

The eve of...

Here's what we know
about the 19 November
Max rollout in Southeast
Asia, Hong Kong & Taiwan

One day to go to the 19 November launch of Max in Southeast Asia, Hong Kong and Taiwan... and here's what we know (other than that Warner Bros Discovery's distribution team has been racing to convert HBO GO partners to the new platform). Partner details and pricing/bundles to be disclosed at tomorrow's launch. Max is not geo-blocked for subscribers, who will be able to access the service from wherever they are in the world.

Indonesia: Direct-to-consumer rates start from Rp49,000/US\$3.10 a month for the mobile plan. The standard plan costs Rp79,000/US\$4.98 a month while the annual ultimate plan is Rp829,000/US\$52.30.

Singapore: StarHub offers HBO bundled and as one of its standalone apps. HBO can't be found on any of the packs on Singtel's TV or Cast.sg (HBO GO still appears on the telco's banner design), but we have an eye out for 4 December, which is when WBD pulls the plug on the HBO On Demand service. Direct-to-consumer subscription plans start at S\$14.48/US\$10.97 a month for the standard plan, or S\$129.98/US\$97 a year, paid upfront; and increase to S\$18.98/US\$14 a month or S\$169.98/US\$128.78 a year for the ultimate pack.

Philippines: Direct-to-consumer rates start at Php149/US\$2.57 (mobile monthly). The standard plan is Php269 a month, and the ultimate plan is Php399/month. The annual rates are Php1,040/US\$17.70 for mobile; Php1,890/US\$32 (standard); and Php2,790/US\$48.20 (ultimate).

Hong Kong: Direct-to-consumer rates for monthly plans are HK\$78/US\$10 (standard) and HK\$98/US\$12.59 (ultimate). Annual plans are HK\$780/US\$100 (standard)

Thailand & Taiwan info on page 5



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“Call us NFLX, JioStar will take care of it”

Lively tech debate around Netflix’s live boxing struggle

Sports broadcasters and tech teams lost no time at the weekend piling into Netflix’s struggle to keep the live Mike Tyson vs. Jake Paul match in Texas on air around the world.

“Watching Netflix struggle to stream the boxing match today morning is a reminder of the tech that we take for granted now, in India, thanks to the #scale engineering that JioCinema Disney+ Hotstar have demonstrated over the years,” said JioStar/JioCinema tech head, Akash Saxena.

“Call us NFLX – #JioStar will take care of it,” he said on LinkedIn, adding a wide-smile emoji before writing: “on a serious note, it’s a humbling reminder that live streaming is a hard problem and it’s as much about in-event decision making as prep work prior.

Constant journey to be able to serve even higher numbers of customers that switch to digital”.

The lively tech debate that followed included support for Netflix’s bet on live sports and its contribution to industry development.

“Netflix has developed many OSS tools and have made it available for free. Let’s not criticise them for one glitch,” said data platform engineer Srikanth.

“Come on, one glitchy boxing match doesn’t erase Netflix’s 15+ years of streaming experience. Sure, JioCinema and Hotstar handle cricket well, but let’s not get carried away,” said software engineer Neeraj Jain.

Streaming media analyst and consultant, Dan Rayburn, listed “buffering, stut-

tering, pixelation and error codes” from multiple users as #buffering trended on X. “Fail on Netflix’s part and this makes me worried for the NFL games on Netflix at Christmas,” Rayburn said.

Sympathy went out to the teams behind the live stream.

“It’s a disaster to be honest. They’re streaming like it’s 1998. They have priority routing too so this is epic. I feel bad for the teams who worked hard for this,” said product manager Ryan M in one of the many comments following Rayburn’s post.

Boxing fans were way less charitable, going berserk across media platforms about the buffering and unstable signal. Comments ranged from rude to suggestions to that someone “tell Elon to send starlink to Netflix. This shit is dumb”.



Mediacorp unveils first-of-its-kind Malay reality talent show

Singing contest *Kaki Nyanyi* debuts on 3 December

Singapore's Mediacorp has announced a new reality show that "shines a spotlight on homegrown talent and fosters collaboration among local musicians," the platform said on Monday (18 Nov).

The Malay competition, *Kaki Nyanyi*, premieres on 3 December 2024 across Mediacorp's free-TV broadcast, streaming and YouTube channels.

Mediacorp says the show is a "first-of-its-kind format in the local Malay reality scene".

