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## SE Asia's grim Q3 Media losses mount

Southeast Asia's biggest media platforms have posted grim Q3 results, blaming everything from rising inflation, energy & utility costs, and highlighting cost control in an environment where much is beyond their control.

Management teams made much of their good news, including highlights such as entertainment subs wins at StarHub Singapore; and audience market share of 43.8% for the Philippines' GMA7.

In Singapore, StarHub's Q3 net profit dropped 32% to S\$27.4m/US\$19.5m.

Thailand's True Group reported a consolidated net loss of THB2,757.1m/US\$77m, 54.3% down on Q3/2021's (THB603m/US\$17m).


BEC World, which operates Thai Channel 3 platforms, reported consolidated profit of THB111.3m/US\$3m, down from THB143m/US\$4m in Q3 last year.

In the Philippines, GMA Network Inc's Q3 net income was Ps1,104.6m/US\$19.3m, less than half of Q3/2021's Ps2,347.5m/US\$41m.


ABS-CBN, which continues its dramatic pivot after its licence was not renewed, reported a net loss of Ps407.3m/US\$7m, compared to a net loss of Ps386.8m/US\$6.7m last year.

Indonesia's SCM reported Q3 net income at IDR214.33b/US\$13.7m (-36.32%).


Neither of Malaysia's powerhouses – Astro & Media Prima – have yet reported their Q3 results. Astro's Q3 ends on 31 Oct.




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## TV Asahi celebrates prime-time ratings win

Japanese media company TV Asahi has reported a 21.3% increase in net income to ¥9,306 million/US\$66.3 million for the first half of its current financial year despite the country's advertising market slowdown.

The network is also celebrating its prime-time (7pm-11pm) win for household ratings for the six months, when it pushed overall market leader, Nippon TV, into second place with 8.9 against 9.

TV Asahi ran second to commercial broadcaster Nippon TV in all-day/golden time/prime-time/prime 2 ratings for individual viewers from 4 April to 2 October this year.

Ratings performance puts the station well ahead of TBS, Fuji TV and TV Tokyo.

The station spent ¥36,080 million/US\$257 million on programme production in the six months, which was 3.6% down on the same period the previous year.

## 108 Media backs six-part *Nightshade* 2023 kick-off for Simon Uttley/Neil Marshall action series

London/Singapore-based content investment studio, 108 Media, will finance, co-develop and produce the six-episode live supernatural-action series, *Nightshade*, with co-showrunners Simon Uttley and Neil Marshall (*The Reckoning*, *Dog Soldiers*).

Set in an 18th-century English port city, the series revolves around half-English-half-Indian outcast, Lizzie Monroe, who transforms into a defiant masked outlaw avenger to rescue her brother James from a treacherous underworld realm. During the journey, brother and sister discover that they



Neil Marshall

are caught in the opening salvos of a war between humanity and the forces of darkness.

Production is scheduled to begin in 2023. Marshall will be directing the pilot

Marshall and Uttley are executive producers of the series, along with 108 Media's Abhi Rastogi, Justin Deimen, and Rod Smith.

The *Nightshade* announcement comes a week after

108 Media announced its co-financing deal with BritBox International for three-part series, *Inspector Singh*, which goes into production in Malaysia in January 2023.

The global format phenomenon

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## Philippines' celebrity Charo Santos steps up MMK ties with English-language version for global audiences

ABS-CBN's former chief executive, Charo Santos, has opened a new chapter in her long media career, becoming the English-language voice of drama anthology, *Maalala Mo Kaya* (MMK), for global audiences.

The new dub is part of ABS-CBN's globalisation strategy, including premiering MMK in 41 countries in Africa from January 2023.



Charo Santos

"I've never imagined in my wildest dream that I'll be dubbing in English for foreign audiences, especially at my age," she told ABS-CBN news reporters.

Santos has hosted the show in the Philippines for more than three decades, and said ahead of the English-language version that she was up for additional languages to showcase "to the foreign market the finest Filipino programmes we have".

## Fury rises around *The Kerala Story* Indie filmmaker Sudipto Sen's new feature sparks outcry



Screengrab of *The Kerala Story* trailer, Sunshine Pictures

Debate and more than a little controversy over indie filmmaker Sudipto Sen's upcoming feature, *The Kerala Story*, erupted anew this month with the release of a 79-second trailer featuring a Kerala woman who says she was forced to become an ISIS fighter.

The drama is said to be based on a true story, and filmmakers have attached the #truestory hashtag to social media posts promoting the film.

