

## Yuriri Naka, Teo Yoo join *The Window*

Japan's Fuji TV opens  
new window to  
international co-production

Japan's Fuji TV embarks on a new phase of its global ambitions in Autumn 2021 with the launch of *The Window*, a 10-episode English-language series billed as *Game of Thrones* meets *Billions* in a human drama that could do for football what *House of Cards* did for politics.

The full story is on page 6



## StarHub drops Fox linear, movie pack from 8 March

Migration to TV+ continues  
as pay subs drop

Singapore pay-TV platform StarHub is dropping nine Fox linear channels along with the Fox Movies Pack from Monday, 8 March. Subscribers were notified by email today (22 February) and were told they would be refunded for any advance payments. The nine follow the exit on 31 January of four Indian channels – including one of Asia's oldest channel brands StarPlus – and two cricket services along with two cricket packs. The move comes as StarHub continues to shed TV subscribers, ending 2020 with a base of 314,000.

The full story is on page 3

contentasia



## Disney+ blankets Singapore ahead of launch

Biggest marketing campaign by far for 23 Feb debut



Disney+ billboards at Holland Road Shopping Centre

Disney has blanketed Singapore ahead of the 23 February launch of Disney+ in the biggest campaign "by far" ever initiated in a country of 5.7 million people, almost 1.4 million households and mobile phone penetration of 152%.

In addition to high-visibility outdoor advertising, the direct-to-consumer platform goes live with long-form prime-time programming slots on Wednesday (8pm, 24 February) for 29-minute debut extravaganza, *A Night of Disney+*.

The show will air simultaneously on national free-TV broadcaster MediaCorp's Mandarin-language Channel 8, English-language Channel 5, and on two StarHub channels, as well as streamed on Mediacorp's meWatch and on Facebook.

The 24 February show follows a high-octane cross-media campaign criss-crossing the country with billboards in high-traffic spots, including Midpoint Orchard and along expressways; wallscape

at shopping centres and train stations; buses and taxi wraps and a bus-shelter marquee; visibility across about 800 digital screens across the island; digital takeovers on YouTube and Tik Tok; and influencer campaigns involving mrbrown, SGAG and Jianhao Tan.

Disney has not disclosed its marketing budget for the new platform.

Singapore is the first full Disney+ platform roll out in Southeast Asia and follows the launch of the lower-cost hybrid Disney+ Hotstar rollout in Indonesia on 5 September 2020.

Disney has not confirmed arrival dates in additional Southeast Asia markets, but rollouts in Malaysia, Thailand, Philippines and possibly Vietnam are rumoured for this year.

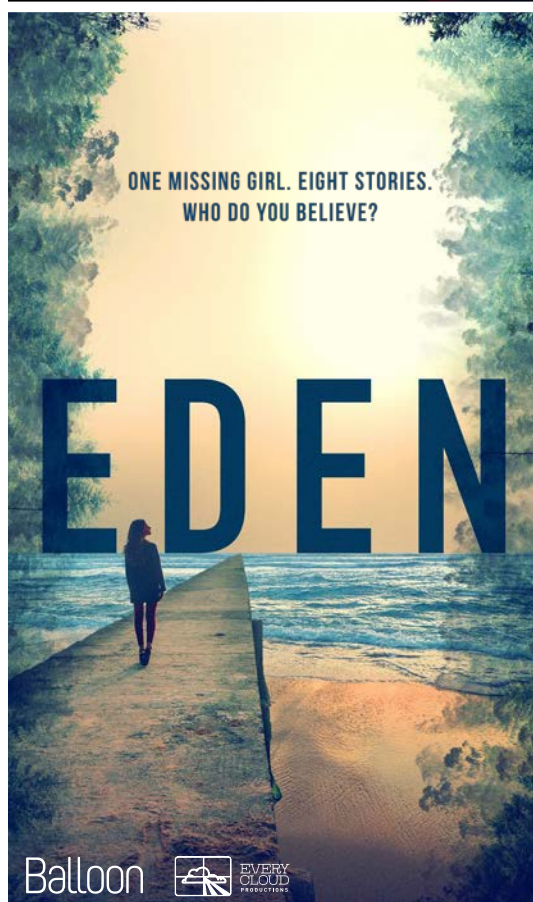
The Disney+ service in Singapore, marketed direct-to-consumer as well as in an exclusive platform partnership with StarHub, will carry all six Disney brands –

