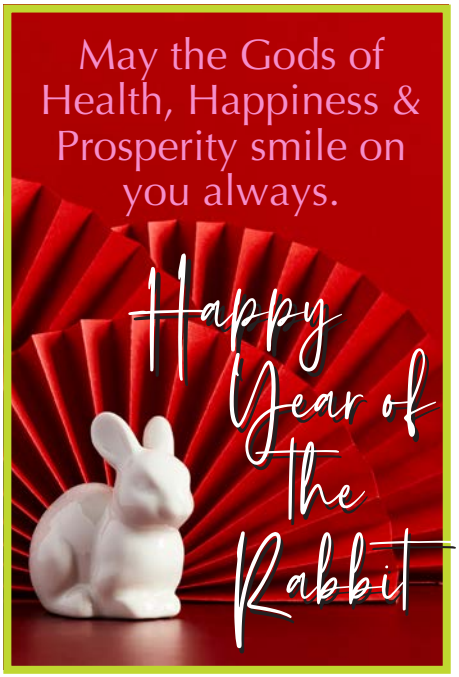
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Killer Instincts: ABS-CBN bets on murder thriller

Cattleya Killer leads global originals ambitions

The stakes for fictional hero Anton Dela Rosa, the lead character in new thriller *Cattleya Killer*, are as high as they are for producer ABS-CBN International Production, which is leading Philippines' programmer ABS-CBN's new international originals charge. We go behind the scenes with writer Dodo Dayao, director Dan Villegas and supervising producer Edgar Joseph Mallari.

The full story is on page 5

Plus

- MNC Pictures budget-busting decision pays off for Indonesian producer
- Miss Universe live heads across Southeast Asia; first pageant under new owner, Thailand's JKN Global, kicks off

... and more


Lolong

Philippines' giants shift war to Indonesia

GMA's *Lolong*, ABS-CBN's *Darna* debut on Antv

Philippines' programming heavyweights – GMA Network and ABS-CBN – have shifted their long-running content war to Indonesia, counting down to the prime-time premieres of blockbuster TV series, ABS-CBN's *Mars Ravelo's Darna The TV Series*, which debuts on Antv tomorrow (Tuesday, 10 Jan 2023) at 6.15pm, and GMA Network's *Lolong*, which is coming to Antv soon.

Antv has not confirmed the premiere date for *Lolong,* about a man's extraordinary friendship with a giant crocodile named Dakila.

The series – which GMA says is Antv's first acquisition from GMA Worldwide – was produced by GMA Public Affairs and will air in Indonesia as *Dakkila*.

Lolong ran in the Philippines from July last year to the end of September.

The 65-episode action drama stars Ruru Madrid as Rolando "Lolong" Candelaria, who fights injustice and corruption in his small town, along with a 22-feet long animatronic crocodile.

Already renewed for a second season *Lolong*'s peak rating was 19.3% for the season finale on 30 September (source: Nielsen Philippines).

The lowest was 14.6% on 4 August 2022, making it the most-watched show in the Philippines last year.

Lolong was developed from an idea by broadcast journalist and GMA News pillar Jessica Soho and assistant vice president for GMA Public Affairs, LJ Castel.

The series was directed by Rommel Penesa and Conrado Peru.

In the Philippines, *Lolong* aired on GMA at 8pm after news show *24 Oras*, and at 9pm on sister channel GTV.

The new season – *Lolong: Ang Luha ng Unang Atubaw,* picks up Lolong's journey after freeing the people of Del Rio and Tumahan from the wicked Armando Banson (played by Christopher de Leon). He now lives a peaceful life with the surviving Atubaws and his love, Elsie (played by Shaira Diaz)... until he discovers that the tribe's most important treasure, the crystallised tear of the first Atubaw – has gone missing, and he needs to find it.

