

## FreeView gears up for Thai launch

*New platform promises subscription free HD*

New Thai-owned satellite platform FreeView soft launches in Thailand by May with plans for more than 110 free-TV channels – including 40 HD channels – over the next three years as well as expansion to neighbouring markets in the following phases.

*Story on page 2*

## Celestial Tiger launches 1st original production

*Double Vision to make new reality show for Kix*

Hong Kong-based channel operator, Celestial Tiger Entertainment (CTE), has launched its first original production initiative. Malaysian production house Double Vision has been commissioned to produce the 12-part reality show,

*Story on page 4*

## HK Filmart closes on 7,100+ visitors

*ATV drama plays out against vibrant backdrop*

As Hong Kong free-TV broadcaster Asia Television (ATV) faced a dramatic end, Hong Kong's media bosses played host to the most vibrant Filmart ever, with a record 7,100 attendees at the 19th annual event.

*More on page 18*

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## A+E greenlights new photo format season *History Asia to air Photo Face-Off 2 this year*



Photo Face-Off season one, A+E Networks Asia/History

A+E Networks Asia has greenlit a second season of original competition series *Photo Face-Off*.

The show, expanded to one-hour episodes from last season's half-hours, will air on History later this year.

Season two is being produced by Singapore-based Beach House Pictures, which has just completed *Asia's Next Top Model* for Star World.

Season one, produced by Fremantle-Media Asia, ran on Tuesday nights from 23 September 2014 to 28 October 2014. The series won its timeslot in Singapore, Malaysia and Thailand (Source: Nielsen Malaysia/Thailand; Kantar Singapore, Period: 23 Sep – 28 Oct 2014, Tuesdays, 10.30pm).

Professional photographer Justin Mott returns for season two. The open casting call for amateur photographers across Asia went out this week. The series pits amateur photographers against Mott in a series of photography challenges.

## FreeView gears up for Thailand launch *New satellite platform promises subscription-free HD*

New Thai-owned satellite platform FreeView soft launches in Thailand by May with plans for more than 110 free-TV channels – including 40 HD channels – over the next three years as well as expansion to neighbouring markets in the following phases.

The platform, owned by 15-year-old Thai media company Next Step Co Ltd, rolls out with six original channels and the 36 digital terrestrial (DTT) channels licensed last year.

The service, carried on an Intelsat satellite, is delivered free. The only cost is the set-top receiver and a 60cm Ku-band dish, which will be available in about 2,000 outlets across Thailand. Local company InfoSat is supplying the boxes. The hardware and installation costs are maximum THB2,000/US\$62.

Box penetration forecasts in year one are 500,000, increasing to one million in year two. Projections are for 60% penetration of Thailand's 22 million homes in eight to 10 years.

FreeView channels will be 70% local and 30% international, all language customised and targetting middle-class upcountry audiences. The new HD DTT channels will be broadcast in HD, giving FreeView a quality advantage over the majority of satellite channels available in Thailand at the moment.

"The objective is content that is informative, educational and entertaining at the same time. Once the concept is proven in Thailand, we will duplicate it in other countries as well," says Next

Step's Philipp Heussen, who is leading the FreeView project.

He describes FreeView's content policy as "mass niche", divided into about 25 categories ranging from travel and food to kids and news. Channels will be curated to deliver tightly targetted audiences.

About 70% of Thailand's TV revenue goes to mass-appeal channels. For starters, Next Step is going after the other 30% – approx US\$463 million of the total TV spend of THB50 billion/US\$1.5 billion – that goes on specialist channels.

The six in-house Next Step channels include a documentary service, primarily programmed with wildlife and nature shows; HD wildlife/nature channel *New Explorer*; science/tech channel *MySci*; lifestyle channel *Real Metro*; and a Thai arts, music and culture channel. A sixth channel, *Thainess TV*, carrying Thai-made docs, is already on air.

"These channels are very easy to understand," Heussen says, adding: "We have carefully selected content for Thai audiences, so they can expand their knowledge".

Next Step is going to both the local and international markets to bring the total number of channels on offer up to 111.

Heussen believes Thai media need to step up to fill the gaps created by constant political change, the absence of a long-term education strategy for Thailand, and an un-curated free-TV environment. "People need alternatives... to be educated in an entertaining way for long-term benefit," he says.

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## Sazzy Falak picked for Diva style show *How Do I Look? Asia* debuts mid-2015



Sazzy Falak

Malaysian actress and designer Sazzy Falak will host the Asia version of NBCUniversal's *How Do I Look?* The series airs on Diva later this year. Falak (*Go! & Ginku*) will "complete" Jeannie Mai, host of the U.S. version, the

Singapore-based regional network says. Mai is making special appearances; NBC hasn't said whether these are live in Asia. Sources in the U.S. say Mai's daily show, *The Real*, means she probably won't make it out here in person, but the network in Asia hasn't confirmed one way or the other.

The eight-part series is being produced by NBCUniversal's Matchbox Asia.

## ABS-CBN retires *The Buzz* after 15 years *Showbiz news "will never die", Philippines network promises*

Philippines broadcast network ABS-CBN has retired long-running showbiz talk show, *The Buzz*, after more than 15 years. The last episode was on Sunday, 5 April.

The network said in the announcement that "*The Buzz* deems it a necessary step to reinvent to start anew" but promised that "showbiz news will never die. The showbiz talk genre remains."

There's no word yet on when or if the show will return. Thanking viewers for sticking with the show, ABS-CBN said only: "See you again soon".

## Celestial Tiger launches original productions *Malaysia's Double Vision* to produce 12-part reality series

Hong Kong-based channel operator and distributor, Celestial Tiger Entertainment (CTE), has launched its first original production initiative.

