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20-26 June 2022

Thailand's BEC turbocharges original production

BEC Studios' unveils ambitious development plans

BEC Studios, the newly formed production unit of listed Thai media company BEC World, has unveiled an ambitious production initiative with a phase-one budget of THB400 million/US$11.3 million. In addition to plans for new sound stages, the company also showcased its first three original series.

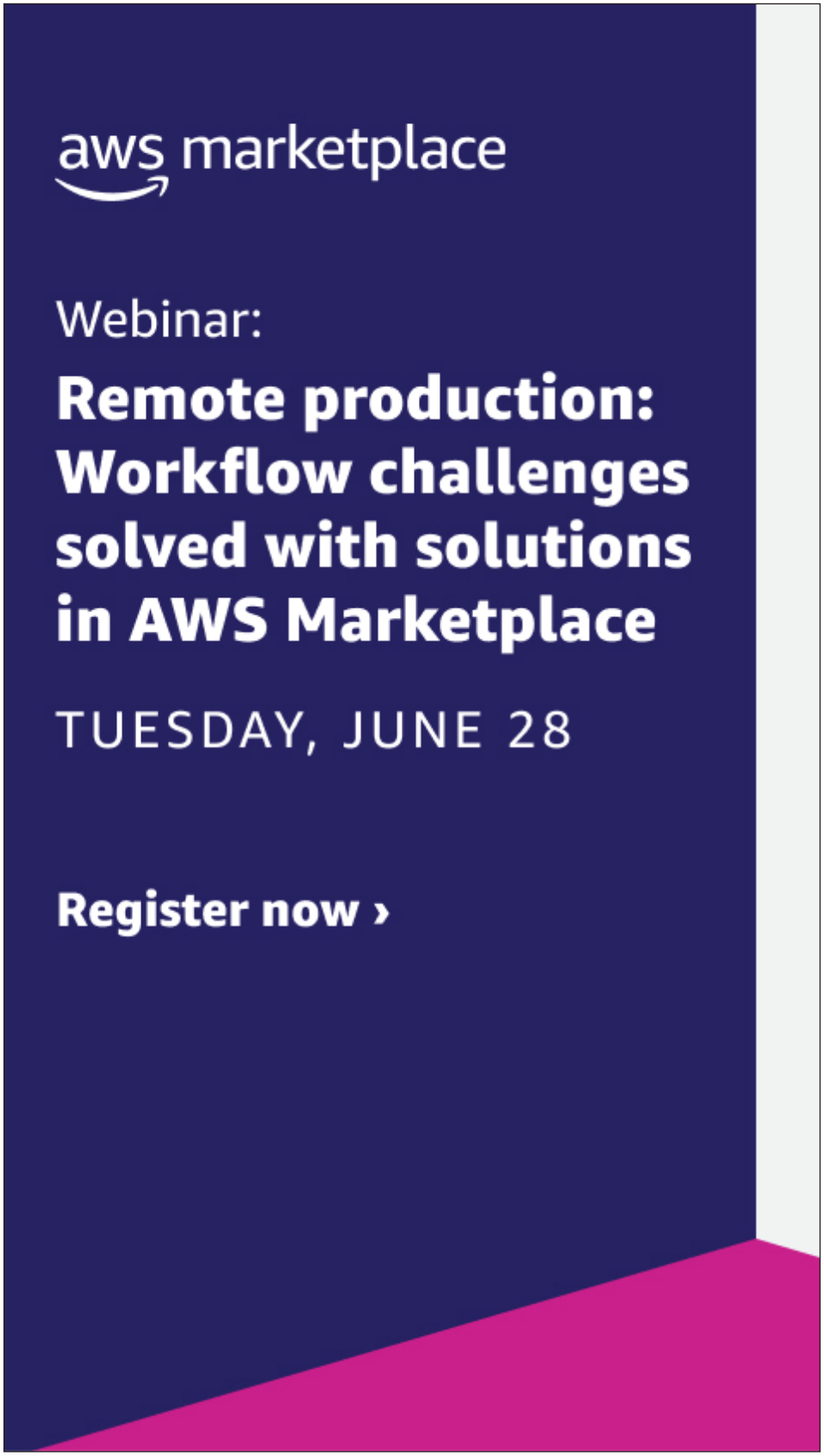
The full story is on page 6

StarHub ramps up sports war in wake of Premier League win

Singapore platform continues turnaround

Singapore telco StarHub has ramped up the country's sports TV wars, lifting the 25,000 sign-up cap on its Premier League early-bird offer, and extending its unlimited Premier+ special until the end of June. This third revision to StarHub's offer coincides with the 30 June penalty-free early termination period on rival Singtel TV, the long-time holder of Premier League rights.

