



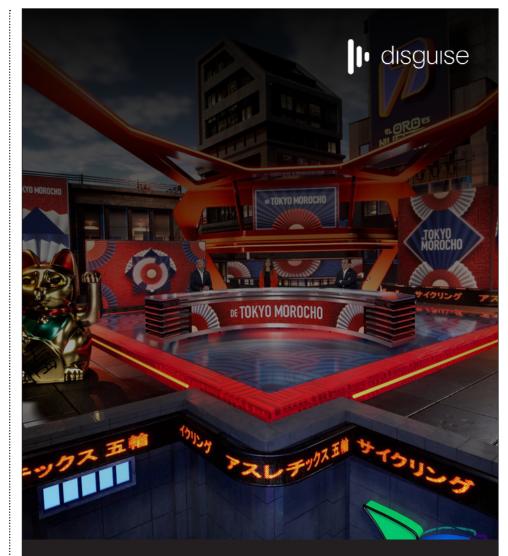
30 May-5 June 2022

Media Prima posts 26% Q1 profit rise Streamers drive leap in content sales

Malaysia's Media Prima has reported a 26% increase in after-tax profits to RM5.2 million/US\$1.2 million for Q1 2022, continuing a recovery driven by a 28% rise in broadcast revenue and by ongoing increases in content sales. The TV/audio biz posted revenue of RM118.3 million/ US\$27 million. The company said content sales revenue more than doubled in the three months because of demand from new and existing streaming services. Company bosses this evening talked about a "challenging operating landscape" and said aroup revenue remained "resilient, with a marginal decrease" of 3% to RM247.5 million/ US\$57 million. Ad revenue was up 14% to RM174.4 million/US\$40 million.

Hotstar SG: exit rumoured No confirmation from Disney, StarHub

Disney is rumoured to be reconsidering the future of its Hotstar streaming brand, at least in Singapore, where the Indian entertainment and sports service is offered both direct to consumer for S\$69.98/US\$51 a year and as part of StarHub's S\$15/US\$11 a month India+ package with a 24-month contract. Neither Disney nor StarHub has confirmed or denied the rumours, which run alongside bidding for the 2023-2027 Indian Premier League (IPL) rights.



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Hotstar's SG exit rumoured No confirmation from Disney, StarHub

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Neither Disney nor StarHub has confirmed or denied the rumours, which run alongside bidding for the 2023-2027 Indian Premier League (IPL) rights.

India's Board of Control for Cricket opens the auction on 12 June.

As of today (30 May), StarHub continues to offer Hotstar as part of a 24-month contract and is promoting exclusive live coverage of India vs. South Africa from 26 December 2022.

Singapore is the sole market in Asia where Hotstar is offered as a separate standalone from the full Disney+ streaming platform. In lower-cost markets, the platform is marketed as Disney+ Hotstar.

In addition to live cricket, including the Indian Premiere League (IPL), Hotstar in Singapore offers all the Star India content, including Tamil shows, as well as Hotstar Specials premium drama.

Pre-Disney, in 2017, Star is said to have paid US\$2.5 billion for combined broadcast/digital rights for five years, making the IPL 2018-2022 the world's most expensive cricket property and giving Hotstar record global streaming audiences.

Speculation this time around is that the final amount paid for all rights could reach US\$7 billion. The most valuable are Indian subcontinent broadcast, with a base price of more than INR180 billion/ US\$2.4 billion for all 370 games across the five years. Bidders include Amazon, Reliance, Disney/Star India, and Sony/Zee.

Other sources have told ContentAsia that Disney may also be considering a single united brand for Disney+, which would mean the Hotstar brand is being retired and content delivered as part of Disney+.



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Kumu, Wattpad kick off upsized Philippines alliance

Eight-part Kiss Master scheduled for Fall 2022 release

Philippines' social media brand Kumu and webnovel platform Wattpad begin production on an eight-part video version of Filipino writer Jamille Fumah's *Kiss Master* in July this year.

