

## Spanish drama squeezes out Korea on Netflix top 10

*All of Us are Dead* tops charts at half of *Squid Game* power

Korean drama is holding onto the top spot on Netflix's non-English-language charts, but Spanish drama squeezed Asia's top production centre into just two of 10 spots for the most recent week reported and *All of Us are Dead*'s total viewing hours for its first three weeks on the charts are less than 50% of *Squid Game*'s over the same period.

The full story is on page 4



## Spectacular turnaround for Thailand's BEC

Free-TV broadcaster reports 455% leap in 2021 profits from 2020 loss

Thailand's listed media outfit, BEC World Public Company, has reported a 455.5% increase in net profit for 2021, turning around a devastating start to last year and setting up a recovery expected to continue through this year. The company has attributed the reversal of fortune to its revamped approach to news, its ability to respond fast to changing circumstances and ongoing cost cutting.

The full story is on page 2

## New drama busts Vidio viewer records

Romcom hits 5.2 million views in 16 days since debut



Caitlin Halderman and Kevin Ardillova in *Married with Senior*, Vidio

New Indonesian TV drama, *Married with Senior*, topped 5.2 million views\* as of today (21 Feb 2022, 3pm JKT), giving the Jakarta-based streamer its biggest premium drama win and putting it at the head of a fierce race for streaming audiences in Southeast Asia's largest entertainment market.

The first four episodes of *Married with Senior*, based on a Wattpad story by Indonesian writer Cintaprita, garnered four million views as of 17 February 2022 – its biggest audience ever for a new series in its first 12 days. The five episodes available as of yesterday (20 February) pushed this up to a record 5.2 million views.

The performance of the Screenplay Films' original production, coming on top of ratings busters such as *Turn On* (2021), further supports the eight-year-old Vidio's decision to go big on its own dramas.

In November 2021, Vidio said it would be spending US\$150 million on original pro-

duction. It's not clear how this compares to the spend of rival streamers relying on Indonesia for numbers. Vidio has also not given a time frame for its expenditure.

Netflix does not disclose viewing data for Indonesia and, unlike the approach to Korea and India, has not talked about spend on original production in Indonesia.

*Married with Senior*'s stats also raise expectations for Vidio's next original titles, *Geez and Ann The Series*, which released on 18 February and *My Nerd Girl*, which started production in the second half of last year and premieres at the end of this month.

Eight-episode teen investigative drama *My Nerd Girl* is directed by Kuntz Agus (*Jingga & Senja*) and produced by Screenplay Films from @Aidahharisah's Wattpad story.

The series stars off-screen couple Naura Ayu and Devano Danendra, raising

The rest of the story is on page 8

## Beijing Jetsen, Tencent quiet on US\$284m deal

Exclusivity terms of the new US\$284-million programme acquisition agreement between Mainland Chinese streamer, Tencent, and producer/rights holder Beijing Jetsen Technology Co remain under wraps with a close eye being kept on a response from China's media regulators.

Tencent has declined to comment on the deal, which Beijing Jetsen disclosed to the Shenzhen Stock Exchange this month.

The deal gives Tencent rights to more than 6,300 titles – including *The Golden Era* (2014) – over the next six years.

The deal is equal to 56.54% of Beijing Jetsen's audited operating income in 2020.

In mid-2021, China's anti-trust regulator moved against Tencent's music exclusivity as part of a broader bid to curb the power of online giants.

## Spectacular turnaround for Thai BEC

### Free-TV broadcaster reports 455% profit leap in 2021

Thailand's BEC World Public Company has reported a 455.5% increase in net profits for 2021 to THB761.6 million/US\$23.7 million, closing last year at six consecutive quarters of profit after a dismal start to 2020. The company's net loss in 2020 was THB214.25 million/US\$6.7 million.

BEC's management attributed much of its gain to a revamped news line up – including the return of popular news anchor, Sorayuth Suthassanachinda – as well as to stringent and on-going cost cutting.

Revenue from global content licensing totalled THB226.1 million/US\$7 million in 2021, a year-on-year drop of 44.7%.

Revenue from digital platforms increased 39.6% year on year to THB599.9 million/US\$18.7 million.

The combined global licensing/digital revenue was THB826 million/US\$25.7 million, a 1.4% drop from from 2020 and down from early targets of THB1 billion/US\$31 million.

The dip is being attributed to production pauses as a result of Covid-19 restrictions and the delay in sales of exclusive content to streaming platforms and simulcasts to overseas markets.

BEC management highlighted its ability to respond quickly to changing circumstances. An example given was switching to prime-time drama reruns in Q3 2021 because of lower ad revenue.

Advertising revenue for 2021 was up 1.6% to THB4,834 million/US\$151 million.

The group's total revenue for the year was THB5,680 million/US\$177 million, decreasing 3.1% year on year.



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## Spanish TV squeezes Korea New zombie drama viewing hours dip



*All of Us Are Dead*, Netflix

Korean drama is holding onto the top spot on Netflix's non-English-language charts, but Spanish drama squeezed Asia's top production centre into just two of 10 spots for the week of 7-13 February.

The two Korean titles on the list for the week were coming of age zombie drama *All of Us Are Dead*, which was way ahead of its competition with 113.24 million hours viewed for its third week on the list, and *Our Beloved Summer*, which attracted 11.91 million viewing hours in its eighth week on the list.

This is the third consecutive week that *All of Us Are Dead* ranked first, although viewing hours were 9.26% down from the previous week.

