



Astro greenlights *Kidaverse Roblox Rumble Malaysia* Kartoon Channel! block launches on Astro Ceria in August

Kartoon Studios enters Malaysia in August in a deal that includes both a branded block on the country's top kids channel, Astro Ceria, and a Malaysian adaptation of elimination-style reality gaming series, *Kidaverse Roblox Rumble*.

The full story is on page 4



SG Ministry calls out Online Citizen for falsehoods

Two-year notice
effective from 22 July

Singapore authorities have shut off The Online Citizen Asia's (TOCA) domestic revenue sources, using the country's strict laws against publishing falsehoods. The DOL declaration is effective for two years.

The full story is at www.contentasia.tv



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World of Wonder returns *Drag Race Philippines* to HBO

Season two premieres on 2 August



Drag Race Philippines returns to HBO Go in the Philippines on 2 August, with an international footprint on WOW Presents Plus, which carries all the *Drag Race* titles.

Drag Race Philippines, commissioned by WOW and produced by Fullhouse Asia Production Studios in conjunction with World of Wonder (WOW) Productions, is the second adaptation of the competition/reality show in Asia after *Drag Race Thailand*.

Philippines' actor/comedian/host/drag queen, Paolo Ballesteros, returns as host and main judge for season two, along with season one judges KaladKaren and Jiggly Caliente.

Season two also returns companion *Untucked* segments, which will run alongside the main show.

Season one ran from August to October last year.

Adaptations of the U.S. reality competition, *RuPaul's Drag Race*, have also been produced in Australia and New Zealand.

Drag Race Thailand season one ran on the now-defunct Line TV in 2018, followed by season two in 2019.

the contentasia summit

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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. Our conversations this year 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.

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Rewind

Netflix unveils next Timo Tjahjanto feature



Director Timo Tjahjanto with *The Shadow Strays* stars Hana Malasan, Aurora Ribero

Indonesian director Timo Tjahjanto is following up last year's action comedy blockbuster, *The Big 4*, with *The Shadow Strays* for Netflix. The action film, produced by Wicky Olindo and Anne Ralie with Frontier Pictures, is currently in production. Release details have not been confirmed. The cast assembled for *The Shadow Strays* includes Aurora Ribero (*Ali & Ratu Ratu Queens*), Hana Malasan (*Ben & Jody*), Ali Fikri (*Nussa*) and Adipati Dolken (*Posesif*).



GfK takes over Hong Kong audience measurement from 2024

Data and analytics company GfK has won a six-year contract for Hong Kong Television Audience Measurement (HKTAM), beginning from 2024. The contract was awarded by a consortium of broadcasters, platforms and ad agencies, including Television Broadcasts Ltd (TVB) and ViuTV. Rita Chan, GfK's director of media measurement, promised to deliver data that would ultimately drive "the transformation of the long-standing TV industry in a rapidly changing world".

Astro greenlights *Kidaverse Roblox MY* Kartoon Channel! block on Astro Ceria from August



Kidaverse Roblox Rumble



Paul Robinson

Kartoon Studios enters Malaysia in August in a deal that includes both a branded block on the country's top kids channel, Astro Ceria, and a Malaysian adaptation of elimination-style reality gaming series, *Kidaverse Roblox Rumble*.

In addition to *Roblox Rumble Malaysian Edition*, the daily Kartoon Channel!-branded block features gaming-focused titles such as *Sally Plays Roblox*, *Sunny Bunnies*, *SuperMario Brothers 3*, *Tankee Minecraft Map*, *Raving Rabbids*, *Stan Lee's Mighty 7* and *Angry Birds*.

Roblox Rumble Malaysian Edition – the

first localisation of the format – features Malaysian contestants between 8 and 12 years old competing in 10 games.

The agreement – Kartoon Channel!'s first of its kind in Asia – was sealed between Paul Robinson, president of Kartoon Studios' Kartoon Channel! Worldwide, and Sharmin Parameswaran, Astro's vice president, VOD/PPV and International.

In Asia Pacific, Kartoon Channel! is distributed in India (Samsung and Jio via Powerkids Entertainment), Australia and New Zealand (Samsung TV Plus) and Philippines (Tapp Digital).

