

## China's talent show battle: Talpa vs Star China

Star China loses "The Voice of China", premieres home-grown "Sing My Song"

An epic battle over *The Voice of China*, is raging across the mainland, with rights owner Talpa, owned by the U.K.'s ITV, demanding that Star China step away from the most lucrative competition series ever after four seasons (and a start on season five) and backing up its fight with legal action. Star China, meanwhile, has premiered its home-grown song contest, *Sing My Song*, which is part of ITV Studios' global formats catalogue.

Full story on page 4

## HGTV beats 60 English channels in Singapore

Av. 40 mins viewing a day in 2015, Scripps says

Scripps Networks Interactive's HGTV channel recorded the highest average time spent – 40 minutes a day – among 60 English-language pay-TV channels in Singapore across 2015, including sports, movies and entertainment. The channel debuted on StarHub in December 2014.

Full story on page 2



**WISHING YOU  
A WONDERFUL  
YEAR OF THE MONKEY**

## Scripps tops lifestyle channels in Malaysia, Singapore

### HGTV beats 60 channels in average daily time spent in Singapore in 2015

Scripps Networks Interactive's Asian Food Channel (AFC) and HGTV move into the Year of the Monkey at the top of the lifestyle category among Malaysia's 25 to 54 year old female viewers as well as among professional/business audiences (source: AGB Nielsen data provided by Scripps Networks Interactive).

This is the second year running that the regional food channel has topped lifestyle channel lists in Malaysia.

For full-year 2015, the average time spent a day on AFC in Malaysia increased by 11% compared to 2014, the network said. Viewers spent an average of 21 minutes a day on AFC in 2015, up from 19

minutes a day on the channel in 2014.

The ratings come on the back of a slate of original productions in 2015, followed in 2016 by shows such as season two of *Family Kitchen with Sherson, Ili by the Sea* and *Papa's Kitchen*, AFC's first Japanese co-production.

In Singapore, Scripps' HGTV was the top lifestyle channel in 2015 among female cable viewers between 25 to 54 years old (source: Kantar Media, data provided by Scripps).

HGTV also recorded the highest average time spent – 40 minutes a day – among 60 English-language pay-TV channels, including sports, movies and

entertainment, on pay-TV platform StarHub. The channel debuted on StarHub in December 2014.

Scripps expectations for HGTV in 2016 are high, driven by the first local version of U.S. format, *House Hunters*. The show is scheduled to premiere before the end of March. The long-running U.S. version has been a staple in Asia along with *Beachfront Bargain Hunt*, *Selling New York* and *Family Under Construction*.

Scripps Asia-Pacific managing director, Derek Chang says the channels' performance in 2015 "give us great confidence to pursue even more relevant and local content".



**SEE NATURE IN A  
WHOLE NEW LIGHT**

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

**Love  
NATURE 4K**

For more information:  
[tellmemore@multichannelsasia.com](mailto:tellmemore@multichannelsasia.com)

## Diva picks up *Chef in Your Ear*



*Chef in Your Ear*

NBCUniversal's Diva channel has picked up rights to Canadian cooking show, *Chef In Your Ear*, from Asian distributor Bomanbridge Media. The show aired on The Food Network in Canada last year. The finished programme sale follows format sales to South Korea's CJ E&M and Mongolia's Mongol TV. *Chef in Your Ear* involves two chefs challenged to deliver meals by telling someone else how to do it. *Chef in Your Ear* was created by The Format People.

## Sony's One tops int'l channels

AXN expands dominance, One commands prime-time

Sony Pictures Television Networks' Korean channel, One, was the top-rated international channel in Singapore and Malaysia during prime time (6pm-1am, combined SD/HD) in 2015, ahead of movies, kids and other entertainment channels (source: Kantar Media Singapore/Nielsen TAM Services Malaysia).

In Indonesia, One was among the top entertainment channels on pay-TV giant Indovision, ranking number two among 120 channels, the Singapore-based regional network says, quoting data from Indonesian pay-TV platform MNC.

SPT Networks' flagship AXN channel, meanwhile, grew its market dominance in 2015 as the top-rated Eng-

lish-language general entertainment channel in Singapore, Malaysia and the Philippines, more than doubling the primetime ratings of the next English-language general entertainment, SPT says.