The interactive series, scheduled for release in Fall 2022, is part of Wattpad's global branded-entertainment initiative launched last year, and follows a series of campaigns between Kumu and Wattpad to deepen engagement between Wattpad's six million users in the Philippines and the platform's authors and stories.

In addition to expanding Kumu's professionally produced entertainment, the new deal – the first of its kind between the two platforms – offers Wattpad writers expanded monetisation opportunities.

"Kumu is focused on raising the voices of creative Filipinos," says Angelo Mendez, Kumu's co-founder and content chief.

Dexter Ong, Wattpad Webtoon Studios' managing director, international, described the latest Kumu alliance as "creating a new frontier of the Creator Economy, developing new ways for Wattpad's biggest influencers to monetise their work, and activate built-in fandoms to create on-screen hits".

ABS-CBN-owned Philippines' production house, Black Sheep Productions (Exes Baggage, Alone/Together), will produce the series, directed by Chad Vidanes (He's Into Her).

Kiss Master stars Kaori Oinuma (Love at First Stream) as Stussie, whose heart is broken by Arkanghel, a playful bad boy-turned cold and arrogant billionaire played by Kyle Echarri (On the Wings of



Love). When he comes back into her life five years later and attempts to mend the relationship, she needs to choose whether to forgive him or not. Joao Constancia (Four Sisters Before the Wedding) plays love interest Huge.

Fans are being promised input and feedback every step of the way with regular live-streams on Wattpad's Philippines' Kumu channel.

Kicking off on 6 June at 9pm, these companion streams will cover everything from music and wardrobe, to a "script with me" event offering fans the chance to create and write minor scenes, and participation in the official original sound track (OST).

Kaori Oinuma stars as Stussie in Kiss Master

The fan-engagement initiative also covers behind-the-scenes access to the live table reading, live set visits and cast meets.

Kiss Master has almost eight million reads on Wattpad.

Jamille Fumah, who has published more than 30 stories with 336 million combined reads, has about 1.5 million Wattpad followers. She has also published five books with Bliss Books, Wattpad's joint imprint with Anvil Publishing in the Philippines. Her latest release, When I First Met You, was a National Book Store best-seller.

The Philippines is one of Wattpad's largest markets.

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Smartphone brands upsize entertainment experiences

Consumers are responding to premium audio and video upgrades, they say

Smartphones have become our best friends, and device manufacturers and tech developers continue to work furiously to make sure that friendship is of the forever kind.

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As mobile devices' role expands, research shows that smartphone consumption has soared. And with that, consumers are happy to spend more for a better experience.

A CyberMedia Research survey last year found that Indonesian consumers are seeking enhanced and immersive audio experiences from their smartphones and are willing to invest more to get what they want, says Ashim Mathur,

Dolby Laboratories' senior regional director, Japan and emerging markets.

The quest for rich content stretches across the entire device/service spectrum, including recent upgrades by Asian platforms such as Galaxy Play in Vietnam and Vision+ in Indonesia.

Galaxy Play in Vietnam recently released Catch Me If You Can in Dolby Vision and Dolby Atmos, and Indonesia's Vision+ became the first local platform to release a programme – Orkes – in Dolby Vision and Dolby Atmos.

In addition to new alliances with platforms to enhance Dolby-enabled content libraries, the mobile push has united Dolby and OEM brands.

Device manufacturers couldn't be happier with the ability to enhance the user experience.

Carl Nordenberg, regional head of mobile experience business for Samsung Southeast Asia & Oceania, talks about evolving consumer habits, including the rise in viewing video, listening to music and playing games, and about Samsung's continued commitment to providing immersive and innovative mobile experiences.

