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Indonesia grabs streaming spotlight

Disney+, Viu, iflix, GoPlay take centre stage in latest battles

Indonesia has taken centre stage in the region's streaming wars, with talk of Disney+'s imminent launch, new money for GoJek's GoPlay, and a swirl of speculation around a possible buyer for iflix, which counts Indonesia as its top market. At the same time, new research from Media Partners Asia (MPA) subsidiary, AMPD, shows PCCW's regional streaming platform Viu in second place in Indonesia after YouTube, with 247 minutes viewed a week.

The full story is on page 3

SBS' *Backstreet Rookie* countdown

A+E pins Korea drama hopes on new series

A+E Networks Korea debuts its first Korean scripted drama – *Backstreet Rookie* – worldwide this Friday. The 16-episode series, based on a webtoon, airs simultaneiously on Korean network SBS, on iQiyi global (ex China/Japan) and Unext in Japan. Lifetime Korea will follow.

The full story is on page 4

Plus...

- Global condemnation heaped on Philippines after Ressa conviction
- Exec movement across the region
- Formats in Indonesia

... and more



Ressa conviction a "devastating blow" to Philippines' freedom

International condemnation of Manila court decision on 8-year-old story

The Philippines grabbed global attention yet again this week following the cyber-libel conviction of journalist Maria Ressa over an eight-year-old article.

The court ruling on Monday has been described as everything from "an ugly stain on the Philippines' reputation" (U.K. barrister Caoilfhionn Gallagher who leads the international team representing Ressa alongside Amal Clooney) and "a devastating blow" to media freedom (Human Rights Watch) to "basically kills freedom of speech and of the press" (Philippines' National Union of Journalists).

Ressa, the founder of news site Rappler in 2012 and a long-time critic of Philippines president Rodrigo Duterte, was convicted along with former Rappler researcher Reynaldo Santos Jr, and could serve between six months and six years in prison. Both have posted bail pending an appeal. The pair were also ordered to pay damages amounting to about US$8,000.

The 2012 story, which alleged illegal activities by a local businessman, predated the 2012 cyber-crime law but was "updated" in 2014 to fix a typo. The criminal libel case was filed in 2017, dismissed in 2018, and resurrected under the Duterte regime.

The Foreign Correspondents Association of the Philippines said the conviction was "a menacing blow to press freedom in the Philippines and adds a new weapon in a growing legal arsenal against constitutionally guaranteed civil liberties in an Asian outpost of democracy".

Ressa, who has vowed to fight the conviction, said after the ruling that "to cut down press freedom in this way and to weaponise the law is a whole new level... It is something I haven't seen since the days of Marcos. And to see it again is heartbreaking."

In a press conference following the court decision, she urged journalists and others to protect their rights, and said that the ruling, while a blow, was not unexpected.

"We are meant to be a cautionary tale. We are meant to make you afraid. But don't be afraid. Because if you don't use your rights, you will lose them," she said.

Rappler and Duterte have clashed often, mostly about his war on drugs. Efforts to silence her include a failed attempt at shutting the news outlet over alleged tax evasion and foreign ownership. Duterte has dismissed Rappler as fake news.



Prophecy of Love simulcast in Thailand, China as production resumes



Prophecy of Love

Thai broadcaster Channel 3 premieres new drama *Prophecy of Love* (*Payakorn Sorn Ruk*) as the country continues to lift Covid-19 containment measures and producers return to sets and studios across Thailand.

The BEC World series streams simultaneously on Tencent Video in China on 15 June as part of a multi-title distribution deal signed early this year.

The action romcom, which runs Mondays and Tuesdays at 8.20pm until early August, stars James Jirayu as celebrity and Ice Preechaya as the psychic Rosita who he ultimately saves.

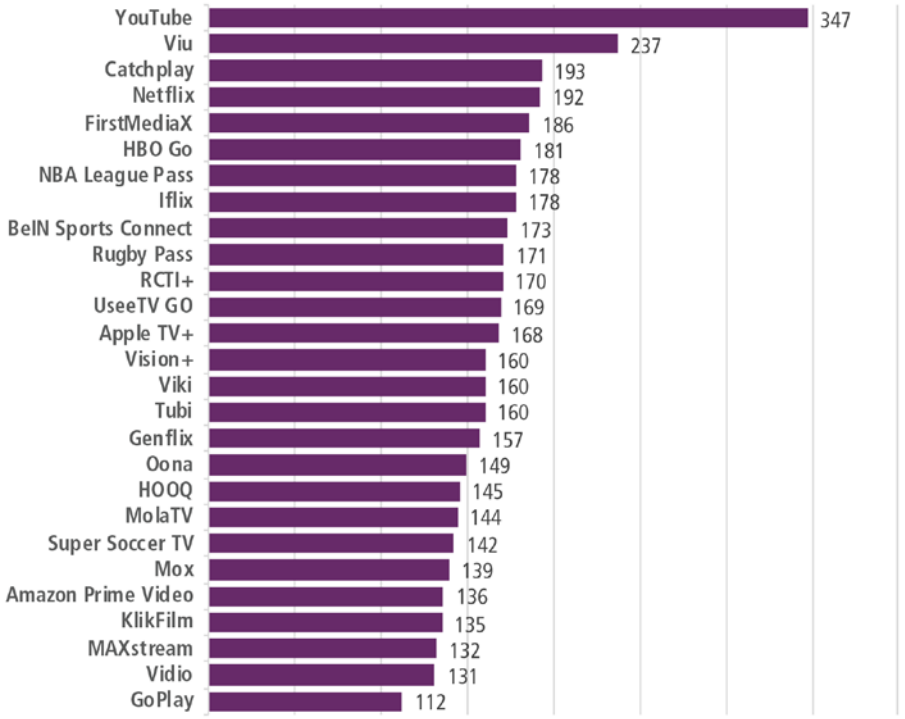
Thai producers have been given the go-ahead to resume production with a max 50 people on set and safe distancing measures.

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Indonesia in streaming spotlight

Disney+, Viu, iflix, GoPlay take centre stage in new battles

Indonesia: time spent per user (minutes viewed per week)



Source: Jan. – Mar. 2020, AMPD Research, a subsidiary of Media Partners Asia

Indonesia has taken centre stage in the region's streaming wars, with talk of Disney+'s imminent launch, new money for GoJek's GoPlay, and a swirl of speculation around a possible buyer for iflix, which counts Indonesia as its top market.

