

Discovery upsizes regional co-pro initiatives

Alex Oe joins Jeeyoung Lee in Seoul ahead of WarnerMedia merger

Veteran programming exec Alex Oe has joined Jeeyoung Lee at Discovery in Korea as senior director and head of co-production & partnerships for the Asia-Pacific region. Oe joined the Seoul-based operation on 3 January.

The full story is on page 2



Masked Singer returns to Astro

28 Jan premiere for new season of ContentAsia Awards' winner

Malaysia's Astro premieres season two of blockbuster Korean singing talent shows *The Masked Singer Malaysia* on Friday, 28 January 2022. Season one's host and judges return for the second series. *The Masked Singer Malaysia* won the 2021 ContentAsia Award's Best Format Adaptation for a Single Market.

The full story is on page 4

contentasia



Industry eye on iQiyi's Korea strategy

Appetite for \$\$\$\$ spend is going/gone, industry says



Jirisan, iQiyi

Mainland Chinese streamer iQiyi is believed to be shopping around its Korean drama rights as part of sweeping cutbacks at its domestic and international operations.

The move has kicked off a round of speculation about iQiyi's appetite for Korean content this year.

Industry insiders say they don't expect iQiyi's 2022 acquisition budgets to be anywhere near the fees it ponied up for Korean drama rights in the past.

Instead, the platform is expected to focus more heavily on its own mainland Chinese drama such as suspense series *Light On*.

iQiyi is said to have paid about US\$27 million (with some estimates going as high as US\$30 million) for exclusive global rights (excluding Korea) for *Jirisan*, a 16-episode Korean mystery drama directed by Lee Eung-bok (*Descendants of the Sun*) and starring Gianna Jun (*My Love from the Star*, *Legend of the Blue Sea*).

It's not clear how well *Jirisan* performed on iQiyi's international platforms.

In Korea, the high-hype series hit double digit audience share for one episode

only – episode two on 24 October 2021.

The rest of the series bobbed along at high-single-digit share nationwide with an average of about two million for the series (source: Nielsen Korea).

Jirisan, which ran from 24 Oct to 12 December 2021, follows iQiyi's acquisition of *Backstreet Rookie* and *Bad Kids*.

Along with cost cutting, iQiyi's shift is part of what is being called a "C-wave" for Chinese drama, driven by global streaming demand and also by changes in style and leaps in production quality-out of China.

iQiyi's possible exit from fierce bidding for Korean titles could stem soaring prices for Korean drama rights.

Jirisan is among the high-hype shows that have helped drive Korean production/acquisition costs to record levels.

Disney+ is said to have paid between US\$2 million to US\$2.5 million per episode for exclusive streaming rights (ex-Korea) for JTBC's drama *Snowdrop*.

iQiyi has not responded to our questions about head count cutbacks or about changes to its content produc-

More on page 3

Discovery ramps up in Korea, new regional co-production push Alex Oe joins Jeeyoung Lee in Seoul ahead of WarnerMedia merger

Veteran programming exec Alex Oe has joined Jeeyoung Lee at Discovery in Korea as senior director and head of co-production & partnerships for Studio Discovery across the Asia Pacific.

Oe joined the Seoul-based operation on 3 January after two and a half years with Entertainment One and a four-year stint with Legendary Entertainment, also in Seoul.

The new role accelerates original non-scripted content output from Studio Discovery, set up in 2020 in partnership with Korea Telecom Group's skyTV.

The original titles target both Korean and international audiences.

His appointment comes about five months after Discovery reworked its Asia leadership team, appointing Lee as senior vice president, Asia Pacific

content strategy, and general manager for Japan and South Korea.

The August 2021 reorg also upped former Australia/New Zealand general manager, Rebecca Kent, to the newly created global role as senior vice president, transformation, based in Australia.

Lee's remit includes building on the KRW50 billion/US\$43 million content investment involved in the establishment of Studio Discovery, with skyTV, and the launch of Discovery Korea Networks.

Studio Discovery has so far delivered more than 14 original series, including entertainment show, *Sing Again*.

