

Monika Rudijono on Vidio's advantages @ the ContentAsia Summit

"In Indonesia, the pool for filmmakers, for talent, for creative people is limited. Joint ventures with production houses help us to secure our production flow and volume. It also gives us, to a certain degree, first choice in terms of creative ideas," Vidio MD, Monika Rudijono, said at the ContentAsia Summit 2022.

More on page 5

Felix To on Viu's production culture @ the ContentAsia Summit

Building a production culture across Viu's streaming footprint is Head of Originals Felix To's "single most important" mission, the "thing that will be invaluable for our future maturation and expansion".

More on page 6

Running Man Philippines debuts Two-year delay ends

A two-year delay in the first co-production between the Philippines' largest broadcast network, GMA, and Korea's SBS came to an end at the weekend with the prime-time premiere of the Philippines' version of hit Korean variety/game show, *Running Man Philippines*.

The full story is on page 3

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 Henry Tan Group CEO, Astro Malaysia Holdings	 Catherine Park Senior Vice President, Head of Office & Stream- ing for Asia, Paramount	 Anthony Buncio SVP Streaming, Screenplay Films	 Virginia Lim Chief Content Officer, Mediacorp (Singapore)	 Apicha Honghirunruang President, BEC Studio (Thailand)
 Monika Rudijono Managing Director, Vidio	 Anne Jakrajutatip CEO, JKN Global Media	 Parnsuk "Poppy" Tongrob Thailand Content Lead, iQiyi	 Dinesh Ratnam Country Manager - Malaysia, Singapore & Brunei	 Ari Arijitsatien Chief Executive Officer (Co), True CJ Creations Co., Ltd
 Agnes Rozario Director, Content, Astro (Malaysia)	 Ongart Singlumpong Managing Director, JKN Best Life (JKN18)	 Nini Yusof Deputy Chief Execu- tive Officer, Media Prima TV Networks, Malaysia	 Felix To Head of Originals, Viu	 Rashid Karim CEO, Iskandar Malaysia Studios
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 Derek Tan Co-founder, Vidsee	 MeeFung Lee Managing Director, PIK Film Malaysia	 Thiti "Teddy" Suttikulpanich, EP, The Betrayal/Doctor Foster Thailand, Juvenile	 Thawatvongse (Oh) Silamanonda GM - Thailand, PCCW Media Ltd/Viu	 Jay Roewe SVP, Incentives & Pro- duction Planning HBO/ HBO MAX/Warner Bros Discovery

Discovery+ treks India-Pakistan border in latest original



Expedition Borderlands with Levison Wood and Ash Bhardwaj

Streaming platform Discovery+ premieres its latest original docu-series, *Expedition Borderlands with Levison Wood and Ash Bhardwaj*, in India on Thursday (8 Sept) followed by a debut in the Philippines on 15 September. The four-episode series explores communities living on the border between India and Pakistan in a 2,500-km journey.

The new series is part of Discovery+ India's growing slate of personality-led factual entertainment originals. Recent shows include *India's Ultimate Warrior*, with martial arts expert, Vidyut Jammwal; *Mission Frontline with Rohit Shetty*, in which the Bollywood director lives for a day as a soldier in Jammu and Kashmir; and *Into the Wild with Bear Grylls and Ajay Devgn*.



StarHub counts down to TV+ pro box launch

Singapore's StarHub is trialing its upgraded TV+ Pro box – the first Android TV box in Southeast Asia with an integrated soundbar with Dolby Atmos/Dolby Vision technologies, and audio tuning by Bang & Olufsen. The full launch is scheduled by end-Sept. The TV+ Pro box costs S\$14.90/US\$10.60 a month and supports third-party streaming services, including HBO Go, Viu, Disney+ and Prime Video; and 4K/Ultra HD content. StarHub's regular TV+ Box costs S\$5.90/US\$4.20 a month and supports Dolby Digital Plus.



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Running Man Philippines debuts

Two-year delay ends for Korean-Philippines' co-pro



Lexi Gonzales in *Running Man Philippines*

The Philippines' version of Korea's *Running Man* premiered this weekend (3-4 Sept) – more than two years after the format adaptation was announced.

The weekend series will air in the Philippines on Saturdays at 7.15pm and Sundays at 7.50pm.

Running Man Philippines is the first co-production between the Philippines' largest broadcast network, GMA, and Korean broadcaster Seoul Broadcasting System (SBS).

