

## TaiwanPlus pushes democracy & freedom of speech

New doc highlights banned China musician Namewee

Taiwan's English-language global streaming platform, TaiwanPlus, is highlighting its commitment to freedom of speech with a new episode about Malaysian-born rapper, Namewee, in original docuseries, *Road to Legacy*.

*The whole story is on page 2*

## Animation dwarfs drama in Indonesia

Mixed genres, geographies sweep top 10 – Parrot Analytics

Animation swept demand in Indonesia for the week of 22-28 March, with a top 10 list of titles mixing Japanese anime and classic U.S. animated properties, Southeast Asian and Korean favourites, and Russia's *Masha and The Bear*. Only one drama title, tvN's *Twenty-Five Twenty-One*, which streams on Netflix outside of Korea, made the top 10 overall list for the week.

*The whole story is on page 14*



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14 April premiere on Zee5 for BBC Studios' 1st scripted Telugu format



Gaalivaana

South Asian streaming platform Zee5 and BBC Studios are counting down to the 14 April premiere of *Gaalivaana*, the Telugu adaptation of thriller, *One Of Us*. The show, about the brutal murder of childhood sweethearts, will be dubbed in Tamil as *Karmegam*. The series is BBC's first foray into premium scripted production for regional India. *Gaalivaana* is directed by Sharan Kopicetty and produced by BBC Studios India and NorthStar Entertainment.



iQiyi "aware" of U.S. SEC red flag, says "actively exploring" solutions

Chinese streamer iQiyi says it is "actively exploring possible solutions to best protect the interest of its stakeholders" after being identified by the U.S. SEC as having used an auditor outside of the U.S. oversight system for its financial statements for 2021. U.S. regulations force a delisting from a U.S. stock exchange if a company is flagged for three consecutive years due to the inability of the U.S. Public Company Accounting Oversight Board to inspect auditors working papers. iQiyi said it would "continue to comply with applicable laws and regulations in both China and the U.S."

**Namewee speaks up for freedom, Taiwan+**  
 "Brave enough to remain true to my creativity," rapper says



Namewee: *A Path to Freedom*

“ At a time when many voices in the Asia-Pacific region are being silenced, TaiwanPlus aims to leverage Taiwan's vibrant democracy and freedom of speech to bring unique stories and news from the region to the world.”

TaiwanPlus

Taiwan's English-language global streaming platform, TaiwanPlus, is highlighting its commitment to freedom of speech with a new episode about Malaysian-born rapper, Namewee, in TaiwanPlus Original docuseries, *Road to Legacy*.

The episode, *Namewee: A Path to Freedom*, tracks Namewee's life and career as an artist and his fight for human rights, including behind the scenes of a concert in Taipei with songs that have been banned in other countries.

The 43-minute episode premiered end-March as part of a series about Taiwan's indie musicians that also features Linion (*Linion: A Neo Soul Sensation*) and Taiwanese singer Abao (*Abao: The Voice of a Nation*).

Banned in China last year for his song, *Fragile*, which many claimed

insulted China, Namewee is widely known for using his music to fight injustice and inequality in the region.

"At a time when many voices in the Asia-Pacific region are being silenced, TaiwanPlus aims to leverage Taiwan's vibrant democracy and freedom of speech to bring unique stories and news from the region to the world," the platform says.

The Namewee episode shows the personality behind the melodies and political jokes, including harassment and imprisonment, and his determination to treat every project like it could be his last.

"Performing on stage isn't everything," Namewee says. "After fighting injustice and facing harsh realities, I have to be brave enough to remain true to my creativity. That's what gives meaning to my performances."



# MPA APSA Academy Film Fund

## 2021 Recipients



Apichatpong Weerasethakul (Thailand)



Gutierrez "Teng" Mangansakan II (Philippines)



Dea Kulumbegashvili (Georgia)



Rakhshan Bani-Etemad (Islamic Republic of Iran)

## 2020 Recipients



Annemarie Jacir (Palestine)



Guillaume de Seille (France)



Ridham Jarve (India)



Bianca Balbuena (Philippines)

## 2019 Recipients



Rachel Leah Jones (Israel)



Catherine Fitzgerald (New Zealand)



Delphine Gardemroueh (France)



Dechen Roder (Bhutan)

## 2018 Recipients



Semih Kaplanoğlu (Turkey)



Mai Meksawan (Thailand)



Olga Khlaseva (Kazakhstan)



Ifa Isfanyah (Indonesia)

