

Happy Holidays

Wishing you the happiest of festive seasons and all good things for 2022!

We will be back
on 10 January
2022



iQiyi cuts: Indo, Philippines in the crosshairs

Chinese streamer's mainland layoffs bleed across Asia

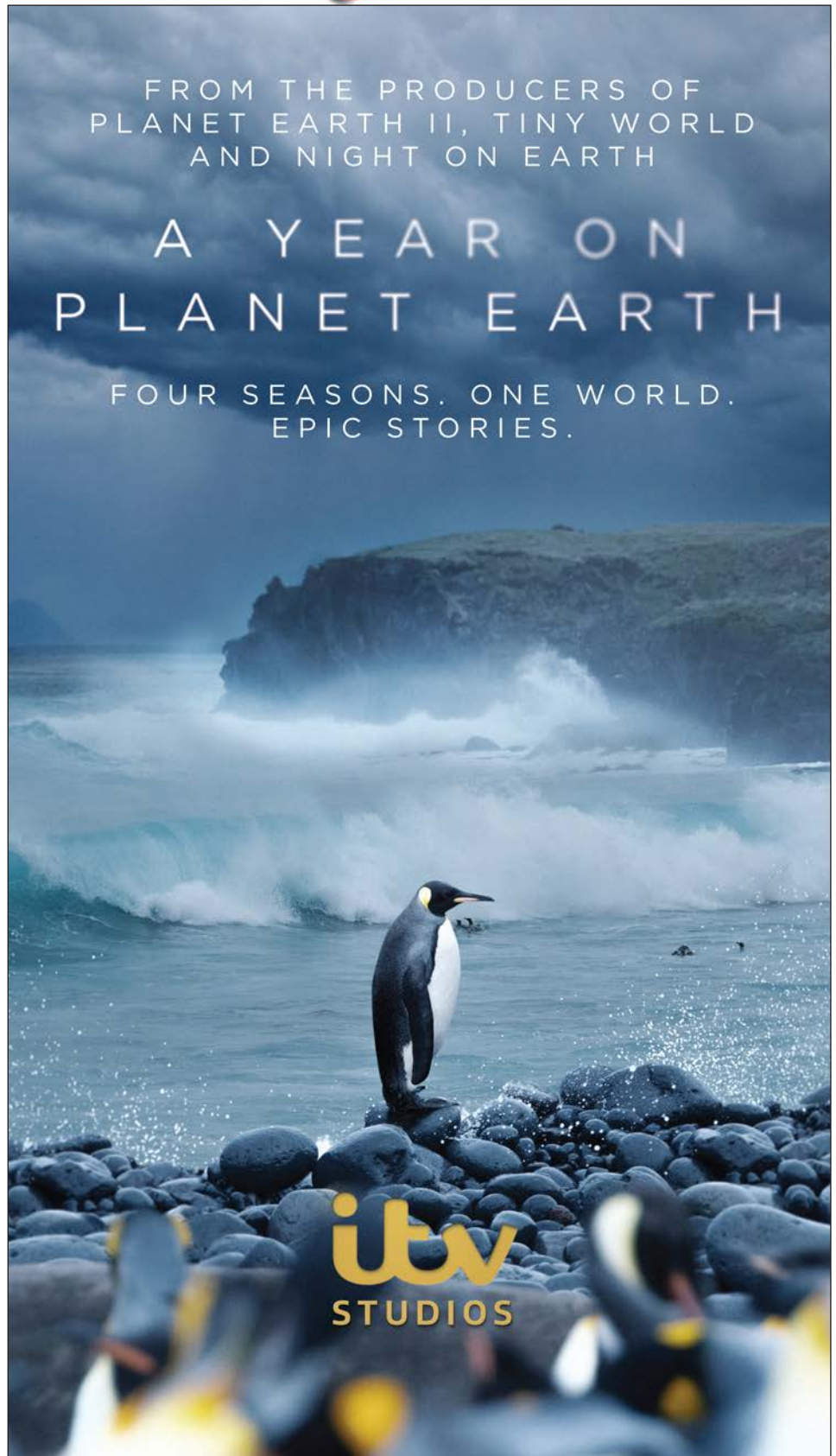
iQiyi is believed to be closing its Philippines and Indonesia operations as massive cuts that swept through the Chinese streamer's mainland business last week bleed into the rest of Asia.

Industry sources say headcount at the Singapore-based international HQ has also been decimated.

iQiyi has not responded to our requests for further information.

