

CK Lee joins Eclat Media's SpoTV

Veteran sports TV exec
decamps to Singapore
after 24+ years at Astro

One of Asia's most experienced sports TV execs – Choong Khay (CK) Lee – is joining Eclat Media Group's new Asian sports network, SpoTV, next month, just shy of his 25th anniversary with Malaysia's Astro.

Lee, who joined Astro in 1997 in the very early days of pay-TV in Asia, is shifting to Singapore before the end of this year to take up his new role with Mitch Hong's Seoul-based sports/media network.

No public announcements have been made on Lee's appointment.

Astro has also not yet said who its new sports head will be.

Eclat Media went live in October with eight carriage agreements for its two channels – SpoTV and SpoTV2 – in Malaysia (Astro, Telkom Malaysia), Singapore (Singtel, StarHub), Philippines (Skycable), Thailand (TrueVisions), Macau (Macau Cable TV) and Mongolia (Univision).



CK Lee



Toonz Kids channel debut

Linear channel launch on Indonesia's Transvision



Sinbad, Toonz

India's Toonz Media Group kicked off its Asia entertainment platform expansion strategy this weekend with a new kids pay-TV channel on Indonesian satellite TV network Transvision.

The bilingual Toonz Kids channel, targeting audiences from four to 12 years old, airs in Bahasa and English.

Toonz Media Group CEO, P. Jayakumar, said Indonesia's attraction was its "fast-growing kids entertainment industry".

The channel – Toonz's maiden venture into linear pay-TV in the region – banks on the 22-year-old media company's multi-genre library of 1,000+ hours.

Toonz announced expansion of its platform entertainment business, under new unit Toonz Media Networks, in October this year. The unit is headed by former Zee Entertainment chief operating officer, Mukund Cairae.

Roll outs are also being planned in Malaysia, Singapore, the Middle East and North Africa.

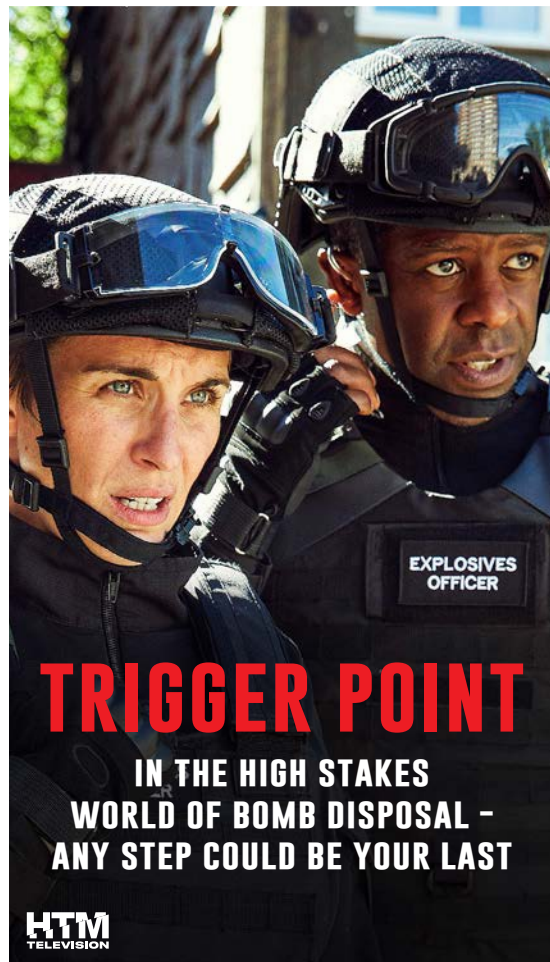
Cairae said during the launch that the group would be exploring content partnerships for animation and e-Sports, among other genres, with Indonesian production houses.

Toonz, which has worked with brands such as WarnerMedia, Sony, Disney, Nickelodeon, Dreamworks and Lionsgate, already has a powerful digital presence, with 18 YouTube channels and 18 million plus subscribers, as well as its own OTT platform, MyToonz. It also has content syndication partnerships with VoD platforms including Rooku, Kidoodle, Amazon Prime and Pluto TV.



Dec premiere for RTHK's *Between Us*

Hong Kong's public service broadcaster, Radio Television Hong Kong (RTHK), says it hopes to premiere original drama series, *Between Us*, directed by former TVB actor Deng Jiahong, at the end of this year. The anthology series, which involves love among the elderly, is part of RTHK's effort to work with a broader range of TV directors.



@all3media_int
all3mediainternational.com

Edge-of-your-seat thrillers

AIM3
MEDIA
INTERNATIONAL

Strong start for SBS, Viu original, *Now We Are Breaking Up* US\$7.6 million Korean drama debuts with 8% audience share

Korean free-TV network SBS's new Friday/Saturday prime-time 10pm romantic drama, *Now We Are Breaking Up*, made a triumphant debut this weekend, with 6.4% audience share (1.15 million viewers) for episode one on Friday night rising to 8% (1.5 million viewers) for the second episode on Saturday (13 November).

Regional streamer Viu invested in the 16-episode drama by Samhwa Networks and United Artists Agency, and airs the series as a Viu Original with a same-day exclusive window.

The series budget is KRW8.96 billion/US\$7.6 million, or about US\$500,000 per episode.

The size of Viu's investment has not been disclosed.

