



Felix To joins Viu

Former TVB production boss to drive regional streaming originals

Hong Kong TVB's long-time production head, Felix To, has joined regional streamer Viu as head of Viu Originals. The appointment, announced this evening, comes as Viu expands its originals, including a new season of Warner Bros' *Pretty Little Liars Indonesia*.

The full story is on page 2



YouTube beats SVOD streamers in Japan

Fischers hammers Netflix, Disney+, Amazon Prime, Apple TV+

YouTube Original show – *Fischers and the Lost Treasure* – has bested anything that the four big global streamers could throw at it in Japan for the week of 8-14 Sept 2021, including Netflix's Japanese series, *The Naked Director*.

The full story is on page 24

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Amazon Prime Video, LADbible Aus tackle racial injustice

29 October premiere for six-part doc, *Unheard*



Unheard

Amazon Prime Video and cause-related social network LADbible have unveiled six-episode investigative documentary series, *Unheard*, which they describe as "giving voices to the victims of racial injustice in Australia".

The first documentary series produced by LADbible Australia Originals, with production funding from Screen Australia, *Unheard* premieres on Prime Video in Australia, the U.S., U.K. Canada, South Africa and New Zealand on 29 October 2021.

The first two episodes will also stream for free on [primevideo.com](https://www.primevideo.com).

Issues covered include Indigenous deaths in custody, attacks towards Asians during Covid, Islamophobia, the vilification of the African community and the treatment of asylum seekers and refugees. The series was created and executive produced by Shahn Devendran, LADbible APAC's head of originals. Writers include Devendran, Jack Steele (*Between Two Lines*), and Cathy Vu (SBS).

Since 2019, Prime Video has commissioned 14 Amazon Original series in Australia.

Felix To joins Viu

TVB production boss to drive streaming originals

Hong Kong TVB's long-time production boss, Felix To, has joined regional streamer Viu as head of Viu originals.

The appointment, announced this evening (20 September 2021), comes as Viu continues to grow its originals, including a new season of Indonesian adaptation of Warner Bros *Pretty Little Liars*, scheduled to premiere in 2022.

To replaces Virginia Lim, who left in July to join Singapore's Mediacorp, which, among other media platforms, operates six free-TV channels.

Following Lim's exit, Viu CEO and managing director, PCCW Media Group, Janice Lee, split the content role in two, appointing Marianne Lee, another TVB alum, as chief of content acquisition and development.

To's inbox on day one is filled with Viu's largest originals slate ever.

These include Philippines' original, *Still*, about estranged friends who find themselves stranded together during the lockdown; and three Thai original drama series – *Wannabe*, a hip-hop melodrama about a group of millennials; sports romance drama *My Coach*, about a beautiful football coach caught between two men; and action drama *Agent Ghost*, about a detective who joins an occult division to catch a cult leader.

In Indonesia, original romantic drama series, *Write me a Love Song*, is in pro-



Felix To

duction, starring local singer Bio One as a struggling artist trying to uncover the meaning of love.

This year's originals also include a new season of Malaysian original *Black*, adapted from the Korean drama, which premiered in May; and Viu's first South African original, *Ubettina Wethu*, adapted from *Ugly Betty*.

To is believed to have resigned in June this year amid rumoured power struggles at TVB. At the time he was TVB's deputy general manager of drama production and programming.

His official exit from TVB was 2 September.

To has been linked with a long string of TVB's programming successes, including 30-episode police drama *The Defected* (2019), starring Wai-Ho Yung and Kara Wai, and new horror series, *Barrack O'Karma 2*, as well as the Hong Kong broadcaster's closer alliance with mainland platform such as Youku.

Viu's ramped up investments in Korean content, which give the streamer original naming rights, will continue to come under Marianne Lee.

Korean originals include romantic fantasy period drama, *Hong Cheon Gi* (also known as *Red Sky*), to premiere exclusively on Viu in the third quarter of this year, following *River Where the Moon Rises* (Q1) and *Doom at Your Service*, which premiered in May.

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TrueID Indonesia ramps up originals

Horror series *Ritual* tops Q3 viewing, 1st variety on its way



Ritual

TrueID Indonesia's original horror anthology, *Ritual*, is – with 10 days to go until the end of the month – likely to be the platform's best show for Q3, which puts it on track for top spot for this year.

The 8x15-mins series contributed about 30% of the streaming platform's total viewership from 1-17 Sept. The first three episodes went live on 9 Sept, followed by weekly releases. The series deals with local rituals, ranging from premarital blessings to food offerings.

Now the year-old Thai-owned TrueID Indonesia is counting down to its third original – romance *Hari Ini Kenapa, Naria?* (10x15 mins), which will be released in October this year – and its first variety originals.

The three variety shows are expected to premiere in Q4 this year. And "more are in discussion," says True Digital Indonesia country manager, Armando Siahaan.

Hari Ini Kenapa, Naria? is a collaboration with Sinemaku Pictures and stars Pilly Latuconsina (*I Love You Silly*).

Originals have always been part of the plan, Siahaan says.

Ritual, produced by Multivision Plus (MVP), looked good from day one, topping Sept viewing within days of its premiere.

