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NBC's *Dancing with Myself* heads to Vietnam

Top Chef, Baggage & Singer Auction return

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The 12 x 60 mins *Dancing with Myself Vietnam*, announced in Cannes this morning as this year's Mipcom market opened, is the format's first international adaptation.

The full story is on page 7

Plus...

- Beach House Pictures debuts Hudson Yang food show for Insight TV
- Singapore's Mediacorp puts up S\$250K pilot prize in new commissioning initiative
- Showrunner Alfie Palermo on Malaysia/Astro's *One Cent Thief*

ContentAsia's market dailies go out from this evening. Wishing everyone attending Mipcom this week and Tiffcom in Japan from 25-27 October successful markets!

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STUDIOS

Zee, Talesmith tie up on *The Lion's Last Roar*

India's Zee has tied up with natural history and science specialists Talesmith on premium wildlife/conservation series, *The Lion's Last Roar*.

The agreement, announced last night ahead of this year's Mipcom market opening in Cannes this morning, is through Zee Entertainment's Zee Plus co-production and development unit under chief business officer Sunita Uchil.

The 2 x 60-mins series will be distributed internationally by TVF in the U.K.

The 4K series is currently in production and will be available in March 2023.

Zee Plus and Talesmith previously partnered on *Life of Earth: From Space* and *Life of Earth: The Age of Humans* for Zee Entertainment and Smithsonian Networks.

BHP debuts Hudson Yang food show *Order Up!* on target for 2023 release

Fresh Off the Boat star Hudson Yang has criss-crossed Singapore in a Beach House Pictures (BHP)-driven food journey that debuts at Mipcom this week.

The eight-episode series, *Order Up!*, taps Yang's long-held interest in food, taking him across the U.S. for four episodes and Singapore for the other four, exploring his Asian roots and chasing his dreams of becoming a chef.

Produced during the pandemic, the Gen-Z series, for global service Insight TV, is on track for a first-half 2023 release, says BHP's creative director, Donovan Chan.

Chan says the series avoids Singapore's well-trod traditional food features in favour of more modern trends, such as farm-to-table and in-home interpretations of, for instance, curry. "We wanted to explore a little," Chan said ahead of Mipcom.

While Yang's roots are Taiwanese,



Hudson Yang (right) and celeb chef Martin Yan

Chan said Singapore was chosen as the kick-off country because of its culinary diversity and for practical pandemic-related reasons.

The show aims to "surprise Singapore/Asian audiences as well as Western audiences," Chan says, adding that the series is as much a "coming of age story as it is Hudson's story moving out of his teens into a new phase of his life".

Weiyu Films' *This Land is Mine* shortlisted for Rose D'Or 2022



This Land is Mine. Weiyu Films for Mediacorp

Singapore period drama, Weiyu Films' *This Land is Mine* for national broadcaster Mediacorp, has been shortlisted in the drama category for this year's Rose D'Or Awards.

The series, based on a book by Singapore's former Attorney-General Walter Woon, sits alongside HBO's *Succession* and Apple TV+'s *Pachinko* on the shortlist, and is the only entry from Southeast Asia among 200 programmes from 30 countries shortlisted.

Nominees will be announced at the beginning of November, ahead of the Awards, which will be presented on 28 November.

This Land is Mine is set in Singapore just after World War 2, when the nation has just returned to British rule after four years of Japanese Occupation. But while the war is over, tensions rise between the local population and the colonial powers and a fight for freedom and identity begins.

The 2021 series was made under the Singapore government body, the Infocomm Media Development Authority's (IMDA) PSB Contestable Funds Scheme.

This Land is Mine won Best Drama Series/Telefilm Made For A Single Asian Market at the ContentAsia Awards 2022 in August.

Mediacorp puts up S\$250K pilot prize Singapore indie commissioning structure broadened

Singapore's Mediacorp is lifting the barriers between the country's four official languages in a new way from November as part of a sweeping revamp of the commissioning relationship with local third-party producers.

The latest initiative kicks off with a S\$250,000/US\$175,000 development support for the best scripted pilot pitch from external production houses at The Creatives Assembly 2022 event, organised by Mediacorp's content commissioning under chief customer & corporate development officer, Angeline Poh.

Held on 3 November, this is the first of its kind event in what could become an annual call that will feed multiple platforms within the Mediacorp stable.

The platform-agnostic commissioning initiative represents a more synchronised effort on the part of Singapore's largest domestic media platform and its relationship with the country's broader production industry.

Previously, commissioning was divided by language – Chinese, English, Malay and Tamil – and their dedicated channels/services within Mediacorp.

The latest system ushers in a greater focus on development as well as a greater appetite for storytelling risk, Mediacorp says. Tracking international trends, the new philosophy is that "what makes a good story supercedes language," says Rachel Ng, assistant lead for content commissioning, scripted drama.