The three-year old company will premiere home-grown reality series, *R U Tough Enough?*, on action entertainment channel Kix/Kix HD in late May with a one-hour special scheduled for July.

The 12-part series (11 episodes of up to 30 minutes each plus 60 mins) by Malaysia's Double Vision, goes into production



Aaron Aziz

this month.

The series is based on a marketing campaign and competition that CTE launched for Kix in 2014 in Malaysia to search for "Malaysia's Toughest".

Betty Tsui, CTE's vice president, programming – Kix and Thrill, says the decision to turn a marketing campaign into a reality entertainment series was based on strong stories of "endurance, resilience and tenacity" that emerged as a result of last year's contest.

Actor Aaron Aziz will host the show.

## 7 April premiere for *Food Wars Asia* *Food Network* kicks off original content plans

Scripps Networks Interactive premieres its first original Food Network Asia production, *Food Wars Asia*, on Tuesday, 7 April, at 8pm (HK/Singapore).

The six-part half hour series is hosted by newbie Michele Lean, who won a regional talent contest Scripps ran to find



Michele Lean

new on-air faces.

The series, adapted from a Scripps' format in the U.S., is being produced by Endemol Southeast Asia.

*Food Wars Asia* pits restaurants in Singapore and Malaysia against each other to see who makes the best version of local dishes.

## FIC Content Sales debuts *NHNZ Archive*

Fox International Channels Content Sales is offering the first batch of programming out of NHNZ's new Archive Unit at this year's MipTV (13-16 April).

The first three titles are natural history specials *Fur Seals: Battle for Survival*, *Japan's Wild Year* and *Madagascar's Legendary Lemurs*. NHNZ launched The Archive Unit in 2014 and signed 16 hours of co-production with National Geographic Wild U.S. and International.



Madagascar's *Legendary Lemurs*

## Schult joins Imagine Group

Former FremantleMedia Asia managing director, Patrick Schult, is joining Riaz Mehta's Imagine Group to head up new business development. Schult joins former NBCUniversal channels vice president, David Gunson, at the Singapore-based regional operation.

## CJ, Amuse tie up on Korea/Japan drama *New series rides higher regional cooperation*

Korea's CJ E&M and Japan's Amuse are producing new drama starring boy band Big Bang's T.O.P and Japanese actress Juri Ueno (*Nodame Cantabile*). The two entertainment companies say the series, a love story targeting global audiences, will air in second half 2015 across multiple platforms. The show is the story of two people who overcome memories of heartbreak while attempting to find new love. The project took about a year to put together.

## Ah Boys heads for Hong Kong, Taiwan *Ah Boys to Men 3 breaks Malaysia BO records*

Singapore listed film producer/distributor mm2 Asia is hoping to take Jack Neo's chart topper *Ah Boys to Men 3: Frogmen* to Hong Kong and Taiwan later this year after breaking box office records in Malaysia with RM3.63 million/US\$1 million from 74 screens in two weeks. The sequel, *Ah Boys to Men 2*, took RM3.50 million. In Singapore, the third film in the series fell short at S\$7.52 million/US\$5.56 million after 42 days, S\$370,000/US\$274,000 less than the box office record of S\$7.89 million/US\$5.83 million set by *Ah Boys to Men 2*.

## Tan to head Videofashion Asia Pacific *Fashion brand expands global footprint*

U.S.-based Videofashion has opened its first base in Asia Pacific. The new regional joint venture, based in Singapore, is headed by chief executive Michael Tan.

Announcing Asia-Pacific expansion plans in the run up to MipTV, Tan said the joint venture would provide stronger support to existing customers in the region, while ex-



Michael Tan

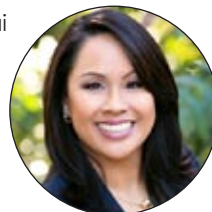
panding its client base and covering fashion on a local level.

Tan was most recently chief operating officer of a Singapore conglomerate with interests in luxury marina clubs, quick service restaurant KFC Vietnam, and casual dining and distribution of FMCG products. He was previously Asia chief operating officer for Reed Elsevier.

## Rodriguez upped at ABS-CBN Global *New MENA boss to drive int'l expansion*

ABS-CBN Global has upped Kai Rodriguez to managing director of Europe, Middle East and Africa operations. Rodriguez will be based in the company's European HQ in London.

Rodriguez takes over from Edgardo Garcia, who has assumed the role of ABS-CBN Global's chief financial officer and strategic planning head. Rodriguez was most recently ABS-CBN Global's chief finance officer



Kai Rodriguez

and strategic planning head, and has worked for the Lopez Group of Companies since 1996. Among other roles, she was finance director of Studio 23 and in 2000 joined ABS-CBN Corporation as AVP for finance. She was appointed CFO of the ABS-CBN Global group in late 2004. In October 2005, she was appointed concurrent strategic planning head of the global group.

## Online video leads adspend growth *Global adex growth dips to 4.4% in 2015*

Global online video advertising grew 34% to US\$10.9 billion in 2014, and forecasts are that growth will average 29% a year to reach US\$23.3 billion in 2017, according to ZenithOptimedia's latest Advertising Expenditure Forecasts.

Despite a slowing economy, mainland China adspend will grow 9.1% this year – below the 10.5% annual growth averaged over the past five years, but more than twice the rate of the world as a whole.

Between 2014 and 2017, ZenithOptimedia expects an average growth rate of 8.5% a year in China.

ZenithOptimedia predicts global ad expenditure will grow 4.4% in 2015, reaching US\$544 billion by the end of the year. Japan is expected to be up 2.5%. Advanced Asia will grow by 3.4%. Fast-track Asia (China, India, Indonesia, Malaysia, Pakistan, Philippines, Taiwan, Thailand and Vietnam) will be up 9.2%.

