

## iflix launches in Thailand SVOD platform goes live with US\$2.78 offer

Southeast Asian streaming platform, iflix, launches in Thailand on Wednesday, 9 September, offering unlimited SVOD access for THB100/US\$2.78 a month.

The announcement was made at the opening of Media Partners Asia's (MPA) TV & Video Industry Forum in Bangkok.

iflix celebrated the launch with exclusive rights to award-winning mini series *Fargo*, and said it had secured first-run/day-and-date rights to the second instalment, which premieres in the U.S. on 12 October.

## Disney launches Star Wars channel in Malaysia Dedicated pop-up service for Malaysia's Astro

Asia's first dedicated *Star Wars* channel has rolled out in Malaysia. The channel, Star Wars HD, was created by Disney for Malaysian platform Astro, and will run for two months until 3 November.

Star Wars HD airs 27 hours of programming, including five *Star Wars* features – *The Phantom Menace*, *Attack of the Clones*, *Revenge of the Sith*, *The Empire Strikes Back* and *Return of the Jedi*.

The channel will also carry *Star Wars* documentaries; *Lego Star Wars* features (*The Padawan Menace*, *The Empire Strikes Out*), the *Lego Series* (*The Yoda Chronicles* and *The New Yoda Chronicles*), and *Star Wars Rebels* season one.

The channel is available for RM19.90/US\$4.58 for a two-week subscription through Astro Best or Astro-on-the-go.

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# Netflix heads to Korea in 2016

## Local players scramble to plug the SVOD gap

Netflix is widely expected to launch in Korea in early 2016.

An announcement is expected within the week, Korean daily *The Korea Times* says.

Netflix's arrival in Korea has been rumoured since job ads started appearing in 2014 for local hires.

The U.S. streaming platform, which launched in Japan at the beginning of September, is apparently looking for strategic content partnerships with Korean mobile carriers and terrestrial broadcasters.

"For Netflix, the main issue is how to cut costs in content delivery and lower its spending for network usage," *The Korea Times* article said, quoting an unidenti-

fied source.

If it does launch in Korea, Netflix will be up against powerful and well-established Korean streaming/OTT platforms with strong local content pipelines, robust TV everywhere infrastructure, and a clear interest in keeping outsiders from gaining a foothold in this highly wired market.

But there are gaps in Korea's on-demand strengths, which Netflix is clearly hoping to exploit.

While Korea has a thriving transactional video on-demand market (TVOD), the country hasn't made much headway in subscription video on demand (SVOD).

At its peak, TVOD made up about 25% of cable/IPTV revenue in Korea, accord-

ing to Media Partners Asia (MPA). Advertising supported video on demand (AVOD) has also taken hold.

MPA executive director, Vivek Couto, says the arrival of SVOD players like Netflix may force incumbents into new alliances to head off the threat.

"The cable groups and telcos are realising that they could come under attack," Couto says.

At the same time, he adds, "Netflix has a chance of success although there are many challenges".

Netflix's has been vocal about its expansion plans across Asia, including China, where critics give it a slim chance of success.

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Source: 1. CNBC Network Distribution, 2. Ipsos Affluent Survey APAC Q1-Q4 2014, Ipsos Affluent Survey USA 2014, Ipsos Affluent Survey Europe 2015; 3. Viewertack survey 2014

## Rewind opens sixth major market in Asia

### *Thai carriage deal for Hits closes regional distribution gap*

Avi Himatsinghani's indie channel operator, Rewind Networks, opens its sixth major Asian market on 1 October with the launch of the Hits channel on Thai cable platform CTH.

The carriage deal was announced at the ContentAsia Summit in Singapore last week, and continues to confirm CTH's re-emergence as a significant subscription television player in Thailand.

The Hits deal comes a little more than a month after CTH became the first platform in the world to launch DreamWorks Animation's new kids/family entertainment channel.

CTH is the 20-month-old Hits channel's seventh carriage agreement in the region and raises distribution to just above eight million homes.

