

Nini Yusof to head Media Prima TV Networks, Prime- works Studios

CEO appointment
effective 1 August 2023

Malaysia's listed media powerhouse, Media Prima Bhd, has officially announced Nini Yusof's appointment as CEO of Media Prima Television Networks (MPTN) and Primeworks Studios, effective 1 August 2023. The announcement follows weeks of industry speculation over the TV operation's succession plan after the exit of boss Michael Chan and rumours that TV CEO Kairul Anwar Salleh was going too. Yusof was most recently deputy CEO of MPTN & Primeworks Studios.

The full story is on page 3



Korea's *The Real has Come!* reign continues

KBS drama tops Nielsen
ratings for 14th week

KBS' weekend drama, *The Real Has Come!*, has won the #1 spot on Nielsen Korea's weekly top 20 terrestrial TV charts yet again, giving the family rom-com 14 consecutive weeks as the top show nationwide. As Korea's domestic production industry worries about falling production budgets and a much tighter market than headlines would have us believe, KBS dominated Nielsen's top 20 for the week, with 11 spots, followed by SBS with six titles and MBC with three.

The full story is on page 3

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

Malaysia vs Meta: new row

Undesirable content must go, MCMC says

The Malaysian Communications and Multimedia Commission (MCMC) has moved into attack mode on what it views as Meta's "non-cooperation" in removing undesirable content, including religion and race, from Facebook.

In a strongly worded statement, MCMC says it is "utterly intolerant towards any continuous and escalating abuse of online platforms and telecommunications, network or online facilities for malicious cyber activities, phishing, or any content that threatens racial stability, social harmony and defies respect for the Rulers".

Threatening legal action, MCMC accuses Meta of being "sluggish and unsatisfactory" and failing to recognise "the urgency of the matter".

MCMC says Facebook has been "plagued by a significant volume of undesirable contents relating to the aspects of Race, Royalty, Religion (3R), defamation, impersonation, on-line gambling as well as scam advertisements".

Meta has "failed to take sufficient action to address the issue of undesirable contents on its platform and has not fully cooperated with efforts to remove such contents," MCMC says, adding that this has led to "increasing public concern and scrutiny".

"As there is no sufficient cooperation from Meta, MCMC has no option but to take definitive steps or legal action against Meta as a measure to ensure that people are secure and protected in the digital sphere," MCMC says.

"The action is necessary in promoting accountability for cybersecurity and enhancing consumer protection against online harms, including fraudulent activities and scams," the commission adds.



KCC boss must go, court says

Korea's Han Sang-hyuk petition fails

A bid by the chairman of the Korea Communications Commission (KCC) to hang onto his role and reputation after being indicted for improper conduct has been rejected by a Seoul court.

Han Sang-hyuk had petitioned the court to vacate his dismissal by Korean president, Yoon Suk Yeol, at the end of May.

This followed his indictment for undue influence in the licence renewal application of news broadcaster, TV Chosun, in 2020.

Han was appointed by the previous administration. His term was scheduled to run to the end of July this year.



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Nini Yusof to head Media Prima TV Networks, Studios

CEO appointment confirmed today, effective 1 August 2023

Malaysian media powerhouse, Media Prima Berhad has officially announced Nini Yusof's appointment as CEO of Media Prima Television Networks (MPTN) and Primeworks Studios, effective 1 August 2023.

The announcement, called by ContentAsia on 4 May, follows weeks of industry speculation over the TV operation's succession plan after the exits of Michael Chan and Kai Anwar Salleh, who is reviving his career as an artist.

Yusof was most recently deputy CEO of MPTN and Primeworks Studios.

In her new role, she will oversee the operations of TV3, TV9, 8TV, ntv7, Tonton and Primeworks Studios, reporting to Media Prima group managing director, Rafiq Razali.

An industry veteran who joined Media Prima in 2012, Yusof has held various roles in the group, including director of sales and strategy for MPTN and chief content officer of Media Prima Omnia and Primeworks Studios.

