

ESPN breaks new TV ground *Bahasa football show debuts on NET. free TV*

ESPN's first local-language version of football show *ESPN FC* premieres on Indonesian free-TV channel today (2 June) in a deal between Indonesian media company NET. Televisi Masa Kini and ESPN. The 30-minute show will air daily at 1pm.

See page 2 for full story

Thai Mono DTT picks up SPT slate *Sony Pics volume deal drives new Thai channel*

Sony Pictures Television (SPT) has sealed a multi-year volume deal with Thai multi-platform entertainment outfit, Mono Group. The television slate – including *Crossing Lines* and *The Black List* – will drive the prime-time schedule of new digital terrestrial channel Mono 29. Movies include *Grown Ups*, *Resident Evil: Retribution* and *Terminator Salvation*.

See page 3 for full story

Discovery takes over Eurosport Asia *Promises investment in 'must-have' content*

Eurosport Asia will benefit from higher reach, scale and investment as a result of Discovery's controlling interest in Eurosport International, the networks said as the deal closed.

See page 2 for full story



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ESPN, NET localise football platform for Indonesia
1st local ESPN FC for Asia launches 2 June

Indonesian company NET. Televisi Masa Kini has tied up with ESPN on a local Bahasa edition of football title, *ESPN FC*, for free TV in Indonesia.

The 30-minute show, produced by NET, launches on 2 June and will air daily at 1pm (western Indonesia time).

The Indonesia version of the football news and analysis programme is *ESPN FC*'s first local-language edition in Asia produced with a local partner.

The local-language *ESPN FC* is hosted by Ganindra Bimo and Temmy Rahadi.

The Indonesia announcement follows ESPN's news (*ContentAsia Insider*, 22 May) that it would launch local editions of the



ESPN FC Indonesia

ESPNFC.com site for Indonesia and Singapore/Malaysia later this year.

ESPN's previous relationship with NET included airing the *X Games* in Indonesia.

Discovery completes Eurosport Int'l acquisition
Reach, scale & investment to boost Eurosport Asia

Discovery Communications has completed its acquisition of a controlling interest in Eurosport International, the U.S.-based network said late on Friday night.

In an announcement out of the U.S. and France, Discovery said the "additional reach and scale combined with increased investment in 'must-have' content would create new value for advertisers, affiliates and audiences across Europe and Asia".

Discovery's interest in Eurosport International increased from 20% to 51% as part of the larger strategic partnership with TF1

Group started in December 2012.

The company said it would make "long-term strategic decisions and targeted investments to strengthen and expand Eurosport's sports programming and services". No further details were disclosed.

Discovery also said it would be "working with Eurosport management and employees on a long-term business plan that fully optimises Eurosport's channels as part of Discovery's suite of global networks".

The final deal gives Discovery the potential to increase its ownership of Eurosport International to 100%.

Aus Network fate hangs in the balance

Australia Network's fate hangs in the balance as the Australia Broadcasting Corporation (ABC) figures out what to do with the regional network without the A\$220-million/US\$204 million contract from the federal government.

The 10-year contract with the Depart-

ment of Foreign Affairs and Trade was cancelled in May as part of the latest budget, which also cut ABC funding by about A\$40 million/US\$37 million over the next four years.

Additional cuts are expected in the wake of a review into the ABC and SBS.

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FROM THE HORSE'S MOUTH
ContentAsia's take on industry events in the Year of the Horse

Our eyes are wide open and ears peeled for the release of PricewaterhouseCoopers' new *Global Entertainment and Media Outlook 2014-2018* on Wednesday, 4 June.

Data and details are under strict embargo and PwC's global leader for entertainment and media, Marcel Fenez, isn't persuadable on even a smidgeon of a spoiler to the big reveal.

What Fenez will say in the run-up to the release is that, in addition to a ton of country and media/entertainment sector data, the report explores "how organisations are dealing with the reality of a digital consumer and not just the threats". Or, at least, how they could be. And we'll bring you all the rest in our *ContentAsia Insider* daily news on Wednesday...