Malaysia's Astro doubles sooka's FAST channels

Malaysian streaming platform sooka has doubled its FAST channels, adding five this month for a new total of 10.

The new channels include Bollywood Prime, which adds titles such as *Yes Boss* starring Shah Rukh Khan, cooking shows *Dip in Kitchen* and *Curry On*, and classic Hindi movies starring Amitabh Bachchan, Ram Balram and Pyar Ki Kahani.

The other four channels are YRF Music; Infamous TV, which airs series such

as *The FBI Files*, *Interpol Investigates*, *The Prosecutors: In Pursuit of Justice*, *Daring Capers* and *Ghost Stories*; food and lifestyle channel Tastemade; and EDGESport.

The five existing FAST channels are K-Popcorn, ESTV, CarbonTV, TAYO+ and Gusto TV. sooka also offers three subscription packs: Entertainment (RM15.90), Sports & Entertainment (RM34.90) and sooka TV (RM62.90) a month.

Lust Stories 2 breaks India top 10 records

“A canvas to talk about people at crossroads” – producer Ronnie Screwvala says

The return of *Lust Stories* to Netflix put one of Asia's oldest TV hands, Ronnie Screwvala, back into a media spotlight that he has faded into and out of since 2012 as he built other empires from his base in India.

Lust Stories 2, a four-film anthology about love and relationships, premiered on Netflix on 29 June, ending the week of 26 June/2 July at #1 on the streaming platform's top 10 film chart for India.

By 21 July, and despite its share of cruel domestic reviews, the property was in its third week as a chart topper in India – and the only film on the India top 10 this year that managed to hang onto #1 for three weeks.

The films – directed by Amit Ravindernath Sharma, Konkona Sen Sharma, R. Balki, and Sujoy Ghos and produced by Ashi Dua and Screwvala – also reached #1 spots in seven other markets around South Asia/Africa.

Co-produced by Flying Unicorn, *Lust Stories 2* is among the handful of original films Screwvala and RSVP Movies have produced in collaboration with Netflix. Titles include *Love per Square Foot* (2018), the platform's first Indian original film; *Lust Stories* (2018), which was nominated for an International Emmy; *Ghost Stories* (2020) and *Pitta Kathalu* (2021).

“Each year, there are different projects and connections,” Screwvala says, talking in the run up to *Lust Stories 2*'s premiere about his most memorable projects.

“*Lust Stories* is a very good canvas to talk about people at crossroads and the confusion it involves. It's a fun film but at the end of the day, relationships now are much more complicated than they were 10 years back. We wanted to



Lust Stories 2



Ronnie Screwvala

talk about these taboo topics in a fun manner so that somebody says, ‘Wow, I thought I would never bring this up, but this film allowed me to have this conversation’.”

Screwvala's links to Netflix go back to pre-original times.

“We got talking and I said, ‘Look, this is a fun film, let's try it’. They said that the talent here was not ready. I said, ‘I agree with you, but I'll take the brickbats so let's go with it.’”

“Much later on, when we were looking at *Lust Stories*, we were talking about making it in Tamil, Telugu and other regional languages, and their openness was very much there. In the last four or five years, language has opened up more than when we started off.”

Screwvala is not a “huge fan” of hybrid festival/streaming releases.

“It's nice to do, but at the end of the day, it's an OTT premiere and there's

enough focus for it to open in 190 countries. The festival adds some aura, so there's no harm in that. Otherwise, it becomes a director's passion and indulgence, but I don't see it as a big deal in the whole process. We need to stay focused. If it's for an OTT platform, that's my platform and my premiere, and I have to give it everything I've got. Unless it's a red carpet at Cannes, then there's an aura around that, and the media and press give you a little bit more intrigue.”

After almost three decades in the film and media industry, Screwvala says it's “definitely the audience” that keeps him going.

“I used to think of media as a sector where... the first 30 people I hired, I had to go to their parents to convince them to join because everyone feels that it is not such a nice place.

“Of course, now it's very different because it's a very high impact sector. You're impacting people's minds much more today than ever before, with how news, fiction, non-fiction, documentary and platforms have all come together.”