She has also led several high-profile content co-productions with international broadcasters and partners, including Korea's SBS for *Masters In The House Malaysia*, and the upcoming *Cooking For You*, a five-country culinary co-production initiative under the Asia-Pacific Broadcasting Union.

Yusof was also instrumental in launching the 2016 joint venture between Media Prima and Korea's CJENM for home shopping and e-commerce business — CJ Wow Shop (Wowshop).

Before joining Media Prima, Yusof held roles at NBC Universal, Fox Networks Group and Star TV, responsible for affiliate sales, marketing and distribution for more than 20 channels. She was also part of the Fox International Productions film development team for the Indonesia market.

The Real Has Come! reign continues

KBS tops Nielsen ratings for 14th consecutive week

Week of	Nationwide household rating (13 districts, unit: %)	Rank	Nationwide viewers (13 districts, individual, unit: thousand people)
20-26 Mar	19.3	#1	3,469
27 Mar - 2 Apr	18.8	#1	3,267
3-9 Apr	18.3	#1	3,203
10-16 Apr	20	#1	3,463
17-23 Apr	21.6	#1	3,772
24-30 Apr	20	#1	3,577
1-7 May	19.7	#1	3,498
8-14 May	18.8	#1	3,272
15-21 May	18.6	#1	3,269
22-28 May	19.5	#1	3,485
29 May-4 June	19.5	#1	3,346
5-11 June	20.2	#1	3,472
12-18 June	19.1	#1	3,315
19-25 June	20	#1	3,495

Source: Nielsen Korea. Chart: ContentAsia

KBS' drama, *The Real Has Come!*, has won the #1 spot on Nielsen Korea's latest weekly top 20 terrestrial TV charts yet again, giving the family romcom 14 consecutive weeks as Korea's top show nationwide.

The latest rankings show *The Real Has Come!* attracted 3.495 million viewers in Korea for the week of 19-25 June, giving it a nationwide rating of 20%. The Seoul metro rating was 18.2% (2.009 million viewers).

The Real Has Come! premiered in Korea on 24 March, airing at 7.55pm (KST) on Saturdays and Sundays on KBS' entertainment terrestrial channel KBS2.

Directed by Han Joon-seo (*Beautiful Love, Wonderful Life*), *The Real Has Come!*, is about Oh Yeon-doo (played by Baek Jin-hee), who decides to raise her baby alone but finds herself entangled in a contract marriage with obstetrician-gynecologist, Gong Tae-kyung (played by Ahn Jae-hyun).

The series is widely streamed across the region, including on Vidio in Indonesia and on Viu and Netflix in selected regions as well as aired on KBS' international satellite channel, KBS World.

Across its run in Korea so far, *The Real*

Has Come! has recorded an average nationwide rating of 19.5% and has been watched by an average of 3.42 million viewers a week between 20 March and 25 June.

The series' rating high was 21.6% (3.772 million viewers) for the week of 17-23 April. The low was 18.3% (3.203 million viewers) for the week of 3-9 April.

As Korea's domestic production industry worries about falling production budgets and a much tighter market than headlines would have the world believe, KBS dominated Nielsen's top 20 for the week, with 11 spots, followed by SBS with six titles and MBC with three.

Elsewhere on the Korean drama map, new SBS weekend drama, *Revenant*, is off to an encouraging start, climbing from 1.767 million viewers for episode 1 on Friday (23 June) to 1.896 million for episode two on Saturday (24 June).

Nationwide ratings climbed from 9.9% to 10% for episode two.

The 12-episode series runs to 29 July.

Written by Kim Eun-hee (*Kingdom*), the series stars Kim Tae-ri as a woman possessed by a devil and a man investigating five deaths.

30 June drop for Chinese-Thai co-production

When A Snail Falls in Love expands the bid to create a new genre of Asian content

Chinese-Thai co-production, *When A Snail Falls in Love*, premieres globally on Tencent Video and WeTV on 30 June, further expanding Thai content's footprint and adding one more title to executive producer Ben Lai's Chinese-Thai development strategy.

