

## APOS I Tech debuts in China

Focus on tech's role in unlocking value from consumer eyeballs/wallets

Media Partners Asia (MPA) debuts APOS I Tech on Tuesday evening, setting hard-core tech/broadband/distribution conversations against the backdrop of one of China's most scenic locations.

MPA says media and telecom operators are "at a critical crossroads amidst changes in CPE technology, the evolution of broadband, technology consolidation and the emergence of onine video".

The question, says executive director Vivek Couto, "is how operators are gearing to address these challenges with new and existing products".

The rest of the story is on page 4

## LeSports, NBA in HK, Macau tie-up

Alliance promises "most expansive coverage ever"

LeSports HK has become the NBA's largest partner ever in Hong Kong and Macau. The new five-year deal, which kicks in on 1 October this year, delivers about 400 NBA games a year and other programming across all platforms and devices.

Le Sports HK will carry the league's 24/7 dedicated channel, NBA TV, on its platform.

NBA packages include a 12-month pass for HK\$899/US\$116 (early bird at HK\$499/US\$64) or a one-month pass for HK\$139/US\$18. A "Superfan" special offer includes Le hardware.

## Turner's Tuzki enters China's movie space

Feature film under way with Tencent Pictures



Tuzki

Turner Asia Pacific has entered mainland China's movie rush with a feature film based on the 10-year-old Tuzki emoticon.

The decision to acquire 100% rights to Tuzki and push forward with feature film production catapults Turner into a new original content and licensing space in Asia.

The film, which takes Tuzki beyond mobile chat services and animated shorts for the first time, is being co-developed with Shanghai Tencent Pictures Culture Media Co.

Production is expected to begin in 2017, with a likely China release in 2018.

Tencent Pictures will be lead the film's production and distribution. Turner will lead the 360-degree licensing efforts, which include consumer products, live experiences and family entertainment

centres.

The MoU was announced out of Beijing on Monday (19 September). The project will be managed by Turner's team on the ground in Shanghai.

The feature-length movie will fuse CGI and live-action content.

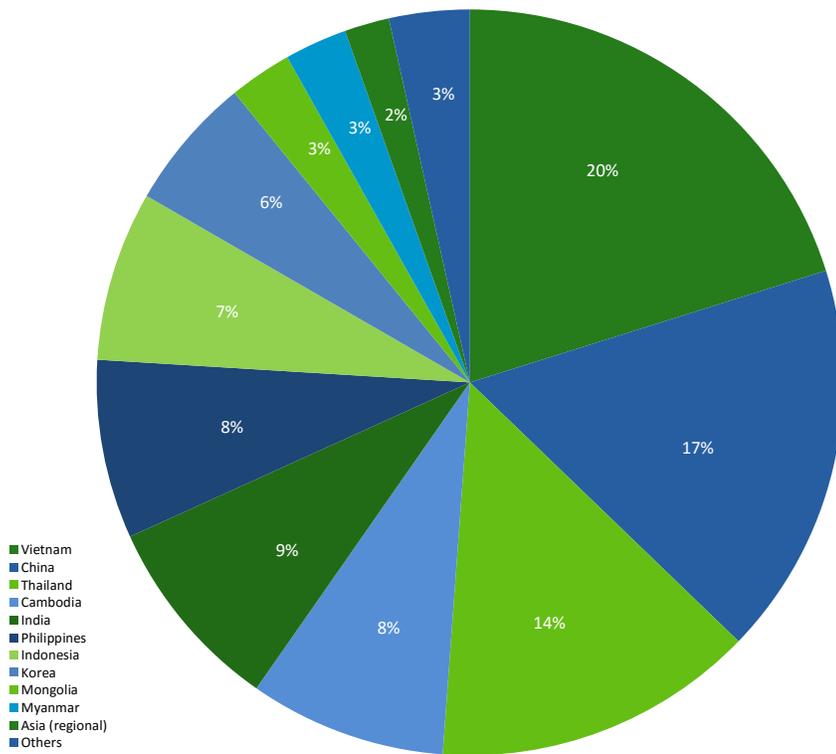
Tuzki is a popular emoticon on Tencent's WeChat platform, which has more than 800 million monthly active users.

