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ContentAsia's latest newsletter

Paraskakis, Chino, Bastings join forces on new content venture

Empire of Arkadia to
focus on Japan & Korea
in global creative strategy

Content industry veteran, Fotini Paraskakis, is launching a global content venture, Empire of Arkadia (EOA), partnering with Tokyo-based former Nippon TV exec, Cindy Chino, and former Discovery APAC boss, Arthur Bastings.

The full story is on page 3



"The business will explode across language barriers"

Prime Video India head,
Gaurav Gandhi, on
streaming & SVOD in India
@ APOS 2022

The full story is on page 8

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Taiwan's NCC hauls Formosa bosses in after talk show allegations

Taiwan's National Communications Commission (NCC) has Formosa News' prime-time talk show, *Coco Hot News 152*, in its crosshairs after host Clara Chou accused a KMT party leader (and father of current Taipei mayoral candidate) of an affair decades ago with a local beauty queen.

Once again calling on media outlets to implement professional self-discipline, the NCC said Formosa bosses would be called in to explain the Chou incident following a rash of complaints and reports of an aggravated defamation lawsuit against Chou being filed.

Formosa TV has already said the talk show on its main news channel would be cancelled, although it would continue to run on other services, and local reports say Chou is ready to apologise for her allegations.

At its weekly conference following the outcry, the NCC said the show may have contravened Taiwan's broadcast regulations.

This is not the first time Formosa News – or *Coco Hot News 152* – has drawn regulatory attention. In addition to demands to upgrade reporting accuracy, the channel was fined NT400,000/US\$12,500 for airing unverified statements at the end of December about a Taichung by-election.



KC Global's One adds K-drama *Cheer Up* to regional schedule

Regional programmer KC Global Media's One channel premieres Korean college romantic drama, *Cheer Up*, on 4 October, within 24 hours of its domestic release in Korea. The series stars Han Ji-Hyun (*Penthouse*) as a Hanse University student who joins the cheer-leading squad because it pays her bills, rather than the investment club, which is where her interests lie.

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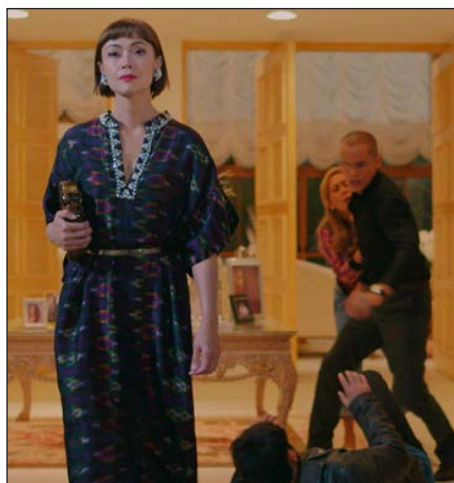
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ABS-CBN's TFC tops Singapore's Philippines services in Q2



The Broken Marriage Vow, ABS-CBN Philippines

ABS-CBN's The Filipino Channel (TFC) topped the list of Philippines' channels distributed in Singapore for the second quarter of this year, according to SG-TAM data distributed by the channel.

The Manila-based service said daily time spent in April, May and June peaked at 88 minutes in June.

Daily audience reach in June peaked at 4,300 – the highest for the quarter.

The top weekday programme in April was ContentAsia Awards 2022 winner – *The Broken Marriage Vow* (Best TV Format Adaptation (Scripted) in Asia), followed by long-running favourite, *FPJ's Probinsyano*, with *TV Patrol* in third place.

The top weekday and weekend show in May and June was *TV Patrol*, with *FPJ's Probinsyano* retaining its second spot. *TV Patrol* also topped the April programme rankings, followed by local comedy series, *My Papa Pi*.

The second season of *Idol Philippines* followed *TV Patrol* in June.

95% of the top 20 programmes in May were from TFC, 90% in June and 80% in April, the channel said.

