

Aiello/Kamat take US\$50m YuppTV stake

Original production will be 20%-30% of total content within three years

Asian investment company Emerald Media is spending US\$50 million on YuppTV, giving the OTT platform the fuel to drive original programming up to between 20% and 30% of total content over the next two to three years and to fast-track global subscription ambitions. For its money, the pan-Asian investment platform gets a "significant minority" stake in YuppTV, based in the U.S. with management and engineering teams in India.

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Japan takes centre stage in Cannes

Country of Honour status radiates across MIPCOM agenda

Japan takes top spot on the MIPCOM calendar this year, with Country of Honour status radiating across the agenda. Highlights include screenings of the Japanese version of U.S. drama *Cold Case* on opening night along with performances by Japanese musicians Ken Ishii, Hifana, Calm and DJ Uppercut. *Cold Case Japan*, presented by WOWOW, is followed by a NHK screening of *Moribito II, Guardian of the Spirit*. Stars Yo Yoshida and Kento Hayashi will be in Cannes.

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Woman leads Viceland Asia in Nov

Gloria Steinem show on Outdoor Channel Viceland block



Woman – Pakistan: On the Frontlines

“From small villages to whole nations, we now know that the wellbeing of women determines the wellbeing of society... the greatest indicator of the world's stability, wealth and safety is the status of women”.

Gloria Steinem's 2016 series, *Woman*, leads the Viceland branded block on Outdoor Channel on Friday nights in November.

Season two, currently in production, will air on Viceland channel, which launches in Asia in the first quarter of next year.

The Viceland branded block and the channel are programmed and distributed out of Asia by Gregg Creevey's Multi Channels Asia (MCA) in conjunction with Viceland.

Creevey says *Woman* was chosen because it's "synonymous with the Viceland approach to content and social issues".

The series follows social and political activist Gloria Steinem as she travels the world meeting women whose "lives are in the crosshairs".

The eight-episode first season looks at how women in Pakistan are responding to the country's extreme violence and

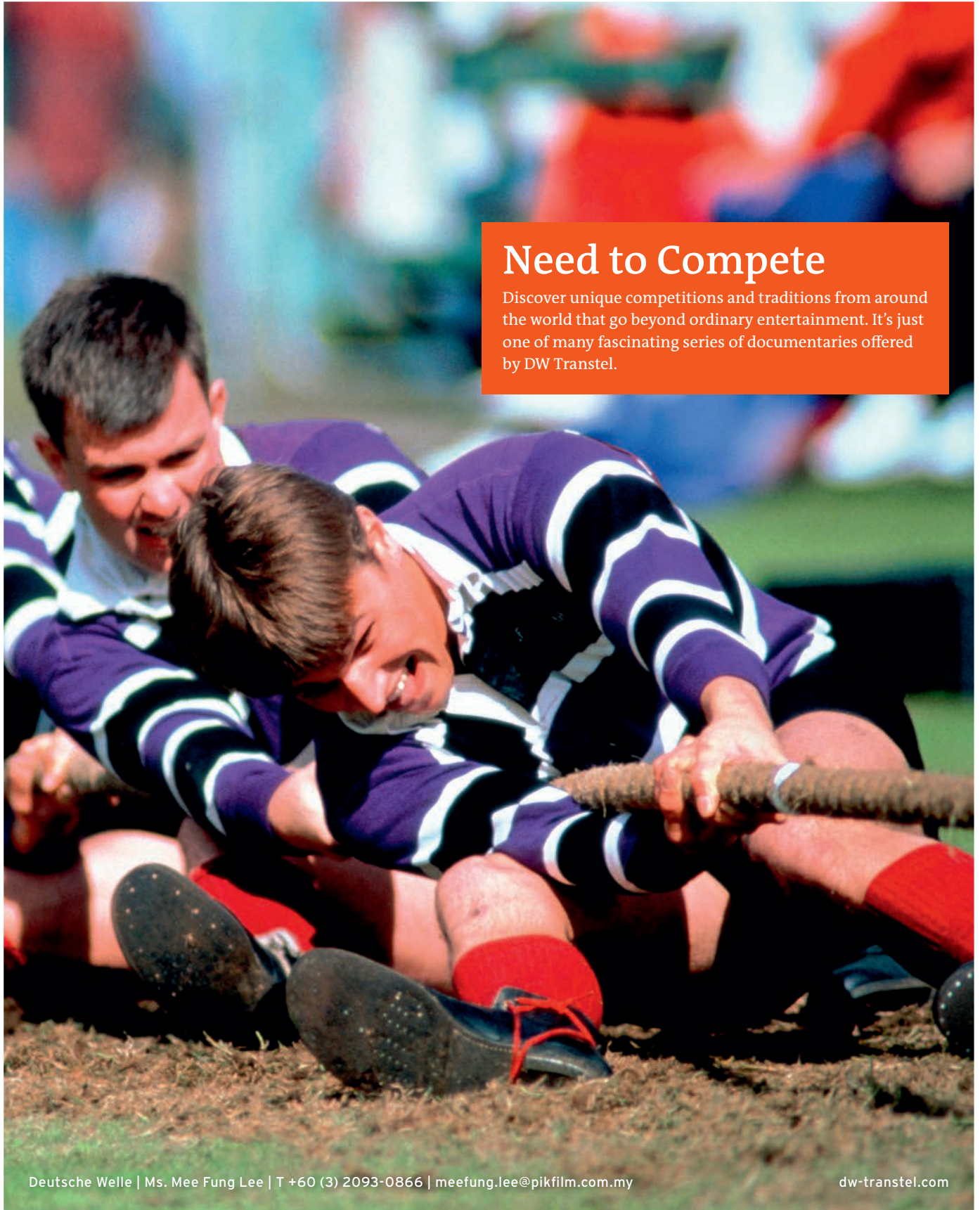
creating change, child brides in Zambia, and mothers behind bars in the U.S., among others.

