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6-19 February 2023

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Hits Now launches with live Grammys

Smooth 6 Feb start for Rewind Networks' regional channel on 3 platforms

Regional entertainment channel Hits Now launched on Monday morning with this year's Grammy Awards – the first live broadcast for the 10-year-old Singapore-based Rewind Networks.

The new channel goes up with carriage on three platforms in Asia – Singtel in Singapore, and, in Indonesia, First Media and on Telkom Indonesia's IndiHome TV/IndiHome TV OTT.

Hits Now is the third linear channel from Rewind Networks after the flagship Hits channel and Hits Movies.

The first programme after the live/exclusive Grammys on Monday morning was the 2022 season of *American Idol*, leading into the new season of the talent competition, which premieres on Hits Now on 21 Feb within 36 hours of the U.S. broadcast.

From tonight (Tuesday, 7 Feb), Hits Now will carry day and date telecasts of *Entertainment Tonight*.

The schedule also includes early seasons of shows such as *Fire Country*, *Alert: Missing Persons Unit*, *Young Rock*, *The Goldbergs* and *Ghosts* to bring viewers up to date. Past seasons will be followed by airdates in Asia in the same week as the U.S.

Hits Now will air the current seasons of *Britain's Got Talent* in April, *America's Got Talent* in early June, and *Survivor* and *Top Chef* in March.

Other titles include *Project Runway*, *Monarch*, *Chicago P.D.*, *Chicago Fire*, *Fear Thy Neighbor*, *Celebrity Wheel of Fortune*, *Who Wants To Be a Millionaire?*, and *Celebrity Family Feud*.

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KC Global Media enters India

Animax channel premieres on JioTV on 7 Feb



Golden Kamuy

Regional entertainment channels operator, KC Global Media, expands to India for the first time, premiering its Animax Japanese anime channel on Reliance Industries' JioTV on 7 Feb.

The channel goes live with new and classic titles – including *Golden Kamuy*, action series *Naruto*, *Gintama* and sports drama *Kuroko's Basketball* – in their original Japanese with English subtitles as part of JioTV's 900+ channels offering.

KC Global Media co-founder and chairman, Andy Kaplan, said ahead of the launch that India's demand for digital first/OTT content would continue with the drive towards 5G.

KC Global Media's rollout in India, along with channel launches such as Rewind Networks' Hits Now, herald an encouraging turn for Asia's linear services, which have largely been sidelined, if not buried, in the recent rush to on-demand streaming.

Animax, which launched in 1998, serves 38.8 million homes in 14 territories in Asia.

Telkomsel upsizes streaming apps

New package is an "innovative step", Indo telco says

Indonesian telco Telkomsel is rolling out a new entertainment package it says is part of a bid to improve digital lifestyle experiences, speed up digital transformation, and make consumer access to regional/global streaming apps easier.

The new Orbit Entertainment package offers Catchplay+, Disney+ Hotstar, Lionsgate Play, Prime Video, Vidio and WeTV, with more in the works.

The telco described the new package as an "innovative step" that was part of its effort to "strengthen its position as The Home of Entertainment".

The new entertainment package can be accessed by all Telkomsel Orbit customers with 4G & 5G services.

The Orbit Entertainment package costs from IDR 25,000/US$1.65 and includes various data bonuses.

Entries open on 15 February

CONTENTASIA AWARDS 2023

Bringing ContentAsia's expertise & integrity into Asia's Awards space

Entry deadline: **14 April 2023**
Finalists: **20 July 2023**
Who won: **24 August 2023**

www.contentasiaawards.com


Dennis Yang, founder/CEO, Studio76


Jocelyn Little, managing director, Donovan Chan, creative director, Beach House Pictures; Si En Tan, Kris Ong, co-founders/producers, Momo Film


The Broken Marriage Vow lead, Jodi Sta Maria, and supervising producer, Kylie Manalo-Balagtas