Hits will be available on CTH as a 24/7 linear channel and via live simulcast streaming on on-the-go platform CTH Everywhere. The channel will also be accessible through the Hits TV app and

online on hitstv.com.

The Thailand launch schedule includes the premiere of *Airwolf*, starring Jan-Michael Vincent and Ernest Borgnine.

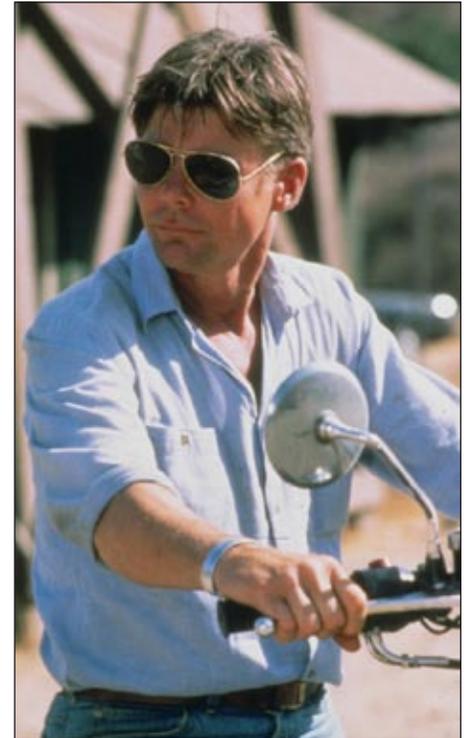
Also in October, Hits premieres new seasons of flagship shows, *Golden Girls*, *Seinfeld*, *Taxi* and *Cheers*. New title *Home Improvement* follows in November.

Rewind Networks' chief executive Himatsinghani says Thailand is a "growth opportunity in the long term".

"We are committed to strengthening the basic tier offering for consumers," he adds.

Hits premiered on StarHub in Singapore in December 2013, and now has carriage on Singtel TV (Singapore), SkyCable (Philippines), Indovision (Indonesia), Now TV (Hong Kong) and Astro (Malaysia).

Hits' rights cover 13 markets. Once Vietnam and Taiwan launch, major market boxes will be ticked. The remaining five markets are Myanmar, Laos, Brunei, Macau and Cambodia.



Jan-Michael Vincent, *Airwolf*

## FIC confirms FremantleMedia for Asia's Next Top Model 4

### *Fourth production house on board for new season of CBS contest*

Fox International Channels (FIC) has confirmed FremantleMedia as the production house for the fourth season of *Asia's Next Top Model* (ContentAsia, 25 August 2015). The show will air in 2016.

The Singapore-based FremantleMedia is the fourth production house to have taken on the CBS Studios format for FIC's female-focused StarWorld channel.

Production houses were asked to pitch for season four. FremantleMedia won the pitch.

If FIC has played musical chairs with production houses on the show, sponsors have been more stable. Subaru and Zalora are back for season four, FIC

said during the ContentAsia Summit in Singapore.

*Asia's Next Top Model* is the first major regional production under newly appointed executive vice president and head of content and communications, Hong Kong and Southeast Asia, Keertan Adyanthaya.

Adyanthaya said during the ContentAsia Summit that 2016 would be "very challenging" against a backdrop of major industry change. "We will have to really stretch our wits to get through," he said.

Adyanthaya is pointing FIC's creative teams in the drama/scripted direction in addition to game show/competition formats.

"There's a lot more drama, fiction, scripted that can be created in our region, not only in local languages but also in English, or even formats that emanate from Asia to the rest of the world," he said.

He also said rights in the OTT space were misunderstood by both buyers and sellers in Asia and other regions. "People seem to have different ideas of what OTT means to them and their customer. That needs to evolve much more quickly... there's a hunger for the fast buck in the way rights are being bought and sold and not on the long term impact of how this will carry forward".

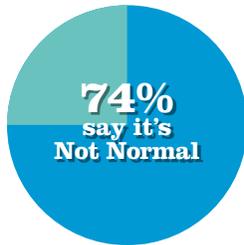
# THE RESULTS ARE IN!

