



Disney+ titles sweep Thai demand

"The Falcon and The Winter Soldier" dominates

Disney+ titles *The Falcon and The Winter Soldier* and *WandaVision* dominated demand for the week of 21-27 April, pushing Netflix (and everyone else) way down on the digital originals top 10, according to data science company Parrot Analytics. And that's all before Disney+ launches in Thailand...

The full story is on page 15



HK's Fantastic to launch third free TV channel

New spectrum turbo charges broadcast plans

Fantastic Television plans to launch a third free-TV channel for Hong Kong following the Communications Authority in-principle approval to use spectrum as an additional transmission means. The new channel is scheduled to launch before the end of 2022.

The full story is on page 3

Life after linear. What now, Disney?

Questions about Disney's next steps in Southeast Asia

In the past week, no industry conversation has omitted talk of life after Disney's decision to pull the plug on the majority of its linear channels in Southeast Asia from 1 October this year, sparking off a new round of turmoil into an already wild landscape. Disney confirmed the exit of the 18 services, but remains tight-lipped on details. So, we've listed some of the questions streaming into our feeds...

How many jobs are impacted (this is by far the most-asked question)? We have nothing official and Disney isn't commenting. But we understand letters have gone out, and those who are leaving in this round already know. If all the networks folks are let go, numbers could go well above 200. The impact is not confined to Disney. As many point out, the entire supply chain will be turned on its head.

Will Disney/Fox channels be shuttered elsewhere in the region? Maybe, likely, eventually. Disney has not published its timetable but it makes sense to us that as its streaming platforms go forth and multiply along with its telco/platform partnerships and bundling propositions, the app will become an increasingly powerful part of Asia's emerging subscription/streaming landscape.

Will the deals Disney signs involve minimum guarantees or revenue share? Depends on who's negotiating and how much they need Disney+ to drive their commercial agenda. Our feeling is that the early deals in Southeast Asia will involve minimum guarantees and renewals down the line will depend on whether telcos feel they got value for money. Although anything can happen and probably will, platforms seem like they will never again go down the route of paying huge fees for programming that they find very difficult to monetise.

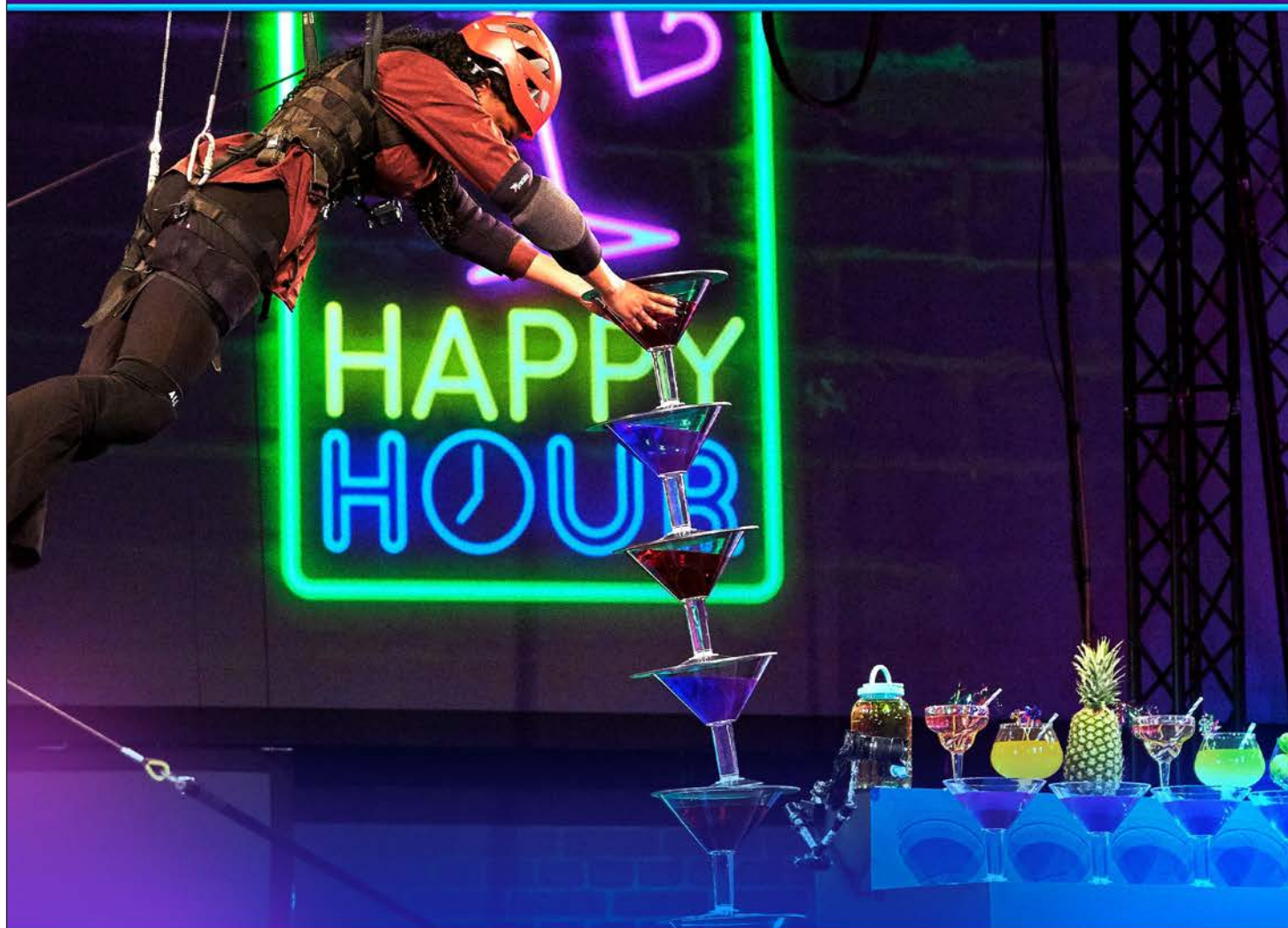
Does this create carriage opportunity for other linear channels, given platforms have content/channel commitments to their subscribers and to regulators?

