

Al Jazeera English quits Singapore

Killer regulations blamed for channel's exit

After two painful, low-visibility years, 24-hour news channel Al Jazeera English has quit Singapore.

There's the official reason for Al Jazeera's disappearance from SingTel mio TV's line up at the beginning of April: something about commercial feasibility, viewership, ongoing review of channels and line-ups...

Then there are the other reasons, the ones most believe are the real cause behind the Doha-based global channel's decision to exit the market.

Chief of these is that Al Jazeera English bosses simply couldn't get past Singapore media authorities' refusal to grant a license that would al-

More on page 7

asiacontentwatch

FX Asia

Although FX describes itself as a niche channel dedicated to everything edgy, sophisticated and smart the pay-TV channel schedules against all general entertainment services targeting 18-44 year olds.

www.asiacontentwatch.com
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Asia presence down 9% on MIPTV eve Vietnam, Thailand up... China, Malaysia down

About 9% fewer Asian programmers head to Cannes at the weekend for this year's MIPTV television market, which opens on Monday, 12 April.

China leads the exit this year, down 26.5% to 169 participants from 230 last year.

Five countries have a higher presence this year than last year: Vietnam, Thailand, Singapore, India and Brunei.

Mongolia, which skipped 2009, is taking part this year, unlike Bangladesh and Pakistan, which are 2010 no-shows. Last year one participant from each of those markets showed up.

Pre-market figures show the biggest increase this year is from Vietnam, which almost doubles its presence to 13 this year from seven in 2009, organisers Reed

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The two-episode premiere of HBO's *The Pacific* over the Easter weekend broke Singapore's 2010 records so far, topping the country's English-language drama series cable charts with more than 100,000 viewers. HBO said this was more than the total Singapore theatrical movie audience so far for award-winning movie *The Hurt Locker*. *The Pacific* - HBO's most expensive mini-series production ever at US\$200-million - also put HBO in top spot among movie and entertainment cable channels in Singapore for the 3 April (9pm-11pm) slot. Quoting TNS Singapore data for all cable viewers, HBO said the first episode had a 0.73% rating, 22% ahead of the second-placed show. The second episode, aired back-to-back, grew by 44%.



atiger's eyes

What's really going on out there...



People line up to be friends with SK Telecom for a million and one reasons. Here's another one: The Korean telco's invitation-only "experience centre" in Seoul has to be the biggest tech thrill after the iPad and Alice in 3D. Actually, maybe even before the iPad.

The whole T.um experience centres around a smart device - the T.key - that becomes your soul mate, your other self, your sun, your moon, your everything. Plus it's a phone in case you actually need to talk to someone.

Your avatar - T.me - is created at the beginning of the tour, and it follows you everywhere...

The tour takes in the wired home of the future, where gesture recognition technology and sensor networks let you do everything from connect with friends to changing the colour and pattern on your home's walls without picking up a paintbrush or a wallpaper roller. Or, actually, touching anything at all.

U.driving means you never

More on page 3

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Pangilinan caught in Philippines copying row

Philippines communications/media boss Manny Pangilinan has offered to resign from the Ateneo de Manila University board over glaring similarities between a commencement address he delivered and those of Barack Obama, Oprah Winfrey and JK Rowling. Pangilinan – sometimes described as one of the Philippines' most powerful men – says it was a mistake. While local media went wild, he and university president Father Bienvenido F. Nebres exchanged letters, which were then posted on the university's website...

Dear Father Ben

Easter greetings!

I have been told last night that portions of my graduation remarks - in particular my address to the Schools of Humanities and Social Sciences - had been borrowed from certain other graduation speeches.

I had taken a look at the side-by-side comparison @ Facebook, and must admit to this mistake.

For this, I wish to express my sincerest apology to you, the University and to the 2010 graduating class.

I have had some help in the drafting of my remarks, but I take full and sole responsibility for them.

In mitigation perhaps, the body and substance of my speech represented my own story and my thoughts. And I have labored long hours to get those speeches done. It is my hope that their impact has not been lost on the graduates. That said, this post fact event I am certain has devalued the words I have uttered at graduation - whether original or copied.

I am told further that comments posted on Facebook have started to spill beyond graduation, and are now alluding to my misconduct with respect to Meralco, with former President Erap, and so forth. Under the circumstances, it is best for the Ateneo and myself to shorten the life of this controversy and prevent it from spinning out of control.

Fr Ben, this has been a source of deep personal embarrassment for me.

I am truly regretful for it. I already have too many battles to fight, and some of them I wish not to have to fight. In this instance, I do not want to, and would seek only the honourable and principled way out. The matter at hand may rest after this public apology, but it gives me a lot of personal discomfort to continue to be closely involved with Ateneo affairs after this incident. I am afraid the damage has been done - wala talaga akong mukhang ihaharap pagkatapos.

With much regret, Fr Ben, I would wish to retire from my official duties at the Ateneo.

With all good wishes to you and to our graduates.

M. V. P.

Dear Manny

I received your apology just a few minutes ago and feel how deeply embarrassed and pained you are by this event. We realize that this was a mistake and we respect and appreciate your taking responsibility and your immediate apology.

At the same time, we know that this happened without your full awareness, though you take full and sole responsibility. Thus this does not diminish our admiration and respect for your person and for your care and accomplishments for our country and for the Ateneo. In fact, your acceptance of responsibility and apology command our utmost respect.

In reading again through your speeches, we also see that indeed the main part of your speeches were your story and your thoughts. We thank you for taking so much time to craft them and to share them with us and our graduates. We are deeply touched by this sharing of yourself.

