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Line shutters Thai video service

Streamer pulls the plug on 31 December 2021

Japanese/Korean messaging platform Line is pulling the plug on its Thai video streaming service, Line TV, after seven years. Line TV Thailand said earlier today that the service would go dark on 31 December 2021.

The decision, which follows rumours that the company has been trying to sell the video platform for months, eliminates a significant player in a fiercely competitive VOD market with multiple streaming services.

Line has not given reasons for its decision.

"Time flies and things continue to change, and Line TV does likewise," the platform said on a Twitter post today.

"Your support and contribution to Line TV all these years are truly appreciated and will always be remembered," the post said.

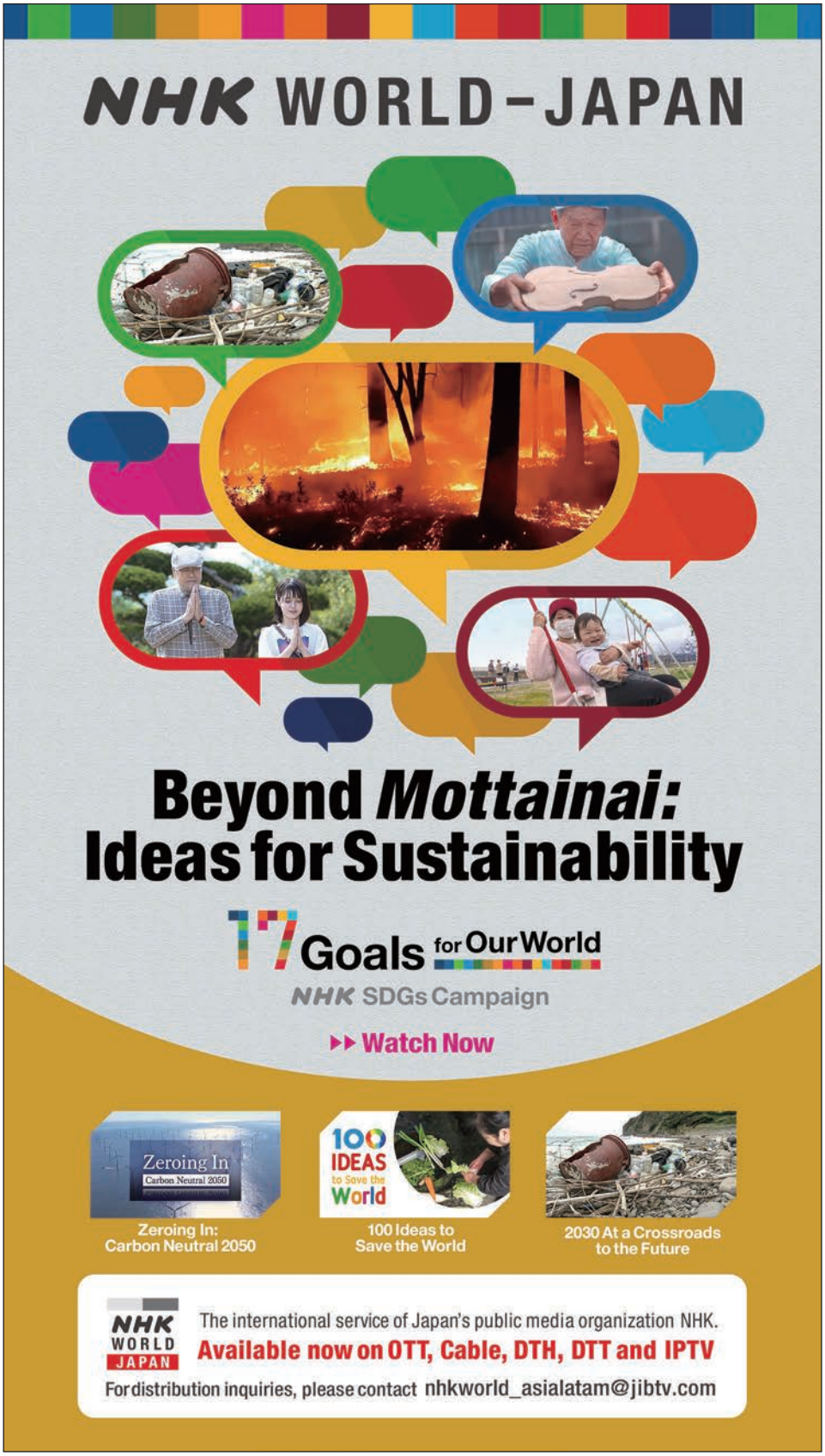
In September, Line said it had 50 million users across all services in Thailand, including chat, video and shopping. The number of TV users was not broken out.

Regional analysts Media Partners Asia (MPA) said the platform had been progressively losing share to streaming rivals since January this year.

Other Line services in Thailand – including the country's most popular messaging app – are not believed to be impacted.

Line has not said what it plans to do with its other video streaming services in the region, such as Taiwan.

Line TV Thailand's premium drama originals include *Great Men Academy*, *Abandoned* and *Together With Me*, all of which were sold to Netflix in an eight-title 2020 deal. Line also has a content supply/co-production alliance with global LGBTQ streaming service GagaOOLala, including GagaOOLala's first Thai-Taiwan BL original, *Call It What You Want*.




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Migo Indo hits 888 locations

Platform eyes theatrical pop-ups



Migo Indonesia celebrates its 888th download "warung"

Indonesian entertainment service, Migo, hit 888 download locations in Indonesia on Monday, hinting this week at growth plans that could include pop-up "theatrical" experiences across the country.

Migo's milestone gives the low-cost no-data-required entertainment service a lead of about 70% on theatre venues in Indonesia, which is woefully short of cinema complexes comparative to its population.