Paraskakis, Chino, Bastings partner Global content venture launches ahead of Mipcom



Fotini Paraskakis, Arthur Bastings, Cindy Chino

Video industry veteran, Fotini Paraskakis, has launched a global content venture, partnering with former Nippon TV exec, Shigeko (Cindy) Chino, and former Discovery APAC boss, Arthur Bastings.

Founded by Paraskakis with offices in London and Tokyo, the new venture, Empire of Arkadia (EOA), will focus on Asian-inspired scripted and non-scripted stories targeting younger audiences around the world.

EOA offices are also opening in Korea and Los Angeles to support the global network of creators.

Paraskakis said today that EOA would specialise in identifying and growing fresh IP across multiple markets, platforms and partners.

The three-fold focus will be sourcing ideas and IP for scale internationally; building a talent network across Asia to support creative growth and innovation for the international market; and providing content pipeline solutions to platform partners, clients and brands, with a particular focus on Gen Z and young adult audiences.

The new company heads to Mipcom in Cannes this month with a raft of originals, co-developments and co-production projects in the pipeline across Japan, Korea, the U.K. and Europe.

Between them, Paraskakis, Chino and

Bastings have 90+ years of connection with Asia's premium video environment.

Paraskakis was previously global managing director for Dentsu's The Story Lab, managing director Asia for the Endemol Shine Group, and head of content for Fremantlemedia in Asia.

Over the last three decades, she has led more than 450 content deals across Asia and internationally, including super-brands such as *Ninja Warrior*, *MasterChef*, *Big Brother*, *Deal or No Deal*, *Fear Factor*, *The Bridge*, *Humans*, *Idols*, *Got Talent* and *X Factor*.

Chino, with 35 years of experience in Japan's content industry, was most recently international business general manager for Japanese commercial broadcaster, Nippon TV, responsible for brokering multiple deals with formats such as *Shark Tank*, *Old Enough* and scripted series *Mother*.

Bastings brings 30 years of experience in the Asian and International broadcast industry, specialising in management, strategy and investment, including leadership roles at Discovery in Asia-Pacific and Viacom/MTV.

In today's announcement, Paraskakis talked about a transformational period in the global content industry, with unprecedented opportunity for stories to be seen by audiences worldwide.

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Singtel TV dumps Bloomberg on Demand

Singtel TV is ditching Bloomberg on Demand, from 1 Nov 2022. The platform said the exit was part of its ongoing content review. Crawlers to notify viewers started running this weekend. The TV service, operated by Singapore's largest telco, will continue to carry Bloomberg's linear news channel. Singtel is offering no fee adjustments to news pack subscribers.



GMA debuts epic fantasy

Philippines broadcast network, GMA, premieres historical fantasy series, *Maria Clara at Ibarra*, from the creators of *Encantadia* and *Legal Wives*, tonight (3 Oct) in an 8.40pm slot Mondays to Fridays with an encore on GTV at 9.40pm. Barbie Forteza stars against Dennis Trillo.

Malaysia's Tonton Cinema goes dark

Media Prima promises a return, but no date confirmed

Malaysia's largest free-TV media platform, Media Prima, closed its 18-month-old pay-per-view streaming service, Tonton Cinema, at the weekend, saying the closure would be temporary while technical upgrades are implemented.

Services were suspended on Saturday (1 October).

Media Prima gave no details on the nature of the upgrades but promised that the movie platform, launched in March 2021 in the midst of Malaysia's Covid-19 movement control order, would come back "stronger".

No date has been confirmed for Tonton Cinema's return.

Local audiences will still be able to access live TV streams of Media Prima channels on the tonton app and website.

One of Asia's earliest streaming brands, tonton has ridden the ups and downs of both its corporate owner and the larger Southeast Asian industry with various iterations.

Tonton Cinema went live last year with promo rates per movie of as low as RM1/US\$0.21 and no subscription lock ins. Movies were available for 48 hours on up to five devices simultaneously.

At the time, Media Prima said Tonton Cinema would produce its own originals and called for content submissions.

