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# Viu doubles down on Malaysia

## Five new originals + one returning series among 24 titles for the region for 2024

Regional streaming platform Viu is doubling down on Malaysia, unveiling its biggest originals slate yet at its biggest upfronts showcase in Kuala Lumpur this week. Five new originals are in the works for next year, along with the return of the platform's most watched romcom ever for a second season and a Malaysian remake of Korean drama, *Strong Girl Bong-Soon*.

***The full story is on page 3***

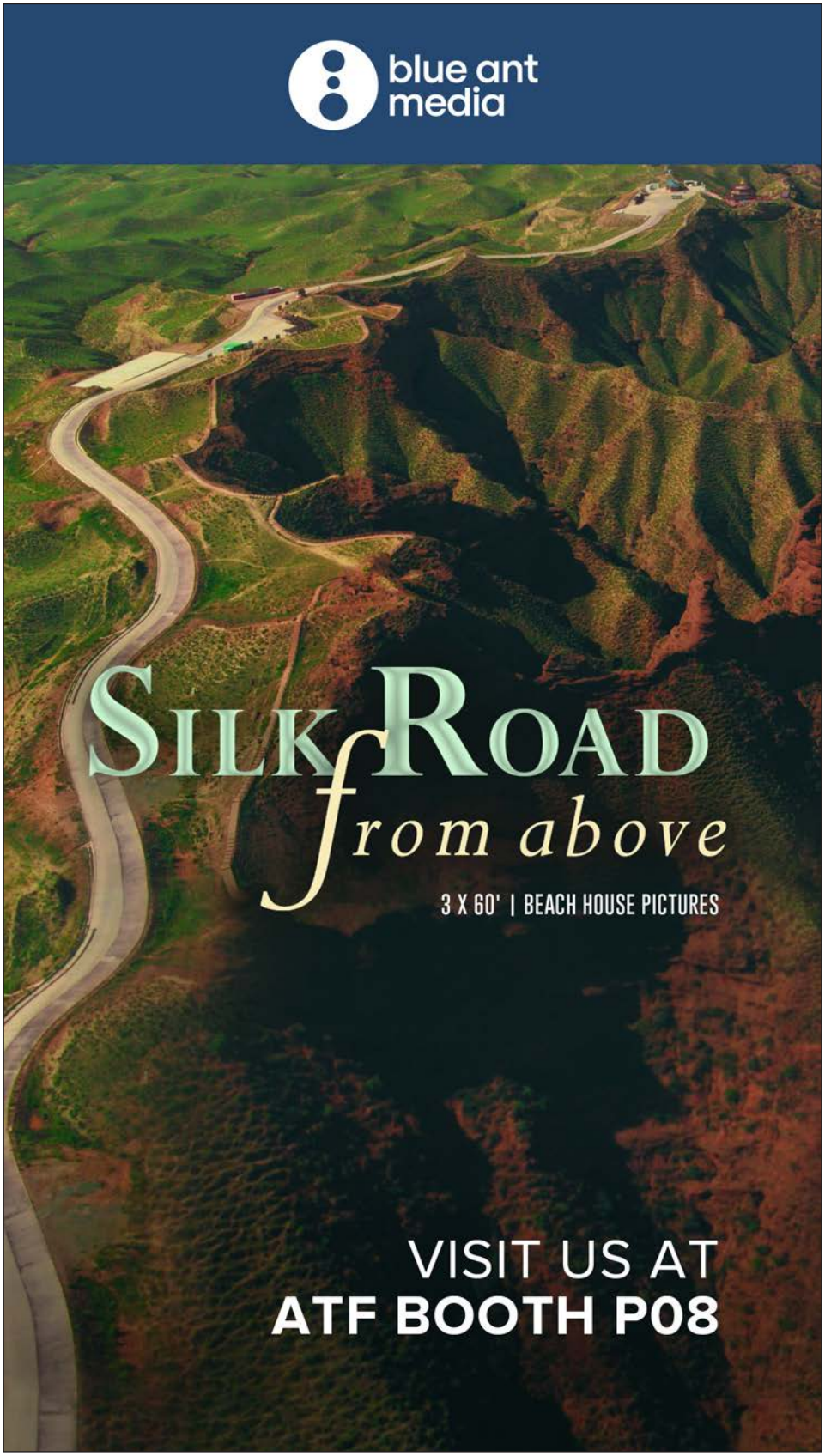
# TVB up cuts by US$13 million, axes 200+ staff

