

Sony launches Sony Channel in Asia

New net replaces SET in SE Asia and beTV in Philippines

Sony Pictures Television Networks Asia is ditching Sony Entertainment Television (SET) in Southeast Asia from 15 October and rolling out the new Sony Channel with a high-profile U.S. studio slate.

The full story is on page 2

FIC's SCM debuts in Malaysia

Chinese movie channel ties up with TM's HyppTV

Fox International Channels (FIC) Asia debuts premium Chinese movie service, SCM, in Malaysia this week in a deal with Telekom Malaysia's HyppTV IPTV platform. The non-exclusive deal ends years of film exile for the channel, which competes with Celestial Tiger Entertainment's Celestial Movies on HyppTV rival Astro.

The full story is on page 5

Cinemax casts Michelle Yeoh, Will Yun Lee

Strike Back heads for Thailand for new season

Asian actors Michelle Yeoh and Will Yun Lee join returning cast members on Cinemax's action drama series, *Strike Back*, which recently resumed production.

The full story is on page 14

RTL CBS ENTERTAINMENT HD EXCLUSIVE

**FIRST TIME IN ASIA
AS LIVE VIA SATELLITE FROM THE UK**

THE X FACTOR

**Sundays and Mondays at 10:30am (9:30am JKT/BKK)
Primetime Encore at 9:00pm (8:00pm JKT/BKK)**

For carriage inquiries, please contact distribution@rtlcbasasia.com

WWW.RTLCBSASIA.COM

RTL CBS ENTERTAINMENT

@RTLCBSEntertain

Xbox to launch in China on 29 Sept

Microsoft's new launch date for the Xbox One in China has been reset for 29 September. The mainland roll out is with partner BesTV, a subsidiary of the Shanghai Media Group. 10 games (including *Max: The Curse of Brotherhood* and *Rayman Legends*) will be available at launch along with apps such as GameFY and Skype. E-Home Entertainment, the Microsoft and BesTV joint venture, has a pipeline of more than 70 titles, including games like *Halo: The Master Chief Collection*, *Killer Instinct* and *Ori and the Blind Forest*. The Xbox One – the first console to launch in China in 14 years – retails at RMB4,299/ US\$700 with Kinect and RMB3,699/ US\$603 without.

Irate HK subscriber wounds three in bid to terminate contract

An irate Hong Kong cable subscriber trying to terminate his contract wounded three i-Cable staffers with a fruit knife, according to local daily *The Standard*. The 19-year-old eventually surrendered to police. The paper didn't say whether he actually managed to end the contract.

Zee hunts for happiest dancer to promote new Shah Rukh Khan film

Indian film star Shah Rukh Khan has launched a multi-city dance reality show to promote his new film, *Happy New Year*. Khan's deal with Zee puts *Dil Se Naachein Indiya* – a hunt for India's happiest dancer – on the flagship general entertainment channel. The film will be released during the Indian Diwali holiday at the end of October.

MasterChef Vietnam mauled for on air cruelty

Vietnamese channel VTV3 spent this week in damage-control mode after an episode of *MasterChef* aired a contestant struggling to kill a turtle to use in her recipe. Viewers criticised the episode as cruel and unsuitable for mass-market TV.



How to Get Away With Murder

Sony ditches SET in SE Asia
15 October reveal
for new Sony Channel

Sony Pictures Television Networks Asia is ditching one of its Asian TV brands – Sony Entertainment Television (SET) – across Southeast Asia on 15 October and rolling out brand new Sony Channel with a high-profile U.S. studio slate.

The Singapore-based regional network is also retiring beTV in the Philippines and replacing it with the new channel.

beTV will continue to air in nine territories – Cambodia, Hong Kong, Indonesia, Maldives, Mongolia, Palau, Papua New Guinea, Singapore and Thailand.

Sony Channel's flagship shows are Shonda Rhimes new series *How to Get Away with Murder* from ABC Studios, which premiered on ABC in the U.S. on 25 September, and CBS Studios' White House drama *Madame Secretary*, which premiered on CBS on 21 September.

Sony Channel has also acquired ro-

mantic comedy *Manhattan Love Story*, and comedy drama *Jane The Virgin*.

