

Netflix strikes new Indonesia deals

Reversal of fortune
continues

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The full story is on page 2



TVB's "brownface" row continues

Episodes being amended
& will return, Hong Kong
broadcaster says

Hong Kong broadcaster, TVB, is re-editing two episodes of new 20-episode drama, *Barrack O'Karma 1968*, following a brownface row that has drawn international attention. TVB, which has so far stopped short of apologising, has not said when the re-edited versions will return.

The full story is on page 3



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Netflix strikes new Indonesia deals

Reversal of fortune continues with Telkomsel & IndiHome bundles

Netflix has struck a new deal with Indonesia's Telkom, bundling the streaming service with broadband data in six packs that range from IDR62,000/US\$4.32 to IDR965,000/US\$67.25 a month via subsidiaries IndiHome and Telkomsel.

The new agreement is another step in a reversal of fortune for the U.S.-based global streamer in Indonesia after years of struggling against, among other challenges, Islam-compliant content regulations.

An early Telkom ban, imposed shortly after Netflix rolled out in Asia in 2016, was lifted about two years ago, after Netflix agreed not to stream certain types of content and to increase original production out of Indonesia.

At the time, much was also made of the requirement for Netflix (and others selling digital services) to pay a 10% sales tax.

The companies say the new multi-screen/platform packs, which are billed through Telkom and do not require credit or debit cards, will bring "substantial savings and convenience to Netflix members in Indonesia".

Mobile operator Telkomsel offers four bundles that include 6GB of Max-stream data a month with a monthly starting price of IDR 62,000/US\$4.32.

Netflix will also be included in IndiHome's 50Mbps and 100Mbps bundles, which go for IDR615,000/US\$43 and IDR965,000/US\$67.25 a month.

Netflix's VP business development, APAC, Tony Zameczkowski, called the IndiHome/Telkomsel arrangement a "milestone".

Telkomsel, which has made no secret of its ambition to offer its subscribers a wider variety of digital entertainment, also has distribution deals with Disney+, HBO Go, Catchplay+ and Lionsgate Play.

Telkomsel has more than 170 million customers.

Vision+ upgrades original production

Orkes turns spotlight on Indonesian musicians



Clarissa Tanoesoedibjo, managing director, Vision+; Pankaj Kedia, managing director, emerging markets, Dolby Laboratories

Indonesian SVOD streaming platform, Vision+, has signed a first-of-its-kind cooperation agreement with Dolby Laboratories, kicking off the newly inked alliance with music/talent original series, *Orkes*.

The weekly show will highlight local musicians and bands, and will be available in Dolby Atmos and Dolby Vision.

Orkes premieres in May this year.

At the signing ceremony in Jakarta on Thursday (14 April 2022), executive chairman Hary Tanoesoedibjo talked about the MNC group's content successes, including long-running blockbuster TV series, *Ikatan Cinta*, which has 56% national audience share on free-TV network RCTI.

He said the company would be producing more premium content in its bid to become a market leader in Indonesia and across Southeast Asia.

Vision+ managing director, Clarissa Tanoesoedibjo, said during the signing ceremony that *Orkes* was part of the platform's upgraded original production ambitions using cutting-edge technologies.

The new alliance with Dolby runs alongside major changes at PT MNC

Studios International.

Last month, the company was given the go-ahead to reorganise its management structure, change its name to PT MNC Digital Entertainment Tbk, and absorb two streaming platforms – RCTI+ and Vision+ – along with various other online portals as part of a campaign to become Indonesia's largest digital entertainment company.

Vision+ has more than 45 million monthly active users, 7.8 million registered users, and two million paid subscribers.

The platform offers about 18,000 hours of exclusive video on demand content, about 110 local and international linear channels, and original content produced by Vision Pictures, along with casual games.

In an overview of its content, IP and talent business in 2021, the company said it commanded all 20 of Indonesia's top 20 programmes, including *Ikatan Cinta*, and had produced more than 5,500 hours of high-quality content during the year.

As of December 2021, the company's online portals had generated 87.4 million monthly active users.

Korea sales up 52% – Netflix filing

Netflix's Korea sales were up 52% to KRW631.7 billion/US\$513 million in 2021, according to The Korea Herald, quoting a domestic regulatory filing. The report said Netflix's "blockbuster performance in Korea reflects its increasing clout over the streaming service market here".