Indian actress Adah Sharma (*Commando 3*), who plays Fatima Ba, is promoting the film across her social media feeds as "heart breaking and gut wrenching stories of 32,000 females in Kerala!".

While the feature is supported in some quarters, other organisations, including Kerala politicians and police, are calling

for investigations, going as far as to demand the film be banned and insisting on legal action against the filmmakers.

Supporters have one key question: who is it that doesn't want the truth to come out?

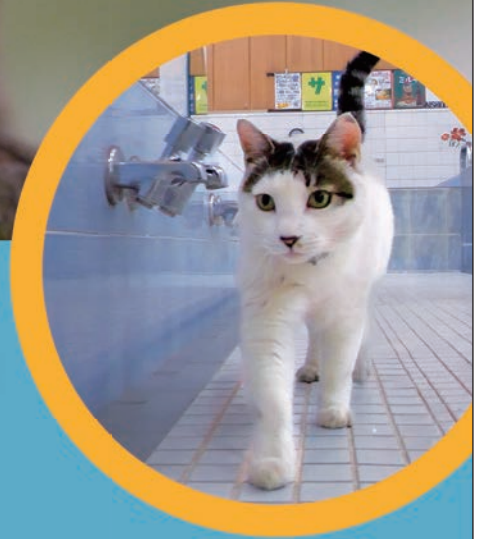
Others – including politicians from the ruling BJP – are criticising the Kerala government for failing to tackle Islamic fundamentalism.

The film's YouTube trailer, which has been viewed more than 650,000 times in the 10 days since its release with 10,600+ comments, shows a woman, Shalini Unnikrishnan, who wanted to become a nurse and was instead forced to become Fatima Ba, an ISIS terrorist who says she is now imprisoned in Afghanistan.

**The rest of the story is on page 9**

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## TapGo TV boards SkyCable

Carrier billing for Viu & Vivamax suspended on 1 Dec; HBO Go unaffected by systems upgrade

The Philippines' subscription platform SkyCable has added the upsized version of SVOD streaming platform, TapGo TV, to its lineup.

TapGo TV, which started life as a sports streamer and now offers general entertainment, costs Ps179/US\$3 a month for all access.

Meanwhile, SkyCable is believed to be planning to resume carrier billing for two video streaming platforms – Viu and Vivamax – sometime in 2023 following a systems upgrade that shuts down billing services for the two streamers from 1 December.

The platform has not publicly committed to a resumption date, saying only that it would “advise of resumption at the appropriate time”.

The SkyCable (Sky) notice issued at the end of October encourages consumers to subscribe directly to the streaming platforms (*ContentAsia Insider*, 27 Oct).

Warner Bros Discovery's HBO Go streaming platform is not impacted by the migration and will continue to be offered as before, Sky told *ContentAsia*.

SkyCable said in its original public notice that “we are currently carrying out changes in our business processes to serve you better. With this, we will need to put on hold selling and carrier billing of Viu Premium and Vivamax effective 1 December 2022 until further notice”.

Viu said after the original announcement that its partnership with SkyCable had not changed and that the hold was temporary “due to an upgrade in business processes as outlined in the statement”.

## Disney+ Hotstar ups non-fiction activity

Malaika Arora reality show debuts in December 2022



*Moving In With Malaika*

Bollywood actress Malaika Arora, debuts her new show, *Moving In With Malaika*, on Disney+ Hotstar in India on 5 December, promising an “up close and personal” into her celebrity life.

*Moving In With Malaika* is part of Disney+ Hotstar's efforts to expand its catalogue of non-fiction shows, says Gaurav Banerjee, head of content for Disney+ Hotstar & HSM Entertainment Network, Disney Star.

The premium non-fiction strand has been led so far by long-running series, talk show *Koffee With Karan*, which started life as a Star World English-language tentpole and is now presented under the Hotstar Specials banner.

*Koffee With Karan* premiered in 2004

and has aired/streamed for seven seasons.

*Moving In With Malaika* (no. of episodes undisclosed at presstime), produced by Banijay Asia, is Arora's first project with Disney+, which moves into the new year minus the Indian Premier League (IPL) mega sports property.

About 25% – a little less than three million – of Disney+ 12 million global subscriber additions during the latest quarter were from Disney+ Hotstar, which is also available in India and Southeast Asian markets.

Disney said earlier this month that it was expecting a subs decline in Q1 of its next financial year due to the absence of the IPL cricket.





