

## Scripps launches HGTV in Asia

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Singapore end 2014*

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*The full story is on page 2*

## It's official: 1st Asia's Got Talent green-lit for AXN 2015 premiere for FremantleMedia format

FremantleMedia and Sony Pictures Television Networks kick off the biggest ever talent hunt across Asia this month ahead of the early 2015 premiere of the first Asia's Got Talent for AXN. After months of rumours, the deal was announced during the ContentAsia Summit in Singapore.

*The full story is on page 3*

## Industry prays for Measat-3b launch Gamechanging satellite set for 12 Sept launch

Malaysia's long-awaited Measat-3b satellite is scheduled to launch on 12 September, kicking off what programmers hope will be a new capacity era in Malaysia.

*The full story is on page 11*



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This is the first time the U.S. brand has launched as a 24/7 channel outside of North America.

The Asia announcement was made by HGTV president, Kathleen Finch, at the ContentAsia Summit in Singapore.



Kathleen Finch, HGTV

HGTV Asia will feature shows about design and decor, home improvement, real estate and extreme spaces. The launch schedule includes *Property Brothers*, *Kitchen Cousins* and *The High Low Project*.

Scripps Networks is also producing local short-form content based on *Extreme Homes*.

The full interview with Kathleen Finch will appear in ContentAsia's Casbaa issue, out on 26 October.

## Charo Santos named Asian Media Woman of the Year

### "To be in the business of story telling is to be in the business of changing lives..." ABS-CBN boss says



Charo Santos, ABS-CBN (right), Janine Stein, ContentAsia

ABS-CBN president and CEO, Charo Santos-Concio, has been named this year's Asian Media Woman of the Year.

The award by ContentAsia and Women Media Networks (Singapore) was made at a ceremony during the ContentAsia Summit, which ran from 3-5 September.

"This award is special for me because it recognises my work and passion as a storyteller and a leader of a multimedia company, and I could not be more honored to represent not just ABS-CBN, but the hard-working media women in the Philippines," Santos-Concio said.

The theme of this year's ContentAsia Summit was Great Stories, Well Told. The theme of the annual Asian Media Woman of the Year dinner was "Great stories... & the women who tell them best".

The award was made to Santos-Concio for her leadership of a powerful multi-platform content agenda "that is the strongest insurance we know of against all the uncertainties of a digital world," said ContentAsia editorial director, Janine Stein. "And she's doing it mindful of the powerful legacy of a company that has led in its traditional broadcast space for the past 60 years," Stein added.

Santos-Concio said she was "blessed to get to do what I do, because to be in the business of telling stories is to be in the business of changing lives, inspiring people and offering hope, and promoting different perspectives".

Full coverage of Charo Santos' opening keynote at the ContentAsia Summit will be carried in the Summit wrap.



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**La Akademia Kids heads for Indonesia**

The local version of Mexican talent show format *La Academia Kids* premieres on Indonesian free TV network SCTV in Indonesia this week.

The 15-week competition will feature a 30-minute daily programme at 6pm following the young contestants' progress and watching them prepare for the week's concert on Saturdays at 7pm.

**NHK adds 2050 forecast to global weather campaign**

Japanese broadcaster NHK has added its weather forecast for 2050 to a global campaign around the UN Climate Summit in New York on 23 September. NHK's weather forecast for Japan in 2050 will be presented by weatherwoman Hiroko Ida, from NHK's flagship news programme, *News Watch 9*.

**FremantleMedia, SPT go public on Asia's Got Talent Reality show could be Asia's largest regional format ever**

FremantleMedia and Sony Pictures Television Networks Asia have sealed a long-rumoured deal to make the first regional version of *Asia's Got Talent*.

The debut series, announced on 4 September during the ContentAsia Summit in Singapore, is scheduled to air on general entertainment channel AXN in early 2015.

FremantleMedia has also secured deals with local free-to-air channels in Thailand, Vietnam, Indonesia and India to broadcast the series soon after its original airing on AXN.

In addition, for the first time, Chinese platform Youku will bring the *Got Talent* format to China's online audience.

*Asia's Got Talent* kicks off the widest tal-

ent search yet in Asia, and has been welcomed by an industry that would like to see more (and fears it won't) big-budget, loud and sparkly talent shows in the region. The other big title on the calendar right now is the third season of *Asia's Next Top Model* for Fox International Channels' (FIC) Star World.

