

Netflix baits Asia's censors

U.S. streamer shuts eyes to region's content codes, regulatory slap in the face for local players

If Netflix was a country, the world may well be prepping for war right now.

Instead, law makers in Asia (with the exception of China, which Netflix hasn't dared enter yet) seem to be rolling out the red carpet to the U.S. streaming service. Others haven't said a word, so effectively, the carpet is equally plush.

What's deeply puzzling about this picture? As staggeringly wonderful as Netflix is (and it is, truly deeply), Asia's regulators are effectively giving the finger to programmers in the region who have followed the rules, been respectful, paid their taxes, created jobs, trained people, contributed on the ground in so many ways.

The big swinging ballsiness of Netflix's move into Asia is overshadowed only by the mammoth unfairness that now hangs heavy over the entire industry.

Unless, of course, regulators plan to use the situation to open up everything to everyone, and let parental controls/PIN codes rule. A level playing field. Now wouldn't that really be something?

Right now, there's a lot of hairsplitting over which digital services are actually covered by what regulations. How much is being censored? How much did MediaCorp actually cut out of *Weeds* on Toggle despite parental controls? What exactly did HBO Go cut from *Game of Thrones* in Singapore?

Will regulators take the shackles off? Maybe. Hopefully. After all, the sky hasn't fallen yet because Netflix dared.

More on page 13

BIGGEST TV EVENT OF THE YEAR
ALL 13 CHAPTERS SAME DAY AS THE U.S.

UNDERWOOD
2016



RTL CBS
ENTERTAINMENT HD

XPRESS FROM THE U.S.
FIRST AND EXCLUSIVE

WEEKLY CHAPTERS ODICS FROM 8 MARCH, TUESDAYS 9:55PM | 8:55PM JKT/BKK

For carriage inquiries, please contact distribution@rtlcbasasia.com

WWW.RTLCBSASIA.COM

RTLCSBSEntertainment

@RTLCBSEntertain

©2015 RTL Distribution Company S.P.A. All Rights Reserved.

Hong Kong's PCCW flicks the switch on viu Singapore

Telco flexes mighty Korean content muscle, deal with Singtel in the works

Hong Kong telco PCCW turned on the Singapore version of multi-screen platform viu on Monday (11 January), opening access to the most comprehensive legal slate of current Korean content on one OTT platform across the region ever.

Viu will be offered for free at first, with a premium subscription tier and other functionality to follow in the next few months in partnership with Singapore telco Singtel.

Details of the Singtel offering have not been disclosed, but are likely to include a comprehensive download-to-go option. The free platform has some download-to-go functionality.

The viu Singapore launch follows Hong Kong, where viu went live in October last

year. Viu Malaysia will be up and running by April, followed by Indonesia and India later in the year.

PCCW has signed deals with Korean giants KBS, SBS, MBC and CJ E&M for 4,000 hours of new shows a year to power the viu platform across the region.

The rights deal covers about 95% of the new drama titles from all four broadcasters, including *Remember*, *Moorin School* and *Signal*. Viu's February schedule features *Descendants of the Sun* and *Please Come Back Master*, following the end-January premiere of *Happy Ending Once Again*. Variety titles include *Running Man* and *The Return of Superman*.

Many of the shows will be available in

Singapore exclusively to viu eight hours after they air in Korea. Select titles will be subtitled in English and Chinese.

Other Asian content, including Japanese and Taiwanese titles, is being added.

PCCW Media managing director, Janice Lee, said the platform's research showed that between 53% and 80% of viewers in key markets watch Korean drama regularly. 66% of Singaporeans regularly download and/or stream Korean content.

KBS Television Division executive MD, Lee Ueng Gin, said viewers would find the viu offering appealing "as opposed to having pirated, unstable streaming/download on illegal sites".



**SEE NATURE IN A
WHOLE NEW LIGHT**

**EXCLUSIVE 4K & HD CHANNELS
AVAILABLE NOW**

**Love
NATURE 4K**

For more information:
tellmemore@multichannelsasia.com

Lim joins Sony Asia – official



Jef Lim

Former FremantleMedia Asia head of production and senior executive producer, Jef Lim, joins Sony Pictures Television Networks Asia on 1 February 2016 as head of produc-

tion, based in Singapore. Lim reports to Virginia Lim, head of content and marketing. Sony confirmed the appointment today after a month at least of speculation (ContentAsia, 18 December 2015).

