

Mad About You heads to China *Sony JV Huaso, Croton Media greenlight local comedy*

A local version of long-running U.S. sitcom series, *Mad About You*, heads for China in 2015 in a first of its kind deal for rights holder Sony Pictures Television (SPT).

The series is being co-produced by Huaso Film/TV Digital Production, SPT's joint-venture production company with CCTV6's HuaCheng Pictures, and Croton Media, which belongs to the Zhejiang-based Huace Film & TV.

Huaso and Croton have begun casting the two lead roles and supporting characters; production is slated to start in

More on page 16

Scripps' HGTV debuts in Asia this week *Newbie channel kicks off with StarHub carriage*

Scripps Networks Interactive debuts home and lifestyle network, HGTV, in Asia at 9am this Thursday (4 December). The HD channel's first carriage deal is with Singapore platform StarHub.

The launch schedule includes *Property Brothers*, with real estate experts Drew and Jonathan Scott (Sunday, 7 Dec, 9pm); *Rehab Addict*, which follows Nicole Curtis saving and restoring historic houses (Thursday, 4 Dec, 9pm); *Cousins on Call* with construction experts Anthony Carrino and John Colaneri (Friday, 19 Dec, 9pm); and *The High-Low Project* with Sabrina Soto (Monday, 8 Dec, 7pm). Local content is based on Scripps format *Extreme Homes*.


More on page 5

**RTL CBS
ENTERTAINMENT^{HD}**
FIRST AND EXCLUSIVE

HOUSE of CARDS
SEASON 2

**PREMIERES DECEMBER 3
WEDNESDAYS AT 9:55PM
(8:55PM JKT/BKK)**

For carriage inquiries, please contact distribution@rtlcbasasia.com



His first case at the CIA... his own family.

ALLEGIANCE

JUSTIN CHE

Managing Director
Asia Pacific

WEI JIANBO

VP, Sales Liaison
China

BARRY CHOI

Director, Sales Liaison
Korea

SHREYA KAPDI

Director, Sales Liaison
South Asia

RAJIV DHAWN

SVP, TV Distribution
Asia

MIKE MENDELSON

Director, Sales Operations
Southeast Asia

PAULINE BOHM

SVP, International Marketing
& Communications

ATSUSHI MIYASAKA

VP, Sales Liaison
Japan

CHRIS TAYLOR

VP, International Television
Australia/New Zealand

JESSY TSE

Director, Sales Liaison
North & Southeast Asia

MARTINE DRUELLE IRELAND

VP, Sales Liaison
Australia & New Zealand

SEE YOU AT ATF

NBCUniversal

Asia stations pick up 80 factual hrs

Broadcasters load up on dogs, food, planes & danger



Bondi Rescue, TCB Media Rights

National Geographic Channel Asia has picked up three titles – *Dog Patrol*, *Pet Hoarders* and *World's Most Extreme* – from U.K. distributor TCB Media Rights.

The deals are part of an 80-hour slate TCB sealed for Asia Pacific in the run up to this year's Asia Television Forum market, which opens in Singapore on Wednesday, 10 December.

Broadcasters in China, Japan and Hong Kong acquired a range of factual titles, including one-part special feature

doc, *Treblinka: Hitler's Killing Machine*, which will air on NHK Japan.

Hong Kong free-TV broadcaster, Television Broadcasts Ltd (TVB), bought seasons eight and nine of *Bondi Rescue*, about the lifeguards who patrol Australia's busiest beach.

Out of Singapore, Discovery Asia acquired Snap TV's 10-part *Ainsley Eats the Streets*, in which TV chef Ainsley Harriot explores back-street food traditions of ancient cities, such as Istanbul and Osaka.

Thailand's Workpoint celebrates #3

Digital TV "beyond our expectations", CEO says

Listed Thai production company Workpoint Entertainment moves into the year-end holiday period in third place in the country's TV rankings, ahead of MCOT Channel 9 for the first time.

Nielsen Thailand ratings put Workpoint TV at 5% of total TV viewership, with shows such as *The Singer Thailand*, *Let Me In Thailand* and Indian series *Gautama Buddha*.

Local daily, The Bangkok Post, quoted Workpoint chief executive, Panya Nirunkul, as saying that "this result on digital TV is beyond our expectation".

