

## Bastings kicks off the new Discovery Asia

New era of higher presence in-country, ramped up digital team in Singapore

Discovery Networks Asia Pacific's new boss, Arthur Bastings, has started reshaping the pan-regional factual/sports network, ramping up on-ground presence across the region, expanding beyond the current linear channels business, and shrinking some functions at the Singapore HQ and expanding others.


More on page 2

## Haslingden's ZooMoo cracks China in CCTV deal

New partnership packages 60 half hours in Mandarin

China's state-backed national kids platform, CCTV Kids, is joining forces with David Haslingden's ZooMoo Networks International to roll out original made-in-China content across the mainland. The deal involves repackaging ZooMoo content into 60 half-hour episodes that will air on dedicated kids channel CCTV14 as the series *Animal Friends*. The new partnership will also distribute animated content from CCTV Animation Studios across ZooMoo's global channels.

Full story on page 9



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## Philippines' SkyCable preps satellite platform

### Regulator greenlights expansion beyond cable, free-TV, DTT

Philippines' cable operator, SkyCable, is expanding to satellite television, adding yet another track to an already powerful multi-platform media play.

The country's National Telecommunications Commission (NTC) greenlit the direct-to-home (DTH) satellite request by Sky Cable Corp, owned by conglomerate ABS-CBN Corp, just before Christmas.

SkyCable, which has about 800,000 cable subscribers, has set aside a budget of about Ps250 million/US\$5.2 million to set up the new satellite service.

The company has also gone public with its thoughts on potential in a pay-TV market that has so far only reached 17% penetration.

The Philippines has just over 14 million TV homes.

Critics say the move to give ABS-CBN even more video power violates the Philippines' anti-monopoly rules.

The loudest objections are from existing players, including the Philippines Long Distance Telephone Co (PLDT), which operates DTH platform Cignal TV, free-TV broadcaster TV5 Network, and cable TV operators under the banner of the Philippine Cable Television Association (PCTA), local observers say.

DTH satellite platforms Dream Satellite and GSat are also said to be opposing the NTC's decision.

Early indications are that the new platform will go up with a pre-paid subscription of about Ps400/US\$8.30 for a month plus a one-time installation fee of about Ps4,000/US\$83.

## Bastings kicks off new Discovery

### Higher presence in-country, ramped up digital team

Discovery Networks Asia Pacific's new boss, Arthur Bastings, has started reshaping the pan-regional factual/sports network, putting resources into ramping up on-ground presence across the region, expanding beyond the current linear channels business, and building a specialist digital team that will be based in Singapore.



A larger sports team to drive Eurosport channels and Setanta Sports in Asia will also be based in Singapore.

Between 20 and 30 people are exiting as a result of the re-org.

Bastings has been under the spotlight since he arrived at the Singapore-based network in September last year, and the re-org has been widely expected.

Bastings replaced Arjan Hoekstra as Asia-Pacific president and managing director. Hoekstra exited in February last year

after less than 18 months.

The new structure unveiled to staff this month is expected to be followed by a rethink of Discovery's brands in the region. No details are available yet.

## Pakistan cracks down on live news

### PEMRA note demands time-delay technology

Pakistan's regulators are cracking down on live news broadcasts, commanding all channels to install time-delay technology so that feeds can be monitored.

The Pakistan Electronic Media Regulatory Authority (PEMRA) issued its order to all news and current affairs TV channels on 21 January.

This was the second PEMRA advice in as many days following the attack on Bacha Khan University in which more than 20 people were killed by suspected Taliban militants.

The first notice warned TV channels to be careful during live broadcasts, specifically requesting they did not air visuals of the premises or movement of forces, reported local Pakistani daily, *The Nation*.

The order mandating time-delay technology at master control rooms was made in the second notice.

PEMRA said channels failure to "adhere to law" would "compel PEMRA to take further action". It is not clear what the penalty might be.

In addition to live feeds from the attack site that showed sensitive material, PEMRA also quoted an incident on 20 January during a live press conference by Director the General Inter Service Public Relations (DG ISPR).

PEMRA said "a word" was allowed to air during the press conference that was "inappropriate" and said that the time-delay mechanism would have made it possible to avoid violating the country's content laws.