*Asia's Got Talent* puts AXN and SPT Networks back in the spotlight under new boss HK Ang after months of relative silence. AXN is also known as the home of *Amazing Race Asia*, *The Apprentice Asia*, and three series with magician Cyril.

Auditions will be held in 13 countries across Asia, including Indonesia, Singapore, Malaysia, the Philippines and Thailand.



**Who was at... Contentasia's Summit 2014**



Henry Tan, Astro; Janet Eng, Disney



Indriena Basarah, Michelle Landy, FremantleMedia Asia; Rezal A. Rahman, Pinewood Iskandar Malaysia Studios



Leng Raymundo, ABS-CBN; Janine Stein, ContentAsia; Charo Santos-Concio, ABS-CBN



Macie Imperial, ABS-CBN; Amit Malhotra, Carol Sun, Disney



Lee Soo Hui, StarHub



Ray Montinola, ABS-CBN/SkyCable



Michele Schofield, A+E Networks Asia; Brian Kekich, FremantleMedia Asia



Leena Singarajah, IMG Media; Shoggy Banerjee, A+E Networks Asia



Katheryn Lim, HBO Asia; June Yeoh, Monty Ghai, BBC Worldwide



Lydia Razali, Zafira Shareef, Trans TV; Pooja Nirmal Kant, Glen Hansen, A+E Networks



Masnaida Samsudin, Pinewood Iskandar Malaysia Studios; Celeste Campbell-Piitt, Persuasive Networks



Omar Gepiga, RTL CBS Entertainment Networks; Aileen Joseph, StarHub



Sandie Lee, Rewind Networks; Brendan Zauner, 20th Century Fox

**Full set of pics coming soon...**

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## Int'l programmers gear up for a grim 2015 in China

International programmers are gearing up for a grim start to 2015 in the wake of new regulations that will force online platforms to clear content with China's notoriously conservative media authorities.

Platforms need to register foreign content and apply for a license for all TV and film titles carries on streaming sites.

Tighter control of streaming sites has been expected as China seeks to extend its control beyond traditional media and to foster what it sees as a more wholesome and culturally enriching entertainment environment.

According to some sources, the latest clampdown also caps foreign content at 30% of domestic content.

## Korea's MBC celebrates new start 34,000sqm facility designed to "enhance collaboration"

Korean broadcaster Munhwa Broadcasting Corp (MBC), held an office warming party for its new HQ at Sang-am Digital Media City (DMC) in north western Seoul at the beginning of September. The ceremony kicked off an era under the tagline "New MBC, New Start".

MBC bosses said the 34,000 square metre facility, which includes various creative spaces, was built to "enhance collaboration" between MBC employees and to provide open access to people in Seoul.

The facility's future-friendly technical infrastructure enables multi-use of broadcast content, such as smart media, 3D TV, UHD TV and digital radio.

MBC enters its latest phase at the top of Korea's drama and entertainment ratings charts, according to TNS, Seoul Metro-



MBC's new HQ in Seoul

politan Area. During weekend prime time, MBC is the most watched channel, not only in overall age groups but also specifically among high-value groups between 20 and 50 years old.

The current #1 rated drama (35.3%) in Korea, *Jang Bo-Ri is Here*, airs twice a week on Saturdays and Sundays at 8.45pm.

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

## Star India takes dance off the floor

### *Life OK premieres new daredevil dance format*

Star India's entertainment channel Life OK premiered dance-based adventure reality show *Dare 2 Dance*, at the weekend (6 September). The series will air Saturdays and Sundays at 8.30pm.

The series, which challenges contestants to dance anywhere but the dance floor, is hosted by Akshay Kumar, who also mentors contestants and performs stunts.

*Dare 2 Dance* was shot in South Africa and produced by SOL. Stunts were designed by Francois Grobbelaar.



Akshay Kumar

## *Cartoon Network extends animation search to Philippines*

Cartoon Network has extended its global animation talent search into the Philippines. The Hong Kong-based regional network announced the International Shorts Programme's arrival in the Philippines alongside a tour of Manila-based production studio Top

Draw Animation, which is animating *Monster Beach*. The feature-length animated TV movie was commissioned by Cartoon Network's Asia Pacific headquarters in Hong Kong, and created by Melbourne-based Bogan Entertainment Solutions.