"We have to punch harder as a united Mediacorp... This is the first time we have commissioned across languages in such

an aggressive fashion," Ng says.

Mediacorp's latest approach continues the relatively recent shift to focusing on genre and interest groups.

Cooking is one of the areas the company has already started experimenting with. This involves expanding the same umbrella IP across languages for all platforms rather than separate and different properties for, for instance, Chinese Channel 8 and English-language Channel 5.

"We know that the audience for cooking competitions are similar in age" and a common competition format that expands the IP across languages makes sense, says Rita Seow, who leads Mediacorp's third-party content commissioning/scripted drama team.

Preliminary results with experiments so far are encouraging,"

Seow adds, prompting further exploration of looking at content by genre and interest groups rather than language.

The November event comprises four segments, including a unit for students and an open pitch for anyone in Singapore's production

industry, and a series of fireside chats with production teams behind popular shows in Singapore.



Angeline Poh, Mediacorp

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Malaysia's Astro opens its purse for *One Cent Thief*

Showrunner Alfie Palermo on story, inspiration and why budgets need to be bigger

In real life, Malaysian robber Aman Shah – dubbed the “one-cent thief” – may never have been caught if he hadn’t gone on TV talking about his love of luxury cars. The talk show caught the attention of his boss, and his capture, trial and imprisonment in the early 1990s is now the stuff of local criminal legend.

30+ years later, the one-time lowly bank clerk’s story has inspired an eight-episode TV drama series for which media platform Astro and production unit Astro Shaw have the highest hopes.

The Astro Original drama, *One Cent Thief*, is about a young one-time computer hacker turned lowly wage slave, told constantly that he is lucky to have a job and forced to keep at it so that he can provide for his ill father. His efforts are stretched to breaking point when he finds out about his father’s debts to loan sharks. Iman Shah (played by Syafiq Kyle) hatches a plan to steal one cent from each account at the bank where he works to finance his father’s medical costs and debts. Then he goes just a step too far...

One Cent Thief has been infused with many of the questions asked during the pandemic, says Kuala Lumpur-based creator and showrunner, Alfie Palermo. Questions such as: How important is money? And what constitutes happiness?

“Everyone was hard hit” by the pandemic and under pressure, Palermo says. “I was interested in finding out what leads a person to the point where they are pushed to stealing,” he adds.

It’s a question he would like audiences to take away with them. “Faced with the choice, how far would we go? It’s relevant for all of us,” he says.

Palermo says the TV version inspired by the real-life drama is less about the crime than a human story involving



One Cent Thief



Alfie Palermo

wealth, motivation and the triumph of money over all else, including happiness. In crafting his central character, Palermo changed Shah from an ugly showoff into someone more relatable. He

also set the show in today’s world, with all the issues of data and cyber security that didn’t exist in the 1990s.

Palermo’s Shah is kept under constant pressure, facing a multitude of problems and needing to make fast decisions. “These may not be the right decisions and/or solutions but they need to be made and they have to be solved at that moment,” Palermo says. Most of Shah’s decisions lead him into an even deeper hole.

Palermo did not sit down with Shah, who has long been a free man, when he was writing the series. “*One Cent Thief* is loosely inspired by his story. It’s not an autobiography,” he says.

What does Palermo like most about the finished series? The combo of hacking and cyber crime and a character driven by unconditional love for his fa-

ther, he says. “He’s doing it all for his father. That’s the emotional anchor... what makes it relatable to the audience,” he says. Plus the series is fast-paced and commercial.

Directed by Ariff Zulkarnain (*Dukun Diva*) and produced with Independent Pictures, *One Cent Thief* debuted across four Astro channels – Astro Ria (Malay), Primetime (English), Astro Vinmeen (Tamil) and Astro Shuang Xing (Chinese) – earlier this month. New episodes are released to Astro Go/On Demand subscribers the week before the linear broadcasts.

Palermo says the series targets a broad audience across Malaysia’s race and language groups. “We’re trying to get everyone’s attention,” he says.

That’s more difficult than it used to be. Malaysia is awash with international streaming services and premium series, and competition is fierce.

Although the production budget has not been disclosed, Palermo says premium drama ambitions for *One Cent Thief* mean the series cost more than the regular domestic drama. It had to. “In this day and age, where you see a lot of premium shows in the OTT space, we need to be able to create product that stands out in terms of quality,” he says.

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Qalbox: Inside Muslim Pro's new streamer

Child proof: Kids content in Asia

Plus: Indonesia's Vidio, Paramount+ in Asia, India's Applause, Netflix's Korean stars & more

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NBC's *Dancing with Myself* heads to Vietnam

Top Chef, *Baggage* & *Singer Auction* return

NBC dance competition format, *Dancing with Myself*, is being adapted in Vietnam in a deal between NBCUniversal Formats and local producer, Red Carpet.