The original deal bringing the reality game show to the Philippines for the first time was signed in Manila in February 2020. The production was put on hold because of Covid.

GMA announced the celebrity cast – Glaiza de Castro, Ruru Madrid, Kokoy de Santos, Lexi Gonzales, Angel Guardian, Buboy Villar and group captain Mikael Daez – in May this year.

The pilot episode was shot at the Suwon Hwaseong Fortress among other locations in Seoul.

The series was led by GMA Network's senior vice president for entertainment group, Lilybeth G. Rasonable.

The Philippines is Asia's fourth most-vibrant formats adaptation market in Asia after India, Vietnam and Thailand, with 17 titles on air/commissioned in first half 2022, according to *ContentAsia's* Formats Outlook.

On average, programmers in the Philippines have commissioned/aired 13 titles a year for the past four years: 14 in 2018, 16 in 2019, at least nine in

2020 and 14 in 2021.

ContentAsia's Formats Outlook for the first half of 2022 shows Banijay Rights and Fremantle in the lead in the Philippines with four titles each. This gives the two companies a combined share of 47%.

MBC Korea, CJ ENM Korea and BBC Studios accounted for two titles each. ITV Studios, Passion Distribution and SBS Korea had one title each.

Game shows dominate the Philippines' formats environment, accounting for seven titles. Singing contests and drama had three titles each.

The list includes *Drag Race Philippines*, the Philippines' adaptation of Ru Paul's *Drag Race*, which premiered on Discovery+ in the Philippines on 17 August this year, with an additional window on HBO Go.

At least eight of the 17 formats were commissioned by GMA rival, ABS-CBN. These included *Idol Philippines S2* from Fremantle; *Deal or No Deal Philippines S7*, *Minute To Win It Philippines S5*, and *Big Brother Philippines S10* from Banijay Rights; and two seasons of thriller drama *The Broken Marriage Vow Philippines S1/2*, adaptations of BBC Studios' *Doctor Foster*.

GMA Network accounted for four of the 17 formats – *The Wall Philippines S2* from Banijay Rights; *Family Feud* and *Battle of the Judges* from Fremantle; and *Running Man Philippines* from SBS Korea.



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Monika Rudijono
Managing Director, Vidio



In the past few months, Indonesian streaming platform Vidio has smashed one viewing record after another with original productions about everything, from mid-life crises in *Suami-Suami Masa Kini*, a comedy from MVP Pictures about four middle-aged men, teen investigative drama *My Nerd Girl* and YA romance *Married with Senior* from Screenplay Films, to blockbuster sports properties like the Premiere League. There are also Nia Dinata's 18+-rated satire, *Suka Duka Berduka*, rooted in Indonesian upper-middle class' obsession with status and wealth, and the Wattpad-baed *The Sexy Doctor is Mine* about two girls vying for the attentions of, what else, a sexy doctor, among others.

It's all part of a super-sized drive for a content offering that spans premium TV series and sports, movies, animation,

kids, new, music, lifestyle, education...

For the year to end 2022, Vidio will have produced 37 originals, with plans to up that in 2023.

The platform's managing director, Monika Rudijono, credits that volume in large part to the way Vidio structures its production network.

"Our joint ventures with production houses in Indonesia are among our competitive advantages," she told delegates during the ContentAsia Summit 2022 opening keynote.

"In Indonesia, the pool for filmmakers, for talent, for creative people is limited. So, joint ventures with some of these production houses helps us do a few things. The first is to secure our production flow and volume. It also gives us, to a certain degree, first choice in terms of creative ideas. At the same time, joint

ventures helps us to manage our costs better. So, all in all, as a combination of being able to get the stories, the production flow, the creative talent as well as competitive advantage in terms of costing, this really helps us to propel our original productions. Without these joint ventures, it would be impossible for us, for example, to produce more than 30 titles in a year."

Vidio works with Indonesia's top creators, including director Tommy Dewo, writer/director Gina S. Noer, director Pritagita Arianegara, director Ody C Harahap, writer/director Monty Tiwa, director Kutz Agus, and director Hadrah Daeng Ratu.

More at ContentAsia Summit at
www.contentasiasummit.com



Felix To
Head of Originals, Viu



Streaming platform Viu debuted its latest four Asia originals in August – two from Korea, one from Thailand and Malay drama, *AI.5YA*. About 26 more have either premiered this year or will by Q1 2023. The regional streamer also continues to build out production alliances with regional greats, such as the Philippines' ABS-CBN Entertainment/Dreamscape, responsible for titles such as the Philippines version of Korean thriller *Flower of Evil*.

