

Oct launch for Muslim-centric SVOD platform

Singapore-based Bitsmedia signs rights deals for Qalbox

Bitsmedia, the Singapore-based tech company behind the Muslim Pro app, has started securing streaming rights for TV shows from around the world in the countdown to the launch of global SVOD service, Qalbox, scheduled to roll out in October. The new platform, promising to bridge the gap between faith and tech, will offer Muslim-centric content for the global community.

The full story is on page 2



Astro revisits *Histeria* for new series

Astro Shaw, Infinitus Gold unveil first TV drama alliance

Malaysia's Astro adds gore to its original premium drama line up from tonight (Monday, 6 June) in a TV spin-off of Astro Shaw's 2008 theatrical release, *Histeria*. The Astro Original, produced by Astro Shaw and Infinitus Gold in their first TV drama collaboration, will air Mondays at 9pm on both Astro Citra and Astro Ria. The show will also be available on Astro Go and On Demand.

The full story is on page 6

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Oct launch for Muslim-centric SVOD platform

Singapore-based Qalbox's rights deals start emerging



Beirut Blast: The Story of Warehouse 12

Bitsmedia, the Singapore-based tech company behind the Muslim Pro app, has added more than 20 hours of content from U.K.-based distributor Espresso Media International to its line up for global SVOD service, Qalbox, scheduled to launch in October this year.

The new platform, promising to celebrate Muslim identities and cultures and to bridge the gap between faith and tech, will offer Muslim-centric content for the global community, says Bitsmedia co-CEO, Fara Abdullah.

In March this year, Abdullah took over as co-CEO of Bitsmedia along with Nik Emir Din, replacing former CEO Louis-Bernard Carcouet, who transitioned to an advisory role with the company.

Titles acquired from Espresso include 60-minute special, *The Story of... Ramadan* and the three-part *Hidden Algeria*, as well as four-episode history series *Pirates of the Mediterranean*, and 90-minute documentary feature, *Beirut Blast: The Story of Warehouse 12*.

Bitsmedia says the Muslim Pro app – “the digital home for all things Muslim” – has 120 million users around the world.

Qalbox is being marketed as “The Heart of Muslim Entertainment”.

The company also has local offices in Kuala Lumpur and Jakarta.



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Makeover central: platforms dial in to tech upgrades

Legacy platforms' transformation is well under way in much of Southeast Asia

When StarHub announced the appointment of Ayush Sharma as CTO – transformation and product, from 1 June, the Singapore platform sent yet another signal to the market about its dogged commitment to a digital future – come hell or high water.

On Wednesday this week, StarHub will follow up, unveiling its Premier League consumer offering about three months after snatching rights from rival Singtel. By some accounts (including its own, which don't count yet), StarHub plans to mesmerise sports fans, going above and beyond anything offered before in the country in the name of premium services.

In the coming weeks, StarHub will be talking about its StarHub TV+ app for Android TV sets, featuring a new user interface that will, if it works out as planned, allow customers to switch seamlessly between different content.

StarHub says the new app, which aggregates and merges all sources of content, will make life a whole lot more simple for customers. The promise is near-instant navigation between live channels, VOD and OTT services without needing a set-top box.

"This is unmatched convenience, to truly give customers full control of their viewing experience," StarHub told *ContentAsia* for this story.

In the old days, that would have been a lot easier to dismiss as more talk from people who never actually had to call their own helpline. But there's this: In the past few months alone, StarHub has gone big on change. The legacy platform has adjusted its entertainment proposition, reworked channels and packages, repositioned bundles, among other upgrades to its entertainment experience... all in the name of its five-year "dare+" transformation strategy that is bearing fruit, according to the listed company's earnings reports.

StarHub is not the only old platform in Southeast Asia/Hong Kong scrambling (and sometimes managing) to woo and win paying customers... and then keep them happy.



In Hong Kong, HKT-owned pay-TV operator Now TV introduced a smart box a couple of weeks ago.

The box has built-in voice-activated functions in Cantonese and English, pre-loaded streaming apps, and a range of options that extend beyond entertainment to, for instance, the ability to control lights, air-con and home security.

The new system is, says HKT home MD, Derek Choi, "an all-in-one home companion". Choi also talks about keeping a constant eye on emerging tech, and about continually exploring gadgets with the potential to enhance the entertainment experience.

