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24 January -
6 February 2022

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**May the Gods of Health,
Wealth and Happiness
smile on you always.
Happy Lunar New Year!**

**Korean content
exports soar,
gaming leads
16% leap year-on-year
despite pandemic,
new gov't data shows**

Korea's content exports leaped by more than 16% in 2020 to US\$11.92 billion, despite the pandemic, South Korea's Ministry of Culture, Sports and Tourism said in a new annual report released on Monday (24 January).

The report, Contents Industry Survey, attributed the average 16.3% increase from US\$10.2 billion the previous year to the global Hallyu craze.

The content industry's performance stands in sharp contrast to the country's total exports, which dropped 5.5% in 2020.

Publishing sector exports grew most at just over 61% to US\$346 million.

Films were up 43% to US\$54 million and animation/cartoons increased 36.3% to US\$63 million.

Broadcasting registered an increase of 28.5% to US\$693 million, and gaming was up a little over 23% to US\$8.2 billion.

Characters came in at US\$716 million, followed by broadcasting at US\$693 million.

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RTHK expands efforts to explain National Security & other laws

12-episode *National Security Law Incident Book* premieres in prime time slot

Hong Kong media network, Radio Television Hong Kong (RTHK), premiered cross-media show, *National Security Law Incident Book*, at the weekend, underscoring RTHK's evolving role as a platform for mainland China messaging.

The government-backed platform, which is operating with much stricter official oversight than in the past, has also promised a coming slate of special programmes designed to boost local understanding of laws that impact the Special Administrative Region.

The 12-episode *National Security Law Incident Book*, which premiered on Saturday (22 January,) focuses on the 19-month-old Hong Kong National Security Law, passed in June 2020 by the Standing Committee of China's National People's Congress.

RTHK said the half-hour episodes aimed to deepen understanding of Hong Kong's Constitution, Basic Law and National Security Law, in a "simple and easy-to-understand way", and to enhance Hong Kongers' sense of belonging to the country.

Filmed at the historic former French Mission/Court of Final Appeal building, the series invites professionals from different fields to analyse the spirit and key points of the relevant legislation, and includes the evolution of Hong Kong from the Opium War to the 1997 return from Britain.

The impact of legislation on Hong Kong's cultural and creative sectors, and issues related to cyber security are also part of the discussion.

National Security Law Incident Book is

hosted by lawyer Su Shaocong, member of the National Committee of the Chinese People's Political Consultative Conference, and lawyer Chen Zeming, director of the Law Research Center of the Hong Kong Policy Research Institute.

National Security Law Incident Book is among a slate of programmes dedicated to raising awareness and understanding of the Constitution and laws applicable in Hong Kong, including the Basic Law, RTHK's assistant director of broadcasting (radio/programme planning), Li Qinghua, said.

Other titles include radio show, *Constitution One Minute*; TV programme, *Constitution to Thousands of Families*, animation series *National Security Law – Talk to You*, and short programme, *General Knowledge of National Security Education*.

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Japan, India add ZDF European drama rights



Agatha Christie's *Hjerson*

Japan's AXN Mystery has acquired exclusive pay-TV rights to eight-episode drama, *Agatha Christie's Hjerson*, about a criminal profiler and a trash TV producer trying to reset her career.

The deal is among ZDF Enterprises' new package of rights to Asian broadcasters, and is fuelling hopes of a stronger Asian presence for European distributor ZDF in 2022, says Yuliya Fischer, director, ZDFE, drama/ZDF Enterprises.

The latest Asia deals also include Wowow Japan, which bought *Top Dog*, and Reeva Films, which acquired exclusive VOD rights for action drama, *Sherlock: The Russian Chronicles*. *Top Dog* is the story of the clash between a Stockholm business attorney and an ex-con. *Sherlock: The Russian Chronicles*, set in 19th-century St. Petersburg, follows Sherlock Holmes as he attempts to track down the serial killer Jack the Ripper, who has fled to Russia.



Canal+ Myanmar adds kids series to 2022 line up

Pay-TV platform Canal+ Myanmar has acquired three kids series – *Mirette Investigates*, *Leo the Wildlife Ranger* and *Purple Turtle* – from France's Cyber Group Studios. The deal is among a slew of sales with which the production house opened 2022, and the only one in Asia.

Singapore, Malaysia roll out CNY specials

Feast of countdown concerts, Asian drama & movies



My Star Bride – Hi, Mai Phuong Thao

Broadcasters in Singapore and Malaysia roll out Lunar New Year specials from this week, laying on everything from open access to pay-TV bundles to prime-time drama premieres and returns of classics from the 1980s.

In Singapore, Mediacorp rings in the Lunar New Year with telemovie, *My Star Bride – Hi, Mai Phuong Thao*, reuniting Fang Cao and Shi Jie (played by Chantelle Ng and Xu Bin) in a sequel to drama series *My Star Bride*. Shane Pow plays Xu Wen Wu, the third angle in the love triangle.