The rabbit character was created by Momo Wang for Turner in 2006, and is now 100% owned by Turner.

This year's power push behind the property includes a Tuzki-branded restaurant, which opened in Shanghai in April this year. Sports-themed exhibition, *The World of Tuzki: Summer Sports Gala*, also opened at the Galaxy Macau this year.

# 40% increase in Asia formats in 2016

But the mix has changed – ContentAsia Formats Outlook



Asia heads into the last quarter of the year with more formats on air or commissioned in 2016 than ever before.

But the mix is changing, with fewer mega-format regional productions, a higher focus on country-specific productions and straight licensing, and higher activity/bigger budgets in China, Japan and Korea.

There's also more concentrated effort going into co-development, which is our top trend going into 2017.

This is led by the six-month-old venture between Korea's CJ E&M and Endemol Shine Group, which premiere their first co-developed format, *The Society Game*, on tvN in Korea in October. The new social experiment show explores communities and political systems.

ContentAsia's ongoing formats update for this year so far shows 258 formats on air or commissioned from January to mid-August 2016.

We've been better at counting this year than last, but it looks like an average increase of more than 40% in deals signed this year over the previous year, according to data provided by formats owners and rights holders.

As of 5 September this year, Endemol Shine Group continues to top Asia's formats charts, with 57 titles/series – 22% – of the total 258 shows on air or commissioned this year so far.

FremantleMedia Asia is a close second, with 53 shows (21%), giving the two global giants a combined 110 series in Asia, or 43% of the region's for-

**More on page 3**

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 ENTERTAINMENT

## StarHub's Shu Fen Lin exits No word on a replacement

StarHub's VP and head of entertainment and SmartLife services, Shu Fen Lin, is exiting the Singapore platform after 17 years. No official announcements have been made and it's not clear what Lin, who joined StarHub in 1999 as intergrated marketing head, will be doing next.

## Wild Kratts in China New deals for free-TV, online, consumer products

Canada's 9 Story Media Group heads into MIPCOM with a national free-TV deal in China for animated series *Wild Kratts* along with a slew of online sales. Chinese national broadcaster China Central Television (CCTV) is airing the show on its CCTV-14 kids channel stripped Monday to Fridays at noon. Youku/Alibaba have bought exclusive rights to seasons one to three for online distribution. Season four will stream on various online platforms, including CNTV, iqiyi, LeTV, PPTV, and SMG.

## StarWorld drives Indonesia tourism Four girls, five wonders in ad-funded showcase

FOX Networks Group's (FNG) has created travel series *Four Girls and a Bucket List* for Indonesia's Ministry of Tourism mandate to drive tourism to Indonesia. The four 30-minute episodes for StarWorld feature Andrea Fonseka from Malaysia, Patricia Gunawan from Indonesia, Cara Grogan from Australia, and Aubrey Miles from the Philippines.

### Formats in Asia (By Country)

COUNTRY	HOW MANY
Vietnam	52
China	44
Thailand	36
Cambodia	22
India	22
Philippines	20
Indonesia	19
Korea	15
Mongolia	7
Myanmar	7
Asia (regional)	5
Others	9

Source: Formats rights holders and distributors. Updated 5 September 2016. Others category consists of Japan, Singapore, Malaysia and Pakistan

#### From page 2: Formats

mats market in 2016 so far.

Armoza (14), Talpa (13), Keshet (11) and all3media (13) have a total of 40 titles, or 15% of the market.

Vietnam is the biggest country by volume, with 52 series this year, followed by China, with 44.

China, however, is by far the biggest market by volume, with budgets above US\$10 million and rising not uncommon.

Top adaptations in China include Sony Pictures Television's adaptation of *Mad About You* and Discovery's co-pro with Bear Grylls, which has started production on season two.