– Sara Merican



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Sponsor Spotlight



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Raja Jastina Raja Arshad Vice President,
Head of Astro Shaw & Malay Nusantara
Business

Astro Malaysia Holdings Berhad (Astro) is Malaysia's leading content and entertainment company, serving 5.5 million homes or 69% of Malaysian TV households, 8,600 enterprises, 18 million weekly listeners across FM radio and online, 7.8 million digital monthly unique visitors and 3.3 million shoppers across its TV, radio, digital and commerce platforms. We serve Malaysians with 3 distinct services – Astro Pay-TV, NJOI Prepaid and sooka, our own OTT for the millennials; and Astro Fibre, our own broadband service, offers greater value with its content-broadband bundles. More than 860,000 homes are already streaming the best of home entertainment via our Hybrid 4K UHD Ultra Box and HD Ulti Box, which can

be self-installed and run on both satellite and broadband. Today, our customers enjoy streaming our local signatures, Astro Originals, live sports and the best global shows from Netflix, Disney+ Hotstar, HBO GO, iQIYI, TVBAnywhere+, beIN SPORTS CONNECT, BBC Player, Viu, ZEE5, WeTV and our own TV companion app Astro GO. Astro Radio, home to the country's highest-rated radio brands across all key languages, and our digital brands including AWANI, SYOK, Gempak, Xuan and Astro Ulagam, connect Malaysians to content and stories that matter. Go Shop, our home shopping and commerce business, offers a fun and entertaining home and online shopping experience that suits the Malaysian lifestyle.



Euan Smith



Agnes Rozario



Raja Jastina Raja Arshad



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BEC World Public Company Limited, a leading media company, stands at the forefront of the entertainment industry, in the Thai-language television and feature film production, and worldwide digital distribution, and broadcasting, in Thailand for over 53 years.

BEC operates its Channel 3 DTTV and CH3Plus digital platform; and produces original content of various formats from news, variety shows to over 1,000 hours of wide-ranging slate of Thai dramas each year, with its renowned Thai celebrities, which are fast gaining international appeal and following.

The company's vast library of Thai dramas, consists of more than 10,000 hours of programming which comprised of more than 4,000 individual television episodes. To further grow its library and businesses, it launched BEC STUDIO in 2021, to produce original content for its platforms and partners.



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Chief Executive Officer

Annie Chan

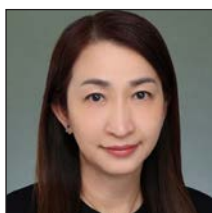
Vice President, Sales & Business Development

Annie Lim

Executive Director, Sales & Marketing

Janice Lam

Executive Director, Programming & Acquisitions



Ofanny Choi



Annie Chan



Annie Lim



Janice Lam

Celestial Tiger Entertainment (CTE) is a leading independent media company dedicated to entertaining audiences in Asia and beyond. The company creates and distributes branded pay television channels and digital services targeted at Asian consumers, including: CELESTIAL MOVIES, the premium first-run Chinese movie channel powered by exclusive output deals with top Hong Kong movie studios; CCM, the classic Chinese movie channel featuring masterpieces of Chinese cinema from the world-renowned Shaw Brothers Library; CM+, a channel featuring the latest Blockbusters and exclusive movies from across Asia in Singapore; MIAO MI, the Mandarin edutainment channel created for preschool kids; KIX, the ultimate destination for Asian action entertainment; and THRILL, Asia's first regional horror, thriller and suspense movie channel. All of CTE's channel brands are available as linear, on-demand and over-the-top services. CTE also produces original production for its bouquet of channels.



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Avi Himatsinghani



Sandie Lee

Rewind Networks, a Singapore-based multimedia branded entertainment company, is dedicated to providing the best pay-TV content to audiences in the Asia Pacific region. With extensive licensing agreements with renowned Hollywood and international studios, Rewind Networks offers a wide range of film and television's finest programming.

HITS, launched in 2013 became the fastest growing basic general entertainment channel in Asia. The channel provides a curated selection of the best television shows from the past few decades in high definition including The Nanny, Mission Impossible and Charmed.