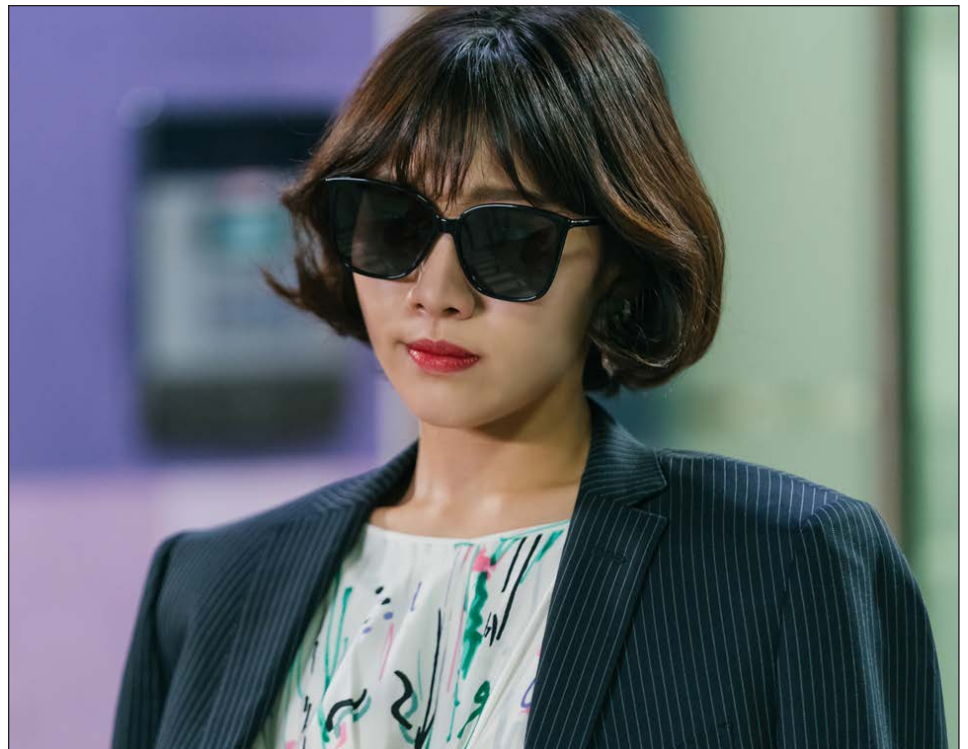
Written by Je In and directed by Lee Gil-bok, *Now We Are Breaking Up* stars Song Hye-kyo (*Autumn in My Heart*, *Descendants of the Sun*) as the head of a fashion company's design department who prioritised her own stability above all else. The role is Song Hye-kyo's first TV drama in two years.

Jang Ki-yong plays a rich photographer. When the pair meet, they unwittingly start to change each other's minds.

The series replaces the 16-episode *One The Woman* on SBS, which closed on 6 November with a national average audience share of 17.8% and an audience of more than 3.2 million for the finale.

The Friday-Saturday slot was also home to SBS hit, *Penthouse 2*, which hit an average audience share of 29.2% for the second part of episode 12 in March this year.

Now We Are Breaking Up is part of a



Now We Are Breaking Up

strong year-end for Viu, which follows with the premiere of *One Ordinary Day* on 26 November at the same time as on streaming platform Coupang Play in Korea. The Chorokbaem Media series is said to have a budget of more than US\$20 million.

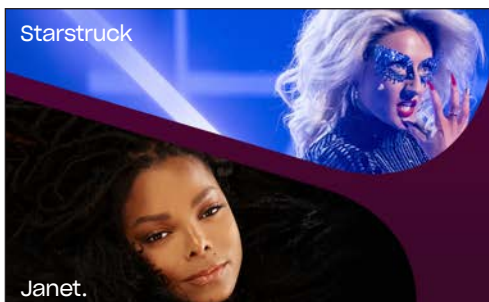
One Ordinary Day, an adaptation of BBC Studios' *Criminal Justice*, stars Kim Soo Hyun as a student whose life turns upside down when he becomes the prime suspect in a murder.

Meanwhile, other new series are returning unspectacular results. Studio Dragon's 12-episode apocalyptic thriller, *Happiness*, for CJ ENM's tvN, hovered

at the 3% share mark for its third & fourth episodes this weekend, hitting a series-to-date nationwide high of 3.574% on Friday night (12 November).

The high-hype *Jirisan* still hasn't managed to top its audience share high of 10.663% for episode two on 24 October.

This weekend's ratings for the show about mountain rangers were a steady 7.87% for episode seven on Saturday night and 7.908% for episode eight on Sunday night. This brings the series to the half-way mark of its 16-episode run to 12 December. The series' low so far was 7.850% for episode three on 30 October.



Starstruck

Janet.

Explore the new
Banijay Rights
catalogues

[CLICK HERE](#)



Screw

Signora Volpe

Netflix sets Vietnam free

First trial in Asia for the \$0 no-ads plan

Netflix launched a free service for Vietnam's Android phone users this month – the first country in Asia and the second in the world after Kenya to trial a \$0 ad-free offer.

The free plan, which offers access to a selection of titles as well as features such as multiple profiles,

recommendations and parental control, launched on Thursday, 11 November.

Netflix says a download feature will be added to the free plan in the coming months.

The platform hasn't said how long the free campaign will run for.

Mongol TV returns ITV's *The Voice*

Season three set for Q1 2022 premiere



The Voice of Mongolia S3 studio setup, Mongol TV

Privately owned Mongolian broadcaster, Mongol TV, returns the local adaptation of ITV Studios' singing talent show, *The Voice*, for a third season in the first quarter of 2022.

Broadcast details have not been disclosed.

Registration for auditions was announced in January this year.

The reality format debuted on Mongol TV on 21 January 2018 (22 eps), followed by a second season (26 eps), which aired from 19 January to 14 June 2020. Season two was preceded by a special New Year's Eve preview of episode one on Mongol TV.

In Asia, local versions of *The Voice* have been sold/aired in, among others, Indonesia (MNC), Vietnam (VTV, plus the kids version), Thailand

(Channel 3, plus the kids version), India (on Disney+ Hotstar/StarPlus, plus the kids version) and a teen spin off, *Filipino's The Voice Teens* in the Philippines on ABS-CBN.

Mongolia has been a relatively healthy market for formats acquisitions, with a high appetite for testing new titles.