Coming up to the first anniversary of his arrival at Viu, head of originals, Felix To, told ContentAsia Summit delegates that 2022 was a “critical year for the development of new original production”, with multiple drama series across multiple countries under multiple teams. The agenda and tasks were “tall”, and, he added, sharp focus by each team on specific projects was a priority.

It's part of his mission to build a production culture across Viu's broad Asia/Middle East footprint. “This is the single most

important thing that will be invaluable for our future maturation and expansion,” To says.

The projects under way are varied, and To's expectations are not over-exuberant. “This is the first year we have so many projects in progress at the same time... we aren't expecting hit after hit... but we've done pretty well in gathering production teams together and bringing a good variety to the Viu platform”.

In January, Viu said it would have more than 30 original productions in six languages in Asia by end 2022. Heading into the final quarter, To says the target is in sight, any release timetable adjustments will be minor, and predicts an “even more eventful” few months ahead. “Right now, production is speeding ahead at an unprecedented rate,” he adds.

Among the coming-soon titles is Thai drama *Finding the Rainbow*, an ambitious project spanning three decades, in-

cluding the 911 U.S. attacks. The aim is to “bring a new perspective to Thai drama as we know it,” To says.

Teen school-room drama, *Bad Boys Vs Crazy Girls*, starring rising idols Devano Danendra and Megan Domani, is in production in Indonesia, and there's a first-of-its-kind drama in the Philippines, which To describes as a bold, “eye-opening comedy” executed by internationally trained Filipino filmmakers; and a thriller out of Malaysia based on local mythology.

And then there are Viu's unscripted ambitions. And co-productions. “I'm always looking at possibilities,” To says of potential partnerships. For now though, “the first thing we have to show the world is that we are able to do very decent production, good storytelling. This will be our basis for co-producing projects”.



Paramount

Paramount Global

151 Lorong Chuan, #03-08A

New Tech Park Lobby H

Singapore 556741

W: www.paramount.com

[in](#) [paramountco](#)

Who's who...

Catherine Park

Head of Office & Streaming, Asia

Paramount

E: catherine.park@vimn.com

Susumu Imata

SVP & General Manager, Japan

E: susumu.imata@vimn.com

Syahrizan Mansor

Vice President, Kids And Family

& MTV Entertainment, Asia

E: syahrizan@vimn.com

Julian Lim

Director, Content Distribution Management,

Southeast Asia

E: julian.lim@vimn.com

Hendro Xu

Director, Brand Partnerships, SEA

E: hendro.xu@vimn.com

Jonathan Greenberg

Executive Vice President, Regional Sales –

North Asia

E: jonathan.greenberg@paramount.com

Nicole Sinclair

Senior Vice President, South Asia (Australia,
New Zealand, South East Asia & India)

E: nicole.sinclair@paramount.com



Star Trek: Strange New Worlds

About Paramount

Paramount Global (NASDAQ: PARA, PARAA)

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Top shows are...

Star Trek: Strange New Worlds

Episodes/length: 10x60 mins

Star Trek: Strange New Worlds is based on the years Captain Christopher Pike manned the helm of the U.S.S. Enterprise. The series will follow Captain Pike, Officer Spock and Number One in the years before Captain Kirk boarded the U.S.S. Enterprise as they explore new worlds around the galaxy.

Transformers: EarthSpark

Episodes/length: 26x22 mins

Blending the humor and heart of Nickelodeon with the action and high stakes adventure of the iconic TRANSFORMERS franchise, this all-new original animated series introduces a new generation of Transformers robots – the first to be born on Earth. Together with the human family that they bond with, they work alongside fan favorites like Optimus Prime and Bumblebee to fight off the forces of evil.



Transformers: EarthSpark

The Man Who Fell To Earth

Episodes/length: 10 x avg. 55 mins

The Man Who Fell To Earth is based on the Walter Tevis novel of the same name and the iconic film starring David Bowie. *The Man Who Fell To Earth* will follow an alien who arrives on Earth at a turning point in human evolution and must confront his own past to determine our future.



The Man Who Fell To Earth

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Macademia

Floor 5, 111 Charterhouse Street, London

T: +44 0207 253 1900

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Who's who...

Estelle Lloyd Co-founder & COO

Douglas Lloyd CEO

Una Suput Senior Operations Director

Luca Fiore Director of Content



Estelle Lloyd



Douglas Lloyd



Una Suput



Luca Fiore

Macademia is an award-winning global EdTech company providing educational programming and games for children. It was formed following the acquisition of Berlin-based Da Vinci Media by London-based Azoomee in 2019.