- The talent hunt of the moment is Scripps' Food Hero search in Asia. Auditions launch today and run to 7 July. The idea is to discover two new faces for lifestyle channels Asian Food Channel and Food Network. There's all kinds of related online activity – including voting – around the search at www.foodhero.asia

SPT's seals volume deal with Thailand's Mono TV titles anchor DTT channel prime-time block



Crossing Lines

Sony Pictures Television (SPT) has sealed a multi-year volume deal with Thai multi-platform entertainment outfit, Mono Group.

The deal includes exclusive free-TV rights to library movies and series for Mono's new digital terrestrial general entertainment channel Mono 29.

Mono 29 will premiere global crime drama *Crossing Lines* in Southeast Asia as part of the slate, which also includes TV drama *The Blacklist*, starring James

Spader. Both titles will anchor the channel's prime-time block.

U.S. movies include *Grown Ups*, *Resident Evil: Retribution* and *Terminator Salvation* along with *Ghostbusters* and *The Karate Kid*.

Mono 29, one of Thailand's slew of newly licensed DTT channels, launched with the tag line, "Motion Non-stop Channel". The channel schedules movies, series and local news.

TV Tokyo rolls out new animation platform

Japanese network TV Tokyo has launched a site offering original made-for-online animation content.

TV Tokyo Play is available online and on

mobile devices. Shows include *TV Champion Web*, a compilation of champions of variety shows broadcast on TV Tokyo from 1992 to 2008.

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 More info from CJ Yong at cj@contentasia.tv

TVB, StarHub tie up on new on-demand channel



Kate Tsui in *The Ultimate Addiction*

Singapore pay-TV platform StarHub has tied up with Hong Kong's dominant free-TV broadcaster to launch the country's first subscription video-on-demand (SVOD) channel dedicated to TVB drama.

The new channel, TVB First, launches on 2 June and costs S\$19.90/US\$16 a month.

TVB dramas are being offered in original Cantonese at the same time as they premiere in Hong Kong. A Mandarin soundtrack will also be offered. The channel, available on traditional set-top box and StarHub TV Anywhere, will also offer past episodes on demand.

TVB First launches with *The Ultimate Addition*, starring Bosco Wong, Elena Kong and Kate Tsui. Two new titles will be offered every month, including *Ghost Dragon of Cold Mountain* and *Black Heart White Soul*.

**Star India shatters sports records
Online platform attracts 2.8m fans in a single day**

Star India's online/mobile sports platform, starsports.com, says its IPL 2014 video stream on 28 May attracted the highest digital traffic ever for a sporting event outside of the Super Bowl in the U.S.

The two playoff matches – Chennai Super Kings vs Mumbai Indians, and Kings XI Punjab vs Kolkata Knight Riders – gave the platform a single-day high of 2.8 million users.

Over the course of this year's six-week tournament, starsports.com recorded more

than 55 million visits. Fans watched 450 million minutes of video on the platform, which also crossed the one million video views in a single day for the first time.

starsports.com launched less than a year ago. "Our ambition was to redefine the sports experience for the Indian fan," says Ajit Mohan, Star India EVP and head, new media.

Star India COO, Sanjay Gupta, said the "Indian consumer is ready for a big shift in video consumption".

DW, Indovision pick Indonesia's best journalist

German broadcaster Deutsche Welle (DW) and Indonesia's platform Indovision will announce the two winners of this year's Journalist Competition on 5 June.

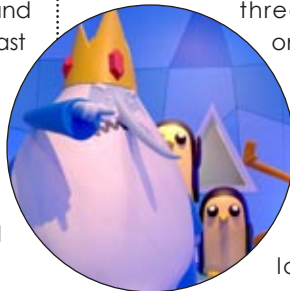
Two winners of the four-month hunt for Indonesia's best and brightest journalists will travel to Bonn to take part in this year's 2014 DW Global Media Forum.

Brent Goff, DW's award-winning news anchor and host of current affairs talk show *Agenda*, will be conducting a workshop for the finalists titled, "Produce once, publish everywhere".



Cartoon Net's Finn and Jake tour Taiwan

Cartoon Network's *Adventure Time* characters, Finn and Jake, have opened a three-and-a-half-month on-ground gig in Taipei.



The exhibition, which runs to 14 September at the National Taiwan Science Education Center, is a licensing deal with local partner Kuang

Hong Arts Management. Six themed zones have been set up, all filled with merchandise lines.

The exhibition moves on to Taichung and Kaohsiung, and possibly other centres in the region, after Taipei.

