarHub TV+, Broadband and HomeHub+ customers who sign up for an Amazon Prime membership will get three months of Amazon Prime Video access on StarHub. Existing StarHub customers get Amazon Prime Video free for a month. The membership will automatically renew at S\$2.99/US\$2.21 a month.



## Korea's *Jirisan* falls in second weekend on air



Ju Ji-hoon as Kang Hyun-jo in *Jirisan*

Korean mystery drama *Jirisan* failed to maintain its opening highs in its second weekend on air, closing with average viewer share of 7.850% (AGB Nielsen, nationwide) for its third episode on Saturday (30 Oct) and 9.384% for episode four on Sunday (31 Oct). tvN's 16-episode KRW32 billion/US\$27 million series debuted on Saturday night (23 Oct) with an average audience share of 9.097% – a record premiere for a tvN weekend drama. *Jirisan*'s average audience share for Sunday night (24 Oct) rose to 10.663%. *Jirisan*, which streams as an iQiyi original, runs to 12 Dec.



## Taiwan's NCC drafting guidelines for inadvertent political investment

Taiwan's National Communications Commission is preparing guidelines for broadcasters on handling inadvertent political/military group investment in media companies. The NCC disclosed the new project at the same time as approving licence renewals for Videoland TV drama and Max TV channels. Conditions are that both get rid of a government-related pension fund and labour investments in three years. Taiwan's rules ban government, military or political party investment in broadcast media.

## Wattpad horror writers in SG anthology Mediacorp adds six supernatural eps to streaming slate



*After Dark: The Promise*

Singapore Mediacorp's new original production with global storytelling platform Wattpad Webtoon premiered at the weekend, adding another horror anthology to Asia's content landscape.

*After Dark* follows Wattpad collaborations *Slow Dancing* and *The Cutting Edge* onto Mediacorp platforms.

The 30 Oct Halloween debut will be followed on 14 November by HBO's six-part regional horror anthology *Folklore 2*.

All six *After Dark* stories about, among others, supernatural beings such as the Pontianak, Penanggalan and Nasi Kang Kang, are from Singapore writers on Ko-

rea's Naver-owned platform.

The cast includes Vernetta Lopez, Cassandra Spykerman and Nurul Aini.

Three episodes are produced by Oak3 Films and three by Papahan Films.

Dina Damanhudi wrote three of the stories. Two were written by Elmi Zulkarnain Osman and the last one was written by Raihan Halim, in consultation with Elmi Zulkarnain Osman.

A 10-episode podcast based on three of the same stories has been running since 10 September.

The bi-weekly episodes run until 14 January 2022.

## Crossing the Yalu River to honour war heroes, CMG says

Mainland China's China Media Group (CMG) has started promoting new war epic, *Crossing the Yalu River*, "to commemorate the 71st anniversary of the War to Resist U.S. Aggression and Aid Korea", according to Chinese news service, CGTN.

The film pays tribute to the Chinese People's Volunteers (CPV) army, "who

fought in the war and shows their bravery, patriotism and devotion fighting against their enemy," the report says.

The movie is co-produced by the CMG Film, Drama and Documentary Programming Center, the China Television Production Center and Huaxia Film Distribution.

The release date has not yet been publicised. The report only said "soon".

# OUT NOW!

OCTOBER 2021

**contentasia**

Thai Content: The Outlook      On The Job: Director Erik Matti      **Plus:** Japan's latest plan, linear's new dawn & insights into streaming in Asia

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On The Job: Director Erik Matti

**Plus:** Japan's latest plan, linear's new dawn  
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## Wattpad Webtoon add three TV/film projects to development slate

Korea's Naver-owned Wattpad Webtoon Studios has greenlit another three projects in the U.S., adding to its slate of more than 100 projects in development.

The three new projects include a film adaptation of A. Rasen's *GremoryLand* (six friends reunited as the sole visitors in a horror theme park) with Roy Lee's Vertigo Entertainment.

The other two are adaptation for TV – @xxinlove's *Unholy Matrimony*, adapted for TV by Alyson Weaver Nicholas; and V.S. Santoni's *I'm a Gay Wizard*, adapted by *Legacies* writer, Price Peterson.

The projects are self-financed through the Wattpad Webtoon Studios Development Fund, which launched in May 2020, and received a US\$100 million commitment from Naver in June 2021.