Returning seasons on the new female-skewing channel are *The Night Shift* and *Nashville*.

Cupcake Wars and dating show *The Millionaire Matchmaker* tick the reality box.

Sony Channel's full schedule has not yet been made public.

The rebrand closes an unremarkable chapter in Sony's channels business in Asia, with neither SET nor beTV (the former Beyond) ever able to match the ratings power of sister service AXN or Korean entertainment channel One.

beTV airs shows such as *Men at Work 3*, *Justified 5*, *Teen Wolf 4*, *True Blood 5* and *Everybody Loves Raymond*.

Malaysia's Astro gears up for slew of new services

Malaysian entertainment platform Astro is gearing up for a slew of new value-add products and services – particularly HD – following the successful launch of the Measat-3b satellite earlier this month.

Reporting Astro Malaysia Holdings Berhad's latest financials, Astro chief executive, Rohana Rozhan, said a new studio deal with NBC Universal along with existing partnerships with Walt Disney, Sony Pictures and Lionsgate would boost pay-per-view and video on demand choice. This was expected to drive further ARPU growth.

Astro reported a 12% increase in revenue to RM2.6 billion/US\$804 million for the first six months of the financial year ending 31 January 2015. Profit after tax was up 25% to RM266 million/US\$82 million.

Pay-TV subscribers increased 4% to 3.48

million and ARPU was up 3% to RM98/US\$30. Free platform NJOI customers were up 116% to 678,000, bringing Astro's total subs base to 4.2 million.

Rozhan said customer growth crossed all demographics. She singled out growth

in Astro's Chinese base and also said the World Cup has attracted record TV viewership of 8.2 million, as well as multi-screen access of 1.9 million viewers via Astro On The Go and the Astro Go 2014 FIFA World Cup app.

Astro's Q2FY15 key performance indicators:

('000)	Q2FY15	Q1FY15	Change (%)	Q2FY14	Change (%)
Pay-TV Customers	3,486	3,470	+0.5	3,359	+3.8
NJOI	678	526	+28.9	314	+115.9
Customers on Astro					
B.yond Platform	3,056	2,953	+3.5	2,472	+23.6
HD take-up	1,877	1,780	+5.4	1,518	+23.6
Customers on PVR	636	585	+8.7	414	+53.6
Multiroom take-up	359	335	+7.2	268	+34.0
Superpack take-up	961	918	+4.7	836	+15.0
Valuepack take-up	283	244	+16.0	107	+164.5
ARPU (RM)	98.0	97.1	+0.9	94.9	+3.3
Churn	10%	10%	-	9%	+1pp

Source: Astro Holdings

THE SMART START TO YOUR DAY.

WEEKDAYS **6AM** SIN/HK

JOIN THE CONVERSATION.

WEEKDAYS **7AM** SIN/HK

FOLLOW THE MONEY.

WEEKDAYS **10AM** SIN/HK

TRADE THE WORLD.

WEEKDAYS **12PM** SIN/HK

#1 BUSINESS & FINANCIAL NEWS CHANNEL IN ASIA PACIFIC*

Fast, accurate, unbiased and actionable business programs on your TV, laptop, tablet and smartphone.

Email: distribution@cnbcasia.com to be part of the action.

*Source: Ipsos Affluent Survey Asia Pacific Q3-Q4 2013 All 10 markets, Monthly viewers.

cnbc.com CNBC @CNBCWorld

TELENOVELA 120 x 1Hr

Flower Caribbean

LOVE IS
THE GREATEST
ADVENTURE

**PORTUGAL'S
PAY TV
MOST WATCHED
TELENOVELA IN
RECENT YEARS.**

VISIT US AT **MIPCOM 2014.**
STAND P0.A1

globo.com/licensing

Licensed by



FIC's SCM breaks into Malaysia

Flagship Chinese movie channel ties up with HyppTV



Kick Ass Girls

Fox International Channels (FIC) Asia has launched premium Chinese movie service, SCM, in Malaysia in a deal with Telekom Malaysia's HyppTV IPTV platform.

The non-exclusive deal ends years of film exile for the channel, which competes with Celestial Tiger Entertainment's Celestial Movies on HyppTV rival Astro.

