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## StarHub rolls out Amazon free offer on eve of Disney+ showcase

### Giant MG at stake as 2nd anniversary of Disney+ SG looms – industry sources

On the eve of Disney's mega-showcase in Singapore, with free-flowing grand promises to unveil "the world's best stories for the next 100 years", Singapore's StarHub (Disney's prized partner in the country) sent out a special offer for three-month's worth of free Amazon Prime, including "fast free delivery, great entertainment and more".

Coincidence or canny timing?

Here's what we know... and a little of what we are hearing.

StarHub, eager to sweeten its 5G roll-out in the early days, is known to have paid Disney a very healthy minimum guarantee (MG) in an exclusive platform partnership for Singapore.

StarHub launched Disney+ on 23 Feb 2021, which means the two companies are, more likely than not, locked in (or headed for) renewal negotiations around about now.

Now Disney's motivation for such a shiny, expensive event, when everything around us screams austerity, starts,

**More on page 2**

DW Transtel

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**From page 1: Disney**

maybe, to make a little sense.

There's also this: Two months ago, at the end of September, the first of the 12-month "free" Disney+ 5G mobile/broadband bundle contracts expired.

The bundle, launched mid-September 2021, offered a S\$79.90/US\$59.50 a month subscription for Disney+/Netflix/70GB data, 1,000 mins talk time, and 1Gbps fibre broadband.

The sales pitch at the time was "high-speed connectivity meets endless entertainment at an attractive price point" with S\$199/US\$148 worth of sweeteners thrown in along with words such as "no frills" and "affordable". The full deal locked subscribers in for two years.

But the package only included Disney+ for 12 months. At month 13, an additional Disney+ charge of S\$11.98/US\$8.90 a month kicked in automatically for the remaining 12 months. Subscribers have to actively opt out.

And so here we are... at the 14+

month mark when subscribers are starting to see the extra charge appear on their monthly bills.

And this in a market that, according to Media Partners Asia (MPA)/AMPD research, prizes price and bundles way above content. Research unveiled at the APOS event at the end of September showed Singapore consumers put content as a third priority in deciding whether (or not) to resubscribe to a streaming service.

Standalone, bought directly with no contract, Disney+ costs S\$11.98/US\$8.90 a month (or S\$119.98/US\$89.40 a year) in Singapore. While StarHub has platform exclusivity, consumers can also buy Disney+ direct.

Disney's extravaganza this week is being seen by many in the industry as a desperate effort save its MG with StarHub.

Others think the song and dance is all about showing StarHub what they will be missing if a renewal at the same level doesn't happen. Some hark back

to the old cable playbook. "This is like the old days, when channels would all of a sudden start doing all this stuff at renewal time," one insider said.

Neither StarHub nor Disney have disclosed take-up data for the Disney+ streaming app. In total, StarHub has 492,000 entertainment subs; even if every one of them took Disney, how does the win make a difference to global subs numbers?

StarHub launched Amazon Prime in January 2020. This week's three-month free offer is very likely part of the renewal that those two companies have, clearly, signed.

Disney's media messaging around the 30 Nov/1 Dec event talks about "stunning presentations, a star-studded line-up, a red carpet and special junket opportunities". There's also a shopping centre appearance by talent like Lee Donghwi, Heo Sungtae and Yuya Yagira.

Will the stunt work? We'll know soon enough.



## Jason Soh, Max Tang join WildBrain APAC

Kids/family entertainment company, WildBrain, has added Jason Soh and Max Tang to its global team in newly created roles to drive APAC expansion, the company said today in an announcement datelined Singapore & Shanghai.

Soh, who was at Mipcom in October in his new role, is global sales and channels director, APAC, based in Singapore. He will spearhead distribution sales outside of Greater China, reporting to Caroline Tyre, VP global sales and rights strategy.

As the Shanghai-based senior manager, content partnerships for China, Tang will be responsible for expanding distribution within Greater China, reporting to Jianbo Wei, managing director, China.

The hires were announced along with a raft of sales deals with, among others, Disney Channel Japan, Warner Bros Discovery/HBO Go, Youku, Astro Malaysia, Now TV in Hong Kong and M&V Co in South Korea.

Soh was most recently with Warner Bros Discovery, while Tang worked with China's BestTV.



## Singapore's StarHub drops NDTV Pack from end Dec; BabyFirst TV pulls plug

Singapore platform StarHub is dropping the Indian NDTV Pack from 29 December 2022. NDTV Pack subs will be given pro-rated refunds. No other price adjustments are being offered. StarHub says the discontinuation is "part of our ongoing effort to streamline our TV offers". The services go dark at 11.59pm on 28 December. StarHub also says educational/learning channel BabyFirst TV will no longer be offered from 29 December because the channel's operator is pulling out of Singapore.

## Boys' Love content soars in Asia

Taiwan cements BL hub status; Dec mixer in Singapore



Big Dragon, GagaOOLala

By the end of 2022, production companies and streamers across Asia will have released almost 200 Boys' Love (BL) series, according to Taiwan-based global LGBTQ+-focused streaming platform GagaOOLala.