Khanom to head FIC format sales

Jess Khanom is heading up global format sales for Fox International Channels (FIC) Content Sales, effective immediately.

Khanom most recently served as Sales Director TV Productions for Warner Bros.

Her new role is based out of London and reports to Prentiss Fraser, FIC's SVP/global head of content sales.

Formats on FIC's catalogue include the recently launched *Lucky Ladies*, *School for Husbands* and *F***ing Telemarketers* as well as National Geographic Channel's *Brain Games*, *Street Genius*, *Car S.O.S* and *Science of Stupid* and a bouquet of telenovela and entertainment and scripted formats from Fox International Channel's global hubs.



facebook.com/contentasia

Outdoor Channel goes wild

Wildlife, fishing, sports & extreme gourmet top 2016 slate



Carter's W.A.R. (Wild Animal Response)

Outdoor Channel enters its sixth year in Asia in 2016 with a slate of new exclusive original productions from Outdoor Channel in the U.S., prime-time sports documentary feature films, a new Outdoor X franchise and the exclusive broadcast of new Steve Irwin commemoration/cel- ebration series *Crocodile Hunter*.

Topping the list of Outdoor Channel originals is *Carter's W.A.R. (Wild Animal Response)*, which follows wildlife detec- tive and professional hunter, Ivan Carter, onto the front lines of the wars being waged on Africa's wildlife. The series premieres in April.

The originals slate also features *Blue Water Savages*, hosted by former U.S. Navy deep-sea diver and marine natu- ralist, Robin D. Berg, and shark expert Eli Martinez (June 2016); *Alaska's Wild Gourmet*, which tracks Bradley Ewing delivering gourmet experiences no mat- ter how in Alaska's most remote and wild

areas (September 2016); and *The Obses- sion of Carter Andrews*, (February 2016) the story of a man who spends 300 days a year on the water, from Panama to the Snake River, and the Louisiana Gulf Coast to Russia.

Outdoor Channel is also premiering 12 feature-length sports documentaries on Friday nights from March as part of the Friday Film theme.

New franchise, Outdoor X will include action and extreme programming on weekday prime times and weekends.

Returning to the five-year-old Out- door Channel Asia this year are ESPN's flagship franchises, IndyCar Series and Summer and Winter X Games alongside ESPN series *Search 4 Hurt*, *World of X Games* and *Kenny Mayne's Wider World of Sports*, as well Outdoor Channel origi- nals – *Gun Father*, *Wardens*, *Alaska Ulti- mate Bush Pilots*, *Fight To Survive*, *Gold Fever* and *Madfin Shark*.

Gan, Valentin join NBCU Asia Pac

Sony Pictures Television Networks' former affiliate sales head, Ling Sze Gan, is joining NBCUniversal



Ling Sze Gan



Paul Valentin

International Networks on 21 January as vice president of affiliate sales and branded digital partnerships for Asia.

Gan reports to Christine Fellowes, managing director, NBCUniversal International Networks Asia.

In a second new hire, the Asia operation has brought veteran NBCUni exec, Paul Valentin, to Singapore.

Valentin joins the regional TV sales team in the newly created position of vice president, sales strategy and development.

Valentin was previously with NBCUniversal International for 10 years, most recently as director, strategy and analysis in London. He will report to Jay McNamara, executive vice president, strategy development and analysis.

Indovision debuts CTE's Miao Mi

Pre-school schedule highlights Mandarin learning



Hong Kong-based regional programmer, Celestial Tiger Entertainment (CTE), has debuted new regional kids channel Miao Mi on Indonesia's PT MNC Sky Vision.

The Mandarin educational/entertainment channel is carried exclusively on Indovision's Galaxy, Super Galaxy, and Venus packs, as well as Okevision's basic pack. The linear channel is also available on Play Media.

The linear channel will be followed by on-demand and OTT versions; no timetable has been given for the digital service rollouts.

Miao Mi will be offered with dual Mandarin/Bahasa Indonesia language tracks. Exceptions are the Miao Mi Classroom belts, which only feature songs and simple storytelling in Mandarin for language-learning.

CTE announced Miao Mi in April this year (ContentAsia, 20 April 2015), and

positioned it as the first pan-regional Mandarin kids channel "created specifically to entertain and educate pre-school children regardless of their language backgrounds".