*All of Us Are Dead* previously garnered 124,790,000 viewing hours for the week of 24-30 January 2022 and 236,230,000 viewing hours the week before (31 January-6 February 2022).

This brings the total viewing time across the three weeks to 474,260,000 hours – less than half the number of viewing hours attracted by *Squid Game* in its first three weeks at number one.

*Squid Game* had a total of 1,083,680,000 viewing hours for its first three weeks at the top of the chart – 63,190,000 for the week of 13-19 Sept 2021, 448,730,000 for 20-26 Sept 2021, and 571,760,000 for 27 Sept-3 Oct 2021.

Nevertheless, *All of Us Are Dead's* viewing hours for the week were just shy of the combined viewing for the next three shows on the list – Colombian telenovela, *Café con aroma de mujer* (51.84 million), *Dark Desire* season two (43.76 million) and *Dark Desire* season one (23.64 million).

The fifth show on the top five was Spanish thriller *Toy Boy* season one, with 18.25 million viewing hours in its first week on the list.

Of all the series on the non-English language TV series list for the week, Colombian musical telenovela, *The Queen of Flow* season two, had the most staying power. The 172-episode show has been a constant on the top 10 charts for 13 weeks. *Yo soy Betty, la fea* has been on the charts for 12 weeks.



## Japan aims further, broader, deeper at Hong Kong FILMART

### Yoshimoto Kogyo and Wowow talk about fresh goals, new projects & hopes for 2022

On 21 March, new Japanese satellite channel BS Yoshimoto starts broadcasting across Japan, kicking off what channel operator Yoshimoto Kogyo hopes will herald an era of accelerated collaborative content development that will reach further and wider than its traditional business.

The initiative will be top of mind for Yoshimoto Kogyo heading into this year's FILMART Online, organised by the Hong Kong Development Council (HKTDC), from 14-17 March.

"We believe in the idea of collaboration," Yoshimoto Kogyo international business development team's Sakura Wang says in the run-up to the annual Hong Kong event.

This is the second time the company, which celebrates its 110th anniversary this year – is participating in the event.

"We specifically are interested in projects that we can develop together as we believe this kind of collaborative effort helps foster true art," she adds.

With more than 5,000 new titles a year, Yoshimoto Kogyo's FILMART 2022 slate includes a mix of classics – such as Hitoshi Matsumoto's *You Laugh You Lose*, which has been going since 1989, and family challenge *Who is the Real Celebrity* – and new productions, topped by *Dragon Chef*, which was developed during the pandemic.

Wang says the restaurant industry was devastated during the pandemic, "destroying dreams all across Japan and the world... these chefs worked their entire lives to get to where they are today. We want to tell the stories of 16 chefs and give them a chance to win ¥10,000,000/US\$87,000 to make their dreams a reality".

Created by *Iron Chef*'s Keiichi Tanak, *Dragon Chef* swings to the opposite end of *Iron Chef*'s lavish, larger-than-life dishes.



*You Laugh You Lose*, Yoshimoto Kogyo

Sakura Wang, Yoshimoto Kogyo (top); Hideki Furutani, WOWOW

Wang calls the new format a "post-2020 culinary contest" that "shows both the beauty of the technique and the ingredients themselves".

The aim, she adds, is to "capture both a global audience and, at the same time, impress true gourmets".

Another new direction from Japanese participants at this year's FILMART is WOWOW INC's experimental foray into short-form drama and the expansion of its traditional mature target audiences into younger segments.

A long-time participant in the market, Wowow has added a series of 22 eight-minute episodes to its sales slate this year, says Hideki Furutani, WOWOW's international sales manager.

The show, *Young People These Days*, stars Takashi Sorimachi and Haruka Fukuhara in a comedy about the relationship between a young female office worker and her grumpy-looking but thoughtful boss.

*Young People These Days* is part of a slate of about 10-15 TV series that WOWOW will present at FILMART. Up to seven of its titles at FILMART will be new

releases for international buyers.

In addition to its trademark cinematic thrillers and mysteries, such as *Trust* and *Hiru/Leech*, WOWOW is bringing its newer forays into romantic comedy, including anime series, *I Want to Hold Aono-Kun So Badly I Could Die*, to Filmart 2022.

Furutani says the goal this year is to continue to expand already-solid relationships with Asian buyers to acquisition teams from other parts of the world.

It's a desire fuelled by last year's sale of premium courtroom drama *Behind the Door*, about two mothers in very different circumstances, to European broadcaster, Arte.

"Our hope is to meet more buyers from the Americas and Europe," he says.

WOWOW and Yoshimoto Kogyo, plus other major Asian sales companies, will also be bringing their latest films to Hong Kong's FILMART (14-17 March 2022).

Last year, FILMART Online welcomed 8,000 participants from 81 countries and regions along with 677 exhibitors from 46 countries/regions. It provided a platform for 2,600 business matching meetings for the promotion of over 2,100 film and television productions.

## All3Media Int'l expands Singapore base; Yow upped to VP, Euler handed new Aus/NZ role

Indie distributor All3Media International is expanding its Singapore-based regional HQ, upping Kit Yow to vice president of sales from her current role as sales manager, and promoting Alexander Euler to commercial executive for Australia and New Zealand.

The company says it is responding to increasing demand for multi-genre content and formats across the region.

Yow will continue to report to Sabrina Duguet, EVP Asia Pacific, in Singapore and will focus on sales to China, Japan, Korea, Taiwan, and pan-Asia.