Workpoint has so far invested THB1.2 billion/US\$37 million in its digital TV operations, including licence fees and studios. For the first nine months of this year, the company's TV segment revenue grew 102% to THB460 million/US\$14 million. The digital TV operation is expected to generate THB550 million/US\$16.7 million this year, rising to THB1.8 billion/US\$55 million next year.

Production priorities are more female-focused content to run across weekdays for the first quarter of 2015.

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

TAKING CARE OF YOUR BUSINESS

TCB

MEDIA RIGHTS

sales@tcbmediarights.com

+44 203 735 5222

www.tcbmediarights.com



WORLD'S RICHEST DOGS

Seven Productions 1x60

Pawdicures, diamond collars, pooch palaces, pet weddings, dog couture, barkmitzvahs, Versace bowls, a pet limo service, you name it, these pets have it all.



WWII AIR CRASH DETECTIVES

Like A Shot Entertainment 6x60

We re-open the investigations of some of the most catastrophic accidents and training crashes from WWII Air Disasters using modern techniques and fresh eyes to find out what really happened.



DID HE DO IT?

Britespark Films/Argonon 6x60

A fresh murder mystery docudrama series where the accused is put centre stage to create a captivating did he do it cliffhanger.



KATE MIDDLETON: HEIR WE GO AGAIN!

Woodcut Media 1x60

A one-off special on the next great British birth, featuring expert analysis from commentators, journalists and figures closest to the world's most famous family.

Asia media fest nigh

TV, film festival frenzy kicks off on 3 December

Two weeks of media frenzy in Asia kicks off on Wednesday, 3 December, with the opening of this year's Asian Animation Summit in the Vietnamese capital of Hanoi. The three-day animation fest presents 18 projects from Korea, Malaysia, Thailand, Singapore, Australia and New Zealand.

In Singapore, the 10-day Singapore International Film Festival (SGIFF) opens on Thursday, 4 December, with *Unlucky Plaza* and *The Crossing*. Zhang Ziyi and John Woo will be among the celebrities on the red carpet. The festival, which runs to 14 December, will screen 147 films from 50 countries.

The SGIFF will run alongside simultaneous events in Hong Kong and Singapore – film festival CineAsia in Hong Kong (9-11 December) and the Asia Television Forum and ScreenSingapore in Singapore (9-12 December).

The Singapore events have been grouped together for the first time under a Singapore Media Festival banner, backed by the regulator/industry development authority, the Media Development Authority (MDA).

The regional film industry's attention turns to Australia on Thursday, 11 December, for this year's 8th annual Asia Pacific Screen Awards in Brisbane. 36 films from 21 Asia Pacific countries have been nominated for awards this year.



Property Brothers, HGTV/Scripps Networks Interactive

From page 1: HGTV

HGTV will be part of the Lifestyle Basic HD Upsize, with a free preview from December to the end of June 2015.

StarHub also carries Scripps' three other Asia channels – Food Network, Asian

Food Channel and the Travel Channel. HGTV Asia – Scripps first HGTV channel outside of North America – will be delivered across Asia by Malaysian satellite operator Measat and Globecast in Singapore.

Asian channels pick up Canadian kids slate

Broadcasters from Taiwan, Korea, Singapore and Thailand have picked up at least nine kids titles from Canadian producer and distributor 9 Story Media Group in the run up to the Asia TV Forum in Singapore from 10-12 December.

Thailand's TrueVisions was the biggest buyer, with almost 200 half hours, including *Peg + Cat*, *Almost Naked Animals* and *Turbo Dogs*. Taiwan's Good TV and Korea's EBS and Asiana Licensing bought multiple seasons of *Arthur*.

ABU backs 2004 Tsunami doc

The Kuala Lumpur-based Asia Broadcasting Union (ABU) is backing a five-minute docu short, *10 Years Later* (working title), to mark the 10th anniversary of the Indian Ocean tsunami on 26 December 2004. The programme will be offered free to all

broadcasters in the Asia Pacific. The tsunami killed more than 230,000 people in 14 countries. The short is being produced with support from the UN Trust Fund for Tsunami, Disaster and Climate Preparedness set up in 2005.



It rains diamonds on Saturn and Jupiter.

www.davinci-learning.com



With Fernanda Montenegro,
winner of the international
Emmy for Best Actress.