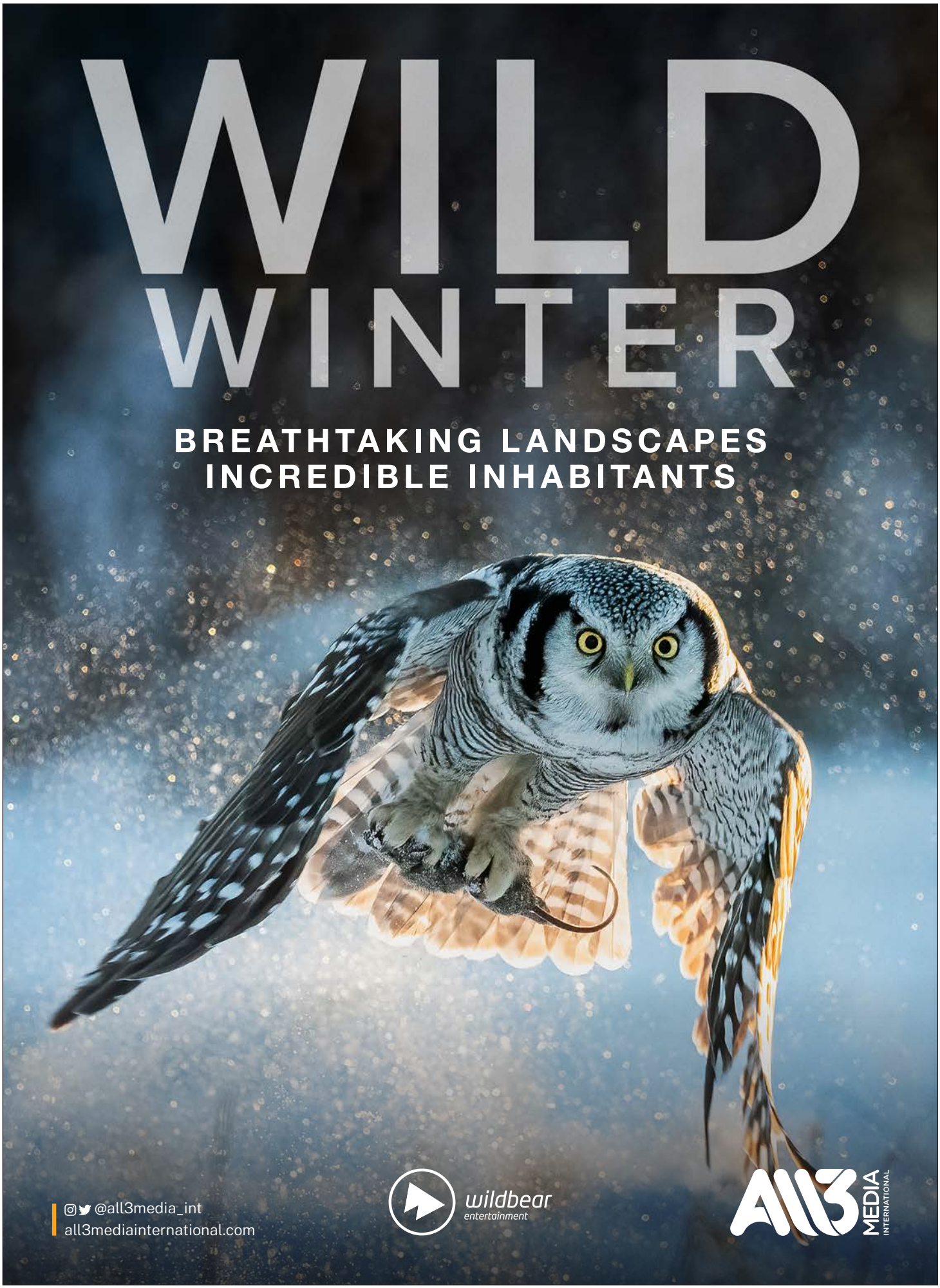
## HK broadcaster cuts channels, content costs

Hong Kong media behemoth, Television Broadcasts Ltd (TVB), has unveiled a sweeping restructure of its domestic TV business, slashing content production costs by HK$100 million/US$12.8 million in 2024, shrinking its current five channels to four, and laying off more than 200 people.

The bulk of the cost cutting will impact fringe-programming and shows that "fall short of their desired audience or commercial impact". TVB will begin rolling out the changes in December.