Again I realize how profoundly embarrassed you are by this event and that you believe that resigning from official duties at the Ateneo is the principled thing for you to do. However, reflecting on the events and circumstances, I cannot quite agree, and I believe with many others that what is appropriate is the apology you have given. Neither can I agree with you that "wala talaga akong mukhang ihaharap pagkatapos." I would thus like to take up your retiring from official duties at the Ateneo with our officials and Board of Trustees and discuss it further with you.

It is Easter Vigil and may the Risen Christ be Light to you.

Fr. Ben, S.J.

From page 1: A Tiger's Eyes

have to steer a car again.

U media lets you connect and share everything with everyone by moving files "across" a media table right into your friends' inboxes. Rights issues? Ah, well... this is a technical experience not a moral (or commercial) discussion.

The malls of the future are a T.key point-and-browse experience that make today's shopping seem lumbering and

quaint. Plus, who could resist the body scan software that then lets you "try" on clothes and see how they look.

And then when all that's done, you can order your coffee from a media table at the Starbucks kiosk in the lobby. Queuing? Thing of the past, love... and long may it last.

For the moment, the coffee and the T.key device are probably the only things that have lives of their own outside the museum.

When can we expect to be using them in real life? They're possible right now, Dr. Wonhee Sull, SK Telecom's EVP/head of new business, told delegates at Disney's Digital Media Conference in Seoul. The only thing that's missing is the business case. For now.

What happens to T.me at the end of the tour? You send it back into the "cloud", which is the fabulous place the future lives. Bye bye T.me. Sniff.

thetweetlife

Thai gov't pulls plug on red-shirt channel PTV. Yellow-shirt station ASTV remains on air. Fair? Reds don't think so. New protest planned.

8:55 PM Apr 8th via web

Great sports excitement in Singapore over StarHub's 50% price cut and 4 new channels. But, no, pathetically, still no World Cup deal.

4:55 PM Apr 8th via web

Good (ish) discussion in Singapore on Al Jazeera being axed from SingTel Mio TV. Official comment very... <http://bit.ly/bRT7aj>

17:45 PM Apr 7th via Facebook

SingTel says veteran programmer Selena Ho hasn't left the building. Could our sources be wrong? We're on the case...

05:45 AM Apr 7th via web

Turns out rumours were true & that Saban is William Pfeiffer's Tiger Gate white knight. What's not clear is the... <http://bit.ly/bHaqKN>

11:56 AM Apr 6th via Facebook

Tsk, tsk! What was Manny Pangilinan thinking when he "borrowed" quotes from Oprah and JK Rowling? Did he really think no one would notice?

6:49 PM Apr 4th via web

Today's (maybe even the year's) most brilliant idea: Channels worried about Singapore's new carriage rules can... <http://bit.ly/bs9mXg>

8:55 PM Apr 2nd via Facebook

Sooo glad to see it's not only us. Media Partners Asia analysis of Singapore's new content... <http://bit.ly/blPQit>

11:50 AM Apr 1st via Facebook



Who said what at... *Disney's Digital Media Conference in Seoul.*

“People say they want things for free. But they value certain aspects, such as timing, ease of use, quality content.”

Albert Cheng, Executive Vice President, Digital Media, Disney-ABC TV Group

“In our world, simplicity and being able to find what you want and watch it when you want is paramount.”

“Subscription devices need to get into the cloud. Connection has to be seamless. We're a long way from that in Australia.”

Patrick Delaney, Executive Director - Sales and Product Development, Foxtel

“If the platform is more robust and has more features, then the perceived value of the content goes up.”

Kelly Summers, Vice President, Digital Distribution, Walt Disney Studios Home Entertainment

“A lot has improved, but all kinds of pain points still exist... these include bad connections between devices and an overflow of information, content and devices... normal people need coordination. We have to think of providing this easily.”

Wonhee Sull, SK Telekom

“If you have a feature that's under-used, you need to rethink that part of your design. Users will tell you what they want.”

James Miner, Senior Vice President, Digital Media, ESPN Star Sports

“The older generation has deep pockets but they don't know how to create connectivity.”

Wonhee Sull, Executive Vice President/Head of New Business, SK Telekom

“Our target is having half our revenue come through advertising and half through a combination of affiliate fees and direct to consumer revenue... One thing we have found is that the big analogue deals are increasingly happening because of the strength we have in digital.”

“Online banking is the epitome of good design.”

James Miner, ESPN Star Sports

John Kosner, Senior Vice President/General Manager, Digital Media, ESPN

“User interface and user experience are two different things, but we use them interchangeably.”

“There are six laws of design and user interface: design, story, symphony (make it all work together), empathy, play (make it joyful), meaning.”

Inho Shin, Team Leader, Personal Media Platform Team, SK Telecom

“The best way to win (internal/external) battles over the digital meaning of life: “make money and be relevant.”

“We're not stalkers...we just try to follow users wherever they go.”

Rohan Lund, Chief Executive, Yahoo 7, Australia

Who was at ... Disney's Digital Media Conference's closing cocktail (and Patrick Delany's birthday) at the W's WooBar in Seoul



Todd Dubester, Albert Cheng, Disney



Patrick Delany, Foxtel; Alistair Jennings, Rob Gilby, Disney



Rick Ellis, TVNZ; Greg Johnson, Disney



Caroline Clugston, Nicholas Wodtke, Disney



Kenneth Lee, Disney; Keith Huang, PCCW; Junaidah Said Khan, Chu Young Lee, Astro



Jennifer Yan, Steamboat Ventures; Rob Gilby, Disney; Li Feng, Beijing Netmovie



Manju Nair, Disney; Robb Beeston, Disney Online Studios; Vishal Gondal, Indiagames; Vicki Choy, Disney



Paul Dale, Astro



Thor Bayer, TVNZ



Kim Meng Law, Sony Pictures Asia and Kang Hyun Lee, Acetel



Daniel Solnicki, Disney



Charissa Gilmore, Disney



Mohamed Zulkifli, Media Prima



Carlos Mori Rodriguez, ABS-CBN



Siddharth Taparia, Raju Venkataraman, Disney

Zenith upgrades ad forecasts

ZenithOptimedia has upgraded its global ad growth forecasts for this year from 0.9% to 2.2%. This is the second upgrade in a row, after 18 months of consecutive downgrades.