In 2020, Indonesia had 517 cinema complexes, with a total of 2,145 screens.

Details and pricing for the pop-ups, which depend on rights negotiations and partnership with exhibitors, have not been confirmed.

Leveraging the reach of its "warung" (small shop) network on the ground, Migo Indonesia is aiming for a Q1 pop-up screenings launch as part of the race to 10,000 locations across Java, according to Migo founder Barrett Comiskey.

Comiskey says data-malnourished consumers and the shortage of affordable entertainment options for 85% of Indonesia's population has created an opportunity for low-cost services.

Average movie ticket prices in Indonesia are between Rp35,000/US$2.44 and Rp40,000/US$2.78.

Comiskey says this in-cinema experience is only practical for the top 15% of the country's population.

An unlimited viewing monthly pass on Migo is Rp30,000/US$2.

"If things carry on as is, most Indonesians will gently leave the planet before they sit in a movie theater seat," he says.



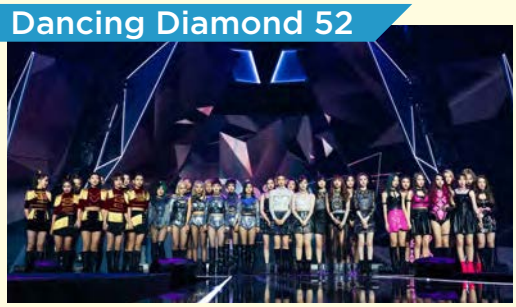
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Luoyang debuts on 1 Dec

Drama series kicks off new universe



Luoyang

Chinese streamer iQiyi premieres original mainland drama, *Luoyang*, worldwide on 1 December.

The drama series is the first in iQiyi's ambitious "Chinese historic city universe", which will encompass content drawing inspiration from cities across the mainland, including Beijing, Guangzhou, Longxi county of Dingxi, Dunhuang and Nanjing.

The streamer says the aim is to create a "bridge between China's local culture and iQiyi's global audience".

Adapted from a novel by Ma Boyong, *Luoyang* is the story of a group of heroes who, despite challenges, defend the city of Luoyang – a designated historical and cultural site by China's State Council – and its people.

iQiyi unveiled the drama, starring Huang Xuan, Wang Yibo and Song Qian, during a showcase in July 2020.

Luoyang is jointly produced by iQiyi and Liubai Entertainment and created by iQiyi Rising Studio, with Xie Ze as director. The script was written by Qing Me and Wu Cong.

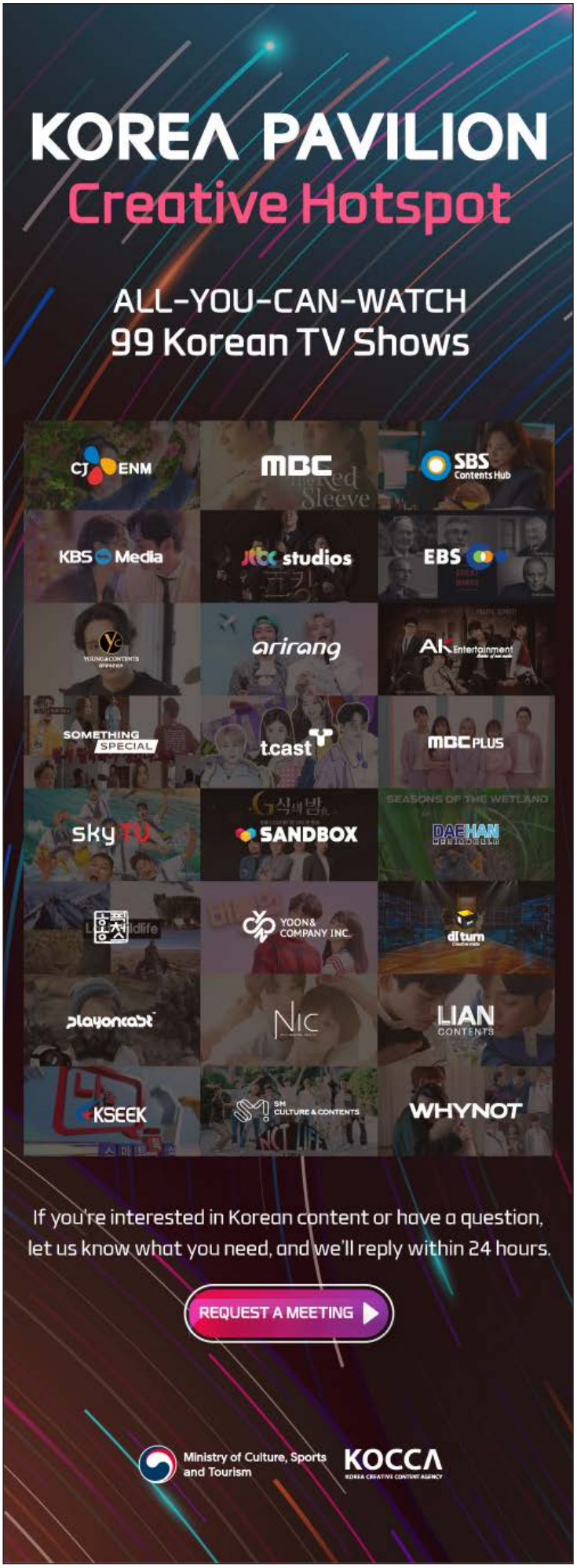
iQiyi said the drama had been sold to seven markets, including Japan, Korea and Malaysia.

iQiyi has since talked about its "attempt to build an IP universe and create an integrated IP development model that offers new kinds of content and fresh opportunities for cultural consumption".

Twelve projects – including drama, variety show, documentary, animated series, games, merchandise, VR, and commercial real estate projects – are currently being developed under the Luoyang brand, which also includes a comic series and variety show. Original documentary *ShenDu Luoyang* and the anime title will also be available to viewers in December.