***The full story is on page 7***




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# Viu doubles down on Malaysia

## Six original series among 24 for the region for 2024




*Cast of W: Two Worlds at Viu's Malaysia upfronts*

Regional streaming platform Viu is doubling down on Malaysia, unveiling its biggest originals slate yet at its biggest upfronts showcase in Kuala Lumpur this week.

Five new originals are in the works for next year, in addition to the return of the platform's most watched rom-com, Lina Tan's ***From Saga With Love***, for a second season.

The new titles – including a local remake of Korean drama ***Strong Girl Bong-Soon*** – bring Viu's total all-time slate of Malaysia original series to 29.

2024 originals include ***Terlanjur Cinta***, Viu Malaysia's first Ramadan offering from Erma Fatima (*Perempuan Itu*).

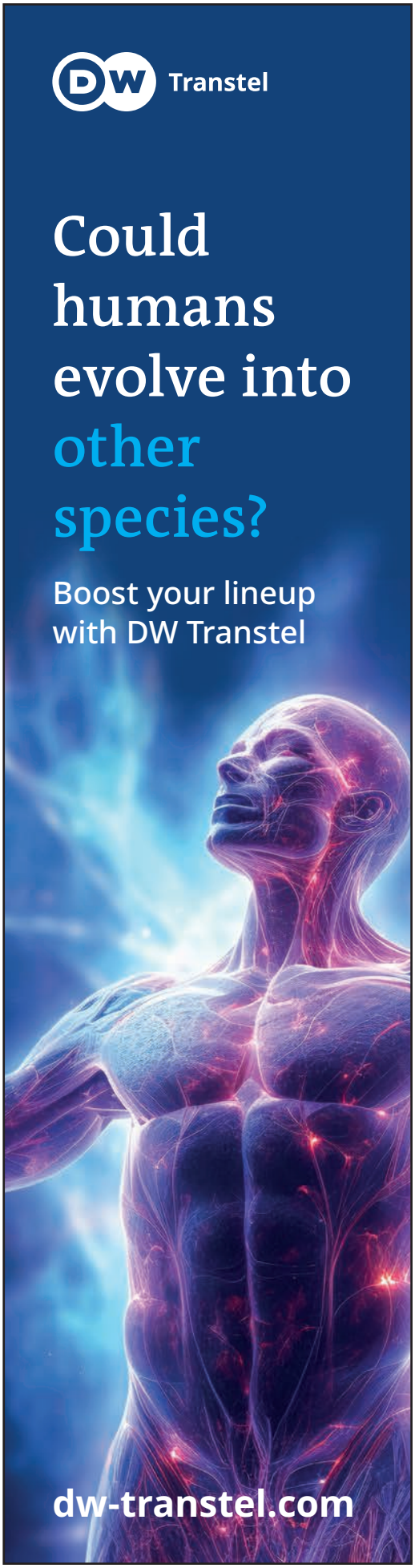
The series is the story of a young woman who accepts a marriage proposal from a much older widower to save her drug addict brother from prison and lift her family out of poverty.

The other new titles are ***Nafsu***, about a conman pretending to be a mystic healer who comes to the aid of an old flame whose sister has gone missing; ***Gadis Masa***, a time-travel drama about a long-married couple whose relationship is on the rocks when the husband dies suddenly in an accident; and murder mystery, ***The Secret***, which kicks off when a university student is found dead and authorities are quick to classify it as suicide until a lecturer acts on her suspicions that something more sinister is at play.

The 2024 original slate is 50% bigger than in 2023.

The four original series in 2023 were horror series ***Nenek Bongkok Tiga***, about eight strangers who wake up in a mansion guarded by an elderly woman with a hunched back; ***Alter-Naratif***, a sci-fi tale about the CEO of a memory-altering tech company who begins to doubt her own memories ; ***From Saga With Love*** season one; and the local adaptation of K-drama ***W: Two Worlds***, which premieres this week.

Although Viu Malaysia has always taken a deeply local approach, the latest strategy clearly involves broader outreach. "Viu is deeply committed to enhancing Malaysia's creative ecosystem and presenting Malaysian stories to audiences across the region," Kingsley Warner, Viu's Malaysia country manager, says.



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## Love Catcher continues Japan's love affair with dating formats



*Love Catcher Japan*, Abema TV

The popularity of dating formats in Japan continues on 16 December with the premiere of a Japanese version of CJ ENM's 2018 reality/dating show, *Love Catcher*, on homegrown streaming platform, Abema TV.

