

BBC Studios debuts comedy formats in South Korea

Uncle Korea on its way in deal with Monster Union

BBC Studios has partnered with Korean production house, KBS subsidiary Monster Union, for the first adaptation of U.K. comedy series, *Uncle*, in South Korea. The series, which follows the massive success of *The World of the Married*, adapted from BBC's *Doctor Foster* on JTBC last year, will air on TV Chosun.

The full story is on page 5



Titan, WandaVision score in Indonesia

SpongeBob reign ends, old fave squeezed out

After spending most of 2020 as Indonesia's most in-demand show, *SpongeBob SquarePants* has been pushed into third place on Indonesia's Top 10 by long-running Japanese anime series, *Attack on Titan*, and Disney's *WandaVision*, according to Parrot Analytics' latest data for the week of 10-16 March.

The full story is on page 16



Watch out for...

iQiyi ramps up in Malaysia

iQiyi Malaysia is unveiling what it calls "landmark partnerships with local powerhouses" Media Prima and Celcom this afternoon. We'll bring it to you as it happens...

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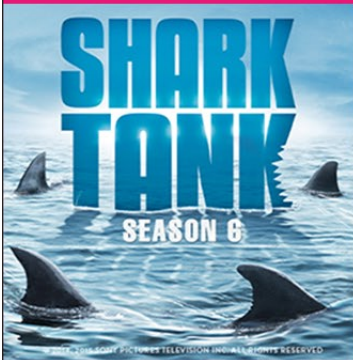
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Fetch boosts kids channel pack in Aus in new carriage deals with BBC, ViacomCBS

Australia's Fetch is boosting its kids offering from 24 April, adding BBC Kids and Nick Music channels, maintaining the A\$6/US\$4.63-a-month pack to a seven channels.

The new services replace Warner-Media's Cartoon Network and Boomerang, which exit the platform on 23 April.

The new BBC channel – the U.K. broadcaster's seventh on Fetch – targets six to 10 year olds with multiple genres, ranging from comedy and entertainment to natural history.

Launch shows include dance drama *The Next Step*, football drama *Jamie Johnson*, adaptations of David Walliams' best-selling children's novels *Gangsta Granny* and *Mr Stink*, and teenage spy drama *MI High*. Fetch also recently added SVOD service BritBox, a JV between BBC Studios and ITV.

Fetch is also home to BBC's pre-school channel, CBeebies, along with BBC Earth, BBC Brit and BBC World News and others.

Nickelodeon's Nick Music is a dedicated 24-hour music channel featuring artists such as Ariana Grande and The Weeknd to Sia and Taylor Swift.

The new deal brings ViacomCBS channels on Fetch to nine. Services include Spike, Comedy Central, MTV, and MTV Dance.

Fetch boss Scott Lorson says the full range of delivery options, including subscription and free-TV channels as well as SVOD and TVOD, remains a priority.

Beasts & solutions in new DW show

5-part local series tackles environmental issues in Asia



Open Your Eyes to the Unseen

Environment-related "beastly challenges and promising solutions" in Southeast Asia and Taiwan take centre-stage from 12 April in a multi-platform series for Germany's international broadcaster, DW.

The five-episode factual series, *Open Your Eyes to the Unseen*, commissioned from local producers, looks at Indonesia, Malaysia, Thailand, Vietnam and Taiwan through the eyes of mothers, kids, food lovers, artists and others living with and tackling everyday environmental issues, such as pollution, plastic in food and traffic gridlocks – all through the eyes and personal stories of people living with the challenges.

Topics range from how doctors, architects and entrepreneurs are starting to make life for kids in Jakarta more healthy in an episode produced by Marlia Yossie and Reyska Ramdhany, to how Malaysia

is dealing with microplastics in food, produced by DW's long-time Asia partner, Lee Mee Fung's Pik film in Kuala Lumpur.

Out of Bangkok, Caleb Quinley has taken a look at how local residents are future proofing their homes against rising waters, while in Vietnam, producer Andy Nguyen looks at how rapper innovation is providing an antidote to the nightmares of traffic gridlock.

The Taiwan episode, about green tech and the people who have taken up the cause, is produced by Vito Lee and Betty Wang.

