

BTS coup for Disney APAC

Five-title deal sealed with Korea's Hybe

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Full story on page 2



GMM expands drama in Japan

TV Asahi ups Thai buys, Aug fanfest planned

Japanese commercial broadcaster, TV Asahi, premiered its latest Thai drama series, *Devil Sister*, this month, deepening its content alliance with Thai programmer GMMTV and increasing the number of titles acquired to upwards of 20.

Full story on page 5



Fathers day play for Papa & Daddy

Asia's 1st gay family series upsizes for S2

Asia's first gay family BL series, GOL Studios' *Papa & Daddy*, returns for a second season on 8 August, celebrating Fathers Day in Taiwan.

Full story on page 8

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BTS coup for Disney APAC

Five-title deal sealed with Korea's Hybe



BTS

Disney's Asia Pacific operation has tied up with Korea's Hybe in a content alliance that gives the U.S. programmer global distribution rights to five titles, including two factual series involving pop phenomenon BTS.

In a video message distributed this morning, BTS said that one of the titles – *BTS: Permission to Dance on Stage in L.A.* – would air “soon”, followed by *BTS Monuments Beyond the Star* in 2023 “that shows a more up-close and personal side of us”. Both will air exclusively on Disney+.

In this morning's announcement, Jessica Kam-Engle, The Walt Disney Company's APAC head of content, flagged additional music content on the streaming platform.

“This collaboration represents our creative ambition – to work with iconic content creators and top stars in Asia Pacific so their talent can be enjoyed by mainstream audiences in multiple ways,” Kam-Engle said, adding that she was looking forward to introducing more music content.

Hybe CEO Park Ji-won said today's deal was “the start of a long-term collaboration”.

BTS: Permission to Dance on Stage in L.A. is a 4K concert film featuring BTS' live performance in Los Angeles' SoFi Stadium in November 2021, including hits such as “Butter” and “Permission to Dance”.

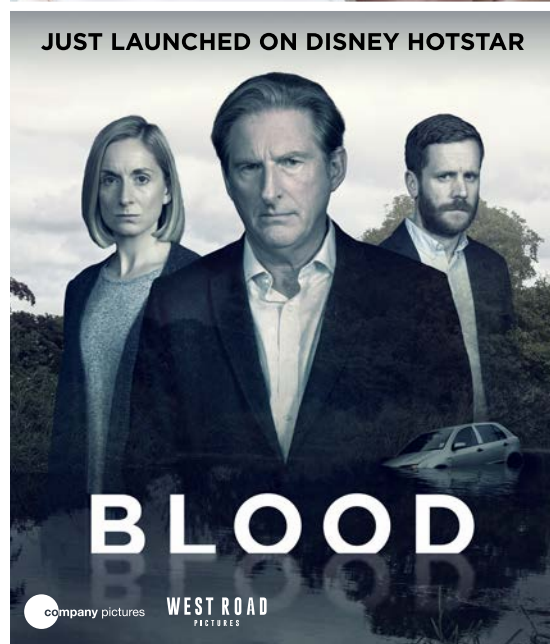
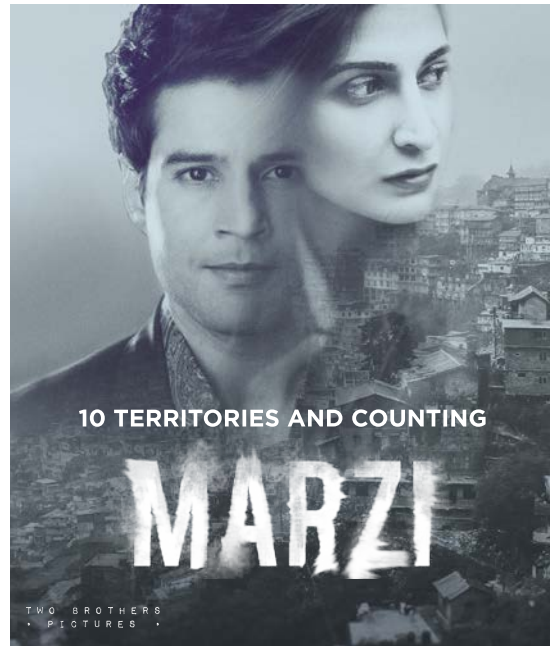
BTS Monuments Beyond the Star is an original docu-series that charts BTS' rise, and promises “unprecedented access” to nine years worth of BTS library of music and footage along with the band members' “thoughts and plans... as they prepare for their second chapter”.