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## Prime Video India ramps up NZ cricket action

Prime Video has promised an "immersive and localised live cricket experience" for the India men's tour of New Zealand cricket that starts on Friday, 18 November, and runs until the end of November.

The streamer has exclusive India rights to stream all men's and women's cricket matches played in New Zealand.

Live commentary and match programming will be delivered in five languages – Hindi, Tamil, Telugu, Kannada and English – by more than 20 hosts and presenters, including Ravi Shastri, Harsha Bhogle, Zaheer Khan, Anjum Chopra, Gundappa Vishwanath and Venkatpathy Raju, among others.

Programming includes pre-, mid- and post-match shows for game analysis, as well as an English-language live one-hour pre-show before each game, and a 15-minute mid-innings show that recaps the first innings and previews the next.

The live programming also involves a 30 min post-match presentation and analysis.

In a first for Prime Video India, advertising will be carried during live cricket.

Airtel Xstream Fiber is the presenting sponsor, with MPL, Nescafé, Noise, OLX Autos and Vida come on board as associate sponsors.



## Telkomsel sweetens mobile data plans with Prime Video value add

Indonesia's Telkomsel has sweetened its mobile data plans in a new mobile-only alliance with Amazon Prime Video. The offer is open to subscribers of various Telkomsel prepaid bundles as well as Telkomsel Halo. Telkomsel said the data+video initiative was part of its effort to encourage "the advancement of an inclusive and sustainable digital landscape in Indonesia". Telkomsel's prepaid monthly data plans range from IDR49,500/US\$3.20 to IDR80,000/US\$5.

## Hanoi International Film Fest opens 12 December announcement for film project winner



Judges and project representatives at the Haniff 2022's Project Market opening

Six film projects – including projects from Korea, China and Myanmar – are competing for this year's Hanoi International Film Festival (Haniff) prize to be announced during the festival's closing ceremony on 12 December.

The winning project will receive VND50 million/US\$2,000.

Three of the projects are from Vietnam, including *Who Created Human Beings*, by producer Nguyen Mai and director Le Binh Giang, about a detective afflicted with pareidolia and embroiled in escalating personal challenges at the same time as a serial killer grows increasingly vicious.

Producer Yun Ho Yang and Korean/U.S. director Ji Un Choi's *Bada* is a Korean neo-noir feature set in 1986 on Jeju Island.

The third project, *Chachacha* by producer Xuan Trang and director Do Quoc Trung, is a coming-of-age feature about a boy, his grandfather, and a dance competition with a prize.

*The Landlord* by producer Pham Minh Toan and director Do Thanh Son is a romance set against social and economic conflict.

China's entry is *Be With You* by producer Charles Lei and mainland Chinese director Lutao Wang, centres around estranged family members who realign their priorities after an epidemic takes

the lives of their parents.

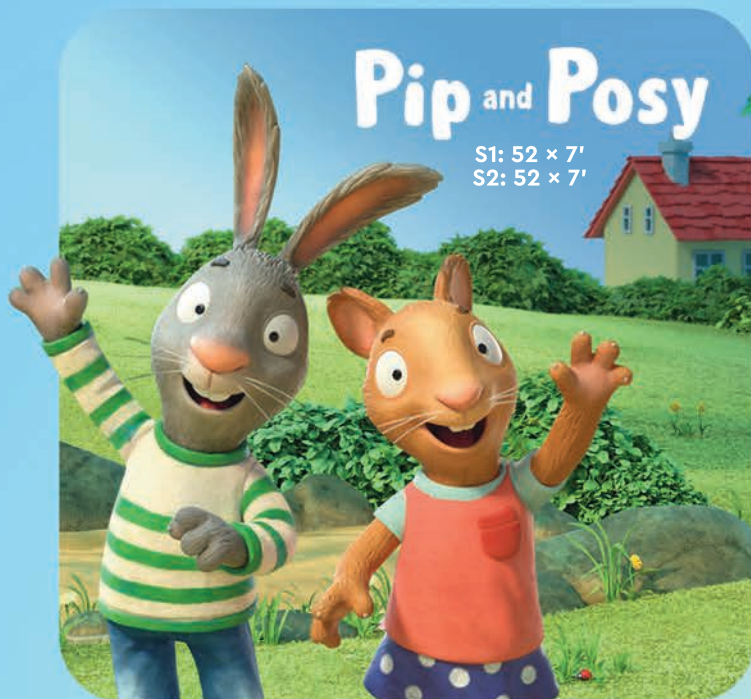
Emerging Myanmar filmmaker Sein Lyan Tun directs *The Beer Girl in Yangon*, about a bisexual teen who works at a sleazy beer station.

