

Astro launches W-Sport

Women's sports channel
goes live on 15 July

Malaysia's Astro has partnered with Kelly Butler/Michael O'Rourke's W-Sport to bring the dedicated women's sports channel to Malaysia from 15 July.

The new channel, officially announced today, will feature Astro's Netball Super League along with a global slate that includes the Barclays Women's Super League (WSL) and Germany's Frauen Bundesliga.

More on page 4



The Bachelor Japan returns on 3 Aug

Bachelorette S2's Keiichi
Hasegawa, in the hotseat



Prime Video Japan has confirmed a 3 August premiere for the new season of *The Bachelor Japan*, and unveiled its latest bachelor: former professional basketball player turned wellness ambassa-

More on page 4

the contentasia summit

22-24 August 2023

The Athenee Hotel Bangkok

www.contentasiasummit.com

The Meaning of Life

.. and now what?

This year's ContentAsia Summit looks at the track to a living, breathing, thriving creative community in Asia, skirting the dry bones scattered over scorched earth that too often these days seems to characterise the premium video industry. Conversations during the ContentAsia Summit 2023 are all about the new meaning being sought and found, at the relationships and projects that are working and the people behind them, at storytelling trends and influences in Asia, at content funding backing the latest developments, production and co-production; and at the digital-era resources that enable producers and platforms to make the most effective decisions possible.



24 August 2023

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Vietnamese authorities give Netflix, FPT Telecom until 12 July to report on *Flight to You* removal



Flight to You

Following days of controversy over *Barbie*, Vietnam's content watchdog has formally told Netflix and FPT Telecom JSC's domestic platform FPT Play to pull the plug on mainland Chinese romantic drama, *Flight to You*.

The issue is the same – a map that shows islands in the South China Sea as being beyond Vietnam's control.

In a notice over the weekend, the Cinema Department said the hotly contested nine-dash line appeared on maps in nine of *Flight to You*'s 39 episodes, along with related dialogue and subtitles.

Earlier this month, Warner Bros' *Barbie* was banned in Vietnam for featuring the same line – dubbed the "cow's tongue" – that Vietnamese authorities say violates its sovereignty.

Barbie was scheduled to release in Vietnam as part of the global premiere on 21 July.

Programmers' efforts to blur the maps in a bid to head off action against *Flight to You* clearly failed, and the government department judged the entire series to be unsuitable for local screening.

Netflix and FPT Play were ordered to remove the series from midnight today (10 July) and to report back to the department before Wednesday (12 July).

iQiyi Pictures' *Flight to You* stars Songyun Tan and Wang Kai in a workplace drama about the crew of a local airline.

The series is produced and directed by Wang Zhi.

Netflix picks up Nippon TV's new drama Non-exclusive Japan deal followed by global release



Turn to Me Mukai-kun

Netflix is adding Nippon TV's new rom-com, *Turn to Me Mukai-kun*, to its line up on Wednesday (12 July), in a non-exclusive deal that shares post-broadcast streaming rights with the Nippon-owned Hulu Japan.

Hulu Japan and Netflix will air the manga-based series weekly, immediately after Nippon TV's 10pm free-TV premiere.

A global release will follow on Netflix in what Nippon TV described in its announcement as a first-of-its-kind agreement.

No dates for the global release have been confirmed.

Turn to Me Mukai-kun, which replaces Nippon TV's *Copy That?* in the 10pm slot, stars Eiji Akaso as a 33-year-old man whose life seems perfect in every aspect except one – the absence of his true love. Fate intervenes when he unexpectedly reignites a flame with an unforgettable ex.

In June, Netflix's top shows in Japan showed a strong preference for anime and Korean drama, with only a single Japanese drama title – TBS Sparkle's

Let's Get Divorced – reaching #1 on the domestic Japan list.

#1 spots across the five Top 10 TV lists for Japan in June were Korean drama *Young Lady and Gentleman* (29 May - 4 June); JTBC/Korea's *She Would Never Know* (5-11 June); CyberAgent's anime fantasy, *[Oshi No Ko]* (12-18 June); Japan Ufotable's anime series *Demon Slayer: Kimetsu no Yaiba: Swordsmith Village Arc* (19-25 June); and Japanese drama, *Let's Get Divorced* (26 June-2 July).

