

Malaysia poised for content explosion

Major Canto-drama buy, CCM launches 16 Nov

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Big data's crucial role in content – Koo

Youku boss on alliances with Alibaba, Endemol

Youku Tudou boss Victor Koo has outlined an original content creation vision that includes using big data to adapt shows in a way not previously possible.

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New boss for Singapore's MDA

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New boss for Singapore's MDA

Gabriel Lim replaces Koh Lin-Net at helm of regulator



OUT: Koh Lin-Net



IN: Gabriel Lim

Gabriel Lim takes over as chief executive of Singapore's media regulator, the Media Development Authority (MDA), from 8 December, replacing Koh Lin-Net, who moves to a new posting in 2015 after two years as head of the local authority.

Koh's new posting has not been disclosed.

Lim will be appointed chief executive officer (designate) of the MDA from 17 November, the Ministry of Communications and Information (MCI) said in a statement on Monday (3 November).

Lim is the outgoing principal private secretary to prime minister Lee Hsien Loong,

a position he took up in September 2011.

The ministry said Lim had assisted Lee in "discharging the responsibilities of his office. This included coordinating policy changes, managing inter-agency issues and strategic communications".

Before his appointment as principal private secretary, Lim held positions including director (policy), Defence Policy Office, at the Ministry of Defence, where he helped strengthen Singapore's defence relations with foreign countries and organised the 10th Shangri-La Dialogue. He was also in the Ministry of Health, Public Service Division, and Civil Service College.

The MCI statement said that the MDA under Koh had focused on strengthening consumer protection, including safeguards for pay-TV consumers, parental controls of the internet, and launched the Safer Internet Day.

She also oversaw the launch of the nation-wide digital TV initiative and spearheaded the Digital TV Assistance Scheme to help needy households manage the switchover to digital TV.

Suria Sunday show returns after 10 years

Singapore's MediaCorp resurrects Selamat Pagi SG

Singapore monopoly broadcaster, MediaCorp, is returning Sunday morning show, *Selamat Pagi SG* (Good Morning SG), to its ethnic Malay Suria channel at the end of November after more than a decade off air.

The live show, from local production house ScreenBox, will run for 18 weeks on Sundays at 10am on the Suria channel.

Selamat Pagi SG aims to show families what's going on in Singapore and give them lifestyle info.

One of the new segments, SG Kenangan, will introduce items from the past 50 years to tell the Singapore story.

One of the show's original anchors, Sujimy Mohamad, is back in the resurrected version. New hosts are Fiza O, Ariff Samsudin, Aura Shai, Sufian Ahmad and Huda Ali.

Mohamad is also one of the series executive producers, along with Haslinda Ali, Screenbox co-director and partner, who is also head writer and co-executive producer.

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Malaysia poised for channel, content explosion

Major Canto-drama acquisition, new channel launches from 16 Nov

Malaysia's dominant pay-TV/entertainment platform Astro has bought a significant Cantonese drama slate from high-profile would-be Hong Kong broadcaster Ricky Wong, underscoring its commitment to Asian content and marking a new phase in the company's regional distribution ambitions.

Rights for Hong Kong Television Network (HKTV) drama are exclusive for Southeast Asia, and non-exclusive for Australia and New Zealand. Hong Kong, where HKTV offers its content online, is excluded. The acquisition covers all media platforms, including Astro's TV everywhere platform Astro on the Go (AOTG).

The number of hours involved in the deal has not been disclosed. HKTV production subsidiary, Hong Kong Media Production Company, has about 1,000 hours of content in its library. The company has invested HK\$374 million/US\$48 million in programming, according to HKTV's latest financials.

It is also unclear whether the Astro package includes controversial new 15-episode drama series, *The Election*, which began shooting in late July and looks set to be the flagship title of HKTV's new online entertainment/shopping platform rolling out on 19 November.