Following the second incident, PEMRA again urged all TV channels to install the mechanism as soon as possible, saying they were determined, "to implement law across the board without fear or favor".

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## ABS-CBN's *Ningning* finale hits top 10



*Ningning*

The finale of ABS-CBN's daytime drama *Ningning* on Friday, 15 January, made it to the top 10 rankings of the day and the sole weekday morning show on the list, ABS-CBN says.

*Ningning*, which placed sixth, garnered a national TV rating of 18.8%, beating out its rival programme, *The Ryzza Mae Show* by 10 points, ABS-CBN said citing data from audience measurement company Kantar Media.

The show stars actress Jana Agoncillo as Ningning, a girl who regains her eyesight after the difficult process of finding a cornea donor.

*Ningning* premiered on 27 July 2015, and was stripped across the weekday schedule in an 11.30am slot following the Kapamilya Blockbusters block.

## CNN Int'l adds sports to Asia line-up

CNN International is adding rugby and Formula E racing to its lineup with the addition of two new programmes. *World Rugby* premieres on Thursday, 28 January (5.30pm, HK time), and FIA Formula E series *Supercharged* debuts on Sunday, 14 February (9.30am, HK time). *World Rugby* follows the Sevens World Series of tournaments and leads up to rugby's return to the Olympic games.

## *Mad About You China* at #1 nationally

SPT show tops satellite ratings + 109m Youku views



*Mad About You China*

The China remake of Sony Pictures Television (SPT) sitcom, *Mad About You*, has held the number one spot among national satellite channels two weeks running since its 11 January 2016 premiere.

Stripped four nights a week on Dragon TV's 10pm slot, the show premiered with an average of two million viewers during the first hour, garnering ratings of 1.1 among total viewers and 1.2 among adults aged 15-49, according to CSM Media Research data released by SPT.

Known locally as *Xin Hun Gong Yu*, the series doubled the audience from medical documentary lead-in, *Emergency Room*, in total viewers (+105%) and adults 15-49 (+147%).

The ratings are a significant improvement from *Top Gear China* season two, which aired in the slot previously; CSM Media Research notes a lift of 53% among total viewers and a 64% bump amongst the adult 15-49 demographic.

The Chinese adaptation of the familiar sitcom has outperformed its closest

follower among top provincial satellite channels, *Who's Still Standing*, on Jiangsu TV, for the last two weeks, first by 73% among total viewers during the premiere week and then by 41% in the same category during its second week on air.

*Mad About You China* has also seen large audiences online via AVOD platform Youku, racking up 109 million views in two weeks.

*Mad About You* is Dragon TV's second weekly scripted series. The show surpassed the first series *Love Me If You Dare* (Thursday, 10pm) by +88% in total viewers and +102% among adults 15-49.

The series is a co-production between Huaso Film/TV Digital Production (a JV production company of Sony Pictures Television and CCTV6's HuaCheng Pictures) and China's Croton Media.

*Mad About You China* was written by Shu Huan (*Lost in Hong Kong*, *Lost in Thailand*) and stars real-life couple Li Jiahang (*New Princess Pearl*) and Li Sheng (*New My Fair Princess*).

# Netflix ramps up Asia originals, China remains a priority

“We’re scratching the surface globally,” content head Ted Sarandos says

Getting into China remains a top priority for Netflix, as does sourcing and producing original programming in Asia for a global audience, according to Netflix chief content officer, Ted Sarandos.

Sarandos was speaking during last weekend’s Television Critics Association in Pasadena, California – just two days before the red-hot entertainment juggernaut announced that it had crossed the 75 million mark in global subscribers.

“Right now, we’re looking at how people are signing up, how much they’re watching, what they’re watching,” said Sarandos, when asked what sort of early adoption indicators the company had seen since Netflix went global in the first week of January.

“The one thing that is true throughout is the enthusiasm for original programming, even in places that we expected would be more about local programming,” he said.

“The one thing that is true throughout is the enthusiasm for original programming, even in places that we expected would be more about local programming.”

Although Netflix controversially doesn’t offer ratings figures for its shows, Sarandos said that original shows were being streamed the most, including in Asia-Pacific, included the Aziz Ansari-starrer *Master of None*, and the Marvel shows *Jessica Jones* and *Daredevil*.