Other formats acquired by broadcasters in Mongolia include ITV Studios' game show, *5 Gold Rings* (October 2021, Central Television); BBC Studios' *Dancing With the Stars* (Q1 2021 on Mongol TV); All3media International's *CashCab* and *Cash at Your Door S2* (2020, EduTV); and Banijay Rights' factual entertainment series, *Secret Life Of 5 and 6 Year Olds Mongolia S2* (September 2020, Mongol TV).

federation
kids & family



26 HALF HOURS

Meet us at
ATF ONLINE+



the journey of Drama

atf ASIA TV FORUM & MARKET

KANAL D
INTERNATIONAL

Q3 win for Japan's Hitoshi Matsumoto

Comedian hosts 2 of TVer's top 3 variety shows in Q3

TVer's Most-watched Variety Shows (July-September 2021)			
Rank	Programme	Original release	Broadcaster
1	Wednesday's Downtown	23 April 2014 - ongoing	TBS
2	London Hearts	18 April 1999 - ongoing	TV Asahi
3	Hitoshi Matsumoto no Sake no Tsumami ni naru Hanashi	2 April 2021 - ongoing	Fuji TV
4	Achikochi Audrey	5 Oct 2019 - ongoing	TV Tokyo
5	The First - BMSG Audition 2021	2 April-13 Aug 2021	Nippon TV
6	Monday Late Show	28 Aug 2017 - ongoing	Nippon TV
7	Suddenly, Can I Occupy It?	15 April 2020 - ongoing	Fuji TV
8	TV Chidori	9 April 2012 - ongoing	TV Asahi
9	Ariyoshi no Kabe	8 April 2020 - ongoing	Nippon TV
10	Aiseki Shokudō	8 April 2018 - ongoing	TV Asahi

Source: Video Research "Programme Playback Ranking July-Sept 2021" report, released by TVer on 4 November 2021

Tokyo Broadcasting System Television's (TBS) long-running series, *Wednesday's Downtown*, won the variety stakes on online platform TVer in Q3 2021, giving show host, Japanese comedian Hitoshi Matsumoto, two of the top three spots for the genre during the quarter, according to audience measurement agency Video Research's new "Programme Playback Ranking".

Matsumoto co-hosts *Wednesday's Downtown* (*Suiyoubi no Dauntaun*) with Masatoshi Hamada. He also hosts Fuji TV's 2021 show, *Hitoshi Matsumoto no Sake no Tsumami ni naru Hanashi*, which placed third.

Wednesday's Downtown premiered on TBS in April 2014. It is the only show from TBS on the Q3 variety programming chart.

The quarterly report measured total videos viewed on TVer, set up in Oct 2015 by Japanese commercial stations – Nippon TV, TV Asahi, TBS, TV Tokyo and Fuji TV.

In second place was another long-

runner, TV Asahi's *London Hearts*. The show debuted on 18 April 1999 and is the oldest variety title on the top 10.

Variety shows, traditionally favoured by men, had for the first time more than 80% female viewers for Nippon TV's *The First – BMSG Audition 2021*, TVer said. The show ranked fifth.

The First – BMSG Audition 2021 is a quest to find boy group members under the label of Japanese rapper Sky-Hi. Auditions aired from April to Aug in Nippon TV's daily morning band, *Sukkiri*, and on Hulu Japan.

Today, Nippon TV continues to carry updates about the show in the morning band and across prime time slots.

The ad-supported TVer offers upwards of 400 catch-up titles and hit 40 million downloads in Aug 2021, with 34.8m monthly active users in July 2021. Its highest ever total video views was in Oct 2021 with 206m (Video Research).

Report on TVer's Q3 2021 top overall shows is available at www.contentasia.tv/November2021





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

www.asiapacificscreenawards.com



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



Pakistan's PEMRA criticised for new BOL News ban

Pakistan news channel, BOL News' long-running clash with the country's media authorities has resurfaced with a new ban, issued to cable operators without, the network alleges, notice or warning.

The Pakistan Electronic Media Regulatory Authority's (PEMRA) new ban, issued at end October, has been widely criticised.

Pakistan's Federal Union of Journalists (condemned the suspension as "illegal, unlawful and without any jurisdiction".

PEMRA said its action against BOL News followed the channel's violation of a ban on media coverage of Pakistan's far-right extremist Islamic political party, Tehreek-e-Labbaik Pakistan (TLP).

Rejecting government reasoning, critics said the move was just another attempt to stifle freedom of expression in Pakistan.

PEMRA banned TLP in April this year for, among other reasons, engaging in terrorism and threatening the country's peace and security. PEMRA also accused TLP of attempting to create anarchy. Coverage of banned organisations is prohibited.



Sesame Workshop ties up with Japan's U-Next

Sesame Workshop and Japan's U-Next have tied up on a multi-year SVOD exclusive to deliver new content for families in Japan. The partnership covers TV shows, read-along videos and e-book titles. Exclusive 2022 content includes *Sesame Street's 50th Anniversary Celebration* and *Mecha Builders*.

Disney+ hits 11 markets in Asia Pacific

No launch dates confirmed for Philippines, Vietnam

Disney+ ticks another three markets off its launch list this month, with rollouts in South Korea and Taiwan on Friday (12 Nov), followed by Hong Kong tomorrow (16 Nov).

The new services give the U.S. streamer a presence in 11 Asian countries, leaving the Philippines and Vietnam to complete the map of major markets in the region (excluding China, where legal distribution of foreign streaming platforms is still

banned), plus smaller markets and those with a more difficult subscription environment, such as Myanmar, Macau, Laos, Cambodia and Bangladesh.

Alongside the Korea/Taiwan rollouts, Disney+ premiered TBS Japan's Sunday night drama, *Tokyo MER*, and first two episodes of Korean variety show, *Outrun By Running Man*, the first spin off of SBS variety show, *Running Man*).

Disney+ subscription rates in Asia Pacific

Country/Territory	Launch	Monthly	Annual
Hong Kong	16-Nov-21	HK\$73 (US\$9.36)	HK\$738 (US\$94.70)
Taiwan	12-Nov-21	NT\$270 (US\$9.71)	NT\$2790 (US\$100.34)
Korea	12-Nov-21	KRW9,900 (US\$8.48)	KRW99,000 (US\$84)
Singapore	23-Feb-21	S\$11.98 (US\$8.85)	S\$119.98 (US\$88.62)
Japan	11-Jun-20	¥990 (US\$8.68)	¥9,900 (US\$86.70)
Australia	19-Nov-19	AU\$11.99 (US\$8.74)	AU\$119.99 (US\$87.50)
New Zealand	19-Nov-19	NZ\$12.99 (US\$9.11)	NZ\$129.99 (US\$91.18)

