

CJ ENM invests US\$82m in KT's Studio Genie

New alliance to strengthen Korea's entertainment ecosystem



Kang Ho-sung, CEO, CJ ENM (left) with Yoon Kyung-lim, KT's head of group transformation division

Korean media conglomerate CJ ENM is investing KRW100 billion/US\$82.2 million in KT Studio Genie as part of a new alliance announced on Monday (21 March).

The two companies said the equity investment was "the first step" in a broad cooperation involving a range of entertainment services.

Monday's MoU covers drama production, music and a joint fund for immersive media platforms, as well as the benefit of big data insights via KT infrastructure.

CJ ENM chief executive, Kang Ho-Sung, described the alliance as "a great help" for CJ ENM in becoming "a global total entertainment company".

KT Group's transformation division head, Yoon Kyung-lim, said the cooperation across platforms would strengthen the group's media and content business competitive ability as well as develop K-content and the domestic media ecosystem.

CJ ENM said the Studio Genie investment would strengthen CJ ENM linear

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StarHub closes MyRepublic acquisition

Singapore-listed StarHub completed the acquisition of a majority interest in the broadband business of MyRepublic on 21 March. The company announced the proposed acquisition in September last year. StarHub will hold 50.1% of the new indirect subsidiary.



Taicca, Netflix reup content alliance for 2022

Netflix and Taiwan's Creative Content Agency, Taicca, are continuing their cooperation in 2022, signing a new MoU to boost Taiwanese series, movies, animation and other original content. No dollar value on the new MoU has been disclosed.

TechStorm preps IPO post-2024 Debbie Lee highlights growth of 400% in parts of Asia

Singapore-based esports, gaming and tech platform, TechStorm, is eyeing an IPO, saying this month that it would be spending the next two years preparing to list. No other details were disclosed.

The IPO commitment coincided with the announcement earlier this month that the company was expanding its advisory board.

The upsized board includes financial veteran Daniel Lee, former head of business and listing at DBS Digital Exchange; tech leader Kau Yi Ming, whose CV included MD of GrabRentals; and strategic advisor, Lau Yin Cheng, whose past roles include ComfortDelGro, Singtel, The Ascott Group and the Infocomm Development Authority of Singapore (IMDA).

TechStorm said the three would "le-

verage their collective thought leadership and expertise to provide guidance to the company's executive team as it fortifies its presence in the metaverse".

TechStorm founder and chief executive officer, Debbie Lee, said TechStorm had recorded growth of more than 400% in some territories in the past two years.

"Our next goalpost will be to get us IPO ready by 2024," she said.

Lee added that the convergence of esports, gaming and tech verticals in the metaverse, would unlock "explosive entertainment value" for TechStorm's potential community of 35-years-old esports, gaming and tech enthusiasts across 11 territories in Southeast Asia, Hong Kong, Taiwan, Bangladesh and Sri Lanka.

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Outdoor, WaterBear Network partner on Earth Day marathon

Three-day fest runs from biodiversity and climate action to sustainable fashion

Outdoor Channel and 18-month-old digital platform, the WaterBear Network, have partnered on a three-day programming marathon to mark this year's Earth Day.

The event, which extends last year's Outdoor Channel/WaterBear Network content partnership, kicks off on 22 April with coral restoration film, *A Coral Love Story*.

Shows involved in the Earth Day marathon span biodiversity, climate action, food waste, and sustainable fashion, as well as impact productions around wildlife protection produced with NGO partners.

WaterBear's original titles include *Defenders of The Deep*, in which Greenpeace boat driver, Jetske Nagtglas, talks about fighting whaling in Antarctica; *Food For Thought*, about food waste management; and *Redress The Future*, about the fashion industry.

There's also *Wildlife Ranger Challenge*, which follows conservation enforcement officer Benson Kanyembo and his team training to take part in the challenge.

Outdoor Channel content in the special includes exclusive environmental documentary, *It's In Our Nature*, which tracks what Singapore stands to lose if more of its wildlife becomes extinct; *Ocean Plastic Clean Up Hong Kong*, about five young people who go out to sea; and *Wildlife Heroes*, the backstory of Ivan Carter engaging with anti-poaching teams and spending time on the front lines of conservation.