SCM is part of HyppTV's Mega and Ruby packs and is available a la carte for RM15/US\$4.60 a month.

This is not FIC's first deal with the Malay-

sian telco as it pursues its non-exclusive carriage strategy around the region. HyppTV also carries SCM Legend, Star Chinese Channel, and Fox Crime HD, among others.

SCM's line up in the next few months includes *Kick Ass Girls*, *Ilo Ilo*, *Journey to the West: Conquering The Demons* and SCM co-production *Filial Party*, produced with Clover Films.

HyppTV has close to 700,000 subscribers and offers 124 channels.

CNBC adds travel/lifestyle to weekend schedule



Biz channel CNBC premieres its Asia travel and lifestyle show, *First Class*, across the region on Friday, 26 September, at 5pm, with three encore telecasts spread through the Saturday and Sunday schedules.

The half hour series, presented by Susan Li, focuses on one destination every

episode, beginning with Singapore. Luxe Guides is the knowledge partner.

CNBC's SVP, international news and programming, John Casey, said the show enhanced the weekend offering.

First Class will also air in Australia, Europe and the Middle East.

Lose
Yourself
To Find
Yourself



100% first run, fresh
and exclusive original
programming

OUTDOOR
CHANNEL HD
The World Leader in Outdoor Entertainment

www.multichannelsasia.com



BIG DRIVER

1 x 2 hrs

**Starring Maria Bello
and Olympia Dukakis**

From a story by Stephen King,
a young novelist is hell-bent
on revenge after she
is brutally attacked.

Produced by Ostar Productions



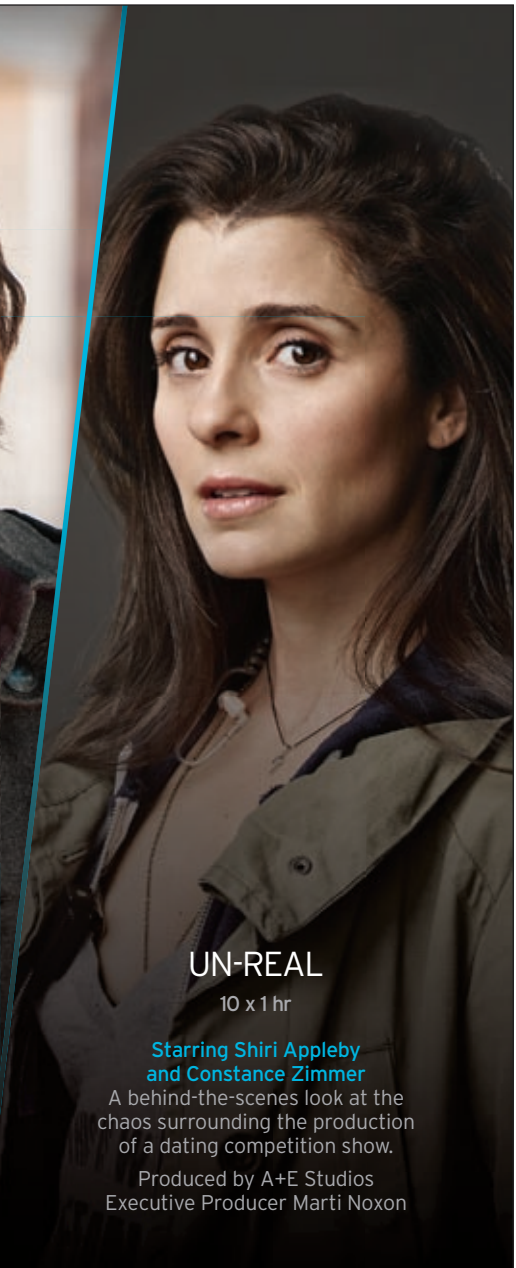
SONS OF LIBERTY

3 x 2 hrs or 6 x 1 hr

Starring Ben Barnes and Rafe Spall

A defiant and radical group of young men
band together to make America a nation.

Produced by A+E Studios and
Stephen David Entertainment



UN-REAL

10 x 1 hr

**Starring Shiri Appleby
and Constance Zimmer**

A behind-the-scenes look at the
chaos surrounding the production
of a dating competition show.