The HK\$15-million/US\$1.9-million political drama, directed by Wong Kwok-keung, stars Angelica Lee and Liu Kai Chi as contenders for the post of chief executive of the Hong Kong Special Administrative Region. Scenes from the real-life pro-democracy protests that have all but shut down central Hong Kong feature in the trailer for *The Election*.

Seven titles disclosed so far as part of the Astro acquisition include *Paranormal Mind*, *Once Upon a Song*, *Love in Time*, *Hidden Faces*, *Borderline* and *Beyond the Rainbow*.

In Malaysia, HKTV's drama titles will air on Astro Shuang Xing channel from



Hidden Faces, HKTV

18 November, running Sundays to Thursdays at 7pm.

News of the HKTV acquisitions came about two weeks after Astro announced a joint venture factual channel, Spark Asia, with Singapore-based production house Moving Visuals International and European factual entertainment joint venture Spark (a JV between Autentic and ZDF Enterprises). The new HD channel, Spark Asia, will go live in the first half of 2015.

Meanwhile, Astro seems poised for significant linear channel expansion before the end of this year.

The first channel to go public with its carriage deal is Chinese movie channel, Celestial Classic Movies (CCM). CCM launches on 16 November on Astro's basic Family Pack as well as on the free NJOI package. Movies will be subtitled

in Bahasa Malaysia.

Hong Kong-based Asian entertainment channel operator, Celestial Tiger Entertainment, announced the channel launch during the annual Casbaa event in Hong Kong at the end of October. The new deal gives the classic channel access to 4.2 million multichannel homes in Malaysia and Brunei for the first time.

Titles on the Celestial Classic Movies include kung-fu classics from the Shaw Brothers library, including Chang Cheh's 1967 movie, *The One-Armed Swordsman*, which paved the way for a new generation of kung-fu titles, along with *Come Drink With Me*, a 1966 title widely considered to be the best Hong Kong film ever made. CCM's schedule also includes *The 36th Chamber of Shaolin* (1978) and *Blood Brothers* (1973).

New China online crackdown looms

The topic of the week in China's blogosphere is a new rule that requires special permits for foreign TV shows to be offered online.

The regulations are the latest in an ongoing initiative to bring online platforms under state control.

The new rules, published by the State Administration of Press, Publication, Radio, Film and Television, mean foreign shows must apply for a permit and will be subject to a review process.

An industry concern is the piracy likely to fill the gap that the new regulations will create between the international and the Chinese release dates.

Local paper, *The China Daily*, said distributors in Korea were looking at early review applications so that shows could premiere simultaneously.

Malaysia picks up Freshman Mom



Freshman Mom

Malaysia's pay-TV platform Astro has picked up Malaysia Singapore rights for Latin Media Corp telenovela *Freshman Mom*, the story of a mother who goes back to university after 20 years.

Big data's crucial role in original content – Koo Youku boss on new alliances with Alibaba, Endemol

Youku boss Victor Koo has outlined an original content creation vision that includes using big data to adapt shows in a way not previously possible.

Speaking at this year's Casbaa convention in Hong Kong at the end of October, Koo said a new initiative with Alibaba would be the first in the world where leading platforms would "work together on big data".

Youku Tudou currently has more than 500 million active users across multiple screens, annually generating more than 200 billion views. "Our model is... a hybrid between Netflix and YouTube," Koo said, adding that the partnership with Alibaba was about "coming together to think about new ways to grow our business".

Koo told delegates that "original content is a very important part of our strategy". His big production announcement was the commission of China's first *Big Brother* from Endemol. The 10-episode Chinese version of the reality show will go live on Youku Tudou in early 2015 (*ContentAsia Insider*, 29 October 2014).

Breaking the news of the just-inked deal, Koo said that *Big Brother China* was part of Youku Tudou's expanding original content ambitions.

The platform is also cooperating on web original content with at least 10 Asian companies, including Korean broadcaster SBS and conglomerate CJ, and Japan's Fuji TV.