More on page 4


HOMICIDE:
HOURS TO KILL
Expert Witness
MY
FLOATING
HOME
SOMEBODY'S
HIDING
SOMETHING
PROPERTY
BROTHERS
Forever Home
Ghost Ships
MAYDAY
AIR DISASTER
History
of the
Sitcom
PATRICK ARYEE'S
WILD WORLD
CLOSE ENCOUNTERS
DOWN UNDER
MUST-WATCH FACTUAL
20
YEARS
ENTERTAINING
THE WORLD
cineflix
Rights

MNC Pictures budget-busting decision pays off for Indonesian producer



Ranah 3 Warna

Indonesia's MNC Pictures moves into 2023 with its first movie on Amazon Prime Video in Southeast Asia, putting something of a stamp of approval on the Jakarta-based national media company's decision to raise its production budgets to approx US$1.5 million for the first time.

Ranah 3 Warna, produced by MNC Pictures, premiered on the platform on 5 January.

Arbani Yasiz (*Ustad Milenial*) stars as 19-year old Alif Fikri, a village boy from the shores of Lake Maninjau who wants to follow his idol, BJ Habibie, to study and travel. Battered by a series of obstacles, he nevertheless persists and never loses sight of his dream.

Ranah 3 Warna, adapted from a novel by Ahmad Fuadi, is directed by Guntur Soeharjanto, produced by Widya Wardhani Ichram and written by Alim Sudio.

The film was released during the Jakarta Film Week in November 2021, with a broader theatrical release in June 2022.

Miss Universe live heads across SE Asia

First pageant under new owner, Thailand's JKN Global



Crowning of India's Harnaaz Sandhu in 2022

Broadcasters across Southeast Asia, including Thailand, the Philippines, Indonesia, Malaysia, Vietnam and Cambodia, have picked up rights to the Miss Universe pageant happening in New Orleans this weekend.

The pageant is the first under new owner, Thai-listed JKN Global Group, which acquired the Miss Universe Organisation from IMG Worldwide for US$20 million in October 2022.

The acquisition shifted the 71-year-old organisation's ownership outside of the U.S. for the first time.

The Bangkok-based JKN will air the main event on its free-TV channel, JKN18, along with the preliminary round on 12 January from 8am to 9.30am (BKK), followed by the national costume round from 10am to 11.30am.

In the Philippines, ABS-CBN will air the pageant live on A2Z Channel 11, Kapamilya Channel, Metro Channel and iWantTFC, on Sunday morning with the 10.30pm encore including free-TV network TV5 as well, and high hopes for the crown to return to the Philippines for the fifth time.

Free-TV broadcaster Antv has acquired rights for Indonesia, along with 8TV for Malaysia and the Now TV English channel for Hong Kong.

In Vietnam, the pageant will air on FPT, with Hang Meas picking up rights for Cambodia.

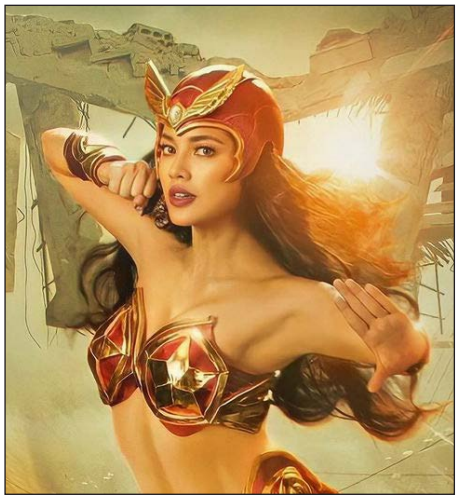
85 women are competing in this year's event. The current Miss Universe is India's Harnaaz Sandhu.

Singapore's Singtel ditches four channels from 1 Feb

Singapore's Singtel is axeing four channels – Kids Channel, Entertainment Channel, CBO Channel and Food & Health Channel – from 1 February as it continues to clean house. New channels Singtel is launching include Rewind Networks' Hits Now, which kicks off on 6 February with the Grammy Awards.

Japan's Jcom rolls out fishing streamer

Japan's Jcom launches online video platform, Fishing Vision VOD, on 25 January with about 7,000 programmes. The platform will be offered at no extra cost to existing subscribers.



Mars Ravelo's Darna The TV Series

From page 1: Philippines' drama

Fantasy superhero drama, *Darna*, starring Jane de Leon as Narda, replaced *FPJ's Ang Probinsyano* on ABS-CBN's platforms in the Philippines from August last year.