AXN's ratings grew by 28% in Singapore, Malaysia and the Philippines, buoyed by *Asia's Got Talent* and new FBI drama series *Quantico*.

Female-focused Sony Channel, meanwhile, improved its ratings by 277% in 2015 in the Philippines, and Japanese anime channel Animax grew its fan base to 11.2 million in 2015 up from 10 million in 2014 in Southeast Asia (Animax full day channel reach '000 for 2014 and 2015).



Made for minds.



Your chance to be part of the next iconic moment

Deutsche Welle | 53110 Bonn | Germany  
sales@dw.com

dw.com

## China's talent show battle: Talpa vs Star China

Star China loses "The Voice of China", premieres home-grown "Sing My Song"

An epic battle over *The Voice of China*, is raging across the mainland, with rights owner Talpa, owned by the U.K.'s ITV, demanding that Star China step away from the most lucrative competition series ever after four seasons (and a start on season five) and backing up its fight with legal action.

Star China, meanwhile, premiered season three of its home-grown format, *Sing My Song*, on CCTV3 in a prime-time 7.30pm slot on 29 January. The studio-based singer/songwriter format is distributed internationally by ITV Studios.

Seasons five to eight of *The Voice of China* are switching to Zhejiang Tangde in a US\$60-million deal announced as *Sing My Song* went to air.

The new four-season *The Voice of China* agreement is part of a broad agreement that also involves developing local Chinese formats Zhejiang Tangde has committed an additional US\$50 million to the development venture, bringing the total value of the deal to US\$110 million.

Talpa Media says Star China's rights to *The Voice of China* expired on 8 January, and that the company had gone ahead "unlawfully" with production on season five.

Hong Kong's High Court granted Talpa an injunction against Star China Media and Meng Xiang Qiang Yin on 22 January – a week before the Zhejiang Tangde deal was announced.

Star China says it is being treated unfairly, and has accused Talpa of extortion



Star China's *Sing My Song* season three

in its rights fees demands for new seasons of *The Voice of China*. Star China Media had hoped to premiere the show in the middle of this year.

Talpa rejects the allegations, saying that Star China and its affiliate, Meng Xiang Qiang Yin Cultural and Broadcast (Shanghai) Company, had expected it to "accept a below-market license fee that neither reflected the popularity" of the talent contest nor "the significant revenues that the show has generated for the defendants over the past four series". Talpa also said the proposals did not reflect "the current value of the sponsorship rights to the programme".

The Talpa-Zhejiang Tangde deal involves developing and operating more than 200 variety TV shows in China. The first series to air under the new deal is celebrity dance contest, *Dance Dance Dance*.

Zhejiang Tangde has not said when season five of *The Voice of China* will premiere.

The season four finale on Zhejiang Satellite in October last year had an audience share of 27.39% with an average rating of 7.11% in 34 major cities, ending a record-breaking 13-week run at the top of China's ratings charts.

CALL  
FOR ENTRIES

**mipformats**<sup>®</sup>

2-3 April 2016

The Discovery Showcase for The Global Formats Community

## MIPFormats International Pitch

New Ideas. New Talent. New Formats.

In Partnership with **all3**media  
international

Backed for the second time by all3media International, the distribution arm of the UK's leading TV production group, the MIPFormats International Pitch is the industry's top-flight pitching competition for creators and producers of innovative non-scripted entertainment formats.



**Jury President**  
Stephen Lambert

Submit your project on **mipformats.com**

Deadline for entries: **February 22**

**mip**tv<sup>®</sup>  
4-7 April 2016

## India's Sun TV picks up new *Sinbad* series



*Sinbad and the 7 Galaxies*

Former Disney/KidsCo exec Paul Robinson's Creative Media Partners (CMP) has pre-sold original CGI HD series, *Sinbad and the 7 Galaxies*, to India's Sun TV. The 26-part 11-minute show, aimed at six- to 11-year olds, chronicles the intergalactic adventures of Sinbad, an extra-terrestrial who lives on earth in the guise of a 14-year-old boy. The show was created by CMP's Raja Masilamani. The production is by Huhu Studios of New Zealand with animation in Taiwan and Beijing.