A long-time environmental campaigner and veteran factual producer, WaterBear Network founder and chief executive, Ellen Windemuth, says WaterBear's trademark content qualities are shows "that inspire action to address critical socio-environmental issues".

She says the platform "aims to drive significant positive impact by telling stories that build emotional connections" with audiences around the world.



Defenders of the Deep (above); Ellen Windemuth, WaterBear Network (left)

"We specialise in atomic stories: small in scale but explosive in impact, these stories activate the masses, and shift perspectives while driving engagement," she adds.

So far, WaterBear has partnered with more than 140 NGOs around the world and is available on various platforms and devices in 194 countries.

The most engaged audiences so far are in English-speaking markets such as the U.S., U.K. and Australia. The first branded linear channel recently launched on Samsung TV Plus across the U.K., Netherlands and Sweden.

WaterBear's slate tracks global environmental awareness content trends.

"There has been a significant increase in sustainability programming in the last few years raising awareness of key socio-environmental issues," Windemuth says.

"The pandemic strengthened humans' relationship with the environment, even as the climate crisis grows

more urgent," she adds.

Style and tone are also changing.

"We're seeing a shift from programmes based on facts to more emotive and empathetic stories with a sharp focus on individual characters that people can connect to," she says.

18 months into the streaming platform's existence, Windemuth says WaterBear is "doing exactly what we set out to do: we are an impact platform using storytelling to educate and inspire, which we hope will ultimately drive impact using actions and content to do so".

For 2022, Windemuth is focusing on growing brand partnerships, which she says are key to the platform's business model.

"We aim to drive significant positive impact by working with like-minded brands, from SMEs to large corporations, and form long-term impact-led partnerships based on shared values and mutual objectives," she says.

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India's MIB promises policy to support animation companies; task force being set up

In a country not known for supporting the content/production ecosystem, India's Ministry of Information and Broadcasting (MIB) is promising a new framework and policy designed to help animation, visual effects, gaming and comics creators. MIB secretary, Apurva Chandra, said during the inauguration of the Media and Entertainment Week in Dubai on Friday (18 March 2022) that the ministry would set up an AVGC (Animation, Visual Effects, Gaming and Comics) task force by the end of March 2022 to formulate a policy designed to support companies in the sector. No commitments were made to a timetable for the publication of the new policy. Chandra also said that India's media and entertainment industry was valued at US\$28 billion and was projected to reach US\$100 billion by 2030, growing at a cumulative rate of 12%.



Ramadan alert: Indonesia's KPI warns broadcasters about programme guidelines

Indonesia's broadcasters have been given an early warning to watch what they air during the Islamic holy month of Ramadan, which starts at the beginning of April. Broadcast commission KPI said stations were obliged to filter out profanity/obscenity, violent scenes, mystical and supernatural programming as well as abide by classification codes. These include increasing duration and frequency of Islamic programming; ensuring appropriate clothing worn by presenters, hosts, characters; no excessive/close up consumption of food and/or drinks; and having competent/credible preachers on air.

India's Toonz Media Group backs Kayara 2024 release for epic co-pro with Peru's Tunche Films



Kayara

India's Toonz Media Group has joined *Ainbo – Spirit of the Amazon* creators, Tunche Films from Peru, to co-produce female-oriented animated feature, *Kayara*, in Spain.

The historical CGI co-production will be produced through Toonz's Spanish group company, Fortoon Island, and is scheduled to release in 2024.

Kayara is the story of a young Inca woman who dreams of joining the Chasqui Messengers – an elite, male-only league of official messengers in the Incan Empire. In her quest to be the first female Chasqui Messenger, Kayara overcomes many obstacles, at the same time discovering the ancient stories of her land and her people.

Directed by César Zelada (*Together It's Possible*), the film's executive producer and sales agent is L.A.-based Cinema Management Group (CMG).