The full story is on page 5



Vidio follows ratings triumphs with new US$45m investment

DSS leads with US$25m stake in Indonesian streaming platform

Listed Indonesian media company, PT Surya Citra Media (SCM), has cut its stake in Indonesian streaming platform, Vidio, from 83.33% to 79.37% as part of a new US$45-million investment announced on 14 June.

New investors in the streaming service include the Sinarmas Group's PT Dian Swastatika Sentosa (DSS), which contributed US$25 million; PT Bali Bintang Sejahtera, which operates football club Klub Sepak Bola, which contributed US$2 million; and Grab LA Pte Ltd, the companies said in their notes to the Indonesia stock exchange.

The new investment follows the US$150-million received from private equity company, Affinity Equity Partners, in November last year.

DSS said the investment was part of a strategic collaboration expected to help build out the company's digital ecosystem.

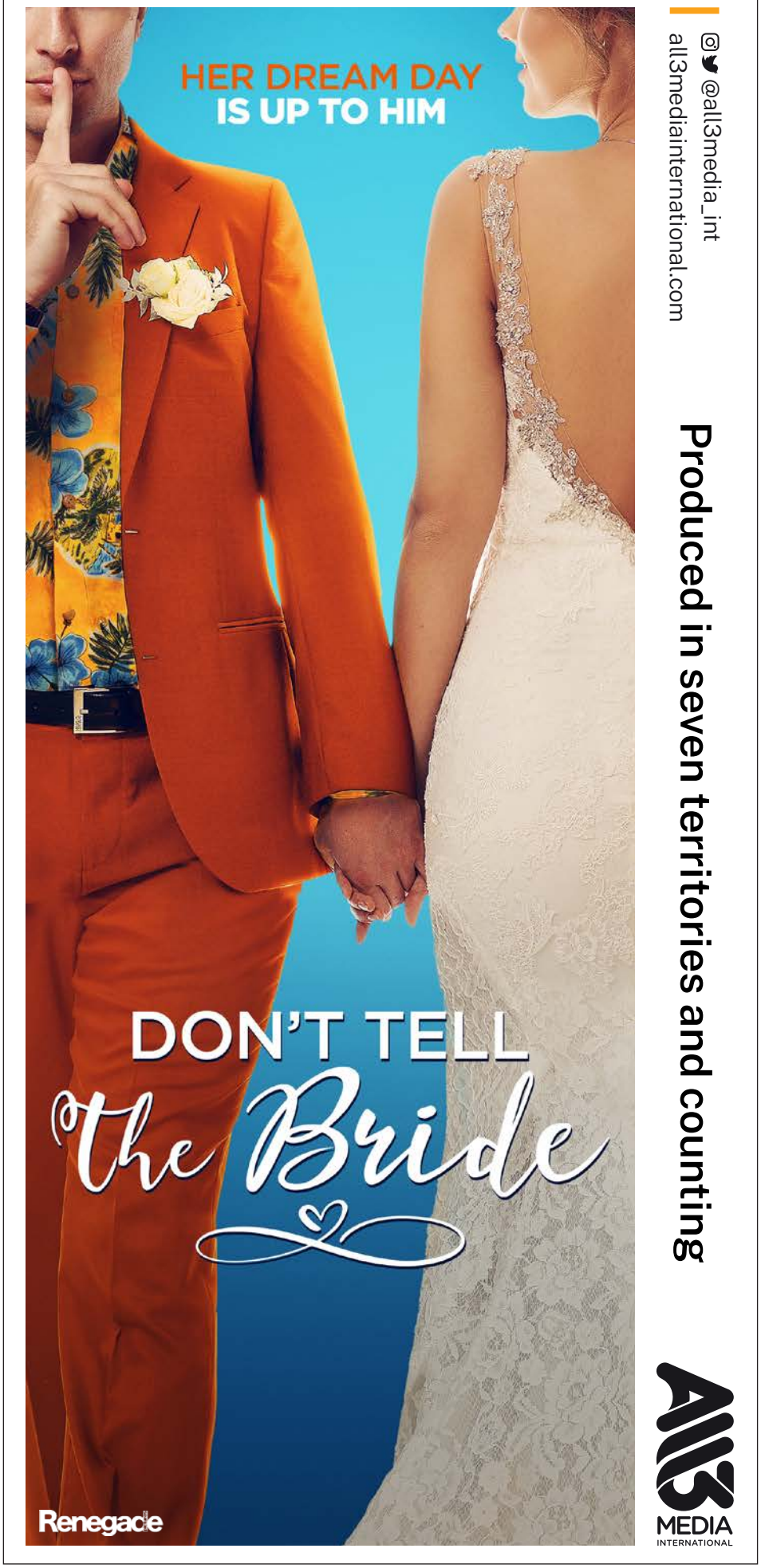
SCM chief executive, Sutanto Hartono, said the new funding would be used to create more original content as well as tech upgrades.