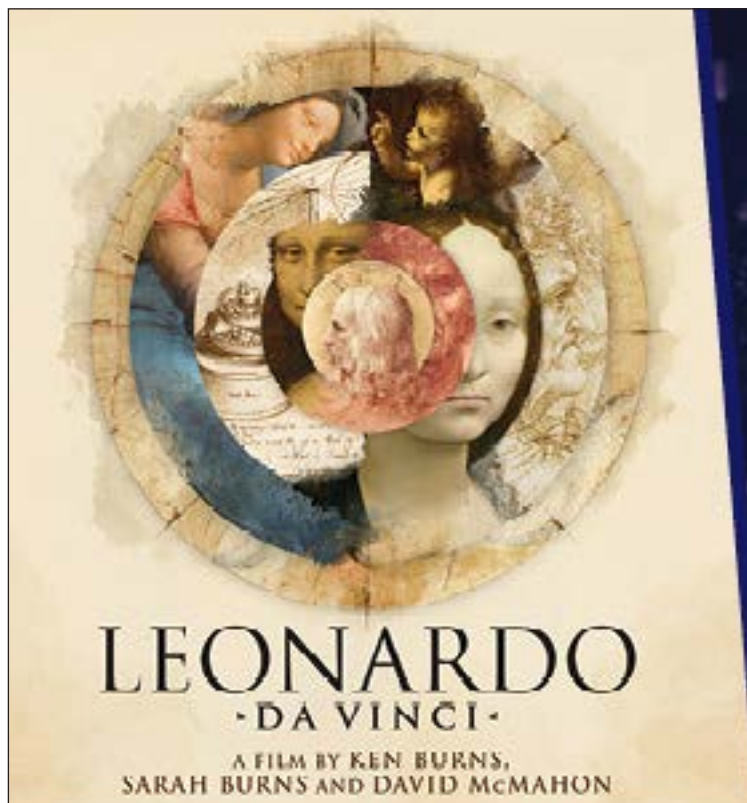
Kaki Nyanyi is presented by Mediacorp RIA 897 DJ Azura Goh, host Hans Hamid and multi-faceted artiste Yuslina Yussof, and kicks off with 24 contestants, including singers and music content creators. The mentor is Mediacorp's talent hunt *Anugerah 2005* champion, Hyrul Anuar, and the vocal coach is Babes Conde.

Judges include Singapore Idols Hady Mirza, Taufik Batisah and Sezairi, household icon Najip Ali as well as Malaysian celebrities Edry Abdul Halim, Naim Daniel, Syafinaz Selamat, Tomok and Yusry Abdul Halim.

The last group standing will win a S\$20,000/US\$15,000 cash prize and the opportunity to collaborate with judge Edry Abdul Halim on an original single.



Kaki Nyanyi hosts Azura Goh, Hans Hamid and Yuslina Yussof





www.intermedya.tv



Reliance, Disney US\$8.5b JV clears Mukesh Ambani heralds transformational era

Reliance Industries (RIL), Viacom18 and The Walt Disney Company have completed the merger that creates an US\$8.5-billion/Rs70,352 crore Indian mega-platform housing some of India's best known media brands – Star, Colors, JioCinema and Hotstar.

The new JV is controlled by RIL and owned 16.34% by RIL, 46.82% by Viacom18 and 36.84% by Disney.

Reliance has invested Rs11,500 crore/US\$1.4 billion growth capital in the venture, which it will operate with Nita Ambani as chairperson and Uday Shankar as vice chairman.

The new company, which will operate in three units (entertainment, digital and sports) offers more than 100 TV channels and has an annual production output of approx 30,000 hours of TV content a year. The JioCinema and Hotstar digital platforms have an aggregate subscription base of over 50m.

The companies said in the announcement on 14 Nov that the JV was "ready to lead the transformation of India's digital streaming eco-system and grow the linear TV space across entertainment and sports".

The JV will be one of the largest media and entertainment companies in

India with pro forma combined revenue of approximately US\$3.1 billion for the fiscal year ended in March 2024.

The Competition Commission of India approved the transaction on 27 August 2024, subject to the compliance with certain voluntary modifications. Apart from the CCI, the transaction has been approved by anti-trust authorities in the EU, China, Turkey, Korea and Ukraine.

"With the formation of this JV, the Indian media and entertainment industry is entering a transformational era," Mukesh Ambani, RIL chairman/MD, said.

