

Celestial picks up HKTV Canto drama for cHK channel *Acquisition boosts Astro's programme syndication plan*

Regional channel operator Celestial Tiger Entertainment has added a slate of Ricky Wong's Hong Kong Television Network (HKTV) drama to its cHK channel, giving yet another stamp of approval to the content ambitions of Hong Kong's controversial would-be broadcast boss.

The Singapore rights to shows from HKTV subsidiary, Hong Kong Media Production Company Limited, were acquired from Malaysia's Astro.

Astro said at the end of October that it had secured exclusive Southeast Asia rights to HKTV drama, including *The Borderline*, *Paranormal Mind*, *Once Upon a Song*, *Love in Time*, *Hidden Faces* and *Beyond the Rainbow*.

The cHK slate airing in Singapore includes *The Borderline*, which airs on cHK on SingTel Mio TV in Mandarin with the option of a Cantonese sound-track within 24 hours of its Hong Kong broadcast. SingTel is running a free preview of the channel until 1 December.

The Borderline, the story of a disgraced undercover cop who partners with a criminal to correct wrongdoings, is stripped Monday to Fridays at 10pm. The series stars veteran actors, Liu Kai-chi and Dominic Lam.

CTE's HKTV acquisitions for cHK also include *Hidden Faces*, *Love in Time* and *Hakka Sisters*, starring Prudence Liew and Maggie Cheung as two sisters through whom the changing relationship between China and Hong Kong in the past 30 years is examined.

HKTV's reality series, *The Challenge*, will also air on cHK, along with documentary

More on page 2

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Bloomberg Asia boosts events biz *Nick West spearheads new push from HK*

Financial info platform Bloomberg Media has tapped Nick West as head of live events for Asia Pacific. West, based in Hong Kong, reports to Asia Pacific managing director, Parry Ravindranathan. West previously worked for The Financial Times in Hong Kong for six years, where he was involved in events and cross-platform initiatives. Before that, he worked with Financial Times Conferences in London as well as CWC Group, Euromoney and Thomson Reuters.

From page 1: cHK picks up Canto drama slate



Liu Kai-chi in *The Borderline*

series *Gone with the Wind*, which travels around the world on a hunt for stories of love, sacrifice and hope.

In Malaysia, HKTV's drama titles air on Astro's in-house Astro Shuang Xing channel running Sundays to Thursdays at 7pm.

Astro's acquisition of the Cantonese drama titles from HKTV underscores the Malaysian platform's commitment to Asian content and marks a new phase in the company's regional distribution ambitions (*ContentAsia*, 3 November 2014).

Astro's rights for HKTV drama are exclusive for Southeast Asia, and non-exclusive for Australia and New Zealand. The acquisition covers all media platforms, including Astro's TV everywhere platform Astro on the Go (AOTG).

Hong Kong, where HKTV launches its online platform this month, is excluded from the Astro deal. The platform will include video on demand and live content, including in-house productions and drama and animation acquisitions from Japan and Korea (*ContentAsia*, 8 October 2014), along with a strong e-commerce component.

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Malaysia's Astro adds 10 channels

8 new HD + 2 new SD channels bring total to 182



Richard Woo, A+E Networks; Vineet Puri, Fox International Channels; Catherine Nebauer, Zoo Moo; Avi Himatsinghani, Rewind Networks; Todd Miller, Celestial Tiger Entertainment; Henry Tan, Rohana Rozhan, Swee Lin Liew, Astro; Scott Mackenzie, NBCUniversal Channels

Malaysia's leading platform, Astro, added 10 channels to its platform on Sunday (16 November), bringing an end to more than a year of nail biting over capacity delays and kicking off a slew of new carriage and value-add deals expected to continue well into 2015.

Astro also rolls out a new video on demand platform, Astro Plus, on 1 December, with more than 1,000 hours of Hollywood movies, complete U.S. seasons and kids content, and two new packs – Fans Pack (RM99/US\$30 a month) and Astro Super Pack Plus (RM178/US\$53).

While Astro is not confirming additional channel and service launches, the amount of capacity it has secured on new satellite Measat-3b indicates that this month's launches are just the beginning of significant growth.