CMG previously worked with Toonz

Media Group on animated feature, *The Canterville Ghost* and with Tunche Films on *Ainbo*.

Toonz chief executive, P. Jayakumar, said the film "has its roots firmly placed in ancient, indigenous wisdom and modern, progressive values at the same time".

He also highlighted the strong female character and the projects diverse cultural character.

"*Kayara* is the story of a heroine who changed the role of women in many ways. Her epic journey follows situations and characters that can be easily identified by today's audience, even though the story is set 500 years ago," added Carlos Biern, president of animation production and co-production for Toonz Media Group.

CMG has pre-sold *Kayara* to 15 international distributors, including Rialto Distribution for Australia/New Zealand.



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From page 1: CJ ENM/KT

channels, including tvN and OCN, as well as streaming services.

The investment gives CJ ENM first-look rights to a "significant amount" of Studio Genie content.

In turn, cooperation with CJ ENM, which has a strong domestic and overseas distribution network, is expected to help enhance the corporate value of Studio Genie, a joint statement from the two companies said.

CJ ENM is also promoting joint planning and production, including drama series, with Studio Genie.

"Based on the high-quality plan secured by Studio Genie, the two companies can also jointly produce global masterpieces," the companies said.

Established to spearhead KT Group's media/content business, Studio Genie subsidiaries include StoryWiz (planning, producing and distributing content such as webtoons and web novels); Milly's library (reading platform); and Genie Music (audio streaming).

The KT agreement tops a string of alliances acquisitions by CJ ENM as it attempts create a global media empire.

These include tie ups with ViacomCBS, Japan's TBS Group and Toei Animation, and the acquisition of Endeavor Content. In Korea, CJ ENM has taken over production companies such as Mohawk Film, MMakers and MillionVolt, adding these to subsidiaries JK Film, Vlad Studio and Bone Factory.



Netflix returns Zelensky comedy series

Netflix has returned season one of 2016 TV comedy *Servant of the People* – starring Volodymyr Zelensky before he became Ukraine's president – to its global slate. The series features Zelensky as a Ukrainian teacher whose tirade against government corruption goes viral, and he finds himself in a new role as the country's president. The show ran on Netflix until last year. Three seasons of the series were made.

Data breach hits Taiwan's news archive
Public broadcaster in the firing line for faulty back-up

Taiwan's Public Television Service (PTS) is preparing to face the country's public service TV and regulatory bosses on Thursday (24 March) with a full explanation on the possible loss of up to 80,000 news clips from the country's digital archive and issues with its back-up systems.

The information security breach, which involved more than 400,000 news clips produced between 2016 and 2021, was reported to the National Communications Commission (NCC) on 8 February, about 20 minutes after it was discovered, as well as to the Minis-

try of Culture.

The clips were deleted from the digital news reel archive by a third-party contractor in what PTS is calling an "abnormal event".

About 330,000 clips had been recovered by 11 March. It's not clear whether the other 80,000 are recoverable.

Only news clips were involved. PTS said programme video and audio materials were not affected.

PTS has appointed a legal team and is seeking compensation from the contractor, which has not been named.

Mubi debuts curated Malaysia playlist
Writer/director Al Jafree Md Yusop kicks off new initiative

Global film streamer, Mubi, has partnered with Malaysian writer and director, Al Jafree Md Yusop, to curate a list of 10 films for the platform.

This is the first time curated playlists will be available on Mubi Malaysia.

The selection is available to viewers under the "Hand-picked by Al Jafree Md Yusop" spotlight, which launched this month.

The list features a mix of Asian and international titles, including Krzysztof Kieslowski's *The Double Life of Veronique*, Wong Kar Wai's *In The Mood For Love*, Agnes Varda's *Vagabond* and Abbas Kiarostami's *Taste of Cherry*.

Md Yusop, who wrote and directed award-winning 2018 feature *Mencari Rahmat* (a local adaptation of Oscar Wilde's *The Importance of Being Earnest*) described the films as "movies that have stayed with me, have impressed me and made me laugh and cry and shudder".