TechStorm rolls out in Bangladesh

Singapore-based regional esports, gaming and tech channel, TechStorm, rolled out in Bangladesh for the first time on 25 November in deals with Banglalink and Robi Axiata for streaming platforms Toffee and Binge.



Indonesia's Telkomsel adds streamer Catchplay+ to video/data packs

Indonesian telco Telkomsel is offering a new movie pack in partnership with streaming platform Catchplay+. The "movie lovers basic" pack is bundled with video data of up to 9 GB with prices ranging from Rp15,000/US$1.

Telkomsel said the new pack was part of its bid to open "wider access to enjoy a more varied world-class quality digital entertainment". Titles include action movie *Wrath of Man* with Jason Statham, and thriller, *Spiral: From The Book of Saw*. Series include *Why Women Kill* S2 and *FBI: Most Wanted* S2.

Telkomsel has more than 169 million subscribers, of which 117 million are data service users. The telco also operates a new 5G network.

Packages start from Rp15,000 (1 GB) for seven days. The 30-day pack (3 GB) costs Rp49,500/US$3.45. 90 days costs Rp99,000/US$7 including 9 GB of data. One Catchplay+ account can be used on five registered devices, with simultaneous viewing on two devices.

HK Open TV debuts celeb lifestyle series

Hong Kong's new daily celebrity life-style series, *Star House Exposure,* premieres on HK Open TV on Monday (29 Nov). Hosted by Eric Guo, Paula Huang and Gracey Huo, the series, which visits celebrity homes, will air Mondays to Fridays at 10.30pm.

Experts argue: *Squid Game* death penalty

S. Korea experts say N. Korean sentence unlikely



Squid Game, Netflix

Doubt is being cast on reports that a North Korean TV pirate has been sentenced to death by firing squad for smuggling Netflix blockbuster *Squid Game* into the country.

Original reports by Radio Free Asia (RFA) earlier in November said the series was brought into North Korea from China on a USB drive.

Quoting unnamed sources, RFA said on 23 November that a high-school student who bought the pirate series received a life sentence. Six others who watched were sentenced to five years hard labour. Penalties were also handed out to teachers and school administrators. RFA started reporting on Squid Game's arrival in North Korea on 16 November.

South Korea-based news outlet NK News, quoting a former North Korean official who defected to South Korea, said it was both "logically and conceptually impossible" that the Netflix series "reached North Korea amid Covid-19 controls and foreign media crackdown".

The RFA report said *Squid Game* was so popular in North Korea because it mirrored harsh reality of life in the Hermit Kingdom, where "people can be "executed at any time if the government decides to make an example".

NK News said a joint analysis by NK Pro and the London-based Royal United Services Institute in July showed that ships had to wait outside the North Korean port of Nampo for about two months as part of the inbound goods Covid-19 disinfection process.

"This makes it highly unlikely that *Squid Game,* which debuted 17 Sept, has had time to reach North Korean soil and disseminate there," the report said, adding that legislation in Pyongyang made the *Squid Game* claim even more unlikely.

The 2020 legislation puts the death penalty on the table for infringements of laws against distribution of foreign media, particularly from the U.S. and South Korea.



Budget travel show returns to Gem

KC Global debuts Kansai TV's *Budget Trip in Japan*



Fallindebu Hassy and Wakako Hashimoto, *Budget Trip in Japan* S2 – *Osaka*

Japanese commercial broadcaster, Kansai TV, and Singapore-based regional channel operator, KC Global Media Asia, premiere new season of *Budget Trip* in Japan on Japanese entertainment channel, GEM, tomorrow (30 Nov).

Season two of the GEM Original travelogue features Japanese celebrities taking viewers on a journey through Japan on a budget of ¥50,000/US$440 for two.

The series will air on Tuesdays at 7.50pm across Southeast Asia. Both seasons will also be available (AVOD) on Singapore broadcaster Mediacorp's meWATCH streaming platform in Singapore.

The five-episode travelogue hosted by Japanese food influencer, Fallindebu Hassy, covers Kanagawa, Osaka, Tottori, Miyazaki and Kagoshima.

The five personalities are Yuki Kamifuku, Wakako Hashimoto, Sumire Noda, Enis Go Okafor and Shoko Shii.

The series is supported by the Ministry of Internal Affairs and Communications in Japan.

Chinese drama *Legend of Fei* debuts in Vietnam

Vietnam's VTV2 has picked up rights to epic Mainland Chinese drama, *Legend of Fei*.

The female-focused warrior costume drama, which premiered on Hubei TV in China, airs on state-run national free-TV network VTV2. Tencent Video/WeTV aired the series from December 2020 to February 2021, along with Viu in the Asia region.

Directed by Wu Jingyuan, the 51-episode drama tells the story of the female warrior Zhou Fei (played by Zhao Liying), who grew up in the secret "Forty-eight Village".

When she finally escapes, she joins up with martial arts master Xie Yun (Wang Yi Bo), who once saved her from drowning and who has secrets of his own. Together, they train to become top swordsmen.




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The Medium breaks Indonesia record

Box-office win for Thai-Korean horror film



The Medium

Thailand's 2022 Academy Awards' entry for Best International Film, supernatural horror feature *The Medium*, has become the top Thai-language film ever in Indonesia, distributor Encore Films says.

The Medium is the story of shaman Nim, and her niece, Mink, who is possessed by hundreds of spirits.

As of 24 November, the Korean-Thai co-production had surpassed 768,351 admissions, grossing over Rp29.96 billion/US$2.09 million since its theatrical release across 318 screens on 20 October. The previous record-holder was *Friend Zone*.

Encore Films said *The Medium* has also overtaken *Parasite*, which is the top Korean film in Indonesia.