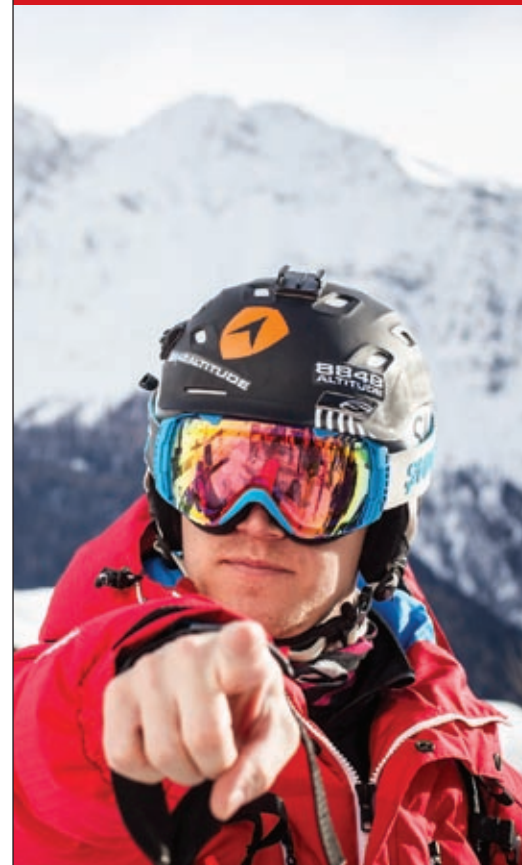
"We know that to remain successful we can't stand still," said Astro chief operating officer, Henry Tan, during the event announcing the new services. "To satisfy existing customers and to attract

more people to Astro, we need to keep innovating and improving what we offer – through great content that's worth paying for and to make it easy for our customers to watch their favourite content how, when and where it suits them," Tan added.

The new HD package also gives Astro its first HD subscription increase since HD was introduced with four channels in 2009. The 25% rate hike takes the HD pack rate up RM5/US\$1.50 to RM25/US\$7.48 from 1 December 2014.

The eight new HD channels are Fox, Fox Family Movies and Fox Action Movies, A+E Networks' FYI, Rewind Networks' Hits, and Universal Networks' Diva Universal, plus two in-house Astro channels – Mandarin general entertainment channel Astro AEC and Astro Shuang Xing. These bring the total number of HD channels to 48 and the total number of channels on the platform to 182. The two new SD channels are Celestial Tiger Entertainment's Celestial Classic Movies and Zoo Moo.

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Media Prima sheds headcount

Voluntary exit plan rolls out, target 10% cut

Malaysian media group, Media Prima Berhad, is rolling out a voluntary exit scheme between now and mid-December this year following a sharp drop in third quarter revenue and profit and a challenging market environment "where advertisers are more cautious and holding back advertising spending". The company also cited "the tragic incidents involving flights MH370 and MH17" as contributing factors to softer sentiment.

The "Mutual Separation Scheme" (MSS) announced this month is "part of the Group's rationalisation and consolidation plan," Media Prima said. Insiders say the aim is to cut about 10% of the workforce.

Media Prima stressed that the scheme was "strictly on a non-obligatory basis" and

that the plan was designed to make the company "more resilient against intense industry competition and increasingly challenging operating environment".

Media Prima also said the scheme enabled enhanced productivity and efficiency "by reorganising its manpower strength in line with its business objectives".

News of the scheme coincided with the release of Media Prima's financials showing a 30% drop in profit for the first nine months of this year. Revenues were down 12% for the year to end September. For the third quarter, Media Prima reported a dip in after-tax profit to RM42.6million/US\$13 million. Revenue dipped 13.6% to RM379.6 million/US\$113 million from RM439.28 million/US\$131 million last year.

Revenge, MasterChef Junior win Singapore women



MasterChef Junior U.S.

The season four premiere of *Revenge* put general entertainment channel StarWorld in number one spot among western GE cable channels' female 18-39 audience for its timeslot (10.35pm-11.30pm). *Revenge* premiered on Monday (3 Nov).

Data provided by Fox International Channels also shows that StarWorld's premiere of *MasterChef Junior U.S.* season two earlier this month put the channel in sec-

ond place in its time slot (7.50pm-8.45pm) among international cable channels' female viewers (18-39 years old) in Singapore. *MasterChef Junior U.S.* premiered on Wednesday (5 Nov) and was the title's highest-rated episode ever in Singapore among women 18-39 years old (source: Kantar Media, Singapore).

Both shows air date-and-date/exclusive with the U.S.

