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## Taiwan content tops Malaysia's new TV5 line up

Freeview channel promises a treasure trove of Taiwanese titles

Taiwan's profile in Malaysia could take a giant leap forward in the spring of 2023 if ambitions to roll out new freeview channel, TV5, work out as planned.

The new digital terrestrial channel, part of Malaysia's MyTV freeview platform, will focus on movies and drama, including a heavy reliance on Taiwanese titles, channel bosses said at an event in Taipei.

About 50% of the new channel's schedule will be classic Taiwanese films, said Yoko Chou, co-founder & CEO of Enjoy TV, which will operate the new channel.

Chou listed titles such as *He Never Gives Up* (1979), *Papa, Can You Hear Me Sing* (1983), romcom *The Wedding Ban-*

*The rest of the story is on page 7*

## What's inside...

- Taiwan Taicca upsizes global line
- Kansai TV pushes global drama
- 23 Feb '23 release for *Call Me Chihiro*
- Singapore unites on World Cup soccer
- Bilibili doubles down on animation & a whole lot more



## Mediacorp, StarHub, Singtel align on World Cup

Singapore platforms – Mediacorp, StarHub and Singtel – kick off their second major sports alliance on 20 November, offering access to all 64 matches in the FIFA World Cup Qatar 2022 across multiple platforms and devices with a range of added features.

StarHub and Singtel said at the weekend packages would cost S\$118/US\$84 with an early bird special of S\$98/US\$69 until 6 Nov. The World Cup runs to 18 Dec.

StarHub's consumer business group chief, Johan Buse, said the platform would be offering various features for the first time as part of its TV+ offering. These include an interactive timeline that allows viewers to jump back to key moments.

National broadcaster Mediacorp is offering all matches on streaming platform meWatch with live free-to-air coverage of nine matches, including the opening, semi-finals and finals.

## 23 Feb release for Netflix's *Call Me Chihiro* Simultaneous theatrical + streaming release

Netflix new Japanese film, *Call Me Chihiro*, will premiere theatrically in Japan on 23 February 2023 along with the worldwide streaming release, the platform said today.

Co-produced by Netflix and Asmik Ace, which is handling the distribution, *Call Me Chihiro* is based on the manga, *Chihiro-san*, about a former sex worker who now works at a small bento shop in a seaside town. There, she interacts with people whose mental scars and struggles leave them unable to live happily, and her words and actions influence each person's way of living.

The film is directed by Rikiya Imaizumi (*Just Only Love*). Kasumi Arimura stars as Chihiro. Among the cast members confirmed this morning, Hana Toyoshima plays high-school student, Kuniko Seo; eight-year-old Tetta Shimada (*Love Life*) appears as third-grader Makoto Satake;



Kasumi Arimura plays Chihiro in *Call Me Chihiro*

and, in her first acting role, Van plays Basil, Chihiro's transgender friend.

# HAUNTINGS

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## Tiffcom Online attracts 1,895 participants, record 327 exhibitors

This year's Tiffcom attracted 1,895 participants from 58 countries and regions, organisers of the Japanese online show, UniJapan, said as the three-day event wrapped in Tokyo. 327 exhibitors were involved this year from 33 countries/regions – setting a new record – with 100 titles screened online. The event also features 20 projects of the 75 submitted for the Tokyo Gap Finance Market. The platform, including 14 seminars, will remain open until 30 November. Tiffcom is the affiliated content market of the 35th Tokyo International Film Festival (TIFF), with runs until 2 November.



## Korean regulator approves TVing/Seezn merger; FTC expects OTT competition to intensify

Korea's Fair Trade Commission (FTC) has approved the merger between domestic platforms, CJ ENM's TVing and KT's Seezn. The merger puts CJ ENM in control of Seezn.

The FTC said in its review that the merger, which gives TVing paid subscription market share of about 18% (13% TVing/5% Seezn), would not negatively impact content supply or pricing.

The FTC said research for the first nine months of this year showed Netflix in the lead in Korea's streaming environment with share of just over 38%, followed by Wavve with 14.4%, Coupang Play with 11.8% and Disney+ with 5.61%.

In its statement announcing the approval, the FTC said it expected that the competitiveness of the streaming/OTT industry would "continue to strengthen".

## Bilibili doubles down on animation

Chinese platform unveils mega-slate of new titles

Mainland Chinese platform Bilibili has unveiled a slate of 49 new anime/animated titles, and said today that its TV adaptation of Liu Cixin's sci-fi trilogy, *The Three-Body Problem*, would premiere on 3 December.