Tonton Cinema offered a range of Asian and international titles, including CJ ENM/tvN movies such as *Parasite*, *The Witch*, *The Battle*, *Deliver Us From Evil* and *Peninsula*, as well as local movie titles such as *Dendam Penunggu* and *Sirah Junjungan Tahajud Cinta*.



"The caves will attract a lot of greedy people"

Vietnam's Son Doong story heads to Mipcom in new feature doc



A Crack in the Mountain

A feature documentary about the fight to protect Vietnam's Son Doong underground kingdom heads to Mipcom this month as part of U.K.-based distributor Espresso Media International's slate of 30+ hours of documentary and factual entertainment content.

Directed by Alastair Evans, *A Crack in the Mountain*, is the story of the world's largest cave passage that has lain undisturbed for millions of years, until plans for tourism developments were unveiled.

The film follows activists and communities caught up in the fight to protect natural heritage and stand up against the destructive aspects of economic development.

The new slate marks Espresso's expansion into factual entertainment series.

CNN Int'l opens Taiwan news bureau

Will Ripley shifts from Hong Kong to Taipei



Will Ripley

CNN International (CNNI) has opened a news bureau in Taiwan, relocating senior correspondent Will Ripley from Hong Kong to Taipei to lead reporting from the island.

The bureau is CNNI's eighth in Asia after Beijing, Bangkok, Hong Kong, Islamabad, New Delhi, Seoul and Tokyo.

Previously based in Hong Kong, Ripley has over the last 12 months spent extended periods in Taiwan, reported on growing tensions between Taipei and

Beijing.

"As the world order shifts, we are seeing the increasingly pivotal role of Taiwan," says Ellana Lee, SVP and managing editor APAC, CNN International.

"Having a team permanently based there gives us vital insight into that piece of the Asia-Pacific jigsaw in a rapidly evolving global geopolitical picture," she adds.

Ripley joined CNN in 2014 and prior to Hong Kong was based in Tokyo.

Prime Video Japan intros rent/buy via Apple devices

Amazon Prime Video has introduced a rent/buy option on its app for Apple devices in Japan, broadening TV/movie access options. The new function, launched on 29 September, makes Japan its fourth market after the U.S., the U.K. and Germany. Prime Video Japan's country manager, Takashi Kodama,

described the ability to access Prime Video on Apple products as "a big step forward". In addition to original content, Prime Video Japan offers 60 channels, including NHK On Demand and Korea's Channel K without using a separate app/tuner. The service costs ¥4,900/US\$34 a year or ¥500/US\$3.45 a month.

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"The business will explode across language barriers"

Amazon Prime Video India head, Gaurav Gandhi, @ APOS 2022

India's expanding linguistic palate and the country's content export potential along with the rise of premium IP production topped conversation about India's prospects during Media Partners Asia's (MPA) APOS event in Singapore last week.

"The future of the business will explode across language barriers," Prime Video India's vice president, Gaurav Gandhi, told delegates, highlighting India's already robust creative ecosystem as well as a radically improved payments environment from the early days of subscription TV.

As Prime Video and others push deeper into regional language production, Gandhi says the Amazon platform "brought travelability within the country and made content pan-India".

"Pay-TV never gave India content wings," he says.

"A few years back, our customers would watch content in one or two languages. Today, 50% are watching in all four languages, and that unlocks great value not only for our customers but also for creators... it's no longer about the particular state".

About half of Prime Video's India viewers watch content from outside of their home states, with approx 20% of viewers of locally made/original content coming from outside of India. "This goes way beyond the Indian diaspora," he says.

"These are very early indicators that Indian content is at the brink of breaking through globally in a very big way and that's super-encouraging... We are only scratching the surface... [these are] such early days," he says.

Platform-defining content diversity is also on the rise, as evidenced in the slate of 40+ original Prime Video India



Gaurav Gandhi, Amazon Prime Video

titles announced earlier this year.

In addition to filling previously under-filmed/under-programmed story gaps, Gandhi says Prime Video India's early slate of crime thrillers has been followed by unscripted, documentary, anthologies and new comedy formats.