No Japanese series since *Alice in Borderland* and *Sanctuary* last year has topped Netflix global list of non-English-language titles.

The top title since April has been *The Days*, based on the Fukushima Daichi nuclear accident in 2011, which reached #4 for the week of 12-18 June 2023.

Other than both seasons of *Alice in Borderland*, which appeared on the top 10 list for four weeks this year, Japanese titles that have made the 2023 global charts include romantic drama *From Me to You: Kimi ni Todoke* and *Sanctuary*.

Port of Lies sets new record, Taiwan's Chunghwa Telecom says



Port of Lies

Legal/crime drama, *Port of Lies*, has topped MOD and Hami Video's drama rankings in Taiwan, according to Chunghwa Telecom, which says the series set a new record for the fastest drama to top rankings of both platforms at the same time.

The first two episodes of *Port of Lies*, directed by Freddy Tang, are now available for free on Hami Video Movie Theater +.

Chunghwa is highlighting its commitment to original Taiwanese dramas over the years, including PTS' *Oxcart Trails*, directed by Winson Chang and Yao-Feng Li. *Oxcart Trails* premiered in January this year.



from page 1: Astro launches W-Sport

W-Sport, which includes live and delayed event coverage as well as magazine programming and documentaries, will be available to Astro Sports Pack customers at no additional fee.

The agreement gives Astro's two-year-old Netball Super League (NSL) a global footprint, according to Astro's sports head, Nicholas John. Astro launched NSL in 2021 to champion the development of women's sports in Malaysia.

W-Sport is represented in Southeast Asia by Reddentes Sport, which has also signed carriage agreements with Dens TV in Indonesia and Canal+ in Myanmar. The channel also has carriage in Belgium, Portugal and across sub-Saharan Africa.

Big Boss OTT logs 4b mins watch time
Record-breaking open for new JioCinema property



Bigg Boss OTT

Viacom18's JioCinema streaming platform says it has delivered India's biggest streaming mega-hit since the IPL cricket, with *Bigg Boss OTT* recording four billion minutes of watch time by 35 million viewers in its first 15 days.

The platform says the show is the most streamed entertainment property in

India in the first two weeks, and has broken records for the highest weekly votes ever for a contestant. A record 150 million+ votes were registered in the first two weeks.

The new *Big Brother*, which premiered on 17 June, is hosted by Salman Khan and streams for free around the clock.

from page 1: The Bachelor Japan

dor, Keiichi Hasegawa. Hasegawa appeared in season two of *Bachelorette Japan*, where he reached the final two choices. The 10-episode season five, set in Mexico, will go live at 10pm.

Along with *The Bachelor Japan* season five, ContentAsia's Formats Outlook 2023 research shows at least five new titles for Japan in the first half of the year.

The other four are remakes of Banijay Rights' *LEGO Masters Japan* season one; *Gold Boy*, a movie adaptation of iQiyi drama, *The Bad Kids*; BBC Studios' adaptation of *Dr Foster*; and Warner

Bros' dating reality format, *Love Transit*.

Japan accounted for nine of the total 202 formats commissioned/on air in Asia in 2022, according to ContentAsia's Formats Outlook.

Japan ranked eighth (level with Korea), behind Thailand (34), Vietnam (30), India (27), Philippines (21), Mongolia (15), Indonesia (14) and Malaysia (10).