Henry Tran, GM, Warner Bros. (F.E.) Inc. Thailand


(L-R) Bunaveswaran Ganesan, Shabir Tabare Alam, TJ Lee, MD, Weiyu Films


Virginia Lim, chief content officer, Mediacorp


TJ Lee, MD, Weiyu Films


Marianne Lee, chief of content acquisition & licensing, Viu


Yuthtana Lopanpaibul, executive producer/director, BEC World


Pantham Thongsang, HBO/Warner Bros Discovery


Wanida Boonprasertwattana, AVP – Inter Right Management, ONE 31/GMMTV, Thailand


The Miracle of Teddy Bear (Khunmee Patiharn) BEC World (Plc) / Tanadlakorn / Yuthtana Lopanpaibul


ContentAsia Awards 2022 host Elizabeth Sadler

Banijay's Beyond pushes hybrid anime/animation

New alliance with Custom Nuts to develop titles for int'l market



Melinda Wearne, Silas Hickey

Banijay's Beyond Entertainment has tied up with Silas Hickey's indie animation/creative studio, Custom Nuts, to co-develop/produce a slate of hybrid Japanese anime/Western animation series for the international market.

The first three projects out of Beyond Custom Nuts are sci-fi slapstick comedy *Jock and Sunny* (52x7 mins); factual/slapstick anime *Shape & Shapers* (26x11 mins); and surfing subculture title, *Classical Chaos* (26x11 mins + feature-length specials).

Hickey, formerly APAC regional head of development and original production at WBD's Cartoon Network, co-founded Custom Nuts in 2019 with Matthew Howison.

The aim is to "combine the best of Japanese anime and western cartoons into a new kind of hybrid animated entertainment".

Beyond Entertainment's Melinda Wearne (*Beat Bugs, Motown Magic*) is leading the new partnership. Among other projects, Wearne created *Hoopla Doopla*, a co-production between Australia's ABC and CCTV in China.

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Gaurav Kharod takes over Intelsat APAC; Terry Bleakley exits

Intelsat's South Asia sales head, Gaurav Kharod, is taking over from veteran satellite head Terry Bleakley as regional VP for Asia Pacific from 1 April.

Bleakley stays with the company in a part-time senior advisory role, the U.S.-based satellite operator said at the same time as it highlighted its "ambitious growth trajectory in the APAC market".

Kharod was most recently the global satellite company's managing sales director of South Asia and India, and has held roles at Hughes India and Viasat.

IndiHome picks up Moonbug channel

Candle Media's Moonbug Entertainment has launched its Moonbug Kids channel on Telkom Indonesia. The channel in English and Bahasa Indonesia went live on IndiHome at the beginning of February. Titles include *CoComelon*, *Blippi* and One Animation's *Oddbods*.