Euler will focus on secondary rights as well as working with Julie Dowding, SVP (Australia and New Zealand) on sales of new content and Sabrina Duguet on formats sales.

Duguet has also added two new execs – Amanda Pe and Ellice Low – to her Singapore-based team.

Pe has joined as sales executive, responsible for finished programme and format sales in India, Mongolia and territories across Southeast Asia. Pe previously worked as a sales coordinator at Fremantle.

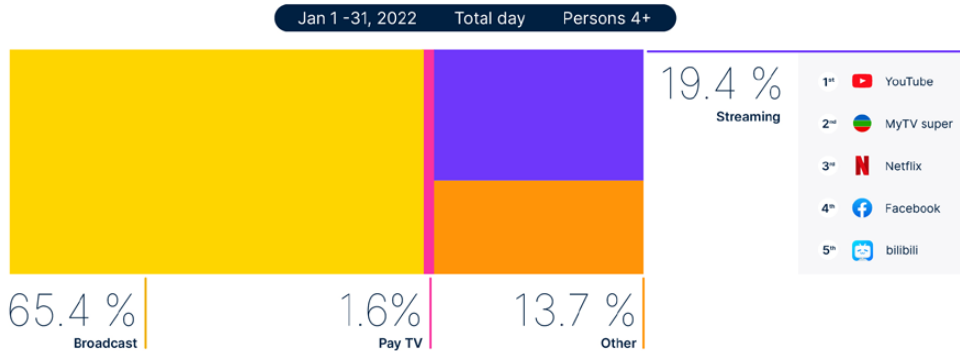
Low joins as media coordinator and admin manager.

## Countdown to AIDC factual fest in Melbourne

The Australian International Documentary Conference (AIDC) counts down to the 6 March opening of its first hybrid event, with three days of simultaneous in-person and online sessions running to 9 March and an online-only international marketplace on 10-11 March. More than 90 speakers are participating in the Melbourne-based conference. The central theme for this year's event is "Bearing Witness".

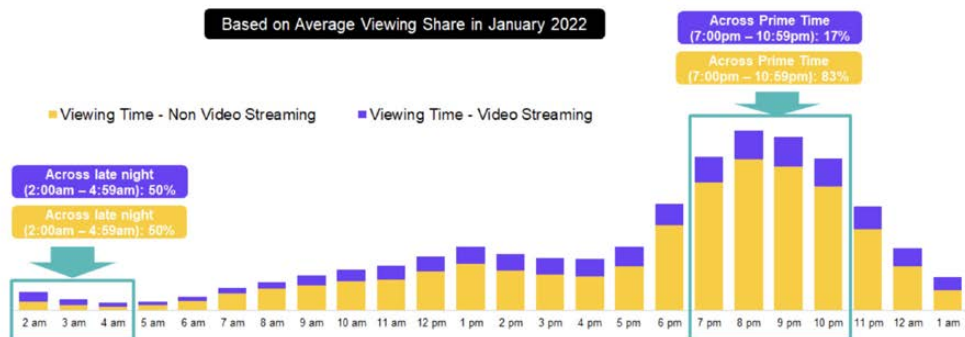
## HK's streaming at 19% of total in-home Nielsen insights show pay-TV down to 1.6%

### Hong Kong streaming insights



Base: All individual; Level: Dayparts; Channels (Platforms): As listed channels (TV + Mobile + PC); Activity: Live; Variables: Audience Share; Data Period: 20220101-20220131  
Broadcast – Free to Air channels; Pay TV – Pay TV operators; Other – Peripheral / Other non listed channels, Streaming – 36 listed digital channels (excluding Amazon Prime Video, Apple TV+, Disney+, HMVOD, UTV); Source: Nielsen Cross-Platform Streaming Insights; Remarks: In Home WiFi Network Only  
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### Streaming Insights: Streaming & Non-Streaming Viewing Time



Base: Aged 4+; Level: Dayparts; Non Video Streaming Viewer only = FTA & Pay TV viewers on TV; Video Streaming Viewer only = OTT STB viewers + Digital channels viewers\* on TV, Mobile, PC; Other is excluded  
\*35 listed digital channels (excluding Amazon Prime Video, Apple TV+, Disney+, HMVOD, UTV); Variables: Data Period: 20220101-20220131  
Source: Nielsen Cross-Platform Streaming Insights; Remarks: In Home WiFi Network Only  
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Almost 20% of Hong Kong's in-home video consumption during January 2022 was streamed, with the rest of the time dominated by broadcast at 65.4% of video viewing time, new Nielsen streaming insights based on in-home networks show.

The new report says 4.6 million Hong Kongers spent 10.1 billion minutes in-home video streaming during the month.

The time spent on free-TV broadcast services rose to 83% of viewing time between 7pm and 11pm, shrinking streaming's share to 17%.

Streaming share rises after 9pm and is highest at 52% between 3am and 4am.

YouTube and TVB's myTV Super are the top two streaming platforms.

Pay-TV took 1.6% of in-home viewing for January.

Total viewing is highest during the traditional prime time block between 7pm and 11pm.

The insights are based on 35 digital channels/platforms and free-TV broadcast channels. Amazon Prime Video, Apple TV+, Disney+, HMVOD and UTV are not included in the data.

The full-month figures are down from the first two weeks of the month, when Hong Kongers spent a little over 20% of their total in-home video time on streaming services.

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## Indonesia: Who's making what

### VIU

Regional Asian streamer Viu is planning to stream about 30 original productions in six languages from Asia over the next 12 months, including two from Indonesia – a second season of *Pretty Little Liars* and season two of *Assalamualaikum My Future Husband*.

