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A+E Singapore, Japan, Korea roll out first co-pro

Covid original production opens new chapter for U.S. net's Asia ops

A+E Networks Asia's latest local production, *Covid vs The World*, premieres on regional channel History across SE Asia, Korea & Japan over the next two months, opening a new chapter of collaboration between A+E Networks' production teams based in Singapore, Tokyo and Seoul.

The full story is on page 2

NHK marks 2011 Japan earthquake

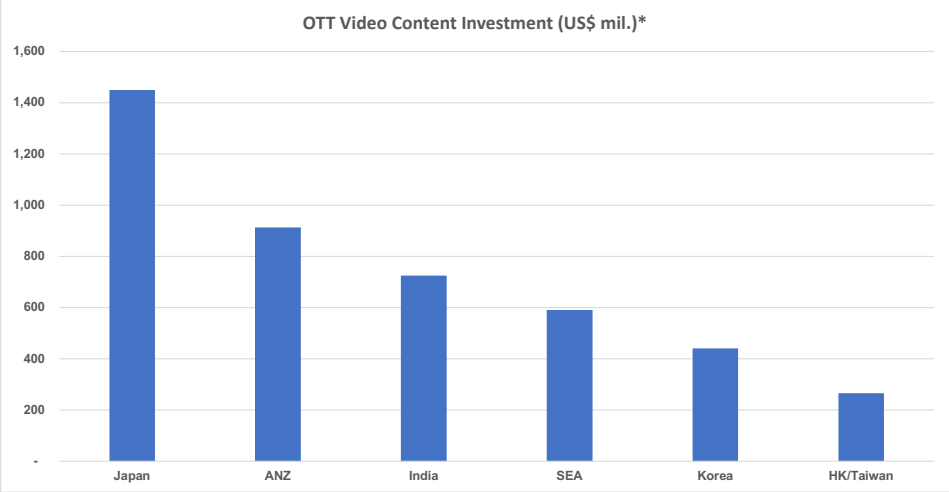
Special anniversary line-up runs through 2021

Japanese pubcaster NHK is marking the 10th anniversary of the Great East Japan Earthquake with a year-long schedule across domestic and int'l services. Programming will run under the banner, "On That Day, and Towards Tomorrow – the 3,654 Days of Each Person – 10 Years Since the Great East Japan Earthquake".

The full story is on page 4

Asia Pacific SVOD up 34% in 2020

Online content investment continues to grow, MPA says



* Excludes TVOD in most markets including Korea; comprises SVOD & AVOD
Source: Media Partners Asia

Asia Pacific's online video opportunity is forecast to scale to US$54.5 billion by 2025, with SVOD contributing 57% and advertising, 43%, according to a new report, *Asia Pacific Online Video & Broadband Distribution 2021*, published by regional analysts Media Partners Asia (MPA).

Excluding China, total Asia Pacific online video revenues grew 14% in 2020 to reach US$14 billion with SVOD contributing 48% and AVOD, 52%.

SVOD revenues grew 34% in 2020 to US$16.3 billion. Although China's share has dropped from 2017's 67%, China still commands the lion's share of 58%, the report shows.

Excluding China, the region's SVOD sector grew 47% to US$6.8 billion last year. SVOD revenues in the region are projected to reach US$31.3 billion by 2025. Excluding China, 2025 revenue projections are US$15.3 billion.

Japan, Australia and New Zealand contributed 70% to ex-China SVOD revenues in 2020 followed by Southeast Asia (10%), Korea (9%), and India (7%).

In Japan, net SVOD subscriber additions reached a record 8.9 million in 2020, driven by working from home conditions with Netflix emerging as market leader. SVOD overtook AVOD as the larger revenue contributor in 2020, accounting for 56% of online video revenues.

In Korea, SVOD revenue doubled in 2020, driven by Netflix. New entrants in Korea in 2021 will include Disney+, which will join Softbank-owned Coupang, which is expanding its video offering.

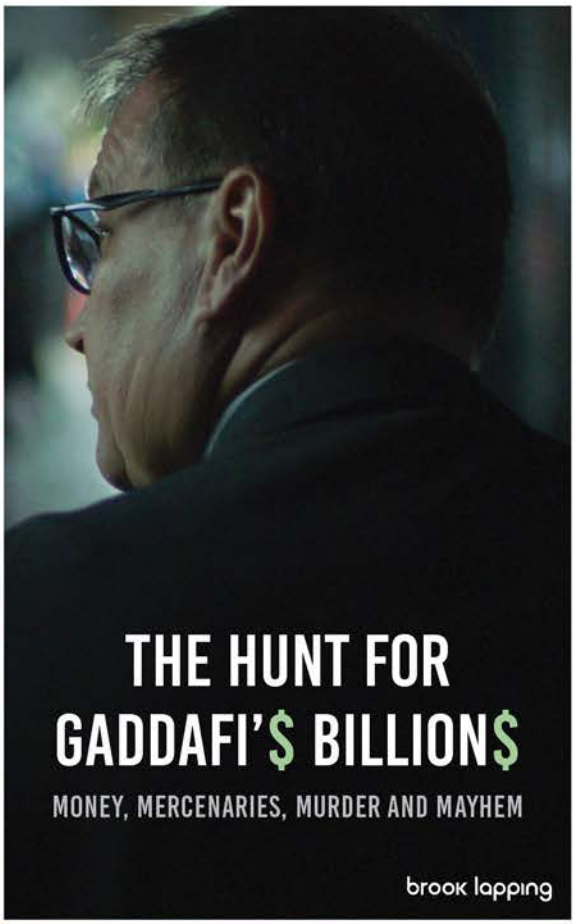
The top 13 operators accounted for more than 70% of total Asia-Pacific OTT revenue. These include Tencent, Bytedance, Netflix and Disney.