## 2017 Recipients



Vladimer Katcharava (Georgia)



Robert Connolly (Australia)



Rajit Kapur (India)



Guy Davidi (Israel)

## 2016 Recipients



Park Joo-Young (Republic of Korea)



Rolf de Heer (Australia)



Emir Baigazin (Kazakhstan)



Haifaa Al Mansour (Saudi Arabia)

## 2015 Recipients



Surabhi Sharma (India)



Annemarie Jacir (Palestine)



Ami Drozd (Israel)



Cliff Curtis (New Zealand)

## 2014 Recipients



Signe Byrge Sørensen (Denmark)



Jafar Panahi (Islamic Republic of Iran)



Dror Moreh (Israel)



Mostofa Sarwar Farooki (Bangladesh)

## 2013 Recipients



Garin Nugroho (Indonesia)



Jeannette Paulson Herenjiko (United States of America)



Ainsley Gardiner (New Zealand)



Reis Çelik (Turkey)

## 2012 Recipients



Mohammad Rasoulof (Islamic Republic of Iran)



Kath Shelper (Australia)



Zeynep Özbatur Atakan (Turkey)



Suha Arraf (Israel, Palestine)

## 2011 Recipients



Maryam Ebrahimi (Islamic Republic of Iran)



Shawkat Amin Korki (Iraq)



Piyas Gupta (India)



Payman Maadi (Islamic Republic of Iran)

## 2010 Recipients



Lee Chang-dong (Republic of Korea)



Peng Tao (People's Republic of China)



Asghar Farhadi (Islamic Republic of Iran)



Sergey Dvortsevov (Kazakhstan)

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## Korea's KCC investigates Google's payment policies

All eyes are on Korea's telecoms regulator in April for a ruling on whether Google's new billing policies are complying with the country's laws on in-app payment systems, according to a report in Korean news agency, Yonhap. Google's new system forces app developers selling digital goods/services in Google Play to remove external payment links. Korean regulations prohibit app store operators like Google and Apple from forcing developers to use their in-app payment systems. Google has said apps that don't comply with the new rules will eventually be removed from the Google Play store. Yonhap listed apps such as music service Flo and video streamer Tving that have increased their prices to cover the cost of complying with Google's revised policy rather than developing their own.



## Limonero opens Mip TV with sales to NHK, KBS, RTHK & Discovery Asia



*Thirties in Colour: Countdown to War*

Japanese public broadcaster, NHK, has acquired MAKE Waves Media's three-part factual series, *Thirties in Colour: Countdown to War*. The deal, announced by U.K. indie Limonero Films, as this year's Mip TV opened in Cannes on Monday (4 April), is one of four new sales in Asia. Korea's KBS and Radio Television Hong Kong (RTHK) bought one-hour wildlife show, *Wild Relations*, and Discovery Asia picked up 15-episode half hour culinary show, *Hidden Flavours of India: North East*.

## Amish Tripathi shows up for Discovery+ New series maps *The Ramayana* across 5,000 km



*The sculpture of mythological bird, Jatayu, in Legend of the Ramayana with Amish*

Indian author Amish Tripathi digs into Indian epic *The Ramayana* in a new three-part series – *Legends Of The Ramayana with Amish* – for Discovery+ India.

The show, which premieres on Thursday (7 April), tracks ancient stories and myths across 5,000 kilometres in India

and Sri Lanka, mapping myth with geology, customs and belief, and promising to surface little known facts and stories buried in Lord Ram's journey.

The docuseries was produced by Wide Angle Films, and co-directed by Sujata Kulshreshtha and Abhimanyu Tewari.

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*All in ContentAsia's April magazine*

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## SpoTV adds Masters Tournament to golf line up

Korean-owned sports network, SpoTV has added four-day 2022 Masters Tournament to its line up in parts of Asia, beginning 7 April. The markets included in the new golf rights deal are Hong Kong, Indonesia, Macau, Malaysia, Mongolia, the Philippines, Singapore and Thailand. The event will also be streamed on the SpoTV Now mobile app in five of those markets – Indonesia, Hong Kong, Malaysia, the Philippines and Singapore. The new rights boost SpoTV's golf credits, including the U.S. Open golf & PGA Championship (in Malaysia & Thailand only).



## Singapore military doc returns

Singapore military documentary series, *Every Singapore Son*, is back for a third season, this time highlighting national service basic training during the pandemic. The eight-part series, produced by Singapore's Defence Force-backed So Drama! Entertainment in collaboration with Beach House Pictures, is streamed on Facebook and broadcast on Mediacorp's English-language Channel 5. Season one was released in 2010.