Films are being judged by James Cheerleu, regional executive director of the Motion Picture Association of America; Antonio Termenini, director of the Asian Film Festival in Rome, and Vietnamese producer/director, Nguyen Phan Quang Binh.

The project market is backed by the Cinema Department/Ministry of Culture, Sports and Tourism, BHD Company – Vietnam Media and the Motion Picture Association of America.

Vietnam's deputy minister of culture, sports and tourism, Ta Quang Dong, said the project market encouraged young filmmakers to interact with the international community and access investors as well as to explore new creative trends.

U.S. ambassador to Vietnam, Marc Knapper, said in his opening address that his tasks included building bridges "to connect sustainable cooperation between the two countries, The United States and Vietnam and what could be better is that we together connect bridges of cooperation for understanding through cinematic activities between the two countries".



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## Gary Pudney's O4 Media picks up Drag Race rights



RuPaul's Drag Race Philippines

Gary Pudney's Hong Kong-based O4 Media has tied up with World of Wonder to expand the *Drag Race* brand across Asia, including Thailand, India, Japan, Singapore and South Korea.

Versions of *RuPaul's Drag Race* have already been produced in Australia and New Zealand, and the Philippines.

O4 Media's deal includes introducing *Secret Celebrity Drag Race*, in which celebrities hiding their real identities under new drag personas pull off lip-sync performances.

News of the *Drag Race* deal follows the addition of former Eccho Rights exec, Nicola Sonderlund, to Pudney's team to consult on European acquisitions. Sonderlund's presence expands O4 Media's current presence in Manila, Mexico City and Australia.

## Gaurav Dwivedi to lead India's Prasar Bharati

Gaurav Dwivedi has been appointed as CEO of India's Prasar Bharati for five years. He replaces Shashi Shekhar Vempati, who held the position from 2017 to this year. Dwivedi was previously in charge of the government's public engagement platform, MyGovIndia.

## Disinformation fight ramps up in Asia Seven APAC news outfits join the Trusts News Initiative

Seven Asia-Pacific news organisations have joined the global news/tech industry collaboration, the Trusted News Initiative (TNI).

The new regional Asia-Pacific network, part of an ambitious global goal to support journalists in the "disinformation environment", includes Australia's ABC and SBS, Japan's NHK, Pakistan's Dawn and Indonesia's Kompas, as well as India's Indian Express and NDTV.

The TNI is an industry collaboration of news and global tech organisations, led by the BBC, "working together to stop the spread of disinformation where it poses risk of real-world harm".

The organisation says the creation of the Asia-Pacific network "will enable the TNI's regional partners to share their insights about tackling disinformation and discuss trends in the region. They will draw on their expertise to share best practices and findings with the wider TNI and alert each other to the most dangerous forms of disinformation through the TNI cooperative framework".

"With the creation of TNI's first regional network, we are bringing together trusted Asia-Pacific news-publishing organisations to further reinforce our collaboration and to make it even more efficient and productive," says Liliane Landor, senior controller of BBC News



International Services and BBC World service director.

Head of Google News Lab, Matt Cooke, adds that the Google News Initiative will, as part of TNI, "deliver targeted, expert training workshops

on a variety of digital tools to help journalists as they seek to continue day-to-day verification and fact-checking in newsrooms across the region".

Current TNI partners include AP, AFP, BBC, CBC/Radio-Canada, European Broadcasting Union (EBU), Financial Times, Google/YouTube, The Hindu, Information Futures Lab, Meta (Facebook/

Instagram), Microsoft, The Nation Media Group, Reuters, Reuters Institute for the Study of Journalism, Twitter and The Washington Post.



Matt Cooke, Google News Lab; Liliane Landor (top), BBC

### From page 3: The Kerala Story

The trailer on the Sunshine Pictures page says 32,000 women and girls have been "converted and buried in the deserts of Syria and Yemen".

"A deadly game is being played to convert normal girls [in Kerala] into dreaded terrorists," she says. "Is there anybody to stop them?" she adds.

Critics question the extent of the problem, and say, among other things, the film incites hatred and damages Kerala's reputation in portraying the state as

a haven for ISIS recruitment.

While acknowledging that there are women who convert to Islam and join ISIS, the allegation is that the number of 32,000 is not supported by evidence.

At the same time, a call has gone out for state authorities to act against ISIS recruiters.