Netflix returns unscripted Korea, Japan romance

Netflix has confirmed the return of Korean romantic reality series, *Single's Inferno*, along with a second season of classic Japanese series reboot, *The Reality Diaries*. Premiere dates have not been disclosed.



Nippon TV's *Silent Library* opens in France

The eight-episode French version of Nippon TV's unscripted format, *Silent Library*, has premiered on France's MyTF1 Max. *Silent Library-Si tu fais du bruit... C'est fini!* was produced by Ah! Production. 15 countries, including Thailand, Vietnam and Mongolia, have produced adaptations.



Taiwan's Taicca pushes European alliances

Taiwan's Taicca is making its latest play for European alliances, using this year's Far East Film Festival in Udine (22-30 April) to push its international creative and co-production agenda. Four Taiwanese films and two other projects have been selected for festival events. More at www.contentasia.tv

HK TVB's "brownface" row continues Episodes being amended & will return, broadcaster says



Francesca Wong plays Louisa, a Filipina domestic worker in horror series *Barrack O'Karma 1968*, TVB Hong Kong

Hong Kong's dominant broadcaster, Television Broadcasts Ltd (TVB), is re-editing two episodes of a new 20-episode drama, *Barrack O'Karma 1968*, following a brownface row that has drawn international attention.

TVB, which stopped short of apologising in its official statement after the outcry erupted just before Easter, has confirmed that the offending episodes are being amended, but not yet said when they will be returned to air.

For now, episodes seven and eight have been taken off TVB's streaming platform, MyTV Super. Highlights reels on TVB's YouTube channel also skip episode seven; episode eight highlights do not include any of the controversial brownface scenes and remain online.

The series cast Hong Kong actress, Francesca Wong, as Louisa, a domestic worker from the Philippines. Wong used make-up to darken her skin and was quoted in local reports and on social media as saying she was sun-tanning for the role.

The show has been widely criticised as "inappropriate" and "disrespectful" for its decision to cast Wong in the role,

and then doubling down with skin-tone-altering decisions.

Hong Kong's Filipina community lost no time in pointing out that there was no shortage of suitable actresses who could have been cast in the role.

The storm expanded to other countries and across social media, ranging from praise for Wong's performance and surprise at the outcry to disgust and accusations of long-held racism in Hong Kong.

TVB said in its statement that the episode was "purely fictitious", and that "the storyline between a domestic helper and her employers was simply a dramatic story plot based on creativity".

The broadcaster said Wong successfully portrayed the character "through her professional performing techniques and sophisticated handling of role-playing".

"TVB has always strived to provide top-notch entertainment experience for our viewers and we wish to emphasise that it was never our intention to show disrespect or to discriminate any nationality in any of our programme. We would like to express our concern to anyone who might be affected in this matter."

Vietnam's Galaxy Play ups production game

Local streamer adapts and expands with bigger stories + Dolby Vision & Dolby Atmos

Vietnamese feature film, *Catch Me If You Can (Muu Ke Thuong Luu)*, has returned to local screens as an original TV series, titled *Tra Xanh Dau Sieu Lua*, leveraging a domestic theatrical tale into the streaming space, raising quality stakes with Dolby Vision and Dolby Atmos, and boosting domestic platform Galaxy Play's position as premium drama producer.

Galaxy Play is the first OTT/streaming platform in Vietnam to adopt Dolby Vision and Dolby Atmos experience. Dolby Audio experience is also widely available on Galaxy Play VOD catalogue ranges from its original series and licensed content. Dolby Vision and Dolby Atmos are newly added experiences and we expect to see more Dolby Vision and Dolby Atmos content available in the Galaxy Play OTT service.

At least three more Galaxy Original series will be made available for consumers to stream in Dolby Vision and Dolby Atmos this year across TV sets, mobile phones and other devices as Galaxy continues to court Vietnam's connected consumers.

The seven-episode half-hour TV series, *Tra Xanh Dau Sieu Lua (Catch Me If You Can)* "shows all the hidden corners" of the original story about Diana, a poor girl played by Thiên An, stepping into the world of rich kids and finding a whole lot that money can't buy, Galaxy Play says.

As part of its expanded plot, the TV show incorporates previously unseen footage originally shot for the 101-minute feature, which premiered in theatres across Vietnam during this year's Lunar New Year holidays.

The TV version, also directed by Tran Buu Loc (*The Tailor*), expands the plot by "at least 20%" and answers all the questions raised – but not necessarily answered, by the film, Galaxy Play says.