The Medium, Encore Films first Thai-language release in Indonesia, is a Korean-Thai co-production between Northern Cross and GDH 559 (Thailand), presented by Showbox (Korea) and Northern Cross.

The film is directed by Banjong Pisanthanakun, who also directed *Shutter* (2004) and *Pee Mak* (2013), and produced by Na Hong-Jin (*The Wailing*, 2016.

Zee5 Global returns *Never Kiss Your Best Friend*

Indian streamer Zee5 Global is returning *Never Kiss Your Best Friend*, a romantic drama starring Nakuul Mehta and Anya Singh.

The show, which leading man Mehta describes as a "slice of life story about friendship and growing up", returns with two best friends, Tanie (Anya Singh) and Sumer (Mehta), who dated once and are now forced to reconnect after a long period of separation.

The eight-episode series, which picks up where season one left off, is currently shooting in London.

Never Kiss Your Best Friend is directed by Harsh Dedhia and produced by 11:11 Productions.

The series is scheduled for an early 2022 release.




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IFA Media's new Josh James show debuts on Discovery

Tencent survival series recreates China's Long March mountain and river crossings

About 90,000 people are said to have died in China's historic 9,000-km Long March by the Red Army in 1934/35. Eighty-six years later, is the terrain just as treacherous?

New survival doc, *Journey of Warriors* sent Discovery survival star, Josh James (aka *The Kiwi Bushman*), and actor Wallace Chung, along with three other celebrities – Shawn Dou, Zhang Xinyu and Yang Xujia – on a mission to find out.

Two of the six episodes focus on a 5,000 metre mountain pass in Sichuan in March and crossing the Wu River.

The other four episodes are set against equally daunting landscapes, against which James explores history through the eyes of a Chinese celebrity.

The cultural elements are mixed up with bushcraft and essentials like foraging for food in local areas.

"While they are retracing a historical journey, a lot of the focus is on the survival aspects," says veteran documentary maker Kyle Murdoch, who was part of the multi-country production team.

The reality series, produced during the pandemic, debuted on Discovery at the weekend, following its debut on Tencent Video in China on 9 November. The first two episodes have been viewed 20 million times, according to Tencent.

A seventh episode goes behind the scenes, with stories from the crew about, among other things, travelling in China during the pandemic.

Journey of Warriors was produced by Singapore/China-based IFA Media with Murdoch's Warrior Productions for primary commissioner, Tencent Video and Discovery.

Journey of Warriors was filmed by a crew from New Zealand working in China during the pandemic. Offline edit was done in New Zealand with final post in Beijing.



Josh James and Wallace Chung swimming in the *Wu River Journey of Warriors* (episode two)

"That's what gets me up in the morning," he told *ContentAsia* ahead of the Discovery premiere.

Murdoch, the former managing director of New Zealand's NHNZ, left in August 2020 after almost 10 years. He set up his own indie shingle, Warrior Productions, in Dunedin especially for *Journey of Warriors* with Singapore-based IFA Media (*Traffickers*/HBO, *Nazi World War Weird*/National Geographic).

Murdoch, once based in Beijing for Star TV/News Corp, is optimistic about the story pipeline out of China.

"There are great China stories to be told that haven't been told properly – or at all," he says.

Journey of Warriors started filming in China in March this year in four provinces, including Sichuan, Shenzhen and Hainan, with a combo crew from China and New Zealand.

Journey of Warriors is part of Josh James quest to retrace some of the toughest journeys in history.

The survival issues, in comparison to navigating multi-country/province Covid-19 protocols, weren't that bad, even if working at 5,000 metres above sea level, with thin oxygen and the risk of altitude sickness, blizzards and freezing temperatures, poses problems of its own, albeit ones with high entertainment value.

One of the other episodes, with actor Shawn Dou, involved crossing a mountain range in northeast China. The team could save time by crossing a frozen lake, which is dangerous because there is no telling whether the ice is thick enough to carry their weight.

"This is always the challenge with survival shows," Murdoch says. "You need the drama" but you don't want anyone to die.

Despite the survival challenges across brutal terrain, Murdoch said from a production point of view Covid-19 was a massive challenge.

New Zealand crew members had to quarantine in China when they arrived and then, depending on provincial protocols, when they travelled to a different province.

"It's not a cheap procedure," Murdoch said, adding: "It was touch and go whether we would be able to do it at all," he says. "In hindsight, we were fortunate with the timing."

Korea's Coupang Play streams first original drama series

One Ordinary Day premieres on Viu in same-day release deal

Korea's homegrown streamer, e-commerce giant Coupang's year-old Coupang Play, premiered its first original series, *One Ordinary Day*, on Saturday (27 Nov 2021), with a simultaneous release on regional streaming platform, Viu, with an R21 ratings.

An adaptation of BBC Studios' legal thriller *Criminal Justice*, *One Ordinary Day* was produced by Chorokbaem Media (*Penthouse*, *Rookie Historian Goo Hae Ryung*), Studio M and Gold Medalist (*It's Okay to Not Be Okay*), and written by Kwon Soon-gyu (*The Royal Gambler*, *Warrior Baek Dong Soo*, *Jackpot*).

The eight-episode series, directed by Lee Myung-woo (*Punch*, *The Fiery Priest*, *Backstreet Rookie*), airs new episodes on Saturdays and Sundays at midnight.

One Ordinary Day stars Kim Soo Hyun (*It's Okay to Not Be Okay*) as college student Kim Hyun Soo, who becomes a murder suspect after one intoxicated night. As Hyun Soo begins to resign himself to his fate, a sub-par lawyer, Shin Joong Han (played by Cha Seoung Won), offers to represent him. Against all odds, the pair struggles to bring about justice and reveal the real perpetrator.