Produced
in 4k

"THE TIME AND THE WIND"

O TEMPO E O VENTO

THE BEST LOVE STORY OF ALL TIMES

Produced by: Nexus / Coproduced by: Globo Filmes, Panda Filmes, Cereja, SR, RioFilme

Directed by: Jayme Monjardim

VISIT US AT ATF 2014
Stand E 28

globo.com/licensing

Licensed by



Wong argues for licence-free mobile TV

Would-be Hong Kong free-TV broadcaster, Ricky Wong, was back in court in November saying Hong Kong's broadcasting regulations did not cover mobile TV services and that a licence was not required for his mobile TV services.

The Office of the Communications Authority has already ruled that Wong needs to obtain a licence to launch his mobile TV services using the Digital Terrestrial Multimedia Broadcast transmission standard.

Wong's legal team argued that the ordinance was aimed at regulating static services that reached large audiences, and that mobility was a key differentiator.

Don't renew ATV's licence, HK regulator says

Hong Kong's media regulators have advised the territory's legislators not to renew the terrestrial television licence of Asia Television Ltd (ATV).

The recommendation came to light during court hearings brought by ATV investor Antennae Investments, backed by Taiwanese snack food mogul Tsai Eng-meng.

Antennae says ATV is being poorly managed and is asking the court to appoint an independent supervisor.

ATV bosses told the court that the Communication's Authority's draft recommendation surprised them. Hong Kong's existing two free-TV licences expire at the end of 2015.



Toggle ditches in-house linear channels

Bye bye Eve, Kids, Movies; Hello Disney Movies on Demand

Singapore's monopoly broadcaster, MediaCorp, is ditching three in-house online linear channels from its over-the-top platform Toggle.

Toggle Eve, Toggle Kids and Toggle Movies go dark on 31 December, followed on 31 January 2015 by third-party Korean service KBS World.

The old linear services are being replaced by Disney and Pixar movies on the Disney Movies on Demand platform from Monday, 1 December.

Toggle will carry 34 Disney/Pixar titles as part of the new deal, brokered by Amit Malhotra's Disney team out of Sin-



Amit Malhotra, General Manager, Studio Entertainment, The Walt Disney Company Southeast Asia

gapore. Titles include Toy Story 3, Mickey's Once Upon A Christmas and The Princess Diaries. New HD titles on Toggle for December also include The Tigger Movie, Snow White and the Seven Dwarfs and The Hunchback of Notre Dame.

A Toggle spokesperson says the increased focus on on-demand will continue as

the platform's early emphasis on linear channels winds down.

Subscribers to Toggle Prime (\$9.90/US\$7.58 a month) will not have to pay additional fees to access the new slate of movie titles.

Puri takes over FIC Malaysia

Fox International Channels (FIC) has appointed veteran media and television exec Vineet Puri to head up its Malaysia operations, effective 1 December.

Puri will relocate to Kuala Lumpur from Singapore to take up the new role as Malaysia territory head, which includes P&L responsibility for Malaysia. He reports to Joon Lee, FIC's managing director for Hong Kong and Southeast Asia.

Puri succeeds Anthony Yeap, who became territory head of Malaysia after Basil Chua shifted to Singapore in the middle



Vineet Puri, Territory Head, Malaysia, Fox International Channels

of 2012. Yeap left earlier this year and FIC's India general manager, Keertan Adyanthaya, filled the gap temporarily.

Puri was previously head of Southeast Asia ad sales for ESPN Star Sports and joined FIC in 2012 when 21st Century Fox bought out the sports joint venture.

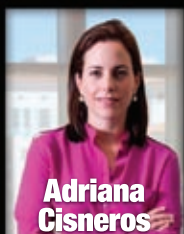
He has more than 18 years of experience in the media and payTV industry across India, Indonesia and most recently Singapore.

FIC currently has 26 channels available in Malaysia.

Meet us in Miami to see these scheduled speakers and more!



Norman Lear



Adriana Cisneros



Vince Gilligan



Erin McPherson



Russell Simmons

natpe.2015
CONTENT FIRST
JANUARY 20-22
FONTAINEBLEAU RESORT • MIAMI BEACH

SAVE \$225 TODAY!

Register NOW with
code DiscountN15

Taiwan ditches content rules

Taiwan's National Communications Commission (NCC) is ditching old rules that mandate permission to import and export TV and radio programmes. The exception is programmes from mainland China, which still need Ministry of Culture clearance to broadcast on domestic stations, according to local sources. The NCC said the regulations were outdated, had not been enforced for years, and contravened the International Covenant on Civil and Political Rights.