Chinese media reports at the end of last week said the mass layoffs of up to 40% of staff were caused by pressure from soaring content costs, low subscription revenue, and the absence of a bright side to iQiyi's earnings. This runs alongside China's tighter tech regulations.

Talk of the closures come only days after iQiyi premiered its first Philippines; original, *Saying Goodbye*, on 4 Dec, and with the ink barely dry on five new Malaysian productions as well as its first Thai original series.



Say Yes to the Dress boosts India's 2021 formats lead

Discovery+ adaptation puts India at 36 formats on air/commissioned for the year

Discovery+ India's debut of wedding format, *Say Yes to the Dress*, has put the market even further ahead in the Asia adaptations stakes for 2021.

The eight-part series, which premiered on Discovery+ India on Wednesday (8 Dec), features 16 brides-to-be in a search for their dream wedding dress.

Five episodes were released on 8 Dec. This will be followed by one new episode every Wednesday.

Hosted by consultant, fashion editor and bridal stylist Divyak D'souza, *Say Yes to The Dress India's* designers include Neeta Lulla, Natasha Dalal, Sandeep Khosla and Seema Gujral.

The latest version sees the property return to Discovery for the first time since the regional adaptation aired on the TLC channel across Asia in 2017.

India currently has the highest num-

ber of formats among 18 countries tracked in *ContentAsia's Formats Outlook*.

India had 23 formats on air or commissioned in the first half of this year. This represents 18.1% of the total on air/commissioned across the region. As of 10 December, the number had risen to 36.

At this level, India is likely to close the year as Asia's top formats market by volume for 2021.

Its closest competition comes from Vietnam, which has 23, and Thailand, which is at 16 and is unlikely to be able to catch up in the next two weeks.

By genre, reality was the big winner in India in the first half of this year, driven by



Say Yes to the Dress India, Discovery+

10 versions of *Bigg Brother*.

Discovery+ subscription in India is Rs399/US\$5.26 a year.

More about formats in India in ContentAsia's December magazine (www.contentasia.tv/December 2021)

Wishing you a very merry festive season

From all the team at All3Media International



横綱白鵬



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108 Media, DCD Rights closes 108 flags more acquisitions in the next 18 months



Bridezillas, DCD Rights

U.K. indie September Films will relaunch in Q1 2022 with an upsized emerging markets focus, including a slate of new factual projects from Asia for global distribution.

The revamp, which may include a name change, follows the finalisation of 108 Media's acquisition of all the assets of September Films' parent, AIM-listed indie distributor/producer DCD Media, in a deal worth £4.7m/US\$6.3 million.

The deal, which emerged about a month ago, was formally announced this afternoon.

108 Media said this was the "first of several major corporate acquisitions being negotiated within the next 18 months".

In addition to September Films, the acquisition includes Rize USA and DCD Rights, which has a catalogue of more than 3,500 hours of programming across drama, entertainment, factual and music.

DCD Rights will continue to operate as an independent distribution company and continue to grow its roster of productions, including dramas *The Secrets She Keeps* and *My Life is Murder*, as well as factual and entertainment franchises such as *Aussie Gold Hunters*, *Bettany Hughes Treasures series*, *Penn & Teller: Fool Us* and *Bridezillas*.

Current projects underway within the 108 Media production pipeline include *Konbini Zombies* (U.K./Japan), *Performing Kaoru's Funeral* (Japan), *A Banquet for Hungry Ghosts* (U.S./Taiwan), *I Am Vash* (Southeast Asia) and *Mrs Raffles* (U.K.).

Rewind Networks adds 3 Prime Entertainment titles

Singapore-based regional channels operator, Rewind Networks, has picked up movie-related short-form series – *Spotlight* (402 x 2.5 mins), *Director's Short Cut* (250 x 4 mins) and *Stars!* (105 x 4 mins) – from French distributor/producer, Prime Entertainment Group. *Spotlight* focuses on Hollywood A-listers' films. *Director's Short Cut* focuses on compelling stories and anecdotes from film sets. *Stars!* features four-minute celebrity biographies.



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every filmmaker and industry professional.**

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with new ways to discover
and support Asian talents, films, and content.**



Kiel Hume takes over Webtoon brands

Veteran comms exec Kiel Hume has been upped to the head of international communications for all Webtoon brands, including social story-telling platform Wattpad and content creation unit, Wattpad Webtoon Studios. The newly created role, which consolidates public relations and entertainment publicity following Naver's acquisition of Wattpad in a US\$600-million deal earlier this year. Hume reports to Ken Kim, Webtoon Entertainment CEO in the U.S., and Webtoon founder and global CEO, Junkoo Kim, in South Korea. Hume joined Wattpad in 2017.