Koo spoke about the evolving multi-screen entertainment ecosystem and told Casbaa delegates that, increasing-



Victor Koo, Youku Tudou

ly, original online content was being distributed to mainstream TV screens. So far, Youku Tudou had produced eight movies with a combined box office of RMB2 billion/US\$327 million, he said.

"We started working on original shows in 2009 and now syndicate globally, including Europe, to bring that content to Chinese audiences around the world," he added.

Among these is *On The Road*, which follows a Chinese couple around the world, including their engagement at the North Pole and wedding at the South Pole.

Youku Tudou's early micro-movies had "grown in size and scale", Koo said, adding that "with the advent of big data, we can tailor-make our shows and adapt them much more quickly" in ways not possible for television and movies.



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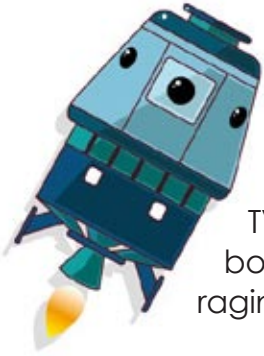
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Lift off... ContentAsia's satellite update

TV signals in much of Asia will go dark if the mobile industry gets its way, satellite bosses say. Real horror or scare mongering... again? And can satellite win this raging, knock-down, long-running battle?

Global satellite operator Intelsat is distributing a new infographic reminding Asia that 50% of TV audiences in India and Indonesia rely on C-band to watch television and, if C-band spectrum isn't protected, that will all go away.

Intelsat also said ahead of the WRC (World Radiocommunication Conference) in Geneva this month that US\$300 million a year goes into the Indonesian economy from C-band broadcasting and that the 9,000 mm of rain that falls a year in areas of Papua New Guinea make C-band essential for broadcasting.

And that's apart from the financial and infrastructure support C-band, which is not impacted by rain, provides across the region.

"C-band spectrum for satellite services drives industries and economies in Asia and around the world," Intelsat says.

The situation is different in Europe, which is primarily a Ku-band market, as are Korea, Japan and Australia. However, the satellite industry points out, many programming services are brought into Australia on C-band, before being downlinked, aggregated and put up onto the Optus satellite. Alternatives to C-band are possible, if expensive.

"Half of our capacity is C-band," says Malaysian satellite operator Measat's chief executive Paul Brown-Kenyon, adding: "If they [the cellular industry] were to

secure the spectrum, it would have a significant impact on our business."

The latest initiative is part of a battle the satellite industry has been waging for years to keep the mobile industry out of, first, its extended C-band space and, more recently, out of C-band, period.

Satellite insiders acknowledge how tempting C-band spectrum is for the mobile industry, but call the initiative an "easy and cheap way out at our expense".

The mobile industry isn't sympathetic to the satellite cause and is pushing hard for additional spectrum – including extended C-band – that it, too, says is critical for growth.

Intelsat acknowledges the cellular industry's argument that the two industries should co-exist, but says the sharing solution is easy to propose, difficult to execute. "It is difficult to see at this time a compromise that both sides can live with," the operator says.

Satellite operators have one million and one ways in which the mobile industry can live and thrive without running amok through spectrum essential for delivering television and other services across Asia. These include a good, hard look at the way the cellular industry uses the spectrum it already has. Allegations are that cellular operators are only using half of what they already have.

Andrew Jordan, Eutelsat's executive vice president, strategic projects, says no one opposes the growth of the IMT industry. What they do oppose is the inefficient use of spectrum that has led to the current grab.

Opponents of the 'C-band for cellular movement' also say the powers that be would be well served by taking a much closer look at some of the data being used to support the cellular argument. This includes population growth numbers being used to support the wireless industry's spectrum claims.

Satellite players are determined to fight a good fight – and say reason will, in the end, prevail. "We absolutely can win this," says Gregg Daffner, chief executive of GapSat and chairman of Casbaa's Wireless Action Group.

In addition, satellite operators are advising interested parties to get on the case. Which they are, as was clear during this year's Casbaa convention in Hong Kong.

