

2025 JAFF Market countdown...

Nusantara spotlight at
Jogja fest after weeks of
N. Asia activity; 2nd
edition part of long-term
industry growth plans,
organisers say

Indonesia–Malaysia collaborations open the second annual edition of the JAFF Market in Jogja on Saturday, pulling the “Nusantara Wave” conversation to centre stage after weeks of industry activity led by government-backed events in Korea, Japan and Taiwan.

The full story is on page 4



“When no one is watching, do you still do what's right?”

Rein Entertainment
bosses on their new film,
upcoming series and their
international ambitions

Philippines' indie Rein Entertainment asks tough questions in its movies and series, from *Salvageland*, which opens in theatres across the Philippines this week, to premium series *Drug War: A Conspiracy of Silence* and *Dose*. Co-founders – Lino S. Cayetano and Shugo Praico – talk about their why, how and international growth ambitions.

The Full story is here

KOCCA powers up at ATF 2025

Korea takes centre stage with KOCCA's
biggest line-up yet.



KOCCA at ATF 2024

Korea Creative Content Agency (KOCCA), Korea's lead government body supporting the country's creative industries, returns to ATF this December with one of its most diverse showings to date. KOCCA plays a central role in promoting Korean content globally, and its ATF 2025 line-up reflects the continued pull of Korean stories across international screens, from premium drama and unscripted formats to animation and kids IP.

Anchoring KOCCA's presence this year is the **Korea Pavilion @ booths G12 and H12**, created with support from major broadcasters and animation studios. Thirty-four companies are taking part, including 25 production houses and OTT players such as MBC and Coupang Play, and nine animation studios including The Pinkfong Company and Lotte World. The Pavilion offers buyers an efficient single stop to browse new titles, scout emerging ideas and meet with key Korean players.

KOCCA will also host its **K-Content & Format Showcase** on Wednesday, 3 December, from 2pm to 3pm at Marina Bay Sands' Roselle Junior Ballroom. CJ ENM, KBS Media, Mr. Romance, SLL JOONGANG and Something Special

will present a selection of new formats and drama properties that are generating attention both at home and internationally.

Later that afternoon, KOCCA hosts the **Korea Happy Hour** at the Pavilion from 4pm to 6pm. The informal networking session, with drinks and light bites, offers a relaxed space for conversations and reconnections and has become a regular stop for ATF delegates exploring Korean partnerships.

KOCCA's activity in Singapore forms part of its broader strategy to expand the international footprint of Korean content. The agency continues to act as a bridge between Korea's creative ecosystem and global markets, supporting companies as they scale and strengthen their overseas relationships.

More information is available at:
www.koreapavilion.kr/main.

Scan the QR codes below to explore the production and animation line-ups:



NHK brings home Asia's sole International Emmy for *Ryuichi Sakamoto: Last Days*



Ryuichi Sakamoto: Last Days

Japanese public broadcaster NHK brought home Asia's only International Emmy win at Monday's ceremony in New York, picking up the award for Arts Programming for 2024 doc *Ryuichi Sakamoto: Last Days*.

The one-hour documentary – featuring private family footage and excerpts from Sakamoto's personal diaries – follows the iconic musician through his final months before his death in March 2023, capturing his reflections on mortality, legacy and the creative impulse that never left him.

Asia-Pacific representation at the Emmys rose to two wins with Australia's Ludo Studio, which took home the Kids: Animation award for *Bluey*.

NHK's Emmy triumph continues the programme's international momentum: *Ryuichi Sakamoto: Last Days* also won the Rose d'Or in the Arts category last year, and two awards during October's Prix Italia – for Best TV Performing Arts and a President's prize for the most outstanding programme across all categories.

Commenting on the win, NHK executive producer Kenichi Matsumiya talked about the questions the production team asked throughout the making of the programme: "Even when life begins to fade, can the human spirit still shine?"

He also outlined the challenge of portraying art and culture in a modern age and the role of television documentaries in society.

Astro picks up Up Studio's *Super BOOMi* VPE deal covers TV, digital and licensing/merchandising



Super BOOMi

Malaysia's Astro debuted Up Studios' CG-animated *Super BOOMi* cartoon series this week as part of an exclusive TV and digital rights deal with Vision Plus Entertainment.

The agreement also includes Astro taking the lead on toy licensing and merchandising deals in Malaysia.