In the old days, Fox Networks Group channels (along with HBO/WarnerMedia), were well known to have taken the bulk of platforms' channels acquisition budgets in an all-or-nothing negotiating tactic that worked so well for years and years. Other channels split the approx 20% left over. Will all that money flow back into the region's pay-TV purse? Hell no. But for sure there will be more to spend on a more diverse range of services. The question is where platforms will find value and how they will spend their money. Minimum guarantees (especially for those less powerful than Disney, which basically means almost everyone) look like they have become extinct on platforms like StarHub in Singapore. Singtel has also pretty much scrapped acquisition models of the past. Others are likely to follow that example.

Will Disney's decision accelerate cable/pay-TV churn? That totally depends on the value consumers see in their pay-TV platforms, including content and customer service. Netflix totally rubbished telcos/platforms' notions of "customer care". If you have a choice of two partners and one loves you and the other doesn't, which one will you choose? It's not a difficult one to answer. Disney+ is (so far) on the "loves me" rather than the "loves me not" side, but it remains to be seen if they can keep it up inside the telco bundles they are favouring.

What happens to all the rights Disney/Fox will no longer be buying? One big buyer is disappearing and that's never a good thing. In Asia, rights holders are benefitting from the broad shift to streaming. Some say the benefits are short term and the dangers are clear.

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STUDIOS

NIPPON TV

HK's Fantastic launches third free-TV channel

New spectrum turbo charges broadcast plans

i-Cable Communications-owned free-TV operation, Fantastic Television, plans to launch a third free-TV channel for Hong Kong following in-principle approval by domestic regulator, the Communications Authority (CA), to use spectrum as an additional transmission means.

The new channel is scheduled to launch before the end of 2022.

The company is also gearing up to expand transmission of its two existing channels – Hong Kong Open TV and Hong Kong International Business Channel – using broadcast spectrum.

Fantastic Television has not yet said what the third channel will air other than “high-quality programmes in order to serve a larger television audience via spectrum”.

The plan is to complete the infrastructure within this year and conduct testing in the first quarter of 2022.

Apart from using spectrum as a transmission means, Fantastic TV will continue the use of its fixed network in delivering its television programmes.

Fantastic TV submitted its application for new capacity in May 2020, the CA says, adding that granting the request for spectrum would provide viewers across a wider footprint with more programming choices.

In May 2016, the Hong Kong Government granted a free TV licence to Fantastic TV for the provision of free TV service in Hong Kong by using a fixed network as its transmission means.

Outdoor Channel brings WaterBear to Asia

28 conservation titles to air across 20 countries from 1 June



Kenya's Wildlife Warriors

A selection of European programmer WaterBear Network's conservation programming lands in Asia from 1 June in a regional partnership with Multi Channels Asia's Outdoor Channel.

The slate covers WaterBear's 28 original series and short films, which Outdoor will air across its schedule, including prime time.