He also highlights the ability of the latest devices, including the Galaxy

Fom left: Ashim Mathur, Doby Laboratories; Carl Nordenbergt, Samsung: Patrick Owen. OPPO

S22 series and 2022 range of Galaxy A series, to offer upgraded experiences with a "simple click of a button". Both models come integrated with new and upgraded Dolby Atmos technology.

Xiaomi has also integrated Dolby Atmos and Dolby Vision into its smartphone in pursuit of a "world-class entertainment experience", the company says.

"With this partnership we are leveling up the quality of sound and display for a thoroughly impressive experience," a spokesperson adds.

The new Xiaomi 12 series – the flagship smartphone featuring Dolby Atmos and Dolby Vision – launched in Indonesia in April.

OPPO is as determined as anyone else in the market to enhance sound quality in order to deepen consumer's connection with mobile-delivered movies, TV shows, music, sports and games.

"Sound alters our take on the world. It has the power to pick up the everyday moments in our lives and the entertainment that we love and transform them into something to remember," says OPPO Indonesia's chief creative officer, Patrick Owen.

"Once you've experienced it in Dolby, you won't want it any other way," he says. This is why sound is such a critical component of OPPO's latest smartphone, OPPO Find X5 Pro 5G, which incorporates sound technology powered by Dolby.

Owen says the new 5G device "pushes the boundaries that we've come to expect from smartphone sound to deliver an unrivaled audio performance that will make your movies and music proud".

He emphasises the benefits of enhances sound, talking about unprecedented levels of detail, depth and realism through powerful built-in dual stereo speakers or headphones.

The result, he says, "is a greater sense of space and clarity with every listen, making entertainment more lifelike and powerful."

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Philippines launches international film distribution incentive

The Philippines' Film Development Council (FDCP) has rolled out a year-round distribution fund for international distribution of local films, promising funding of up to US\$8,000 for qualifying feature films.

"We want to amplify and provide support for those who are taking the chance on Filipino films," FDCP chairperson and CEO, Mary Liza Diño, said.

The UniPhilippines programme, announced this month during Cannes Film Festival and Marche du Film in Cannes, ran alongside the unveiling of a partnership with the newly formed Mongolian National Film Council.

In another announcement, the FDCP enewed its cooperation agreement with France's Centre National du Cinéma et de l'image animée or National Centre for Cinematography (CNC) to celebrate 75 years of diplomatic relations between the two countries.

Taiwan to tighten production safety rules after crew deaths

Taiwan's Ministry of Culture has warned producers of new rules that could, if passed, ban public funding for productions that don't comply with safety standards. The warnings follow the deaths of two production crew members who fell down a ravine earlier this year during the filming of TV drama, *First Embrace*. Taiwan has one of Asia's most robust public funding environments for entertainment production. The new rules will require risk assessment reports and safety plans, and could be enforced before the end of the year.



Malaysia's Astro reworks Korean line-up

K-Plus added to Korean Pack, Oh!K exits after 7 years



Malaysian platform Astro has reworked its K-content line up, adding K-Plus to TV and streaming/on-demand platforms as part of the Korean Pack that also includes One, CJ ENM's tvN and KBS World.

The revised pack signals the end of Astro's carriage relationship with Warner Bros Discovery's Korean channel, Oh!K, which goes dark at midnight on Tuesday (31 May) after about seven

years on the platform.

The new K-plus carriage agreement adds drama, variety and music content to the platform, including titles such as The Killer's Shopping List, Show Champion, Knowing Bros, House of Lies, Melancholia and The One and Only.

In another reorg, Astro is dropping Arabic movie channel, Art Movies, from 31 May. The platform is not replacing the channel.

Decision to Leave, Broker inch up on Parasite footprint

CJ ENM Films' two new 2022 Korean features – Park Chan-wook's Decision To Leave and Broker – have each been pre-sold to more than 170 countries/ regions, the Korean company said this month.

Both films release theatrically in Korea in June, followed by global releases later this year.

Decision To Leave has been pre-sold to distributors and platforms in 192 countries/regions. This comes close to the record set by CJ ENM's Parasite

(2019).