*Unholy Matrimony* is about the heirs of two vineyard dynasties forced into an arranged marriage in order to save their businesses. *I'm a Gay Wizard* follows two perpetually bullied LGBTIAQ+ teens.



## Japan's *Inai-inai-baa!* turns 25

Japan's first show aimed at babies and infants up to two years old – *Inai-inai-baa!* – celebrates its 25th anniversary this year with a special scheduled to air on 26 December. The *Inai-inai-baa! 25-shu-nen special – zutto issho* will feature past songs from the show along with viewers' memories. A week later, on 31 December, special guests will be invited onto the show. A 25th anniversary website has already been launched on NHK's homepage asking viewers to share their memories of the programme's songs. "We hope that this will be a time where people of all generations can connect, laugh together, and feel like a family," said Hisaaki Wakaizumi, NHK deputy executive director of broadcasting.

## 14 Nov drop for Discovery drug lord doc Tse Chi Lop special on Discovery+ global + linear in Asia



Recreation of Tse Chi Lop in interrogation room with Hong Kong Police after arrest in Hong Kong in 1998

Discovery Asia Pacific adds the story of drug lord *Tse Chi Lop* to the platform's global streaming slate on 14 November.

The 60-minute special, *The World's Biggest Druglord – Tse Chi Lop* will air on Discovery+ around the world as well as on Discovery's linear channels in Southeast Asia, Taiwan and Japan, followed by Australia (15 November) and New Zealand (16 November).

The alleged architect behind a US\$60-billion worldwide drug trafficking operation, Tse's power ranged

from drug factories in Southeast Asia's Golden Triangle and Italian mafia, to Japan's Yakuza and U.S. motorcycle gangs.

He was arrested in Amsterdam in January 2021 in an international operation led by the Australian Federal Police.

The documentary is produced by IFA Media and Discovery Inc.

Executive producers are IFA Media's Dean Johnson and Mike Welsh, and Discovery's Lynn Ng. Supervising producer is Ishaan Misra.

## BBC Studios confirms Penn exit, Nick Percy to lead global

BBC Studios is consolidating its APAC and EMEA distribution into a single unit under Nick Percy as president of global markets from 31 January 2022.

The reorg heralds the exit of APAC EVP Jon Penn, as per *ContentAsia Insider's* breaking story on Friday afternoon.

APAC/EMEA is the third unit after the U.S. and U.K. The company said the new structure "will help to ensure simplified

decision-making across territories and between all lines of business".

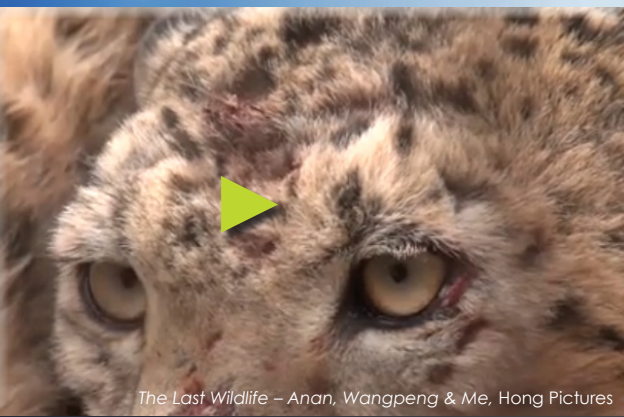
Percy, who has worked for BBC Studios in European roles since 2010, has led the EMEA region since April 2020. He previously worked for McKinsey & Company and Diageo.

Penn will stay on in 2022 to work on central projects and to help with the transition, the company said.

# Contentasia Screenings



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## Fremantle's *China's Got Talent* wins for Jiangsu TV, Tik Tok China

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The latest season, produced in China by Star Canxing, premiered simultaneously on the two platforms and is Tik Tok China's first ever adaptation of an international long-form format.

This is the first version of the big-budget talent show licensed to China after Fremantle's 2019 restructure, which shifted China from a production to a licensing market.

The last version of *China's Got Talent* aired from August to October 2019 on Dragon TV and Tencent Video.

The 11-episode new season, known locally as *Dian Zan Da Ren Xiu*, was sold to Star Canxing out of Fremantle's Singapore-based Asia licensing operation headed by Ganesh Rajaram.

Fremantle's previous deal in China for the *Got Talent* format was in 2019 with *World's Got Talent* on Hunan TV. At the time, the Shanghai Media Group was said to have been preparing a new version of *China's Got Talent*.