Produced by A+E Studios
Executive Producer Marti Noxon

INTRODUCING

A+E STUDIOS
INTERNATIONAL
AN A+E NETWORKS BRAND

A new destination for original dramas, miniseries and movies commissioned
by our top-rated networks - HISTORY®, A&E® and Lifetime®.

sales.aenetworks.com

At MIPCOM, Stand P3.C10

©2014 A+E Television Networks, LLC. All rights reserved. 0537.

Who's saying what ahead of Mipcom...

“A few years ago, in a lot of territories, there were concerns that some of the deals involved going back to the same people because there weren't any other options. Now there are all these platforms and... if you make really good shows there is an insatiable desire to get this kind of content.”

Steve Mosko, President, Sony Pictures Television, speaking ahead of his Mipcom Mastermind keynote in Cannes on Monday, 13 October



“Our channels will now buy from us. They have access to the best ideas and content, which is key.”

Sean Cohan, A+E Networks' International Executive Vice President, talking about the launch of A+E Studios International during Mipcom next month and the impact the new structure will have on the business in Asia



“We have seen increasing demand for local versions of big spectacular, physical challenge shows but the high cost of these is always a hurdle... The hub facility will allow us to pass on to our clients the benefits of lower costs, quality resources, manpower and accessibility, all married with Endemol's global expertise”.

Arjen van Mierlo, Endemol's Chief Executive of Asian Operations, talking about plans for 2015 following three years of growth in Asia



“...We will continue to consolidate our efforts and further invest in fast-tracked series, original productions and programming that is first and exclusive.”

Christine Fellowes, Managing Director, Asia Pacific, Universal Networks International, talking about the premiere of Downton Abbey a day after the U.K. this week and well before the U.S. release on PBS in January 2015



“We want to move up the food chain to high-concept fiction like the House of Cards. With bigger budgets, casting, writing, all of Indian TV should head there.”

Sameer Nair, Group Chief Executive, Balaji Telefilms, talking about what comes next for producers in India



MEN CRY TOO

CHEATERS, LOVE AND TEARS

MIPCOM BOOTH P-1.G25

CARACOL TV INTERNATIONAL

www.caracolinternacional.com

PLATFORM LETV



In a regular section looking at up-and-coming platforms in Asia, *Malena Amzah* speaks to Tin Mok, vice president of China's Le Shi Internet Information and Technology Corporation, about online video portal Letv.

Launch Established in November 2004 by Le Shi Internet Information and Technology Corporation. Deploys more than 300 CDNs (content delivery networks) to ensure credibility in online video experience

Who's driving the initiative Le Shi Internet Information and Technology Corporation's Jia Yueting, chief executive officer, and Tin Mok, vice president

The offering More than 5,000 Chinese films and 100,000 episodes of Chinese TV series/animation (HD available, music content excluded) for an annual fee of RMB490/US\$79 in mainland China. Brand new movie titles cost RMB5/US\$0.80 each. There will be a different set of pricing for Hong Kong and other markets outside mainland China.

Top three titles *Home Coming*, *Emperors in the Palace* and *Expendables*

In-house production and/or user generated content "We are more focused on in-house productions this year. It has been one of our strategic plans since last year.

We provided more than 300 episodes of in-house online dramas last year and are targeting 800 episodes this year. Some of them are extremely popular and have gotten some online fans and loyal video chasers in mainland China. In the future, more and more self-productions will be released on a basis of various needs in accordance to different countries and regions."

Subscribers/registered users 50 million unique visitors (UV) a day, including users of website, mobile, tablets, SuperTV and set-top boxes

Targeted users "Our first stage users are below 50 years old. However, it doesn't mean we are not catering to groups above 50. We have an exclusive TV channel presenting the most popular videos, like entertainment shows, dramas, etc., which has content for users from different age groups."



Tin Mok

Average viewing time 8,728.2 seconds/user/month (May 2014, I-research)

Acquisitions The plan is to buy more popular movies and entertainment shows from different countries and regions.

Geo-blocked All content accessible to Hong Kong market can be viewed without any limit.