TrueID Indonesia's first collaboration with MVP, *Ritual* was directed by Azhar Koini Lubis (*Kafir*) and written by Erwanto Alphadullah (*Mangkujiwo*).

Rights are jointly held by TrueID and MVP, which created the series on a brief by TrueID.

Ritual is MVP's first short-form series. "Horror has always been a safe genre for creators in Indonesia," says MVP's group chief executive Amit Jethani, adding that the biggest challenge was compacting the stories into 10-minute episodes.

TrueID's Siahaan says "*Ritual* is special because it has a unique formula of combining the usual key ingredients of a horror series, interwoven with touches of emotional rollercoaster, moral lesson and cultural familiarity".

TrueID Indonesia's first original, released in July 2021, was romantic drama, *Di Antara Sunyi*, produced by Made Entertainment.

"TrueID will focus on producing more original series and aims to offer different types of formats and genres. In the approach, we will be engaging all content players be it major production houses, digital studios or individual creators," Siahaan says.

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HK's Now E, Jockey Club offer *The Father*



The Father

Hong Kong free entertainment service, Now E, and the Jockey Club Centre for Positive Ageing (JCCPA) are offering Oscar-winning movie *The Father* as part of World Alzheimer's Month free to all Hong Kong viewers with a Now E account. The two companies said today that the idea was greater awareness and discussion about dementia.



Japan's NHK picks up marriage biz doc

Japan's NHK has acquired broadcast rights to Ines Marzouk's *My Mohamed is Different*, produced by Seera Films and distributed by factual indie Limonero Films, for its World Documentary slot. The docu-feature is about the thriving marriage "business" of affluent, elderly Western women to young Egyptian men in Luxor.

Taiwan's NCC firm on political actors

No pre-broadcast approval, just behave, commission says



Chen Ting-Fei

Taiwan's National Communications Commission (NCC) says it has no intention of reviewing programming involving politician/actors before broadcast to make sure they aren't using local dramas as platforms for political gain.

But, the body warned, it fully intends to keep a close eye on politicians' involvement in TV drama to prevent abuse, and promised that violations will be dealt with swiftly.

The NCC's comments come as filming starts on a Formosa TV drama series in which Democratic Progressive Party (DPP) legislator, Chen Ting-fei, plays the sea goddess Matsu.

Chen, who publicly supported the NCC's position, was granted prior permission to take the role.

At the end of August and after a legal battle, Taiwan's TVBS was fined NT\$200,000/US\$7,000 for a show in which

Taichung mayor Lu Shiow-yen was cast in a cameo role. Her appearance lasted less than two minutes, although the entire scene at a flower show was about seven minutes.

The NCC said her appearance at a flower show in *Female Soldier's Diary*, *Female Soldier Reporting* constituted product marketing. The courts agreed.

Lu played herself in the show and was accused by some of using her appearance to boost her political ambitions.

The NCC denied double standards, and said all cases were treated equally.

In a public statement, the commission emphasised that it respected the freedom of TV content selection and casting, but also called on the industry "to uphold media professionalism, implement self-discipline, and avoid disputes about placement or programme advertising, so as to protect the rights of the audience".

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Saugata Mukherjee tipped to be heading for HBO Max India

Veteran Indian programmer, Saugata Mukherjee, is believed to be joining HBO Max as head of content for India after about 18 months at Sony Pictures Network's streaming platform, SonyLiv. Before Sony, Mukherjee worked for Disney's Indian streaming platform Hotstar and for Star TV. The job reports to Amit Malhotra, who joined WarnerMedia in June this year as HBO Max managing director for Southeast Asia and India.



Not the end of the road, Thai satellite operator says after concession ends

Thai satellite operator Thaicom has put a brave face on the end of its once-lucrative 30-year satellite concession on 10 Sept, telling local media that the satellite space has been disrupted for years and that it has plans to grow opportunities elsewhere in the space economy. The end of the concession means Thaicom is left with two satellites – Thaicom-7 & 8, which is operates under licence from the National Broadcasting and Telecommunications Commission (NBTC). The other two satellites (Thaicom-4 & 6) are now owned by the Thai government's Digital Economy and Society Ministry; the operational entity has not been confirmed. The argument over Thaicom's right to orbital slots has also not been resolved. Thaicom reported a net loss of THB41 million/US\$1.2 million for Q2/21, a decrease from a net profit of THB498 million/US\$15 million in Q2/2020 (including special items).

Malaysia in full replacement mode

Double-digit channels pick-up as Disney/Fox exits



Mean Girls, Hits Movies/Rewind Networks

With 10 days to go before the exit of Fox Network Group services and Asia's great channels reset, Malaysia has pulled way ahead with replacement services.

Unlike Singapore and Hong Kong, which have picked up a channel or two here and there, Malaysia's platforms have doubled down on linear services at the same time as upsizing their profile streaming apps aggregators.

Leading platform Astro's vote of confidence in linear channels involves eight English-language entertainment services, three new sports channels, and two new on-demand destinations.

The new channels that went live on 15 Sept include HBO Family and HBO Hits, along with in-house services, Primetime and Showcase Movies.