*The Kerala Story* is co-produced by Vipul Amrutlal Shah and Aashin A Shah. The film's release date has not been confirmed.

第35回東京国際映画祭 共催企画  
35th Tokyo International Film Festival

# 第12回 MPAセミナー 12th MPA Seminar

How can Japan become a bigger player on the global film industry stage? The 12th MPA seminar at the 35th Tokyo International Film Festival focused on both promoting and protecting the content industry in Japan. Speakers presented valuable information about how production incentives can stimulate the development of domestic and international content as well as international co-productions. The seminar also discussed the status of online piracy in Japan and how site blocking, the most effective content protection tool, can be legislated and utilized effectively in Japan.

Catch up on the 12th MPA seminar now online.



# Indonesia's Next Top Model kicks off early birthday celebrations

## Modelling format returns, contestants expanded beyond fashion and beauty

The third edition of *Indonesia's Next Top Model (INTM)* debuted in weekend prime-time slots this month, kicking off early birthday festivities for Indonesian free-TV broadcaster Net TV, which celebrates its 10th anniversary next year.

*Indonesia's Next Top Model Cycle 3* returns Luna Maya, Ivan Gunawan, Ayu Gani, and Panca Makmun as judges.

For the first time, the show draws contestants from a wider range of backgrounds than modelling and fashion, including a dentist and a boxer, says Net content director, Sambodo.

"Every girl regardless of their background can get the same opportunity to achieve their dream of becoming a top model," he adds.

Net's programming director, Yeni Anshar, says the new season includes "a touch of Indonesian culture and color of Nusantara".

The Indonesian version of Paramount Global Content Distribution's format is among the total 169 formats adaptations commissioned/under way or on air in 18 countries tracked from January to the end of June 2022, according to *ContentAsia's Formats Outlook 1H 2022* report.

The report ranked Indonesia in eighth place (level with Malaysia and Nepal), with eight titles on air/commissioned.

On average, Indonesia commissioned/aired 22 titles a year for the past four years: 28 in 2018, 34 in 2019, at least 18 in 2020, and nine in 2021.

*ContentAsia's Formats Outlook 1H*

2022 report shows that four of Indonesia's eight formats in first half 2022 were from Banijay Rights.

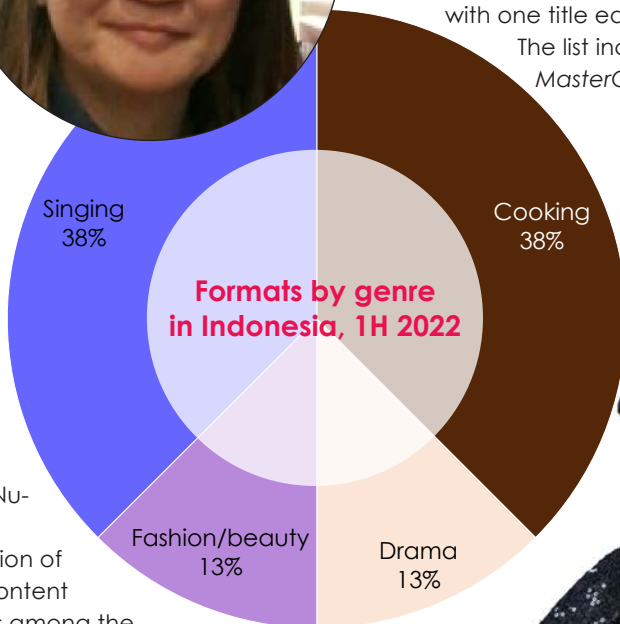
Warner Bros Discovery, Paramount Global Content Distribution, ITV Studios and Fremantle accounted for a title each.

Cooking and singing competition formats are thriving in Indonesia, in contrast to neighbouring Southeast Asian markets – Vietnam, Thailand and the Philippines – where game shows dominate.

Six of Indonesia's eight formats in first half 2022 were split evenly between cooking and singing, followed by drama and fashion/beauty/modelling with one title each.

The list includes *MasterChef*

*Indonesia Junior S3*, which premiered on RCTI on 2 July; two seasons of *MasterChef Indonesia S9/10* for RCTI; and *Pretty Little Liars S2*, the Indonesian adaptation of Warner Bros' mystery/crime thriller *Pretty Little Liars*, which premiered on Viu in April 2022.



Top: Yeni Anshar, Net TV  
 Chart:Source: distributors/rights holders, titles/seasons either on air or commissioned by broadcasters or platforms in 18 countries and regional, *ContentAsia's Formats Outlook 1H 2022*.