The new data was released ahead of this year's ATF event in Singapore, where GagaOOLala and Taiwan's government-backed Taiwan Creative Content Agency (Taicca) are hosting the first "Taiwan LGBTQ + BL Mixer Night Out" event.

The showcase will offer an overview of the emerging trends and opportunities for LGBTQ + BL content in 2023.

This will be followed by GagaOOLala and other Taiwanese companies'

presentations of upcoming projects to potential partners and collaborators.

Along with its broad bid to promote Taiwan's creative industries, the three-year old Taicca has taken an active role in promoting the country as a hub for the production of Asian queer content destined for the global market.

Ahead of the event, GagaOOLala, operated by Taipei-based Portico Media, said it carried 1,600 acquired titles and more than 60 originals, generating millions of views among its 2.5 million members across 247 territories worldwide, "thereby creating tangible global impact and universal visibility for the Asian LGBTQ+ community".

## Thailand's GMMTV takes Parbdee Taweasuk stake

GMMTV is planning on taking a 51% stake in *F4 Thailand: Boys Over Flowers* producer, Parbdee Taweasuk Co, in what the company says is a bid to boost global opportunities for Thai con-

tent. The announcement was made by GMMTV's managing director, Sataporn Panichraksapong. Details of the deal are still thin. Neither time line nor financial details have been disclosed.

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Taiwan's Studio76, Singapore's Weiyu Films tie up on Chinese & English scriptwriting competition



TJ Lee (left), MD of Weiyu Films; Dennis Yang, CEO & Managing Partner of Studio76

Singapore's Weiyu Films & Taiwan's Studio76 are collaborating on a regional Chinese- and English-language scriptwriting competition, RisingStories 2023, in a joint initiative to boost Asian film and TV IP for the global content market.

The project, which involves masterclasses for professional writers in Taiwan and Singapore, opens in February 2023 and will run for about two months.

The competition kick-off is on 7 Dec during the ATF in Singapore. Discussions are being held with additional partners in Taiwan and Korea.



Japan's TVer hits 23m monthly users

TVer's monthly unique active users topped 23 million for the first time in Oct 2022, the Tokyo-based platform says. Numbers hit a record 23.17 million – including connected TV usage – across all content for the month.

2023 return: DW's HER – Women in Asia  
18 women in seven countries featured in season three



Dr Debryna Dewi Lumanauw and DW Director General, Peter Limbourg

DW's HER – Women in Asia returns for a third season in 2023 with stories from 18 women in seven countries/regions, including Taiwan, the Philippines, Thailand and India. The new season announcement was made during the official opening ceremony of the DW Asia Pacific bureau in Jakarta in November.

The German programmer described the new bureau as "a milestone in DW's strategy of getting closer to its users in Asia".

The new bureau will contribute to DW's Indonesian language service as well as the new network's global output.

Women featured in the new HER – Women in Asia series include doctor Debryna Dewi Lumanauw, who provides medical care to people in remote Indonesian villages, and Indian climate activist Varsha Raikwar.

The series is jointly produced with partners in PIK Film for Malaysia, Indonesia, Thailand and the Philippines, Scroll Media in India, and filmmaker Omer Nafees in

Pakistan. Producers are DW editors Betina Thoma-Schade and Michael Wetzel.

The series, available in seven languages, will stream across 25 platforms in Asia, including MNC's Vision+ and Vidio in Indonesia; Astro in Malaysia; and Voot and Starzplay in India.

Announcing the new season during an event in Jakarta, DW said that the first two editions reached 41.6 million views across OTT platforms from launch in May 2021 to Sept 2022, averaging 2.5 million views a month.

The Jakarta event was attended by DW's director general Peter Limbourg, director of sales/distribution Petra Schneider, and director of programmes for Asia Debarati Guha.

DW Indonesia currently reaches some 8% of its target audience in the urban centers of Jakarta/Surabaya/Medan every week, with seven million contacts a month through DW's online and Indonesian language social media channels.

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## 15 Dec debut for Timo Tjahjanto action comedy

Indonesian director Timo Tjahjanto's action comedy, *The Big 4*, premieres on Netflix on 15 December – the first of seven Indonesian originals – four series and three films – Netflix unveiled in September.

*The Big 4* is about a by-the-book detective who investigates the death of her father and follows a clue to a remote tropical island, only to find out his true identity as a leader of a group of assassins.



*The Big 4*

Netflix's upsized Indonesian slate for 2023 includes showrunner Shanty Harmayn's series, *Gadis Kretek*, set in 1960s Indonesia; and Joko Anwar's sci-fi thriller series, *Nightmares and Daydreams*, about ordinary people encountering strange phenomena.

