

A-P online video worth \$12b by 2020 New MPA report charts 23.5% annual growth

Asia Pacific online video revenue will hit US\$12.4 billion by 2020, a new report from Media Partners Asia (MPA) shows.

The research report, *Asia Pacific Online Video Distribution 2015*, indicates that the total market for online video services across 13 countries in Asia Pacific will grow from US\$3.5 billion in net revenues in 2014, representing an average annual growth of 23.5%.

Advertising will contribute more than 80% to the online video pie by 2020.

The subscription revenue opportunity, largely driven by subscription video-on-demand (SVOD) platforms, will grow from less than US\$700 million in 2014 to more than US\$2.3 billion by 2020.

"The market for the legal consumption of OTT services in Asia Pacific is at an early stage with monetisation models nascent in most countries," says MPA executive director Vivek Couto.

More on page 10

Jimmy Lai firebombed Lai unharmed in co-ordinated attack

The home and office of Hong Kong's outspoken media boss, Jimmy Lai, were firebombed in the early hours of Monday morning (12 January).

Fires that started when masked men hurled petrol bombs at the two premises at about 1am were extinguished quickly by security guards, local reports say.

No injuries are being reported as a result of the attacks.

The bombers were captured on cam-

More on page 7

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National Geographic Channel's new mini series, *Killing Jesus*, heads around the world this Spring – but there's no confirmation yet on which countries in Asia will be part of the global roll out. Nat Geo said only that the series would air in 171 countries in 45 languages.

Censors in parts of Asia – particularly in Malaysia and Singapore – are known to be ultra-sensitive to content with religious themes, including Bible-based shows.

As the publicity for the series ramps up, international media have quoted Muslim star Haaz Sleiman (*Nurse Jackie*), who plays Jesus, defending the decision to cast him and highlighting tolerance.

"In Islam, we believe Jesus is a prophet and respect him and follow his teachings and put him beside the Prophet Muhammad – a lot of people don't know that," Sleiman said during the Television Critics



Killing Jesus, National Geographic Channel

**Nat Geo to air
Killing Jesus
in Asia**
*Touchy topic still
being worked out
with censors*

“In Islam, we believe Jesus is a prophet and respect him and follow his teachings and put him beside the Prophet Muhammad – a lot of people don't know that.”

Killing Jesus star Haaz Sleiman talking about his role and the decision to cast him as Jesus

Association press tour this month.

"As a person who was raised Muslim, it's an honour [to play Jesus]. Personally, I've been heavily shaped by his teachings. I cannot speak for Jesus but I can quote his teachings and he said 'Love your neighbour as yourself'," trade reports quoted him as saying.

In a behind-the-scenes trailer for the series, Sleiman describes the series

as "touching", "relatable" and "very timely".

Based on the book by Fox News talk show host Bill O'Reilly and Martin Dugard, the mini-series "dives deep inside the historical story of how a man whose message and preachings led to his persecution and execution by a group of conspirators who saw him as a threat to their power".

Scott Free Productions (*Killing Kennedy*,

Killing Lincoln) produced *Killing Jesus* and BAFTA Award-winner Chris Menaul (*The Passion of Ayn Rand* and *Fatherland*) directed.

Killing Jesus stars Kelsey Grammer (*Boss*) as King Herod and Stephen Moyer (*True Blood*) as Pontius Pilate. Joe Doyle is Judas and John Rhys-Davies is Annas.

The film was shot in the Moroccan desert with actors from 10 countries, including Lebanon, Israel, Syria, Australia and the U.S. The script is by Academy and Emmy Award-winning screenwriter Walon Green (*The Wild Bunch*), who describes the series as the behind-the-scenes story of the life and death of Jesus.