Adventure Times is the number one show on cable in its timeslot for kids 4-14, according to Nielsen Taiwan data supplied by Cartoon Network. Season six premieres later this year.

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Australia and Middle East) or Leah at leah@contentasia.tv (Americas and Europe)

Prime-time bigamy on Philippines' GMA

GMA's puts bigamy in prime time from 3 June in new drama *Ang Dalawang Mrs Real*. The series, which premieres at 9.15pm, stars Dingdong Dantes as Anthony Real, a man who marries two women and claims to love them equally. GMA says the series is "more than just another drama on infidelity", but aims to show the real consequences and changes in the life of the betrayer and the betrayed – "and there are no victors". The show airs on international channel GMA Pinoy TV the day after the domestic release.



Srinivas to head PCCW

Hong Kong's PCCW has tapped Infosys Group boss BG Srinivas as group managing director from 14 July this year. Srinivas takes over from George Chan, who retires on 7 July.



Strike wracks KBS

Korean broadcaster KBS ended May in the midst of a full-scale strike over interference in news broadcasting. Journalists are demanding the resignation of KBS president Gil Hwan-young, accusing him of pro-government bias and pushing the agenda of the Park Geun-hye administration. The KBS board will vote on Gil's future on 5 June.

Turner reworks CNN live
Re-org expands news gathering in Asia, trims elsewhere

CNN is increasing its live news programming by four hours a day to 20.5 hours out of its three centres – Atlanta, Hong Kong and London – in a reorg that adds headcount in some divisions in Asia and axes other roles.

Senior international correspondent, Ivan Watson, shifts from Turkey to Hong Kong this summer as part of the changes. Hong Kong will also get a new senior editorial post.

The news network says that while the re-org pulls some production back into Atlanta from Asia, the restructure will also put more Asia coverage on global screens, including in the U.S.

Two shows – *CNN Newsroom* and *CNN*

NewsCenter – are shifting out of Hong Kong into Atlanta, which moves 2.5 hours of local production out of the region.

News Stream will continue to be produced out of Hong Kong, and will deliver five hours of live news a week hosted by Kristie Lu Stout. Features such as *Talk Asia* and *On China* will also continue to be produced out of Hong Kong.

The Turner-owned news network has not commented on industry talk that about 50 jobs will go, but said it anticipated the net impact of current personnel in Hong Kong to be in the single digits. Globally, the international service will add about 24 jobs.

1st Kidscreen East heads for Qingdao in July
Inaugural event boosts East-West kids entertainment links

The first Kidscreen East event takes place in Qingdao, China, on 22-24 July. Nickelodeon's senior vice president of programming and acquisitions, Jules Borkent, will deliver the opening keynote.

Organisers Kidscreen and China Animation Association (CAA) say the new event is "designed to bring kids entertainment executives from the East and West together for three days of professional networking and collaborative learning".

Speakers at the inaugural event include Joe Aguilar, Oriental DreamWorks' chief creative officer and head of production, features and television; Zhijun Cai, general

manager of CCTV Animation; and Sean Chu, vice president of the Ciwen Media Group's Ciwen Kids.

Topics over the three days include global co-production, turning TV into toys, writing for pre-schoolers, China's consumer products market, making the most of mobile content and crafting characters that connect around the world.

Kidscreen East's live pitch competition will showcase three Asian pre-school projects in development, while the investment track will connect the biggest kids content investors from East and West in a series of strategy talks.



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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.

Crack Them Up China

Comedy formats may be on the rise in China in the wake of regulations that limit singing shows and the success of a local version of Ukrainian format, *Crack Them Up*.

Crack Them Up China ended its run on 5 May on Chinese station Jiangxi with an average TV rating of 0.76 and average share of 3.15. The format, created by Studio Kvarstal 95 and distributed by Echo Rights, challenges regular people to make two comedians laugh. Winners walk away with cash prizes.

The series debuted at number three for the time slot. The first episode (17 Feb, Monday, 10pm-11pm) scored 2.87 market share, equating to around 20 million viewers. The show was Jiangxi's most popular since 2012.

The first three episodes ranked third among satellite shows in both ratings and share (CSM48 TV Ratings Report – excluding China Central Television – based on data gathered in 48 cities in China).