Other titles the streamer has commissioned/acquired from Indonesia for its global line-up include coming-of-age film, *Dear David*, created by Muhammad Zaidy and directed by Lucky Kuswandi; comedy series *Klub Kecanduan Mantan (Ex-Addicts Club)* by Salman Aristo; *Hari Ini Akan Kita Ceritakan Nanti (Today We'll Talk About That Day)* by director Angga Dwimas Sasongko; and *Komedi Kacau (Comedy Chaos)* from writer, director and comic Raditya Dika.

## Filipino dramas gain in Malaysia

ABS-CBN upsizes exposure in deal with Sarawak free-TV



*On the Wings of Love*

Malaysian free-TV channel, the Sarawak Media Group's (SMG) TVS, is adding two Filipino drama series to its schedule as part of a multi-title deal with ABS-CBN.

The new series – *On the Wings of Love* (2015/6) and *Betrayal* (2018) – follow the premiere of 2021 romcom, *Marry Me, Marry You*, on 15 November.

*Marry Me, Marry You* – the first Filipino drama on the two-year-old channel – is stripped Mondays to Fridays at 4pm.

*Betrayal* (known in Malaysia as *Halik*) stars Jericho Rosales (*The Promise*) in the story of two couples whose lives

are intertwined in a complicated series of affairs tainted by lust, temptation, betrayal, and revenge.

Romantic-comedy, *On the Wings of Love*, follows Clark, a simple boy living the American life, and Leah, a girl with an ambitious American dream who needs to marry so that she can stay in the U.S.

All three series are subtitled in Bahasa Malaysia.

The Sarawak state-owned TVS launched nationwide in October 2020. The channel has carriage on Astro and on MYTV.

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[www.ch3plus.com/contentlicensing](http://www.ch3plus.com/contentlicensing) (PW is required)

## China's Youku expands *Dino Dana*

Bomanbridge Media unveils pre-ATF sales



*Dino Dana*

Chinese streamer Youku has added seasons three/four of Amazon Prime Video's Canadian live-action series, *Dino Dana*, to its line-up in an extended deal with Asian distribution/production company, Bomanbridge Media.

The addition of another two seasons of *Sinking Ship/J.J. Johnson* series comes atop sales in almost every territory in Asia, including Hong Kong, Indonesia, Korea, Malaysia, Mongolia, Singapore, Thailand and Vietnam, says Bomanbridge Media's head, Sonia Fleck.

The raft of new sales announced in the lead-up to this year's ATF market in Singapore also covers anime, factual and scripted sales.

Animax Asia picked up Japanese anime titles *Yo-Kai Watch Jam – Yo-*

*Kai Academy Y: Close Encounters of the N Kind* along with *Yo-Kai Academy Y the Movie: Can a Cat be a Hero*.

Anime titles have also sold to Astro Malaysia and FPT Vietnam, followed by Taiwan's YoYo TV picking up kids show, *Odo*, about a small owl, and Hong Kong's PCCW adding nature discovery series, *Kids Safari*, to its line up.

Thai Public Broadcasting has followed the pick-up of Paramount's *Paw Patrol S2* with 40 hours of factual, while True ID bought about 10 hours of factual and sports shows.

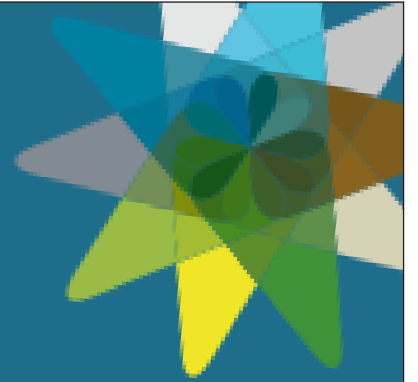
In India, Discovery+ has acquired over 110 hours of Indian culture and factual entertainment content from In10 Media Network's catalogue distributed globally by Bomanbridge Media.

## VTVcab, Jungo TV tie up on Viet-U.S. carriage

Vietnamese platform VTVcab is adding U.S.-based Jungo TV movies and TV series to its platform in a new partnership that gives VTVcab's channels – drama channel Phim Viet, sports channel On Sports, and entertainment channel On Biz – a footprint in North America.

Jungo will also distribute and monetise the On Trending shorts across digital OTT and social media platforms.

Director of OnTrending Center of VTVcab Nghi Nguyen said the alliance laid the groundwork for Vietnamese content to enter the international market.