The three-hour Viceland block premiered on Outdoor Channel's Friday night schedule across the region this month ahead of the full Viceland channel roll out in Southeast Asia in 2017.

The block runs from 9pm to midnight, and also includes shows like *Huang's World*, *King of the Road*, *Black Market*, *Cyberwar* and *States of Undress*.

Outdoor Channel Asia has a presence in 17 countries and access to almost seven million homes – including almost a million homes in Malaysia. Outdoor's other top markets are Philippines, Vietnam and Thailand.

Vice announced the deal with MCA in June this year (ContentAsia Insider, 23 June 2016).



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Japan takes centre stage in Cannes Hangzhou and other Asia highlights @ MIPCOM



Moribito II, Guardian of the Spirit; Cold Case Japan

Japan takes top spot on the MIPCOM calendar this year, with Country of Honour status radiating across the agenda.

The Japanese version of U.S. drama *Cold Case* screens on opening night along with performances by Japanese musicians Ken Ishii, Hifana, Calm and DJ Uppercut. *Cold Case Japan*, presented by WOWOW, is followed by a NHK screening of *Moribito II, Guardian of the Spirit*.

Cold Case Japan star Yo Yoshida will be in Cannes, along with *Moribito*'s Kento Hayashi.

Kazuo Hirai, Sony Corporation's president and chief executive, kicks off the Media Mastermind Keynote series on Monday (17 Oct).

He follows the Japan market overview on Monday morning (17 Oct).

Tokyo Docs presents a factual showcase on Tuesday afternoon, followed by a look at the country's animation programming and an overview of drama.

Japan's 4K prowess is on show on Tuesday (18 Oct) during the 4K Ultra HD showcase with a look at WOWOW's move into the format.

Looking forward to May next year, Reed Midem and China's state media powers will talk about MIP China

Hangzhou – the company's first ever MIP in China – on Wednesday morning, 19 Oct. The new event takes place in Hangzhou on 23-25 May.

Doing the honours will be Wang Guofu, deputy director of China's Bureau of Press and Publication, Radio, Film and Television, Zhejiang province; Xia Jingge, deputy secretary general of Hangzhou Municipal Government; and Reed Midem's MIP China Hangzhou director Ted Baracos.

Announcing the event on 19 September, Reed Midem said the aim was "designed to foster content development between Chinese and international production companies, as well as provide an intensive educational forum for Chinese media professionals to learn more about international TV markets and trends.