The package also includes travel reality show *In the Soop: Friendcation*, with five celebrities – V of BTS, *Itaewon Class*' Seo-jun Park, *Parasite* star Woo-shik Choi, Hyung-sik Park, and Peakboy – on a “surprise trip”.

In the Soop: Friendcation – a spinoff of the *In The Soop* series – premieres on Disney+ on 22 July.

Information on the other two shows has not been disclosed.

www.contentasia.tv



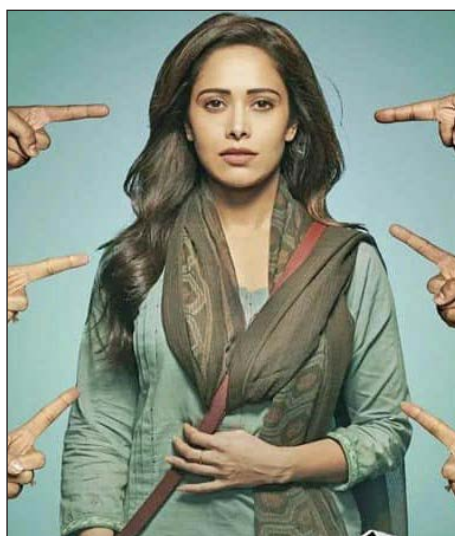
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Scripted Formats: Make the story your own



Zee5 tackles women & safe sex

15 July debut for new comedy about small-town condom salesgirl



Nushratt Bharuccha in *Janhit Mein Jaari*

South Asian streamer Zee5 Global debuts its new comedy, director Jai Basantu Singh's *Janhit Mein Jaari*, on 15 July, adding a layer of social commentary about safe sex to the burgeoning slate.

Archana Anand, Zee5 Global's chief business officer, talks about using humour and sensitivity to address taboo subjects.

The film, adds producer Vinod Bhanushali, carries "an important message packaged with humour".

Janhit Mein Jaari stars Nushratt Bharuccha as a small-town condom salesgirl who drives a conversation about safe sex and tries to better the lot of women in her community much to the horror of her parents and in-laws.

The film, released theatrically in the U.S. in June with box office of just under US\$500,000 to date (source: IMDB), was written by Raaj Shaandilyaa.

Janhit Mein Jaari is produced by Bhanushali Studios and Think Ink Picturez in association with Shree Raghav Entertainment LLP.

Netflix Korea upsizes unscripted

Four new Korean variety series release in 2H 2022

Netflix will release four Korean unscripted shows in the second half of this year, according to local news platform Yonhap, which said the variety slate was part of a "strategy to strengthen its unscripted content lineup and diversify its local portfolio".

The four new shows are *TAKE 1*, Netflix's first Korean music variety show; Korea's *No. 1*; competition show *Physical*;

100; and *Single's Inferno* season two.

The report quoted Netflix's content manager, Yoo Ki-hwan, as saying that the U.S. streamer had added only six original Korean unscripted shows to the platform in the past four years.

Early attempts at unscripted originals, including Yoo Byung Jae: *Black Comedy* (2018) and Park Na-rae: *Glamour Warning* (2019) fell flat, the report said.

DW Asia original wins in Deauville

Microplastics episode brings home silver



Unseen, How to Avoid Microplastics in Your Food

DW factual programme, *Unseen, How to Avoid Microplastics in Your Food*, has won a Trophee Argent in the Health & Quality of Life category in this year's Deauville Green Awards.

The programme, produced with and filmed by Mee Fung Lee's PIK film in Malaysia, follows a local food fan on a personal journey of discovery on what's safe to eat and drink, which products carry the least risk and which don't measure up.