MNC back in headlines in Tutut tug of war *Court stands by Tutut claim to free-to-air channel*

The question of who actually owns Indonesia's free-TV station MNC TV is back in local headlines after the country's Supreme Court reaffirmed a claim by Siti "Tutut" Hardiyanti Rukmana, daughter of former president Suharto.

In the latest ruling, the court denied an application for a judicial review of a 2013 decision that granted Tutut's claim to a majority stake in the station.

The new legal twist in this long-running saga came to light this month, although the ruling was made at the end of October, according to local news outlets. The review request was made by a company owned by Hary Tanoesoedibjo.

The tug of war over MNC TV – formerly known as TPI – has been raging for about nine years. But the drama has actually

been running since 2002, when Tutut appointed Tanoesoedibjo's Berkah Karya Bersama to help her deal with her debts. She claims the appointment was misused to appropriate a 75% ownership of TPI.

Berkah's position is that it took a controlling stake in TPI in 2005 as part of a debt settlement of about Rp1 trillion/US\$82 million. The following year, Berkah's stake was acquired by MNC.

Meanwhile, Tanoesoedibjo is being quoted in local paper, The Jakarta Globe, as saying that MNC TV is not impacted by the recent ruling because the company is not part of the dispute.

MNC TV is one of three free-TV stations operated by publicly listed PT Media Nusantara Citra (MNCN). The other two are market leader RCTI and Global TV.

2nd Mongolian TV Forum set for Feb 2015

The second annual Mongolian Television Forum takes place on 5-6 February 2015 in the Mongolian capital of Ulaanbataar.

The theme this year is "The Promising Future of Mongolian Television".

The event is organised by Mongol TV and The Format People, and supported by, among others, the Association of Broadcasters in Mongolia.

"The first Mongolian TV Forum was a true success, helping to start bringing fundamental changes to Mongolian broadcasting, ensuring better rights management for companies who want to sell their programmes to Mongolia as well as introducing some of the best international television programmers to Mongolian TV professionals," Mongol TV CEO, Nomin Chinbat, said.

Forevermore ratings love grows



Forevermore

New local free-TV prime-time drama *Forevermore* hit 30.2 on 11 November – the highest rating since its premiere last month, Philippines' broadcaster ABS-CBN says (source: Kantar Media). The series debuted at the end of October with a nationwide rating of 27.1%, making it the top scripted series in the Philippines for the day. *Forevermore* is the story of the unlikely romance between the reckless son of a hotel owner and a devoted, strawberry picking daughter.



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iQiyi boss heads to Singapore

Ma Dong follows Sohu's Zhang & Youku's Koo on global stage

Fascination with China online continues in December with a keynote address by Ma Dong, chief content officer of mainland Chinese online platform iQiyi, at this year's ATF in Singapore (9-12 December).

Ma's address, "Digital China: The New Storyteller", follows keynotes delivered by Charles Zhang, Sohu's founder/chairman/CEO,



during Mipcom in Cannes in early October and Victor Koo, CEO of dominant platform Youku Tudou, during Casbaa in Hong Kong in October. iQiyi is planning seven local films in 2015, one Hollywood movie and 15,000 hours of internet drama. iQiyi is said to be looking at spending at least RMB300 million/US\$49 million on its own content.

No word on HK free-TV licence renewal

Comms authority recommendations submitted

Hong Kong's media authorities may have completed their free TV licence renewal recommendations – but they're keeping results under wraps for now and aren't giving any clues about a deadline for a final decision.

The licences for Hong Kong's two existing free-to-air TV broadcasters – Television Broadcasts Limited (TVB) and Asia Television Limited (ATV) – expire on 30 November 2015.

According to local reports, the Communications Authority submitted its renewal proposals to the Executive Council earlier this month.

Local daily, The Standard, quoted Communications Authority chairman Ambrose Ho as saying it was "not appropriate"

to disclose any of the recommendations at this stage.

Ho also said the authority had not received any application from ATV for changes in shareholdings. This follows widespread speculation about a new owner for the ailing station.

The paper also quoted Secretary for Commerce and Economic Development, Gregory So, as saying that factors being taken into account included the broadcasters' "performance in fulfilling their legal duties, regulations for the licence and Codes of Practice".

So also said the government would "also look at their operation capacity, technology level and programme arrangements in the future".