Hong Kong-based Lai describes the 20-episode premium drama series as next-gen fusion, combining Chinese and Thai elements in a police-themed romance/suspense story adapted from Ding Mo's novel of the same name.

"We wanted a Thai-Chinese fusion drama, something that is not Thai and not Chinese, but has its own recognisable style, its own look and feel," Lai says of his multi-title Chinese-Thai slate, first announced towards the end of 2021.

When A Snail Falls in Love is Lai's second Chinese/Thai co-production. He previously produced the Thai adaptation of *Put Your Head on My Shoulder*.

When A Snail Falls in Love is about a genius rookie female detective (played by Suwaphit Phirawattanakul) who struggles with interpersonal communication, is physically unfit and risks being dropped from the force.

Thai-Taiwanese singer/actor Bie Thassapak Hsu plays the cold veteran detective whose initial disdain slowly turns to admiration. When a serial killer resurfaces, their personal and professional relationship is put to the test.

When A Snail Falls in Love is co-produced by Tencent Video, Contech Television Shanghai Limited and Ben Lai's Hong Kong-based Yam Cultural Limited.

Directed by Songsak Mongkolthong, *When A Snail Falls in Love* also stars Zuvapit Traipornworakit, Nitipong Pollachan, Sirinart Sugandharat, Nat Thewphaingam, Klaokaew Sinteppadon, Ratchapong



Bie Thassapak Hsu, *When A Snail Falls in Love*



We wanted a Thai-Chinese fusion drama, something that is not Thai and not Chinese, but has its own recognisable style, it's own look and feel."

Ben Lai
Executive Producer, Yam Cultural Limited

Anomakiti and Pleo Sirisuwan.

The BGM is composed by award-winning local composer and record producer, Tomy Wai (*Man Forty*, *Thousands of Changes II*, *Fire Heroes*).

When A Snail Falls in Love's release

strategy gives early access to Tencent Video members, with two episodes released every Friday, Saturday and Sunday, starting from this Friday. Non-members will have access to one episode updated from Fridays to Tuesdays.

ScheduleWatch: Celestial Movies

Celestial Movies celebrates 20 years in Malaysia, Singapore, Indonesia

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5pm	17:00	17:15	16:35	17:35	17:05	16:45	16:55
	<i>Temporary Family</i>	<i>A Murder Erased</i>	<i>The Rescue</i>	<i>Call Me Agent</i>	<i>CZ12</i>	<i>Where the Wind Blows</i>	<i>You are the One</i>
	失戀急讓	被消失的凶案	緊急救援	我要做特務	十二生肖	風再起時	我的筍盤男友
	Comedy	Thriller	Action	Comedy	Action	Drama	Romance
7pm	18:50	19:10	19:00	19:10	19:15	19:20	18:40
	<i>Shock Wave 2</i>	<i>Just 1 Day</i>	<i>Tales from the Occult</i>	<i>Chasing the Dragon II: Wild Wild Bunch</i>	<i>Come Back Home</i>	<i>Fatal Visit</i>	<i>The Grandmaster</i>
	拆彈專家2	給我1天	失衡凶間	追龍II: 賊王	搜救	聖荷西謀殺案	一代宗師
	Action	Romance	Thriller	Action	Drama	Thriller	Action
9pm	21:00	21:00	21:00	21:00	21:00	21:00	21:00
	<i>Celestial Sunday</i> <i>天映巨獻 Where the Wind Blows</i>	<i>Bodies at Rest</i>	<i>All U Need is Love</i>	<i>Table for Six</i>	<i>The Sparring Partner</i>	<i>Hand Rolled Cigarette</i>	<i>Detective Vs. Sleuths</i>
	風再起時	沉默的證人	總是有愛在隔離	飯戲攻心	正義迴廊	手捲煙	神探大戰
	Drama	Action	Comedy	Comedy	Drama	Action	Action
11pm	23:30	22:45	22:45	23:05	23:20	22:50	22:50
	<i>Caught in Time</i>	<i>A Writer's Odyssey</i>	<i>Wolf Pack</i>	<i>Where the Wind Blows</i>	<i>Vanguard</i>	<i>Find Your Voice</i>	<i>Operation Red Sea</i>
	除暴	刺殺小說家	狼群	風再起時	急先鋒	熱血合唱團	紅海行動
	Action	Action	Action	Drama	Action	Drama	Action