Primetime airs series such as Viacom-CBS' *Criminal Minds*, and Banijay Rights' *MasterChef*. Showcase Movies titles include *The Avengers*, *Doctor Strange* and *Thor*.

In full housekeeping mode, Astro is also ditching two channels – Discovery Science and Hello – on 30 Sept 2021 in a move the platform said today was part of its "efforts to refresh content for its English entertainment segment".

The new sports channels from 1 Oct 2021 are Astro Arena 2, Astro SuperSport

5 and Eclat Media Group's SpoTV.

At the same time, rival subscription platform, Telekom Malaysia's Unifi is adding 12 linear channels and seven streaming apps to its TV platform from 1 Oct 2021.

This brings Unifi TV's channels total to 73 and its apps to 10.

Unifi TV's 12 new channels are Celestial Movies, CCM, K-Plus, Gem, AXN, Animax, Hits, Hits Movies, TechStorm and Arirang TV, with SpoTV and SpoTV2 arriving on 14 October.

The 12 new channels will be available at no additional charge to all unifi TV packs subscribers until 31 Dec 2021.

The seven apps Unifi is offering are Amazon Prime Video, TVBAnywhere+, iQiyi, Viu and Zee5, along with Indian service Simply South and U.S. platform Lionsgate Play.

The 19 services on Unifi TV replace the 17 channels exiting from 1 October as Disney focuses on its direct-to-consumer streaming business.

The channel coming off Unifi TV are Fox, Fox Life, FX, SCM Legend, SCM, Star Chinese Channel, Fox Action Movies, Fox Family Movies, Fox Movies, Nat Geo People, National Geographic Channel, Nat Geo Wild, Baby TV, Sky News, FoxSports, Fox Sports 2 and Fox Sports 3.



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Busan International Film Festival's Entertainment IP Market Awaits Industry Professionals!

Recently, Korean IPs have been adapted in diverse media platforms, including OTT, TV, and film, and are receiving much attention from global audiences. Netflix's original Korean content that attracted viewers worldwide, such as *Kingdom*, *Sweet Home*, *#Alive*, and *The Uncanny Counter*, all based on a webtoon series, are representative examples.

Reflecting these trends where the rise of OTT platform has made a shift in the film and media industry, the Busan International Film Festival newly added an 'On Screen' section that screens breakout OTT series that are soon to be released, such as *Hellbound* (Korea), *My Name* (Korea), and *Forbidden* (Thailand).

Also, the interest towards Korean and Asian IPs are leading global industry professionals to the E-IP Market (Entertainment Intellectual Property Market), an IP trading zone for various original content adaptable across multiple media platforms, and the Asia Contents Awards, an award ceremony for outstanding TV, OTT, and online content throughout Asia which celebrates its third edition this year, both organized by the Asian Contents & Film Market (ACFM) of the Busan International Film Festival.

In the past nine years, the E-IP Market presented around 160 original IPs, including webtoons, web drama, web novels, as well as traditional content such as books in Korea, and has expanded its content to Taiwan and Japan by partnering with the Taiwan Creative Content Agency (TAICCA) and the Visual Industry Promotion Organization (VIPO) in 2019.

Previous selections of the E-IP Market have shown great achievements by securing various adoptions deals.

Novels such as *Burning Heart* (2020 Selection) and *Abyss* (2019 Selection) made TV adaptation deal with BON FACTORY, a subsidiary of CJ ENM, and film adaptation deal with RED PETER



“The diverse genres of original IPs at the E-IP market are sparking much excitement.”

FILM, the production houses behind *Train to Busan* (2016) and *Peninsula* (2020) respectively. Also, webtoons such as *It's Mine* (2019 Selection) contracted drama series adaptation deal with STUDIO DRAGON, and *Delivery Knight* (2018 Selection) will be released as Netflix originals in 2022, starring KIM Woo-Bin and LEE Som. A variety of works has been broadcast as drama series, such as *Item* (Webtoon/2017 Selection) on MBC and *Sun-Am Girls Detective Club* (Novel/2013 selection) on JTBC.

Transmedia adaption deals apart from film and TV are also notable. Web novel *Sprinter: Underworld* (2016 Selection) was published in book form and is to be made as a webtoon series, and *Super String* (2015 Selection), an original webtoon IP was released in RPG mobile game on May 2021.

On September 14, E-IP Market 2021 unveiled its 45 official selections, includ-

ing 28 Korean IPs, 10 Taiwanese IPs, and 7 Japanese IPs. From sci-fi and fantasy with creative fictional universes, comedy, and drama where the characters come alive, to action and thriller where the dynamic narrative is hard to miss, the diverse genres of original IPs are sparking much excitement.

The business meetings with the E-IP Market selections will be held from October 11 (Mon) to 14 (Thurs), during the Busan International Film Festival week, online. More information regarding the 45 E-IP Market selections and advance registration for business meetings will be available from September 27 (Monday) on the ACFM official website (www.acfm.kr/eng/) and you can also contact ip@acfm.kr for further inquiries.