The new funding was announced a day after Media Partners Asia's (MPA) AMPD survey put Vidio's *Cool Boy vs. Cool Girl at the top of the country's* streaming reach in May 2022.

AMPD put a second original – *My Love My Enemy* – in the top five for the month.

In April, Vidio parent company SCM said in its latest earnings report that losses were up by just under 20% in 2021 to Rp63.7 billion/US$4.43 million, while revenue increased 58% to Rp467.1 billion/US$32.5 million.

As of Dec 2021, Vidio had 66 million MAUs and two million paying subs.



Philippines' GMA debuts on Amazon Freevee U.S.

Philippines' broadcaster GMA's romantic drama, *The World Between Us*, will stream on Amazon Freevee in the U.S. from Wednesday (22 June).

GMA says the series, directed by Dominic Zapata, is the first Filipino-language title on Amazon Freevee (the former IMDb TV).

The World Between Us stars Alden



The World Between Us

Richards as Luisito "Louie" Asuncion and Jasmine Curtis Smith as Emilia "Lia" Libradilla, childhood friends who seem destined for each other but face forces intent on keeping them apart. Tom Rodriguez plays Lia's older brother, Bryan.

Indonesia's Mola ramps up foreign crime drama

Indonesia's Mola has picked up a package of premium drama from Keshet International, including Serbian producer Vision Team's 12-episode *Grupa* (*The Group*); Israel's Koda Communications' *Line in the Sand;* and Gjermund S Eriksson's Scandinavian thriller, *Furia*.

India's Voot, DW tie up on *Choices*

New series takes young people behind the celebrity



Choice – Dare 2 Dream, Voot/DW

The production unit of Viacom18's India streaming platform, Voot, has kicked off its new content collaboration with German broadcaster Deutsche Welle (DW).

The seven-episode series, *Choices – Dare 2 Dream*, which started streaming on 17 June, focuses on pairing young Indians with various local heroes across India.

Voot and DW say that the series, produced under brand solutions arm Voot Studios, enables young people to experience life behind the image of public figures who have pursued their dreams beyond the expectations of their family and friends.

Celebrities involved include freestyle wrestler, Sakshi Malik, India's first female Olympic wrestling medal winner; stand-up comedian Prashasti Singh; and artistic director Ashley Lobo.

Each of the episodes pairs a young person with an expert in various fields, tracks their interactions and responses to the reality of life behind the success and the headlines, and discovers whether (or not) people have what it takes to live their passions and their dreams.

At the end of the day, the celebrities/experts give their opinions on whether the person shadowing them has what it takes to live the life they think they want.

"The series aims to highlight the inspiring journey of these role models who with pure passion have created their own path and pursued their calling outside of societal norms," the companies said just ahead of the premiere.

Chanpreet Arora, Viacom18 Digital Ventures AVOD head, highlighted the platform's efforts to offer users relevance and diversity.

"*Choices* successfully captures the increasing aspirations of the millions of ambitious and enterprising Indians who are given an opportunity to live their dreams, away from the notions of age or gender," she added.

Choices is Voot's second content collaboration with DW.

Arora said the first series – a focus on women – "successfully struck a chord with our viewers, thereby helping us to widen our content library and meet the growing content demands".

DW says the aim of collaborations such as this is to continue targeting younger audiences and building its "VOD first" strategy.

Choices is produced by Gritt Hoffman and Joanna Gottschalk.

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StarHub ramps up sports war in wake of Premier League win

Singapore platform continues pay-TV turnaround

Singapore telco StarHub has ramped up the country's sports TV wars, lifting the 25,000 sign-up cap on its Premier League early-bird offer, and extending its unlimited Premier+ special until the end of June.

This third revision to StarHub's offer coincides with the 30 June penalty-free early termination period on rival Singtel TV, the long-time holder of Premier League rights.

The extension may also have been in response to consumer backlash over jammed systems after the early-bird specials for certain groups of customers were announced.

Irate consumers took to social media with complaints about long waits on StarHub's service hotline and not being able to access early-bird sign-up facilities for days on end. Fibre TV set-top box subs also moaned about not being able to sign up for the Premier League until July.

The latest jostling follows the return of the Premier League to StarHub after about a decade on Singtel. The February 2022 announcement was followed earlier this month with StarHub's unveil of a dramatic shift in pricing and a lifting of all subscription commitment periods.