Social media "We have millions of Letv fans on Weibo now and have started our Facebook page in Hong Kong. Actually, we did not push our brand on social media deliberately. The focus was on our products, content and services to provide better user experience but there was overwhelming response from online Letv fans, who came together and created a club called 'the society of Letv fans'."

What's the biggest challenge you have faced in 2014? "2014 is a big year for Letv. We will explore overseas markets with both content and hardware.

Hong Kong is the first platform to connect China and foreign countries. It is a challenging market for Letv. We also need more technical experts to help us solve backend problems."

Priorities for the rest of 2014

"For the overall financial income of Letv Holdings, we hope to reach RMB10 billion/US\$1.6 billion, which is triple that of last year... we also target our videos and TV products to rank top three in the relevant industries."

The biggest impact on the OTT industry in China is "The possible government interference to filter out unlicensed OTT providers might have the most impact on the OTT industry in China. Letv will not only adjust accordingly, but also work closely with state-owned companies for the good of the whole industry."

Out on 11 October



ContentAsia...in print+interactive
Find us at Mipcom and Mip Junior

For editorial info, contact Janine at janine@contentasia.tv
To advertise in any of ContentAsia's publications or online, contact Masliana at mas@contentasia.tv (Asia, Australia and Middle East) or Leah at leah@contentasia.tv (Americas and Europe)

ContentAsia's regular section, ContentAsia Formats, looks at formats and format development in Asia, including new seasons, series and trends and what these mean to channels, producers and the overall formats industry in the region.

Do Me A Favor Thailand

Asia's first local version of street game show format, *Do Me A Favor*, heads to television screens in Thailand in early November. The show will air on terrestrial TV station Modernine TV/Channel 9 on Fridays at 8.30pm-9.30pm.

Production will start in October, according to Thai production company Zense Entertainment, which has commissioned 26 episodes of *Do Me A Favor Thailand* from Israeli distributor Armoza Formats. This is the first deal brokered by the two companies.

The original format was created by Itay Herman and Oded Kramer (*Catch, Still Standing*). It was jointly developed by Telefe and Armoza, and produced by Telefe in Argentina.

Do Me A Favor features two contestants attempting to convince strangers on the street to do them a favour in the least amount of time. With a 15-minute time limit and cash prize of THB20,000/US\$623, the participants are allowed to do anything, including begging, complimenting and/or bribing to win the challenge.

"The plan is have at least 26 episodes [60 minutes each], with more to come," says Varavuth Jentanakul, chief executive officer and producer of Zense Entertainment.

Local flavours to be added to the



Do Me A Favor



Varavuth Jentanakul

format include Thai celebrities as contestants. Challenges will be devised to suit local tastes, Jentanakul says.

The greatest challenge for the content market in Thailand so far is sourcing fresh content that hasn't been seen before by local viewers.

"There are already a lot of huge studio set programmes, which are mostly big international formats in Thailand right now," Jentanakul says. "We think it would be great to offer the Thai audience a different kind of show with a distinct [street] element and coupled with various cheeky, humorous challenges," he adds.

Zense Entertainment has been actively

involved in the localisation of international formats, including Endemol game show *The Money Drop Thailand*, which debuted on Bangkok Broadcasting & TV (BBTV)'s Channel 7 in August, airing at 6pm on weekends, as well as *Step Right Up Thailand*, a game show aired on Modernine TV early this year.

24-hour Modernine TV broadcasts from Bangkok to 35 local network stations nationwide, covering about 87% of Thailand. The service is operated by MCOT PLC, which also operates two satellite TV channels – MCOT 1 and MCOT World – and a bouquet of radio stations in Thailand.



Release The Hounds

Release The Hounds is a new horror game show in which contestants have to complete terrifying challenges in a dark, forested country estate to win cash. And then they have to escape. The trouble is: guarding the money and ready to hunt them down is a pack of angry hounds! Can they outrun the hounds and keep the cash? Length: 60 mins, game show **Sony Pictures Television** 21/F, Cityplaza Three, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong T: +852 2913 3788 **Mipcom Stand # C12**



© 2014 Sony Pictures Television Inc. All Rights Reserved.