## Nick to air Alvin & the Chipmunks in Asia

Nickelodeon premieres the return of Alvin and the Chipmunks to television after 20 years in new series, *Alvin!!! and The Chipmunks*, on Friday, 8 May at 6.50pm (HK/Singapore). The 52-part



*Alvin!!! and The Chipmunks*

11-minute series will also air in the Philippines at 7.30pm on the same day and on Friday, 15 May at 7.55pm in Malaysia. After the premiere, new episodes will air on Saturdays at various times across the region. *Alvin!!! and The Chipmunks* is produced by Bagdasarian Productions and OuidO! Productions.

## TVNZ picks up Jay's Jungle

Natalie Lawley's Escapade Media has sold a second season of Ambience Entertainment show *Jay's Jungle* to New Zealand's TVNZ. Like the first season, season two will air on TVNZ's Kidzone channel.



*Jay's Jungle*

## Gupta eyes 10x subs \$ increase in India Revenues could be US\$48b a year, Star boss says

India's broadcast subscription business had the potential to grow 10-fold to Rs300,000 crore/US\$48 billion a year, provided it "moves from a pre-liberalisation mindset of price control to free market," Star India chief operating officer, Sanjay Gupta, said at this year's FICCI Frames in Mumbai.

During a panel on a vision for Indian broadcasting by 2020, Gupta said the true value of the industry was far from being unlocked.

India charged Rs10/US\$0.16 for Star Plus, "which caters to a very large consumer base". For Star World, "where only a small set of consumers watch English content", the price is Rs2.5/US\$0.04. "It is ironic that in India the pricing for premium content is less". In another example, in Kerala, Star India priced Asianet, the top channel in that market, at Rs5.35/US\$0.09 "and the regulator asked us to take out that extra Rs0.35. I don't know what the right price should be, but let

“ We are running an industry of the 21st century with a mindset from the pre-liberalisation era.”

*Sanjay Gupta, Chief Operating Officer, Star India*

"All broadcasters are creating as much as 100,000 hours of fresh content each year, engaging 700 million consumers in this country, which is not a small number," Gupta said, adding: "But what are people paying for consuming all of this content? Around Rs30,000 crore/US\$4.83 billion a year. See how that compares to a simple market like soaps and detergents, for which people are paying Rs100,000 crore/US\$16 billion a year in India".

Gupta said he believed broadcast subscription could rise to Rs300,000 crore/US\$48 billion. "The fundamental issue is that we have regulated this industry from a very wrong perspective," he said.

He pointed to India's telecoms industry, which he said had grown dramatically in the last 10 years – from 40 million subscribers to 900 million subscribers and from US\$8 billion to US\$100 billion – on the back of de-regulation and telcos implementing measures to benefit consumers.

Citing glaring and illogical price disparities in media, Gupta said Star In-

the market determine that."

Explaining how pricing is still genre-based and not driven by the nature of content, Gupta said that despite the "big difference in [sports] costs between World Cup cricket, which possibly everyone is watching, and UFC – which many would not have even heard of – the pricing remains the same".

"The fundamental challenge en route to unlocking the full potential value of the media and entertainment industry," Gupta said, lay in the fact that "we are running an industry of the 21st century with a mindset from the pre-liberalisation era. It is ironic that in a creative industry where value unlocking can come from celebrating diversity, we are still caught in celebrating uniformity."

The FICCI-KPMG Indian Media & Entertainment Industry Report 2015 shows that the total industry grew to Rs102,600 crore/US\$16.5 billion million in calendar year 2014.

Star India broadcasts more than 40 channels – including eight sports channels – in seven languages.

## FilmBox debuts on Dens.TV

### Four SPI channels head for Indonesia

Indonesian IPTV platform Dens.TV has agreed to carry four new FilmBox-branded entertainment channels operated by Europe's SPI International. The SPI TV package is being broadcast in English.

The channels cover multiple genres, including fashion news, documentaries on nature/human civilisation, extreme sports and festival/arthouse movies.

The four channels include factual platform, DocuBox HD, which promises a line-up of award-winning documentary features, "exploring mysteries and beauty of our planet"; and Fast&FunBox HD, which airs action sports such as car racing, motorcross, base jumping and skydiving.

Filmbox International executive director, Berk Uziyel, says the Indonesian roll out is part of a broader Asia growth plan.

Dens.TV, operated under CBN's subsidiary Digdaya Duta Digital, launched in January. The platform has signed carriage deals with, among others, Da Vinci Learning.

The video channels are bundled with internet connections provided by CBN. The four packages start from Rp499,000/US\$38 for 43 channels, 10 video-on-demand titles and 5Mbps internet connection to Rp1,599,000/US\$122 for 48 channels, 10 VOD titles and 25Mbps internet connection.

## Haslingden's ZooMoo turns 1

### Channel celebrates 12+ markets

David Haslingden's ZooMoo kids channel celebrates its first birthday this month with launches in 12 markets across Asia and Latin America and six more carriage deals on the table for 2015.

ZooMoo Networks' chief executive, David Haslingden, said the decision to design the TV channel with a second screen app from inception had paid off.

In March, the ZooMoo App received a Parents' Choice Approved Award Seal of Approval under the programme run by the Parent's Choice Foundation in the United States.

The Parents' Choice review called the app "safe, intuitively designed and [an] entertaining way for young children to learn facts about animals and habitats, as well as the importance of caring for them".