The JV will be spearheaded by three CEOs – Kevin Vaz will head the entertainment organisation across platforms. Kiran Mani will take charge of the combined digital organisation, and Sanjog Gupta will lead the combined sports organisation.

In a separate transaction, RIL has bought out Paramount Global's entire stake of 13.01% in Viacom18 for Rs4,286 crore/US\$507.8 million. As a result, Viacom18 is now owned 70.49% by RIL, 13.54% by Network18 Media & Investments and 15.97% by Bodhi Tree Systems, on a fully-diluted basis.

Zee5 boards Whale TV; widens access in 150 countries

South Asian streaming platform Zee5 Global has expanded its reach in 150 countries in a deal with indie smart TV OS, Whale TV. The agreement gives Zee5 access to all Whale TV-driven

operating systems, including on Philips, TCL and Sharp TV sets. Manish Kalra, Zee5's chief business officer, described the deal as a "strategic alliance".

From page 1: Max

and HK\$980/US\$126 (ultimate).

Malaysia: In Malaysia, the entry rate is RM34.90/US\$7.79 a month (standard)/ RM52.90/US\$11.80 (ultimate). Annual subscriptions cost RM279.90/US\$62.50 (standard) and RM424.90/US\$95 (ultimate).

Thailand: Telco AIS has confirmed that

it will swap HBO GO for the Max standard plan on 19 Nov. Rates start from THB99/US\$2.80 a month for the mobile plan to THB 2,090/US\$60 a year for the Ultimate pack.

Taiwan: Direct-to-consumer rates start from NT\$220/US\$6.85 a month to NT\$2,990/US\$93.22 a year.



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Box office triumph for ABS-CBN's Star Cinema, GMA Pictures first collab



From left: Kathryn Bernardo, Cathy Garcia-Sampana, and Alden Richards

Philippines' romantic feature, *Hello, Love, Again*, premiered in the U.S., Canada and London at the weekend following a Php155 million/US\$2.6 million domestic box office triumph two days after its 13 Nov premiere.

Directed by Cathy Garcia-Sampana, "Hello, Love, Again" debuted at #8 in the U.S., grossing more than US\$2.4 million after it premiered in 248 sites, and prompting ABS-CBN to declare "another historic milestone".

The film premiered in Australia and New Zealand on 14 Nov as part of a 400-cinema rollout outside of the Philippines this month.

Starring Kathryn Bernardo and Alden Richards, *Hello, Love, Again* is the first collaboration between ABS-CBN's Star Cinema and GMA Pictures.

The film, a sequel to 2019's *Hello, Love, Goodbye*, opened in more than 600 cinemas in the Philippines and broke records as the highest first-day grossing local film with Php85 million/US\$1.5 million in ticket sales.

First 8 Asian projects head for Jeddah 28% of Red Sea Souk entries hail from Asia, organisers say



Mohammed Alomda's *BlueCard* (Sudan/Egypt)

Three Asian projects – Sonny Calvento's *Mother Maybe*, from the Philippines/Singapore/Taiwan, Makbul Mubarak's *Watch it Burn* (Indonesia), and London-based Pakistan filmmaker Seemab Gul's *Haven of Hope* – have been selected for the Red Sea International Film Festival's Souk Project Market's Projects-in-Development category.

The three are among the 12 in-development projects that will be showcased in Jeddah in early December.

A total of 38 feature films and TV projects were unveiled by The Red Sea International Film Festival as part of the upcoming Red Sea Souk Project Market.

28% of the total submissions this year were from Asia, which was included in the Souk for the first time this year. Previous programmes were open exclusively to projects with directors from Africa or the Arab world.

This year's event involves 12 selected

projects, 12 Red Sea Lodge projects, seven work in progress showcases and seven series in development.

The 12 Lodge Projects include two Asian films – Aakash Chhabra's *I'll Smile in September* (India) and Shelby Kho's *Terbakar* (Indonesia, Singapore).

Qiu Jiongjiang's *Fuxi* (Taiwan/Hong Kong) made the works-in-progress selection, along with Japanese co-production, Momoko Seto's *Dandelion's Odyssey* animated feature with France and Belgium.

Two Indian series – *Cold Case-One* (*Pullukandam Murder Case*) By Nithin Lukose and Hari Kirishnan, and *Shani Baazaar* Karan Kabir and Nitin Koul – were selected for the SeriesLab Projects.