## Legal at last... Simpsons enter China

### *Sohu underlines commitment to U.S. content*

The Simpsons will be available legally in China for the first time at the end of September in a deal

Twentieth Century Fox Television Distribution is calling "landmark".

The licensing deal with Sohu subsidiary, Sohu Video, makes the online platform the first official China home of the iconic animation series.

The multi-year deal includes the Chinese premiere of season 26, which begins in the U.S. on 28 September.

The series will be subtitled in Mandarin.

"The introduction of *The Simpsons*, a household name in the U.S., will further enrich our users' choice of the best American content when they come to our platform", said Charles Zhang, chairman and CEO of Sohu.com Inc.



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A man in a dark suit and blue tie stands in a newsroom, gesturing with his hands. The background is filled with computer monitors and red office chairs.

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 FremantleMedia's Emma Turner says they're making a massive push towards more non-English language drama #CASummit14

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 Women want more than just cooking shows says @linatsj of #Malaysia's Red Communications #CASummit14

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 Derek Wong confirms that Sony Pics in Asia will do Asia's Got Talent with FremantleMedia Asia in 2015. #CASummit14

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 "We keep pushing," Art K says of Channel 3 analogue channel in jeopardy on cable #CASummit14



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"We are a people caught between tradition and modernity": ABS-CBN's Charo Santos-Concio tells #CASummit14



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Excited to be speaking @ContentAsia a little later today. Great turnout & an engaged crowd.

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Rozario says educational TV's very successful for @astroonline. Says key is to create compelling content and apply a fun formula #CASummit14

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Kathleen Finch announces at #CASummit14 that home renovation cable TV channel [hgtv.com](http://hgtv.com) will launch in Asia by the end of 2014

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"We want our characters to end up as our aspirational selves": Santos shares her secrets on magic of compelling story-telling #CASummit14

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"There are a lot of tears on HGTV but they're always happy tears": Kathleen Finch of cable channel HGTV #CASummit14



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Stories are how children make sense of the world + how they learn to be curious: Disney's Nancy Kanter #CASummit14

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Social media advice from @skalifowitz: great content doesn't become viral but great content that gets people talking does #CASummit14

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PCCW's new and 1st ever drama "The Virtuous Queen of Han" has an online hit rate of 700m in China (av daily = 100m) says Lee #CASummit14

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US home renovation channel HGTV puts its own personal touch on lunch #CASummit14



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Steven Kalifowitz @skalifowitz · Sep 4

The speakers @ContentAsia @contentare gr8. But I'd be remiss if I didn't acknowledge the crazy spread.



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.@ChrisOT1 says the challenge for Matchbox is to tell stories in Asia that maintain quality within the right financial model #CASummit14

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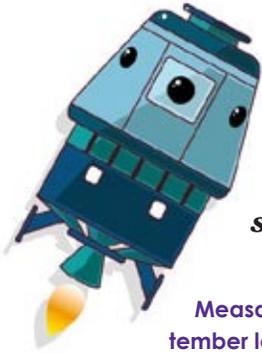
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**Lift off...  
ContentAsia's  
satellite update**

**Measat-3b set for 12 September launch**

Malaysia's long-awaited Measat-3b satellite is scheduled to launch on 12 September, kicking off what programmers hope will be a new capacity era in Malaysia. A successful launch also means Australia-based operator Newsat's Jabiru-2 payload, hosted on the new satellite, comes online. The satellite has been delayed numerous times since 2013 – the original launch date. The most recent delays were in May and June, when launch provider Arianespace said the liftoff was postponed to enable verifications on the Optus Networks' Optus-10 satellite, which was the second satellite on the same rocket. Co-located with Measat-3 and Measat-3a at 91.5°E, the new satellite will more than double Measat's Ku-band capacity in the slot.

**AsiaSat celebrates 2nd satellite launch in a month**

Hong Kong operator AsiaSat is celebrating the successful launch of AsiaSat 6 on 7 September (1pm, Hong Kong). AsiaSat 6 was originally scheduled for launch by SpaceX's Falcon 9 launch vehicle on 27 August. SpaceX postponed the launch so that it could re-examine test data. This is AsiaSat's second launch this summer; AsiaSat-8 went up on 5 August. Over the next few days, AsiaSat 6 will move to its operational position at 120 degrees East. The satellite has 28 high-powered C-band transponders and a design life of 15 years.