The youth-focused platform committed to a "made for global" vision, and said it continued to expand its global animation production capacity.

*The Three-Body Problem*, announced in 2019, is co-presented by The Three-Body Universe and Chinese animation studio, YHKT Entertainment.

New anime series include the return of *Link Click* for a second season along with a new season of *Fog Hill of Five Elements*; and Chinese culture-oriented series such as *Fairies Albums*.

Bilibili says Chinese animation is booming and said more than 96 million people had watched animated series on the platform in August 2022. This is double the number reported two years ago.

More than 40% of these come from second or lower-tier cities, and the number of users over 25 years old has increased by seven million in one year.

## Buddhist monk Ricard returns to Bhutan

Mercer Productions' new doc feature tracks his journey



Bhutan: *Following in the Footsteps of Matthieu Ricard*

Buddhist monk and photographer Matthieu Ricard's return to Bhutan after a seven-year absence is the subject of a new documentary in production by Federation Studios' Mercer Productions.

The 52-minute feature, *Bhutan: Following in the Footsteps of Matthieu Ricard*, for European culture channel Arte started a 28-day shoot this month, following Ricard across a tiny mountain kingdom that for decades resisted many modern developments.

Ricard, who spent 10 years in Bhutan, says photography is his instrument, "an art form, that allows me to achieve my vocation as a practicing Buddhist: to serve others. I hope this new trip and the documentary that goes with it will allow me to share my optimistic view of the world."

*Bhutan: Following in the footsteps of Matthieu Ricard* is directed by Jérôme-Cecil Auffret (*Paroles d'animaux*) and co written by Auffret and Caroline Hawley.

# Dr. Ngo Phuong Lan To Receive MPA Award at CineAsia 2022

Dr. Ngo Phuong LAN, Chair of the Vietnam Film Development Association (VDFA) will receive the "Motion Picture Association (MPA) Asia Pacific Copyright Educator of the Year" Award at the CineAsia Awards Ceremony on Thursday, 8 December 2022 in Bangkok, Thailand.

We are honoured to recognize the significant contribution Dr. Lan has made to strengthening copyright during her tenure in various leadership roles in government and industry. Over the years, Dr. Lan has initiated numerous knowledge exchange programs, in Vietnam and at film events around the world, and convened local and international partners in this productive enterprise. These efforts have helped to build a healthy and sustainable film and television industry in Vietnam that is increasingly competitive on the world stage.

Dr. Ngo Phuong Lan is Chair of the Vietnam Film Development Association (VDFA). Dr. Lan founded the VFDA in 2019 and was subsequently elected Chairwoman by its members. She was formerly the Director of the Vietnam Cinema Department which falls under the Ministry of Culture, Sports and Tourism.



## No disrespect intended, HK's TVB says

Broadcaster dismisses latest blackface outcry

Hong Kong's dominant free-TV broadcaster, Television Broadcasts Ltd (TVB) is standing firm in the midst of a new blackface outcry, repeating its position that it was "never our intention to show disrespect or to discriminate any persons in any of our drama or non-drama programmes".

The latest controversy erupted after episode 1,755 of sitcom, *Come Home Love: Lo and Behold*, aired on 24 October.

A company statement said the show was "purely fictitious" and that the characters in the episode in question were wearing special make-up so that their boss wouldn't recognise them.



*Come Home Love: Lo and Behold*

"The scene came after the characters' faces were made dirty by exhaust gas of a vehicle. The characters wearing special make-up were simply designed as a dramatic story plot based on creativity, aiming to highlight the characters' ability in quick adjustment to the changing circumstances," TVB said.

The statement followed international media attention over the episode that showed characters in blackface mimicking a music video with dancing Ghanaian pallbearers.

## Rai drama living happily ever after in Asia

*The Ladies' Paradise* migrates to daily soap opera slots



*The Ladies' Paradise*

Rai Com, the commercial arm of Italy's public broadcaster Rai, heads towards the end of this year at more than double international distribution revenues compared to this time last year, including sales in Japan and the Philippines, the company says.

The slowdown of the past few pandemic-ridden years is also ending, with strong signs of demand picking up, Rai says in its post-Mipcom market wrap.

The company says demand is led by long series, including long-running costume drama, *The Ladies' Paradise* (*Il Paradiso delle Signore*), directed by Monica Vullo (*Don Matteo*) and Luca Brignone (*Fog and Crimes*).