AVOD services in the region didn't fare as well through 2020 although the outlook is more optimistic for 2021, the report shows.

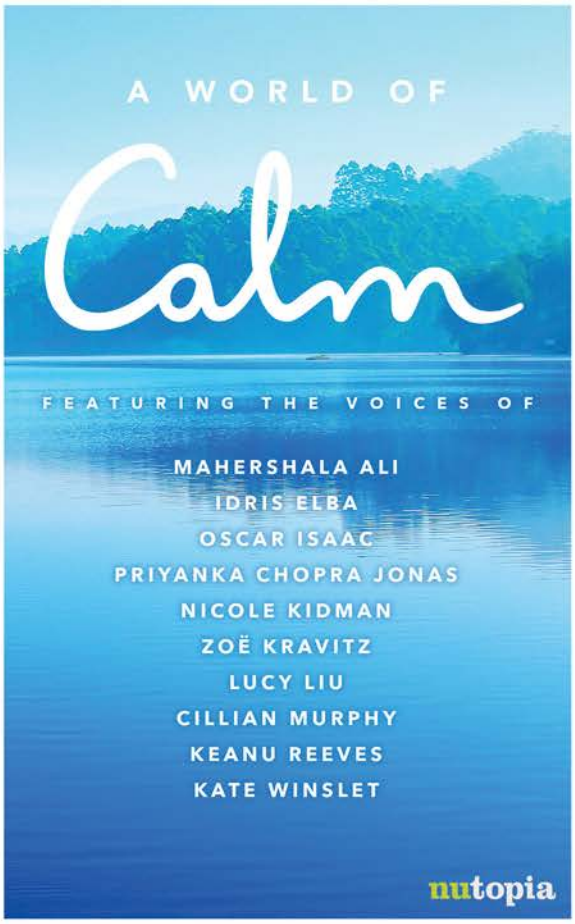
Weak advertiser demand drove a 3% drop in advertising revenues to US$14.2 billion in 2020. Only a few weeks into the new year, recovery is already evident in China, India, Korea and parts of Southeast Asia, MPA says. In 2021, revenues

More on page 7









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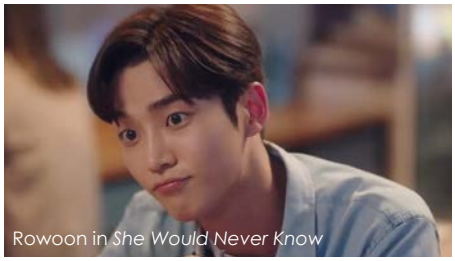
iQiyi kicks off 2021 Korea line up with JTBC's *She Would Never Know*

iQiyi premieres new Korean drama, *She Would Never Know*, on 18 January at the same time as the show airs on cable network JTBC in Korea.

The Mon/Tues prime-time mini series stars Korean idol Rowoon and Won Jin-ah as cosmetics company employees who become involved.

The 16-episode series is based on web-novel, *Senior, Don't Put On That Lipstick*, and is part of iQiyi's increasingly aggressive play for Korean series.

But while JTBC has hit drama out of the park with record-breaking shows like Fri-Sat drama *The World of the Married* (ratings high of 28.371% nationwide), the Seoul-based network's Mon-Tues dramas in 2020 fell far short of previous triumphs.



Rowoon in *She Would Never Know*

JTBC's four Mon-Tues dramas that premiered last year were *When the Weather is Fine* (av. audience share for the whole series was about 2.3%, according to AGB Nielsen); horrible flop *Sweet Munchies*, which ended a dismal 12-episode run at 0.44% share; *The Good Detective*, which was the best performing of last year's Mon-Tues crop, hitting a ratings high of 7.6% nationwide; and *18 Again*, which didn't manage to rise about 3%.

Indonesia's Vidio debuts 10th original

1st of three-series deal with Screenplay & Wattpad



Turn On, Vidio

Indonesian home-grown video streaming platform Vidio premieres its 10th original series, *Turn On*, this week in collaboration with local production house Screenplay Films and international storytelling platform Wattpad.

The eight-episode show, based on a novel by Tiara Wales, airs on 14 January, with new episodes released weekly. The first two episodes are free.

Turn On – one of three in the works by Vidio and Wattpad – follows Andreas (played by Giorgino Abraham), a man with sexual issues because of a traumatic past experience. When rumours circulate that he is gay, Andreas forms a fake relationship with Maria Agustina (played by Clara Bernadeth), an employee at his company.

The other two Wattpad-based series are: romance drama *Live with My Ketos* by @matcharay_ and *Paradise Garden* by Khojina. All three will be released early this year.

Tina Arwin, Vidio's chief of content, said at a media event in Jakarta on Monday afternoon (11 Jan), that no significant changes had been made in the adaption from the novel, which has been read 16.4 million times on Wattpad, to TV series.

Screenplay COO, Wicky Olindo, said the most significant challenge was creating eight full episodes, complete with a cast of supporting characters, from the original novel. Olindo is the producer on all three series.

Turn On was shot primarily in Bali.



GMA ends 2020 in top spot; network says it was winning even before ABS-CBN went off air

Philippines leading free-TV network GMA says it reached more than 98.5% of TV households with an estimated 84.1 million viewers nationwide in 2020, capping an otherwise horrible year.

According to Nielsen Philippines' data provided by GMA, the Manila-based national network was the most watched channel across Total Philippines from 1 Jan to 26 Dec 2020, with 48.3% audience/people share.

In both Total Luzon and Total Visayas, GMA's net reach was 98.6% of TV households, Viewer share in Luzon was 49.8%, dropping slightly to 47.7% in Visayas. In total Mindanao, GMA reached 97.9% of TV households with 42.2% people audience share.