Oe's past roles include director of sales at CJ ENM as well as senior roles at Samsung and Mnet Media.



Alex Oe

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From page 1: iQiyi

tion/acquisition strategy.

Word about iQiyi's strategy change started spreading even before Korean production powerhouse, CJ ENM's Studio Dragon, confirmed its upcoming series for 2022 last week.

The list of 11 shows in production included *Sh**ting Stars* (working title), which was originally scheduled to stream as an iQiyi original, iQiyi said at the end of August last year.

It is unclear whether iQiyi is still attached to the series as a streaming partner.

The romantic drama series stars Lee Sung-kyoung (*Weightlifting Fairy Kim Bok-joo*) as the publicity head of a talent agency, and Kim Young-dae (*The Penthouse: War in Life*) as a young star who falls in love with her.

Shooting Stars follows iQiyi's first Korean original with Studio Dragon – *My Roommate is a Gumiho*.

iQiyi said in its 2021 Global Year in Review that *My Roommate is a Gumiho* was its most-watched iQiyi original for 2021. The series surpassed 100 million views worldwide.



Long wait ends for TVB's *The Righteous Fists*

Long-delayed Hong Kong martial arts action drama, *The Righteous Fists*, premieres on terrestrial broadcast platform TVB this evening, ending a wait of more than two years for Ruco Chan fans.

Directed by Jazz Boon, the drama is set in Bangkok's Chinatown of the 1960s and 70s.

Joel Chan plays an evil cop, with Philip Ng co-starring.

Female leads are Natalie Tong, Tiffany Lau, Elaine Yu and Grace Wong.

Originally known as *Chinatown*, the 30-episode series is stripped across weekdays on Cantonese channel TVB Jade and will run to 18 February 2022.

Boi Kwong's *Geylang* starts shooting
Singapore crime thriller set for year end release



From Left: Producer Ng Say Yong 黄世勇 (mm2), Sheila Sim 沈琳宸, Patricia Lin 林映唯, director Boi Kwong 鄭子君, Gary Lau 刘辉, Shane Mardjuki, producer Leonard Lai 黎育维 (J Team)

Jack Neo's J Team Productions and Melvin Ang's mm2 Entertainment have started filming crime/fantasy drama, *Geylang*, directed by Boi Kwong (*The Days*) and starring Mark Lee (*Number 1*) and Sheila Sim (*118*).

The film releases towards the end of this year.

The thriller, set in a seedy and sometimes run down district of Singapore, takes place over the course of a single

night, when five people's lives intertwine as they deal with issues of money, class, ambition and love.

The film, shot entirely on location in Geylang, is Kwong's second feature and is supported by the Singapore Film Commission.

The cast includes Shane Mardjuki (*Unlucky Plazas*), newcomer Gary Lau, and Taiwanese actress Patricia Lin (*Do You Love Me As I Love You*).

Philippines' GMA unveils drama slate
Love, money, betrayal & family affairs fill 2022 afternoons

Philippines' broadcaster GMA returns popular afternoon drama *Prima Donnas* to air on 17 January, with Jillian Ward, Althea Ablan, Sofia Pablo in the lead roles.

The latest *Prima Donnas* – part of GMA's new year presentation – arrives a week after the debut of another afternoon drama, *Little Princess*, about a woman with big dreams.

GMA's Valentine's Day debut is legal drama *Artikulo 247*, about a woman

who moves on from an entanglement with her boss and his wife.

GMA's 2022 afternoon slate also includes *The Fake Life*, about a man who realises he is not living the life he thought he had; and *Raising Mamay*, about a young woman who takes care of her scornful mother stricken with brain regression.

GMA is also returning *Family Feud* to air this year along with a local version of Korean variety show, *Running Man*.

MNC goes after music service Trebel

Indonesia's PT MNC Studios International (MSIN) is buying into U.S.-based ad-supported digital music service, Trebel Music.

The conditional sales purchase agreement is subject to various conditions, including agreement with certain music labels, the companies say.