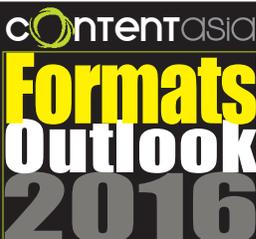
Thailand has 36 formats on air or commissioned, making it the third largest market by number of titles.

Cambodia has 22 series, including two seasons of *MasterChef Cambodia* as well as *Who Wants to be a Millionaire Cambodia*.

India has 22, including Sony Pictures Television's sitcom, *Everybody Loves Raymond India*, and four seasons of *Big Brother* in various languages for different parts of India.

The Philippines has 20 series, including two seasons of all3media format *Cash Cab Philippines* by activeTV for Sony Pictures Television Networks Asia's AXN Philippines feed.

Indonesia, which has consistently been a vibrant formats market, has 19 shows on air or commissioned for this year, including local versions of Talpa's *The Voice* and *The Voice Kids*.



### ContentAsia Formats Outlook @ MIPCOM 2016

**Be included!**

Contact Aqilah at [aqilah@contentasia.tv](mailto:aqilah@contentasia.tv) or +65 6846-5987 to add your formats deals and productions in Asia

## PCCW Media on the MOOV in Vietnam

Music platform paves the way for other OTT services

Hong Kong's PCCW Media has launched OTT music platform MOOV with telco Vietnamobile in Vietnam, paving the way for immersive media experiences being seen as the best way to fight piracy.

The service is being offered with free data to Vietnamobile 3G subscribers.

MOOV Vietnam has a localised user interface and customisable playlists with local and international content, including K-pop. Deals have been done with more than 150 local content providers, PCCW Media says.

### From page 1: APOS I Tech

Key themes of the new event include tackling operational issues involved in moving to an all-IP on-demand environment; big data and creating new revenue streams; the pros and cons of a device-agnostic approach and next-generation set top-boxes; and investments and partnerships to scale up the product curve.

The opening keynote is by Wasu Group chairman, Wang Jianer, who will talk about Wasu's path to innovation across new and future products, technologies and networks.

Speakers include PCCW Media EVP for pay TV, Loke Kheng Tham; MNC Sky Vision president director/CEO, Rudy Tanoesoedibjo; Tata Sky MD/CEO, Harit Nagpal; iflix head of Asia, David Goldstein; Telekom Malaysia chief strategy officer, Farid Mohamed Sani; and Fetch TV CEO, Scott Lorson.

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## Turner extends Indonesian footprint

Trans premieres 1pm weekend block



The Powerpuff Girls

Indonesian mass-market broadcast channel Trans TV has finally pressed start on a branded Cartoon Network block, giving Turner national access to more than 200 million free-TV viewers.

The block, dubbed in Bahasa Indonesia, premiered on the national channel on Saturday (17 September) and will run Saturdays and Sundays from 1pm to 2pm.

Programmes listed so far include *Ben 10*, *The Amazing World of Gumball* and *We Bear Bears*. The new *Powerpuff Girls* will also be aired on the block.

Turner is by no means an Indonesian

newbie.

In April this year, the company extended its existing pay-TV channel carriage, adding WarnerTV and Oh!K to its pack on subscription platform Transvision. The deal meant Transvision carries six Turner channels.

The new free-TV deal comes against spluttering subscription television growth in Indonesia. Most of the 4% growth a year over the next five years to 36 million subscribers by 2021 will come from the Philippines and Vietnam, according to Media Partners Asia (MPA).

## Thailand slashes digital license fees

Relief as progressive rates replace fixed fee

Thai regulators have greenlit a plan that will replace fixed fee digital terrestrial licenses with a progressive regime that means struggling operators will pay a lot less.

The draft approved by the National Broadcasting and Telecommunications

Commission (NBTC) ditches the fixed annual fee of 2% of revenues. The new scale starts at 0.5% on revenue of up to THB5 million/US\$144,000, rising in stages to 2% of revenue over THB1 billion/US\$29 million.