Pudney's O4 picks up *Hydeout* exclusive

Gary Pudney's new distribution shop, O4 Media, has picked up exclusive global distribution rights for 36-hour multiplatform music/entertainment event, *Hydeout*, featuring artists such as DJ Snake, Sam Feldt and Flux Pavilion. The distribution deal involves 45 episodes.



Russian series and films land in South Korea

Two Russian titles – *How I Became Russian* and family adventure movie *Robo* – are on their way to South Korea in deals closed by Russian distributors Art Pictures Distribution and Planeta Inform. Korea's Yoon & Company acquired rights to *How I Became Russian*, about an American journalist sent on a long-term assignment in a U.S. newspaper's Moscow office. The deals followed this year's Dubai International Content Market (DICM).

Taiwan drama repurposed in new service

Dennis Yang adapts & aggregates for Studio886



From left: Sandy Chen, Head of Large Partnerships, Greater China, YouTube; Dennis Yang, Studio76/Studio886; Jerry Hsiung, Manager, Content Partnerships, Greater China, YouTube

Dennis Yang's scripted production label, Studio76, has rolled out a first-of-its-kind video service that adapts and aggregates premium drama and movies from Taiwan's major distributors for social media and other digital platforms.

Targeting a global audience, the new service, Studio886, kicked off this month with 11 Taiwan-based content partners, including Formosa TV, Sanlih Television and Eastern Broadcasting Co.

Video platforms on board to air the resurrected titles, presented in seven languages, include YouTube, Facebook, TikTok, Bilibili and a range of FAST (free advertising supported television) streaming channels.

The studio creates platform-specific versions in different lengths and subtitles in English, Japanese, Korean, Vietnamese, Bahasa Indonesian, Portuguese

and Spanish.

The lengths of the reversioned content ranges from about 20 minutes for YouTube, three-minute videos for Facebook and 30-60-second clips for TikTok/Douyin.

Studio886's licensed content so far includes *Orz Boys* (2008), *In A Good Way* (2013/4), martial arts action drama *Fei Lung* and feature film *Will You Still Love Me Tomorrow?* (2013). The kids space includes *Mumuhug*.

Yang, Studio76's managing partner, says the Studio886 platform capitalises on market gaps.

"The new waves of video platforms in different subscription-based and free-with-ads business models create a lot of room for the quality content to reach out to new audiences and to monetise," he says.



Busan International Film Festival and Asian Project Market 2021
PROUDLY PRESENT THIS YEAR'S WINNERS



New Currents Award

Farewell, My Hometown

Er Zhuo WANG | China

The Apartment with Two Women

KIM Se-in | Korea

Kim Jiseok Award

The Rapist

Aparna SEN | India

GENSAN PUNCH

Brillante Ma MENDOZA | Philippines/Japan

BIFF Mecenat Award

206: Unearthed

HEO Chul-nyung | Korea/Thailand

Self-Portrait: Fairy Tale in 47KM

ZHANG Mengqi | China

Sonje Award

A Winter Glove

LEE Hyeonju | Korea

The Sea Calls for Me

Tumpal TAMPUBOLON | Indonesia

Busan Award

Secret of My Father

Jéro YUN | Korea

CJ ENM Award

Before, Now & Then

Kamila ANDINI | Indonesia

KB Award

Fixed Love, Fixed Girl

LIM Sun-ae | Korea

NUTRILITE Award

Lives of Crime

HSIEH Pei-Ju, YANG Chieh,
HUANG Dan-Chi, LEE I-Hui | Taiwan

ArteKino International Award

***If wood could cry,
it would cry blood***

NGUYEN PHAN Linh Dan | Vietnam

Pop Up Film Residency Award

Elephants in the Fog

Abinash Bikram SHAH | Nepal

MONEFF Award

Spectrum

KIM Bora | Korea



BUSAN
International Film Festival



Five Flavours Asian fest attracts 7K in person, 20K online

Family dynamics, pandemic and queer films in Asia take centre stage



Lina Yang's second fictional feature, *Springtide* won the Grand Prix price of the Five Flavours Asian Film Festival in 2021.

The 15th Five Flavours Asian Film Festival closed in the Polish capital of Warsaw this month with a strong focus on family dynamics, Covid-19 and queer films placed in local contexts.