Financial details of the Trebel investment have not been disclosed.

MSIN is part of MNC Media's reorg; the new unit will control MNC's digital assets, including RCTI+ (AVOD) and Vision+ (SVOD).

MNC said RCTI+ would be the main beneficiary of the Trebel acquisition.



Nominations open for Korea's new EBS pres

The Korea Communications Commission (KCC) has opened nominations for the president of the country's Education and Broadcasting Corporation (EBS). Nominations will be accepted from today (10 January) to Friday, 21 January 2022).



4 Feb bow for Netflix India's *Loop Lapeta*

Netflix will release new age comedy thriller, *Loop Lapeta*, the Bollywood adaptation of Tom Tykwer's *Run Lola Run*, on 4 February. Produced by Sony Pictures Films India, Ellipsis Entertainment and Aayush Maheshwari, *Loop Lapeta* is the first feature for director Aakash Bhatia.

The film is about Savi (Taapsee Pannu) on a mission to rescue her boyfriend, Satya (Tahir Raj Bhasin). The Indian series was written by Vinay Chhawal, Ketan Pedgaonkar, Aakash Bhatia and Arnav Vepa Nanduri.

Masked Singer Malaysia: 28 Jan return New season upped to 10 episodes from original eight



The Masked Singer Malaysia S1 winner, Aina Abdul

Malaysia's Astro premieres season two of blockbuster Korean singing talent show, *The Masked Singer Malaysia*, on Friday, 28 January 2022, after a break of just over a year.

Host AC Mizal returns for the new season, which has been increased to 10 episodes from eight in season one. The new season features 14 masked contenders.

The series will air at 9pm on Astro Warna HD and simultaneously on digital platforms Astro Go and On Demand.

The Masked Singer Malaysia season one, an adaptation of MBC Korea's format, originally premiered on Astro in September 2020.

Also returning for the new season are judges Aznil Haji Nawawi, Raja Azura, Michael Ang, Zizan Razak, Remy Ishak, Ella and Amy Mastura, Ramona Zam Zam and Angah Raja Lawak.

An additional surprise judge will be announced during the premiere episode.

A third season is in the pipeline, according to *ContentAsia's Formats Outlook 2021*, which counted a total of

nine titles/seasons aired/commissioned in 2021.

Out of the nine, six were based on Korean formats.

In addition to two more seasons of *The Masked Singer Malaysia*, Malaysia aired another two seasons of hybrid singing/dating contest, *Lagu Cinta Kita*, a fourth season of music mystery show *I Can See Your Voice*, and supernatural series *Black* season two, from CJ ENM.

CJ ENM held the lion's share of Malaysia's formats market last year.

2021's other three Malaysian adaptations were singing contest *Mic On Debt Off S2* from Thailand's Workpoint; singing contest *All Together Now Malaysia S1* from Banijay Rights; and romantic drama *Angkara Cinta* from ABS-CBN in the Philippines.

By genre, singing competition formats topped the list in Malaysia in 2021 with seven titles.

The other two were drama titles – *Angkara Cinta* and *Black S2*, commissioned out of streaming platform Viu's Malaysia office.

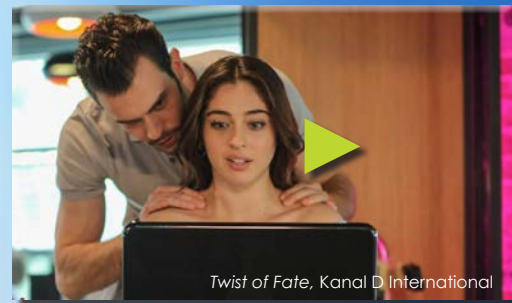
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New Gold Mountain, All3Media International



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World of Himmapan, (Pipob Himmapan), BEC World



Voice In The Rain, Viu



Las Wildlife

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Wife on Duty, JKN Global Media



Kalel, 15, Signal Entertainment

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Vietnam

In numbers

Population	97.58 million
Households	26.87 million
Avg household size	3.6
TV households	91.9%
Pay TV subscribers	14.5 million
Mobile phone subs	123.76 million
Smartphone subscribers	92.88 million
Fixed broadband subs	18.8 million