## Japan's Nippon TV sells first slate to Netflix

Japan's top commercial broadcaster, Nippon TV, premieres 15 titles on Netflix in December, following the 15 that went live in October.

The 30-title deal for markets outside of Japan is a first for Nippon TV to the global streaming platform.

Programmes include *I'm Mita*, *Your Housekeeper* (2011), live action series *Death Note* (2015), *Tokyo Tarareba Girls* (2017), *Mr. Hiiragi's Homeroom* (2019), *Your Turn to Kill* (2019), and *Life's Punchline* (2021).

## Tonton pay VOD returns from the dead Local streamer counts down to first premium original



*Dendam Penunggu*

Malaysian streaming platform Tonton is counting down to its first Cinema Original – Faizul Jais' horror film *Dendam Penunggu* – which premieres on 5 November.

The film, which comes three years after owner/operator Media Prima pulled the plug on online subscription services, is the story of five students of Kolej Kebangsaan Malaysia who become victims of a mystical disturbance upon entering a mysterious school block.

The film stars Ismail Izzani, Shalma Eliana, Hasnul Rahmat, Sherry Alhadad, Bella Dowanna and Amerul Affendi.

*Dendam Penunggu* costs RM12.90/US\$3 for 48 hours on the TVOD Tonton Cinema platform.

Media Prima's revamped platform rolled out in March this year with new backend streaming tech licensed from iQiyi. The new service is part of iQiyi's

SAAS initiative.

Tonton's latest incarnation offers users a no-commitment option to buy whatever they want without recurring monthly charges.

*Dendam Penunggu*'s original soundtrack, *Sengsara*, carries an "anti bullying" message and is performed by Malaysian singer/actor Khai Bahar.

Media Prima pulled Tonton's subscription SVOD platform in August 2018, switching to a free streaming service.

At the time, the company said the economics didn't make sense, and that it was consolidating all its online video content using YouTube's Player for Publishers service. The model relied on revenues from programmatic advertising.

Subscribers to Tonton VIP (Tonton's paid subscription package) in 2018 were refunded on a pro-rated basis.

## WeTV drives new era of blended China-Thai content

Ben Lai's Yam Cultural preps two new shows following *Put Your Head on My Shoulder*

A blend of mainland Chinese and Thai stories, scripts and stars has given rise to a new breed of Asian drama – another by product of the region's fast-developing streaming environment.

*Put Your Head on My Shoulder*, the 2021 Thai version of China's 2019 drama, is an evolution of the young, sweet coming-of-age romance trend that has given rise to shows such as *A Love So Beautiful*, *The Love Equation* and *A Little Thing Called First Love*.

*Put Your Head on My Shoulder* stars Thitipoom (New) Techaapaikhun and Nilawan (Kaimuk) Jamchusawad in the story of an accounting major who ends up living with a genius physics student.

The 20-episode WeTV original romantic drama premiered on 26 September this year and ran to end October.

The show primarily targets the Thai market, with additional exposure on WeTV in the rest of the world – including China. The series' official site on Chinese platform Weibo had 60 million views.

The Thai version is the second production from Ben Lai's Yam Cultural Ltd set up in Hong Kong and Shanghai two years ago.

"There has been a tremendous response to the fusion dish," Lai says.

Yam Cultural's *Put Your Head on My Shoulder* will be followed by *When A Snail Falls In Love*, adapted from Chinese writer Ding Mo's novel, starring Thassapak Hsu and Zuvapit Traipornworakit. A third Thai-Chinese fusion series, based on the Chinese drama *Scarlet Heart*, is in the works.

Filmed in Thailand and Beijing, *Put Your Head on My Shoulder*, was among the first productions under Covid-19 containment rules, and was managed between Shanghai-Hong Kong and Thailand with a mix of Zoom and video walkthroughs from the China team.

Lai, a veteran distributor who hung up his first production shingle just before Covid-19 hit, doesn't pretend the physical process was easy.

And then, on top of the Covid chal-



WeTV Original, *Put Your Head on My Shoulder*

lenges, he layered the unknowns of creating a new kind of content.

"We wanted a Thai-Chinese fusion drama, something that is not Thai and not Chinese, but has its own recognisable style, its own look and feel," he says.