## Giant shortage of digital content creators, Indonesian governor says

Indonesia's shift from analogue to digital TV has created job opportunities for 240,000 people, with the highest demand for content creators, West Java governor Ridwan Kamil says. The migration to digital TV starts this month and is scheduled to run to November this year.

## 10 weeks to go on BCCI's IPL auction Rights expected to soar 300% to US\$6.6 billion

A little less than 10 weeks to go before India's Board of Control for Cricket (BCCI) opens the 12 June live e-auction for the Indian Premier League (IPL) seasons 2023-2027... and speculation continues to run high about just how high bidding will go.

Local daily, *The Economic Times*, says it's not unrealistic to expect a 300% increase this round to INR500 billion/US\$6.6 billion. Bloomberg quoted unnamed sources as saying bids could rise above US\$7 billion.

No one is arguing that bidding will be led by Amazon/Amazon Prime Video, Mukesh Ambani's Reliance Industries/Jio, current rights holder Disney/Star India/Hotstar, and the new Sony/Zee alliance. Facebook, which bid for digital rights last round, could be in the mix.

The expected frenzy was unleashed at end March when the BCCI invited companies to bid.

The surprise this round was the split of TV broadcast and digital/streaming rights for the Indian subcontinent, and no option for combined bids as was the

case last time around.

This year also includes a separate non-exclusive digital bundle of a limited 18 games that will allow smaller players access to the IPL.

The most valuable are broadcast rights for the Indian subcontinent, with a base price of more than INR180 billion/US\$2.4 billion for all 370 games across the five years.

Star is said to have paid about US\$2.5 billion for combined TV broadcast/digital IPL rights for five years in the last round in 2017, earning the IPL the title of the world's most expensive cricket property and giving Hotstar record global streaming audiences.

Digital rights for the Indian subcontinent this time begin at a total of US\$1.6 billion.

The base price for combined broadcast/digital rights for the rest of the world is INR11 billion/US\$147 million.

Tender docs are available until 10 May 2022 for a non-refundable fee of INR2,500,000 for Indian companies or US\$33,000 for foreign entities.

## DD FreeDish adds 1st food channel Sanjay Kapoor's Food Food added in lineup revamp

India's government-funded satellite direct-to-home TV service, DD FreeDish, has reworked its channel line-up, including its first dedicated food channel – Food Food – by Indian chef Sanjay Kapoor.

The new line up increases news and current affairs services to 14 from 11 and ups entertainment channels to 16 from the previous pack of 13 channels.

The platform now reaches 43 million homes, up from 22 million in 2017, and

offers a total of 167 TV channels and 48 radio channels.

91 of the channels are operated by state broadcaster Doordarshan (DD) and 76 are private TV channels.

From 1 April this year, DD FreeDish private TV channels include eight Hindi general entertainment channels, 15 Hindi movie channels, six music channels, 22 News channels, nine Bhojपुरi channels, four devotional services and two foreign channels.

# Malaysia

## In numbers

Population .....	32.69 million
Households .....	8.2 million
Avg. household size .....	3.8
Total TV households .....	7.809 million
TV households penetration rate.....	98.5%
Pay TV subscriptions.....	7.3 million
Broadband subs.....	42.2 million
Fixed broadband subs.....	3.3 million
Mobile bb subs.....	38.3 million
Mobile phone subscriptions....	43.7 million
Mobile postpaid subs.....	13.6 million
Mobile prepaid subs.....	30.2 million
Fixed tel subscriptions.....	7.5 million
Fixed-tel HH penetration rate.....	22.8%

Source: Department of Statistics Malaysia (population April 2022, HH/HH size/TV HH %/pay-TV/broadband/fixed-tel/mobile 2020), financial reports (total TV HH 2021)



Astro Shaw and Skop Productions' first co-produced drama series *Kuasa*, a story that portrays an influential family in the entertainment world that is filled with glamour, fame, greed, power and betrayal. Premieres 11 April 2022 on Astro Citra and will also be available on Astro Go and On Demand.