The rest of the story is on page 7

@all3media\_int  
all3mediainternational.com

**Thought-provoking drama  
from critically acclaimed producers**

**all3  
MEDIA  
INTERNATIONAL**





## Philippines' GMA reworks GMA News TV, new GTV mixes news, entertainment

Philippines' network GMA rolled out its news channel reboot today, turning its second free-TV channel, GMA News TV, into GTV with a roster of news and an injection of entertainment.

Network bosses said GTV would complement main channel GMA's strong nationwide reach.

GTV will simulcast GMA's flagship show, *24 Oras*, with prime-time newscast *State of the Nation* providing depth and context.

GTV entertainment shows include local fantasy series, *The Last Recipe*, original comedy game show, *Game of the Gens*, and weekly cooking show *Farm to Table*. Coming soon is romance mystery series, *Love You Stranger*.

GTV also features a Happy Hour strip, with shows such as *Good News* designed, GMA promises, to "spread positivity"; as well as travel and sports shows.

## Japan's U-Next adds exclusive rights to new Showtime series

Japanese streaming platform U-Next has picked up exclusive Japan rights to a six Showtime series – including *Halo*, legal thriller *Your Honour* starring Bryan Cranston and *City on a Hill* with Kevin Bacon – from ViacomCBS. The other three titles are *Ripley*, *The First Lady* with Viola Davis as Michelle Obama and Michelle Pfeiffer as Betty Ford and survival psycho-drama *Yellowjackets*. The deal also includes six library titles, including *Ray Donovan*.

## StarHub cuts Fox linear, movie pack Migration to TV+ continues as pay subs drop

Singapore pay-TV platform StarHub is dropping nine Fox linear channels along with the Fox Movies Pack from 8 March.

The channels are Fox, FX, FoxCrime, FoxLife, Baby TV, Fox Movies, Fox Movies Play, Fox Family Movies, Fox Action Movies.

These follow the exit on 31 January of Disney/Fox Networks Group-distributed Indian channels Star Bharat, Star Gold, StarPlus, Star Vijay along with Star Cricket and Star Cricket+, and cricket packs Cricket Group and Cricket d'Lite Pack.

In a letter to subscribers this afternoon, StarHub told customers that they will not be billed for the movie pack from 9 March, and that any pro-rated amount paid in advance would be credited back into their accounts in April.

StarHub's website today listed alternative content, including AXN, Warner TV, Nick Jr, and various HBO channels, among others.

StarHub's notice comes three days after Friday night's Q4/FY2020 earnings call, during which StarHub said it had shed another 15,000 subs, ending 2020 with 314,000 pay-TV subscribers.

The saga of FNG's channel renewal ran through much of last year, reaching a climax in early September 2020 when StarHub unveiled its new TV+ platform without the bulk of FNG's linear channels.

StarHub's carriage agreement with the Disney-owned Fox Networks Group expired the month before, in August 2020.

In a last-minute extension, StarHub

agreed to keep the Fox channels on the old IPTV platform, but not on the TV+ platform.

Terms of the revised carriage agreement were not disclosed.

The new StarHub TV+, which includes mobile/device access as well as a set-top box rental for S\$5/US\$3.70 a month, offers six packs for between S\$15/US\$11 and S\$30/US\$22 for 24-month contracts, with surcharges of up to S\$20/US\$14.70 a month for a no contract arrangement.

StarHub used today's notice to encourage subscribers to switch to its TV+ platform, which offers access to 15,000 hours of English-language entertainment across all platforms, along with apps such as Disney+, HBO Go, Netflix and BeIn Sports Connect.

StarHub's latest reshuffle comes on the eve of the Disney+ launch in Singapore tomorrow (23 February). Disney+ rolls out in an exclusive platform alliance with StarHub, which is using the new streaming platform to push 5G take up in Singapore. Disney+ is being offered "free" for two years to people who sign up for two StarHub TV+ packs.