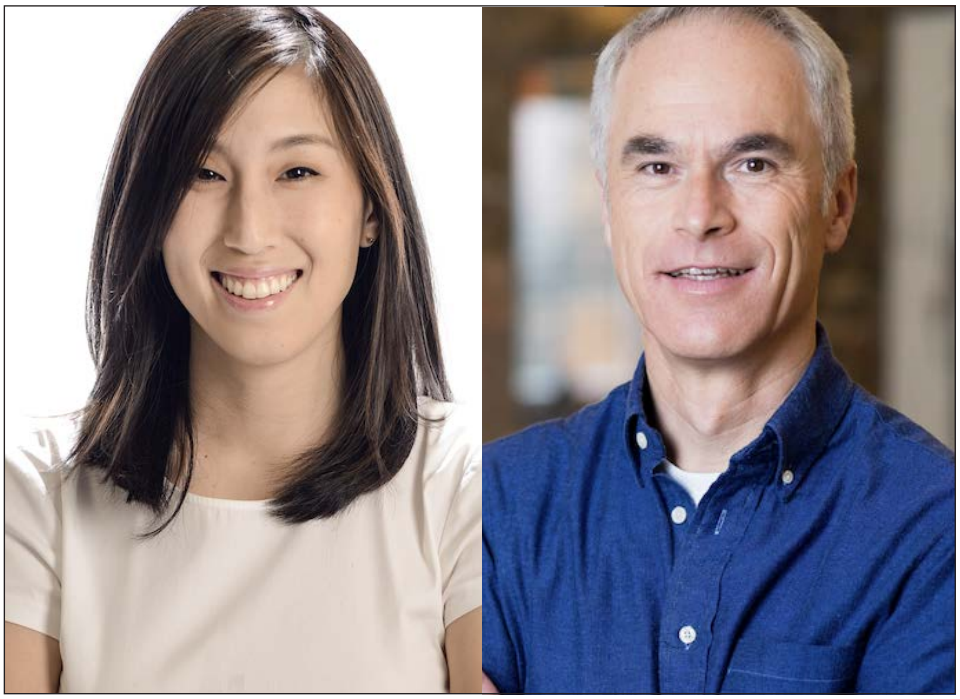
Iyuno adds Turkish dubbing shop

David Lee's Iyuno Media Group has taken an undisclosed stake in Savas Özdural and Kerem Kobanbay's Turkish dubbing/subtitling studio, Ak'la Kara International. The investment gives Iyuno its 35th global market. Financial terms of the deal were not disclosed.

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Six-title slate from new Asia-U.K. indie

Min Lim, Richard Johns tie up on East-West originals



Double Vision's Min Lim (left) and Argo Films' Richard Johns

Malaysian producer, Min Lim, is pushing further into international co-production, partnering with Richard Johns' Argo Films in the U.K. to develop East-West stories for international audiences under new label, Sympatico.

The alliance between Lim's Kuala-Lumpur-based Double Vision and Argo kicks off with espionage series, *Emergency*, in partnership with Fremantle.

The initial slate of six titles – two TV series and four films – also includes *The Last Kapitan*, a series about a son who returns from the dead to exact revenge on the man who wronged him years before – his father.

The third title is *Cabut*, a feature film about four Malaysian thieves who hold an American expat family hostage only to discover family members are not who they appear to be.

A second film is *Killing Time*, a set-in-Malaysia remake of Richard Johns' thriller about a female assassin who sets out to avenge the gangster boss who betrayed her.

The two other films are modern-day western, *Tudung Girl*, about an underestimated young Muslim woman who tries to keep her family and neighbours alive when four assassins come to town; and *Berjalai*, about a local Iban tracker and a British solider, both survivors of a Communist ambush during the Malayan Emergency of the 1950s, who are hunted through the jungle.

Sympatico expects to go into production this year on at least two of the projects.

This month's announcement said Sympatico would "develop and produce bold, authentic and entertaining film and television content that smashes stereotypes and organically integrates East and West for global audiences".

"Too often, Southeast Asia has been portrayed in a mix of styles on screen with, for example, iconic establishing shots of Kuala Lumpur's Twin Towers soon giving way to a location that resembles Vietnam, mixed with Hong Kong by way of Vancouver," Lim says.

She adds that stories set in Asia "are frequently told from a Western perspective with 'white saviour' characters leading the charge, side-lining local voices".

South Korea

In numbers

Population ..... 51.56 million
Households ..... 21.448 million
TV households..... 97.8%
Total pay TV subscribers..... 35.77 million
- IPTV subscribers .....19.89 million
- Cable TV SO subs ..... 12.88 million
- Satellite TV subs ..... 2.99 million
Internet subscribers..... 61.4 million
Mobile subscribers ..... 76.99 million
5G mobile subscribers ..... 24.53 million

Source: Statistics Korea/KOSIS (projected population in 2023, households in 2021, internet in April 2022), Korea Communications Comission (TV households/pay TV in 2021), Ministry of Science and ICT (mobile in Dec 2022, 5G in Aug 2022)



Romcom *Crash Course in Romance*, directed by Yoo Je-won, ranked top place in Netflix's top 10 TV chart for Korea for the week of 23-29 January 2023. The 16-parter series was also in the top 10 lists in Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam for the same week. *Crash Course in Romance* is produced by Studio Dragon and stars Jeon Do-yeon and Jung Kyung-ho. The series, about the love-hate relationship between a food shop owner and an instructor, debuted on Netflix and tvN on 14 January 2023. New episodes drop on weekends.