Miao Mi targets kids between three and six years old.

Acquisitions are from China and the rest of Asia.

CTE previously announced first and exclusive acquisitions of *Star Babies*, *Secret Y* and *Happy Friends*.

New buys include *Dear Little Wish*, with the characters from *Pleasant Goat and Big Big Wolf*; *Little Rabbit's Kung Fu Academy* starring the characters from China's award-winning 3D animated film *Legend of a Rabbit*; Zoland Animation's *Rubi*; Korean animated series *Eori* featuring Asian folk tales; adventure series *Fox Inventor*; and eco-friendly 3D animated series *Bellbug Popo*.

contentasia
 Daily news with
 ContentAsia Insider
 email i_want@contentasia.tv
 for subscription details

4-7 April 2016 // Cannes // France

nineteen | groupe

MIP*

tv

Just like Ben Silverman, thousands of talented people bring content to life. Come and mip them.

Ben Silverman, Founder & CEO, Electus

Join them
miptv.com

4 days
11,000 participants
20,650 m²
1,632 exhibiting companies
100 countries
3,915 buyers
(including 1,050 VOD buyers)

*Marché International des Programmes : Your content, your community. Any screen. The global TV and digital marketplace in April.

Philippines' free-TV showdown: #1 ABS-CBN vs #1 GMA

News magazine show leads for GMA Network's 2015

All-local news, variety, drama reigns



Marimar

News magazine show, *Kapuso Mo, Jessica Soho*, was GMA's top show for 2015 in the high-worth areas of Urban Luzon and Mega Manila, GMA says.

The network added that its viewership remained unrivalled in both regions and all day parts for the full year last year, based on Nielsen audience data.

Top performers were *Magpakailanman, Eat Bulaga, Marimar, Little Nanay, Sunday Pinasaya, Pepito Manaloto, and Strawberry Lane*.

These were followed by news show *24 Oras, Ismol Family, Because of You, Pari 'Koy, Once Upon A Kiss, Empress Ki, Beautiful Strangers, Celebrity Bluff, Hiram na Alaala, The Half Sisters, More Than Words, Let the Love Begin, Mundo ni Juan Sa Japan, Second Chances* and *Karelasyon*. All are local productions.

GMA said total day ratings for full year 2015 NUTAM (National Urban Television Audience Measurement) household shares were 35.4%, ahead of ABS-CBN's 34.9% and TV5's 9.2%.

GMA says it overtook ABS-CBN in September 2015 and maintained its ratings lead for the rest of the year.

Urban Luzon continued to be a strong area for GMA with a share of 39.7%. GMA's share in Mega Manila was 41.7%, against ABS-CBN's 27% and TV5's 8.5%.

For December 2015, GMA says it posted a stronger total day lead with 38.9% in NUTAM, outscoring ABS-CBN's 33.6% and TV5's 7.8%.

The Voice Kids tops ABS-CBN's shows in 2015

Local versions of international formats take five of top 20 spots



The Voice Kids Philippines

The local version of Talpa format, *The Voice Kids* was Philippines' broadcaster ABS-CBN's most popular show last year, drawing just under 50% audience share nationwide, the Manila-based national network says.

The competition format is one of a slate of local adaptations that made it into the country's top 20 list for the year, based on data from Kantar Media (rival GMA uses Nielsen).

Going into 2016, ABS-CBN said its average national audience share from January to December last year (excluding Easter Holy Week) was 43%. This puts ABS-CBN ahead of rival GMA 7, which Kantar has at 36%. ABS-CBN says it scored an average national prime-time audience share of 50%.

ABS-CBN shows dominated Kantar's top 20 list for 2015 with 19 of the top 20. *The Voice Kids Philippines* (41.7%) was followed by *FPJ's Ang Probinsyano* (38.8%), *Nathaniel* (34.6%), *Pangako Sa'Yo* (33.5%) and *MMK* (30.5%). *Dance Kids*, which premiered in Nov, came in sixth for the year, with an average national TV rating of 30%, followed by *Dream Dad* (29.9%), *Your Face Sounds Familiar* season one (29.8%), *Forevermore* (29.2%) and flagship news programme *TV Patrol* (28.2%) in 10th spot. Other programmes in the top 20 are *Wansapanataym* (27.9%), *Rated K* (25.2%), *Your Face Sounds Familiar* season two (25.1%), *Home Sweetie Home* (24.2%), *The Voice of the Philippines* (23.2%), *Pasion De Amor* (23%), *Bridges of Love* (22.2%), *Goin' Bulilit* (21.4%) and *On the Wings of Love* (21.3%).