## Free TV

### Media Prima

Media Prima operates four free-TV channels – flagship channel TV3, 8TV, ntv7, and TV9 – launched and/or acquired between 1984 and 2005. TV3, set up in June 1984, was Malaysia's first privately owned free-to-air TV channel. TV3 targets mass-market Malay-speaking audiences. 8TV (launched Jan 2004), targets 15-24 year old urban youth/Chinese audiences with local/international programmes. ntv7 (launched April 1998, acquired by Media Prima in 2005), targets 25+ year-old urbanites/Chinese viewers with variety shows, drama series, movies, news, sports and music. TV9 targets mass youth market (15-29 years old) with a mix of reality, entertainment, drama, telemovies & religious programmes.

### myFreeview

myFreeview is Malaysia's DTT service offered free (with a one-time purchase of a decoder plus installation

fees) to viewers across Malaysia.

The government-backed project is spearheaded by MYTV Broadcasting, appointed by the Ministry of Communications and Multimedia Malaysia (KKMM) and supervised by the Malaysian Communications and Multimedia Commission (MCMC). TV channels offered include TV1/2, TV3, NTV7, 8TV, TV9 and CJ Wow Shop.

### TV AlHijrah

Established in Sept 2009 as Malaysia's first Islamic TV service, TV AlHijrah started broadcasting in 2010. The offering is predominantly local, ranging from kids/youth, sitcom to entertainment, news, magazines, dramas and movies. TV AlHijrah targets Muslim and non-Muslim adults below 40 years old, and is owned and operated by government-owned Al Hijrah Media Corporation.

### TV1/TV2

Founded in April 1946, Malaysia's public broadcaster, Radio Television Malaysia (RTM), operates six national TV channels – flagship news/entertainment service TV1 and TV2, which offers 80:20 local and acquired/int'l entertainment content; youth service TV Okey; news Berita RTM; and sports news Sukan RTM. An agency under the Ministry of Information, Communication and Culture, RTM also operates more than 30 radio stations and free online VOD/catch-up platform RTMklik.

## Subscription TV

### Astro

Astro Malaysia Holdings Berhad launched in 1996 and remains Malaysia's biggest subscription platform with a presence in 5.588 million households

and a 72% TV viewership share (28% FTA) at the end of Dec 2021. Astro operates 153 channels (incl. 131 HD, 58 in-house, 1 UHD), radio, mobile platform Astro Go, streaming service Sooka (see Streaming), multiple online destinations and e-shopping, as well as free-TV platform Astro Njoi (18 free channels and 60+ prepaid channels/packs). Monthly subscriptions cost from RM59.99/US\$14.25 for the Primary Pack (85+ channels) to RM194.99/US\$46.31 for the Platinum Pack (140+ channels). Astro has its own production unit and produced/commissioned over 11,000 hours in 2021 and owns film production house Astro Shaw.

### Sirius TV

Malaysia's newest pay-TV operator, Sirius TV, a service by Smart Digital International, launched in April 2021. Channels include Gem, Outdoor Channel, TechStorm and NHK World Japan. Subscriptions cost RM20/US\$4.75 a month or RM299/US\$71 a year.

### unifi TV

Unifi TV (formerly HyppTV) is an IPTV service owned and operated by Malaysia's dominant telco, Telekom Malaysia (TM). Unifi TV offers upwards of 70 channels starting from RM30/US\$7 a month for the Aneka Plus/Ruby Plus/Varnam Plus pack to RM60/US\$14 a month for the Ultimate Pack. Unifi TV, which is offered as part of a triple-play service (internet, TV, voice), also has an OTT extension Unify playTV (see *online TV*). Non-unifi subscribers pay RM1/US\$0.24 per day or RM5/US\$1.18 a week or RM15/US\$3.56 a month. TM reported 2.78 million fixed broadband unifi customers in 2021.

## Streaming/OTT

### Astro Go

Astro launched Astro Go in May 2012. The mobile platform offers local/international live channels and more than 50,000 hours

of VOD content. The Astro Go app has 1.025 million linked pay-TV customers, 919,000 monthly active users and 244 average weekly viewing minutes in 2021.

### Awesome TV

Awesome Media Network launched Awesome TV in Aug 2020 offering mostly local content, including comedy, entertainment, drama, talkshows and kids, for free. The mission is to provide a line-up that "boosts the mind of the Malaysian community", specifically aged 10-65 years. Awesome TV is also available as a FTA channel broadcast via myFreeview on MYTV and Astro.

### Disney+ Hotstar

Disney's hybrid streaming platform, Disney+ Hotstar, launched in Malaysia on 1 June 2021 with a slate of exclusive local titles – including direct-to-streaming movies – as well as a distribution deal with dominant subscription platform Astro and a direct-to-consumer offering. Subscription costs RM54.90/US\$13 for three months.