**North Korea hammers new Brit drama**

**Show is "nothing but a slanderous farce", Pyongyang says**

North Korean authorities have condemned new British drama *Opposite Number* for mocking its leadership, and have called on the British government to ban the programme, according to a report in South Korean daily, *The Korea Times*.

The series, made for Channel 4 in the U.K., is about a British nuclear scientist captured by North Korea and forced to develop nuclear weapons.

"(The TV series) is based on a sheer lie intended to give the impression that (the North's) nuclear, treasured sword

for self-defense was manufactured by 'illegally acquiring' nuclear technology from Britain," the paper quoted the National Defense Commission (NDC), the highest organ of the country's military, as saying.

The report also quoted North Korean authorities as saying that the series was "nothing but a slanderous farce".

A National Defense Commission spokesman told a local news agency that North Korea already has "unimaginably powerful nuclear weaponry," *The Korea Times* said.

**Thai Channel 3 ordered to drop analogue**

Thailand's free-TV Channel 3 was this week ordered to ditch analogue broadcasts on cable and satellite platforms in 15 days.

The new rules are designed to speed up the migration to digital, but mean that Channel 3 may lose access to 70% of its audience across Thailand.

**CBeebies language centres head to China**

**BBC Worldwide ties up with Popular for branded learning network**

BBC Worldwide has signed an agreement with Popular Holdings Limited to launch CBeebies branded English-language learning centres in China and Hong Kong.

Smart English, a wholly owned subsidiary of Popular Holdings Limited, is setting up its HQ and cluster of learning centres in Shanghai, followed by Beijing and other provinces in mainland China and Hong Kong.

The Learning Centres are initially aimed

at 3-6 year olds and will use some of CBeebies' iconic characters and content to introduce new learning experiences to Chinese pupils.

Pre-school content from programmes such as *Sarah & Duck*, *Numtums*, *Nina & the Neurons* and others will feature on the new curriculum being developed with Popular by English-language learning specialists.



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***Viacom's Dora ventures into a whole new world***

Viacom International Media Networks (VIMN) Asia has launched the first *Dora's Learning Adventure* in Taiwan, billing the digital platforms as "a first-of-its-kind mobile, multi-sensory edutainment kids' service". The new platform is a venture with Taiwan's Taomee and BlueArk Global Co. The Singapore-based channels operator said *Dora's Learning Adventure* was a "personal digital friend for preschool kids". The platform, which will be rolled out around the world, comes with an accompanying parent app called kidswatts. Kidswatts allows parents to monitor their children's progress.

***UOB backs CNBC's succession planning series***

Biz channel CNBC has tied up with UOB Private Bank around the network's *Managing Asia Succession Planning* series. Christine Tan hosts the series, which looks at family businesses in the region, including Hong Kong apparel manufacturer Luen Thai Holdings. The four-part series premieres on 12 September across CNBC's TV and digital platforms in the region. *Managing Asia Succession Planning* will air until 3 October at 5.30pm.

***Novick takes on Genius Brands across Asia***

Genius Brands International has signed an exclusive all-media distribution agreement with Kerry Novick's Small Screen Distribution for Asia. GBI properties include *Baby Genius*, *Warren Buffett's Secret Millionaires Club*, *Thomas Edison's Secret Lab* and *Stan Lee Comics*, featuring its first movie, *Stan Lee's Mighty 7*.

**Who was at... Disney's premiere of *The Hundred-Foot Journey* in Singapore**



Gautam Talwar, Maker Studios; Rob Gilby, Disney



Amit Malhotra, Disney



Carol Sun, Disney; Michele Schofield, A+E Networks



Praveen Velu, Maker Studios; Eswar Srinivasan, Matt Briant, Harmmeet Duggal, Disney



Yvonne Tay, FIC; Sessa Kanthamraju, Disney; Avi Himatsinghani, Rewind Networks



Sue Taylor, Cisco; Vivek Couto, Media Partners Asia



Alan Hodges, A+E Networks; Raju Venkataraman, Disney; Jeanette Ling

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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.

*Ryujin Juwara, Malaysia*

The local version of Japanese format *Ryujin Mabuyer* marked many firsts in Malaysia. Known locally as *Ryujin Juwara*, the format is Malaysia's first in the genre of *Tokusatsu* (Japanese term for live-animated, special effect show).

*Ryujin Juwara* is the first production in Malaysia to include fighting scenes in every episode and also the first Malay TV series to be shot (for two episodes) in Okinawa, Japan.