Titles include *African's Hidden Sea Forest*, *Bear Hug*, *Not a Pet*, and the *Whale Who Saved Me*.

Outdoor will also promote WaterBear Network's environmental message and call to action through the free WaterBear Network App.

The deal gives WaterBear Network access to Outdoor's footprint across 20 countries reaching more than 26 million households and OTT users.

WaterBear Network, founded last year and headquartered in Amsterdam, is dedicated to supporting UN Sustainable Development Goals.

Japan's Nippon signs 8th *Mother* deal

Spain's Atresmedia to remake drama series this year

Japanese drama series, *Mother*, is being adapted for the eighth time in a scripted format deal with Spanish media group Atresmedia.

Perhaps best known for the production of *Money Heist*, Atresmedia is remaking the series in Castilian Spanish this year.

Versions of *Mother* have already been made by CJ E&M (South Korea), MF Yapim (Turkey), STB TV (Ukraine), JSL

Global Media (Thailand), Radiant Pictures (China), GoPlay (Indonesia), and Incognita (France).

Mother – Japan's most successful international scripted format so far – is the story of an apathetic school teacher in her mid-thirties who steps in when she finds out that one of her pupils is being abused. Raising the girl as her own, she awakens a maternal instinct she never knew she had and discovers new meaning.

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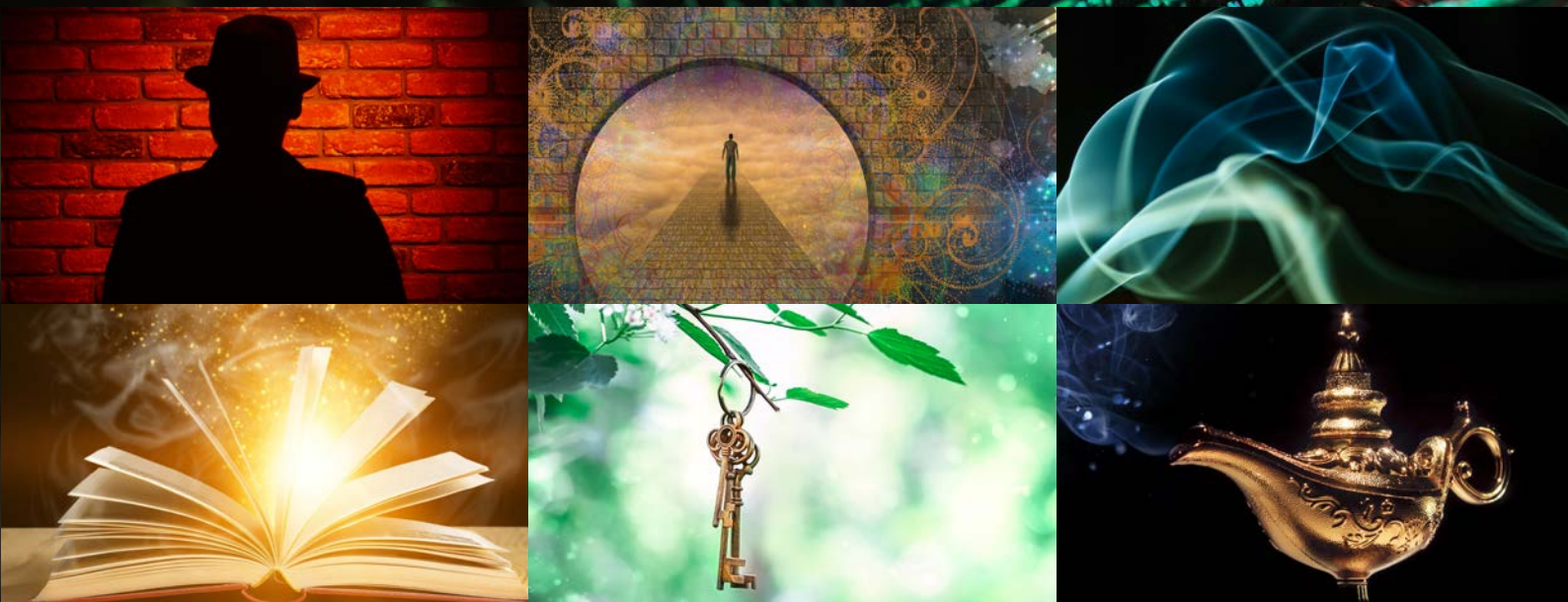


the contentasia - summit

Conversations about content in Asia

The Plot Thickens

25-27 August 2021



Information from CJ Yong at cj@contentasia.tv
www.contentasiasummit.com

Thailand

In numbers

Population..... 66.19 million
Households..... 21.4 million
TV households..... 20.4 million
TV penetration..... 95.3%
Internet users (fixed/mobile).. 50.1 million
Broadband internet subs..... 10.08 million
Mobile phone subs..... 116.29 million
Fixed line subs..... 2.61 million