Disney+ Hotstar in Asia Pacific

Country/Territory	Launch	Monthly	Annual
Thailand	30-Jun-21	THB99 (US\$3)	THB799 (US\$24.35)
Malaysia	1-Jun-21	RM54.90/3 months (US\$13.18/3 months)	NA
Indonesia	5-Sep-20	Rp39,000 (US\$2.74)	Rp199,000 (US\$13.99)
India	3-Apr-20	NA	<ul style="list-style-type: none"> Disney+ Hotstar Premium Rs1,499/US\$20.14 (4 screens) Disney+ Hotstar Super Rs899/US\$12.08 (two screens) Disney+ Hotstar Mobile Rs499/US\$6.70 (one mobile device)

Standard rates as of 12 Nov 2021, conversions to USD via XE.com as of 12 Nov 2021

2021 SINGAPORE MEDIA FESTIVAL
ASIAN STORYTELLING, REIMAGINED

#SGMediaFest

Participating Events

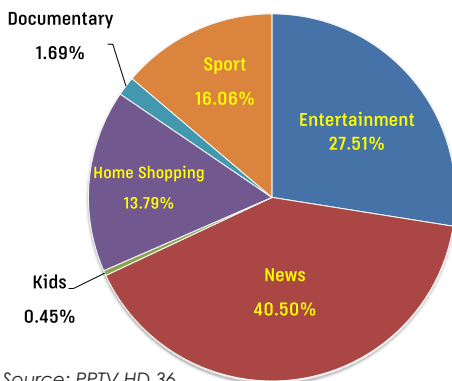
Hosted by

SG-listed G.H.Y reports S\$17.8m production spend from Aug-Nov 2021

Singapore-listed production house, G.H.Y Culture & Media Holding spent S\$17.8 million/US\$13.2 million on production costs for ongoing drama and film projects from 6 August to 5 November this year, the company disclosed in a notice to the Singapore Exchange on Friday (12 November). This leaves G.H.Y with a balance of a little over S\$20 million/US\$14.8 million from the original S\$64.5 million/US\$47.7 million allocated after its IPO. The company received net proceeds of about S\$101 million/US\$74.7 million from its IPO in December 2020. The balance on 5 November was S\$48.5 million/US\$36 million.



Thailand's PPTV ups news to above 40% of schedule in 2022



Source: PPTV HD 36

Thai free-TV channel PPTV HD 36 has upped news to 40% of its broadcast schedule, with further increases planned for 2022. News previously made up between 34%-35% of the schedule. To drive the increase, PPTV has appointed overseas correspondents around the world, including in Taiwan, Germany and the U.S. The international push runs alongside domestic initiative, News Reporter Volunteer Project, designed to draw in communities around the country in addition to regular news reporting networks.

Kids experiment for Mediacorp's CNA News channel series to run until end-January 2022



Mind Blown!, CNA/Mediacorp

Mediacorp's dedicated news channel, CNA, heads into month three of its first-ever production experiment with kids content with, among other topics, a focus on robots, wildlife, e-sports and criminal forensics.

Spearheading the venture into factual content for kids is half-hour series, *Mind Blown!*, an in-house production by CNA's current affairs team and Mediacorp's children's commissioning team for the free-TV "Okto on 5" block on English-language Channel 5 and on streaming platform meWatch.

Upcoming episodes ask questions such as, 'Will humans be replaced by robots?', 'Is Singapore a clean or cleaned city?', and 'Can we live underground?'.

Hosted by familiar faces such as JJ Neo and Joakim Gomez, and assisted by an AI sidekick BzBot, *Mind Blown!*, premiered on 15 August this year and runs until 30 January 2022. New episodes air

on Sundays at 10.30am.

Mediacorp says the initiative is part of its ongoing effort to explore new formats to serve young audiences, leveraging CNA's expertise in news and current affairs.

The aim for *Mind Blown!* is to tackle general knowledge and other real-world topics in a fun and entertaining way, Mediacorp says.

Each half-hour episode explores "the strangest myths, misconceptions, and modern-day mysteries of our world", with clips "designed to convey bite-sized information in a light-hearted and enjoyable way".

Subject matter is derived from four content buckets – nature, trending topics, evergreen/always relevant conversations, and current affairs.

Mediacorp has not yet said if the series will be renewed or if the CNA for kids initiative will continue.

OUT NOW!



Sound On: Industry leaders take the mic

Interview: Indonesia's Manoj Punjabi

Plus: Taiwan's TAICCA from the inside,
streaming insights & more

All in ContentAsia's November magazine

For editorial info, contact Janine at janine@contentasia.tv
To advertise in any of *ContentAsia's* publications or online,
contact Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
or Leah at leah@contentasia.tv (Americas and Europe)

www.contentasia.tv

[f](#) [@](#) [▶](#) [t](#) [in](#) contentasia



A Very British Scandal

Based on the infamous 1963 divorce case and sex scandal, *A Very British Scandal* focuses on the divorce of the Duke and Duchess of Argyll: Ian Campbell and Margaret Campbell. Their public fall-out led to one of the most notorious, extraordinary, and brutal legal cases of the 20th Century, which all played out in the white-hot glare of the 1960s media. Length: 3x60 mins **Sony Picture Television** 2/F, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong T: +852 2913 3772



Screw

A prison drama like no other, told through the embattled, inspiring characters who work there. The diverse gang of officers in charge at Long Marsh men's prison each have their own unique take on the job. Blackly comic, refreshingly absurd, and violently shocking, their stories powerfully reveal that there's more to life in prison than we know. In charge of C-Wing is Leigh Henry (Nina Sosanya), a career officer who'd do anything for her prisoners – but she has a secret that if discovered, could cost her the job – and even her liberty... Length: 6x60 mins **Banijay Rights** c/o Endemol Shine Asia Limited, 16th Floor, Lotus Grandeur, Veera Desai Road, Extension, Mumbai – 400053, Maharashtra, India T: +91 22 421 64054



Strawberry Shortcake: Berry in the Big City

Strawberry Shortcake has big dreams to "bake the world a better place" which is why she is headed to BIG APPLE CITY! It's not gonna be easy, but with the help of her new 'berry besties', a lucky mixing spoon and her new food truck, Strawberry Shortcake can't WAIT to show the world what she can do! Length: 80x4 mins **WildBrain** 25 York St., Suite 1201, Toronto, Ontario M5J 2V5 Canada T: +1 416 363 8034