Super BOOMi released on Astro's kids channel Astro Ceria in a noon slot on Monday (24 Nov) and on Astro AEC. The series also streams on Astro GO

and sooka.

The *Super BOOMi* mascot makes its first official appearance at Astro's Hello Putrajaya showcase event on 6 Dec.

Super BOOMi, created by Up Studios' founder Trevor Lai and backed by Tencent Video, also has distribution across China, as well as on Viu TV in Hong Kong and on Singapore's Mediacorp, which also carries Up Studios' *Piggy*.

VPE acquired *Super BOOMi* rights in October last year.

ABS-CBN's *Meet, Greet & Bye* hits \$3.65m Family tear-jerker becomes 2025's top grossing film

ABS-CBN/Star Cinema's family drama, *Meet, Greet & Bye*, hit ₱215 million/US\$3.65 million in global theatrical earnings as of Sunday (23 Nov), two weeks into its release. This makes it the Philippines' highest grossing film this year.

Meet, Greet & Bye opens in Malaysia and Singapore on 27 Nov, followed by Hong Kong and Macau on Sunday

(30 Nov), and Cambodia on 12 Dec. Directed by Cathy Garcia-Sampaña, *Meet, Greet & Bye* is about siblings who do everything in their power to make their mother's dying wish come true.

Last year's top Philippines' film was *Hello, Love, Again* – from ABS-CBN and Star Cinema and GMA – with box office of ₱1.6 billion/US\$27.2 million.



Scripted / Drama Series, S2: 6 x 60'

Total Episodes: 12 x 60'

ATF Stand P32

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JAFF Market countdown

Jogja fest draws "Nusantara Wave" into the spotlight



Indonesia–Malaysia collaborations open the second annual edition of the JAFF Market in Jogja on Saturday, pulling the "Nusantara Wave" conversation to centre stage after weeks of activity led by festivals and markets in Korea, Japan and Taiwan.

Led by Komet Productions, Skop Productions, Magma Entertainment & Red Communications, the three-day market's opening session looks at the creative alliances between Southeast Asia's markets. These often take a back seat to their older and better-funded North Asian neighbours.

Among the films given lots of love on the JAFF market schedule are Forka Films' *Empat Musim Pertiwi* (*Four Seasons In Java*), directed by Kamila Andini; *Pangku* (*On Your Lap*); actor Reza Rahadian's feature directorial debut; and Visinema Pictures' *Queen of Malacca*, which is described as "a bold new epic... that propels Indonesian action storytelling into a new frontier".

All have been given dedicated high-profile stage slots.

Empat Musim Pertiwi – a co-pro involving Indonesia, Singapore, the Philippines, the Netherlands, Norway and Germany – is about a woman who returns to her home village after being imprisoned for violence.

Pangku is the story of Sartika, a young pregnant woman leaving her hometown in search of a better future

for her child, but who ends up working at a café where extra lap-sitting services are expected along with drinks.

Indonesia's Minister of Creative Economy, Teuku Rifky Harsya, delivers a market keynote; and Visinema's founder and group CEO, Angga Dwimas Sasongko, talks about his journey from festival movies to *Jumbo*, Indonesia's #1 box office film of all time.

In addition to highlighting partnerships between Southeast Asian producers, market sessions also include discussions about Indonesia's box office, film financing, animation, adaptations and youth audiences.

Taking place for the second time, the JAFF Market expands the 20-year-old Jogja NETPAC Asian Film Festival with an industry event designed to create "pathways for collaboration, investment, and long-term industry growth".