### HBO Go

WarnerMedia's streaming service HBO Go launched in Malaysia via Astro in May 2019. Also available as a standalone streaming service. Direct subscriptions cost RM34.90/US\$8.27 a month or RM69.90/US\$16.57 for three months.

### hurr.tv

Launched in April 2016, hurr.tv streams original content featuring home-grown talent on its own website and YouTube. The YouTube channel had 93.34m views and 544,000 subscribers (April 2022). hurr.tv, which stands for Hip, Urban, Relevant and Real Television, targets viewers aged 15+. The platform is ad-supported and free for consumers.

### iQiyi International

In December 2021, Chinese streamer iQiyi announced five new Malaysian productions for 2022 – *My Ofis*, a sitcom about rockstar wannabe Jasper who

relinquishes his dream and enters corporate life to support his grandmother (produced by Kuching-based Longhouse Films; *Rampas Cintaku*, produced with Mig Production, a story of an undergraduate student who, desperate to clear his family's debts, takes a job in a nightclub and is lured into life as a "sugar baby"; *Sori Naik Lori* with Tsar Asia, about a housewife whose TikTok video goes viral; time-travel romantic drama *Love You Later* with Juita Viden; and Infinitus Entertainment's *Restu*, about a recently widowed father and three marriage prospects who need to meet the approval of his grieving daughter. iQiyi Malaysia, which also streams Korean, Chinese and anime content, claimed over 10 million app downloads in the country in 2021. The streamer also reported Malaysians spend an average of 80 minutes a day on the platform. Telco partners include Celcom Axiata, Media Prima, Astro, Maxis and Telekom Malaysia (TM). Subscriptions cost RM11.90/US\$2.80 a month for the standard plan, RM17.90/US\$4.25 a month or RM119.90/US\$28.40 a year for the premium pack.

### Netflix

Netflix launched in Malaysia in Jan 2016, and has ramped up local acquisitions. Subscriptions start from RM17/US\$4 for the mobile-only plan to RM55/US\$13.20 a month for premium

### RTMklik

RTMklik (formerly MyKlik), owned/operated by state-backed broadcaster Radio Television Malaysia (RTM), is a free online video portal offering live streaming of RTM channels, including national free-TV channels, TV1 and TV2, and 20 radio services. The platform also offers free catch-up of select content from TV1 and TV2.

### Sooka

Malaysian streaming platform, Sooka, launched on 8 June 2021 with 4,000 hours of content and lots of talk about what millennials really want and promises that the freemium platform "uniquely

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offers unrivalled streaming", including "the world's best live sports, with the freshest local entertainment, and Sooka exclusives and originals". Now, Sooka offers 13,000 hours of content to 3.2 million users (Dec 2021). Third party streaming services offered on Sooka include Netflix, Disney+ Hotstar, iQiyi, HBO Go and TVB Anywhere+. Subscriptions cost RM15.90/US\$3.78 a month for the VIP Entertainment pack (drama/variety/Sooka original content), RM41.90/US\$9.95 a month for the VIP+Sports plan (sports & Sooka originals), and RM84.90/US\$20.16 a month for the VIP TV plan (all sports & entertainment content).

### tonton

Malaysian media conglomerate Media Prima's OTT service, tonton, offers live streaming, catch-up, premium/original content and entertainment archive. Content comes primarily from Media Prima's four terrestrial networks. tonton, launched in Aug 2010, has since pulled back subscription initiatives, closing its SVOD tier and regional services in Singapore and Brunei in Aug 2018.

### TVB Anywhere+

Launched in Malaysia in June 2020 by Hong Kong Television Broadcasts Limited (TVB), TVB Anywhere+ offers a variety of dramas, including TVB Anywhere Originals and acquired content from Hong Kong local productions as well as around the Greater China region. TVBAnywhere+ houses over 10,000 hours of content in its database for users in Malaysia, with a selection of TVB drama series and variety shows available for free. Subscriptions cost RM19.90/US\$4.70 a month for the Channel/VOD Zone packs. RM39.90/US\$9.45 a month for the Premium (VOD+Channel) plan.

### Unifi playTV

(See unifi TV under Subscription)

Owned and operated by Telekom Malaysia (TM), unifi PlayTV (formerly HyppTV Everywhere) is an OTT TV extension of TM's IPTV service, unifi TV and is

available to both unifi subscribers and non-subscribers. Non-unifi subscribers pay RM1/US\$0.24 per day or RM5/US\$1.18 a week or RM15/US\$3.56 a month.