More than 7,000 people attended physical screenings at the hybrid event, which showed 43 feature films and 10 short films from across Asia. The films attracted a further 20,000 views online.

Chungking Express, part of a Wong Kar Wai retrospective, was the festival's most-watched film, followed by Kiyoshi Kurosawa's *Wife of a Spy*.

28 filmmakers talked about the state of indie cinema in, among other Asian countries, India, Japan, and Myanmar.

Indian filmmaker, Aditya Vikram Sengupta, said he would like to expand his indie footprint with a focus on artistic cinema in Calcutta, and that international co-productions were not necessarily an essential model for him in the future.

Sengupta wrote and directed *Once Upon a Time in Calcutta*, a co-production between India, France and Norway.

The film, which premiered at the Venice International Film Festival in Sept, follows a bereaved mother trying to find a new identity, love and independence.

Sengupta highlighted widespread confusion created by Covid-19, online platforms and theatrical shutdowns.

"Everyone is trying to find ground and understand what is going on. The financial models are all over the place, whether a film will screen at all in theatres, or going direct to digital. They have their own set of guidelines and they want films of a certain kind... I think it needs some time to settle down, after which we will all find our own corners in this industry," he said.

Festival highlights included queer cinema from Taiwan, with films such as Chen Hung-I and Wei Muni's all-female *As We Like It*.

Singapore added to the LGBTQ+ conversation with director Ong Kuo Sin's comedy-drama, *Number One*, about a middle-aged man who accidentally becomes a drag queen.

This year's festival also cast a spotlight on Burmese cinema. Filmmaker Maung Sun, in Warsaw for the event, spoke about the potential of Myanmar cinema against a backdrop of political upheaval, and his first feature, released in 2020, about a young director trying to fulfil his vision in challenging circumstances.

Participants in the festival's talks included Edwin, director of Indonesian hit, *Vengeance Is Mine, All Others Pay Cash*, which was the festival's closing film, and Shunji Iwai, who filmed *The 12 Day Tale of the Monster that Died in 8* during the Covid-19 pandemic, mostly over Zoom.

The International People's Jury Grand Prix went to Chinese filmmaker Yang Lina's *Springtide*, about three generations of women living together. The film was praised for its portrayal of intergenerational trauma from a female perspective.

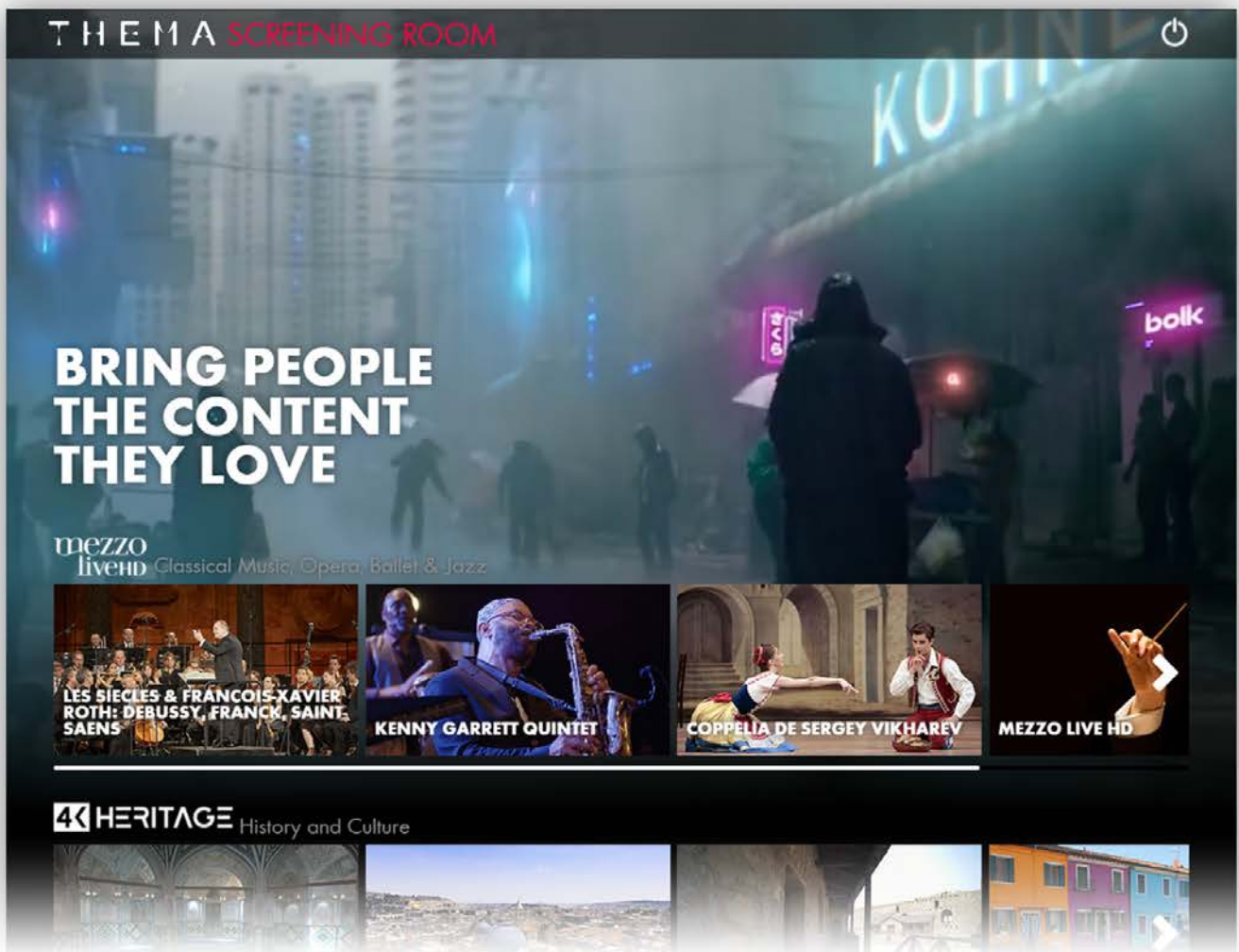
A special mention was given to Thai director Jakrawal Nilthamrong's *Anatomy of Time*, which captures themes of time, memories and the cycle of life and death. – Jenni Leppihulta