Pakistan TV turns 50

Pakistan's state-backed broadcaster, Pakistan Television Corporation (PTV) celebrated its 50th anniversary in November. Special broadcasts aired for the occasion included clips from popular series over the years. PTV channels include family entertainment service PTV Home; PTV News; PTV Sports; PTV Bolan in Balochi, Pushto and Brahvi languages; PTV National; PTV Global for the U.S., U.K. and Europe; and AJK TV.

Modi talks up India satellite

An Indian satellite for South Asia is on the regional radar some time after 2016 following Indian prime minister Narendra Modi's address to the South Asian Association for Regional Co-operation (Saarc) gathering in the Nepalese capital of Kathmandu at the end of November. Modi said India would be ready to develop the satellite by 2016.

Siwaporn takes over MCOT

Siwaporn Chomsuwan is the new president of Thai broadcaster MCOT, filling a post that has been vacant for about six months. The state-owned MCOT operates Channel 9. Chomsuwan is the former chief executive of Nation International Entertainment. He takes control of a broadcast operator under threat from new and aggressive digital entrants and with revenues in steep decline.

the **JOB** space

the place to look for the jobs that matter



Tech Storm, the international TV channel that brings global audiences closer to technology, innovation and entrepreneurship stories, broadcasting in HD – the channel inspires and delights audiences with award-winning programmes across linear, on demand, online and mobile screens.

We are inviting talent to join our vivacious team based in Singapore to make a difference in breaking down barriers between awesome technology infotainment and its fans everywhere.

Affiliate Sales Senior Manager: Responsible for all distribution sales across the region, develop key client strategies, negotiations to effectively manage the sales pipeline. Act quickly to secure distribution growth opportunities, building and growing rapport with key clients. Must be a people-person, goal-driven, proving tangible results and with a high work ethic. Skilled in presentations and articulate, collaborate effectively with Programming and Marketing teams.

Marketing Senior Manager: Lead the channel's marketing strategies, execution to achieve targeted yield and results on brand mindshare, drive ratings, support affiliate sales and key clients' initiatives. Hands-on experience in B-to-B and B-to-C marketing is a must-have. Desired candidate should be tech-savvy, curious, passionate about TV, skilled in articulating the channel's USPs to stakeholders.

Programming Senior Manager: Review, shortlist and compile suitable programmes from 3rd party distributors for acquisition, follow-up on contracts, status of rights, adhere to budgets and reporting. Prepare key highlights documentation, lead Request-For-Proposals for original content creation, impartial assessment of production companies, ensuring timely delivery. Familiarity with broadcast censorship standards. Experience in acquisitions and/or production is a-must along with a great work attitude, eye for details and a strong communicator.

On-air Promotions Senior Producers/Editors: Conceive, write, produce and edit on-air promotional spots and marketing campaigns, adapt on-air toolkit for on-going channel usage, proficient with Final Cut Pro, AE. Must have a strong eye for creative, visualization, able to deliver within given deadlines, a team player who collaborates well with Programming and Marketing teams.

Senior Programming Schedulers: Create on-air schedules using in-house scheduling software, hands-on with MAM systems, reconcile daily as-runs to ensure broadcast accuracy, updating programme synopses, EPGs, weekly and monthly programme grids for the channel. Must be detail-oriented and organized, preferred individual should have a passion for TV with a great attitude and strong team player.

Interested applicants are invited to email their CVs to recruit@techstorm.tv indicating the position applied.



LifeStyle TV

THE ONLY MEN'S ASIAN LIFESTYLE CHANNEL



Racing Queen



Hero Wears Suit



Mad Men



FoodEssay



**How to
Tie a Bow Tie**

Please Contact Our Asia Pacific Representative, **LANNY HUANG**

tel: +(852) 2607-4400 website: www.lifestyletv.biz email: LANNY.HUANG@PLAYBOYPLUS.COM



©2014 LICENSING IP INTERNATIONAL S.A.R.L. All trademarks used herein are the exclusive property of their respective owners. All rights Reserved.

PLATFORMmyTV (Hong Kong)



In a regular section looking at up-and-coming OTT/online platforms in Asia, Malena Amzah speaks to myTV's Winnie Tsui, head of strategic content and business development.

What is myTV? myTV is a free, geo-blocked (for Hong Kong) live and catch-up service offering drama series, variety programmes and selected international programmes.

Launched November 2008

Owner myTV is owned and operated by TVB.com Limited, a subsidiary of Hong Kong's dominant terrestrial broadcaster Television Broadcasts Limited (TVB).