Source: The Bureau of Registration Administration, Department of Provincial Administration & National Statistical Office Thailand (population in 2020, households, TVHH in 2018), Office of National Broadcasting and Telecommunications Commission, NBTC (internet/broadband in 2019, mobile in 2020)

Free TV/DTT

Channel 3/33HD

Digital terrestrial (DTT) Channel 3/33HD, operated by BEC Multimedia Co., Ltd. (a subsidiary of BEC World), is a general entertainment platform offering local/acquired programming, including Asian drama series, varieties and sports events. The company previously operated two other DTT channels (28SD general entertainment SD and 13Family kids/family) but returned its licenses in Sept 2019, retaining one – the 33HD channel. The group is also involved in new media (Ch3 Plus), entertainment, music and TV series production, as well as global distribution. 2021's BEC original line-up includes CGI-laden TV series *World of Himmapan*, rom-com *Wife on Duty*, *To me, It's Simply You*, *The Unidentical Twins*, *Praemook* and *Are We Alright?*.

Channel 5/HD

Channel 5 was established in 1958 by the Royal Thai Army aiming to bridge understanding between the army and the people. The 24-hour schedule covers infotainment, news, factual, entertainment, educational and teleshopping. The programming split is 70% informative/30% entertainment.

Channel 7/HD

Bangkok Broadcasting & TV (BBTV) launched Channel 7 in Nov 1967. In 2014, BBTV launched Channel 7 HD, a simulcast broadcast of the analogue



The Wall Duet Vietnam, Workpoint Group

service. The 24-hour SD/HD schedule includes news, drama series, game shows, movies and sports. Channel 7 is one of Thailand's most active formats players, having aired, among other local adaptations, talk show *The Woody Show* in 2020, game show *5 Gold Rings Thailand* and reality cooking *MasterChef S3/Junior S3* in 2019. Channel 7 also rolls out its first All Star version of *MasterChef Thailand* in Feb 2020.

Channel 8 (SD)

RS Television, a subsidiary of RS Public Company, launched digital terrestrial (DTT) channel, Channel 8 in May 2014, offering Indian drama, local drama and sports (boxing), as well as variety shows, animation, news and movies. More than 90% of the content is produced in-house. RS also owns and operates four satellite channels: Channel 2, Sabaidee TV, YOU Channel and Sun Channel. Local co-production partners include JSL Global Media, Kantana Group and Happy Together.

Channel 9/MCOT HD

Channel 9 is owned/operated by the Mass Communications Organisation of Thailand (MCOT), a former state enterprise under the Office of the Prime Minister. The 24-hour general entertainment schedule is 70%+ in-house content with some international programming, including BBC. In 2014, MCOT began broadcasting two digital terrestrial channels – MCOT HD and MCOT Family (aka MCOT 14). MCOT Family was pulled in

Q3 2019 after MCOT returned its DTT licence. MCOT is also involved in radio and online news.

GMM 25 SD/One 31 HD

Thai media conglomerate GMM Grammy owns and operates two variety digital terrestrial channels – GMM 25 (SD) and One 31 (HD). Both launched in April 2014. Key genres are drama, variety and sports.

Mono29 (SD)

Mono Group, which secured its digital TV licence (variety SD) in 2013 with a bid of THB2,250 billion/US\$71 million, launched Mono29 in April 2014. The 24-hour station offers local and international content, including drama series, movies, animation, game shows, variety, news and sports.

Nation TV/Now 26 (SD)

Nation Multimedia Group (NMG), established in July 1971 as an English-language daily newspaper, owns and operates eight businesses. These include 24-hour SD commercial digital terrestrial TV channels – news Nation TV (aka Nation 22). DTT services started in April 2014. The licence runs until April 2029.

NBT

NBT is a 24-hour news/information channel and a division of Thailand's Public Relations Department. NBT was established in 1985 with THB300 million/US\$8 million from the Japan International Cooperation Agency (JICA) and began transmissions in 1988.

CONTENTASIA AWARDS 2021

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Entries open: **15 April 2021**

Entry deadline: **11 June 2021**

Judging from: **25 June 2021**

Nominees announced: **6 August 2021**

Winners: **27 Aug 2021***

PPTV HD36

Digital terrestrial station PPTV HD36 was established in April 2014 by Bangkok Media and Broadcasting. The 2020 schedule is made up of news with about 34%, entertainment/variety (24%), drama/movies (18%), sports (15%), kids and other series.