Ip Man 4: The Finale (31 January) is also part of Mediacorp's new year schedule, along with countdown concerts from mainland Chinese stations, Zhejiang TV, Hunan TV and Dragon TV. Mediacorp pads out its schedule with Korean movies, *A Little Princess* (2019) and *Inseparable Boss* (2019).

Singapore pay-TV platform StarHub ushers in the Year of the Tiger with open access to all existing entertainment customers from 27 January to 7 February. The 12-day celebration includes more than 100 live channels from, among others, WarnerMedia, BBC and Hong Kong's TVB, as well as StarHub's in-house channels.

StarHub is also offering Disney+ and Netflix to certain broadband customers at no extra charge.

In Malaysia, the country's top terrestrial free-TV service, Media Prima's TV3, has chosen 1980s Hong Kong action crime/

thriller, *Police Story 2*, to kick off the New Year schedule, which also includes *Police Story 2013* talk shows – *Malaysia Hari Ini CNY Special*, and women's talk show *Wanita Hari Ini CNY Special* – telemovies *Kebaya Mek Hwa (2018)* and *Kash Tau Foo Fah (2020)*, and Korea's 2021 MBC Music Festival.

Also in Malaysia, pay-TV platform Astro layers celebrations of its wins at the Putra Brand Awards 2021 over Lunar New Year celebration schedules, offering a free preview of its movies and Korean channels to all Astro customers from 29 January to 6 February 2022. Channels include HBO services, Hits Movies, tvN Movies and Celestial Movies.

CJ ENM's regional channels – tvN and tvN Movies – kick off the Year of the Tiger with support for the World Wide Fund for Nature Singapore's Tiger conservation programme.

tvN's Lunar New Year premieres include the new season of *I Can See Your Voice* (1 February). This will be followed with a marathon of fantasy/medical drama, *Ghost Doctor*, starring Oppa Rain and Kim Bum, from 12.30pm on Wednesday (2 February) right to the latest episode at 9.15pm.

tvN Movies' exclusive premiere for the week is *The Hot Blooded* on 5 February. The film, starring Jung Woo and Kim Kap-soo, is part of a week-long New Year slate that includes *The Dude in Me* and *Tazza: One Eyed Jack*.

Animal abuse protest: epic Korean drama pulled off air

Korean free-TV broadcaster KBS pulled epic historical drama, *King of Tears, Lee Bang-won*, off air at the weekend amid animal cruelty protests.

The Saturday/Sunday prime-time drama episodes were suspended after a video clip released by animal rights activists last week showed a horse tripping over a rope and struggling to get up.

Online petitions demanded that production halt until animal safety measures were put in place.

KBS has apologised for the incident, and has promised to roll out animal safety protocols. The broadcaster confirmed that the horse had died about a week after the incident.

Korean Animal Welfare Association said this was not the first time animal rights had been trod on in TV production.

The episode is said to have been removed from KBS' online platform and streaming service Wavve has edited out the horse-falling scene.

King of Tears, Lee Bang-won premiered on KBS1 in December 2021 and was scheduled to run for 32 episodes.

According to Nielsen Korea data, audiences have swelled to a series record of more than two million viewers nationwide per episode. The 16 January episode recorded a national high of 10.2% audience share.



India blocks fake news sites/channels; alleges Pakistan funding

India's Ministry of Information and Broadcasting has blocked 35 YouTube channels and two websites and a slew of social media accounts for spreading what it says is Pakistani-funded anti India fake news. The YouTube accounts had more than 1.3 billion views.

8 Feb release for Netflix dating reality

First Japanese version of U.S. format, *Love is Blind*



Love is Blind Japan, Netflix

The Japanese version of Netflix's American dating reality show, *Love is Blind*, releases on Netflix in three parts in February, led by local hosts Takashi Fujii and Yuka Itaya.

Episodes one to five debut on 8 February, followed by episodes six to nine on 15 February and the two final episodes on 22 February.

The Japanese series is produced by TV Man Union/Mitsuko Kobayashi and directed by Akira Oshima, Itsuki Ikeda. The co-producer is Yu Takemura.

Season two of the U.S. series, challenging singles to find true love without seeing each other, debuts in the U.S. on 11 February.

Netflix's stab at dating reality in Japan follows Amazon Prime Video's *The Bachelor Japan*, which ran for three seasons from 2017 to 2019.

Last year, ContentAsia Formats Outlook recorded just one dating show, *Just Married Japan* from MBC Korea for Japan's Abema TV.

Across the Asia region, the study tracked only four reality dating shows, likely to be the result of Covid-19 containment measures. Apart from *Just Married Japan*, Thailand registered two – seasons 16 and 17 of Fremantle's *Take Me Out Thailand* for BEC Channel 3 – and *Baggage Vietnam* season two from NBC Universal for VTV3.

India's Applause hits 30 originals

2022 kicks off with trio of new dramas for local streamers

Indian production house Applause Entertainment releases three new titles on local streaming platforms this month, kicking off what could be its biggest year ever.