Who's in charge Cheong Shin Keong, general manager of Television Broadcasts Limited and Kenneth Wong, chief operating officer of TVB.Com Limited

The offering Live TV channels and catch-

up service of select local and international TV programmes. Offers around 200 titles at one time

Subscribers/registered users More than two million active users a month

Targeted users Users with mobile devices in Hong Kong

How are you using social media to expand your online presence? "Tailor made short clips and content to attract the users to watch the full length programmes on myTV."

Average viewing time More than one hour per user a day

New titles More than 50 titles are added each month

Three most-watched content Generally, the three current primetime drama series on TVB Jade are the most-watched on myTV.

Is there anything that has surprised you about the way people are using myTV? "Mobile viewing behaviour trends include the increasing usage of short-form videos. We also observed that the average time spent by users on myTV (even for short-form videos) is quite long and it keeps increasing."

What's the biggest challenge you are facing? "The screens of smartphones in the market keep changing/expanding. There is a need to keep up and enhance the video quality but such enhancement induces additional data consumption, which in return increases users' mobile data charges. How to strike the balance between customer experiences and data consumption will be the challenge."

What are myTV's priorities for 2015? "To enrich content, enhance the services stability and increase the service platforms. The target is also to increase the number of streaming views by 50% next year."

The best thing that has happened to myTV so far... "Providing live streaming of the 2014 World Cup and match highlights as well as bringing additional features such as second screen to TV and instant playback to users."



Asia's largest entertainment market



Hong Kong International Film & TV Market (FILMART)

23-26/3/2015

Hong Kong Convention and Exhibition Centre



Out on 10 December

ISSUE SIX 2014

contentasia

Formats Outlook 2015 | Eye on 2015: What's most likely to happen in the next 12 months | PLUS: Free in India, who's saying what, top issues in key markets and a whole lot of numbers

SEASON 2
HOUSE of CARDS



RTL CBS
ENTERTAINMENT HD
FIRST AND EXCLUSIVE

THE BUTCHERY BEGINS
DECEMBER 3 AT 9:55PM (8:55PM JKT/BKK)

ContentAsia...in print+interactive

Find us at ATF in Singapore, 10-12 December
Stand #D27, Level 5

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.

Vietnam's Next Top Model season 5 (Người Mẫu Việt Nam 2014)

Vietnam's Next Top Model (VNTM) is part of the country's enthusiastic embrace of a wide range of foreign formats, including everything from a local version of *Ugly Betty* in the early days to today's *The Voice* and *Big Brother*.

Now in its fifth season, the property has been taken from newbie to established franchise by production house Multimedia JSC for national free-TV broadcaster VTV's VTV3 channel.

Season five premiered in November 2014 and runs Saturdays at 8pm. The finale is in Ho Chi Minh City on 17 January 2015. Auditions were held in Hanoi and Ho Chi Minh City in August 2014. Season one premiered in 2010 and ran to end January 2011.

Production house Multimedia JSC says changes have been made every season to make the series more interesting.

For example, male models were included for the first time in



season four, which "made the competition more fierce and cut-throat than ever", says Multimedia JSC owner, Trang Le Thi Quynh.

Season five also has movement coach Adam Williams returning as model mentor and one of the show's main judges. "This is the first time we have a permanent international judge on the judging panel, giving an international view to the show," she adds.

Other firsts for season five include allowing experienced models to be part of the show. Previously, only amateurs and wannabe models were accepted.

This season also features the first catwalk lesson on a helipad atop a 68-storey building as well as the inaugural spiral catwalk challenge and the first photo-shoot challenge where contestants are hung up to 25 metres by only one string.

The best contestants in the new season will do the rounds of modeling agencies

in Milan. "We strongly believe that their unique Asian characters will impress this new market in context of the prominence of Asian faces on international runways now," she says. Previous seasons travelled to Thailand and Australia.

The biggest challenge in every season has been how to up the ante, keep audiences coming back, and find the best ways "to both entertain the audience, satisfy the sponsors/partners while keep the best model training quality for the show".

"VNTM's biggest goal is to search for, train, and generate new potential model generations for Vietnam, so that they are not only successful in the local market but also able to strut their walk at international catwalks for big fashion weeks/events," Trang says.