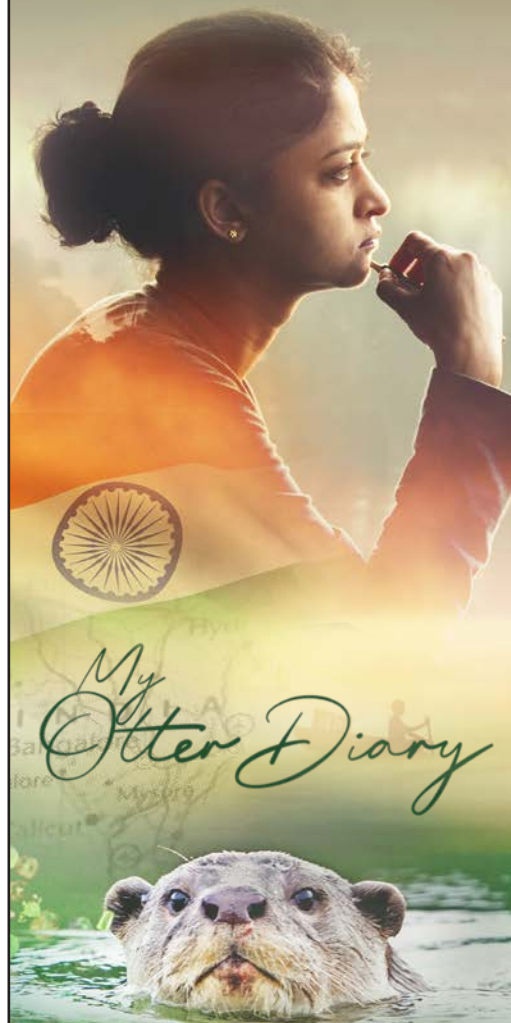
The JAFF Market involves seven strands – a Film Industry Exhibition, JAFF Future Project, JAFF Content Market, Talent Day, Film Lab, Market Screening Room, and the Film and Market Conference.

The JAFF Future Project – a collaboration with Adelaide Film Festival and Lorna Tee's mylab – presents 10 film projects – eight Indonesian projects, some with international partners including the U.S., Korea and the Philippines, and two led by Australia.

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Vision+, iQiyi launch Indo collab with ticketed fan event

Indonesia's domestic streaming platform Vision+ and mainland Chinese streamer iQiyi officially launch their subscription collab tomorrow (Wed, 26 Nov) at a ticketed fan event in Jakarta.

Among the event celebs are iQiyi global ambassador, Esther Yu.

The top-tier ticket, which costs IDR 699,000/US\$42 includes Red Carpet access, merch, and other activities, plus a one-year iQiyi VIP Standard subscription and a one-year Vision+ Premium Ultimate subscription. The cheaper ticket costs IDR 299,000/US\$18 and include one month subscriptions to both platforms, plus event experiences.

The Combo Asia bundle promises "access to top Asian dramas, films, and variety programmes through a unified premium experience".

Something Special swells sales team

Move coincides with *Unforgettable Duet* launch success

Hayoung Rhee has joined Jin Woo Hwang and InSoon Kim at Korean formats agency Something Special as VP and head of sales.

The announcement comes ahead of this year's ATF in Singapore and runs alongside the debut success of dementia-themed family music reality show, *Unforgettable Duet*, on Korean pay-TV station MBN on 5 November at 10.20pm.

The first two episodes were the highest among all cable channels in their time slots for pay-TV households; and were # 1 in its time slot among pay-TV households (ahead of JTBC, KBS2, MBC and SBS).

For episode two, household ratings rose 27% week-over-week, with peak ratings up 9% compared to the prior week.

Before joining Something Special Rhee spent more than 13 years at CJ ENM, including a role as general manager of the entertainment division. She previously worked for Mnet, OCN and Universal Music Korea.



Hayoung Rhee



Drama Gems from JAPAN!



TV ASAHI

Presenter



Sari Kijima



Makiko Inaba



ABC TV



Chinami Tsuji



Karimu Yoshikawa

Moderator



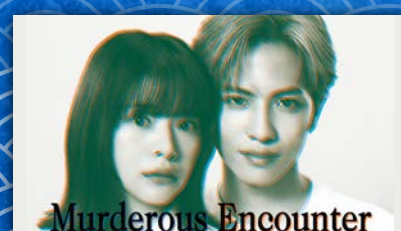
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K7 MEDIA



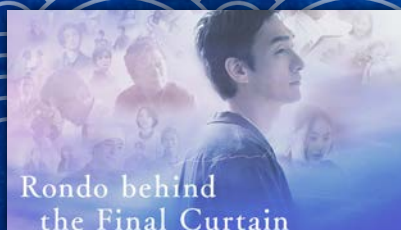
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TBS TELEVISION

The Next Wave of Japanese Entertainment
Wed. 3rd Dec. 16:00-17:00
at Japan Pavilion, ATF2025

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Taxi Driver returns to smaller audiences

Korea's SBS series debuts at av. 9.25%, hits #1 on Viu



Picture: Viu

Taxi Driver 3

The third edition of SBS' Friday/Saturday prime-time drama *Taxi Driver* premiered in Korea on 21 Nov to a tepid response from local viewers compared to the first two seasons. But streaming platform Viu, which boarded the series in mid-2025 and sells the show as a Viu Original, is telling an entirely different story.