The first two shows of the year were *Kaun Banegi Shikharwati* on Zee5 and

Humble Politician Nagraj on Voot Select.

The third – and Applause Entertainment's 30th release – is Mohit Raina-fronted cop show *Bhaukaal* season 2 for MX Player. Season one streamed on MX in 2020.

Mediacorp's news boss to sit on New York Festivals TV & Film Awards advisory board

Singapore broadcaster Mediacorp's editor-in-chief and chief sustainability officer, Walter Fernandez, has joined the New York Festivals TV & Film Awards 16-member advisory board. Fernandez is one of two new advisory board members announced in January. The other is Ellen Windemuth, CEO of streaming platform WaterBear Network.



Taiwan's NCC greenlights new news broadcast biz; two-year process for Mirror Media ends

Taiwan's National Communications Commission (NCC) has greenlit the establishment of satellite broadcast station, Mirror TV News, after a lengthy two-year consideration process. In approving the application, the NCC highlighted more than 20 conditions, including financial sustainability and no "external interference", ownership caps, clear conditions on interactions with mainland China, independent production, public accountability and external reviewers. The station must also start broadcasts this year.

Youku picks up U.S. superhero series March debut for Stan Lee's Superhero Kindergarten

Mainland Chinese streaming platform, Youku, premieres Genius Brands' Stan Lee's Superhero Kindergarten, starring Arnold Schwarzenegger, in March this year. The animated series will also stream across Youku's apps Tudou and Kumaio. Season one runs for 26 half hours. The show premiered on Genius Brands' Cartoon Channel in the U.S. and Canada in April last year. John Landis voice directed the series. Head writer was Steven Banks (*Sponge-Bob SquarePants*). Stan Lee's Superhero Kindergarten is produced by Genius Brands and Stan Lee's POW! Entertainment in association with Schwarzenegger's Oak Productions.



Arnold Schwarzenegger in Stan Lee's Superhero Kindergarten

India film recovery delayed, ICRA says Hopes dashed as new Covid restrictions kick in

Indian research investment agency ICRA has pushed back the country's film exhibition industry recovery back by at least a quarter. The company said the pandemic's third wave had dashed "imminent recovery for multiplex operators". ICRA expected revenue for the quarter from October to December 2021 to be the highest since the onset of the pandemic, but said the January-March 2022 quarter would be sequentially weaker. At the same time, ICRA highlighted a

"robust content line-up" and said recovery was likely to accelerate once Covid-related restrictions were removed. Malls and cinema halls are for now closed in Delhi and Haryana, with tougher restrictions – including night curfews – in other centres. Most movie releases have been deferred. Jay Sheth, ICRA's VP & sector head, corporate sector ratings, said recovery hopes had been pinned on the festive season and a strong content pipeline along with the increased pace of vaccinations.

SPH radio listenership up 12% in 2021

Singapore Press Holdings' (SPH) radio network, SPH Radio, says digital listenership grew by an average of 12.2% in 2021 compared to 2020 (source: Triton Digital). English station Kiss92 averaged 1.4 hours daily listenership on weekdays in

2021, according to the GFK 2021 Singapore Audience Study (3,000 people aged 15+) released by SPH. 96.3 Hao FM had the highest average tune-in duration among all SPH Radio stations with 1.7 hours per day on weekdays and 1.9 hours on weekends.

JUST A FEW MORE DAYS: Reserve by 28 January

ContentAsia's Digital Directory 2022

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The BIG LIST

Channels: Linear & VOD 2021

Asia's definitive media content and services directory

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The BIG LIST

Programming Syndication & Licensing 2021

Asia's definitive media content and services directory



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.

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Trends & Outlook 2021
As we expect the further proliferation of streaming video services, both SVOD and AVOD, to expand the value of linear programming in 2021, without eroding the value of traditional live 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 deals being placed among key players in the industry in order to produce quality content for specific platforms.

Legal Wives
A cultural drama about marital, an upright 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 honour of a fiancée's daughter. Complications and conflicts arise and marital faces the challenge to keep his family together and achieve harmony among its three wives. Episodes/length: 4 series of 8-10 mins (Season 1)

I Can See You
An anthology of thrilling stories that use a common visual storytelling device - a series of surveillance camera footage (CCTV, etc.) as the story unfolds to take on love and mystery. The stories bring into play how human curiosity compels people to observe others through a lens, and how cameras often capture moments that our eyes fail to see. Episodes/length: 4 series of 8-10 mins (Season 1)

The First Manly
An inspirational story of an ordinary woman who gets to lead an extraordinary life as the mayor of the province of a widowed Filipino Vice President who eventually becomes President by succession and election. Through social and feminist obstacles and struggles, the relationship between mayor and county leader prevails and blossoms into something beautiful, heartwarming and exciting. Episodes/length: 30-45 mins (Season 1)

Genres
We sell 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* (25-45 mins episode) 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, continues to be a trending topic on social media, with netizens loving about how unique and refreshing the show is.

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 expand our presence in Central Asia."

Top shows are...