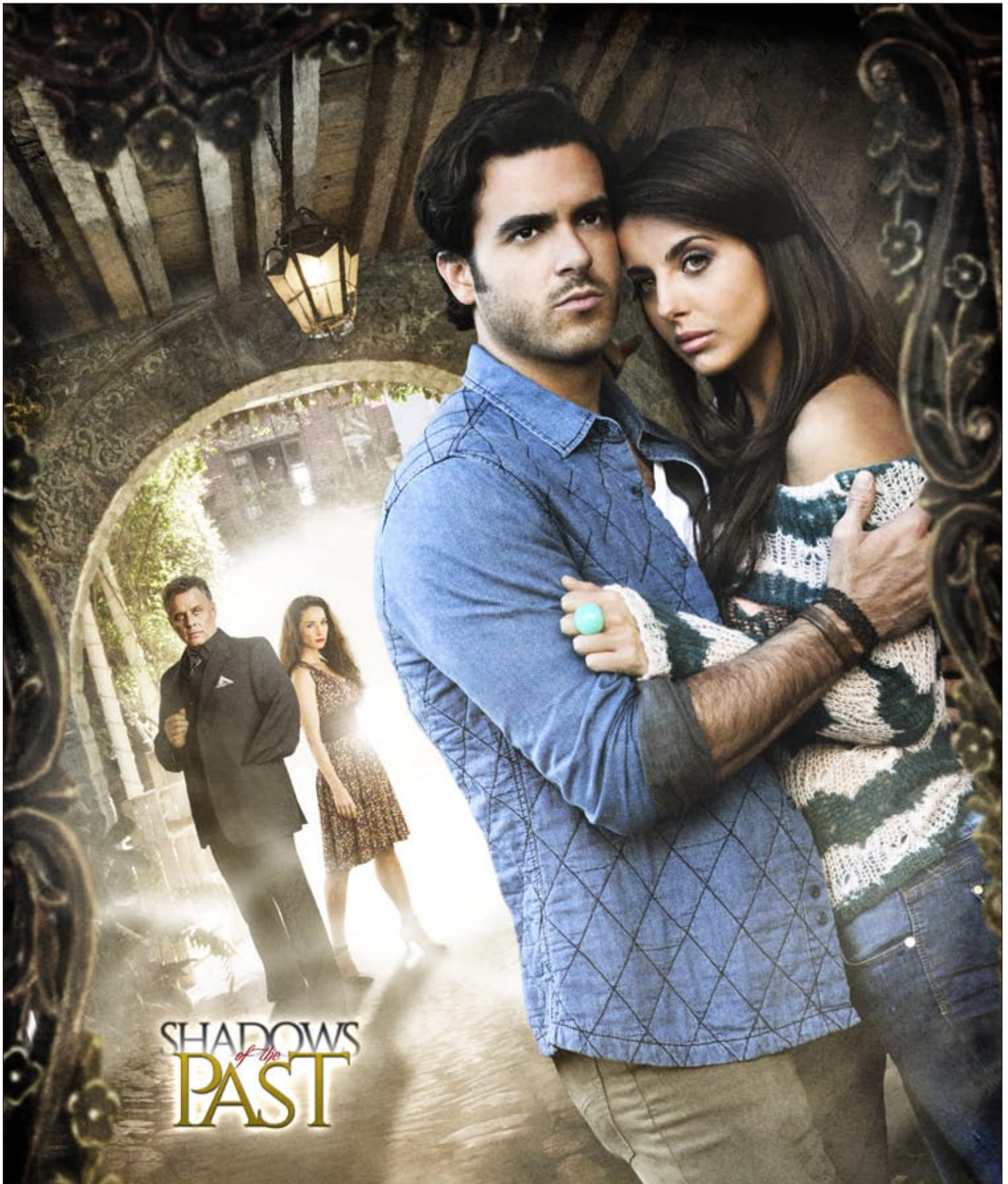
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FIC ups Thai localisation

Fox International Channels (FIC) has signed a deal with German tech company SmartCast for local playout and advertising in Thailand.

The agreement involves localised ad insertion solutions for Fox Sports 3, Fox Movies Premium HD and Star World and local playout services for music service Channel [V] Thailand.

The technology acquisition is part of FIC's long-held localisation strategy, which involves local operations on the ground across the region. Victor Chan, FIC's VP of broadcast tech ops for Hong Kong/SEA, said the agreement would "further" FIC's localisation efforts in Thailand.

Asia manufacturers go to battle on sexy screens

All eyes are on 4K and the next generation of high-definition screens along with the new line of internet connected television sets and who's ahead in the battle for smart TV software dominance following this year's Consumer Electronics Show in Las Vegas.