The category's Trophee Or was won by a programme on improving tuberculosis treatment in Gabon.

The Deauville Green Awards are part

of an international festival of film production focusing on social responsibility and eco-innovation.

In a second win for DW's Asia-focused originals, *Her – Women in Asia*, was nominated in the Women's Solutions Reporting category of this year's One World Media Awards.

Both programmes were nominated in last year's ContentAsia Awards.

Her – Women in Asia S1: The Meaning of Marriage was nominated in the Best LGBTQ+ Programme Made in Asia category and an episode from *Unseen* was nominated in the Best Factual Programme category.

NHK WORLD - JAPAN

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Aarya returns to Disney+ Hotstar

Disney+ Hotstar has greenlit a third season of premium drama *Aarya* from Endemol Shine India and Ram Madhvani



Films. The series, starring Sushmita Sen, is about a mother's fight to keep her family safe from the world of crime following her husband's death. Release details haven't been disclosed.



NHK World – Japan rolls out in South Africa

Japan's international service, NHK World – Japan, has rollout out its first 24-hour English-language television service in South Africa in a distribution deal with pan-African operator, Multi-choice. The channel, which is already distributed in other parts of Africa, will be carried on the DStv platform.



Star Magic kicks off maiden feature film

Star Magic, the talent arm of Philippines' programmer ABS-CBN, kicks off the marketing campaign for its maiden film production project, *Connected*. The feature is the first project from new shingle, Star Magic Studios. The film features former *Pinoy Big Brother* housemates and host Richard Juan.

GMM expands drama footprint in Japan

TV Asahi adds Thai drama, fanfest planned for August



Devil Sister

Japanese commercial free-TV broadcaster, TV Asahi, kicked off its latest Thai drama series, *Devil Sister*, this month, deepening its content alliance with Thai programmer GMMTV and bringing the total number of titles acquired to upwards of 20.

The acquisition is TV Asahi's second from GMMTV. TV Asahi acquired its first slate of GMM drama/variety TV titles last year.

Feel-good romantic series *Devil Sister*, premiered on 2 July on TV Asahi's sister channel CS (communications satellite/pay-TV) CS-Tele-Asa.

The premiere of the 18-episode *Devil Sister* runs alongside the countdown to a two-day on-ground fanfest in Yokohama in August designed to raise awareness in Japan of Thai content.

Devil Sister is a love story about a girl (the devil in disguise) played by Pechaya Wattanamontree and a boy-next-door played by Metawin Opas-iamkajorn. The story, based on Thai novel *Beauty and the Guy*, is produced by GMMTV together with Keng Kwang Kang and directed by Ekkasit Trakulkasemsuk and Pantip Vibultham.

In Thailand, the series aired on GMM25 from 18 April to 14 June this year.

Devil Sister followed a slate of Thai drama series that premiered in Japan last month.

These include the sci-fi/coming-of-age series, *55:15 Never Too Late*, which premiered on 28 June 2022 on TV Asahi's OTT service, Telasa. New episodes air weekly on Tuesdays.

Other GMMTV titles acquired by TV Asahi include three BL series, *Star in My Mind* (premiered 18 June 2022), *Vice Versa* and *Sky in Your Heart*; romance series *Astrophile* (premiered 11 June 2022), romance fantasy *Happy Birthday* (premiered April 2022) and the Thai adaptation of Japanese manga series, *Hana Yori Dango*, *F4 Thailand: Boys over Flower*, which premiered on TV Asahi in December last year on TV Asahi's CS-Tele-Asa channel.

TV Asahi is planning to broadcast *F4 Thailand: Boys over Flower* via its BS (broadcasting satellite/nationwide free-TV) channel BS-Asahi.

As part of GMMTV/TV Asahi's strategy "to nurture the sensation of Thai content" in Japan, the companies are staging an on ground concert, GMMTV Fan Fest 2022, in Yokohama on 27-28 August this year. The event gathers more than 11 Thai talents led by Bright-Vachirawit Chivaaree, Win-Metawin Opas-iamkajorn, Dew-Jirawat Sutivanichsak, and Nani-Hirunkit Changkham. Organisers are expecting 20,000+ participants.