The company's mission is to help parents raise exceptional humans with a unique selection of STEAM programming including award-winning TV shows, documentaries and educational games for kids 4 to 12. All of our content is carefully selected by educational experts and inspires kids and families to think bigger by stimulating their natural curiosity and transforming it into a lifelong passion for exploration.

Macademia has established distribution relationships with 550+ PayTV operators, streaming platforms, telcos and OEMs who distribute Da Vinci and Azoomee brands globally to over 60 million kids and families in 21 languages. Partners we work with include Vodafone, Telefonica/O2, PCCW, Apple, Sky, Roku, Amazon and many more.

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ContentAsia's third annual Awards – and the first in-person – took place on Friday, 26 August, in a live streamed ceremony with a sit-down invitation-only dinner in Bangkok for nominees, judges and guests in town for the ContentAsia Summit, which ran earlier in the week. Warner Bros Discovery's Discovery+ India/HBO/ Cartoon Network won five of the 21 categories, as did local and regional production houses commissioned by Singapore's Mediacorp. Of the other 11 Awards, 3 went to Taiwan, 1 to Japan, 1 to Korea, 2 to the Philippines, 2 to Thailand, and 2 to Singapore, including international channels commissioning shows from Asian production houses. www.contentasiaawards.com



ContentAsia Awards 2022 host Elizabeth Sadler



Winners

Best Factual Programme Made in Asia for Multiple Asian and/or International Markets

Evolve
Beach House Pictures

Evolve explores the emerging world of biomimicry using animal adaptations to find futuristic and sustainable solutions to human problems. Headlined by Patrick Aryee, biologist and host of *30 Animals That Made Us Smarter*, *Evolve* covers themes ranging from healthcare to exploration to conservation.



Donovan Chan, creative director, Beach House Pictures



Best Factual Programme Made in Asia for a Single Market in Asia

Being Together: A Family Portrait (Malaysia)
August Pictures Singapore

Part of a series that attempted to close the distance between loved ones torn apart by Covid-19, this episode focuses on a Malaysian couple working in Singapore while their daughters are with grandparents in Kuala Lumpur, and a Singapore woman who finds love in Malaysia during lockdown and reaches out to her estranged father in Singapore.



Best Factual Entertainment Programme for a Single Market in Asia

Dishing with Chris Lee
Mediacorp Singapore

Singapore celebrity Christopher Lee returns to village life. An avid foodie and self-taught cook, Lee shares meals, childhood memories and life stories with guests who join him at the kampong.



Virginia Lim, chief content officer, Mediacorp

**CONTENTASIA
AWARDS
2022**

Winners



Best Factual Entertainment Programme Made in Asia for International/Regional Markets

Journey of Warriors

Warner Bros. Discovery / Tencent Video / IFA Media

Explorer Josh James heads into the wilds of China to re-create the toughest journeys of survival ever recorded. A celebrity insider joins him on each mission, and together they retrace the steps of real-life heroes.

Best Kids TV Programme in Asia

Lamput Meets Tuzki

Warner Bros. Discovery / Vaibhav Studios / Inspidea

The madcap stories continue, once again uniting Cartoon Network APAC brands – Tuzki and Lamput. In one of the latest series of expanded seven-minute episodes, Lamput has been caught and the Docs don't have much to do but to give tours to visiting students. Until one of these students – Tuzki – gets lost and Lamput kicks into action.



Best Asian Original Game Show

India's Ultimate Warrior

Warner Bros. Discovery / Discovery+ India



Marital Arts expert, Vidyut Jammwal, gathers

16 athletes and fighters from across India at his remote Warrior Camp to compete for the title of India's Ultimate Warrior. Under the guidance of four mentors, the fighters compete in the ring and in an array of extreme challenges, each designed to test them on the five pillars of becoming a Warrior: Control, Determination, Focus, Balance and Survival. Over six episodes, the fighters are pushed to their limits – physically, psychologically and spiritually. One-by-one they are eliminated until only one remains and a champion is crowned.