A Year On Planet Earth

A Year on Planet Earth is an ambitious and innovative new natural history series, with a unique narrative approach, showcasing the many wonders of the world, revealing the incredible ways in which all life is connected and how massive natural events affect the lives of individual animals. It's the first time this has been done in a global natural history landmark. Combining extreme weather, breath-taking landscapes, epic wildlife spectacles and lovable animal characters, this series reveals our planet in a completely new light to showcase our planet in all its magic, majesty and fragility. Length: 6x60 mins (Series 1) **ITV Studios** 31/F Reception, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong T: +852 3665 7370 M: +852 9668 7498



Tavern by the Lethe

By the end of their "Underworld lifetime", the Underworld residents will receive a reincarnation notification, which means the transmigrators have to go to Naiho Bridge and have Bing-po's special soup to erase all their memories. Later, they cross the River Lethe and go to their next life. Those transmigrators who have regret and pain and refuse to have the soup will get a card from Bing-po and be sent to Bing-po's Tavern. The staff of the tavern need to fulfill their wishes in seven days, or else they are going to become red spider lilies by the River Lethe. Length: 30x45 mins **Wutong Cultural Enterprise Co., Ltd.** 6F., No. 916, Zhongzheng Rd., Zhonghe Dist., New Taipei City, Taiwan T: +886 2 8228 1155

FriendZSpace

Alice, Leo and Kim are three best friends who may seem like regular human kids, but behind their normal facade they are risk-taking, deep space friend makers! Each episode follows the three kids as they jet into space in their unpredictable star cruiser, "The Dart". Accompanied by BotDog (half puppy and half high-tech Swiss army knife) their mission is simple and wonderfully weird: locate planets, find alien kids, introduce themselves, and make friends. But making friends with alien kids is tricky! *FriendZSpace* is all about kids and kid culture — alien and human— it's about embracing our differences and getting into exciting trouble in the process! **Studio 100 Media Studio** 100 Media GmbH, Neumarkter Str., 18-20 81673 Munich, Germany T: +49 89 960 8550





Thistle

Maria is going through a major crisis: she has problems with drugs, a toxic relationship with sex, she is broke and dissatisfied with her body. She tries to master her life, but without any real introspection and with a feeling of emptiness that leads her to a total lack of responsibility. After years working as an actress, she decides to leave her world behind and give meaning to her existence by helping a 75-year-old woman to avoid the closure of her flower shop. After a humiliating encounter, she suffers an accident that will force her to face some uncomfortable truths. Length: 6x30 mins (Season 1) **Atresmedia** Calle Isla de Graciosa, 13. 28073, San Sebastián de los Reyes, Madrid, Spain T: +34 916 230 254

Ana's Revenge

This is the story of Analia Guerrero, a young and beautiful woman who decides to take revenge on the man who killed her mother, Guillermo Leon Mejía, a prominent politician who is running for president. On her path to revenge, Analia faces facts that challenge her decision; however, she will connect with other women experiencing similar situations and she will bring justice in the name of each one of them. Length: 56x60 mins **Caracol Televisión** 150 Alhambra circle. Suite # 1250. Miami, FL, 33134 U.S. T: +1 305 960 2018



Rebecca

Rebecca follows a tormented yet brilliant Parisian detective who is battling depression and a series of blackouts while piecing together a brutal murder investigation that increasingly brings her inner circle and past investigation into the unfolding story. A fast-paced thriller set in Paris, *Rebecca* is based on the global hit series *Marcella*. Anne Marivin (*Call My Agent!*) takes the lead alongside Benjamin Biolay (*Capitaine Marleau*). A TF1 Original, *Rebecca* is directed by Didier Le Pêcheur (*Innocents*) and co-written by Le Pêcheur and Delphine Labouret (*Innocents*). Length: 8x60 mins **Cinefix Rights** 1st Floor, 1 Lorenzo Street, London, WC1X 9DJ, U.K. T: +44 (0) 20 3179 5050



Da Next

Da Next is a no television – all digital talent show format that has taken global TV audiences by storm for decades. An innovative grass-root digital-first talent competition, dedicated to young viewers. Mentors and influencers encourage their fans to audition on Instagram, YouTube and Tik Tok. Two teams of six are chosen to work with a mentor and record a song. Once the recordings are shared on social media, contestants, mentors, influencers and fans race towards the grand finale, to earn the most digital engagement and win the competition. Length: n/a **Dori Media Group** 2 Raul Wallenberg st, Tel Aviv 6971901, Israel T: +65 8338 3719



The Responder

The Responder follows Chris (Martin Freeman, *The Hobbit*, *Sherlock*, *Breeders*, *Fargo*), a crisis-stricken, morally compromised, unconventional urgent response officer tackling a series of night shifts on the beat. Whilst trying to keep his head above water both personally and professionally, Chris is forced to take on a new rookie partner Rachel (Adelayo Adedayo, *Unsaid Stories*, *Timewasters*, *The Capture*). Both soon discover that survival in this high pressure, relentless, night-time world will depend on them either helping or destroying each other. Length: 6x60 mins **Fremantle** Fremantlemedia Asia Pte Ltd, 3 Fusionopolis Way, #06-21, Symbiosis, Singapore 138633, Singapore T: +65 6307 7226

Kamaz. Extreme Racing

Screeching sands, overheating engines, life-shattering accidents and courage – all of it came together in this brand-new sports drama. Based on the real stories from Kamaz Master racing team and played by top stars, the series grips viewers from the first scene and won't let go until the last moments. The lives of 'Tsars of Dakar' are fascinating and dramatic. Add the generation conflict, the first female racer, impossible romances and spectacular stunts – and you'll get a real show-stopper. Length: 8x48 mins **NTV Broadcasting** 12, Akademika Koroleva Str., 5 Argunovskaya st., 127427 Moscow, Russia T: +7 495 725 5146



COMING SOON

DECEMBER 2021

contentasia

December 2021

ONE-HOUR DRAMA
3 EPISODES
UK PREMIERE:
26th - 28th DEC, 2021

The Sony Chronicles

A NEW SET OF REVELATIONS FROM THE DUCHESS: This modern excavation reveals rampant historical misogyny and uncovers hidden truths behind the Duchess's downfall.