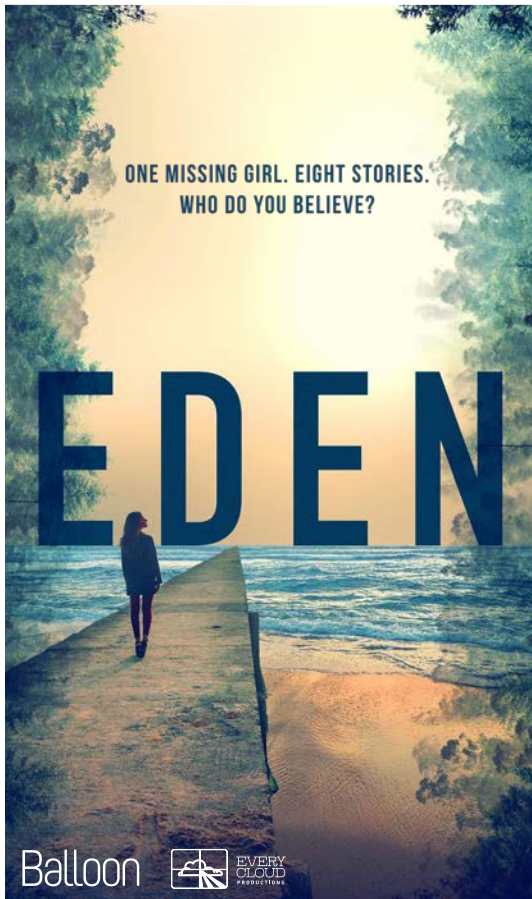
Open Your Eyes to the Unseen premieres on DW partner platforms on 12 April, followed by a 31 May debut on dw.com, DW Documentary (YouTube), DW Indonesia (YouTube) and DW Stories (Facebook).

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Viu populates April with spirits, serial killers, monsters & K-pop stars



Great Real Estate

Regional streaming platform Viu has sealed exclusive rights to Korean drama *Great Real Estate*, *Taxi Driver*, *Dark Hole* and *Summer Guys*.

All will stream in April in simultaneous deals with broadcast giants KBS and SBS, as well as CJ ENM's OCN.

Supernatural drama *Great Real Estate* (KBS, 14 April) follows agency boss Hong Ji Ah (played by Jang Na Ra), who uses her ability to exorcise spirits in buying and flipping properties.

Webtoon-based *Taxi Driver* (SBS, 9 April) is the story of navy officer Kim Do Ki (played by Lee Je Hoon) whose life changes when his mother is murdered.

Idol-studded 10-episode musical rom-com *Summer Guys*, produced by Starcrew, revolves around four young adults working together to revive an old cocktail bar at the beach.

The last of the April premieres, *Dark Hole* (OCN, 24 April), is about two detectives (Lee Joo Hyuk and Kim Ok Bin) in a city enveloped by black smoke, turning inhabitants into dangerous monsters.

BBC debuts comedy formats in Korea

Uncle Korea on its way in deal with Monster Union



Uncle (U.K.)

BBC Studios has partnered with Korean production house, KBS subsidiary Monster Union, for the first adaptation of U.K. comedy series, *Uncle*, in South Korea.

The series, starring Jung-sae Oh (*It's Okay To Be Not Okay*, *When The Camellia Blooms*), will air on TV Chosun.

The airdate has not been confirmed.

Uncle is about the misadventures of Andy, a dissolute out-of-work musician who forges an unlikely alliance with his 12-year-old nephew after being blackmailed into babysitting by his chaotic sister Sam – all on the day Andy was planning to kill himself. The show follows Andy as he tries to keep his new charge out of trouble while often ending up knee-deep in it himself.

While this is BBC Studios' first comedy adaptation, the U.K. broadcaster had massive success in Korea last year with the local adaptation of *Doctor Foster*

(as *The World of the Married*) for cable network JTBC.

The World of the Married, which ran from March to May 2020, broke cable drama ratings in Korea, ending on a high of 28.37% audience share (source: AGB Nielsen, nationwide).

Other BBC Studios formats in Korea include last year's deals for political drama, *Undercover*, adapted by Story TV for JTBC, as well as a local version of *The Split*, also with JTBC; *Luther*; and *Life on Mars*.