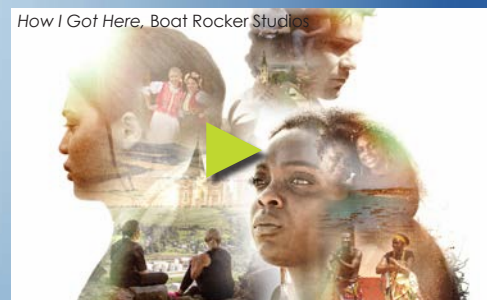
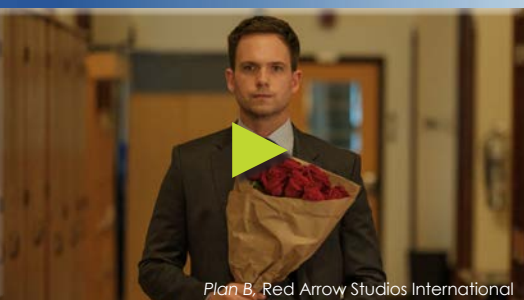
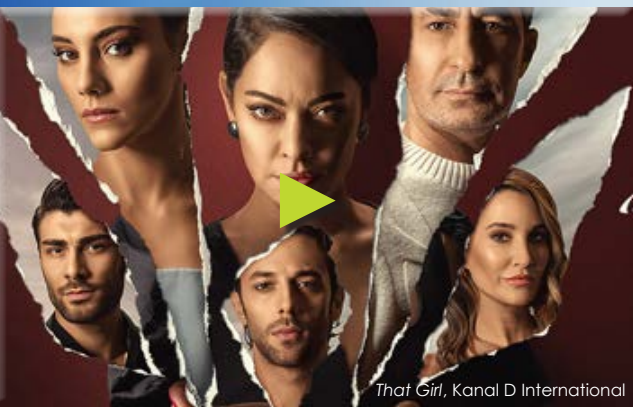
Four of the nine titles/seasons on air or commissioned last year were dating shows, which included three seasons of MBC Korea's *We Got Married S1/2/3*.

The fourth was season two of *The Bachelorette Japan*.

contentasia Screenings



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“You feel how the character felt, when a finger is pointed at you” Taiwan's Patrick Mao Huang talks about using XR in a story of prejudice & discrimination

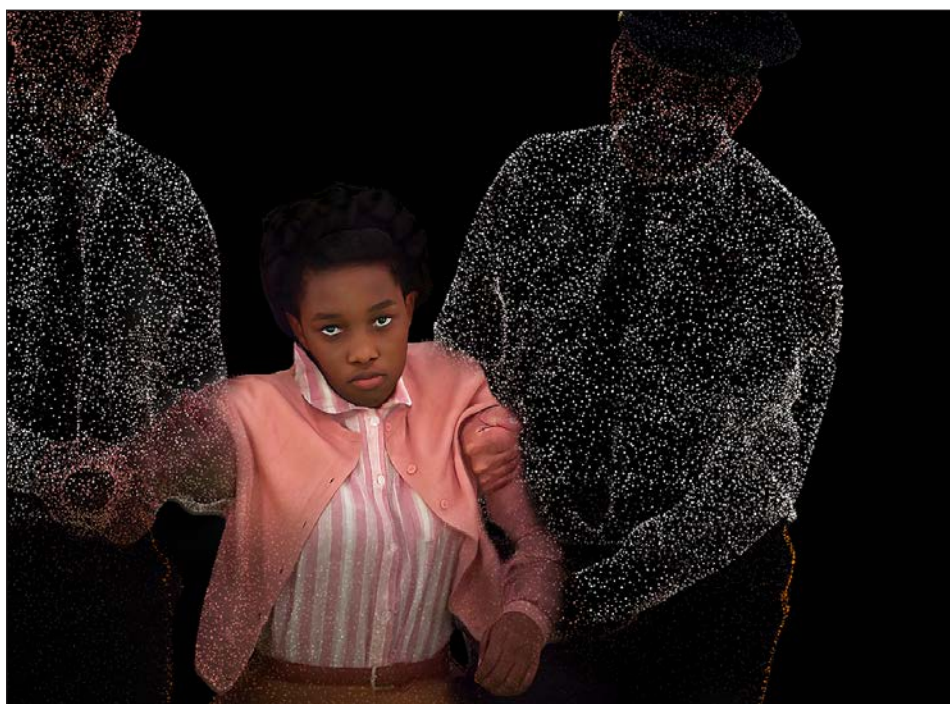
Taiwanese producer, Patrick Mao Huang, is having an especially busy year, with several new ventures in XR filmmaking and a triumphant win at Cannes as co-producer of *Tiger Stripes*, which clinched the Grand Prize at the Critics' Week.

Huang's *Colored*, a co-production between his company Flash Forward Entertainment and France's Novaya, was one of two immersive projects from Taiwan nominated in New Voices Competition at the Tribeca Film Festival's immersive section in June. Both were highlighted for their creativity, technical capabilities, and market potential.