Prices of ultra-HD sets are heading to below the US\$1,000 mark – the line at which mass consumer take up will happen – and 4K content is on the rise, driving optimism about penetration rates this year. Show organisers, the Consumer Electronics Association, released sales projections of 23.3 million sets this year, up from 9.3 million in 2014.

Asian manufacturers LG, Samsung, Sony, TP Vision/Philips, Sharp and China's TCL showcased flatter, thinner and curvier UHD screens. Buzz-phrases this year included the "internet of things"; wearables; all manner of automation, in cars particularly; and drones (the friendly kind that, for instance, allow users to throw them in the air and take stills and video).



The Gunfather

Outdoor Channel (Asia) celebrates its fifth anniversary this year with a new slate of personality-led programming and a #WhatsYourStory theme.

New and exclusive Outdoor Channel originals include *Elephant Country*, *The Reluctant Outdoorsman*, *Alaska Ultimate Bush Pilots*, *The Gunfather* and *Search-4Hurt* from ESPN. Returning titles include *Madfin Shark*, *Wardens* and *Monster Fish*.

Multi Channels Asia (MCA) managing director, Gregg Creevey, says a major content driver for 2015 is "an inside look into the people and stories behind why they choose to pursue their outdoor passions".

"This new programming direction reflects Outdoor Channel's core audience as a passionate community that is bound by their innate and instinctive desire for adventure, survival and comradery,"

Outdoor tracks new personality trail
5th b'day slate will highlight stories,
Creevey says

Creevey says.

The network's commitment to local outdoor adventure programming continues with the premiere of Malaysia's Rainforest Challenge – widely regarded as one of the toughest off-road events in the world – and World Heli Challenge.

Returning adventure shows are the FIA Asia Pacific Rally Championships, Langkawi International Mountain Bike Challenge and Ironman Asia Pacific Championships.

Outdoor Channel has also acquired a new slate of ESPN titles for the channel in 2015. The channel already has exclusive rights to IndyCar and X Games.

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Sony Channel

Back by popular demand! ContentAsia Schedules – a look at scheduling strategies around the region.

January 2015										
Time (SGT)	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Time (SGT)	Sunday	Time (SGT)	
7pm	Cupcake Wars 7 (13x60 mins) (rr) (26 Dec -14 Jan) Mondays-Fridays WEF 1 Jan Season premiere: Top Chef 10 (17x60 mins) (15 Jan-6 Feb)					Saturday catch-up: How To Get Away With Murder (15x60 mins) (rr) (18 Oct-18 Mar)	7pm	Cupcake Wars 7 (13x60 mins) (rr) (21 Dec-11 Jan)/ Cupcake Wars 5 (13x60 mins) (rr) (4 Jan-25 Jan)	7pm	
7.55pm	Jane The Virgin (rpt of Sunday 8.50pm)	Minute To Win It (GSN) (40x60 mins) (15 Oct-9Jan) Tue-Fri WEF 1 Jan Series premiere: Top 20 Funniest 2 (20x60 mins) (13 Jan-13 Feb)				Madam Secretary (22x60 mins) (rr) (18 Oct-May)	7.55pm		7.55pm	
8.50pm	Drop Dead Diva 6 (13x60 mins) (17 Nov-9 Feb)	Nashville 3 (22x60 mins) (21 Oct-May) New eps from 13 Jan	How To Get Away With Murder (6x60 mins) (4 Feb-11 Mar) Series on hiatus in Jan	Madam Secretary (22x60 mins) (16 Oct-May) New eps on 8 Jan & 15 Jan	Movie repeats: Friends With Benefits (2 Jan) Year One (9 Jan) Mona Lisa Smile (16 Jan) Did You Hear About The Morgans? (23 Jan) Seven Pounds (30 Jan)	Nashville 2 (22x60 mins) (rr) (25 Oct-May)	8.50pm	Same week as U.S.: Jane The Virgin (22x60 mins) (19 Oct-May) New episodes	8.50pm	
9.45pm	Ghost Whisperer 2 (22x60 mins) (17 Dec-22 Jan)/ The Millionaire Matchmaker 6 (11x60 mins) (rr) (26 Jan-10 Feb)						Drop Dead Diva 6 (13x60 mins) (rr) (22 Nov-14 Feb)	9.45pm	Sony Sunday movie: Year One (4 Jan) Mona Lisa Smile (11 Jan) Did You Hear About The Morgans? (18 Jan) Seven Pounds (25 Jan)	9.45pm
10.35pm	Jane The Virgin (22x60 mins) (rr) (20 Oct - May)	Minute To Win It (GSN)/Top 20 Funniest 2 (rpt of 7.55pm)				Minute To Win It (GSN) (40x60 mins) (rr) (18 Oct-17Jan)/ Top 20 Funniest 2 (rr) (24 Jan-1 Mar)	10.35pm		10.35pm	
11pm										