In its latest report, ZenithOptimedia said hard-hit developed markets were stabilising and would return to growth in 2011.

Recovery in developing markets was also well under way, with 8.5% growth forecasts in 2010.

"Confidence in the global economic recovery, while tentative, continues to grow, and this improvement has been apparent in ad markets across the world," the 7 April report said.

"As is usual after a downturn, the global market will improve steadily over the next three years, with 4.1% growth in 2011 and 5.3% in 2012," the company said, adding that the internet's share of adex would rise from 12.6% in 2009 to 17.1% in 2012.

From page 1: MIPTV

Midem said less than a week before opening day.

The second biggest increase in participation comes from Thailand, which is up 25% this year over 2009. The number of Thai companies at the show is up 33%, from 18 last year to 24 this year.

India follows, with an increase of 11.5% to 88 participants. 43 Indian companies are taking part in this year's show, two more than last year's 41.

Singapore – this year's focus country – is up about 8%, from 74 participants last year to 80 this year. The total number of Singapore companies taking part in the five-day market is up from 28 last year to 30 this year.

The total number of Asian companies taking part this year is down by just over 6%.

South Korea is sending the most companies (75, down from 81 last year), followed by Japan (70, down from 77 last year).

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Director, Advertising Sales, Southeast Asia

Key Objectives:

- Develop ad sales strategy for the Southeast Asia business unit, including development of new and existing markets and exploration of all ad sales revenue opportunities
- Drive ad sales growth across key territories and increase local advertising sales activities
- Manage the network of local advertising sales representatives in Southeast Asia
- Develop and manage systems to ensure efficient ad sales operations
- Work closely with the DNAP regional ad sales team to ensure both regional and local ad sales objectives are achieved

Key Responsibilities:

- Work with the advertising representative network to develop detailed sales strategies with clearly defined targets
- Work with the advertising representative network to ensure each representative has the tools, information and support to achieve all sales targets
- Assist the SVP-GM, Southeast Asia in the review of existing advertising sales relationships and development of new partnerships
- Attend key agency/client presentations in market with agency representatives
- Work with DSEA corporate functions to provide support for local advertising sales, including the production of on air sponsorship elements, supply of research data, creation of sales presentations, creation of sponsored programming elements, and trade marketing efforts
- Monitor campaign fulfillment in consultation with the DNAP business operations team.
- Assist to develop and implement incentive programmes for local advertising representative teams
- Manage timely and detailed reporting from advertising representatives to ensure accurate tracking of performance

Requirements:

- Minimum of 7 years' TV sales/sales related experience, preferably in Southeast Asia
- An advertising sales representative or advertising solutions background
- Experience of managing an advertising representative network would be a plus
- Knowledge of Pay TV advertising operations
- Strong management and leadership skills
- Excellent communication skills, both written and spoken.

This position will be based in Singapore.

Interested applicants, please write to:

Human Resources
Discovery Networks Asia-Pacific
3 Changi Business Park Vista #03-01
Singapore 486051
Or Email to: hrm_asia@discovery.com
Closing Date: May 7, 2010

Only short-listed candidates will be notified.

programming

ITV ups docu slate by 80%
ITV Studios Global Entertainment is bringing 80% more documentaries to MIPTV this year than it did last year. The U.K. distributor said its ramped up docu slate of more than 100 hours was in line with global trends and a result of a "surge in demand" from global buyers. New content comes from ITV Studios as well as indie producers such as Raw TV, Cream, PTV, Darlow Smithson and Zig Zag Productions. ITV Studios Global Entertainment acquisitions manager, Gary McDonagh, says the company is "actively in the market for co-financing and acquiring further high-quality documentaries that can play to primetime audiences".

AETN's biggest new show slate ever debuts at MIPTV
AETN International is also coming to MIPTV with its biggest-ever slate of new non-fiction programming. In top spot among the 400 new hours is *America, The History of Us*, a 10-hour series about how America was invented. The show, produced by Jane Root's Nutopia, covers everything from how the transcontinental railroad was built to putting a man on the moon. The series premieres in the U.S. on 25 April. *Pawn Star* – the number one series of all time on History channel in the U.S. – is also back for a second season. Plus it's launching at MIP as a format.

Elba in Cannes for Luther
Idris Elba (*The Wire*, *American Gangster*) will be in Cannes for MIP to promote new six-part BBC drama series *Luther*. Elba stars as John Luther, a near-genius detective "whose brilliant mind can't always save him from the dangerous violence of his passions".

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Account Manager (Contract position)

You will act as a link between clients and creative services. You must be able to pitch and win new ad sales business and support the department in the administrative and creative management of projects.

Key Responsibilities:

- To make pitches and win new ad sales business for creative services
- To work with the team to devise an advertising campaign that meets the client's brief and budget
- To brief producers and assist with the formulation of creative strategies
- To prepare regular contact updates on account status

Requirements:

- Minimum 'A' Level or its equivalent
- Excellent communication and organizational skills
- At least 2 years' experience in a broadcast, ad sales or advertising capacity
- Extensive industry contacts on a local and regional level
- Candidates will be required to meet a stipulated revenue target

This position will be based in Singapore.