SEE FULL LIST OF E-IP
MARKET 2021 SELECTIONS



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Consumer expectations drive production investment, engagement

"Uplifting the viewing experience of pan-Asian content for global audiences" – iQiyi says



The Ferryman: Legends of Nanyang

In July this year, with global demand for Asian content at record highs, iQiyi crossed what it calls a significant technical milestone, layering its all-Asia content with best-in-class sound and video quality across consumer devices.

A month later, on 24 August, the Chinese streamer went live with the first episodes of its latest effects-filled original drama – *The Ferryman: Legends of Nanyang* – released in Dolby Atmos.

The 36-episode Chinese supernatural series, adapted from iQiyi's 2014 classic Mandarin-language series *Soul Ferry*, stars Singapore-based mainland Chinese actor Qi Yuwu (*The Little Nyonya*) and Lawrence Wong (*Story of Yanxi Palace*) as partners on a mission to guide wandering spirits with unfinished business on earth.

The upgraded sound quality is evident from early in episode one where, at the 2:30-minute mark, the ghost spirit hovers with a Dolby Atmos-powered chilling soundtrack that seems to come from all

directions. 30 seconds later, a robbery scene fills the screen, and again, the Dolby Atmos soundtrack accentuates the intensity of the chaos.

"With a rising demand for Asian content worldwide – be it Chinese, Korean and Southeast Asian content – iQiyi is proud to be the born-and-bred Asian platform to uplift the entertainment viewing experience of pan-Asian content for the global audience," says Kuek Yu-Chuang, iQiyi's Singapore-based VP of International Business, of the decision to add Dolby Vision and Dolby Atmos to the premium/paid tiers of its international streaming platform in 191 countries across Southeast Asia, the Middle East and North America.

"As we grow our appeal internationally, and as home entertainment technology continually improves and becomes even more accessible, we want to delight our subscribers' high expectations for quality entertainment – both in terms of content, as well as viewing experi-

ence," he says.

iQiyi's investment runs alongside rising consumer expectations from entertainment delivered to their homes and to their devices.

In the three years between 2017 and 2020, global demand for new TV sets enabled with Dolby Atmos was up by almost 250% CAGR every year. Demand for Dolby Vision-enabled sets increased 120% a year in the same period, says Pankaj Kedia, Dolby Laboratories' managing director for emerging markets.

"Consumers are demanding incredible entertainment brought to life in Dolby," he says.

The Ferryman: Legends of Nanyang, also available in 4K, underscores iQiyi's dedication to bringing Asian creators' visions to life, Kuek says.

According to data science company Parrot Analytics, series in Dolby in the second quarter of this year, peaked at #1 for at least one day in 79 markets around the world.

The background of the entire image is a close-up, detailed view of peacock feathers. The top half features large, vibrant blue and green 'eye' patterns. The bottom half shows a dense, overlapping pattern of smaller, iridescent green and blue feathers. The overall color palette is dominated by deep blues, greens, and blacks, with bright highlights from the feather's iridescence.

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TV transmission (weekly) 902 hours
Fixed line subscriptions 1.891 million
Broadband internet subs 11.526 million
Wireless bb subs 9.647 million
Mobile phone subs (3G/4G) ... 8.521 million
Mobile phone population rate ... 152.3%
Mobile data usage 45.15 PB

Source: Department of Statistics Singapore (population/households in 2020, TV penetration in 2018), Infocomm Media Development Authority (TV transmission in 2019; broadband & mobile in May 2021; mobile data usage & fixed line in Mar 2021)

* Combined StarHub/Singtel households
StarHub: 296,000 (June 2021)
Singtel: 371,000 (June 2021)

Free TV

Mediacorp

Singapore's sole terrestrial broadcaster, with a combo public service/commercial remit, operates six TV channels, 11 radio stations and multiple digital platforms, including meWatch (formerly Toggle) and influencer network Bloomr.sg. Mediacorp pioneered the development of Singapore's broadcasting industry, with radio in 1936 and TV in 1963. Today, it reaches 98% of Singaporeans in four languages and has an international audience through linear news channel CNA and entertainment content distributed across markets in the region.

Subscription TV

Singtel TV

Singapore telco Singtel launched digital pay-TV platform Singtel TV (formerly Mio TV) in July 2007. The IPTV service offers more than 150 channels to 371,000 residential subscribers (June 2021) along with on-demand, mobile and streaming options. These include in-house platforms Singtel TV Go and standalone aggregator app, Cast (see *streaming*). Singtel TV set-top boxes provide access to streaming service Netflix. Singtel's set-top-box-



128 Circle Shaking Legs, Mediacorp

based channels cost from S\$16.90/US\$12.40 for the Chinese Jinghua starter pack to S\$64.90/US\$48 a month for the mio Stadium+ sports pack.

StarHub TV+

Launched in 2000 and rebranded in Sept 2020. The new StarHub TV+ integrates live TV and mobile streaming app/VOD content offering into one. Offers about 150 linear/on-demand channels, including 16 in-house channels/services. StarHub TV+ offers six packs priced at between between S\$15/US\$11 a month and S\$30/US\$22 a month for 24-month contracts, with surcharges of up to S\$20/US\$14.70 a month for a no contract arrangement. Set-top box rental costs S\$5/US\$3.70 a month. Streaming entertainment apps bundle includes access to iQiyi, Hotstar & Netflix. StarHub has 296,000 pay-TV households, 1.951 million post/prepaid mobile customers and 489,000 residential broadband customers (June 2021).