All selected work will be considered for the Red Sea Souk and Red Sea Labs Awards. Additional partner awards will be announced soon, festival organisers said.

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JKN Global trading suspended, Thai Stock Exchange threatens delisting as Miss Universe 2024 finale kicks off in Mexico

The Thai stock exchange has suspended trading in Miss Universe owner JKN Global Group's shares – again – after the company failed – again – to meet financial reporting deadlines for the period to end September. The SP notice was posted on 15 Nov, followed by a warning on 18 Nov that the stock will be delisted if JKN continues not to comply with listing rules.

The latest suspension and warning are part of a long-running saga that started with bond payment defaults in 2023, and came in the final countdown to the Miss Universe finale in Mexico this past weekend.

JKN said on 15 Nov that the company anticipated submitting its consolidated and separate financial statements for Q1 2024 by Jan 2025, followed by the financial statements for Q2 2024 and Q3 2024. The company said it couldn't comply with any of its earlier filing commitments because of proceedings before Thailand's Central Bankruptcy Court and the still-pending auditor's report.

JKN said this month that the order appointing the company to prepare the plan for its own business rehab had been published in the Government Gazette.

The company also said it had appointed an independent auditor to, among other things, conduct a special audit of JKN's trade creditors, specifically focusing on copyright purchases made between 1 January 2023 and 30 June 2024. The special audit is expected to be complete by the end of this month.

Coupang Play reboots old heroes

22 Nov kick-off for new soccer entertainment show



FC Shooting Star

Korean streaming platform, Coupang Play, releases its first soccer entertainment show, *FC Shooting Star*, on 22 November at 8pm, with new episodes weekly.

The series sees retired legendary

players gather together as a team with director Park Ji-sung and coach Choi Yong-soo to challenge themselves as active K-League players once again. The series, produced by Studio Gaon, is directed by Jo Hyo-jin and Hong Jin-hee.

MCMC investigates student sex videos on X

The Malaysian Communications and Multimedia Commission (MCMC) has launched an investigation into the sale of explicit videos of a male student at a local public university. The student, believed to have uploaded the videos to X himself, has already given MCMC a statement.

MCMC says its preliminary investigations show that the suspect began his activities in 2021 by re-uploading existing explicit content shared by other users. He later uploaded and sold videos of himself with women he knew, garnering

over 100,000 followers and earning up to RM3,000/US\$671 a month. Each video was priced at about RM150/US\$34.

The activity was uncovered through monitoring and intelligence conducted by MCMC following public complaints, MCMC said.

Selling explicit videos is an offense under Section 233(2) of Malaysia's Communications and Multimedia Act 1998 (CMA 1998). If convicted, the suspect faces a maximum fine of RM50,000/US\$11,000 or imprisonment of up to one year, or both.

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Astro adds hi-drama to piracy update

Earnings update: Middle East conflict depresses ad revenue, vernacular content highs

Malaysian platform Astro looks like it ran its new piracy report through its drama scripting department, checking the boxes on heroes and villains, high-stakes, dire consequences, courage, cowardice and moral boundaries...

Sounding the usual alarms about piracy – lost revenue, lost opportunities, lost jobs – Astro ramped up the drama, talking about “lost futures for those who create the content audiences love”.

The tear-in-its-eye opening was followed by a series of victories against evil, led by action that clawed back value totalling exactly RM808,927 and 20 sen, which is exactly US\$180,961 and 8 cents at an exchange rate of 4.47041 Malaysian ringgit to the dollar.

The amount was reached through a combo of fines, settlements and prosecution of sellers of illegal streaming devices (ISD), as well as legitimate subscription gains.

Recent action included 10 civil cases against commercial enterprises, and criminal and civil cases ISD sellers.

Astro describes its battle against piracy and its efforts to document activities bi-annually as “a story of progress, perseverance, and purpose”.

Inviting readers to explore the full report to “discover how it is setting new benchmarks in protecting creativity”, Astro said it was “not slowing down. These early victories in FY25 are just the beginning of a longer journey – one where the stakes are high, but the rewards are worth it”.

“We invite you to stand with us in this fight,” said group CEO, Euan Smith. “Together we can shape a future where



Dedaun Hijau Di Angin Lalu

great stories are valued, celebrated and protected”.