StarHub's Premier+ prices start at S$19.99/US$14.42 a month across multiple devices, with no fixed-term subscription contracts. This is the first time StarHub is offering no lock-ins for Premier League subscribers.

Early-bird pricing for Premier+ standalone service without a mobile postpaid, broadband or TV plan is S$34.99/US$25.24 a month.

StarHub's early-bird offer also gives subscribers access to the Singapore Trophy 2022 between Liverpool and Crystal Palace on 15 July 2022.

The monthly regular price from 1 July is S$24.99/US$18 bundled with other StarHub services and $39.99/US$28.84 for Premier+ only. From July, StarHub's IPTV customers can subscribe to Premier Pack for S$64.90/US$46.80 a month.



StarHub's Premier League

Saying it was "heartened to see the enthusiastic reception" to its Premier+ announcement on 8 June, StarHub said the extension, announced on 20 June, also gave customers "ample time to conclude their pay-TV service agreements with the existing provider, while avoiding early termination charges".

The latest special deal offers StarHub mobile postpaid, home broadband and TV+ customers Premier+ at S$19.99/US$14.42 a month – a S$5/US$3.60 discount from the regular price of S$24.99/US$18 a month.

The discount is also applied to standalone packages, available at S$34.99/US$25.24 per month instead of S$39.99/US$28.84 a month.

In terms of Singapore's mandatory cross-carriage regulations for premium properties, Singtel TV set-top box subscribers can access the StarHub pack for S$64.90/US$46.80 a month from 8 July 2022.

From 1 June 2022, Singtel TV dropped its mio Stadium channels, which were dedicated to the Premier League.

In a note to subscribers, Singtel said it recognised "that the recent announcements about the changes for the next season of Premier League may be confusing" and that it was working on options for customers.

The telco also said is would be offering Premier League customers bill rebates of S$30/US$21.64 a month for 12 months.

Singtel TV also dropped prices of new packs by up to S$20/US$14.42 from the beginning of June and upped channel counts with services such as Crime + Investigation, History, Food Network, HGTV and Travel Channel.

For example, the Jingxuan Value pack has been rebranded to the Jingxuan Variety Plus, and the price has been slashed from S$77.90/US$56.18 a month to S$57.90/US$41.76.

The price for the Singtel Cast Sports Plus pack, which offers a range of sports from Formula One to UEFA Champions League and Wimbledon, has dropped from S$49.90/US$35.99 a month to S$19.90/US$14.35 a month from 1 June.

Viu showcases Philippines' version of Korea's *Flower of Evil*



Flower of Evil

Regional streamer Viu's first Philippines adaptation – *Flower of Evil* based on CJ ENM/Studio Dragon Korea's scripted thriller – premieres on Thursday (23 June 2022) across 16 markets in Asia, the Middle East and South Africa.

The 8pm drop is two days before the 25 June TV premiere on ABS-CBN's Kapamilya and A2Z domestic Philippines' services.

Directed by Darnel Villaflor and Richard Arellano, the 32-episode series stars Piolo Pascual (*On the Job*) as Jacob, who changes his identity to hide his scandalous past and then marries a police detective, Iris, played by Lovi Poe (*Sleep with Me*).

Villaflor said at a media event in Manila on Monday (20 June) that the spine of the Korean original story was retained, along with the most memorable scenes.

Filipino elements such as relationship aspects were injected into the local remake.

Viu Philippines' head of content partnerships, Garlic Garcia, said during the event that the platform would be working with multiple partners to build out a pipeline of original Philippines' content.

The Filipino version of *Flower of Evil* is produced by ABS-CBN Entertainment and Dreamscape Entertainment.

The adaption expanded an alliance struck between Viu and ABS-CBN earlier this year with Viu licensing ABS-CBN's drama series, *The Broken Marriage Vow*.

Thailand's BEC turbocharges production

BEC Studios unveils ambitious development plans

BEC Studios, the newly formed production unit of listed Thai media company BEC World, has unveiled an ambitious new production and development initiative with a phase-one budget of THB400 million/US$11.3 million.

The first phase in a grand effort to raise the quality of Thai content focuses on building out physical soundstage facilities, including six studios, in Bangkok's Nong Khaem district.

Set up last year, BEC Studios has also unveiled its first three drama series – *Undercover Kitchen*, *The Scammer Games* and *The Office Games*.

Undercover Kitchen and *The Scammer Games* will be directed by BEC Studios' in-house team.