DQE launches kids channel duo on YouTube

India-based kids' content creator DQE has launched two YouTube channels – Power Kids for children older than five and Tiny Toonz for younger children.

Created in association with multi-channel network Whacked Out! Media (WOM),

the channels are part of DQE's digital strategy to monetise its library, which includes *The Jungle Book*, *Peter Pan*, *Lassie*, *Iron Man*, *Robin Hood* and *Casper*, across screens and devices. DQE will add made-for-online educational content.

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Lift off... ContentAsia's satellite update

Choi secures Americas

Asia-based global satellite company, ABS, has appointed Dolores Martos as managing director of the Americas. Martos is based in Washington DC and reports to ABS chief executive Tom Choi in Asia. Martos was previously VP of sales responsible for Latin America and the Caribbean at European satellite operator SES. She also spent 18 years at Intelsat, including a stint as regional sales VP for Latin America.

NewSat celebrates Measat-3b

The successful launch of Measat-3b was great news for more than Malaysia and programmers who want onto Astro. The satellite is also home to Australia's NewSat, and its Jabiru-2 payload, which provides Ku-band capacity over Australia, Timor Leste, Papua New Guinea and the Solomon Islands. As the payload came into operation, NewSat's chief technology officer, David Ball, spoke about working with Malaysian satellite operator Measat "to design the beam exactly the way we wanted it to look, the coverage area, the power focus and the peak performance area". Ball also said it was a "a good exercise for us to go through as we approach launch of Jabiru-1".

Jabiru-1, scheduled to launch in 2015, is Australia's first commercial Ka-band satellite and will provide flexible Ka-band coverage to meet demand from government and enterprise across the Middle East, Asia and Africa.



Eighteen animation concepts from six Asia-Pacific markets have been selected for the 2014 Asian Animation Summit showcase in Vietnam in December.

The shows are from Australia, Malaysia, Korea, Thailand, Singapore and New Zealand.

All will be presented live in Hanoi to an audience of broadcasters, co-producers, distributors and investors from Asia and the international marketplace, events organisers Kidscreen said.

The showcase includes six programmes each from Korea and Malaysia, three from Thailand, and one each from Australia, New Zealand and Singapore.

The sole selection from Singapore is *Insectibles* from One Animation. Korean companies involved include Studio Gale (*Journey of Long*) and Synergy Media (*Beat Monsters*).

This year's Asian Animation Summit takes place in the Vietnamese capital of Hanoi from 3-5 December.

18 kids titles head for Vietnam

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New lifeline for Singapore's Channel 5

MediaCorp promises real commitment to higher-quality content

The last chance is nigh for Singapore's English-language Channel 5. Come January 2015, monopoly broadcaster MediaCorp activates a resuscitation plan that includes, among other lifelines, a new local (hopefully long-running) daily soap, a weekday magazine show, a new talent/reality show, and an increase in local current affairs and infotainment shows.

Broadcast bosses are clearly hoping to boost engagement and relevance. Borrowing from Singapore pay-TV platform StarHub's "upsized" concept and branding, MediaCorp says that the "fresh local upsized" line up "will celebrate the Singapore identity and connect more closely with Singapore families than ever".

The long-expected revamp of the ailing service comes at a complex time for traditional broadcasters, particularly in Singapore, where the audience is highly connected and overserved with both legal and illegal options.

One of the pillars of the latest strategy is half-hour weekday magazine programme, *The 5 Show* (8.30pm, Mondays to Fridays), followed by a 9pm slot for daily news show *News 5*.

Another programming pillar, scheduled to premiere in June 2015, is a prime-time local soap/drama (name undisclosed), which "will feature local and regional artistes and weave in social issues relevant to all". MediaCorp is believed to have

drawn from a rich pool of U.K. expertise in shaping its local drama, which is set in a middle-income neighbourhood and reflects back at local TV audiences all the real-life multi-racial, multi-generational, topical issues of the day.

The reality box is ticked with new reality talent show, *The 5 Search* (4 January to 1 March 2015, Sundays, 9.30pm-10.30pm), which MediaCorp says is part of its "continual development of local talent".

Another reality show (1 February to 29 March, Sundays, 10.30pm-11pm) is *The Proposal*, which looks at "unique and creative" wedding proposals in Singapore.

The new Channel 5 also includes a weekday pre-school belt from January.

Returning series include *Code of Law* season 3 and *Zero Calling* season 2.