Source: Sony Pictures Television Networks, Asia (as of 8 January 2015, East Asia)

Key: rr=rerun, GSN=Game Show Network (produced and aired on the American cable channel, Game Show Network)

Reality-competition: 6 hours/21% Drama: 13.7 hours/49% Game show/comedy: 5.8 hours/20.7% Movie: 2.5 hours/9%

Sony Pictures Television's new Sony Channel moves into its second quarter in January celebrating *Jane the Virgin*'s Golden Globe win, and sticking firmly to its powerful drama slate, including flagship shows *How to Get Away with Murder*, *Madame Secretary* and *Nashville*.

The channel, which represents SPT's biggest play yet for Asia's female audiences, is also providing a healthy outlet for Sony Pictures movies, such as *Mona Lisa Smile* with Julia Roberts and *Seven Pounds*, starring Will Smith. Both air in January, along with *Year One* (2009) and *Did You Hear About the Morgans*, another 2009 title from Sony Pictures.

February films in Sony Channel's regular Sunday evening prime-time movie slot are *Julie & Julia* (1 Feb); *Failure to Launch* (8 Feb); *Ghost* (15 Feb); and *The Terminal* (22 Feb).

January's *Jane the Virgin* stunt, following Gina Rodriguez's Golden Globe win for best actress in a TV comedy, puts nine episodes back to back across two Sundays

(18 Jan and 25 Jan), with a new episode following at 8.50pm on 25 Jan.

February's stunt focuses on Valentine's Day. The four Saturday afternoon Valentine's Day movies are *The Ugly Truth* (7 Feb), a 2009 romcom with Katherine Heigl and Gerard Butler; *50 First Dates* (14 Feb), a 2004 Sony Pictures title with Adam Sandler and Drew Barrymore; 2011's *Friends with Benefits* (21 Feb) starring Mila Kunis and Justin Timberlake; and 2008's *Made of Honour* (28 Feb), with Michelle Monaghan as a disturbed woman who helps her dead sister's husband cope with his loss.

January's premieres are reality-cooking competition show *Top Chef* season 10 (17x60 mins), which will replace another reality-cooking competition show *Cupcake Wars* 7 from 15 January, airing at 7pm to 7.55pm on weekends.

Sony Channel is also premiering reality entertainment series *Top 20 Funniest 2* (20x60 mins), a countdown show of outrageous videos replacing Shine Inter-

national game show *Minute To Win It* from 13 January. *Top 20 Funniest 2* airs Tuesdays to Fridays at 7.55pm-8.50pm.

Prime time (7pm-10.35pm) in January (see chart) is dominated by early-window drama series. Where series are on hiatus for the New Year holiday period, Sony Channel is running repeats.

Drama fills much of January's prime-time grid with an average of 13.7 hours or 49%/week in the 7pm-11pm block. The rest of the weekly offering is made up of six hours (21%) of reality-competition programming, 5.8 hours (20.7%) game show/entertainment (*Minute To Win It* will be replaced with *Top 20 Funniest 2* from 13 January), and 2.5 hours (9%) movies.

Sony Channel generally schedules new episodes and premiering series in the 7pm-10.35pm, Mondays to Fridays slots.