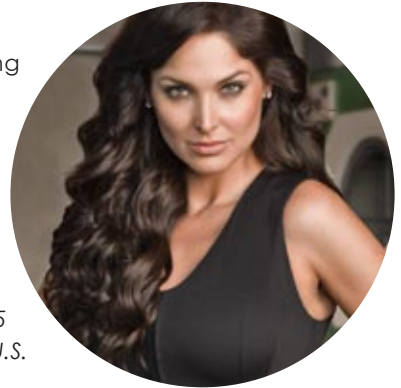
Tasty Tales

Just who came up with the idea of eating poisonous fish? How did Arabic cuisine make it to the kitchens of Peru? *Tasty Tales* profiles the people, culture and history related to culinary traditions. The series takes viewers to Asia, Europe and the Americas to find out what – and how – the world is eating. Length: 7x30 mins, factual **Deutsche Welle TransTel** Asia office: PIK film, 30 Lorong Bukit Pantai, Lucky Garden, Bangsar, 59100 KL, Malaysia T: +60 3 2093 0866 **Mipcom Stand # P1.K22**



Senora Acero/Acero, Woman of Steel

Sara Aguilar Bermudez's happiness comes crashing down on the day of her wedding when armed men kill her husband, Vicente Acero, the father of her son and the PGR commander. Sara flees to Guadalajara, where she begins a new life full of hardships. Between romance and betrayal, she builds a money-laundering empire for drug traffickers. But a mysterious and powerful enemy stalks her, waiting to deal a final blow. Length: 70x60 mins **Telemundo Internacional** 2555 Ponce de Leon Blvd., 4th Floor Coral Gables FL 33134, U.S. T: +1 786 394 1210 **Mipcom Stand # P0.B1**



Un-Real

Un-Real is a dark comedy that gives a behind-the-scenes look at the chaos surrounding the production of a dating competition programme. The series follows a young woman working on a hit reality



dating show. Her job is to manipulate her relationships with and among the contestants to get the vital pieces of outrageous footage that make the show a smash hit. What ensues is a humorous, yet vexing, look at what happens in the world of unscripted television, where being a contestant can be vicious and producing it is a whole other reality. Length: 10x60 mins **A+E Networks** 80 Bendemeer Road, #07-04 Hyflux Innovation Centre, Singapore 339949 T: +65 3157 6500 **Mipcom Stand # P3.C10**



Los Gonzalez

The first television series that jokes about real hidden cameras, *Los González* is a sitcom starring a father who loses his job and learns that jokes not only make a good number of people laugh, but that they can also be business. And so he gets to work: he designs a website with hidden camera pranks that involve the whole family. The real hidden cameras with real victims in three or four situations each show are integrated into the fictional plot. Length: 26x30 mins **Televisa Internacional** 6355 NW 36th St., Suite 101, Miami, FL 33166, U.S. T: +1 786 265 2500 **Mipcom Stand # R9.A2**



IT'S WHERE YOU NEED TO BE

9 - 12 Dec 2014
Marina Bay Sands,
Singapore

9 Dec
Pre-market conference.

10 - 12 Dec
Market. Conference. Screenings.
Networking Events.

www.asiatvforum.com

+65 6780 4683 \ atf@reedexpo.com.sg



Held in conjunction with



Produced by

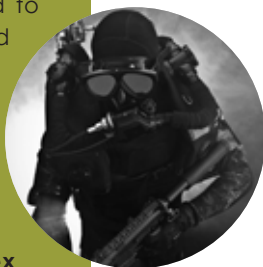




Las Bravo/Girls Only

Las Bravo is the story of Valentina Bravo and her three daughters Adriana, Roberta and Carmen – all wealthy and privileged women whose sheltered world falls apart with the death of their patriarch. Left with an exorbitant debt, the four women are forced to put aside their pride and get their hands dirty by venturing into an alien world, opening and managing a strip club for women. Learning to get along with a group of male performers equally desperate for survival, the four intrepid women soon learn and discover love, finding themselves and becoming independent. With the chips stacked against them they are forced to change their outlook on life and acknowledge their feelings as they embrace their new lifestyle with determination. As they break with the past and find true love they emerge stronger and more honest. Length: 120x60 mins **Comarex** Periferico Sur #4121, Col. Fuentes del Pedregal, CP 14141, Mexico T: +52 55 5251 1410