Source: Vietnam's General Statistics Office (population 2020, households 2019), Ministry of Information and Communications (mobile, internet in Jan 2020), Vietnam's Central Committee for Propaganda & Education (TV/households, 2018)

Free TV

Hanoi Radio Television

Hanoi Radio Television started broadcasting in 1979, and today operates two free-TV channels – Hanoi TV1/H1 (news/current affairs) and Hanoi TV2/H2 (entertainment) – and cable TV service, Hanoi Cable Television (HCaTV). Foreign content acquisitions include regional drama series and movies from Singapore, Japan, Korea, Taiwan and Philippines.

Ho Chi Minh City Television (HTV)

Ho Chi Minh City Television (HTV) operates two analogue channels – HTV7 (entertainment) and HTV9 (educational/info) – and four digital channels – HTV1 (public info), HTV2 (general entertainment), HTV3 (kids) and HTV4 (science/education). An active buyer of international formats, HTV has commissioned local versions of entertainment format *I Love My Country*, which premiered in Q2 2021; *Lies Allowed*, a knowledge-based game show premiered in Nov 2019 ended in Jan 2021 on HTV7; *Face the Clock* (premiered March 2019 on HTV7); *Master Class* (Q1 2019, HTV3); *Lip Sync Battle* (April 2018, HTV7); *Raid the Cage* (2018, HTV7); *I Can Do That! Vietnam* (aired in 2017, HTV7); and drama series *Hidden Truths Vietnam* (aired in 2017, HTV9), among others. The station was established in 1975 as Saigon Television and renamed Ho Chi Minh City Television in 1976.



Running Man Vietnam S2, HTV7

Vietnam Television (VTV)

National broadcaster Vietnam Television (VTV) launched in 1970. VTV operates nine terrestrial TV channels: VTV1 (political, economic, cultural, social news), VTV2 (education, science, technology, news), VTV3 (sports, entertainment, economic news), VTV4 (home affairs, international news), VTV5 (local news), VTV6 (youth), VTV7 (educational), VTV8 (cultural) and VTV9 (Southern-oriented channel), as well as several terrestrial cable, satellite and regional channels, plus an international channel. VTV also has interests in pay-TV platforms SCTV, VTVCab and K+. The broadcaster continues to be actively involved foreign format adaptations, including two seasons of game show *Million Dollar Minute Vietnam S6/7* (2020/21, on VTV3), *Divided Vietnam S2* in 2020 on VTV3, game show *Boom! Vietnam* (premiered March 2019, VTV3), game show *Crazy Market Vietnam* (2019, VTV3), singing contest *It Takes 2 Vietnam* (Apr 2019, VTV3), docu-reality series *Manbirth Vietnam* (Q2 2018) and *The Voice Kids Vietnam* season five (2018, VTV3).

Subscription TV

AVG

Audio Visual Global JSC (AVG) launched An Vien Television (AVG) in Nov 2011 and rebranded it to MobiTV in April 2016 after being 95% acquired by Vietnamese telco MobiFone in Jan 2016. In 2018, MobiTV was renamed to VivaTV. In Sept 2019, the contract to buy shares between Mobifone and AVG was unanimously cancelled by the two companies and AVG continues to integrate TV and telecommunication services offering a mix of direct-to-home (DTH) satellite/digital terrestrial (DTT), mobile TV, e-commerce and mobile connection services. In the same year, VivaTV was rebranded to its original brand name, AVG. Basic monthly DTT/DTH subscription costs VND30,000/US\$1.30 a month for about 100 channels.

FPT TV (FPT Thuyen Hinh)

FPT TV, a subsidiary of FPT Telecom, is an IPTV service launched in 2010. In 2013, FPT Telecom received a pay-TV licence

to operate digital & analogue cable TV services nationwide. Today, FPT TV offers about 200 linear local/international TV channels and video on-demand content to over four million viewers across more than one million households in Vietnam. Basic TV+internet packs cost from VND193,000/US\$8.50 a month for the Super100 pack (100 Mbps).