Streaming/OTT

Amazon Prime Video

Amazon rolled out Prime Video globally at the end of 2016, with an Asia video focus on Japan and India.

Price: The video platform is packaged

with a Prime membership (e-shopping/deliveries) for S\$2.99/US\$2.20 a month.

Cast

Singtel launched standalone app, Cast, in July 2016, aggregating on-demand and linear channels plus regional streaming services such as Viu, HBO Go and iQiyi. Singtel's commitment to Cast appears to be lukewarm as the telco's once-enthusiastic approach to content shifts status from active involvement to passive aggregator.
cast.singtel.com

Price: Cast's monthly subscription starts from S\$5.90/US\$4.40.

Catchplay+

Launched on StarHub in June 2016, and direct-to-consumer (DTC) in Aug 2016. StarHub dropped Catchplay at end May 2019. The platform is now only available direct offering a content mix made up of Hollywood movies, indie films and international drama series, among others. Catchplay+ is also available in Taiwan and Indonesia.
catchplay.com/sg

Price: Free tier offers 10 movies a month plus single rentals for between S\$3.50/US\$2.60 and S\$6/US\$4.50 each title and free episodes of select series. Monthly subscription for the Movie Lovers basic plan costs S\$9.90/US\$7.40

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Disney+

Disney+ launched in Singapore in February 2021 with a multi-million dollar high-profile event and an exclusive platform distribution deal with telco StarHub as well as standalone direct-to-consumer. Six weeks later, by early May, the service was estimated by regional analysts Media Partners Asia (MPA) and its research subsidiary AMPD to have attracted 300,000 subscribers, for which Disney is, in one way or another either directly or by StarHub, getting paid. The new figures put Disney+'s Singapore subs at about the same level as the 23-year-old StarHub's Q1 2021 pay-TV subscriber base. **Price:** S\$11.98/US\$8.80 a month or S\$119.98/US\$88 a year. Also offered in various bundles through StarHub

Hayu

NBCUniversal's Hayu, introduced in 2016 and launched in Singapore in 2019, offers over 300 (8,000+ episodes) of reality series, with some released the same day as the U.S. Titles include *Keeping Up With the Kardashians* and *It Takes Gutz To Be A Gutierrez*. In Asia, Hayu is also available in Hong Kong and the Philippines. **Price:** S\$4.99/US\$3.70 a month

HBO Go

HBO Go is living on borrowed time as WarnerMedia plans the Asia entry of premium platform HBO Max. Details had not been released as of early May 2021. The platform offers unlimited access to a range of Hollywood blockbusters, kids' programmes as well as original versions of HBO, Cartoon Network and HBO Max Originals series, as well as acquired content from the U.S. and Asia. Live TV streaming of WarnerMedia channels including HBO and Cinemax is also available. The service is accessible on

all mobile devices through the HBO GO app and browsers. HBO GO is also available via telcos Singtel and StarHub in Singapore.

Price: Available with a free trial, direct subscription costs S\$13.98/US\$10.45 a month or S\$119.98/US\$90 a year.

Hotstar

Disney's streaming platform for Indian content, Hotstar, offers a mix of content spanning across live cricket, movie premieres, original series and movies, shows from Star Vijay & Star Plus, and live news, among others. Hotstar is available standalone as well as via telco StarHub. The platform launched in Singapore on 1 November 2020.

Price: S\$69.98/US\$51.27 a year for two concurrent views

meWatch

Singapore's free-TV broadcaster Mediacorp debuted online streaming platform, meWatch (formerly Toggle), in Feb 2013. meWatch relaunched in April 2015 after Mediacorp's alliance with Microsoft ended in March 2015. The service offers free/paid on-demand titles and channels, original content and acquired TV series/movies. Also offers streaming apps HBO Go, bein Sports Pass, ShemarooMe and Simply South.

Price: Paid tier (for unlimited access to all content, including premium linear/VOD & free-TV previews) costs S\$9.90/US\$7.40 a month.

Netflix

Netflix launched in Singapore in Jan 2016 as part of the U.S. streaming platform's global rollout.

Price: Standalone subscriptions range from S\$11.98/US\$8.70 to S\$19.98/US\$14.90 for the Premium plan.

Singtel TV Go

Singtel TV Go is a companion app to Singtel TV's pay-TV set-top box and is offered only to Singtel TV subs. The service carries 100+ channels (incl on-demand) delivered to TV sets via Singtel fibre broadband and channels (incl catch-up) via mobile, as well as catch-up/on-demand content. Singtel had 206,000 OTT subscribers (including Cast) at the end of Sept 2020.

Price: From S\$6.90/US\$5.15 a month

Spuul

Founded in 2010 and launched in April 2012, Singapore-based Spuul is a video streaming subscription service targeting South Asia and the South Asian diaspora. Offers 10,000 hours of full-length movies in Hindi, Tamil, Malayalam, Telugu and Punjabi, among other Indian languages.

Price: The premium plan costs S\$4.99/US\$3.70 a month or S\$49.99/US\$37.35 a year.