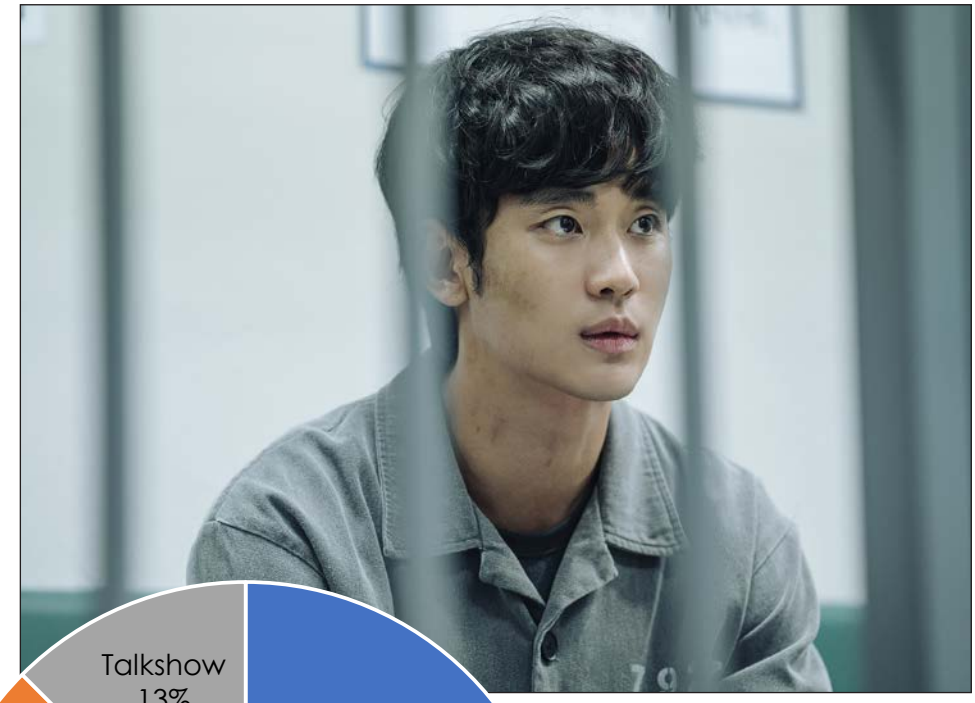
The remake is not the first for Coupang Play. The streamer has also adapted NBCUniversal's late-night talkshow, *Saturday Night Live Korea*, which it premiered on 4 September. *Saturday Night Live Korea* originally aired on tvN in 2011-2017.

Coupang Play, which also offers Hollywood movies, documentaries and animation, among other genres, is offered for free to Coupang's premium members.

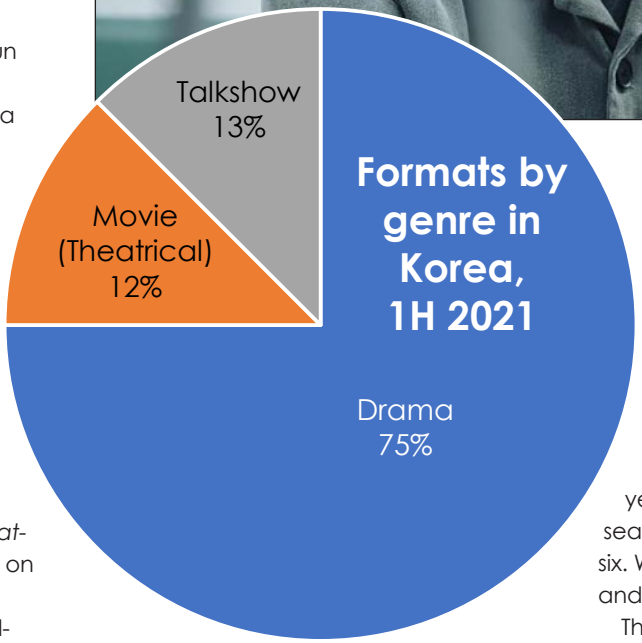
One of Asia's most vibrant original drama markets, Korea nevertheless cherry picks scripted formats here and there.

In addition to *One Ordinary Day,* Korean producers added at least six other scripted adaptations to their slates this year in a format environment dominated by drama.

By genre, drama dominates formats in Korea with six titles, including British comedy series *Uncle* (TV Chosun); legal drama *The Split* (JTBC), also from the U.K.; political drama *Undercover* (JTBC), based on the BBC Studios series; medical/romance drama *The Voices* from Japan's Fuji TV; and sports/romance show, *Pride* (CJ ENM) from Fuji TV.



One Ordinary Day



Source: Distributors/rights holders, titles/seasons either on air or commissioned by broadcasters or platforms in 19 countries/markets, *ContentAsia Formats Outlook 1H2021*

ContentAsia's Formats Outlook for the first half of 2021 puts Korea in eighth place (neck and neck with Mongolia) by volume, with eight titles aired/commissioned in the first six months of this year. This is a 6.4% share of the total 127 formats on air or commissioned in Asia during the six months.

2018 was Korea's top performance year for formats, with 13 episodes/seasons and 2017 was the lowest with six. We counted 10 in the first half of 2019, and nine in the same period in 2020.

The latest addition from Korea is a local version of Banijay Rights' competition reality format, *Lego Masters*, which was greenlit *by* Korean free-TV broadcaster MBC, in October 2021.

The show, likely to be the sole non-Korean unscripted format on free-TV in Korea, is currently being co-produced by L.A./Seoul-based B&C Content with MBC. The Korean version is the second in Asia after China's Shenzhen TV, which has recently concluded the show on 19 November. Versions have also been made in Australia with New Zealand to follow.