Reporting a resounding success so far, Viu says the series premiered at #1 across Southeast Asia and the Middle East, "alongside its record-breaking domestic performance in Korea".

Viu's framing speaks to Korea's market situation, where the video entertainment environment has all but collapsed and broadcasters now seem grateful for single-digit ratings performance.

Season three returns the mysterious Rainbow Taxi vigilante team investigating a complex portfolio of cases involving dangerous domestic and international criminals.

According to Nielsen Korea, audiences for the first two episodes of season three were 1.787 million (ep 1) and 1.903 million (ep 2) – well behind the debut episodes of the first two seasons.

Average audience share for episode one was 9.5% nationwide, dropping to

9% for episode two on 22 November.

Season one aired from April to May 2021, with an average rating of 12.6% nationwide across the entire 16-episode series.

Season two aired from February to April 2023, rising to 15% average for the full season.

The first two episodes of season two both hit ratings of above 10%.

In June this year, Viu said it had acquired worldwide rights, excluding Korea and mainland China, for *Taxi Driver 3*, which returns Lee Je-hoon in his starring role as Kim Do-gi, the brilliant yet tormented vigilante. Kim Eui-sung, Pyo Ye-jin, Jang Hyuk-jin and Bae Yoo-ran are also back for the third season, created/written by Oh Sang-ho and directed by Kang Bo-seung.

The new season also features Edan Lui of Hong Kong's boy band MIRROR (part of Viu owner PCCW's entertainment ecosystem), who makes his Korean drama debut as a character who forms an unpredictable alliance with Kim Do-gi.

Taxi Driver 3 is produced by Studio S, the in-house production arm of SBS Media Group.

MQWORLDWIDE

MQ Worldwide is the global media content distribution arm of the MediaQuest Group, providing award-winning, innovative and engaging stories from the Philippines.

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SONG OF THE FIREFLIES DRAMA | 133 MINS

The award-winning film based on the true story of the Loboc Children's Choir, choirmaster Alma Taldo inspires a young, inexperienced choir from a public school in the municipality of Loboc. As they train extensively and navigate a tough series of competitions, the small-town heroes spark a light of hope and inspiration on their way to nationals.

CAST

Morissette, Rachel Alejandro, Noel Comia Jr., Krystal Brimner, Cris Villonco, Chai Fonacier, Cai Cortez



I SEE YOU DECEIT-REVENGE MICRODRAMA 46 EPS X APPROX. 2-5 MINS

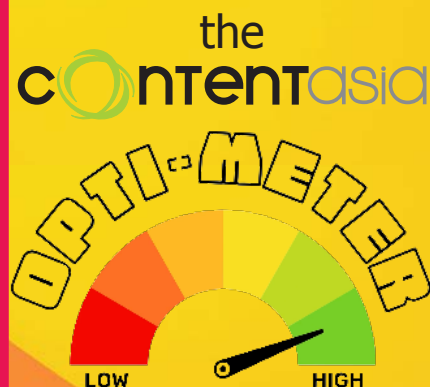
The truth will always reveal itself! Ann, a high performing CEO and dedicated mother gets into a tragic accident that renders her blind... or so they all think! As she uncovers her husband's betrayal, her family and their lives are all put at risk.

CAST

Dimples Romana, Joem Bascon, Cedrick Juan, Pearl Gonzales, Zion Cruz

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Daniel Dae Kim to host *K-Everything* First collab: APAC-based Global Prod., CNN Originals



Daniel Dae Kim

Daniel Dae Kim is hosting and executive producing CNN Original's new multi-platform travel series, *K-Everything*, scheduled for a 2026 release.

The four-episode series will be made by CNN's APAC-based Global Productions teams, headed by Ellana Lee, Group SVP, GM APAC, and Global Head of Productions for CNN International.

K-Everything is the first collaboration

between the network's CNN Originals and Global Productions teams. The series follows the *Lost/Hawaii Five-O* actor/director on a "quest to discover how South Korea has sparked a global pop culture movement, driving trends in music, food, TV and film, and more".