GMA says even before one-time rival ABS-CBN failed to renew its broadcast licence in May 2020, GMA was running ahead in terms of both reach (85%) and viewership (33.1% share). ABS-CBN went off air in early May.

GMA's primetime newscast, *24 Oras*, was the country's top news programme for 2020. About 25% of GMA's airtime went to news and public affairs shows, equivalent to around 4.5 hours daily. Second channel, GMA News TV, airs about 13.5 hours of news and public affairs every day.

GMA's flagship radio stations were top in both Mega Manila's AM and FM lists, according to Nielsen's Radio Audience Measurement.

On digital platforms, GMA News and Public Affairs led viewership and engagement, the network said.

Japan's NHK marks 2011 tsunami

Special programmes & events planned through 2021



3/11 – The Tsunami, NHK World Japan

Japanese public broadcaster NHK's English-language international NHK World Japan TV channel is marking the 10th anniversary of the March 2011 Great East Japan Earthquake with two-part documentary, *3-11 – The Tsunami*.

The special feature contains footage filmed at the centre of the disaster, which claimed the lives of more than 18,000 people, and tracks the aftermath, including the nuclear meltdown at Fukushima. Both air in multiple slots from this week to the end of January.

The international special is part of a major year-long NHK initiative to mark the anniversary.

NHK's executive director of broadcasting, Masagaki Satoru, said NHK had tracked the experiences of survivors and recovery efforts over the past 10 years, and that related programmes and events would run through 2021 under the slogan "On That Day, and Towards Tomorrow – the 3,654 Days of Each Person – 10 Years Since the Great East Japan Earthquake".

Flagship shows include "Towards Tomorrow – 10 Year Special" presented by Ken Watanabe, which opened the anniversary series this month. NHK has also commissioned a new version of the recovery song, produced by film director Iwai Shunji.

Recipe in Memories, about food-related stories from the disaster and the wisdom contained in recipes, will air in March.



Netflix adds Taiwan's *Little Big Women* to global line up


Little Big Women

Netflix adds Taiwanese family drama, *Little Big Women*, to its exclusive global line up from 5 Feb, following up its *Your Name Engraved Herein* rights coup towards the end of 2020. *Little Big Women* stars Golden Horse Awards Best Leading Actress, Chen Shu-fang. Based on director Joseph Chen-chieh Hsu's personal experience, *Little Big Women* tells the story of how a family grapples with and eventually accepts the "other woman" in recently deceased grandfather's life.

India's DD digital up 100% in 2020; Pakistan engagement soars

India's public broadcast behemoth, Prasar Bharati, registered 100% growth in digital service engagement last year, logging more than a billion digital views and engagement of more than six billion minutes for Doordarshan and Akashvani (aka All India Radio/AIR). India's Ministry of Information and Broadcasting says Pakistan recorded the second highest digital audience for DD and AIR after India. The third largest audience comes from the U.S. The most popular digital videos last year were Prime Minister Modi's interactions with school students, the Republic Day Parade 2020 and a 1970s video of Shakuntala Devi from DD National archives.

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A+E Asia opens 2021 with Covid original

Original feature opens new co-pro chapter for Asia ops


Covid vs The World, History Channel Asia/A+E Networks

A+E Networks Asia's latest local production, *Covid vs The World*, premieres on regional channel History across Southeast Asia and Korea this month, opening a new chapter of collaboration between A+E Networks' production teams based in Singapore, Tokyo and Seoul.

All three regional offices are managed by Shoggy Banerjee, who took over the region in mid-2019.

The 60-minute feature airs across Southeast Asia on Monday (11 Jan 2021), in Korea on 26 Jan and in Japan on 14 Feb.

The new production follows the premiere of *Tokyo Legacy*, produced by A+E Networks' Japan unit with platform partner SkyPerfect, which will air the programme on its 4K channel. The docu-feature aired in Japan just before Christmas 2020.

Covid vs The World is directed by A+E Networks' Singapore-based head of production, Chris Humphrey.

The documentary tracks how scientists, doctors and other experts across Singapore, China, Japan, South Korea and the U.K. worked to combat the micro-pathogen, and includes the concerns and opinions of public and political figures as well as personal testimonies from survivors.

A+E Networks Asia has not disclosed production budgets.

ITV Studios' *Little Birds* soars in Asia

Platforms in India, Korea and Hong Kong have added ITV Studios/Warp Films' *Little Birds* to their line ups.

The new six-part drama has been picked up by Lionsgate in India, KT Corp in Korea, PCCW Media in Hong Kong as well as SVOD service Stan in Australia and TVNZ in New Zealand.

Originally commissioned by Sky in the U.K., the period drama premiered in August 2020.

Directed by Stacie Passon (*The Affair*, *House of Cards*), *Little Birds* is based on Anaïs Nin's erotic short stories. The series is set in Morocco in 1955 and follows two women with very different lives and lovers who become dangerously entangled in Tangiers, the last outpost of colonial decadence.



Countdown to Disney+ Singapore launch

23 Feb SE Asia debut kicks off year of high expectations

Disney is counting down to the 23 Feb rollout of its first pure Disney+ platform in Southeast Asia, kicking off its first full year of operations in Asia, marking the arrival of the brand-new Star brand in Asia, and drawing yet another line between subscription television past and present.

Disney+ goes live in Singapore with an exclusive platform deal with pay-TV platform StarHub that will run alongside its direct-to-consumer service.

While the deal leverages StarHub's billing infrastructure, the arrangement bypasses StarHub's customer service hotlines in favour of a direct relationship between Disney+ and local subscribers.