StarHub TV+ Mobile App

The mobile app extension of telco StarHub TV+ offering a selection of its fibre set-top based TV channels and on-demand content. The app is offered as part of the StarHub TV+ package. In Sept 2020, StarHub unveiled the re-branded app, which was formerly StarHub Go (launched 2015).

TVBAnywhere+

TVB Hong Kong launched mobile streaming platform TVBAnywhere+ in Singapore in Oct 2018, offering classic and new TVB programmes. Select content is offered for free. TVBAnywhere+ is available standalone as well as via telcos M1, StarHub and Singtel Cast and broadband provider MyRepublic.

Price: S\$4.98/US\$3.70 a month

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Viddsee

Launched in 2013, Viddsee offers original/regional/international short-form content across various genres.

Viu

Part of Hong Kong telco PCCW's regional mobile streaming play. The free Viu app launched in Singapore in Jan 2016, and has a distribution partnership with Singtel, M1 and Apple TV. Amid strong competition for Korean drama rights from global and regional streamers, Viu has retained access to a strong library of Korean drama, some of which is offered within four hours of the Korean transmission, along with original and acquired titles from Japan, mainland China, Hong Kong, Indonesia and Taiwan.

Price: Viu's premium tier costs S\$7.98/US\$5.20 a month. Viu maintains its free AVOD tier.

**Production/Post
Production & Distribution****August Media**

August Media Holdings creates and manages kids/youth entertainment properties. The company is the creator and producer of various titles, including Netflix originals – *Dino Girl Gauko*, the American classic, *George of the Jungle* and *Sky Blue Academy*, a co-production with Manchester City Football Club.

August Pictures

August Pictures was incorporated in 2007, producing both fiction and factual content for mostly Mediacorp. Production credits include Chinese comedy drama series *Crouching Tiger Hidden Ghost* (20x45 mins), English-language youth drama *Teenage Textbook: The Series* (13x45 mins) and Chinese info-ed *A Medical Journey*.

Beach House Pictures

Beach House Pictures, a Blue Ant Studios company, specialises in factual and unscripted programming for international

streamers and cable networks, creating series such as *Ed Stafford: First Man Out*, *Wild City*, *MasterChef Singapore*, *Raffles: Remaking an Icon* and *China From Above*. Headquartered in Singapore and operates in the U.S. and China.

Birdmandog

Birdmandog was behind HBO Asia's *Invisible Stories*, a six-parter series which shines light into dark corners and tells untold stories from the heartlands in a fictional neighbourhood housing estate in multi-cultural Singapore.

Bomanbridge Media

Bomanbridge Media is a content distribution and production company, offering over 4,000 hours of programming consisting of formats, lifestyle, specialist factual, factual entertainment, drama, kids and educational content.

Clover Films

Established in 2009, Clover Films specialises in the distribution and production of Asian movies, with an emphasis on the Singapore and Malaysia markets. The company rolled out a streaming strategy in 2020, motivated by the accelerated consumer engagement and high demand for original titles from OTT platforms. Production activities ramped up in 2021 in an alliance with Chinese streaming platform iQiyi for four new films over the next two years.

The four co-productions are the first between Clover Films and iQiyi, and are being seen as an important step for Singapore companies into the mainland Chinese market and Chinese-speaking audiences globally. The four films, shot primarily in Mandarin, will be directed by Kelvin Tong (*Rule #1*, *A Year Of No Significance*), Melvin Mak (*Soul Mate*), Ong Kuo Sin (*Number 1*) and director/actor Tay Ping Hui (*Meeting the Giant*). The first film to go into production is comedy *Reunion Dinner* (working title), written and directed by Ong Kuo Sin. The other three films are Kelvin Tong's horror-thriller, a romance-drama by Melvin Mak, and

a drama by Tay Ping Hui. Clover Films (*Ah Boys to Men II*, *Ramen Tay*) will handle international distribution rights of the four titles. iQiyi will handle distribution for China.

Coconuts TV

Produces multi-genre short videos, published online weekly and licensed to broadcast TV channels worldwide.

Eye Creative

The Eye Creative Group (est in Hong Kong in 2015) set up in Singapore in 2016 and Ho Chi Minh City in 2020, and is now part of Karen Seah's Refinery Media. The company conceptualises and produces original entertainment and branded videos for digital platforms. Entertainment projects include digital content for Fox Networks' franchises, National Geographic, NBA and AXN.

G.H.Y Culture and Media

G.H.Y Culture & Media is an entertainment and content provider specialising in the production and distribution of films and dramas. Production credits include *The Ferryman: Legends of Nanyang* for iQiyi, *Sisterhood*, which is scheduled for a 2022 release and *The Little Nyonya*, a Chinese adaptation of national broadcaster Mediacorp's top drama series. The company also engages in live event/artiste management, asset rental, post-production and visual effects services.