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Travis Fimmel joins *Black Snow* cast



Australian actor Travis Fimmel, best known for his role in A+E Networks/History Channel series *Vikings*, has joined the cast of six-episode Stan original series, *Black Snow*, currently in production in North Queensland, Stan and All3Media International said on Tuesday, 12 July.

Fimmel will play Detective James Cormack, the lead investigator in a cold-case murder of 17-year-old Isabel Baker in 1995. The case reopens when a time capsule unearths a long-held secret.

The one-hour drama is produced by Goalpost Television in association with All3Media International, and created by Lucas Taylor (*Harrow*), writing alongside Boyd Quakawoot (*Black Comedy*) and Beatrix Christian (*Jindabyne*).

The series is directed by Sian Davies (*The Gloaming*) and Matthew Saville (*Please Like Me*).

Black Snow is supported by Screen Australia, Screen Queensland and Screen NSW, alongside the Australian South Sea Islander community of North Queensland, along with financing from AMC Networks' Sundance Now.

David Madden joins Wattpad Webtoon Studios

Veteran film/TV producer David Madden has joined Wattpad Webtoon Studios as head of global entertainment. Madden (*The Americans*, *Shield*) was most recently TV president at Berlanti Productions. Madden reports to president Aaron Levitz.

the JOB space

the place to look for the jobs that matter



Advertisement notice and selection criteria for the post of Secretary-General, Asia-Pacific Broadcasting Union-ABU

The ABU invites applications for the post of Secretary-General, Asia-Pacific Broadcasting Union-ABU: <https://www.abu.org.my/2019/08/01/positions-vacant-3/>

The Secretary-General is the administrative head, editorial and creative leader of the Asia-Pacific Broadcasting Union's Secretariat, reporting to the ABU President, and responsible for leading and managing the ABU Secretariat located in Kuala Lumpur, Malaysia, and implementing the decisions of the ABU Administrative Council and General Assembly.

The key responsibilities of the Secretary-General are to:

- Develop and implement strategic initiatives to achieve the Union's vision, mission and objectives as stated in the ABU Statutes.
- Promote and project a positive image of the ABU globally by nurturing fruitful partnerships and cooperation with other international organizations.
- Provide leadership to and oversee the operations of the ABU's Secretariat and all its departments to ensure that they provide quality and timely services to members.
- Manage the finances of the Secretariat, control the assets and funds of the ABU, and oversee the preparation of budgets, operational expenses and financial reports.

The successful candidate will be appointed for a three-year term, with a possible three-year extension.

APPLICATIONS:

Applications should be accompanied by a detailed CV and work history, a covering letter of a maximum of 1,000 words outlining why the candidate believes he or she could successfully fill this role, details of current salary and allowances, the period of notice to be given to the applicant's existing employer, and a passport size photograph. The age of applicants may preferably be less than 60 years. Candidates up to 62 years old will also be included in the selection by the Recruitment Task Group.

Applicants are also invited to nominate 4 referees (2 bosses, 1 colleague and 1 subordinate).

Applications should be sent by email to the following 3 addresses:

Mr. HASHIMOTO Akinori,

Executive Controller, General Media Admin., NHK (Japan Broadcasting Corp.)

hashimoto.a-gy@nhk.or.jp main

CC: kuroiwa.m-fy@nhk.or.jp backup

CC: DQG10121@nifty.ne.jp backup

Telephone number: +81-3-5455-7754

The closing date for the submission of applications will be 31st July 2022.

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

GOL Studios' *Papa & Daddy* returns on 8 August

Asia's first gay family series upsizes for second season

Asia's first gay family BL series, GOL Studios' *Papa & Daddy*, returns for a second season on 8 August. The premiere of the new season is timed to celebrate Father's Day in Taiwan.

The original production, supported with Taiwanese government funding, is a family story about two dads navigating life and issues such as ex-spouses, new marriages, teen kids, little kids, siblings, co-parenting, grandparents, school, teachers, careers...