This includes everything from clothing and kiss scenes to a different take on beauty and how wealth is portrayed. The fusion dramas are also more detailed.

Perhaps the most obvious difference between Thai and Chinese drama is colour. "When we want something warm, we use red and orange. In Thailand, directors go for yellow," Lai says.

The new Thai/Chinese version of *Put Your Head on My Shoulder* comes two years after the original series streamed on Tencent Video and across the Asia Pacific. Its 2019 success meant the story was already well known.

"We needed to build on that success by adding new elements, but still using the same story," Lai says.

The latest version opens a few years after the 2019 series ended, and features two male scientists, one from Thailand and the other from China, played



Ben Lai, Yam Cultural Ltd

by Lin Yi from the original series. Each is equally brilliant – and equally clueless on how to chase a girl.

The Chinese scientist scenes were shot separately in Beijing because of pandemic travel restrictions.

Lai would have liked to cast Chinese female star, Xing Fei, in the Thai series but

she was not available.

Nevertheless, both Chinese stars participated in the promotion for the Thai series.

Yam Cultural's second Thai-Chinese series, *When a Snail Falls in Love*, is currently in post production.

The series, based on the mainland Chinese original aired three or four years ago, uses all the learnings from the inaugural project, Lai says.

The end goal is better drama all round. "Thai production is becoming very strong," Lai says. "We want to add our expertise, to make better drama in total".

In the end though, Lai says his productions are not bound by geography but by ideas. "We're doing cultural export and following good ideas," he says.

## South Korea

### In numbers

Population .....	51.66 million
Households .....	23.38 million
Total pay TV subs .....	34.58 million
- IPTV subs .....	18.25m (52.79%)
- Cable TV SO subs .....	13.23m (31.23%)
- Satellite TV subs .....	3.09m
Internet users .....	49.42 million
Mobile subscribers .....	71.9 million
5G mobile subscribers .....	17.8 million

Source: Statistics Korea/KOSIS (population, households, Sept 2021), Ministry of Science and ICT (mobile in Aug 2021, pay TV in 2020), Internet World Stats (internet in June 2021)

### Free TV

#### Educational Broadcasting System (EBS)

Educational Broadcasting System (EBS) was founded in 1973 for educational establishments and launched in 1974 as a radio station under the Korean Educational Development Institute. TV broadcasting started in 1980. EBS was re-established as a public corporation in 2000, and currently owns and operates six TV channels, including EBS1 (digital terrestrial channel for general viewers) and EBS2 (English content for elementary/middle school). Offering includes foreign kids/docu/educational content. EBS also operates 10 internet-/mobile-based educational services and is involved in international co-production and distribution.

#### Korean Broadcasting System (KBS)

Public broadcaster Korean Broadcasting System (KBS) was founded in 1926 and added TV to its radio services in 1961. Now, KBS operates four terrestrial TV channels (HD 1, 2TV, UHD 1, 2TV), two satellite TV channel (KBS World, KBS World24), seven radio channels, four DMB channels and new media services, including my K. KBS subsidiaries include KBS Media, which manages local/global marketing of KBS content. KBS is funded by viewer licence fees.

#### Munhwa Broadcasting Corporation (MBC)

Established in 1961, Munhwa Broadcasting Corporation (MBC) is a public broad-



Lee Sun-kyun and Seo Ji-hye in *Dr. Brain*, premiering on Apple TV+ in Korea on 4 November 2021

caster with 98% coverage of Korea. The MBC network consists of one national terrestrial station (Channel 11), five cable stations (drama, sports, variety, music, women), five satellite TV channels (drama, sports, music, variety, women), four terrestrial DMB services (two television, one radio, one data) and three radio stations (AM, FM, standard FM). MBC distributes its content internationally via distribution arm iMBC.

#### Seoul Broadcasting System (SBS)

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

### Pay TV

#### B tv

IPTV service B tv (aka Lovely B tv) was launched in 2009 by SK Telecom's broadband unit, SK Broadband. The

service offers 250+ SD/HD channels and 160,000+ VOD/catch-up titles (movies/TV series) to 6.034m subscribers (Sept 2021). Monthly subscriptions cost from Won17,050/US\$14.60 for the basic pack (access to 181 channels) to Won23,650/US\$20.21 for the B tv All plan (for all 253 channels), with a year contract. SK Broadband will also be adding Apple TV 4K/+ services to its B tv line-up on 4 November 2021 for Won 6,600/US\$5.66 a month.