Of the 16 markets covered in *Content Asia's Formats Outlook*, Korea has traditionally been among the most active in the scripted space. Nine of the 11 titles acquired/commissioned in Korea in 2019 (pre-Covid) were drama formats. Titles include BBC's *Luther*, Endemol Shine Group's *Younger*, Entertainment One's *Designated Survivor: 60 Days*, Fuji TV's *Confidence Man* and TV Asahi's *dele*.

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Streaming video revenues to soar in the next five years – new report

OTT TV episodes and movies revenues for 22 countries in the Asia Pacific region will reach US\$54 billion in 2026; up by 90% from the US\$29 billion recorded in 2020, according to the latest Asia Pacific OTT TV and Video Forecasts report out of the U.K.

China will increase by US\$8.4 billion, India US\$4.7 billion and Japan US\$4.5 billion, the report says, adding that Indian revenues will nearly triple, with Japan close to doubling.

“China will account for 44% of the region’s revenues by 2026, down from 54% in 2020 as other countries catch up,” says U.K.-based Digital TV Research’s analyst, Simon Murray.

“China will add US\$5 billion in AVOD revenues between 2020 and 2026, with SVOD bringing in an extra US\$3 billion,” he adds.

SVOD revenues in Asia Pacific overtook AVOD revenues in 2019. Revenues for both AVOD and SVOD will double between 2020 and 2026 to US\$22 billion (AVOD) and US\$28 billion (SVOD).



ABS-CBN suspends *It's Showtime* live taping

Philippines’ ABS-CBN has suspended live taping of flagship show *It's Showtime* “to ensure the safety of our hosts and production team because of the surging Covid-19 cases in the country”. The Philippines reported a record 7,999 new cases on Saturday and 7,757 on Sunday.

Calm waters for KBS/Viu Korean drama *River Where the Moon Rises* holds steady despite star switch



River Where the Moon Rises

KBS/Viu Korean period drama, *River Where the Moon Rises*, flows on, unhindered by the sudden switch in lead actors following the exit of Ji Soo in early March after a school bullying scandal.

Ratings are holding in the high single digits.

The 9.1% achieved last week (15-16 March) were the highest since *Mr Queen* heartthrob Na In Woo took over the role as Goguryeo general On Dal from episode seven.

Ratings for last night’s (Monday, 22 March) episode were 7.3% for the first half of the episode, rising to 8.7% for the second.

Meanwhile, Ji Soo continues to be erased from early episodes, which are being reshot with Na In Woo.

According to local entertainment newspapers, many of the cast members

in the 20-episode love story have offered to reshoot for free.

Korean’s Soompi listed seven actors who said they would forego their fees for the re-shoot.

While producers are clearly relieved that the series didn’t tank after Ji Soo’s exit, the show also hasn’t yet hit the ratings high of 10% for episode four (23 February, AGB Nielsen, National).

River Where the Moon Rises runs to 20 April at 9.30pm on Mondays and Tuesdays.

From this week, *River Where the Moon Rises* is up against SBS’ 16-episode period supernatural fantasy, *Joseon Exorcist* (10pm, Monday, 22 March) and tvN comedy *Navillera* (aka *Like A Butterfly*), which airs at 9pm on Mondays and Tuesdays based on the Daum webtoon.



Seo Hyun, Lee Jun-young board Netflix's *Moral Sense*

Girls Generation's Seo Hyun (*Private Lives*) and Lee Jun-young (*Please Don't Date Him*) are on board for director Park Hyun-jin's new webtoon-to-movie romance, *Moral Sense* (working title), for Netflix. The film is about a man with BDSM tastes and the female co-worker who stumbles upon his secret. No release dates info yet.



GMA's Gozon off the hook for tax cold case

GMA Network boss Felipe Gozon is off the hook for a years-old case related to INQ7 Interactive, which shuttered in Dec 2006. GMA says the Department of Justice dismissed the Bureau of Internal Revenue's criminal complaint for tax deficiency this month because of insufficient evidence. Gozon's affidavit said as chairman of INQ7's board, he neither participated in the company's business conduct nor in the exercise of corporate powers. He also said he was not involved in the preparation of financial statements, computation of tax liabilities and payment of taxes. INQ7 was a GMA JV with the Philippine Daily Inquirer.



Correction

Our 15 March eNewsletter said Malaysia's Astro might be using iQiyi's tech for its new subscription streaming platform. This is incorrect. Astro has not disclosed its OTT vendors.