## Hulu picks up Ideate co-pro



Sydney Sailboat

Ideate Media's animated pre-school co-production, *Sydney Sailboat*, has been picked up by Hulu for the U.S. The series premieres on the streaming platform on 26 September. *Sydney Sailboat* co-production partners are Ideate Media (Malaysia), Lemon Sky (Malaysia), Essential Media & Entertainment (Australia) and Telegael (Ireland). The show also airs on ABC KIDS in Australia, Sprout U.S. and Tiny Pop U.K.

## NHK brings 8K Louvre short to MIPCOM



The Coronation of the Virgin

Japanese public broadcaster NHK is bringing a 10-minute version of its first international 8K co-pro – *The Louvre: A Time Transcending Beauty* – to MIPCOM in October. Test broadcasts of the full 59-minute programme started in Japan in August. The programme was shot over 10 days in January this year and features nine of the world's greatest pieces of art, including the Venus de Milo and the Mona Lisa. Preview screenings for Louvre guests will be held in France at the end of October, NHK says.

## I want

What Asia's buying now

Who	Buying	Rights
<b>Dino Laurena</b> Head, Integrated Sports ABS-CBN Broadcasting Corporation, Philippines	<b>Documentary (sports)*</b> <b>Sports*</b> 	Cable TV Digital Digital terrestrial TV Free TV Online Pay TV
<b>Magdalene Ew</b> Head of Marketing, Creative and Content Home Box Office (HBO)	Animation <b>Drama*</b> Feature film ... buys local/regional and international content. Looking for action-packed, prestige drama, thriller and comedy infused content	Pay TV 
<b>Andri Detulong</b> Head of Program & Acquisition PT Satuvisi Abadi (Onevision Entertainment), Indonesia  ... Onevision's core businesses include TV programme syndication, movie distribution and merchandising	<b>Animation series*</b> <b>Comedy series*</b> <b>Chinese drama*</b> <b>Entertainment</b> <b>Feature film*</b> Kids <b>Movie*</b> <b>Telenovela*</b> ... buys only international content	Cable TV Digital Free TV Online Pay TV Satellite TV 
<b>Hammad Asif</b> Content Acquisition and Development Manager Pakistan Telecom Company Limited (PTCL) 	Animation <b>Drama series*</b> Entertainment Feature film <b>Kids*</b> Reality Youth Sci-fi Telenovela ... buys local, regional (Bollywood) and international (Hollywood/English-language) content.	IPTV OTT
<b>Amy Iamphunghorn</b> Acquisition Manager/ Head of International Sales Five Star Production, Thailand	Feature film (Asian) Movie (Asian) ... buys only Asian movie content	All TV rights

Source: Buyers, ContentAsia. \*Buying more this year

# Coming Soon!

ISSUE FOUR 2016

**ContentAsia**  
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**The Big Switch**  
Asia's formats trends

**Our Big Fat Engagement Party**  
Industry leaders talk about engagement

**PLUS:** Kids & entertainment: Asia's video on and in demand

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# Who was at... Asia Media Woman of the Year dinner



Clockwise L-R: Christine Fellowes, NBCUniversal; Rudy Tanoesoedibjo, MNC Sky Vision; Todd Miller, Celestial Tiger Entertainment; Jonathan Spink, HBO Asia; Rob Gilby, Disney; Janice Lee, PCCW; Zubin Gandevia, FOX; Jonas Engwall, RTL CBS Asia; Alan Hodges, A+E Networks Asia; Ricky Ow, Turner; Indra Suharjono, Next Animation Studio; HK Ang, SPT Networks, Asia



Allen Lau, Wattpad; Sunhee Kim, AfterToon Inc



From left: Jonas Engwall, RTL CBS Asia; Alan Hodges, A+E Networks Asia; Ricky Ow, Turner Asia Pacific; Indra Suharjono, Next Animation Studio; HK Ang, Sony Pictures Television (SPT) Networks Asia