In Malaysia, pay-TV incumbent Astro has also been on a mission to please, not least adding streaming services, becoming a full internet service provider in May with its own standalone fibre broadband service, and expanding hardware/box options.

During the standalone broadband launch, Euan Smith, Astro's CEO of TV and Group COO, talked about an "all-new Astro experience", about "giving customers what they've been asking for – all their favourite entertainment... all in one place" on whatever screen. Smith also talked about Astro's previous bundled TV/broadband options, which led to a 58% increase in the platform's

customer base year-on-year.

In Indonesia, MNC's streaming platform, Vision+, went big on audio and video quality for new music original, *Orkes*, at the end of May.

The show, which streamed in Dolby Atmos and Dolby Vision, kicked off the next phase in the Indonesian platform's digital entertainment ambitions.

At the launch, Vision+ made much of being the first OTT platform in Indonesia to adopt Dolby Vision and Dolby Atmos.

Vision+ MD, Clarissa Tanoesoedibjo, says the platform is looking at how to include "these standards across the rest of our product and platform offerings".

The Philippines' Sky Cable hasn't followed its neighbours into these kinds of spaces – yet. But, if there's nothing to announce right now, Sky Cable Corporation's consumer group business unit head, Jaja Suarez, isn't ruling anything out.

If not all at the same speed, the shift to smarter ways of thinking and doing is clearly infectious. Is it enough for legacy platforms to claw their way back into a sexy story for consumers? No harm living in hope.

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Wed unveil for StarHub's Premier League pricing

Singapore telco, StarHub, unveils its Premier League pricing on Wednesday (8 June), following its shock acquisition of the premium sports property from rival Singtel, which held the rights for more than a decade. StarHub, which has been upgrading its platform, has promised a game-changing experience for sports fans.



Mediacorp adds Team S.T.E.A.M. to Singapore line up



Team S.T.E.A.M.

Singapore's national media platform, Mediacorp, is strengthening its "s.t.e.a.m" (science, tech, engineering, arts, math) focus from the second half of July with new pre-school entertainment show, *Team S.T.E.A.M.*, licensed from WinSing Animation.

The two-season series, which airs in Singapore for the first time, debuted in China in 2021.

Season one of *Team S.T.E.A.M.* airs on flagship Channel 8 on Sundays from 10.30am to 11am from 17 July. Season two will air next year.

Mediacorp and WinSing's previous titles include *GG-Bond: Dino Diary*.

O4 kicks off *Food Tales* production

Asia culinary series part of O4's on-ground lifestyle brand



Guna Kaliannan, CEO, The O4 Company

Production on new Asia culinary show – *Food Tales* – kicks off in Singapore on Monday (6 June), the first of a series of original lifestyle programmes that focus on chefs and cuisines from across the region from The O4 Company.

Co-produced by The O4 Company and Singapore-based production house IFA Media, the four-episode video series is part of O4's multi-platform online/off-line IP development slate across content and events.

This kicked off with the first GastroBeats food/music entertainment event in Singapore at the weekend. GastroBeats runs to 26 June.

IFA Media was behind *Midnight Asia*, a Netflix docuseries that captures life after dark in Asia.

For the new GastroBeats culinary/lifestyle property, O4 Company's CEO, Guna Kaliannan, has gathered chefs from Banijay Rights' *MasterChef* series, including Sarah Todd, who has just finished filming *MasterChef Australia*

season 14, and *MasterChef Singapore* winner Derek Cheong and *MasterChef Singapore* runner-up and *Sourbombe* founder, Genevieve Lee. *MasterChef Australia* judge and culinary icon, George Calombaris, appears on the ground in Singapore in the final week.

Along with popular chefs, the half-hour show will focus on vendors, such as Singapore's Michelin-starred hawker stalls, and their kitchen tales on the ground in Asia.

Additional series are being planned in conjunction with events around the region, including in Thailand at the end of this year.

The series are as much a look at the chefs and their personal stories as they are about their approach to food, Kaliannan says.

The finished programme, scheduled for delivery in August, will be distributed by The O4 Company's year-old distribution division, O4 Media, founded and run by former Keshet Asia head, Gary Pudney.