Vol. L 1 SONY PICTURES TELEVISION PRESENTS sonypictures.com/tv

A VERY BRITISH SCANDAL

- THE DUCHESS OF ARGYLL -

BASED ON PROVOCATIVE, REAL-LIFE EVENTS.



STARRING GOLDEN GLOBE® AND PRIMETIME EMMY® WINNER CLAIRE FOY & PAUL BETTANY

Duke and Duchess' divorce one of most turbulent court cases of 20th century

SUPPORTING CAST

 Paul Bettany as Sir Campbell	 Julia Davis as Heaven	 Sophia Myles as Lucia "The One"	 Amanda Drew as Frances	 Richard McClellan as George Wigham
--	---	---	--	--

Margaret, Duchess of Argyll went from international style icon to disgraced divorcee.

Contact your Sony Sales Representative for a sneak peek or log on to [Connect.SonyPictures.com](https://connect.sonypictures.com) to find out more.

© 2021 Sony Pictures Entertainment. All Rights Reserved.

SONY PICTURES TELEVISION

#Onehope 2022 Media execs with Asian businesses share their single biggest business hope for 2022

Plus: What we think 2022's biggest trends and influences will be

All in ContentAsia's December magazine

For editorial info, contact Janine at janine@contentasia.tv
To advertise in any of *ContentAsia's* publications or online,
contact Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
or Leah at leah@contentasia.tv (Americas and Europe)

www.contentasia.tv

     contentasia

Hong Kong

In numbers

Population (June '21)	7.394m
Households (Aug '21)	2.689m
Avg. household size (Aug '21)	2.7
TV households (Nov '20)	2.547m
Total TV audience (4+, Nov '20)	6.554m
Total TV prog svc licences (Sept '21)	35
- Domestic free TV prog licences.....	3
- Domestic pay TV prog licences.....	2
- Non-domestic TV prog licences.....	10
- Other licensable TV prog licences.....	20
DTT penetration (Oct '20)	95%
Pay TV households (Dec '20)	2.084m
Pay TV penetration (Dec '20).....	77.6%
Internet service providers (Sept '21)....	281
B/b internet subs (July '21).....	2.91m
Bb H/H penetration (July '21).....	96.3%
FTTH/B penetration (June '21).....	79.9%
FTTH H/H penetration (June '21).....	59.9%
FTTB penetration (June '20).....	20%
Mobile phone subs (July '21).....	23.5m
Mobile sub penetration (June '21)..	306.4%
Mobile network operators (Sept '21).....	5
Res fixed line penetration (May '21)..	80.7%
Local fixed network ops (Sept '21).....	27

Source: Census and Statistics Department (population, households), Office of the Communications Authority (TV, internet, mobile)

Free TV

Fantastic TV Ltd

Fantastic TV (FTV), owned by i-Cable Communications, operates two free TV services – Cantonese GE channel Hong Kong Open TV (launched May 2017 as Fantastic Television, rebranded Oct 2018 as Hong Kong Open TV) and English channel, Hong Kong International Business Channel (launched 30 July 2018) offering news/info in English and Putonghua. i-Cable Communications received its free-TV licence in May 2016. The licence runs to May 2028, with a mid-term review in 2022. FTV aims to launch a third digital channel, pending regulator's approval by Dec 2021.

HKTVE

PCCW's HK Television Entertainment (HKTVE) launched Chinese-language free-TV channel ViuTV in Mar 2016; commercial services started in Apr 2016. ViuTV, which has an average monthly audience reach



World Health & Wellness Organization, hosted by Priscilla Wong and Yoyo Chen, a myTV Super original lifestyle programming (airing since 14 September 2021)

of four million (Dec 2020), airs factual ent, drama, news, kids & sports. HKTVE launched 2nd free-TV service – English-language ViuTVsix – in Mar 2017, airing talk shows, classic Hollywood movies and live sporting events, among others. In the first six months of 2021, ViuTV/six supplied over 2,900 hours of in-house content to sister Viu OTT and other platforms.

Radio Television Hong Kong (RTHK)

RTHK was set up in 1928 with government funding to provide public service content. The aim for 2020-21 is to provide 1,830 hours of first-run TV programmes and the projected TV output by genre are: 16.8% current affairs, 16.4% civic education, 16% arts/culture, 15.8% continuing education, 15.2% arts and culture, 14% special interests group, 12.8% youth/children, and 9% mainland affairs. RTHK operates three digital terrestrial TV channels – RTHK TV31, RTHK TV32, RTHK TV33 – launched in 2014. The total transmission hours for 2020-21 is 26,280 hours. Flagship channel RTHK TV31 airs current affairs, education, arts and culture programming. RTHK TV32 covers live events, including Legislative Council meetings. RTHK TV33 is a relay of China Central Television's CCTV-1. RTHK also operates online/mobile TV/ radio apps.

Television Broadcasts Ltd (TVB)

TVB (est. Nov 1967) operates five digital terrestrial television channels – Jade (Cantonese); Pearl (English); TVB News (24 hr); TVB Finance & Information (24-hr); and J2 (GE, youth-focused). TVB also operates OTT service myTV Super, which had 9.52m users (1.2m paying subscribers mostly STB users) in June 2021 in Hong Kong and TVB Anywhere, with an aggregated global user base of approx 23.6m in June 2021. TVB programmes are licensed worldwide.

Pay TV

Hong Kong Cable Television

Hong Kong Cable Television, owned by i-Cable Communications, launched in 1993 and offers TV, broadband internet, multimedia and telephony services. The platform had 731,000 TV subscribers (plus 200,000 broadband & 74,000 telephone subs) in June 2021. Monthly subscriptions range from HK\$179/US\$23 to HK\$579/US\$74. i-Cable also offers two mobile apps i-Cable News OTT, providing lifestyle/news/finance info; and i-Cable Mobile for live channels and on-demand content. Select content are free. Premium content are accessible only to pay-TV subscribers.