At the same time, new research from Media Partners Asia subsidiary, AMPD, shows PCCW's regional streaming platform Viu in 2nd place in Indonesia after YouTube, with 247 mins viewed a week.

This puts Viu well ahead of other regional/global players on the list, including Netflix, which continues to struggle in Indonesia for various reasons, among these a cold regulatory and telco shoulder and, some say, not enough local content to compete as well as it might.

iflix comes in at 8th spot, neck and neck with the NBA, which answers some of the questions around what the unnamed Chinese buyer might be looking at with the purchase. More on that soon.

At the very bottom of AMPD's list is GoPlay, whose content play continues to remain under the radar; the platform will not respond to queries about its production or acquisitions strategy.

A common perception involves sudden and secretive management changes and erratic stabs at high-profile video properties, although the new funding (a rumoured US$15-million independent round announced this month) has given rise to hopes of increased energy around original production.

All GoPlay has said is that the new money will be used to "enhance technology" and that this tech will "enable more Indonesian filmmakers to showcase their talent and better meet consumer demand for high-quality local content".

CEO Edy Sulistyo talks about the "huge potential that is not being addressed by commercial movie theatres, and we are working hard to close the gap between supply and demand," he said. At 112 minutes a week, GoPlay's gaps are clearly broader and wider than that of supply and demand.

Francis, Pudney, Lim exit long-time Asia roles

Three well-known local/regional execs are exiting long-held jobs in Asia this month. **Mark Francis**, iflix's recently promoted chief content officer, exits at the end of June after a little over four years with the Malaysia-based regional streamer. In Hong Kong, Keshet International's long-time Asia general manager, **Gary Pudney**, is also wrapping up at the end of the month after five years. In Singapore, **Irene Lim**, Mediacorp's chief customer officer, is leaving after 14 years with the network in various roles. Mediacorp says a search has begun for Lim's replacement. Meanwhile, the job is being shared by CEO Tham Loke Kheng, chief content officer Doreen Neo, and editor-in-chief Walter Fernandez. None have said what they will be doing next.

Mass layoffs at One Championship

Asian sports brand One Championship has laid off 20% of its total workforce in a streamlining exercise, the company said today. No further details, including the geographic breakdown of the job losses, were available. The mass layoffs coincided with US$70-million new funding from existing backers and one new institutional investor. The new money brings the company's total capital to US$346 million. Hua Fung Teh, group president of ONE Championship said he was "thrilled" and "full of gratitude" at the investor vote of confidence "amidst the worst global economic crisis in 100 years".

SBS' *Backstreet Rookie* countdown

A+E Networks pins Korea drama hopes on new series



Backstreet Rookie

A+E Networks Korea debuts its first Korean scripted drama – *Backstreet Rookie* – worldwide this coming Friday (19 June).

The 16-episode series, based on a popular 2016/7 webtoon, will air on free-TV network SBS in Korea in the well-established Friday/Saturday prime-time 10pm drama slot.

The show will also be available in Japan in a simultaneous rights deal with long-time partner U-Next, as well as on iQiyi's global streaming platform, which also has simultaneous rights (excluding mainland China and Japan).

A+E Network Korea's domestic channel, Lifetime Korea, will air the series after SBS.

Directed by Myoungwoo Lee (*The Fiery Priest*) and produced by Taewon Entertainment, *Backstreet Rookie* stars Changwook Ji as 30-something store owner, Dae-hyun Choi, and Yoojung Kim (*Half Holiday*) as college co-ed Saetbyul, who Dae-hyun hires, against his better judgement, as a part-time employee.

A+E Network has global rights to the show as part of its early investment last year.

Backstreet Rookie follows a slate of A+E Networks' unscripted and digital originals for Korea over the past two and a half years, including *Man vs Child* and *Pyjama Friends*.

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Who do you think should be on our list?

ContentAsia's Top 50 Women in Media

ContentAsia is compiling a list of women who have done amazing things for the video content industry in Asia in the last year.

Our Power+ List debuts during the ContentAsia Summit (27-28 Aug) with profile and celebration across all our platforms and publications.

Nominations for *ContentAsia*'s Top 50 list are now open.
Please tell us who you think should be on the list and why.

I would like to nominate...

Deadline: Tuesday, 30 June 2020

We look forward to hearing from you!

contentasia women



DatVietVac rolls out new Vietnamese streamer

Privately owned Vietnamese media group, DatVietVac rolled out its new version of streaming platform VieON, this week promising "the most complete streaming service for Vietnam", with 100+ TV channels, more than 100,000 hours of content, and a slate of exclusive originals.

Intro pricing offers include a four-month subscription for VND 66,000/US$2.84 (VND 16,000/US$0.69 a month).

DatVietVac also flagged regional and international expansion, mentioning Southeast Asia, Korea, Taiwan, Mainland China and the U.S.

The new platform, unveiled on Monday (15 June), has been in development for four years, the company said.

VieON, born of a partnership with BCG Digital Ventures, has positioned itself as Vietnam's most advanced OTT platform.

VieON top launch titles are the second season of *Gao Nep Gao Te* and web drama *Hai Duong Trong Gio*.

The platform also carries Korean and Chinese content and Hollywood titles.

DatVietVac owns three regular channels – HTV2 Vie Channel, Vie Dramas, Vie GiaiTri.

HK ready for digital

Only 3% of Hong Kong households – 80,000 homes – still have analogue TV. The Commerce and Economic Development Bureau says 10,000 households have participated in the government's digital TV assistance programme launched in Jan 2020. The assistance programme runs until 15 July 2021.

Social distancing reality kicks in

Refinery, Eye Creative premiere *Stuck with You*

Digital reality show, *Stuck with You*, premieres on Saturday (20 June), live streamed for eight hours a day across seven days with daily catch-up highlights.

The "new normal" social experiment series, from Singapore-based production houses Refinery Media and Eye Creative, will stream on its own site, stuckwithyou.online, as well as on Refinery/Eye Creative's new wearegoat.tv channel on Facebook.

Stuck with You puts six young contestants under one roof in Singapore for the week to see who ends up being the most liked.