Disney's decision to go with StarHub leaves rival Singtel, which to this day refuses to adequately distinguish between mobile voice and video customers, in the cold.

Both StarHub and Singtel have struggled for decades with customer service issues that were laid bare with the arrival of Netflix.

Disney, which launched Indian service Hotstar with StarHub in Nov 2020, has not disclosed details of its agreement with StarHub or the reasons it chose StarHub over Singtel.

Disney also operates its own direct customer service hotline for Hotstar.

StarHub has not yet disclosed its Disney+ packages.

Disney+ is the eighth streaming service offered on StarHub. The other seven are WarnerMedia's HBO Go, Disney's Hotstar (launched on 1 Nov 2020), iQiyi (29 Oct 2020), TVB Anywhere+ (5 Dec 2018), BBC Player (Sept 2016), Netflix (April 2016) and BeIN Sports Connect (Sept 2020).

With the exception of BBC Player, all are available as direct-to-consumer standalone services as well.

ContentAsia looks at who's taken direct control of their customers' experience in Singapore...

BBC Player	Provides help/support (FAQs) on website: https://player.bbc.com/en/help-and-support. For billing/payment or other subscription issues, users are channeled through StarHub
beIN Sports Connect	Offers feedback/help support on https://support.connect-sg.beinsports.com/hc/en-us. Users can submit their enquiries (general inquiry, report piracy, payment/subscription, technical issue) on the online form
Disney+	Will offer direct customer help/support
HBO GO	No customised helpline for Singapore, provides email helpdesk at go.gethelp@hboasia.com for HBO Go account and technical-related issues. Billing, payment or other subscription issues are channeled through the platforms, such as StarHub, Singtel, iTunes or Google Play Store
Hotstar	Controls its own email helpline at hello.sg@hotstar.com, as well as Facebook and Twitter online help chats
iQiyi	No customised helpline for Singapore, provides email helpline at contactus@qiyi.com for questions/comments/complaints. There's also an online feedback form on the international web portal. Third-party subscribers are channelled to providers for billing/subscription issues
Netflix	Provides its own direct call hotline and live chat via https://help.netflix.com/en/
TVB Anywhere	Provides email helpdesk: cs@tvbanywhere.com.sg for streaming-related inquiries. For billing/subscription, users who have subscribed through third-parties are channeled through the platforms, such as M1, Singtel and StarHub

From page 1: MPA report

are forecast to expand 13% to US$16.1 billion and grow to US$23.2 billion in 2025.

Online video content investment continues to grow across the region, driven by China where content spend (excluding sports) grew by 6% year on year to US$121 billion in 2020.

"The sector is maturing with key platforms managing costs with increased focus on in-house content," MPA says, adding that mainland platforms have benefited from lower costs after regulatory caps on cast and crew compensation were introduced in 2019. New regulatory guidelines, implemented in 2020, will further reduce production costs.

Excluding China, OTT allocated entertainment + sports content investment reached US$4.3 billion. This comprises SVOD and AVOD but excludes TVOD, which is significant in markets such as Korea, where online video content investment doubled year on year to more than US$400 million in 2020.

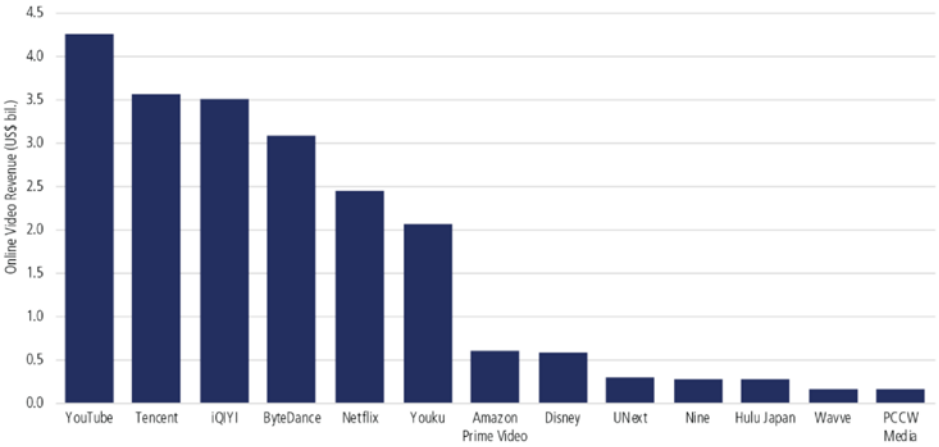
Consumption in Korea is driven by local content, led by drama and movies, followed by local variety programming and Hollywood tentpoles. Rising demand for Korean dramas has inflated prices and Netflix remains the largest investor, MPA says.

In India, online video content investment (including sports) topped US$700 million in 2020. Covid-19 containment measures, which shuttered theatres, are driving digital-first releases led by Amazon Prime Video and Disney+ Hotstar.

In Japan, online video content investment topped US$1.4 billion in 2020. Consumption was topped by local variety, reality, drama and movies, followed by anime, and then Hollywood/western movies.

In Southeast Asia, MPA puts total online video content investment at US$570 million in 2020 as platforms boosted investment, particularly with Korean titles, sports, Hollywood series/movies and local movies.

LEADING ONLINE VIDEO PLATFORMS BY REVENUE IN ASIA PACIFIC (2020)



Note:
(1) Includes advertising & subscription revenue; (2) Tencent includes Tencent Video and WeTV; (3) Disney includes Disney+ and Disney+ Hotstar; (4) Nine includes Stan and 9Now; (5) PCCW Media includes Viu, Now E and Moov
Source: Media Partners Asia

Disney+ Hotstar and Netflix are significant acquirers of local content, particularly in Indonesia, while local and regional platforms invest in local drama originals and acquisitions, premium Korean content and sports rights.