MediaCorp TV managing director, Bernard Lim, said the broadcaster had "made a real commitment" to higher quality content.

The big question is: Is all this enough to bring mainstream audiences back to Channel 5? Possibly, if MediaCorp and its content teams don't blink. Now all the rest of the industry needs is an accompanying new structure that breaks the monopoly broadcaster's stranglehold on audience measurement in Singapore.

2015

Jan - Jun

SCHEDULE ON CHANNEL 5

Day Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7pm	Wheel of Fortune <small>[Variety]</small>					Movie <small>[Family]</small>	Movie <small>[Mass]</small>
7:30pm	The Flash / Arrow 1, 2 & 3 / Nikita 4 / Agents of SHIELD <small>[Drama]</small>						
8pm							
8:30pm	The 5 Show <small>[Info-tainment]</small>					Movie <small>[Family]</small>	Movie <small>[Mass]</small>
9pm	News 5						
9:30pm	Code of Law 3 / Zero Calling <small>[Drama]</small>	Talking Point <small>[Current Affairs]</small>	Heartland Hubby / The Noose <small>[Comedy]</small>	Common Cents <small>[Current Affairs]</small>	Tales of 2 Cities <small>[Info-ed]</small> / SG50 Docu series		
10pm			Koji Cooks / Spouse for House <small>[Comedy]</small>	On The Red Dot <small>[Current Affairs]</small>	TV Movies / SG50 Docu Series	Whispers Of The Dead <small>[Docu-drama]</small> / Serangoon Road <small>[Drama]</small>	
10:30pm	Hawaii Five-O / Allegiance / Gotham <small>[Drama]</small>	Verdict <small>[Local]</small> / How to Get Away with Murder <small>[Acquired]</small> <small>[Drama]</small>	The Mysteries of Laura / Jane the Virgin <small>[Comedy]</small>	Body & Soul <small>[Local]</small> / Unbroken <small>[Acquired]</small> <small>[Info-ed]</small>		American Horror Story 3 <small>[Drama]</small> / <small>[Movies]</small> / Constantine <small>[Drama]</small>	Meet My Family/ The Proposal <small>[Local]</small> <small>[Info-tainment]</small> / Britain's Got Talent <small>[Acquired]</small> <small>[Variety]</small>
11pm		Forever / How to Get Away with Murder <small>[Drama]</small>		Be The Boss / Survivor <small>[Reality]</small>			
11:30pm	Burn Notice <small>[Drama]</small>		About a Boy/ Friends with Better Life <small>[Comedy]</small>		Memento <small>[Docu]</small>	The Vampire Diaries 4 <small>[Drama]</small> / <small>[Movies]</small>	Your Face Sounds Familiar USA Criss Angel BeLIEve <small>[Variety]</small>

Local

Acquired

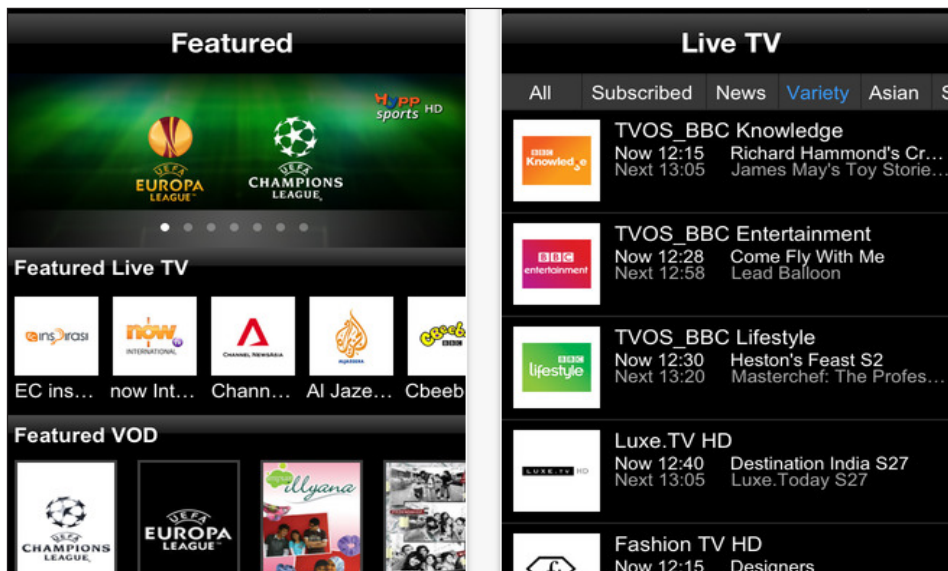
Acquired (after local series ends)

50+ new series

Local
Acquired
Acquired (after local series ends)



PLatFORM HyppTV Everywhere



In a regular section looking at up-and-coming OTT/online platforms in Asia, Malena Amzah speaks to Jeremy Kung, EVP, new media and chief executive officer of telco Telekom Malaysia's TM Net.