ZooMoo founder  
David Haslingden



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- Ensure all schedules are optimized to maximize ratings and ad sales
- Support EVP, Programming with International Acquisitions, sourcing content and executing deals

### Experience Required

- Minimum 5 yrs of relevant work experience

### Head of Legal - based in Singapore

- Reporting to the RTL CBS Asia CEO
- Draft and negotiate all carriage agreements across all Asian platform partners
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- Draft and negotiate production and talent agreements
- Draft advertising sales agreements
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### Experience Required

- Minimum 10 yrs of relevant work experience

### Knowledge and Skills (for the above positions)

- Excellent communication and interpersonal skills
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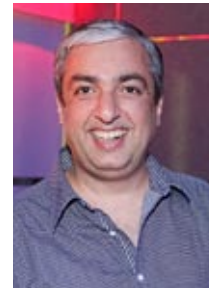
**Who was at... HBO Asia's Oscars party at the PCTA in Manila**



Tim Bautista, Cable Boss; Jonathan Spink, HBO Asia; Peter Yee, Cable Boss



Fan Beibei, Steve Burton, HBO Asia



Avi Himatsinghani, Rewind Networks



Amit Malhotra, Disney



Alan Hodges, A+E Networks Asia; Magdalene Ew, HBO Asia



Felipe Bince III, Asian Vision Cable Holdings Inc; Ralph B. Casino, Southern Cablevision Inc; Allan P. Dungao, Satellite Cable Network Inc



Allan Dungao, Satellite Cable Network; Jonathan Motong, Cordoba Cable TV Network; Marme Alonsabe, GSAT



Former PCTA president, Fernando Morales; co-chair PCTA Technical Committee, Julian Ventura; Jacelyn Kek, HBO Asia; former PCTA president, Leo Wong; former PCTA director, Pacito Manlangit



Jane D. Chua, Mico Marco, Cora Santiago, SkyCable; Mickey Ong, Celestial Tiger Entertainment



Jon Arayata, James Dumlao, SkyCable; Theresa Ong, Discovery Networks Asia Pacific; Jomar Lobregat, First United Broadcasting Corp



Baby Q. Zarate, Emmylou Villasis, Cynthia Paguio, Cable Boss



AC Villacorta, Gel Jose, Alan C. Supnet, Jon Arayata, SkyCable; Bryan Krishnan, Julian Lim, HBO Asia; Thirdee Deacosta, Jojo Javillonar, SkyCable

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## Who was at... *Cable Boss' PCTA party in Manila*



Standing from left: Eves Ledesma, Emmylou Villasis, Cable Boss; (seated from left) Bryan Krishnan, Kelly Low, Magdalene Ew, HBO Asia



Standing from left: Nirav Haji, Simply Money, Tim Bautista, Baby Zarate, Cable Boss. Seated from left: Venancio Lo, Cedric Sazon, Alex Paras, Joel Dabao, Philippines Cable Television Association (PCTA)



Peter Yee, Cable Boss; Jonathan Spink, HBO Asia; Alan Dungao, PCTA; Beibei Fan, HBO Asia; Edric Dy, Cable Boss



Tim Bautista, Cable Boss; Janine Stein, ContentAsia



Leo San Miguel, Cablelink; Mark Lay, Casbaa; Emmylou Villasis, Tim Bautista, Cable Boss



Eves Ledesma, Edward Chen, Renee Tan, Ricklee



Ramez Shiekh, NBCU; Jomar Lobregat, First United Broadcasting Corp



Cable Boss team: Standing from left: Mydee Diao, Emmylou Villasis, Cynthia Paguio, Clara Roura, Che Carasig, Billy Salcedo, Tim Bautista, Baby Zarate, Karen Cepeda, Mark Carasig, Michelle Villafior, Fe Factoranan. Seated from left: Eves Ledesma, Don Borbor, Danilo Mateo, Gary Liwanag, Joemell Alba, Dave Aranjuez.

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and at MPA's APOS (22-24 April)

Travel Bug,  
World Heritage Channel

## What's going on in...

### 6 Factual

When Turner adds documentary service World Heritage Channel to its Asia bouquet in the next few months, the regional network takes another step into an expanded future mapped out 15 months ago with the appointment of Ricky Ow.

### 8 Mongolia

Mongolia's broadcasters and platforms may be battling. But their commitment to upping their game runs strong.

### 10 What's your story

Talking to people doing big & bigger things to move Asia's content industry forward...



## 12

### VOD in Asia

Korean content distributors might be weeping over China right now, but on the whole, rights owners are revelling in new online opportunities opening up across the region.



“We recognise the need for high quality stories to be built by Asia for Asia... content that resonates well across Asia with quality scripting and production... This will be part of our journey in the years ahead.”

Peter Bithos, Hooq  
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### OTT Update

Asian telco Singtel is changing the regional OTT game with a new platform that combines U.S. studio content with local libraries and up-close-and-in-the-bank billing relationships with about 500 million customers. But this is an environment of mega-challenges, not least content costs, infrastructure issues, and an estimated total online video subscription revenue of US\$2.3 billion across 13 markets by 2020.

## 26

### Formats

A US\$16-million formats bet kicked off in Asia in March with *Asia's Got Talent* and *Asia's Next Top Model*. Coming soon are the first Asian versions of *MasterChef* and *How Do I Look?*. The four are fueling hopes of a new era of pan-regional mega-formats.



Asia's Next Top Model season three host, Georgina Wilson



My Husband's Lover, GMA Network

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### Formats: Who's Who

Who's who on Asia's formats charts. Plus details of the top formats on air across the region in the first three months of 2015.

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### SPORTS

India's ad industry yawned when Star India presented the Pro Kabaddi League. How wrong they were. Or were they? Here's what happened next and why.

## 46

### In Numbers

Star India's US\$400m Telugu play & why Uday Shankar thinks it's important; FIC celebrates 10X over; Asia-Pac online video \$\$, and other numbers the industry is counting right now.



Uday Shankar

ContentAsia Schedules – a look at scheduling strategies around the region.