The demand for Korean content remains high driven by players such as Netflix, Viu, iQiyi, and WeTV.

While MPA expects subscriber growth to decelerate in 2021, "the scale and velocity of investment in premium content should ensure that net new customer additions will remain robust over the medium term," says MPA executive director Vivek Couto.

"Moreover, profitability should grow more rapidly than revenues and subscribers as online businesses scale. This is particularly true in larger markets such as Australia, China, Japan and Korea," he adds.

Couto describes the SVOD landscape in the emerging markets of India and Southeast Asia as "promising, but is still being shaped because of growing competitive intensity with increased investment in content and distribution".

Southeast Asia's SVOD future will largely be defined by the growth of Indonesia, Philippines and Thailand while Vietnam has significant long-term potential, the report says.

Couto adds that mobile plans and low ARPU pricing are becoming common to drive affordability, reach and customer adoption across large prepaid consumer segments, and that ARPUs will remain "compressed as platforms scale in markets such as India and Indonesia".

YouTube continues to dominate the AVOD space, with about 60% of total AVOD revenue in Asia Pacific, excluding China. But, MPA says, "local players are slowly growing share, especially as broadcasters with local content and sports rights transition online".

China will remain the largest AVOD market in the Asia Pacific. ByteDance is the largest AVOD operator in China.

In India, YouTube dominated AVOD with an estimated share of 67% in 2020. Its contribution is forecast to decline to 55% by 2025 as broadcaster-backed OTTs (i.e. Disney+ Hotstar, Zee5, SonyLiv and others) and short-form video platforms gain share.

In Southeast Asia, key local TV broadcasters transitioning to online will shape the future AVOD opportunity, the report adds. Local/regional platforms' share will be driven by platforms such as Viu, Vidio, RCTI+ and Line TV.

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India

In numbers

Population..... 1.383 billion
Households.....298 million
TV penetration.....98%
Avg H/H size owning TV..... 4.25
Active DTH TV subs..... 70.58 million*
Pay TV channels..... 332*
- Standard definition..... 235
- High definition..... 97
Registered satellite TV channels..... 909*
DTH operators..... 4*
Mobile subs.....1,140.71m*
Internet subscribers..... 749.07m*
Broadband subs..... 734.82m**
Narrowband subs..... 55.75m*

Source: Worldometers (population, Sept 2020), Telecom Regulatory Authority of India (TRAI, mobile, broadband, TV channels, DTH), BARC India (households, TV, 2018)
* End June 2020 (TRAI)
** End Oct 2020 (TRAI)



Black Widows, Zee5

Terrestrial/Free TV

Doordarshan

Established in 1959, Doordarshan (DD) is India's government-funded national broadcaster, transmitting to 92% 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

Discovery Communications India operates 14 channels: Discovery Channel, Discovery HD, Animal Planet, Animal Planet HD, TLC, TLC HD, Investigation Discovery, Investigation Discovery HD, Discovery Science, Discovery Turbo, Discovery Kids, DTamil and sports channels Eurosport and Eurosport HD. The company also owns direct-to-consumer subscription service – D Plus, which launched in Mar 2020.

Disney/Star India

Now part of the Disney empire, Star India broadcasts more than 60 channels in eight languages, reaching 9 out of 10 C&S TV homes in India. Genres range from GEC, movies, kids to sports and lifestyle, including flagship channel Star Plus. Star India also operates streaming services Disney+ Hotstar and Hotstar.

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

Sony Pictures Networks India (SPN) has been rationalising its once-sprawling channels bouquet for a few years, pulling Sony Mix (music) and co-branded channel Sony ESPN (sports) in Mar 2020, and ditching English-language entertainment networks AXN SD/HD at end June 2020. That followed the earlier exit of the golf channel and a premium movie channel.

Sun TV Network

Sun TV Network operates satellite TV channels in five languages (Tamil, Telugu, Kannada, Malayalam, Bangla) and FM radio stations across India.

Times Network

Times Network, the TV arm of Bennett, Coleman & Co Ltd *aka* The Times Group, distributes news and entertainment channels: Times Now, ET Now, Mirror Now, Movies Now/HD, MN+ (Hollywood movies), Romedy Now/HD, MNX/HD and Zoom (Bollywood).

Viacom18

Viacom18 is a 49/51 joint venture in India between ViacomCBS and Network18, distributing a portfolio of entertainment channels, including Colors (Hindi entertainment), Rishtey (entertainment), MTV (youth/music/lifestyle), Sonic (kids), Nick Jr (kids), Colors Infinity (English entertainment), VH1 (int'l entertainment) and Comedy Central (comedy). Viacom18 also operates Viacom18 Motion Pictures and runs Viacom's consumer products business in India.

Zee Entertainment (ZEEL)

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 enter-

tainment 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, Zee Studio, Zee ETC and &prive HD. Zee claims a reach of more than 1.3b viewers in 173 countries.

Direct To Home (DTH) Satellite

Airtel Digital TV

Telecommunications provider Bharti Airtel launched DTH satellite platform, Airtel Digital TV, in Oct 2008. The service offers 648 channels/services, including 86 HD channels, 7 international channels and 4 interactive services to over 17.4 million subs (Sept 2020).

d2h/Dish TV/Zing

The merger of Videocon d2h and Dish TV took effect in March 2018. The two platforms continue to be offered separately. The combined entity, Dish TV India, carries more than 719 channels/services, including 31 audio channels and 76 HD channels/services to 23m (June 2020) subs. The service also offers more than 300 hours of Korean content dubbed in Hindi. Dish TV launched Zing Digital in Jan 2015 to provide regional language DTH services for Tamil viewers in 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 104 TV channels and about 40 radio channels (Dec 2020). DD Free Dish transmits to about 20 million subscribers, and is available nationwide.