## North Korea goads international community with new launch

International communities are on high alert for North Korea's latest satellite/long-range rocket launch, reported to be scheduled by the end of February.

Fears are that Pyongyang is secretly testing ballistic missile technology that would allow the Hermit Kingdom to strike the U.S.

North Korea insists that it is launching a regular observational satellite.

The U.S. has called for additional sanctions against North Korea for violating the United Nations ban on missile launches in the country.

North Korea's last long-range rocket launch was in December 2012.

## the **JOB** space

the place to look for the jobs that matter

# MIRAMAX

**Chief Sales Representative, Asia Pacific**  
*(Long-term consultant role, after trial period)*

Role is responsible for all TV and Digital rights exploitation of all Miramax properties. Chief will work closely with management and manage members of the Asia Pacific team. Successful candidate will be an experienced sales manager within the media sales environment specifically and have experience in film/TV series exploitation including the contractual and rights procedures involved.

**Requirements:** Must have at least 10 years of significant in depth experience in a sales role, an understanding of the Asian TV and production markets and territories. Sales experience must be for scripted Film/TV.

**For details visit [Miramax.com/Careers](http://Miramax.com/Careers) or email CV and cover letter to [careers@miramax.com](mailto:careers@miramax.com) and include "Chief Sales - Asia" in the subject line.**

[Click here to see more job listings](#)

## CCTV, Sesame celebrate New Year One-hour special welcomes Year of the Monkey

Mainland China's CCTV Children's Channel and Sesame Workshop China are running their one-off Chinese New Year special through February to welcome in the Year of the Monkey. The one-hour special, *Let's Celebrate Chinese New Year*, stars Sesame Street's Big Bird,



*Let's Celebrate Chinese New Year*

Elmo and Cookie Monster and Children's Channel hosts Ju Ping, Xiao Lu, Huang Wei, Du Yue and Jin Dou celebrating in Singapore. Local production was organised by Singapore-based MyChinaChannel, which will also syndicate a special version of the programme across the Southeast Asia region.

## Astro wins EPL for Malaysia, Star takes India

Astro has won Malaysia rights for the English Premier League (EPL) for the next three seasons from 2016/17 to 2018/19. The platform will air all 380 EPL matches live in HD and on all mobile devices via Astro on the Go. In India, Star India has renewed exclusive broadcast rights for EPL matches over the next three seasons.

## mm2 Asia expands with US\$19m offer

Singapore-listed mm2 Asia has made a S\$26-million/US\$18.6 million offer for a 51% interest in the share capital of the UnUsUal Group of Companies. If it goes through, the sale significantly expands mm2's activities in concerts, adding marketing/promotional services for performances of artists such as Andy Lau and Jacky Cheung. mm2 CEO, Melvin Ang, said the acquisition would make mm2 the largest entertainment group in Singapore.

## Thai TV exits DTV

Troubled Thai digital terrestrial channels operator, Thai TV Co, is pulling the plug on its two channels – Thai TV News and MTV Family/Loca – and says it will not pay the second licence fee instalment, which was due at the beginning of February.

## Bloomberg TV switches to HD in Asia

HD key in expanding TV partnerships, network says

Bloomberg Media Group launched its high-definition (HD) television feed in Asia-Pacific at the beginning of February, saying it was the first business and finance news channel to go live with a

HD signal on cable networks in the region.

The new HD signal is broadcast via the AsiaSat-7 satellite at 50 frames per second with 2,073,600 pixels resolution.

## CTE, Indovision celebrate Miao Mi launch



From left: Andy Chang, Celestial Tiger Entertainment (CTE); Dhini W. Prayogo and Yudha Wibawa, PT MNC Sky Vision; Ofanny Choi, Annie Chan and Shirley Cheong, CTE

Hong Kong-based regional Asian entertainment programmer, Celestial Tiger Entertainment, celebrated the launch of its first kids channel, Miao Mi, on Indonesia's PT MNC Sky Vision in January. The carriage deal is Miao Mi's first in Asia.

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.

MEET THE ELITE

sportelasia.com # sportel

Sportel ASIA

15-17 MARCH 2016 SINGAPORE

# Factual schedule analysis: Discovery Channel in Asia

Programming priorities for 2016 and what's on for the first weeks of January and February prime time factual grids.