Malaysia's *Raja Lawak* returns

Comedy contest back on Awesome TV after nine-year hiatus

Auditions for the new season of Awesome TV's comedy reality contest, *Raja Lawak* season eight, kicked off in Malaysia at the weekend.

The auditions in four centres will take place until 26 June, and are open to Malaysian and Singaporean comedians.

The new season – *Awesome Raja Lawak* – premieres on the Awesome TV channel on Astro and MyTV in Malaysia in July after a nine-year break. The previous season ran in 2013.

Launched in 2007, *Raja Lawak* over its first seven seasons provided a platform for local comedians such as Nabil Ahmad, Jihan Muse, Johan, Zizan Razak, Sepahtu, Shiro and Zero.

The six audition judges for the new season are Jalil Hamid, Azlee Senario, Ajak Shiro, Atu Zero, Ali Puteh and Makmak Puteh.



Michael Simon, CEO, Homegrown Productions

The auditions will be hosted by comedians Chiwan and Nizam Jentik-Jentik.

Awesome Raja Lawak is produced by Malaysian indie, Homegrown Productions, best known for shows such as *Malaysian Idol*, 8TV's *One In A Million* and Astro's *Maharaja Lawak* series.

Astro revisits *Histeria* for new series

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Histeria The Series

Malaysia's Astro adds gore to its original premium drama line up from tonight (Monday, 6 June) in a TV spin-off of Astro Shaw's 2008 theatrical release, *Histeria*.

The Astro Original, produced by Astro Shaw and Infinitus Gold in their first TV drama collaboration, will air Mondays at 9pm on both Astro Citra and Astro Ria. The show will also be available on Astro Go and On Demand.

Histeria The Series – Astro Originals' first mystery horror production – is about mysterious disturbances experienced by a group of young people as they investigate the death of a fellow student 10 years ago.

Over eight episodes, the series explores high-school issues such as bullying, sexual harassment and other social phenomena that have emerged in the 14 years between the film release and the TV adaptation.

Astro says the series has been "updated to feature a fresh narrative with conflicts that are relevant to society

today".

Histeria The Series is directed by James Lee, best known for his horror features *Tolong Awek Aku Pontianak*, *Sini Ada Hantu*, *Claypot Curry Killers* and *Two Sisters*. Lee also directed *Histeria* the movie.

The cast includes Mia Sara Shauki, Sharifah Aryana Syed Zainal Rashid Al-Yahya, Amelia Christie and Serra Kamal.

The spin-off also stars an original cast member returning to play her character – Liyana Jasmay as Murni – in addition to actors Namron, Tony Eusoff, Ziana Zain, Ziha Salleh, Fimie Don, Mathni Razak and Dr. Rosdeen Suboh.

Astro's original drama slate includes comedy *Kampung Pisang Bersiri-Siri*, coming of age drama *Projek: Anchor SPM*, and medical drama *I-Tanggung*.

Infinitus Gold's executive producer, Gayatri Su-Lin Pillai, who worked on the 2008 film, is promising "a more grand and intricate editing style" as part of an ambition "to elevate the quality of Malaysian drama series".

Hong Kong



TVB crime drama, *Sinister Beings*

In numbers

Population (Dec '21).....	7.403m
Households (Q1 '22).....	2.664m
Avg. household size (Q1 '22).....	2.7
TV households (Nov '21).....	2.555m
Total TV audience (4+, Nov '21)...	6.497m
Total TV prog svc licences (Mar '22)....	34
- Domestic free TV prog licences.....	3
- Domestic pay TV prog licences.....	2
- Non-domestic TV prog licences.....	9
- Other licensable TV prog licences.....	20
DTT penetration (Nov '21)	94.9%
Pay TV households (Dec '21)	2.088m
Pay TV penetration (Dec '21).....	81.7%
Internet service providers (Mar '22)....	294
B/b internet subs (Dec '21).....	2.933m
Bb H/H penetration (Dec '21).....	96.6%
FTHH/B penetration (Dec '21).....	81%
FTHH/H penetration (Dec '21).....	62.1%
FTTB penetration (Dec '21).....	18.9%
Mobile phone subs (Dec '21).....	24.8m
Mobile sub penetration (Dec '21)..	323.4%
Mobile network operators (Mar '22).....	5
Res fixed line penetration (Dec '21)..	78.26%
Local fixed network ops (Mar '22).....	27