Huang first heard an online pitch for *Colored* from Novaya at Sunny Side of the Doc in 2021. Set in Alabama in the 1950s, the film is about 15-year-old Claudette Colvin, who refused to give up her seat to a white passenger. Exploring racial identity and ethnic issues, the film is supported by the Immersive Content Grant from the Taiwan Creative Content Agency (Taicca).

How does Augmented Reality (AR) enhance the story you were trying to tell with *Colored*? “Watching this story with the Microsoft HoloLens 2, you can see the image of the character immersed within real furniture and environment, which is very fascinating. You can sit down on a bench with the character and experience the same thing. Since the subject is about prejudice and discrimination, you can really feel how the character felt when a finger is pointed at you, telling you to stand up and go away. You are under the same pressure and situation as the character.”

What are some challenges that you faced while making *Colored*? “We used live characters. It is not animated, so we did volumetric scanning at a Taiwanese facility founded by Taicca. *Colored* is the biggest project for this lab so far. They have done a lot of music videos, commercials and some short XRs, but our film is more than 30 minutes and we have around 20 characters.



Colored

How do we control the time and budget to support this 20-character scan? There were many restrictions that I had not experienced before. For example, the fabric had to be a certain colour, if not it will affect the scanning. For the hairstyle, it had to be quite constrained and with the character's movement, we could not cover any part of the body.

We had about five days of rehearsals before we even went to the facility. We then also had to pre-select and process sequences and then upload the big file to the cloud, where our French post-production supervisor downloads them in France to work on.”

***Colored* premiered at the Pompidou Centre this year. What are the challenges you face in AR film exhibition?**

“*Colored* is a location-based experience. Not every festival or venue can afford it... You have to pay more for more than just one headset, and the Microsoft HoloLens headset is even more expensive than VR headsets. That's a big challenge that we are facing now. I'm going to have an exhibition in Taiwan

in a few months and we are still working out the budget.”

How do you choose which stories to produce?

“The story has to have something new to me, yet something familiar. *Tiger Stripes* is a coming-of-age story, which is familiar, but it has fantasy elements with the tiger symbols, which is something new. It will be screening at the Bucheon International Fantastic Film Festival. For *Colored*, the human rights story was a familiar aspect, but we used a new technology called volumetric filmmaking. That's something I can explore, so I wanted to do that. I have another documentary project which also came from meetings at Sunny Side of the Doc. It is called *Slave Island* and it discusses the slavery system still operating in Indonesia on Sumba Island. The island is actually full of tourists. It doesn't look like it, but on the other side of the mountain, there is a village where slavery is happening. There's always something hidden and my job as a film producer is to discover the stories from this hidden world.”

– Sara Merican

Singapore

In numbers

Population.....	5.637 million
Households.....	1.399 million
Avg. household size.....	3.09
TV H/H penetration rate.....	97%
Pay TV households.....	690,000*
FTA TV transmission hours per week.....	1,017
Fixed line subscriptions.....	1.982 million
Broadband internet subs.....	11.338 million
Wireless bb subs.....	9.774 million
Mobile phone subs (3G/4G).....	9.774 million
Mobile phone population rate.....	165.9%

Source: Department of Statistics Singapore (population as at end June 2022, households/size in 2022, FTA transmission hours in 2021, TV penetration in 2018), Infocomm Media Development Authority (fixed line/broadband/mobile in March 2023)

* Combined StarHub/Singtel households
StarHub: 368,000 (March 2023)
Singtel: 322,000 (March 2023)



MasterChef Singapore returns on 9 August, giving the country's top English-language variety show National Day status. Produced by GroupM Motion Entertainment and Beach House Pictures, the new season will air/stream on mewatch, Channel 5 and the Mediacorp Entertainment YouTube Channel. The release strategy splits the premiere into two slots on streaming platform mewatch and free-TV broadcast channel, Channel 5. The first slot is from 8.30pm to 9pm, picking up again from 9.30pm to 10pm. Subsequent episodes will air on Sundays from 13 August at 9.30pm. Chefs Audra Morrice, Bjorn Shen and Damian D'Silva lead the new season.