Asia's largest entertainment market



 HKTDC
Hong Kong International Film & TV Market (FILMART)

14-17 March 2016
Hong Kong Convention and Exhibition Centre

20th 周年
Anniversary



Register now for admission badge!

Early Bird Discount till 29 Jan 2016
Tel: (852) 1830 668 • Email: film@hktdc.org
www.hktdc.com/hkfilmart



FILMART is a Founding Event of: 

Concurrent event: 
HONG KONG - ASIA FILM FINANCING FORUM
香港亞洲電影投資會

Showcasing Hong Kong Services

Discovery tops GRB sales



FBI Takedowns

Discovery India has added *How Stuff Works*, *Nasty By Nature* (the things animals do to survive) and *When Fish Attack* (what really happens underwater) to its South Asian slate.

Discovery also picked up *FBI Takedowns* for its China and Pacific Rim, U.S. distributor GRB Entertainment says. The series follows elite teams as they hunt down the world's most-wanted criminals.

GRB's new distribution deals also include extreme nature show *Prehistoric Assassins*, about the deadly hunting tactics of ancient predators, on CCTV in China. In Japan, free-TV network TBS bought *Without Warning*.

NHK World TV launches 9-night Asian docu fest

Japanese public broadcaster NHK is dedicating nine consecutive prime-time slots on its international service later this month to indie documentary features that look at Japan and Asia.

The NHK World TV series kicks off at 8.10pm (Japan time) on Saturday, 23 January, with mainland Chinese film, *Chinese Mayor, The Man Reviving an Old Mining Town*. The slate also includes documentaries about Asia from Taiwan, Myanmar, South Korea, Philippines, France and the U.S.

Disney India adds talking dog original

Gabbar Poonchwala stripped Mon-Thurs 7pm until March



Disney Channel has added new original production, *Gabbar Poonchwala*, to its India lineup. The 14-episode series premieres on Monday, 11 January, at 7pm.

Gabbar Poonchwala is stripped in the 7pm slot from Mondays to Thursdays through to March 2016.

Produced by Indian production house Contiloe Films, *Gabbar Poonchwala* stars Gabbar, a Haryani talking puppy, and his owner/best friend Mihir Khanna.

Khanna is played by Nihaar Gite, who calls Gabbar "not only my best friend on the show but in real life too."

Hollywood hot on VR, new study says

Virtual reality (VR) is Hollywood's next big thing, says a new study presented at CES in Las Vegas.

Conducted by the Consumer Technology Association (CTA) and National Association of Television Program Executives (NATPE), the study quoted Hollywood content heads as saying VR was a "game changer".

Currently known and used mostly in the video gaming world, VR offers a fully immersive environment. Participants in the study speculated that, beyond gaming,

the medium would excel in the horror genre, to create an even more visceral experience for viewers. Another application mentioned for VR was streaming live sporting matches or concerts.

Study participants also pointed out challenges with the medium, including content availability and creation, a clear path to monetisation and the user experience with VR, such as the length of time a viewer can wear the headset and concerns of their experience as being solitary.

Sportel ASIA

MEET THE ELITE



15-17 MARCH 2016 SINGAPORE



With the support of the



INTERNATIONAL
OLYMPIC
COMMITTEE

sportel
sportelasia.com



PRINCIPALITY
OF MONACO

PLAYING A SPECIAL ROLE IN THE WORLD.