### Viu

Hong Kong telco PCCW launched Viu in Malaysia in Feb 2016 as a standalone app with partners Telekom Malaysia, Maxis, Digi and U Mobile. Viu maintains a strong Korean line up, along with local content from partners such as Media Prima/Primeworks and Double Vision. The Kuala Lumpur-based unit's originals slate includes local version of Korean supernatural drama *Black 1/2*, Malay remake of Nordic noir crime series *The Bridge 1/2* and comedy *Keluarga Baha Don 1/2/3*. Content for Malaysia is subtitled in Bahasa Malaysia, English and simplified Chinese. The advertising-free tier with access to premium content costs RM10/US\$2.40 a month.

### WeTV Malaysia

Netflix continues offering its services in Malaysia after Chinese internet giant Tencent acquired it in June 2020 and rebranded it as WeTV. Subscriptions cost between RM11.90/US\$2.80 for a month for the standard plan to RM169.90/US\$40.28 a year for the VIP pack.

## Production

### Alpha47 Films

Alpha47's production credits include Viu's Malay version of Korean drama, *Black*; horror film *Pusaka* and coming-of-age drama *Projek: Anchor SPM*. The production house/creative studio is also involved in documentaries and digital content.

### Astro Productions

Astro Productions is the in-house production unit of pay-TV broadcaster Astro, and produces content for both local and regional markets.

### Astro Shaw

Est. in 1996 by Astro Malaysia Holdings, Astro Shaw has produced more than 75 feature films across genres in Malay, Chinese and Indian languages. The company also acquires/distributes movies for release in Malaysia and the region. Production credits include 2022's crime/romance drama *Kuasa* and 2021's horror comedy movie *18 Puasa di Kampong Pisang*.

### Biscuit Films

One-stop production house Biscuit Films was involved in, among others, the production of *Crazy Rich Asians*, Simon West directed feature film entitled *Skyfire*, and the Mammoth Screen, Christopher Hampton penned series, *The Singapore Grip*. The company also produces feature films, TV movies & commercials.

### Directors Think Tank

Directors Think Tank is a full-service production company, creating TV shows, films, documentaries and music videos, among others.

### Dosfellas

Dosfellas produces factual and entertainment content for international broadcasters and platforms, including three short web documentaries *Fibrenation Stories* for Leo Burnett/Maxis, about how high speed fibre internet helped transformed the lives of Malaysians.

### Double Vision

Double Vision produces more than 500 hours of content a year in English, Bahasa Malaysia/Indonesia, Chinese and Tagalog. Credits include the region's first adaptation of scripted format *The Bridge* (season 1/2); Malaysia's first live-animated/special effects drama, *Ryujin Juwara*; Malaysia's first Emmy-nominated drama *A Time For Us*; and the first season of *MasterChef Malaysia*. Double Vision launched in 1988, and is the production arm of, Vision New Media.

### Feisk Productions

Feisk Productions was founded in Dec 2010 by brothers, Iskander and Feisal Azizuddin. Feisk produces content for film, TV and web. Production credits include fantasy film *Temenggor: Curse Of A Thousand Moons*, which was picked up by Amazon Prime Video and horror movie *Suraya*, which aired on Astro First.

### Global Station

Established in 2000, Global Station has been involved in the production of local adaptations of scripted formats, including *Alamatnya Cinta (Full House)* and *Dendam Aurora (Tuscan Passion)*. Global Station was also involved in drama series, *Haryati*, in Indonesia, *Wadi Unung (Australia)*, *Dia Bukan Maryam (Mecca)* and *Suria di Cordoba (Spain)*.

### Homegrown Productions

Launched in 2004, Homegrown Productions is best known for comedy reality shows *Raja Lawak* and *Maharaja Lawak*. The production house was also involved in singing formats *Malaysian Idol* and *One in a Million* season one.

### Infinitus Entertainment

Infinitus Entertainment (Malaysia), jointly established by Hong-Kong companies Infinitus Entertainment Ltd and Focus Films, engages in film production, film project management and film and television project investment. Production credits include *Restu* for streamer iQiyi; horror/comedy film *Hantu Kak Limah*; and action movies *Sangkar* and *J Revolusi*.

### Inspidea

Inspidea is a digital 2D animation studio est. in 2002. Credits include *Lamput* and *Monster Beach* for WarnerMedia.