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
6pm	Catching Monsters: Bluefin Battle	Catching Monsters: Titan Tuna	Catching Monsters: Feast or Famine	Catching Monsters: Tug of War	Catching Monsters: Last of the Giant Bluefin	Running Wild With Bear Grylls S2: Kate Hudson	First Time Filmmakers: Singapore Story: Man Vs. Birds
6.30pm							Korea Next: Shaman of the Sea
7pm	Man, Woman, Wild S2 E6	Man, Woman, Wild S2 E7	Man, Woman, Wild S2: Bear Encounter	Man, Woman, Wild S2 E9	Man, Woman, Wild S2 E10	Body Bizarre S3: Full Face Transplant; Body Bizarre	World's Biggest Ship Ep 1
8pm	Survive That! S2 E7	North America: Outlaws & Skeletons	Mythbusters S6 E101: Alaska Special	River Monsters: Killer Catfish	Bering Sea Gold S3 E9	Big Fish Man Ep3	You Have Been Warned S3: Home Hacks
9pm	Deadliest Catch S11: I'm the Captain	Big Fish Man Ep3	World's Biggest Ship Ep 1	Chaos Caught on Camera: Terrifying Tornado, Free-Fall Fireball, Molten Metal	Medical Anomalies: My 40-Year Old Child	Deadliest Catch S11: I'm the Captain	Belief: God Help Us
9.30pm				Deadly Dilemmas Ep1			
10pm	Pacific Warriors Ep5	Running Wild with Bear Grylls S2: Kate Hudson	World's Top 5 S2: Super Helicopters	Body Bizarre S3: Full Face Transplant; Body Bizarre	The Gadget Show: World Tour: Mediterranean Part 1	Pacific Warriors Ep5	Running Wild With Bear Grylls S2: Kate Hudson
10.30pm					The Gadget Show: World Tour: Mediterranean Part2		
11pm	Ice Cold Gold S2 E2	Yukon Men S3 E8	You Have Been Warned S3: Home Hacks	Surviving the Cut S2: Army Sapper School	First Time Filmmakers: Singapore Story: Man Vs. Birds	Shaanxi: China's Great Gateway; Return of the Silk Road	Manhunt: Before the Chase
11.30pm					Korea Next: Shaman of the Sea		

Action/Adventure 13 hrs/31%	Buildings/engineering 3 hrs/7%	Science 4 hrs/9.5%	Technology 1 hr/2.4%	Travel 1 hr/2.4%	Faith/Spiritual 1 hr/2.4%	Investigative 1 hr/2.4%
Survival 10 hrs/23.8%	Medical 3 hrs/7%	People 1 hr/2.4%	Character-led 1 hr/2.4%	Military 1 hr/2.4%	Nature/disasters 1 hr/2.4%	Culture/tradition 1 hr/2.4%

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
6pm	Manhunt With Joel Lambert (S2) - New Zealand	Manhunt With Joel Lambert (S2) - Mongolia	Manhunt With Joel Lambert (S2) - Florida	Manhunt With Joel Lambert (S2) - Mexico	Manhunt With Joel Lambert (S2) - Scotland	Running Wild With Bear Grylls (S2) - Michelle Rodriguez	Taiwan's Military Elite S2 E1
7pm	One Car Too Far - Volcano	One Car Too Far - Rainforest	One Car Too Far - Mountain	One Car Too Far - Desert	One Car Too Far - Under The Hood	Body Bizarre (S3) - Living Statue: Body Bizarre	Treehouse Masters (S4) - Sunrise Day Camp Clubhouse
8pm	Ed Stafford: Into The Unknown - Siberia	Dual Survival S3 E3	Mythbusters S6 E105: Blind Driving	Castro: World's Most Watched Man	Bering Sea Gold (S3) - Episode 13	Big Fish Man - Amazon	You Have Been Warned (S3) - Win Or Fail
9pm	Bering Sea Gold: Under The Ice - All For Naught	Big Fish Man - Amazon	Treehouse Masters (S4) - Sunrise Day Camp Clubhouse	Chaos Caught On Camera - Icy Impact, Flash Flood, Deadly Deer	How Do They Do It? S11 E7	Bering Sea Gold: Under The Ice - All For Naught	The Great Wall Of China: The Hidden Story
9.30pm				Deadly Dilemmas Ep5	How Do They Do It? S11 E8		
10pm	Abalone Wars S4 E2	Running Wild With Bear Grylls (S2) - Michelle Rodriguez	Strip The Cosmos - Killer Asteroids	Body Bizarre (S3) - Living Statue: Body Bizarre	The Gadget Show: World Tour - UK (Part 1)	Abalone Wars S4 E2	Running Wild With Bear Grylls (S2) - Michelle Rodriguez
10.30pm					The Gadget Show: World Tour - UK (Part 2)		
11pm	Ice Cold Gold S2 E6	Running Wild With Bear Grylls - Tom Arnold	You Have Been Warned (S3) - Win Or Fail	Ghost Asylum (S2) - Fenwick Plantation	Taiwan's Military Elite S2 E1	Pandamonium - You You's Tale	Manhunt - Arizona