Thai PBS

Thai PBS, launched in Jan 2008, carries 25% int'l content (docu, kids, animation, drama series, movies, education, edutainment). Thai PBS, which began digital transmissions in April 2014, is also a network/service provider for other Thai DTT channels.

Thairath TV

Thairath TV, a variety HD channel by Triple V Broadcast, launched in April 2014 with a 50:50 news/variety schedule. The digital terrestrial licence runs for 15 years until 2029.

Workpoint TV (Channel 1)

Workpoint TV, established in April 2014 by local production house Workpoint Entertainment, is a general entertainment channel offering drama/soap opera, game shows and variety programmes, among others. The 24-hour station also acquires foreign content.

Subscription TV**3BB GIGATV**

3BB TV is an IPTV service by Triple T Broadband, a subsidiary of Jasmine International in corporation with Thai's Mono Group and Korea's KT. 3BB TV went live at the end of November with a total of 66 channels, monthly fees start from THB690/US\$22 with internet connection. Triple T has 3.3 million broadband subscribers (Dec 2020).

Advanced Innovation (Thai AI)

Thai satellite operator, Thaicom, provides broadband network, content services and satellite dish/set-top box sales via direct-to-home subsidiary Thai AI (formerly DTV, established June 2009), which carries more than 55 SD/HD channels (May 2021).



Ghost Lab, GDH

AIS Playbox

IPTV platform, AIS Playbox, offers linear TV/VOD, as well as access to streaming services such as Netflix, via the AIS fibre broadband network. AIS, which is also one of Thailand's mobile operators (with 42.76 million subs), had 1.43 million fixed broadband subscribers across 57 provinces at the end of Mar 2021. AIS fibre broadband subscriptions cost from THB199/US\$6.40 a month for two devices.

Good TV

DTH platform Good TV (formerly FreeView HD, launched in 2015), targets Bangkok/large cities. Monthly subscriptions cost from THB300/US\$9.60 for 65 SD/HD channels.

PSI

PSI transmits to more than 10 million households nationwide. The platform offers select TV content via its own PSI TV Anywhere brand available on internet-connected devices. PSI launched in 1989 as a free-satellite TV provider, and was recognised as a pay-TV operator by regulator, the NBTC, in 2014.

TOTIPTV

Thailand's state-owned telco, Telecom of Thailand (TOT), launched IPTV platform TOTIPTV in Oct 2012 for TOT broadband subs in the Bangkok area. The service rolled out nationwide in Jan 2013. Monthly subscriptions start from THB150/US\$4.80 for 83 TV channels.

TrueVisions

TrueVisions operates a pay-TV platform with about 200 channels, including must-carry

digital terrestrial channels to 3.9 million subscribers. Flagship TrueID, which operates the TrueID app/TV box reported under the True Digital Group. TrueID distributed 1.12 million TV boxes at the end of 2020. The TrueID app reported its highest video on demand views at 2.2 billion (256 million monthly average video views) in Dec 2020.

OTT/Online**AIS Play**

(See AIS Playbox – Subscription TV)
Telco AIS' OTT AIS Play service streams live TV channels and VOD content to AIS mobile subscribers. AIS, which had 42.76 million mobile subs in March 2021.

Bugaboo TV/Bugaboo Inter

Founded in 2011 by broadcaster BBT, Bugaboo TV is an AVOD platform (geo-blocked for Thailand) offering over 35,000 library titles from free-TV Channel 7 (CH7). Content includes drama series, news, sports, music and entertainment available via online portal and mobile app. Bugaboo Inter, which is the SVOD extension of Bugaboo TV, launched in mid 2018 and is available globally.

CH3+/Mello

(See Channel 3 – Free TV)
CH3+ (formerly 3Live) and Mello are online platforms from BEC World, the operator of free-TV service Channel 3. CH3+ is an on-the-go service offering real-time TV programmes from BEC channels. Mello offers access to current/reruns of Channel 3 shows. BEC operates

two other online platforms: Krobkrakao, a news site; and social media site CH3 Thailand.

Doonee

Doonee offers 10,000+ hours of localised (dubbed/subtitled) TV content, including movies, TV series, factual and animation from around the world. Subscription costs THB150/US\$4.80 a month or THB1,500/US\$48.30 a year for unlimited usage and access up to five devices. Daily plan is THB9/US\$0.30 a day. Doonee rolled out commercial services in Jan 2015. The platform is distributed via telcos, broadband operators and smart devices, including AIS, TOTiptv and Samsung Smart TV.