Decision To Leave stars China's Tang Wei and Korea's Park Hae-il in the story of an officer and the wife of a deceased man at the centre of an investigation.

Broker, the first Korean film by Japanese director Hirokazu Kore-eda, recorded global pre-sale record of 171 countries/regions.

The movie depicts a special journey of unexpected encounters surrounding a baby box.



Last chance! Entries closing soon

www.contentasiaawards.com More info Heather Berger (heather@contentasia.tv)

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Rapid-fire rollouts for Thai Ch3

Faux friends, family rivalry & legal battles rule prime time



My Friend, The Enemy

Thai broadcast network BEC World's Channel 3 premieres its third new drama in less than two weeks on Sunday, 5 June, pairing Patricia (Pat) Tanchanok Good and Monchanok (Mo) Saengchaipiangpen in the story of childhood friends – Beam and Waan – who grow up to be vicious rivals and destructive enemies in love and work. *Praomook* star, Pon Nawasch, plays the man in the middle.

The 16x85 minutes drama, *My Friend*, *The Enemy*, runs in the 8.30pm-10.30pm slot from Fridays to Sundays.

My Friend, The Enemy follows My Romance from Far Away (29 x 42 mins), which premiered on 25 May and is stripped from 7pm to 8pm on Mondays to Fridays, and Wednesday/Thursday drama, A Cunning Destiny, which debuted on 26 May in the 8.30pmn slot.

My Romance from Far Away stars Khanin (Puen) Chobbradit, Nalinthip (Bua) Sakulongumpai, and Chanatip (Champ) Potongkam in the story of a scheming woman and a coffee plantation owner whose very different worlds collide over a young orphan boy.

A Cunning Destiny (15 x 85 mins) is about a journalist who wakes up naked in the embrace of a stranger only to find, to her horror, that he is the attorney involved in a defamation suit she is fighting.

All three dramas are simulcast on regional streaming platform, Viu.

GMMTV counts down to new BL debut

High hopes for Sky in Your Heart's "Mek-Mark"



Jirakit "Mek" Thawornwong (left) and Jiruntanin "Mark" Trairattanayon in GMM25's Sky in Your Heart

Thailand's GMMTV is counting down to the premiere of its next Boy Love (BL) series *Star In My Mind* sequel, *Sky In Your Heart*, on Friday, 3 June, on free-TV digital terrestrial channel GMM25.

The Bangkok-based free-TV network clearly hoping new leads – Jirakit "Mek" Thawornwong and Jiruntanin "Mark" Trairattanayon, dubbed "Mek-Mark" – will be welcomed with the same levels of fan-enthusiasm as Natachai Boonprasert and Archen Aydin from the first series.

The new young adult prime-time drama from director Siwaj Sawatmaneekul (Love By Chance The Series, Until We Meet Again) premieres in Thailand's high-value and fiercely contested 8.30pm slot.

The BL (Boy Love) series, which also airs on streaming platform Viu in Thailand, follows the nightly news broadcast.

Sky In Your Heart has been crafted around a story from the same Thai writer – Peachhplease – with similar themes as Star In My Mind, albeit with new actors. The novels are Laew Tae Dao and Kuaa Fah Khong Phom.

The first eight-episode TV series, which

ran on GMM TV from early April, is about a young man, Daonuea (played by Natachai Boonprasert), who confesses his feelings for a classmate (played by Archen Aydin) on the last day of his senior year, and is rejected. When the two are thrown together at university, love emerges, but is it what Daonuea really wants?

Sky In Your Heart is billed as a heartwarming love story that focuses on a young doctor Kaufah (played by Mek Thawornwong) stationed at a remote province hospital and a volunteer teacher, Prince (played by Mark Trairattanayon).

Sky In Your Heart is one of 20 series and one feature film GMM plans to produce this year.