# Nat Geo People

Day/Time	Monday, 9 March	Tuesday, 10 March	Wednesday, 11 March	Thursday, 12 March	Friday, 13 March	Saturday, 14 March	Sunday, 15 March
7pm	6.35pm: George Clarke's Amazing Spaces S2 Ep9	Hook It, Cook It Ep2: Imperia	Hook It, Cook It Ep4: Herault	Hook It, Cook It Ep6: River Test	Hook It, Cook It Ep8: Pyrenees	Baking Good, Baking Bad Ep6	Room: India
7.30pm	David Rocco's Dolce Vita 4: Alchemy	Food School: Seattle	Valentine Warner's Wild Table: Yukon Territory	Baking Good, Baking Bad Ep5	East Bites West With Chef Wan: Plymouth	Wineroads: Rhone Valley	World's Best Chefs: Grant Achatz
7.55pm	Lee Chan's World Food Tour: Vietnam	Rustic Adventures Italy Ep8	Eat Street S5: Seoul Food	Hook, Line and Sisters: Danger On Deck	East Bites West With Chef Wan: Falmouth	Chefs Run Wild: Philippines Part 2	World's Best Chefs: Jose Andres
8.25pm	Lee Chan's World Food Tour: Egypt	Market Values: Greece-Athens	Travel Oz: Vic Fires	Hook, Line and Sisters: Take My Fish... Please?	David Rocco's Dolce India: Chef's Challenge	Top Tables, Top Cities: Barcelona	Rustic Adventures Italy Ep8
8.50pm	Eat Street S5: Serial Grillers	Meat V Veg: Maria Heart and Martha Wolfenden	Bondi Rescue S4: Ep3	Home Strange Home Ep15	Baking Good, Baking Bad Ep5	Tales From The Bush Larder S2: Samburu, Kenya	Eat: The Story Of Food: Baked & Fuzz
9.20pm	Top Tables, Top Cities: Barcelona	Tales From The Bush Larder S1: Crayfish	Bondi Rescue S4: Ep4	On Hannibal's Trail: Hannibal The Great	Eat Street: Fresh, Local, Wild	Tales From The Bush Larder S2: Entebbe, Uganda	
9.45pm	World's Best Chefs: Massimo Bottura	Tales From The Bush Larder S1: Rice and Fowl	Wineroads: Rhone Valley	Dream Cruises S2: Aqua Exposition Mv Aqua	Food Lover's Guide To The Planet: Fancy Fast Food	East Bites West With Chef Wan: Plymouth	Cesar To The Rescue Asia: Singapore's Canine Prisoner
10.15pm	World's Best Chefs: Michel Bras	David Rocco's Dolce India: Chef's Challenge	Rustic Adventures Italy Ep8	David Rocco's Dolce Vita: Room With A View	Food Lover's Guide To The Planet: Sweet Tooth	East Bites West With Chef Wan: Falmouth	
10.40pm	Rustic Adventures: Italy Ep7	Valentine Warner's Wild Table: Yukon Territory	American Food Battle: Health Food In L.A.	Eat Street S5: Seoul Food	Grandma's Boy: Riefi	Travel Oz: Vic Fires	Eat Street S3: Sea Food & Eat It
11.10pm	Eat: The Story Of Food: Guilty Pleasures	Home Strange Home Ep14	Lee Chan's World Food Tour: Vietnam	Eat Street S5: Serial Grillers	Grandma's Boy: Graffignano	Tales From The Bush Larder S1: Mud Crabs	Eat Street S3: Home Cooking On The Run
11.35pm			Lee Chan's World Food Tour: Egypt			Tales From The Bush Larder S1: African Wild Honey & Game Meat	Rustic Adventures Italy Ep8
12am							



Day/Time	Monday, 6 April	Tuesday, 7 April	Wednesday, 8 April	Thursday, 9 April	Friday, 10 April	Saturday, 11 April	Sunday, 12 April
7pm	6.35pm: Home Strange Home Ep15	6.35pm: Home Strange Home Ep16	6.35pm: Dog Whisperer S2: Bikini, Fella, Winston & Oliver	6.35pm: Dog Whisperer S2: Drop It Sugar, Three's a Crowd, The Other Woman	6.35pm: Dog Whisperer S2: Cesar's Toughest Cases	Baking Good, Baking Bad Ep10	Into The Drink: Costa Rica Part 2
7.30pm	David Rocco's Dolce Vita S4: Sauces	Market Values: Turkey - Istanbul	Valentine Warner's Wild Table: Quebec to PEI to British Columbia	Baking Good, Baking Bad Ep9	East Bites West with Chef Wan: Devizes	City Chase Rome Ep2	Cruise Ship Diaries: Honeymoon Season
7.55pm	Lee Chan's World Food Tour: Malaysia	George Clarke's Amazing Space: Ep1	Eat Street S5: Monster Trucks	Carnival Eats: Miami-Dade County Fair/Sarasota County Agricultural Fair	East Bites West with Chef Wan: Wells		
8.25pm	Lee Chan's World Food Tour: U.S.A.		Eat Street S2: Bacon Mania Baby	Carnival Eats: 89er Days/Pungo Strawberry Festival	David Rocco's Dolce India: Chennai Express	Eat: The Story of Food: Baked & Buzz	Meat V Veg: Julie Hedley and Darius Dar Khan
8.50pm	Get Stuffed: King Trapper	Tales from the Bush Larder S3: Lake Kariba - Zambia	Bondi Rescue S4 Ep11	David Rocco's Dolce India: Hall Gurudwara	Baking Good, Baking Bad Ep10		The Food Files (Defectives): Noodles
9.20pm	Get Stuffed: World Pizza Games	Tales from the Bush Larder S1: Sailfish	Bondi Rescue S4 Ep12	David Rocco's Dolce India: Warrior Chef	Eat Street S5: Claws For Celebration	Eat Street S5: Monster Trucks	The Food Files (Defectives): Fruits And Vegetables
9.45pm	World's Best Chefs: Juan Mari Arzak	Tales from the Bush Larder S2: Kampala, Uganda	Meat V Veg: Julie Hedley and Darius Dar Khan	Food School: Mexico	Food Lover's Guide To The Planet 2: Oaxaca Style	East Bites West with Chef Wan: Devizes	George Clarke's Amazing Space Ep2
10.15pm	World's Best Chefs: Michel Guerard	My Sri Lanka With Peter: Kuruvita Ep1	Tales from the Bush Larder S3: Lake Kariba - Zambia	Into The Drink: Honduras Part2	Food Lover's Guide To The Planet 2: Farm To Fork	East Bites West with Chef Wan: Wells	
10.40pm	Tales from the Bush Larder S3: Hoedspruit - South Africa	My Sri Lanka With Peter: Kuruvita Ep2	American Food Battle: Family Battle	Into The Drink: St. Croix	David Rocco's Dolce Vita 2: Trouble With Pepe	Travel Oz: Bilby Release	Eat Street S4: Some of This, Some of That
11.10pm	Extreme Expeditions	David Rocco's Dolce Vita S1: Houseguest!	Lee Chan's World Food Tour: Malaysia	Eat Street S5: Monster Trucks	Grandma's Boy: Bari	Tales from the Bush Larder S1: Tea and Molo Lamb	Eat Street S4: Getting Lucky
11.35pm		David Rocco's Dolce Vita S1: Great Expectations	Lee Chan's World Food Tour: U.S.A.	Eat Street S5: Miami Mia	Grandma's Boy: Polignano a Mare	Tales from the Bush Larder S1: Octopus	Tales from the Bush Larder S3: Lake Kariba - Zambia
12am							