Hanoi Cable TV (HCaTV)

Hanoi Cable Television (HCaTV) is the cable TV service operated by Hanoi Radio Television. HCaTV offers 180 SD/HD local and regional/international channels.

Ho Chi Minh City Cable TV

Ho Chi Minh City Television (HTV) was established in 2003 and is operated by Ho Chi Minh City Television's (HTVC) pay-TV branch, HTV-TMS. The platform offers a mix of local, regional and international channels (160+) covering film, music, sports, news, kids, general entertainment, science/educational and tourism/lifestyle. Monthly subscription for digital TV services starts from VND99,000/US\$4.40.

K+

K+ is the commercial brand of Vietnam Satellite Digital Television Company Limited (VSTV), a joint venture between VSTV and French broadcaster Canal Overseas. K+ is a DTH satellite platform offering about 170 TV channels in multiple genres, including sports, news, general entertainment, music, movies, documentaries and kids. All international channels are language customised with either Vietnamese subtitles, dubbing or voice overs. The platform offers a Premium+ package with 170 TV channels at VND125,000/US\$5.50 a month. K+ also operates a value-added TV everywhere extension, myK+, free for Premium+ subscribers.

MyTV

Created by Vietnam Post and Telecommunications Group (VNPT), IPTV service MyTV launched in 2009. Today, the platform offers 178 local and international channels and VOD content to over 1.5

million subscribers. The service also offers add-ons such as on-demand content, games and music/karaoke. Monthly subscriptions cost from VND42,000/US\$1.85 for 141 channels to VND112,000/US\$4.95 for 178 channels and free access to streaming FIM+.

SCTV

State-owned Saigontourist Cable Television (SCTV), a joint venture between Vietnam Television (VTV) and Saigontourist Holding Company, was founded in 1992. Television options include analogue, digital and IPTV. VOD was added in 2014. Channels are a mix of in-house, local and foreign. The company also has interests in internet and telecommunications services. Internet+TV combo subscriptions start from VND140,000/US\$9.50 a month.

Vietnam Multimedia Corporation (VTC)

VTC Multimedia Corporation (VTC) is a state-owned company operated by Vietnam's Ministry of Information and Communications. Established in 1988, VTC offers a variety of media access and content solutions for TV (production, broadcasting, online TV, VOD) and telecommunications (internet, VOIP, fixed line). VTC began providing 4K TV on high-definition television channel VTC HD1 in June 2017.

VTVcab

Free-TV provider Vietnam Television established Vietnam Television Cable Corporation (VTVcab) in 1995. VTVcab offers 150+ local and int'l channels in a variety of genres, including news, sports, movies and general entertainment. VTVcab also operates VTVnet, which provides internet access over cable.

Online/OTT

Clip TV

MobiFone Telecommunications' Clip TV streams 140 live TV channels and offers 3,000 hours of on-demand Hollywood movies and local films/TV series, along with access to HBO Go. The Clip TV

set-top box costs VND1,390,000/US\$60; monthly subscription is VND50,000/US\$2.15.

Danet

Vietnam's TV production/distribution specialist, BHD (see *Vietnam Media Corporation – BHD under Content Providers*), launched Danet in 2016. Danet offers free content (Danet Go), SVOD (Danet Buffet) and a la carte movie rental (Danet Cineplex) on multiple devices.

Fim+

Launched in Jan 2016, Fim+ offers more than 8,000 hours of local/int'l movies and series bundled in four plans and pay-per-view. Packages cost between VND50,000/US\$2 a month and VND450,000/US\$19 a year. Geo-blocked for Vietnam,

FPT Play

(see *FPT TV under Subscription TV*) FPT TV launched FPT Play in 2013, offering about 200 live TV channels (news, sports, entertainment, movies) and 15,000+ VOD to local and int'l movies and TV shows from Europe, U.S., South Korea, China. Content partners include Danet, HTV, VTV, Viettel. FPT Play had over 36 million app downloads and 25 million users in September 2021. Subscriptions cost VND88,000/US\$3.88 a month for the Max plan (three devices), VND120,000/US\$5.30 a month for the VIP pack (five devices) and VND360,000/US\$15.90 for 12 months for the sports tier.