Source: Census and Statistics Department (population, households), Office of the Communications Authority (TV, internet, mobile)

Free TV

Fantastic TV Ltd

Fantastic TV (FTV), owned by i-Cable Communications, operates two free TV services – Cantonese GE channel Hong Kong Open TV (launched May 2017 as Fantastic Television, rebranded Oct 2018 as Hong Kong Open TV) and English channel, Hong Kong International Business Channel (launched 30 July 2018), offering news/info in English and Putonghua. i-Cable Communications received its free-TV licence in May 2016. The licence, which was reviewed in Feb 2022, runs to May 2028. FTV aims to launch a third digital channel by Nov 2022. The programming plans are to offer a total of 21 hours of TV programmes mainly in Cantonese daily and provide 110 hours of first-run programmes a week.

HKTVE

PCCW's HK Television Entertainment (HKTVE) launched Chinese-language free-TV channel ViuTV in Mar 2016; commercial services started in Apr 2016. ViuTV, which had an average monthly audience reach of 4.2 million (Dec 2021), produces and airs drama, talent and variety shows, among others. HKTVE launched 2nd free-TV service – English-language ViuTVsix – in Mar 2017, airing talk shows, classic Hollywood movies and live sporting events, among others. In 2021, ViuTV supplied over 3,100 hours of in-house content to 29 markets across Asia and the U.S.

Radio Television Hong Kong

RTHK was set up in 1928 with government funding to provide public service content. RTHK operates three digital terrestrial TV channels – RTHK TV31, RTHK TV32, RTHK TV33 – launched in 2014.



Flagship channel RTHK TV31 airs news/current affairs, education, arts and culture programming. RTHK TV32 covers live events, including Legislative Council meetings. The total transmission hours for RTHK TV31 and RTHK TV32 is 26,280 hours a year. The aim is to produce, commission or acquire a total of 6,522 hours a year of TV programmes (May 2022). RTHK TV33 is a relay of China Central Television's CCTV-1. RTHK also operates online/mobile TV/radio apps.

Television Broadcasts Ltd (TVB)

TVB (est. Nov 1967) operates five digital terrestrial television channels – Jade (Cantonese); Pearl (English); TVB News (24 hr); TVB Finance & Information (24-hr); and J2 (GE, youth-focused). In 2021, TVB had an average viewers of 5.4 million a week. Flagship content includes long-running sitcom *Lo and Behold* (24.2 TVRs), crime drama series *Sinister Beings* (27 TVRs), talent show *Stars Academy* and docuseries *Big Big Old World* (22.8 TVRs). TVB also operates OTT services myTV Super, which had 9.9 million users (of which over one million were paying subscribers) and 1.9 million MAU in 2021 in Hong Kong; and TVB Anywhere, which had an aggregated global users of nine million in 2021. TVB programmes are licensed worldwide.

Pay TV

Hong Kong Cable Television

Hong Kong Cable Television, owned by i-Cable Communications, launched in 1993 and offers TV, broadband internet, multimedia and telephony services. In 2021, the platform had 715,000 Cable TV subscribers (plus 202,000 broadband & 73,000 telephony subs). Basic TV plans cost HK\$139/US\$17.71 a month for the Express pack and HK\$499/US\$63.60 a month for the HD Basic pack. Add-on packs range from HK\$109/US\$13.89 a month to HK\$309/US\$39.38 a month. Monthly broadband subscriptions cost from HK\$499/

US\$63.60 to HK\$669/US\$87.27. The platform also carries third-party OTT Hmvod and TVB's myTV Super.

Now TV

Now TV launched in 2003 and offers more than 150 linear TV channels and an on-demand content of in-house, local, Asian and international programming to 1.373m users in Hong Kong (Dec 2021). Content drivers include the exclusive broadcast right for EPL 2022-2025. Now TV subscribers get free access to live/on-demand Now Player app. In May 2022, Now TV launched its new Android Now H1 TV box, delivering an integrated movies, drama, sports, edutainment and Google Play apps. Pre-loaded apps include HBO Go, ViuTV/Viu, Da Vinci Kids and Deutsche Welle. Now H1 costs HK\$48/US\$6 a month, with a 24-month commitment. Now TV is the media entertainment arm of telco HKT, which also offers broadband internet (1.637m subs in 2021) and mobile services (4.77m subs in 2021).