The half-hour show is about a young woman who fights hopelessness and corruption with special powers she draws from a magic stone. *Darna* so far has more than 100 episodes.

HK SCMP seals exclusive deal with SBS

Aus broadcaster picks up first two Goldthread food shows



Mean Street Gourmet

The video unit of Hong Kong's South China Morning Post (SCMP) has licensed all seasons of two original food series – *Eat China* and *Mean Street Gourmet* – to SBS Australia's food channel.

The deal is a first for SCMP, which launched its English-language video production division, Goldthread, in 2018 as a "video-first culture unit".

Eat China and *Mean Street Gourmet* will air exclusively on SBS Food in Australia.

Eat China premieres on 24 January and will air weekdays at 5.30pm. The episodes will also be available on-demand.

Air dates for *Mean Street Gourmet* have not been confirmed.

Eat China's three seasons feature a deep dive into Chinese regional cuisines, shaped by geography and culture.

Mean Street Gourmet visits mom-and-pop diners, exploring the personal stories of the people behind the storefronts.

Nippon TV captures ratings crown for 12th year

Japan's Nippon TV captured the country's annual individual ratings "triple crown" in 2022, giving the Tokyo-based free-TV network the title for the 12th consecutive year.

Nippon TV topped ratings for commercial broadcasters for All Day, Prime Time, and Golden Time categories (3 January 2022–1 January 2023).

The station's all-day (6am to midnight) rating was 3.7%. Prime Time (7 pm-11 pm) was 5.5%, and Golden Time (7 pm-10 pm) was 5.9% (source: Kanto region individual viewership, Video Research).

Akira Ishizawa, Nippon TV's representative director, president and CEO, said the network remained steadfast in its mission of providing fast and accurate news and wholesome entertainment in a year marked by lingering effects of Covid-19 and complex global geopolitical situations.

Killer Instincts: ABS-CBN bets on murder thriller

Philippines' broadcaster ramps up global originals ambitions with *Cattleya Killer*

When Anton Dela Rosa, the lead character in ABS-CBN's *Cattleya Killer*, catches a case his father once solved, he embarks on a career-defining investigation that is either solved... or threatens to bring his world crashing down. Between the two possible outcomes is a universe of premium-drama twists, turns, tension, uncertainty...

Much like it is for Philippines' programmer ABS-CBN, which has upsized its original production goals, pitching itself further into the turbulent universe of big-budget streaming series crafted to appeal to international audiences.

Cattleya Killer, which debuted at Mipcom in October 2022, is a real-life high-stakes bet for the Manila-based programmer.

Forced off its perch as one of two leading national broadcasters in 2020 when its franchise was not renewed, ABS-CBN continues to throw everything it has at reshaping its business for a different future.


Cattleya Killer

Cattleya Killer stars Arjo Atayde (*Bagman*, *FPJ's Ang Probinsyano*) as investigator Anton Dela Rosa, who is charged with solving the case of a long-dead serial killer resurrected, along with a trove of dark secrets, when a new corpse appears.

The six-episode TV series is based on Star Cinema's 1996 movie, *Sa Aking Mga Kamay/ In My Own Hands*.

The project was part of Southeast Asia's 2021 Full Circle Series Lab backed by the Philippines' Film Development Council and France's Tatino Films.

Dodo Dayao (*Violator*) wrote the script on the request of director Dan Villegas (*Almost Paradise*). This is the first time the two have worked together.


Dodo Dayao

The showrunner is ABS-CBN's long-time programming boss, Ruel Bayani, with supervising producer Edgar Joseph Mallari.


Dan Villegas

Perhaps best-known for market-pleasing romcoms, Villegas says he was motivated by the opportunity "to do something totally different".

Dayao also accepted the task because "It was out of my normal comfort zone".

The international premium drama space is also new for ABS-CBN Entertainment, which chose the Star Cinema thriller because of genre's universal appeal. "We believe in the thriller genre... and it travels easily," Mallari says. The TV adaptation also involves political and other themes the producers say are relevant in the Philippines today.

Dayao had to figure out a way of telling a well-known local story for domestic audiences but not losing international viewers, who are coming in cold.