Other bundles include a S\$79/US\$60 a month offer for StarHub TV+, 1Gbps fibre broadband and Netflix.

During Friday night's earnings call, StarHub bosses indicated that the migration away from the long-standing and one-time lucrative linear channel cost structure was complete.

The update came as no surprise. In November last year, StarHub said most of its content providers had been converted to a "variable fee model".

**THEMA**  
A CANAL+ GROUP COMPANY

**mezzo**  
liveHD

**medici.tv**

[www.thematv.asia](http://www.thematv.asia)

# CELEBRATING

## 43M VIEWERS

## 9 COUNTRIES

### MILLENNIALS, GEN Z, ESPORTS & TECH LOVING FANS



FOR AIRING DETAILS, PLEASE VISIT [TECHSTORM.TV](http://TECHSTORM.TV)



ASIAN ESPORTS | TECH ENTERTAINMENT

TECHSTORMTV

CONTACT: [SALES@TECHSTORM.TV](mailto:SALES@TECHSTORM.TV)

## Hong Kong's SCMP ramps up video ambitions

Goldthread production unit eyes regional content distribution after Discovery deal

Alibaba-owned Hong Kong newspaper, the South China Morning Post (SCMP), is expanding its video ambitions, driven by the return of its short-form China food series, *Eat China*, for a third season, as well as its first-ever broadcast licensing deal.

The new video series, which goes live across online and social platforms on 5 March, comes a month after SCMP's two-and-a-half-year-old short-form production unit, Goldthread, announced the non-exclusive sale of 12 shorts from *Eat China*'s three seasons to Discovery Networks Asia Pacific.

The Discovery deal includes digital/social media rights to content/recipes from Goldthread's *Chef's Plate* series.

Goldthread now says it hopes this is the start of bigger collaborations with other broadcasters. No details have been disclosed.



Shanghai Food Tour

SCMP/Goldthread premiered *Eat China* at the end of 2019 to focus on authentic regional Chinese cuisines and their origins. Season two explored China's noodle culture. The new season looks at Chinese buns.

Goldthread launched in mid-2018 as an English-language online video platform with a focus on food, travel and culture in China.

The platform says its monthly views have grown more than 310% since January 2020. Its top five territories are the U.S., Canada, U.K., Singapore and Malaysia.

In addition to a lively short-form business, SCMP is producing longer-form content under the SCMP Films banner.

The flagship title in the long-form space is *China's Rebel City*, a one-hour documentary about the 2019 protests. The programme was released in December 2020.

SCMP Films also produced a 15-minute programme marking the 30th anniversary of the Tiananmen Square crackdown, interviewing six witnesses and dissidents in China on their experiences in June 1989 and why they think China can never heal or move forward until Beijing reverses its verdict on the protests.

Mark your  
calendar for

# FILMART

15-18  
MARCH  
2021



## Online

Enjoy your early-bird discount on or before 4 March 2021



**Hong Kong International  
Film & TV Market (FILMART)**

Tel: (852) 1830 668

Email: [filmart@hktcdc.org](mailto:filmart@hktcdc.org)



## Yuriri Naka, Teo Yoo join *The Window* int'l drama cast

### Japanese broadcaster Fuji TV opens new window on international co-productions

Japan's Fuji TV embarks on a new phase of its global ambitions with the release later this year of *The Window*, a 10-episode English-language drama billed as *Game of Thrones* meets *Billions* in a human drama that could do for football what *House of Cards* did for politics.

A tall order and a calculated risk for the Japanese commercial broadcaster, which is reshaping and ramping up its involvement in international drama co-production.