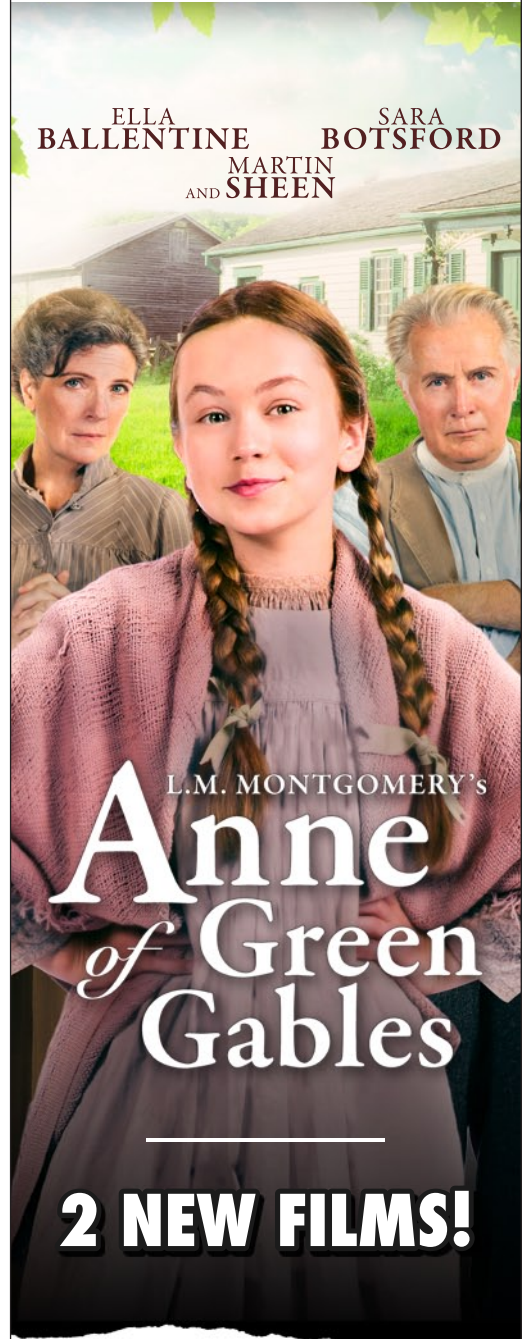
MIP China Hangzhou combines a Partnership Forum and a professional training conference designed to share best practices in production, distribution and content development across multiple platforms.

Participants from 20 countries in Asia Pacific and execs from 752 companies – including 128 from Japan and 116 from China – will be in Cannes for this year's MIPCOM (as of 11 Oct 2016).



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Langenberg to drive Banijay India

New group COO charged with "building synergies"

Banijay Group's newly appointed chief operating officer, Peter Langenberg, will drive the India business directly as part of a portfolio that also covers Russia, Germany, the U.K., the Netherlands and Belgium.

Langenberg, most recently VP, business management for Warner Bros International TV Production, will focus on "building synergies at group level and increasing development opportunities," the company said in the appointment announcement.

He reports to CEO Marco Bassetti.

Celestial Pics rescues Shaw classic

Kung fu hip hop mashup for 36th Chamber of Shaolin

Hip hop meets martial arts in New York on 10 November in a tie up between Shaw Brothers movie library owner, Celestial Pictures, and U.S. theatre chain Alamo Drafthouse.

The live event, "RZA – RZA: Live from the 36th Chamber", features a re-score of Shaw Brothers classic *The 36th Chamber of Shaolin*.

A life-long Shaw Brothers movie fan, The Wu-Tang Clan founder RZA will use the Wu-Tang catalogue from two decades with the film's existing audio track "to create a fully realised, real-time audio and visual experience," the companies said.

The 36th Chamber of Shaolin was



RZA hip hop meets Shaolin kung fu in "RZA: Live from the 36th Chamber" in New York

originally released in 1978.

RZA has gone on record as saying he has been dreaming for decades of stepping into the 36th Chamber.

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Aiello/Kamat take US\$50 million YuppTV stake Emerald Media's largest investment yet in an OTT platform

Asian investment company Emerald Media, co-headed by managing directors Paul Aiello and Rajesh Kamat, is spending US\$50 million on YuppTV, giving the OTT platform the funding to drive original programming up to between 20% and 30% of total content within three years and to fast-track its global subscription base.