Schedule analysis: BBC Earth in Asia

Date Day/Time	4-Jan-16 Monday	5-Jan-16 Tuesday	6-Jan-16 Wednesday	7-Jan-16 Thursday	8-Jan-16 Friday	9-Jan-16 Saturday	10-Jan-16 Sunday
7pm	6.35pm: Deadly Pole to Pole S1 E3: The Wolf Special	6.35pm: Deadly 60 on a Mission S2 E2: Australia & New Zealand	6.35pm: Deadly 60 on a Mission S2 E4: South America	6.40pm: Deadly 60 on a Mission S2 E6: Florida	6.45pm: Deadly 60 on a Mission S2 E8: Sri Lanka	6.30pm: Ben & James Vs The Arabian Desert S3 E3	7.00pm: The Sticky Truth About Sugar Ep1
7.05pm							
7.15pm	Earthflight Ep2: Africa	Earthflight Ep3: Europe	Earthflight Ep4: South America	Earthflight Ep5: Asia & Australia			
7.25pm					Earthflight Ep6: Flying High		
7.50pm						China on Four Wheels S1 E2	The Truth About Fat Ep1
8.00pm							
8.05pm	Life Story S1 E2: Growing Up	The Supervet S2 E10	Atlantic - Wildest Ocean on Earth Ep3: From Heaven to Hell	Hunters of the South Seas S1 E3: The Kula Ring	Life Story S1 E2: Growing Up	Life Below Zero S3 E4: The Unknown	Sugar V Fat Ep1
8.10pm							
8.20pm	Life Story S1 E2: The Making of Growing Up	Extreme Fishing with Robson Green S3 E4: Sri Lanka	Extreme Fishing with Robson Green S3 E5: Brazil	Extreme Fishing with Robson Green S3 E6: West Africa	Extreme Fishing with Robson Green S3 E7: Cuba	Hunters of the South Seas S1 E3: The Kula Ring	Life Below Zero S3 E4: The Unknown
8.45pm							
8.55pm	Extreme Fishing with Robson Green S3 E3: China						
9.00pm							
9.05pm	Where the Wild Men Are with Ben Fogle S2 E1: Georgia, U.S.A.	Australia with Simon Reeve Ep3	Ben & James Vs The Arabian Desert Ep3	China on Four Wheels S1 E2	Life Below Zero S3 E4: The Unknown	Life Story S1 E2: Growing Up	Lands of the Monsoon Ep1: Bringer and Destroyer
9.40pm							
9.50pm							
9.55pm							
10.00pm							
10.25pm	The Supervet S2 E10	Life Below Zero S3 E4: The Unknown	The Sticky Truth About Sugar Ep1	The Truth About Fat Ep1	Sugar V Fat Ep1	Atlantic - Wildest Ocean on Earth Ep3: From Heaven to Hell	Life Story S1 E2: Growing Up
10.40pm							
10.45pm							
10.55pm							
11.20pm	Life Story S1 E2: Growing Up	The Supervet S2 E10	Atlantic - Wildest Ocean on Earth Ep3: From Heaven to Hell	Hunters of the South Seas S1 E3: The Kula Ring	Life Story S1 E2: Growing Up	The Supervet S2 E10	
11.30pm							
11.35pm							
11.40pm							
11.50pm							
	12.25am	12.25am	12.30am	12.40am	12.35am	12.40am	12.15am

Nature/disasters	11.2 hrs/32%	Health/Wellness	5.25 hrs/15%	People/Lifestyle	3 hrs/8.8%	Automobile	1.8 hrs/5.2%
Animals/pets	7.2 hrs/20.5%	Activities/sports	4 hrs/11.7%	Travel	2.25 hrs/6.4%	Action/Adventure	0.08 hrs/0.24%

