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Today's top stories in, around and about Asia, from ATF and everywhere else, are...

- Celestial Tiger goes live in the U.S. with new Amazon Prime channel
- Nippon TV adapts Red Arrow's "The Last Cop" for theatrical release
- Asia's top 6 formats markets command 76% share, other 8 split 24%
- GEM kicks off Asia-wide hunt for singing talent in Japanese
- "Karen Senki" leads new Taiwan push into manga
- Philippines' GMA earmarks US\$8.4m for digital facilities
- "Timescape" VR sneak peek from Singapore's Hiverlab
- Netflix adds Singapore dramas to global slate
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Celestial Tiger goes live in the U.S. with new Amazon Prime channel

Todd Miller and the Celestial Tiger Entertainment (CTE) team flicked the switch on their Miao Mi channel launch on Amazon Channels in the U.S. today. The SVOD deal gives the home-grown pre-school edutainment channel its first berth outside of Asia. Programmes are available in Mandarin and English for US\$5.99 a month for Amazon Prime members. In addition to original production, "Miao Mi Classroom", the Amazon Channels service offers animated series "Star Babies" inspired by Chinese icons such as Bruce Lee and the Monkey King; "Eori", a series based on Asian folk tales; and educational series "Pleasant Goat Fun Class". The total number of hours on the U.S. service has not been disclosed. **Miao Mi debuted in Asia in January this year** in a deal with Indonesia's Sky Vision. The Amazon U.S. deal follows a digital-first strategy launched this year in Singapore with linear+SVOD distribution deals for Miao Mi with Singtel's new mobile/OTT platform Cast and Mediacorp's Toggle.



Nippon TV adapts Red Arrow's "The Last Cop" for theatrical release

Japan's Nippon TV is producing a theatrical version of Red Arrow crime drama, "The Last Cop". The licensing deal, announced out of Germany today, follows two seasons of the scripted format for Nippon TV/Hulu Japan's domestic TV audiences. "The Last Cop The Movie" (working title) is in pre-production

and will be theatrically released across Japan in May 2017. TV show actors – Toshiaki Karasawa (“20th Century Boys”, “Toshiie and Matsu”) and Masataka Kubota (“Mars”, “Death Note”) – star in the movie as well. Season two of the show premiered on 8 October 2016 on Hulu Japan and Nippon TV. Season one aired from June 2015, and was credited with driving significant subscriber growth on Hulu Japan. “The Last Cop” is the story of a detective who is seriously injured during a mission and ends up in coma. He wakes up over two decades later to a modern world that has completely changed. As he struggles to come to terms with his new life, he embarks on an unstoppable mission to find out who put him in a coma and bring them to justice.



Asia’s top 6 formats markets command 76% share, other 8 markets split 24%

Vietnam, China and Thailand are Asia’s top three formats markets by volume, with 50% of the total number of formats on air in 2016 or commissioned for 2017, according to ContentAsia’s latest **Formats Outlook**. The new report, published for the ATF 2016 in Singapore, shows a rising taste for scripted formats and a step back from anything pan-regional that goes above the US\$4m mark. The top markets by number of titles are Vietnam (65), China (54), Thailand (47) and India (31). The Philippines and Cambodia, with 25 formats each, tie for fifth place. These top six markets have a combined 251 formats – 76% share – of the total 329 on air in Asia (or commissioned for 2017) from January to 15 November 2016. The balance is shared by Korea (16), Myanmar and Mongolia, which have 10 each, Japan (6), Singapore and Malaysia (3 each), and Taiwan and Pakistan (1 each). More about formats in Asia [here](#).



GEM kicks off Asia-wide hunt for singing talent in Japanese

The Nippon TV/Sony Pictures Television Networks JV GEM channel is on a hunt for people across Asia who can sing in Japanese. The talent casting call goes live online on Friday, 9 December. The winner will represent GEM in Nippon TV’s singing competition show, “I Can Sing in Japanese!” in Tokyo in 2017. Shortlisted participants will attend an on-ground audition in February 2017. The talent show launched in Japan in 2011 and has attracted non-Japanese participants from around the world. Past winners from Asia include Singapore’s Jeremy Teng, Indonesia’s Fatimah Zahratunnisa and Michael David Bodin from the Philippines.



“Karen Senki” leads new Taiwan push into manga

Taiwanese animation house Next Animation Studio rolled out its long-form ambitions for the first time in Asia this week with sci-fi action feature “Karen Senki: The Movie”. The 90-minute original – Taiwan’s first CGI anime feature – will be followed by a TV series as Next Animation Studio builds out its Taipei-based production capabilities. The film follows heroine Karen Senki as she leads a team of rebels to save humanity from extinction at the hands of an oppressive robot army. Speaking about the animation studio’s

emerging long-form ambitions, chief executive Indra Suharjono said OTT and streaming platforms had created new demand for long-form content. "Karen Senki" was created by Japan's Hiroi Ohji, written by Joel Metzger in the U.S. and executive produced by Rich Magallanes, also out of the U.S. Karen Senki marks a significant departure from Next Animation's tradition of short-form content creation targeting mobile audiences. "We felt that Karen Senki's story was deep and needed to kick off with 90-minutes," she said. Karen Senki debuted at MIPCOM in October, with its Asia debut at the ATF this week.