Free TV

Educational Broadcasting System (EBS)

Educational Broadcasting System (EBS) was founded in 1973 for educational establishments and launched in 1974 as a radio station under the Korean Educational Development Institute. TV broadcasting started in 1980. EBS was re-established as a public corporation in 2000, and currently owns and operates seven TV channels, including terrestrial stations EBS1 (educational content mainly targeting children/parents) and EBS2 (mainly for elementary/middle school students and includes English-language programming), and one radio service, EBS FM. EBS also operates internet-/mobile-based educational services and is involved in international co-production and distribution.

Korean Broadcasting System (KBS)

Public broadcaster Korean Broadcasting System (KBS) was founded in 1926 and added TV to its radio services in 1961. Now, KBS operates four terrestrial TV channels (HD1TV, HD2TV, UHD1TV, UHD2TV), two satellite TV channels (KBS World, KBS Korea), seven radio channels, four DMB channels and new media services, including my K. KBS subsidiaries include KBS Media, which manages local/global marketing of KBS content. KBS has its headquarters in Yeouido and Seoul, and maintains 18 regional stations across the country. There are 11 overseas bureaus worldwide, including in the U.S., Europe, China, and Japan. KBS is funded by TV licence fees and advertisements.

Munhwa Broadcasting Corporation (MBC)

Established in 1961, Munhwa Broadcasting Corporation (MBC) is a public broadcaster with 98% coverage of Korea. The MBC network consists of one national terrestrial station (Channel 11), five cable stations (drama, sports, variety, music, women), five satellite TV channels (drama, sports, music, variety, women), four terrestrial DMB services (two television, one radio, one data) and three radio stations (AM, FM, standard FM). MBC distributes its content internationally via distribution arm iMBC.

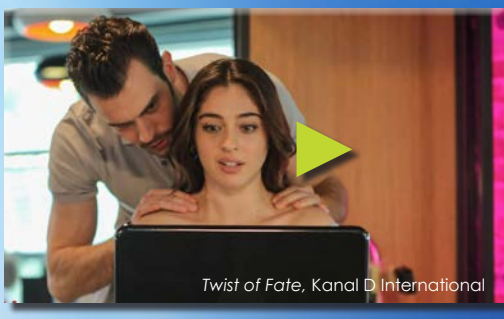
Seoul Broadcasting System (SBS)

Founded in 1990 and launched in 1991, Seoul Broadcasting System (SBS) operates a national domestic terrestrial TV channel offering news, drama, entertainment, sports, films and documentaries; nine cable/satellite channels (SBS Plus, SBS Golf, SBS funE, SBS FiL, SBS FiL UHD, SBS Sports, SBS Biz, SBS MTV and Nickelodeon Korea); one DMB channel; and two FM radio stations. SBS also has interests in TV programme production and distribution, and internet/new media such as its SBS app, which offers real-time content/80,000 episodes/podcasts; and streaming portal AllVOD offering classic/latest VOD content.

contentasia Screenings


The Mole, Bomanbridge Media


New Gold Mountain, All3Media International


Twist of Fate, Kanal D International


Undercover, JTBC Studios



ABC News 7.30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings


World of Himmapan (Pipob Himmapan), BEC World


Voice In The Rain, Viu



The Last Wildlife – Anan, Wangpeng & Me, HONG PICTURES


Wife on Duty, JKN Global Media


Kalel, 15, Cignal Entertainment

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Pay TV

B tv

IPTV service B tv, launched in 2009 by SK Telecom's broadband unit SK Broadband, offers 250+ SD/HD channels and 160,000+ VOD/catch-up titles (movies/TV series) to 6.504 million subscribers (Dec 2022). Monthly subscriptions with a one-year contract cost from Won7,700/US$6.30 for 60 TV channels (B tv Mini pack) to Won36,300/US$29.55 for 254 TV channels/catch up services (B tv All plan). SK Broadband, which also offers Apple TV 4K/+, broadband and mobile services, had 6.703 million broadband subscribers and 1.601 million mobile residential customers at the end of 2022.