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India

In numbers

Population.....	1.353 billion
Households.....	300 million
TV households.....	210 million
TV penetration.....	6.9%
TV viewing individuals.....	892 million
Avg H/H size owning TV.....	4.25
Active DTH TV subs.....	69.86 million
Pay TV channels.....	346
- Standard definition.....	252
- High definition.....	94
Registered satellite TV channels.....	915
DTH operators.....	4
Mobile subs.....	1,160.52 million
Internet subscribers.....	833.71 million
Broadband subs.....	792.78 million
Narrowband subs.....	40.93 million

Source: Ministry of Statistics and Programme Implementation (population, 2020), Telecom Regulatory Authority of India (mobile, broadband, TV channels, DTH, June 2021), BARC India (households, TV, 2020)

Terrestrial Free TV

Doordarshan

Established in Sept 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 – Discovery+, which launched in Mar 2020.



Call My Agent: Bollywood, Applause Entertainment/Netflix

Disney/Star India

Now part of the Disney empire, Star India broadcasts about 48 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.

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 (SPNI) 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. On 22 September 2021, SPNI and Zee Entertainment (ZEEL) entered into a non-binding term sheet to combine both companies' linear networks, digital assets, production operations and programme libraries. Given the 90

days term to finalise the agreement, the merger is expected to complete by end of 2021. The merged entity will be a publicly listed company in India. As of 9 Dec 2021, SPNI operates 26 Sony-branded channels and in Sept 2021 said it reaches over 700 million viewers in India and is available in 167 countries.

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



The Motion Picture Association would like to congratulate all recipients of the 2021 MPA APSA Academy Film Fund



Apichatpong Weerasethakul from Thailand for *9 Temples to Heaven*



Rakhshan Banietemad from the Islamic Republic of Iran for *Red Mist Descending*



Gutierrez Mangansakan II from the Philippines for *The Spellcaster of Tamontaca*



Dea Kulumbegashvili from Georgia for *Historia*

The MPA APSA Academy Film Fund – conceived through a partnership between the Motion Picture Association and the Asia Pacific Screen Academy – this year celebrates its 12th Anniversary, and in its time has received over 1,000 submissions from 52 Asia Pacific countries and areas. The Film Fund has unearthed some of the brightest gems to reach our screens and helped to shape the careers of some of the world’s most acclaimed filmmakers.



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 (Sept 2021). Brands include Hindi GECs Zee TV/HD, &TV/HD, Zing and Big Magic; regional entertainment Zee Marathi/HD, Zee Talkies/HD, Zee Yuva, Zee Bangla/HD and Zee Bangla Cinema; movies Zee Cinema/HD, Zee Action, Zee Classic and &pictures/HD; and niche channels Zee Cafe, Zee Studio, Zee ETC and &prive HD. Zee claims a reach of more than 1.3b viewers in 173 countries (Sept 2021).