And then there was the simultaneously released earnings report, which highlighted the ongoing impact of conflict in the Middle East on advertising revenues, where dropped 19.5% to RM70 million/US\$15.6 million for the quarter to end September compared to the same quarter last year.

Astro's revenue for the quarter dropped to RM787 million/US\$176 million compared to RM837 million/US\$187 million in the same quarter last year. For the first half, revenue dropped 8% to RM1,560 million/US\$349 million.

A content and engagement highlight were the theatrical releases through Astro Shaw, which year to date have captured 74% cinema market share in Malaysia. Astro Shaw backed the top three domestic titles – *Sheriff*, *The Experts* and *Takluk Lahad Datu*, which grossed a

combined RM100 million/US\$22.4 million for the period.

Astro said 79% of its watch time was on vernacular content, and name checked original drama series, *Dedaun Hijau Di Angin Lalu* (1.4 million peak rating/6.1 million TV viewers/179,000 on-demand viewers) and *Takdir Itu Milik Aku* (1.1m peak rating/7.2 million TV viewers, 239,000 on-demand viewers), which it said were among Malaysia's top dramas of 2024.

Adapted from Manaf Hamzah's novel, *Dedaun Hijau Di Angin Lalu* stars Harissa Adlynn Halim as Intan, whose birth is shrouded in mystery and who faces hardships and prejudice with determination and perseverance.

The 20-episode *Takdir Itu Milik Aku* is about a woman tricked into marrying a man and bearing his child in order for him to strengthen his grip on the family's fortune.

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Market Dailies on 4, 5 & 6 Dec. All news welcome.

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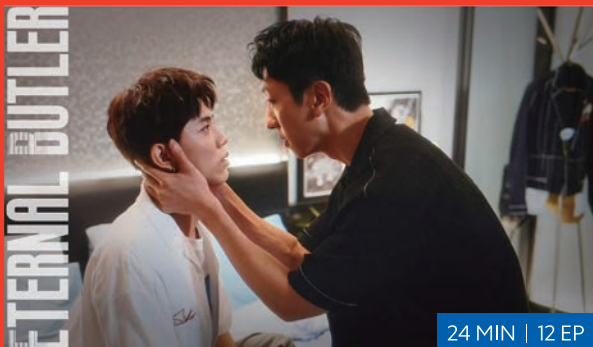
FANTASTIC PRODUCTION CO., LTD.



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Love Island

Unmissable and unpredictable, *Love Island* is now firmly established as one of the world's most successful entertainment formats, causing a stir in 27 territories to date. Each season sees 12 singles arriving at a luxury villa to spend one red-hot summer looking for love. They must choose their partner wisely, as shock eliminations and new arrivals ensure constant drama and anyone left single risks being sent home. As the summer of love draws to a close, viewers vote to crown their favourite couple, with a cash prize up for grabs for the winners. But the drama isn't over – there's one last twist that will be the ultimate test of loyalty.

ITV Studios E: Augustus Dulgaro, augustus.dulgaro@itv.com



My Mother's Tail

Zuhal Soydağlı is a mother of three, married to Hasan, a man emotionally distant and shaped by a troubled childhood. After discovering his infidelity, Zuhal, once a respected officer, struggles to rebuild her life and care for her children. In Production

Kanal D E: Yasemin Keskin, yasemin.keskin@kanald.com.tr

Suddenly Royal

Suddenly Royal reveals the lives of ordinary people who marry into royalty, exploring relationships, political dynamics, and cultural shifts. With expert insights and archival footage, uncover the reality behind modern royal life. Length: 3x60 mins **PBS Distribution**
E: Anna Alvord, agalvord@pbs.org



Notre-Dame: Résurrection

Five years at the heart of the largest restoration project, inside and outside Notre-Dame de Paris. A documentary encapsulating the five-year endeavor and challenges in securing, consolidating and restoring Notre-Dame as it reopens to the public in December 2024. This event film started shooting in 2019 and thus encompasses the entire history of restoration. Length: 1 x 90 mins

TV5 Monde E: Alexandre Muller, alexandre.muller@tv5monde.org



Mistletoe Murders

In Fletcher's Grove, Emily Lane runs a year-round Christmas shop, hiding her past as a military intelligence officer. When local murders with ties to her store arise, Emily can't resist investigating. Helping her are kind-hearted detective Sam Wilner and his teenage daughter Violet, who works part-time at the shop. Each cozy mystery blends clever twists, small-town charm, and Emily's unique blend of justice and holiday spirit. Length: 6x60 mins **Lionsgate**