D'Live

D'Live is a cable internet/pay-TV and OTT service provider in Korea offering upwards of 242 channels. Bundles of internet/TV/OTT services cost from Won50,600/US$41.20 a month for a three-year contract to Won80,300/US$65.35 a month without contract.

KT Skylife/Olleh TV/ Olleh TV Skylife

Founded in 1981 as a fixed-line service provider, the former state-owned KT Corporation began providing satellite services through KT Skylife in 2002. KT Skylife/SkyTV/Olleh TV offers over 230 HD/SD TV/audio channels and 300,000 VOD titles to 9.25 million total pay-TV subscribers (Q3 2022). KT produces its own content, including drama, sports and talk shows, and also operates mobile (32.831 million subs, Q3 2022), ultra-high-definition IPTV Olleh GiGA UHD tv (6.416 million, Q3 2022) and broadband (9.559 million users, Q3 2022) services.

LG U+

Established in July 1996 by LG U+ Corp, LG U+ is an IPTV service offering VOD titles and 250+ live channels. LG U+, which had 5.353 million subscribers at the end of 2022, also operates broadband service Giga Broadband to 4.936 million subscribers (Q4 2022). LG U+ and Giga Broadband internet combo monthly subscription plans for a three-year contract cost from Won38,500/US$31.23 for 211 channels and 100 Mbps internet connection to Won66,000/US$53.55 for 211 channels and 1 Gbps connection. Aside from Disney+, the platform carries third party streaming services Netflix, offered either standalone or bundled with the U+ TV plans, and YouTube Premium. In-house mobile apps include a mobile IPTV version branded as U+ Mobile TV, U+Golf, U+Children and U+Pro Baseball. LG U+ was founded in July 1996 by the merger of three LG telcos: LG Telecom, LG Dacom and LG Powercom.

OTT/Online/Mobile

Apple TV+/4K

Apple TV+ launched in Korea on 4 November 2021, with its first Korean original series, *Dr. Brain*. Directed and executive produced by filmmaker Kim Jee-woon (*A Tale of Two Sisters*), the six-episode sci fi drama *Dr. Brain* is based on the Korean webtoon by Hongjacga and is produced for Apple TV+ by Bound Entertainment, Kakao Entertainment, StudioPlex and Dark Circle Pictures. In Korea, Apple TV+ is available via the Apple TV app (via iPhone, iPad, iPod touch, Mac, Apple TV HD, Apple TV 4K, select Samsung and LG smart TVs, PlayStation consoles, select SK Broadband set-top boxes) and Apple TV portal. Subscription of Apple TV+ costs Won6,500/US$5.30 a month with a 7-day free trial. Apple TV 4K box starts at Won219,000/US$177.88.

Coupang Play

Established in Dec 2020 by e-commerce company Coupang, Coupang Play offers original content, local and foreign shows free to its premium Coupang members. The streamer released its first original series, *One Ordinary Day*, an adaptation of BBC Studios's thriller/legal *Criminal Justice*, on 27 November 2021. Coupang membership costs Won4,990/US$4.05 a month.

Disney+

Disney+ launched in Korea on 12 November 2021. Subscription costs Won9,900/US$8.03 a month or Won99,000/US$80.35 a year. Disney+ is also available on LG Uplus's IPTV U+tv platform.

Kakao TV

Launched in Feb 2017, Kakao TV offers UGC, local TV, original content and interactive real-time chat. Kakao TV is owned and operated by Kakao Corporation, formed by the merger between video platform Kakao and content provider Daum Communications in 2014.