Channel's primetime: 7pm-11pm  
Source: Nat Geo People, as of 2 March 2015

Nat Geo People, launched in Asia in March 2014, has a powerful food-first agenda, with a few big characters doing other things, some travel, a smattering of home design, and a little bit of history.

The big local show on Nat Geo People is *Cesar To the Rescue Asia*, which is part of Fox International Channels' (FIC) original/exclusive production slate for sister

FIC service, National Geographic Channel.

The four-episode 60-minute series, starring dog whisperer Cesar Milan, first aired on National Geographic Channel on Wednesdays at 9pm from 8 October last year and increased ratings of the timeslot by 476% among 25-54 year old cable viewers in Singapore (Source: Kantar Me-

dia, Singapore, All C&S, M&F25-54).

More local production is a priority for 2015.

About 70% of Nat Geo People's prime-time schedules for the second weeks of March and April were food related.

Lifestyle and travel programming were a distant second with no more than a

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Carnival Eats

**From page 12: Schedules**

single travel slot a day two or three times a week and on weekends.

Food titles are mostly international, with shows such as *My Sri Lanka With Peter: Kuruvita*, *Lee Chan's World Food Tour: Malaysia/Vietnam* and *Eat Street S5: Seoul Food* flying the flag for Asian info.

The line-up is, in reality, as varied by title and geography as Nat Geo People head Sun Young Moon promises.

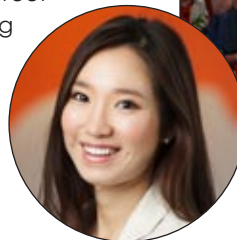
The randomly selected week in April shows about 20 different titles across prime time from 7pm to midnight, covering everywhere from South Africa and the U.S., to Zambia, Malaysia, Plymouth and India.

"Our priority is to have viewers celebrating the amazing moments in life together with our inspiring hosts and characters," says Moon, Fox International Channel's vice president of programming/channel head of National Geographic Channel Asia, Star World Asia and Channel [V] International.

*Eat Street*, which tracks down the best curbside eats across North America, was Nat Geo People's top-rated series in 2014 (Source: Kantar Media, Singapore, all C&S, F19-39). Season four aired at 7.55pm (HK/Singapore) on Mondays, fol-



David Rocco's Dolce Vita season five



Sun Young Moon

lowed by season five at the same time on Wednesdays.

The nine priority shows for 2015 include *Carnival Eats*, about food linked to American fairgrounds; *Lee Chan's World Food Tour*, a food show on local favourites, modern delicacies and whacky desserts; the first season of *Charlie Luxton's Homes by the Sea*, a tour of Britain's best coastal properties led by architectural designer Charlie Luxton; *Baking Good, Baking Bad*, a cooking series featuring healthy eating expert Harry Eastwood and healthy and more unhealthy recipes; and season three of *George Clarke's Amazing Spaces*, about transforming tiny spaces into places to live, work and play.

Nat Geo People replaced Nat Geo Adventure across Asia in March 2014 as part of the channel's global rebrand.

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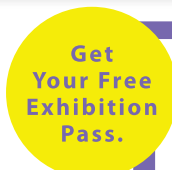
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Big character-driven reality series are here to stay but, says BBC Worldwide Asia's content vice president Ryan Shiotani, "we are seeing a growing appetite for more authenticity in the way stories are told in this space".

As factual programmers, along with everyone else, continue to explore new ways of telling stories and engaging with audiences, Shiotani says "viewers are still connecting with unique characters who push personal boundaries, master new skills and achieve once in a lifetime dreams, but it's increasingly in a more authentic and less over-produced way".

BBC Knowledge's top-rated shows across Asia last year were factual entertainment series *Top Gear* and *Undercover Boss*. The episode two premiere of *Top Gear* (series 21) was the channel's top-rated programme in Singapore for the whole of 2014. The episode did a 1.21 rating/6 share among cable PMEB individuals at 9.50pm (Sunday, 23 February 2014, source: Kantar Media Singapore). The episode featured a race around Lake Como and Tom Hiddleston (Loki from *Thor/The Avengers*) as the Star in a Reasonably Priced Car.