The series follows 10 men and women spending eight days in Malaysia to avoid the "money catcher" and seek true love.

Produced by Abema's Yuka Yokoyama (*Love Like a K-Drama*) and Yoshimoto Kogyo's Shohei Kudo, *Love Catcher Japan* was filmed in Malaysia and involved over 100 crew members and 50 cameras.

The new adaptation is one of four dating formats commissioned/aired in Japan this year, according to *ContentAsia*'s rolling Formats Outlook report.

The other three are CJ ENM's *Love Transit* on Prime Video Japan, Warner Bros' *Bachelor Japan* S5 also on Prime Video Japan, and season four of MBC Korea's *We Got Married Japan*.

# *Chef Chico* debuts to #2 in PH top 10

## Netflix 1st Philippines' drama raises originals hopes



*Replacing Chef Chico*, Netflix

Netflix's first Philippines' original series, *Replacing Chef Chico*, ended the week of 20-26 Nov at #2 in the Philippines, beaten only by reality competition *Squid Game The Challenge*.

The series was one of two local titles on Netflix Philippines' top 10 for the week. The other was 2010 romantic drama, *Can't Buy Me Love*, acquired from ABS-CBN, at #4 in its seventh week on the local top 10.

The eight-episode *Replacing Chef Chico*, which premiered on 24 November, is part of Netflix's upsized focus on Southeast Asia. The show's performance has raised hopes of a vibrant 2024 for the domestic industry.

The series is about sous chef Ella (played by Alessandra de Rossi), who is forced to take control of a fine dining restaurant when the head chef (Sam Milby) falls into a coma. With the help of her colourful staff and a newly hired consultant Raymond (Piolo Pascual), she attempts to save the establishment one dish at a time.

*Replacing Chef Chico* is directed by Dan Villegas (*Cattleya Killer*), with assistant director Joi Bayan.

Netflix unveiled the series in September as part of its year-end festive season line-up, and promised a "zesty love triangle".

Showrunner Antoinette Jadaone (*Fan Girl*) said during the September event that her inspiration for *Replacing Chef Chico* came from her love for food-related shows. She described the series as a story of love, friendship and acceptance.

*Replacing Chef Chico* was produced for Netflix in association with CS Studios and Project8.

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## Indonesia Link Net head Marlo Budiman steps down

The long-serving head of Indonesia's cable TV/broadband platform, PT Link Net/ First Media, Marlo Budiman, has resigned from his position as president director of Indonesian cable/broadband provider PT Link Net Tbk.

No reason has been given for Budiman's sudden exit, effective from Friday (24 Nov 2023), and no replacement had been announced at presstime.

Budiman has been CEO/president director since 2018, and his reappointment was confirmed in November last year.

Content deals greenlit for Link Net's broadband/cable TV service, First Media, during his tenure include the launches of Rewind Network's Hits Now in February this year and SpoTV's sports channels, SpoTV/SpoTV 2 last year.

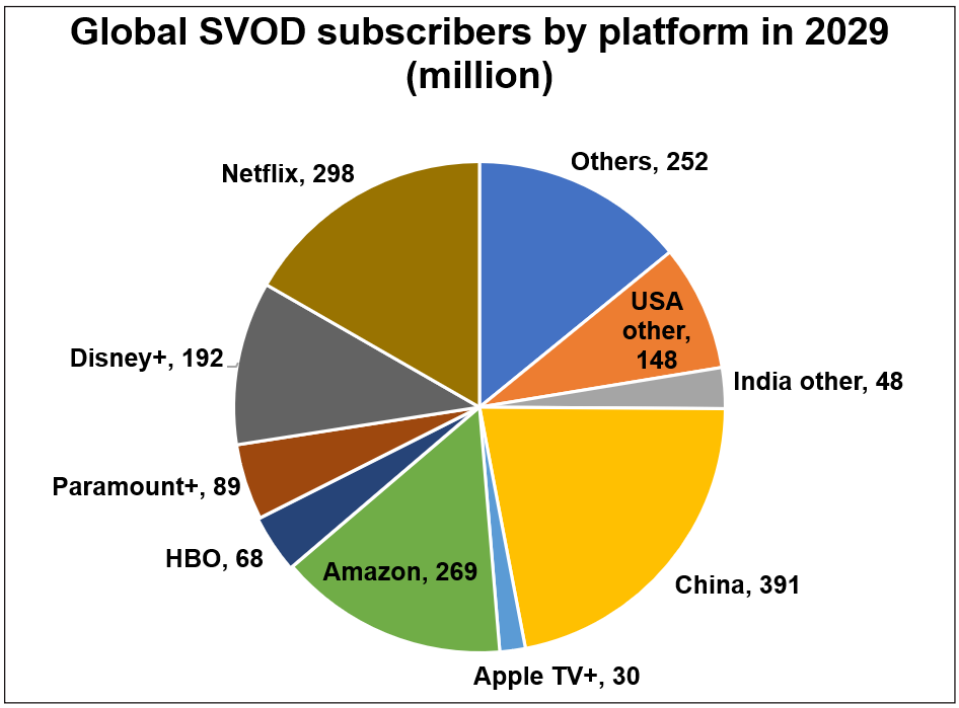
Prior to his role at Link Net, Budiman held various positions, including director at PT Bumiputera Investasi Indonesia Tbk from 2017 to 2018, managing partner at PT Y&K Capital from 2016 to 2017, and CFO at PT Sampoerna Telekomunikasi Indonesia from 2008 to 2016.