Interested applicants, please write to:

**Human Resources
Discovery Networks Asia-Pacific
3 Changi Business Park Vista #03-01
Singapore 486051
Or Email to: hrm_asia@discovery.com
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From page 1: Al Jazeera

low the channel to operate outside a narrow *la carte* zone.

An added dampener to commercial ambitions was killer limitations put on channel promotions. Taken together, the operating restrictions virtually pushed the mute button Al Jazeera English voice in Singapore.

No official subscription figures have been disclosed, but best guesses were that they were in the low double digits.

Al Jazeera simply said that the

take up of the English channel was so low it did not make financial sense to continue.

There is no indication that the few viewers the channel had complained about the content. Al Jazeera has always claimed to offer a responsible voice that constructively adds to the diversity, perspective and opinion of world news.

A channel spokesperson said "while we are disappointed to be pulling out of Singapore, we remain hopeful that the values

AJE stands for values will in time be welcomed by Singapore. As the regions media hub we also hope that Singapore can in future treat all international news channels equally."

Although disappointed, Al Jazeera wouldn't have been surprised by the Singapore government's heel-dragging position on mass access to the English-language service. The low-key and limited license approval in 2007 followed a 12-month "review" process.

ContentAsia's 20/20 interview asks those who have been in the industry in Asia for the past 10 years at least to look back – and forward – and tell us what they see. In the third of a series that will run through 2010, Raymund Miranda, NBC Universal Global Networks Asia Pacific's managing director, talks about dreams, what happened to them, decisions, bigger decisions and what he probably wouldn't do again.

What do you think the biggest influence on Asia's media industry in the past 10 years has been? "Ad sales and regulations. The growth of either regional or local ad sales has either encouraged or hindered the ability to spin off local feeds, to spend more on content and marketing or to invest more in operations. Regulations on the other hand have also either helped grow markets or hindered them. This has to do with both the analogue as well as the digital space."

10 years ago, lots of companies said they were totally digital. What's the biggest difference between what you remember as the digital of 2000 and your digital of today? "Digital 10 years ago was about VOD, SVOD, HD and convergence (remember that word?). Digital today is about capacity and bandwidth, IPTV and content on the go. In fact, HD is only finally happening a decade after everyone was talking about it. Today, it is about Web 2.0 (or 3.0) and social media as well as online content."

Of all the things (tech, countries, etc) we have known and been excited over in the past 10 years, what do you think is the one (or two) that failed to live up to expectations? "I think VOD/SVOD didn't deliver on the hype it had in Asia as a whole. Having said that, it is still "live" and is still trying to break out. The other aspect is the promise of various markets ie Taiwan going digital (which is now picking up after a decade)."

What are the biggest operational differences you have seen over the past decade? "There was always (and continues to be) a debate as to whether organisations should centralise globally, centralise regionally or go local operationally. Various organisations have had various changes over the past decade with swings towards one way and then another and then another..."

The forecasts that didn't come true... (what do you remember)... Or the ones that came true but not in the way you expected. "Discussions about addressability in India and in the Philippines that are moving along but haven't completely come to pass.... 'open skies' that also disappeared pretty fast."

Is there anything that might have happened that didn't (or hasn't yet)? "Seeing the promise of digitalisation in Taiwan, growth of pay-TV in Thailand and Indonesia, greater transparency in the Philippines and South Asia as a whole."

What would you never do again no matter how much money you were offered? "I would never underestimate the effect of piracy on our business."

What would you do again in a nanosecond, even if no money was involved? "Spend on content, brands and marketing."

What's your take on social networks? "Makes us all more accountable to our stakeholders."



The

20

interview



Social networks make us all more accountable to our stakeholders."

What has been the biggest disappointment? Why? "Mobile TV – a lot of promise particularly in under-penetrated markets but the ability to clear rights, regulations that could not keep pace with the technology, the expense of deployment, the ability to deliver aspirational handsets and improving the user experience all conspired to end that promise. There was no clear model for revenues that could be adopted."

What are you still deeply unsure about? "Digital migration."

The phrase you take with you into

every biz dev meeting? "Never wait for the perfect storm..."

What do you think the costs of all the focus of speed and tech is? "Not as much as the cost of content."

Crystal ball gaze for a moment... what do you think we will be talking about in 2020? "How HD did (or did not) play out; how quickly (or slowly) the digital migration rolled out, how pay-TV ad sales improved (or not) and if a PC-like gadget will indeed take over the set-top box or if the smartphone or another mobile device will take over."

ContentAsia's ongoing focus on Asia's most important buyers explores how they think and what they want.

Janice Cheng, head of content for Life Inspired (Li TV), acquires pay-TV rights for high-definition lifestyle content, covering the channel's five programming pillars – food, home, wellness, travel and style. Cheng also takes care of on-air promos, scheduling and original content production.

What kinds of sales pitches do you respond best to? "Sales pitches that are very well prepared, demonstrating that suppliers have done proper research on the channel, current line-up and recommend content that he/she thinks best fits the channel. Additional information that is readily available or easy to access online is key too."

How much of a programme/episodes of a series do you watch before you decide to buy? "I make an attempt to watch at least two episodes before deciding on a purchase."

Do you remember the first programme/series you ever bought and what you were thinking at the time? "The first programme I bought for Li was *Total Body Cardio with Tanja Djelevic*, an innovative workout series with picturesque Sundance, Utah, as the backdrop. Now, that's inspiring!"

What is your best buy ever – and why? "I'm finding it difficult to name just one! All the content acquired is our best, and fits our criteria of offering lifestyle content that is different, entertaining and inspiring."

What is the highest-rated programme you've bought in the past few years? "Having launched only late last year, our channel is too new and therefore,

difficult to measure in terms of ratings. However, we have received encouraging feedback on our home series under Li Space."