#### D'Live

D'Live is a cable internet/pay-TV and OTT service provider in Korea offering upwards of 242 channels. Bundle of internet/TV/OTT services cost from Won66,000/US\$56.40 a month for a year contract.

#### KT Skylife/Olleh TV/Olleh TV Skylife

Founded in 1981 as a fixed-line service provider, the former state-owned KT Corporation began providing satellite services through KT Skylife in 2002. KT Skylife/SkyTV/Olleh TV offers HD/SD TV and audio channels to 9.084 million users (Aug 2021). KT produces its own content, including drama, sports and talk shows, and has an interest in mobile (22.621 million subs, Aug 2021), OTT service (Telebee), ultra-high-definition IPTV (Olleh GiGA UHD tv) and broadband services.

**U+ TV**

Established in Dec 2007 by LG U+ Corp, U+ TV is an IPTV service offering VOD titles and live channels. U+ TV also has a mobile IPTV version, U+ HDTV. LG, which had about 5.264 million U+ TV IPTV subs at the end of Sept 2021, also operates broadband service Giga Broadband to 4.759 million subscribers (Sept 2021). U+TV and Giga Broadband internet combo subscription plan for a three-year contract costs Won38,390/US\$32.83 for 170+ channels. LG U+ was founded in July 1996 with the merger of three LG telcos: LG Telecom, LG Dacom and LG Powercom.

**OTT/Online/Mobile**

**Apple TV+**

Apple TV+ launches in Korea on 4 November, with its first Korean original series, *Dr. Brain*. Directed and executive produced by filmmaker Kim Jee-woon (*A Tale of Two Sisters*), the six-episode sci fi drama *Dr. Brain* is based on the Korean webtoon by Hongjiacga and is produced for Apple TV+ by Bound Entertainment, Kakao Entertainment, StudioPlex and Dark Circle Pictures. The launch of Apple TV+ in Korea is in partnership with SK Broadband. Subscription costs Won6,500/US\$5.56 a month.

**Disney+**

Disney+ will be available in Korea from 12 November 2021. Subscription costs Won9,900/US\$8.47 a month or Won99,000/US\$84.69 a year. Disney+ will also be available via LG Uplus's IPTV U+tv platform and on KT mobile devices.

**Kakao TV/Kakao M**

Launched in Feb 2017, Kakao TV offers UGC, local TV, original content (supplied from Kakao M and Kakao Entertainment) and interactive real-time chat. In 2020, Kakao produced 25 titles – six drama series and 19 variety shows – totaling some 350 episodes. Kakao TV is owned and operated by Kakao Corporation, formed by the merger between video platform Kakao and content provider Daum Communications in 2014.

**My K**

My K is a mobile app of Korean Broadcasting System (KBS), offering select content from its terrestrial channels KBS 1TV and 2TV.

**Naver TV**

Ad-supported online video portal Naver TV was launched in 2012 by internet service operator Naver Corporation, best known for its search portal/online services. The platform offers Korean web series and UGC videos. Naver TVcast also carries some acquired English-language content. In Jan 2021, parent company Naver Corp announced its plan to acquire Canadian crowd-storytelling platform Wattpad for about US\$600m. The acquisition was completed in May 2021.

**Netflix**

Netflix has been actively working with Korean content companies, including CJ ENM's Studio Dragon and JTBC, to produce a slate of original series. In Jan 2021, Netflix set up two new production facilities (involving nine stages) across Korea. *Squid Game* (premiered 17 September 2021), Netflix's biggest show ever and the first series to surpass 100 million members at launch, was created at the new facilities. The Korean adaptation of *La Casa De Papel (Money Heist)*, which is slated to release in 2022, is also being made at the new facilities. Netflix has spent US\$700 million on Korean content from 2015 to 2020 and is spending almost US\$500 million this year. In Korea, Netflix had 3.8 million paying households as of Dec 2020. Monthly subscriptions cost Won9,500/US\$8.60 for the basic plan, Won12,000/US\$10.90 for the standard plan and Won14,500/US\$13.20 for the premium plan.

**Seezn**

Seezn (aka Season) is a mobile extension of IPTV Olleh TV service by telco KT. The updated Seezn was unveiled in Nov 2019, offering more than 100 TV channels and replays of over 200,000 shows including VOD services by KBS, SBS and MBC. The aim is to create over 100 original series by 2023.