### DISNEY+ HOTSTAR

Disney+ Hotstar's big win in Indonesia is *Tira*, the *Bumilangit* superhero franchise from Screenplay Bumilangit, announced in October 2021.

Indonesian acquisitions that will go out as originals also include *Susah Sinyal The Series (Bad Signal)*, a comedy drama series about hotel employees at a classy resort in West Java (premiered 29 Oct 2021); teen thriller *Virgin The Series*, a TV spin off from the movie (premiered 14 Jan 2022); *Wedding Agreement The Series*, based on Mia Chuz's novel, produced by Starvision; *Jurnal Risa*, based on real-life summer vacation experiences in the 1990s, produced by MD Pictures; Rapi Films' horror series, *Teluh Darah*, directed by Kimo Stamboel; and Visinema's *Keluarga Cemara The Series*, a spin-off from the 1996 TV series and 2019 movie.

### NETFLIX

Netflix released crime/mystery film *Photocopier* on 13 January 2022, and will be launching action-comedy film, *The Big 4* (directed by Timo Tjahjanto), later this year (exact date to be announced).

Last year Netflix premiered dystopian sci-fi film *A World Without* (directed by Nia Dinata) in October, romcom *A Perfect Fit* (directed by Hadrah Daeng Ratu) in July and comedy movie *Ali & Ratu Ratu Queens* (directed by Lucky Kuswandji) in June.

Netflix has not disclosed viewer engagement data for Indonesia.

For the week of 7-13 February 2022, no Indonesian titles appeared on Netflix's top 10 list of TV series for Indonesia. The list was dominated by Korean drama. 2021 movie, *Akhirat: A Love Story* was at #7 on Netflix's top films for the same week.

### From page 1:

the romantic stakes and driving up fan engagement.

Beginning with *Turn On* in early 2021, Vidio so far has 16 original series via its exclusive two-year-old alliance with story-telling platform, Wattpad Webtoon Studios.

Three of the Wattpad Webtoon Studios titles were released in 2021 and the platform is on track to release eight this year.

Vidio's other original series come from a variety of IPs and some original ideas.

In addition to *Married with Senior* and *My Nerd Girl*, Vidio will release the TV versions of @matchamallow's *Daniel & Nicolette* and *Cool Boy Cool Girl* this year.

The eight-episode *Daniel and Nicolette*, directed by Ardy Octaviand, releases in the second quarter of this year. The series stars Jerome Kurnia and Cinta Laura.

This will be followed by *Cool Boy Cool Girl*, based on a story by @prismacintya, starring Abidzar Al-Ghifari and Natasha Wilona and directed by Annisa Meuthia (*Live With My Ketos*).

Details on the other four series have not been confirmed.

Announced in August 2021, *Married with Senior*, an eight-episode frothy romcom about a young woman (played by Caitlin Halderman) forced to marry a man (Kevin Ardilova) who was her senior at school, follows debut Wattpad Webtoon title, *Turn On*, in January 2021, *Paradise Garden* in July 2021, and *Live with my Ketos* in August 2021.

*Married with Senior* was written by Venerdi Handoyo and Haqi Ahmad, and directed by Angling Sagarin (*My Diaries*).

*Turn On*, which has been renewed for a second season, reached a record 13 million views. *Married with Senior* is on track to beat that.

Vidio says its original series engagement has grown more than 100% year-on-year, and that new originals drive up audience engagement with past releases on the platform.

New releases add an average of 10%-15% increase in engagement with



Naura Ayu and Davano Danendra in *My Nerd Girl*, Vidio

existing originals, the platform says.

Release strategies are a mix of free and paid.

Three episodes of *Married with Senior* premiered on Vidio on 6 February, two for free and the third behind behind the Vidio Platinum paywall starting from Rp15,000/US\$1.05 for 30 days. Six of the episodes will remain behind the paywall.

Episode four went out on Sunday, 13 February followed by episode five on Sunday, 20 February. The finale will stream from 13 March.

The eight-year-old Vidio, which has blockbuster sports rights and a wide range of other services, reports about 60 million monthly active users (MAUs) in Indonesia.

The streaming platform had approximately 2.3 million paying customers at end-2021 and a 20% share of premium video streaming minutes, according to data and analysis from analysts Media Partners Asia (MPA) and research unit AMPD.

\* Vidio has not disclosed how many minutes of engagement qualifies as a view.



# Taiwan

## In numbers

Population .....	23.349 million
Households .....	9.005 million
Terrestrial TV operators .....	5
Cable TV subscribers .....	4.768 million
Digital Pay TV subscribers .....	1.645 million
Cable TV system operators .....	64
Direct satellite broadcasting svc ops .....	4
Satellite broadcasting prog suppliers .....	95
Other type channel/prog suppliers .....	52
Multimedia content platform operators...	1
Multimedia content subs.....	2.067 million
Multimedia content channels.....	200
Fixed bb internet subs .....	6.321 million
Mobile broadband subs.....	29.54 million
Households with internet access.....	86.2%

Source: Department of Household Registration (population & households in January 2022), National Communications Commission/NCC (satellite/cable TV/mobile/internet in September 2021)



WarnerMedia's HBO premieres its latest Asia original, Screenworks Asia's thriller/comedy anthology *Twisted Strings*, across platforms in Southeast Asia/Hong Kong/Taiwan on 27 March 2022

## Free TV

### CTV

Terrestrial broadcaster China Television Company (CTV, est. 1968, started broadcasting 1969) owns and operates – CTV/HD, CTV News/HD, CTV Bravo SD and CTV Classic SD. CTV became a subsidiary of the Want Want group in 2008. The company is also involved in production and content distribution via subsidiary China TV Cultural (CTV) Enterprises.