Survival 16 hrs/38%	Action/Adventure 7 hrs/16.7%	Science 4 hrs/9.5%	Buildings/Engineering 3 hrs/7%	History 2 hrs/4.8%	Medical 2 hrs/4.8%
Military 2 hrs/4.8%	Investigative 2 hrs/4.8%	Technology 1 hr/2.4%	Character-led 1 hr/2.4%	Mythological/Supernatural 1 hr/2.4%	Animals/Wildlife/Pets 1 hr/2.4%

Source: Discovery Networks Asia-Pacific, schedules are correct as of 13 January 2016

Discovery Channel heads into the Year of the Monkey with a mandate to rethink and re-imagine everything – tone, content, reach....

Expanding beyond linear is a key goal, as is re-positioning the content offering for millennial audiences.

"There is a need for us to refresh the channel – from its tone of voice to content as we position ourselves to millennials," says veteran Discovery programmer, Charmaine Kwan, who has been given the position of head of products for South-

east Asia in the January 2016 reorg.

Kwan, like everyone else, is on the hunt for max brand engagement across all touch points.

"Our content should not always have to premiere on the linear platform as there may be instances where it is better suited for an online audience," she says.

Other than that, it's not yet clear how the strong digital mandate ordered by Discovery Networks Asia Pacific's new president/managing director, Arthur Bastings, will be translated for the flag-

ship channel.

"There will be greater investment and focus on digital but we are not rushing into anything just yet," Kwan says, adding that "consumer insight is key in shaping our product palette in the digital space".

This is "well underway across all our key markets," she says.

"We will be relying heavily on digital analytics to curate content and track the level of Discovery's brand resonance

**More on page 9**



**From page 8**

with millennials," she adds.

Kwan is eager to dispel the "misconception" that Discovery's local original production slate in Asia has been hijacked by sponsor-funded content.

"From *Abalone Wars* to *Taiwan's Military Elite* to *Sabah Earthquake Decoded*, more than half of our original productions in 2015 were not advertiser led," she says.

This year so far, the channel has greenlit a series on Borneo and has several other projects in development.

The new Discovery under Bastings is also promising to boost local acquisitions in Asia rather than drawing so heavily from the Discovery U.S. pipeline, Kwan says.

"With greater emphasis on the international markets and the expansion of Discovery's production teams outside of U.S., the majority of our content whether commissioned or acquired now comes from producers and vendors from around the world," she says.

Kwan says a priority is to ensure "a robust offering, with a mix of global, regional and local content to fulfill the network's international promise".

Discovery Channel has 10 news series and specials in February and March, including new survival series, *Kings of The Wild*; Discovery's big return to forensics, *Killing Fields*; a special to commemorate the people's revolution in the Philippines, *Marcos: 30 Years On*; and *The Great Wall of China: The Hidden Story*, which premieres this month.

The biggest programming challenge remains serving a wide pan-regional audience, Kwan says.



Taiwan's Military Elite

New titles on the channel for February-June 2016 are survival series *Men, Women, Wild* (March) and blue-chip historical documentary *The Great Wall of China: The Hidden Story*.

Returning titles for the first half of this year include a new season of extreme job series *Gold Rush* (March) and *Bering Sea Gold* (May); the final season of science series *Mythbusters* (April); and a new season of *The Island with Bear Grylls* (June).