The 12x60 mins *Dancing with Myself Vietnam*, announced in Cannes this morning as this year's Mipcom market opened, is the format's first international adaptation.

The show, produced by Red Carpet and Universal International Studios, premieres on HTV7 on 13 November in a 7.30pm-8.30pm slot.

Linfield Ng, NBCUniversal Formats' VP formats, distribution and production, also said as the market opened that local versions of *Top Chef*, *Baggage* and Thai format *Singer Auction* were returning to Vietnam later this year and in 2023.

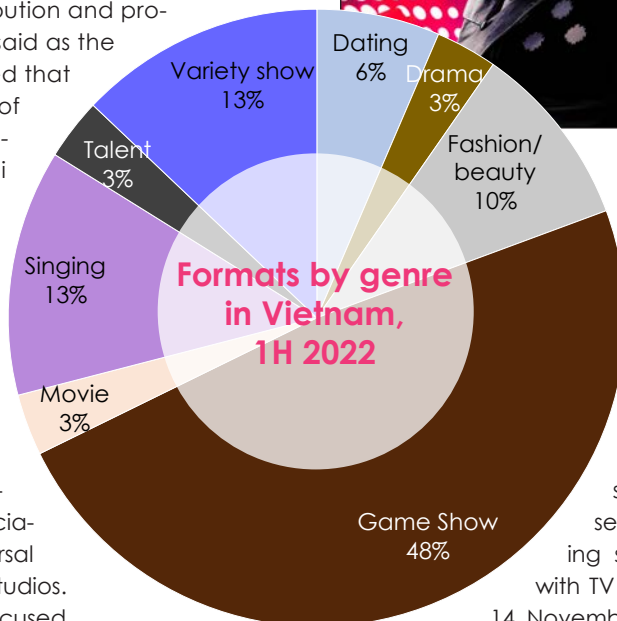
Dancing with Myself Vietnam is produced in association with Universal International Studios.

The Gen-Z-focused Vietnamese production takes a digital-first approach, uploading dance routine tutorials to the official *Dancing with Myself* TikTok channel, where fans will perform and upload their own versions. Fans with the most likes on TikTok will win a cash prize.

A fourth season of Thai format, *Singer Auction* (13x60 mins) – a co-development between Thailand's Zense Entertainment and Universal International Studios – premieres on free-TV network VTV3 on 26 October.



U.S. judges, Shakira, Nick Jonas and Liza Koshy



VTV3.

Top Chef Vietnam returns in 2023 for a third season. The 14x60 mins series will be produced by TV Hub in association with Universal International Studios.

Vietnam remains one of Asia's top formats markets by volume, according to ContentAsia's Formats Outlook.

The market logged about 50 titles a year for the past four years (60 in 2018, 58 in 2019, 51 in 2020, 30 in 2021, ranking first/second among 18 countries), had recorded 31 titles by June this year.

Season three of *Singer Auction* drew its highest season premiere on VTV3 to-date.

A 14-episode third season of dating show *Baggage* with TV Hub follows on 14 November in a slot on

As has always been the case, Vietnam's formats environment is all about game shows, which made up about half of the titles in the market for the first six months of 2022.

These included two seasons of NBCUniversal's *Crush Vietnam* (S2/S3), commissioned by VTV3; Workpoint Group's *The Wall Duet Vietnam* S2, and Fremantle's *Thank God You're Here*, commissioned/produced by Dong Tay Promotions for VTV3.

Variety show and singing-related formats accounted for 16% each, followed by fashion/beauty with 10%, dating 6%, and drama, movie and singing formats with one title each.

Of the 31 titles, at least 15 were aired/commissioned by state-controlled broadcaster Vietnam Television (VTV) and six by Ho Chi Minh City Television (HTV).

Banijay Rights led Vietnam's formats market by volume with seven titles, followed by NBCUniversal with six and All3Media International and KBS Media with five titles each.

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HK, India, Aus/NZ pick up *Litvinenko*; ITV Studios opens Mipcom with deals in 80+ territories

Broadcasters in Hong Kong, India, Australia and New Zealand have picked up rights to ITV Studios' four-part drama *Litvinenko*, starring David Tennant.

The series will air in Hong Kong (Now TV), India/sub-continent (Viacom18) Australia (Seven Network) and New Zealand (TVNZ). In India, BookMyShow Stream has acquired TVOD rights.

Written by George Kay (*Lupin*, *Criminal*) and produced by Patrick Spence, ITV Studios and Tiger Aspect Productions, *Litvinenko* is about Alexander Litvinenko, the former Russian Federal Security Services and KGB officer whose death from polonium poisoning in November 2006 triggered a complex and dangerous investigation by the U.K. Metropolitan Police.