Hong Bao Media

Hong Bao Media is an all-round media company, founded by former CNBC anchor Mark Laudi. Operates two broadcast-ready studios a 21st floor Singapore studio with a live shot over the central business district (7x5m green screen) and a Kuala Lumpur studio near the KL Performing Arts Centre, with a 4x4m green screen.

i.e entertainment

Established in early 2021 by veteran industry executives Indra and Erlina Suhar-



jono, i.e. entertainment is a Singapore-based full-spectrum regional agency involved in everything from content development to marketing and distribution. The company launched with exclusive rights to the iconic Cathay-Keris Films' Chinese and Malay libraries, and will also develop, produce, market and distribute content around the world. The Cathay catalogues house 166 Chinese titles and 91 Malay titles, across a wide range of genres, including comedy, drama and musicals. Ultimately owned by Meileen Choo's Cathay Organisation, the films have been professionally restored and archived in Hong Kong and Singapore. Titles include 1961's Mandarin film *Sun, Moon and Star Part 1* (99 mins) & 2 (114 mins), 1961's Mandarin/Cantonese film *The Greatest Civil War on Earth* (109 mins) and Mandarin/Cantonese film *The Greatest Love Affair on Earth* (108 mins).

IFA Media

IFA Media's production credits include HBO Asia's *The Teenage Psychic*, Nat Geo's *Monster Fish* and *Extreme China*.

Infinite Studios

Founded in 1997, with services that include production services, post-production, visual effects and animation.

mm2 Entertainment

Production arm of Singapore-listed mm2 Asia. Has co-produced and/or distributed more than 100 drama/films across Asia since 2008, including *Agent From Above*, *Ah Boys to Men* and *Vampire Cleanup Department*.

The Moving Visuals Co

Est. in 1998, the company specialises in factual entertainment in English, Chinese and Malay, and also branded programming. It has over 200 productions and 1500 episodes of factual and entertainment programming.

Oak3 Films

Oak3 Films opened its doors in 1996, producing documentaries, drama series, feature films and interactive entertainment, among others.

Ochre Pictures

Ochre Pictures is a TV & film production company, producing both narrative and factual programmes for both international and local broadcasters, including Mediacorp, National Geographic, Discovery Channel and Disney.

Omens Studios

Omens Studios is a 3D animation studio, creating kids titles such as *Magical Chalky* and *The Kea*. Both titles were nominated for the Best 3D Animated Kids TV Programme category in this year's ContentAsia Awards. Omens Studios also has offices in the U.K., Malaysia, India, U.S. and China.

One Animation

Content creation, distribution and licensing studio One Animation specialises in 3D animation and is mostly known for pre-school comedy *Oddbods*.

Refinery Media

Best known for *SupermodelMe* (2009-2015) and two seasons of *Asia's Next Top Model*. Refinery's latest project has been a sponsored version of *The Apprentice* backed by One Championship.

Robot Playground Media

Robot Playground Media produces 2D/3D animations, including the *ContentAsia Awards 2021*'s nominated adult animated series *Downstairs*. The series (two seasons, 44 episodes), aired on Mediacorp and streamer Netflix, follows a cast of wacky and colourful Kopitiam (coffee shop) stall owners on the ground floor of an unnumbered HDB flat.

Sitting In Pictures

Formed in 2000, Sitting in Pictures specialises in the production of factual programmes for both local and international markets. To date, the company has produced more than 300 hours of TV content in genres, including factual lifestyle, travel and adventure, science, history as well as children's drama and game show.

Space Lion Studios

Space Lion Studios is the post production arm of content creator Beach House Pictures. The company uses Dolby audio/video products and also offers renting/leasing of TV and radio sets and recording equipments, among other services. Space Lion Studios was founded in September 2019.

Adapted from ContentAsia's The Big List 2021

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



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Virginia Lim

Chief Content Officer

Doreen Neo

Chief Talent Officer

Angeline Poh

Chief Customer and Corporate Development Officer

Parminder Singh

Chief Commercial and Digital Officer

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nation-wide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit mediacorp.sg.

This Land is Mine

Cast: Pierre Png, Rebecca Lim

The British returned to the island of Singapore in 1945 after the Japanese surrendered. Life, however, did not return to the way it was before the war. It was a time of massive unemployment, food scarcity and unsafe streets, Singapore has much to rebuild, both physically and spiritually. A young lawyer returned after years abroad in England. His first case, to defend a Kenpeitai (Japanese Military Police) torturer put on trial by the British. With everyone around him still reeling from the trauma of the Japanese occupation, is he prepared for the obstacles and threats he will face for taking up the case? Episodes/length: 15x60 mins



Undercover Asia – A Deadly Game

Uncover the inner workings of human trafficking syndicates who con Chinese nationals into entering the Philippines to work illegally in online gambling operations. Runaways are caught, beaten up and ransomed for huge amounts of money. The Philippines Senate conducts an inquiry into the illegal activities of these online gambling companies and uncovers a bribery scheme at the Ninoy Aquino International Airport and the Bureau of Immigration. It also reveals how prostitution rings are being run like food delivery businesses on social messaging apps. Is the Philippines at risk of becoming a hub for the criminal operations of these online gambling companies? And why haven't the authorities managed to crackdown completely on them? Episodes/length: 1x60 mins, Full Series 10 episodes