Free TV

Mediacorp

Singapore's sole terrestrial broadcaster, with a combo public service/commercial remit, operates six TV channels, 11 radio stations and multiple digital platforms, including meWatch and influencer network Bloomr.sg. Mediacorp pioneered the development of Singapore's broadcasting industry, with radio in 1936 and TV in 1963. Today, it reaches 98% of Singaporeans in four languages and has an international audience through linear news channel CNA and entertainment content distributed across markets in the region.

Subscription TV

Singtel TV

Singapore telco Singtel launched digital pay-TV platform Singtel TV (formerly Mio TV) in July 2007. The IPTV service offers more than 200 channels to 322,000 residential subscribers (Mar

2023) along with on-demand, mobile and streaming options. These include in-house platforms Singtel TV Go and standalone aggregator app, Cast (see streaming). Singtel's set-top-box-based channels cost from S\$14.12/US\$10.43 a month for the HBO Pak to S\$35.23/US\$26 a month for the Family Starter plan. Singtel also offers post/prepaid mobile services to 4.309 million customers and fixed broadband services to 668,000 (43.1% market share) subscribers (Mar 2023). The telco reported 525,000 households on triple/quad play services at the end of March 2023.

StarHub TV+

Singapore platform StarHub's entertainment subscribers ended March 2023 at 368,000 (with/

without OTT subscriptions as well as mobile/broadband subs with OTT subscriptions). Launched in 2000, StarHub TV+ offers about 130 linear/on-demand channels, including in-house channels/services. StarHub TV+ starts from S\$5.04/US\$3.70 a month for the Starter+ pack (24-month contract) to S\$30.28/US\$22.38 a month (24-month contract), with surcharges of up to S\$20.19/US\$14.92 a month for a no-contract arrangement. Set-top box rentals cost from S\$5.96/US\$4.40 a month. Streaming entertainment apps bundle includes access to HBO Go, iQiyi, TVBAnywhere+, Viu and Zee5. StarHub also has 2.172 million post/prepaid mobile customers and 578,000 residential broadband customers (March 2023).

OUT NOW



ContentAsia's annual directory, The Big List 2023, lists leading programme distributors, channels, broadcasters, streamers, operators and platforms in 17 markets across Asia.

Click here to access the full directory!

Streaming/OTT

Cast

Singtel launched standalone app, Cast, in July 2016, aggregating on-demand and linear channels plus regional streaming services such as Viu Premium, HBO Go, TVB Anywhere+, Netflix, Prime Video and iQiyi. Cast's monthly subscription starts from S\$5.90/US\$4.30.

Catchplay+

Taiwan-homegrown Catchplay+ launched in Singapore on StarHub in June 2016, and direct-to-consumer (DTC) in Aug 2016. After the drop by StarHub at the end May 2019, the platform is now only available DTC, offering a content mix made up of Hollywood movies, indie films and international drama series, among others. Subscribers pay S\$9.90/US\$7.30 a month for the Movie Lovers plan with a 15% discount for single movie rental and a flexible cancellation agreement. The free tier offers 10 selected movies a month.

Disney+

Disney+ launched in Singapore in February 2021 with a multi-million dollar high-profile event and an exclusive platform distribution deal with telco StarHub as well as standalone direct-to-consumer. Monthly subscription costs S\$11.98/US\$8.85 and annual is S\$119.98/US\$88.70. Disney+ is also offered in various bundles through StarHub.

Hayu

NBCUniversal's Hayu, introduced in 2016 and launched in Singapore in 2019, offers over 300 (9,000+episodes) of reality series, with some released the same day as the U.S. Flagship titles include *Keeping Up with the Kardashians* and *The Real Housewives*. Hayu costs S\$4.99/US\$3.68 a month or S\$43.98/US\$32.50 a year, with a seven-day free trial. In Asia, Hayu is also available in Hong Kong and the Philippines.

HBO Go

Now part of Warner Bros Discovery, HBO Go is living on borrowed time as the Asia rollout of premium platform HBO Max is being planned. Although details had not been released as of July 2023, the HBO Max FAQ page says it is anticipating a Southeast Asia launch in 2024. HBO Go currently offers unlimited access to a range of Hollywood blockbusters, kids' programmes as well as original versions of HBO, Cartoon Network and HBO Max Originals series, as well as acquired content from the U.S. and Asia. Live TV streaming of HBO/Signature/Hits/Family and Cinemax is also available. The service is accessible on all mobile devices through the HBO Go app and browsers. Telco partners are Singtel and StarHub. In Singapore, direct-to-consumer HBO Go subscription costs S\$13.98/US\$10.30 a month or S\$29.98/US\$22.16 for three months.