Galaxy Play

Est. 2015, Galaxy Play by movie chain Galaxy Cinema offers original series, local films, Asian films and Hollywood movies. Subscription costs range from VND70,000/US\$3 a month to VND600,000/US\$26.50 for 12 months. Mobile plan costs VND100,000/US\$4.35 for six months and VND180,000/US\$8 for 12 months. TVOD rentals range from VND19,000/US\$0.80 a title for a single device to VND50,000/US\$2.20 a title (multiple devices), for 48 hours. 4K movies cost VND70,000/US\$3 a title.

Hplus

OTT extension of pay-TV service Ho Chi Minh City Cable TV (HTVC).

iQiyi

Mainland China's iQiyi launched in Vietnam in July 2019. iQiyi offers Chinese content with Vietnamese subtitles.

myK+

myK+ is a value-add TV-everywhere extension of DTH satellite K+ service (see *K+ under Subscription TV*), offered free to Premium+ subscribers. Non-Premium+ subscribers pay from VND15,000/US\$0.95 a month for the Discovery package to VND435,000/US\$19.20 for three months.

NetHub

NetHub is the OTT extension of AVG's DTH/DTT subscription services. It offers local/international channels and VOD of TV series, movies and sports. Foreign content are mostly from Hollywood, Hong Kong (TVB), Korea, Thailand and China. AVG received its licence to operate OTT services in August 2021.

Onme

Onme is a video streaming platform, jointly developed by VTVcab and Viettel. The programming focus is on live events, such as sports. The platform also offers local/international TV channels and VOD movies. Onme is offered free to VTVcab and Viettel subscribers.

Pops Worldwide/Pop Kids

Founded in 2007, Pops Worldwide is a digital entertainment network offering original/local and int'l titles from 3,100+ content partners. The service, which manages 1,074 channels, had 4.6 billion global monthly views, and 486+ million subscribers (Jan 2022). Pops' kids app Pops Kids offers more than 30,000 curated local/foreign content to three million+ global viewers (Mar 2021).

TVB Anywhere Vietnam

Hong Kong's Television Broadcasts Ltd (TVB) launched mobile streaming platform TVB Anywhere in Vietnam in 2017, offering over 5,000 hours of movies, including TVB's library titles with Vietnam-

ese, Chinese and English dubbing and subtitles. Subscription costs VND55,000/US\$2.40 a month.

VieON

VTVcab launched video streaming VieON in 2016 as VTVcab ON and in Dec 2018, rebranded the service as VieON. VieON offers local/international TV channels and VOD content from VND19,000/US\$0.80 a month for the VIP plan to VND149,000/US\$6.60 for the All Access package.

Viettel TV

Viettel launched Viettel TV in 2013 as Net TV, rebranded as Next TV in 2015, and as Viettel TV in Oct 2018. Viettel TV offers more than 160 TV channels, of which 60 are HD. Monthly internet+OTT TV combo subscriptions start from VND175,000/US\$7.70 for the TV360App-Net1Plus pack (40 Mbps internet connection).

VTV Go

VTV Go is a streaming mobile application operated by free-TV broadcaster Vietnam Television's (see *VTV under Free TV*) over-the-top subsidiary, VTV Digital. The platform carries live TV channels, catch-up TV up to three months after broadcast and select local drama series, kids and documentaries on demand.

WeTV

Mainland Chinese gaming/digital giant Tencent launched WeTV in Vietnam in July 2019. The platform offers Chinese content with select programmes subtitled in Vietnamese.

Zing TV

Online TV service Zing TV offers movies, animation and TV series, among others. Zing TV is owned by tech/digital provider VNG, which also offers finance/payment and cloud services.