### Kyanite TV

Indie Kyanite TV's production credits include docu series *Frontier Borneo* and *Jojo's Diary of Asia* (Discovery Channel).

### Les' Copaque

Animation studio Les' Copaque Produc-

tion (founded in 2005) is widely known for series *Upin and Ipin*, about a pair of five-year-old twins.

### Longhouse Films

Founded in 2019, Longhouse Films is a local film investment and production house from Kuching, the capital city of Sarawak, East Malaysia. Longhouse Films produces feature films, TV/web series, animation and music for clients such as Youku, iQiyi and Netflix. 2021/2022 production credits include comedy drama *My Ofis* for iQiyi.

### Matavia Reka

Provides production and location services for film/TV companies. Specialises in factual and travel content for clients including Discovery, NatGeo and BBC.

### MIG Production

MIG (aka Metrowealth) was established in 2000, producing 8,000+ hours of TV series over the years and creating about 20 films annually. Billing itself as a one-stop center production company, MIG provides scriptwriting, post-production, music composing and equipment rental services, among others.

### Monsta

Monsta (aka Animonsta Studios) specialises in 3D animated films/TV series. Its first production, *BoBoiBoy*, about superhero BoBoiBoy fighting aliens, aired regionally on Disney and was made into a movie released in 2016. A sequel was released in Aug 2019. A third *BoBoiBoy* movie is expected to release in 2022.

### Nafalia Corporation

Nafalia Corporation was established in Dec 2002 specialising in TV/film production and distribution of local/foreign syndicated content.

### Petra Media

Petra Media is the entertainment arm of the Petra Group and is involved in the creation of entertainment content through films and TV shows, including

the distribution of the content through multiple channels such as cinemas and online platforms.

### Primeworks Studios

Primeworks Studios is the content creation subsidiary of media conglomerate, Media Prima. Primeworks Studios has been producing TV content since 1984 and feature films since 1994, generating over 3,000 hours of content annually for various platforms including Media Prima's TV3, ntv7, 8TV and TV9 channels. The company distributes its content through Primeworks Distribution.

### Red Communications

Red Communications launched in 1999, specialising in entertainment and info content focusing on women and youth. The company's production slate ranges from documentaries to branded content long/short form series and feature films.

### Revolution Media

Revolution Media (formerly Ideate Media) develops and produces scripted content, working across multiple formats and genres. Credits include *The Ghost Bride* for Netflix, animated series *Sydney Sailboat* for ABC Australia; Malaysian action feature *Tombiruo: Penunggu Rimba*; Indonesian horror feature *Sebelum Iblis Menjemput* and crime series *Mandatori*; and two seasons of live-action TV series, *Dirk Gently*, for BBC America and Netflix.

### Tsar Asia

Tsar Asia is a full-fledged production house based in Kuala Lumpur. Production credits include *Sori Naik Lori* for iQiyi, about a housewife whose TikTok video goes viral.

### WAU Animation

Launched in 2013, WAU Animation specialises in CG animation production and developing original animation series. WAU's IP is 2016's series *Ejen Ali*, aired on free-TV TV3. *Ejen Ali*, which revolves around a hi-tech boy spy, re-

leased its first movie adaptation in 2019 and reaped over RM30 million/US\$7 million overall box office sales in Malaysia, Indonesia, Singapore and Brunei.

## Telcos

### Celcom

Mobile telco Celcom Axiata has 9.595 million pre-/post-paid mobile subscribers, of which 83.3% are data subscribers in 2021.

### Digi

Digi.Com (Digi) provides mobile voice, internet and digital services to 10.3 million customers in Malaysia in 2021. The telco has a 93% 4G and 76% LTE-A population coverage in Malaysia.

### Maxis

Founded in 1993, Maxis provides mobile and internet connection services to 12.4 million total subscribers (of which 9.943 million are postpaid and prepaid customers) in 2021.

### Telekom Malaysia (TM)

Telekom Malaysia Berhad (TM) offers communication services (broadband, mobile, data, fixed-line) to 2.779 million customers in 2021.

### U Mobile

Launched in 2007, U Mobile offers data, voice and messaging services and Video-Onz, a free unlimited data service.

## Government

### Malaysian Communications and Multimedia Commission

Aims to establish Malaysia as a global centre for communications/multimedia information and content services.

### National Film Development Corporation of Malaysia (FINAS)

Finas is a government agency and authority entrusted to spearhead the development of Malaysia's film industry.