My K

My K is a mobile app of Korean Broadcasting System (KBS), offering real-time broadcast of KBS 1TV/2TV/KBSN channels, catch-up content and KBS radio.

Naver TV

Ad-supported online video portal Naver TV was launched in 2012 by internet service operator Naver Corporation, best known for its search portal/online services. The platform offers Korean web series and UGC videos. Naver TVcast also carries some acquired English-language content. In Jan 2021, parent company Naver Corp announced its plan to acquire Canadian crowd-storytelling platform Wattpad for about US$600m. The acquisition was completed in May 2021. Naver also holds a 15% stake in CJ ENM's streaming platform TVing after investing Won40 billion/US$35.45 million in July 2021.

Netflix

In January 2023, Netflix unveiled 34 new Korean titles, billing it as its biggest ever out of Korea and said that it would take Korean content to "new heights" in

2023. The slate included 11 brand new titles plus the return of proven blockbusters such as creature drama *Sweet Home* and revenge series *The Glory*. In addition to 20 series, the new Korea line up involves six movies, two documentaries and five reality shows across a range of themes and topics, including survival, romance and social commentary. In Korea, Netflix's monthly subscriptions cost Won9,500/US$7.70 for the basic plan, Won13,500/US$10.95 for the standard plan and Won17,000/US$13.80 for the premium plan.

Paramount+

Paramount+ launched in South Korea on 16 June 2022 as an exclusive bundle with Korean entertainment conglomerate CJ ENM's streaming service TVing. TVing offers Paramount+ to all its subscribers at no extra cost. The Paramount+'s entry into Asia was announced in December 2021 as part of a multi-layered distribution and content "global strategic partnership" with CJ ENM. Paramount+ is the fourth global streaming service provider operating in South Korea, following Netflix, Disney+ and Apple TV+.

TVing

CJ ENM's streaming platform TVing debuted in May 2010 and offers real-time TV channels, and VOD of original, local and international content. TVing's annual subscriptions cost from Won71,000/US$57.69 for access to live TV channels/VOD/one screen to Won125,000/US$101.57 for live TV channels/VOD/4K/four screens. TVing is geo-restricted to users in South Korea.

Watcha

Founded in 2011, Kakao Ventures-backed Watcha Inc (formerly known as Frograms Inc/Watcha Play) began its business as Watchpedia, a data platform operator that gathers movie reviews and launched Watcha in 2016. Watcha offers about 100,000 original/local/international titles, including drama, documentary and animation series. Watcha's Feb 2023 offering includes Japanese legal/youth drama series *Themis' Classroom: Legal Youth White Paper*, about judge/professor Hiiragi Shizuku (played by Keiko Kitagawa) who is assigned to teach in a law school where everyone is only obsessed with passing the bar exam and lacks humanity and compassion. Shizuku raises the question of what the legal profession's true attitude should be and faces challenges trying to change mindsets of both students and teachers in the school. Watcha's basic plan costs Won869/US$0.70 a month for one device and premium is Won1,320/US$1.06 a month for five devices.

Wavve

Launched in Sept 2019, Wavve, a joint venture of SK Telecom, KBS, MBC and SBS, offers local/international content, including movies and drama series priced from Won7,900/US$6.35 a month for one screen to Won13,900/US$11.17 a month for four screens. The plan is to invest Won1 trillion/US$803 million in original content by 2025.

YouTube Premium

Google's video subscription service YouTube Premium (formerly YouTube Red) launched in Korea in Dec 2016. YouTube Premium offers original movies/series, music videos and ad-free (offline feature) videos, and costs Won10,450/US$8.30 a month for Android users and Won14,000/US$11.25 a month for iOS users.

Regulators

Korea Communications Commission (KCC)

The KCC was created in 2008, combining the former Korean Broadcasting Commission and the Ministry of Information and Communication. KCC is responsible for regulating broadcasting and communications services, protecting users, and maintaining the independence of broadcasting services.