"It was a conscious effort on my end not to try to Westernise the story too much and to keep it very local," he says, adding: "But in the structure and the form to keep it international".

The full story is at...
contentasia
SCAN ME

CONTENTASIA AWARDS 2023

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

Entries for 2023 open on **15 Feb 2023**
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

Hong Kong

In numbers

Population (June '22)..... 7,291.6m
Households (Q3 22)..... 2,670.7m
Avg. household size (Q3 22) 2.7
TV households (June '22) 2.555m
Total TV audience (4+, Nov '22)... 6.497m
Total TV prog svc licences (Nov '22).... 34
- Domestic free TV prog licences..... 3
- Domestic pay TV prog licences..... 2
- Non-domestic TV prog licences..... 9
- Other licensable TV prog licences..... 20
DTT penetration (Nov '22)..... 94.9%
Pay TV households (June '22)..... 2.061m
Pay TV penetration (June '22)..... 77.8%
Internet service providers (Nov '22)... 303
B/b internet subs (Aug '22)..... 2.954m
Bb H/H penetration (Aug '22)..... 99.4%
FTTH/B penetration (Aug '22)..... 84.6%
FTTH H/H penetration (Aug '22)..... 66.8%
FTTB penetration (Aug '22)..... 17.8%
Mobile phone subs (Aug '22)..... 23.39m
Mobile sub penetration (Aug '22).. 314.6%
Mobile network operators (Nov '22)..... 5
Res fixed line penetration (Aug '22)...76.79%
Local fixed network ops (Nov '22)..... 27

Source: Census and Statistics Department (population, households), Office of the Communications Authority (TV, internet, mobile)



A Perfect Man, a story of romance between Yeung Yat-cheng (played by Joe Ma), an elite in the bodyguard world who is good at risk management and Yau Chi-ching (Ali Lee), an independent activist who did not believe in marriage and a single mother. The romcom series premiered on 26 Dec 2022 and stripped weekday nights at 8.30pm on TVB's flagship Cantonese channel TVB Jade.

Free TV

Fantastic TV

Fantastic TV (FTV), owned by i-Cable Communications, today operates three free TV services – Cantonese GE channel Hong Kong Open TV (launched May 2017 as Fantastic Television, rebranded Oct 2018 as Hong Kong Open TV); English channel, Hong Kong International Business Channel (launched 30 July 2018) offering news/info in English and Putonghua; and news channel Hoy Infotainment Channel (launched in Nov 2022 with a focus on local news, global finance/sports info and light info). i-Cable Communications received its free-TV licence in May 2016. The licence, which was reviewed in Feb 2022, runs to May 2028.

HKTVE

PCCW's HK Television Entertainment (HKTVE) launched Chinese-language free-TV channel ViuTV in Mar 2016; commercial services started in Apr 2016. ViuTV produces and airs drama, talent and variety shows, among others. HKTVE launched 2nd free-TV service – English-language ViuTVsix – in Mar 2017, airing talk shows, kids animation, Hollywood movies, news, sports and documentaries, among others.

Radio Television Hong Kong

RTHK was set up in 1928 with government funding to provide public service content. RTHK operates three digital terrestrial TV channels – RTHK TV31, RTHK TV32, RTHK TV33 – launched in 2014. Flagship channel RTHK TV31 airs news/current affairs, education, arts and culture programming. RTHK TV32 covers live events, including Legislative Council meetings. The total transmission hours for RTHK TV31 and RTHK TV32 is 26,280 hours a year. The aim is to produce, commission or acquire a total of 6,522 hours a year of TV programmes (May 2022). General infotainment RTHK TV33 is a relay of China Central Television's CCTV-1. RTHK also operates online/mobile TV/radio apps.