Activities and challenges in the house are directed by special guests calling in remotely. At the end of every day, contestants are ranked by each other and by audiences at home. After seven days, the overall winner receives a cash prize.

The show will be shot entirely using smartphones, tablets and MacBooks, mixed with video conferencing tech, and in accordance with Covid-19 safely guidelines set by Singapore regulator, the IMDA.

Refinery Media and Eye Creative, which joined forces earlier this year, say the shift in the reality genre "is a necessary evolution on content production given the current situation".

"Call it the new reality, but the demands of the times challenge us to be ahead of the curve," says Refinery Media's founder, Karen Seah.

These times are ripe to explore new ways to keep creating," Marco Bresciani, Eye Creative's creative director, adds.

The series is backed by co-living brand, lyf by Ascott, and Singapore telco StarHub, along with FNN, Wing Tai fashion, and Seah's food group, Refinery Concepts.

Stuck with You comes about six weeks after Refinery and Eye Creative were commissioned to produce a season of *The Apprentice* for sports brand One Championship.

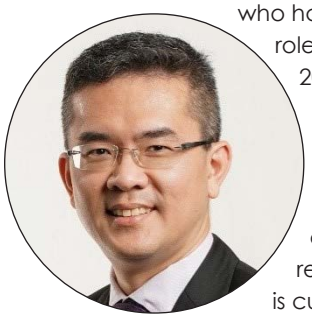


Stuck with You



New CEO for Singapore's IMDA

Singapore's Ministry of Communications and Information (MCI) has upped Lew Chuen Hong to chief executive officer of media regulator, the Infocomm Media Development Authority (IMDA), from 20 June. He replaces Tan Kiat How, who has been in the role since January 2017. The MCI said the shuffle was part of the "continuing process of leadership renewal". Lew is currently the IMDA's deputy chief executive (development). He joined the IMDA in May this year after three years as the country's Navy chief.



Lew Chuen Hong

Thailand's MCOT losses soar

Thai broadcaster MCOT's losses have soared more than 2,600% for the first three months of this year. Reporting Q1 earnings, the company said its net loss was THB878 million/US$28 million, compared to THB32 million/US$1.03 million in the first quarter of last year. Television revenue dropped 35% to THB111 million/US$3.6 million for the three months. In Q1 2020, MCOT's overall revenue was THB467 million/US$15 million, a 21% decrease from the same period last year. New business – mostly digital – revenue was THB4 million/US$2.7 million, a 56% drop.

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ABS-CBN strengthens ties with GMMTV

Thai Boy Love ramps up on Philippines channels



2gether The Series

Philippines' broadcaster ABS-CBN has picked up TV and streaming rights to eight dramas from Thai media company GMMTV, and this week flagged a stronger alliance in the future as the two companies "explore co-production of film and television content, music, and live entertainment".

The upsized partnership is part of the broader trend of strengthening alliances between media companies in Asia, and comes on top of ABS-CBN's fierce struggles at home to regain its free-to-air broadcast franchise.

GMMTV's series will be dubbed in Tagalog for the Philippines and aired on ABS-CBN's new cable service, Kapamilya Channel, as well as on ABS-CBN's domestic Philippines streaming platform, iWant.

The acquisitions mark ABS-CBN's first foray into the popular Thai Boy Love romantic drama genre after airing Thai movie, *Crazy Little Thing Called Love*, starring Mario Maurer in 2011.

First to air on Kapamilya Channel and iWant is the top-trending romance-comedy, *2gether The Series*, starring Bright Vachirawit and Win Metawin (aka BrightWin).

2gether tells the story of Tine and Sarawat, two college students who start a fake relationship and eventually fall for each other.

The series' popular characters reunite in new episodes for *Still 2Gether*, which will also be simulcast in the Philippines on the Kapamilya Channel and iWant.

Air dates for titles have not yet been disclosed.

The latest acquisitions come on top of ABS-CBN's carriage talks with pay-TV platforms across the country for its new Kapamilya Channel, which launched on 13 June.

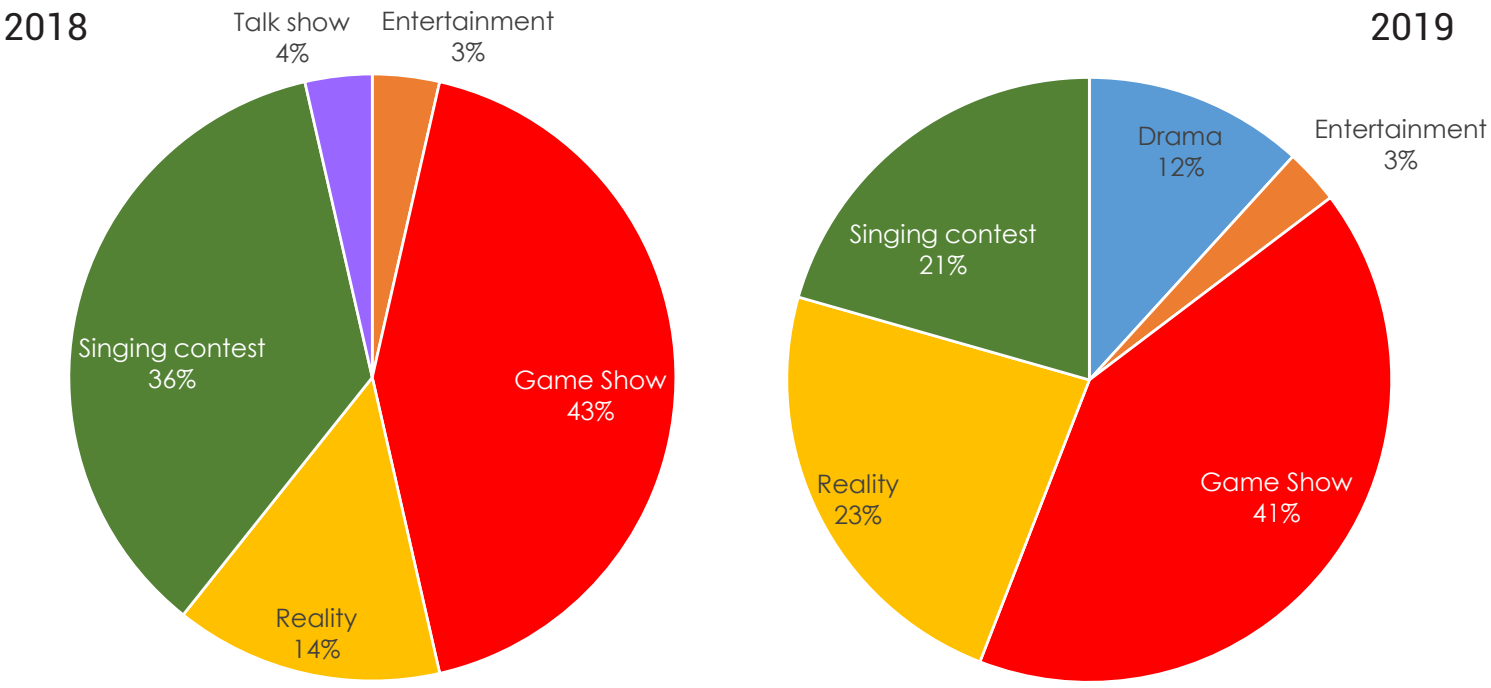
The Kapamilya Channel, launched while congressional hearings on ABS-CBN's broadcast franchise continue, carries top local programmes as well as high-profile acquisitions, including Korean drama *The World of A Married Couple*.