Date Day/Time	1-Feb-16 Monday	2-Feb-16 Tuesday	3-Feb-16 Wednesday	4-Feb-16 Thursday	5-Feb-16 Friday	6-Feb-16 Saturday	7-Feb-16 Sunday
7pm	6.40pm: Deadly Pole to Pole S1 E2: Somerset Island	6.50pm: Deadly Pole to Pole S1 E4: British Columbia	6.45pm: Deadly Pole to Pole S1 E6: North Carolina	6.40pm: Deadly Pole to Pole S1 E8: California	6.50pm: Deadly Pole to Pole S1 E10: Bahamas	6.10pm: Nature's Weirdest Events (Presenterless version) S1 E1	6:50pm: Is Binge Drinking that Bad (Horizon) Ep1
7.05pm							
7.10pm	Wild Things with Dominic Monaghan S2 E7: Arizona	Wild Things with Dominic Monaghan S2 E8: New Zealand	Wild Things with Dominic Monaghan S2 E9: Costa Rica	Wild Things with Dominic Monaghan S2 E10: Giant Salamander	Tarsier Tails Ep1	7.05pm: The Mekong River With Sue Perkins Ep4	Sugar V Fat Ep1
7.15pm							
7.20pm					Tarsier Tails Ep2	Life Below Zero S3 E8: Emergency Cache	
7.45pm	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Animal Super Senses S2 E2: Sound	Orang-utans - The Great Ape Escape Ep1	Lands of the Monsoon Ep4: Isles of Plenty	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Lands of the Monsoon Ep4: Isles of Plenty	Are Health Tests Really a Good Idea? Ep1
8.00pm							
8.05pm	Life Story: the Making of Parenthood (6-part version)	Robson Green: Extreme Fisherman Ep6: Borneo	Robson Green: Extreme Fisherman Ep7: Guatemala	Robson Green: Extreme Fisherman Ep8: Ecuador	Life Story: the Making of Parenthood (6-part version)	Lands of the Monsoon Ep4: Isles of Plenty	Life Below Zero S3 E8: Emergency Cache
8.40pm					Robson Green's Extreme Fishing Challenge S3 E1: Greenland	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Lands of the Monsoon Ep5: Transformation
8.45pm							
8.55pm	Life Story: the Making of Parenthood (6-part version)	Simon Reeve's Sacred Rivers Ep1: The Nile	Nature's Weirdest Events (Presenterless version) S1 E1	The Mekong River With Sue Perkins Ep4	Life Below Zero S3 E8: Emergency Cache	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood
9.00pm							
9.05pm	Robson Green: Extreme Fisherman Ep5: Madagascar						
9.10pm							
9.35pm							
9.40pm							
9.50pm							
9.55pm	Where the Wild Men Are with Ben Fogle S3 E1: Namibia						
10.20pm							
10.35pm							
10.45pm	Xploration Earth 2050: Set 01 S1 E3: The Future of Food	Life Below Zero S3 E8: Emergency Cache	Is Binge Drinking that Bad (Horizon) Ep1	Sugar V Fat Ep1	Are Health Tests Really a Good Idea? Ep1	Orang-utans - The Great Ape Escape Ep1	
11.10pm							
11.15pm	Xploration Earth 2050: Set 01 S1 E4: The Cyborgs Are Coming						
11.30pm							
11.35pm	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Animal Super Senses S2 E2: Sound	Orang-utans - The Great Ape Escape Ep1	Lands of the Monsoon Ep4: Isles of Plenty	Life Story (Natural History) (Presenterless Version) S1 E6: Parenthood	Animal Super Senses S2 E2: Sound	
11.40pm							
	12.30am	12.30am	12.35am	12.35am	12.35am	12.25am	12.10am

Animals/pets	9.25 hrs/26.4%	Action/Adventure	5.5 hrs/15.7%	Activities/sports	3.9 hrs/11%	Science/Educational	0.8 hrs/2.4%
Nature/disasters	7.3 hrs/21%	Health/Wellness	5.3 hrs/15.2%	Travel	1.8 hrs/5.2%	People	0.8 hrs/2.4%

Source: BBC Worldwide, schedules are correct as of 6 January 2016



Lands of the Monsoon

Three-month old BBC Earth is on the hunt for more Asian stories. The channel, which kickstarted the new year with stellar results for Singapore, replaced BBC Knowledge in October last year, and is currently looking at increasing the presence of Asian programming on its offering.



Ryan Shiotani

This year's Asian line-up on BBC Earth includes natural history series *Wild Japan*, a co-production with Japanese public broadcaster NHK. The documentary premieres on 8 February.

BBC Earth is also planning on-ground events, such as the Planet Earth concerts, in the region.

"Following Giant Screen movie *Enchanted Kingdom*'s success in Japan, we are also exploring how we can expand that experience to markets such as China, Korea and Hong Kong, says Ryan Shiotani, BBC Worldwide Asia's vice president of content.

"In Japan, we have worked with SEGA on ORBI, a BBC Earth themed attraction in Yokohama and will be opening a second ORBI in Osaka within the first quarter of 2016," Shiotani adds.

BBC Earth topped factual pay-TV charts

in Singapore in December last year, beating six other channels in the factual set (source Kantar Media Singapore, among pay-TV 4+ audiences; *ContentAsia Insider*, 7 January).

The strong performance in Singapore has been attributed to shows like *The Hunt*, narrated by David Attenborough; *Extreme Fishing with Robson Green*; and *Life Below Zero*. *The Hunt* aired on the channel in Asia less than 24 hours after the U.K.

BBC Earth's driver content is a mix of everything from landmark natural history series to documentaries that look at the planet from surprising perspectives, says Shiotani.