The series is a story about an average man named Andil chosen to fight evil and retrieve the nine legendary Mabui stones. The original format was created by Japan's Mabui Stone Corporation.

Episode 18 of part two (episode 14-26) runs this Friday. The series premiered on 15 August. The show (part one, episode 1-13) aired in Malaysia from January to April this year. The final 26th episode is scheduled to air on 7 November.

Part two focuses on the adventures of *Ryujin Juwara* and his new found friend/fighting partner *Ryujin Gelora*. Both heroes fight new villains, including protagonist *Starfish*, to save all of the Mabui stones while learning to live and complement each other.

Commissioned by Malaysian free-TV broadcaster *Media Prima* and brokered by Japanese *Yomiuri TV Enterprise*, the 26-episode *Ryujin Juwara* airs on Fridays at 7.30pm-8pm and targets audiences age nine and above. The format has a



*Ryujin Juwara*

cumulative viewership of more than 18.3 million for audience age 4+.

Local elements were injected into the original *Ryujin Mabuyer* concept, including the 'batik' (manual wax dye painting) culture, Malay dance (episode 14), shadow art performance (episode 25-26), nasi lemak (local dish, episode 22) and the KLCC Twin Tower landmark (episode 23-24).

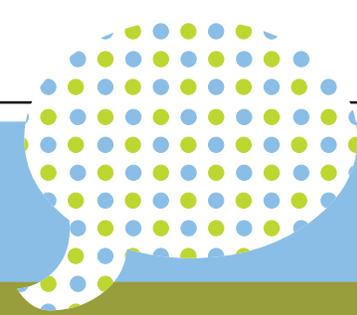
In addition, the two *Ryujins* are brothers in the Japanese version but the local version sets the two characters as friends. The transformation power in the original version is from the sun of god but in the local version, the power is kept in a bracelet, which can only be awakened through *Andil's* sacrifices (by saving lives). A fairy character 'Hibi', which represents the Malaysia's national flower, has also been

added in the storyline.

The fighting scenes were one of the major challenges. "The tightness and the weight of the costume has caused difficulty for the moves as most of fighting was shot at outdoors, it was a very tough task for our artist and stunt team... under the hot sun, appropriate break and rest were required during the shoot, which has given us a hard time to maintain the production schedule," says *Lim Siu Min*, *Double Vision's* business development director.

Enormous amount of CG were injected into the show, added *Lim*.

*Lim's* big hope for *Ryujin Juwara* is that the success of the format in Malaysia will set an example and generate localised versions in other countries.



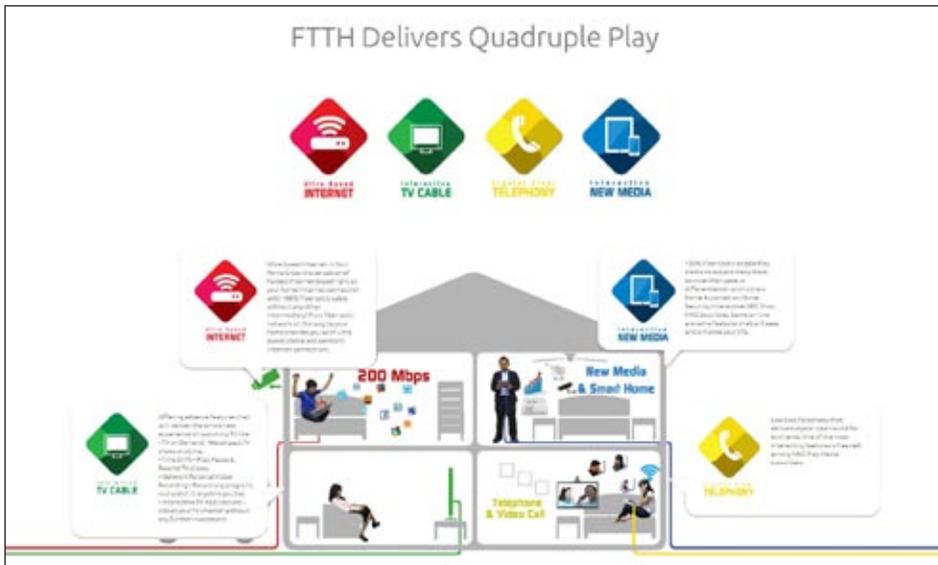
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# PLATFORM *mnc play media*



In a regular section looking at up-and-coming platforms in Asia, *Malena Amzah* speaks to Ade Tjendra, chief commercial officer and director of Indonesia's latest OTT entrant MNC Play Media.