February premieres are *Top Chef* season 11 on 23 February, running on from *Top Chef* season 10 on Mondays and Tuesdays

More on page 7

StarWorld tops time slot with *Glee* premiere

StarWorld started the New Year at the top of the western general entertainment charts in Singapore with the premiere of the sixth and final season of *Glee* on Saturday, 10 January. The two-hour 'Same Day as the U.S.' telecast made StarWorld the #1 western general entertainment cable channel overall for its two-hour timeslot (7.50pm-9.40pm) among female viewers ages 18-39. The two-hour series finale airs 21 March. (Source: Kantar Media, Singapore)

Thailand's *Doonee* on track for 27 Jan debut

Thai over-the-top platform Doonee launches on 27 January 2015. The OTT platform offers subscription video-on-demand access to Hollywood series geo-blocked for Thailand. Operated by STG Mediaplex, Doonee trial-launched in October 2014. The monthly subscription is THB159/US\$5 for unlimited usage. The goal is to reach 100,000 subs nationwide by end 2015.

Emtek sells SCM stake

Indonesian media conglomerate Emtek has sold a 4.9% stake in free-TV broadcaster Surya Citra Media (SCM) for about Rp2.5 trillion. Proceeds of the sale will go to finance operations. The buyer has not been disclosed. Emtek still owns just under 72% of SCM, which operates two free-to-air channels, Indosiar and SCTV.

From page 6: Sony Channel

at 7pm; and *The Millionaire Matchmaker* season seven, stripped from Tuesdays to Fridays at 9.45pm. The new season will follow season six, which runs Mondays to Fridays from 26 January to 10 February.

New episodes of *Jane the Virgin*, airing the same week as the U.S., follow the movie slot on Sunday nights.

Saturdays are all about catch-up, with encore telecasts of the week's *How to Get Away with Murder*, *Madam Secretary*, *Nashville* and *Drop Dead Diva*.

Sony Channel launched across Asia on 15 October 2014 with A-list Hollywood drama such as *How to Get Away with Murder* airing Wednesdays at 8.50pm, followed by *Madame Secretary* on Thursdays at 8.50pm and *Jane the Virgin* on Sundays at 8.50pm.

Other titles on the launch schedule include *Manhattan Love Story* (Sundays, 9.45pm), *Nashville* (Tuesdays, 8.50pm), *The*

Night Shift, *Cupcake Wars*, *Top Chef Masters* season four, *Desperate Housewives* season eight and *Necessary Roughness* season three.

The launch of Sony Channel enables SPT to tick the box on platforms' insistence on releases closer to international airdates. It also give SPT its best shot yet at besting female-focused rivals in Asia such as Fox International Channels' Star World, A+E Networks Asia's Lifetime and NBCUniversal Channels' Diva.

Sony Channel has carriage in 10 territories including Cambodia, Hong Kong, Indonesia, Mongolia, Philippines, Singapore and Thailand.



Gina Rodriguez in *Jane the Virgin*

From page 1: Jimmy Lai

era. The cars used in the attacks were later found burned out and with their license plates missing.

No one has claimed responsibility for the two incidents, which are widely being seen as attacks on freedom of speech.

Lai is a strong supporter of pro-democracy movements, including the recent Occupy Central protest.

At the end of 2014, he stepped down from his roles as chairman and executive director of the listed Next Media, the company he founded after the Tiananmen Square protests in 1989.

Lai's announcement followed his arrest along with about 250 supporters of the pro-democracy Occupy Central

movement as police cleared the protest camp. The movement paralysed central Hong Kong for months. Those arrested were released unconditionally, although further action is expected next week.

In a statement to the Hong Kong Stock Exchange in December, the company said Lai had decided to step down "to spend more time with his family and further pursue his personal interests".

Hong Kong's government-funded broadcaster, Radio Television Hong Kong (RTHK) quoted Secretary for Justice, Rimsky Yuen as saying that the administration will not tolerate acts of violence in the territory, "regardless of potential differences in political stance". Yuen was speaking shortly after the Monday attacks.

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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.

Gogglebox Korea

A local version of all3media's TV review/entertainment format *Gogglebox* launched in Korea on 8 January 2015. The polling show is thought to be the first of its genre to air in Korea.

Gogglebox airs on national terrestrial station KBS at 8.55pm to 10pm Thursdays for a total of six episodes with the finale on 12 February.