Legal Wives
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AIS MEDIA

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*, *Star* and *National Treasure*. Non-Scripted and Factual Highlights include *Gogglebox*, *Undercover Boss*, *Gordon Ramsay's 24 Hours to Hell and Back*, *The Cube* and *Travel Guides*.

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 Alesandrie, Stephen Fry, Neil Patrick Harris and Keeley Hazell), *So Close* (made by Red Production and starring Emily Watson and Denise Gough), *Eden* (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*.

Trends & Outlook 2021
"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 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 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: 8 sub-series. Broadcaster: Channel 4 (U.K.) / HBO Max (U.S.)

The Cube
Made all the 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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Thailand

In numbers

Population	66.17 million
Households	27.7 million
TV households	20.4 million
TV penetration	95.3%
Digital terrestrial TV licences	24
Internet users (2020)	49.56 million
Broadband int subs (2021).....	12.75 million
Mobile phone subs (2021) ...	118.03 million
Fixed line subs (2021)	4.72 million
Terrestrial TV adex (THB).....	5,469 million
- Variety HD (THB).....	3,471 million
- Variety SD (THB)	1,802 million
- News (THB)	135 million
- Public (THB)	61 million
Top 10 terrestrial TV (Nov 2021):	
- Channel 7 (7HD)	1.489 TVR
- Channel 3 (3HD)	1.074 TVR
- Mono29	0.763 TVR
- One31	0.688 TVR
- Thairath TV/Workpoint	0.594 TVR
- Amarin TV	0.526 TVR
- Channel 8	0.356 TVR
- True4U	0.188 TVR
- PPTV HD36	0.175 TVR
- MCOT HD 30	0.145 TVR

Source: National Statistical Office Thailand (population & households in 2021, TVHH in 2018), National Broadcasting and Telecommunications Commission/NBTC (mobile, internet, broadband), Nielsen Thailand (media spending/TV rankings in Nov 2021)

Free TV/DTT

Channel 3/33HD

Digital terrestrial (DTT) Channel 3/33HD, operated by BEC Multimedia Co Ltd (a subsidiary of BEC World), is a general entertainment platform offering local/acquired programming, including Asian drama series, varieties and sports events. The company previously operated two other DTT channels (28SD general entertainment SD and 13Family kids/family) but returned its licenses in Sept 2019, retaining one – the 33HD channel. The group is also involved in new media (Ch3 Plus), entertainment, music and TV series production, as well as global distribution. 2021's BEC original line-up included modern day



The Curse of Saree, premieres 2 Feb 2022 on One 31 HD

vampire *Are We Alright?* (Nov 2021), *Love Under the Moonlight* (premiered July 2021), *To me, It's Simply You* (May 2021), *The Unidentical Twins* (May 2021), *Prao-mook* (May 2021), CGI-laden TV series *World of Himmapan* (Feb 2021), and rom-com *Wife on Duty* (Jan 2021).

Channel 5/HD

Channel 5 was established in 1958 by the Royal Thai Army aiming to bridge understanding between the army and the people. The 24-hour schedule covers infotainment, news, factual, entertainment, educational and teleshopping. The 2022 programming split is 80% informative/20% entertainment, including economic/social/finance/tech-related content, sports and magazine shows.

Channel 7/HD

Bangkok Broadcasting & TV (BBTV) launched Channel 7 in Nov 1967. In 2014, BBTV launched Channel 7 HD, a simulcast broadcast of the analogue service. The 24-hour SD/HD schedule includes news, drama series, game shows, movies and sports. Channel 7 is one of

Thailand's most active formats players, having aired, among other local adaptations, reality cooking show *Iron Chef* season 10 in 2021, talk show *The Woody Show* in 2020, game show *5 Gold Rings Thailand* in Feb-April 2020 and reality cooking *MasterChef S3/Junior S3* in 2019. Channel 7 also rolls out its first All Star version of *MasterChef Thailand* in Feb 2020.

Channel 8 (SD)

RS Television, a subsidiary of RS Public Company, launched digital terrestrial (DTT) channel, Channel 8 in May 2014, offering Indian drama, local drama and sports (boxing), as well as variety shows, animation, news and movies. More than 90% of the content is produced in-house. RS also owns and operates four satellite channels: Channel 2, Sabaidee TV, YOU Channel and Sun Channel. Local co-production partners include JSL Global Media, Kantana Group and Happy Together.

Channel 9/MCOT HD

Channel 9 is owned/operated by the Mass Communications Organisation

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All in ContentAsia's December magazine

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of Thailand (MCOT), a former state enterprise under the Office of the Prime Minister. The 24-hour general entertainment schedule is 70%+ in-house content with some international programming, including BBC. In 2014, MCOT began broadcasting two digital terrestrial channels – MCOT HD and MCOT Family (aka MCOT 14). MCOT Family was pulled in Q3 2019 after MCOT returned its DTT licence. MCOT is also involved in radio and online news.