Shiotani, who has headed up programming for BBC channels in Asia since the bouquet launched across the region in 2007, says premium natural history content continues to be a priority for BBC Knowledge this year. The BBC Earth brand will continue to be built with landmark titles from the BBC's Natural History Unit. These include *The Hunt*, which looks in unprecedented detail at the strategies predators use to catch their food and prey use to escape death; and *Shark*, which uses the latest 4K and high-speed camera tech-



Ryan Shiotani



*The Hunt*, BBC Worldwide

nology to film shark behaviour never seen before – including courtship, giving birth, the perils of growing up and even how sharks clean their teeth.

"We are also looking for human adventure stories about people pushing boundaries and living authentic lives in often extreme environments," Shiotani says, adding that this is territory already explored with *Where the Wild Men Are* with Ben Fogle and new title *Life Below Zero*, which features people who have chosen to live 'off the grid' in the remotest reaches of Alaska.

While there have been few real viewer-ship surprises in the past year, Shiotani says he's "always happy when a well-crafted, thought-provoking one-off documentary cuts through the crowded landscape of big factual and factual entertainment series to find an audience".

He's talking about *America's Most Dangerous Pets* from award-winning TV journalist and presenter Louis Theroux, which

aired last year. The documentary focuses on the owners of animals including tigers and chimpanzees and the issues surrounding animal captivity in the U.S.

Shiotani says the biggest programming/scheduling challenge in the factual space in Asia is meeting consumer demand for content anytime and anywhere. "It's not unique to factual," he says, adding: "People move seamlessly from device to device, so we must continue to push for the necessary rights to make our branded services and content available whenever and wherever people want it. At the same time, the growth of digital means we have the opportunity to superserve our audience with branded services that have more in-depth content and curated collections on a range of subjects".

*An abridged version of this interview appears in ContentAsia Factual 2015, printed for Mip Doc (11-12 April 2015) and APOS (13-16 April 2015)*

#whatsyourstory



The World Leader in Outdoor Entertainment

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.

*Step Right Up*

Thai production house Zense Entertainment has greenlit a new season of long-running Endemol show *Step Right Up Thailand*, taking the total number of episodes past the 150 mark.

The game show, currently in its fifth season (26x60 mins) on general entertainment Thai TV Channel 9, will be followed straight on by the sixth installment. Season six is scheduled to air in May/June. Additional seasons are also on the cards, Zense says.

The ongoing commitment to *Step Right Up* is part of Zense Entertainment's growing formats strength. Production is about to begin on a Thai version of Endemol reality show *Your Face Sounds Familiar*. The show will air in Thailand as *Sing Your Face Off Thailand* at the end of this month.

*Step Right Up* season five airs Wednesdays at 8.30pm-9.30pm, a slot traditionally reserved for prime-time soap. Seasons one to four of *Step Right Up* aired on Fridays at 6pm-7pm.

"This new prime-time slot gives an alternative to ubiquitous all-time favourite soap operas... we did well garnering ratings second to those shows," Zense Entertainment chief executive officer, Varavuth Jentanakul, says.

*Step Right Up* has an average TV rating of 1, hitting its highest point with 2.3 in December 2013 (source: Nielsen Thailand, provided by Zense Entertainment).



*Step Right Up*

The show, hosted by Jentanakul, has been running on Channel 9 since January 2013. The first four seasons ran from January 2013 to end of 2014.

Production costs are US\$25,000 an episode/US\$650,000 for each 26-episode season.

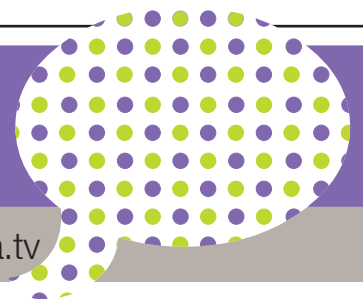
In addition to the new time slot, the set was refreshed for the current season. "With new lighting design and a modern graphics, the stage's atmosphere is now very high-end and filled with energy," Jentanakul says.

Special episodes for the rest of the year include participants from needy organisations and students seeking study funds.

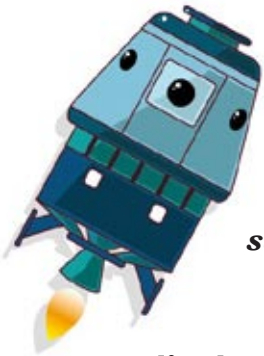
Each week, *Step Right Up* features five celebrities and 15 contestants competing

in three "fast pace energetic games" and a final jackpot Car Bowling segment, where participants drive an old vehicle into the studio and try to hit all 21 giant bowling pins to win a US\$26,600 Isuzu SUV. Over the past two years, there have been nine jackpot winners and a total of US\$270,000 worth of prizes won.

Elements introduced for the Thai version through the years have included the introduction of five local celebrities (the original version had only contestants and no celebrities). The celebrity+contestant group competed in all three games (the original format had different groups for each game). The Thai version has also included an extra co-host, instead of the single host in the original.







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

**India launches 4th  
navigation satellite  
ISRO plans 7-satellite  
indie GPS**

India's Space Research Organisation (ISRO) has launched its fourth navigation satellite – the Indian Regional Navigation Satellite System (IRNSS)-1D. The new satellite is part of a series of seven satellites in India's GPS network.

The first of the IRNSS satellites launched in July 2013, followed last year by two launches. The fifth satellite is scheduled to launch towards the end of this year. The network should be in place by end 2016 and will reach across India and about 1,000km beyond the country's borders.