The Office Games is co-created by BEC Studio and Piyawadee "Tu" Maleenont. The series stars Chalida Wijitvongtong (Mint) and Chanon Santinatornkul (Nonkul), with Saksith Tangthong (Tang), Pete Thongchua and Ying Rhatha.

Release dates have not yet been disclosed.

BEC Studios' physical facilities could eventually be the largest soundstage in Thailand, company bosses say.

The three phases of the build have been dubbed Soundstage Studio, Lot Locations Studio and Back Lot Studio.

The ultimate goal is to serve a global audience with premium Thai TV series and films, BEC Studios president, Apicha Honghirunruang, said at a media event in Bangkok earlier this month to introduce BEC Studios.

The new facility will be capable of housing at least 10 dramas a year.

In the past few years, BEC World has had significant distribution successes around Asia, with titles such as romantic drama *Praomook*, romantic drama *Love Destiny*, and period romcom *Thong Ek – The Herbal Master* on local broacast and domestic/regional streaming platforms.

The new plan centres around creating content with global appeal from the outset.

In addition to continuing to create content for BEC World's platforms – including free-TV network Channel 3 – BEC Studios will create IP for third-party international services.

As part of this goal, Honghirunruang is also creating a skills development network, including collaboration with 12 Thai universities.

Speaking about the decision to establish a new production unit, BEC World said the studios business was formed to "uplift standards of content creation in response to the rapid change in the entertainment business".



Apicha Honhirunruang, BEC Studios

South Korea

In numbers

Population..... 51.62 million
Households..... 21.48 million
TV households..... 97.8%
Total pay TV subscribers..... 34.79 million
- IPTV subscribers..... 8.54 million
- Cable TV SO subscribers..... 13.13 million
- Satellite TV subscribers..... 3.08 million
Internet subscribers..... 61.4 million
Mobile subscribers ..... 74.39 million
5G mobile subscribers..... 23.47 million

Source: Statistics Korea/KOSIS (est population in 2022, households in 2020, internet in April 2022), Korea Communications Comission (TV households in 2021, pay TV in 2020), Ministry of Science and ICT (mobile in April 2022)


Courtesy of JTBC

Comedy/crime drama *Cleaning Up*, the Korean adaptation of British/ITV Studios' series, is a story about three cleaning ladies Eo Yung Mi (played by Yeom Jung Ah, Ahn In Kyung (Jeon So Min) and Maeng Joo Ja (Kim Jae Hwa), whose lives change after overhearing an insider trading intel. Produced by Drama House Studio and directed by Yoon Sung Shik (*Mr. Queen*, *Hwarang*, *Babel*), *Cleaning Ladies* airs on JTBC every Saturday and Sunday at 10.30pm. The series premiered on 4 June 2022.

Free TV

Educational Broadcasting System (EBS)

Educational Broadcasting System (EBS) was founded in 1973 for educational establishments and launched in 1974 as a radio station under the Korean Educational Development Institute. TV broadcasting started in 1980. EBS was re-established as a public corporation in 2000, and currently owns and operates six TV channels, including EBS1 (digital terrestrial channel for general viewers) and EBS2 (English content for elementary/middle school). Offering includes foreign kids/docu/educational content. EBS also operates 10 internet-/mobile-based educational services and is involved in international co-production and distribution.

Korean Broadcasting System (KBS)

Public broadcaster Korean Broadcasting System (KBS) was founded in 1926 and added TV to its radio services in 1961. Now, KBS operates four terrestrial TV channels (HD1TV, HD2TV, UHD1TV, UHD2TV), two satellite TV channels (KBS World, KBS Korea), seven radio channels, four DMB channels and new media services, including my K. KBS subsidiaries include KBS Media, which manages local/global marketing of KBS content. KBS has its headquarters in Yeouido, Seoul, and maintains 18 regional stations across the country. There are 11 overseas bureaus worldwide including the U.S., Europe, China, and Japan. KBS is funded by TV licence fees and advertisements.

Munhwa Broadcasting Corporation (MBC)

Established in 1961, Munhwa Broadcasting Corporation (MBC) is a public broadcaster with 98% coverage of Korea. The MBC network consists of one national terrestrial station (Channel 11), five cable stations (drama, sports, variety, music, women), five satellite TV channels (drama, sports, music, variety, women), four terrestrial DMB services (two television, one radio, one data) and three radio stations (AM, FM, standard FM). MBC distributes its content internationally via distribution arm iMBC.