Sun Direct TV

Established in Dec 2007 as an 80:20 JV between India's Maran Group and Malaysia's Astro Group, Sun Direct TV offers more than 200 channels in multiple languages. Monthly subscriptions cost from Rs49.15/US$0.70 for the My FTA pack (Rest of India).

Tata Sky

Launched in Aug 2006 as a joint-venture between Tata Sons and TFCF Corporation (formerly 21st Century Fox), Tata Sky offers 652 TV channels and services (includes 498 SD, 91 HD, 25 interactive services, as of Dec 2020).Tata also operates mobile service Tata Sky Mobile, which offers live TV channels and over 5,000 on-demand titles.

Multi-system Cable Operators

Asianet Digital

Asianet Satellite Communications (est. 1993) provides digital cable TV and broadband internet in Kerala, Karnataka, Andhra Pradesh and Telangana. Cable subsidiary, Asianet Digital, offers SD/HD channels from Rs130/US$180 a month. 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 and 100 radio channels. In India, the OTT service costs Rs499/US$6.80 for six months or Rs899/US$12 a year.

Den Networks

Den Networks (est. July 2007) is a cable TV/fixed line broadband provider in 500+ cities across 13 states. Owned by Mukesh Ambani-led Reliance Industries (RIL), Den Networks along with Hathway Cable & Datacom and TV18 now falls under Reliance's Network18 Media and Investments.

Fastway Transmissions

Fastway Transmissions was founded in 2008 in association with Digicable Network India. The aim was to fast track digital migration and to provide value added services. The platform serves over 4m subscribers in 200+ cities.

GTPL Hathway

GTPL started operating in 2006 in Gujarat offering CATV services and now serves 800+ towns across 13 states, providing CATV and broadband services. GTPL had 7.85m active CATV subs, of which 7.3 million are paying subs (Sept 2020) and 535,000 are active broadband subs, incl 160,000 FTTX subs. GTPL distributes 710+ channels, including 87 HD and 47 in-house (Sept 2020).

Hathway Digital

Hathway Cable & Datacom (est 1995) is a digital cable TV and broadband service provider. The platform has 6m cable TV subs (incl. 268,000 HD, June 2020) across 350+ cities/towns. Monthly subscriptions starts from Rs130/US$1.80 for the FTA pack. Hathway owns and operates 15 in-house channels. The platform also has 840,000 broadband subs and claims 5.5m broadband homes passed in 16 cities (June 2020).

InDigital

IndusInd Media and Communications Limited (IMCL, est. 1995), backed by Hinduja Ventures, carries about 600 TV channels to about 5m subscribers in India.

Siti Networks

Essel Group's multi system operator, Siti Networks (formerly Siti Cable Network/Wire and Wireless India), operates 10 digital head-ends and a fibre/coax network of approx 33,000km. Basic packs start from Rs140.53/US$1.90 for 74 TV channels. The network had 8.8m digital subs in June 2020.

Tamil Nadu Arasu Cable TV

The state-owned platform was incorporated in 2007 (as Arasu Cable TV) to provide affordable cable TV services.

Channel Distributors

IndiaCast Media Distribution

IndiaCast, owned by TV18 & Viacom18, manages subscription and placement services for 62+ channels, including 17+ HD channels.

Online/mobile/OTT

AltBalaji

Balaji Telefilms' streaming platform AltBalaji, launched in April 2017 offering original Indian content. The aim is to have 100 original titles in 2021.

Airtel Xstream

Airtel Xstream (launched Sept 2019) is a revamped version of Airtel TV. The Android TV box offers DTH/IPTV Airtel subs 350+ TV channels live streamed and 10,000+ VOD movies/TV titles.

Amazon Prime Video India

Amazon added video services to its India platform in Dec 2016. Prime Video offers content across six languages – Hindi, Tamil, Telugu, Bengali, Marathi and Kannada – with a strong slate of local originals. Amazon Prime membership costs Rs129/US$1.75 a month or Rs999/US$14 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 Rs50/US$0.70 a month for two screens.

DailyHunt

A news/content aggregator app offering live TV, VOD content and third party short video app Josh. The group claims 300m+ users (Dec 2020) across its various services and a network of over 100,000 content partners and individual content creators. Investors include Google, Microsoft and Falcon Edge's Alpha Wave Incubation. The platform launched as Newshunt in 2009 rebranded as Dailyhunt in Aug 2015.

Den TV+

Cable TV provider Den Networks launched Den TV+, a mobile TV app extension of Den TV, in Feb 2017. Den TV+ offers 150+ live TV channels, 2,500+ movies and VOD content in Hindi, English and other local languages. Select content is offered free for all Den's TV and broadband subscribers but for premium access, users have to pay Rs80/US$1.10 for two months.

Eros Now

Global streaming service Eros Now, by Eros STX Global Corporation, offers 12,000+ Hindi, Tamil and regional language films/TV content to 211.5m registered users and 36.2 million paying subs worldwide(Sept 2020). The 2021 content slate promises 46 new titles, including 33 film premieres and 13 original series. In addition, Eros Now will debut 30 new Quickies and 10 short films for 2021. Premium plan costs Rs99/US$1.35 a month or Rs399/US$5.40 a year for one screen.

Disney+ Hotstar

Novi Digital Entertainment, a subsidiary of Star India, launched ad-based/SVOD platform Hotstar in Feb 2015. In Apr 2020, Hotstar rebranded as Disney+ Hotstar. Ad-supported content, which includes some movies, news and sports, is available free. Disney+ Hotstar VIP costs Rs399/US$5.40 a year, Disney+ Hotstar Premium is Rs1,499/US$20 a year or Rs299/US$4 a month. The premium tier offers access to English-language content and Disney+ Originals, including *The Mandalorian*, *High School Musical: The Musical: The Series* and *Lady and the Tramp*. VIP and Premium tiers also include access to the Marvel movie universe.