**AsiaSat profit  
dips 25%  
2014 "a year of  
transition & challenge"**

Hong Kong satellite operator AsiaSat has reported a 25% drop in profit for full-year 2014 to HK\$559 million/US\$72 million. The operator called 2014 a "year of transition and challenge". Utilisation rate of AsiaSat 4, AsiaSat 5 and AsiaSat 7 was 75% at end 2014, from 74% at end 2013. AsiaSat 9, AsiaSat 4's replacement, will be complete by late 2016 or early 2017.

**Tech Storm licenses content recognition system  
Proprietary Nanyang Uni software boosts engagement**

New tech-focused platform Tech Storm has licensed automatic content recognition (ACR) technology from Singapore's Nanyang Technological University subsidiary, NTUitive Pte Ltd.

Tech Storm says it is the first licensee in Singapore to adopt NTU's proprietary technology, which detects connected mobile devices and delivers pre-embedded content to users. The idea is to enhance content engagement and deepen interaction.

The new tech platform has also appointed SingTel Lifelab's former chief technology officer, Lee Lup Yuen, as technology advisor, and named its first two celebrity hosts – Erin Lim and Benjamin Kheng.

The NTUitive technology will be embedded on Tech Storm's original production, *Storm Bytes*, which is being produced by Singapore-based production house Sitting In Pictures. The first episode features Singapore-based financial literacy start-up Playmoolah. Lim and Kheng host the show.

**Biggest is best, and more is better, SEA viewers say  
TV tops media choice, connected devices drive always-on demand**

Television maintains its foothold as the media platform of choice for the majority of viewers in Southeast Asia, a new Nielsen report says. At the same time, burgeoning connected device ownership and expanding social media engagement and interaction are fuelling demand across the region for 'always-on' media.

The report, based on a survey of 30,000 online respondents in 60 countries, shows that video programming still generates its biggest audiences on TV screens across Southeast Asia, and the majority of viewers around the region say bigger is better when it comes to screen size.

However, respondents also appreciate the convenience and portability of mobile devices. Seven in 10 people in Southeast Asia think watching video programming on mobile devices is convenient. In

addition, more than six in 10 say a tablet is just as good as a PC/laptop for watching programming, compared to 53% globally.

More than two thirds of Filipinos (67%) watch movies on a computer as do 62% of Vietnamese compared to 47% globally. 30% of Vietnamese, 29% of Filipinos, 24% of Singaporeans and 23% of Thais watch movies on a mobile phone compared to just 16% globally.

Meanwhile Vietnam, the Philippines, Singapore and Thailand all rank in the top 10 countries globally when it comes to watching movies on a tablet.

Filipinos ranked highest globally in the extent to which they enjoy the freedom of constant connectivity (94%), and Indonesians (89%) ranked second highest globally.

## HK Filmart closes on 7,100+ visitors

### *ATV drama plays out against vibrant media backdrop*

As Hong Kong free-TV broadcaster Asia Television (ATV) limped towards its end, Hong Kong's other media bosses played host to the most vibrant edition of the annual Filmart ever.

Organisers said more than 7,100 people attended the 19th annual Hong Kong Filmart. Buyers were up 6% and overseas visitors increased 8%. Indonesia, Japan and Taiwan all saw double-digit percentage visitor growth, the Hong Kong Trade Development Council said.

Dominant broadcaster TV broadcaster, Television Broadcasts Ltd (TVB), meanwhile, was preparing to tell investors that profit for full year 2014 was down 19% HK\$1,410 million/US\$182 million.

But not before it unveiled shiny new plans for an online/over-the-top (OTT) broadcast platform, scheduled to launch early in 2016, and spoke about its turbo-charged movie production plans.

The new OTT platform, with VOD and catch-up functions, will offer 25,500 hours of content – 17,700 hours of TVB programmes and 8,500 hours of acquired programmes – including 1,700 hours of new drama from Japan, Korea, Taiwan and mainland China. Japanese and Korean drama will be dubbed in Cantonese.

About 1,700 hours of traditional drama from TVB's library is also being injected into the expanded platform. The offering will include TVB's 13 branded pay-TV channels. New channel, TVB Classic Movies, which launched on 4 April, will also be carried on the OTT platform.

To drive renewed film production ambitions, TVB is planning a comeback for the once powerful Shaw Brothers studio, which all but stopped producing movies in the mid-1980s. TVB's film activities last year includes *Triumph in The Skies* with Media Asia Film Production Limited, *One Cool Film Production Limited* and *Dongyang Enlight Pictures Co*, and an investment in *From Vegas to Macau II*.

TVB's wholly owned Shaw Brothers Pictures, officially launched during Filmart, has announced seven new film projects so far at an estimated total of about US\$13 million. These include *From Vegas to Macau III* and *Line Walker*.

Less than a week after Filmart closed, Hong Kong's broadcasting authorities stripped Hong Kong broadcaster ATV of its free-TV licence.

The formal notice of non-renewal was served on ATV on 1 April. The troubled broadcaster has been given until 1 April 2016 to wind up.

The government's decision came as little surprise after months of desperate measures to keep ATV on its feet.

Nevertheless, the historic announcement capped a week of high-excitement that included ATV announcing – falsely – on its evening newscast that Hong Kong Television (HKTV) boss Ricky Wong had stepped in as a white knight investor for the ailing station.

The big questions facing Hong Kong now are whether Ricky Wong will ever be granted a free-TV license and – an easier one – how will public broadcaster Radio Television Hong Kong (RTHK) manage ATV's analogue spectrum from April next year to the end of the analogue era around 2020.

The argument has already begun. Some say RTHK, well-schooled in worthy programming, is ill-equipped to offer the kind of news and commercial entertainment services that could counter TVB's dominance.

In addition, naysayers insist that choice and diversity of opinion have been halved for many Hong Kongers by the decision to kill off ATV.

Others argue that ATV, wracked by financial and management problems, wasn't providing much of a choice anyway. Clearly this Hong Kong drama has a way to run yet.

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