# CONGRATULATIONS TO THE 2022 MPA APSA ACADEMY FILM FUND RECIPIENTS



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**Los Hermanos Salvador (The Salvadors)**

The five Salvador siblings must come together to restore the glory of their antique and magic shop and thereby save the family legacy. But in doing so, they will have to settle their differences and learn to work as a team. On the other hand, the Quiroga siblings have the mission to end that legacy. This confrontation triggers a series of supernatural adventures. Length: 10x30 mins

**Dori Media** 2 Raul Wallenberg st., Tel Aviv, Israel  
T: +65 8338 3719 E: haikal.jamari@dorimedia.com

**In the Shadows**

*In the Shadows* is the story of Julia and Magdalena, members of an elite group that strives to solve the most perplexing crimes in record time. The two women have very different lives. Julia lives



happily with her husband and son, and Magdalena searches for her stepfather, who abused her when she was a child. Julia's personal life takes a turn upon the return of Iván, a well-known criminalistics expert who was the love of her life years before and who abandoned her for an unknown reason. Magdalena takes an interest in him and gives life to a tense love triangle that unfolds as they search as a team for those responsible for the most mysterious crimes of their careers. Length: 60x60 mins **Caracol Televisión**. 150, Alhambra Circle, Suite #1250. Miami, Fl, 33134 U.S. T: +1 305 960 2018 (Miami, Estados Unidos)

**Kung Fu Pork Choppers**

*Kung Fu Pork Choppers* follows a team of five galactic out-of-this-world pigs in space and their super-powered Splaximal pets, transformed by the slimy substance "Splaxis" from the cutest creatures to mega-sized fighting machines. In their action-packed quest to right wrongs, the Kung Fu Pork Choppers take off on planet shattering adventures, chock full of the coolest and craziest heroes and villains imaginable – and unimaginable – and much, much more!



**Jetpack Distribution** Spitalfields House, Borehamwood, Hertfordshire, WD6 2FX, U.K.  
www.jetpackdistribution.tv



**Order Up!**

*Order Up!* follows *Fresh Off the Boat* star Hudson Yang on the ultimate chef apprenticeship crash course across America to Singapore. Having a full-time acting career means that Yang must compress the classic training. Yang travels across the U.S. to visit renowned, accomplished chefs and restaurants, before flying to Singapore where he pushes himself to tackle even more difficult and unique challenges. While others take years to master these complex dishes and techniques, Yang only has a few days. It's the ultimate pressure cooker and stakes are high; can Yang stand the heat? Length: 8x60 mins **Blue Ant International** 99 Atlantic Ave, 4th Floor, Toronto, Ontario, Canada M6K 3J8 T: +1 416-646-4434 / T: +1 416 454 0692 (Nick Solowski, senior director, international sales & acquisitions)

**Last King of The Cross**

Inspired by John Ibrahim's best-selling autobiography charting his rise from a poverty-stricken immigrant with no education, no money and no prospects to Australia's most infamous nightclub mogul, *Last King of The Cross* is an operatic story of two brothers who organise the street but lose each other in their ascent to power. The series stars Lincoln Younes (*Grand Hotel, Tangle, Barons*), Claude Jabbour (*Eden, Stateless*), Callan Mulvey (*300: Rise of an Empire, David Mackenzie's Outlaw King*), Tess Haubrich (*Spiderhead, Alien: Covenant*), Maria Tran (*Truy Sat, Echo 8*), Matt Nable (*Riddick, Bikie Wars: Brothers in Arms*), and Tim Roth (*The Hateful Eight, Lie to Me, Sundown*). Length: 10x60 mins **Cineflix Rights** First Floor, 275 Grays Inn Road, London, WC1X 8QB, U.K. E: sales@cineflix.com



**A Year on Planet Earth**

On our planet's annual orbit around the sun, the energy reaching the surface shifts up and down the latitudes, giving us our seasons, and creating opportunities and challenges for all life on Earth. Across four episodes, this series reveals the extraordinary adaptations and behaviours of the world's most spectacular wildlife as they not just endure but make the most of all that the seasons can throw at them. Length: 6x60 mins **ITV Studios** Level 1, 19 Harris Street, Pyrmont, NSW, Australia T: +2 61 93834360 E: augustus.dulgaro@itv.com



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**The Big Hope:**  
Industry leaders on 2023

**New Year trends & influences:**  
Story-telling, production budgets, merger fallouts  
& other things on our watch list for 2023

**Conversations with...**  
Screenplay Films' Anthony Buncio, Studio Dragon's Lee Ki-hyuk, Mediacorp's Virginia Lim, *The Broken Marriage Vow*'s Connie Macatuno, Astro's Agnes Rosario, *The Betrayal*'s Teddy Sutthikulphanich & Media Prima's Nini Yusof

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### Summer Love

Funny, moving and uplifting, *Summer Love* is an enchanting anthology series in which eight very different sets of people rent the same beachside holiday house and experience some incarnation of love. From the two couples who discover their friendship has reached its expiry date, and the gay couple who confront societal expectations versus what they really want, to the sisters who take time out to recharge but somehow manage to bring the chaos of their lives with them, the drama travels across gender, class and culture to deliver eight fresh, authentic and relatable stories.