Front L-R: Lina Abdul Hamid, Viacom; Charlene Lai, LeEco; Tina Cai, Viacom; Aileen Joseph, StarHub; Syahrizan Mansor, Viacom  
Back L-R: Omar Gepiga, RTL CBS Asia; Anna Lee, Adeline Ong, June Yeoh, Viacom; Elyn Yong, Iflix



Anson Tan, PCCW Media Group



Liberty Chapman



Front L-R: Michael Logan, Next Animation Studio; Andrea Edwards, The Digital Conversationist; Wendy Hogan, Oracle; Anson Tan, PCCW; Wilfried Runde, DW; Lina Tan, Red Films; Diane Le Douaron, NBCU. Back L-R: Janice Boo, Measat; Masnaida Samsudin, Catherine Lee, Pinewood



Front L-R: Janey Draper, Michael Dick, Athreya Sundararajan, FOX; Jennifer Ching; Kelly Jang, Jason De La Pena, FOX. Back L-R: Prakash Ramchandani, Sam Leadsom, FOX; Dexter Ong, 21st Century Fox (Asia); Janis Neo, Shing Yi Poon, FOX; Tina Pang, Amrita De La Pena, Twitter



Front L-R: Allen Lau, Wattpad; Sunhee Kim, AfterToon; Ivy Wong, VS Media; Anna Bengzon, MediaQuest/TV5; Marini Ramlan, Primeworks Distribution. Back L-R: Jannie Poon, 21st Century Fox (Asia); Ofanny Choi, Celestial Tiger Entertainment; Janine Stein, ContentAsia; Leena Singarajah, Scripps; Airin Zainul, Media Prima; Lee Mee Fung, DW



Front L-R: Ann Gacula, Chestine Lan, Candy Lim, Multi Channels Asia; Gregory Ho, Turner International Asia Pacific; Natasha Storer, Sophia Yuen, ITV; Jessica Wu, Next Animation Studio. Back L-R: Jenny Lam, CJ E&M; Jennifer Daig, SPT Networks, Asia; Andy Chang, Celestial Tiger Entertainment; Omar Gepiga, RTL CBS Asia



Janice Lee, PCCW Media Group & Asia Media Woman 2016

## Who was at... ContentAsia Summit Opening drinks with A+E Networks Asia



Mark Chan, The Walt Disney Company SEA; Emma Vaughn, NBCUniversal; Alan Hodges, A+E Networks Asia



Ian Matthews "Darko"; Janine Stein, ContentAsia; Damon Runyan "Falco" in *Gangland Undercover*



Charles Less, A+E Networks Asia; Richard Woo, Waku Waku Japan



Dennis Lim, A+E Networks Asia; Sandie Lee, Rewind Networks



Meena Adhani, First Media Indonesia; Shilpa Jhunjhunwala, A+E Networks Asia; Aileen Joseph, StarHub



Magdalene Ew, HBO Asia; Joanne Lim, A+E Networks Asia; Kwan Lay Hoon, Mediacorp



Ian Matthews ("Darko" in *Gangland Undercover*); Kelly Jang, FOX Networks Group Asia



Art Kaneearch Dandumrongsuk, ThaiTV3; Rushit Jhaveri, A+E Networks Asia; Tine Hansen, NBCUniversal



Richard Silaraks, Planet Multimedia; Jeremy Kung, HyppTV



Fera Rosihan, Steven Murphy, GroupM Entertainment; Alicia Lee, Scripps Networks Interactive Asia



Carol Tham, Nelson Mok, MM2 Entertainment



Michelle Ng, Joy Atondo, Alexa Ng, A+E Networks Asia

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# Who was at... ContentAsia Summit Closing cocktail party with Disney



Rob Gilby, Disney; Janine Stein, ContentAsia; Meena Adnani, PT Linknet (First Media) Indonesia