Content Providers

Bee Communication

Established in 2009, Bee Comm specialises in the production of talk shows,

game shows and infotainment content. Production credits include game show formats *Crush Vietnam S1/S2* (2020/21) for VTV3.

Capital Studio

Capital Studio offers a whole spectrum of post production, from editing, sound mixing, audio equalisation, color grading to animation and special effects. The company also provides event production and equipment/suite/studio/venue rental services.

Cat Tien Sa Media Group

Founded in 1995, Cat Tien Sa Media Group (CATS) is a multimedia company specialising in TV and film production. The company is also involved in branding, investment and consulting services. Clients include broadcasters VTV, HTV and Hanoi Radio Television.

DatVietVAC Group Holdings

DatVietVAC Group, Vietnam's first privately owned media and advertising agency, was founded in 1994. The focus is bringing international formats to Vietnam. DatVietVAC is made up of a group of 10 independent companies that offer a variety of services to marketers and media owners, including programming/production Dong Tay Promotion (credits include local remakes of Thailand's music game show *The Wall Duet*, *Idol* and *So You Think You Can Dance*), TV drama content provider M&T Pictures, and content syndication TKL Media.

Dien Quan Media and Entertainment

Founded in 2008, Dien Quan produces and supplies content for domestic/int'l broadcasters/media agencies, including documentaries, magazine shows, factual, lifestyle, travelogues, cooking series and reality programmes.

International Media Corp (IMC)

International Media Corp (est 2008) develops and manages TV channels and produces entertainment and economic news shows. IMC's channels include TodayTV (entertainment) and YouTV (women/family entertainment).

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Mega GS Entertainment Communication Group

Mega Group offers a one-stop production service to key clients, including VTV. Production credits include two seasons of entertainment formats *Singer Auction Vietnam* (2020-21) for VTV3.

Multimedia JSC

Multimedia JSC (est 2005) has a slate of fashion-related projects, including *Vietnam's Next Top Model*, *Project Runway Vietnam* and *She's Got the Look*. Other properties include the Vietnam International Fashion Week and modeling and talent agency, BeU Models & Talent Management.

Q.net Entertainment & Communication

Q.net (est 2004) distributes more than 40 TV channels to TV platforms, including VTVcab, MyTV and FPT.

Thaole Entertainment

Thaole (est 2000) services companies seeking entry into the Vietnamese broadcast market.

TV Hub

Production house TV Hub focuses on content production. Credits include game show, *Raid the Cage*, for HTV7; Korean drama, *She was Pretty Vietnam*; and *Shark Tank*, for VTV.

Viet Content Sports JSC

Viet Content specialises in TV rights distribution and production of sports content in Vietnam.

Vietba Media

Vietba Media (est 1999) is involved in distribution and production (*Hole In The Wall Vietnam*, *Heaven or Hell*, *Golden Goal Vietnam*, *Don't Lose Your Money Vietnam*).

VietCom Film Production

Founded in 2006, VietCom Film Production (aka VietCom Entertainment) specialises in formats, TV game shows, drama series and movie production.

Vietnam Media Corporation (VMC) – BHD Co Ltd

Vietnam Media Corporation – BHD Co Ltd (VMC/BHD) (est 1996) is involved in acquisition, production and distribution. Feature films and formats have become a staple, including multiple seasons of *The Amazing Race*, *MasterChef*, *Price is Right*, *Big Brother*, *Vietnam Idol Kids* and *Junior MasterChef*. Productions include the Vietnamese version of Korea's *Descendants of the Sun*, *Star Academy*, *Sing If You Can* and *Killer Karaoke*. BHD also operates Danet and multi-screen cinema chain (BHD Star Cinema).

Mobile/Telco Providers

GTel

GTel offers nationwide mobile/data and entertainment services.

MobiFone

Vietnam Mobile Telecom Services (est 1993) is Vietnam's 3rd largest mobile net-

work operator with nearly 50m subs (30% market share, Mar 2021).

Vietnamobile

Founded in 2009. A joint venture of Hanoi Telecom and Hutchison Asia Telecom, offering nationwide 2G/3G services.