GMM 25 SD

Thai media conglomerate GMM Grammy launched GMM 25 SD in May 2014. Key genres are series and varieties. 2022 line up includes romcoms *The Three Gentlebros* and *Unidentified Mysterious Girlfriend*; thriller *Homeschool*; and BL comedy *Star & Sky*.

Mono29 (SD)

Mono Group, which secured its digital TV licence (variety SD) in 2013 with a bid of THB2,250 billion/US\$71 million, launched Mono29 in April 2014. The 24-hour station offers local and international content, including drama series, movies, animation, game shows, variety, news and sports.

Nation TV

Nation Multimedia Group (NMG), established in July 1971 as an English-language daily newspaper, owns and operates eight businesses. These include 24-hour SD commercial digital terrestrial TV channels – news Nation TV (aka Nation 22).

One 31 HD

Seven-year old nationwide channel One 31 HD offers a diverse programming slate that includes dramas, news, sitcoms, game shows and variety shows. Programme highlights for 2022 include *The Curse of Saree* (premieres 2 Feb 2022), *The Giver*, *Fallen Rainbow* and *Desirable Flowers*.

NBT

NBT is a 24-hour news/information channel and a division of Thailand's Public Relations Department. NBT was established in 1985 with THB300 million/US\$8

million from the Japan International Cooperation Agency (JICA) and began transmissions in 1988.

PPTV HD36

Digital terrestrial station PPTV HD36 was established in April 2014 by Bangkok Media and Broadcasting. Today, the free-TV station schedules 40.5% of its broadcast schedule with news content, with further increases planned for the rest of 2022. News previously made up between 34%-35% of the schedule. To drive the increase, PPTV appointed overseas correspondents around the world, including in Taiwan, Germany. The rest of the 2022 line up are entertainment/variety (27.51%), sports (16.06%), kids, home shopping (13.79%), docu (1.69%) and kids (0.45%).

Thai PBS

Thai PBS, launched in Jan 2008, carries 25% int'l content (docu, kids, animation, drama series, movies, education, edutainment). Thai PBS, which began digital transmissions in April 2014, is also a network/service provider for other Thai DTT channels.

Thairath TV

Thairath TV, a variety HD channel by Triple V Broadcast, launched in April 2014 with a 50:50 news:/variety schedule. The digital terrestrial licence runs for 15 years until 2029.

Workpoint TV (Channel 1)

Workpoint TV, established in April 2014 by local production house Workpoint Entertainment, is a general entertainment channel offering drama/soap opera, game shows and variety programmes, among others. The 24-hour station also acquires foreign content.

Subscription TV

3BB GIGATV

3BB TV is an IPTV service by Triple T Broadband, a subsidiary of Jasmine International in corporation with Thai's Mono Group and Korea's KT. 3BB TV went live at the end of November 2020 with a total of 66 channels. Today, the

service offers 72 channels, with monthly fees starting from THB690/US\$22 plus internet connection. 3BB also offers regional streaming services HBO Go and WeTV. Triple T had 3.61 million broadband subscribers in September 2021.

Advanced Innovation (Thai AI)

Thai satellite operator, Thaicom, provides broadband network, content services and satellite dish/set-top box sales via direct-to-home subsidiary Thai AI (formerly DTV, established June 2009), which carries more than 45 SD/HD channels (January 2022).

AIS Playbox

IPTV platform, AIS Playbox, offers linear TV/VOD, as well as access to streaming services such as Netflix, Viu and beIN Sports Connect, via the AIS fibre broadband network. AIS, which is also one of Thailand's mobile operators (with 43.66 million subs), had 1.67 million fixed broadband subscribers across 57 provinces at the end of September 2021. AIS fibre broadband subscriptions cost from THB599/US\$17.99 a month for the 500 Mbps connection. All AIS fibre subscribers receive free AIS Playbox set-top box.

Good TV

Prepaid DTH platform Good TV (formerly FreeView HD, launched in 2015), targets Bangkok/large cities. Monthly subscriptions cost from THB300/US\$9.60 for 65 SD/HD channels.

PSI

PSI transmits to more than 10 million households nationwide. The platform offers select TV content via its own PSI TV Anywhere brand available on internet-connected devices. PSI launched in 1989 as a free-satellite TV provider, and was recognised as a pay-TV operator by regulator, the NBTC, in 2014.

TOTIPTV

Thailand's state-owned telco, Telecom of Thailand (TOT), launched IPTV platform TOTIPTV in Oct 2012 for TOT broadband subs in the Bangkok area. The service rolled out nationwide in Jan 2013. Monthly subscriptions start from THB150/US\$4.55 for 83 TV channels.

Contentasia Screenings



www.contentasia.tv/screenings



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TrueID

TrueVisions operates a pay-TV platform with 200+ channels, including must-carry digital terrestrial channels to 3.5 million subscribers (Sept 2021). TrueID distributed more than three million TV boxes at the end of Sept 2021. TrueID, which is managed by TrueVisions' True Digital group, also operates the TrueID Plus streaming app, which had 26 million monthly active users (417 million monthly average video views) in September 2021.