For its money, Emerald Media gets a "significant minority" stake in YuppTV, based in the U.S. with management and engineering teams in India.

The investment is Emerald Media's largest in an OTT platform. The size of the stake has not been disclosed.

Kamat, calls YuppTV an "anchor to our vision of building a new age media company". The company, he adds, "believes in driving change and value-creation by providing a distinctive combination of capital, domain knowledge and management bandwidth".

YuppTV founder and chief executive, Uday Reddy, says he hopes to leverage Emerald Media's global relationships with, among others, Endemol India and Fluence, "to create original programming and make this platform a next generation distribution and content powerhouse".



Rajesh Kamat, Emerald Media

The first slate of local originals has already been commissioned; details are expected within two months.

YuppTV's focus will



Uday Reddy, YuppTV

continue to be on South Asian content, which targets a sector with a potential global audience of between 30 million and 40 million "Diaspora" Indians.

Kamat said more than 50% of Indian audiences outside of India are already paying significant amounts to various platforms to access Indian/South Asian content.

Average ARPU across all these markets is about US\$15 a month, lower than the U.S. average of about US\$20 but much higher than the Indian average of a couple of dollars.

The aim is to consolidate Diaspora au-

diences on YuppTV, maintaining the free-
premium model and growing its subscription base.

Expansion plans also include growing the platform in India, a fiercely competitive market of multiple OTT players with powerful brands and who own mighty libraries of exclusive content and rights.

YuppTV launched in India last year, leveraging its direct-to-consumer experience and proprietary tech refined in global markets since 2007.

YuppTV offers content in 14 languages live and on-demand in various formats.

The platform offers 250+ South Asian linear TV channels with a catch-up option, 5,000 movies and 100 TV shows.

Movies are also delivered via YuppFlix, a new platform launched earlier this year. Titles are mostly features that are not widely distributed in theatres across international markets.

Usage data provided by YuppTV shows more than five million monthly visitors (how many of them are paying has not been disclosed, but Kamat says the subscription base is "meaningful" and the conversion is healthy), access across 27 integrated devices, and peak monthly traffic of 20 million.

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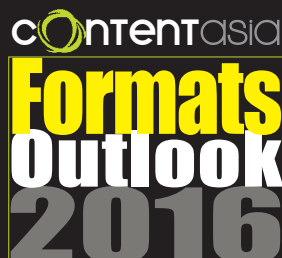


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What buyers in Asia are looking for at the moment

Who	Buying for 2016-2017	Rights
<p>Miki Chojnacka Chief Creative Officer Hopster</p> 	<p>Animation Education Kids Pre-school</p> <p>... looking specifically for learning shows, shows about healthy eating, exercise, space, kings & queens, keeping safe, internet safety, weather & seasons, my growing body and ASD (autism spectrum disorder). Buys Asian content as well</p>	<ul style="list-style-type: none"> • SVOD
<p>Jasmin Lim Head of Programming and Acquisitions NBC Universal Networks International</p> 	<p>Drama Entertainment Feature film Formats Kids Lifestyle/Food Travel Japanese anime Reality Sci-fi</p> <p>...buys local and international content</p>	<ul style="list-style-type: none"> • Cable/Satellite • Pay-TV • VOD
<p>Dennis Ting Acquisition Manager PCCW Media Limited (now TV), Hong Kong</p>	<p>Animation* Arts Documentary Drama*/Korean drama Education Entertainment/Music Formats Japanese anime Kids/Youth Lifestyle/Food/Travel Reality</p> <p>...buys local/international content. Looking for more English-language content for Viu TV English channel in Hong Kong</p>	<ul style="list-style-type: none"> • Free TV/Free TV catch-up (for Viu TV Chinese and English channels in Hong Kong) • Pay TV/SVOD (for now TV Hong Kong) • OTT (for Viu in Hong Kong)
<p>Wassana Pragobgul Content Acquisition Manager Dentsu Media, Thailand</p> 	<p>Entertainment Formats*</p> <p>...buys only international content. Keen to explore into branded entertainment, mobile/webisode, interactive</p>	<ul style="list-style-type: none"> • Free TV • Digital • Online • OTT/SVOD • Pay TV

Source: Buyers, ContentAsia. *Buying more this year

Star India signs Eccho Rights output deal



Tangled Sisters

Distributor Eccho Rights heads into MIP-COM 2016 with global script representation deals (excluding India) from Indian broadcaster Star India. The first three titles in the deal are long-running series *Vera* (*Ek Veer Ki Ardaas...Veera*, 282x30 mins), *Tangled Sisters* (*Ek Hazaron Mein Meri Behena*, 515x30 mins) and *Unexpected Love* (*Diya Aur Baati Hum*, 1118x30 mins). In the past two years, Eccho Rights has taken 12 scripts from Turkey, Finland and Belgium into other markets.