Pops Thailand ramps up Thai romance

27 March debut for streamers new scripted original



Follow My Fellow

Online/streaming platform Pops Thailand adds long-form Thai romantic drama – *Groovin' On* – to its line up this month as part of its push into higher-end local originals.

The platform is also promising a steady stream of new home-grown projects for Thailand throughout 2021.

The youth show joins original variety programme, *Follow My Fellow*, onto the platform on 27 March. New episodes stream on Saturdays at 7pm.

Groovin' On is the story of young jazz guitarist Alto (played by Kao-Jirayu La-

ongmanee), who faces a quarter-life crisis after taking over his late father's bar in Chiang Mai. While driven by duty and family honour, Alto's lack of responsibility and romantic sagas put him on a collision course with Sol (Aheye-Kornnit Laosubinprasert), his younger sister who is fiercely passionate about upholding their father's dream.

Follow My Fellow, which unites 10 celebrities for various challenges, debuted on 16 February.

New episodes drop on Tuesdays and Thursdays at 7pm.



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China

In numbers

Est. Population in 2020..... 1.44 billion
 Population (2019)..... 1.4 billion
 Pay-TV subscribers..... 327.2 million
 TV coverage (population)..... 99.4%
 Broadband internet subs..... 484 million
 Mobile subscribers..... 1.6 billion
 4G mobile subscribers..... 1.3 billion

Source: National Bureau of Statistics of China (population as of 2019, TV coverage in 2019), Statista (mobile/broadband subs in Dec 2020), Worldometer (est. population in 2020), Digital TV Research (pay-TV in 2020)

Broadcasters

Beijing Gehua CATV Network

Beijing Gehua CATV Network, established in 1999, offers a triple-play service (cable TV, broadband internet, telephone) to 6.01 million registered cable TV users, of which 5.55 million are HD interactive digital TV users; and 680,000 broadband households (June 2020).

Beijing TV

Founded in 1979, Beijing TV (BTV) owns 13 channels reaching about 300m viewers. Operates both cable free TV and pay services. Produces about 15,000 hours of programming annually, including TV drama, animation, news, TV magazine, documentary & sports programmes.

China Central Television (CCTV)

Founded in 1958, China Central Television (CCTV) is mainland China's state-controlled national TV broadcaster, offering 50 free-TV/digital pay-TV channels to more than one billion viewers across China. CCTV channels and content cover a broad mix of genres, including news, factual, drama, reality, comedy and variety. Content is mostly local, interspersed with local versions of international formats and foreign acquisitions. CCTV also operates content distribution unit, China International Television Corporation (CITVC), webcast service platform, China Network Television (CNTV) and online TV division Future TV.

Guangdong Cable TV Network

Guangdong Cable TV Network (GDCATV), owned by the Guangdong provincial



iQiyi's 2021 original series, *The Ferryman: Legends of Nanyang*

government, is a cable TV/broadband network servicing more than 14m households and nearly 3.5m broadband subs in Guangzhou province.

Hunan Broadcasting System

Established in 1970, state-owned Hunan Broadcasting System (HBS) operates various TV channels, including general entertainment channel, Hunan Satellite TV, which airs mostly local content, ranging from variety shows to movies, animation and game shows. Hunan, a major buyer of international rights, has produced authorised local versions of *World's Got Talent*, *The X Factor*, *Your Face Sounds Familiar*, *The Winner Is*, *I'm A Singer*, and *Strictly Come Dancing*, among others. The company is also focused on original content creation, including 2020 studio dating format *Key to Heart*, based on the premise that people's phones hold critical clues in singletons' hunt for the perfect match. Hunan operates Hunan IPTV, which offers live TV broadcasts, playback and VOD services to households in Hunan province. Hunan TV's online business includes Mango Internet TV, which offers select HD TV programmes on-demand from Hunan Satellite TV and simulcasts in-house TV stations; and a fee-based value-add mobile app (extension of Mango TV), which carries HBS content, animation, music and audio magazines, among

others, via three telco operators – China Mobile, Telecom & China Unicom.