HITS MOVIES was introduced in 2018, featuring a hand-picked collection of the finest movies from pre-1960s to the early 2000s. Blockbusters such as Men In Black, Genghis Khan, Blade and Spiderman are staples on the channel.

Launched in February 2023, HITS NOW is the newest channel off the block, featuring top-rated drama series, exhilarating reality shows, entertainment news, and exciting game shows. HITS NOW presents current and trend-setting shows like America's Got Talent, Top Chef, Project Runway, Entertainment Tonight and Celebrity Family Feud.

Philippines

In numbers

Population.....	113.987 million
Households.....	26.39 million
Avg household size.....	4.1
TV households rate.....	79.9%
Smart TV household rate.....	17.9%
Portable computer household rate...	20%
Desktop computer household rate..	7.8%
Population exposed to mass media:	
TV.....	76.18 million
Radio.....	59.69 million
Magazines.....	58.19 million
Newspapers.....	50.40 million
Internet users (population).....	83%
Mobile phone household rate.....	84.9%

Source: Worldometer (population, July 2023); Philippine Statistics Authority (households/mobile, 2020 census; TV/mass media, 2019 Functional Literacy, Education and Mass Media Survey); Department of Information Communications Technology (internet users, June 2023); ICT devices in households (Women and ICT Development Index Survey/Philippine Statistics Authority/Department of Information Communications Technology)

Free TV

Intercontinental Broadcasting Corporation (IBC)

Established in Oct 1959, IBC (IBCTV13) is a state-backed nationwide television network offering current affairs, news and educational content, among others. The network transmits daily from 5am to midnight, with prime time between 6pm and 10pm. IBC operates under the control and supervision of the Presidential Communications Operations Office (PCOO), which handles the dissemination of the Philippine president's official communications. PCOO also manages PTV-4 or People's Television Network Incorporated (PTNI), the semi-privatised Radio Philippines Network or RPN 9 where the government still holds a 20% share, and RTV Malacañang, the official YouTube channel of the Office of the President.

GMA Network

GMA Network (founded in 1950) began broadcasting free-TV GMA-7 in 1961. Today, GMA Network operates



Season two of Drag Race Philippines drops 2 August 2023 in the Philippines on HBO Go and internationally on WOW Presents Plus. Paolo Ballesteros returns as host and main judge, along with season one judges KaladKaren and Jiggly Caliente. Season two features 12 new contestants vying to be the next Philippines' drag superstar. Adaptations of the American reality competition, RuPaul's Drag Race, have already been produced in Australia and New Zealand.

two free-to-air channels (GMA-7, GTV), digital channels (Heart of Asia, Hallypop and I Heart Movies), and 23 radio stations nationwide. GMA-7 is a general entertainment channel. GTV (launched in Feb 2021), focuses on news and entertainment content. Based on Nielsen Philippines Urban TV Audience Measurement's Total Philippines data for Q3 2022, GMA was the most watched channel with 43.8% people audience share and a people rating of 5.7%. Historical portal fantasy drama series *Maria Clara at Ibarra*, which debuted in October 2022 was one of GMA-7 top shows for Q1 2023. Sister channel GTV's Q1 2023 biggest revenue-generating programme was the primetime movie slot G! Flicks, which GMA said grabbed the highest rating among all programmes in the channel. GMA is also involved in

content production/global syndication. GMA's international services include entertainment/news channel, GMA Pinoy TV and lifestyle channel, GMA Life TV.

Nine Media

CNN Philippines, launched in March 2015, is a 24-hour free-to-air news/current affairs channel. It is owned and operated by Nine Media Corporation, under license from Warner Bros Discovery.

People's Television Network (PTNI)

Government-owned People's Television Network (PTNI) launched People's Television (PTV) in 1974 as Government Television (GTV-4). Today, PTV generally offers local (news/public affairs, sports, formats, lifestyle) and some regional/international shows.