The new Asia Pacific licensing deals are part of sales to 80+ territories announced as the market opened in Cannes this morning.

Litvinenko debuts on ITV's new U.K. streaming service, ITVX, and NENT Group's Viaplay streaming service in the Nordics, Netherlands, Poland and Baltics.



2nd season for Malaysia's Giggle Garage co-pro with SLR Productions

A second season of CGI-animated series, *Space Nova*, is in production for Australia's ABC Me, production house SLR Productions said as this year's Mipcom opened. *Space Nova* is co-produced with Giggle Garage in Malaysia. The 15x22-mins season is backed by Screen Australia and the Australian Children's Television Foundation (ACTF) as well as development funding from ABC ME and Create NSW. The series is distributed internationally by ZDF Studios, and by ACTF in Aus/NZ.

WBD/HBO calls for Thai drama pitches Industry waits for brakes to come off production spend

Hopes that Warner Bros Discovery's (WBD) brakes on production spend in Southeast Asia were being released soared this month when the Singapore-based regional broadcaster called for new pitches for premium Thai drama for HBO.

But the call for pitches to be heard at the ATF market in December also puzzled many in the domestic Thai industry.

Insiders say that ongoing production discussions in Thailand and elsewhere have been paused indefinitely as budget cuts kick in across the global business.

The new pitch, meanwhile, is being billed as the "chance of a lifetime", although WBD is making no absolute commitments to greenlighting any of the pitches.

The call for ideas for the new Thai pitch went out on 5 October, with the tagline "have Thai, will travel" and the questions: "Do you have a dramatic plot that Thai audiences would love? Could it also travel beyond?"

Talking about the pitch, Magdalene Ew, head of content, entertainment, for Southeast Asia, Hong Kong and Taiwan, said the company was inviting concepts for premium mini series of six or eight hour-long episodes that "resonate foremost with local audiences, but that can also travel within the region and beyond".

The winner, who does not have to be Thai or come from Thailand, will have access to mentorship sessions led by the commissioning team. The workshops will be fronted by Pantham Thongsang, country lead for Thai entertainment originals.

"They will also have the team's full backing to transform their initial series proposal into a miniseries bible which can then trigger – if it meets prevailing criteria and commercial justifications – fully-funded script development," Ew said.

"At a pre-pitch stage, it's not possible for us to guarantee a greenlight, but our hope is that the winning proposal

has the right ingredients which, coupled with some mentorship, will secure development funding," she added.

Addressing WBD's current production budget freeze, Ew said "relevant local stories are an important part of our strategy; the development cycle for premium content can be long and we have never stopped looking for new ideas".

"Whilst we continue to review our content priorities across all platforms, we have a number of Southeast Asia projects in development across genres. We will be making announcements on some of those soon," she added.

WBD's pitch lands in a red-hot market, driven by streaming rivals who are piling into Thailand and ratcheting up competition for ideas and talent... and driving up budgets.

Six days after Warner Bros Discovery/HBO's call went out, Netflix unveiled a slate of six title Thai titles – four feature films and two TV series – and promised to "continue to push boundaries".

The six production houses involved in the new Netflix titles are GMM Studios International, GDH, Song Sound Production, Transformation Films, 18 Tanwa and Jungka Bangkok.

HBO's Thai production efforts so far have paled in comparison to its co-production/investment projects in, for instance, Taiwan.

Thai originals so far include the three-part documentary, *Traffickers: Inside the Golden Triangle* (2021), which was set partly in Thailand; and single episodes of HBO anthology series *Folklore* S1/2 and *Food Lore*. Another HBO Original, *Halfworlds* S2, was shot entirely in Thailand.

In addition to Ew and Thongsang, the WBD programming execs who will hear the Thai drama pitches during the ATF are Mark Francis, group lead original production (SEA, HK, Taiwan); and original production heads from Indonesia and Taiwan – Krishto Damar Alam and Zoanne Tan.



Guardians of Truth

In Erdoğan's Turkey, journalist Can Dündar is public enemy number one. Dündar uncovered illegal Turkish arms shipments to Syria in 2015, and fled to Germany following an attempt on his life during his trial. In this documentary, he meets Anabel Hernández, who has been investigating drug-related crime and corruption in Mexico for more than 20 years. Length: 1x60 mins **DW No. 30, Lorong Bukit Pantai, Lucky Garden Bangsar, 59100 KL, Malaysia T: +60 3 2093 0866 (Asia)/+49 228 429 2716 (Germany)**