Hotstar

Disney's lower-cost Disney+ Hotstar streaming platform for Indian content (and branded as Hotstar in Singapore), offers a mix of content spanning across live cricket, movie premieres, original series and movies, shows from Star Vijay and Star Plus, and live news, among others. The platform launched in Singapore on 1 November 2020 and costs S\$69.98/US\$52 a year. Today, Hotstar is available only as a standalone service in Singapore after it was dropped by telco StarHub at the end of April 2023.

meWatch

Singapore's free-TV broadcaster Mediacorp debuted online streaming platform, meWatch, as Toggle in Feb 2013. The platform relaunched in April 2015 after Mediacorp's alliance with Microsoft ended in March 2015. The service offers free/paid on-demand titles and channels, original content and acquired TV series/movies. Streaming apps include HBO Go,

Animax+Gem, ShemarooMe and Simply South. Paid tier meWatch Prime costs S\$9.90/US\$7.40 a month or S\$35.64/US\$26.70 for six months.

Netflix

Netflix launched in Singapore in Jan 2016 as part of the U.S. streaming platform's global rollout. Monthly subscriptions cost S\$12.98/US\$9.59 for the basic plan, S\$17.48/US\$12.92 for the Standard plan and S\$21.98/US\$16.25 for the Premium plan.

Prime Video

Amazon rolled out Prime Video globally at the end of 2016, with an initial Asia video focus on Japan and India. Today, Prime Video has extended its Asia focus, actively acquiring rights to content from other Asian countries, including *Fit Check: Confessions of an Ukay Queen* from ABS-CBN in the Philippines; blockbuster *King of Musang King* from Singapore; and *Island, Tale of the Nine Tailed, Lies Hidden In My Garden* and *HeartBeat* from Korea. The video platform is packaged with a Prime membership (e-shopping/deliveries) for S\$2.99/US\$2.21 a month.

Singtel TV Go

Singtel TV Go is a companion app to Singtel TV's pay-TV set-top box and is offered only to Singtel TV subs. The service offers over 100 live channels + 30 catch-up channels delivered to TV sets via Singtel fibre broadband; over 100 live channels + 30 catch-up channels via mobile; and select catch-up/on-demand content. Singtel TV Go costs S\$6.97/US\$5.15 a month for one connected device at home and one on-the-go device.

StarHub TV+ Mobile App

The mobile app extension of telco StarHub TV+ offering a selection of its fibre set-top based TV channels and on-demand content. The app is offered as part of the StarHub TV+ package.

TVB Anywhere+

TVB Hong Kong launched mobile streaming platform TVBAnywhere+ in Singapore in Oct 2018, offering over 40,000 hours of classic and new TVB programmes. Select content is offered for free. TVBAnywhere+ is available standalone as well as via M1, StarHub TV, Singtel Cast and broadband provider MyRepublic. TVBAnywhere+ costs US\$4.49 a month for the VOD Zone plan and US\$4.49 a month for the Channel Zone plan (five TVB channels).

Viddsee

Launched in 2013, Viddsee offers over 4,500 original/regional/international short-form content by over 3,000 storytellers across various genres.

Viu

Part of Hong Kong telco PCCW's regional mobile streaming play, Viu launched in Singapore in Jan 2016, and available via services such as Singtel, StarHub, M1 and Apple TV. Amid strong competition for Korean drama rights from global and regional streamers, Viu has retained access to a strong library of Korean drama, some of which is offered within four hours of the Korean transmission, along with original and acquired titles from Japan, mainland China, Hong Kong, Indonesia and Taiwan, among others. Titles in the July 2023 Viu Original offering include youth Thai series, *Get Rich*; Malay sci-fi drama, *Electric Dust Agency*; and the Philippines adaptation of 2020 Korean crime drama, *Flowers of Evil*. Viu's monthly premium tier costs S\$8.98/US\$6.63. Viu maintains its free AVOD tier, which offers limited access to selected drama and variety shows.