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TV5

24-hour entertainment channel, TV5 offers a programming mix of both local and foreign content. The channel's July 2023 lineup includes Korean 2019 romcom *The Tale of Nokdu*, stripped on weekdays at 10.15pm; and the Philippines adaptation of Korean mystery music format, *I Can See Your Voice*, which airs on Saturday and Sunday evenings. TV5 also acquires animation such as *My Little Pony* and *Codename: Kids Next Door*. TV5 is owned/operated by MediaQuest Holdings, a subsidiary of Philippine Long Distance Telephone Company (PLDT).

UNTV

24-hour "Kasangbahay" (household) network, UNTV, is a general entertainment network launched in May 2002 by Progressive Broadcasting Corporation. UNTV, formerly known by two brands UNTV News & Rescue and UNTV Public Service, airs predominantly local programming, including entertainment and news.

Cable TV (National)**Converge ICT**

Converge ICT Solutions Inc is a telecommunication service provider offering fiber optic broadband networks (Converge Fiberx), IPTV (Converge Vision, in partnership with Pacific Kabelnet), cable television (Air Cable), and cable Internet (Air Internet). As of July 2023, Converge Vision offers about 140 local and international channels priced from Php99/US\$1.70 a month for 81 channels. At the end of March 2023, Converge had 1.891 million residential postpaid and 28,995 residential prepaid broadband subscribers and more than eight million fiber ports, representing 59.9% household coverage across the Philippines.

SkyCable

Launched in 1990, the region's longest-running pay-TV platforms – SkyCable – is now living on borrowed time as regu-

lators approve the acquisition of Sky broadband by telco/media giant PLDT. Announced in March 2023, the Ps6.75-billion/US\$123.17-million PLDT-Sky deal was subject to compliance with certain conditions including the termination of Sky's pay TV and cable businesses. As of 18 July 2023, SkyCable's subscription options include internet broadband + TV (196 channels) bundles, add-on channels/packs, pay-per-view and OTT (HBO Go, TapGo TV). Monthly postpaid subscriptions start from Ps500/US\$9.18 for 68 SD and 27 HD channels to Ps1500/US\$27.56 for 104 SD and 44 HD channels.

Cable TV (Provincial)**Asian Vision**

Established in 1973, Asian Vision Cable Holdings Inc (AVCHI) is a cable TV service and broadband provider operating in the provinces of Batangas, Quezon, and Zambales. Digital cable TV subscriptions in Zambales cost Ps489/US\$8.98 a month for 87 SD and 15 HD TV channels or Ps649/US\$11.35 a month for 91 SD and 26 HD TV channels. Monthly fiber internet plans in the same area cost from Ps899/US\$16.51 for up to 20 Mbps connection to Ps1,499/US\$27.54 for up to 120 Mbps connection (July 2023).

Cablelink

Cable TV and broadband cable internet provider Cablelink operates in Metro Manila. Basic cable TV package offers 60+ local/regional/international channels for Ps495/US\$9.10 a month. The operator also offers streaming services Vivamax, Viu and Tap Go.

DCTV

DCTV provides digital cable TV, fibre broadband internet services in the Bicol region. Offers local/int'l channels; genres span foreign, religious, music, sports, movies, news, kids, general entertainment and local. Bundled cable TV / broadband internet packages start at

Ps1,100/US\$20.21 a month for up to 2.5 Mbps download connection to Ps2,500/US\$45.93 a month for up to 6 Mbps download connection (July 2023).

Parasat Cable TV

Established in 1991 in Northern Mindanao Island, Parasat Cable TV offers digital TV, broadband internet, landline phone and bundled/triple-play services to Cagayan de Oro City and surrounding areas. Bundled cable TV and internet packs (Parafibre + cable plans) cost from Ps999/US\$18.35 a month for 56 channels + 40 Mbps to Ps2,599/US\$47.75 a month for 156 channels + 250 Mbps internet connection. Fibre internet and TV bundles (hybrid fiber coax + cable plans) cost Ps799/US\$14.68 a month for 56 channels and 25 Mbps internet or Ps999/US\$18.35 a month for 56 channels and 40 Mbps internet (July 2023).