Mipcom Stand # R8.B10



The Operatives

Eco-warrior Pete Bethune and his elite team of former military commandos travel the world bringing poachers and environmental criminals to justice. Length: 8x60 mins HD, factual entertainment

Zodiak Rights Avon House, Kensington Village, Avonmore Road, London W14 8TS, U.K. T: +44 (0) 20 7 013 4400

Mipcom Stand # R8.D3

Scorpion

Scorpion, inspired by a true story, is a high-octane drama about eccentric genius Walter O'Brien and his team of brilliant misfits who comprise the last line of defense against complex, high-tech threats of the modern age. Length: 13x60 mins **CBS Studios International** 30 Raffles Place, #15-01 Chevron House, Singapore, 048622 **Mipcom Stand # R7.E2**



Chug



Chug follows traveling "drinkalogueur" Zane Lamprey around the world trying local food and alcohol and befriending new drinking buddies. Length: 6x60 mins **GRB Entertainment** 13400 Riverside Drive, Suite 300, Sherman Oaks, CA 91423, U.S. T: +1 818 728 4140 **Mipcom Stand # R7.K17**

My Little Pony: Equestria Girls – Rainbow Rocks

Canterlot High is hosting a musical showcase and Rainbow Dash, Applejack, Pinkie Pie, Rarity, and Fluttershy are going to be performing with their new band, The Rainbooms. But when a new girl group, The Dazzlings, arrives at CHS, they



turn the friendly showcase into a Battle of the Bands. As tensions mount between the competing musical acts, The Rainbooms call on Princess Twilight to help them perform a musical counter-spell so that they can win a battle that now determines the fate of the entire school. Length: 1x72 mins **Hasbro Studios** Hasbro Studios Asia Pacific, 1106-9 World Commerce Centre, Harbour City, 11 Canton Rd, Tsim Sha Tsui, Hong Kong T: +852 2738 8391 **Mipcom Stand # R7.D32**



CONVENTION 2014

Oct 27 - 30 | Grand Hyatt, Hong Kong | #casbaacon





Fugitives

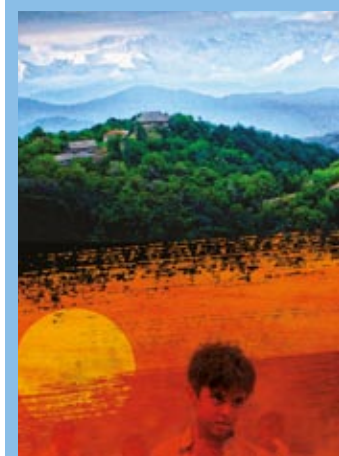
Julian's life changes forever when he becomes the main suspect in the assassination of his best friend's wife. In jail, he meets Esperanza, a woman sentenced to 20 years in prison for murdering her husband to protect her daughter from his abuse. Facing the impossibility of a fair trial and the risk of dying in prison, the pair decide to escape and prove their innocence.

Length: 40x60 mins **Caracol Television** 150 Alhambra Circle, Suite 1250, Coral Gables, FL 33134, U.S. T: +1 305 960 2018 **Mipcom Stand # P1.G25**



From Dusk Till Dawn: The Series

From Dusk Till Dawn: The Series centres around bank robber, Seth Gecko, and his brother, Richard "Richie" Gecko, who are wanted by the FBI and Texas Rangers after a bank heist. While on the run, Seth and Richie take former pastor Jacob Fuller and his family hostage. Chaos ensues when they cross the border and detour to a strip club populated by vampires. The series deepens the tone and expands the film's storyline, adds new characters and backstories, and explores the Mesoamerican mythology behind the creatures inside the club. Length: season 1, 10x60 mins; season 2, 13x60 mins **Miramax** 2450 Colorado Avenue, Suite 100 East, Santa Monica, CA 90404, U.S. T: +1 310 409 4321 **Mipcom Stand # R8.C15**