### CTS

Chinese Television System (CTS) was founded in 1971 in a JV between Taiwan's Ministry of National Defence and the Ministry of Education. In 2006, the channel (along with PTS) was incorporated into Taiwan Broadcasting System (TBS), the state consortium of public TV stations. CTS' channels include CTS-HD, CTS Education Channel, CTS News, CTS Variety channel and CTS MOD News Channel. CTS-HD's schedule is generally 60% entertainment (local drama) and 40% news. CTS also co-produces/produces and distributes content worldwide via subsidiary Chinese Television System Culture Enterprise (CTSE).

### FTV

Established in 1996 and started broadcasting in June 1997 as Taiwan's first

privately owned terrestrial TV station, Formosa TV (FTV) owns/operates three channels – FTV General, FTV News and FTV One. FTV broadcasts in various languages and dialects, including English. Flagship content includes the live matches of the Chinese Professional Baseball League. The station claims 100% coverage via six broadcast stations. FTV also has interests in online TV (FTV Drama, FTV Variety and FTV Travel) and content production.

### PTS

Established in 1998 as a non-profit foundation, Public Television Service (PTS) is Taiwan's first public service broadcaster, offering three channels: PTS (culture/edu/news/current affairs), digital mobile platform PTS2 (info/ent/sports) and PTS HD, as well as video streaming service PTS Plus. PTS became part of Taiwan's state consortium of public TV stations, Taiwan Broadcasting System (TBS), in 2006. PTS is also involved in content production/distribution. Production credits include the 2021's epic historical TV series *Seqalu: Formosa 1867*. The 12-episode series, set against Formosa, Taiwan in the 19th century, is adapted from a novel *Lady Butterfly of Formosa* by Yao-Chang Chen.

### TTV

Taiwan Television Enterprise (TTV, est. 1962 as a government TV station) was privatised in 2007 and acquired by CATV channel operator Unique Satellite TV (USTV), which transformed it into Taiwan's first commercial TV broadcaster. TTV operates four channels – Taiwan Television HD, TTV News SD, TTV Finance SD, TTV Variety SD.

## MSO (Cable TV)

### Home+ Digital

Homeplus Digital offers more than 200 TV/music channels and broadband/fibre/telephony services to via 11 system operators. Fibre internet + cable TV combo plans start from NT\$749/US\$27 a month for 20 Mbps to NT\$1,399/US\$51 a month for 1 Gbps connection.

### Kbro

Kbro (est. 1995) provides cable TV, broadband, VOD/OTT and home security services. The company carries 12 cable TV networks serving approx 1m households across eight cities via 12 cable systems and has about 2m broadband subscribers.

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Rossana J. Barcason | Renzo G. Galang

**Trends & Outlook 2022**  
As we expect the further proliferation of premium video services, both SVOD and AVOD, to continue in 2022, without eroding the value of linear programming in traditional life and pay TV in Asia, we will see more of the shift in content sales due to restrictions in production. Finally, we see more partnerships and co-production efforts taking place among key players in the industry in order to produce quality content for specific platforms.

Rossana 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 programming 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) starring a family-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, GMY. It continues to be a trending 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. One of our partners with major OTT players in the region and our presence in Central Asia."



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Legal Wives

**Legal Wives**  
A cultural drama about a widowed Muslim man 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 honor of a fiancée's daughter. Complications and conflicts arise and the man 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 former 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 a woman and a country leader prevails and blossoms into something beautiful, heartwarming and exciting. Episodes/length: 32x45 mins (Season 1)



**AISMedia International** is the distribution arm of AISMedia 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*, *Liar* and *National Geographic*. 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 2022. Some examples include *It's A Sin* (made by Red Production Company for Channel 4 and HBO and with a wonderful cast including City Neowood, Stephen Fry, Neil Patrick Harris and Keeley Hazell), *So Close* (made by Fremantle Production and starring Emily Watson and Denise Gough), *Eben* (made for Star Australia by Fremantle Productions 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*.

**Trends & Outlook 2022**  
"Despite production in some Asian countries slowing down in 2020 due to COVID-19, the local production are still king! Adaptations of scripted format have been on rise over the past few years and we can see this still growing in 2022."  
"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 AISMedia International catalogue becoming stronger and stronger and the various collaborations and partnerships we have established."

**Top shows are...**  
**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: Various. 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, Laos, Monaco, Hawaii, Alaska and New Zealand. Genre: Factual/Entertainment/Documentary. Episodes/length: 6x60 mins. Broadcaster: National Geographic

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Staying at home? Then stay entertained.

From finished to formats, content ready for any schedule.

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

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**TBC**

Taiwan Broadband Communications (TBC, est. 1999) offers 180+ local/int'l TV channels to more than 700,000 cable/digital TV subs. The platform also offers streaming services: HBO Go, friDay, LiTV, myVideo and MoveV.

**Taiwan Optical Platform (TOP)**

Multiple system operator Taiwan Optical Platform (TOP), established in August 2006, is made up of four cable operators – Da-Tun Cable TV, Top Light Communications, CNT Cable TV and Chia-Lien Cable TV, servicing areas in Taichung, Nantou, Changhua, Yunlin, Chiayi and Tainan city. TOP also offers broadband and VOD.