DTH Satellite**Signal TV**

Launched in 2009, Philippines' biggest pay-TV platform Signal TV, offers 134 channels (free-to-air/SD/HD), pay-per-view services and 17 audio channels. Monthly postpaid plans range from Ps290/US\$5.32 for 15 HD/78 SD channels to Ps1,990/US\$36.55 for 32 HD/102 SD channels. Signal also operates its own streaming platform, Signal Play and content distribution business, Signal Entertainment. Signal is owned and operated by Signal TV Inc, a subsidiary of MediaQuest Holdings, the media partner of the PLDT Group.

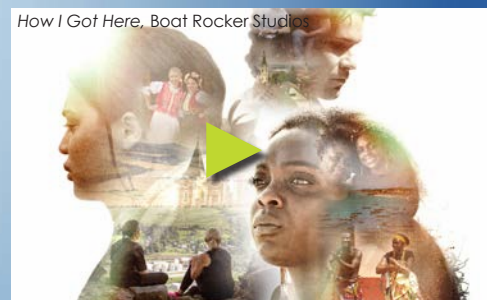
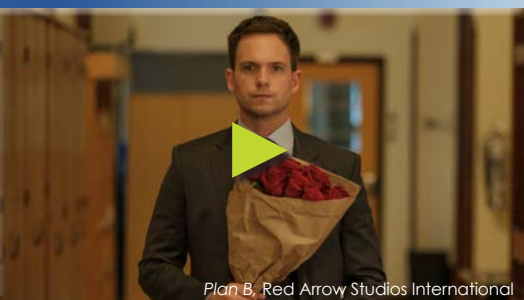
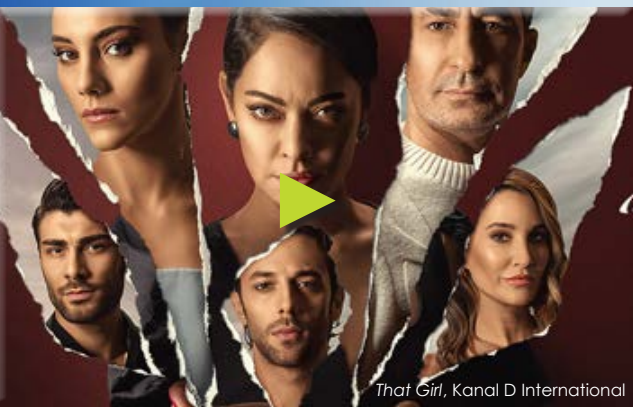
Global Satellite (GSat)

GSat (est. 2009) is a DTH provider owned by First United Broadcasting Corp and operated by Global Broadcasting and Multi-Media Incorporated (GBMI). GSat offers a mix of local and international channels in English and other languages. GSat carries 104 SD/HD channels and 14 audio channels. Prepaid packages

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cost from Ps99/US\$1.80 a month for 42 TV channels and 14 radio channels to Ps500/US\$9.18 a month for the Platinum pack, which consists of 104 TV channels and 14 radio channels.

Channels/Distributors

ACCION

Asian Cable Communication, Inc. (ACCION) markets and distributes cable channels and online/streaming services, including KBS World, Hits, TLC and AXN, to all platforms throughout the Philippines. The company was established in 1993.

Cable BOSS

Cable BOSS distributes about 20 channels, including HBO-branded channels, Outdoor Channel, MTV 90s/Live and Da Vinci. The company was established in 1993, and has content relationships with more than 500 affiliates.

Creative Programs Inc (CPI)

A subsidiary of ABS-CBN Corp, CPI operates/distributes, among other channels, Cinema One, MYX, Jeepney TV, Kapamilya Channel/HD, ANC/HD, TeleRadyo Serbisyo, tvN, Thrill, Kix and CCM.

Nine Media Corporation

Nine Media Corporation (formerly Solar Television Network) owns and operates free-to-air channel CNN Philippines, and is involved in various content services, including acquisition, production and distribution. Nine also owns/operates TV/radio network, Radio Philippines Network. Nine Media Corporation is solely owned by the ALC Group of Companies.

Omnicontent Management Inc

Launched in 2010, Omnicontent Management Inc (OMI) distributes more than 20 local/international channels, including French service, TV5Monde; Japanese NHK World; and kids Aniplus. The company caters to more than 300 cable TV affiliates nationwide.