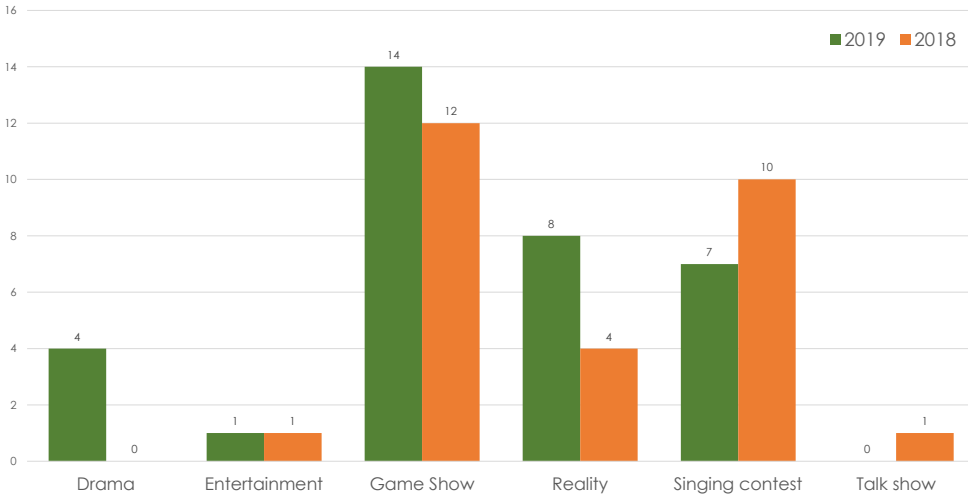
Local programmes include a mix of long-running favourites and new titles.

ABS-CBN's broadcast channel was forced off air on 5 May.

Indonesia's takes the 2020 lead in Southeast Asia

Scripted trio plus new season of *Indonesian Idol* catapult the market into pole position





Indonesia leads Southeast Asian formats activity at the moment, with auditions opening this month for the new season of ***Indonesian Idol*** by Fremantle for RCTI, and the premiere on Monday (15 June) of the second season of Endemol Shine scripted format, ***The Bridge***, by Malaysia's Double Vision for Viu and HBO Asia. This follows a 10-episode Indonesian version of Emil Heradi's ***Pretty Little Liars*** in April, also for Viu, and Nia Dinata's nine-episode ***Gossip Girl Indonesia*** in February for GoPlay, the video streaming platform operated by ride-sharing platform GoJek.

The latest formats activity, which comes as streaming activity ramps up in Indonesia, puts the country ahead of other markets in the region this year so far.

Last year, Indonesia ran fourth behind Vietnam, Thailand and India, according to *ContentAsia's Formats Outlook*.

In 2019, Indonesia had a total of 34 formats, an increase of six over 2018's 28.

Game shows took the largest share, with 14 formats – or 41% of the total. Twelve of these were from Fremantle.

Titles included five seasons of ***Let's Make A Deal*** (from season two to season six and an extension of the latest season until March 2020), and seasons 21 to 23 of ***Family Feud***.

Others were Japanese broadcaster TBS' ***Takeshi's Castle*** and Thai production house and broadcaster, the Workpoint Group's ***Big Box***.

Four scripted formats were part of last year's commissions – Warner Bros International's high-profile adaptations of *Gossip Girl* and *Pretty Little Liars*, ABS-CBN's *The Heiress,* which premiered on Antv in January this year and CJ ENM's *Tunnel,* which aired on GoPlay in December last year. *Pretty Little Liars* featured a mixed Indonesian/Malaysian cast.

Not all genres fared equally well in Indonesia, where broadcast fortunes have proven to be a mixed bag but where optimism about the opportunities of delivering entertainment to a country with 96% of TV penetration never seems to wane despite the setbacks.

Reality was up last year by four titles. But singing contests were down by three. Entertainment was flat at one titles and talk shows dropped off the radar completely from the single title (*Dr. Oz's Show Indonesia S4*) in 2018.



Mute it!

Are you ready for a break from loud and noisy games? Then, it is time to *Mute it!* A brand new game show format by Nippon TV, the creators of *Silent Library*. *Mute it!* has a simple rule: don't make a sound. The game is set in one location, the Hall of Silence, with multiple levels. Contestants must not make any sounds above 50dB or the Sound Watchman will suddenly snatch you from the game. To conquer the game, the contestant must pass four levels. As the contestant progresses and exhaustion sets in, will they retain their stamina? Length: 1x120 mins and 1x30mins (two eps are aired) **Nippon TV** *1-6-1 Higashi-Shimbashi, Minato-ku, 105-7444 Tokyo, Japan T: +81 3 6215 3036*



I Am U

After the untimely death of her sister, Elise's world collides with that of a *doppelgänger* – Rose – who rescues her from an accident. Elise soon realises that inviting Rose to meet her family, her friends and her boyfriend Kyle is a mistake. A tragic accident happens one night during a game of Truth or Dare, and Rose dies. Elise and her friends cover up the incident and put it all behind them. Until, one after another, they start dying mysteriously. Length: 7x25 mins **ABS-CBN Corporation** *10/F, ELJ Communications Center, Lopez Drive, Quezon City 1103, Metro Manila, Philippines T: +63 2 3415 2272*

Super Shiro

The Nohara family dog, Shiro, has become a superhero. He protects the legendary bone "Bobobobobone" from the evil inventor dog Dekapoo and his ambitions of world domination. The fast-paced chase series from Cartoon Network is inspired by the popular *Crayon Shin chan* franchise.