"Season two packs in a lot more character and story lines than season one and tackles a lot more issues" says executive producer, Jay Lin, the founder/CEO of Taipei-based Portico Media and founder of global LGBTQ+ streaming service GagaOOLala, whose own story inspired the series.

The new season also dials up the family dynamics, rather than focusing on romantic relationships.

For instance, Damien's ex-wife Kate, mentioned in the final episode of the first season, plays a much larger role in season two, which also features Damien and Kate's son, Jimmy, who returns from the U.S. to live with Damien and handsome YouTuber partner, Jerry, and their son Kai.

"This season is a lot more realistic in a sense and we bring out a lot more actual struggles and challenges of how to raise a child when parents are of the same sex," Lin adds.

At the same time, there are "still a lot of romantic comedic moments all throughout the episodes and there is definitely still the BL romance," He adds.

Season two has larger roles for the lesbian family – two moms and their male child – which appeared briefly in season one.

"There's one episode where, even though the moms are queer, they feel



Jay Lin, founder/CEO of Portico Media and founder of GagaOOLala

Papa & Daddy season 2

their orientation might have impacted their son's sexuality," Lin says, adding that the show involves "real life issues that many gay families have to deal with".

Season two opens where season one ended – with a stunned Jerry holed up in his childhood home in the country after the revelation that Damian, who spent years in the U.S., has a son from a relationship with a woman.

Half of the show is shot in Taipei and the other is shot in Hualien – Jerry's hometown – in eastern Taiwan.

Nancy Chen (*A Taiwanese Tale of Two Cities*) returns to direct the new season.

Filming wrapped in the Taiwanese countryside in April this year, with Malaysian actor Melvin Sia reprising his role

as Damien.

Muhan Chiu (*Twa Tiu Tiann, Tears on Fire*) plays Jerry in place of Mike Lin, who starred in season one.

This season's new character, Kao, is played by Peter Kuan (*Swimming Battle, The Devil Punisher*).

Encouraged by pick-ups on platforms in Taiwan and around the world, GOL Studios greenlit another season with a higher budget, more locations, and eight episodes of 25 minutes each (two up from season one, which premiered on GagaOOLala in April 2021).

In addition to its berth on GagaOOLala, season one is available on about 10 streaming platforms, including Amazon Prime Video, WeTV, Catchplay+, Rakuten TV and U-Next.

the contentasia summit



WHAT WE WILL BE TALKING ABOUT...

Thailand: What, why, when & how

Thailand is pushing its original TV production boundaries, encouraged by the response to series such as *Love Destiny*, *F4 Boys Over Flowers* and *Girl from Nowhere*, driven by demand from regional and international streaming platforms, and well aware of the upsizing required for growth. This series of conversations tracks activities, ambitions & outlook in a diverse market of 70 million people, with a strong film heritage and the will to go forth and create.

ContentAsia's Formats Outlook

For the 5th consecutive year, *ContentAsia* tracks Formats in Asia, looking at regional and individual markets, exploring the current state of the formats business in Asia, analysing trends & influences, and charting who is doing what and where. As part of this year's Formats stream at the *ContentAsia Summit*, we will be talking to production teams behind drama & reality formats in different markets in Asia about their adaptations, wins and pain points.

Platforms: The Next Generation

From the rubble of the traditional pay-TV environment... This session looks at how established brands have stood up, brushed themselves off, and started moving in a direction that snatches their TV business back from what looked like almost certain disaster. We talk about where platform are in their transformation journey, where they're winning, and what they see as their challenges.

LGBTQ+ content in Asia

LGBTQ+ storylines continue to evolve in Asia, gaining ground on platforms and channels outside of traditional Boys Love (BL) markets in Thailand and the Philippines, tracking legislative shifts in Taiwan with a broader and more diverse range of plots and characters, and coming up against old prejudices and new barriers in some markets. This conversation covers the gains that have been made, goes behind the scenes of a few of the latest originals, and looks at the challenges and opportunities in the mission to expand what goes on screen to reflect more accurately communities on the ground.

PLUS A WHOLE LOT MORE....