Seoul Broadcasting System (SBS)

Founded in 1990 and launched in 1991, Seoul Broadcasting System (SBS) operates a national domestic terrestrial TV channel offering news, drama, entertainment, sports, films and documentaries; nine cable/satellite channels (SBS Plus, SBS Golf, SBS funE, SBS FiL, SBS FiL UHD, SBS Sports, SBS Biz, SBS MTV and Nickelodeon Korea); one DMB channel; and two FM radio stations. SBS also has interests in TV programme production and distribution, and internet/new media such as its SBS app, which offers real-time content/80,000 episodes/podcasts; and streaming portal AllVOD offering classic/latest VOD content.



What a DRAMA!

The shows are bigger and the stakes are higher... and that's just part of a whole gripping tale unfurling across Asia. This year's ContentAsia Summit theme – What a DRAMA! – speaks to the meltdowns and the marvels of an industry telling the best stories of its life against some of the most troubled backdrops. Among other conversations, we hear from people steering the region's content direction, explore the state of indie production, talk to showrunners, producers, directors and creators, and look at what can and is (or isn't) being done to deliver premium stories in and from Asia.

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Pay TV

B tv

IPTV service B tv, launched in 2009 by SK Telecom's broadband unit SK Broadband, offers 250+ SD/HD channels and 160,000+ VOD/catch-up titles (movies/TV series) to 6.278 million subscribers (April 2022). Monthly subscriptions with a one-year contract cost from Won14,850/US$11.56 for the basic pack for 136 channels to Won23,650/US$18.41 for the B tv All plan for 251 channels. SK Broadband, which also offers Apple TV 4K/+, broadband and mobile services, had 6.616 million broadband subscribers and 1.683 million mobile customers at the end of April 2022.

D'Live

D'Live is a cable internet/pay-TV and OTT service provider in Korea offering upwards of 242 channels. Bundle of internet/TV/OTT services costs Won66,000/US$51.38 a month for a year contract.

KT Skylife/Olleh TV/Olleh TV Skylife

Founded in 1981 as a fixed-line service provider, the former state-owned KT Corporation began providing satellite services through KT Skylife in 2002. KT Skylife/SkyTV/Olleh TV offers over 260 HD/SD TV/audio channels and 300,000 VOD titles to 9.265 million users (April 2022). KT produces its own content, including drama, sports and talk shows, and has an interest in mobile (23.06 million subs, April 2022), ultra-high-definition IPTV (Olleh GiGA UHD tv) and broadband (9.559 million users, April 2022) services.

LG U+

Established in July 1996 by LG U+ Corp, LG U+ is an IPTV service offering VOD titles and 259 live channels. LG U+, which had 5.415 million subscribers at the end of April 2022, also operates broadband service Giga Broadband to 4.956 million subscribers (April 2022). LG U+ and Giga Broadband internet combo monthly subscription plans for a three-year contract cost from Won38,150/US$29.69 for 211 channels and 100 Mbps internet connection to Won68,810/US$53.56 for 259 channels, Disney+ and 1 Gbps connection. Aside from Disney+, the platform carries third party streaming services Netflix and YouTube Premium, offered either standalone or bundled with the U+ TV plans. In-house mobile TV apps include U+ Mobile TV, U+Golf, U+Children and U+Pro Baseball. LG U+ was founded in July 1996 by the merger of three LG telcos: LG Telecom, LG Dacom and LG Powercom.

OTT/Online/Mobile

Apple TV+/4K

Apple TV+ launched in Korea on 4 November 2021, with its first Korean original series, *Dr. Brain*. Directed and executive produced by filmmaker Kim Jee-woon (*A Tale of Two Sisters*), the six-episode sci fi drama *Dr. Brain* is based on the Korean webtoon by Hongjacga and is produced for Apple TV+ by Bound Entertainment, Kakao Entertainment, StudioPlex and Dark Circle Pictures. In Korea, Apple TV+ is available via the Apple TV app (via iPhone, iPad, iPod touch, Mac, Apple TV HD, Apple TV 4K, select Samsung and LG smart TVs, PlayStation consoles, select SK Broadband set-top boxes) and Apple TV portal. Apple TV+ costs Won6,500/US$5.56 a month with a 7-day free trial. Apple TV 4K box starts at Won239,000/US$203.

Coupang Play

Established in Dec 2020 by e-commerce company Coupang, Coupang Play offers original content, local and foreign shows free to its premium Coupang members. The streamer released its first original series, *One Ordinary Day*, an adaptation of BBC Studios's thriller/legal *Criminal Justice*, on 27 November 2021. Coupang membership costs Won4,990/US$3.86 a month.

Disney+

Disney+ launched in Korea on 12 November 2021. Subscription costs Won9,900/US$8.47 a month or Won99,000/US$84.69 a year. Disney+ is also available on LG Uplus's IPTV U+tv platform.