Singapore's August Media adapts *Sherlock Sam* series

Singapore-based August Media Holdings has signed a licensing agreement with Epigram Books to adapt the *Sherlock Sam* series for TV/film. The books, by Singaporeans Adam Jimenez and Felicia Low-Jimenez, follow kid detective Samuel Tan Cher Lock (aka Sherlock Sam) and his robot through a universe of diverse characters.

TIQFF rolls out 1st Queermosa Awards Taiwan film fest celebrates diversity



Flavio Florencio's *Made in Bangkok*, about a transgender opera singer, is part of this year's TIQFF

Taiwan's International Queer Film Festival (TIQFF) launches the first Queermosa Awards on 28 Oct, ahead of this year's Taipei LGBT Pride Parade the following day.

The new LGBT awards ceremony, heavily backed by the country's creative community, aims to "celebrate diversity and accelerate acceptance".

"I know so many talented LGBT friends who don't get the respect they deserve, at work or at home. I hope that with however little power I have, I can use my platform to raise awareness of the challenges they face and to shine some light on their stories," said Ella, a member of the super girl group S.H.E and TIQFF Festival Ambassador 2016.

Nominees for the inaugural awards include pop divas A-Mei and Jolin Tsai; and Golden Bell winning host Kang-yong Tsai,

who are nominated for the Generation Award. Dee Hsu, Sodagreen, Mayday and Denise Ho are nominated for the Queer Icon Award for developing a huge LGBT fan base and using the platform to speak up for the community.

"Queermosa is our latest project to highlight those who are bringing diversity and inclusion to great media content," says Jay Lin, CEO of Portico Media and TIQFF founder and director.

"Media is the storyteller of our society and when it honours its agency with fair and accurate reporting of LGBT stories and diverse programming that includes multi-faceted LGBT characters, there comes the opportunity to reshape our own culture," he added.

The 3rd annual TIQFF runs from 22-30 October 2016.

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#flashback: 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....



- **People:** Richard Parsons
- **Piracy:** Sniffer dog show
- **Performance:** Channel data
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NEWS

- MTV cuts 84 jobs as part of regional HQ rethink
- Korean government green-lights IPTV consortia
- Beijing TV rolls out multi-million \$ international funding initiative
- Disney launches ABC news channel in India
- Korean free-TV programmers' pay-TV influence rises
- First co-pro for BBC in China
- Malaysia's state broadcaster plans new ratings agency
- Taiwan's Chunghwa acquires Spring House Entertainment

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ContentAsia Insider

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Int'l content market boom

India, China buyers turn out in droves

The annual MIPCOM programming market closed on an optimistic note on Friday, Oct. 13, with all-time participation highs and distributors happy with business done during the week-long event.

According to figures released on Thursday, total participation was up 7% to about 12,500 people. This made it the biggest market ever, said Paul Johnson,



Reed Midem's director of television. (see ContentAsia Insider, Oct. 16).

The number of Asian companies registered closed at 526, including 143 from Japan, 99 from Korea, 58 from India and 43 from China.

Distributors said buying from Asia was brisk. "I need to do US\$100,000 a day – and it's happening," one U.K.-based kids' programmer said at the end of the market's third day.

Sales of children's programming are coming from across Asia, distributors say. Japan's MICO says Taiwan, Korea and Thailand are buying the most. 4Kids says most of its sales this year have come from South Ko-

rea, India, Malaysia, Philippines and Thailand. Korea's CJ Media lists Hong Kong as its top buyer for kids content. BBC Worldwide also lists Hong Kong/China, along with Korea and Singapore as its top kids' clients.

One of the market's hottest shows was *Ugly Betty* – the most watched new series in the U.S. at the moment. Free-TV broadcasters in Hong Kong and Singapore were early buyers.