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 upwards of 635 channels/services, including 86 HD channels, seven international channels and four interactive services to 18 million subs (Sept 2021).

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 563 channels/services, including 31 audio channels and 78 HD channels/services (Nov 2021). 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 164 TV channels and about 48 radio channels (Dec 2021) for a one time fee of Rs2,000/

US\$26.50 for the STB and dish antenna. DD Free Dish transmits to about 38 million subscribers (as of 2019), 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\$0.65 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 400+ TV channels/services. Tata also operates mobile service Tata Sky Mobile, which offers live TV channels and over 6,000 on-demand titles (Dec 2021).

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 500+ video channels from Rs130/US\$1.72 a month.

Den Networks

Den Networks (est. July 2007) is a cable TV/fixed line broadband provider to 13 million household subscribers in 500+ cities across 13 states (Dec 2021). 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 offers 400 SD/HD channels to over 4m subscribers in 200+ cities.

GPL Hathway

GPL started operating in 2006 in Gujarat offering CATV services and now serves 1,000+ towns across 15 states, providing CATV and broadband services. GPL had 8.05 million active CATV subs, of which 7.35 million are paying subs, and 735,000 active broadband subs, incl 275,000 FTTX subs. GPL distributes 715+ channels, including 88 HD (Sept 2021).

Hathway Digital

Hathway Cable & Datacom (est 1995) is a digital cable TV and broadband service provider. The platform has 5.5m cable TV subs across 109+ cities/towns. Monthly subscriptions starts from Rs130/US\$1.72 for the FTA pack. Hathway owns and operates 15 in-house channels. The platform also has 1.08 million broadband subs and claims 5.6m broadband homes passed across 26 cities (Sept 2021).

InDigital

IndusInd Media and Communications Limited (IMCL, est. 1995), backed by Hinduja Ventures, carries about 700 TV channels to about two million subscribers across 100+ cities/town 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\$1.85 for 75 TV channels. The network had 8.8m digital subs in June 2020.

Tamil Nadu Arasu Cable TV (TACTV)

The state-owned platform was incorporated in 2007 (as Arasu Cable TV) to provide affordable cable TV services and to protect the welfare of small operators in India. TACTV had 3.034 million subscribers in Sept 2020.

Channel Distributors

IndiaCast Media Distribution

IndiaCast, owned by TV18 & Viacom18, manages subscription and placement

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All in ContentAsia's December magazine

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Online/Mobile/OTT

AltBalaji

Balaji Telefilms' streaming platform AltBalaji, launched in April 2017 offering original Indian content. At the end of September 2021, the platform had released 87 original shows. AltBalaji had 2.9 subscribers, including 1.45 million active subs in September 2021. Subscription costs Rp300/US\$3.95 a year.

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. Prime Video is available in India at no extra cost with Prime membership for Rs999/US\$13.18 annually.

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.

Den TV+

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

Eros Now

Global streaming service Eros Now, owned by Eros STX Global Corporation, offers 12,000+ Hindi, Tamil and regional

language films/TV content to 224 million registered users and 19 million paying subs worldwide (March 2021).

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. Annual subscriptions cost Rs1,499/US\$20 for the Disney+ Hotstar Premium (four screens) plan, Rs899/US\$12.08 for the Disney+ Hotstar Super (two screens) and Rs499/US\$6.70 for the Disney+ Hotstar Mobile (one device).

Discovery+

Discovery launched its direct-to-consumer streaming app Discovery+ in Mar 2020, offering science, adventure, food and lifestyle programming. The multi-language app costs Rs199/US\$4 a month. Select content is offered for free.

Hoicho

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. The service, which now have about 80 original shows, aims to reach 100 by end 2022. Subscriptions cost Rs599/US\$7.92 a year for five devices and Rs899/US\$11.88 a year for two devices. Select content is offered for free.

Hungama Play

Hungama Digital Entertainment Media launched Hungama Play in July 2015 offering over 5,000 films in English, Hindi and regional languages, original shows, more than 1,500 short movies, 7,500+ 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 romcom *Andhantari*, a Marathi series about a couple in a long-distance relationship facing extraordinary situation; and *Dhappa*, an anthology of five stories about couples who go to extreme lengths to hide their relationships from their relatives.

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.