Rai says the show has successfully evolved from a prime-time broadcast to a daily format, "supplanting many

soap operas in the global market".

Originally set in the 1950s, *The Ladies' Paradise* is a romantic drama about Teresa Iorio, a young woman who leaves her rural Sicilian hometown to work at a new department store in Milan.

*The Ladies' Paradise* is based loosely on French author Émile Zola's novel, *The Ladies Paradise* (1883).

The series, which premiered in Italy in 2015 and now has seven seasons, is available in 70 countries.

Asian buyers have cherry picked from the best of Italian productions, picking up series such as *The Ladies' Paradise*, *Detective Montalbano*, *Lolita Lobosco*, as well as TV movies such as *Carosello*, *Carosone* and *Carla Fracci*. There is also an ongoing appetite for Italian classics, the broadcaster adds.



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## Taiwan's Taicca upsizes creative ambition; pushes international agenda

Taiwan's government agency Taicca opens this year's Taiwan Creative Content Fest (TCCF) with a clear message about international co-production and upsized creative ambitions that have pushed the event from its previous five days to this year's 11 days.

Taicca says the expansion "reflects the momentum of Taiwan's creative content industries".

The third edition of the event runs from 3-13 November, with a series of online and offline events that cover a b2b marketplace, pitching, an innovation programme and a forum.

Taicca says the aim is to "drive collaboration between homegrown and foreign talents".

At a press conference in Taipei, Taicca's CEO Izero Lee said this year's festival objectives included strengthening international connections, introducing multichannel resources, and promoting interdisciplinary co-creation.

"Following the rise of streaming platforms and the post-epidemic industry reshuffle, the cultural content industry needs to explore new international sales channels," he said.

The TCCF's pitching programme involves 42 early-development projects from Taiwan, and is organised along format and genre lines.

The mixed online/in-person market involves about 130 companies from Taiwan and abroad, including Japan, Korea, Thailand, Hong Kong and Singapore.

The innovation segment, open to the public, looks at the future of entertainment with an exhibition of immersive content along with a lecture series.

The industry forum, which will also be open to the public, addresses topics such as international film trends and co-productions.

## Icelandic drama @ Jakarta indie film fest

Japan, Philippines, China, Aus pick up *Black Sands*



© Glassriver & All3Media International

Aldis Amah Hamilton in *Black Sands*

Broadcasters in Asia and Australia have picked up the debut season of Icelandic crime thriller, *Black Sands*, about a young police detective forced to confront her past as she investigates a series of mysterious deaths.

Episode one also heads to Indonesia this week for a special screening at the Jakarta Independent Film Festival, which runs from 2-6 November 2022.

The global sales announcement from indie distributor All3Media International coincided with a second season greenlit by commissioning broadcaster,

Iceland's Channel 2.

The eight-part season one, produced by Glassriver in association with All3Media International, was acquired by Japan's AXN Mystery Channel, Chinese streamer Pumpkin Film, the Philippines' Upstream Media, and SBS in Australia.

*Black Sands*, directed by Baldvin Z (*Trapped*), was shot on location in Kirkjubæjarklaustur and around Reynisfjara, Iceland's famous black-sand beach. The series stars Aldis Amah Hamilton (*The Valhalla Murders*) in the lead role as detective Anita.

### Taiwan: From page 1

quet (1993) and *Eat Drink Man Woman* (1994).

About 200 Taiwan film and TV titles are being targeted for the first phase of the new channel's launch.

Chou also talked about the "new southward direction of Taiwanese Chinese film and television" and said the channel would introduce "more diverse content, high-quality and exciting Chinese movies and albums to Malaysian audiences".

TV5 will also feature Malaysian movies and content from other parts of the Asia Pacific, including Hong Kong TVB, Chou said.

Titles already secured include Studio 76's *You Have to Kill Me*, and director Huang Chaoliang's action movie, *Han Dan*.

TV5's commercial business will be handled by ETBC (Enjoy TV) Taiwan Branch, which was set up in 2021, and its appointed agents.

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## Japan's gender bias & legal injustice go global in new drama

### Kansai TV's prime time series, *Elpis*, tackles typical social issues

Japan's drama of the moment – Kansai TV's crime thriller, *Elpis* – opens with a woman whose once-shining career is all but destroyed after she is spotted kissing her boyfriend in public. The boyfriend? Well, he is untouched by the same scandal that took his former partner down.

There's one other "typical Japanese social issue" of the day in the 10-episode drama that screened in the Asian World Premiere slot at Mipcom earlier this month: false accusations and the conviction of an innocent man for the murders of young girls.