Solar Entertainment Corp (SEC)

Content provider and channel operator, established in 1976 as Solar Films. Aggregates content, manages branded TV services for distribution on local platforms and produces original content/local versions of franchised programmes.

Online/OTT

Homegrown and customised streaming platforms for the Philippines include...

Signal Play

Signal Play is the online video platform of DTH service Signal TV. Launched in 2013 as Signal Front Seat/Signal TV-To-Go, it was rebranded as Signal Play in early 2018 and today offers 80+ linear channels and 1,000+ hours of VOD content. Signal TV subscribers gets basic/premium access to Signal Play depending on their subscription plans. Non-Signal subscribers pay from Ps75/US\$1.37 a month for full access.

iWantTFC

ABS-CBN launched its VOD/live streaming service in Dec 2009 as iWantTV, rebranded as iWant in Nov 2018, and in Sept 2020 merged with sister TFC's (The Filipino Channel) online TV platform services, renaming itself as iWantTFC. Today, iWantTFC offers over 950,000 hours of Filipino content & live TV channels and is accessible globally. Users in the Philippines pay Ps119/US\$2.17 a month or Ps1,070/US\$19.59 for the premium access (two connected devices).

Kumu

A live streaming/video chats/gaming app for Filipinos abroad, with up to two million registered users and about 25,000 live streams broadcast each day, with average daily usage of about one hour. Launched by Kumu Holdings in 2018.

TapGo

TapGo provides access to live sports, live TV and on demand series and movies

starting from Ps79/US\$1.45 a month for the kids plan to Ps179/US\$3.28 for the full access. TapGo is available on iOS and Android mobile devices.

TrueID Philippines

Launched in September 2020, offering local/foreign and TrueID Philippines' original content. The July 2023's original and foreign slates includes food and travel documentary series that puts the spotlight on Filipino culinary traditions, *HerEATage*; Japanese anime, *My Hero Academia* season six; and True ID original horror Indonesian series, *Ritual the Series*.

Viva One

Viva Entertainment's subscription-based video streaming app Viva One caters to family-oriented releases, offering both local and international content ranging from movies, TV series, documentaries to concerts, stand-up comedies, fitness and workout shows, and sports to about 500,000 subscribers (March 2023). Viva One offers four pricing options: Ps99/US\$1.80 a month, Ps269/US\$4.92 for three months, Ps499/US\$9.14 for six months and Ps949/US\$17.38 for a year. Launched in January 2023 as Viva Prime and rebranded as Viva One in February 2023, Viva One is available in some countries worldwide.

Vivamax

Viva One's sister service Vivamax launched in Feb 2021 offering access to predominantly Pinoy content (films, TV series, documentaries, music specials) and original programming to about seven million subscribers (July 2023). The aim is for 10 million subscribers by end of 2023. Unlike Viva One, Vivamax has risque or more adult theme and edgy content for mature viewers. July 2023's offerings include Wattpad-based novel *The Rain in Espana*, a teen romance series premiered in May 2023; and *Yorme: The Isko Domagoso Story*, a 2022 Filipino musical biographical film. Outside of the

Philippines, Vivamax is available in Hong Kong, Japan, Malaysia, Singapore, the Middle East, and parts of Europe. Vivamax costs Ps499/US\$9.14 a month for two accounts/five connected devices.

Viu Philippines

Viu launched in the Philippines in Nov 2016, offering Korean dramas/variety, and other Asian content, operating on both AVOD and SVOD. Viu Philippines' drama of the moment is *Unbreak My Heart*, a romance series co-produced by former broadcast rivals – ABS-CBN Corporation and GMA Network. *Unbreak My Heart* mixes talent from both the Kapuso and Kapamilya houses in a co-production billed as "groundbreaking", a "milestone" and "historic". Viu's involvement gives the series a footprint across Southeast Asia, the Middle East and South Africa with a reach of over 66 million monthly active users and 12 million premium subs. In the Philippines, Viu's premium plan costs Ps149/US\$2.73 a month. First time subscribers pay Ps29/US\$0.53 for the first month via AppStore/Play Store/credit card. Telco partners offering Viu are Globe Telecom and PLDT (July 2023).