Episodes four and five climbed to number one, outstripping China's top two satellite channels – Hunan and Zhejiang. They improved Jiangxi's share of the timeslot by 46.7% for episode four and 59.6% for episode five. The remaining episodes consistently ranked second/third among satellite shows at the timeslot (Mondays, 10pm-11pm).

The Chinese version, produced by 3C Media, had three rounds instead of the original



Crack Them Up China crews

five. The aim was to make the show more relevant and to prevent repetition. While jokes take centre stage in the Ukrainian original, the Chinese version includes participants trying to make the comedians laugh. "Anything goes as long as it makes the judges crack up," says Echo Rights' Asia-Pacific head, Gary Pudney.

To comply with regulations, the prize money was limited to RMB10,000/US\$1,603 max for each contestant, Pudney adds.

The challenge was mainly working through the tight deadlines.


"With just one and a half months between securing the rights to the format and the first recording, the crew was up against the clock. This timeframe meant that the channel faced challenges promoting the show and recruiting participants. It was also the company's first

international format and the unusual circular set was a challenge to build," Pudney says.

The local commission came in the wake of the crackdown on reality singing contests in China. The new rules allow stations to air only one new music talent show every three months and stations have to increase "morality-building" (such as documentaries and news) and educational shows. Stations also have to ensure that the "morality-building" content fills at least 30% of their overall schedule.

"The new restriction on singing formats in China gives other genres the chance to blossom and comedy-based shows are in the ideal position to take advantage of this opportunity," says Xichen Liu, 3C Media's CEO.





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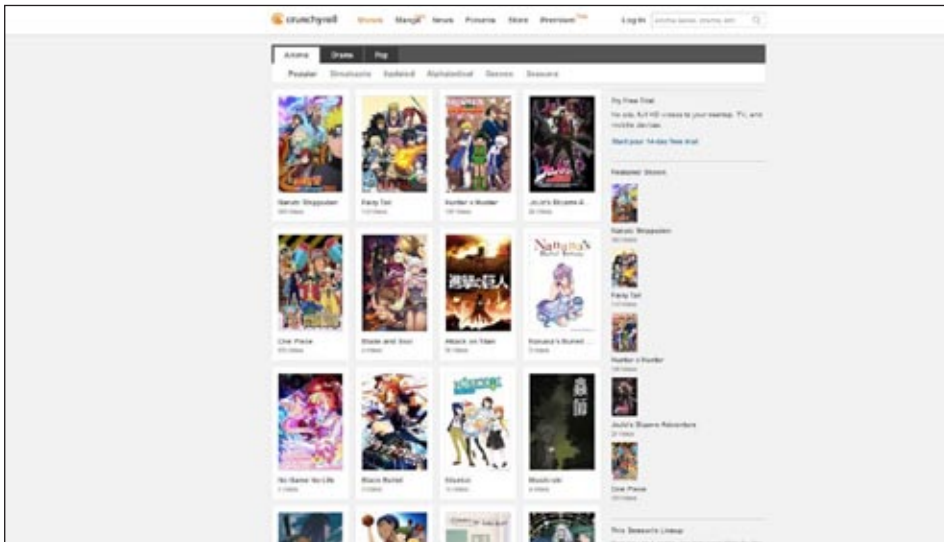
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PLATFORM *Crunchyroll*



In a regular section looking at up-and-coming platforms in Asia, *Malena Amzah* speaks to Crunchyroll's CEO/co-founder Kun Gao.

What is Crunchyroll? A video streaming platform focusing on Japanese anime and Asian content. Available on the Crunchyroll website, iPhone, iPad, Android, Kindle, Playstation3, Playstation4, PlaystationVita, Xbox 360, AppleTV, Roku, internet-enabled TVs and set-top boxes.

The aim "Our goal is to focus on providing all Japanese anime shows within minutes of original TV broadcast in high quality and professionally subtitled."

Target users Anime and Asian drama fans around the world. Has more than 300,000 premium global subscribers

Who's in charge Kun Gao, co-founder and CEO; Brady McCollum, COO; Vincent Shortino, EVP, Crunchyroll Japan Channels

Geo-blocked Some content is geo-blocked but many of the titles are available worldwide.