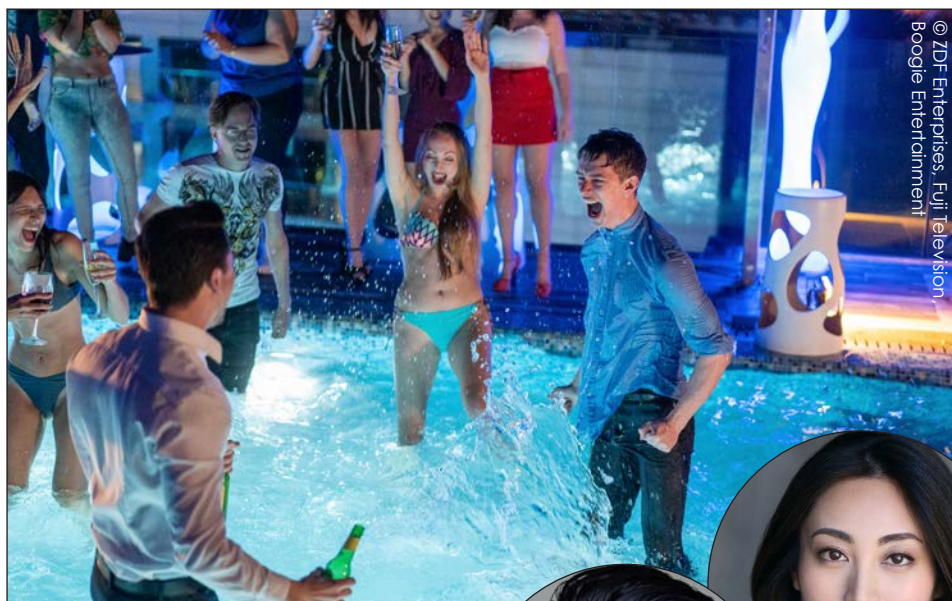
A complete departure from anything Fuji TV has been involved in before in terms of budget, scale and language, *The Window* also taps global diversity trends and provides a high-profile platform for Asian talent on both sides of the camera.

*The Window*, written by James Payne and directed by Adrian Shergold, is produced by Germany's Boogie Entertainment and ZDF Enterprises along with Fuji TV and Velvet Films in Belgium. ZDF Enterprises (ZDFE) and Fuji TV are distributing the series internationally.

*The Window*, set in the high-stakes transfer window between professional football seasons, stars Samuel Jordan in the story of 17-year-old football wunderkind, Jordan Burdett. What starts out as a tug-of-war between his brother and an agent over his first professional contract evolves into a "bigger, darker story... that goes beyond winning and losing games to explore the full, dark circus of this multi-billion dollar business".

Japanese actress Yuriri Naka plays Noriko A Sari, an assistant at sports agency Septre and is friends with Jordan's brother Kieran (played by Tommy Bastow).

German-Korean



Scene from *The Window*

heartthrob Teo Yoo plays heir Jae Yeon Cho, whose father owns the Manchester Football club and who struggles to show his power and worth to the world.

Both characters appear in all 10 episodes and are part of the core story line.

Apart from the appeal of the script and her character, Naka says she was eager to be part of Fuji TV's first-ever TV production in English made in collaboration with European production companies.

"I hope that it paves the way for more projects like this," she says.

For Yoo, the son of semi-retired FIFA agent, the series taps into long-held emotional links with football, which he says was the first sport he ever played as a child. "I have a broad knowledge of and interest in the world of football," he says.

His multi-cultural background also attracted him to a co-production between Asia and Europe, he says.

Fuji TV producer, Yuri Akimoto, highlights the balance of Asian and European cultures in the series. "It's



Teo Yoo (left, © CJes Ent) & Yuriri Naka (above, photo: Jennie Scott)

one of the elements

that makes the series unique," she says.

The full series, with Taka Hayakawa representing Fuji TV, sees the light after a year almost as nailbiting in reality as its fictional plot, with Covid-19 containment measures playing havoc with production schedules.

Eight of the 10 episodes were filmed from October 2019 across multiple locations before pandemic production pauses. The remaining two episodes finished during summer 2020.

The series, born at a Mip TV dinner with Fuji TV and ZDFE a few Mip TV's ago, is scheduled for release in Autumn 2021.

Fuji TV remains bullish about investing in international projects.

"Co-producing and creating the script with an English hit-maker James Payne was definitely an exciting experience for us," she says, adding that several new drama co-productions are in the works. But first, *The Window*...