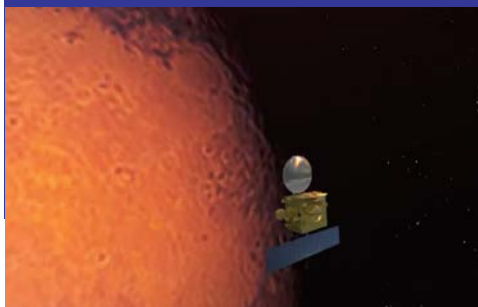
Henry Tran, GM, Warner Bros. (F.E.) Inc. Thailand

Best Current Affairs Programme for a Single Asian Market

India's Space Odyssey

Warner Bros. Discovery / Discovery+ India

The story of India's space programme from the early days to the present and where it plans to go in the future. The film talks about how the space programme evolved and the challenges it faced on this journey to being one of the most formidable space programmes of its time.



Best Asian Feature Film or Telemovie

Gensan Punch

Warner Bros. Discovery / HBO / Center Stage Production

Pantham Thongsang, HBO/Warner Bros Discovery

Based on a true story, *Gensan Punch* follows Naozumi Tsuchiyama, a disabled athlete who refuses to let his artificial leg hinder his dream of becoming a professional boxer.



**Best Current Affairs Programme
Made in Asia for International/
Regional Markets**

***Breathe Again: India's Battle
with Covid-19***

Blue Petal Films India / CNA,
Mediacorp Singapore

In the spring of 2021, a devastating second wave of Covid-19 sweeps India. As the demand for oxygen, hospital beds and medicines escalate, Indians from different parts of the country unite to help. This is the story of a nation coming together to fight an unseen enemy.



Best Asian Talk Show

Dee's Talk

Screenworks Asia / Titan
Creative Entertainment Taiwan

Influential Chinese TV personality, Dee Hsu (aka Xiao S) is back. Leaving the glamorous studio behind, she travels through the streets and alleys of Taiwan, welcoming a variety of celebrity guests along the way.

Dee's Talk is an intimate talk show between Dee and her A-list celebrity friends, including

Golden Bell award-winning TV host Mickey Huang, Golden Melody Awards winner Harlem Yu, Golden Bell award-winning actress Alyssa Chia.



Best Asian Comedy Show

***The Making of an Ordinary
Woman II***

Screenworks Asia / CTS / Variety Shows
Films Taiwan

The Making of an Ordinary Woman II is about a woman ready for life after 40. Ying-Xuan Hsieh stars as Chia-Ling, a woman with a stable relationship, a career change, the love and support of her family, and is finally getting her own house.

Just when she ventures into this new stage of womanhood, she shows signs of early menopause. Her father's health deteriorates and he reconnects with his first love, leaving Chia-Ling's mother upset and furious. As Chia-Ling juggles between work and her relationship, she must also deal with her unfaithful father, self-pitying mother, confused brother, and hapless cousin. Yet, none of these come close to an abrupt surprise that will change her life on a catastrophic level. The series is produced and directed by Zhang-Lun Chen and Yi-Wen Yen.



Best Short-form Drama Series

Maybe, Marriage

Momo Film Co /
Viddsee Studios (network)

The story of a 27-year-old convinced that something is wrong with her. Her boyfriend leaves, she's the only singleton in her group and her job isn't going well. Then her ex asks her to pose for wedding photographs to show his dying mother at the same time as a handsome neighbour moves in.



Si En Tan, Kris Ong, co-founders/
producers, Momo Film

CONTENTASIA
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Winners



Best LGBTQ+ Programme Made in Asia

Bad Buddy Series
GMMTV CO., LTD

Two boys destined to detest each other form a friendship that grows despite obstacles that fate, family and society throw their way.

Best Original Song for an Asian TV Programme or Movie

"Gonna Rise Up" (128 Circle S2)
Weiyu Films Pte Ltd / Mediacorp Singapore

Gonna Rise Up was composed for *128 Circle S2* by Singapore composer/singer Shabir, with lyrics by Shabir's teenage daughter, Alesha. The series is about a group of street food sellers in the midst of the pandemic. The idea for *Gonna Rise Up* came from the desire of EPs – Lee Thean-jeen & Lim Bee Lin – for an original composition that would be uplifting to viewers and send a message that we can all get through the tough times if we stick together.



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



Best TV Format Adaptation (Scripted) in Asia

The Broken Marriage Vow
ABS-CBN Philippines

Dr Jill Victorino Ilustre is living a perfect life with her husband, David and son, Gio. But her career and family life shatter when she discovers David's infidelity with Lexy. *The Broken Marriage Vow* is based on BBC Studios' scripted series, *Doctor Foster*.