As one of the markers of success, 70% of Prime Video's original Indian series are into multiple seasons, some of which are being fast-tracked to satisfy demand. "People want shows quickly," he says.

Gandhi sees no end to premium content production, which he identifies as

one of the country's top content trends.

Speaking on the sidelines of APOS, he said TV series with cinematic values, with story and character as the heroes, and that serve diverse viewing tastes, would continue to expand in India.

Among the biggest learnings since Prime Video launched in India in 2016 is that "great stories are connecting people outside of language", he says.

Becoming part of the cultural zeitgeist is a source of pride – and another measure of success. "Those are very interesting parameters... which run alongside the metrics that we track and measure".



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In numbers

Population.....	23.19 million
Households.....	9.014 million
Avg household size.....	2.57
Terrestrial TV operators.....	5
Cable TV/digital subscribers.....	4.693 million
Cable TV system operators.....	64
Direct satellite broadcasting TV ops.....	4
Satellite broadcasting prog suppliers.....	91
Satellite TV channels.....	221
Other type channel/prog suppliers.....	54
Other type channels.....	87
Multimedia content platform ops.....	1
Production/broadcasting of satellite TV programmes in 2020:	
Domestically produced progs.....	51.77%
Premieres.....	20.3%
New broadcasts.....	10.08%
Reruns.....	69.63%
Mobile broadband subs.....	27.8 million
Mobile phone subscribers.....	29.29 million
Mobile/telco market shares	
- Chunghwa Telecom.....	35.94%
- Taiwan Mobile Telecom.....	24.33%
- Far Eastone Telecom.....	24.14%
Major fixed broadband internet ops:	
- Chunghwa Telecom	
- Taiwan Fixed Network	
- Asia Pacific Telecom	
- New Century Infocomm	
Total data from the top four broadband internet ops (2020):	
- ADSL subscribers.....	310,000
- Optical fibre subs.....	3.87 million
- Cable broadband subs.....	1.77 million

Source: Department of Household Registration (population & households in August 2022), National Communications Commission/NCC (TV licenses in August 2022; satellite/cable TV in June 2022; mobile/broadband in July 2020; internet in 2020)



Based on a novel by Jiang E, *The Making of an Ordinary Woman II*, returns Hsieh Ying-xuan as Chia-ling, about a woman ready for life after 40. The series, produced by Variety Shows Films Taiwan, won this year's ContentAsia Awards 2022 for The Best Asian Comedy Show category.

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 consor-



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tium 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 *Sequalu: 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 12 system operators.

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.

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.

Streaming/OTT

4gTV

4gTV was established in July 2015 by On-line Media Corporation, a subsidiary of Formosa TV, offering 100+ live TV channels and VOD. Monthly subscriptions cost from NT\$30/US\$0.94 for the News or Sports pack. Deluxe pack is NT\$168/US\$5.30 a month. Some channels/content are offered for free.

Amazon Prime Video

Amazon Prime Video launched in Taiwan in 2016. Subscription costs from US\$2.99 a month.

Apple TV+

Apple launched Apple TV+ globally, including Taiwan in Nov 2019. Month subscription costs NT\$170/US\$5.35 with a seven-day free trial.

bbMOD

Multiple system operator Homeplus Digital launched bbMOD in Sept 2017 in cooperation with Catchplay, offering Hollywood and Chinese content.

Catchplay+

Movie streaming VOD service, launched in 2007, distributing about 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.

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.

Disney+

Disney+ launched in Taiwan in November 2021, available standalone and via Taiwan Mobile. The service is priced at NT\$270/US\$8.50 a month or NT\$2,790/US\$87.79 for an annual subscription.

Elta OTT

Tech co. Elta TV launched Elta OTT in Jan 2016 offering live streaming TV channels and VOD. Subscriptions cost from NT\$429/US\$13.50 for four months to NT\$1,690/US\$53 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 Octoshape. FainTV offers 50+ TV channels and 10,000 hours of VOD content. Premium sports pack costs NT\$200/US\$6.30 for 30 days.

friDay

Telco Far EasTone launched online video platform friDay in 2014 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.