Tra Xanh Dau Sieu Lua (Catch Me If You Can)



Pankaj Kedia, managing director, emerging markets, Dolby Laboratories

Stars of the feature film version, including Le Thanh Bao Anh as Peter, Tam Trieu Dang (*100 Days of Sunshine*) as Tam, Quynh Luong (Soobin Hoàng Sơn: *Neu ngày ay*) as Lien Pham and Bui Anh Tu as Charlie, return for the TV series.

Tra Xanh Dau Sieu Lua joins a platform of about 10,000 hours offered by Galaxy Play, which was established in 2015 by Vietnamese cinema chain Galaxy Cinema.

Today, Galaxy Play is the number one subscription video on demand (SVOD) service in Vietnam by far with over seven million users.

"With the latest technology, the 4K film catalogue combined with Dolby Vision, Dolby Atmos and Dolby Audio experiences on our smart TV app, consumers can have a movie theater experience in their own homes," Galaxy Play says.

Subscriptions to the streaming platform

range from VND70,000/US\$3 a month to VND600,000/US\$26.50 for 12 months. The mobile-only plan is US\$4.35 for six months and US\$8 for 12 months. TVOD rentals range from US\$0.80 a title for a single device to US\$2.20 a title (multiple devices) for 48 hours. 4K movies cost US\$3 a title.

While the Dolby audio experience is relatively well known in Vietnam on platforms such as VTC and VTV, the decision to upgrade to Dolby Vision and Dolby Atmos is part of Galaxy Play's drive to keep ahead of streaming competition, including regional and international platforms.

Dolby Vision and Dolby Atmos significantly enhances the entertainment experience for consumers, says Pankaj Kedia, Dolby Laboratories' managing director for emerging markets.

"Colours are more vivid and lifelike, images blaze more brightly and highlights dazzle," he says, adding: "Entertainment really comes alive."

Singapore

In numbers

Population	5.45 million
Households	1.390 million
Avg. household size	3.15
TV H/H penetration rate	99.5%
Pay TV households	658,000*
Fixed line subscriptions	1.887 million
Broadband internet subs	11.954 million
Wireless bb subs	10.431 million
Mobile phone subs (3G/4G) ..	8.659 million
Mobile phone population rate	158.8%
Mobile data usage	69.11 PB

Source: Department of Statistics Singapore (population as at end June 2021, households/size in 2021, TV penetration in 2017/18), Infocomm Media Development Authority (broadband/mobile in Jan 2022, mobile data usage in Q4 2021, fixed line in Dec 2021)

* Combined StarHub/Singtel households
 StarHub: 296,000 (Dec 2021)
 Singtel: 362,000 (Dec 2021)

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 (formerly Toggle) and influencer network Bloomr.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 150 channels to 362,000 residential subscribers (Dec 2021) along



Set in one of Singapore's ubiquitous food centres, *128 Circle* follows a varied cast of characters that own stalls, work and eat there. Season two, which showcases local stories surrounding life challenges and resilience amidst the Covid-19 pandemic in 2020/1, premiered on Mediacorp's English-language Channel 5 on 21 March this year and airs Mondays to Wednesdays.

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\$12.39 for the Chinese Jinghua starter pack to S\$99.90/US\$73.27 a month for the Jingxuan Ultimate pack (150+ channels) or the Inspirasi Ultimate (130+ channels) plan. Singtel has 4.146 million post/prepaid mobile customers and 659,000 broadband customers (Dec 2021).

StarHub TV+

StarHub's latest TV+ TV/streaming strategy is well underway, de-emphasizing traditional pay-TV and migrating the platform into a streaming/apps model along with upsizing its sports offering. This included rights to the Premier League, which has returned to StarHub in an exclusive six-year deal that shocked some and, for others, con-

firmed StarHub's commitment to a strategy that's about more than delivering TV channels. StarHub's Premier League rights kick off with the 2022 season in August 2022. Launched in 2000, StarHub TV+ offers about 150 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 rental costs S\$5/US\$3.70 a month. Streaming entertainment apps bundle includes access to iQiyi, Disney+ and Netflix. StarHub has 444,000 combined base of residential pay-TV subs (with/without OTT subscriptions) as well as mobile/broadband subs with OTT subscriptions (Dec 2021). Pure pay-TV households reached 279,000 in 2021. StarHub also has 1.952 million post/prepaid mobile customers and 484,000 residential broadband customers (Dec 2021).