Why did you call it Crunchyroll? "Crunchyroll is a California roll that has been breaded with Panko and deep fried. When you bite into it, there is a 'crunch'. We like to think that we are taking sushi, which is very traditionally Japanese, and adapting it for

international tastes."

Launched Officially launched in 2009. Based in San Francisco, with offices in L.A. and Tokyo. Has more than 70 staffers in the U.S.

How it started "Originally it started as a community video platform. The community contributed a lot of content that was not accessible outside of the content's country of origin. We realised that there was a huge demand for watching anime right after original Japanese TV broadcast, and went to Japan to meet with all the broadcasters and anime creators. They were extremely supportive of our platform, and gave us licences to stream the content. They saw Crunchyroll as a way to reach their international audiences in a way that was not possible before."

The offering Delivers more than 25,000 episodes and 15,000 hours of officially licensed content from Asian media producers directly to viewers translated in multiple languages within minutes of TV broadcast. Most of the offering is anime. The rest is Korean drama and live-action. Content partners include TV Tokyo, Aniplex,

Nippon Television Network, MBC and KBS. Crunchyroll also offers eCommerce, news, community features and a free/premium digital manga offering.

Pricing Free streaming and premium from US\$6.95 a month. Premium subscription offers same-day access for simulcast titles, up to 1080p quality and no advertisements

Priority for 2014 "To continue to expand Crunchyroll's content offering and global reach. We recently announced our partnership with Fuji TV to offer 21 Japanese drama titles. We also launched kdrama.com, a Korean drama streaming site currently available in the U.S. and Canada."

New titles About 50 simulcast titles, mostly updated every week.

What rights do you buy? All rights

Three most-watched shows *Naruto Shippuden*, *Attack on Titan* and *Bleach*

What would you like to add? "We are already simulcasting more than 90% of our targeted anime series broadcast in Japan. We hope to bring more Japanese drama titles and more catalogue anime titles... In-house production is definitely something on our mind and we hope to bring original content to our users in the near future. Crunchyroll currently has user-generated content under 'pop' section."

Social media Facebook and Twitter, managed by a dedicated social media team

The biggest challenge "Delivering the same level of services to users in international regions."

The best thing that has happened to the OTT industry in Asia so far this year is... "The increasing support of legal streaming among users."

The best thing that's happened to Crunchyroll in Asia this year... "We are excited to exclusively bring *Jojo's Bizarre Adventure* to audiences worldwide outside Japan."

What do you think will have the most impact on the OTT industry in Asia in 2014? "The proliferation of smartphones and tablets will indeed facilitate the growth of OTT industry in Asia."

Who was at... *the Singapore leg of the River Monsters live in Asia tour*

Discovery toured biologist and extreme angler, Jeremy Wade, around Asia in May to promote the new season of Wade's show *River Monsters*. In Singapore, Wade shared filming experiences such as using his neck to bait a blood sucking Lamprey and tips on how to catch a monster fish. *River Monsters* season six premieres on Discovery Channel on 8 July at 9pm in Singapore, 8pm in Thailand/Indonesia and 10pm in Malaysia.



Jacqueline Tok, Discovery Networks Asia Pacific; Kay Yang, Yasmin Basir, Wanru Wong, Wildlife Reserves Singapore



Isabel Cheng, Linda Chew, Shaiful Rizal, Wildlife Reserves Singapore



Michal Myszkowski, Giralda Ang, Nestlé Singapore; Jeremy Wade, *River Monsters*' host; Christian Von Alten, Nestlé Singapore



Gary Tang, Jessica Toh, The Media Shop



Anthony Wang, StarHub



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Who was at... *this year's L.A. Screenings*



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Cory Vidanes, Leng Raymundo, ABS CBN



Jae Chang, Warner; Attaphon Na Bangxang, True-Visions; Michele Schofield, A+E Networks Asia



Patricia Arquette, star of new CBS series CSI: Cyber; Nicole Sinclair, CBS Studios International



Tay Ying Hui, Yan-Jong Wong, Sony Pictures Television Networks Asia; Bob Daily, executive producer of CBS comedy *The Odd Couple*



George Chien, HK Ang, Sony Pictures Television Networks



Macie Imperial, ABS-CBN; Cyrus Farrokh, Electus; Jillmer Dye, ABS-CBN



Avi Himatsinghani, Rewind Networks; Magdalene Ew, HBO Asia

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