### From page 1: Disney+

Disney, Marvel, Star Wars, Pixar, National Geographic and new U.S. entertainment brand Star, which offers titles from Disney Television Studios, Freeform, FX, Searchlight, 20th Century Studios and Touchstone.

Disney+ is Disney's second direct-to-consumer platform in Singapore. The first, Indian streamer Hotstar, launched in November 2020.

Disney+'s four-prong marketing campaign for Singapore kicked off in January across all platforms, ramping up in early February three weeks before launch.

The six thematic countdown-to-launch spots included Marvel at the six-day mark, Star at five days, Pixar at four days, Star Wars at three days and National Geographic at two days.

"The plan was not only to drive talkability, but to do it in disruptive ways," says Amit Malhotra, regional lead, emerging markets, for The Walt Disney Company Asia Pacific.

The other three core objectives include establishing identity and positioning, including moving beyond Disney's long history in Singapore as a linear kids' channel provider. The linear channels are no longer available in Singapore.

"Given the competitive landscape, it is important that consumers have a clear understanding of our content offering," Malhotra told *ContentAsia*.

This includes broadening Disney's standing as a family brand to include the new general entertainment Star content pillar.

"It was key to broaden Disney+'s appeal from a family audience to a streaming platform that has something for everyone," Malhotra says.

The campaign built in local elements, such as hawker centres and recognisable landmarks such as Marina Bay Sands, and included homegrown talent such as JJ Lin, Nathan Hartono, Benjamin Kheng and Annette Lee.

The four are performing Disney songs in the Disney+ Grand Finale on 24 February, and appeared in some of the countdown spots.

Core elements of the marketing campaign – positioning, raising awareness,



Amit Malhotra

generating excitement – mirror that of Indonesia.

Significant differences including the starting point (Disney+ Hotstar was a totally unknown

brand in Indonesia), connectivity (Indonesia's broadband landscape is patchy at best) and content (Disney spent big on local content in Indonesia, including direct-to-streaming theatrical movies. The Singapore platform does not have local content).

Malhotra emphasises that the Disney+ campaign is live and evolving, shaped by consumer feedback and reaction.

"Our campaign is not set in stone – it is constantly on 'live' mode that gives us the flexibility to pivot and action almost immediately," he says.

Disney+'s follow up campaign amplifies Disney+ as the "home of Marvel" ahead of the three back-to-back Marvel Studios original series – *WandaVision* (available at launch), *Falcon and the Winter Soldier* (19 March) and *Loki* (May).

Coming-soon campaigns will spotlight new titles and the platform's different content pillars, including factual (Nat Geo) and young adult/general entertainment (Star).

At the dawn of Disney's direct-to-consumer era in Singapore, Malhotra has also taken direct control of the Disney+ member hotline for the first time.

Customer interactions with StarHub, which has bundled the service into various packages, will be handled by Disney-



*Raya and the Last Dragon*

trained StarHub staffers.

Disney+ launches into an ultra-connected, hyper-served market spoiled for choice with legal and pirate platforms and video entertainment consumption fuelled by an enthusiastic appetite for VPNs.

Disney+ biggest legal competitor in the international content space in Singapore is Netflix, which has a five-year head start.

Netflix launched in Singapore at the beginning of 2016 and also has a distribution partnership with StarHub.

The two services are similarly priced at S\$11.98/US\$9 (Netflix has add-ons that take the price to S\$19.98/US\$15 a month). Disney has an annual payment of S\$119.98/US\$91 a year (a discount of S\$1.98/US\$1.50 a month).

Other legal international streamers in Singapore are HBO Go (S\$13.98/US\$10.50 a month), Amazon Prime Video (S\$2.99/US\$2.25 a month), Apple TV+ (S\$6.98/US\$5.30 a month). Disney+ also competes in Singapore with regional streamers, led by Viu and iQiyi, which focus on Asian content.

According to Media Partners Asia (MPA), Netflix's penetration of total households in Singapore based on paying subs, is approaching 30%.

MPA is projecting that Disney+ will end 2021 with close to 20% penetration.