Hollywood TV

Launched in March 2014, Hollywood TV streams 10,000+ hours of VOD movies/TV series/live channels from THB199/US\$6.40 a month (unlimited access). Most Hollywood titles are available with the original English-language soundtrack and Thai/English subtitles.

iQiyi Thailand

Mainland China's iQiyi launched its global expansion in November 2019 as part of its commitment to expand its digital video services overseas.

LINE TV

Online streaming TV service Line TV is an extension service of messenger app, LINE. Line TV launched commercially in Thailand in Feb 2015. Geo-blocked for Thailand, Line TV bundles original series, TV programming, variety, entertainment, animation, music videos, sports, lifestyle and live/catch-up content from 160+ local/int'l content partners for free. A pioneer of original production for streaming platforms in Thailand, Line TV has produced 78 originals in six years, including *Great Men Academy*, *Abandoned* and *Together With Me* (Dec 2020). Line TV, which started monetising content in late 2016 via pre-roll advertising, is owned by Tokyo-based LINE Corp, a subsidiary of Korea's Naver Corp.

Monomax

Monomax offers 20,000+ hours of VOD content, consisting of local/international/Korean/Chinese/Indian drama series,

movies, animation and TV shows, among others, priced at THB250/US\$8 a month or THB2,500/US\$81 a year. The Mono Next group launched the SVOD service in 2011 as Doonung.com, rebranded as Monomax in Feb 2016.

MVHub

Video streaming service MVHub was launched in Thailand in April 2019 by MV Television and Hong Kong's TVB, offering 28 TV channels and over 10,000 hours of Chinese movies and entertainment content from mainland China, Hong Kong and Taiwan, with Thai-language subtitles. Premium subscriptions cost THB300/US\$9.60 a month or THB3,600/US\$115 a year.

OTV

Launched in Sept 2017, OTV is operated by OTV Network, offering online clips of local, regional and int'l content ranging across drama, variety, music, news and short films.

Tencent Online/WeTV

Tencent Online (formerly known as Sanook Online) is mainland Chinese giant Tencent's Southeast Asia beachhead. Tencent began buying into Sanook in 2010, acquiring a 49% stake at end 2010 for about US\$11 million. By end 2016, Tencent owned 100%. The holding company was renamed at the end of 2016. The deal gave Tencent full control over Thai online content/UGC portal Sanook! and music streaming service Joox. Tencent Thailand also operates video streaming platform WeTV, which launched in June 2019 offering mainly content from China's Tencent Video. The content is primarily 60% Chinese, 20% Thai and 10% South Korean. WeTV is expected to ramp up quickly with the acquisition in June 2020 of iflix. Monthly subscription is THB139/US\$4.45. Some content is offered for free.

TOTIPTV (MeTV)

(see *Subscription TV*)

Launched in 2015, TOTIPTV, is an extension of the company's IPTV platform. The OTT service bundles free movies/series and streaming services MonoMaxxx and Doonee via TOTIPTV set-top box.

TrueID

(see *Subscription TV*)

TrueID launched in 2017, replacing TrueVisions Anywhere (launched 2013). TrueID offers live-TV streaming, catch-up and on-demand services for TrueVisions/True subscribers. The catalogue consists of TrueVisions' premium channels and TVOD titles/original series/live sports. Subscriptions cost from THB59/US\$1.89 a month for TrueID Plus pack to THB449/US\$14.40 a month for the Now Premium pack.

Viu

Hong Kong telco PCCW's regional mobile streaming platform, Viu, launched in Thailand in May 2017, and has a distribution partnership with telco AIS. Viu Premium subscriptions cost THB5/US\$0.16 a day, THB35/US\$1.12 a week and THB119/US\$3.80 a month. Content partners include GMM Grammy.

Production

Bangkok Production Company

Produces web content, TV commercials, viral films (crowdfunding/marketing) and corporate videos, among others. Bangkok Production also provide line and post-production services.

BDA Creative (Thailand)

With offices in Singapore, Manila and Bangkok, BDA Creative produces long/short-form content, crafts stories for brands, collaborates with broadcasters, branding, design and promos for channels and for other media. BDA Creative was founded in 2003.

Benetone Films

Benetone has production & production support experience in feature films, commercials and television series. Production credits include *The Forgotten Army* for Amazon Prime Video and *Arthdal Chronicles* for filming in Thailand.