Al Jafree Md Yusop

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- Driven to meet & exceed fiscal year annual and quarterly sales targets

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- Ambitious and aggressive in deal making, identifying to closing
- People-oriented to initiate, manage, develop relationships with direct clients, brands and media agencies
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- Driven to meet & exceed fiscal year annual sales targets

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- Hands-on, solid track record of consumer outreach, building engagement with subscribers, driving audience growth, ratings with a full suite of expertise across marketing campaigns, social and digital push.
- For Affiliate Marketing, a solid track record of actual affiliate network with strong people relationships across Southeast Asia, or HK, Taiwan or South Asia markets is essential.
- People-oriented to initiate, manage, develop relationships with partners, platforms and internal stakeholders
- Strategic mind-set but detailed in execution, preferred experience in qualitative or quantitative research, analytics and ability to articulate marketing in a convincing narrative
- Multi-tasking, ability to work fast, strong EQ in handling cross cultural communications are critical success factors for roles
- Driven to meet & exceed measurable, quantifiable growth targets

CONTENT PRODUCERS - Digital content/ OAP/ Livestream (3 positions)

- Strong storytelling skills, animation/motion graphics, video production, creativity, detailed in project management
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- Detailed documentation for TV shows, rundown, production schedules and scripts
- Set and review budgets and expenditure based on management given annual budgets, must conform to budgetary restrictions
- Professional sourcing, negotiate 3rd party contracts with vendors, partners across Asia
- Must be social media trend savvy with cross over production for both broadcast and digital
- To manage multiple deadlines, tight budgets working professionally with other peer members in the team

JUNIOR GRAPHIC DESIGNER/JUNIOR MULTIMEDIA DESIGNER (1 position)

- Minimum 2 years' hands-on software whiz at After effects, motion graphics, Abode Premiere Pro, Illustrator and Pagemaker
- Creating digital assets for web, social media, eDMs and videos. (infographics, banners, social media etc).
- Create video and motion graphics, moving images (GIF/MP4) and assets for digital ads (Facebook, Instagram, YouTube etc).
- Take creative direction but be proactive, great level-down work attitude with the ability to work fast

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- Must have direct experience dealing with Singapore Inland Revenue Authority (IRAS) on reporting of staff incomes, and taxation
- Must have direct experience dealing with Singapore Central Provident Fund (CPF Board) on statutory contributions, calculations, and submissions to ensure accuracy

- Must have direct experience dealing with Singapore government agencies on staff grants, applications, documentation processing and ensure follow up for grant disbursement
- Exposure to offshore hiring, recruitment and setting up of new offices and branch office preferred
- Responsible for payroll, leave calculation, new hires and cross spectrum HR work
- Hands-on HR policy handbook drafting, meticulous and detailed but people oriented
- Good discipline and willing to think out-of-the-box in a fast paced start up environment.

EXECUTIVE SECRETARY TO CEO (1 position)

- Professional demeanour and detailed oriented strong track record of full secretarial duties to senior management at C-suite level
- Minimum 5 to 7 years as Confidential Secretary or Executive Secretary in similar multinational corporations
- LCCI Private Secretarial Diploma preferred
- Excellent organizational and time-management skills efficient administrative skills and interest in office management and maintenance
- Organize travel arrangements, meetings both in-person and virtual meeting set-up
- Strong communicator, can-do attitude and team player to communicate across internal and external stakeholders
- Meeting minutes with some experience with organizing board meetings, large group meetings and department retreats.

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- Managers: Minimum 5-7 years' solid media, advertising experience with a solid track record
- Directors: Minimum 10 years of solid sales track record in media out of which a minimum of 3 years as a Director position in similar role
- Producers: Minimum 5-7 years' solid production, OAP experience with a solid portfolio
- Minimum university degree, demonstrable strong written and spoken skills in English language plus one spoken Asian vernacular language is a must

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Myanmar

In numbers

Population	55.516 million
Households	11.16 million
Avg. household size	4.6
TV households	59.3%
Internet households	56%
Mobile phone users	85.8%
Fixed tel users	4.3%

Source: Myanmar Central Statistical Organisation (TV households in 2018, as of Sept 2020), Department of Population (population in Mar 2022, households & size/TV/fixed tel/internet in 2019)

Free TV

Myanmar National TV (MNTV)/MITV/Channel 9

Shwe Than Lwin Media operates three free-TV channels – Myanmar National TV (MNTV, since 2012), Myanmar International TV (MITV) and Channel 9. Flagship MNTV has a total viewership of 35.4 million across Myanmar. The group is also involved in subscription satellite platform Sky Net DTH and radio.