Mark Britt, iflix; Janine Stein, ContentAsia



Atsushi Hatayama, Sakiko Sugioka, Hidetoshi Hiramatsu, Nippon TV



Joyce Lim, A+E Networks Asia; Karen Lee, Singtel



Abid Hussain, Creative Stew; Morrakot Na Chiangmai, Panorama Worldwide; Byron Perry, Coconut Media



Antony Tulloch, Pinewood Iskandar Malaysia Studios; Lina Tan, Red Films; Michael Lake, Rhizophora Ventures



Kim Sang-Im, SPT Networks Asia/AXN Korea; Masnaida Samsudin, Pinewood; David Collet, CNN International



Art Kaneearch Dandumrongsuk, ThaiTV3; Marianne Lee, Turner Asia Pacific



Indra Suharjono, Next Animation Studio; Leslie Lee, The Walt Disney Company SEA



Mark Chan, The Walt Disney Company SEA; Joy Olby-Tan, Mediacorp



Vivek Couto, Media Partners Asia; Monty Ghai, BBC Worldwide



Jeremy Kung, HyppTV; Cora Yim, FOX Networks Group (FNG) Asia

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## Who was at... ContentAsia Production with Sony Pictures Television Networks, Asia



L-R: Allan Wu, Host, *The Amazing Race Asia 5*; Sabrina Duguet, all3media international; Jef Lim, Sony Pictures Television Networks, Asia; Gary Pudney, Keshet International; Varavuth Jentanakul, Zense Entertainment; Carl Zuzarte, Scripps Networks Interactive Asia Pacific; Lina Tan, Red Films; Sunhee Kim, AfterToon; Andrea Edwards, The Digital Conversationalist; Omar Gepiga, RTL CBS Asia; Gregory Ho, Turner International Asia Pacific; Kelly Jang, FOX Networks Group Asia; Derek Tan, Viddsee; Azuan Muda, TEEBTV Networks



Michael Lake, Raymund Miranda, Rhizophora Ventures; Janine Stein, ContentAsia; Luke Richardson, Andreas Brueckl, Imagica; Antony Tulloch, Pinewood



Nirav Haji, Sony Pictures Television Networks, Asia; Richard Woo, Waku Waku Japan



Hidetoshi Hiramatsu, Nippon TV; Junko Hino, SKY Perfect Broadcasting; Atsushi Hatayama, Nippon TV



Steven Gilfeather, Sony Pictures Television Networks, Asia; Natalie Gee, NBCUniversal



Dhini Prayogo, Novy Fadillah, MNC Sky Vision



Sunhee Kim, AfterToon; Mayuko Maeda, Fuji TV; Morrakot Na Chiangmai, Panorama Worldwide



Janine Stein, CJ Yong, Masliana Masron, Malena Amzah and Aqilah Yunus, ContentAsia



Masnaida Samsudin, Pinewood Iskandar Malaysia Studios; Lina Tan, Red Films



Stephanie Lee, Singtel; Azuan Muda, TEEBTV; Mickey Ong, CJ E&M

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**2017 59<sup>th</sup> Annual Grammy Awards**

The 59<sup>th</sup> Annual Grammy Awards features performances by the very biggest names in music. The 2016 show included Lady Gaga, Adele, Kendrick Lamar, Justin Bieber and The Weeknd. Length: 1x210 mins **Alfred Haber Distribution, Inc.** 111 Grand Avenue, Suite 203, Palisades Park, New Jersey 07650, U.S. T: + 1 201 224 8000 **MIPCOM Stand # P-1.L50**



**Cooks vs. Cons**

Can a talented home cook beat a professional, or does a true chef have skills that no amateur could match? Find out in this honest cooking competition hosted by Geoffrey Zakarian, where only a blind taste test will prove who has the best dish. Length: Season 1-2 18x60mins **ScrIPps Networks Interactive** 1180 Avenue of the Americas, 15 Floor, New York, NY, 10036, U.S.  
**MIPCOM Stand #P4.C20**