Online/OTT

AIS Play

(See AIS Playbox – Subscription TV)
Telco AIS' OTT AIS Play service streams live TV channels and VOD content to AIS subscribers. AIS had 43.66 million mobile subs in September 2021. **Price:** Starts from THB199/US\$5.97 a month.

Bugaboo Inter

BBTV's Bugaboo Inter, the SVOD extension of Bugaboo TV, launched in mid 2018 and is available globally. Bugaboo Inter offers over 13,000 hours of CH7 content. Bugaboo Inter is managed by BBTV's mobile/online subsidiary, BBTV New Media. **Price:** THB199/US\$6 a month

Bugaboo TV

Founded in 2011 by broadcaster BBTV, Bugaboo TV is an AVOD platform offering library titles from free-TV Channel 7 (CH7). Content includes drama series, news, sports, music and entertainment available via online portal and mobile app.

CH3+

(See Channel 3 – Free TV)
CH3+ (formerly 3Live), an online platform from BEC World, the operator of free-TV service Channel 3, offers real-time/catch-up TV programmes from BEC channels.

Doonee

Doonee offers 10,000+ hours of localised (dubbed/subtitled) TV content, including movies, TV series, factual and animation from around the world. Doonee rolled out commercial services in Jan 2015. **Price:** Subscription plans range from

THB9/US\$0.30 a day to THB999/US\$30 a year for unlimited usage and access up to five devices.

Hollywood TV

Launched in March 2014, Hollywood TV streams VOD movies/TV series/live channels. Most Hollywood titles are available with the original English-language soundtrack and Thai/English subtitles.

Price: THB199/US\$6 a month

iQiyi Thailand

Mainland China's iQiyi launched its global expansion in November 2019 as part of its commitment to expand its digital video services overseas. iQiyi's first Thailand original series, *KinnPorsche: The Series*, is scheduled to launch in Q2 2022. *KinnPorsche: The Series* is about an underworld heir and his bodyguard. The series is directed by Kongkiat Komesiri (*Khun Phan, Slice*).

Monomax

Monomax offers 20,000+ hours of VOD content, consisting of local/international/Korean/Chinese/Indian drama series, movies, animation and TV shows, among others. The Mono Next group launched the SVOD service in 2011 as Doonung.com, rebranded as Monomax in Feb 2016. **Price:** THB699/US\$21 for three months or THB1,450/US\$43.85 for six months

MVHub+

Video streaming service MVHub+ was launched in Thailand in April 2019 by MV Television and Hong Kong's TVB, offering 28 TV channels and over 10,000 hours of Chinese movies and entertainment content from mainland China, Hong Kong and Taiwan, with Thai-language subtitles. **Price:** Premium subscriptions start from THB199/US\$6 a month.

OTV

Launched in Sept 2017, OTV is operated by OTV Network, offering online clips of local, regional and int'l content ranging across drama, variety, music, news and short films.

TOTiPTV (MeTV)

(see Subscription TV)
Launched in 2015, TOT's streaming service, TOTiPTV, is an extension of the company's IPTV platform.

TrueID Plus

(see Subscription TV)
TrueID Plus launched in 2017, replacing TrueVisions Anywhere (launched 2013). TrueID Plus offers live-TV streaming, catch-up and on-demand services for TrueVisions/True subscribers. The catalogue consists of TrueVisions' premium channels and 2,000+ TVOD titles/original series/live sports. **Price:** Subscriptions cost from THB59/US\$1.80 a month to THB119/US\$3.60 a month for the Now Lite pack.

VIPA

VIPA (Vision + Passion) by broadcaster Thai PBS, launched in September 2021 and offered free (and without ads) to users in Thailand. Content offering includes Thai PBS' original TV shows and VIPA exclusive programming. Genres range from drama, variety to documentary and kids. The objective is to create equality and accessibility of quality content for all Thai people.

Viu

Hong Kong telco PCCW's regional mobile streaming platform, Viu, launched in Thailand in May 2017, and has a distribution partnership with telco AIS. Content partners include GMMTV, Change2561, Channel 3 and Amarin TV. **Price:** Viu Premium subscriptions cost THB5/US\$0.16 a day, THB35/US\$1.12 a week and THB119/US\$3.80 a month

WeTV Thailand

WeTV (formerly Sanook Online) is mainland Chinese giant Tencent's Southeast Asia beachhead. Tencent began buying into Sanook in 2010, acquiring a 49% stake at end 2010 for about US\$11 million. By end 2016, Tencent owned 100%. The holding company was renamed at the end of 2016. The deal gave Tencent full control over Thai online content/UGC portal Sanook! and music streaming service Joox. Tencent Thailand also operates video streaming platform WeTV, which launched in June 2019 offering

mainly content from China's Tencent Video. The content is primarily 60% Chinese, 20% Thai and 10% South Korean. **Price:** Monthly subscription is THB139/US\$4.45. Some content is offered for free.