Is there any show you wish you had bought? "There are a few..."

If money was no object, which three programmes would you buy? "None actually. Because we're creating a lifestyle brand from the ground up, I would prefer that the money be spent on developing Li's very own original lifestyle content to suit our affluent Asian viewers."

What is/has been your greatest television extravagance? "I don't believe in spending excessively. I would much rather focus on getting quality, inspiring content like *Yes Chef!* and *Pure Design*, just to name a few."

What do you find most difficult about the programming/acquisition process? "Consistently looking for the best lifestyle content in high definition at the best price and getting promotional and marketing support from suppliers."

What do you hate most about the acquisitions process? "The never-ending and arduous negotiation process."

Is there anything you wish programme licensing and distribution people would do that they are

not doing now? "To provide more support with quick responses and up-to-date information, especially when it comes to promoting and marketing the content we acquired. This support is key to driving more awareness and viewership to the channel."

What's the biggest programming risk you've ever taken? "Introducing six content belts in the channel's schedule: Li Ultimate for premium reality content, Li East for all things Asian, Li Savour for culinary indulgences, Li Space for home décor trends, Li Body for the best known workout tips and Li Chic for fashion secrets and unique travel experiences."

What do you think the most important part of your job is? "It is of course, delivering top-quality lifestyle content that is in line with our brand and our target audience. Ensuring that the content is not just visually enticing, but entertaining, informative and inspiring. Being in tune with our market is important to further cater to their expanding and rapidly-changing needs."

What programme do you watch most often for your own enjoyment? "American drama series, lifestyle programmes and talk shows."

The key trade events you will be attending this year? MIPTV, BCWW, ATF



I respond well to sales pitches that are very well prepared, demonstrating that suppliers have done proper research on the channel, current line-up and recommend content that he/she thinks best fits the channel. Additional information that is readily available or easy to access online is key too."

Janice Cheng is among 500 buyers in Asia featured on ContentAsia's subscription service, www.asiacontentwatch.com. For more information, please email i_want@contentasia.tv or call +65 6846-5988.

essential information only

contentasia

Be included. For details, contact:

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Masliana Masron (Asia) on mas@contentasia.tv or +65 6846-5988

www.contentasia.tv
www.asiacontentwatch.com

FX Asia

by Malena Amzah

Although FX describes itself as a niche channel dedicated to everything edgy, sophisticated and smart the pay-TV channel schedules against all general entertainment services targeting 18-44 year olds.

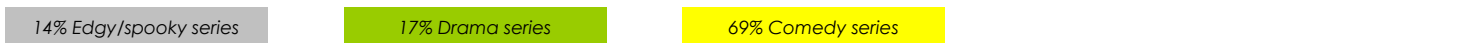
The core differentiator is "award-winning, bold, and provocative" programming. And therein lies FX programmers' biggest challenge, given the distinct preference for "edgy", "controversial" and pushing

content boundaries beyond anywhere they've gone before in Asia. And, yes, censorship is an issue in some countries, says Eddy Tan, general manager for FX Asia, Channel [V] and Nat Geo Music Asia.

FX has a single feed covering Hong Kong, Indonesia, Singapore, Philippines, Taiwan, Malaysia, Maldives, Papua New Guinea and Thailand. No word yet on plans to split the service.