**TWM Broadband**

Offers quad-play services – cable/digital TV, fibre-optic/ADSL internet, fixed line and mobile. A subsidiary of Taiwan Mobile, TWM Broadband was launched in 2007, and also distributes local and international TV channels to other cable operators and video platforms.

**IPTV/Broadband/OTT**

Consumers in Taiwan are able to access a plethora of regional/global streaming services, including **Netflix** (ranging from NT\$270/US\$9.70 a month to NT\$390/US\$14 a month) and **HBO Go** (NT\$150/US\$5.40 a month).

**4gTV**

4gTV was established in July 2015 offering 100+ live TV channels and VOD. Monthly subscriptions cost NT\$30/US\$1.10 for the News or Sports pack. Deluxe pack is NT\$168/US\$6 a month.

**Apple TV+**

Apple launched Apple TV+ globally, including Taiwan in Nov 2019. Month subscription costs NT\$170/US\$6.10 with a seven-day free trial.

**Bandott**

Offers a 4K TV set-top box with video/audio on-demand to over 60,000 users. The box also carries pre-loaded streaming

apps such as Netflix, iQiyi, and myVideo. Founded in April 2017.

**bbMOD**

Multiple system operator Home+ Digital launched bbMOD in Sept 2017 in cooperation with Catchplay, offering Hollywood and Chinese content. Monthly plans cost from NT\$49/US\$1.76 to NT\$149/US\$5.35.

**Catchplay+**

Movie streaming VOD service, launched in 2007. Has distributed 600+ films theatrically and 2,000+ titles on DVD/digital. In Jan 2013, the group launched linear service, Catchplay HD Movie Channel, in Taiwan partnering with Chunghwa Telecom and Kbro. In May 2015, Catchplay ventured into OTT with AsiaPlay and AsiaPlay Taiwan to develop and operate OTT services in Taiwan and across Asia (Indonesia in June 2016 via Telkom Indonesia and Singapore in Aug 2016 via StarHub). Catchplay+ offers local, regional, int'l/Hollywood movies to seven million registered users across the three markets. In Taiwan, Catchplay+ costs around US\$8 a month, which includes access to HBO Go (June 2021).

**Chunghwa MOD**

Taiwan's largest telco Chunghwa Telecom's IPTV service, Chunghwa MOD, carries more than 180 live TV channels (incl. 130 HD) and 10,000+ hours of VOD titles, including movies, kids, sports and (free) English-language tutoring, third party apps (Netflix, KKBox, KKTV, Family199) to 2.060m subs in Taiwan (Jan 2022). Monthly subscriptions cost from NT\$200/US\$7.17 for 20 channels to NT\$350/US\$12.55 for 190 channels.

**Elta OTT**

Tech co. Elta TV launched Elta OTT in Jan 2016 offering live streaming TV channels and VOD. Subscriptions cost from NT\$500/US\$17.93 for four months to NT\$1,690/US\$60.63 for a year.

**FainTV**

Chinese Satellite TV Communications Group (CSTV) launched mobile TV app FainTV in 2014, in corporation with Samsung and cloud service provider Oc-

toshape. FainTV offers 50+ TV channels and 10,000 hours of VOD content. Premium sports pack costs NT\$200/US\$7.20 for 30 days.

**friDay**

Telco Far EastOne launched online video platform friDay in Nov 2015 offering local, Korean, Japanese and Hollywood films, documentaries and sports content. Subscription plans start from NT\$199/US\$7.14 for 30 days. Select content is offered for free.

**GagaOOLala**

GagaOOLala is a LGBTQ-focused online streaming service by Taipei-based Portico Media, content aggregator and founder of the Taiwan International Queer Film Festival (TIQFF) and Queermosa Awards. GagaOOLala offers premium festival/art house movies and award winners from around the world, docus, drama series and original content. The platform, available globally, has a free tier offering a limited slate and first eps of some series and a monthly subscription option for US\$6.99.

**G+ TV**

Launched in June 2016, G+ TV is an OTT service of Taiwan's mobile operator Asia Pacific Telecom. Offerings include 60+ local and international TV channels priced at NT\$139/US\$5 a month.

**Hami Video**

Chunghwa Telecom's Hami TV is a streaming service offerings include drama series (from China, Taiwan, Korea), movies and animation series and sports.

**KKTV**

KKTV launched commercial services in Aug 2016. Managed by KKBOX, a music streaming service majority owned by Japan's telco KDDI. Offers local content and titles from Japan and Korea. Subscription plans cost from NT\$149/US\$5.35 a month (single device) to NT\$3,999/US\$143.50 a year (four devices).

**LiTV**

LiTV started operations in Mar 2015 and now offers 400+ local/int'l TV channels (news, sports, finance, politics, drama,

film, variety, animation, travel, kids) and 50,000+ hours of on-demand video/audio services. Monthly subscriptions cost from NT\$150/US\$5.38 for the VOD pack to NT\$299/US\$10.73 for the Deluxe Combo plan.

### Line TV

Choco Media Entertainment, a Taiwanese start-up offering media services such as video streaming (Choco TV), content acquisition/distribution, artist management, among others, was acquired by South Korea's Naver Group and Japan's Line Corp in Nov 2018. Choco TV merged with Line TV and branded as Line TV offering local, original programming, Chinese, Korean, Japanese and Thai content. Subscription costs NT\$160/US\$5.74 a month or NT\$1,560/US\$55.98 a year.