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무명가수전
MISSION FRONTLINE
WITH SARA ALI KHAN
OUTBACK
OPAL HUNTERS
Discovery
POWERHOUSE LOCAL ORIGINALS

Taiwan airs bilingual kids reality show

CTS/myVideo pick up Roger Cheng's video contest



From left: Roger Cheng, Sandy Wu, Andrew Chau and CTV's Chen Chengde, Action Kids Taiwan

Taiwan debuted its first bilingual English-Mandarin kids reality show this month.

Hosted by Andrew Chau and Sandy Wu, the eight-episode live-action *Action Kids* airs on free TV and online.

The series is presented and narrated in English, with some of the dialogue between the kids in Chinese with English subtitles.

Budding filmmakers from the 5th/6th grades are charged with making short videos for the series from Taipei-based production company Go Inside.

Video themes include unboxing, food, animal, sports, 360VR and underwater videos.

Six teams are competing for the prize.

Executive producer and format, Roger Cheng says the bilingual nature of the show fits into Taiwan's broader mission to take its content to the rest of the world.

The series was shot before Taiwan's Covid-19 restrictions imposed this year.

Action Kids airs on free-to-air channel CTS on Saturdays at 3.30pm and streams on myVideo.

Singapore's Singtel, StarHub/M1, TPG win new 5G spectrum

Singapore's Infocomm Media Authority (IMDA) has awarded additional spectrum to support the country's 5G services growth. The 2.1 GHz spectrum rights follow the first tranche of 3.5 GHz spectrum issued in June 2020.

IDMA described the new allocation as a "key milestone" in Singapore's bid for a "world-class, secure and resilient infrastructure" and positioning the country for the next round of growth in the digital economy.

Successful bidders for the new spectrum were Singtel Mobile Singapore, the M1-StarHub Consortium, and newcomer TPG Telecom Pte Ltd (TPG).

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China

In numbers

Population..... 1.409 billion
Households..... 522.68 million
Avg household size..... 2.62
Cable TV/Radio h/h..... 207.45 million
Digital TV users ..... 198.89 million
Pay-TV subscribers ..... 327.2 million
TV coverage (population)..... 99.59%
Production of TV progs..... 3.28m hours
Broadband internet subs..... 483 million

Source: National Bureau of Statistics of China (population, TV/radio, broadband internet in 2020), Digital TV Research (pay-TV in 2020)



China's Got Talent, Fremantle/Syco Entertainment

Free TV

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 and 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 (GD-CATV), owned by the Guangdong provincial 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 *Sing or Spin*, *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. 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

COMING SOON



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

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

All in ContentAsia's December magazine

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Dragon TV), 15 subscription-based digital pay-TV channels, 13 radio frequencies, eight newspapers and magazines. SMG also aired China's first 8K drama series, *Love in Shanghai*, which premiered on 16 Nov 2021 on Dragon TV and streamer BesTV. The series (38x45 mins) stars Guo Jingfei (*Minning Town*) as Dong Yang and Wang Luodan (*Crossroad Bistro*) as Wen Jia, as a young couple struggling to pursue their dreams in Shanghai.

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 Banijay Rights' real life thriller format, *Hunted* and game show *Lego Masters China*, 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.

Streaming/OTT/Mobile

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 Billibili (launched June 2009) streams user-generated content and acquired local/international shows, including anime, music, drama series, games, entertainment, movies and factual. Bilibili has 267.2 million average monthly active users and 23.9 million average monthly paying users (Sept 2021).

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 103.6 million subscribers (Sept 2021). 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$3.91 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.

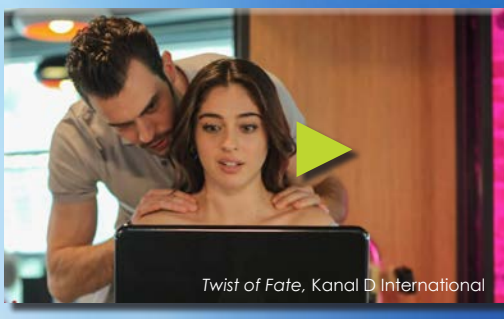
Sohu Video

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, documen-

contentasia Screenings


The Mole, Bomanbridge Media


New Gold Mountain, All3Media International


Twist of Fate, Kanal D International


Undercover, JTBC Studios



ABC News 7.30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings


World of Himmapan (Pipob Himmapan), BEC World


Voice In The Rain, Viu



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


Wife on Duty, JKN Global Media


Kalel, 15, Cignal Entertainment

Be included, contact:

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CJ Yong at cj@contentasia.tv (Taiwan and China)

www.contentasia.tv contentasia

taries, 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 129 million subscribers (Sept 2021). Key content includes cop drama *Crime Crackdown* (premiered Aug 2021) and romance series *You Are My Glory* (premiered July 2021). 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. 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 Enlight Media

Beijing Enlight Media (est. 2000) specialises in the investment, production, distribution & licensing of TV programmes and movies. Production credits include film *Where Are We Going? Dad*, based on a television reality show of the same name by Hunan TV and *Ne Zha*, a 3D animation fantasy adventure film directed and written by Yu Yang (*The Boss's Women*).

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 Banijay Right'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. Credits include docu series *Ancient China From Above*, which aired in 2020 on Nat Geo, iQiyi and Bilibili. Production partners include Chinese state-owned organisations, as well as more than 40 international companies and broadcasters, including CJ ENM, Al Jazeera, Nat Geo and BBC.

China International TV Corporation

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.

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) spe-

cialises in the acquisition and distribution of format rights to China/Asia Pacific. Production credits include the local adaptations *Supernanny* for Anhui TV and *The Voice of China* for Zhejiang Satellite.

Sony Pictures Entertainment China

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.

Tangren Media

Est. 2012. Tangren Media specialises in producing TV dramas, 3D animation and movies, and is involved in distribution, publishing and talent management. Production credits include drama series *Wife's Choice*, about infidelity and police series *Fierce Cop*.