Streaming/OTT

Hong Kong has access to a wide range of online streaming platforms, including **Amazon Prime Video** (HK\$47/US\$5.99 monthly), **CuriosityStream** (from US\$2.99/month), **Apple TV+** (HK\$38/US\$4.84 monthly), **Netflix** (from HK\$63/US\$8 monthly), **Spuul** and **Yupp TV**.

ATV

Defunct free-TV broadcaster Asia Television Limited (ATV), which went off air in April 2016 after 59 years, was reincarnated as an OTT service in Dec 2017. The service launched commercial services in Jan 2018, and now offers acquired content, original series/movies and library content from its two former TV channels. ATV also operates its own production company Asia Momentum Media (AMM), launched in 2020 and based in Malaysia, producing films, series and variety shows, among others.

Disney+

Disney+ launched in Hong Kong on 16 Nov 2021. The streaming service costs HK\$73/US\$9.30 a month or as an annual subscription priced at HK\$738/US\$94. Disney+ is also available via local partner, Hong Kong Broadband Network (HKBN).

HBO Go

HBO Go first launched in Hong Kong in 2013, complimentary for Now TV's HBO subscribers. In 2015, HBO Go became available as a standalone service priced at HK\$68/US\$8.66 a month.

hmvod

Music/DVD retailer HMV Digital China group launched online video streaming platform hmvod in Mar 2017. hmvod offers over 10,000 hours of Hollywood/Asian/international/original movies and TV series to over 80,000 subscribers (March 2021). Available standalone and via telco partners including CSL, Smartone, 3HK, HGC, China Mobile and China Unicom. Promo rates as of 5 June 2022 are HK\$48/US\$6.11 a month, HK\$268/US\$34.16 for six months and HK\$498/US\$63.47 a year.

myTV Super

myTV Super launched in Apr 2016, offering multi-screen access to TVB content – drama series from mainland China, Korea, Taiwan and Japan; variety shows and animation; Hollywood, Hong Kong and Asia movies; and live broadcasts of over 55 local/international TV channels, including five TVB free-to-air channels and third-party channels. The service is available via mobile app, website, myTV Super decoder for HK\$198/US\$25.23 a month for myTV Gold pack. Promo rates as of 5 June 2022 are HK\$98/US\$12.49 a month for myTV Gold and HK\$78/US\$9.94 a month via myTV Super app/web. myTV Super, owned/operated by MyTV Super Ltd, the digital media unit of Hong Kong's dominant terrestrial broadcaster, Television Broadcasts Limited (TVB), had 9.9

million users (of which over one million are paying subscribers) and 1.9 million MAU (monthly active users) in 2021.

RTHK

Online/mobile apps, including flagship RTHK On The Go, which offers news, live radio, TV and podcasts; news portal at rthk.hk; RTHK Screen for live webcast/catch-up; and RTHK News in Chinese and English.

Viu/Now E

Streaming service, Viu, launched in Oct 2015. The regional freemium ad-supported/subscription platform carries content from Korea, Japan, Mainland China, Hong Kong, Philippines, Thailand and Taiwan, among others, as well as Viu's original programming. Viu is also actively involved in co-productions. In May 2022, Viu and Philippines' programmer ABS-CBN started production on the Philippines' adaptation of Korean thriller *Flower of Evil*, about a man who changes his identity to hide his scandalous past, and then marries a police detective. The adaptation expanded an alliance the two companies struck earlier this year with Viu licensing ABS-CBN's drama series, *The Broken Marriage Vow*. Viu is available in 16 markets worldwide, including Singapore (since Jan 2016), Malaysia (Feb 2016), Indonesia (May 2016), the Philippines (Nov 2016), the Middle East (Feb 2017), Thailand (May 2017), Myanmar (Sept 2018) and South Africa (Mar 2019). Viu had 58.6 million monthly active users (MAUs), of which 8.4 million were paying subs (Dec 2021). Now E launched in May 2018 as a one-stop entertainment platform for millennials, offering Asian drama/movies and sports content.