### myVideo

Video streaming service myVideo offers online movies, anime, TV drama, news, concerts and animation, among others. Subscriptions cost NT\$250/US\$9 a month, NT\$550/US\$19.74 for 90 days and NT\$1,780/US\$63.87 for 360 days, for unlimited content. Single rentals cost from NT\$39/US\$1.40 to NT\$79/US\$2.80 a title for seven days.

### Super MOD

See *Kbro under MSO (Cable TV)*. Kbro commercially launched multi-media on-demand service, Super MOD, in Sept 2012 offering online applications, including VOD (acquired and in-house-produced content).

### Vee Time Corporation

Vee Time Corporation's operates cloud-based TV/multimedia platform, Vee TV, which offers 150+ local/int'l channels and VOD services.

### Vidol

Vidol is a video streaming app by Taiwanese programmer, Sanlih E-Television (SET). Vidol carries Sanlih-branded live TV channels and in-house drama and variety shows. Subscriptions start from NT\$1.60/US\$0.06 a day.

## Cable/Programmers

### Asia Digital Media

Established in 1989, Asia Digital Media (subsidiary of Chinese Satellite Television Communications, CSTV) operates 10+ channels, including Global News, Global HD and Global Business.

### CTI Television

Est. in 1994 by Chinese Television Network (CTN) and acquired by China Times in 2002. The network became a member of the Want Want Group in late 2008.

### EBC

Eastern Broadcasting Corporation (EBC, founded 1991) operates eight TV channels for Taiwan and approx 10 international channels. Local channels include news, financial news, variety, drama, local and foreign movies and kids/education. Distribution subsidiary, EBC Asia, distributes four TV channels in 48 countries in Asia Pac.

### ERA Communications

ERA Communications (est.1981) owns and operates three commercial cable channels: ERA News, Much TV (entertainment, variety, talk shows) & Azio TV (variety, talk shows). ERA is also involved in content production.

### Gala Television (GTV)

Gala Television (est. June 1997) operates four commercial TV stations offering a mix of in-house produced, commissioned and acquired content. Gala Television became a subsidiary of Yung-tsai Investment in 2014 after it was sold by EQT Greater China, which acquired Gala in 2011.

### TVBS Media Inc

TVBS Media (est. 1993) operates cable channels – TVBS, TVBS News, TVBS Entertainment, TVB8 and TVBS Asia. Has its own production centre.

### Long Turn TV (LTV)

LTV is the international media business unit of Chinese Satellite Television. LTV produces/distributes in-house channels and distributes foreign pay-TV channels. The company also offers satellite broadcasting and content distribution services.

### Portico Media

Portico Media (founded 2005) specialises in production, aggregation and channel distribution. Distributes upwards of 18 channels in Taiwan. Also owns online comedy platform, Hahatai, and LGBTQ platform GagaOOLala.

### Sanlih E-Television

Est. 1983 as a video cassette supplier and cable TV/satellite broadcast service provider, Sanlih began offering in-house cable channels in 1993. Sanlih operates Sanlih Taiwan Channel, Sanlih City Channel, Sanlih News Channel, Sanlih Financial Channel and Sanlih International Channel.

### Tving

Tving, Korea's OTT/online TV/video service plans to launch in Taiwan via Line Corp in 2022. The streamer, which launched in Korea in May 2010, will offer Tving originals and Korean content as well as domestically acquired IP to target local audiences. As of Oct 2021, Tving has released 25 original and exclusive titles.

### Videoland Television Network

A subsidiary of the Koos Group, Videoland was founded in 1982 as a production house, providing more than 1,000 hours of content annually. Now owns and manages seven in-house channels (including sports, Japanese, movies and drama).

### Momo Kids

Win TV Broadcasting, owned by Taiwan Mobile, operates family channel MomoKids and owns distribution rights to domestic and foreign TV content.

## Production/Post

### Bosssdom Diginnovation

Bosssdom was founded in December 2014, engaging in film production, post production, VFX, animation, digital colour grading, text localisation and movie content aggregator services. Production credits include HBO original series 2022's *Twisted Strings*.

**Chimestone Digital Production**

Founded in Nov 1999 as a post-production film/TV company, Chimestone began digital film production services using 2K and 4K-3D standards in 2008 and supported production of *The Ghost Tales*, *Clownfish 3D*, *Ending Cut* and *The Mother Earth*, among others.

**Creative Century Entertainment**

Est. 2007. Produces and distributes TV series and feature films.

**Eightgeman**

Est. Jan 2018, production credits include *All Is Well*, a co-production with Singapore's Mediacorp.

**Engine Studios**

Engine Studios offers production and talent management services.

**Greener Grass Productions**

Established in 2008, the company produces films and TV content, including script development, film planning and distribution. Production credits include *The Victims' Game* (for Netflix), *The Tag-Along* and *Wake Up 1/2*.

**Next Animation Studio**

Focuses on news animation, primarily for its YouTube channel TomoNews and animation servicing. In 2018, NAS pivoted away from premium original animation IP development.

**Phenomena Production**

Produces premium drama, including WarnerMedia's *The Haunted Heart*.

**Screenworks Asia**

In July 2020, Asian streaming platform Catchplay launched its Taipei-based production subsidiary, Screenworks Asia, with six projects in development from the get go. The aim is to produce 100 hours a year of mini-series, movies and factual entertainment for audiences across Asia

and the rest of the world. Its latest work is thriller/comedy anthology *Twisted Strings*, which is produced in partnership with Taiwan's Bosdom and Singapore's Mediacorp. The seven-episode Chinese-language series premieres on WarnerMedia's HBO/HBO Go and Catchplay+ platforms in Southeast Asia/Hong Kong/Taiwan on 27 March 2022.