Now TV

Now TV launched in 2003 and offers more than 150 linear TV channels and an on-demand content of in-house, local, Asian and international programming to 1.352m users in Hong Kong (June 2021). In March 2021, Now TV launched Now Studio – a self-curated on-demand content library featuring drama and entertainment from independent and Hollywood studios around the world. Now TV subscribers get free access to live/on-demand Now Player app. Now TV is the media entertainment arm of telco HKT.

Streaming/OTT

Asia Television Digital Media

Defunct free-TV broadcaster Asia Television Limited (ATV), which went off air in April 2016 after 59 years, was reincarnated as an OTT service in Dec 2017. The service launched commercial services in Jan 2018, and now offering acquired content, original series/movies and library content from its two former TV channels. ATV was mostly known for its shows such as *Central Affairs*, *My Date With A Vampire* and the local version of *Who Wants To Be A Millionaire*. Today, ATV also operates its own production company Asia Momentum Media (AMM), launched in 2020 to develop a slate of films, series and variety shows.

Disney+

Disney+ launches in Hong Kong on 16 Nov 2021. The streaming service costs HK\$73/US\$9.37 a month or as an annual subscription priced at HK\$738/US\$94.73. Disney+ will also be available via local partner, Hong Kong Broadband Network (HKBN).

hmvod

Music/DVD retailer HMV Digital China group launched online video streaming platform hmvod in Mar 2017. hmvod offers over 10,000 hours of Hollywood/Asian/international/original movies and TV series to over 80,000 subscribers (March 2021). Available standalone and via telco partners including CSL, Smartone, 3HK, HGC, China Mobile and China Unicom at HK\$88/US\$11.30 a month.

myTV Super

myTV Super launched in Apr 2016, offering multi-screen access to TVB content – drama series from mainland China, Korea, Taiwan and Japan; variety shows and animation; Hollywood, Hong Kong and Asia movies; and live broadcasts of over 55 local/int'l TV channels, including five TVB free-to-air channels and third-party channels. The service is available via mobile app, website, myTV Super decoder for HK\$198/US\$25.40 a month for myTV Gold pack. myTV Super, owned/operated by MyTV Super Ltd, the digital media unit of Hong Kong's dominant terrestrial broadcaster, Television Broadcasts Limited (TVB), had 9.52m registered users, of which 1.3m were paying subscribers, in June 2021.

RTHK

Online/mobile apps, including flagship RTHK On The Go, which offers news, live radio, TV and podcasts; news portal at rthk.hk; RTHK Screen for live webcast/catch-up; and RTHK News in Chinese and English.

Viu/Now E

Hong Kong telco PCCW launched over-the-top (OTT) video streaming service, Viu, in Oct 2015. The freemium ad-supported/subscription platform carries content from Korea, Japan, Mainland China and Taiwan. Viu's biggest selling point is its slate of Korean drama acquired from Korean broadcasters SBS, KBS, MBC, CJ ENM and JTBC. Korean originals include *Now We Are Breaking Up* (Nov 2021), a story about love and breakup; and romantic fantasy period drama, *Lovers of the Red Sky* (Sept 2021). Outside of Hong Kong, Viu is available in Singapore (since Jan 2016), Malaysia (Feb 2016), Indonesia (May 2016), the Philippines (Nov 2016), the Middle East (Feb 2017), Thailand (May 2017), Myanmar (Sept 2018) & South Africa (Mar 2019). Viu had 45 million monthly active users (MAUs), of which 5.3 million were paying subs (Dec 2020). PCCW launched Now E in Hong Kong in May 2018 as a one-stop entertainment platform for millennials with international and Asian drama/movies and sports.

contentasia



www.contentasia.tv

Contentasia Screenings



KOCCA @ www.contentasia.tv/screenings



Be included, contact:

Leah at leah@contentasia.tv (Americas and Europe)
Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
CJ Yong at cj@contentasia.tv (Taiwan and China)

www.contentasia.tv

[f](#) [@](#) [v](#) [t](#) [i](#) contentasia

Production

180 Degrees Production

180 Degrees Production offers full production and location support to local and international production companies. Specialises in TVCs, stills, corporate, featured documentaries, short films and music video content.

Ants Media Asia

Est. in London in 2002. Opened in HK in 2012, providing production services and support for news, sports and documentary content as well as live streaming. Self-shooting producer with full kit start from HK\$6,000/US\$770 for four hours on site.

APV

APV is a film and creative agency working with brands across Asia. Clients include RTHK, Nat Geo and BBC.

Cheeky Monkey Productions

Film/TV production company (founded 2009) creating media from a modern, female perspective. Credits include *The Helper*, *Tuesday Girl*, *Habibti*, *Polo Dolls* (U.S.) and *All Rhyme, No Reason*.

Golden Gate Productions

Incorporated in 1992, producing films and TV programmes such as *Theory of Ambitions* (HK), *As The Light Goes Out* (HK), crime thriller film *Port of Call* (HK), *Lakshmi 2011* (India), *Shadow Boxing III* (Russia), *Perfect Proposal* (Korea), *Suspect* (Korea) and miniseries *One Child* (BBC).

Just Media

Specialises in films, TV programmes (drama, documentary), TV commercials and multimedia programmes for regional/international markets.

Mustard Collective

Mustard (est. 2011) creates original long- and short-form content and provides production services.

RTHK

RTHK has pledged to produce 1,830 hours of first-run TV programmes for 2020-2021 skewed towards current affairs, civic education and arts/culture content.

Salon Films

Launched in 1959, Salon Films provides a range of services, including production, distribution & equipment rental.

Television Broadcasts Ltd (TVB)

Television Broadcasts Ltd (TVB) produces about 600 hours of drama series, 180 hours of sitcom and close to 600 hours of non-drama, including variety shows, travelogue, documentaries and talk shows, a year.

Telcos/Mobile

China Mobile Hong Kong

A wholly owned subsidiary of China Mobile est. Jan 1997. Services include voice, data, IDD and international roaming. CMHK had upwards of five million mobile subscribers in June 2021 and reported 1m+ 5G subscribers in Hong Kong in Oct 2021.

HKBN

Hong Kong Broadband Network (HKBN) offers telecomms solutions for residential and enterprise markets. HKBN is also the exclusive broadband partner of Disney+ in Hong Kong. The telco, with 2.47 million homes passed, had 886,000 broadband residential subscribers (34.1% share) and 254,000 mobile customers in August 2021.