GaragePlay (GP+)

GaragePlay (GP+) offers mostly international movies and Japanese animations for NT\$199/US\$6.30 a month or NT\$999/US\$32 a year for unlimited viewing. GP+ is owned and operated by film producer/distributor Garage Entertainment.

Giloo

Giloo (derives from the word "record" in Taiwanese) offers films, documentaries and art films from film festivals worldwide. Monthly subscription costs NT\$220/US\$6.90 a month for unlimited viewing of all content on the platform, with a 14-days trial.

Gt TV

Launched in June 2016, Gt 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 dra-

ma series (from China, Taiwan, Korea), movies and animation series and sports.

HBO Go

HBO Go launched in Taiwan in April 2020 with Taiwan Broadband Communications (TBC), followed by Kbro, Taiwan Fixed Network, Da-Xin Dian CATV and Pin-Nan CATV in May 2020. The streamer launched as a DTC service in July 2020. Direct subscription via the HBO Go app costs from NT\$149/US\$4.69 a month. Cable/pay TV subscribers pay about NT\$99/US\$3.11 a month.

iQiyi

In 2016, Chinese video streaming platform iQiyi rolled out in Taiwan, its first territory outside of China. iQiyi was Taiwan's top eight video platforms in Q4 2021, with a 7% share of premium video consumption, according to Media Partners Asia's quarterly Taiwan Online Video Consumer Insights & Analytics report.

Kinostream

Freemium Kinostream offers foreign and Chinese cinema/independent films for NT\$199/US\$6.30 a month or NT\$299/US\$9.40 for three months.

KKTV

KKTV launched in Aug 2016. Managed by KKBOX, a music streaming service majority owned by Japan's telco KDDI, KKTV offers local content and titles from Japan and Korea. Subscriptions range from NT\$70/US\$2.20 for 10 days, NT\$149/US\$4.70 a month to NT\$1,788/US\$56.30 a year. Select content is offered free.

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\$4.70 for the VOD pack to NT\$299/US\$9.40 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 a month or NT\$1,560/US\$49 a year.

myVideo

Taiwan Mobile Telecom launched myVideo in 2014 offering 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.

Netflix

Netflix launched its video-streaming service in Taiwan in January 2016. Subscriptions range from NT\$270/US\$8.50 a month to NT\$390/US\$12.30 a month.

PTS+

PTS+ launched in 2017 by PTS, offering geo-blocked live TV channels and freemium video/audio content. PTS launched a mobile app extension in January 2019.

Super MOD

See Kbro under MSO (Cable TV). Kbro commercially launched multi-media on-demand service, Super MOD, in Sept 2012 with Taiwan Mobile's myVideo services. Super MOD's offering includes VOD of acquired and in-house-produced content.

TaiwanPlus

Taiwan's first English-language global streamer, TaiwanPlus launched in August

2021. TaiwanPlus produces three daily newscasts five days a week, develops long and short form features, curates movies and other entertainment programming, creates engaging social media content.

Touch TTV

Taiwan Television Enterprise launched Touch TTV in 2017, offering live TV channels and VOD 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. Monthly subscriptions start from NT\$60/US\$1.90 for the Love Taiwan pack or the Love City plan.

WeTV

China's Tencent Video launched WeTV in Taiwan in 2020 offering mostly Chinese dramas, movies, variety shows and animation. WeTV also offers original Taiwanese series. Its first Taiwanese original series is a BL idol drama called We Best Love, which aired in January to April 2021.

Yahoo TV

Yahoo TV was Taiwan's top OTT platform in Q4 2021 with a 19% share of premium video consumption for the quarter, according to Media Partners Asia's quarterly Taiwan Online Video Consumer Insights & Analytics report, released in April 2022. Yahoo TV, which offers live streaming TV and VOD content, among other services, launched in 2016 by Yahoo! Taiwan Holding Ltd.