Length: 8x30 mins **Red Arrow Studios International** Medienallee 7, 85774 Unterfoehring, Germany T: +49 89 9507 7303 E: sales@redarrowstudios.com



### The Smeds and The Smoos

On a faraway planet, Janet and Bill meet in the Wurpular Wood and fall in love. Their warring families, The Smeds and The Smoos, cannot accept the match. But when Janet and Bill elope, they have little choice but to put aside their differences. Length: 1x26 mins **Magic Light Pictures** 4th Floor, 41-42 Foley Street, London, W1W 7TS, U.K. T: +44 (0) 20 7631 1800 E: distribution@magiclightpictures.com



### Cattleya Killer

The closed case of the long-dead Cattleya Killer is resurrected when a corpse appears with the same markings. Top agent, Anton dela Rosa, gives his all to crack the mystery his father once solved. However, as he digs deeper into the case, Anton finds himself at the center of the investigation. Length: 6x45 mins (psychological thriller) **ABS-CBN & Nathan Studios** ELJCC Bldg., Mo. Ignacia Ave., Brgy. South Triangle, Quezon City, Philippines 1103 T: +632 8924 4101



### U Motherbaker – The Movie

A sequel to the popular series, *U Motherbaker*, the movie is a Taiwanese family comedy about culture and the challenges of transforming a traditional cake shop. The film spin-off depicts the mother's adventures of being the number one fan of the superstar OO. Length: 120 mins **Bole Film** 8F, No. 3, Songren Rd. Taipei City, 11010, Taiwan T: +886 2 8780 1166 E: dennis\_wu@bolefilm.com.tw



### On Marriage

*On Marriage* focuses on portraying all those struggles couples encounter when they give up themselves in order to fulfil the demands of their marriage. In this anthology series, each individual episode explores varying meanings of marriage from five unique perspectives. Length: 10x60 mins **Taiwan Public Television Service Foundation** No.100, Lane 75, Sec. 3, Kang Ning Rd., Taipei 114, Taiwan T: +886 2 2633 8118 E: julian58@pts.org.tw



### Vocal Like Locals

A reality singing competition that brings together amateur singers from all over the world. In this format, contestants will have the opportunity to sing a local hit from their favourite foreign country. While not necessarily even speaking the local language, their love for the local music and culture will help them express their affection for a country through a song. Featuring a lineup of renowned celebrity judges, contestants will compete to advance to a final championship round where one singer will be crowned champion and have the chance to meet the singer of their favourite local hit. Length: 60-180 mins **Nippon TV** 1-6-1 Higashi-Shimbashi, Minato-ku, Tokyo, Japan 105-7444 T: +81 3 6215 3036 E: nippontv-ibd@ntv.co.jp



# Contentasia Screenings



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CJ Yong at [cj@contentasia.tv](mailto:cj@contentasia.tv) (Taiwan and China)

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**Grisù**

Grisù is a little dragon who dreams of becoming a firefighter. Even if there's no job available at the fire station, he is always ready to help! He travels the world to accomplish his missions because, as he always says, "Firefighters never give up!". His Father Fumé doesn't understand his son's vocation. Dragons breathe fire! So why can't Grisù just give up this crazy idea? But every day, Grisù goes to see the fire chief David, his best friend Stella's father, to check if there is a job for him at the fire station. Unfortunately, all positions are filled... However, David finds him another role. And the small dragon puffs out his chest – "I'm always ready!" Length: 52x12 mins **ZDF Studios GMBH** Erich-Dombrowski-Str. 1, 55127 Mainz, Germany T: +49 (0)6131 9910 E: info@zdf-studios.com



**Main Hoon Aparajita (Invincible Me)**

After being abandoned by her husband, a single mother, Aparajita, faces all her challenges and raises her daughters to become respectable member of society. Length: 50x30 mins **Zee Entertainment Enterprises** #34-04 & 05, International Plaza, 10 Anson Road, Singapore 079903 E: sandeep.h@zee.com (Sandeep Hardasmalani)



**Thomas & Friends: All Engines Go!**

Thomas and his friends are back in an all-new season of *Thomas & Friends: All Engines Go!* Deliveries will go awry, new areas of the island will be explored ..... while Thomas and his friends grow from these unexpected surprises. And in this season, a new character is introduced – Bruno! Bruno is a new friend for Thomas and the other engines and he is also autistic. The introduction of an autistic character is a milestone moment for the brand. It provides an opportunity to celebrate differences and let all kids know they are welcome on the island of Sodor. Length: 52x11 mins **Mattel** 11/F South Tower, World Finance Centre, Harbour City, Tsimshatsui, Hong Kong E: Magdalene.cheung@mattel.com T: +852 3185 6533

**Alert**

From executive producers Jamie Foxx and John Eisendrath (*The Blacklist*), written by Eisendrath and starring Scott Caan (*Hawaii 5-0*) and Dania Ramirez (*Devious Maids*), the all-new missing persons drama *Alert* is a procedural drama about the Philadelphia Police Department's Missing Persons Unit (MPU). Each episode features a heart-pounding, life-or-death search for a missing person that runs alongside police officers Jason Grant and his ex-wife Nikki Batista's series-long quest to find out the truth about their long-lost son. Length: 10x60 mins **Sony Pictures Television** 77 Robinson Road, #19-01 Robinson 77, Singapore 068896 E: Selene\_Khoo@spe.sony.com and Sirinthip\_Phanajaras@spe.sony.com