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 mobile telecomms networks across mainland China. China Mobile had 955.7 million mobile subs in Q3 2021, of which 815.7 million were 4G subs and 331.2 million were 5G and 235.35 million wireline broadband subs.

China Telecom

China Telecom provides mobile, broadband internet and fixed line services to 371.24 million mobile subscribers (incl. 81.99 million 5G) and 168.62 million wireline broadband subscribers (Oct 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 June 2021, China Unicom had 310 million mobile subscribers (incl. 113m were 5G subs) and 90 million fixed-line broadband subscribers.

Regulators/Associations

National Radio and Television Administration (NRTA)

The National Radio and Television Administration (NRTA), formerly the State Administration of Radio, Film, and Television (SARFT, 1998–2013) and the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT, 2013–2018), 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. NRTA is also responsible for policing China's censorship rules.

Adapted from *ContentAsia*'s The Big List 2022

Be included!

ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at malena@contentasia.tv

Guilty Flag

Even in a peaceful country, thousands of people go missing every year. This series follows a man whose wife and kids suddenly disappear. He frantically searches for them but has no leads. To convince the police to start an investigation, he uses the power of social media to bring their disappearance to the public's attention. However, speculative minds begin to think that maybe he is the "real" culprit, and all eyes are focused on him as he gets driven into a corner while trying to find answers to the hidden truth. Length: 20x60 mins **Nippon TV** *1-6-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7444, Japan T: +81 3 6215 3036*



Firebite

Created, directed and written by Australia's most celebrated Indigenous auteur voice, Warwick Thornton alongside Brendan Fletcher, *Firebite* is set in a remote desert mining town, a hive for the last vampire stronghold shipped from Britain to Australia in 1788 by the colonial superpower to eradicate the Indigenous populations. Sheltering from the sun in the underground mines and tunnels that surround the town until the present day, the colony's numbers and hunger is growing. War is coming. Length: 8x60 mins **AMC STUDIOS** *2425 Olympic Blvd Suite 400E, Santa Monica, CA 90404, U.S. T: +1 310 998 9300*



17 Goals for Our World – NHK SDGs Campaign

NHK WORLD-JAPAN, long committed to bringing issues of global importance to the forefront, in January 2021 launched a SDGs (Sustainable Development Goals) campaign that features programming and a special *17 Goals for Our World* series that mirrors the SDGs set forth by the United Nations. The series highlights NHK WORLD-JAPAN's vast collection of premiere and video on demand programmes that maps to each of the 17 goals, which include striving for clean water, health/well-being, education, sustainable cities, and responsible production/consumption; and eliminating poverty, hunger, and social inequalities. Length: n/a **NHK WORLD-JAPAN (Japan International Broadcasting Inc.)** *Nihonseimei Shibuya Annex Building, 1-19-4 Jinnan, Shibuya-ku, Tokyo 150-0041, Japan T: +81 3 3464 8911*

RATS

Based on true stories and made in collaboration with the National Anti-Drug Centre of the Czech Republic (DEA), *RATS* is a spellbinding series about what happens when bad people play happy families. Nobody wants to end up as a rat for the DEA but David (Cyril Dobrý) didn't have a choice. After cracking under interrogation, he spills the secrets of the Czech-Vietnamese Meth syndicates and betrays his best friend Rene (Miloslav Pecháček). With both the mafia and the police after him, he is forced to partner with ambitious police analyst Petra (Lenka Krobotová). As they become more deeply entangled in the web that controls the gateway for meth to pour into Europe, the lines between order and anarchy collapse completely. Length: 6x55 mins **GoQuest Media** *504, 5th Floor, Morya Classic, Off Link Road, Andheri West, Mumbai, MH 400053, India T: +91 22 495 591 00*



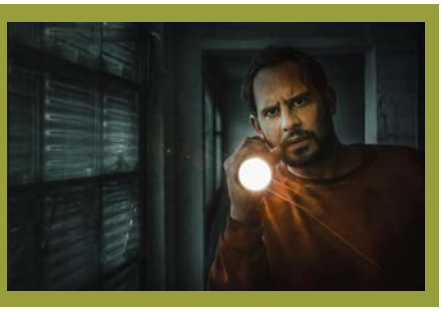


Love at the End of the World

A suspense BL (Boys' Love) series exploring the lives of four couples as they navigate through love, pain, loss, romance, forgiveness, redemption, loneliness and sorrow. After reports from NASA confirm that an asteroid is set to hit Earth in seven days resulting in global catastrophe, priorities quickly change and panic ensues. Length: 9x25 mins **Portico Media (GagaOOLala)** *8F, No. 164, Section 2, Dunhua S Rd, Da'an District, Taipei City, 106, Taiwan T: +886 2 2377 9901*

Blackout: Tomorrow Is Too Late

As a sudden blackout plunges Europe into darkness, the past catches up with a former hacker in this ambitious new international thriller. Length: 6x45 mins **Red Arrow Studios International** *Medienallee 7, 85774 Unterfoehring, Germany T: +49 89 9507 7303*



Rivalry (Game Prattana)

Two well-known families – Veerayawanich and Teerakitkankun – have been business rivals for generations. No one can imagine anything different. But when Milin Veerayawanich breaks with tradition and joins hands with Anawin Teerakitkankun in his business, she too has no idea that her pretend love will turn into a real one. Caught up in a dire situation, the pair have to give everything they have to win. Length: 19x85 mins



BEC World (Public) Co., Ltd. *3199 Maleenont Tower, Floor 2, 3, 4, 8, 9, 10, 30-34, Rama 4 Road, Klongton, Klongtoey, Bangkok 10110, Thailand T: +66 2 022 7395*