The Broken Marriage Vow's lead star Jodi Sta Maria and supervising producer Kylie Manalo-Balagtas



Wanida Boonprasertwattana, AVP - Infer Right Management, ONE 31/GMMTV Thailand

Best TV Format Adaptation (Unscripted) in Asia

Saturday Night Live Korea
NBCUniversal Formats, Coupang Play, AStory

The latest Korean version of the U.S. sketch comedy show. From local pop culture parodies to satire, this Korean version continues to showcase the best in local talent in its live sketch show and variety television format.



**CONTENTASIA
AWARDS
2022**

Winners



Best Asian Drama for a Regional/International Market

Tokyo MER: Mobile Emergency Room

Tokyo Broadcasting System Television Japan

A medical drama about an emergency response team outfitted with cutting-edge tech and a mobile operating room to respond to accidents, natural disasters & other emergencies. The team is headed by a brilliant young ER doctor, Kota Kitami, who puts his life on the line to rescue those in imminent danger.



Best Drama Series/Telefilm Made for a Single Asian Market

This Land is Mine

Weiuyu Films Pte Ltd / Mediacorp Singapore

This Land Is Mine is set in Singapore at the end of World War II. Although

the war is over, other battles continue to rage on as long-simmering tensions between the locals and the colonial powers boil to the surface, and a fight for freedom and identity begins.



TJ Lee, MD, Weiuyu Films

Best Director of a Scripted TV Programme

Alberto "Treb" Monteras II for Still

Viu / This Side Up Manila

During the first few months of Covid-19, a group of aspiring artists are in lock-down at a music camp, where they unlock friendship and rediscover themselves and their dreams. Through song, they prove they still have a voice, that they still matter. The show evokes the anxiety, loss, grief and sadness wrought by the pandemic. It is also a story of courage, strength, connection and hope.



Marianne Lee, chief of content acquisition & licensing, Viu



Best Male Lead in a TV Programme

Cheng Jen-Shuo for You Have to Kill Me

Studio76 Original Productions / Southern Flame / inJECT Inspiration Taiwan

You Have to Kill Me is a death-match between a mother and a father, in the name of love. In this delicate but dangerous game, the father will witness his son putting an end to his life and his wife putting her own life at risk ...



Dennis Yang, founder/CEO, Studio76



Best Female Lead in a TV Programme

Baifern Pimchanok Luevisadpaibul for A Tale of Ylang Ylang

BEC World / Channel 3 / Maker J Group

Aromantic drama set in post WWII Thailand. Srois-abunnga or Ngam's (Baifern Pimchanok) family has lost everything. Her father refuses to adjust to their new life so, he recruits his daughter to help recover what was lost.



Yuthiana Lopanpaibul, executive producer/director, BEC World

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Vietnam

In numbers

Population	98.51 million
Households	26.87 million
Avg household size	3.6
TV households	86%
Satellite TV households.....	3.2 million
Pay TV subscribers	16.9 million
Mobile phone subscribers	122.7 million
DSL internet subscribers.....	19.3 million

Source: Vietnam's General Statistics Office (population in 2021, households in 2019), Ministry of Information and Communications (pay TV in June 2022, satellite TV in 2020, mobile and internet in 2021)

Free TV

Hanoi Radio Television

Hanoi Radio Television started broadcasting in 1979, and today operates two free-TV channels – Hanoi TV1/H1 (news/current affairs) and Hanoi TV2/H2 (entertainment) – and cable TV service, Hanoi Cable Television (HCA-TV). Foreign content in the September 2022 H1/2 line-up includes Chinese animation *Boonie Bears*, 2019's Chinese TV series *Love Under the Moon* and Turkish series *The Lost Life*.

Ho Chi Minh City Television (HTV)

Ho Chi Minh City Television (HTV) operates two analogue channels – HTV7 (entertainment) and HTV9 (educational/info) – and four digital channels – HTV1 (public info), HTV2 (general entertainment), HTV3 (kids) and HTV4 (science/education). An active buyer of international formats, HTV has commissioned/aired this year local versions of game show *First And Last Vietnam S1*, which aired in April-August 2022; talent show *The Rapper S2* (Oct 2021-Jan 2022), and variety show *Running Man Vietnam S2* (Sept 2021-Jan 2022), among others. Formats commissioned/aired in past years included entertainment format *I Love My Country* (Q2 2021); *Lies Allowed*, a knowledge-



The Wall Duet Vietnam S2, VTV3

based game show (Nov 2019-Jan 2021 on HTV7); *Face the Clock* (March 2019 on HTV7); *Master Class* (Q1 2019, HTV3); *Lip Sync Battle* (April 2018, HTV7); *Raid the Cage* (2018, HTV7); *I Can Do That! Vietnam* (2017, HTV7); and drama series *Hidden Truths Vietnam* (aired in 2017, HTV9). The station was established in 1975 as Saigon Television and renamed Ho Chi Minh City Television in 1976.