That Girl

Zeynep, burdened with family and financial issues, dreams of leaving her miserable life behind. The only place she feels young and alive is at the home of celebrity Ozan, where she works as a part-time cleaner. There she meets businesswoman and social media power, Sitare, who is also Ozan's secret lover. Zeynep has little social presence and is envious of the stars who have thousands of followers. Sitare offers to help, and Zeynep's star will shine. But the reality is much rougher and dirtier than she imagined. **Kanal D International 100. Yıl Mah. 2264. Sk. Demiroren Medya Center, Apt. No:1/21 34218 Bağcılar, Istanbul, Turkey T: +90 212 413 6090**

Let Right One In

Inspired by the hit Swedish novel and film, *Let the Right One In* centers on Mark (Bichir) and his daughter Eleanor (Baez), whose lives were changed 10 years earlier when she was turned into a vampire. Locked in at age 12, perhaps forever, Eleanor lives a closed-in life, able to go out only at night, while her father does his best to provide her with the human



blood she needs to stay alive. With these emotionally charged and terrifying ingredients as a starting point, *Let the Right One In* upends genre expectations, turning a naturalistic lens on human frailty, strength and compassion. Length: 10x60 mins **Paramount Global Content Distribution 5555 Melrose Avenue, Los Angeles, CA 90038, U.S. E: GDGSales@viacomcbs.com**

Young Carers – A Silent Cry for Help

Young carers – children under the age of 18 who act as caregivers to family members – carry a tremendous burden, one that can profoundly impact their own health, education and life opportunities. Yet social ideals of self-responsibility, and a lack of outreach and support services from local authorities, all contribute to many never even seeking help. As we meet current and former young carers, we learn about the pressures faced both by child caregivers and family members, as well as the efforts being made to better support those who all too often end up bearing such hardships in silence. Length: 1x49 mins **NHK Enterprises, Inc 4-14 Kamiyama-cho, Shibuya-ku, Tokyo 150-0047, Japan T: +81 3 3468 6984**



Widows' Web

Frank is wrongfully accused of murdering his boss, Xander. In an attempt to find the real killer and prove Frank's innocence, his fiancée Elaine goes undercover and applies for a job at Xander's company. There, she meets three women who knew Xander and who may be involved in the death of Frank's boss: Jackie, the abused wife; Hillary, the secret mistress; and Barbara, the jealous sister. As Elaine is drawn into the affairs of the three women, she comes closer and closer to solving the mystery behind Xander's death. But the truth she uncovers is far from what she expects. Length: 23x45 mins **GMA Network Inc. T: +63 2 8982 7777 E: GWI@gmanetwork.com W: www.gmaworldwide.tv**



The Voice, The Legend, Vicente Fernandez

In 36 chapters, this blockbuster tells the life of "Chente", from when he was a child in Jalisco, full of needs and deprivations, until he became the icon of ranchera music worldwide, taking the audience through four different eras, with unforgettable art direction and wardrobe display. The series covers more than 380 locations and 500 sets, between Mexico and the United States, with emblematic places, such as Vicente's childhood home in Real del Monte, Hidalgo, the streets of Huentitán, the Cha Cha Cha Hall, the Esperanza Iris Theater, and the famous

Blanquita Theater. Length: 36x60 mins **Caracol Televisión 150 Alhambra Circle, Suite #1250, Miami, FL 33134 U.S. T: +1 305 960 2018**

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Time Potion

A high concept game show where time is the ultimate ruler. In this survival game show, nine contestants must compete during three stages in unknown places without a clue as to what game they are about to play. As the game begins, their "life" starts to tick away. To stop the countdown, players must complete the mission or find bottles scattered around the field to drink a time potion that will allow them to recover their life or grant them redemption of a cash prize. In the end, only time will tell who will be named the ultimate winner. Length: 60mins
Nippon TV 1-6-1 Higashi-Shimbashi, Minato-ku, Tokyo, 105-7444, Japan
T: +81 3 6215 3036
E: nippontv-ibd@ntv.co.jp

Hearts 2

After a successful first season, *Hearts 2* period medical drama set in Turin in 1967 is finally available. The show mixes the medical environment with the classic costume drama setting and some shades of old-time romance. Cesare, head of the surgery department at the "Le Molinette" hospital, dreams to perform the first heart transplant in history. Length: 12x50 mins **Rai Com S.p.A.** Via Umberto Novaro 18, 00195 Rome, Italy
E: stefano.marroni@rai.it, genevieve@genevieve.com



VegeSaurS

VegeSaurS are the juiciest and crunchiest creatures ever to rule the planet in a colourful prehistoric era. The young Tricarrotops Ginger lives in VegeSaur Valley, a little garden of Eden bathed in sunlight with nutrient-rich soil, lush vegetation and even temperatures... A perfect patch that a rich ecosystem of the VegeSaurS call home. Each episode is a standalone mini-adventure driven by Ginger and her friends, the baby Pea-Rexes. The stories lean into relatable themes for upper pre-schoolers like mealtime, sharing, friendship and play. Length: 20x5 mins
Studio 100 Media GmbH Neumarkter Str. 18-20, 81673 Munich, Germany
E: vanessa.windhager@studio100media.com