**TVing**

Korean streaming platform TVing is making a play for international audi-

ences, including the U.S., with a direct-to-consumer service based on what it sees as the "global K-content craze". The initiative, supported by Korean content powerhouses CJ ENM and JTBC, kicks off in Japan and Taiwan in 2022, followed by the U.S. in 2023. The platform will offer TVing originals and Korean content as well as domestically acquired IP to target local audiences. So far, TVing has released 25 original and exclusive titles (Oct 2021). In Korea, TVing offers real-time TV channels, and VOD local/international titles, including movies and TV episodes. TVing is planning to spend over Won400 billion/US\$364 million on original content (with a focus on drama, movie and unscripted shows) for 2021-2023, involving collaborations with partners such as tvN, JTBC, JTBC Studio and Studio Dragon. The streamer, which aims to reach five million paid subscribers by 2023, started off in May 2010.

**U+HDTV**

Multi-platform U+HDTV offers live TV channels and VOD content. Live channels cost from Won3,300/US\$3 to Won13,200/US\$12 a month. A la carte VOD titles cost from Won4,400/US\$4 to Won19,800/US\$18 each for 30 days access.

**Watcha**

Founded in 2011, Kakao Ventures-backed Watcha Inc (formerly known as Programs Inc) launched SVOD service Watcha in Jan 2016. The service offers local/int'l content, including drama, documentary and animation series to two million paying subscribers (Sept 2020). In a move to acquire more competitive original content, Watcha secured Won36 billion/US\$33 million worth of investments in Dec 2020.

**Wavve**

Launched in Sept 2019, Wavve, a joint venture of SK Telecom, KBS, MBC and SBS, plans to invest Won1 trillion/US\$854 million in original content by 2025. Wavve offers local/international content, including movies and drama series priced at Won7,900/US\$6.70. Wavve had 3.44 million monthly active users in 2020, according to Nielsen Korea. This was up to 3.7 million in April 2021.

**YouTube Premium**

South Korea is Google's video subscription service YouTube Premium's (formerly YouTube Red) first Asian market. The service launched in the country in Dec 2016. YouTube Premium offers original movies/series, music videos and ad-free (offline feature) videos, and costs Won9,500/US\$8.11 a month.

**Programming/Production/Post Production**

**72Seconds**

Digital content studio 72Seconds specialises in branded content for third parties, including cable networks, and its own original line-up.

**B&C Content**

B&C Content (Bold & Courageous) is a Seoul/L.A.-based talent management & production company, specialised in developing creative crossover opportunities between Hollywood and Korea, with a roster of talent; filmmakers, including Ma Dong-seok (*Eternals*, *Train To Busan*), Steven Yeun (*Minari*, *Burning*), John Cho (*Cowboy Bebop*, *Searching*), Ko Asung (*Snowpiercer*, *The Host*), producer Kwak Sin-ae (*Parasite*), director Kim Seong-hun (*Kingdom*), director Ryoo Seung-wan (*Mogadishu*), director Park Hoon-jung (*The Witch*); and production slate of local and global feature films, TV series, animation and unscripted content.

**Bound Entertainment**

Bound Entertainment is an entertainment studio founded in 2019. Based in Seoul and Los Angeles, Bound specialises in television, film and digital media. Production credits include *Dr. Brain* (November 2021), a sci-fi drama series for Apple TV+.

**Chorokbaem Media**

Established in 1998, Chorokbaem Media specialises in the production of animation and drama series. Production credits include *The Penthouse: War in Live*, *Rookie Historian Goo Hae Ryung*, *A Love of Life and Death*, *Jumong*, *K-Pop Star* and *Memories of the Alhambra*. The company is also producing the Korean edition of British series *Criminal Justice*, which

is premiering in Nov on Coupang Play. Chorokbaem Media is majority owned by DMG Entertainment China, which acquired a US\$21.5-million equity stake in the company in August 2015.