Intelsat's regulatory affairs principal, Anette Purves, advises operators to "educate yourself on the value of C-band to your country, industry and most importantly, the communities you serve".

"Once you understand the impact of the potential loss of C-band spectrum to your business or your community, we recommend reaching out to your regulators directly," Purves adds.



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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.

Bet On Your Baby, Philippines

Season two of the Philippines' local *Bet On Your Baby* on free-TV network ABS-CBN marked the return of weekday afternoon game shows to the Philippines for the first time since TV5's *Jeepney Jackpot: Pera o Para!* last year.

Season two, launched on 22 September, shifted from Saturdays at 6pm-7pm to a 5pm-6pm slot stripped Mondays to Fridays. The game show replaced Koreanovela *Pretty Man*.

The switch to a daily schedule is attributed to the success of season one, says Raymund Dizon, ABS-CBN's business unit head. Dizon adds that season one did so well the network exceeded the original 26-week run to a total of 30 episodes.

The last game show to be scheduled on ABS-CBN's weekdays afternoon slot was *The Price is Right* in 2011.

Season two of *Bet On Your Baby* is part of ABS-CBN family Kapamilya Gold lineup that includes local movie belt "Kapamilya Blockbusters" and current affairs programmes *Bistado*, *Mutya Ng Masa*, *My Puhunan*, *Tapatan*

Ni Tunying, and *Red Alert*.

Designed for kids aged two to three and a half years old, *Bet On Your Baby* aims to test parents on how well they know their children. Each episode features three couples with their kids competing in three game segments.

Season two features two new segments – "Watcha Makulit", which replaces season one's Puzzle Round; and "Dice Dice Baby", where kids roll numbered dice on a slide and parents advance on the course.

Season two also added five piggy banks to the jackpot round, upping cash prizes from 10 piggy banks holding between Php25,000/US\$559 and Php200,000/US\$4,472 to 15.

Prizes include a fully furnished house (packaged with a lot) and Php1 million/US\$22,359 cash.

Season one, in which 87 families competed, awarded more than Php15 million/US\$335,383 to winners in cash/prizes and produced eight millionaires.

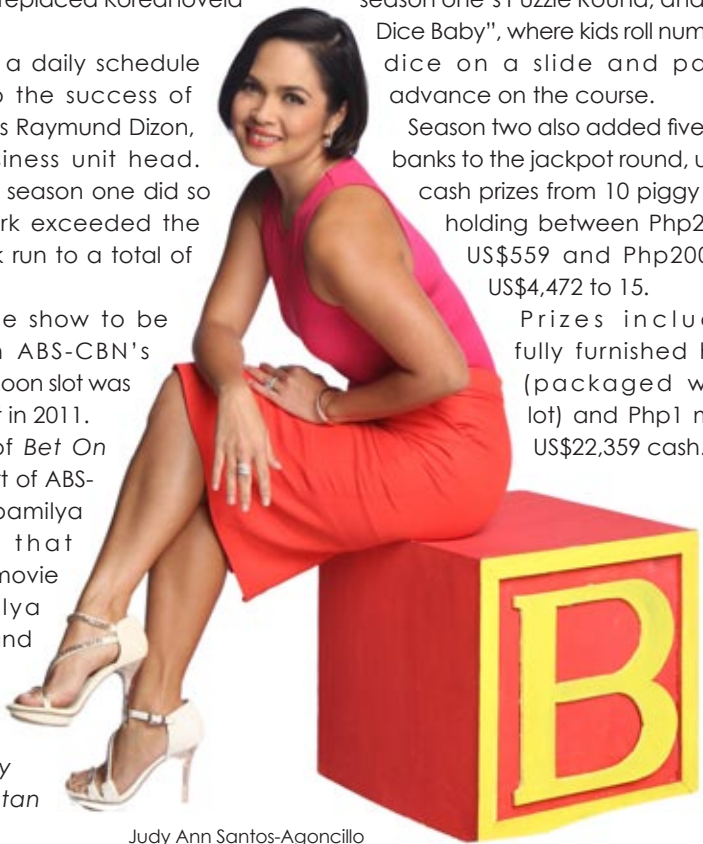
Season one host, Judy Ann Santos-Agoncillo (the host of *Junior MasterChef Pinoy Edition* and ABS-CBN's first original reality series *I Do*), is also the host for season two.