A Spy Among Friends

This limited series follows the friendship between two spies that resulted in the gutting of British and American Intelligence at the height of the cold war. Based on the New York Times best-selling book by Ben Macintyre, *A Spy Among Friends* stars Damian Lewis as Nicholas Elliott and Guy Pearce as Kim Philby. Length: 6x60 mins
Sony Pictures Television 77 Robinson Road, #19-01 Robinson 77, Singapore 068896
E: Selene_Khoo@spe.sony.com, Sirinthip_Phanajaras@spe.sony.com

This Land is Mine

This Land is Mine is a historical series set in Singapore just after the second World War, when the nation has just returned to British rule after four years of Japanese Occupation. Although the war is over, other battles continue to rage as long-simmering tensions between the locals and the colonial powers boil to the surface, and a fight for freedom and identity begins. Length: 15x60 mins
Mediacorp 1 Stars Avenue, Singapore 138507
T: +65 6333 3888



Gourmet Affairs

Gourmet Affairs is about a passionate policeman and a ruthless professional killer. The two meet accidentally because of food. From competing to cherishing, every meal is a catalyst to deepen their relationship, and they gradually come to consider each other as an indispensable friend. To maintain this friendship, they start to go against their own principles... The policeman wants to arrest the professional killer, who wants to kill a gangster's daughter as she holds key evidence. These three characters, who have an irreplaceable friendship on the dining table, will find out that they're each other's target. Length: 12x42 mins
L Motion Production Co., Ltd. 1F, No. 14, Ln. 18, Sec. 2, Heping E. Rd., Da'an Dist., Taipei City 106, Taiwan E: ggyy50@gmail.com (Gary Tseng)





Exchange 2

Eight men and women with their own respective stories gather in a house to reunite with their past lovers and start meeting new people. Without revealing who their ex is, they will spend days in the house together doing diverse missions. Will they be able to find new love there? Or can ex-couples reunite? Length: 20x70 mins **CJ ENM** 16F, 66, Sangamsan-ro, Mapo-gu, Seoul, 03926, Republic of Korea T: +82 2 371 9359



Pinkfong Sing-Along Movie 2: Wonderstar Concert

Pinkfong Sing Along Movie 2: Wonderstar Concert is a child-friendly sing-along movie allowing children watching the movie to come and enjoy the Wonderstar Concert, and feel as though they are dancing and singing along with the characters. From Baby Shark "doo doo doo doo doo doo" in the sea to the terrifying Tyrannosaurus Rex! Meet Pinkfong's global hit children's songs that highlight the characteristics of all Wonderstar friends! Length: 70 mins **The Pinkfong Company, Inc.** 5th Floor, 94, Myeongdal-ro, Seocho-gu, Seoul, Republic of Korea E: global_biz@pinkfong.com

Fatal Attraction

Attraction, the starting point of the circle of life. Taking after someone, starting a relationship, loving, and procreating. What sets all this off is attraction. Length: 2x50 mins **EBS** 281 Hallyuworld-ro, Ilsan-dong-gu, Goyang-si, Gyeonggi-do, 10393, Republic of Korea T: +82 2 526 2158 / +82 2 6499 2524



Cheer Up

A mystery campus romantic comedy about 20-something university students and their first time being in love. Set during the trials for a university cheerleading team, the series shows both traditional aspects of college life, like the university clubs, the festivals, the competitions, the vacation periods, all the while casting light on the new realities of life on modern college campuses. Length: 16x70 mins **SBS** 82, Sangamsan-ro, Mapo-gu, Seoul, 03926, Republic of Korea T: +82 2 2001 6717



Three Bold Siblings

The eldest daughter of three children, Kim Tae Joo (Lee Ha Na) is a medical content creator and a doctor who runs into an old school flame, the smart and rich Lee Sang Joon (Im Joo Hwan), when he turns up at the hospital after an injury while filming.