And with that mix of sexism and injustice, which producer Ayumi Sano (*My Dear Exes*, *Quartet*) calls "the dark side of society", Japan hopes to woo international programme buyers.

Directed by Hitoshi One, *Elpis* stars Masami Nagasawa (*Mother*) as the high-profile fallen angel, Ena Asakawa, who has been relegated to a career-graveyard role in a late-night show, where she works with young and down-on-his-luck director, Takuro Kishimoto, played by Gordon Maeda (*Tokyo Revengers*). Toko Miura (*Drive My Car*) appears in a supporting role as Cherry, a runaway who was saved by the man later wrongly convicted for the murder of young girls.

Speaking through an interpreter, Sano says she started working on the project five years ago, targeting Japanese audiences. "At that point, I wasn't thinking about the international market," she says.

Streaming, meanwhile, changed much about how the world views local content.

*Elpis* is still for a local Japanese audience, "but we feel there is an acceptance now by international audiences," Sano adds.

In Japan, *Elpis* airs weekly on Mondays in a 10pm slot on Fuji-affiliate Kansai TV



“My intention throughout the series was for people to realise this message: You have to find your own value.”

Ayumi Sano, Producer, *Elpis*

in the Kansai region and on Fuji TV in the Kanto region. The series premiered on Monday, 24 October.

The premiere closes a tough if meaningful project for Sano, who says "everything about producing the show was challenging".

Aside from the darker subjects, "in Japan, it's very difficult to criticise and, even if fiction, there can be a sharp reaction. In this drama, we criticise the media. That's rare," she says.

At the same time, she was able to explore a theme that holds great meaning for her – who gets to determine a person's value.

"Previously in Japan, you were not the one who decides your value. That

depended on others... (but) you need to decide your own value, not anyone else," she says.

Sano says her "intention throughout the series was for people to realise that 'you have to find your own value'".

The message hit home for Toko Miura, who plays Cherry in the series.

"This is not very Japanese. In our society, we are expected to be polite and respectful always, to think of others rather than ourselves... there's an inequality between men and women. In the series, Ena is beautiful and pure and that's what society wants. She is punished because she didn't respect that. In contrast, he gained approval. He is still a hero, while she is the fallen angel".

# contentasia Screenings



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# Myanmar

## In numbers

|                           |                |
|---------------------------|----------------|
| Population .....          | 55.809 million |
| Households .....          | 11.16 million  |
| Avg. household size ..... | 4.6            |
| TV households .....       | 59.3%          |
| Internet households ..... | 56%            |
| Mobile phone users .....  | 85.8%          |
| Fixed tel users .....     | 4.3%           |

Source: Myanmar Central Statistical Organisation (TV households in 2018, as of Sept 2020), Department of Population (population in October 2022, households & size/TV/fixed tel/internet in 2019)

## Free TV

### Myanmar National TV (MNTV)/MITV/Channel 9

Shwe Than Lwin Media operates three free-TV channels – Myanmar National TV (MNTV, since 2012), Myanmar International TV (MITV) and Channel 9. Flagship MNTV has a total viewership of 35.4 million across Myanmar. Foreign content in the October line-up includes 2020's Thai drama series *In Time With You*. Shwe Than Lwin Media is also involved in subscription satellite platform Sky Net DTH and radio.

### Myanma Radio and Television

Myanmar's Ministry of Information set up Myanma Radio and Television (MRTV) in 1980, and started broadcasting in 1981. MRTV owns/operates 10 TV channels. MRTV started digital broadcasting (DVB T2) in Oct 2013.

### MRTV-4 HD/Channel 7 HD

The Forever Group launched digital/analogue entertainment service MRTV-4 in May 2004, broadcasting for two hours a day, migrating to a 24-hour schedule in 2010. Second free-TV service, Channel 7 (launched 2012), targets younger audiences. Both are available in HD (DVB-T2/ DTH nationwide). Forever Group launched two digital free-TV channels, Maha Bawdi (Buddhist) in 2013 and Readers Channel (literature), and online service Pyone Play (launched 2016) offering free access to on-demand/live streaming content. Forever Group is also involved in drama and formats productions.



Thai romantic drama series *In Time With You*, part of Myanmar National TV's (MNTV) October 2022 line up. The series is a remake of 2011 Taiwanese TV series written by Mag Hsu and directed by Winnie Chu. The Thai version is produced by Artop Media and aired in 2020 on Thai free-TV PPTV.