Adapted from ContentAsia's
The Big List 2023



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are updated continuously.

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Malena at malena@contentasia.tv

What's on where...

August 2023	16-18	BCWW 2023	Seoul, Korea
	21-23	ContentAsia Summit 2023	Bangkok, Thailand
	22-25	Beijing International Radio, TV & Film 2023	Beijing, China
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
	31	AVIA: Indonesia in View 2023	Jakarta, Indonesia
September 2023	14-17	Gwangju Ace Fair 2023	Gwangju, Korea
	26-28	APOS 2023	Bali, Indonesia
October 2023	7-10	Asian Contents & Film Market 2023	Korea
	10	AVIA: Thailand in View 2023	Bangkok, Thailand
	14-15	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France
	25-27	TIFFCOM 2023	Tokyo, Japan
November 2023	7-12	Taiwan Creative Content Fest 2023	Taipei, Taiwan
	22-23	Dubai International Content Market 2023	Madinat Jumeirah, Dubai
December 2023	5	AVIA: Piracy Over the Top 2023	Singapore
	5	AVIA: OTT Summit 2023	Singapore
	6-8	Asia TV Forum & Market (ATF) 2023	Singapore
	6-8	14th Content Tokyo	Tokyo, Japan
March 2024	11-14	Hong Kong International Film & TV Market 2024	Hong Kong
	19-21	Series Mania Forum 2024	Lille, France
April 2024	12-17	Canneseries 2024	Cannes, France
	15-17	Mip TV 2024	Cannes, France

Strong week for Prime Video originals

Jee Karda sweeps demand

Indian originals swept demand for the week of 25 June to 1 July, taking eight of the top titles on the digital list, according to data science platform, Parrot Analytics. The almost total command was broken by Disney+'s U.S. series, *Secret Invasion*, at #2 and Netflix's *The Witcher* at #9.

Prime Video's *Jee Karda*, about seven childhood friends who discover that life at 30 is definitely not what they had imagined while growing up, was the top

local TV series. *Jee Karda* was created and directed by Arunima Sharma and produced by Maddock Films.

Prime Video took four of the top 10, with a fifth spot filled by Amazon's free miniTV platform in India with Ekta Kapoor's *Badtameez Dil*, about a woman who believes in old-style romance and a man who's all about modern-day dating.

Relative newcomers to premium video – TVF Play and JioCinema – have started making a mark.

Top 10 overall TV shows: India

Rank	Title	Difference from Market Average
1	<i>Jee Karda</i> (जी करदा)	31.49x
2	<i>Secret Invasion</i>	30.34x
3	<i>College Romance</i>	29.87x
4	<i>Scoop</i>	27.23x
5	<i>Mirzapur</i>	26.2x
6	<i>Naagin</i> (नागनि)	26.02x
7	<i>Yeh Rishta Kya Kehlata Hai</i> (ये रिश्ता क्या कहलाता है)	25.9x
8	<i>Hum Rahe Na Rahe Hum</i>	23.26x
9	<i>Taarak Mehta Ka Ooltah Chashmah</i> (तारक मेहता का उल्टा चश्मा)	22.71x
10	<i>Game Of Thrones</i>	21.19x

Top 10 digital originals: India

Rank	Title	Platform	Difference from Market Average
1	<i>Jee Karda</i> (जी करदा)	Amazon Prime Video	31.49x
2	<i>Secret Invasion</i>	Disney+	30.34x
3	<i>College Romance</i>	TVF Play	29.87x
4	<i>Scoop</i>	Netflix	27.23x
5	<i>Mirzapur</i>	Amazon Prime Video	26.2x
6	<i>Hostel Daze</i>	Amazon Prime Video	20.81x
7	<i>Farzi</i> (फर्जी)	Amazon Prime Video	20.47x
8	<i>Inspector Avinash</i>	JioCinema	19.21x
9	<i>The Witcher</i>	Netflix	19.13x
10	<i>Badtameez Dil</i>	Amazon miniTV	18.91x

Date range: 25 June-1 July 2023

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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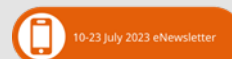
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