Adapted from *ContentAsia's
The Big List 2022*

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Loaded in Paradise

An adrenaline-fuelled reality game show where party-loving pairs island hop around Greece in a race to take control of – and spend – EUR50,000. Only one pair can control the gold card loaded with cash at any one time. This lucky pair get to live it up on the run, while the penniless pairs hunt them down. After each 48-hour chase, everyone reconvenes at a luxury safe house. Culminating in a big twist on the final leg, it's guaranteed to be a wild ride! Length: 15x60 mins **ITV Studios** Familie de Mollaan 1, 1217 ZB Hilversum, The Netherlands. E: ayesha.surty@itv.com

The Rookie: Feds

When middle-aged carpenter John Nolan (Nathan Fillion) reinvents himself as a crime fighter, the LAPD's newest rookie is also the oldest on the force. The series also stars Niecy Nash-Betts as Simone Clark, who trades in her job as a guidance counsellor to join the FBI. One of only a few Black female field agents, she is seen as too mature and spirited for a typical agent. Clark has her sights set on joining the special unit being put together by supervisory special agent Matthew Garza (Felix Solis), a band of so-called 'misfit toys' who by definition will break from the Bureau's rigid tradition to take on unique cases and solve them with unorthodox methods and out of the box thinking. Length: 13x60 mins **Entertainment One**

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The English

Emily Blunt and Chaske Spencer lead a stellar cast in this epic Western, created by Emmy-nominated writer and director Hugo Blick and produced by the multi-award-winning team at Drama Republic. The series follows the quests of an aristocratic Englishwoman, Lady Cornelia Locke (Blunt) and an American Indian, Eli Whipp (Spencer) in 1890 mid-America, as they join forces to cross a barren and violent landscape, facing increasingly terrifying obstacles that will test them to their cores. Both have a clear sense of their destiny, but neither is aware that it is rooted in an unexpected shared past. The series takes the core themes of identity and revenge to tell a uniquely compelling parable on race, love and power. A captivating blend of mesmerizing story, stunning landscapes, visual flair, and remarkable performances. Length: 6 episodes (5x60 mins and 1x30 mins) **All3Media International** 1 George Street, 10-01, Singapore 049145 T: +65 9459 2139



Boundless – Magellan's and Elcano's Journey to the Edge of the Earth

Setting sail 500 hundred years ago with five Spanish ships and 265 men in pursuit of the mythical Spice Islands, the voyage of Juan Sebastián Elcano (Morte) and Ferdinand Magellan (Santoro) proves to be a critical junction in man's perceptions of the world. Coming at the price of unimaginable suffering; starvation, death, punishing weather, mutinies and madness, this odyssey to the earth's unknown ends established that the world was, indeed, round as well as the existence of an ocean route west. Emerging from former anti-hero and prisoner, Elcano, not Magellan, leads the expedition to glory, returning as Captain of the greatest navigational triumph. **ZDF Studios** Erich-Dombrowski-Str. 1, 55127 Mainz, Germany T: +49 6131 9910 W: www.zdf-studios.com

Chasing the Rains

In this dramatic series, we follow three animal matriarchs as they protect their families while surviving one of the worst droughts for twenty years. Samburu is home to the Royals - an elephant family struggling to survive in the face of a landscape turning to dust. In Laikipia, wild dog matriarch Phoenix introduces five new pups to



the pack but faces competition from marauding hyenas, and in Naboisho first-time cheetah mother Kuleta struggles to keep her four cubs alive in a land full of dangerous predators. Length: 4x60 mins **Blue Ant International** 99 Atlantic Ave, 4th Floor, Toronto, Ontario, M6K 3J8, Canada T: +1 416 646 4434 F: +1 416 646 4444