Jiangsu Broadcasting Corp

Jiangsu Broadcasting Corp (JSBC, est. June 2001) serves households in Jiangsu province. Owns and operates 16 TV channels, including two satellite channels, seven terrestrial channels, four digital pay-TV channels (Fashion, Kid's Education, English Education, Fortune) and mobile TV channel (Jiangsu Mobile TV). JSBC has bought a few int'l formats, including game show *Puzzle Masters China*; reality series *The Brain China* and game show *Still Standing China*. JSBC is also involved in content production, movie distribution, home shopping and online gaming.

Shanghai Media Group (SMG)

Shanghai Media Group (SMG) is one of China's largest media and entertainment companies with a portfolio spanning traditional TV, radio, newspapers/magazines, TV/film production/distribution, OTT/IPTV, online/console gaming, digital advertising, TV shopping/e-commerce; live entertainment and tourism. SMG operates 15 cable/satellite TV networks (including documentary channel Docu TV, kids channel Toonmax and Dragon TV), 15 subscription-based digital pay-TV channels, 13 radio frequencies, eight newspapers and magazines.



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Shenzhen Media Group

Shenzhen Media Group owns and operates 12 TV channels and four radio stations, including Shenzhen Satellite Television, which bought the formats rights to Endemol Shine's real life thriller format, *Hunted*, and Nippon TV's business entertainment format, *Dragons' Den*.

Sichuan Radio and Television

Government-owned network, Sichuan Radio and Television (SRT, est. May 1960, nationwide since 2003) operates 11 satellite TV channels and eight radio stations.

Southern Media Corporation

Southern Media Corporation (SMC) is a wholly owned subsidiary of Guangdong Television Station (GDTV). SMC's primary businesses include cable network TV, media operations, advertising, digital distribution, content marketing, cable network support, TV content production and digital magazine publishing. SMC is made up of Radio Guangdong, Guangdong TV, Southern TV, Radio and Television Technical Center of Guangdong Province, Guangdong Cable Radio and Television Network Inc, which consists of 19 city-level TV stations and 76 county-level TV stations. SMC was established in Jan 2004 by the merger between GDTV and Southern Television (TVS).

Zhejiang Radio & TV Group

Provincial broadcaster, Zhejiang Radio and Television Group (ZRTG, est. Nov 2001) owns and operates 12 TV channels and seven radio stations, and produces original/localised content and live events for regional and national audiences. ZRTG is mostly known for reality talent show *Sing! China* (the evolution of *The Voice of China* after an ugly struggle over the format), variety show *China Dream* and the local version of Korean variety show *Running Man*, *Keep Running* (aka *Hurry up, Brother*). ZRTG owns a large-scale film/TV media production centre.

Online/OTT

BesTV

BesTV offers about 400,000 hours of local and international shows across a wide

spectrum of genres in more than 30 cities. Launched in 2005, BesTV is owned and operated by Shanghai Media Group's media entertainment subsidiary Shanghai Oriental Pearl Media, formed by the 2014 merger of BesTV New Media and Oriental Pearl.

Bilibili

Millennial-targeted digital platform Bilibili (launched June 2009) streams user-generated content and acquired local/international shows, including anime, music, drama series, games, entertainment, movies and factual. Monthly subscriptions cost RMB15/US\$2.30. Annual is RMB168/US\$26 (non-recurring). Bilibili has 103 million registered users, of which 17.9 million are paying users and 202 million monthly active users (Dec 2020).

China Blue TV

China Blue TV (launched July 2015) offers original web series and select content from the Zhejiang Radio & TV Group's free-TV channel Zhejiang TV, a satellite broadcast station serving viewers in Hangzhou, Zhejiang.

China Network Television (CNTV)

China Network Television (CNTV) is a national web-based TV broadcaster launched in Dec 2009 by China Central Television (CCTV). CNTV's online news portal, CCTV.com, carries local and int'l news, live/on-demand video content and searchable archives in multiple languages, including French, Russian, Korean and Chinese ethnic minority languages.