Season one ran for seven months until May 2014, consistently ranking among the 15 most-watched shows in the Philippines with an average nationwide TVR of 19.5% (source: Kantar Media).

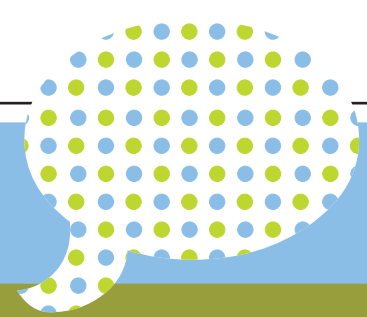
The second season continues to rule its time slot. The pilot episode recorded 12.9% TVR vs Korean drama *Full House*'s 8.8% TVR on TV5 and local docu-drama *Alisto*'s 7.5% TVR on GMA, according to Kantar Media data provided by ABS-CBN.

In its fifth week (20-24 October), *Bet On Your Baby* continued to top its time slot with an average 11.9% TVR against Korean drama *May Queen*'s 8.2% on GMA and *Full House*'s 10.1% on TV5.

In Asia, local versions of the format have aired in China (CCTV1) and South Korea (CJ E&M). Hong Kong (TVB), Korea (CJ) and Singapore (MediaCorp) aired taped versions. The original format was created and co-produced by 5x5 Media and Electus.



Judy Ann Santos-Agoncillo



Kids industry heads for Hanoi

3rd Asian Animation Summit, 3-5 December 2014

The third annual Asian Animation Summit countdown has begun, with a month to go to the opening of this year's show in the Vietnamese capital of Hanoi on 3 December.

International and regional kids programming bosses confirmed for the three-day event include Chris Rose, ABC Australia's commissioning editor; Layla Lewis, Nickelodeon's vice president, con-

tent acquisitions; Turner Entertainment Networks Asia Pacific's chief content officer, kids, Mark Eyers; The Walt Disney Company Southeast Asia's executive director for programming, Leslie Lee, and head of acquisitions, Roy Anand.

The three-day event includes presentations of 24 new children's TV series concepts from Australia, South Korea, Malaysia and Thailand.

Vietnam experiments with late-night adult slot

Vietnamese broadcaster VTV is adding a late-night adult slot to VTV2 schedules from 10 November.

The 45-minute slot at 11pm will air titles such as *Sex and the City* on Mondays,

Tuesdays and Wednesdays, as well as interviews with local entertainment personalities. Programmes will carry a warning that content is not suitable for people under 18 years old.

Korean shopping networks raise fair trade ire

Six Korean home shopping networks are facing sanctions for what the country's fair trade officials say are a wide range of unfair activities.

Penalties are expected to be decided by early 2015, and will be the first under a new law introduced in 2012.

The companies under scrutiny include GS Home Shopping, which is said to be prepping a JV platform in Malaysia, and CJ O Shopping.

Fair Trade Commission secretary general Shin Young-son told media in Seoul that the investigation had revealed, among "the

complete gamut of unfair business activities", arbitrary changes in contract terms between the platforms and suppliers.

Local papers, meanwhile, are charting the dip in TV shopping sales as consumer attention shifts to mobile, social commerce, and buying online directly from brands.

The Korea Times said market leader GS Home Shopping's growth "crashed" to 0.9% in the first quarter of this year and to 1.6% in the second quarter compared to 18.8% year-on-year growth in 2012. Average growth in 2013 was 7.1%. CJ O Shopping faces the same year-on-year slide.

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