Myanma Radio and Television

Myanmar's Ministry of Information set up Myanma Radio and Television (MRTV) in 1980, and started broadcasting in 1981. MRTV owns/operates 10 TV channels. MRTV started digital broadcasting (DVB T2) in Oct 2013.

MRTV-4 HD/Channel 7 HD

The Forever Group launched digital/analogue entertainment service MRTV-4 in May 2004, broadcasting for two hours a day, migrating to a 24-hour schedule in 2010. Second free-TV service, Channel 7 (launched 2012), targets younger audiences. Both are available in HD (DVB-T2/DTH nationwide). Forever Group launched two digital free-TV channels, Maha Bawdi (Buddhist) in 2013 and Readers Channel (literature), and on-line service Pyone Play (launched 2016) offering free access to on-demand/live streaming content. Forever Group is also involved in drama and formats productions.



Colorful Dreams, a Canal+ Myanmar's original drama series (20x26'), launched on 10 March 2022, airs Thursdays at 8pm on Canal+ Zat Lenn channel

Myawaddy Television (MWD-TV)

Myanmar's Ministry of Defence established Myawaddy Television (MWD-TV) in Mar 1995. MWD-TV broadcasts seven TV channels, offering music, variety, movies and factual. Acquisitions include Korean drama and documentary.

Pay TV

Canal+ Myanmar FG

France's Canal+ Group launched commercial DTH services in Myanmar in early 2018 following a 2017 deal with the Forever Group. Canal+ Myanmar FG is the reincarnation of Forever Group's pay-TV service 4TV (launched in 2005 as MRTV-4 International). The service offers 85+ channels with language-customised content, including nine in-house channels. Basic subscriptions cost from MMK2,500/US\$1.42 for 30 days. Premium packages range from MMK8,500/US\$4.86 for 30 days. Canal+ also offers MyCanal, an OTT extension of the pay-TV service, free to its subscribers since 2019.

Sky Net DTH

DTH satellite platform Sky Net DTH, owned/managed by the Shwe Than

Lwin Media group, launched in Nov 2010 adding multi-play services in Feb 2011. Sky Net broadcasts over 100 SD/HD channels, packaged from MMK7,200/US\$4.40 a month. Flagship content includes all the UEFA Euro 2020 matches, which are offered via its in-house pay-per-view channels. The platform uses extraterrestrial transmission and has 100% signal coverage across the country.

Digital Free to Air

5plus Channel

5plus offers local and foreign content, including Indian programming and TV drama series from China, Thailand and Korea. Broadcasting nationwide, 5 Plus is owned by the Family Entertainment Group.

Fortune TV

Launched in 1991 as a lift installation/servicing company, Fortune International's diversified business now includes digital TV & telecomms. The company rolled out its TV services in Feb 2019, offering mostly local, with a few international movies and Chinese TV series.

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Building business of
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Channel K

Kaung Myanmar Aung's Channel K (or Kaytumadi) offers business content, movies, music and culture content targeting the 18-38 demographic.

Launched in Feb 2019, Channel K covers all 15 states of Myanmar and is also available on OTT app. The vision is to collaborate with local and international partners to produce movies, dramas, news and variety shows.

YTV

Launched in Jan 2019, YTV offers foreign movies, TV series, animation, religious series, game and talk shows. YTV is managed by My Multimedia Group, a subsidiary of conglomerate Young Investment Group. YTV reaches 151 towns covering 70% of Myanmar.