E: Annie Yim, ayim@lionsgate.com

Troppo

Troppo is an exhilarating prime-time drama based on Candice Fox's bestselling *Crimson Lake* novels set in the tropical wilderness of Far North Queensland. The drama centers on Ted Conkaffey, a scandal-ridden ex-cop, and Amanda Pharrell, a former convict turned brilliant detective. These two form an unexpected team, with Amanda's rebellious nature and resilience from past judgments and imprisonment contrasting with Ted's struggle against false accusations and a troubled past. As they delve into *Crimson Lake*'s mysteries and confront a series of baffling deaths, they face resistance from local authorities. More than mere detectives, Ted and Amanda are on a quest for redemption and survival, battling their demons while unraveling the dark secrets of the tropics. Length: 16x60 mins (2 seasons, 8 episodes each)

Leonine Studios E: Patrick Phelan, internationalsales@leoninestudios.com



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BTS: Taiwan's series of the moment, *The World Between Us*

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In The Arms Of The Conqueror

In the Arms of the Conqueror is a historical drama set in the Second World War. It is a poignant and emotionally charged World War II tale of four childhood friends. As war ravages their homeland, their dreams and loyalties are tested. Length: 55x45 mins

GMA Network Inc. E: Oliver Bucar, obbucar@gmanetwork.com

Costiera

A gripping crime series starring Jesse Williams (*Only Murders in the Building*, *Grey's Anatomy*) and directed by Emmy Award-winner Adam Bernstein (*30 Rock*, *The Sinner*). Azure sky, crystal waters and thrilling adventure, former US marine solves problems for the guests of a luxury hotel on the stunning Italian coast. Forced to leave his career in military intelligence, Daniel de Luca finds refuge on the Amalfi Coast, working rent-free in a luxury hotel. Tasked with solving elite guests' problems, he's also on a deeper mission: to find the hotelier's missing daughter, uncovering hidden secrets along the way. Length:

6x60 mins **Fremantle** E: Haryaty Rahma, haryaty.rahman@fremantle.com; Kit Yow, kit.yow@fremantle.com



Nikhil & Jay

Nikhil & Jay follows the funny, relatable stories of two brothers, Nikhil and Jay, who live in a multicultural family. With mum, Amma, who is Indian Tamil by heritage,

dad, Appa, who is English and with both Indian and English grandparents, their life is a rich blend of customs, traditions, festivals, food and music. *Nikhil & Jay* authentically represents the everyday experience of dual heritage children with warmth, heart, humour and family themes that children all over the world will relate to. Based on the award-winning book series by Chitra Soundar and produced by award-winning producers King Banana TV and Paper Owl Films for CBeebies. Length: 52x11 mins **CAKE**

E: Julien Farçat, jfarcat@cakeentertainment.com



Crazy About You

The story begins with the ambiguous relationship between friends Viola and Luma, who seem predestined to literally enter each other's lives. Born on the same day, in very different situations, they meet years later, united by coincidences that go beyond their birthday. From humble origins, Viola moves with her boyfriend Mavi to Angra dos Reis, where Luma lives a luxurious life and dates Rudá, who ends up meeting Viola by chance. A journey divided between complicity and rivalry, which includes them in a love quadrangle and is impacted by a series of circumstances, twists and surprises. Length: 100x60 mins(TBC) **Globo** E: Fabio Fernandes Mauro, fabio.fmauro@g.globo



Airborne

This stunning blue-chip tentpole series is an exhilarating immersion into the sky world – celebrating and unravelling the unique challenges and ultimate freedom of defying gravity. From soaring condors to leaping lemurs, and from gliding squirrels to buzzing orchid bees – embark on a worldwide adventure in the air. These creatures of the sky world learn to catch air, snatch in-flight meals, navigate crowded skies, and soar through the most challenging environments on the planet. Charismatic characters take centre stage as we follow their trials and triumphs. *Airborne* is full of never-before captured footage, and incredible natural storytelling that will hold audiences captive with wonder at our natural world. Length: 4x60 mins 4K HDR **Blue Ant Media** E: Jason Soh, jason.soh@blueantmedia.com



DOC (U.S.)