Renewals of top content brands – think *Idol*, *Project Runway*, and the like – are flowing out of Asia, say Fremantle International Distribution's Asia execs Paul Ridley and Ganesh Rajaram, who are sifting pretty with bidding wars among Asian broadcasters for new reality show, *The Janice*

Continued on page 5

AXN races into mobile

AXN's new digital initiative, AXN Mobile, kicks off in early November in conjunction with the premiere of AXN's biggest original production in Asia, *The Amazing Race Asia*.



The show, for which AXN owns all rights, airs across most markets in the region from November 9.

AXN has plans to exploit other original productions, such as *AXN Xtreme*, *Mondo Magic Singapore* and *AXN Challenge*, for the mobile platform, the Singapore-based broadcaster said. No expansion timetable has yet been released.

Continued on page 7

Casbaa ready to rock in Hong Kong

The annual Cable and Satellite Broadcasting Association (Casbaa) event opens in Hong Kong on October 24, with a focus on digital technologies, what they mean to the broadcast industry, and how to maximise value.

480 people had registered to attend the four-day event by Monday, Oct. 16. Casbaa said it was expecting more than 500 in the final tally.

This year's theme is "From Bandwidth to Brandwidth".

Conference topics include advertising and special focus sessions on Japan and South Asia.

Asia's 2006 pay-TV piracy figures will be released on Tuesday afternoon before the pay-TV piracy session on Wednesday. The session is being presented by John Medeiros, Casbaa's VP for government relations and regulatory affairs, who will look at the "value of cooperation between government and

Continued on page 9

What's in demand in... Japan

Marvel's *Luke Cage* tops digital originals

Netflix's latest hit, Marvel's *Luke Cage*, was the most popular digital original series in Japan for the week of 2-8 October, with 68% more demand than *House of Cards* and more than 100% more demand than summer hit *Stranger Things*.

Luke Cage's popularity also increased demand for fellow Marvel series: both *Daredevil* and *Jessica Jones* appear among the top digital original series, though their latest seasons aired over six months ago.

Netflix's *Longmire*, which was released on 23 September, has more than double

the demand of Hulu's *The Mindy Project*, which was released more recently on 4 October.

Overall, the top series in Japan are split between Japanese and English-language productions.

The ever-popular *Walking Dead* and *Game of Thrones* are the most in-demand shows, followed by popular anime series such as *Tokyo Ghoul*, *One Piece* and *Sword Art Online*.

Luke Cage is among the top shows overall, with slightly more demand than the BBC's *Top Gear*.

Top 10 Digital Originals

Rank	Title	Platform	Average Demand Expressions™
1	Marvel's <i>Luke Cage</i>	Netflix	6,865,832
2	<i>House Of Cards</i>	Netflix	4,071,860
3	<i>Stranger Things</i>	Netflix	3,073,276
4	<i>Narcos</i>	Netflix	1,489,713
5	<i>Longmire</i>	Netflix	1,406,854
6	Marvel's <i>Daredevil</i>	Netflix	1,069,552
7	<i>Orange Is The New Black</i>	Netflix	1,051,114
8	<i>The Get Down</i>	Netflix	773,325
9	Marvel's <i>Jessica Jones</i>	Netflix	660,847
10	<i>The Mindy Project</i>	Hulu	544,782

Top 10 Overall TV Shows

Rank	Title	Average Demand Expressions™
1	<i>The Walking Dead</i>	13,175,705
2	<i>Game Of Thrones</i>	9,071,115
3	<i>Tokyo Ghoul</i>	8,912,197
4	<i>Fear The Walking Dead</i>	8,859,588
5	<i>One Piece</i>	8,752,316
6	<i>Sword Art Online</i>	8,737,430
7	<i>Attack On Titan</i>	7,720,381
8	<i>Naruto: Shippuden</i>	7,533,168
9	Marvel's <i>Luke Cage</i>	6,865,832
10	<i>Top Gear</i>	6,799,993

Source: Parrot Analytics
Date Range: 2-8 October 2016
Market: Japan

Demand Expressions™: Total audience demand being expressed for a title, within a country. [Audience demand reflects the desire, engagement and consumption of content, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment.]



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