YOU WERE SURVEYED. YOU ANSWERED. WERE YOU NORMAL?

This summer **all3media international** launched a mission to find out what is normal behaviour among **ContentAsia** Summit attendees. Here are the results...

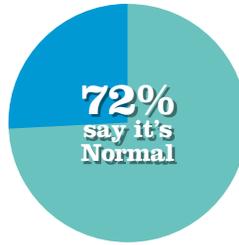


Have you ever slept in your office overnight?

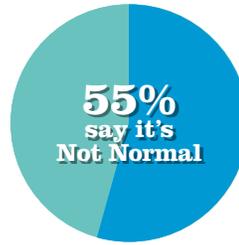


**0%**  
of attendees have been fined for dropping litter... well done!

Have you ever talked on the phone while on the toilet?



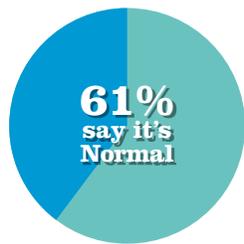
Have you ever lusted after a 100-inch TV screen?



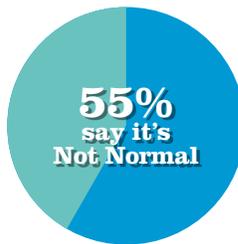
Have you ever visited a cat café?



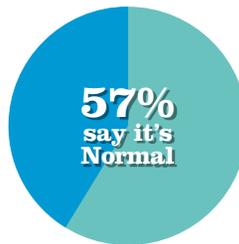
Have you ever re-gifted a corporate present?



Have you ever owned a VPN?



Have you ever lost your luggage at an airport?



Tut tut,  
**78%**  
of attendees have told a lie to get out of a meeting!

Have you ever creatively groomed your pet?

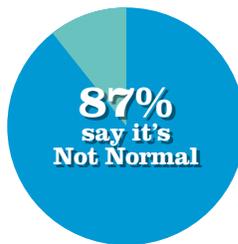


A tech-savvy

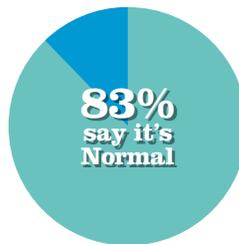
**33%**

of attendees change their phone more than once a year.

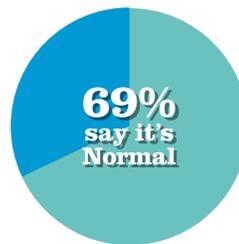
Have you ever fallen asleep during a session at ContentAsia Summit?



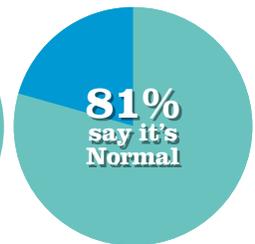
Have you ever been tempted to watch pirate content?



Have you ever binge watched TV for more than eight hours?



Have you ever left home without your phone?



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**Who was at...**

*This year's Asia Media Woman of the Year dinner @ the ContentAsia Summit*



Asia Media Woman of the Year, Loke Kheng Tham (right); Janine Stein, ContentAsia



Standing from left: Michelle Landy, FremantleMedia Asia; Ofanny Choi, Celestial Tiger Entertainment; Adam Williams, MC; Grace Chen, Charis Entertainment; Pinky David, 21st Century Fox; Michele Schofield, A+E Networks Asia. Seated from left: Wendy Hogan, mig.me; Nicole Sinclair, CBS Studios International; Jennifer Batty, RTL CBS Entertainment Networks; Paula Mason, BDA; Indra Suharjono, Next Media Animation Taiwan; Airin Zainul, Media Prima Malaysia



Trang Le, Vietnam Multimedia JSC



Lei Li, Deutsche Welle



Standing from left: Masnaida Samsudin, Pinewood Iskandar Malaysia Studios; Omar Gepiga, RTL CBS Entertainment Networks; Sandie Lee, Rewind Networks; Virginia Lim, Sony Pictures Television Networks; Marianne Lee, Turner Broadcasting. Seated from left: Emma Vaughn, NBCUniversal; Nic van Zwanenberg, ITV Studios; Rachel Simon, ABS-CBN Philippines