**Antarctica. The Journey to the End of the Earth**

With extreme shoots from a bird's-eye view, this is the story about majestic landscapes and unique natural sources of Antarctica. The film draws attention to the global problem of whether Antarctica will be "the land of covenant", opening a new vitally significant source of a freshwater and a variety of natural wealth, or a Pandora's box, clashing civilizations for the sake of owning natural wealth. Length: 1x52 mins **MK-Distribution LLC** Kyiv 86G Kazimir Malevich Street, Office 404, Kyiv, Ukraine, 03680

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**My Little Pony Friendship is Magic**

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**Impossible Engineering Series 3**

Using 3D graphics, stunning footage and expert interviews, mind-blowing modern engineering structures and incredible historical inventions are revealed in this revolutionary series. Length: 12x60 mins HD **Twofour Studios Estover, Plymouth, PL6 7RG U.K.** W: [www.twofour-rights.co.uk](http://www.twofour-rights.co.uk) **MIPCOM Stand # ITV Studios House**

**SIX**

New mini-series *SIX* is inspired by the real missions of SEAL Team Six, the unit best known for killing Osama Bin Laden and popularised by hit films like *Lone Survivor* and *Captain Phillips*.

With a former Special Operations team member ensuring authenticity and accuracy while preserving secrecy of classified missions, *SIX* is the story of a brotherhood of an elite Special

Forces unit – the best at what they do. This series depicts the emotional truths of what it means to be in SEAL Team Six, including making the life and death decisions that protect the United States. *SIX* is produced by The Weinstein Company and A+E Studios. Length: 8x60 mins. **A+E Networks 235 East 45th Street, New York, NY 10017, U.S. T: +1 212 210 1400 MIPCOM Stand # P3.C10**



**MacGyver**

*MacGyver*, a reimagining of the classic series, is an action-adventure drama about 20-something Angus "Mac" MacGyver, who creates a clandestine organisation within the U.S. government where he uses his extraordinary talent for unconventional problem solving and vast scientific knowledge to save lives. Length: 13x60 mins **CBS Studios International 7800 Beverly Blvd., Los Angeles, CA 90036, U.S. T: +1 323 575 5460 MIPCOM Stand # R7.E2**



**The Girl**

Based on real life events, *The Girl* tells the story of a woman who is forcefully recruited by guerrillas and lives through the horrors of war first-hand. After many years, she leaves the armed group to start a road back to society, which won't be easy. When she begins the reintegration process she has to face the rejection of many people, including her own family. Length: 82x60 mins **Caracol Television 150 Alhambra Circle, Suite #1250, Miami, FL 33134, U.S. T: +1 305 960 2018 MIPCOM Stand # P0.B1**

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### 10 Years Ago This Week...

ContentAsia celebrated its 10th anniversary in March 2016. Among other things, we're marking the occasion by looking back (and maybe marvelling a bit at everything that's happened since) at what happened this week in 2006....

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## NEWS

- MySpace's Greenspan to invest US\$50 million in Asia
- Korea's SBS pays US\$72.5 million for Olympics rights
- Korean Wave drama producers push for power
- Star's Indian DTH dreams fly with 55-channel platform
- Wang out as Carlyle moves in
- TVB profit down 14% for first half 2006, ad sales down 5%
- Malaysia's ntv7 scrapes out of the red under Media Prima
- Malaysia, Indonesia join forces to bust European and American satellite dominance

PLUS MORE IN ...

### CONTENTASIA Insider

The headlines above along with the full news stories and more were delivered during August to subscribers to ContentAsia's Insider – a Blackberry-friendly service that gets you your Asian media news first, fastest and more frequently. Fully searchable archive access to all ContentAsia magazine and ContentAsia Insider articles is included in your paid subscription. For more information, please email [i\\_want@contentasia.tv](mailto:i_want@contentasia.tv)

## Open season for on-demand TV in Singapore

### Two new platforms scheduled to launch in the next six months

On-demand television picks up pace significantly in Singapore in the next six months, with the launch of two new platforms and increased efforts by existing operations to market their services.