The original format features highlights of the week on TV, intercut with footage of ordinary people watching it at home. Viewers see not only reactions to the week's biggest soaps and drama, but also to sporting events and unfolding news stories. The same viewers are featured every week.

Show producers say *Gogglebox* generates conversation not only about what's on the screen but also what's happening in viewers' lives.

In Korea, *Gogglebox* is known as "*Jakjunghago Bonbangsas*". "*Jakjunghago*" means determined. "*Bonbangsas*" is a slang/jargon meaning "to catch the premier" or "watching it on-air" so the English translation would be "Determined to watch the premiere".

Executive produced by KBS' Jisun Youm, *Jakjunghago Bonbangsas* features a range of families, much like the U.K. original on Channel 4. These include a lower income family, a pastor and mother-in-law, a retired couple, foreign exchange students from Brazil and



Gogglebox Korea

Bangladesh and a young professional couple, along with a local celebrity.

The biggest production challenge for anyone producing *Gogglebox* is the tight turnaround, says Carolyn Gilbey, all3media International's formats team production consultant. In order to keep *Gogglebox* feeling fresh and authentic, the production team needs to feature programmes from the week's TV schedule.



Carolyn Gilbey

This means delivering rushes to the edit team immediately after filming regardless of weather crises or road situations in rural areas.

Another challenge was the question on how to reflect modern Korean society in the cast.

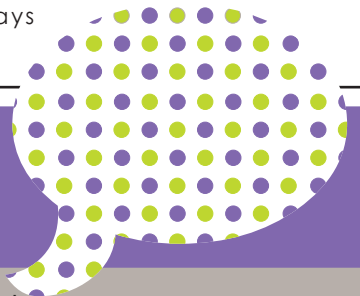
"While there is a substantial immigrant population in Korea, it is quite a recent development and not all of those recent immigrants speak Korean," Gilbey says.

She also talks about a common challenge across all versions of the format.

"In the U.K., the clips are used under the country's 'fair dealing' laws. As long as the clips are deemed to be used in a way that is fair and balanced, that's fine and in fact no country has encountered any problems in using clips from other TV shows. In Korea, there is similar 'fair dealing' legislation in place but because there are no TV review shows in Korea, the laws have not yet been tested," Gilbey adds.

The look and feel of *Jakjunghago Bonbangsas* has been adjusted to suit Korean tastes.

"The aim is to give the impression of being larger than life, with cartoony and colourful graphics and speech bubbles, accompanied with amusing and distinctive sound effects," says Gilbey.



MTE SUSTAINABLE FUTURE

MONGOLIAN TELEVISION FORUM



Organized by Nomin Chinbat, CEO, Mongol TV & Michel Rodrigue, CEO, The Format People this year's conference is aimed at the Mongolian television industry and members of the Association of Broadcasters in Mongolia in order to continue to encourage the development of the best practices.

Topics covered will be related to this year's theme
"The Sustainable Future of Mongolian Television"

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The 2nd annual MTE will be held at The Blue Sky Hotel
in Ulaanbaatar on February 5th & 6th 2015.

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Formats Outlook 2015

The where, when, what, why and how of Formats in Asia.

Q1 2015 Formats update [here](#)

Please contact Aqilah at aqilah@contentasia.tv or +65 6846-5985 to add your formats deals and productions in Asia.

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From page 1: MPA report

"As barriers to entry reduce and broadband penetration increases, more disruptors are emerging and new platforms are proliferating, though business models are not always scalable and issues such as piracy, content and platform operation remain problematic," he says, adding: "This is especially true in a number of Asian markets where piracy is significant and the limited scale of OTT video revenues are not commensurate with content costs".

The report also points out the expansion of "large-scale global digital brands (from YouTube through to Netflix)" in parts of Asia.

Major local and regional television companies are also in the early stages of launching a number of large scale advertising and subscription-based OTT platforms, anchored to local, Asian and Hollywood content while telecom operators are either "moving upstream into content and OTT services or providing a crucial link for the ecosystem," the report adds.