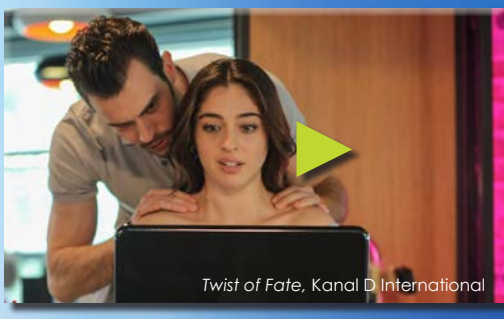
Television Broadcasts Ltd (TVB)

TVB (est. Nov 1967) operates five digital terrestrial television channels – Jade (Cantonese); Pearl (English & Putonghua); TVB News (24 hours); TVB Finance & Information (24-hr); and J2 (GE, youth-focused). In 1H 2022, the five TVB channels had an aggregated prime time rating of 25.4 TVRs/77% avg viewership. 2022's flagship content included *The Righteous Fists*, an action drama series set in Chinatown of 1960s Bangkok about the story of a group of martial artists bringing justice for victims of oppression; *Big White Duel 2*, a medical drama involving power struggle, friendships and romance among medical professionals in a top-tier hospital; and suspense thriller *Brutally Young 2.0*, about the uncovering of mysteries with confessions from 18 years ago. TVB also operates OTT services myTV Super, which had 10.3 million users (of which over one million are

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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Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
CJ Yong at cj@contentasia.tv (Taiwan and China)

www.contentasia.tv contentasia

paying subscribers) and 1.8 million MAU in 1H 2022 in Hong Kong; and TVB Anywhere + TVB's YouTube channels, which had an aggregated global users of 10.8 million in the second half of 2022. TVB programmes are licensed worldwide.

Pay TV

Hong Kong Cable Television

Hong Kong Cable Television, owned by i-Cable Communications, launched in 1993 and offers TV, broadband internet, multimedia and telephony services. In 1H 2022, the platform had 683,000 Cable TV subscribers (plus 201,000 broadband & 71,000 telephony subs). Monthly plans for Cable TV start from HK$138/US$17.70 for the Lite pack to HK$499/US$63.90 for the HD Basic pack. Add-on plans range from HK$109/US$14 a month for the Adults pack to HK$309/US$39.60 a month for the Zee pack. i-Cable Broadband subscriptions cost from HK$499/US$63.90 a month (100 Mb) to HK$669/US$85.70 a month (2x1 GB). The platform also carries third-party streaming services Hmvod and TVB's myTV Super.

Now TV

Now TV launched in 2003 and offers more than 150 linear TV channels and an on-demand content of in-house, local, Asian and international programming to 1.378m users in Hong Kong (June 2022). Content drivers include the exclusive broadcast right for EPL 2022-2025. Now TV subscribers get free access to live/on-demand Now Player app. Now TV also offers an integrated movies, drama, sports, edutainment and Google Play apps via its Android Now H1 TV box (launched May 2022). Pre-loaded apps include HBO Go, ViuTV/Viu, Da Vinci Kids and Deutsche Welle. Now H1 costs HK$48/US$6 a month, with a 24-month commitment. Now TV is the media entertainment arm of telco HKT, which also offers broadband internet (1.640m subs in 1H 2022) and mobile services (4.817m subs in 1H 2022).

Streaming/OTT

Disney+

Disney+ launched in Hong Kong on 16 Nov 2021. The streaming service costs HK$73/US$9.35 a month. Disney+ is also available at a lower subcription fee of HK$53/US$6.80 monthly via local partner, Hong Kong Broadband Network (HKBN).

HBO Go

HBO Go first launched in Hong Kong in 2013, complimentary for Now TV's HBO subscribers. In 2015, HBO Go became available as a standalone service priced at HK$68/US$8.70 a month.

hmvod

Music/DVD retailer HMV Digital China group launched online video streaming platform hmvod in Mar 2017. hmvod offers over 10,000 hours of Hollywood/Asian/international/original movies and TV series to over 80,000 subscribers (March 2021). Available standalone and via telco partners including CSL, Smartone, 3HK, HGC, China Mobile and China Unicom. Promo rates as of 9 Jan 2023 are HK$48/US$6.15 a month, HK$268/US$34.30 for six months and HK$498/US$63.80 a year.

myTV Super

myTV Super launched in Apr 2016, offering multi-screen access to TVB content – drama series from mainland China, Korea, Taiwan and Japan; variety shows and animation; Hollywood, Hong Kong and Asia movies; and live broadcasts of over 55 local/international TV channels, including five TVB free-to-air channels and third-party channels. The service is available via mobile app, website and myTV Super decoder for HK$198/US$25.23 a month. Various SVOD/premium channel packages, as of 9 Jan 2023, cost HK$68/US$8.70 a month for each pack. myTV Super, owned/operated by MyTV Super Ltd, the digital media unit of Hong Kong's dominant terrestrial broadcaster, Television Broadcasts Limited (TVB), had 9.9 million users (of which over one million are paying subscribers) and 1.8 million MAU in 1H 2022.