Super Shiro is produced by Shin-ei Animation and Science SARU, a Tokyo-based animation studio led by award-winning Masaaki Yuasa. Length: 48x5.5 mins **WarnerMedia** *1 Fusionopolis Link, Nexus @ One-North #04-02/03, Singapore 138542*



Two Weeks to Live

Starring Emmy Award nominee Maisie Williams (*Game of Thrones*), this is a darkly comic tale of love and revenge. Kim is a strange young misfit whose father was murdered. After his death her mother (Emmy Award nominee Sian Clifford, *Fleabag*) whisked her away to the Scottish wilderness. Now older, Kim begins a secret mission to honour her father. Things get complicated when she meets hapless brothers Nicky (Mawaan Rizwan, *Next of Kin*) and Jay (Taheen Modak, *The Bay*). Bound by the mess of a drunken prank gone wrong, they set in motion a chaotic series of events putting themselves in danger. Length: 6x30 mins HD (season one) **Endemol Shine International** *Manulife Tower, 8 Cross St, #28–01, Singapore 048424 T: +65 6850 7647*



All Creatures Great and Small

This new adaptation of *All Creatures Great And Small*, produced by Playground, will preserve the rich spirit, tone and values of James Herriot's iconic stories from the bestselling books. Set in the picturesque Yorkshire Dales, the series takes us back to 1930s Britain, evoking memories of a simpler time. As James embarks on his dream of becoming a vet, he soon realises that treating animals is as much about treating their owners, and the Dales' farmers are a tough crowd to please. Nicholas Ralph makes his TV debut as the iconic vet while Samuel West (*Mr. Selfridge*) joins as Siegfried Farnon, the eccentric veterinary surgeon. Length: 7x60 mins **All3media International** *1 George Street, #10-01, Singapore 049145 T: +65 9459 2139*

The Swan Company (La Compagnia Del Cigno)

Seven talented young musicians, enrolled at the Giuseppe Verdi conservatory in Milan, are forced to measure themselves against life, rules and discipline under the guidance of a tough director. Between 'coming of age' and dramedy, *The Swan Company* is a colorful series, representing the contradictions of the world we live in. The story intertwines love, passion, disappointment and fears with music. Length: 12x50 mins **RAI COM SPA** *Umberto Novaro, 18 – 00195 Rome, Italy T: +30 06 3317 8229*



China

In numbers

Population..... 1.4 billion
TV coverage (population)..... 99.4%
Broadband internet subs.... 458.5 million
Fixed tel subscribers..... 189.8 million
Mobile subscribers..... 1.59 billion
4G mobile subscribers..... 1.27 billion

Source: National Bureau of Statistics of China (population as of 8 June 2020, TV coverage in 2019, tel/mobile/broadband subs in Apr 2020)



Nezha, iQiyi

Broadcasters

Beijing Gehua CATV Network

Beijing Gehua CATV Network, established in 1999, offers a triple-play service (cable TV, broadband internet, telephone) to 5.998 million registered cable TV users, 5.505 million HD interactive digital TV users and 670,700 broadband households (Mar 2020).

Beijing TV

Founded in 1979, Beijing TV (BTV) owns 13 channels reaching about 300m viewers. Operates both cable free TV and pay services. Produces TV drama, animation, news, TV magazine, documentary & sports programmes.

China Central Television (CCTV)

Founded in 1958, China Central Television (CCTV) is mainland China's state-controlled national TV broadcaster, offering 50 free-TV/digital pay-TV channels to more than one billion viewers across China. CCTV channels and content cover a broad mix of genres, including news, factual, drama, reality, comedy and variety. Content is mostly local, interspersed with local versions of international formats and foreign acquisitions. CCTV also operates content distribution unit, China International Television Corporation (CITVC), webcast service platform, China Network Television (CNTV) and online TV division Future TV.

Guangdong Cable TV Network

Guangdong Cable TV Network (GDCATV), owned by the Guangdong provincial government, is a cable TV/broadband network servicing more than 14m households and nearly 3.5m broadband subs in Guangzhou province.

Hunan Broadcasting System

Established in 1970, state-owned Hunan Broadcasting System (HBS) operates various TV channels, including general entertainment channel, Hunan Satellite TV, which airs mostly local content, ranging from variety shows to movies, animation and game shows. Hunan, a major buyer of international rights, has produced authorised local versions of *World's Got Talent*, *The X Factor*, *Your Face Sounds Familiar*, *The Winner Is*, *I'm A Singer*, *Strictly Come Dancing*, *Just the Two of Us*, *Saturday Night Takeaway*, *1 vs 100* and *Take Me Out*, among others. As part of its Biu Project initiative to create a pipeline of pilots, Hunan in 2019 produced entertainment format *Sing or Spin* with the Endemol Shine Group. Hunan operates Hunan IPTV, which offers live TV broadcasts, playback and VOD services to households in Hunan province. Hunan TV's online business includes Mango Internet TV, which offers select HD TV programmes on-demand from Hunan Satellite TV and simulcasts in-house TV stations; and a fee-based value-add mobile app (extension of Mango TV), which carries HBS content, animation, music and audio magazines, among others, via three telco operators – China Mobile, Telecom & China Unicom.

Jiangsu Broadcasting Corp

Jiangsu Broadcasting Corp (JSBC, est. June 2001) serves households in Jiangsu province. Owns and operates 16 TV channels, including two satellite channels, seven terrestrial channels, four digital pay-TV channels (Fashion, Kid's Education, English Education, Fortune) and mobile TV channel (Jiangsu Mobile TV). JSBC has bought a few int'l formats, including game show *Puzzle Masters China* season two in 2019 (S1, 2018); reality series *The Brain China 4* and game show *Still Standing China 7* in 2017; *I Can See Your Voice China* and *The Remix China* in 2016. JSBC is also involved in content production, movie distribution, home shopping and online gaming.