Production

Bangkok Production Company

Produces web content, TV commercials, viral films (crowdfunding/marketing) and corporate videos, among others. Bangkok Production also provide line and post-production services.

BDA Creative (Thailand)

With offices in Singapore, Manila and Bangkok, BDA Creative produces long/short-form content, crafts stories for brands, collaborates with broadcasters, branding, design and promos for channels and for other media. BDA Creative was founded in 2003.

Benetone Films

Benetone has production & production support experience in feature films, commercials and television series. Production credits include *The Forgotten Army* for Amazon Prime Video and *Arthdal Chronicles* for filming in Thailand.

Century UU Entertainment Thailand

Set up by China's Century UU Culture and Communication, Century UU Entertainment Thailand is a content production company that also acquires and distributes programming. In Thailand, the company also buys airtime blocks on free-TV stations including BEC's Channel 3 for shows such as *Switch On (Game Rak Salub Miti)* – the Thai remake of Korean romantic/fantasy drama *W – Two Worlds Apart*.

Change2561

With more than 20 years of experience, GMM Grammy's production subsidiary Change2561, specialises in the production of drama series for platforms, including Amarin TV, AIS Play, WeTV and Channel 3. The company is also involved in organising concerts/events and artist management.

G2D

G2D (Gateway 2 Digital) is a post production house based in Bangkok, offering picture and sound post-production.

GDH 559

Founded in Jan 2016, GDH 559 specialises in online TV content. Clients include Line TV and Netflix. GDH's first online series was coming-of-age 2013's *Hormones*, for GMM Grammy. Production credits include *Ghost Lab (2021)*, *Bad Genius The Series (2020)*, *Tootsie The Movie (2019)*, *Brother of the Year (2018)*, *I Hate You, I Love You (2017)*, *Gasohug (2016)* and *Stay (2015)*. GDH (Gross Domestic Happiness) is the production subsidiary of Thai media conglomerate GMM Grammy.

Greenlight Film

Est. in 2007, Greenlight Film is a full service production company offering line producing, location scouting and 360/VR video production, among other services.

Heliconia H Group

Heliconia H Group was established in 2005 specialising in original/international TV formats, including big-brand cooking competition format *MasterChef Thailand* for Channel 7; game show *Cash Cab Thailand S4* for Channel 9; cooking competition *MasterChef Thailand* and *Iron Chef Thailand* for Channel 7; and *The Choice Thailand S3* for Mono TV.

Indigo Asia Production

Founded in 2011, Indigo Asia Production specialises in producing film, documentaries, TVC and online content. Based in Bangkok, the company also has offices in London, Prague, Cape Town, Rome, Hamburg and Montevideo.

JKN Global Media

Listed Thai content management and distribution company, JKN Global Media, specialises in factual production, collaborating with international brands. JKN is also involved in news production, via entity JKN News Limited, a global news and news channel producer under the JKN CNBC brand.

JSL Global Media

JSL Global Media set up in 1979 to produce content for the Royal Thai Army Radio and Television's Channel 5 and expanded to supply content for other TV channels.

Kantana

Kantana has, since 1951, expanded across media sectors, starting with radio and adding production, post-production, movies, animation, facilities rental, sports/eSports, airtime sales, marketing and broadcasting.

The Monk Studios

Founded in 2006, The Monk Studios is an animation and visual effects studio located in Bangkok, Thailand. The company also produces their own content. The Monk Studios was involved in, among others, productions for *Bangkok Breaking (2021)*, *Prince of Tennis (2021)*, *Spirit Riding Free (2018/9)*, *Airpocalypse (2018/9)*, *The Legend of the Ancient Sword (2018)* and *Journey to the West 2 (2017)*.

Nightingale Entertainment

Nightingale Entertainment, backed by China's Century UU in Beijing, was established in 2018 with a focus on developing, producing and co-financing Thai-language content with Thai content providers and platforms. Nightingale also buys international remake rights (Korean and Japanese IPs) to produce Thai- and Chinese-language content. Another area of focus includes acquisition of Thai-language content for China.

ONPA

ONPA aims to be a one stop supplier to support production needs. The company offers a full line of service, including production co-ordinators, equipment rental, post-production service and co-production investment.

Panorama Worldwide

Panorama Worldwide was established in 1993 and has produced over 300 TV documentaries and public relations programmes for organisations/companies in Thailand and abroad. Panorama also produces TV programmes for cable and satellite TV platforms.

Sahamongkolfilm International

Est. 1970. Movies produced include Tony Jaa's movies *Ong Bak 1-3*, *Tom Yum Goong 1/2*. Sahamongkolfilm also acquires international movies.

Shellhut Entertainment

Est. in 2005 as a subsidiary of shellcraft manufacturing and exporting company, Shellhut. Shellhut Entertainment specialises in animation, offering full production services, including pre- and post-production.

Sonix Boom

Sonix Boom was involved in the production of BEC World's drama series – *My Forever Sunshine*, *Thong Ek: The Herbal Master* and *The Man Series: Phupa* – for national free-TV broadcaster Channel 3.