In a recent investor note, MPA said the growth of premium legal services such as Netflix, Disney, Viu and HBO, along with piracy, will continue to reshape content distribution and consumption.



# Pakistan

## In numbers

Population..... 220.8 million  
Households..... 32.2 million  
Avg household size..... 6.3  
TV penetration..... 79%  
Daily av. TV viewership .....2 hours  
Mobile subscribers..... 176 million  
3G/4G subscribers..... 91 million  
Broadband subscribers..... 93 million  
Broadband penetration..... 43.5%

Source: Worldometer (population 2020), Pakistan Bureau of Statistics (households 2017), PEMRA, Gallup Pakistan (TV viewership, April 2019), Pakistan Telecommunication Authority (mobile, broadband, Dec 2020)

## Free TV

### ATV

Pakistan's 2nd largest national TV broadcaster, est. June 2005. Operates two 24-hour general entertainment terrestrial channels – ATV & A-Plus.

### Pakistan Television Corporation

State-backed national TV broadcaster, Pakistan Television Corporation (PTV, est. 1964), owns and operates eight channels: PTV Home (entertainment, ); PTV Bolan (general entertainment for Balochistan province); PTV National (local languages); PTV News; PTV Global; PTV Sports; PTV World (English-language news/info service); and AJK TV.

## Subscription

### DWN TV

DWN TV (Digital Wireless Network, est. 2003) offers about 100 local/int'l channels to 425,000+ viewers in Islamabad/Rawalpindi, Lahore & Karachi. Subscription costs PKR550/US\$3.50 a month, with a one-time starter fee of PKR17,000/US\$107. Supplementary connection costs PKR430/US\$271 a month.

### Nayatel (NTL)

NTL, a sister company of broadband provider Micronet Broadband (MBL), launched a fibre to the home (FTTH)/fibre to the user (FTTU) network in Sept 2006, offering triple-play services (broadband, telephony, pay TV) primarily in Faisalabad and Islamabad-Rawalpindi metro areas.



Raqs E Bismil, Hum TV

Bundled subscriptions cost from PKR2,502/US\$15.75 a month for 10 Mbps connection, basic cable TV and fixed telephone line to PKR10,418/US\$65.60 a month for unlimited 70 Mbps connection, digital TV and fixed telephone line.

### Solo Media Group

Founded in 2011, Solo Media Group offers about 180 cable/digital TV and radio channels, including 12 in-house TV channels to users in Karachi.

### Wateen

Est. in 2005, Wateen Telecom ventured into cable TV in 2006 for HFC customers. Now offers over 80 SD and 100 HD local/int'l channels in Lahore/Multan. Monthly subscriptions for triple play packages are from PKR2,199/US\$13.85 for analogue TV channels, 10 Mbps internet and landline to PKR15,499/US\$97.60 for digital TV channels, 100 Mbps iconnection and landline in Lahore.

### Worldcall Telecom

WorldCall Telecom (WTL) was established in mid-1996 as a pay-phone service. Offers 120+ digital and about 80 analogue cable channels. Subscrip-

tions cost PKR500/US\$3.15 for 3 months (or PKR4,500/US\$28.35 including the HD Box) for the WorldCall Digital TV package and PKR450/US\$2.80 a month for the WorldCall Cable TV package (for Lahore). WTL also offers broadband internet services to about 1.2m subs. (July 2020).

## Pay-TV Programmers & Channel Distributors

### Ary Digital Network

Ary Digital Network (inc. 2000) is a subsidiary of the Dubai-based Ary Group. The Urdu-language network was created after the Ary Group acquired a private TV channel catering to Pakistani expats in the U.K. Ary Digital operates a bouquet of in-house and int'l channels across a range of genres. Ary Digital is available in 130 countries across SE Asia, Middle East and the U.K.. Ary Digital also offers online catch-up TV services and is involved in film distribution via Ary Films.

### Classic Entertainment

Classic Entertainment, established in 2002, produces, airs and distributes



entertainment, infotainment and music-based TV content. Classic Entertainment's bouquet in Pakistan includes France24, CNN, NBC and Phoenix TV.