Marlo Budiman

# Netflix to hit 298m subs in 2029

## Digital TV Research shows Disney+ trailing for 2nd




*Source: SVOD Forecasts Update report, Digital TV Research*

Netflix will remain the largest single streaming platform globally in 2029, winning an additional 44 million subscribers for a total of 298 million, U.K. based analysts, Digital TV Research, says.

In second place is Disney+ at 192 million, with significantly less investment and take-up in the Asia-Pacific region, "assuming that Hotstar continues as part of the Disney stable," the company said in its latest SVOD Forecasts report.

Global SVOD subscriptions will increase by 321 million between 2023 and 2029 to reach 1.79 billion – showing continued growth.

The U.S. will add 30 million subscriptions, followed by Brazil (up by 23 million) and India (27 million).

Six U.S.-based platforms will have 946 million SVOD subscribers by 2029, up from 751 million in 2023.

These platforms will collectively increase their subscriber bases by 196 million.

"Platforms now measure their success through their profitability. This means that already-profitable Netflix will benefit more than its U.S.-based competitors," Simon Murray, Digital TV Research's principal analyst, says.



# TVB ups cuts by $13m, axes 200+ jobs

## HK broadcaster cuts channels, content costs

**TVB's Hong Kong channel line-up post restructure**

| TV Channels (Post-restructuring) | Content Type |
|---|---|
| Jade | Integrated entertainment and information, mainly in Cantonese |
| TVB+ | Integrated entertainment and information with interactive linkage to digital platforms |
| TVB News | News and information |
| Pearl | Integrated entertainment and information, mainly in English |

*Source: TVB*

Hong Kong media behemoth, Television Broadcasts Ltd (TVB), has unveiled a sweeping restructure of its domestic business, slashing content production costs by HK$100 million/US$12.8 million in 2024, shrinking its current five channels to four, and laying off more than 200 people.

The bulk of the cost cutting will impact fringe-programming and programmes that "fall short of their desired audience or commercial impact".

TVB said it would continue to invest in prime-time production.

The latest round of cost-cutting follows the HK$260-million savings unveiled in March this year. TVB said it was on track to achieve this by the end of the year.

TVB added that the latest TV restructure, which required regulatory approval, was "another key milestone in the company's ongoing turnaround".

The broadcaster also said the new channels line up would "optimise viewer and user experience, enhance operating efficiency and boost revenue potential".

TVB currently operates five TV channels: the flagship Cantonese Jade channel, with a prime-time rating of 17.5 for the first nine months of 2023, along with the youth-skewed J2, dedicated news channel TVB News, English-language entertainment channel Pearl and TVB Finance, Sport & Information (FSI), all of which have single-digit ratings at best.

The new structure merges J2 and FSI channels to create new TVB+ channel that will offer "new and enriched viewing experiences" by, for example, linking up with interactive content on digital platforms such as myTV Super and TVB social media accounts.

"This will be an important step in our transition into a more digital-focused TV broadcasting business," the company said.

TVB+ will also serve as a testbed for experimental content and formats that are "outside the traditional mold of our Jade channel programmes".

The full restructuring plan requires the approval of the Communications Authority of Hong Kong. The application was submitted on Monday (27 Nov).

The result of the application is expected in the first quarter of 2024.

Meanwhile, TVB will implement whatever it can within the scope of its existing domestic free TV licence. This will begin in December, and roll out in phases.