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24-25 August 2022 In-Person in Bangkok + Live Streamed
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Sony India ups Tamil footprint in Malaysia

Tamil kids channel Sony YAY! launched in Malaysia at the beginning of July in a deal with Telekom Malaysia's unifi TV. The five-year-old channel, owned by Sony Pictures Networks India (SPN), launched with seven shows including *Sab Jholmaal Hai (Honey Bunny)*, *Guru Aur Bhole*, *Taarak Mehta Ka Chhota Chashma* and *Kicko & Super Speedo*.



Rose Hughes takes over Red Arrow Aus/NZ sales role

Rose Hughes joined Red Arrow Studios International this month as sales VP for English-speaking markets, including Australia and New Zealand, based in London and reporting to president/MD, Tim Gerhartz.

Hughes was previously with Keshet International and before that at doc/news distributor, Journeyman Pictures, DRG and BBC Worldwide.



BBC First Aus picks up Marie Antoinette

Banijay Rights has sold eight-part historical drama *Marie Antoinette* to BBC First in Australia. The Canal+ Creation Originale series, created and written by Deborah Davis (*The Favourite*), about the French queen is produced by Banijay Studios France, CAPA Drama and Les Gens. The series is directed by Pete Travis (*Bloodlands*) and Geoffrey Enthoven (*Children of Love*).

Malaysia's Awesome TV ramps up Free-TV service boosts exec ranks



Yushaimi Yahaya (left); Mazlan Mahdi (right)

Mazlan Mahdi has joined Malaysian national free-TV channel, Awesome TV, as chief operating officer.

In a second appointment announced this month, former NSTP COO, Yushaimi Yahaya, joined Awesome TV as chief editor of the company's news unit, *Berita 757*.

Both report to Awesome TV CEO,

Adam Ilyas.

Among other things, the new hires flag a sharper focus on tech and infrastructure for the Kuala Lumpur-based outfit.

Mahdi was previously CEO of MYTV Broadcasting Sdn Bhd, which spearheaded Malaysia's national digitisation project. Yahaya's past roles include editor-in-chief of *Malay Mail*.

15 July debut for *Mom, Don't Do That!* Netflix takes Taiwanese mom/daughter dramedy global

Netflix premieres Taiwanese family drama, *Mom, Don't Do That!*, on 15 July following its special screening at the Taipei Film Festival earlier this month.

The series, starring Taiwanese entertainer Billy Wang as a 60-something widow, is the story of a mother and her two daughters who battle over clashing definitions of love after the death of

their family patriarch.

Based on a novel by Chen Ming-min, the series is directed by Lee Chun-hong and Chen Wei-ling.

At a publicity briefing in Taipei, Chen said the series was created as a comedy "to tell the stories of three women from different generations trying to find happiness".



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Who's who...

Henry Tan
Group CEO
Euan Smith
Group COO and CEO, TV
Agnes Rozario
Director, Content



Henry Tan



Euan Smith



Agnes Rozario

Astro Malaysia Holdings Berhad (Astro) is Malaysia's leading content and entertainment company, serving 5.6 million homes or 71% of Malaysian TV households, 18.2 million weekly radio listeners (FM and digital), 11.3 million digital monthly unique visitors across its TV, radio and digital platforms. We serve Malaysians with 3 distinct services – Astro Pay TV, NJOI Prepaid and sooka, our own OTT for the millennials; and recently Astro Fibre, our own internet service. More than 600,000 homes are already streaming the best of home entertainment via our 4K UHD Ultra Box and HD Ulti Box, which can be self-installed and run on both satellite and broadband, alongside our content-broadband bundles. Today our customers enjoy streaming live sports and the biggest TV shows and movies from global streaming services like Astro GO, HBO GO, iQIYI, Disney+ Hotstar, TVBAnywhere+ and Netflix as well as more than 11,000 hours of local signatures and flagship Astro Originals that we produced.



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Andy Kaplan
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George Chien
Co-Founder, President and CEO
Avani Bhanchawat
Vice President and Head, Revenue
Derek Wong
Vice President and Head,
Production & Creative



Andy Kaplan



George Chien



Avani Bhanchawat



Derek Wong

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KC Global Media Asia is Asia's leading entertainment hub through the production, distribution and programming of quality, ground-breaking content.