New titles for 2016 include *Fishing Impossible*, about a group of hard-core fishermen as they attempt to catch some of the world's most elusive fish; *Life Below Zero* series four, about the lives of six people in the remote areas of Alaska and their daily struggles to survive in the below-zero environment; and *Forces of Nature*, which promises to explain what lies beneath Earth's startling beauty and ultimately what makes our world work.

New titles for January and February are

Lands of the Monsoon, which explores how life around Southern Asia both endures and depends on the mighty monsoon that annually transforms the land; and a series of health/wellness/food programming, including *The Truth About Calories* (13 January, 10.45pm), about smart eating without taking the joy out of food; *The Truth About Meat* (14 January, 10.45pm), which explores the damage livestock farming is causing to the planet; and *Tomorrow's Food* (27-29 January, 10.45pm), about the cutting edge technologies that transform how we grow, buy and eat our food.

What's on the grid: Prime time on BBC Earth runs from 7pm to midnight (SG/HK) and is dominated by animals/wildlife and nature programming (weekly schedules, January and February).

The week of 4-10 January is made up of 32% (11.2 hours) nature documentary, 20.5% (7.2 hours) animal/wildlife factual, 15% (5.25 hours) health/wellness, 11.7% (4 hours) activities/sports, 8.8% (3 hours) people/lifestyle, 6.4% (2.25 hours) travel, 5.2% (1.8 hours) automobile and 0.24% (0.08 hours) action/adventure series.

More on page 12

AMC Asia to air *Fear the Walking Dead 2*



Fear the Walking Dead

AMC Asia will air the second season of *Fear the Walking Dead* from April as part of the global premiere running simultaneously with the U.S. release on 11 April at 9am (HK/SG) with a prime-time encore at 10pm.

Review show *Talking Dead*, hosted by Chris Hardwick, will air at 11pm conjunction with each episode of *Fear the Walking Dead* throughout season two.

The Asia channel will also premiere eight-part espionage drama, *The Night Manager*, starring Hugh Laurie (*House*) and Tom Hiddleston (*The Avengers*) on Monday 22 February at 10pm (HK/SG).

Season two of *Fear the Walking Dead* will air in two parts – the first seven episodes of the total 15 will air from 10 April and the other eight will air later this year.

The Night Manager, a contemporary interpretation of John le Carré's espionage novel, follows former British soldier Jonathan Pine (Tom Hiddleston) recruited by intelligence operative Angela Burr (Olivia Colman) to infiltrate the inner circle of international businessman Richard Onslow Roper (Hugh Laurie).

AMC will air a marathon of *Fear the Walking Dead* season one from 5pm on 11 April.



The Truth About Meat

From page 11: Schedule

Nature documentary *Earthflight* kicks off the prime-time weekday slots in the first week of January. The series airs Mondays to Fridays from 7.05pm to 8.05pm.

Other prime-time nature shows are *Atlantic: The Wildest Ocean on Earth* (Wednesday, 8.05pm-9pm), a three-part series exploring the natural history of the Atlantic Ocean; and *Life Below Zero* season three (Tuesday, 10.45pm-11.35pm), about people who live in the remote areas of the Alaska.

The animals/wildlife slate for the first week of January consists of *Life Story* season one (Monday, 8pm-9.05pm), about the lives of animals; and *The Supervet* season two (Monday, 10.40pm-11.30pm), about some of the hardest-to-cure pets.

For the week of 1-7 February, the schedule is 26.4% (9.25 hours) animal/wildlife factual, 21% (7.3 hours) nature documentary, 15.7% (5.5 hours) action/adventure,

15.2% (5.3 hours) health/wellness, 11% (3.9 hours) activities/sports, 5.2% (1.8 hours) travel, 2.4% (0.8 hours) science/educational and 2.4% (0.8 hours) people.

Prime time in February starts with *Wild Things with Dominic Monaghan* season two (Monday to Thursday at around 7.10pm to 8.10pm), about some of the planet's most rare and life-threatening creatures.

The rest of the animals/wildlife series in the first week of February are *Life Story* season one (Monday, 8pm-9.05pm); *Animal Super Senses* season two (Tuesday, 8.10pm-9pm), about the extraordinary sense of sight in the animal world; *Orangutans: The Great Ape Escape* (Wednesday, 8.05pm-9pm), about the orangutans returned to their natural habitat in the Bukit Batikap Conservation Forest after spending years in a rescue centre; and *Tarsier Tails* (Friday, 7.20pm-8.10pm), which looks at humankind's smallest living relatives.