**The Great Wall with Ash Dykes**

Join Ash Dykes on the adventure of a lifetime, as he explores iconic and hidden parts of the Great Wall of China in a thrilling tour. This epic expedition will document Ash's ambitious journey as he overcomes the treacherous terrain of the Great Wall of China through action-packed adventures. From parasailing down extreme heights to scuba diving the deep surrounding waters, Ash offers intimate access to the wall as well as its historical influence, breath taking landscapes and rich cultural heritage. In each episode, viewers enjoy the highs of the white knuckle, adrenaline-fueled activities in addition to the more meaningful interactions with people along the surprisingly different sections of the Great Wall. Length: 6x60 mins (in-production) **Bomanbridge Media** 37 Smith Street, #03-01, Singapore 058950 T: +65 6224 4211 E: sales@bomanbridge.tv

**2 Good 2 Be True**

Ali and Eloy first cross paths at a hotel after seeing that a robbery had happened there. Eloy, whose father is in jail, is part of a group of scam artists. In his mission to discover the truth behind the crime that put his father in prison, he was led to an old man. When Eloy realised that the old man's nurse is Ali, he starts plotting to use her, despite Ali's growing suspicions about him. In a world full of lies, is true love still real? Length: Approx 50x45 mins **ABS-CBN** 10F, ELJ Communications Center Eugenio Lopez Drive, 1103 Quezon City, Philippines T: +63 (02) 34152272 E: internationalsales@abs-cbn.com



# CONTENTASIA AWARDS 2023

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Who won: **24 August 2023**

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Dennis Yang, founder/CEO, Studio76



Jocelyn Little, managing director, Donovan Chan, creative director, Beach House Pictures; Si En Tan, Kris Ong, co-founders/producers, Momo Film



The Broken Marriage Vow lead, Jodi Sta Maria, and supervising producer, Kylie Manalo-Balagtas



Henry Tran, GM, Warner Bros. (F.E.) Inc. Thailand



(L-R) Bunaveswaran Ganesan, Shabir Tabare Alam, TJ Lee, MD, Weiyu Films



Virginia Lim, chief content officer, Mediacorp



TJ Lee, MD, Weiyu Films



Marianne Lee, chief of content acquisition & licensing, Viu



Yuthana Lopanpaibul, executive producer/director, BEC World



Pantham Thongsang, HBO/Warner Bros Discovery



Wanida Boonpraditwattana, AVP - Inter Right Management, ONE31/GMMTV Thailand



The Miracle of Teddy Bear (Khunmee Paliharn) BEC World (Ptc) / Tanaalakorn / Yuthana Lopanpaibul



ContentAsia Awards 2022 host Elizabeth Sadler

## Cambodia

### In numbers

Population .....	15.55 million
Households .....	3.39 million
Avg household size .....	4.8
TV households .....	2.4 million
Internet subs .....	18 million
Mobile phone subscribers ....	19.48 million
Fixed tel subscribers .....	39,272
Licensed internet operators.....	47

Source: National Institute of Statistics, Telecommunication Regulator of Cambodia (population in 2019, households in 2021, Avg HH size in 2018, TV HH in 2008 Census), Telecommunication Regulator of Cambodia (internet, mobile, fixed tel in May 2022; ISP licenses in Oct 2022)

### Free TV

#### Apsara Television (TV11)

Apsara Television is a private television channel in Cambodia, offering news, entertainment, talk shows, variety, lifestyle, kids, history and sports (boxing) programming. Launched in 1996, Apsara Television is operated by the Apsara Media Group.

#### Bayon TV/Bayon News/ETV News

Bayon Television owns and operates three TV channels – Bayon TV, Bayon News (BTV-News) and ETV News. Bayon Television was established in 1998 and broadcasts from its main station in Phnom Penh to about 15 provinces. It offers local TV series, boxing matches, news, variety shows and entertainment content, among others. October/November 2022 lineup includes Khmer-dubbed Chinese period drama series *The Promise of Chang'an* and *My Sassy Princess*. Bayon News and ETV News offer local and international news. Bayon also owns and operates radio service Bayon Radio.

#### Cambodian Television Station Channel 9 (TV9)

General entertainment channel TV9 was established in 1992 and is a 100% Cambodian private sector company. Offers mostly local content and Thailand drama series.



The Cambodian version of Thailand's music game show format, *The Wall Song Cambodia*, premiered on 29 October on PNN TV and airs on Saturdays at primetime 6pm-9pm. The original Workpoint Group's format, *The Wall Duet*, has been adapted in Vietnam, Netherlands, Norway and Brazil.