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<https://www.linkedin.com/company/2676849/>

Who's who...

Sayako Aoki Head of Scripted Formats

Moe Kanzaki Sales & licensing

Tom Miyauchi Head of Unscripted Formats

Keisuke Miyata Head of Finished Programs



Sayako Aoki



Moe Kanzaki



Tom Miyauchi



Keisuke Miyata

Nippon TV is Japan's leading multiplatform entertainment powerhouse and ratings champion broadcaster, as well as owner of streaming giant Hulu in Japan. Over 90% of its content IP is fully owned by Nippon TV and the company has been active in bringing its content to the international market in the form of anime, ready-made programs, formats, and through co-production partnerships. One of the biggest successes for the nation's finest producer of all genres of programming is the Emmy Award-winning *Dragons' Den/Shark Tank*, a globally successful business show format that has 45 versions in more than 186 countries across all continents of the world. Additionally, their hit drama series *Mother* has also achieved global success as the most exported scripted format out of Asia, with its

format sales to South Korea, Turkey, Ukraine, France, Thailand, China, Indonesia, and Spain. The company is also known for its viewer-engaging show *Old Enough!*, now streaming on Netflix in over 190 countries, and *BLOCK OUT*, an action-packed game show format that has been adapted in Thailand, Indonesia, Vietnam, Spain, and Holland, the award-winning unscripted format *Mute it!*, and *Sokkuri Sweets*, both produced in the Netherlands, and *Sokkuri Sweets/Eye Candy* on The Roku Channel in the US, UK, and Canada.

Nippon TV has also been producing **animation programs** since the 1950s and attracts fanatic anime fans with legendary series such as *Lupin The 3rd*, *DEATH NOTE*, *Ouran High School Host Club*, *HUNTER x HUNTER*, *Parasyte -the maxim-*, that are instantly distributed in almost 200 countries at the same time as its release in Japan. As evident by the company's success, Nippon TV is leveraging its coveted platform to revolutionize digital media in an ever-changing industry to solidify its presence and brand as a global media leader.



Rewind

Rewind Networks Pte. Ltd.

21 Media Circle
#06-05, Infinite Studios
Singapore 138562

Who's who...

Avi Himatsinghani CEO

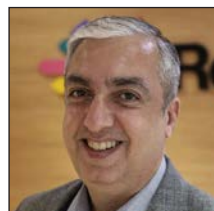
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Avi Himatsinghani



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Incorporated and headquartered in Singapore, Rewind Networks is a multimedia branded entertainment company, dedicated to providing the best in class TV content to audiences across the Asia Pacific region.

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Rewind Networks has secured extensive licensing arrangements with leading Hollywood and international studios such as NBCUniversal, Warner Bros, Sony Pictures, The Walt Disney Company, MGM Studios, Paramount, Lionsgate, Fremantle, BBC and ITV Studios.

China

In numbers

Population.....	1.4126 billion
Households.....	522.68 million
Avg household size.....	2.62
Cable TV/Radio households...	207.45 million
Digital TV households.....	198.89 million
Pay-TV households.....	79.87 million
TV coverage (population).....	99.7%
Radio coverage (population).....	99.5%
Production of TV programmes..	3.28m hours
- News.....	1.097m hours
- Thematic TV shows.....	8.99m hours
- Variety TV shows.....	341,886 hours
- TV series.....	95,403 hours
- Commercial TV shows.....	389,655 hours
- Others.....	458,128 hours
TV broadcasting time (hours)...	19.88 million
- News (hours).....	2.855 million
- Special service shows (hours)..	2.619 million
- Variety TV/game shows (hours)...	1.159m
- Drama shows (hours).....	8.731 million
- Commercial TV (hours).....	2.249 million
- Others (hours).....	2.267 million
Internet users.....	1.031 billion
Internet penetration rate.....	73%
Broadband internet users...	535.79 million

Source: National Bureau of Statistics of China (population in 2021, TV/radio coverage in 2021, household/size in 2020, cable/digital TV in 2020, pay TV in 2019, TV shows production in 2020, broadcasting time in 2020, broadband internet in 2021)

Broadcasters

Beijing Gehua CATV Network

Beijing Gehua CATV Network, established in 1999, offers a triple-play service (cable TV, broadband internet, telephone) to 6.01 million registered cable TV users, of which 5.55 million are HD interactive digital TV users; and 680,000 broadband households, according to latest available data dated June 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 about 15,000 hours of programming annually, including TV drama, animation, news, TV magazine, documentary & sports programmes.