### Geo TV Network

Geo TV Network (est. May 2002) started broadcasting commercially in Oct 2002. The network operates in-house channels, including Geo News, Geo Entertainment (Urdu/Turkish drama, reality), Geo Super (sports), Geo Tez (breaking news) and Geo Kahani (drama) and video portal Geo Dost, and a feature film division. Geo TV transmits via satellite across Pakistan, the Middle East, U.S., U.K. and Europe.

### Horizon Media

Manages the distribution of United Arab Emirates-based entertainment channel Urdu 1.

### Hum Network

Hum Network's (formerly Eye Television Network, est. 2004) in-house channels include 24-hour entertainment channel Hum TV (local drama); Hum Masala (food channel in Urdu); and Hum Sitaray (foreign/local entertainment).

### Information & Systems Corporation Limited (ISCL)

Distributes channels such as CNN and Cartoon Network in Pakistan.

### Leo Television Network

Leo Television Network (LTN) was founded in May 1996 as a CATV equipment company and continues to be involved in cable installation and maintenance. In 2000, the company started distributing channels. Leo's bouquet includes local services FilmWorld (Bollywood movies), FilmAzia/LTN Family (general entertainment), Filmax (Urdu-dubbed Hollywood movies) and Aruj (family). LTN also produces drama series, under its own production subsidiary LTN Productions.

### Open Media Marketing (OMM)

OMM distributes national, regional and int'l TV and radio programmes, feature films, documentaries, audio and video music, multimedia software and media literature in Pakistan. OMM also provides production support services.

## IPTV/OTT/Streaming

### PTCL Smart TV

Pakistan's sole IPTV service, Smart TV, launched in Aug 2008. The triple-play platform offers 120+ live TV channels and over 12,000 hours of VOD across 150 cities. The regular TV plan costs PKR525/US\$3.30 a month. VOD costs from PKR25/US\$0.16 per title to PKR300/US\$1.90 per title for 48 hours unlimited viewing. Also

carries 3rd-party streaming services Starz Play by Cinepax (for PKR239/US\$1.50 a month) & Netflix.

### Starz Play by Cinepax

Launched in Oct 2018, Starz Play by Cinepax is a SVOD service by cinema chain Cinepax and StarzPlay Arabia. The platform offers 6,000 hours of Hollywood/Pakistani/Bollywood film/TV content, to users in Pakistan and 20+ countries across MENA.

## Regulators

### Ministry of Information and Broadcasting

The Ministry of Information & Broadcasting administers rules and regulations and laws relating to information, broadcasting and the press in Pakistan.

### Pakistan Electronic Media Regulatory Authority (PEMRA)

Established in 2002, PEMRA's mandate is to facilitate and regulate licensing of all broadcast media (satellite TV & FM radio) and distribution services (cable TV, DTH, IPTV, mobile TV) in Pakistan.

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](mailto:malena@contentasia.tv)

# contentasia 2021

+ digital + online + market dailies + video + social media

## Bookings Now Open

Putting your brand & products in front of more buyers & decision makers in 22 Asia-Pacific markets. ContentAsia reaches 10,000+ unique executives with its clear editorial focus on Asia, including market developments, trends, influences & information that makes a difference.

### Contact

**Leah Gordon** at [leah@contentasia.tv](mailto:leah@contentasia.tv) (Americas, Europe, U.K.)

**Masliana Masron** at [mas@contentasia.tv](mailto:mas@contentasia.tv) (Asia, Australia, Middle East)

For editorial info, contact **Malena Amzah** at [malena@contentasia.tv](mailto:malena@contentasia.tv)