Myanmar's Ministry of Defence est. Myawaddy Television (MWD-TV) in Mar 1995. MWD-TV broadcasts seven TV channels, offering music, variety, movies and factual content.

## Pay TV

### Canal+ Myanmar FG

France's Canal+ Group launched commercial DTH services in Myanmar in early 2018 following a 2017 deal with the Forever Group. Canal+ Myanmar FG is the reincarnation of Forever Group's pay-TV service 4TV (launched in 2005 as MRTV-4 International). The service offers 75+ channels with language-customised content, including nine in-house channels. The nine in-house channels include two Canal+ Sports channels, which the operator launched on 16 Feb 2022. Basic subscriptions cost from MMK2,500/US\$1.42 a month for 30+ channels. Premium packages cost MMK5,500/US\$2.63 a month for the Shall package (40+ channels) and MMK9,500/US\$4.50 a

month for the Htoo-Shall plan (75+ channels). Canal+ also offers MyCanal, an OTT extension of the pay-TV service, free to its subs since 2019.

### Sky Net DTH

DTH satellite platform Sky Net DTH, owned/managed by the Shwe Than Lwin Media group, launched in Nov 2010 adding multi-play services in Feb 2011. Sky Net broadcasts over 80 SD/HD channels, packaged from MMK4,900/US\$2.35 a month for the Peekaboo plan to MMK13,500/US\$6.50 a month for the Apyae Awa pack. The platform uses extraterrestrial transmission and has 100% signal coverage across the country.

## Digital Free to Air

### 5plus Channel

5plus offers local and foreign content, including Indian programming and TV drama series from China, Thailand and Korea. Broadcasting nationwide, 5 Plus is owned by the Family Entertainment Group.

### Fortune TV

Launched in 1991 as a lift installation/servicing company, Fortune International's diversified business now includes digital TV & telecomms. The company rolled out its TV services in Feb 2019, offering mostly local, with a few international movies and Chinese/Hindi/Filipino series/movies.

### Channel K

Kaung Myanmar Aung's Channel K (or Kaytumadi) offers business content, movies, music and culture content targeting the 18-38 demographic. Launched in Feb 2019, Channel K covers all 15 states of Myanmar and is also available on OTT app. The October 2022 schedule includes 2019's Hindi series *Magic Love* and 2018's Filipino series *Los Bastardos*.

### YTV

Launched in Jan 2019, YTV offers foreign movies (Hindi/Hollywood), TV series, animation, religious series, game and talk shows. YTV is managed by My Multimedia Group, a subsidiary of conglomerate Young Investment Group. YTV reaches 151 towns covering 70% of Myanmar.

## Streaming/OTT

Myanmar has access to global/regional direct-to-consumer streaming services, including Viu, Netflix and Amazon Prime Video. Homegrown services include...

### Mahar

Mahar (launched June 2018 by ABC

Content Solutions) offers over 3,000 titles, including local movies/series and content from India and Korea. Distribution partners include MPT and Telenor. Subscriptions cost MMK199/US\$0.09 a day, MMK999/US\$0.48 a week and MMK1,999/US\$1.43 a month.

### Canal+ Myanmar App

An OTT extension of DTH Canal+ Myanmar, the app offers live TV channels, VOD and catch-up free for Canal+ subscribers.

### Pyone Play

Online video service by Myanmar Radio and Television. Launched in 2016 offering free access to on-demand/live streaming TV content/catch up via iOS/Android.

## Telcos

### Myanmar Posts and Telecommunications (MPT)

State-owned MPT provides internet, fixed-line and mobile services to more than 23 million subscribers. The telco launched fibre-to-the-home (FTTH) services in Yangon in Aug 2017. MPT operates under the Ministry of Transport and Communications.

### Mytel

Myanmar's fourth telco, Mytel, launched in 2018, offering nationwide 2G/4G services. Mytel is owned by Myanmar National Tele & Communications (MNTC), formed in Jan 2017 by Vietnam's Viettel (49%), Star High (28%) and a consortium of local companies operating under MNTC (23%).

### Ooredoo Myanmar

Qatar's Ooredoo group was awarded a telecommunications licence to operate in Myanmar in June 2013 and began operations in Aug 2014. The telco has upwards of 10 million subscribers (Q4 2021). On 7 Sept 2022, the group announced the planned sale of its telecom business in Myanmar to Singapore-based Nine Communications at an enterprise value of US\$576 million. As of 31 Oct 2022, the transaction is pending the usual regulatory approvals.