Production publicity promises "cameos from some of the biggest names driving South Korea's creative renaissance".

Korea's Lee Soon-jae dead at 91; KBS pays tribute

Korean public broadcaster KBS has paid tribute to veteran actor, Lee Soon-jae, whose "footsteps were the history of Korean dramas". Lee, who appeared in TV dramas at the age of 90, died on Tuesday (25 Nov). He was 91 years old. His first appearances in broadcast drama began in 1965. "Throughout his life, he contributed significantly to the advancement of broadcasting technology and the advancement of Korean



television dramas," KBS said. The broadcaster is scheduling a series of special programmes celebrating Lee's life and contribution.

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THE TIMES

SANDOKAN THE PIRATE PRINCE

8 x 1 HOUR



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ADVENTURE, FROM
THE PRODUCERS OF
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fremantlescreenings.com



Her Name Was Carolina

(45x45 mins)

Genre: Drama, Crime

GMA Network, Worldwide Division

Contact: Rochella Ann Salvador,
rassalvador@gmanetwork.com



The Orient Express: A Golden Era of Travel

(4x60 mins)

Genre: History

PBS

Contact: Luke Oliver, loliver@pbs.org



Project Empire (10x48 mins)

Genre: Reality

Girl, Bye Productions

Contact: Sabrina Riddle,
sabrina@girlbyeproductions.com



Queen of Mars

(3x89 mins / 6x49 mins)

Genre: Drama - Sci-Fi / Fantasy

NHK Enterprises, Inc.

Contact: Aizawa Ayasa, aizawa-ay@nhk-ep.co.jp



Incognito (52x45 mins)

Genre: Drama

ABS-CBN Corporation

Contact: Winess Lee-Gonzalez,
Winess_Lee@abs-cbn.com

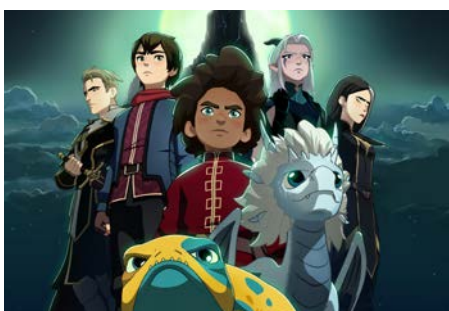


Deep in Love

Genre: Drama / In Production

OGM Universe

Contact: Mikaela Perez,
mikaelperez@ogmuniverse.com



The Dragon Prince

(63x22 mins, 7 seasons)

Genre: Animated Fantasy Adventure Series

Cake

Contact: Julien Farçat,
jfarcat@cakeent



Decalomania ทวิญ ร้างฉั่น วิญญูญาณเธอ

(8x45 mins)

Genre: Thriller

ONE31 and KC Global

Contact: Michelle Chang,
Michelle@mochachailab.com



Kyojo Reunion / Kyojo Requiem

(2 epi x duration TBC)

Genre: Suspense/Drama

Fuji Creative Corporation

Contact: Takako Noguchi, takako.noguchi@fujicreative.co.jp

CLICK HERE

for full listings & details

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COMING SOON

What's inside....