**CJ ENM**

Kosdaq-listed CJ E&M was established in 2010 as O Media Holdings and re-branded as CJ ENM in 2010 following the merger of CJ Media and On Media (broadcast); CJ Entertainment (motion pictures); Mnet Media (music); and CJ Internet (games). The company continues to operate TV channels, including tvN (also available in Hong Kong, Singapore, Taiwan, Malaysia, Philippines, Indonesia, Thailand, Cambodia, Myanmar, Australia), Mnet Japan (music channel) as well as online creator network DIA TV. The company produces and distributes content for the broadcast, film, music, live entertainment sectors. Production credits include mystery music game show *I Can See Your Voice*, which debuted locally in 2015 and, as of Oct 2021, has been commissioned in 23 countries worldwide.

**Company SangSang**

Company SangSang was founded by Hyuk-Jae Jang and Hyo-Jin Cho, the producers behind variety shows *Running Man*, *Family Outing* and *World Klass*. Company SangSang also produced Netflix's first Korean original variety show, *Busted!* (2018).

**EnterMedia Pictures**

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

**HB Entertainment**

HB Entertainment (est 2006) specialises in drama series and film production. Credits include mystery drama series *365: One Year Against Destiny* (2020), based on the 2004 novel *Repeat* by Japanese writer Kurumi Inui and aired on MBC; *Sky Castle*

(2018), which tracks the materialistic desires of upper-class parents in Korea for JTBC; crime/mystery *Partners for Justice* (MBC, 2018); and romantic comedy *Lovely Horribly* (KBS, 2018).

**iHQ**

iHQ has two main divisions: entertainment, which manages talent/drama production; and media, which operates six TV channels and in-house content production. The Kospi-listed company is majority owned by pay-TV operator D'Live, with a 5% investment from A+E Networks in Dec 2016.

**JTBC Studios/Studio Lulu Lala**

JTBC Studios is the production arm of JTBC, creating about 12 scripted series and over 2,000 hours of unscripted programming annually, including melodrama series *Reflection of You* (2021), detective series *Caliber* (2021), and *Lost* (2021), which also aired on iQiyi. JTBC also operates content studios, Drama House, which creates primetime scripted programming; and Studio Lulu Lala, for digital scripted/unscripted and lifestyle shows across TV and online platforms such as JTBC, JTBC2, JTBC4, Facebook, and YouTube. Studio Lulu Lala's production credits include 2020's variety web series *Wassup Man Go*, which was acquired by Netflix.

**LYD Networks**

LYD is a media and content distribution company offering customised gateways in and out of Korea.

**Playlist Studio**

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

**Something Special**

Launched in 2020, Something Special dubbed itself as Korea's first-ever TV format agency, offering global content (scripted/unscripted) development, production and distribution services.

### Studio Discovery Korea

Studio Discovery launched in Jan 2020 by a JV between Discovery Channel Korea (70%) and telco KT (30%), producing Discovery formats tailored for local audiences, with plans to create original content as well. The plan is to produce about 100 hours a year with an additional 50-100 hours of co-productions for a total of 150-200+ hours a year.

### Studio Dragon

Studio Dragon, set up by CJ E&M as a separate production unit in early 2016, listed on the Kosdaq in Nov 2017. The studio has created over 179 series with its team of 231 creative personnels (June 2021). Studio Dragon produces about 30 drama series annually for both Korea's terrestrial and cable broadcasting networks, and Netflix. Production credits include *Vincenzo* (2021), *Doom at Your Service* (2021), *The Uncanny Counter* (2020), *Crash Landing on You* (2019), *Mr. Sunshine* (2018), and *Guardian: The Lonely and Great God* (2016). In 2020, Studio Dragon acquired majority stake in Los Angeles-based production company Wipp, the producer behind HBO series *Mare of Easttown* and Apple TV+ series *Dickinson*.

### Studio Gale

3D animation production company Studio Gale was established in 2008, specialising

in the creation and production of global animation content. Studio Gale is best known for pre-school titles *Tish Tash*, which won the Best 2D Animated Kids TV Programme category in *ContentAsia Awards 2021*; *Pororo The Little Penguin*; *Tayo The Little Bus*; and *Grami's Circus Show*.

### Why Not Media

Established in 2015, Why Not Media specialises in web drama series production. Credits include romance series *Secret Crushes* (S1-S3), *Always a Boyfriend*, *Never a Boyfriend* (S1-S3) and *Office Watch* (S1-S2). The company also owns and operates two web-based channels, KOK TV (drama) and KIK TV (entertainment), featuring two new episodes a week.