**Launch** Founded in January 2013 by Indonesia's MNC. The trial service on the broadband cable/fibre-based network started in June 2014 in some areas in Indonesia. The commercial launch date has not been announced.

**The offering** The IPTV platform over Fibre To The Home (FTTH) provides a quadruple-play integrated service consisting of interactive cable TV with 130+ channels HD ready, interactive new media (featuring home automation, interactive home shopping, interactive stock trading, etc), 2.5 Gbps ultra speed internet and telephony/video calls.

**Prices** To be announced

**Targeted users** MNC Play Media targets retail and/or residential segments, SOHO (small office/home office) and corporate clients.

**Who's driving the initiative** Ade Tjendra, chief commercial officer/director; Gunawan Wicaksono, chief technology

officer; Lidia Muchtar, chief financial officer

**Geo-blocks** MNC Play Media IPTV service can only be delivered to users within its own FTTH network infrastructure in Indonesia.

**Tech partners** Cisco for core network infrastructure, ZTE and Huawei for FTTH distribution and ZTE for IPTV middleware

**Why 'Play Media'?** "'Play' is identical to entertainment and these are the main objectives of our services – to entertain our subscribers with many varieties of content and internet data services. Ultimately, we also want to deliver quadruple play."

**On-demand** "Initially, the main TV service offering consists of linear and HD channels. We have yet to prepare for video-on-demand services, but it is within our

plan to do so in the future."

**Where does your content come from?**

"We share content with pay-TV platform MSKY, which operates three pay-TV brands – Indovision, Top TV and Okevision. Using S-band satellite technology, MSKY has more than 120 channels in its portfolio (of which around 33 are exclusive channels), including Fox Action Movies, Waku-Waku Japan, ZooMoo and Hits."

**What's missing that you would like to add?**

"Since Play Media runs on the FTTH platform, capacity is no longer an issue. It can carry more HD channels, probably later on we can also customise channels for each city with its local TV channel. In the long run, Play Media will carry more online content."

**Is there anything that has surprised you about the way people are using Play Media?**

"It is still too early [for] significant feedback from subscribers."

**How are you using social media to expand your online presence?**

"Social media has always been a very important aspect of the online presence, especially in Indonesia where people use social media to interact and refer products and services. It is a way to encourage word of mouth, secondly, with forum; it has enabled us to directly interact with potential subscribers as well as getting real feedback."

**What's the biggest challenge you have faced in 2014?**

Obstacles include permits to install the network infrastructure, especially in local communities, which have to be incentivised to support the network build and to take up the services.

**What are Play Media's priorities for the rest of 2014?**

"Our priority is building the best network and launching it in 2014."



Ade Tjendra

**Mosko, Nunez, Stapf, Sarandos, Kreiz keynote in Cannes**  
*MIPCOM celebrates 30 with original content theme*



Steve Mosko



Armando Nunez



David Stapf



Ted Sarandos



Ynon Kreiz

Sony Pictures Television president Steve Mosko, Netflix' Ted Sarandos and Maker Studios' chief executive Ynon Kreiz keynote at this year's Mipcom, which runs in Cannes from 13-16 October.

In addition, a joint keynote will be delivered by David Stapf, CBS Television Studios president, and Armando Nuñez, president/CEO of CBS Global Distribution Group.

This year's Mipcom theme is "The Global Quest for Original Content".

Mosko will talk about producing, distributing and acquiring innovative content for a global audience, including *Breaking*

*Bad*, *The Blacklist* and new commission Powers.

Stapf and Nunez will tackle topics including the rise of event series programming, new relationships with digital distribution partners and CBS's year-round programming strategy.

The address by Ted Sarandos, Netflix's chief content officer, comes in the run up to the premiere of *Marco Polo*, which has just finished filming at Pinewood Iskandar Malaysia Studios.

Kreiz will talk about how Maker is packaging original shows featuring talent partners for cross-platform appeal.

**Ghost-buster Leung hits Singapore**



Celestial Tiger Entertainment (CTE) brought Hong Kong "ghost buster" Spencer Leung Sze Ho to Singapore to promote the new season of paranormal show *Unbelievable*. The show airs at 9pm on CTE's CHK.

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MICA (P) 111/06/2013

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