Shanghai Media Group (SMG)

Shanghai Media Group (SMG) is one of China's largest media and entertainment companies with a portfolio spanning traditional TV, radio, newspapers/magazines, TV/film production/distribution, OTT/IPTV, online/console gaming, digital advertising, TV shopping/e-com-

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merce; live entertainment and tourism. SMG operates 15 cable/satellite TV networks (including documentary channel Docu TV, kids channel Toonmax and Dragon TV), 15 subscription-based digital pay-TV channels, 13 radio frequencies, eight newspapers and magazines.

Shenzhen Media Group
Shenzhen Media Group owns and operates 12 TV channels and four radio stations, including Shenzhen Satellite Television, which bought the formats rights to Endemol Shine's real life thriller format, *Hunted,* and Nippon TV's business entertainment format, *Dragons' Den*.

Sichuan Radio and Television
Government-owned network, Sichuan Radio and Television (SRT, est. May 1960, nationwide since 2003) operates 11 satellite TV channels and eight radio stations.

Southern Media Corporation
Southern Media Corporation (SMC) is a wholly owned subsidiary of Guangdong Television Station (GDTV). SMC's primary businesses include cable network TV, media operations, advertising, digital distribution, content marketing, cable network support, TV content production and digital magazine publishing. SMC is made up of Radio Guangdong, Guangdong TV, Southern TV, Radio and Television Technical Center of Guangdong Province, Guangdong Cable Radio and Television Network Inc, which consists of 19 city-level TV stations and 76 county-level TV stations. SMC was established in Jan 2004 by the merger between GDTV and Southern Television (TVS).

Zhejiang Radio & TV Group
Provincial broadcaster, Zhejiang Radio and Television Group (ZRTG, est. Nov 2001) owns and operates 12 TV channels and seven radio stations, and produces original/localised content and live events for regional and national audiences. ZRTG is mostly known for reality talent show *Sing! China* (the evolution of *The Voice of China* after an ugly struggle over the format), variety show *China Dream* and the local version of Korean variety show *Running Man*, *Keep Running* (aka *Hurry up, Brother)*. ZRTG owns a large-scale film/TV media production centre.

Online/OTT

BesTV
BesTV offers about 400,000 hours of local and international shows across a wide spectrum of genres in more than 30 cities. Launched in 2005, BesTV is owned and operated by Shanghai Media Group's media entertainment subsidiary Shanghai Oriental Pearl Media, formed by the 2014 merger of BesTV New Media and Oriental Pearl.

Bilibili
Millennial-targeted digital platform Billibili (launched June 2009) streams user-generated content and acquired local/international shows, including anime, music, drama series, games, entertainment, movies and factual. Monthly subscriptions cost RMB25/US$3.60. Bilibili has 172 million monthly active users, of which 13.4 million are paying users (Mar 2020).

China Blue TV
China Blue TV (launched July 2015) offers original web series and select content from the Zhejiang Radio & TV Group's free-TV channel Zhejiang TV, a satellite broadcast station serving viewers in Hangzhou, Zhejiang.

China Network Television (CNTV)
China Network Television (CNTV) is a national web-based TV broadcaster launched in Dec 2009 by China Central Television (CCTV). CNTV's online news portal, CCTV.com, carries local and int'l news, live/on-demand video content and searchable archives in multiple languages, including French, Russian, Korean and Chinese ethnic minority languages. CNTV has 36.8m monthly unique visitors (source: iResearch, July 2019).

Fun TV/Funshion Video
Launched in 2005 by Beijing Funshion Online Technologies Ltd, Fun TV/Funshion Video offers mostly local content; movies, dramas, kids, animation, variety shows and sports, with streaming/downloading and user interactive features. The service has about 101.412 million monthly unique visitors (source: iResearch, July 2019).

iQiyi
iQiyi (est. April 2010) is an online/streaming platform carrying local/int'l/in-house titles, including movies and TV drama, to about 96.8m subscribers, of which 99% are paying; 211.4m monthly unique visitors (source: iQiyi, iResearch, July 2019). iQiyi offers advertising-supported video on demand (AVOD), subscription video on demand (SVOD) and transactional video on demand (TVOD). Subscriptions cost RMB19.80/US$3 a month or RMB198/US$30 a year. iQiyi is owned by Chinese web service, Baidu.

Mango TV
Hunan Broadcasting System launched digital platform Mango TV in 2011. The streaming platform offers SD and HD channels and VOD. Mango TV has more than 130.8m monthly unique visitors (source: iResearch, July 2019).

PP Video HD/PPTV Sports
Launched in 2005, PP Video HD (formerly PPTV) offers local/international content, including Chinese and Korean drama, movies, sports, entertainment and news via live streaming and on-demand. The line-up covers live events and original online content, in cooperation with other media groups and studios in China. PPTV Sports carries local and international sports. PP Video HD and PPTV Sports are offered for free with some pay options. PPTV had 80.3 million monthly unique visitors in July 2019 (source: iResearch).

Sohu Video
Sohu.com provides a network of web properties and community based/web products. Sohu's content platform, Sohu Video (tv.sohu.com), offers free access to most content, including local/international drama series, variety shows, original productions, news, documentaries, animation, entertainment, live TV and user-generated content. Premium content is mostly movies and education. Premium plans cost from RMB30/US$4.60 a month to RMB360/US$55 for 12 months. Sohu had 277.8 million monthly unique visitors in July 2019 (source: iResearch). Sohu was incor-

porated in 1996 as Internet Technologies China and renamed Sohu.com in 1999.

T-Mall Box Office (TBO)

Online/mobile commerce giant Alibaba rolled out T-Mall Box Office (TBO), a subscription-based video-streaming service, in Sept 2015. TBO is delivered via set-top box and smart TV devices, offering in-house and local/foreign content, including a strong slate of Hollywood titles. The service costs RMB39/US$6 a month or RMB365/US$55 a year for unlimited viewing or RMB365/US$55 for 12 months.