Indian Summers

Coming in 2015, a major new drama set against the sweeping grandeur of the Himalayas and tea plantations of Northern India and the dramatic last years of the British Empire in India. In the "little England" of Simla reside the remains of an outdated regime, an Empire in decline against a rising tide of youthful spirit with its eyes on independence and a lust for revolution. Two families – one British, one Indian – are drawn together and pulled apart by conflicting values, a culture of inequality and a love that cannot be. Length: 9x60 mins + 1x90 mins **all3media International** Berkshire House, 168-173 High Holborn, London, WC1V 7AA, U.K. T: + 44 (0) 207 845 4350 **Mipcom Stand # R8.C20**



The Heart of My Country

The Heart of My Country plays on regional rivalries and a pride people have in their national and provincial identity, with performers having to sing in the country's language and encouraged to win the hearts – and votes – of their fellow countrymen. **FremantleMedia**

Asia 10 Raeburn Park, #03-01, Block A, Singapore 088702 T: +65 6223 8771 **Mipcom Stand # C11.A1**

The Singer Takes It All

The Singer Takes It All has viewers at home take total control of a singing game show, becoming both judge and jury via a real-time interactive app. The most popular singers from the app perform live on a unique moving stage. If judged a 'hit', the singer moves forward to continue their song. But if most viewers judge them a 'miss' they're booted backwards off the track – and potentially out of the show.

Endemol Endemol Asia Ltd, Suite 1806, 18/F., Tai Tung Building, 18 Fleming Road, Wan Chai, Hong Kong. T: + 852 2169 3878 **Mipcom Stand # R8.E15**



The
BIG
List

2015 bookings open. Be included.

The most comprehensive directory of its kind in Asia
Reaches more than 9,500 executives in print, multimedia and online

For info, contact: Masliana Masron (Asia/Australia) at mas@contentasia.tv
or Leah Gordon (Americas/Europe) at leah@contentasia.tv

McKay wraps Philippines race

Daily series premieres 6 October on TV5



activeTV president Michael McKay

The second season of The Amazing Race Philippines premieres on free-TV network TV5 on 6 October and will, for the first time, be stripped daily across the schedule in half-hour episodes. The show will run for 10 weeks.

Season two, hosted by Derek Ramsay, has 11 teams of two people competing for the Ps2 million/US\$45,000 prize as well

as land, homes and cars.

activeTV president, Michael McKay, said the biggest challenge was the switch from an hour long episode once a week to the half-hour nightly format.

Margie Natividad, TV5 Network's vice president, production unit head entertainment TV, said the audition turnout for this season was 400% higher than for season one.

Michelle Yeoh, Will Yun Lee join Cinemax's Strike Back

Asian actors Michelle Yeoh and Will Yun Lee join returning cast members on Cinemax's action drama series, *Strike Back*, which recently resumed production in Europe. Some of season four will be shot in Thailand.

Strike Back's fourth and final season of 10 episodes will air in Asia in 2015, within the same day and date of its U.S. premiere.

The series stars Sullivan Stapleton, Philip Winchester, as counter-terrorism operatives.



Strike Back

Thailand's Cineplex picks up Tom Kerridge food show



Tom Kerridge

India U.K. distributor Hat Trick International has sold Outline Productions' Tom Kerridge's *Proper Pub Food* to Thailand's Cineplex. The deal was announced in the run-up to Mipcom, which opens in Cannes on 13 October. Kerridge's new six-part show, *Tom Kerridge's Best Ever*, launches at Mipcom; the half-hour series has been pre-sold to Lifestyle in Australia.

contentasia

Editorial Director

Janine Stein

Assistant Editor

Malena Amzah

malena@contentasia.tv

Research Manager

CJ Yong

cj@contentasia.tv

Editorial Research

Aqilah Yunus

aqilah@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP, International Business Development

Leah Gordon

leah@contentasia.tv

Sales and Marketing (Asia)

Masliana Masron

mas@contentasia.tv

To receive your regular free copy of ContentAsia, please email i_want@contentasia.tv

Published fortnightly by:

Pencil Media Pte Ltd

730A Geylang Road

Singapore 389641

Tel: +65 6846-5987

contentasia.tv

asiacontentwatch.com

Copyright 2014 Pencil Media Pte Ltd. All Rights Reserved.

MICA (P) 111/06/2013

contentasia

Daily news with ContentAsia Insider

email i_want@contentasia.tv for subscription details