His life and career as an actor have turned out to be a lot more successful than hers. Will this love be rekindled? Length: 50x70 mins **KBS Media Ltd.** 4F, KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul, 03909, Republic of Korea T: +82 2 6939 8727

Duda & Dada : The secret of HooHoo Island

In many fairytales, young protagonists grow up without a mother, and this includes Duda. Duda and friends decides to go on an adventure to the secret HooHoo Island to find Duda's mom. On the way, a dragon attacks them in the Snow Rabbit Forest, Duda and friends are separated, and Pinkar breaks down. Time is ticking fast, and the magical flower is wilting. Will Duda and friends reach the island in time? Length: 1x80 mins **Eyescream Studio** #711, 245, Geumnam-ro, Dong-gu, Gwangju, Republic of Korea T: +82 70 8239 9131



Mongolia

In numbers

Population	3.459 million
Households	920,165
Avg. household size.....	3.6
TV users (June 2022)	
- Cable TV.....	975,745
- CaTV	22,135
- MMDS/DTV	83,983
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- IPTV	332,555
- Digital network	1,294
TV broadcasting licence holders	
- Mongolian national public TV ops.....	5
- TV operators.....	78
- Commercial TV operators.....	65
- Pay TV operators.....	11
Internet subscribers.....	4.128 million
Mobile phone subscribers.....	4.675 million
Mobile broadband subs.....	3.748 million

Source: Communications Regulatory Commission of Mongolia (TV licensees in Apr 2022); National Statistics Office of Mongolia (population in Oct 2022, households in 2021, household size in 2020, TV in Feb 2022, internet/mobile in June 2022)

Free TV

C1 Television

A commercial station airing local and international content, including Korean shows (*The Penthouse*, *Diary of a Night Watchman*) and Hollywood movies. Est. in April 2006.

Central TV

Central TV is one of Mongolia's active formats players, having acquired/adapted titles such as reality business *The Profit* (NBCU), two seasons of game show format *5 Gold Rings S1/2* (ITV Studios) and singing *Killer Karaoke Mongolia S1* (Banijay Rights) in 2022. Programming schedule also includes matches from FIFA World Cup 2022, variety shows and news, among others.

Eduainment TV

Mongol Mass Media's TV subsidiary, Eduainment TV (EduTV), launched in July 2007, focuses on education/enter-



Fridge Wars, NTV/Bomanbridge Media

tainment. The channel is also an active formats buyer. Acquisitions included Banijay Rights' singing format *Your Face Sounds Familiar Mongolia* and Fremantle's gameshow formats *Total Blackout* and *The Noise*.

Mongol Television

Mongol TV (launched 2009) reaches about 200,000 households. Produces local versions of *Dancing with the Stars*, *The Voice*, *Got Talent* and *Shark Tank*. Content is 70% local/30% foreign.

MNB

Mongolia's sole public broadcaster, Mongolian National Public Radio & TV (MNB), operates three radio stations and five TV channels, including MNB-1 (general entertainment); & MN-2 (launched 2011, news/education/culture for ethnic minorities). Produces about 6,000+ hours of content a year. 50% funding from the state, 48% from licence fees (48%), 2% ads/grants.

NTV

Established in 2006, NTV programming mix is 60% local and 40% acquired. 2022's acquisitions include *Gordon Ramsay's 24 Hours to Hell and Back* and *Undercover Boss* as well as formats *Fridge Wars* from Bomanbridge Media and *The Rolling Kitchen S1/2* from Japan's YTV.

TV5

TV5 (launched 2003) airs general entertainment, including news. Foreign content includes sports and Chinese drama series. The station airs for 19 hours daily.

TV9

Commercial-free TV station TV9 (founded Sept 2003) was Mongolia's first channel to broadcast 24 hours a day.

UBS

Ulaanbaatar Broadcasting System (UBS) operates three commercial channels: UBS, UBS Music and Ulzii TV.

Subscription TV

DDishTV

Mongolia's sole DTH operator DDish provides 130+ local/international SD/HD TV channels and internet services nationwide. TV and internet bundles cost MNT35,500/US\$10.50 a month for 120 channels and 2 Mbps internet connection and MNT41,500/US\$12.30 a month for 128+ channels and 4 Mbps internet. Standalone TV packs start from MNT11,500/US\$3.40 for 100+ channels to MNT42,400/US\$12.55 for 130+ channels. DDish started broadcasting in June 2008.

Mongolia Digital Broadcasting

MNBC (launched 2007) was the first broadcaster to offer multichannel digital terrestrial TV. Deployed DVB-T2/MPEG-4 2013 to service outlying areas. Carries 100+ local and international TV channels, offering kids, sports and documentary content, among others, from MNT14,500/US\$4.30 a month.

Sansar HD/Sansar Cable TV

Mongolia's first cable operator, Sansar HD (Sansar Cable TV, est. Aug 1995) offers about 100 local/foreign TV channels to households in Ulaanbaatar.

SkyMedia

IPTV provider; launched July 2012. Owned by mobile operator Skytel. Offers 100+ local/int'l channels. Triple-play offering starts from MNT40,000/US\$11.85 a month for 120+ channels and 30 Mbps internet to MNT70,000/

US\$20.75 a month for 120+ channels and 60 Mbps internet. SkyMedia also operates a TV anywhere extension, SkyGO.