Streaming/OTT**Mahar**

Mahar (launched June 2018 by ABC Content Solutions) offers over 3,000 titles, including local movies/series and content from India and Korea. Mahar had 7+m registered global users at the end of 2020. The 2021 aim is to continue producing quality Mahar original series and to produce Myanmar puppet shows. Distribution partners are MPT, Telenor, Ooredoo, MyTel and Ananda in Myanmar as well as Dtac and TrueMoveH in Thailand. Subscriptions cost MMK99/US\$0.06 a day, MMK549/US\$0.30 a week and MMK1,999/US\$1.12 a month. Pay per view costs MMK150/US\$0.08 per title. Select content is offered for free.

MyCanal Myanmar

An OTT extension of DTH Canal+ Myanmar. Live TV channels, VOD and catch-up free for Canal+ subscribers.

Pyone Play

Online video service by Myanmar Radio and Television. Launched in 2016 offering free access to on-demand/live streaming TV content/catch up via iOS/Android.

Viu Myanmar

Streaming platform Viu launched in Myanmar in Sept 2018, offering local/international and regional content, including original programming, Indian and Korean shows, with local subtitles. Viu Myanmar have partnerships with all four telcos in the country (see Telcos section).

Telcos**Myanmar Posts and Telecommunications (MPT)**

State-owned MPT provides internet, fixed-line and mobile services to more than 20 million subscribers. The telco launched fibre-to-the-home (FTTH) services in Yangon in Aug 2017. MPT operates under the Ministry of Transport and Communications.

Mytel

Myanmar's fourth telco, Mytel, launched in 2018, offering nationwide 2G/4G services. Mytel is owned by Myanmar National Tele & Communications (MNTC), formed in Jan 2017 by Vietnam's Viettel (49%) and a consortium (51%) of local companies operating under MNTC.

Ooredoo Myanmar

Ooredoo was awarded a licence in June 2013 and began operations in Aug 2014. The telco has upwards of 10 million subscribers (Q4 2021).

Telenor Myanmar

Telenor Myanmar by Norwegian telecom operator Telenor, has been providing mobile and internet services using 2G/3G GSM technology since 2014. The telco launched 4G/LTE services in Oct 2016 and now has 4G/LTE coverage in 29 major cities and towns in Nay Pyi Taw union territory and all states and regions except Kayah, Chin and Ayeyarwady. On 8 July 2021, owner Telenor announced that it has sold 100% of its stake in Myanmar to Lebanese investment firm M1 Group for US\$105 million following the 2021 Myanmar coup d'etat. In February 2022, the Myanmar Investment Commission gave final regulatory approval to the sale of Telenor Myanmar to the M1 Group. Telenor Myanmar had about 16 million subscribers in 2020.

Regulators**Ministry of Information (MOI)**

The Ministry of Information is made up of the Minister's Office, two departments (Myanmar Television and Radio, Information and Public Relations) and three enterprises (printing and publishing, news and periodicals, motion picture). The Myanmar Television and Radio Department (TRD)'s key objectives are to inform, educate and entertain the public.

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The Big List 2022

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Roseanne J. Barcason | Renzo G. Gandingan

Trends & Outlook 2021
As we expect the further proliferation of streaming video services, both SVOD and AVOD, to continue in 2021 without eroding the value of linear programming in Asia, we will see more of the shift in linear content to restrictive IP production. Finally, we see more partnerships and co-production deals taking place among key players in the industry in order to produce quality content for specific platforms.

Roseanne J. Barcason, Vice President, GMA Worldwide Division

Marking its 71st year in the broadcast industry this year, GMA Network Inc. is the Philippines' largest and most trusted media company, and the primary source of Filipino content around the world. Through its Worldwide division, GMA International, and GMA New Media, GMA content is seen in over 40 countries in five continents. Its lineup of varied programmes entertains and inspires viewers worldwide. GMA's dramas and telenovelas are known for their daring, uncharted themes, which offer viewers a rich array of emotional experiences.

Genres
We set drama, romance, romantic comedy, fantasy, and action-adventure series. We also have reality and factual content, as well as scripted and non-scripted formats.