### Atom

Telenor Myanmar was rebranded as Atom in June 2022 following the closure of the sale of the unit by Norwegian's Telenor Group in March 2022 to Lebanese investment firm M1 Group for US\$105 million. Atom has been providing mobile and internet services using 2G/3G GSM technology since 2014. The telco launched 4G/LTE services in Oct 2016 and now has 4G/LTE coverage in 29 major cities and towns.

## Regulators

### Ministry of Information (MOI)

The MOI is made up of the Minister's Office, two departments (Myanmar Television and Radio, Information and Public Relations) and three enterprises (printing and publishing, news and periodicals, motion picture). The Myanmar Television and Radio Department (TRD)'s key objectives are to inform, educate & entertain the public.

Adapted from **ContentAsia's  
The Big List 2023**

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## What's on where...

|               |       |   |   |
|---------------|-------|---|---|
| October 2022  | 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                                     | Live-streamed + 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             |
| March 2023    | 5-8   | Australian International Documentary Conference (AIDC) 2023 | Melbourne, Australia                    |
|               | 13-16 | Hong Kong Filmart 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                          |
| 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            |

## Demand dials up for Thai originals

HBO's *House of the Dragon* tops demand – Parrot Analytics

The *Voice Thailand* was the most in-demand local TV show in Thailand for the week of 4-10 October, coming in third behind only *House of the Dragon* and *One Piece*, according to data science company Parrot Analytics.

The singing competition was joined on the list of top 10 overall properties by *The Mask Singer*, which clearly remains in demand despite there being no new seasons of the local adaptation for now.

Local Thai shows also made gains on the digital list for the week, taking four of the top 10 digital originals. Demand for Thai digital originals was led by iQiyi original BL series, *Kinnporsche*, about the son of a Mafia don rescued by a part-time student, who becomes his bodyguard. The other three – *Catch Me Baby*, *Oh! My Sunshine Knight* and *War of Y* – were from WeTV and AIS Play.

### Top 10 overall TV shows: Thailand

| Rank | Title  | Difference from Market Average |
|------|--|--------------------------------|
| 1    | <i>House of the Dragon</i>                                   | 27.8x                          |
| 2    | <i>One Piece</i>   | 17.5x                          |
| 3    | <i>The Voice Thailand</i>                                    | 17.1x                          |
| 4    | <i>Game of Thrones</i>                                       | 16.6x                          |
| 5    | <i>Rick and Morty</i>  | 14.3x                          |
| 6    | <i>The Mask Singer</i> (เดอะแมสค์ซิงเงอร์ หน้ากากนักร้อง)    | 12.0x                          |
| 7    | <i>She-Hulk: Attorney At Law</i>                             | 11.8x                          |
| 8    | <i>To Sir, With Love</i> (คุณชาย)                            | 11.1x                          |
| 9    | <i>Cyberpunk: Edgerunners</i> (ไซเบอร์ปังก์ เอจเจอร์นเนอร์ส) | 10.7x                          |
| 10   | <i>The Lord of The Rings: The Rings of Power</i>             | 10.7x                          |

### Top 10 digital originals: Thailand

| Rank | Title  | Platform           | Difference from Market Average |
|------|--|--------------------|--------------------------------|
| 1    | <i>She-Hulk: Attorney At Law</i>                             | Disney+            | 11.8x                          |
| 2    | <i>Cyberpunk: Edgerunners</i> (ไซเบอร์ปังก์ เอจเจอร์นเนอร์ส) | Netflix            | 10.7x                          |
| 3    | <i>The Lord of The Rings: The Rings of Power</i>             | Amazon Prime Video | 10.7x                          |
| 4    | <i>Kinnporsche</i> (รักโคตรร้ายสุดท้ายโคตรรัก)               | iQiyi              | 9.3x                           |
| 5    | <i>Stranger Things</i>                                       | Netflix            | 9.0x                           |
| 6    | <i>Catch Me Baby</i> (เชียนสืบราง)                           | WeTV               | 7.1x                           |
| 7    | <i>The Boys</i>  | Amazon Prime Video | 6.9x                           |
| 8    | <i>Star Trek: Strange New Worlds</i>                         | Paramount+         | 6.6x                           |
| 9    | <i>Oh! My Sunshine Knight</i> (เลิฟ@นาย)                     | AIS Play           | 5.8x                           |
| 10   | <i>War of Y</i>  | AIS Play           | 5.8x                           |

Date range: 4-10 October 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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