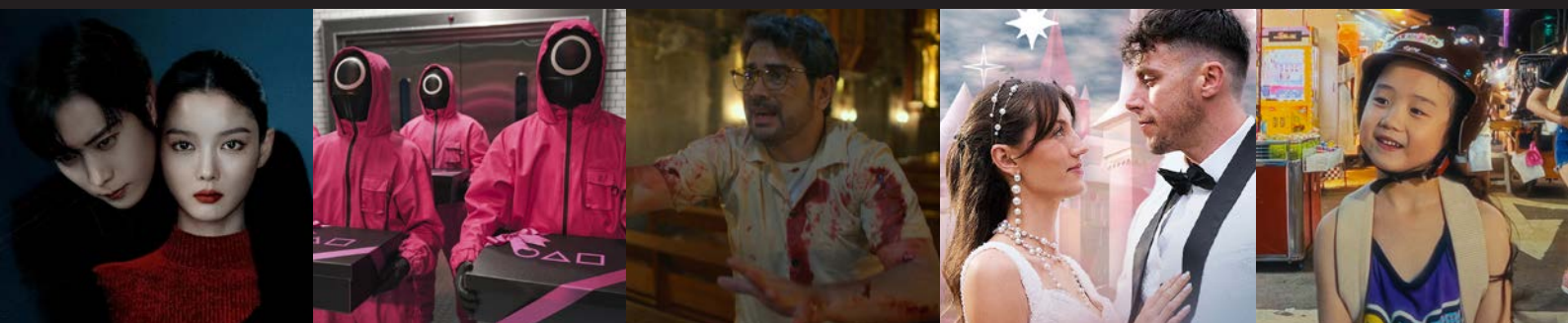
2026 Radar: The signals we can't ignore

EXCLUSIVE Asia takes ~60% of Netflix global non-English top 10 TV hours in 2025

PLUS Philippines' Rein Entertainment on what's next; Vigloo founder Neil Choi, and Shih-Ching Tsou on *Left-Handed Girl*

& a whole lot more...

All in *ContentAsia's* latest magazine



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What's on where...

November 2025	26-28	World Content Market 2025	Moscow
	26 Nov-7 Dec	Singapore International Film Festival (SGIFF) 2025	Singapore
	29 Nov-1 Dec	JAFF Market 2025	Yogyakarta, Indonesia
	30 Nov-7 Dec	Jogja-NETPAC Asian Film Festival 2025	Yogyakarta, Indonesia
December 2025	1-2	SGIFF: NAS Summit (Singapore) 2025	
	2	Asia TV Forum & Market 2025 (ATF) – ATF Leaders Dialogue	Singapore
	3-5	Asia TV Forum & Market 2025 (ATF) – Market & Conference	Singapore
	5-7	SGIFF: Singapore Comic Con 2025	Singapore
February 2026	22-24	Mip London 2026	London, U.K.
		The London TV Screenings 2026	London, U.K.
March 2026	2-5	Australian International Documentary Conference 2026 (AIDC)	Melbourne, Australia
	17-20	Hong Kong FILMART 2026	Hong Kong
	24-26	Series Mania Forum 2026	Lille, Hauts-de-France
April 2026	23-28	Canneseries 2026	Cannes, France
June 2026	8-11	Nem Dubrovnik 2026	Croatia
	10-12	20th Busan Content Market 2026	Busan, Korea
	16-18	APOS 2026	Bali, Indonesia
	17-19	19th Content Tokyo 2026	Tokyo, Japan
	22-25	Sunny Side of the Doc 2026	La Rochelle, France
	23-24	DW Global Media Forum 2026	Bonn, Germany
	24-26	Telefilm Vietnam 2026	Ho Chi Minh City, Vietnam
August 2026	19-22	Beijing International Radio, TV & Film Exhibition 2026	Beijing, China
	27	ContentAsia Awards 2026	
September 2026	10-13	Gwangju Ace Fair 2026	Gwangju, Korea
October 2026	10-13	Asian Contents & Film Market 2026	Busan, Korea
	10-11	MipJunior 2026	Cannes, France
	12-15	Mipcom 2026	Cannes, France
November 2026	10-11	DICM 2026	Madinat Jumeirah, Dubai

* As of 24 November 2025

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

Hazbin Hotel sweeps Hong Kong demand

Prime Video drama leaves rivals trailing – again



Hazbin Hotel

Top 10 overall TV originals: Hong Kong

Rank	Title	Difference from Market Average (x times)
1	Hazbin Hotel	43.1
2	Stranger Things	30.0
3	One Punch Man	25.6
4	My Hero Academia	20.6
5	Thomas & Friends	20.2
6	Saturday Night Live	18.3
7	Sesame Street	17.1
8	Attack On Titan	16.1
9	Peppa Pig	15.3
10	The Daily Show	14.9

Top 10 digital originals: Hong Kong

Rank	Title	Platform	Difference from Market Average (x times)
1	Hazbin Hotel	Amazon Prime Video	43.1
2	Stranger Things	Netflix	30.0
3	Slow Horses	Apple TV+	13.6
4	Foundation	Apple TV+	13.6
5	Gen V	Amazon Prime Video	12.8
6	Squid Game	Netflix	12.7
7	The Bear	Hulu	12.7
8	Only Murders In The Building	Hulu	12.7
9	Severance	Apple TV+	12.6
10	Alice In Borderland	Netflix	12.6

Date range: 10-16 November, 2025

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 10 times more in demand than the average TV show in this market



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