If there were concerns that some Netflix shows – think *Orange is the New Black* – might be too raunchy for markets such as Indonesia or Malaysia, Sarandos says

Netflix has not yet run into any problems with the region’s censors or regulatory boards.

“So far, it hasn’t been an issue,” he said, adding that the on-demand content comes with detailed descriptions and ratings to allow viewers to make appropriate viewing choices. “It’s different from

“Internet speeds are getting faster, broadband is becoming more dependable and faster – and we’re just scratching the surface globally.”

Ted Sarandos, Chief Content Officer, Netflix

country to country, but even heavily-regulated TV environments have unregulated internet environments,” he said.

The company is also focusing on creating culturally-diverse content in different parts of the world, that can be broadcast to a global audience.

“The most exciting part of Netflix coming to anywhere in the world, particularly Asia, is the ability to take very local and regional stories and make them global,” Sarandos says. He cites the success of *Lilyhammer*, a Norwegian show that found a following worldwide.

The company’s creative teams are now overseeing the production of six original shows in Japan; Angelina Jolie Pitt’s *First They Killed My Father: A Daughter of Cambodia Remembers* in Cambodia; have wrapped production of the second season of *Marco Polo*, which was shot at Pinewood Iskandar Malaysia Studios; and will premiere *Crouching Tiger, Hidden Dragon: The Green Legend* in February.

“Asia is a really rich storytelling culture, and there’s fascination around the world with Asian stories. That’s ripe to be successful for us.

“India is a huge priority for us, and we are now identifying some local programming out of India,” Sarandos added.

The brand has not given up on China,



“Even heavily regulated environments have unregulated internet environments.”

either. “It’s a very complicated market, and a constantly fluid situation. We are working hard to open up that market,” he said.

Otherwise, Netflix will continue to offer reality-based programming, buoyed by the success of *Making of a Murderer*.

Sarandos says other programmes that have translated well globally include the mostly Spanish-language *Narcos* and the Mexican production *Club de Cuervos*.

“Internet speeds are getting faster, broadband is becoming more dependable and faster – and we’re just scratching the surface globally.”

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## Who's streaming what to mobile in Singapore