G2D

G2D (Gateway 2 Digital) is a post production house based in Bangkok, offering picture and sound post-production.

GDH 559

Founded in Jan 2016, GDH 559 specialises in online TV content. Clients include Line TV and Netflix. GDH's first online series was 2013's *Hormones*, about Thai teenagers for GMM Grammy. Production credits include *Ghost Lab* (2021), *Bad Genius The Series* (2020), *Tootsie The Movie* (2019), *Brother of the Year* (2018), *I Hate You, I Love You* (2017), *Gasohug* (2016) and *Stay* (2015). GDH (Gross Domestic Happiness) is the production subsidiary of Thai media conglomerate GMM Grammy.

Greenlight Film

Established in 2007, Greenlight Film is a full service production company offering line producing, location scouting and 360/VR video production, among other services.

Heliconia H Group

Heliconia H Group was established in 2005 specialising in original/international TV formats, including big-brand cooking competition format *MasterChef Thailand* for Channel 7; game show *Cash Cab Thailand* S4 for Channel 9; cooking competition *MasterChef Thailand* and *Iron Chef Thailand* for Channel 7; and *The Choice Thailand* S3 for Mono TV.

Indigo Asia Production

Founded in 2011, Indigo Asia Production specialises in producing film, documentaries, TVC and online content. Based in Bangkok, the company also has offices in London, Prague, Cape Town, Rome, Hamburg and Montevideo.

JKN Global Media

Listed Thai content management and distribution company, JKN Global Media, specialises in factual production, collaborating with international brands. JKN is also involved in news production, via entity JKN News Limited, a global news and news channel producer under the JKN CNBC brand.

JSL Global Media

JSL Global Media set up in 1979 to produce content for the Royal Thai Army Radio and Television's Channel 5 and expanded to supply content for other TV channels.

Kantana

Kantana has, since 1951, expanded across media sectors, starting with radio and adding production, post-production, movies, animation, facilities rental, sports/eSports, airtime sales, marketing and broadcasting.

The Monk Studios

Founded in 2006, The Monk Studios is an animation and visual effects studio located in Bangkok, Thailand. The company also produces their own content. The Monk Studios was involved in, among others, productions for *Spirit Riding Free* (2018/9), *Airpocalypse* (2018/9), *The Legend of the Ancient Sword* (2018) and *Journey to the West 2* (2017).

Nightingale Entertainment

Nightingale Entertainment, backed by China's Century UU in Beijing, was established in 2018 with a focus on developing, producing and co-financing Thai-language content with Thai content providers and platforms. Nightingale also buys international remake rights (Korean and Japanese IPs) to produce Thai- and Chinese-language content. Another area of focus includes acquisition of Thai-language content for China.

ONPA

ONPA aims to be a one stop supplier to support production needs. The company offers a full line of service, including production co-ordinators, equipment rental, post-production service and co-production investment.

Panorama Worldwide

Panorama Worldwide was established in 1993 and has produced over 300 TV documentaries and public relations programmes for organisations/companies in Thailand and abroad. Panorama also produces TV programmes for cable and satellite TV platforms.

Sahamongkolfilm International

Est. 1970. Movies produced include Tony Jaa's movies *Ong Bak 1-3*, *Tom Yum Goong* and *Tom Yum Goong 2*. Sahamongkolfilm also acquires movies from international blockbusters to art-house movies.

Shellhut Entertainment

Established in 2005 as a subsidiary of shellcraft manufacturing and exporting company, Shellhut. Shellhut Entertainment specialises in animation, offering full production services, including pre- and post-production.

Sonix Boom

Sonix Boom was involved in the production of BEC World's *Iakorn My Forever Sunshine*, *Thong Ek: The Herbal Master* and *The Man Series: Phupa*.

The Studio Park

The Studio Park has five sound stages, and offers full scope one stop production services, sound stages, equipment and co production services. Clients are production companies for films, TV shows, and commercials.

TV Burabha

Established in 2003, TV Burabha is a full service production company specialising in Asian documentary/factual, including wildlife and educational entertainment, as well as food and travel series.

TV Thunder

TV Thunder (TVT) was founded in Nov 1992 by former DJ Sompong Wannapinyo, who switched to TV production to avoid music piracy issues. Commercial operations started in 1993. The company has produced more than 200 TV programmes, ranging from big international shows to controlled budget formats. Credits include *Dance Dance Dance Thailand*, *La Banda Thailand*, *Take Me Out Thailand*, *The Price is Right Thailand* and *Take Guy Out Thailand*.