Viettel

Military-run Viettel offers mobile phone, internet and cable TV services to 60m+ subs. The telco launched 4G services in March 2017 and received a 5G licence in Jan 2019.

VinaPhone

VinaPhone (est 1996), was the first mobile operator to launch 3G services nationwide in 2009. Vinafone is a subsidiary of VNPT – Vietnam Post and Telecommunications Group, owned by the Vietnamese government.

Regulators

Ministry of Information and Communications (MIC)

Vietnam's policy making and regulatory body for press, publishing, foreign information, advertising, posts, telecomms, IT/electronics, radio, information and communications infrastructure and intellectual property.

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

What's on where...

March 2022	14-17	Hong Kong FILMART	Online
	29	AVIA: Piracy Over the Top	
	30-31	AVIA: OTT Summit	
April 2022	1-6	Canneseries	Cannes, France
	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Formats	Cannes, France
	29	AVIA: Future of Video India	
May 2022	31	AVIA: Satellite Industry Forum	
June 2022	1-3	BroadcastAsia & CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	28 June-1 July	MIP China	Online
	29	AVIA: Indonesia in View	
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	Online
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	24-26	TIFFCOM	Tokyo, Japan
November 2022	7	AVIA: Policy Roundtable	
	8	AVIA: The State of Piracy Summit	

* As of 10 January 2022

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



Squid Game continues K-drama run HBO's Game of Thrones breaks through on overall list

Netflix swept streaming favourites in Korea for the first week of 2022, taking eight of the top 10 spots for shows most in demand in the country.

The other two places on data science company Parrot Analytics' digital originals list for the week went to Disney+'s WandaVision (5th, with 12.75x more demand than the average show in Korea) and Hawkeye (9th with 9.98x more demand).

Squid Game continues to dominate demand, followed by sci-fi mystery thrill-

er, *The Silent Sea*, which premiered on 24 December 2021. Netflix's other Korean blockbuster series, *Hellbound*, hasn't fared as well as *Squid Game* in Korea, dropping to sixth spot for the week.

Half the list – including the top three shows, was made up of Korean originals, including January 2019 release *Kingdom*.

HBO's *Game of Thrones* was the sole non-Korean title on the overall list of shows most in demand for the week.

Squid Game retained #1 spot on the overall list.

Top 10 overall TV shows: South Korea

Rank	Title	Difference from Market Average
1	<i>Squid Game</i> (오징어 게임)	25.04x
2	<i>Running Man</i> (런닝맨)	19.87x
3	<i>New Journey To The West</i> (신서유기)	19.54x
4	<i>The Silent Sea</i> (고요의 바다)	18.29x
5	<i>Kingdom</i> (킹덤)	17.66x
6	<i>Game Of Thrones</i>	17.31x
7	<i>Show Me The Money</i> (쇼미더머니)	15.98x
8	<i>Hangout With Yoo</i> (놀면 뭐하니)	15.94x
9	<i>Red Cuff Of The Sleeve</i> (웃소매 붉은 끝동)	15.8x
10	<i>Crash Landing On You</i> (사랑의 불시착)	15.67x

Top 10 digital originals: South Korea

Rank	Title	Platform	Difference from Market Average
1	<i>Squid Game</i> (오징어 게임)	Netflix	25.04x
2	<i>The Silent Sea</i> (고요의 바다)	Netflix	18.29x
3	<i>Kingdom</i> (킹덤)	Netflix	17.66x
4	<i>The Witcher</i>	Netflix	14.88x
5	<i>WandaVision</i>	Disney+	12.75x
6	<i>Hellbound</i> (지옥)	Netflix	12.69x
7	<i>Sweet Home</i> (스위트홈)	Netflix	12.02x
8	<i>Arcane</i>	Netflix	10.55x
9	<i>Hawkeye</i>	Disney+	9.98x
10	<i>La Casa De Papel</i> (Money Heist)	Netflix	9.68x

Date range: 1-7 January 2022

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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