Judge and style coach, Adam Williams



Who was at... *RTL CBS Entertainment's media appreciation party in Manila*



Jonas Engwall, Jennifer Batty, Daniel Fung, RTL CBS Entertainment Networks



Chris Sy, Pebbles Posadas, Viva; Rene Esguerra, RTL CBS Entertainment Networks; Andrew De Castro, Viva



Model and host, Sonya Davison



Sherap Espada



Cecile Van Straten, Chuvanes.com



Isabel Santillan, Viva



Phoemela Barranda, TV host and model



Jonas Engwall singing with SubProjekt

Happy
Birthday
HITS!



Who was at... *Devil's Friday Singapore Media Drinks in November*



Derek Chang, Scripps Networks Interactive



Dr Loretta Chen, author; sx Pinky David, 21CF, Janine Stein, ContentAsia; Dave Roberts, Rohit D'Silva, Fox International Channels



Mark Glazier, Kelly Jang, Fox International Channels



Jennifer Batty, RTL CBS Entertainment Networks; Nicole Sinclair, CBS Studios International



Magdalene Ng, Discovery Networks Asia Pacific



Fion Yeo, Fox International Channels



Sandie Lee, Rewind Networks; Reagan Chan, MPA; Leena Singarajah, Scripps Networks Interactive



Dave Roberts, Yvonne Tay, Fox International Channels



Michele Schofield, A+E Networks Asia; David Gunson, Imagine



Derek Wong, Sony Pictures Television; Carol Sun, The Walt Disney Company



Julie Petersen, Discovery; Michelle Ching, Facebook




Farah Rahman, Discovery; Haikal Jamari, Annie Lim, Universal Networks International

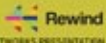


Andrea Petersen, Nicolas Martin, The Affordable Wine Affair


PARTY PICS BROUGHT TO YOU BY



CELEBRATING THE BEST TV
ALL IN ONE PLACE
WWW.HITSTV.COM



A REWIND NETWORKS PRESENTATION



13% of Thai TV reports violate children's rights *New Unicef study highlights widespread infringements*

Children's rights continue to be regularly violated in Thai newspaper and television news coverage, according to a new media study supported by Unicef Thailand.

The study, *How Major Thai Print And Electronic Media Present News About Children*, found that 21% of the newspaper reports and 13% of TV reports violated the rights of children. The study was conducted by Chulalongkorn University's Faculty of Communication Arts.

Most violations were related to privacy, including the regular disclosure of the identities of children who were victims of abuse and those suspected of criminal activities. Most of the violations revealed the names of the children or showed their faces. Many also revealed the names of relatives, schools or home address, and were found to misuse stock photos of identifiable children who had nothing to do with the content of the news item.

The second most frequent type of violation was the use of sensational, provocative and/or inappropriate language or defamatory headlines when referring to child victims or the behaviour of children.

The study also noted that children involved in criminal activities or are victims of crimes are often brought to press conferences conducted by the authorities, in violation of their basic rights.

Of the violations, most were found in hard news reports, mainly in the crime section and front page of newspapers

as well as during previews of headline news on TV. The highest number of violations was found in reports related to child abuse, including sexual abuse, violence and children in conflict with the law.

According to the study, most news reports on children were incident-based, and there were few reports that provided in-depth analysis or an exploration of possible solutions to the challenges that children in Thailand faced.

Unicef's Thailand rep, Bijaya Rajbhandari, said while Thai media were "far more aware of children's rights today than they were just a few years ago... we still have a long way to go".

He added that "these violations can have devastating consequences for the children involved and it is the responsibility of everyone involved in the news-making process to be aware of and sensitive to the rights of these children".

The report also said public monitoring could play an important role in changing the way media reports on children, but that there were only eight complaints to the National Press Council of Thailand regarding violations of child rights from 2003 to 2012.

The researchers sampled 1,800 items of news from three leading Thai-language newspapers for 182 days and three TV stations for 48 days in 2012. Of the sampled items, 1,513 were from newspapers and 287 were from TV coverage.

From page 1: *Mad About You* early 2015.

This is SPT's first in Asia adaptation of the series, which follows a newly wed couple trying to sustain marital bliss despite many hurdles, including careers, families and friends.

SPT's Dai Huang, executive director, sales, international distribution and acting executive director, international pro-

duction, Asia, says the companies picked *Mad About You* "because we believe this story about a young couple trying to balance their lives in the big city will be especially relevant to local audiences".

Huaso has also produced local versions of SPT shows *Dr. Oz*, *Raid the Cage* and *Dancing Nation*, adding to an Asia formats slate that also includes *I Dream of Jeannie* in India.

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