Fun TV/Funshion Video

Launched in 2005 by Beijing Funshion Online Technologies Ltd, Fun TV/Funshion Video offers mostly local content; movies, dramas, kids, animation, variety shows and sports, with streaming/downloading and user interactive features.

iQiyi

iQiyi (est. April 2010 and globally in June 2019) is an online/streaming platform carrying local/int'l/in-house titles, including movies and TV drama, to about 101.7m subscribers, of which 99% are paying (Dec 2020). In Mar 2021, iQiyi

continues to bet on premium Chinese drama as an international streaming driver, unveiling five new drama series from China, Taiwan and Singapore, including its first Southeast Asia original series *The Ferryman: Legends of Nanyang*. iQiyi offers advertising-supported video on demand (AVOD), subscription video on demand (SVOD) and transactional video on demand (TVOD). Subscriptions cost RMB25/US\$3.80 a month. iQiyi is owned by Chinese web service, Baidu.

Mango TV

Hunan Broadcasting System launched digital platform Mango TV in 2011. The streaming platform offers SD and HD channels and VOD.

PP Video HD/PPTV Sports

Launched in 2005, PP Video HD (formerly PPTV) offers local/international content, including Chinese and Korean drama, movies, sports, entertainment and news via live streaming and on-demand. The line-up covers live events and original online content, in cooperation with other media groups and studios in China. PPTV Sports carries local and international sports. PP Video HD and PPTV Sports are offered for free with some pay options.

Sohu Video

Sohu.com provides a network of web properties and community based/web products. Sohu's content platform, Sohu Video (tv.sohu.com), offers free access to most content, including local/international drama series, variety shows, original productions, news, documentaries, animation, entertainment, live TV and user-generated content. Premium content is mostly movies and education. Premium plan costs RMB9.90/US\$0.09 for the first month (RMB15/US\$0.14 for the second month onwards) or RMB178/US\$1.60 for 12 months. Sohu was incorporated in 1996 as Internet Technologies China and renamed Sohu.com in 1999.

Tencent OTT/Video

Launched in 2015, Tencent OTT is the content service of Tencent Video, a multi-faceted online business offering gaming, e-commerce and social apps (QQ, WeChat). Tencent OTT delivers

local/int'l content, including films, TV shows, formats, original productions, sports events and news to 120 million subscribers (Sept 2020). Premium content is behind a subscription paywall. Subscription costs RMB19/US\$2.75 a month or RMB208/US\$30 a year for VIP membership. Tencent was founded in Shenzhen in 1998 and listed on the Hong Kong Stock Exchange in 2004.

Ukids

UYoung launched SVOD kids app, Ukids, in April 2020, offering more than 3,000 curated content/episodes for kids aged 0-6 and their families. The offering (available in Mandarin and English) includes international animation, documentaries, songs/audio stories.

Wasu

Wasu (launched in 2003) is an online video platform offering live TV channels and local/int'l VOD content, including drama, movies, animation and documentary. The VIP pack costs RMB40/US\$6 a month. Wasu is owned and managed by Wasu Digital TV Media Holdings, backed by the Hangzhou Culture, Radio and Television Group and the Zhejiang Radio and Television Group. The group operates across digital cable TV, OTT and IPTV services to over 100m users in 100+ cities in 30 provinces in China (Dec 2020). It also owns 42% of national cable company, China Cable Network.

Youku

China's digital entertainment platform Youku Business Division (Youku BD), part of Alibaba Digital Media & Entertainment group, was formed by the merger of Youku, Tudou and Alibaba home entertainment in Oct 2016. Youku's businesses span PC, TV, PC and mobile. Content includes premium IP, co-productions and acquisitions across a wide range of genres, as well as user/professionally generated content, live webcasts and virtual reality.

Production

Beijing Hualu Baina Film & TV

Beijing Hualu Baina Film & TV (HBN, est.

2002) specialises in film/TV planning, production, distribution & licensing.

Cenic Media

Cenic Media specialises in the production, distribution and investment of content in China. Production credits include the Chinese remake of Warner Bros' American sitcom *2 Broke Girls*.

China Huace Film & TV

China Huace Film & TV (est. 2005) is a TV and film media group primarily focused on production and distribution of TV drama, films and variety shows. The group has more than 20 subsidiaries (including Croton Media) and has made strategic alliances and investments into areas such as a film studio, cinema theatres, advertising/artist agencies and online gaming. Production credits include the local remakes of Endemol Shine's scripted series *Younger* and *Humans*.

China Intercontinental Communication Center (CICC)

China Intercontinental Communication Center (CICC) is an international media institution established in 1993 dedicated to int'l cultural exchange through co-production, promotion and publishing of film, TV and new media. CICC specialises in factual production covering Chinese nature, history and culture. Production partners include Chinese state-owned organisations, as well as more than 40 international companies and broadcasters, including Korea's CJ ENM.