Joon Lee, Fox International Channels; Ricky Ow, Turner Broadcasting; Avi Himatsinghani, Rewind Networks/Hits

Asia Media Woman of the Year hosted by



**Who was at... Viacom's photo booth @ the ContentAsia Summit**



Trang Le, Vietnam Multimedia JSC



Michele Schofield, A+E Networks Asia;  
Adam Williams



Art Kaneearch, Channel 3 Thailand



Mee Fung Lee, Lei Li, Deutsche Welle



Janine Stein, ContentAsia



Tony Chow, Marriott International



Jennifer Batty, Omar Gepiga, RTL CBS Entertainment Networks



Adeline Ong, Viacom; Indra Suharjono, Next Media Animation; Airin Zainul, Media Prima



Joy Olby Tan, MediaCorp; Kathryn Lim, HBO Asia



CJ Yong, Masliana Masron, ContentAsia; Yen Nee Neo, Scripps Networks Interactive



Sophia Yeun, Natasha Storer, Nic van Zwanenberg, ITV Choice



Masnaida Samsudin, Pinewood Iskandar Malaysia Studios



Sorayuth Sagrikananda, Zense Entertainment Thailand

The rest of the album is at [www.facebook.com/contentasia](http://www.facebook.com/contentasia)

## Discovery turns up the heat on new production *13 shows to air in Asia Pacific until March 2016*

Discovery Networks Asia Pacific has kicked off its new era under Arthur Bastings talking about 13 upcoming productions scheduled to air from this month to March 2016.

The shows will air on Discovery channel, TLC, Discovery Kids and Animal Planet.

All the programmes are made with either local production houses and crews or feature local talent. Discovery hasn't said which are original commissions and which are sponsor-driven.

Eight of the 13 titles are for Discovery channel and three are for travel and lifestyle channel TLC. Discovery Kids and Animal Planet have one new original programme each.

The shows range from one-hour specials to 52-part animated kids series, *The Insectibles*, by Singapore-based production house One Animation. *The Insectibles*, which has been in the works for a year at least, will air on Discovery Kids.

Three of the new productions are out of Malaysia. These include one-hour special *Sabah Earthquake Decoded*, produced by Malaysia's Matavia Reka; 10-part one-hour home science experiment series *You Have Been Warned with Ean Nasrun*, helmed by Malaysia production house Red Communications and hosted by Malay radio personality Ean Nasrun; and eight-part half-hour lifestyle series *Kitchen Khakis*, produced by Malaysia's Double Vision and featuring local cooks Aaron Chen and Yang Lee Keong.

In Taiwan, Discovery has a few shows in the works – two three-part one-hour mini series, *Taiwan's Tribal Treasures* and *Taiwan's Military Elite*, and one 60-minute special, *Taiwan Made*. The third instalment of eight-part *Kitchen Cook Off* on TLC is also out of Taiwan.

Two shows are coming out of India, along with single programmes from Japan, Australia and New Zealand.

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For more info and applications please contact Nicola Soderlund, Managing Partner at [nicola@ecchorights.com](mailto:nicola@ecchorights.com)

## **Alibaba trials streaming service**

E-commerce titan Alibaba is trialling a subscription streaming service to some of its mainland China viewers. The service was initially announced in June this year, and went up quietly this month.

Alibaba said earlier this year that it wanted to become like HBO or Netflix in the U.S. Tech reports say the Tmall Box Office (TBO) became available at the beginning of September for users of Alibaba's smart TVs and set-top boxes.

TBO content includes local and foreign films and TV shows, both in-house, produced by Alibaba Pictures Group, and acquired.

Rates are RMB39/US\$6 a month for unlimited viewing or RMB356/US\$57 for 12 months, payable via Alibaba's Alipay smart wallet.