GMMTV Thailand's A Tale of Thousand Stars, directed by Noppharnach Chaiwimol, won last year's ContentAsia Award for Best LGBTQ+ series made in Asia.

The series is the story of heart-transplant recipient who discovers the romantic wishes of the volunteer teacher whose heart he received.

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Laos

In numbers

Population	7 231 million
Households	
Avg household size	5.3
TV households	
TV broadcasting transmitters.	42
Radio broadcasting transmitt	ers 82
Internet users	4.425 million
Mobile phone subs	4.822 million

Source: Lao Statistics Bureau (population/households/TV & radio transmitters in 2020, internet/mobile in 2021, TV households/size from 2015 census)

Free TV

Lao Army TV Channel 7

Lao Army TV Channel 7, backed by the Defense Ministry, began broadcasting on 9 September 2020 from its building in Vientiane. The station solely airs news about the Lao military and its activities.

Lao National Television (LNTV)

State-owned broadcaster, Lao National Television (LNTV), operates two channels: LNTV1 (launched 1983), offering news, current affairs, politics, educational content; and LNTV3 (launched 1994), a 24-hour general entertainment service. Most of LNTV's international content is from China, South Korea, Japan and Vietnam. LNTV was established on 1 Dec 1983 under the Ministry of Information, Culture and Tourism.

Lao PSTV

Lao Public Security TV (Lao PSTV), established in April 2012, is a 24-hour satellite station by the Ministry of Defense and Ministry of Information/Culture. The aim is to disseminate political information and to reinforce public security. Lao PSTV carries only local content.

Lao Star TV

Lao Star was established in Feb 2007 after the Art & Cultural Promotion Club signed a 30-year concession with Lao National Television in Dec 2006 to create an entertainment channel under the Ministry of Information, Culture and Tourism. Lao



War monument Patuxai in the centre of Vientiane, Laos

Star transmits 24 hours with a 100% local schedule (70% produced in-house) of entertainment and cultural programming.

Television Lao (TV Lao)

TV Lao and the Ministry of Information, Culture and Tourism's Department of Mass Media agreed in Dec 2012 to create a private TV station for sports and arts. TV Lao began full-time broadcasting in March 2013, and now offers sports, news, documentaries, culture, socioeconomic affairs, business and tourismrelated programming, delivered via satellite/cable networks in Vientiane and some provinces.

Pay TV/Cable/DTH

InfoSat-Laos

InfoSat-Laos established its Ku-band DTH platform in Oct 2016, offering 100+ HD/ SD channels.

Lao Cable Television

In 2002, the Laos government estab-

lished a JV with Chinese cable company, Yang Ching Sung Tu Electrical, in an effort to curb Thai TV dominance. The venture, Lao Cable Television, offers about 50 local/regional/international channels for Kip220,000/US\$21.70 a year or Kip400,000/U\$39 for two years. The platform is 85% held by Laos' Yang Ching Sung Tu Electrical and 15% by Laos Ministry of Information and Culture's Department of Mass Media.

Lao Digital TV (LDTV)

Digital terrestrial broadcaster Lao Digital TV, offers 50+ TV channels (Kip560,000/ US\$55 for two year or Kip790,000/US\$78 for three years), including international/ regional (Chinese, Thai, Vietnamese) services, to about 50,000 households in Vientiane and three provinces. Established in Nov 2007, Laos Digital TV was the result of a 2006 ASEAN resolution calling for a digital migration solution. The network is a US\$2.65-million joint venture between mainland China's Yunnan TV, free-TV broadcaster LNTV and Lao Technology Development.

COUNTRY PROFILE

30 May-5 June 2022

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Laosat DTH

Lao Asia Pacific Satellite (Laosat DTH), a China-Laos joint venture, launched in 2016 offering 180+ international and local channels to all 17 provinces from Kip220,000/US\$16.60 a year (May 2022).