Source: Celestial Tiger Entertainment. Celestial Movies schedule for Malaysia, 2-8 July 2023

Regional movie channel, Celestial Movies (CM), turned 20 this year, closing out two decades of delivering Chinese blockbusters in Malaysia, Singapore and Indonesia with a line up that includes Philip Yung's crime drama, *Where the Wind Blows*, starring Aaron Kwok and Tony Leung on 2 July and Hong Kong comedy, *Table for Six*, on 5 July.

July premieres also include 41st Hong Kong Film Award winner, *The Sparring Partner*, which is Hong Kong's highest-grossing Cat III film; and *Detective Vs Sleuths*, China's highest-grossing Hong Kong film last year.

CM's milestone moment coincides with the final exit of primary rival, the 29-year-old Star Chinese Movies, from the market in a slow-death regional fade that ends this December in Taiwan.

Whatever rights benefits flow from Disney's exit, CM's core priority – command of the Chinese movie space – remains firm, focused and unchanged.

If anything has changed, it is the rise in Chinese movie quality and production values, CTE says, pointing out that some of China's CGI, for instance, is now on a par with Hollywood.

"With this continuous improvement in quality, the box office contribution for Chinese movies has also been increasing year on year," the network says.

CM updates implemented by Hong Kong-based owner/operator, Celestial Tiger Entertainment (CTE), involve tech to maintain relevance in the digital space and the adjustment of rights to accommodate new platforms.

"We invest a lot in content and our

acquisitions strategy has always been to own the first and exclusive movie space with the biggest stars, the biggest blockbusters," says CTE CEO, Ofanny Choi.

"So long as we have great content and carefully curated programmes, alongside offering other ancillary rights like catch-up and on demand to complete their viewing experience, our audience stays," Choi adds.

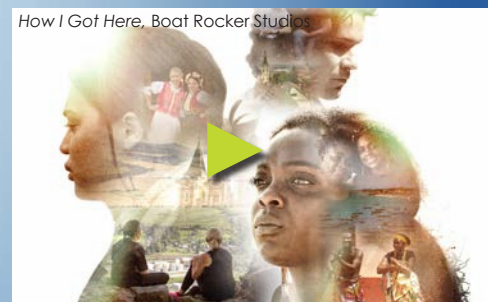
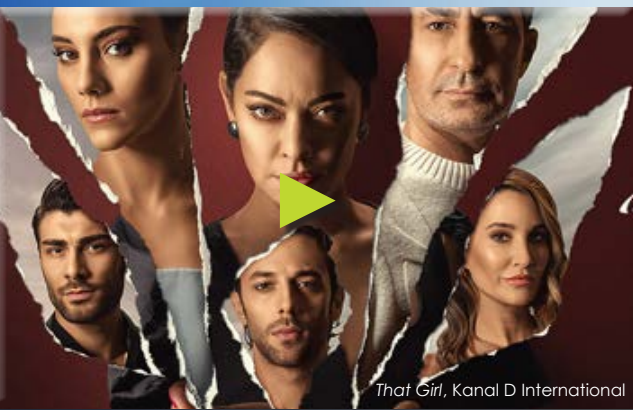
Scheduling the linear service involves traditional considerations – including marathons, special stunts, and counterprogramming against competing channels.

Catch-up/on-demand access has been added to this to offer an all-inclusive experience. "As such, catch-up rights and in fact on demand rights, are pre-requisites for all our content acquisitions," CTE says.

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“We have to level up everything...”

Writer, director, producer Dolly Dulu talks about her craft

Dolly Dulu, a resident film/TV director/producer and screenwriter of Philippines' ABS-CBN-owned Dreamscape Entertainment, co-directed *Unbreak My Heart* – the first collaboration between the two biggest networks in the Philippines, ABS-CBN Corporation and GMA Network.