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\$2.20 a month.

Cast

Singtel launched standalone app, Cast, in July 2016, aggregating on-demand and linear channels plus regional streaming services such as Viu, HBO Go, TVB Anywhere+ and iQiyi. Singtel's commitment to Cast appears to be luke warm as the telco's once-enthusiastic approach to content shifts status from active involvement to passive aggregator. Cast's monthly subscription starts from S\$5.90/US\$4.32.

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. Catchplay+ is also available in Taiwan and Indonesia. Free tier offers 10 select movies a month plus single rentals for between S\$3.50/US\$2.56 and S\$6/US\$4.40 each title and free episodes of select series. Monthly subscription for the Movie Lovers basic plan costs S\$9.90/US\$7.26 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\$8.78 a month or S\$119.98/US\$87.99 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*. Subscriptions cost S\$4.99/US\$3.70 a month, S\$23.98/US\$17.58 for six months or S\$43.98/US\$32.25 a year, with a seven-day free trial. In Asia, Hayu is also available in Hong Kong and the Philippines.

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 April 2022 but HBO Go is likely to transition to HBO Max later this year. 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. Direct subscription costs S\$13.98/US\$10.25 a month or S\$29.98/US\$21.99 for three months.

Hotstar

Disney's streaming platform for Indian content, Hotstar, 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\$51.32 a year.

meWatch

Singapore's free-TV broadcaster Mediacorp debuted online streaming plat-

form, 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\$7.26 a month or S\$35.64/US\$26.14 for six months.

Netflix

Netflix launched in Singapore in Jan 2016 as part of the U.S. streaming platform's global rollout. Subscriptions start from S\$12.98/US\$9.52 for the basic plan to S\$21.98/US\$16.12 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 carries 158 live/catch-up channels delivered to TV sets via Singtel fibre broadband and 141 live/catch-up channels via mobile, as well as select catch-up/on-demand content. Subscriptions cost S\$6.90/US\$5 a month (one connected device at home) or S\$9.90/US\$7.26 a month (three connected devices at home).

Spuul

Founded in 2010 and launched in April 2012, Singapore-based Spuul is a global video streaming subscription service that started off as a major provider of Indian films and now enhanced with content in multiple languages including English, Chinese and Spanish. The premium plan costs S\$1.98/US\$1.45 a month or S\$7.98/US\$5.85 for six months.

StarHub TV+

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.



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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 (April 2022). Subscription costs S\$4.49/US\$3.29 a month.

Viddsee

Launched in 2013, Viddsee offers original/regional/international short-form content across various genres.

Viu

Part of Hong Kong telco PCCW's regional mobile streaming play. The free Viu app launched in Singapore in Jan 2016, and has a distribution partnership with Singtel, M1 and Apple TV (Apr 2022). 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. Viu originals in the April 2022 offering include the second seasons of *Pretty Little Liars Indonesia* and *Assalamualaikum My Future Husband* as well as Korean fantasy *Again My Life*. Viu's premium tier costs S\$7.98/US\$5.85 a month. Viu maintains its free AVOD tier.

Post/Production & Distribution

August Media

August Media Holdings creates and manages kids/youth entertainment properties. The company is the creator and producer of various titles, including Netflix original *Dino Girl Gauko*; the American classic, *George of the Jungle*; and *Sky Blue Academy*, a co-production with Manchester City Football Club.

August Pictures

August Pictures was incorporated in 2007, producing both fiction and factual content for mostly Mediacorp. Production credits include 2022's docudrama *Inside Crime Scene*, featuring notorious crimes in Singapore's history; Chinese comedy drama series *Crouching Tiger Hidden Ghost* (20x45 mins), English-language youth drama *Teenage Textbook: The Series* (13x45 mins) and Chinese info-ed *A Medical Journey*.

Beach House Pictures

Beach House Pictures, a Blue Ant Studios company, specialises in factual and unscripted programming for international streamers and cable networks, creating series such as *Ed Stafford: First Man Out*, *Wild City*, *MasterChef Singapore*, *Raffles: Remaking an Icon* and *China From Above*, as well as Korean true crime series *The Raincoat Killer* for Netflix, *Bake Off Japan* for Amazon Prime Video and *China from Above* for Tencent. The company is headquartered in Singapore (opened its new HQ and production facility in Feb 2022) and operates in the U.S., Japan and China.