Adapted from ContentAsia's  
The Big List 2022

# Be included!

ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at [malena@contentasia.tv](mailto:malena@contentasia.tv)

## What's on where...

April 2022	1-6	Canneseries	Cannes, France
	4-6	MIP Doc	Cannes, France
	4-6	MIP TV	Cannes, France
	4-6	MIP Drama / MIP Formats	Cannes, France
	29	AVIA: Future of Video India	
May 2022	30	AVIA: Satellite Industry Forum	
June 2022	1-3	BroadcastAsia / CommunicAsia	Singapore
	20-21	DW Global Media Forum	Bonn, Germany
	20-24	2022 Shanghai TV Festival	(Shanghai/Online)
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	22-26	ContentAsia Summit	Online
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
October 2022	5	AVIA: Indonesia in View	
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	24-26	TIFFCOM	Tokyo, Japan
November 2022	7	AVIA: Policy Roundtable	
	8	AVIA: The State of Piracy Summit	
	9-10	AVIA: Asia Video Summit	
	23-24	Dubai International Content Market	Dubai
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore

\* As of 4 April 2022

The full list of events is available at [www.contentasia.tv/events](http://www.contentasia.tv/events)



# Indonesia's animation love continues

## Animation takes 9 of 10 top spots – Parrot Analytics

Animation swept demand in Indonesia for the week of 22-28 March, with a top 10 list of titles mixing Japanese anime and classic U.S. animated properties, Southeast Asian and Korean favourites, and Russia's *Masha and The Bear*.

Indonesia – a long-time animation stronghold – put Japanese dark fantasy adventure series *Jujutsu Kaisen* in top spot with more than 20 times demand of the average series in the market for the week, according to data science company, Parrot Analytics.

*Jujutsu Kaisen*, about a high-school student who joins a secret organisation of sorcerers, pushed another Indonesian favourite, Nickelodeon's *SpongeBob SquarePants*, into second spot.

The sole non-animated series on the overall top 10 was Korean drama *Twenty-Five Twenty-One*, which airs in Korea on CJ ENM's tvN channel and on Netflix internationally.

Netflix's *Bridgerton* narrowly beat Apple TV+'s *Pachinko* for top spot for the week on the digital rankings.

### Top 10 overall TV shows: Indonesia

Rank	Title	Difference from Market Average
1	<i>Jujutsu Kaisen</i> (呪術廻戦)	20.2x
2	<i>SpongeBob SquarePants</i>	17.4x
3	<i>Attack On Titan</i> (進撃の巨人)	16.2x
4	<i>Upin &amp; Ipin</i>	11.9x
5	<i>Twenty-Five Twenty-One</i> (스물다섯 스물하나)	11.5x
6	<i>Masha And The Bear</i>	10.8x
7	<i>Boboiboy: Galaxy</i>	10.5x
8	<i>My Little Pony: Friendship Is Magic</i>	9.8x
9	<i>Naruto</i> (ナルト)	9.7x
10	<i>Tayo The Little Bus</i>	9.6x

### Top 10 digital originals: Indonesia

Rank	Title	Platform	Difference from Market Average
1	<i>Bridgerton</i>	Netflix	8.1x
2	<i>Pachinko</i>	Apple TV+	8.0x
3	<i>WandaVision</i>	Disney+	7.8x
4	<i>The Falcon And The Winter Soldier</i>	Disney+	7.4x
5	<i>Stranger Things</i>	Netflix	6.5x
6	<i>Invincible</i>	Amazon Prime Video	5.5x
7	<i>Peacemaker</i>	HBO Max	5.5x
8	<i>Loki</i>	Disney+	5.3x
9	<i>The Book Of Boba Fett</i>	Disney+	5.2x
10	<i>The Witcher</i>	Netflix	4.6x

Date range: 22-28 March 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



## CONTENTASIA

### Editorial Director

Janine Stein  
janine@contentasia.tv

### Assistant Editor

Malena Amzah  
malena@contentasia.tv

### Events Manager

CJ Yong  
cj@contentasia.tv

### ContentAsia Marketing & Awards

Heather Berger  
heather@contentasia.tv

### Design

Rae Yong

### Research

Rhealyn Rigodon  
iyah@contentasia.tv

### Social Media

Emma Tziporah

### Associate Publisher (Americas, Europe) and VP, International Business Development

Leah Gordon  
leah@contentasia.tv

### Sales and Marketing (Asia)

Maslina Masron  
mas@contentasia.tv

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

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