The restructure unveiled this week also impacts TVB's e-commerce activities, with another HK$50-60 million cut from annual fixed costs and overheads. About 100 jobs will be axed in the process.

Two platforms – Ztore with Neigbuy – will be merged by the end of this year to "achieve a more capital-efficient business model" and to "create a combined customer base of one million registered customers".

The Ztore website and mobile app will cease to operate on 19 December 2023.

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| December 2023 | 5 | AVIA: OTT Summit 2023 | Singapore |
| | 5 | The ATF Leaders Dialogue 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 |
| February 2024 | 22-23 | SPORTEL Rendez-vous Bali | Bali, Indonesia |
| March 2024 | 3-6 | Australian International Documentary Conference (AIDC) | Melbourne, Australia |
| | 11-14 | Hong Kong International Film & TV Market 2024 | Hong Kong |
| | 13-14 | Asia Video Summit 2024 | Hong Kong |
| | 19-21 | Series Mania Forum 2024 | Lille, France |
| April 2024 | 5-10 | Canneseries 2024 | Cannes, France |
| | 8-10 | Mip TV/Mip Formats/Mip Doc/Mip Drama 2024 | Cannes, France |
| May 2024 | 29-31 | BroadcastAsia/CommunicAsia 2024 | Singapore |
| 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 |
| August 2024 | 20-21 | ContentAsia Summit 2024 | Bangkok, Thailand |
| | 22 | ContentAsia Awards 2024 | Bangkok, Thailand |
| September 2024 | 26-29 | Gwangju Ace Fair 2024 | Gwangju, Korea |
| October 2024 | 19-20 | MipJunior 2024 | Cannes, France |
| | 21-24 | Mipcom 2024 | Cannes, France |

** As of 27 November 2023*

*The full list of events is available at www.contentasia.tv/events*

# *Daily Dose of Sunshine* slays

## Netflix medical comedy leaves competitors trailing

Netflix's medical comedy drama, *Daily Dose of Sunshine*, was Korea's show of the week (14-20 Nov) by a long way, according to data science company, Parrot Analytics.

The series, based on a Kakao webtoon by Lee Ra-ha, premiered on 3 Nov, gathering more than 30x the demand for the average show in the market.

Disney+'s superhero series *Loki* – a long running favourite in Korea – was the sole foreign title on the overall top 10, and one of three foreign titles on the digital chart along with superhero title, *Invincible* (Prime Video), and sci-fi action-adventure series *Ahsoka* (Disney+).

Netflix dominated the digital list with five titles, while Disney+ ended the week with three shows.

Rumours of a second season appear to have revived interest in 2019 blockbuster, *Crash Landing on You*.

### Top 10 overall TV shows: South Korea

| Rank | Title | Difference from Market Average |
|---|---|---|
| 1 | Daily Dose Of Sunshine (정신병동에도 아침이 와요) | 30.71x |
| 2 | Running Man (런닝맨) | 26.76x |
| 3 | Loki | 23.99x |
| 4 | Sweet Home (스위트홈) | 18.1x |
| 5 | Strong Woman Kang Nam Soon (힘쎈여자 강남순) | 17.79x |
| 6 | Twinkling Watermelon (반짝이는 워터멜론) | 17.7x |
| 7 | Everybody (에브리바디) | 17.51x |
| 8 | M Countdown (엠카운트다운) | 16.95x |
| 9 | Squid Game (오징어 게임) | 16.91x |
| 10 | Crash Landing On You (사랑의 불시착) | 16.86x |

### Top 10 digital originals: South Korea

| Rank | Title | Platform | Difference from Market Average |
|---|---|---|---|
| 1 | Daily Dose Of Sunshine (정신병동에도 아침이 와요) | Netflix | 30.71x |
| 2 | Loki | Disney+ | 23.99x |
| 3 | Sweet Home (스위트홈) | Netflix | 18.1x |
| 4 | Squid Game (오징어 게임) | Netflix | 16.91x |
| 5 | Mask Girl (마스크걸) | Netflix | 16.33x |
| 6 | Doona! (이두나!) | Netflix | 15.66x |
| 7 | The Seasons: Jay Park's Drive (더 시즌즈-박재범의 드라이브) | KBS2 | 14x |
| 8 | Casino (카지노) | Disney+ | 13.95x |
| 9 | Invincible | Amazon Prime Video | 13.68x |
| 10 | Ahsoka | Disney+ | 12.62x |

***Date range: 14-20 November 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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