More on page 13

Hong Kong (8.0)	Monday (12 April)	Tuesday (13 April)	Wednesday (14 April)	Thursday (15 April)	Friday (16 April)	Saturday (17 April)	Sunday (18 April)	India (5.5)
9:30	Frasier(S6-127 (6)) Secret Admirer	Seinfeld(S5-518-84) The Fire	Seinfeld(S5-520-83) The Raincoats (2)	Seinfeld(S5-522-85) The Hamptons	Seinfeld(S6-602-88) The Big Salad	Seinfeld(S6-604-90) The Chinese Woman	Frasier(S6-129 (9)) Roz, A Loan	7:00
9:45								7:15
10:00	Californication(S3-301) Wish You Were Here	Frasier(S6-131 (10)) Merry Christmas, Mrs Moskowitz	Frasier(S6-134 (12)) Our Parents, Ourselves	Frasier(S6-136 (14)) Three Valentines	Frasier(S6-133 (16)) Decoys	Frasier(S6-141 (18)) Taps At The Montana	Mad Men(S1-107) 5g	7:30
10:15								7:45
10:30	Free Radio(101) Free Radio	Frasier(S6-132 (11)) Good Samaritan	Frasier(S6-135 (13)) The Show Where Woody Shows Up	Frasier(S6-130 (15)) To Tell The Truth	Frasier(S6-137 (17)) Dinner Party	Frasier(S6-144 (19)) I.Q.		8:00
10:45								8:15
11:00	Peep Show(S3-3) Shrooming	Californication(S3-302) The Land Of Rape And Honey	Spooks(S1-02) Spooks	Mad Men(S1-107) 5g	Sons Of Anarchy(S2-2WAB06) Felix Cerebri	Peep Show(S3-5) Jurying	Mad Men(S1-108) The Hobo Code	8:30
11:15								8:45
11:30	Peep Show(S3-4) Sistering	Free Radio(102) Free Radio				Peep Show(S3-6) Quantocking		9:00
11:45								9:15
12:00	Ghost Hunters(S4-411) **tba**	Ghost Hunters(S4-412) **tba**	Ghost Hunters(S4-413) **tba**	Mad Men(S1-108) The Hobo Code	Ghost Hunters(S4-414) **tba**	Ghost Hunters(S4-415) **tba**	Sons Of Anarchy(S2-2WAB06) Felix Cerebri	9:30
12:15								9:45
12:30								10:00
12:45								10:15
13:00	Seinfeld(S5-510-74) The Cigar Store Indian	Saving Grace(103) Would You Want Me To Tell You	Saving Grace(105) And You Wonder Why I Lie	Saving Grace(107) Everything's Got A Shelf Life	Saving Grace(109) It's Better When I Can See You	Saving Grace(111) Is There A Scarlett Letter On	Seinfeld(S5-513-78) The Marine Biologist	10:30
13:15								10:45
13:30	Seinfeld(S5-511-75) The Conversion						Seinfeld(S5-514-77) The Dinner Party	11:00
13:45								11:15
14:00	Seinfeld(S5-512-76) The Stall	Saving Grace(104) Keep Your Damn Wings Off My Nephew	Saving Grace(106) Yeehaw, Geepaw	Saving Grace(108) A Language Of Angels	Saving Grace(110) This Is Way Too Normal For You	Saving Grace(112) Taco, Tulips, Duck And Spices	Seinfeld(S5-515-79) The Pie	11:30
14:15								11:45
14:30	Frasier(S6-123 (4)) Hot Ticket						Frasier(S6-128 (7)) How To Bury A Millionaire	12:00
14:45								12:15
15:00	Frasier(S6-125 (5)) First, Do No Harm	Seinfeld(S5-517-81) The Wife	Seinfeld(S5-519-82) The Raincoats (1)	Seinfeld(S5-521-86) The Opposite	Seinfeld(S6-601-87) The Chaperone	Seinfeld(S6-603-89) The Pledge Drive	Frasier(S6-126 (8)) The Seal Who Came To Dinner	12:30
15:15								12:45
15:30	Frasier(S6-127 (6)) Secret Admirer	Seinfeld(S5-518-84) The Fire	Seinfeld(S5-520-83) The Raincoats (2)	Seinfeld(S5-522-85) The Hamptons	Seinfeld(S6-602-88) The Big Salad	Seinfeld(S6-604-90) The Chinese Woman	Frasier(S6-129 (9)) Roz, A Loan	13:00
15:45								13:15
16:00	Californication(S3-301) Wish You Were Here	Frasier(S6-131 (10)) Merry Christmas, Mrs Moskowitz	Frasier(S6-134 (12)) Our Parents, Ourselves	Frasier(S6-136 (14)) Three Valentines	Frasier(S6-133 (16)) Decoys	Frasier(S6-141 (18)) Taps At The Montana	Mad Men(S1-107) 5g	13:30
16:15								13:45
16:30	Free Radio(101) Free Radio	Frasier(S6-132 (11)) Good Samaritan	Frasier(S6-135 (13)) The Show Where Woody Shows Up	Frasier(S6-130 (15)) To Tell The Truth	Frasier(S6-137 (17)) Dinner Party	Frasier(S6-144 (19)) I.Q.		14:00
16:45								14:15
17:00	Peep Show(S3-3) Shrooming	Californication(S3-302) The Land Of Rape And Honey	Spooks(S1-02) Spooks	Mad Men(S1-107) 5g	Sons Of Anarchy(S2-2WAB06) Felix Cerebri	Peep Show(S3-5) Jurying	Mad Men(S1-108) The Hobo Code	14:30
17:15								14:45
17:30	Peep Show(S3-4) Sistering	Free Radio(102) Free Radio				Peep Show(S3-6) Quantocking		15:00
17:45								15:15
18:00	Ghost Hunters(S4-411) **tba**	Ghost Hunters(S4-412) **tba**	Ghost Hunters(S4-413) **tba**	Mad Men(S1-108) The Hobo Code	Ghost Hunters(S4-414) **tba**	Ghost Hunters(S4-415) **tba**	Sons Of Anarchy(S2-2WAB06) Felix Cerebri	15:30
18:15								15:45
18:30								16:00
18:45								16:15
Six-hour block starts at 7pm to midnight								
19:00	Saving Grace(103) Would You Want Me To Tell You	Saving Grace(105) And You Wonder Why I Lie	Saving Grace(107) Everything's Got A Shelf Life	Saving Grace(109) It's Better When I Can See You	Saving Grace(111) Is There A Scarlett Letter On	Seinfeld(S5-513-78) The Marine Biologist	Seinfeld(S5-516-80) The Stand-in	16:30
19:15								16:45
19:30						Seinfeld(S5-514-77) The Dinner Party	Seinfeld(S5-517-81) The Wife	17:00
19:45								17:15
20:00						Seinfeld(S5-515-79) The Pie	Seinfeld(S5-518-84) The Fire	17:30
20:15	Saving Grace(104) Keep Your Damn Wings Off My Nephew	Saving Grace(106) Yeehaw, Geepaw	Saving Grace(108) A Language Of Angels	Saving Grace(110) This Is Way Too Normal For You	Saving Grace(112) Taco, Tulips, Duck And Spices	Frasier(S6-128 (7)) How To Bury A Millionaire	Frasier(S6-131 (10)) Merry Christmas, Mrs Moskowitz	17:45
20:30								18:00
20:45								18:15
Weekend prime time 9pm-12am								
21:00	Seinfeld(S5-517-81) The Wife	Seinfeld(S5-519-82) The Raincoats (1)	Seinfeld(S5-521-86) The Opposite	Seinfeld(S6-601-87) The Chaperone	Seinfeld(S6-603-89) The Pledge Drive	Frasier(S6-126 (8)) The Seal Who Came To Dinner	Frasier(S6-132 (11)) Good Samaritan	18:30
21:15								18:45



Source: FX Asia (Telecast details are subjected to changes)

The full schedule along with more than 70 others is available at www.asiaccontentwatch.com

What's hot at MIPTV this year... The programming market opens in Cannes on 12 April following the two-day MIPDOC market on 10-11 April.