Tencent OTT/Video

Launched in 2015, Tencent OTT is the content service of Tencent Video, a multi-faceted online business offering gaming, e-commerce and social apps (QQ, WeChat). Tencent OTT delivers local/int'l content, including films, TV shows, formats, original productions, sports events and news to 112 million subscribers (Mar 2020). Premium content is behind a subscription paywall. Subscription costs RMB19/US$2.75 a month or RMB208/US$30 a year for VIP membership. Tencent was founded in Shenzhen in 1998 and listed on the Hong Kong Stock Exchange in 2004.

Tiantian Kankan

Video streaming platform Tiantian Kankan was known as Xunlei Kankan until Aug 2015, when it was acquired by Beijing Nesound International Media for RMB130 million/US$20 million. Tiantian Kankan carries local and int'l content from over 200 partners. Subscription costs RMB150/US$22 a year.

Ukids

UYoung launched SVOD kids app, Ukids, in April 2020, offering more than 3,000 curated content/episodes for kids aged 0-6 and their families. The offering (available in Mandarin and English) includes international animation, documentaries, songs/audio stories. Annual subscription costs RMB198/US$28.

Wasu

Wasu (launched in 2003) is an online video platform offering live TV channels and local/int'l VOD content, including drama, movies, animation and documentary. The VIP pack costs RMB40/US$6 a month. Wasu is owned and managed by Wasu Digital TV Media Holdings, backed by the Hangzhou Culture, Radio and Television Group and the Zhejiang Radio and Television Group. The group operates across digital cable TV, OTT and IPTV services to 125m users in 100+ cities in China (Aug 2019). It also owns 42% of national cable company, China Cable Network.

Youku

China's digital entertainment platform Youku Business Division (Youku BD), part of Alibaba Digital Media & Entertainment group, was formed by the merger of Youku, Tudou and Alibaba home entertainment in Oct 2016. Youku's businesses span PC, TV, PC and mobile. Content includes premium IP, co-productions and acquisitions across a wide range of genres, as well as user/professionally generated content, live webcasts and virtual reality.

Production

Beijing Hualu Baina Film & TV

Beijing Hualu Baina Film & TV (HBN, est. 2002) specialises in film/TV planning, production, distribution & licensing.

Cenic Media

Cenic Media specialises in the production, distribution and investment of content in China. Production credits include the Chinese remake of Warner Bros' American sitcom *2 Broke Girls*.

China Huace Film & TV

China Huace Film & TV (est. 2005) is a TV and film media group primarily focused on production and distribution of TV drama, films and variety shows. The group has more than 20 subsidiaries (including Croton Media) and has made strategic alliances and investments into areas such as a film studio, cinema theatres, advertising/artist agencies and online gaming. Production credits include the local remakes of Endemol Shine's scripted series *Younger* and *Humans*.

China Intercontinental Communication Center (CICC)

China Intercontinental Communication Center (CICC) is an international media institution established in 1993 dedicated to int'l cultural exchange through co-production, promotion and publishing of film, TV and new media. CICC specialises in factual production covering Chinese nature, history and culture. Production partners include Chinese state-owned organisations, as well as more than 40 international companies and broadcasters, including Korea's CJ ENM to create a slate of factual content for 2020 that showcases China.

Ciwen

Ciwen Media Group produces and distributes TV, film and animation in China. The company's kids and rights division is responsible for original content creation, production, distribution, brand management, and licensing and merchandising animated properties and characters from around the globe.

Enlight TV Production

Enlight TV Production/Beijing Enlight Media specialises in TV content production and is also involved in film distribution. Genres include TV drama, formats, news, variety and lifestyle.

Fantawild Animation

Fantawild Animation Inc (FAI) specialises in original animation design and production. Globally, the company has distributed its programmes to over 100 countries via TV networks such as Disney and Sony as well as Netflix. Known mostly for its TV animated series *Boonie Bears*, Fantawild Animation is a part of Fantawild Holding, a subsidiary of Cultural and Technology in China.

Huayi Brothers Media

Among China's largest media and entertainment companies, Huayi Brothers was founded in 1994 by the Wang brothers, beginning with feature film production and distribution, and expanding into television production, talent management, cinema, music, new media, gaming and theme parks.

IPCN (International Program Content Network)

Shanghai-based International Program Content Network (IPCN) (est. 2007) spe-

cialises in the acquisition and distribution of format rights to China/Asia Pacific.

Sony Pictures Entertainment Beijing
Sony Pictures Entertainment's production outfit in China (formerly known as Huaso Film and TV Digital Production) was co-founded by China Film Group Corporation and Sony Pictures Entertainment in 2004. In 2011, China Film Group shifted its shares to CCTV6 movie channel and the Beijing-based production house became a joint venture company owned by CCTV6 and Sony Pictures.

Star China International Media
Star China International Media (Star China) specialises in TV production (Canxing Production/Starry Production), broadcasting (Xing Kong China, Xing Kong International Channel and Channel [V] China), filmmaking, artist management and music/concert production. Star China's TV production subsidiary, Canxing/Starry, produces local adaptations of international formats, including *Infinite Challenge China*, *The Remix China*, *So You Think You Can Dance* and *The King of Mask Singer*. Star China's original formats include native Chinese format *Sing My Song* and *Sing! China*. Broadcast partners include CCTV, Dragon TV, Zhejiang Satellite TV, Jiangsu Satellite TV and Beijing Satellite TV. Star China was established in August 2010 as a joint venture between China Media Capital (CMC) and 21st Century Fox. In Jan 2014, CMC acquired 20th Century Fox's 47% stake to become sole owner.

Tangren Media
Tangren Media specialises in producing TV dramas, 3D animation and movies, and is involved in distribution, publishing and talent management. The company was incorporated in 2012.

UYoung Culture & Media
Launched in 2000, UYoung produces, distributes and licenses animated kids' content across all platforms. The company also creates its own pre-school consumer product lines and runs strategic media operations across a number of Chinese kids' channels. Headquartered in Beijing, UYoung has offices in Beijing, Shanghai and Los Angeles.

Zhejiang Versatile Media
Hangzhou-based Zhejiang Versatile Media launched in 1993 as Hangzhou Versatile Advertising and is an integrated media company involved in film/TV, animation, advertising, internet and mobile services.