Lionsgate Play

Lionsgate/Starz Indian launched streaming service Lionsgate Play in Dec 2020, offering Hollywood films and original content for Rs99/US\$1.40 a month or Rs699/US\$10 a year. Its first original series unveiled in Feb 2021 is comedy *Casual*, an Indian adaptation of Lionsgate's U.S. scripted drama. The promise is a broad original slate covering drama, comedy, crime and action series targeting India and South Asia. Distribution partners include Vodafone Idea, Bharti Airtel, Jio FTTH, Apple TV+ and Amazon Firestick.

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 freemium platform offers original shows and 200,000+ hours of content from partners such as GoQuest Media, AltBalaji, Arre, TVF and Sony, as well as Pakistan's Hum TV and ARY, in 10 Indian languages. The streamer, which claimed 200 million MAU in India, hit one billion downloads in Oct 2021.

Netflix

Netflix in India costs between Rs199/US\$2.70 for the mobile plan 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.

SonyLIV

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

work-branded channels. The service also offers Bollywood/Hollywood movies, original web series, live sports, live TV channels and music. Premium monthly plan costs Rs299/US\$4, a six-month plan is Rs699/US\$9.60 and yearly is Rs999/US\$13.70.

Spuul

Global streaming service Spuul launched in 2012 targeting the South Asian Diaspora with over 10,000 hours of Hindi/regional language movies. A premium subscription costs Rs99/US\$1.31 a month and yearly is Rs999/US\$13.19.

TVFPlay

The Viral Fever (TVF) launched TVF Play in June 2015 to target the youth/teenage demography. TVFPlay offers original and acquired content. Original content includes comedy series *TVF Pitchers*, about the lives of four friends Naveen, Jitu, Yogi, and Mandal; *Permanent Roommates*, a romcom about a young couple from Mumbai, who have been in a long-distance relationship for three years; comedy *Yeh Meri Family*, a story set in the summer of 1998 about conflicting emotions towards family members from the eyes of a twelve-year old; comedy *Aspirants*, about the journey of three UPSC (public service competitive exams in India) aspirants and their friendship against all odds; and romcom *Kota Factory*, which was also one of Netflix's top ten shows for India in Aug-Oct 2021. Subscription starts from US\$2.49 a month.

Vi Movies and TV

Vodafone Idea's OTT service, Vi Movies and TV, offers 470+ live streaming HD/SD TV channels and 50,000+ 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.

Watcho

Dish TV launched Watcho 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 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. Watcho had 36 million downloads in September 2021.

YuppTV

YuppTV, an OTT platform for South-Asian content, offers 250+ live TV channels, 100+ TV shows, Bollywood/regional movies from India, short films, web series in 14 national/regional languages. Subscription fees start 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 dittoTV. Zee5's 170,000 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 live TV channels. Zee5's monthly all access pack costs Rs99/US\$1.35.

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).

Banjay Asia

Banjay 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: Bollywood* (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 premiered in July 2021.

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 2,000 half hour episodes (April 2021).

Dharma Productions

Dharma Productions was founded in 1976, producing its first film *Dostana* starring Amritabh Bachchan. The company has produced more than 40 Hindi films, including 2021's *Finding Anamika*, *Fabulous Lives of Bollywood Wives* and 2020's biographical film *Gunjan Saxena: The Kargil Girl*, which were picked up by Netflix.

EndemolShine India

Established in 2015, EndemolShine 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 produces 2D/3D animation content for clients including Cartoon Network, Pogo, Discovery Kids, Hungama and Disney.

Ideas Entertainment

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

Mango People

Founded in 2011, Mango People produced docu *Feelin Alive S2* (2020) for 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*.

Sol Productions

Sol Productions' managing director & founder Fazila Allana is perhaps best known for long-running celebrity talk show *Koffee with Karan*, which she produced for 15 years for Star. She also produced romantic drama *Kahaan Hum Kahaan Tum*, which ran from 2017 to 2020, among many others. Her latest show is Amazon Original series *LOL*

– *Hasse Toh Phasse*, a reality duel between comedians to see who can keep a straight face the longest. Allana along with Kamna Menezes, founded Sol Productions in January 2003 and over these past 18 years, they have produced over a 100 shows across 40+ platforms.

Sphereorigins Multivision

Founded in 2002, Sphereorigins Multivision primarily engages in the production of TV programming. 2021 production credits include the iconic soap *Balika Vadhu*, which ran for more than 2,200 episodes between 2008 and 2016, and returned in August 2021 on Viacom18's entertainment Colors channel.