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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.

*Vietnam's Next Top Model season 6 (Người Mẫu Việt Nam 2015)*

Vietnam's Next Top Model (VNTM) continues to be part of the country's enthusiastic embrace 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 sixth season, with a new logo and tag line ("Keep Moving"), VNTM has gone from newbie to established franchise with production house Multimedia JSC for national free-TV broadcaster VTV's VTV3 channel.

Season six (10x60 mins; finale 90 mins) premiered Sunday, 2 August, at 8pm. Like season five, this season's live finale (11 October 2015) will be held at Quan Khu 7 Stadium in Ho Chi Minh City.

Costing US\$100,000/episode and US\$300,000 for the finale, VNTM is produced by a crew of 100 for each episode, with 100 additional crew members for audition and live finale episodes.

Auditions for this year's series increased from two to four areas: Hanoi, Ho Chi Minh City, Da Nang (new) and Can Tho (new). More than 1,000 applicants turned up at each of the venues.

Season one premiered in Vietnam in 2010 and ran to January 2011. Production house Multimedia JSC says changes have been made every season to keep the series fresh. For example, male mod-



Le Thi Quynh Trang



Vietnam's Next Top Model season 6

els were introduced in season four, making "the competition more fierce and cut-throat than ever", says Multimedia JSC owner/executive producer, Le Thi Quynh Trang.

Season four supermodel, Pham Thanh Hang, is back in season six, and will also judge alongside designer Adrian Anh Tuan and photographer Samuel Hoang.

This season is the first time the format includes a live fashion show (episode two) while revealing the top 14 via press conference 16 July.

Season six's top 14 contestants include a 1.9m aspiring model (the tallest girl in the history of VNTM), a doctor from an ethnic minority and a gay contestant.

"Our aim is to present Vietnamese models to global designers, photographers, magazines, and prove that Vietnamese models also have what it takes to become international professional models... We also go beyond on air and work with local agency BeU Models & Talent Management to seek chances for the models to develop their modelling career in both local and international market," Trang says.

Vietnam's Next Top Model is part of a broad business built by Multimedia JSC around fashion. Properties also include *Project Runway Vietnam* and Vietnam International Fashion Week, along with modelling and talent agency, BeU Models & Talent Management.

#whatsyourstory





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廣告

## “I Can Do That” for India, Vietnam *Celeb challenge show on Zee in Oct*

India's Zee TV is set to air its first season of Armoza Formats' *I Can Do That* in October. The 11 episodes will air twice a week in prime time and will be hosted by actor/singer Farhan Akhtar.

The format has also been picked up for

HTV, Style TV and Info TV in Vietnam. The scheduled air date is June 2016.

The prime-time studio entertainment show challenges a group of celebrities to perform new, unique and show-stopping live acts each week.

## Dickie joins Scripps Networks *Discovery veteran to head channels*

Long-time Discovery Networks Asia Pacific head, Kevin Dickie, has joined Scripps Networks Interactive as senior vice president, channels, for the U.K. and EMEA.

Dickie will oversee content, creative, marketing and communications, and will report to Phillip Luff, managing director, U.K.



Kevin Dickie

and EMEA.

Dickie has been consulting with Scripps since early this year. He previously spent 15 years based in Singapore with Discovery Communications. He was most recently senior vice president, content group, Discovery Networks Asia Pacific.

## Da Vinci streams with StarHub *VOD block launches on StarHub Go*

Da Vinci Media has launched a knowledge-focused edutainment video on demand block on StarHub's online streaming service, StarHub Go, in Singapore.

The Da Vinci Learning block, available on StarHub Go's Go Basic pack, aims to inspire kids 6-10 years old and parents in "the joys of learning about the world

around them," Da Vinci says.

Shows include *Marvi Hammer*, *Finger Tips*, *Backyard Science* and *Explorer Express*.

The Go Basic pack is available on StarHub Go for \$9.90/US\$7 a month. StarHub is offering post-paid customers various specials if they charge the service to their bills or credit cards.

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