What is HyppTV Everywhere? An OTT service launched in August 2013 by Telekom Malaysia Berhad (TM) offering select IPTV HyppTV content via multiple devices such as tablet, PC and smartphone. Available in Malaysia and exclusively for HyppTV customers

Who's who Jeremy Kung, Executive Vice President, New Media/CEO, TM Net

Active users 130,700+. Targets young, internet-savvy users.

The offering HyppTV Everywhere mirrors TM's existing IPTV service, HyppTV, carrying almost similar features and licensed key

offerings. Offers 40+ local and international live TV channels, with features including time shift and catch up. Premium channels include BBC Knowledge, Outdoor Channel HD, CBeebies, Nick Jr, Discovery Kids and RTL CBS Entertainment HD. VOD is bundled into categories, including FriedChillies Food (food, travelogue), Hypp Variasi (Malay drama series, variety shows), Hypp Flicks Plus (Hollywood blockbusters, Malay/Asian movies), Hypp Flicks (evergreen Hollywood movies),



Jeremy Kung

Comedy Central On Demand, Cinema World HD On Demand and sports Fox Football Channel HD On Demand. VOD titles are kept available from one to six months or within the content's validity period.

Price Free for HyppTV Value Packs subscribers. Monthly plans for HyppTV customers cost RM5/US\$1.52 for two devices and RM10/US\$3 for five devices. Offered as a la carte or via Everywhere Pack for non-members at RM15/US\$4.50 a month for any three channels

Most watched WarnerTV. Others are Universal Channel HD, SyFy HD, Comedy Central HD and Cinema World HD

Social media HyppTV is very much dependant on online connectivity and presence "so we have expanded the service's awareness via: website, Twitter, Instagram and Facebook as well as a YouTube channel."

Accomplishments "In 2014, we added several new live channels such as Universal Channel HD, SyFy HD, HyppSensasi, Comedy Central HD, Cinema World HD, NHK World HD, MotorVision HD. We also added Cinema World HD On Demand and Comedy Central HD on Demand in the VOD category."

Why go Everywhere? "TV is no longer the main source to catch programmes nowadays... watching TV on portable devices provides users the mobility convenience and keeps them updated wherever they are."

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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.

Family Secrets, Korea

Korean cable programmer CJ E&M's new drama adaptation, *Family Secrets* (*Gajokui Bimli*), debuted in a prime morning slot in October, becoming the 2014 choice of series to premiere in the stripped weekday slot on general entertainment channel, tvN.

The 100-episode revenge melodrama is stripped Mondays to Thursdays at 9.40am (KST), with encores at 7.50pm and four-episode omnibus sessions on Fridays at 9.30am. The series runs to the end of April 2015.

Previous local dramas to play in this morning slot have included *Glass Mask* in 2012-2013 and *Ice Adonis* in 2012. The slot also carries reruns of drama series such as *Crazy Love*.

Family Secrets is the Korean remake of Chilean telenovela *Where is Elisa?*, which is distributed by Telemundo. The drama format has also been made in Indonesia on SCTV (*Di Mana Melani*) and the Philippines on ABS-CBN (*Nasaan Ka Elisa?*).

Family Secrets is about a mother from a well-off family who loses her son to a tragic accident and later finds her only daughter is missing. Her world is turned upside down when she discovers that her daughter was kidnapped by someone from her own family.

The Korean series was produced by drama producer Jiyoung Kim, directed by Sung Do-Joon and written by Lee Do-Hyun. The cast includes former K-Pop



Family Secrets, CJ E&M

singer Hyo Young and veteran TV stars Sin Eun Gyeong and Ryu Tae Joon.