Kakao TV

Launched in Feb 2017, Kakao TV offers UGC, local TV, original content and interactive real-time chat. Kakao TV is owned and operated by Kakao Corporation, formed by the merger between video platform Kakao and content provider Daum Communications in 2014.

My K

My K is a mobile app of Korean Broadcasting System (KBS), offering select content from its channels, including KBS 1TV and 2TV.

Naver TV

Ad-supported online video portal Naver TV launched in 2012 by internet service operator Naver Corporation, best known for its search portal/online services. The platform offers Korean web series and UGC videos. Naver TVcast also carries some acquired English-language content. In Jan 2021, parent company Naver Corp announced its plan to acquire Canadian crowd-storytelling platform Wattpad for about US$600m. The acquisition was completed in May 2021. Naver also holds a 15% stake in CJ ENM's streaming platform TVing after investing KRW40 billion/US$35.45 million in July 2021.

Netflix

Netflix has been actively working with Korean content companies, including CJ ENM's Studio Dragon, Dexter Studio, Livetone and JTBC, to produce a slate of original series. In Jan 2021, Netflix set up two new production facilities (involving nine stages) across Korea. *Squid Game* (premiered 17 September 2021), Netflix's biggest show ever and the first series to surpass 100 million members at launch, was created at the new facilities. The Korean adaptation of *La Casa De Papel* (*Money Heist*), which is slated to release on 24 June 2022, was also made at the new facilities. Monthly subscriptions cost Won9,500/US$8 for the basic plan, Won13,500/US$11.45 for the standard plan and Won17,000/US$14.37 for the premium plan. According to data from Media Partners Asia's (MPA) proprietary AMPD measurement platform, Netflix had the highest share of SVOD subscribers with 33% in Q4 2021, followed by

Wavve with 19%, TVing 18%, Coupang Play 8% and Disney+ 7%.

Paramount+

Marking its first entry to the Asian market, Paramount+ launched in South Korea on 16 June 2022 as an exclusive bundle with Korean entertainment conglomerate CJ ENM's streaming service TVing. Paramount+ is the fourth global streaming service provider operating in South Korea, following Netflix, Disney+ and Apple TV+. TVing offers Paramount+ to all its subscribers at no extra cost. Paramount+'s entry into Asia was announced in December 2021 as part of a multi-layered distribution and content "global strategic partnership" with CJ ENM.

Seezn

Seezn (aka Season) is a mobile extension of IPTV Olleh TV service by telco KT. The updated Seezn was unveiled in Nov 2019, offering more than 200 real-time TV channels and replays of over 300,000 shows including titles from KBS, SBS and MBC. The aim is to create over 100 original series by 2023. Subscription rates range from Won5,500/US$4.25 a month for the basic pack to Won13,200/US$10.20 a month for the Mix Plus pack.

TVing

Korean streaming platform TVing offers real-time TV channels, and VOD of original, local and international content. TVing aims to produce about 100 original programmes by 2023. Outside of Korea, TVing is making a play for international audiences, including the U.S., with a direct-to-consumer service based on what it sees as the "global K-content craze". The initiative, supported by Korean content powerhouses CJ ENM and JTBC, kicks off in Japan and Taiwan in 2022, followed by the U.S. in 2023 (exact launch dates are still pending as of 16 June 2022). The platform will offer TVing originals and Korean content as well as domestically acquired IP to target local audiences. The streamer, which said in February 2022 that it aims to reach four million paying subscribers by end of 2022, had two million paying subs at the end of 2021. TVing debuted in Korea in May 2010.

U+ Mobile TV

LG's U+ Mobile TV offers live TV channels and over 250,000 VOD content. The basic pack costs Won5,500/US$4.28 a month for 70+ real-time channels and VOD access. Daily pack is Won1,650/US$1.28 for a 24-hour usage.

Watcha

Founded in 2011, Kakao Ventures-backed Watcha Inc (formerly known as Frograms Inc/Watcha Play) launched SVOD service Watcha in Jan 2016. The service offers local/international content, including drama, documentary and animation series. The aim is for a niche streaming service offering specific genres such as Boy Love (BL) series, sports-related (baseball) shows and programming for the male viewers. Flagship content on Watcha as of June 2022 includes a documentary by the baseball club Hanwha Eagles called *Clubhouse: Hanwha Eagles* and BL series *Semantic Error*.

Wavve

Launched in Sept 2019, Wavve, a joint venture of SK Telecom, KBS, MBC and SBS, offers local/international content, including movies and drama series priced from Won7,900/US$6.15 a month for one screen to Won13,900/US$10.83 a month for four screens. The plan is to invest Won1 trillion/US$854 million in original content by 2025. Wavve had a 19% share of SVOD subscribers behind leader Netflix (33%) in Q4 2021 in Korea, according to Media Partners Asia's (MPA) proprietary AMPD measurement platform.