#### CTN/CNC/MyTV/CTN International

Cambodian Broadcasting Service (CBS) operates three local channels – Cambodian Television Network (CTN), Cambodian News Channel (CNC) and MyTV – and international service, CTN International. 24-hour flagship channel, CTN, launched in March 2003, prides itself on introducing local viewers to international formats such as game shows *Divided \$1* (2021), *Minute to Win It* (2015), and *Who Wants to be a Millionaire* (2013/2015); as well as reality cooking *MasterChef Cambodia \$1/\$2* (2018/2020). Acquired foreign titles in the November 2022 offering include 2020's Hindi mythological series *Kahat Hanuman Jai Shri Ram*. CTN also co-produces international movie/drama series and entertainment content. CNC is a hybrid 24-hour news and entertainment news service. MyTV, launched in 2009 as a youth service, rebranded in 2013 as a modern channel targeting the 15-49 age group offering local/foreign

drama, concerts and variety shows. CBS is owned/operated by The Royal Group, which is also a parent company to pay TV platform One TV.

#### Hang Meas HDTV (HM HDTV)

Cambodia's first HD broadcaster, Hang Meas HDTV, transmits a 24-hour schedule to 24 cities/provinces. Content includes Korean and Chinese drama series, as well as locally adapted formats such as *I Am A Singer Cambodia*, *The Voice Cambodia*, *Cambodia Idol*, *Cambodia's Got Talent* and multiple seasons of *Killer Karaoke Cambodia*. Launched in Feb 2012, Hang Meas HDTV is part of the Hang Meas Group, a multimedia company also involved in production, content, radio and talent management.

#### TVK

State-owned broadcaster, National Television of Kampuchea (TVK), launched in Dec 1963, closed during the civil war

in the 1970s and was resurrected at the end of 1983. The schedule today is mostly local ranging from news, education to entertainment and sports. TVK also operates about 25 radio stations.

### Phnom Penh Television (TV3)

Phnom Penh Television (TV3) was established in 1996 as a JV between KCS Cambodia and Phnom Penh Municipality. In 2012, the station became a wholly owned company of KCS. The 24-hour TV3 offers local content, including news, TV series, game and talk shows, sports, lifestyle, music and concerts.

### PNN TV Station

Established in 2015 by the L.Y.P. Group, PNN TV has a US\$10-million production complex consisting of five studios. Over 50% of PNN TV's schedule is locally produced, including game shows, variety shows, talk shows and news. Some content is acquired regionally. Locally adapted formats included game shows *The Wall Song Cambodia* (Oct 2022) and *Family Feud Cambodia S1/2* (2019-2021). The station claims a 95% reach across Cambodia.

### TV5 Cambodia

Channel 5 (TV5) carries entertainment content, including in-house drama series, news and sports (boxing) and some foreign shows. Foreign content in the November 2022 lineup includes a 2018's Hindi-language drama series *Main Maikhe Chali Jaungi, Tum Dekhte Rahiyo*, stripped weekdays at 11am-12pm. TV5 was licensed by Cambodia's Ministry of Defence in 1995 and is owned by the Royal Cambodian Armed Forces. The station operates as a joint venture with Cambodian post-production company, MICA Media, part of Thailand's Kantana Group.

## Pay TV

### Cambodian DTV Network

DTH pay-TV operator Cambodian DTV Network, offers about 250 SD/HD TV channels mainly to rural areas in 25 provinces across Cambodia. One-time fee of KHR110/US\$0.03 plus installation (Nov 2022).

### Digital Sky/One TV

Digital Sky launched as a joint project between the international GS Group and Cambodia's Royal Group in Sept 2012 and became a wholly owned subsidiary of The Royal Group in March 2016. Digital Sky offers upwards of 60 digital channels (DVB-T service branded as One TV, KHR6 a month + one time connection fee of KHR85) and 265+ satellite channels (branded as Sky One, one-time connection fee of KHR85) to households in multiple provinces/cities, covering about 70% of the country. In-house channels include OneTV Sabay 1, OneTV Drama 3, OneTV Kids 5 and OneTV Movie HD 7 (Nov 2022).

### Phnom Penh Municipal Cable Television (PPCTV)

Founded in 1995, Phnom Penh Municipal Cable Television (PPCTV) offers 70+ local/regional/international TV channels. Cable TV subscriptions cost KHR10 a month or KHR50 for six months and KHR100 a year. The pay-TV platform also operates in-house channels, including PPCTV 6/9/10; and nationwide CTV 8 HD (carries local/Chinese, Thai & Korean content) and ITV HD (entertainment variety & news); as well as internet broadband services.

## Online/OTT

### OneTV Plus

OneTV Plus is a streaming app of pay-TV Digital Sky/One TV offering access to local TV channels and local/foreign VOD content. Some content is offered for free. VIP access costs KHR3 a month or KHR0.99 a week.

### PPCTV World

PPCTV World (formerly PPCTV Anywhere) launched in 2016 by cable TV/internet service provider Phnom Penh Municipal Cable Television (PPCTV). The mobile platform carries live streaming content and select catch-up content, including Khmer-dubbed entertainment drama series and films, for US\$2.95 a month.