The Korean version has been slightly improvised to fulfil local preferences. Local adaptations included having more outdoor shots, which "raises the dramatic effects", says Kim, adding that the ultimate aim is "to maintain the original plot and at the same time being able to reflect the Korean society and culture of the gentle and yet strong Korean motherhood".

tvN's morning slots, mostly scheduled with local drama series, target housewives in their 30s-40s. The network generally targets the middle-aged and the 10-20-year old demographics.

Production challenges include making the cast look appropriate to the story/script. Kim says the team pays a lot of attention to the style of each character.

For instance, the lead actress changed her clothes as many as 80 times in the first week of filming.

Brokered by Telemundo International, *Family Secrets* is but one of many CJ E&M acquisition deals for tvN.

After Korea's *Got Talent* in 2011, tvN made *Saturday Night Live Korea*, based on the *Saturday Night Live* format as well as romantic comedy *A Witch's Love*, a remake of Taiwan's hit drama series *My Queen*.

Scripted formats continues to be on the Korean network's shopping list. "We are interested in scripted formats... we hope to find a couple of other good formats to adapt for Korea," says Jang-ho Seo, CJ E&M's head of international sales and acquisitions.

Philippines cuts local production costs *ABS-CBN, GMA report lower spend for 2014*

Philippines' broadcasters have cut local production costs this year in the face of sliding domestic revenues and lower profits. Drama appears to have suffered most, although last year's election-related expenses caused some of this year's savings.

ABS-CBN said production costs were down 3.6% to Ps7,939 million/US\$177 million in the first nine months of this year from Ps8,234 million/US\$184 million in the same period the previous year.

Amid fierce speculation that Ramon Ang is buying a 30% stake in the company, rival GMA said production costs for the year to end September were Ps4,034 million/US\$90 million, down by Ps223 million/US\$5 million – 5% – compared to the same period the previous year.

At the same time, GMA said programme rights amortisation was up to Ps482 million/US\$11 million, up 19% from a year ago. This was caused by revised programming grids that replaced some original production with canned programming as well as airing more costly movies.

GMA said most of its programme time-blocks incurred lower costs than last year, led by the daily prime-time block, which recorded a decrease in production cost mainly due to the absence of the high-budgeted epic-serye *Indio*.

In addition, the weekend afternoon block registered lower costs with the conclusion of in-house productions that were replaced by canned content. Another factor was the shift at the beginning of this year, when three daily in-house soaps were replaced by canned shows. GMA said this influenced the decline in cash production costs.

At the same time, high-cost local shows, such as weekend prime time titles *Picture, Picture, Ismol Family* and *Marian*, negated some of the savings. GMA said, however, these generated better profit margins than lower-cost titles last year.

Ever fierce rivals, the two broadcasters

continue to use different audience measurement systems. ABS-CBN uses Kantar Media. GMA uses Nielsen Media.

According to Kantar Media data provided by ABS-CBN, the network took all top 10 free-TV programming spots for the first nine months of this year.

The top show in the third quarter was *The Voice Kids Sunday* (34.9), followed in second place by *The Voice Kids Saturday* (34). Local drama *Honesto* was third (31.7), with *Mars Ravelo's Dyesebel* (30.1) in fourth spot and *Boses Ng Bulilit Kami Ulit!* (28.9) taking fifth place.

The free-TV broadcaster said its flagship Channel 2 continues to lead, with prime-time audience share at 49% nationally and 37% in Metro Manila.

However, Kantar Media data also shows that Channel 2 still trails rival GMA in the high-value area of Mega Manila, with 34% prime-time share against GMA's 40%.

The lead is even wider in total day ratings, with GMA 7 at 40% in Mega Manila against ABS-CBN 2's 31%. Nationally, Channel 2 has a total day share of 44% against GMA's 34%, and TV5's 10%.

GMA Networks, meanwhile, says its international business has "propelled" growth, making up for the domestic dip following last year's mid-term election highs.

Subscriptions revenues for the past nine months moved ahead of last year by 9% ending at Ps792 million/US\$18 million.

GMA attributed this to hikes in subscriber count for both Pinoy TV and Life TV, particularly in Canada by more than 30% compared to last year.

Overall, GMA's net income for the nine months barely broke the Ps1 billion mark, a 33% dip compared to Ps1,488 million in the same period last year.

ABS-CBN's net income for the nine months was Ps1.54 billion/US\$34 million – a drop of 14%, but about 29% above last year if election-related ad spend was stripped out, the company said.

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