Dulu was also involved in the directions of, among others, youth-oriented romcom drama musical, *Lyric and Beat*; romance series *Saying Goodbye* for iQiyi; and BL series, *Love Beneath the Star* and *The Boy Foretold by the Stars*, which won three awards

forms here, they have been exposed to all the different kinds of storytelling, the different kinds of genres that they are not used to, so I think it's networks' agenda to move into this new trend, the new kinds of storytelling. Another trend is the influencers, the abundance of different platforms where people are becoming more famous, it redefines what a star is, it redefines what it means to have social media following so those are important trends that one must adapt to. This is the situation now.”

navigate everybody towards achieving that one common goal.”

What would you most like to see happen in the Philippines' creative landscape?

“The elevation of content. To keep up with the modern world, we have to level up everything from storytelling to technicalities to acting, even directing. It would be nice to come out with something competitive so that the world will see how Filipinos tell their stories.”

“Filipinos now want something more than just love and drama... [they want] action, thrillers... a combination of different genres.”

Dolly Dulu
Film/TV director/producer & writer

at the 2020 Metro Manila Film Festival for the second Best Picture Award, the Best Original Soundtrack, and the Gender Sensitivity Award.

Dulu, a graduate in European Studies and International Relations from Ateneo de Manila University, spoke to *Malena Amzah* about industry trends in the Philippines, a director's key traits and what she's most hoping for...

What do you think is the most significant industry trend impacting directors in the Philippines? “Filipinos are still into love stories because it's the major thing in the Philippines, but now they want something more than just love and drama. It's now not only about love and drama but also action, thriller, it's a combination of two or more different genres altogether. They want it more exciting, because of the opening of different streaming plat-

What do you think is the most important quality in a TV director?

“One has to be patient with everything that is happening, to have a calm state of mind, to be able to focus despite the chaotic moments on set. This enables you to be able to



Malaysia

In numbers

Population.....	33.2 million
Households.....	8.2 million
Avg. household size.....	3.8
Total TV households.....	7.942 million
TV household penetration rate.....	99.2%
Pay TV household penetration rate..	79.9%
Internet household penetration rate.....	96%
Mobile phone users.....	99.3%
Fixed-line telephone users.....	27.3%
Radio household penetration rate...	9.1%

Source: Department of Statistics Malaysia (population March 2023, HH/HH size in 2020, TV HH %/pay-TV/broadband/fixed-tel/mobile in 2022), financial reports (total TV HH April 2023)



Fremantle's classic *Family Feud* returned to Malaysia in 2023 after an absence of about 15 years in a deal with the country's dominant subscription platform, Astro. The Bahasa Melayu version of *Family Feud Malaysia*, hosted by celebrity host, comedian and actor Nabil Ahmad, premiered on Astro Ria in March. The Tamil version, hosted by radio deejay Ram, debuted on Astro Vinmeen in May. The English installment is scheduled to premiere on Astro's PRIMETIME in September, with actor/standup comedian/radio deejay Douglas Lim, as host. Multiple seasons of the format aired on various free-TV/terrestrial channels in Malaysia, including TV3 and Ntv7, from the mid-1990s to 2009. *Family Feud* pits two families in a trivia competition based on survey responses from real people.

Free TV

Media Prima

Media Prima operates four free-TV channels – flagship channel TV3, 8TV, ntv7 and TV9 – launched and/or acquired between 1984 and 2005. TV3, set up in June 1984, was Malaysia's first privately owned free-to-air TV channel. TV3 targets mass-market Malay-speaking audiences. 8TV (launched Jan 2004), targets 15-24 year old urban youth/Chinese audiences with local/international programmes. ntv7 (launched April 1998, acquired by Media Prima in 2005), targets 25+ year-old urbanites/Chinese viewers with variety shows, drama series, movies, news, sports and music. TV9 targets mass youth market (15-29 years old) with a mix of reality, entertainment, drama, telemovies & religious programmes. Rating wise, TV3, TV9, 8TV and ntv7 captured over 32.6% of Malaysia's television audiences in Jan-June 2022. TV3 dominated the Malay 4+ segment with a 35.9% audience share while 8TV attracted a 54% of the Chinese 4+ segment. TV9 gathered a 4.6% audience share during the same period (source: Nielsen Audience Measurement; total Individuals, Malay 4+, and Chinese 4+ from Jan to March 2023).