Production
GMA's first original production for 2021 is *The Last Recipe* (25x45 mins) against a fantasy-romance series about a chef who magically time-travels to the past and unintentionally finds a famous recipe, changing and mending things in the present time. The series increased the viewership of GMA's second free-to-air channel, GMA 7, to continue to be a leading topic on social media, with netizens loving about how unique and refreshing the show is.



The Last Recipe

Asia focus in 2021
"We wish to strengthen our partnership with major players in Southeast Asia, China and India, partner with major OTT players in the region and increase our presence in Central Asia."



I Can See You

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Legal Wives

Legal Wives
A cultural drama about a woman who marries three different women - the first one, to fulfil his family duty; the second one, because of true love; and the third one, to save the honour of a fiancée's daughter. Complications and conflicts arise and the woman faces the challenge to keep his family together and achieve harmony among his three wives. Episodes/length: 4 series of 8x30 mins (Season 1)

The First Lady
An inspirational story of an ordinary woman who gets to lead an extraordinary life as the first lady of the cabinet of a widowed Philippine Vice President who eventually becomes President by succession and election. Through social and feminist obstacles and struggles, the relationship between the woman and country leader prevails and blossoms into something beautiful, heartwarming and exciting. Episodes/length: 32x45 mins (Season 1)



AIS3Media International is the distribution arm of AIS3Media group and manages a distribution catalogue spanning more than 15,000 hours of content across all genres. As well as Britain's top-selling drama series *Midsomer Murders*, quality scripted content includes *Fleabag*, *The Missing*, *Skins*, *Mystery Road*, *Star* and *National Treasure*. Non-scripted and format highlights include *Gogglebox*, *Undercover Boss*, *Gordon Ramsay's 24 Hours to Hell and Back*, *The Cube* and *Travel Guides*.

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Genres
We have something for everyone across all our production companies and our partners from scripted series to reality, documentaries, entertainment as well as formats and scripted formats.

Production
Over the past 12 months, we have continued to increase our drama offerings and currently, we plan to have over 20 prime time drama series delivered in 2021. Some examples include *It's A Sin* (made by Red Production Company for Channel 4 and HBO and with a wonderful cast including City Neill, Stephen Fry, Neil Patrick Harris and Keeley Hazell), *So Close* (made by Red Media Productions and starring Emily Watson and Denise Gough), *Eben* (made for Star Australia by Entertainment Partners and Balcon Entertainment), *Angels Back* (from Two Brothers Pictures starring Joanne Froggatt, Michael Mullan and Samuel Adewunmi). We also have some of our wonderful scripted series returning including *Baptiste*, *All Creatures Great and Small* and *Van der Valk*.



It's A Sin

Trends & Outlook 2021
"Despite production in some Asian countries slowing down in 2020 due to COVID-19, the local producers are still king! Adaptations of scripted format have been on rise over the past few years and we can see this still growing in 2021."
"Collaborations in productions and co-productions are also in high demand despite the COVID-19 travel restrictions."
"Clients, producers and broadcaster want to produce content that is not only successful in their home country but which can travel in the region and beyond. As a result the type of projects clients, producers and broadcaster work on, the collaborations they look for and the budget they need are all impacted."

Asia focus in 2021
"Our primary focus is to continue the growth we have had in the region since we opened the office 4 years ago. Despite the various challenges in 2020 we had a very successful year, thanks to the AIS3Media International catalogue becoming stronger and stronger and the various collaborations and partnerships we have established."



The Cube



Gordon Ramsay's 24 Hours to Hell and Back

It's A Sin
A story of love, life and loss. A group of queer young men come together in London in the early 1980s. They are all searching for themselves and a future filled with freedom and love. But the onset of the AIDS crisis confronts them with harsh realities. Genre: Drama. Episodes/length: 8x30 mins. Broadcaster: Channel 4 (U.K.) / HBO Max (U.S.)

The Cube
Made of more timely as it can be filmed with social distancing in place, *The Cube's* inherent dynamic and entertainment value remain intact as contestants complete physical challenges for cash prizes. Genre: Entertainment. Cast: New, Episodes/length: 8x60 mins. Broadcaster: ITV (U.K.)