Discovery Plus

Discovery launched its direct-to-consumer streaming app Discovery Plus (DPlus) in Mar 2020, offering science, adventure, food and lifestyle programming. The multi-language app costs Rs299/US$4 a month. Select content is offered for free.

Hoichoi

Launched in 2017 by SVF Entertainment, global streamer Hoicho offers Bengali content, including original web series/films and acquired movies on demand as well as Bengali songs to about 13 million subscribers globally. The service released its fourth original Taqdeer, an eight-parter thriller/mystery web series in Dec 2020. Subscription costs Rs399/US$5.40 a year.

Hungama Play

Hungama Digital Entertainment Media launched Hungama Play in July 2015 offering over 5000 films in English, Hindi and regional languages, original shows, more than 1500 short movies, 7500+ hours of kids and TV content in multiple languages, and over 150,000 short-format videos across various categories. Hungama Play also offers original series, including rom-com *Love ka Panga*, youth comedy *Boys with Toys*; *Bar Code* and triller *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 600 live TV channels, including 100+ HD channels. JioCinema carries over 100,000 hours of on-demand content.

Lattu Kids

Launched in 2016, edutainment platform Lattu Kids curates content for kids/toddlers for Rs299/US$4 for three months or Rs999/US$14 a year. Select content is available free. New users get one month free trial. Lattu Kids has about 100,000 users.

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. A majority stake was acquired by Times Internet in June 2018 for Rs1,000 crores/US$143m. In Oct 2019, mainland China's Tencent paid US$110m for an undisclosed stake. The fremium platform offers original shows and 50,000+ hours of content from partners such as AltBalaji, Arre, TVF and Sony, as well as Pakistan's Hum TV and ARY, in 10 Indian languages.

Netflix

Netflix in India costs between Rs199/US$2.70 and Rs799/US$11 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 on-demand content.

SonyLIV

Launched in Jan 2013, ad-based platform SonyLIV offers 40,000+ hours of programming from Sony Entertainment

Network-branded channels. The service also offers Bollywood/Hollywood movies, original web series, live sports, live TV channels and music. Premium plans cost Rs299/US$4 a month or Rs699/US$9.60 for six months or Rs999/US$13.70 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.

TVF Play
TVF Play launched in June 2015, offering original and acquired content. Subscription starts from US$2.49 a month.

Vi Movies and TV
Vodafone Idea's OTT service, Vi Movies and TV, offers 400+ live streaming HD/SD TV channels and 10,000+ hours of on demand content in 13+ languages to all Vodafone Idea subscribers. The service also offers third-party OTT services such as Hoichoi and YuppTV.

Voot/Voot Select/Voot Kids
Voot (launched May 2016) is an ad-supported VOD platform offering 65,000+ hours of content (Nov 2020). Voot's SVOD extension is Voot Select (launched Mar 2020) offering 15,000+ hours, including originals, movies and live TV channels, across 10 languages. Voot Select costs Rs99/US$1.35 a month or Rs999/US$13.65 a year. Voot Kids is a SVOD platform launched in Nov 2019, offering 20,000 local/int'l children/family titles.

Wacho
Dish TV launched Wacho in April 2019 targeting younger audiences. 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 series includes *Vote the Hell*, which features comedians and their satirical take on on the Indian elections; action/thriller drama *Mission Breaking News*; a comedy drama *Chhoriyan*; and thriller drama *Rakhta Chandana*. Complimentary for all Dish TV/d2h subscribers.

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$1.35 a month.

Zee5
Zee's global OTT freemium platform Zee5 (launched across 190+ countries in Oct 2018), consolidates Zee's former ad-based OZee and subscription-based ditto TV. Zee5's 125,000 hours of on-demand offering includes originals, Indian and int'l movies and TV shows, music, health and lifestyle across 18 languages (English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati, Punjabi, Malay, Thai, Bahasa, German, Russian, Arabic), as well as 45 live TV channels. Zee5 costs Rs99/US$1.35 a month.

Production

Applause Entertainment
Aditya Birla Group-backed Applause Entertainment is a content and IP creation studio with a focus on films and digital series, among others. Production credits include the Indian versions of Israeli drama *Fauda*; U.K. series *Criminal Justice* and *The Office*; and French workplace comedy *Dix Pour Cent* (*Call My Agent*).

Balaji Telefilms
Balaji Telefilms incorporated 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 services (AltBalaji).

Banijay Asia
Banijay Asia, a JV between Banijay Group and Deepak Dhar, creates TV and films across a broad range of genres in India and regionally. Productions include *Call My Agent* (in association with Applause Entertainment), *ARRived, Roar of The Lion* and *The Kapil Sharma Show*.

Bodhi Tree Multimedia
Bodhi Tree has produced more than 1000 hours of TV/OTT content in multiple languages – Hindi, Tamil, Marathi, Gujarati and Bengali. Production credits include *The Gone Game* and *Marzi* for Voot.

Contiloe Pictures
Founded in 1995, Contiloe has produced over 100 television shows for networks like Star TV, Sony TV, Zee TV, Colors and Discovery. Genres cover mythologicals, horror and thrillers. Production credits include State of Siege: Akshardham (for Zee5), which is slated for a 2021 release.

Cosmos-Maya
Cosmos-Maya is an animation company specialising in 2D and 3D animated content. KKR backed Emerald Media, a Pan-Asian platform established by global media and entertainment investment firm, acquired a controlling stake in Cosmos-Maya in 2018. Founded in 2013, the studio has produced over 40,000 minutes of original animation, comprising over 2000 half hour episodes (Dec 2020).