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 over 75 films since it was founded in 1970. Services range from production to post production, domestic/international distribution, licensing and merchandising.

Telcos

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 354.5m subscribers in India (Sept 2021).

BSNL

State-owned telco BSNL provides fixed line and mobile telephony, internet, digital television and IPTV services. At the end of September 2021, BSNL had 24.15 million broadband subscribers (5.05 million wired and 19.01 million wired).

Mahanagar Telephone Nigam Limited (MTNL)

State-owned telco MTNL offers fixed-line, GSM/CDMA cellular and broadband services. MTNL had 6.074 million broadband subscribers in Delhi and Mumbai areas in September 2021.

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 443.8 million subscribers (August 2021).

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. VI had 271 million subscribers in August 2021.

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.

Contentasia Screenings



The Mole, Bomanbridge Media



New Gold Mountain, All3Media International



Twist of Fate, Kanal D International



Undercover, JTBC Studios



ABC News 7/30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings



World of Himmapan, (Pipob Himmapan), BEC World



Voice In The Rain, Viu



Las Wildlife

The Last Wildlife – Anan, Wangpeng & Me, HONG PICTURES



Wife on Duty, JKN Global Media



Kalel, 15, Signal Entertainment

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www.contentasia.tv contentasia

What's on where...

January 2022	18-20	NATPE Miami	Hybrid
March 2022	14-17	Hong Kong FILMART	Online
	29	AVIA: Piracy Over the Top	
	30-31	AVIA: OTT Summit	
April 2022	1-6	Canneseries	Cannes, France
	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Formats	Cannes, France
	29	AVIA: Future of Video India	
May 2022	31	AVIA: Satellite Industry Forum	
June 2022	1-3	BroadcastAsia & CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	28 June-1 July	MIP China	Online
	29	AVIA: Indonesia in View	
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	Online
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	24-26	TIFFCOM	Tokyo, Japan
November 2022	7	AVIA: Policy Roundtable	
	8	AVIA: The State of Piracy Summit	
	9-10	AVIA: Asia Video Summit	
	23-24	Dubai International Content Market	Dubai
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore

* As of 10 December 2021

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



Peppa Pig beats Money Heist in Taiwan

High demand for animation & superheroes

Hasbro's *Peppa Pig* pushed Netflix's *Money Heist* into second place in Taiwan for the week of 30 November to 6 December on an overall list that shows outsize demand for animated titles – and Japanese manga in particular.

Six of the programmes on the top 10 overall demand list for the week were animated, according to data science company, Parrot Analytics.

Disney+, which launched in Taiwan in November, took five of the top 10 spots

on the digital list, but it lost out to Netflix for #1, which went to *Money Heist* with 8.42 times demand for an average show in the market for the week. Disney+'s top show of the week was *Star Wars: The Bad Batch*, with just over 6x demand.

Netflix took three spots on the Top 10 digital list, including two of the top three.

Amazon Prime Video was at #4 with U.S. epic fantasy series, *The Wheel of Time*, which premiered on 19 November.

Top 10 overall TV shows: Taiwan

Rank	Title	Difference from Market Average
1	<i>Peppa Pig</i>	8.8x
2	<i>La Casa De Papel (Money Heist)</i>	8.42x
3	<i>Shaman King (シャーマンキング)</i>	8.34x
4	<i>Attack On Titan (進撃の巨人)</i>	8.13x
5	<i>Doctor-x</i>	7.66x
6	<i>PAW Patrol</i>	7.45x
7	<i>South Park</i>	7.01x
8	<i>Detective Conan</i>	6.76x
9	<i>Star Wars: The Bad Batch</i>	6.05x
10	<i>My Hero Academia</i>	6.04x

Top 10 digital originals: Taiwan

Rank	Title	Platform	Difference from Market Average
1	<i>La Casa De Papel (Money Heist)</i>	Netflix	8.42x
2	<i>Star Wars: The Bad Batch</i>	Disney+	6.05x
3	<i>Arcane</i>	Netflix	5.89x
4	<i>The Wheel of Time</i>	Amazon Prime Video	4.47x
5	<i>Titans</i>	HBO Max	4.21x
6	<i>Hawkeye</i>	Disney+	4.2x
7	<i>WandaVision</i>	Disney+	3.96x
8	<i>The Falcon and the Winter Soldier</i>	Disney+	3.95x
9	<i>The Witcher</i>	Netflix	3.82x
10	<i>Loki</i>	Disney+	3.74x

Date range: 30 November-6 December, 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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