**Studio2 Animation Lab**

Animation specialist. Original titles include *Weather Boy!*, *Barkley The Cat* and *The Little Sun*.

**Studio76 Original Productions**

Invests in developing original stories and scripts, co-funding and producing TV movies and mini-series, as well as managing content distribution in Asia.

**Xanthus Animation**

Provides 3D product development and production services.

**Telcos****Asia Pacific Telecom (APT)**

APT (founded in 2000) has 2.072m mobile subscribers (September 2021).

**Chunghwa Telecom**

Provides fixed-line, mobile, IPTV, broadband & internet services. Has 9.630m fixed-line subs, 11.921m mobile 3G/4G subs, 2.060m IPTV (MOD) subs and 3.616m HiNet internet subs (Jan 2022).

**Far EastOne Telecommunications**

Offers 3G/4G services to 7.048m mobile subs (July 2021). Est. in 1997.

**TBC**

Taiwan Broadband Communications (TBC) offers cable TV services and 5Mbps-120Mbps broadband services via its HFC network. TBC had 694,000 basic cable TV subscribers, 266,000 premium digital

cable TV users and 274,000 broadband customers (September 2021).

**Taiwan Mobile**

Offers quad-play services, including mobile, fixed-line, cable TV and broadband. Taiwan Mobile had 7.271 million (of which 5.855 million were postpaid users) mobile subscribers, 536,000 cable TV users and 281,000 cable broadband customers at the end of January 2022.

**Taiwan Star**

Formed after the merger of 4G operator Taiwan Star & 3G mobile network service provider VIBO in Nov 2013.

**Regulators/Associations****MOTC**

The Ministry of Transportation and Communications (MOTC) and the NCC have divided responsibilities for Taiwan's telecommunications sector.

**NCC**

National Communications Commission (NCC, est. Feb 2006) regulates telecoms and broadcasting services.

**Taiwan Creative Content Agency (Taicca)**

Taicca, est. in June 2019 and backed by the Ministry of Culture is tasked to promote the development of Taiwan's content industries. Taicca supports various cultural content industries in Taiwan, including film/TV, publishing and cultural technologies. Taicca also manages the National Development Fund to develop intellectual property (IP), incubate culture technologies, and facilitate start-ups. Through international distribution channels, Taicca strives to promote Taiwan's cultural brand in the world.

Adapted from ContentAsia's  
The Big List 2022

**Be included!** ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv)

# Contentasia Screenings



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



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# What's on where...

March 2022	6-11	Australian International Documentary Conference (AIDC)	Melbourne/Online
	14-17	Hong Kong FILMART	Online
	29	AVIA: Piracy Over the Top	
	30-31	AVIA: OTT Summit	
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 18 February 2022

The full list of events is available at [www.contentasia.tv/events](http://www.contentasia.tv/events)



## Disney at 50% of top 10 digital demand

### Anime/kids lead overall demand in Vietnam

Disney+ originals have taken 50% of Vietnam's demand for digital video programming, losing out to Netflix's Korean zombie drama, *All of Us Are Dead*, and HBO's *Peacemaker* for top two spots for the week of 8-14 February, according to data science company Parrot Analytics.

*All of Us Are Dead* (Netflix's top non-English TV show for the week of 7-13 February with 113,240,000 hours viewed) and *Peacemaker* attracted enough

demand to earn them places on the overall list of TV shows for the week.

Disney's top show of the week was *The Book of Boba Fett*.

Netflix and Amazon Prime Video took two of the top 10 spots each on a list dominated by U.S. drama.

Overall, Vietnam's demand is strongest for kids programming – *Paw Patrol* and *Peppa Pig* – and anime – led by *Naruto*, *Attack on Titan* and *Jujutsu Kaisen*. Six of the overall top 10 titles were anime.

#### Top 10 overall TV shows: Vietnam

Rank	Title	Difference from Market Average
1	<i>PAW Patrol</i>	13.15x
2	<i>Naruto (ナルト)</i>	12.33x
3	<i>Attack On Titan (進撃の巨人)</i>	11.11x
4	<i>Jujutsu Kaisen (呪術廻戦)</i>	10.90x
5	<i>All Of Us Are Dead (지금 우리 학교는)</i>	9.89x
6	<i>Naruto: Shippuden</i>	8.48x
7	<i>Detective Conan</i>	8.15x
8	<i>Peppa Pig</i>	7.86x
9	<i>Peacemaker</i>	7.34x
10	<i>One Piece</i>	7.26x

#### Top 10 digital originals: Vietnam

Rank	Title	Platform	Difference from Market Average
1	<i>All Of Us Are Dead (지금 우리 학교는)</i>	Netflix	9.89x
2	<i>Peacemaker</i>	HBO Max	7.34x
3	<i>The Book Of Boba Fett</i>	Disney+	6.14x
4	<i>WandaVision</i>	Disney+	5.82x
5	<i>Arcane</i>	Netflix	5.65x
6	<i>Hawkeye</i>	Disney+	5.29x
7	<i>Invincible</i>	Amazon Prime Video	4.84x
8	<i>The Falcon And The Winter Soldier</i>	Disney+	4.31x
9	<i>Loki</i>	Disney+	4.15x
10	<i>The Expanse</i>	Amazon Prime Video	4.13x

Date range: 8-14 February 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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