Luna Maya in *Indonesia's Next Top Model Cycle 3*

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## Singapore

### In numbers

Population.....	5.637 million
Households.....	1.390 million
Avg. household size.....	3.15
TV H/H penetration rate.....	97%
Pay TV households.....	825,000*
FTA TV transmission hours per week..	1,017
Fixed line subscriptions.....	1.213 million
Broadband internet subs....	13.375 million
Wireless bb subs.....	11.837 million
Mobile phone subs (3G/4G).....	9 million
Mobile phone population rate.....	159.8%

Source: Department of Statistics Singapore (population as at end June 2022, households/size in 2021, FTA transmission hours in 2021, TV penetration in 2018), Infocomm Media Development Authority (broadband/mobile in August 2022, fixed line in June 2022)

\* Combined StarHub/Singtel households  
 StarHub: 492,000 (Sept 2022)  
 Singtel: 333,000 (Sept 2022)

### Free TV

#### Mediacorp

Singapore's sole terrestrial broadcaster, with a combo public service/commercial remit, operates six TV channels, 11 radio stations and multiple digital platforms, including meWatch and influencer network Bloom.sg. Mediacorp pioneered the development of Singapore's broadcasting industry, with radio in 1936 and TV in 1963. Today, it reaches 98% of Singaporeans in four languages and has an international audience through linear news channel CNA and entertainment content distributed across markets in the region.

### Subscription TV

#### Singtel TV

Singapore telco Singtel launched digital pay-TV platform Singtel TV (formerly Mio TV) in July 2007. The IPTV service offers more than 200 channels



Dental student Johnathan Chew holds his trophy after winning *MasterChef Singapore* season three, which aired in May-July this year. The programme was the top local English-language variety series on Mediacorp's Channel 5 in 2022, reaching more than 1.2 million viewers on the free TV broadcast network, streaming platform meWatch and the Mediacorp Entertainment YouTube channel from 1 May to 22 September. A fourth season has been confirmed in a deal between Mediacorp, Motion Content Group and Banijay Rights, announced in October 2022. The new 10-episode local version, which will be produced again by Beach House Pictures, also returns judges Audra Morrice, Bjorn Shen and Damian D'Silva. *MasterChef Singapore* season four is scheduled to premiere in August 2023.

to 333,000 residential subscribers (Sept 2022) along with on-demand, mobile and streaming options. These include in-house platforms Singtel TV Go and standalone aggregator app, Cast (see streaming). Singtel's set-top-box-based channels cost from S\$16.90/US\$12.20 for the Chinese Jinghua starter pack to S\$65.90/US\$48 a month for the Desi Cricket Trio plan. Singtel also offers post/prepaid mobile services to 4.265 million customers and fixed broadband services to 663,000 (43% market share) subscribers (Sept 2022). The telco

reported 527,000 households on triple/quad play services at the end of September 2022.

#### StarHub TV+

Singapore platform StarHub's entertainment subscribers are inching towards the 500,000 mark, ending September 2022 at 492,000 (with/without OTT subscriptions as well as mobile/broadband subs with OTT subscriptions) or just under 21% up from the 408,000 reported at the same time last year. The last time StarHub's pay-TV subs hit the

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# COMING SOON



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500,000 mark was in September 2016, when the platform reported 507,000 subscribers. 23,000 new subscribers signed up from July to September 2022 compared to April-June 2022; new subs were up 84,000 for the latest quarter compared to Q3 last year. Launched in 2000. StarHub TV+ offers about 140 linear/on-demand channels, including in-house channels/services. StarHub TV+ starts from S\$15/US\$11 a month to S\$30/US\$22 a month for a 24-month contract, with surcharges of up to S\$20/US\$14.66 a month for a no-contract arrangement. Set-top box rentals cost from S\$5/US\$3.70 a month. Streaming entertainment apps bundle includes access to HBO Go, iQiyi, TVBAnywhere+. StarHub also has 2.119 million post/prepaid mobile customers and 576,000 residential broadband customers (Sept 2022).

## Streaming/OTT

### Amazon Prime Video

Amazon rolled out Prime Video globally at the end of 2016, with an Asia video focus on Japan and India. The video platform is packaged with a Prime membership (e-shopping/deliveries) for S\$2.99/US\$2 a month.