YouTube Premium

Google's video subscription service YouTube Premium (formerly YouTube Red) launched in Korea in Dec 2016. YouTube Premium offers original movies/series, music videos and ad-free (offline feature) videos, and costs Won10,450/US$8.13 a month for Android users and Won14,000/US$10.90 a month for iOS users.

Adapted from *ContentAsia*'s The Big List 2022

Be included!

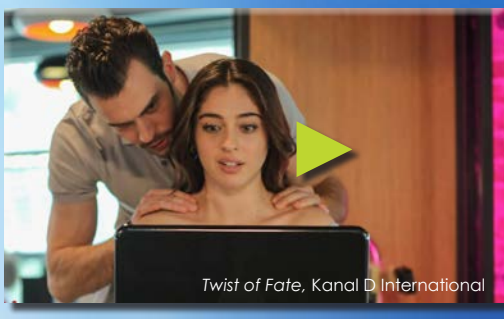
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contentasia Screenings


The Mole, Bomanbridge Media


New Gold Mountain, All3Media International


Twist of Fate, Kanal D International


Undercover, JTBC Studios



ABC News 7.30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings


World of Himmapan (Pipob Himmapan), BEC World


Voice In The Rain, Viu



The Last Wildlife – Anan, Wangpeng & Me, HONG PICTURES


Wife on Duty, JKN Global Media


Kalel, 15, Cignal Entertainment

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What's on where...

June 2022	20-21	DW Global Media Forum	Bonn, Germany + Online
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	22-23	ContentAsia Summit (Online + Content Showcases)	Online
	24-26	ContentAsia Summit (In-person + Live Online)	Bangkok, Thailand
	Until 25 Sept	ContentAsia Summit (On-demand)	Online
	26	ContentAsia Awards	Online
	30 Aug	AVIA: Korea in View	Seoul, Korea
	31 Aug - 2 Sept	BCWW	Seoul, Korea
September 2022	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	In-Person, Capella Singapore + Live Streamed
October 2022	6	AVIA: Indonesia in View	Jakarta, Indonesia
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
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	In-Person, Mumbai + Live Streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore
January 2023	16-23	Natpe Miami	
March 2023	13-16	Hong Kong Filmart 2023	
April 2023	17-19	Mip TV 2023	Cannes, France

** As of 17 June 2022*

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

House of Cards China demand continues

Amazon Prime Video's *The Boys* tops demand

As international distributors turn their attention to China for this year's three-day MIP China Partnership Forum (28 June-1 July), Amazon Prime Video's U.S. superhero series, *The Boys*, is topping titles measured by data science platform Parrot Analytics.

Demand for anime also ran high in China for the week of 7-13 June, led by new series *Spy X Family*, based on the manga story about a spy who creates a "family" in order to complete his mission. He "adopts" an orphan girl who, unbeknown to him, can read minds, and marries a woman who is an assassin.

Three other anime shows appeared on the top 10 overall list, with a fifth – Disney+'s *Summer Time Rendering* – on the digital list.

Netflix's old favourite, 2014 political drama *House of Cards*, remains on the list of shows most in-demand in China. Eight years ago, the show was said to be a favourite of mainland China's Communist Party leadership.

Top 10 overall TV shows: China

Rank	Title	Difference from Market Average
1	The Boys	26.19x
2	Better Call Saul	21.91x
3	Stranger Things	20.89x
4	Spy X Family (スパイファミリー)	20.66x
5	Machikado Mazoku (まちカドまぞく)	18.93x
6	Last Week Tonight With John Oliver	18.86x
7	Love Death + Robots	14.87x
8	Attack On Titan (進撃の巨人)	14.62x
9	Westworld	14.33x
10	Ya Boi Kongming! (パリピ孔明)	13.62x

Top 10 digital originals: China

Rank	Title	Platform	Difference from Market Average
1	The Boys	Amazon Prime Video	26.19x
2	Stranger Things	Netflix	20.89x
3	Love Death + Robots	Netflix	14.87x
4	Obi-wan Kenobi	Disney+	13.04x
5	Summer Time Rendering (サマータイムレンダ)	Disney+	12.76x
6	Arcane	Netflix	11.34x
7	Moon Knight	Disney+	11.26x
8	Black Mirror	Netflix	10.89x
9	House Of Cards	Netflix	10.79x
10	Komi Can't Communicate	Netflix	10.61x

Date range: 7-13 June 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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