Platforms	Netflix Singapore	StarHub Go	Singtel TV GO	Toggle	Viu
By	Netflix	StarHub	Singtel	MediaCorp	PCCW/Vuclip
Launched on	January 2016	June 2012 as StarHub TV Anywhere, relaunched August 2015	July 2013 as mio TV GO	February 2013, relaunched April 2015 after MediaCorp's alliance with Microsoft ended in March 2015	January 2016
About	Global streaming platform. Available directly or through telcos Singtel (since January 2016) and StarHub (by 1Q 2016). Single Asia subscription allows access from all Asia markets except China and N. Korea.	Stand-alone streaming service offering a selection of StarHub TV content across multiple devices. Available in Singapore only.	Companion app to Singtel TV pay-TV service/set-top box; users need to be a Singtel TV subscriber. Available in Singapore only.	Monopoly broadcaster MediaCorp's online platform available on connected devices. Available in Singapore only.	Multi-screen video service built on VuClip mobile video platform, which PCCW acquired in 2015. The Singapore app is available in Singapore only.
Censored?	None. Complies with MDA ratings system. Pin code access.	Yes. Titles with ratings up to M18 (Mature 18, for 18 year olds and above)	Yes. Titles with ratings up to M18 (Mature 18, for 18 year olds and above)	Yes. Titles with ratings up to M18 (Mature 18, for 18 year olds and above)	None. PCCW says not required for the mass market content it acquires.
What's on?	Drama series, documentaries, movies, Netflix originals (including Japanese series Terrace House and <i>Atelier/Underwear, Making a Murderer, Marco Polo, Orange is the New Black</i> ). Titles include <i>Heartland, Max &amp; Ruby</i> and <i>Breaking Bad</i> . Excludes <i>House of Cards</i> , which airs on RTL CBS Entertainment.	More than 90 channels live to mobile, including Fox Sports, Disney Channel/Junior/XD, Nickelodeon, RTL CBS Entertainment HD, Hits, Zoo Moo, BabyFirst, CBeebies, and on-demand content including U.S. series, Asian dramas, anime, documentaries and lifestyle. Plus link to players such as Fox Movies Play, delivered on a separate app.	73 channels streamed live (plus 20 catch-up channels) to mobile (of a total 116 delivered to in-home TV sets via Singtel's set-top box). Live channels include Oh!K, Sony One, CHK, Sundance, AMC, Hits, RTL CBS Entertainment, Warner TV, Discovery, TLC, CNBC, CNN.	Free/paid on-demand titles/channels (including live streaming/catch-up of MediaCorp channels) as well as original content. International services include Nick Jr., Da Vinci Learning, Disney Movies On Demand and Comedy Central Asia. Dropped its own in-house channels.	Korean drama/variety/lifestyle/music shows from KBS, SBS, MBC and CJ E&M (promises 4,000 hours of new titles a year from the four partners, with most of it available in Singapore as soon as eight hours after Korea telecast). Other Asian content to be included. Select titles are subtitled in English and Chinese
How much?	S\$10.98/US\$7.65 a month (SD and one screen), S\$13.98/US\$9.70 a month (HD and two concurrent screens), and S\$16.98/US\$11.80 a month (UHD and four concurrent screens).	Free for StarHub TV subscribers until 29 February. Will cost S\$5.35/US\$3.70 a month from 1 March 2016. Non-subs: S\$9.90/US\$7 a month for Go Basic; S\$19.90/US\$14 a month for Go Premium; S\$24.90/US\$18 for Go Sports	Only available with a Singtel TV subscription. Singtel Go cost from early 2016 is S\$6.90/US\$4.80 a month for one device or S\$9.90/US\$7 a month for three devices (both plans allow one on-the-go device connection)	Mostly free. S\$9.90/US\$7 a month for Toggle Prime (unlimited access to all content including premium)	Currently free, with a premium subscription tier and other functionality to follow in the next few months in partnership with 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.
Promotions	Offers a 30-day free trial every 10 months. No contract or cancellation fees. Via Singtel: Three-six months free for new mobile/500Mbps+ fibre home bundle sign-ups or 24-month recontracts (promo valid from 22 Jan-22 July 2016, 1Gbps Unlimited Fibre plan are not eligible). Via StarHub: Promo info not available yet.	Up to 90% discount for the basic plan and 50% off for Go Premium and Go Sports, for the first three months. No streaming data charges for StarHub mobile subs	50% off for the first three months for new sign-ups	No price promotion, but offers substantial hours of free services including catch-up TV, behind-the-scenes insights, entertainment news and information	Freemium service for now. No limit to the number of devices a single account can be used on at the same time. Only registered Viu members can save/download the videos

Source: Platforms, press releases, information is correct as of 20 January 2016

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## ZooMoo cracks China in CCTV deal

New partnership packages 60 half hours in Mandarin



Panda and Snub-Nosed Monkey from ZooMoo and CCTV co-production

Mainland China's CCTV Kids is joining forces with David Haslingden's ZooMoo Networks International to roll out original ZooMoo content in China.

The new partnership will also take original animated content from CCTV Animation Studios across ZooMoo's global channels.

ZooMoo content for China will be re-packaged as 60 half-hour episodes and will air in Mandarin as *Animal Friends*.

The series, co-produced by ZooMoo Networks, the ZooMoo creative team at New Zealand-based NHNZ and CCTV, will premiere in prime time on 7 February on CCTV's dedicated children's channel CCTV14.

ZooMoo is citing potential audiences of 240 million plus viewers across China.

The episodes have been tailored to Chinese audiences with the addition of new Chinese animals, Panda and Snub-Nosed Monkey, to the original ZooMoo puppet cast.

The series will also include local flavour by featuring traditional Chinese arts and crafts, original songs with Chinese music, and local stories.

The ZooMoo content for CCTV was produced under the China New Zealand Production Agreement, which was signed by President Xi Jinping during his 2014 state visit.

## Sky Perfect JSAT streams 3 channels in-flight

Japanese satellite operator Sky Perfect JSAT will deliver three television channels – including two from market leader Nippon TV – to Japanese airline All Nippon Airways' (ANA) new in-flight entertainment service, ANA Sky Live TV, which launched

on 25 January.

Passengers will have access to live programming from channels Nittele G+, Nippon TV News 24 and Sukasaka! on their smartphones and tablets during flights.

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