### Soyo

Launched in July 2017 by Sabay Digital, Soyo offers mostly local movies/TV shows and some Thai content dubbed/subtitled in Khmer. Users choose between daily, weekly and monthly subscriptions, with some content offered for free.

### WeWatch

Singapore-based WeWatch launched the OTT service in April 2021, offering 100+ live TV channels, local/foreign Khmer-dubbed/subtitled movies, TV shows, esports, lifestyle and educational content, and games, among others. Users either access via the Android SuperBox or via the WeWatch Everywhere app. WeWatch is also available in Singapore and Indonesia.

Adapted from ContentAsia's  
The Big List 2023

# 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)

## What's on where...

November 2022	29-30	APOS Mumbai	In-Person, Mumbai + Live streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Marina Bay Sands, Singapore
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmmart 2023	Hong Kong
	21-23	Series Mania Forum 2023	Lille, France + Online
April 2023	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 2023	Cannes, France
	17-19	Mip Doc 2023	Cannes, France
	17-19	Mip Formats 2023	Cannes, France
	17-19	Mip Drama 2023	Cannes, France
June 2023	7-9	BroadcastAsia/CommunicAsia 2023	Singapore
	8-10	Telefilm Vietnam 2023	Ho Chi Minh City, Vietnam
	28-30	Content Expo Tokyo 2023	Tokyo, Japan
August 2023	21-23	ContentAsia Summit 2023	Bangkok, Thailand + Streamed
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
September 2023	14-17	Gwangju Ace Fair 2023	Gwangju, South Korea
October 2023	14-15	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France

## Domestic does it for Korean consumers

### Highest demand for long-running hip-hop reality show

Korean channel MNet's long-running hip-hop reality competition show, *Show Me The Money*, which celebrated its 10th year on air in 2022, narrowly beat five-year-old favourite, tvN's *Prison Playbook*, to the top spot for the titles most in demand in Korea for the week of 15-21 November. In third place was iconic Japanese anime property, *One Piece*.

According to data science platform Parrot Analytics, Disney+'s teen revenge

thriller, *Third Person Revenge*, which premiered on 9 Nov, narrowly beat Netflix's *Squid Game* on the list of most-in-demand made-for-streaming shows.

Netflix dominated the digital list with four titles, missing out on the top spot by a narrow margin but taking both second and third places. Disney+ ended the week with three shows in the top 10. The other three places went to shows from Prime Video, Wavve and Apple TV+.

### Top 10 overall TV shows: South Korea

Rank	Title	Difference from Market Average
1	<i>Show Me The Money</i> (쇼미더머니)	19.4x
2	<i>Prison Playbook</i> (슬기로운 감빵생활)	19.04x
3	<i>One Piece</i>	18.82x
4	<i>Third Person Revenge</i> (3인칭 복수)	15.37x
5	<i>Squid Game</i> (오징어 게임)	15.13x
6	<i>Hot Stove League</i> (스토브리그)	15.07x
7	<i>Everybody</i> (에브리바디)	14.74x
8	<i>Running Man</i> (런닝맨)	14.7x
9	<i>New Journey To The West</i> (신서유기)	13.88x
10	<i>Our Blues</i> (우리들의 블루스)	13.74x

### Top 10 digital originals: South Korea

Rank	Title	Platform	Difference from Market Average
1	<i>Third Person Revenge</i> (3인칭 복수)	Disney+	15.37x
2	<i>Squid Game</i> (오징어 게임)	Netflix	15.13x
3	<i>Warrior Nun</i>	Netflix	12.99x
4	<i>Andor</i>	Disney+	12.88x
5	<i>Kingdom</i> (킹덤)	Netflix	12.75x
6	<i>Shadow Detective</i> (형사 록)	Disney+	11.24x
7	<i>The Lord of The Rings: The Rings of Power</i>	Amazon Prime Video	11.02x
8	<i>Sweet Home</i> (스위트홈)	Netflix	10.95x
9	<i>Weak Hero</i> (약한영웅)	Wavve	10.48x
10	<i>Pachinko</i>	Apple TV+	10.29x

Date range: 15-21 November 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 10 times more in demand than the average TV show in this market



## contentasia

### Editorial Director

Janine Stein  
janine@contentasia.tv

### Assistant Editor

Malena Amzah  
malena@contentasia.tv

### Events Manager

CJ Yong  
cj@contentasia.tv

### ContentAsia Marketing & Awards

Heather Berger  
heather@contentasia.tv

### Design

Rae Yong

### Research

Rhealyn Rigodon  
iyah@contentasia.tv

### Associate Publisher

(Americas, Europe) and VP,  
International Business Development  
Leah Gordon  
leah@contentasia.tv

### Sales and Marketing (Asia, Australia and Middle East)

Masliana Masron  
mas@contentasia.tv

To receive your regular free copy of **ContentAsia**, please email [contentasia@contentasia.tv](mailto:contentasia@contentasia.tv)

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