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Telco/Broadband

Beeline

VimpleCom Lao is a telco provider in Laos under the brand Beeline. Beeline launched in 2011 as VimpelCom Lao and began offering 3G HSPA+ services in January 2012.

Unitel

Unitel by Star Telecom (51%) and Vietnam's Viettel (49%) provides mobile and broadband internet connections services, including FTTH.

Lao Telecom

Established in 1996, Lao Telecommunication (LaoTel) is a joint venture between the government of the Lao People's Democratic Republic (51%) and Shenington Investments (49%). Laotel offers mobile and internet connection services.

Regulators

Ministry of Information, Culture and Tourism

The Ministry of Information, Culture and Tourism (MICT) regulates/develops the media industry. The Information department takes care of TV/radio, press and related media affairs.

Ministry of Technology & Telecommunications

The Ministry of Technology and Communications was established in 2011, tasked with the roles of policy maker, regulator and monitoring ICT development in Laos.

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C Intent C events

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What's on where...

May 2022	31	AVIA: Satellite Industry Forum	
June 2022	1-3	BroadcastAsia / CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany + Online
	20-22	2022 Shanghai TV Festival	Shanghai + Online
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	22-23	ContentAsia Summit (Online + Content Showcases)	Online
	24-26	ContentAsia Summit (In-person + Live Online)	Bangkok, Thailand
	Until 25 Sept	ContentAsia Summit (On-demand)	Online
	26	ContentAsia Awards	Online
	31 Aug - 2 Sept	BCWW	
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	In-Person, Capella Singapore + Live Streamed
October 2022	5	AVIA: Indonesia in View	
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
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
	29-30	APOS Mumbai	In-Person, Mumbai + Live Streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore
March 2023	13-16	Hong Kong Filmart 2023	
April 2023	17-19	Mip TV 2023	Cannes, France

* As of 24 May 2022

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



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Moon Knight, Stranger Things tie at #1 Disney+ wins Philippines' hearts for digital originals

The Philippines has followed Thailand (3-9 May 2022) and Singapore (19-25 April 2022) into *Moon Knight* frenzy for the week of 17-23 May. Only here, crazy demand for Disney's superhero action adventure ran neck and neck with Netflix's *Stranger Things* for the show with the highest demand for the week, according to the latest info from data science company Parrot Analytics.

The competition for attention between the two global streamers, and everyone

else for that matter, ended there.

Disney+ decimated its rivals for digital originals, taking six of the top 10 spots for the week. Netflix took three and Amazon Prime Video one.

The Philippines' taste for anime and animation continues to run strong, with iconic Japanese series Attack on Titan in third place on the overall list for the week, followed by The Owl House, Jujutsu Kaisen, SpongeBob SquarePants and One Piece.

Top 10 overall TV shows: Philippines

Rank	Title	Difference from Market Average
1	Moon Knight	23.3x
2	Stranger Things	23.3x
3	Attack On Titan (進撃の巨人)	21.3x
4	WandaVision	21.0x
5	The Owl House	18.9x
6	Jujutsu Kaisen (呪術廻戦)	18.6x
7	SpongeBob SquarePants	18.0x
8	Spy X Family (スパイファミリー)	17.5x
9	One Piece	17.4x
10	RuPaul's Drag Race	16.7x

Top 10 digital originals: Philippines

-	• • • • • •		
Rank	Title	Platform	Difference from Market Average
1	Moon Knight	Disney+	23.3x
2	Stranger Things	Netflix	23.3x
3	WandaVision	Disney+	21.0x
4	Heartstopper	Netflix	15.5x
5	The Boys	Amazon Prime Video	13.7x
6	Bridgerton	Netflix	13.0x
7	Hawkeye	Disney+	12.8x
8	Loki	Disney+	11.7x
9	The Mandalorian	Disney+	11.6x
10	The Falcon And The Winter Soldier	Disney+	11.1x

Date range: 17-23 May 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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