China International TV Corporation (CITVC)

Founded in 1984, state-owned enterprise and the business division of CCTV/China Media Group, China International TV Corporation, is committed to the development of new formats and new media.

Ciwen

Ciwen Media Group produces and distributes TV, film and animation in China. The company's kids and rights division is responsible for original content creation, production, distribution, brand management, and licensing and merchandising animated properties and characters from around the globe.

Enlight TV Production

Enlight TV Production/Beijing Enlight Media specialises in TV content production and is also involved in film distribution. Genres include TV drama, formats, news, variety and lifestyle.

Fantawild Animation

Fantawild Animation Inc (FAI) specialises in original animation design and production. Globally, the company has distributed its programmes to over 100 countries via TV networks such as Disney and Sony as well as Netflix. Known mostly for its TV animated series *Boonie Bears*, Fantawild Animation is a part of Fantawild Holding, a subsidiary of Cultural and Technology in China.

Huayi Brothers Media

Among China's largest media and entertainment companies, Huayi Brothers was founded in 1994 by the Wang brothers, beginning with feature film production and distribution, and expanding into television production, talent management, cinema, music, new media, gaming and theme parks.

IPCN (International Program Content Network)

Shanghai-based International Program Content Network (IPCN) (est. 2007) specialises in the acquisition and distribution of format rights to China/Asia Pacific.

Sony Pictures Entertainment Beijing office

Sony Pictures Entertainment's production outfit in China (formerly known as Huaso Film and TV Digital Production) was co-founded by China Film Group Corporation and Sony Pictures Entertainment in 2004. In 2011, China Film Group shifted its shares to CCTV6 movie channel and the Beijing-based production house became a joint venture company owned by CCTV6 and Sony Pictures.

Star China International Media

Star China International Media (Star China) specialises in TV production (Canxing Production/Starry Production), broadcasting, filmmaking, artist management and music/concert production. Star China's TV production subsidiary, Canxing/Starry, produces local

adaptations of international formats, including *China's Got Talent*, *Infinite Challenge China*, *The Remix China*, *So You Think You Can Dance* and *The King of Mask Singer*. Star China's original formats include native Chinese format *Sing My Song* and *Sing! China*. Broadcast partners include CCTV, Dragon TV, Zhejiang Satellite TV, Jiangsu Satellite TV and Beijing Satellite TV. Star China was established in August 2010 as a joint venture between China Media Capital (CMC) and 21st Century Fox. In Jan 2014, CMC acquired 20th Century Fox's 47% stake to become sole owner.

Tangren Media

Tangren Media specialises in producing TV dramas, 3D animation and movies, and is involved in distribution, publishing and talent management. The company was incorporated in 2012.

UYoung Culture & Media

Launched in 2000, UYoung produces, distributes and licenses animated kids' content across all platforms. The company also creates its own pre-school consumer product lines and runs strategic media operations across a number of Chinese kids' channels. Headquartered in Beijing, UYoung has offices in Beijing, Shanghai and Los Angeles.

Zhejiang Versatile Media

Hangzhou-based Zhejiang Versatile Media launched in 1993 as Hangzhou Versatile Advertising and is an integrated media company involved in film/TV, animation, advertising, internet and mobile services.

Zhejiang Zhongnan Animation

Zhejiang Zhongnan Animation (Zoland Animation, est. 2003) specialises in original animation production. Titles – both original animation series and films, with an aggregate length of approximately 80,000 minutes – have been broadcast in about 90 countries/regions, incl. the U.S., Europe, Japan and Africa. The company is also involved in drama/live-action films, global distribution of content, publishing and licensing.

Telcos

China Mobile

China Mobile Communications Corporation is a state-owned telecommunication corporation offering mobile voice and multimedia services through nationwide (2G/3G/4G) mobile telecomms networks across mainland China. China Mobile had over 940 million mobile subs in Jan 2021, of which 780 million were 4G subs and 169 million were 5G customers.

China Telecom

China Telecom provides mobile, broadband internet and fixed line services to 352.55 million mobile subscribers and 159.87 million wireline broadband subscribers (Jan 2021).