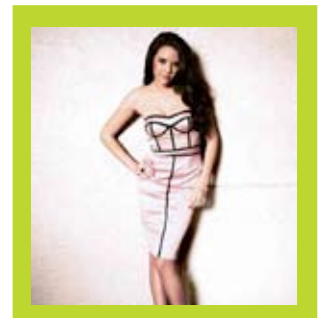
Give Me That Bill

This format is aimed at easing the financial crunch. That is, at least for some of those in the studio audience. Everyone brings a bill that needs to be paid. Behind every bill there's a story, whether it's about a speeding fine or an invoice for an out-of-control hobby. The more unusual the story, the more likely the contestant is to be picked. But the story itself isn't enough. Contestants plucked from the audience must play a game to get their bills paid. In tough times this show offers light-hearted family entertainment. **Endemol Asia Ltd (Hong Kong) Suite 5803, 58/F, The Center, 99 Queen's Road Central, Hong Kong T: +852 2169 3878 F: +852 2169 3535 MIP Stand # H4.32**



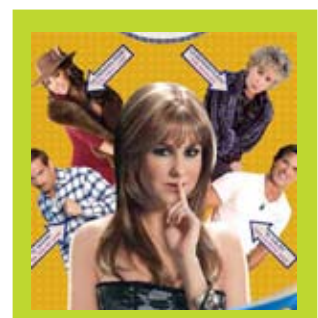
Pretty Wild

El Entertainment Television's new unscripted series follows three teenage sisters – Tess Taylor and Alexis and Gabrielle Neiers – and their unconventional Hollywood family. The series presents an unfiltered look at Hollywood from the perspective of the sisters whose jaw-dropping looks and unstructured upbringing make them magnets for those who have fallen for Tinseltown's many temptations. Length: 9x30 mins **Comcast International Media Group 2003A, 20th Floor, The Centrium, 60 Wyndham Street, Central, Hong Kong T: +852 2869 6090 F: +852 2869 6639 W: www.comcastintl.com MIP Stand # G3.14**



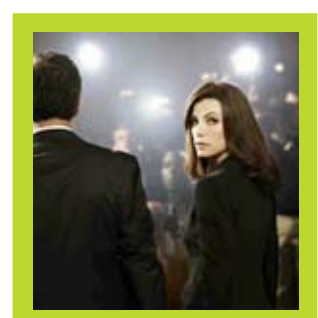
A New Beginning

A New Beginning revolves around Karla Abreu, a young and famous actress and singer who wants a change in her life. She tells her manager, Miriam, who fears Karla will quit and she will lose her meal ticket. Miriam is also worried that Karla will discover she has been embezzling her fortune for years. To continue exploiting Karla's image, Miriam decides to kill her after one last concert. But Karla survives and adopts a new image to conceal her identity, taking refuge in a town called Zacatillo. Here, she meets Gabriel, the town's doctor. Length: 150x60 mins HD (format also available) **Televisa Internacional China office: Room 1201, Building 3, Wanda Plaza 93 Jianguo Road, Chaoyang District Beijing 100022, China T: +86 1343 6706 023 MIP Stand # RSV.02**



The Good Wife

The Good Wife stars Emmy Award winner Julianna Margulies as a wife and mother who boldly assumes full responsibility for her family and re-enters the workforce after her husband's very public sex and political corruption scandal lands him in jail. Pushing aside the betrayal and crushing public humiliation caused by her husband, Alicia Florrick starts over by pursuing her original career as a defense attorney. For the first time in years, Alicia trades in her identity as the "good wife" and takes charge of her own destiny. Length 23x60 mins **CBS Studios International 7800 Beverly Blvd., Los Angeles, CA 90036 U.S.A. T: +1 323 575 5460 F: +1 323 575 5469 W: www.CBSCorporation.com MIP Stand # R30.01**



Fugitive Chronicles

Featuring the most compelling fugitive captures in recent history, Fugitive Chronicles charts the stories of men and women who risked their lives to bring dangerous fugitives to justice. Each episode includes a gripping real-life tale and is recounted in detail by both the hunter and the hunted. The hunter shares how they put their manhunt and capture into operation; the fugitive explains how they eluded capture and the brutal reality of life on the run. Length: 9x60 mins **AETN International 11C Mount Sophia, #03-16 Old School, Singapore 228467 T: +65 6837 8910 F: +65 6339 6378 E: info@aetnallasia.com W: historyasia.com/www.biochannelasia.com/www.citvasia.com MIP Stand # G3-18**



Campus PD

From policing parties and security issues, to keeping the peace at sports events and arresting possible suspects, ride with the Campus PD as they tackle the ongoing challenge of keeping students safe. Depicting university life from the perspective of the law enforcement professionals, this ground-breaking series presents a real-life account of these campus heroes. Length: 20x30 mins **Cineflix International** The Barley Mow Centre, 10 Barley Mow Passage, London W4 4PH U.K. T: +44 208 996 1810 F: +44 208 9961811 **MIP Stand # 07.02-09.01**



WAGS, Love for the Game

WAGS, Love for the Game tells the story of a football star back in the country to marry his fiancée after succeeding in Europe. He is also in the middle of a media scandal, and is the prime suspect in the murder of his rival. A beautiful and cunning detective, totally focused on her job and with a messy love life, goes undercover as a wag to enter the football world and investigate "El Chiqui". Length 120x60 mins (in production) **Telefe International** Pavón 2444 (1248) Buenos Aires, Argentina T: +54 11 4308 5810 F: +54 11 4308 6848 E: sales@telefeinternational.com.ar W: www.telefeinternational.com **MIP Stand # A0.07**



Where is Elisa?