HKT

Provides fixed-line, broadband, mobile comms and pay-TV services. Had 4.477m mobile subscribers and 1.464m residential broadband customers in June 2021.

Hutchison Telecommunications

Part of the CK Hutchison group, the telco offers mobile, fixed and wifi networks. Hutchison had 3.233 million mobile subscribers in June 2021.

SmarTone

The wireless communications carrier provides voice, multimedia, mobile broadband services and fixed fibre services to 2.7m residential/corporate customers (June 2021).

Regulators

Communications Authority (CA)

Established on 1 April 2012 as an independent statutory body, the CA oversees telecoms and broadcasting sectors, makes recommendations on domestic free-TV/pay-TV programme service licences, and deals with public complaints.

Office of the Communications Authority (OFCA)

The Office of the Communications Authority (OFCA) is the executive arm and secretariat of the Communications Authority, responsible for providing executive support to the CA in administering and enforcing the relevant legislation governing the broadcasting and telecommunications industries.

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

What's on where...

November 2021	6 Nov-3 Dec	The Asia Podcast Festival (APF)	Online
	10-14	Taiwan Creative Content Fest (TCCF)	Taiwan
	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
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	
September 2022	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France

* As of 13 November 2021

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



Drama dominates Philippines' demand

Disney's superheroes top digital originals in Q3

Drama – and in particular superhero drama – dominated demand in the Philippines during Q3, according to data science company Parrot Analytics.

Loki was the country's most in-demand digital original for the three months to end September, followed by *WandaVision* in second place.

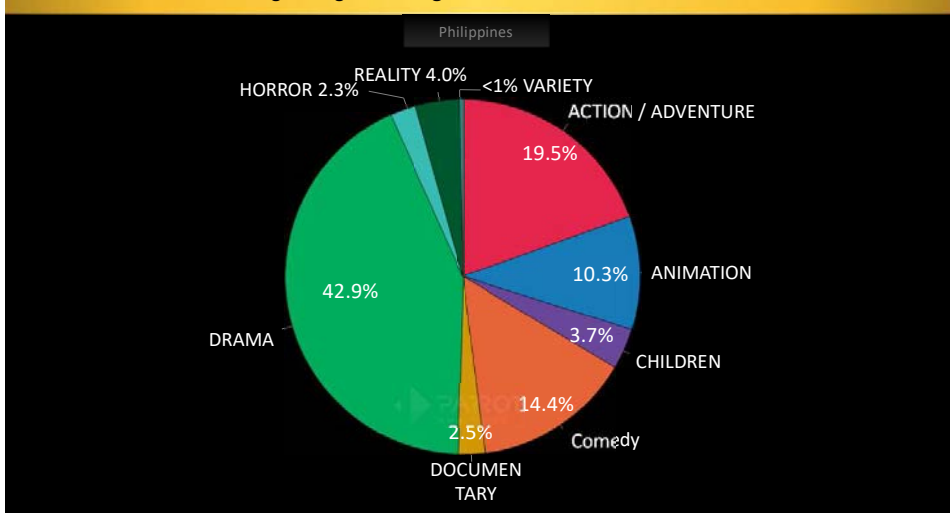
In addition to superhero series, high demand for action fantasy helped boost the overall action/adventure genre in the Philippines during the quarter, Parrot

Analytics said.

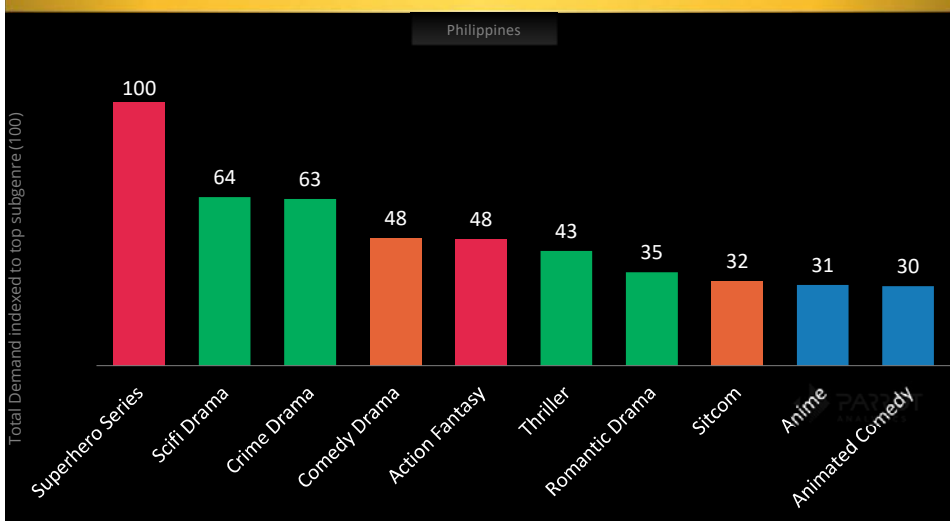
The Philippines was way ahead of global tastes in action/adventure content, with the genre registering almost 20% of demand for digital original series in Q3 compared to the 13.5% global share of demand for this genre.

Audiences also showed strong demand for digital original animated content. Although anime is ever-popular, other types of animated content, such as animated comedy, have also succeeded.

Digital original series genre demand share in Q3 2021



The 10 most in-demand subgenres for digital originals in Q3 2021



Date range: July-September 2021

Demand: The total TV audience demand being expressed for a title across all platforms in a market, compared to the average TV show.



Editorial Director

Janine Stein
janine@contentasia.tv

Assistant Editor

Malena Amzah
malena@contentasia.tv

Events Manager

CJ Yong
cj@contentasia.tv

Research

Rhealyn Rigodon
iyah@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP, International Business Development

Leah Gordon
leah@contentasia.tv

Sales and Marketing (Asia)

Masliana Masron
mas@contentasia.tv

To receive your regular free copy of *ContentAsia*, please email

i_want@contentasia.tv

Published fortnightly by:
Pencil Media Pte Ltd
www.contentasia.tv

Copyright 2021 Pencil Media Pte Ltd. All Rights Reserved.