China Unicom

China Unicom was founded as a state-owned enterprise in 1994 by the Ministry of Railways, the Ministry of Electronics Industry and the Ministry of Electric Power Industry. China Unicom is mainly engaged in, among other businesses, fixed and mobile communications, domestic and international communications facilities services, and satellite international leasing. As of Jan 2021, China Unicom had 306.4m mobile subscribers (incl. 272.9m 4G subs), 86.9 million fixed-line broadband subscribers and 47.3m fixed-line customers.

Government/Regulator

State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT)

SAPPRFT oversees state-owned TV, radio, film and publications enterprises. The body directly controls state-owned media, including China Central Television (CCTV), China National Radio, China Radio International. SAPPRFT is also responsible for policing China's censorship rules.

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

What's on where...

March 2021	29 Mar-1 Apr	AVIA OTT Virtual Summit	Online
April 2021	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
June 2021	14-15	DW Global Media Forum	Bonn, Germany & Online
	16-18	Vietnam Telefilm	Ho Chi Minh City, Vietnam & Online (7-30 June)
	22-23	APOS India	Online
	28-30	MIP China	Online
July 2021	12	AVIA Satellite Industry Forum	Online
	14-16	BroadcastAsia/CommunicAsia	Singapore & Online
August 2021	26-27	ContentAsia Summit	Online
	27	ContentAsia Awards	Online
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
	8-13	Canneseries	Cannes, France & Online
	11-14	Mipcom	Cannes, France
	30 Oct-8 Nov	34th Tokyo International Film Festival	Tokyo, Japan
November 2021	1-3	TIFFCOM 2021	Tokyo, Japan
	9-11	AVIA Asia Video Summit - State of Piracy	Online
	10-12	Busan Contents Market (BCM)	TBC
	24-25	Dubai International Content Market	Dubai
December 2021	1-3	Asia TV Forum & Market	Marina Bay Sands, Singapore

* As of Monday, 22 March 2021

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



Titan, WandaVision score in Indonesia

SpongeBob reign ends, old fave squeezed into third place

After spending most of 2020 as Indonesia's most in-demand show, *SpongeBob SquarePants* has been pushed into third place on Indonesia's Top 10 by long-running Japanese anime series, *Attack on Titan*, and Disney's *WandaVision*, according to Parrot Analytics' latest data for the week of 10-16 March.

Four other of the top 10 overall shows for the week were Asian, giving made-in-Asia content 50% of the overall top 10. Two of the top Asian shows were

animated titles from Malaysia – Animonsta Studios' animated series, *BoBoiBoy: Galaxy*, which came in 12.9% above average demand, and long-time favourite, *Upin & Ipin* from Les' Copaque Production.

Disney+ scored majorly on the streaming originals list, coming in 24.3% above average demand and leaving everything else – including studio mate *The Mandalorian* – trailing in single digit territory.

Top 10 overall TV shows: Indonesia

Rank	Title	Average Demand Expressions®
1	<i>Attack On Titan</i>	28.0
2	<i>WandaVision</i>	24.3
3	<i>SpongeBob SquarePants</i>	19.7
4	<i>BoBoiBoy: Galaxy</i>	12.9
5	<i>Billions</i>	12.3
6	<i>Upin & Ipin</i>	11.8
7	<i>Opera Van Java</i>	9.7
8	<i>Ultraman</i>	9.6
9	<i>The Tonight Show Starring Jimmy Fallon</i>	9.5
10	<i>Indonesian Idol</i>	9.2

Top 10 digital originals: Indonesia

Rank	Title	Platform	Average Demand Expressions®
1	<i>WandaVision</i>	Disney+	24.3
2	<i>The Boys</i>	Amazon Prime Video	8.1
3	<i>The Crown</i>	Netflix	7.6
4	<i>The Mandalorian</i>	Disney+	7.3
5	<i>La Casa De Papel (Money Heist)</i>	Netflix	6.0
6	<i>Narcos</i>	Netflix	4.7
7	<i>Stranger Things</i>	Netflix	4.7
8	<i>The Grand Tour</i>	Amazon Prime Video	4.6
9	<i>The Umbrella Academy</i>	Netflix	4.5
10	<i>The Queen's Gambit</i>	Netflix	4.3

Date range: 10-16 March, 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



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