Birdmandog

Birdmandog was behind HBO Asia's *Invisible Stories*, a six-parter series which shines light into dark corners and tells untold stories from the heartlands in a fictional neighbourhood housing estate in multi-cultural Singapore.

Bomanbridge Media

Bomanbridge Media is a content distribution and production company, offering over 4,000 hours of programming consisting of formats, lifestyle, specialist factual, factual entertainment, drama, kids and educational content. The company is also involved in international co-productions, such as *Follow the Great Wall with Ash Dykes* (working title, as of 18 April 2022), a six-part factual adventure series, co-produced together

with U.K.'s Zig Zag Productions, Insight TV and CICC China. The series, set on the Great Wall of China, follows Dykes' mega-trek along the full length of the Yangtze River in China in 2019.

Clover Films

Established in 2009, Clover Films specialises in the distribution and production of Asian movies, with an emphasis on the Singapore and Malaysia markets. The company rolled out a streaming strategy in 2020, motivated by the accelerated consumer engagement and high demand for original titles from OTT platforms. Production activities ramped up in 2021 in an alliance with Chinese streaming platform iQiyi for four new films over the next two years. The first film to go into production was comedy *Reunion Dinner*, which premiered in Jan 2022. *Reunion Dinner* was written and directed by Ong Kuo Sin. The other three films are Kelvin Tong's horror-thriller, a romance-drama by Melvin Mak, and a drama by Tay Ping Hui. Clover Films (*Ah Boys to Men II*, *Ramen Tay*) handles international distribution rights of the four titles. iQiyi will handle distribution for China.

Coconuts TV

Produces multi-genre short videos, published online weekly and licensed to broadcast TV channels worldwide.

Eye Creative

The Eye Creative Group (est. in Hong Kong in 2015) set up in Singapore in 2016 and Ho Chi Minh City in 2020, and is now part of Karen Seah's Refinery Media. The company conceptualises and produces original entertainment and branded videos for digital platforms.

G.H.Y Culture and Media

G.H.Y Culture & Media, listed in Singapore, is an entertainment and content provider specialising in the production and distribution of films and dramas.

Hong Bao Media

Hong Bao Media is an all-round media company, founded by former CNBC anchor Mark Laudi. The company operates two broadcast-ready studios in Singapore and Kuala Lumpur.

i.e entertainment

Established in early 2021 by veteran industry executives Indra and Erlina Suharjono, i.e. entertainment is a Singapore-based full-spectrum regional agency involved in everything from content development to marketing and distribution. The company launched with exclusive rights to the iconic Cathay-Keris Films' Chinese and Malay libraries. The Cathay catalogues house 166 Chinese titles and 91 Malay titles, across a wide range of genres, including comedy, drama and musicals. Ultimately owned by Meileen Choo's Cathay Organisation, the films have been professionally restored and archived in Hong Kong and Singapore.

IFA Media

Specialising mainly in the production of factual and drama content, IFA Media's production credits include Tencent Video/Discovery's *Journey of Warriors*, HBO Asia's *The Teenage Psychic*, Netflix's *Nowhere Man*, and Nat Geo's *Monster Fish*.

Infinite Studios

Est. in 1997, with services that include production services, post-production and visual effects. Recent projects include the co-pro of 10-part Indonesian horror series *Losmen Melati* with Taiwanese streaming platform Catchplay.

mm2 Entertainment

Production arm of Singapore-listed mm2 Asia. Has co-produced and/or distributed more than 100 films/TV titles across Asia since 2008, including crime/

fantasy *Geylang* (premieres end 2022), *Agent From Above*, *Ah Boys to Men* and *Vampire Cleanup Department*.

The Moving Visuals Co

Est. in 1998, the company specialises in factual entertainment in English, Chinese and Malay, and also branded programming. It has produced over 200 projects and 1,500 episodes of factual and entertainment programming for clients such as History channel, Discovery, Mediacorp, BBC and CCTV.

Oak3 Films

Oak3 Films opened its doors in 1996, producing documentaries, drama series, feature films and interactive entertainment, among others.

Ochre Pictures

Ochre Pictures is a TV and film production company, producing both narrative and factual programmes for both international and local broadcasters, including Mediacorp, National Geographic and Discovery Channel.