A teenager disappears, causing her family's world to turn upside down. In the police quest to find her, all her relatives are suspected of kidnapping. Director: María Eugenia Rencoret Writer: Pablo Illanes. Main Cast: Francisco Melo, Sigrid Alegría and Álvaro Rudolphy. Length: 100x60 mins **Telemundo Internacional** 2745 Ponce de Leon Blvd Coral Gables, FL 33132 U.S.A. T: +1 305 774 0033 F: +1 305 774 7372 E: telemundointernacional@nbcuni.com W: www.telemundointernacional.com **MIP Stand # A0.2**



How Nature Heals

People around the world have been using nature to cure illnesses for thousands of years. Long before doctors dominated the healing process with chemistry and scientific instruments, nature offered recovery in the form of plants, water, light, nutrition and movement. Today, both patients and doctors are reconsidering the "old" forms of treatment. This new series presents traditional and international forms of natural medicine from four different continents. Length: 7x30 mins **DEUTSCHE WELLE – TransTel** 53110 Bonn, Germany T: +49 228 429 2712 F: +49 228 429 2719 W: www.dw-world.de **MIP Stand # 19.14**



Saladin

An animated action-adventure series, Saladin has everything the target audience of 10-15 year olds want – heroes, villains, vendettas, drama, comedy, exotic locales, daring rescues and a dash of romance. Saladin is the ultimate hero – courageous in the face of danger, never willing to admit defeat and funny when he needs to be. In a world of danger, there's only one man you'll want in your corner – Saladin. Length: 26x26 mins **Al Jazeera Children's Channel** Education City, P.O. Box 23190, Doha, Qatar. T: +974 4824 386 (Qatar) +603 8318 3331 (Malaysia) E: sales@jcctv.net W: www.saladin.tv **MIP Stand # 24.01**



From page 10: FX Asia

Schedules are built on a six-hour block, with tent poles first-runs packed into late night slots (due to the "nature of the content").

In the past months, scheduling has been adjusted and fine-tuned to offer: popular series block at 7pm-9pm, comedy block 9pm-11pm, first-run exclusive titles at 11pm-midnight and edgy/spooky time block at 12am onwards.

Overall, the weekly schedule is made up of 69% comedy series (116 hours), 17% drama series (28 hours) and 14% edgy/spooky series (24 hours).

Primetime during weekdays starts from 10pm to midnight and 9pm to midnight on weekends.



Californication



Mad Men

FX's in-house research shows female audiences are highest on weekdays between noon and 2pm. Male viewership is highest on weekdays from 3pm to 5pm.

The highest-rated shows so far are *Mad Men*, *Californication*, *Sons of Anarchy* and *Crash*. All air in the late night 11pm-midnight slot.

April highlights include *Californication* (season 3); *Sons of Anarchy* (season 2); and a repeat marathon of the *Mad Men* (season 1).

Social networks all over Asia map – comScore

50.8 percent of the total online population in the Asia-Pacific region visited a social networking site in February 2010, reaching a total of 240.3 million visitors, according to new data from comScore's World Metrix service.

Facebook.com ranked as the top social network across the majority of individual markets in the region, while competing brands commanded the top position in certain markets, including Orkut in India, Mixi.jp in Japan, CyWorld in South Korea

and Wretch.cc in Taiwan.

Social networking penetration is highest in the Philippines, Australia and Indonesia

"While social networking continues to be one of the most popular and fastest growing Web activities in the world, its dynamics in the Asia-Pacific region exhibit significantly more individual market differentiation than in other global regions," Will Hodgman, comScore's Asia Pacific executive vice president, says.

Social networking reach & engagement, Asia Pacific

	Social Networking		
	% Reach	Average Minutes per Visitor	Average Visits per Visitor
Asia Pacific	50.8	148.9	15.1
Philippines	90.3	332.2	26.3
Australia	89.6	228.0	20.9
Indonesia	88.6	324.4	22.6
Malaysia	84.7	226.0	22.3
Singapore	83.7	220.9	22.1
New Zealand	81.2	217.5	20.3
Taiwan	75.9	131.3	18.3
Hong Kong	75.4	223.3	25.4
India	68.5	130.1	13.0
South Korea	63.5	131.4	16.0
Vietnam	46.1	49.5	7.2
Japan	42.3	120.5	14.0

Top social networks by % reach of web population

	Top Social Network in Market	% Reach of Web Population
Asia Pacific	Facebook.com	14.9%
Philippines	Facebook.com	84.5%
Australia	Facebook.com	69.4%
Indonesia	Facebook.com	84.9%
Malaysia	Facebook.com	77.5%
Singapore	Facebook.com	72.1%
New Zealand	Facebook.com	63.6%
Taiwan	Wretch.cc	62.5%
Hong Kong	Facebook.com	62.6%
India	Orkut	46.8%
South Korea	CyWorld	54.2%
Vietnam	Facebook.com	18.4%
Japan	Mixi.jp	18.9%

February 2010; Total Internet Audience*, Age 15+ - Home & Work Locations
 *Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.
 Source: comScore World Metrix

Mad Men (season 2) marathon runs prior to the premiere of *Mad Men* (season 3) on 5 May.

In addition to Fox library titles, FX acquires from distributors such as CBS and Lionsgate. Most of the series follow the cable line-ups from the U.S. and about 25%-30% of the overall annual programmes aired are new.

FX's local production in Asia so far involves short-form programming aired during breaks.

The hope is that, "gradually we would like them (the local producers) to produce niche programmes for us," Tan says.

FX is owned and operated by Fox International Channels (FIC) Asia, which also operates National Geographic Channel and Channel [V].

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