### YG Studioplex

YG Studioplex is the TV production subsidiary of entertainment agency YG Entertainment. Production credits include six-part sci-fi drama series *Dr. Brain* for Apple TV+ and the controversial supernatural series *Joseon Exorcist* (2021) for broadcaster SBS. In March 2021, after only two episodes, SBS "permanently cancelled" the entire 16-episode Monday-Tuesday drama series, swallowing much of the estimated US\$16-million production cost, following an audience backlash against Chinese-style props, costumes and food, and alleged distortions of history.

## Regulators/Associations

### Korea Cable Television & Telecommunications Association (KCTA)

The KCTA aims to provide diversified, content in collaboration with overseas companies to cable TV users in Korea.

### Korea Communications Commission (KCC)

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

### Ministry of Culture, Sports and Tourism

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

### Ministry of Science and ICT

The Ministry of Science and ICT is charged with creating new value based on the convergence between science & technology and ICT.

### Seoul Film Commission (SFC)

Since its foundation in 2002, Seoul Film Commission (SFC) has provided support to more than 1,000 film/TV productions. The SFC offers incentive programmes with the support of government agencies.

Adapted from *ContentAsia's The Big List 2022*

# Be included!

ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv)

## What's on where...

November 2021	1-3	Global Broadcasting Trend Academy	Online
	1-3	TIFFCOM 2021	Tokyo, Japan & Online
	3-12	Busan Contents Market (BCM)	Hybrid
	12	AVIA Asia Video Summit - The State of Piracy Summit	Online
	16-17	AVIA Asia Video Summit - The Main Event	Hybrid
	18	AVIA Asia Video Summit - Satellite Industry Forum	Online
	23-24	APOS India	Online
	24-25	Dubai International Content Market	Dubai
December 2021	1 Dec - 30 June 2022	Asia TV Forum & Market	Online
January 2022	18-20	NATPE Miami	Hybrid
March 2022	14-17	Hong Kong FILMART	
April 2022	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Formats	Cannes, France
June 2022	8-10	BroadcastAsia & CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	

\* As of 29 October 2021

The full list of events is available at [www.contentasia.tv/events-list](http://www.contentasia.tv/events-list)



# Squid Game tops Thai demand

## Digital audiences spread across streaming platforms

Squid Game narrowly beat local Thai blockbuster competition format adaptations – *The Masked Singer Thailand* and *I Can See Your Voice Thailand* – in the demand stakes in Thailand for the week of 19-25 October, giving Netflix top spot on both the overall and the digital originals Top 10 lists, according to data science company Parrot Analytics.

In Thailand as elsewhere, digital audiences continue to spread across

big-brand streaming platforms.

Disney+ shows took four of the top 10 spots on the digital originals list. Apple TV+ took three, led by *Ted Lasso* at number five, and HBO's *Only Murders in the Building* (a Hulu original) came in at number nine.

Four of the top 10 overall shows on the list for the week are local productions – all based on international formats.

### Top 10 overall TV shows: Thailand

Rank	Title	Difference from Market Average
1	<i>Squid Game</i> (오징어 게임)	12.25x
2	<i>The Mask Singer</i> (เดอะแมสคิงเงอร์ หน้ากากนักร้อง)	11.61x
3	<i>I Can See Your Voice Thailand</i>	11.59x
4	<i>Game Of Thrones</i>	11.05x
5	<i>The Walking Dead</i>	10.61x
6	<i>You</i>	10.4x
7	<i>Masterchef Thailand</i>	10.09x
8	<i>Attack On Titan</i> (進撃の巨人)	9.34x
9	<i>The Good Doctor</i>	8.82x
10	<i>The Voice Thailand</i>	8.57x

### Top 10 digital originals: Thailand

Rank	Title	Platform	Difference from Market Average
1	<i>Squid Game</i> (오징어 게임)	Netflix	12.25x
2	<i>You</i>	Netflix	10.4x
3	<i>The Mandalorian</i>	Disney+	7.33x
4	<i>WandaVision</i>	Disney+	6.53x
5	<i>Ted Lasso</i>	Apple TV+	6.36x
6	<i>Loki</i>	Disney+	5.82x
7	<i>Foundation</i>	Apple TV+	5.73x
8	<i>The Falcon And The Winter Soldier</i>	Disney+	5.62x
9	<i>Only Murders In The Building</i>	Hulu	4.36x
10	<i>See</i>	Apple TV+	4.28x

Date range: 19-25 October 2021

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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