**What's on the prime time grid:** Prime time on Discovery Channel differs from market to market but in general, starts at 6pm and ends at midnight, with core prime of 9pm-11pm for the Southeast Asia feed. Prime time is also dominated by action/adventure, survival and science (weekly schedules, January and February) programming.

The week of 4-10 January is made up of 31% (13 hours) action/adventure, 23.8% (10 hours) survival reality, 9.5% (4 hours) science, 7% (3 hours) medical and 7% (3 hours) building/engineering, 2.4% (1 hour) people, 2.4% (1 hour) technology, 2.4% (1 hour) character-led, 2.4% (1 hour) travel, 2.4% (1 hour) military-based reality, 2.4% (1 hour) faith/spiritual, 2.4% (1 hour) nature, 2.4% (1 hour) investigative and 2.4% (1 hour) culture/tradition.

For the week of 1-7 February, the schedule is 38% (16 hours) survival reality, 16.7% (7 hours) action/adventure, 7% (3 hours) science, 7% (3 hours) building/engineering, 4.8% (2 hours) history, 4.8% (2 hours) medical, 4.8% (2 hours) military, 2.4% (1 hour) technology, 2.4% (1 hour) character-led, 2.4% (1 hour) animals/wildlife, 2.4% (1 hour) mythological/supernatural, 2.4% (1 hour) investigative and 1.2% (0.5 hour) nature/disasters.



Asia's largest entertainment market



Hong Kong International Film & TV Market (FILMART)



14-17 March 2016

Hong Kong Convention and Exhibition Centre



OUT NOW!

# The **BIG** List 2016



<http://www.contentasia.tv/tbl2016channels/>



<http://www.contentasia.tv/tbl2016syndication/>



<http://www.contentasia.tv/tbl2016satellitestudiotech/>

## Tien Truyen wins *Project Runway Vietnam* 3



The new *Project Runway Vietnam* winner, Nguyen Tien Truyen (second left), walked off with prizes including US\$15,000 cash, in the season three finale on 30 January. The finale in Ho Chi Minh City aired live on VTV3. The series is produced by Trang Le (second right), managing director of Vietnamese production house Multimedia JSC, photographed with season three hosts Tung Leo (left) and Truong Ngoc Anh (right).

## New Thai PBS head under fire Krissada unqualified to lead pubcaster, critics say

The new head of Thailand's Thai Public Broadcasting Service (Thai PBS), Krissada Ruang-areerat, is coming under fire for being unqualified for the role.

Local media report that Krissada, a dentist and former manager of the Thai Health Promotion Foundation appointed as station director last month, does not have the media skills or experience required in terms of the Thai PBS law passed in 2008.

Quoting employees and media academics speaking about public service television, local daily *The Bangkok Post*, said Krissada's appointment set a "new standard" for the channel's future, one that highlights management skills above "a real

understanding of journalistic work".

Thai PBS Policy Board has said the changing media landscape meant a professional media background was no longer necessary to head the station.

"Thai PBS, as a public service channel, is funded by taxpayers, and faces high expectations from Thai society. We need someone with a vision who can help Thai PBS earn credibility and viewers' trust," Thai PBS reporter, Hathairat Phanoltap, was quoted as saying.

She added that if the board wanted to set a new direction for the channel, it must explain itself to employees and the public.

CONTENT ASIA

### Editorial Director

Janine Stein  
janine@contentasia.tv

### Assistant Editor

Malena Amzah  
malena@contentasia.tv

### Research Manager

CJ Yong  
cj@contentasia.tv

### Editorial Research

Aqilah Yunus  
aqilah@contentasia.tv

### Online/Digital

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](mailto:i_want@contentasia.tv)

Published fortnightly by:  
Pencil Media Pte Ltd  
730A Geylang Road  
Singapore 389641  
Tel: +65 6846-5987  
[contentasia.tv](http://contentasia.tv)

MCI (P) 091/11/2015

Copyright 2016 Pencil Media Pte  
Ltd. All Rights Reserved.

CONTENT ASIA

Daily news with  
ContentAsia Insider  
email [i\\_want@contentasia.tv](mailto:i_want@contentasia.tv)  
for subscription details