Telcos

Globe Telecom

Full service telco offering mobile, fixed, broadband, data, internet and managed services. Principals are Ayala Corporation, Singtel and Asiacom Philippines. Globe has 84.2 million mobile subscribers (including fully mobile broadband), 2.3 million home broadband customers and over 933,000 landline users (March 2023).

Philippine Long Distance Telephone (PLDT)

PLDT offers a range of telecommunications services across fibre optic, fixed line and cellular networks. Serves 65.03 million mobile, 3.828 million fixed-line and 3.281 million broadband subscribers (March 2023).



Be included!

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Malena at malena@contentasia.tv

What's on where...

August 2023	16-18	BCWW 2023	Seoul, Korea
	22-24	ContentAsia Summit 2023	Bangkok, Thailand
	22-26	Beijing International Radio, TV & Film 2023	Beijing, China
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
	30-31	AVIA: State of Piracy & 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
	13-15	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: OTT Summit 2023	Singapore
	6	AVIA: Piracy Over the Top 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
June 2024	6-8	Telefilm Vietnam 2024	Ho Chi Minh City, Vietnam
	17-18	DW Global Media Forum 2024	Bonn, Germany
	24-27	Sunny Side of the Doc 2024	France
July 2024	3-5	15th Content Tokyo	Tokyo, Japan

Secret Invasion breaks into Korea

Korean titles maintain tight hold on domestic demand

Zero surprises in Korea's TV tastes for the week of 11-17 July, when all demand flowed directly to domestic titles topped by *Lies Hidden in My Garden* for KT's Genie TV & ENA (the same Korean platform that secured *Extraordinary Attorney Woo* from AStory) in Korea, but also available on multiple other platforms, including Prime Video, Netflix, Hulu Japan, iQiyi and Rakuten Viki, according to data science platform Parrot Analytics

If any hope remains for non-Korean content in Korea, this was not the week to stoke those embers; the sole title across both overall and digital lists was Disney's U.S. mini-series, *Secret Invasion*, based on the Marvel property.

Lies Hidden in My Garden is an eight-episode suspense thriller starring *The Glory*'s Lim Ji-yeon as pregnant woman who is a victim of domestic violence and Kim Tae-hee (*Hi Bye, Mama!*) as a regular housewife.

Top 10 overall TV shows: Korea

Rank	Title	Difference from Market Average
1	<i>Lies Hidden In My Garden</i> (마당이 있는 집)	22.12x
2	<i>Secret Invasion</i>	18.86x
3	<i>Dr. Romantic</i> (낭만닥터 김사부)	17.53x
4	<i>The Uncanny Counter</i> (경이로운 소문)	16.77x
5	<i>King The Land</i> (킹더랜드)	16.62x
6	<i>Everybody</i> (에브리바디)	16.46x
7	<i>The Glory</i> (더글로리)	16.07x
8	<i>Heart Signal</i> (하트시그널)	15.89x
9	<i>Running Man</i> (런닝맨)	15.65x
10	<i>Shadow Detective</i> (형사록)	15.33x

Top 10 digital originals: Korea

Rank	Title	Platform	Difference from Market Average
1	<i>Secret Invasion</i>	Disney+	18.86x
2	<i>The Glory</i> (더글로리)	Netflix	16.07x
3	<i>Shadow Detective</i> (형사록)	Disney+	15.33x
4	<i>Casino</i> (카지노)	Disney+	14.17x
5	<i>Squid Game</i> (오징어 게임)	Netflix	13.49x
6	<i>The Seasons: Jay Park's Drive</i> (더 시즌즈-박재범의 드라이브)	KBS2	13.21x
7	<i>I Am Solo</i> (나는 SOLO)	SBS Plus	11.25x
8	<i>Celebrity</i> (셀러브리티)	Netflix	10.9x
9	<i>Bloodhounds</i> (사냥개들)	Netflix	10.85x
10	태군노래자랑	TVING	10.82x

Date range: 11-17 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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