Gordon Ramsay: Uncharted
Superstar chef Gordon Ramsay takes food as far as it can go in a succession of globe-trotting adventures in his thrilling culinary expedition series across Peru, Cuba, Monaco, Hawaii, Alaska and New Zealand. Genre: Factual/Entertainment/Documentary. Episodes/length: 6x60 mins. Broadcaster: National Geographic

THE GORDON RAMSAY COLLECTION

MISS FISHER AND HER SCANDALOUS SIBLINGS

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CONTROL
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AIS3 MEDIA

Publishing this quarter, ContentAsia's *The Big List* enhanced listings are distributed via email, with ongoing promotion across multiple platforms, video value-adds in ContentAsia's Screening Room, and year-round visibility at ContentAsia's online destination @ www.contentasia.tv

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What's on where...

March 2022	30-31	AVIA: OTT Summit	
	31	AVIA: Piracy Over the Top	
April 2022	1-6	Canneseries	Cannes, France
	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Drama / MIP Formats	Cannes, France
	29	AVIA: Future of Video India	
May 2022	31	AVIA: Satellite Industry Forum	
June 2022	1-3	BroadcastAsia / CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	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
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
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore

* As of 19 March 2022

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



Contentasia Screenings



www.contentasia.tv/screenings



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Indian *Luther* tops Pakistan digital top 10

Six Indian shows on overall top 10

Indian titles dominated demand in neighbouring Pakistan for the week of 8-14 March, taking three of the top five overall spots and putting Applause Entertainment/BBC Studios India's psychological thriller, *Rudra: The Edge of Darkness*, for Disney+ Hotstar ahead of anything produced by rival streaming platforms, according to data science company, Parrot Analytics.

Rudra: The Edge of Darkness is based on BBC series *Luther*. The six-episode series – part of Hotstar's bid to boost pre-

mium drama – premiered at the beginning of March with Ajay Devgn in the role played by Idris Elba in the original version.

Amazon Prime Video's India comedy drama, *Hostel Daze*, set in an engineering hostel in India, joined Prime Video India original, *Mirzapur*, on the list, giving Amazon the only platform with two shows on the digital top 10.

A second Applause Entertainment production – Sony Liv's *Scam 1992: The Harshad Mehta Story* – appeared on the digital list.

Top 10 overall TV shows: Pakistan

Rank	Title	Difference from Market Average
1	<i>Naagin</i> (नागनि)	17.5x
2	<i>Game Of Thrones</i>	17.4x
3	<i>The Kapil Sharma Show</i> (द कपिल शर्मा शो)	16.5x
4	<i>Peaky Blinders</i>	15.0x
5	<i>Rudra: The Edge Of Darkness</i>	14.8x
6	<i>WWE Monday Night Raw</i>	14.0x
7	<i>Tarak Mehta Ka Ooltah Chashmah</i> (तारक मेहता का उल्टा चश्मा)	13.5x
8	<i>Yeh Rishta Kya Kehlata Hai</i> (ये रिश्ता क्या कहलाता है)	13.4x
9	<i>La Casa De Papel (Money Heist)</i>	13.4x
10	<i>Mirzapur</i>	13.3x

Top 10 digital originals: Pakistan

Rank	Title	Platform	Difference from Market Average
1	<i>La Casa De Papel (Money Heist)</i>	Netflix	13.4x
2	<i>Mirzapur</i>	Amazon Prime Video	13.3x
3	<i>The Last Kingdom</i>	Netflix	10.6x
4	<i>Hostel Daze</i>	Amazon Prime Video	9.8x
5	<i>The Witcher</i>	Netflix	9.4x
6	<i>WandaVision</i>	Disney+	9.4x
7	<i>Stranger Things</i>	Netflix	8.0x
8	<i>The Boys</i>	Amazon Prime Video	7.7x
9	<i>Scam 1992: The Harshad Mehta Story</i>	Sony Liv	7.4x
10	<i>Loki</i>	Disney+	7.1x

Date range: 8-14 March 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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