2 Good 2 Be True

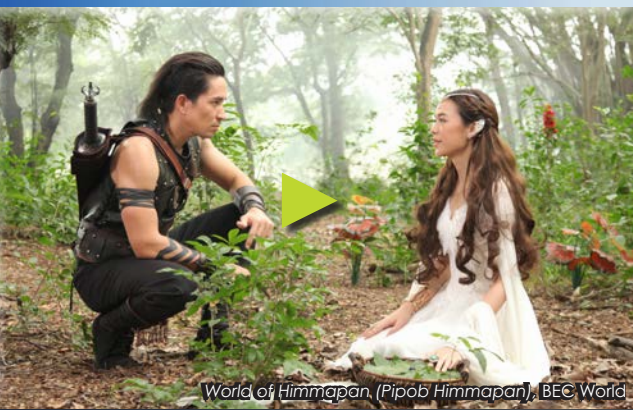
A modern-day Robin Hood, Eloy falls in love with his target's caregiver, Ali, complicating his quest for justice. The series is a grounded light romance about two people deeply committed to family who have to overcome the deceptions and intrigues that hound their fragile love. Together, their love transforms the very people who try to shroud this love in darkness. Length: 60x45mins **ABS-CBN Corporation** 9F ELJ Communications Center, Eugenio Lopez Drive, 1103 Quezon City, Philippines T: +63 (02) 34152272



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What's on where...

October 2022	6	AVIA: Indonesia in View	Jakarta, Indonesia
	8-11	Asian Contents & Film Market 2022	Online + BEXCO, Busan
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
	31	AVIA: Policy Roundtable	voco Orchard, Singapore
November 2022	1-2	AVIA: The State of Piracy Summit	Live-streamed + voco Orchard, Singapore
	3	AVIA: Asia Video Summit	voco Orchard, Singapore
	3-13	Taiwan Creative Content Fest (TCCF)	Taipei, Taiwan
	23-24	Dubai International Content Market	Dubai
	29-30	APOS Mumbai	In-Person, Mumbai + Live Streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Marina Bay Sands, Singapore
January 2023	16-23	Natpe Miami 2023	
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmart 2023	
April 2023	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 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

WBD wins Australia for 13-19 Sept HBO series top overall demand – Parrot Analytics

Warner Bros Discovery's (WBD) two mega-series – *Game of Thrones* and *House of the Dragon* – topped demand in Australia for the week of 13-19 September 2022, according to data science company Parrot Analytics.

The two shows were the only titles measured by Parrot Analytics in Australia that topped the 30x above average demand mark for titles in the market during the week.

The other eight titles on the top 10

overall list all registered demand higher than 20% above market average, led by Hulu's *The Handmaid's Tale* at 28x above average demand.

Amazon Prime Video's *The Lord of The Rings: The Rings of Power* placed sixth on the list of digital originals at 18.8x above average demand.

Hulu and Netflix shared digital accolades, with three titles each on the top 10. Disney+ followed with two, and Apple TV+ and Prime Video taking one each.

Top 10 overall TV shows: Australia

Rank	Title	Difference from Market Average
1	<i>Game of Thrones</i>	34.6x
2	<i>House of The Dragon</i>	32.3x
3	<i>The Handmaid's Tale</i>	28.0x
4	<i>Stranger Things</i>	26.3x
5	<i>Breaking Bad</i>	24.5x
6	<i>Cobra Kai</i>	24.3x
7	<i>Better Call Saul</i>	23.3x
8	<i>Rick And Morty</i>	20.5x
9	<i>She-Hulk: Attorney At Law</i>	20.4x
10	<i>Ted Lasso</i>	20.3x

Top 10 digital originals: Australia

Rank	Title	Platform	Difference from Market Average
1	<i>The Handmaid's Tale</i>	Hulu	28.0x
2	<i>Stranger Things</i>	Netflix	26.3x
3	<i>Cobra Kai</i>	Netflix	24.3x
4	<i>She-Hulk: Attorney At Law</i>	Disney+	20.4x
5	<i>Ted Lasso</i>	Apple TV+	20.3x
6	<i>The Lord of The Rings: The Rings of Power</i>	Amazon Prime Video	18.8x
7	<i>The Mandalorian</i>	Disney+	16.9x
8	<i>Only Murders In The Building</i>	Hulu	16.0x
9	<i>The Crown</i>	Netflix	16.0x
10	<i>The Orville</i>	Hulu	14.9x

Date range: 13-19 September 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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