Ministry of Science and ICT

The Ministry of Science and ICT is charged with creating new value based on the convergence between science & technology and ICT.

Adapted from *ContentAsia*'s The Big List 2023

Be included!

ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at malena@contentasia.tv

What's on where...

March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmart 2023	Hong Kong
	21-23	Series Mania Forum 2023	Lille, France + Online
April 2023	13	AVIA: Future of Video India 2023	Mumbai, India
	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 2023	Cannes, France
	17-19	Mip Doc 2023	Cannes, France
	17-19	Mip Formats 2023	Cannes, France
	17-19	Mip Drama 2023	Cannes, France
May 2023	4	AVIA: Taiwan in View 2023	Taipei, Taiwan
June 2023	6	AVIA: Satellite Industry Forum 2023	Singapore
	7-9	BroadcastAsia/CommunicAsia 2023	Singapore
	8-10	Telefilm Vietnam 2023	Ho Chi Minh City, Vietnam
	20-21	AVIA: Asia Video Summit 2023	Hong Kong
	28-30	Content Expo Tokyo 2023	Tokyo, Japan
August 2023	21-23	ContentAsia Summit 2023	Bangkok, Thailand + Streamed
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
	31	AVIA: Indonesia in View 2023	Jakarta, Indonesia
September 2023	14-17	Gwangju Ace Fair 2023	Gwangju, South Korea
	26-28	APOS 2023	Bali, Indonesia
October 2023	10	AVIA: Thailand in View 2023	Bangkok, Thailand
	14-15	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France
November 2023	8-10	Taiwan Creative Content Fest 2023	Taipei + Online
	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	Marina Bay Sands, Singapore

** As of 6 February 2023*

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

Local animation soars in Malaysia

Streaming demand slows to single digits – Parrot Analytics

Long-running Malaysian animated property, *Upin & Ipin*, narrowly beat local superhero *Ejen Ali* at the top of Malaysia's TV demand charts for the week of 24-30 January, according to data science company Parrot Analytics.

Demand for a third property – *Boboiboy: Galaxy* – gave locally produced animation three of the top five spots on the overall TV list for the week.

Malaysia's appetite for animation extended to Japanese anime series, *One Piece*, which was fifth on the overall list, giving animated shows four of the country's top five spots.

HBO's post-apocalyptic drama, *The Last of Us*, was the week's unrivalled drama winner in third place, way ahead of the other two dramas that made the top 10 – Turkish crime series *Eşkıya Dünyaya Hükümdar Olmaz* and *House of the Dragon*.

Made-for-streaming titles fell back to single digit demand for the week, led by Amazon Prime Video's *The Boys*.

Top 10 overall TV shows: Malaysia

Rank	Title	Difference from Market Average
1	Upin & Ipin	16.23x
2	Ejen Ali	16.21x
3	The Last Of Us	14.64x
4	Boboiboy: Galaxy	14.62x
5	One Piece	13.93x
6	Rick And Morty	12.4x
7	Eşkıya Dünyaya Hükümdar Olmaz	12.33x
8	Touche Pas À Mon Poste !	12.02x
9	Boboiboy	11.34x
10	House of the Dragon	10.44x

Top 10 digital originals: Malaysia

Rank	Title	Platform	Difference from Market Average
1	The Boys	Amazon Prime Video	9.16x
2	The Mandalorian	Disney+	8.03x
3	Andor	Disney+	7.4x
4	Wednesday	Netflix	6.78x
5	Warrior Nun	Netflix	6.53x
6	Stranger Things	Netflix	6.52x
7	The Lord of The Rings: The Rings Of Power	Amazon Prime Video	6.52x
8	Mechamato	Netflix	5.63x
9	WandaVision	Disney+	5.59x
10	She-Hulk: Attorney At Law	Disney+	5.46x

Date range: 24-30 January 2022
The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment. In this dataset we are comparing the demand that exists for each series in this market, against the average TV show.
A difference of 1x represents the market average and 10x means a series is ten times more in demand than the average TV show in this market.

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