Vietnam Television (VTV)

National broadcaster Vietnam Television (VTV) launched in 1970. VTV operates nine terrestrial TV channels: VTV1 (political, economic, cultural, social news), VTV2 (education, science, technology, news), VTV3 (sports, entertain-

ment, economic news), VTV4 (home affairs, international news), VTV5 (local news), VTV6 (youth), VTV7 (educational), VTV8 (cultural) and VTV9 (Southern-oriented channel), as well as several terrestrial cable, satellite and regional channels, plus an international channel. VTV also has interests in pay-TV platforms SCTV, VTVCab and K+. The broadcaster continues to be actively involved foreign format adaptations. Out of 31 adaptations commissioned/under way or on air from January to the end of June 2022 in Vietnam, at least 15 were by VTV. These included game shows *Million Dollar Minute Vietnam S7* and *The Wall Duet Vietnam S2*; singing format *Your Face Sounds Familiar Vietnam*; and dating series *Baggage Vietnam S2/S3*.

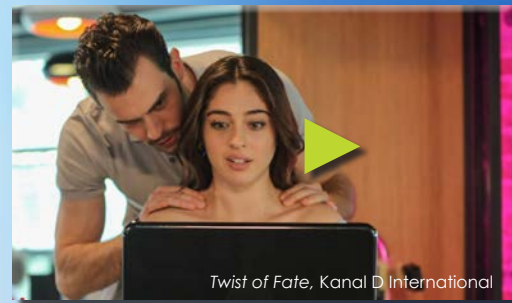
Contentasia Screenings



The Mole, Bomanbridge Media



New Gold Mountain, All3Media International



Twist of Fate, Kanal D International



Undercover, JTBC Studios



ABC News 7/30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings



World of Himmapan, (Pipob Himmapan), BEC World



Voice In The Rain, Viu



Last Wildlife

The Last Wildlife – Anan, Wangpeng & Me, HONG PICTURES



Wife on Duty, JKN Global Media



Kalel, 15, Signal Entertainment

Be included, contact:

Leah at leah@contentasia.tv (Americas and Europe)
 Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
 CJ Yong at cj@contentasia.tv (Taiwan and China)

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Subscription TV

AVG

Audio Visual Global JSC (AVG) launched An Vien Television (AVG) in Nov 2011 and rebranded it to MobiTV in April 2016 after being 95% acquired by Vietnamese telco MobiFone in Jan 2016. In 2018, MobiTV was renamed to VivaTV. In Sept 2019, the contract to buy shares between Mobifone and AVG was unanimously cancelled by the two companies and AVG continues to integrate TV and telecommunication services offering a mix of direct-to-home (DTH) satellite/digital terrestrial (DTT), mobile TV, e-commerce and mobile connection services. In the same year, VivaTV was rebranded to its original brand name, AVG. Basic monthly DTT/DTH subscription costs VND30,000/US\$1.30 a month for about 100 channels. The higher end package costs about VND60,000/US\$2.60 a month for up to 150 channels.

FPT TV (FPT Thuyen Hinh)

FPT TV, a subsidiary of FPT Telecom, is an IPTV service launched in 2010. In 2013, FPT Telecom received a pay-TV licence to operate digital & analogue cable TV services nationwide. Today, FPT TV offers about 200 linear local/international TV channels and video on-demand content to over four million viewers across more than one million households in Vietnam. Basic TV pack cost from VND100,000/US\$4.30 a month for subscribers in Hanoi and HCMC.

Hanoi Cable TV

Hanoi Cable Television is the cable TV service operated by Hanoi Radio Television. The platform offers 180 SD/HD local and regional/international channels for VND130,000/US\$5.54 a month. TV+internet combos start from VND270,000/US\$11.50 a month.

Ho Chi Minh City Cable TV

Ho Chi Minh City Television (HTV) was established in 2003 and is operated by Ho Chi Minh City Television's (HTVC) pay-TV branch, HTV-TMS. The platform offers a mix of local, regional and international channels covering film, music, sports, news, kids, general entertainment, science/educational and tourism/lifestyle. Monthly subscription for analogue TV services starts from VND99,000/US\$4.20. Digital TV packs cost from VND119,000/US\$5 a month for 130+ channels including 46+ HD channels.