Lil Wild

A zoo is a crazy place to live. Creatures of all sizes who never meant to share a continent now having to live side by side. But for a group of friends... it's home! Join action packed elephant Rara, genius alligator Wobi, timid white tiger Meep, sassy otter Kokeko and fearless pigeon Dil in their adventures around the zoo as they tackle the pains of growing up and get a... *Lil Wild*. Directed by Sergio Delfino, whose works included Oscar nominated shows *Wallace & Gromit* and *Chicken Run*. Sergio is also the Animation Lead for movies *Happy Feet 2* and *The Lego Movie*. Episodes/length: 8x30 mins





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CJ ENM HK is the regional office of Korean media conglomerate CJ ENM. Operating from Hong Kong and Singapore, core products are two premium Subscription Brands (TV & OTT) available in Africa, South East Asia, Hong Kong and Taiwan. It is also the production and distribution centre for Asian (non-Korean) language scripted series and branded contents. **tvN** - the number 1 pay TV channel provides the best general entertainment through top-rated dramas *Goblin*, *Mr Queen*, and variety shows *I Can See Your Voice*, *Journey to the West*, world-class music shows and trendy lifestyle programmes. **tvN Movies**, Home of Korean Blockbusters provide audiences deepest library of Korean movies in all genres as well as exclusive award-winning titles and worldwide blockbusters like *Parasite*, *Peninsula*. **Scripted series**, *Mom*, *Don't Do that*, an 11-episodes Mandarin series based on a sensational novel co-produced with Butt Mountain (Taiwan) will debut worldwide in 2022. Three other mandarin language productions jointly with IMDA (Singapore) are in progress.

On-demand access open until 27 September 2021



Contact rsvp@contentasia.tv for more information

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What's on where...

October 2021	8-13	Canneseries	Cannes, France & Online
	9-10	MIP Junior	Cannes, France
	11-14	Mipcom	Cannes, France
	30 Oct-8 Nov	34th Tokyo International Film Festival	Tokyo, Japan
November 2021	1-3	TIFFCOM 2021	Tokyo, Japan & Online
	10-12	Busan Contents Market (BCM)	TBC
	18	AVIA Asia Video Summit - The State of Piracy Summit	Online
	18	Asia Video Summit - Satellite Industry Forum	Online
	23-24	APOS India	Online
	24-25	Dubai International Content Market	Dubai
December 2021	1-3	Asia TV Forum & Market	Singapore/Online
January 2022	18-20	NATPE Miami	Hybrid
March 2022	14-17	Hong Kong FILMART	TBC
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
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan

* As of 17 September 2021

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



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YouTube beats SVOD streamers in Japan

Fischers hammers Netflix, Disney+, Amazon Prime Video

YouTube Original show – *Fischers and the Lost Treasure* – has bested anything that the four big global streamers could throw at it in Japan for the week of 8-14 Sept 2021, including Netflix's Japanese series, *The Naked Director*.

According to the latest info from data science company Parrot Analytics, the series about a Japanese group hunting for treasure had 13.87x demand higher than the average show in the market.

The two other Japanese series on the

list were *The Way of the Househusband* (Netflix) and *Sentosha: Battle Wheels* (Amazon Prime Video).

None of the country's digital originals could touch regular shows though. The overall top 10 list, topped by manga series, *Attack on Titan*, was overwhelmingly Japanese, broken only in ninth place by *The Walking Dead*.

Manga continues to play big, taking eight of the top 10 series, broken by long-running music series, *Count Down TV*.

Top 10 overall TV shows: Japan

Rank	Title	Difference from Market Average
1	<i>Attack On Titan</i> (進撃の巨人)	24.28x
2	<i>That Time I Got Reincarnated As A Slime</i>	23.55x
3	<i>My Hero Academia</i>	22.38x
4	<i>The Solitary Gourmet</i> (孤独のグルメ)	21.39x
5	<i>Hanzawa Naoki</i> (はんざわなおき)	18.54x
6	<i>Neon Genesis Evangelion</i>	17.9x
7	<i>Laid-Back Camp</i>	17.24x
8	<i>Count Down Tv</i> (カウントダウン・ティーヴィー)	16.32x
9	<i>The Walking Dead</i>	15.83x
10	<i>Jujutsu Kaisen</i> (呪術廻戦)	15.71x

Top 10 digital originals: Japan

Rank	Title	Platform	Difference from Market Average
1	<i>Fischers And The Lost Treasure</i>	YouTube Premium	13.87x
2	<i>The Naked Director</i> (全裸監督)	Netflix	10.56x
3	<i>WandaVision</i>	Disney+	10.14x
4	<i>Knights Of The Zodiac: Saint Seiya</i>	Netflix	9.08x
5	<i>Loki</i>	Disney+	8.97x
6	<i>The Falcon And The Winter Soldier</i>	Disney+	8.67x
7	<i>Star Wars: The Bad Batch</i>	Disney+	8.39x
8	<i>The Way of the Househusband</i> (極主夫道)	Netflix	8.27x
9	<i>Ted Lasso</i>	Apple TV+	7.79x
10	<i>Sentosha: Battle Wheels</i> (戦闘車)	Amazon Prime Video	7.16x

Date Range: 8-14 September 2021

Demand Definition: 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 10 times more in demand than the average TV show in this market



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