### Cast

Singtel launched standalone app, Cast, in July 2016, aggregating on-demand and linear channels plus regional streaming services such as Viu Premium, HBO Go, TVB Anywhere+, Netflix, Prime Video and iQiyi. Cast's monthly subscription starts from S\$5.90/US\$4.30.

### Catchplay+

Launched on StarHub in June 2016, and direct-to-consumer (DTC) in Aug 2016. StarHub dropped Catchplay at end May 2019. The platform is now only available direct offering a content mix made up of Hollywood movies,

indie films and international drama series, among others. Free tier offers 10 select movies a month. Monthly subscription for the Movie Lovers basic plan costs S\$9.90/US\$7.20 with flexible cancellation agreement.

### Disney+

Disney+ launched in Singapore in February 2021 with a multi-million dollar high-profile event and an exclusive platform distribution deal with telco StarHub as well as standalone direct-to-consumer. Subscriptions cost S\$11.98/US\$8.70 a month or S\$119.98/US\$87.10 a year. Also offered in various bundles through StarHub.

### Hayu

NBCUniversal's Hayu, introduced in 2016 and launched in Singapore in 2019, offers over 300 (8,000+episodes) of reality series, with some released the same day as the U.S. Flagship titles include *Keeping Up With the Kardashians* and *It Takes Gutz To Be A Gutierrez*. In Asia, Hayu is also available in Hong Kong and the Philippines. Hayu costs S\$4.99/US\$3.60 a month or S\$43.98/US\$32 a year, with a seven-day free trial.

### HBO Go

Now part of Warner Bros Discovery, HBO Go is living on borrowed time as the Asia rollout of premium platform HBO Max is being planned. Details had not been released as of Nov 2022. HBO Go currently offers unlimited access to a range of Hollywood blockbusters, kids' programmes as well as original versions of HBO, Cartoon Network and HBO Max Originals series, as well as acquired content from the U.S. and Asia. Live TV streaming of HBO/Signature/Hits/Family and Cinemax is also available. The service is accessible on all mobile devices through the HBO Go app and browsers. Telco partners are Singtel and StarHub. HBO Go costs S\$13.98/US\$10.15 a month or S\$29.98/US\$22 for three months.

### Hotstar

Disney's lower-cost Disney+ Hotstar streaming platform for Indian content (and branded as Hotstar in Singapore), offers a mix of content spanning across live cricket, movie premieres, original series and movies, shows from Star Vijay and Star Plus, and live news, among others. Hotstar is available standalone as well as via telco StarHub. The platform launched in Singapore on 1 November 2020. Hotstar costs S\$69.98/US\$50.75 a year.

### meWatch

Singapore's free-TV broadcaster Mediacorp debuted online streaming platform, meWatch (formerly Toggle), in Feb 2013. meWatch relaunched in April 2015 after Mediacorp's alliance with Microsoft ended in March 2015. The service offers free/paid on-demand titles and channels, original content and acquired TV series/movies. Also offers streaming apps HBO Go, Animax+Gem, ShemarooMe and Simply South. Paid tier meWatch Prime costs S\$9.90/US\$7.20 a month or S\$35.64/US\$26 for six months.

### Netflix

Netflix launched in Singapore in Jan 2016 as part of the U.S. streaming platform's global rollout. Monthly subscriptions cost S\$12.98/US\$9.40 for the basic plan, S\$17.48/US\$12.70 for the Standard plan and S\$21.98/US\$15.95 for the Premium plan.

### Singtel TV Go

Singtel TV Go is a companion app to Singtel TV's pay-TV set-top box and is offered only to Singtel TV subs. The service offers over 100 live channels + 30 catch-up channels delivered to TV sets via Singtel fibre broadband; 90 live channels + 20 catch-up channels via mobile; and select catch-up/on-demand content. Singtel TV Go costs S\$6.90/US\$5 a month for one connected device at home and one on-the-go device.

# contentasia Screenings



[www.contentasia.tv/screenings](http://www.contentasia.tv/screenings)



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### StarHub TV+ Mobile App

The mobile app extension of telco StarHub TV+ offering a selection of its fibre set-top based TV channels and on-demand content. The app is offered as part of the StarHub TV+ package.

### TVB Anywhere+

TVB Hong Kong launched mobile streaming platform TVBAnywhere+ in Singapore in Oct 2018, offering classic and new TVB programmes. Select content is offered for free. TVBAnywhere+ is available standalone as well as via M1, StarHub TV, Singtel Cast and broadband provider MyRepublic. TVBAnywhere+ costs S\$4.98/US\$3.60 a month.