RTHK

Online/mobile apps, including flagship RTHK On The Go, which offers news, live radio, TV and podcasts; news portal at rthk.hk; RTHK Screen for live webcast/catch-up; and RTHK News in Chinese and English.

Viu/Now E

Hong Kong telco PCCW launched over-the-top (OTT) video streaming service, Viu, in Oct 2015. The regional freemium ad-supported/subscription platform carries content from Korea, Japan, Mainland China, Hong Kong, Philippines, Thailand and Taiwan, among others, as well as Viu's original programming. Viu is also actively involved in co-production projects. PCCW launched Now E in Hong Kong in May 2018 as a one-stop entertainment platform for millennials, offering Asian drama/movies and sports content.

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
	29-30	AVIA: OTT Summit 2023	Singapore
	30	AVIA: Piracy Over the Top/OTT Tech Showcase	Singapore
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
	28-30	Content Expo Tokyo 2023	Tokyo, Japan
July 2023	6	AVIA: Thailand in View 2023	Bangkok, Thailand
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
October 2023	14-15	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France
	30 Oct-2 Nov	AVIA: Asia Video Summit 2023	Hong Kong
November 2023	22-23	Dubai International Content Market 2023	Madinat Jumeirah, Dubai
December 2023	6-8	Asia TV Forum & Market (ATF) 2023	Marina Bay Sands, Singapore

** As of 9 January 2023*

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

Alice in Borderland sweeps China

Anime dominates demand – Parrot Analytics

Foreign content streaming in China hasn't exactly been a happily-ever-after story. Do mainland online audiences even care? That's not as obvious.

According to data science company Parrot Analytics' latest info, Japanese sci-fi drama *Alice in Borderland* was way way ahead of other measured titles in China for the week of 27 Dec 2022 to 2 Jan 2023.

Parrot Analytics also measured stratospheric activity around anime titles, including *Chainsaw Man*, *Attack on Titan*, *Bocchi The Rock!*, *Bleach*, *One Piece*, *Spy X Family* and *Machikado Mazoku (The Demon Girl Next Door)*.

Digital activity around *Alice in Borderland*, based on Haro Aso's manga, registered 30.85x higher than average demand in China for the week among all titles that Parrot Analytics measures. This gave the show, which is also rocking Netflix's global non-English TV charts, top spot on both China's overall and digital lists.

Top 10 overall TV shows: China

Rank	Title	Difference from Market Average
1	Alice In Borderland (今際の国のアリス)	30.85x
2	The Big Bang Theory	20.67x
3	Chainsaw Man (チェンソーマン)	20.21x
4	Attack On Titan (進撃の巨人)	19.67x
5	Bocchi The Rock! (ぼっち・ざ・ろっく！)	18.76x
6	Better Call Saul	18.16x
7	Bleach (ブリーチ)	17.92x
8	One Piece	17.6x
9	Spy X Family (スパイファミリー)	17.47x
10	Machikado Mazoku (まちカドまぞく)	15.98x

Top 10 digital originals: China

Rank	Title	Platform	Difference from Market Average
1	Alice In Borderland (今際の国のアリス)	Netflix	30.85x
2	Black Mirror	Netflix	14.79x
3	Stranger Things	Netflix	14.18x
4	Summer Time Rendering (サマータイムレンダ)	Disney+	14.07x
5	Love Death + Robots	Netflix	13.7x
6	1899	Netflix	13.4x
7	The Peripheral	Amazon Prime Video	13.32x
8	The Boys	Amazon Prime Video	12.87x
9	House of Cards	Netflix	12.78x
10	The Lord Of The Rings: The Rings Of Power	Amazon Prime Video	12.76x

Date range: 27 December 2022-2 January 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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