## What's on where...

March 2021	15-18	Hong Kong Filmart	Online
	30-31	AVIA OTT Virtual Summit	Online
April 2021	9-14	Canneseries	Online
	12-16	MIP Doc	Online
	12-16	MIP Formats	Online
	12-16	MIP TV	Online
	14-16	Content Expo Tokyo	Tokyo, Japan
	20-22	APOS April Edition	Online
	29	AVIA Future of Video India	Online
May 2021	18	AVIA Philippines in View	Online
	TBC	Busan Contents Market (BCM)	TBC
June 2021	1-30	MIP China	Online
	8	AVIA Satellite Industry Forum	TBC
	14-15	DW Global Media Forum	Bonn, Germany
	16-18	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	22-23	APOS India	Online
July 2021	12	AVIA Satellite Industry Forum	Singapore
	14-16	BroadcastAsia/CommunicAsia	Singapore
August 2021	26-27	ContentAsia Summit	
	27	ContentAsia Awards	
September 2021	1-3	APOS September Edition	Online
	8	AVIA Vietnam in View	Online
	9-12	Gwangju ACE Fair	Gwangju, Korea
October 2021	9-10	MIP Junior	Cannes, France
	11-14	Mipcom	Cannes, France
November 2021	9-11	AVIA Asia Video Summit - State of Piracy	Online
	24-25	Dubai International Content Market	Dubai

\* As of Monday, 22 February 2021

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



contentasia

# Turkish drama tops in Pakistan

## Resurrection Ertugrul sweeps demand

Turkish drama, *Resurrection Ertugrul*, remains massively popular in Pakistan, scoring more than 40% above average demand for a TV programming in the country for the week of 10-16 February.

The period drama, set in the 13th century, beat back high-octane rivals Disney/Marvel's *WandaVision* and surged to almost double the demand for HBO's *Game of Thrones* and Amazon Prime Video's Indian drama, *Mirzapur*, according to data science company Parrot Analytics.

Often billed as Turkey's *Game of*

*Thrones* and credited with improving diplomatic relations between Turkey and Pakistan, *Resurrection Ertugrul* (*Dirilis Ertugrul*) follows warrior Ertugrul Gazi (played by Engin Altan Duzatan), whose descendants ruled the Ottoman Empire.

Despite not making it to the top three of the overall list for the week, Indian programmes' popularity continues in Pakistan. 40% of the shows on the top 10 are from India.

Netflix, which streams *Resurrection Ertugrul*, dominates demand on the digital list, with six of the top 10 titles.

## Top 10 overall TV shows: Pakistan

Rank	Title	Difference from Market Average
1	<i>Resurrection: Ertugrul</i>	40.3
2	<i>WandaVision</i>	33.0
3	<i>Game Of Thrones</i>	21.3
4	<i>Mirzapur</i>	20.9
5	<i>Yeh Rishta Kya Kehlata Hai</i>	19.2
6	<i>Bigg Boss</i>	18.4
7	<i>Taarak Mehta Ka Ooltah Chashmah</i>	16.2
8	<i>Vikings</i>	16.0
9	<i>Lucifer</i>	15.4
10	<i>Attack On Titan</i>	15.4

## Top 10 digital originals: Pakistan

Rank	Title	Platform	Difference from Market Average
1	<i>WandaVision</i>	Disney+	33.0
2	<i>Mirzapur</i>	Amazon Prime Video	20.9
3	<i>Lucifer</i>	Netflix	15.4
4	<i>La Casa De Papel (Money Heist)</i>	Netflix	14.7
5	<i>Stranger Things</i>	Netflix	13.2
6	<i>The Boys</i>	Amazon Prime Video	12.2
7	<i>Sacred Games</i>	Netflix	11.6
8	<i>Narcos</i>	Netflix	11.1
9	<i>Dark</i>	Netflix	10.8
10	<i>The Family Man</i>	Amazon Prime Video	9.6

Date range: 10-16 February 2021  
Demand: 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



### Editorial Director

Janine Stein  
janine@contentasia.tv

### Assistant Editor

Malena Amzah  
malena@contentasia.tv

### Events Manager

CJ Yong  
cj@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](mailto:i_want@contentasia.tv)

Published fortnightly by:

Pencil Media Pte Ltd  
730A Geylang Road  
Singapore 389641  
Tel: +65 6846-5987  
[www.contentasia.tv](http://www.contentasia.tv)

Copyright 2021 Pencil Media Pte Ltd. All Rights Reserved.



Daily news with  
*ContentAsia Insider*  
email [i\\_want@contentasia.tv](mailto:i_want@contentasia.tv)  
for subscription details