Based on the globally acclaimed Italian television series, *Doc – Nelle Tue Mani*, created by Lux Vide S.P.A. In this gripping medical procedural drama, senior doctor Amy Elias suffers a brain injury in a car accident and loses eight years of her memory. With no recollection of her son's death, her divorce or her medical knowledge, she has to rebuild her life from the fractured pieces of her past. Length: 10x60 mins **Sony Pictures Entertainment** E: Eugene Lin, Eugene_Lin@spe.sony.com

What's on where...

November 2024	20-22	16th Content Tokyo 2024	Chiba, Japan
	30 Nov-7 Dec	Jogja-NETPAC Asian Film Festival	Yogyakarta, Indonesia
December 2024	3	The ATF Leaders Dialogue 2024	Singapore
	4-6	Asia TV Forum & Market /ATF 2024	Singapore
	5	AVIA: OTT Summit 2024	Singapore
February 2025	23-27	Mip London 2025	London, U.K.
	23-24	Mip Doc 2025	London, U.K.
	23-24	Mip Formats 2025	London, U.K.
	23-28	The London TV Screenings 2025	London, U.K.
March 2025	2-5	Australian International Documentary Conference 2025	Melbourne / Naarm
	17-20	Hong Kong FILMART 2025	Hong Kong
	25-27	Series Mania Forum 2025	Lille, Hauts-de-France
April 2025	24-29	Canneseries 2025	Cannes, France
May 2025	26-27	DW Global Media Forum 2025	Bonn, Germany
	28-31	19th Busan Content Market 2025 (BCM)	Busan, Korea
June 2025	12-14	Telefilm Vietnam 2025	Ho Chi Minh City, Vietnam
	23-26	Sunny Side of the Doc 2025	La Rochelle, France
July 2025	2-4	17th Content Tokyo 2025	Tokyo, Japan
August 2025	20-23	Beijing International Radio, TV & Film Exhibition 2025	Beijing, China
September 2025	17-26	Busan International Film Festival (BIFF) 2025	Busan, Korea
	20-23	Asian Contents & Film Market 2025	Busan, Korea
October 2025	11-12	MipJunior 2025	Cannes, France
	13-16	Mipcom 2025	Cannes, France

Agatha All Along sweeps Vietnam

Vibrant demand for anime/animation – Parrot Analytics

Disney+'s *Agatha All Along* swept demand in Vietnam for the week of 24-30 October, 25x ahead of average demand for a title in the market and leaving closest would-be rival – Prime Video's *The Boys* – trailing on the digital list with 13.6x difference.

Demand for *Agatha All Along* was high enough to give it the lead on the overall TV originals list for the week as

well, ahead of Japanese anime title, *Doragon Boru Daima*, according to data science company Parrot Analytics.

The digital top 10 of shows measured by Parrot Analytics is spread across platforms, with Disney+/Hulu taking four spots, Netflix taking one for *Bebe-finn*, which registered demand 10.3x above the average show in the market; and HBO/Max taking one for *The Penguin*.

Top 10 digital originals: Vietnam

Rank	Title	Platform	Difference from Market Average (x times)
1	<i>Agatha All Along</i>	Disney+	25.0
2	<i>The Boys</i>	Amazon Prime Video	13.6
3	<i>The Penguin</i>	Max	13.5
4	<i>Shogun</i>	FX	12.5
5	<i>The Lord Of The Rings: The Rings Of Power</i>	Amazon Prime Video	11.7
6	<i>Bebefinn</i>	Netflix	10.3
7	<i>Loki</i>	Disney+	10.1
8	<i>Only Murders In The Building</i>	Hulu	9.5
9	<i>Tulsa King</i>	Paramount+	9.4
10	<i>Futurama</i>	Hulu	8.9

Top 10 overall TV originals: Vietnam

Rank	Title	Difference from Market Average (x times)
1	<i>Agatha All Along</i>	25.0
2	<i>Doragon Boru Daima</i> (ドラゴンボール DAIMA)	17.1
3	<i>Jujutsu Kaisen</i> (呪術廻戦)	15.2
4	<i>The Boys</i>	13.6
5	<i>The Penguin</i>	13.5
6	<i>Bleach</i> (ブリーチ)	13.5
7	<i>House of The Dragon</i>	13.4
8	<i>Shogun</i>	12.5
9	<i>Coachella</i>	12.4
10	<i>Peppa Pig</i>	12.3

Date range: 24-30 October 2024

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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