K+

K+ is the commercial brand of Vietnam Satellite Digital Television Company Limited (VSTV), a joint venture between VSTV and French broadcaster Canal Overseas. K+ is a DTH satellite platform offering about 170 TV channels in multiple genres, including sports, news, general entertainment, music, movies, documentaries and kids. All international channels are language customised with either Vietnamese subtitles, dubbing or voice overs. The platform offers a full package with 170+ TV channels at VND175,000/US\$7.46 a month. K+ also operates a value-added TV everywhere extension, myK+, free for subscribers using the K+ satellite dish/receiver or a K+ TV set top-box.

MyTV

Created by Vietnam Post and Telecommunications Group (VNPT), IPTV service MyTV launched in 2009. Today, the platform offers up to 180 local and international channels and VOD content. The service also offers streaming services such as HBO Go for VND50,000/US\$2.13, Danet for VND55,000/US\$2.34 and Galaxy Play for VND22,000/US\$0.94 (monthly), as well as games and music/karaoke. Monthly subscriptions cost from VND32,000/US\$1.36 to VND45,000/US\$1.90 for 180 channels.

SCTV

State-owned Saigontourist Cable Television (SCTV), a joint venture between Vietnam Television (VTV) and Saigontourist Holding Company, was founded in 1992. Television options include analogue, digital and IPTV. VOD was added in 2014. Channels are a mix of in-house, local and foreign. The company also has interests in internet and telecommunications services. Internet+TV combo subscriptions start from VND220,000/US\$9.40 a month for 40 Mbps internet connection to VND420,000/US\$17.90 a month for 100 Mbps internet connection.

VTVcab

Free-TV provider Vietnam Television established Vietnam Television Cable Corporation (VTVcab) in 1995. VTVcab offers 150+ local and int'l channels in a variety of genres, including news, sports, movies and general entertainment. VTVcab also operates VTVnet, which provides internet access over cable.

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

What's on where...

September 2022	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	In-Person, Capella Singapore + Live Streamed
October 2022	6	AVIA: Indonesia in View	Jakarta, Indonesia
	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)	Marina Bay Sands, Singapore
January 2023	16-23	Natpe Miami 2023	
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	
	13-16	Hong Kong Filmmart 2023	
April 2023	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

House of the Dragon leads in Pakistan

Game of Thrones places second to new prequel

HBO's *House of the Dragon* dominated demand in Pakistan for the week of 22-28 August, and, as expected, pulled *Game of Thrones* back into the spotlight, according to data science company Parrot Analytics.

Game of Thrones took second spot in Pakistan for the week, albeit with way less % difference from the average show in the market than the global figure. Elsewhere in the world, *Game of Thrones* topped demand charts on 28 August,

drawing 119.7x more demand than the average show worldwide. *House of the Dragon* placed second by 29 August.

The 10-episode series debuted on 21 August, becoming the network's biggest premiere ever, and almost doubled its global audience demand from episode one to two, Parrot Analytics says.

Disney+/Hulu titles dominated Pakistan's digital demand with five of the top 10 spots. Netflix shared the balance with Amazon Prime Video.

Top 10 overall TV shows: Pakistan

Rank	Title	Difference from Market Average
1	House Of The Dragon	28.1x
2	Game Of Thrones	26.5x
3	Stranger Things	17.2x
4	She-Hulk: Attorney At Law	16.8x
5	Mirzapur	15.9x
6	The Boys	14.6x
7	Better Call Saul	13.6x
8	La Casa De Papel (Money Heist)	12.5x
9	Cocomelon	11.6x
10	Peaky Blinders	11.5x

Top 10 digital originals: Pakistan

Rank	Title	Platform	Difference from Market Average
1	Stranger Things	Netflix	17.2x
2	She-Hulk: Attorney At Law	Disney+	16.8x
3	Mirzapur	Amazon Prime Video	15.9x
4	The Boys	Amazon Prime Video	14.6x
5	La Casa De Papel (Money Heist)	Netflix	12.5x
6	Moon Knight	Disney+	11.5x
7	Only Murders In The Building	Hulu	11.4x
8	Ms. Marvel	Disney+	11.1x
9	WandaVision	Disney+	9.2x
10	Lucifer	Netflix	8.8x

Date range: 22-28 August, 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




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

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