myFreeview

myFreeview is Malaysia's DTT service offered free (with a one-time purchase of a decoder plus installation fees) to viewers across Malaysia. The government-backed project is spearheaded by MYTV Broadcasting, appointed by the Ministry of Communications and Multimedia Malaysia (KKMM) and supervised by the Malaysian Communications and Multimedia Commission (MCMC). TV channels offered include TV1/2, TV3, nV7, 8TV, TV9 and Awesome TV.

RTM

Founded in April 1946, Malaysia's public broadcaster, Radio Television Malaysia (RTM), operates six national TV channels – flagship news/entertainment service TV1 and TV2, which offers 80:20 local and acquired/int'l entertainment content; youth service TV Okey; news Berita

RTM; TV6, offering classic shows; and sports news Sukan RTM. An agency under the Ministry of Information, Communication and Culture, RTM also operates more than 30 radio stations and free online VOD/catch-up platform RTMklik.

TV AlHijrah

Established in Sept 2009 as Malaysia's first Islamic TV service, TV AlHijrah started broadcasting in 2010. The offering, predominantly local, includes kids/youth, sitcoms, entertainment, reality, science/education, news, magazines, dramas and movies. TV AlHijrah targets Muslim and non-Muslim adults below 40 years old, and is owned and operated by government-owned Al Hijrah Media Corporation. The station also operates an online platform, AlHijrah Plus, offering a selection of TV content and live TV streaming.

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!

Subscription TV

Astro

Astro Malaysia Holdings Berhad launched in 1996 and remains Malaysia's biggest subscription platform with a presence in 5.458 million households (69% household penetration) and a 69% TV viewership share (31% FTA) at the end of April 2023. Astro offers up to 144 linear channels (including 54 Astro-branded) and over 110,000 on-demand titles. Astro also operates radio, mobile platform Astro Go, streaming service Sooka (see *Streaming*), multiple online destinations and e-shopping, as well as free-TV platform Astro Njoi (17 free TV channels and 60+ prepaid channels/packs). Monthly pay TV subscriptions cost from RM59.99/US\$12.90 for the Primary Pack (80+ channels and Astro Go) to RM194.99/US\$42 for the Platinum Pack (140+ channels and seven streaming apps). Astro has its own production unit and produced/commissioned over 10,300 hours a year and owns film production house Astro Shaw.

unifi TV

Unifi TV (formerly HyppTV) is an IPTV service owned and operated by Malaysia's dominant telco, Telekom Malaysia (TM). Unifi TV offers 71 linear channels and 18 streaming apps, including Netflix, Viu, iQiyi, WeTV and Lionsgate Play. Monthly subscriptions cost from RM30/US\$6.45 for the Aneka Plus and Ruby packs. Unifi TV is offered as part of a quad-play service. Broadband plans cost from RM89/US\$19 for the 30 Mbps internet connection to RM299/US\$64 for the 800 Mbps internet.

Streaming/OTT

Malaysian consumers have access to a wide variety of online/streaming services, including an abundance of South Asian platforms, plus global platforms. These platforms are not customised for Malaysian audiences. Homegrown streaming services include...

Astro Go

Astro launched Astro Go in May 2012. The mobile platform offers local/international live channels and VOD content. The Astro Go app had 1.014 million linked pay-TV customers and 566,000 monthly active users with average weekly viewing time of 208 minutes in April 2023.

Durioo+

Islamic video streaming platform for children, Durioo+, launched in February 2022 by founder Sinan Ismai. Today, Durioo+ has produced over 20 original programmes and licensed over 1,500 episodes from series such as *Baby Shark* and *Upin & Ipin* for its 22,000+ subscribers. Subscriptions cost US\$7.99 a month or US\$79.99 a year.