Woody World

Woody World, originally W Network, was founded in 2004 and produced a number of TV shows over the past years and in 2008, the company solidified its footprint in the Thai entertainment industry when it created talk shows *Woody Kerd Ma Kui* (*WoodyTalk*) followed by *Woody Teurn Ma Kui* (*Woke up to Talk*).

Workpoint Group

Established in 1989, the production house is now one of Thailand's frontrun-

ners, producing original and localised international formats as well as selling its own formats and dramas to broadcasters in Laos, Vietnam, Cambodia and Myanmar. Productions include *I Can See Your Voice Thailand* (2016-ongoing); a 2019 remake of South Korean variety format *Infinite Challenge Thailand*; and quiz format *Lightning Quiz* (2014-2019).

Zense Entertainment

Zense Entertainment was established in 2010, and produces for broadcasters such as Channel 7 and PPTV. Formats credits include various adaptations for Thailand such as *Block Out Thailand*, *Still Standing Thailand* and *Money Drop Thailand* for free-TV national broadcaster Channel 7, and *Crazy Market* and *Show Me The Money* for digital terrestrial channel PPTV. Zense also creates and produces original content, including singing game show *Singer Auction* and talent show *The Producer*. The two titles, which were created with a global audience in mind, kicked off export of Zense's own home-grown formats to the international market in 2018. The first version of *Singer Auction*, co-developed with NBCUniversal International Formats, premiered on Vietnamese national entertainment channel VTV3 in July 2019.

Regulator/Associations

Media Agency Association of Thailand (MAAT)

Established in 2007, Media Agency Association of Thailand (MAAT) publishes reports and promotes professional advertising/business ethics.

National Broadcasting & Telecommunications Commission (NBTC)

The National Broadcasting & Telecommunications Commission (NBTC) regulates all broadcasting and telecommunication services in the country.

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

The BIG List

Programming Syndication & Licensing 2021

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	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	14-16	BroadcastAsia/CommunicAsia	Singapore & Online
August 2021	25-27	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 & Online
	8-11	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, 3 May 2021

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



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Screenings

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Disney+ titles sweep Thai demand

The Falcon and The Winter Soldier dominates

Disney+ titles *The Falcon and The Winter Soldier* and *WandaVision* dominated demand for the week of 21-27 April, pushing Netflix (and everyone else) way down on the digital originals top 10, according to data science company Parrot Analytics.

And that's all before Disney+ launches in Thailand...

Although Netflix's *The Crown* was third on the digital originals list, at only 5.52x above average demand, the British royalty series' lead in Thailand was virtually meaningless for the week compared

to *The Falcon and The Winter Soldier*'s 21.34x or even *WandaVision*'s 16.71x.

The top local show (of the titles measured by Parrot Analytics) was the Heliconia Group's *MasterChef Thailand* for Thailand's leading national free-TV broadcast channel, Channel 7. The show has been running since 2017; the new season premiered in February this year.

Another two Thai titles on the top 10 overall list – *I Can See Your Voice Thailand* and *The Voice Thailand* – are based on international formats.

Top 10 overall TV shows: Thailand

Rank	Title	Difference from Market Average
1	<i>The Falcon And The Winter Soldier</i>	21.34x
2	<i>WandaVision</i>	16.71x
3	<i>Attack On Titan</i>	16.25x
4	<i>Masterchef Thailand</i>	13.65x
5	<i>I Can See Your Voice Thailand</i>	11.42x
6	<i>My Hero Academia</i>	10.65x
7	<i>The Mask Singer</i>	10.57x
8	<i>Game Of Thrones</i>	9.81x
9	<i>Detective Conan</i>	8.94x
10	<i>The Voice Thailand</i>	8.72x

Top 10 digital originals: Thailand

Rank	Title	Platform	Difference from Market Average
1	<i>The Falcon And The Winter Soldier</i>	Disney+	21.34x
2	<i>WandaVision</i>	Disney+	16.71x
3	<i>The Crown</i>	Netflix	5.52x
4	<i>Ted Lasso</i>	Apple TV+	4.58x
5	<i>The Mandalorian</i>	Disney+	4.53x
6	<i>The Boys</i>	Amazon Prime Video	4.51x
7	<i>For All Mankind</i>	Apple TV+	4.5x
8	<i>Kingdom (2019)</i>	Netflix	4.19x
9	<i>Stranger Things</i>	Netflix	3.87x
10	<i>Long Way Up</i>	Apple TV+	3.61x

Date range: 21-27 April, 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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