Dharma Productions
Dharma Productions was founded in 1976, producing its first film *Dostana* starring Amitabh Bachchan. The company has produced more than 40 Hindi films, including 2020's biographical film *Gunjan Saxena: The Kargil Girl*, which was picked up by Netflix; and 2019's period film *Kalank*.

Endemol Shine India
Established in 2015, Endemol Shine India produces over 800 hours of programming annually, including TV shows like *Bigg Boss*, *Fear Factor*, *MasterChef India*, *So You Think You Can Dance* and over 450 episodes of *Deal or No Deal* for Sun Network.

Eros International Media
Eros International Media co-produces, acquires and distributes Indian language films in multiple formats worldwide.

Green Gold Animation
Est. in 2001, Green Gold Animation specialises in 2D/3D animation.

Ideas Entertainment
Established in 1996, Ideas Entertainment produces TV shows, web series, plays and movies.

Mango People Media
Mango People Media produced docu *Feelin Alive S2* (2020, Discovery) and season two of *Love, Lust and Confusion* (2019) for Viu.

Red Chillies Entertainment
Red Chillies Entertainment was involved in the productions of Netflix's *The Bard of Blood* and *Betaal*.

Viniyard Films
Viniyard was involved in 2019 series *iB Cricket Super Over League*, a virtual game show for India and Middle East.

Yash Raj Films
Yash Raj Films has produced more than 75 films since it was founded in 1970. Services range from production to post production, domestic and international distribution, licensing and merchandising.

Telcos/mobile

Bharti Airtel
Bharti Airtel (est. July 1995) offers 2G/3G/4G, mobile commerce, fixed-line, high-speed DSL broadband, IPTV, DTH, OTT TV and enterprise services to 320.6m subs in India (Sept 2020).

BSNL
State-owned telco BSNL provides fixed line and mobile telephony, internet, digital television and IPTV services to 126.48m subscribers (Sept 2020).

Mahanagar Telephone Nigam Limited (MTNL)
State-owned telco MTNL offers fixed-line, GSM/CDMA cellular and broadband services to 6.44m subscribers in Delhi and Mumbai areas (June 2020).

Reliance Jio
Reliance Industries' Jio is a LTE mobile network operator founded in 2010. Commercial services launched Sep 2016, and quickly became a front runner with 398.70m subscribers(June 2020).

VI
Idea Cellular and Vodafone India completed its US$23b merger in Aug 2018. The combined entity, Vodafone Idea (VI), unveiled its new integrated brand Vi in Sept 2020.

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, 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.

Adapted from *ContentAsia*'s The Big List 2021

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

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What's on where...

January 2021	19-29	Natpe Miami	Online
March 2021	15-18	Hong Kong Filmart	Online
April 2021	12-14	MIP Doc	Online
	12-14	MIP Formats	Online
	12-14	MIP TV	Online
May 2021	TBC	Busan Contents Market (BCM)	TBC
June 2021	9-11	BroadcastAsia/CommunicAsia	Singapore
	10-12	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	TBC	MIP China	Online
	14-15	DW Global Media Forum	Bonn, Germany
August 2021	26-27	ContentAsia Summit	
	27	ContentAsia Awards	
October 2021	9-10	MIP Junior	Cannes, France
	11-14	Mipcom	Cannes, France
November 2021	24-25	Dubai International Content Market	Dubai

** As of Friday, 8 January 2021*

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

Disney+ wins Malaysia

The Mandalorian wipes the floor with digital rivals

Disney+ topped Malaysia's video entertainment demand for the week of 16-22 December 2020 – a good omen for the streaming platform heavily tipped to be rolling out in the country this year.

While it slipped to the top of the charts by a small lead against Japanese anime title *Attack on Titan*, *The Mandalorian* wiped the floor with digital rivals, including Amazon Prime's *The Boys*, and Netflix's *The Crown* and *Money Heist*, according to data science company, Parrot Analytics.

Even though Netflix won four of the top 10 digital spots, all the demand combined didn't equal demand for *The Mandalorian*. Disney hasn't confirmed the launch date for Disney+ in Malaysia.

Of the titles that Parrot Analytics measures, Nickelodeon's *Spongebob Squarepants* narrowly beat Les Copaque's made-in-Malaysia animated series, *Upin & Ipin,* for a place on the overall top 10 for the week.

The only other Malaysia's show on the list was Astro's weekly infotainment talk and variety show, *MeleTop*, aired weekly on Astro Ria.

Top 10 overall TV shows: Malaysia

Rank	Title	Average Demand Expressions®
1	The Mandalorian	29.4
2	Attack On Titan	25.8
3	Spongebob Squarepants	16.6
4	Upin & Ipin	14.9
5	Meletop	14.6
6	The Voice (U.S.)	14.5
7	Bigg Boss	13.7
8	The Boys	13.7
9	Naruto	13.4
10	Game Of Thrones	13.3

Top 10 digital originals: Malaysia

Rank	Title	Platform	Average Demand Expressions®
1	The Mandalorian	Disney+	29.4
2	The Boys	Amazon Prime Video	13.7
3	The Crown	Netflix	8.5
4	La Casa De Papel (Money Heist)	Netflix	7.6
5	The Expanse	Amazon Prime Video	6.6
6	Stranger Things	Netflix	6.6
7	Titans	HBO Max	6.5
8	Star Wars: The Clone Wars	Disney+	6.2
9	The Queen's Gambit	Netflix	5.9
10	The Flight Attendant	HBO Max	5.9

Date range: 16-22 December 2020
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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