Adapted from ContentAsia's
The Big List 2022



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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

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What's on where...

June 2022	9-11	Telefilm Vietnam	Ho Chi Minh City, Vietnam
	20-21	DW Global Media Forum	Bonn, Germany + Online
	20-22	2022 Shanghai TV Festival	Shanghai + Online
	28 June-1 July	MIP China	Online
	29 June-1 July	Content Expo Tokyo	Tokyo, Japan
August 2022	22-23	ContentAsia Summit (Online + Content Showcases)	Online
	24-26	ContentAsia Summit (In-person + Live Online)	Bangkok, Thailand
	Until 25 Sept	ContentAsia Summit (On-demand)	Online
	26	ContentAsia Awards	Online
	31 Aug - 2 Sept	BCWW	Seoul, Korea
September 2022	1	AVIA: Korea in View	
	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	In-Person, Capella Singapore + Live Streamed
October 2022	5	AVIA: Indonesia in View	
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
November 2022	7	AVIA: Policy Roundtable	
	8	AVIA: The State of Piracy Summit	
	9-10	AVIA: Asia Video Summit	
	23-24	Dubai International Content Market	Dubai
	29-30	APOS Mumbai	In-Person, Mumbai + Live Streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Singapore
January 2023	16-23	Natpe Miami	
March 2023	13-16	Hong Kong Filmart 2023	
April 2023	17-19	Mip TV 2023	Cannes, France

Stranger Things: Netflix sole Taiwan win Disney+ dominates demand for 24-30 May

The new season release of Netflix's *Stranger Things* at the end of May put demand for the series way ahead of anything else in Taiwan for the week of 24-30 May. But that was Netflix's sole win of the week. Other than *Stranger Things*, Netflix titles were totally MIA on data science company Parrot Analytics' top 10s for the week.

The digital originals' list was dominated by Disney+ with six of the top spots,

including second and third for *Moon Knight* and *WandaVision*.

None of the Taiwan originals from any of the regional/global streamers seem to be attracting enough demand to make the list, although half of the titles on the overall top 10 for the week were from Asia.

Asian titles were led by new Japanese anime series, *Ya Boi Kongming!* (2022), about a military strategist who dies wishing for world peace and what happens in his next life.

Top 10 overall TV shows: Taiwan

Rank	Title	Difference from Market Average
1	<i>Stranger Things</i>	16.01x
2	<i>Better Call Saul</i>	13.64x
3	<i>Ya Boi Kongming!</i> (パリピ孔明)	11.19x
4	<i>Spy X Family</i> (スパイファミリー)	10.94x
5	<i>Peppa Pig</i>	10.02x
6	<i>SpongeBob SquarePants</i>	8.59x
7	<i>Machikado Mazoku</i> (まちカドまぞく)	8.52x
8	<i>Attack On Titan</i> (進撃の巨人)	8.19x
9	<i>Game Of Thrones</i>	7.83x
10	<i>Skeleton Knight In Another World</i> (骸骨騎士様、只今異世界へお出掛け)	7.74x

Top 10 digital originals: Taiwan

Rank	Title	Platform	Difference from Market Average
1	<i>Stranger Things</i>	Netflix	16.01x
2	<i>Moon Knight</i>	Disney+	6.96x
3	<i>WandaVision</i>	Disney+	6.66x
4	<i>The Boys</i>	Amazon Prime Video	5.81x
5	<i>Summer Time Rendering</i> (サマータイムレンダ)	Disney+	5.51x
6	<i>The Book Of Boba Fett</i>	Disney+	4.77x
7	<i>Star Trek: Strange New Worlds</i>	Disney+	4.67x
8	<i>Star Wars: The Bad Batch</i>	Disney+	4.03x
9	<i>Tokyo Vice</i>	HBO Max	3.72x
10	<i>Halo</i>	Paramount+	3.54x

Date range: 24-30 May 2022

The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment. In this dataset we are comparing the demand that exists for each series in this market, against the average TV show. A difference of 1x represents the market average and 10x means a series is ten times more in demand than the average TV show in this market



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Published fortnightly by:
Pencil Media Pte Ltd
www.contentasia.tv

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