Philippines' GMA earmarks US\$8.4m for digital terrestrial facilities

GMA Network has earmarked an initial Ps416 million/US\$8.4 million on digital terrestrial (DTT) transmission facilities, the Manila-based national free-TV broadcaster said this evening. The amount covers three high-powered transmitters and related antenna and connectivity requirements, as well as a fully mirrored head-end system, which is a master facility for grouping and digitally encoding programmes. GMA is adapting the Japanese ISDB-T DTV standard in compliance with the rules and regulations of the country's National Telecommunications Commission. GMA chairman and CEO, Felipe L. Gozon, said the broadcaster was "now prepared to exit the test phase and begin with the first part of our DTT rollout in Mega Manila". No date for the DTT service launch has been confirmed.

"Timescape" VR sneak peek from Singapore's Hiverlab

Singapore-based VR content development outfit, Hiverlab, showcased new "Timescape" initiative at its lab in Singapore this week. The cultural heritage project, scheduled to launch officially in early 2017, centres around the interaction between art history and technology. Hiverlab founder Ender Jiang says the aim is to promote deeper collaboration between archaeology and virtual-reality and to create a solid education application. "Timescape aims to create 4D interactive virtual domain, where viewers can manoeuvre across space and time, not just different places of the same era, but also the same geographical space over time," Jiang says. A strong supporter of using tech to push storytelling boundaries, Jiang says viewers will be able to see "how history has changed buildings, paintings, sculptures, culture and people's lives". The pilot "Timescape" project is the Armenian Church in Cyprus. This will form the template to explore heritage sites globally.

Netflix adds Singapore dramas to global slate

Netflix adds 20 made-in-Singapore dramas to its global slate from 2017 in a deal with government-backed monopoly free-TV broadcaster Mediacorp. The volume deal includes classic title "The Little Nonya" and recent production such as "The Truth Seekers".

An advertisement for ContentAsia magazine. On the left is a cover image of the magazine titled 'TIMELESS'. The main text reads: 'Asia in 2017: The Big Issues | Asia originals: Who's winning the formats race | Blockbuster buyers: Who they are | Asia's stream fest: the players'. Below this, it says 'All in the December Issue of ContentAsia...in print+online'. At the bottom, in large yellow and white letters, it says 'OUT NOW! ATF Stand # M17'.

ATF Programming Picks

Timeless

Timeless follows a group of unlikely heroes thrust into the adventure of their lives. Chasing a mysterious group of criminals through time and encountering some of the most seminal moments in history, the group attempts to thwart a dark conspiracy that is a threat to all of humanity. Sony Pictures Television **ATF Suite # 5001**

Domus

A first-of-its-kind extreme reality show that tests the survival skills of those brave enough to compete in the most out of space house on television. Set on the red platform of Mars, Domus pits 16 contestants against each other. Televisa Internacional **ATF Stand # C26**

Ek Tha Raja Ek Thi Rani / Once Upon a time, there Lived a King & Queen

Ek Tha Raja, Ek Thi Rani (Once Upon a time, there Lived a King & Queen) is the true story of the Royal Family of Ameerkot. In order to cope with the loss of the family fortune, the royals arrange the marriage of their son, the prince, with the daughter of the state's biggest moneylender. The marriage causes a scandal, and sets off a chain of dramatic events within the family and the royal servants, causing them to

change forever. ZEE Entertainment Enterprises Limited **ATF Stand # F20**

The Mojicons

The Mojicons tells of the behind-the-scenes world of the internet, populated by Mojicons – innumerable emoticons we routinely use in email communication and mobile messaging. Ironically this zany bunch of condensed emotions is clueless as to how the web works. When a mysterious digital villain steals the “@” sign – thus halting electronic correspondence – the Mojicons have to embark on an awe-inducing and dangerous quest to restore their system. If only they knew what the “system” was! Many a jaw will drop on both sides of the screen as the internet universe reveals its secrets to Mojicons and kids watching their crazy adventures. Bomanbridge Media **ATF Stand # E08-03**

I’ve Got Something To Tell You

Hosted by Amanda Holden, “I’ve Got Something To Tell You” shines a light on relationships as Amanda, and her hidden cameras, listen in on intimate conversations between loved ones and friends. Real life drama unfolds as people bring forward life-changing confessions. As shocking secrets are revealed, the reactions are unforgettable. Blue Ant International **ATF Stand # K20**



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