Omens Studios

Omens Studios is a 3D animation studio, creating kids titles such as *Counting with Paula* and *Leo the Wildlife Ranger*. Both titles were nominated for the Best 3D Animated Kids TV Programme category for the 2021 *ContentAsia Awards*. Besides Singapore, Omens Studios also has offices in Malaysia and the U.K.

One Animation

Content creation, distribution and licensing studio One Animation specialises in 3D animation and is mostly known for pre-school comedy *Oddbods*. *Oddbods* has been acquired by Netflix, EBS and Daekyo in Korea, Vidio

in Indonesia, and Canal+ Myanmar (March 2022).

Refinery Media

Refinery Media is best known for reality show *SupermodelMe* (the latest season premiered in 2021) and two seasons of *Asia's Next Top Model*. *Refinery Media* was also involved in a sponsored version of *The Apprentice Asia* (premiered Mar 2021) backed by One Championship.

Robot Playground Media

Robot Playground Media produces 2D/3D animations, including the *ContentAsia Awards 2021*'s nominated adult animated series *Downstairs*. The series (two seasons, 44 episodes), which aired locally on Mediacorp and streamer Netflix, follows a cast of wacky and colourful Kopitiam (coffee shop) stall owners on the ground floor of an unnumbered HDB flat.

Sitting In Pictures

Formed in 2000, Sitting in Pictures specialises in the production of factual programmes for both local and international markets. To date, the company has produced more than 300 hours of TV content in genres, including factual lifestyle, travel and adventure, science, history as well as children's drama and game show.

Space Lion Studios

The post production arm of Beach House Pictures. Uses Dolby audio/video products and also offers renting/leasing of TV and radio sets and recording equipments, among other services. Est. in Sept 2019.

Adapted from *ContentAsia's
The Big List 2022*

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What's on where...

April 2022	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
	20-24	2022 Shanghai TV Festival	(Shanghai/Online)
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	22-26	ContentAsia Summit	Online
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	Singapore/Online
October 2022	5	AVIA: Indonesia in View	
	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	
	9-10	AVIA: Asia Video Summit	
	23-24	Dubai International Content Market	Dubai
	29-30	APOS Mumbai	India/Online
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore
April 2023	17-20	Mip TV 2023	Cannes, France

* As of 17 April 2022

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



Streamers dominate Aus demand

HBO Max/Binge take top spot with pirate comedy

Streaming originals ruled demand in Australia for the week of 5-11 April, with HBO Max in the lead with pirate comedy *Our Flag Means Death* (streamed on local platform Binge in Australia), followed by Netflix's enemies-to-lovers romance *Bridgerton* and, in third place, Marvel Studios' adventure *Moon Knight* on Disney+, according to data science company Parrot Analytics.

The win for *Our Flag Means Death*

gives HBO Max its sole title on the digital list – which shows Netflix and Disney+ neck and neck with three titles each. The rest of the list is split between Paramount+ (with two titles) and Apple TV+ (with one title).

The seven other titles on the overall list were led by time travel romance *Outlander*, which came within a hair's breath of *Moon Knight*, spy thriller *Killing Eve* and iconic zombie drama, *The Walking Dead*.

Top 10 overall TV shows: Australia

Rank	Title	Difference from Market Average
1	<i>Our Flag Means Death</i>	30.6x
2	<i>Bridgerton</i>	28.8x
3	<i>Moon Knight</i>	25.4x
4	<i>Outlander</i>	25.0x
5	<i>Killing Eve</i>	24.5x
6	<i>The Walking Dead</i>	23.2x
7	<i>Attack On Titan</i>	19.9x
8	<i>Star Trek: Picard</i>	19.8x
9	<i>Sesame Street</i>	19.7x
10	<i>The Mandalorian</i>	19.3x

Top 10 digital originals: Australia

Rank	Title	Platform	Difference from Market Average
1	<i>Our Flag Means Death</i>	HBO Max	30.6x
2	<i>Bridgerton</i>	Netflix	28.8x
3	<i>Moon Knight</i>	Disney+	25.4x
4	<i>Star Trek: Picard</i>	Paramount+	19.8x
5	<i>The Mandalorian</i>	Disney+	19.3x
6	<i>Halo</i>	Paramount+	16.1x
7	<i>Stranger Things</i>	Netflix	15.8x
8	<i>The Book Of Boba Fett</i>	Disney+	13.6x
9	<i>Ted Lasso</i>	Apple TV+	13.0x
10	<i>The Last Kingdom</i>	Netflix	12.4x

Date range: 5-11 April 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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