Asian censorship under pressure Programmers likely to push for Netflix-style environment

Asia woke to a wonderland of uncensored content on the first Thursday of January, courtesy of U.S. streaming service Netflix, which flipped the switch on the SVOD platform in more than 130 new countries – excluding China and North Korea – during the CES show in Las Vegas.

In deciding to go so gloriously big, Netflix became the first programmer with legally acquired content ever in Asia to rise above so many programming codes all at once.

Nudity, sex, drugs, homosexuality... it's all there in, among other titles, *Marco Polo*, *Orange is the New Black* and *Clockwork Orange*, which was banned in Singapore for more than three decades and released only in 2011 as a festival movie with a R21 rating.

Missing titles – most significantly *House of Cards* – are MIA in Asia not because of content, but because rights have already been sold to broadcasters (who dutifully cut out the bits that will get them in trouble) in the region. Ditto with other titles; in this, Netflix has been perfectly proper and respectful.

Arguments are being made about exactly what regulations there are for SVOD in Asia, about the challenges regulators face in a digital world that wants to be borderless. As one Asian industry boss said: Don't blame Netflix, just ask the regulators what they're going to do about it.

Books have now opened on the response from regulators, and bets are being made on either how quickly other programmers in Asia will be allowed to follow, or how fast Netflix will be forced to toe lines in local markets along with everyone else.

The markets at the top of our watchlist are Singapore (where regulations are often viewed as the gold standard by neighbouring markets) and Malaysia, followed by Indonesia and India.

Hong Kong and the Philippines are unlikely to be a problem for Netflix; HBO Asia's HBO Go streaming service is already available in those two markets, uncensored. In Singapore, HBO Go content is modified (or at least HBO says it is) to comply with local

programming restrictions.

Programmers and platforms are laying low – publicly. But they are unlikely to keep totally quiet and let Netflix command the SVOD ring unchecked for long. Word is that platforms are beating a path to Netflix door, falling over themselves to integrate the service into their subscription offerings; no announcement have yet been made.

Our bet, however, is that rather than pull Netflix back into a fold shaped during the analogue era, a strong bid will be made for everyone to do be allowed to do what Netflix is doing in the digital space.

Singapore's Media Development Authority (MDA) said in its official response to the Netflix launch that it "welcomes Netflix's arrival in Singapore and its commitment to aligning with our media classification framework".

The MDA also said that it would "continue to work with Netflix to provide viewers with more informed choices and put in place measures to safeguard the young from inappropriate content".

None of the other regulators have commented yet.

Netflix is already available in Australia and Japan. New countries in Asia are Brunei, Cambodia, East Timor, Hong Kong, India, Indonesia, Laos, Macau, Malaysia, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

China and North Korea are excluded. In China, Netflix says it is still considering its options. Looks like not even Netflix has the balls to do first and deal with Chinese authorities later. The decision to exclude North Korea is because U.S. regulations preclude American companies from operating in North Korea.

How much behind the scenes activity is there on a situation where companies on the ground are held to local standards and Netflix is given free reign with its 0000 default pin code? No idea, there has to be some. Meanwhile, happy viewing.

contentasia

Editorial Director

Janine Stein

Assistant Editor

Malena Amzah

malena@contentasia.tv

Research Manager

CJ Yong

cj@contentasia.tv

Editorial Research

Aqilah Yunus

aqilah@contentasia.tv

Online/Digital

Emily Seibel

emily@contentasia.tv

Design

Rae Yong

Associate Publisher

(Americas, Europe) and VP,

International Business Development

Leah Gordon

leah@contentasia.tv

Sales and Marketing (Asia)

Masliana Masron

mas@contentasia.tv

To receive your regular free copy of *ContentAsia*, please email i_want@contentasia.tv

Published fortnightly by:

Pencil Media Pte Ltd

730A Geylang Road

Singapore 389641

Tel: +65 6846-5987

contentasia.tv

MCI (P) 091/11/2015

Copyright 2016 Pencil Media Pte Ltd. All Rights Reserved.

contentasia

Daily news with
ContentAsia Insider
email i_want@contentasia.tv
for subscription details