MPA says active Asia-Pacific OTT video subscribers reached 594 million in 2014. China accounted for more 85% of the market size in 2014 and will represent 80% by 2020. Ex-China, the largest markets in 2014 were Korea, India, Japan and Hong Kong.

By 2020, MPA projections indicate that active OTT video customers will reach 977 million. By 2020, in Asia ex-China, India will emerge as the second largest market, followed by Korea, Japan and Hong Kong. In Southeast Asia, Malaysia will be joined by Indonesia and the Philippines as market leaders.

The market for subscription-based OTT video reached 75.3 million active subs in 2014 and is expected to reach 225 million by 2020. China will be the largest contributor, driven by internet-enabled TV and set-top box platforms and online video companies offering premium services. Japan, Korea, India and Australia "will emerge as material opportunities", powered by SVOD, but India will trend

towards more of a freemium-oriented model, MPA says.

MPA divides industry monetisation models into distinct segments, including SVOD and advertising

In terms of SVOD revenue across OTT platforms, the largest markets in the region by 2020 will be Japan, China, Korea and Australia. MPA projections indicate that total SVOD-based OTT revenues will grow at a CAGR of 16% between 2014 and 2020, from US\$953 million in 2014 to more than US\$2.3 billion by 2020.

MPA says Asia Pacific online video advertising exceeded US\$3.7 billion in net terms in 2014, up 35% year-on-year.

The largest markets for online video advertising in 2014 were, by far, China and Japan, followed by Australia, India and Korea. By 2020, the total Asia Pacific online video advertising pie is expected to grow to US\$10 billion, a CAGR of 18% from 2014, with China dominant, followed by Japan and Australia. India will gain increasing scale and overtake Korea while Indonesia will be the clear leader in Southeast Asia.

OTT video advertising revenue, a subset of the online video advertising pie, reached US\$2.1 billion in 2014, up 43% year-on-year from a low base, and almost entirely driven by China. MPA projects this pie will expand to US\$5.5 billion by 2020 at a CAGR of 18%. China will be the largest contributor with India, Korea and Indonesia starting to become significant gradually.

The report says fixed broadband subscribers reached 325.3 million in 2014 across Asia Pacific, equivalent to an average household penetration rate of 36%. By 2020, MPA projections indicate that this penetration level will reach 40% as fixed broadband subs grow to 403.5 million. Mobile broadband will grow rapidly, expanding at CAGR of 15% over 2014 and 2020 to reach almost 2 billion subs by 2020 (58% penetration of population) versus 866 million (26% penetration) in 2014.



Vivek Couto

QUOTES WE LIKE

“ I have to say that freedom of speech, freedom of expression, freedom of association, these are very important lifebloods, lifelines of Sony and our entertainment business.”

Sony chief executive Kazuo Hirai during the Consumer Electronics Show in Las Vegas. Hirai was speaking during a press conference, at which he also called the hack on the movie studio "vicious" and "malicious". He praised Sony staffers who made the online release of The Interview possible after U.S. theatres boycotted the film for fear of repercussions from the hackers. Sony's headliners at this year's CES included smart home devices and new TV sets embedded with Google's Android operating system.

“ Culture eats strategy for breakfast... The work environment that we create has to be transparent and you have to be able to brook dissent... Everyone can say what's on their mind and once we make a choice, everyone is behind it. Someone once said to me, 'You made the room safe to talk.' And I said, 'If you want to win, what other way is there to be?'”

Richard Plepler, Chief Executive, HBO, in an interview with the Financial Times published on 9 January 2015)

QUOTES WE DON'T

“ Maybe most Moslems peaceful, but until they recognize and destroy their growing jihadist cancer, they must be held responsible.”

Rupert Murdoch's tweet on 10 January after the Paris attacks on Charlie Hebdo's office and a kosher supermarket. Reaction was fierce, including Harry Potter author JK Rowling's "I was born Christian. If that makes Rupert Murdoch my responsibility, I'll auto-excommunicate". By Monday evening, Murdoch's comment had been retweeted 5,763 times and favoured more than 3,000 times. J.K. Rowlings had been retweeted 20,996 times and favoured 19,659 times.

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Published fortnightly by:

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730A Geylang Road

Singapore 389641

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MICA (P) 111/06/2013

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