The two new players are Singapore-based Anytime TV, which is scheduled to launch its first service on its home turf by year end, and Australian IPTV content aggregator and operator ReelTime Media Ltd. ReelTime has just been granted a five-year licence by Singapore's Media Development Authority (MDA) and expects to launch within six months.



Craig Zimbulis



John Karantzis

A third on-demand platform – Singapore-based Real.com – is also expected to begin making more noise about its PC-based regional platform. A fourth player, M2BWorld, claims 2,000 subscribers in the first month after

its launch this year.

Anytime's ambitions were fast-tracked in August, with the announcement that Intel Capital – the Intel Corporation's venture capital arm – had acquired an undisclosed equity stake in the company. Anytime president and chief executive, Craig Zimbulis, said Intel's involvement would allow Anytime to launch its direct-to-consumer on-demand portal within the next six to 12 months. The new service, featuring movies, television, games and music, will be available on a variety of devices, Anytime says, *Continued on page 5*

### China's online ad market tips US\$552m

China's online advertising market will reach RMB4.39 billion/US\$552 million for full year 2006, increasing 35.9% year-on-year, according to a report from technology, media and telecom information provider, Analysys International.

The report, *China Online Advertising Market Annual Report 2006*, says China's search engine advertising market will account for 32.37% of the total market.

Last year, China's online advertising market size reached RMB3.23 billion/US\$406 million, increasing 60% year-on-year, the report said. Sina, Sohu, Baidu and Yahoo! China were

the top four online advertising vendors last year, with annual revenues exceeding RMB300 million/US\$38 million. This accounted for 59.6% of the total market.

In the first half of 2006, China's online advertising market was RMB2.1 billion/US\$264 million.

Baidu increased its market share from 9.51% in 2005 to 15.37%. Google China and Tencent also increased their market share by 1.1% and 0.78%, reaching 4.82% and 4.25%. Yahoo's market share decreased from 9.48% in 2005 to 8.08% in the first half of 2006. Netease decreased from 7.41% *Continued on page 8*

### Media Prima upfronts

Malaysia's dominant free-TV broadcaster, Media Prima Berhad, parades its latest schedules and strategies in KL on Friday, 8 Sept. The company, which operates four TV networks –TV3, 8TV, ntv7 and Channel 9 – has a combined audience share of 48% – up from last year's 44%.

### Korea's BCWW 2006 closes smaller but happy

Despite being smaller than last year, the 2006 Broadcast Worldwide (BCWW) event in Seoul closed on Friday, 1 Sept., with satisfied programme distributors on the market floor and lively discussion from the conferences. *(See pages 3 and 6)*

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## Wissper, Tip the Mouse head for China

Sean Chu adds two titles to WeKids slate



Wissper

Sean Chu's Chinese animation platform, WeKids Asia, has picked up multi-platform rights to German company M4e's animated pre-school series, *Wissper* and *Tip the Mouse*, for Greater China.

The deal, announced out of Beijing and Munich last week, includes licensing and merchandising across China, Hong

Kong, Taiwan and Macau.

The 52-part *Wissper*, a co-production involving India's Discreet Art Productions, follows the adventures of a little girl with the ability to communicate with animals.

*Tip the Mouse* is based on the children's books of the same name.

## Inappropriate content tops Taiwan moans

93% of all media complaints are about TV, NCC says

Taiwan's National Communications Commission (NCC) received 410 complaints about the country's television programmes – 93% of all complaints made about media outlets – between April and June this year.

The NCC's latest report says 390 (88.4%) of the total 441 complaints against TV and radio programmes were about inappropriate content, including comments by hosts or guests, financial programmes that influenced the market, and programmes about supernatural or miraculous events.

32 (7.3%) of the total complaints were about business operations.

Just under 15% of complaints about content were about the unclear distinction between advertising and programming. 4.1% of the complaints were about harmful content for young audiences, while 1.1% of the complaints were about sexism. The lowest number of complaints was for inappropriate programme ratings and illegal use of on-screen news flashes, both of which came in at 0.2%.

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