RTMklik

RTMklik (formerly MyKlik), owned/operated by state-backed broadcaster Radio Television Malaysia (RTM), is a free online video portal offering live streaming of RTM channels, including national free-TV channels, TV1 and TV2, and 30+ radio services. The platform also offers free catch-up of select content from TV1 and TV2.

Sooka

Astro-owned freemium streaming platform, Sooka, launched on 8 June 2021

with 4,000 hours of content and lots of talk about what millennials really want and promises that the freemium platform "uniquely offers unrivalled streaming", including "the world's best live sports, with the freshest local entertainment, and Sooka exclusives and originals". Now, Sooka offers 28,000 hours of content (April 2023) and global/regional streaming services including Netflix, Disney+ Hotstar, iQiyi, HBO Go and TVB Anywhere+. Sooka recorded 1.2 billion minutes watched as of April 2023. Subscriptions cost RM15.90/US\$3.40 a month and RM62.90/US\$13.50 a month for the VIP TV plan.

tonton

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

Unifi playTV

(See *unifi TV* under *Subscription*)

Owned and operated by Telekom Malaysia (TM), unifi PlayTV (formerly known as HyppTV Everywhere) is an OTT TV extension of TM's IPTV service, unifi TV, and is available to both unifi subscribers and non-subscribers. Non-unifi subscribers pay from RM1/US\$0.20 per day.

Adapted from *ContentAsia's
The Big List 2023*

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ContentAsia's directory listings are updated continuously.

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What's on where...

June 2023	28-30	13th Content Tokyo	Tokyo, Japan
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

Korean medical drama wins Taiwan

Dr. Romantic draws highest demand – Parrot Analytics

Korean broadcaster SBS' medical drama, *Dr. Romantic*, was Taiwan's most in-demand title in Taiwan for the week of 13-19 June, according to data science company Parrot Analytics.

The series, which ended its season three broadcast run in Korea on 17 June, stars Han Suk-kyu as a star surgeon who disappears... and reappears at a small hospital guiding young doctors to fight the lure of power and money.

Seasons one and two are widely available across streaming platforms, including Viu and Netflix. Disney+ acquired exclusive rights to season three in some territories.

Anime series *Oshi No Ko* was second. The week's top Taiwanese show measured by Parrot Analytics is CTS' long-running drama *Best Interest*, starring Tien-Hsin in the story of a group of rookie lawyers.

Top 10 overall TV shows: Taiwan

Rank	Title	Difference from Market Average
1	<i>Dr. Romantic</i> (낭만닥터 김사부)	10.25x
2	<i>Oshi No Ko</i> (【推しの子】)	9.98x
3	<i>The Flash</i>	9.85x
4	<i>Black Mirror</i>	9.16x
5	<i>Ultraman (1966)</i>	9.13x
6	<i>Laid-Back Camp</i>	9.03x
7	NBA	8.65x
8	<i>Best Interest</i> (最佳利益)	8.11x
9	<i>Hi! Come In</i> (嗨！營業中)	7.89x
10	<i>健康2.0</i>	7.72x

Top 10 digital originals: Taiwan

Rank	Title	Platform	Difference from Market Average
1	<i>Black Mirror</i>	Netflix	9.16x
2	<i>Hi! Come In</i> (嗨！營業中)	Netflix	7.89x
3	<i>Secret Invasion</i>	Disney+	7.25x
4	<i>The Mandalorian</i>	Disney+	5.68x
5	<i>Star Wars: The Bad Batch</i>	Disney+	4.73x
6	<i>Sisters Who Make Waves</i> (乘风破浪的姐姐)	Mango TV	3.63x
7	<i>Here We Meet Again</i> (三分野)	Tencent Video	3.49x
8	<i>Silo</i>	Apple TV+	3.41x
9	<i>Light The Night</i> (華燈初上)	Netflix	3.38x
10	<i>Grandmaster Of Demonic Cultivation</i>	Tencent Video	3.14x

Date range: 13-19 June, 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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