Zhejiang Zhongnan Animation
Zhejiang Zhongnan Animation (Zoland Animation, est. 2003) specialises in original animation production. Titles – both original animation series and films, with an aggregate length of approximately 80,000 minutes – have been broadcast in about 90 countries/regions, incl. the U.S., Europe, Japan and Africa. The company is also involved in drama/live-action films, global distribution of content, publishing and licensing.

Telcos

China Mobile
China Mobile Communications Corporation is a state-owned telecommunication corporation offering mobile voice and multimedia services through nationwide (2G/3G/4G) mobile telecomms networks across mainland China. China Mobile had over 946 million mobile subs in April 2020, of which 754 million were 4G subscribers.

China Telecom
China Telecom provides mobile, broadband internet and fixed line services to 338.52 million mobile subscribers and 152.67 million wireline broadband subscribers (April 2020).

China Unicom
China Unicom was founded as a state-owned enterprise in 1994 by the Ministry of Railways, the Ministry of Electronics Industry and the Ministry of Electric Power Industry. China Unicom is mainly engaged in, among other businesses, fixed and mobile communications, domestic and international communications facilities services, and satellite international leasing. As of April 2020, China Unicom had 309.3m mobile subscribers (incl. 256.3m were 4G subs), 85.1 million fixed-line broadband subscribers and 53.2m fixed-line customers.

Government/ Regulator

State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT)
SAPPRFT oversees state-owned TV, radio, film and publications enterprises. The body directly controls state-owned media, including China Central Television (CCTV), China National Radio, China Radio International. SAPPRFT is also responsible for policing China's censorship rules.

Adapted from *ContentAsia*'s The Big List 2020

Be included!

ContentAsia's directory listings are updated continuously. If you would like to be included, send your details to Malena at malena@contentasia.tv

What's on where...

June 2020	23-24	AVIA OTT Virtual Summit - The Future of Video Streaming	Virtual Conference
	29 June - 3 July	AVIA OTT Virtual Summit - Piracy Over the Top	Virtual Conference
July 2020	21-23	APOS 2020 Virtual Series	Virtual Conference
August 2020	18	AVIA Thailand in View	Virtual Conference
	27-28	ContentAsia Summit - The Social Distance Edition	Virtual Conference
	27-29	Hong Kong Filmart	Hong Kong
September 2020	1-3	APOS 2020 Virtual Series	Virtual Conference
	8-11	BCWW	Virtual Conference
	10	AVIA Taiwan in View	Taipei, Taiwan
	10	AVIA Future of Video India	Virtual Conference
	17-20	Gwangju ACE Fair	Gwangju, South Korea
	17-19	Vietnam Telefilm	Ho Chi Minh City, Vietnam
	24-25	AVIA Satellite Industry Forum	Virtual Conference
	29 Sept-1 Oct	BroadcastAsia/CommunicAsia	Virtual Conference
October 2020	9-14	Canneseries	Cannes, France
	10-11	MIP Junior	Cannes, France
	12-15	MIPCOM	Cannes, France
	21-22	SportsPro OTT Asia	Singapore
	31 Oct-9 Nov	33rd Tokyo International Film Festival	Tokyo, Japan
November 2020	4-6	TIFFCOM	Tokyo, Japan
	9-11	AVIA Asia Video Summit	Singapore
	18-20	Asian Animation Summit	Bali, Indonesia
December 2020	2-4	Asia TV Forum & Market	Singapore
	7-8	Dubai International Content Market	Dubai, U.A.E.
January 2021	19-21	Natpe 2021	Miami, U.S.
April 2021	10-11	MIP Doc 2021	Cannes, France
	10-11	MIP Formats 2021	Cannes, France
	12-15	MIP TV 2021	Cannes, France
June 2021	14-15	DW Global Media Forum 2021	Bonn, Germany

** As of Thursday, 11 June 2020*

The full list of events is available at www.contentasia.tv/events-list

What started as our celebration of women-centric storytelling for International Women's day has continued into #lockdownlife, with all its soaring viewership and demands of stay-at-home audiences. What's the *ContentAsia* team watching at the moment? ***Marzi***, the Indian version of all3media's *Liar*; ***Pretty Little Liars Indonesia*** on Viu; and ***Van Der Valk*** on BBC First. What are you watching and why would you recommend it to others? All suggestions welcome. Send your recommendations to Malena at malena@contentasia.tv Happy viewing!

Who	Title	Company	Recommends	Why...
Wicky Olindo	CEO	Screenplay Films	*Why Women Kill*	"Hilarious, great writing, great characters, feels light but smartly culminated towards the end by intertwining all the stories. Just Brilliant!"
Helen Sou	Chief Business Office, Asia	Viu	*A World of Married Couple*	"An intense drama about life and relationships that raises big questions... Is being vengeful Sun Woo's only choice in the face of hatred and betrayal? Is her revenge more about justice or survival?"
Aqilah Yunus	Editorial Research	*ContentAsia*	*Queer Eye S5*	"It's upllifting. It's fun. It's Queer!"
Bianca Leong	Director, Corporate Marketing & Business Development	mm2 Asia	*Avatar the Last Airbender*	"The film hit me with a tonne of nostalgia. It was one of the first cartoon shows made in the West that showed respect for Asian culture and martial arts... the show deals with sexism through the relationship between brother and sister, Sokka and Katara. In the beginning, Sokka is incredibly sexist as a result of his upbringing and the culture in his tribe... However, along the way, his discriminatory thoughts about women are proven false, and as a result, he becomes a better person and part of the team. It's such a great lesson for young boys and men, and women that they don't have to accept that kind of behaviour."
Zafira Shareef	Head of Content – APAC	Vubiquity	*Friends*	"An oldie but goodie – *Friends*. It shows three unique but strong women navigating through life's ups and downs be it career, love, family/friendship = support system etc. It genuinely showed that life is indeed a crazy rollercoaster and it is YOU who makes the best out of it."

contentasia

Editorial Director
Janine Stein
janine@contentasia.tv
Assistant Editor
Malena Amzah
malena@contentasia.tv
Events Manager
CJ Yong
cj@contentasia.tv
Editorial Research
Aqilah Yunus
aqilah@contentasia.tv

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

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Pencil Media Pte Ltd
730A Geylang Road
Singapore 389641
Tel: +65 6846-5987
www.contentasia.tv

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