The Studio Park

The Studio Park has five sound stages, and offers full scope one stop production services, sound stages, equipment and co production services. Clients are production companies for films, TV shows, and commercials.

TV Burabha

Established in 2003, TV Burabha is a full service production company specialising in Asian documentary/factual, including wildlife and educational entertainment, as well as food and travel series.

TV Thunder

TV Thunder (TVT) was founded in Nov 1992 by former DJ Sompong Wannapinyo, who switched to TV production to avoid music piracy issues. Commercial operations started in 1993. The company has produced more than 200 TV programmes, ranging from big international shows to controlled budget formats. Credits include *Dance Dance Dance Thailand*, *La Banda Thailand*, *Take Me Out Thailand*, *The Price is Right Thailand* and *Take Guy Out Thailand*.

Woody World

Woody World, originally W Network, was founded in 2004 and produced a number of TV shows over the past years and in 2008, the company solidified its footprint in the Thai entertainment industry when it created talk shows *Woody Kerd Ma Kui (WoodyTalk)* followed by *Woody Teurn Ma Kui (Woke up to Talk)*.

Workpoint Group

Established in 1989, the company is now one of Thailand's production frontrunners, producing original and localised international formats as well as selling its own formats and dramas to broadcasters in Laos, Vietnam, Cambodia and Myanmar. Productions include *I Can See Your Voice Thailand* (2016-ongoing); a 2019 remake of South Korean variety format *Infinite Challenge Thailand*; and quiz format *Lightning Quiz* (2014-2019).

Zense Entertainment

Zense Entertainment was established in 2010, and produces for broadcasters such as Channel 7 and PPTV. Formats credits include various adaptations for Thailand such as *Block Out Thailand*, *Still Standing Thailand* and *Money Drop Thailand* for free-TV national broadcaster Channel 7, and *Crazy Market* and *Show Me The Money* for digital terrestrial channel PPTV. Zense also creates and produces original content, including singing game show *Singer Auction* and talent show *The Producer*. The two titles, which were created with a global audience in mind, kicked off export of Zense's own home-grown formats to the international market in 2018. 2021's production credits included football game show *Fight for Life* for Channel 7.

Regulators/Associations**Media Agency Association of Thailand (MAAT)**

Established in 2007, Media Agency Association of Thailand (MAAT) publishes reports and promotes professional advertising/business ethics.

National Broadcasting & Telecommunications Commission (NBTC)

The National Broadcasting & Telecommunications Commission (NBTC) regulates all broadcasting and telecommunication services in the country.

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

What's on where...

March 2022	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	AVIA: Indonesia in View	
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	24-26	ContentAsia Summit	Online
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	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 20 January 2022

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



Attack on Titan, Peacemaker top China

Close competition for Parrot Analytics' Top 10s

Japanese anime blockbuster *Attack on Titan* and HBO Max's *Peacemaker* topped China's list of most in-demand programmes for the week of 11-17 January, according to the latest info from data science company, Parrot Analytics.

Netflix dominated demand for the digital top 10 with five spots, but lost out for the top two place to HBO Max's series based on the DC Comics character as well as to Amazon Prime Video's sci-fi series *The Expanse*.

Most of the shows on the digital originals list were within a hair's breadth of demand from each other.

Two of Netflix's Korean titles – *Squid Game* and *The Silent Sea* – are drawing some demand in China, but they're behind U.S. shows such as *The Witcher* or animated series *Arcane*, with insufficient demand to make the leap from the digital originals onto the overall list.

Attack on Titan was the only title on both lists to rise above the 20x difference from market average.

Top 10 overall TV shows: China

Rank	Title	Difference from Market Average
1	<i>Attack On Titan (進撃の巨人)</i>	20.26x
2	<i>Saturday Night Live</i>	16.89x
3	<i>Pawn Stars</i>	15.05x
4	<i>Peacemaker</i>	14.21x
5	<i>The Daily Show</i>	13.77x
6	<i>Breaking Bad</i>	13.54x
7	<i>The Expanse</i>	12.95x
8	<i>Westworld</i>	12.8x
9	<i>The Witcher</i>	12.53x
10	<i>The Big Bang Theory</i>	12.48x

Top 10 digital originals: China

Rank	Title	Platform	Difference from Market Average
1	<i>Peacemaker</i>	HBO Max	14.21x
2	<i>The Expanse</i>	Amazon Prime Video	12.95x
3	<i>The Witcher</i>	Netflix	12.53x
4	<i>Arcane</i>	Netflix	12.08x
5	<i>Squid Game (오징어 게임)</i>	Netflix	11.99x
6	<i>The Boys</i>	Amazon Prime Video	11.92x
7	<i>The Silent Sea (고요의 바다)</i>	Netflix	11.7x
8	<i>La Casa De Papel (Money Heist)</i>	Netflix	11.69x
9	<i>Hawkeye</i>	Disney+	11.4x
10	<i>The Book of Boba Fett</i>	Disney+	11.09x

Date range: 11-17 January 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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