Supervision Digital Cable TV

Supervision launched Supervision Digital Cable TV in June 1998. Also operates private channel Supervision Broadcasting Network (SBN).

Univision

Mongolia's first IPTV operator. Launched 2010. Offers 185+ SD/HD TV channels, including int'l channels and internet services. Bundles of TV+internet services start from MNT38,900/US\$11.50 a month for the XS Plus pack (103+ channels and 10 Mbps) to MNT199,000/US\$58.95 a month for the XXL pack (180+ channels and 100 Mbps). All packs have complimentary access to mobile app LookTV. Univision is the pay-TV subsidiary of triple-play operator Unitel.

OTT/Online

Mongolia has access to global/regional direct-to-consumer streaming services, including **Netflix** and **Amazon Prime Video**. Homegrown services include...

LookTV

LookTV is the mobile app extension of IPTV service Univision. Subscription fees cost from MNT4,900/US\$1.45 a month for the basic pack to MNT19,900/US\$5.89 a month for the premium package (15 Oct 2022).

ORI TV

Mongolia's broadcaster Mongol TV launched ORI TV in March 2018. The geo-blocked ORI TV starts from MNT4,900/US\$1.45 a month to MNT54,900/US\$16.26 for six months.

SkyGO

SkyGO, the OTT extension of SkyMedia's IPTV service, offers local/international live channels and select video-on-demand (VOD) content for MNT6,900/US\$2 a month for the Go Basic pack (four devices) or MNT9,900/US\$2.90 a month for the Go Plus plan (six devices). Select content is offered for free.

Regulators

Communications Regulatory Commission of Mongolia (CRC)

Independent agency est. by the Communications Act of 2001. Responsible for regulating competition issues, fixed/wireless telecoms, TV, radio/satellite and spectrum management.

Communications and Information Technology Authority (CITA)

Responsible for developing and implementing communications, posts, broadcasting and infotech policies.

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

What's on where...

October 2022	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
	31	AVIA: Policy Roundtable	voco Orchard, Singapore
November 2022	1-2	AVIA: The State of Piracy Summit	Live-streamed + voco Orchard, Singapore
	3	AVIA: Asia Video Summit	voco Orchard, Singapore
	3-13	Taiwan Creative Content Fest (TCCF)	Taipei, Taiwan
	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
January 2023	16-23	Natpe Miami 2023	
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmart 2023	
April 2023	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 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

House of the Dragon wins Singapore Game of Thrones rises in its wake – Parrot Analytics

HBO's *House of the Dragon* dominated Singapore demand for the week of 20-26 September, pulling *Game of Thrones* back into the spotlight as well, according to data-science company Parrot Analytics. The two series were the top shows in Singapore for the week, both registering demand more than 20 times higher than the market average.

Amazon Prime Video's *The Lord of the Rings: The Rings of Power* still commands attention among streaming audiences,

albeit at less than half the demand of *House of the Dragon*.

Disney+'s strength in Singapore remains its U.S. titles, led by *She-Hulk: Attorney at Law*, which topped the digital originals list and attracted enough demand for fourth place on the overall list of titles measured by Parrot Analytics.

The digital originals top 10 was split between Netflix and Disney+, with three spots each, with Netflix dominating the top five times.

Top 10 overall TV shows: Singapore

Rank	Title	Difference from Market Average
1	<i>House of the Dragon</i>	28.4x
2	<i>Game of Thrones</i>	20.7x
3	<i>Lycoris Recoil</i>	18.5x
4	<i>She-Hulk: Attorney At Law</i>	17.7x
5	<i>One Piece</i>	16.1x
6	<i>Stranger Things</i>	15.2x
7	<i>Rick And Morty</i>	14.6x
8	<i>Cyberpunk: Edgerunners</i>	14.5x
9	<i>Monster: The Jeffrey Dahmer Story</i>	14.4x
10	<i>The Lord of the Rings: The Rings of Power</i>	13.9x

Top 10 digital originals: Singapore

Rank	Title	Platform	Difference from Market Average
1	<i>She-Hulk: Attorney At Law</i>	Disney+	17.7x
2	<i>Stranger Things</i>	Netflix	15.2x
3	<i>Cyberpunk: Edgerunners</i>	Netflix	14.5x
4	<i>Monster: The Jeffrey Dahmer Story</i>	Netflix	14.4x
5	<i>The Lord of the Rings: The Rings of Power</i>	Amazon Prime Video	13.9x
6	<i>Andor</i>	Disney+	13.3x
7	<i>The Boys</i>	Amazon Prime Video	12.5x
8	<i>The Mandalorian</i>	Disney+	10.6x
9	<i>Ted Lasso</i>	Apple TV+	10.6x
10	<i>Only Murders in the Building</i>	Hulu	10.1x

Date range: 20-26 September 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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