### Viddsee

Launched in 2013, Viddsee offers over 4,500 original/regional/international short-form content by over 3,000 storytellers across various genres.

### Viu

Part of Hong Kong telco PCCW's regional mobile streaming play. Viu launched in Singapore in Jan 2016, and available via services such as Singtel, StarHub, M1 and Apple TV. Amid strong competition for Korean drama rights from global and regional streamers, Viu has retained access to a strong library of Korean drama, some of which is offered within four hours of the Korean transmission, along with original and acquired titles from Japan, mainland China, Hong Kong, Indonesia and Taiwan, among others. Titles in the November 2022 Viu Original offering include Philippines' adaptation of crime series *Flower of Evil* and Malay sci-fi sitcom *AI.5YA*. Viu's premium tier costs S\$7.98/US\$5.80 a month. Viu maintains its free AVOD tier.

Adapted from *ContentAsia's  
The Big List 2023*



# Be included!

ContentAsia's directory listings are updated continuously.

If you would like to be included,  
send your details to  
Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv)

## What's on where...

November 2022	23-24	Dubai International Content Market	Dubai
	29-30	APOS Mumbai	In-Person, Mumbai + Live streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Marina Bay Sands, Singapore
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmart 2023	Hong Kong
	21-23	Series Mania Forum 2023	Lille, France + Online
April 2023	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 2023	Cannes, France
	17-19	Mip Doc 2023	Cannes, France
	17-19	Mip Formats 2023	Cannes, France
	17-19	Mip Drama 2023	Cannes, France
June 2023	7-9	BroadcastAsia/CommunicAsia 2023	Singapore
	8-10	Telefilm Vietnam 2023	Ho Chi Minh City, Vietnam
	28-30	Content Expo Tokyo 2023	Tokyo, Japan
August 2023	21-23	ContentAsia Summit 2023	Bangkok, Thailand + Streamed
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
September 2023	14-17	Gwangju Ace Fair 2023	Gwangju, South Korea
October 2023	15-16	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France

# Taiwan demand for animation soars

## Teen Titans Go! beats Game of Thrones – Parrot Analytics

Animation/anime is taking a major share of demand in Taiwan, including beating *Game of Thrones* to #1 spot on the overall list of titles most in demand in the country for the week of 1-7 November 2022, according to data science company, Parrot Analytics.

Long-running U.S. animated superhero series, *Teen Titans Go!*, topped the list of titles for the week at 10.38x demand for

the average show in the market.

The Cartoon Network series about four young men saving the world was joined on the week's overall list by five other titles, giving animation six of the top 10 spots.

Anime series paid off for Netflix, Disney+ and Tencent Video during the week, although they couldn't outrun drama series, which took the top three spots on the digital list.

### Top 10 overall TV shows: Taiwan

Rank	Title	Difference from Market Average
1	<i>Teen Titans Go!</i>	10.38x
2	<i>Game of Thrones</i>	10.1x
3	<i>One Piece</i>	9.57x
4	<i>Detective Conan</i>	7.7x
5	<i>The White Lotus</i>	7.66x
6	<i>Spy X Family (スパイファミリー)</i>	7.31x
7	<i>House of the Dragon</i>	7.31x
8	<i>Bocchi The Rock! (ぼっち・ざ・ろっく!)</i>	7.18x
9	<i>One Punch Man (ワンパンマン)</i>	7.07x
10	<i>Run To Me</i>	7.05x

### Top 10 digital originals: Taiwan

Rank	Title	Platform	Difference from Market Average
1	<i>Run To Me</i>	Netflix	7.05x
2	<i>Stranger Things</i>	Netflix	6.71x
3	<i>Kamen Rider Black Sun (仮面ライダーBLACK SUN)</i>	Amazon Prime Video	5.85x
4	<i>Cyberpunk: Edgerunners (サイバーパンク エッジランナーズ)</i>	Netflix	5.22x
5	<i>Summer Time Rendering (サマータイムレンダ)</i>	Disney+	4.81x
6	<i>The Boys</i>	Amazon Prime Video	4.45x
7	<i>The Lord Of The Rings: The Rings Of Power</i>	Amazon Prime Video	3.82x
8	<i>Light The Night (華燈初上)</i>	Netflix	3.72x
9	<i>Grandmaster Of Demonic Cultivation</i>	Tencent Video	3.69x
10	<i>Andor</i>	Disney+	3.36x

Date range: 1-7 November 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 10 times more in demand than the average TV show in this market



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