More Life – Decoding the Secret of Ageing

Most people want to live to old age. A study on humans shows that by taking certain medication, they shave an average of two-and-a-half years off their age. The race to crack the human longevity code currently resembles a scientific gold rush, with researchers competing for fame and investors' favour. We already have the first app, developed in Hong Kong, promising to "protect" us from aging. Is it enough to zap what are known as "zombie" cells, present in all of us? If it's possible to delay human aging one day, how about reversing the process altogether? Length: 1x52 mins

DW Kurt-Schumacher-Strasse 3, 53113 Bonn, Germany
T: +49 228 429 2716 (Germany), +60 3 2093 0866 (Asia)



Three Sisters



Based on the 2018 bestseller by acclaimed Turkish author Iclal Aydın, *Three Sisters* is the story of Türkan, Dönüş and Derya – three sisters who live a charmed life in an old house set amid the olive tree-scented cobblestone streets of Ayvalık. But their fairy-tale upbringing does not prepare them for the grim reality of adulthood, where even those they most trust hide secrets and horrific illnesses dredge up the past. Can time heal? By channeling their past, a journey of recovery begins. **Kanal D International** *Yelda Haber Ve Gorsel Yayincilik, A.S., Demioren Medya Center, 100. Yıl Mah. 2264. Sk. No:1, 34204 Bagcilar, Istabul, Turkey T: +90 212 413 51 11*



Coffee Melody

Coffee Melody is about Deuneey, a young songwriter who falls in love with a sought-after barista Plengruk. Chanchao, Deuneey's close friend, promises to play matchmaker. Then Chanchao's love interest, her college friend Nawa, falls in love with her. Aside from being her current boss, he's perfect, and Chanchao feels unworthy. Meanwhile, the competitive Deuneey has to battle through Plengruk's fanclubs to attract attention. Will a love song do the trick? Length: 10x45 mins **Mediaplex International Co., Ltd.***143/450 Boromrajachonnanee road, Arun-Ammarin, Bangkok Noi, Bangkok 10700, Thailand T: +66 2 884 6170*

Moley

Inspired by bedtime stories about a magical mole told by the show's creator to his daughters, the series captures the excitement of missionbased adventures, discovery, silliness and humour that children across the world love. And wraps it in the warmth and comfort of family life. Featuring an all-star cast, it's perfect family viewing. Length: 52x11 mins

Jetpack Distribution *Spitalfields House, Borehamwood, Hertfordshire, WD6 2FX, U.K. E: kido@jetpackdistribution.tv*



Circle Square

A circle of houses. A circle of friends. Vanessa the dragon is always ready to help her neighbours. The nine houses are home to a yeti, a dog, owls, talking instruments, two pine trees, a human family, a bear, and a family of wizards. Length: 40x7 mins **9 Story Distribution International** *Unit 20, Block C, Smithfield Market, Smithfield Dublin 7, D07 PV06, Ireland W: www.9story.com*



What's on where...

November 2021	6 Nov-3 Dec	The Asia Podcast Festival (APF)	Online
December 2021	1 Dec 2021 - 30 June 2022	Asia TV Forum & Market	Online
January 2022	18-20	NATPE Miami	Hybrid
March 2022	14-17	Hong Kong FILMART	Online
April 2022	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Formats	Cannes, France
June 2022	1-3	BroadcastAsia & CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	Online
September 2022	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France

** As of 29 November 2021*

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

Animation dominates Philippines' demand

You, Arcane give Netflix digital wins – Parrot Analytics

Netflix's psychological thriller, *You*, along with the animated *Arcane*, set in the League of Legends universe, gave Netflix a clear win in the Philippines for the week of 16-22 November, according to data science company Parrot Analytics. The 10-episode *You* season three dropped on 15 Oct. *Arcane* premiered in November.

You attracted enough demand to come within a hair's breadth of long-running Japanese anime series, *Attack on Titan*, on the overall list of shows, which is dominated by animation.

Netflix took five of the top 10 digital series for the week. Disney+, which is not yet available in the Philippines, took four, including third spot with *WandaVision*, and Amazon Prime Video showed up on the digital originals list at #8 with *The Wheel of Time*.

Disney+ and Netflix have been duking it out for digital dominance in the Philippines for months. In May, Netflix took half the top 10 spots for the week of 5-11 May, but ceded the top two to Disney+.

Top 10 overall TV shows: Philippines

Rank	Title	Difference from Market Average
1	*Attack On Titan (進撃の巨人)*	21.99x
2	*You*	20.75x
3	*Jujutsu Kaisen (呪術廻戦)*	20.52x
4	*Grey's Anatomy*	20.15x
5	*Naruto (ナルト)*	19.28x
6	*Spongebob Squarepants*	17.45x
7	*My Hero Academia*	17.31x
8	*Game of Thrones*	16.82x
9	*Arcane*	16.78x
10	*The Walking Dead*	16.6x

Top 10 digital originals: Philippines

Rank	Title	Platform	Difference from Market Average
1	*You*	Netflix	20.75x
2	*Arcane*	Netflix	16.78x
3	*WandaVision*	Disney+	15.31x
4	*La Casa De Papel (Money Heist)*	Netflix	15.02x
5	*Squid Game (오징어 게임)*	Netflix	14.35x
6	*Stranger Things*	Netflix	13.39x
7	*Marvel's What If...?*	Disney+	13.11x
8	*The Wheel Of Time*	Amazon Prime Video	12.74x
9	*Loki*	Disney+	12.59x
10	*The Mandalorian*	Disney+	12.51x

Date range: 16-22 November 2021
The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment. In this dataset we are comparing the demand that exists for each series in this market, against the average TV show. A difference of 1x represents the market average and 10x means a series is ten times more in demand than the average TV show in this market

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