Period romance series, *Love Like the Galaxy*, premiered on Tencent Video on Tuesday, 5 July 2022. The series stars Zhao Lusi as Cheng Shaoshang, the daughter of a military general and her lover, the adopted son of an emperor, Ling Buyi, played by Wu Lei. Directed by Fei Zhen Xiang and executive produced by Han Zhi Jie, Fang Gang and Liu Shuo *Love Like the Galaxy*, is adapted from web novel *Xing Han Can Lan*, *Xing Shen Zhi Zai* by Guanxinzeluan. *Love Like the Galaxy* is produced by Radiant Pictures and Tencent Penguin Pictures.

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 (GD-CATV), 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 *All Together Now*, *Sing or Spin*, *World's Got Talent*, *The X Factor*, *Your Face Sounds Familiar*, *The Winner Is, I'm A Singer*, and *Strictly Come Dancing*, among others. The company is also focused on original content creation. 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,

Contentasia Screenings



The Mole, Bomanbridge Media



New Gold Mountain, All3Media International



Twist of Fate, Kanal D International



Undercover, JTBC Studios



ABC News 7/30, Australian Broadcasting Corporation (ABC)

www.contentasia.tv/screenings



World of Himmapan, (Pipob Himmapan), BEC World



Voice In The Rain, Viu



Last Wildlife

The Last Wildlife – Anan, Wangpeng & Me, HONG PICTURES



Wife on Duty, JKN Global Media



Kalel, 15, Signal Entertainment

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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 remains active in acquiring international formats. Over the past years, JSBC bought and produced local remakes such as Fremantle's talent show *China's Got Talents*, game show *Puzzle Masters China*, reality series *The Brain* and game show *Still Standing*. 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-commerce; 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 Banijay Rights' game show *Lego Masters China* (aired Oct-Dec 2021).

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, including the local remake of Banijay Rights' singing contest format *All Together Now*, and live events for regional and national audiences. 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 Bilibili (launched June 2009) streams user-generated content and acquired local/international shows, including anime, music, drama series, games, entertainment, movies and factual. Bilibili has 293.6 million average monthly active users (MAUs), 27.2 million average monthly paying users and 276.4 million mobile MAUs (Mar 2022). In July 2022, Bilibili announced that it is launching in Malaysia and Singapore, with more than 35 anime videos. The slate includes dark-fantasy anime series *Overlord IV* and fantasy drama *The Devil is a Part-Timer!* season two, about Satan taking a job in a fast-food parlour in modern Japan to try to make ends meet, along with Tokyo Mew Mew New and *Engage Kiss*.

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.

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.

iQiyi

iQiyi (est. April 2010 and globally in June 2019) is an online/streaming platform carrying local/int'l/in-house

titles, including movies and TV drama, to 101.4 million subscribers (Mar 2022). In June 2022, iQiyi reaffirmed what it called its commitment to the region with two Malaysian dramas and a low-cost Gen Z campaign with Thailand's AIS. The two Malaysian dramas – *Sorry Naik Lori* and *Rampas Cintaku* – are in production and will debut on the international platform later this year. The strategic partnership with AIS involves a low-cost "more affordable" plan, starting at THB35/US\$0.99 a month, offering unlimited Asian entertainment streaming for first-time subscribers. iQiyi offers advertising-supported video on demand (AVOD), subscription video on demand (SVOD) and transactional video on demand (TVOD). Subscriptions cost RMB30/US\$4.50 a month, RMB78/US\$11.75 for three months and RMB218/US\$32.55 a year for a recurring subscription or RMB248/US\$37 a year for a non-recurring subscription. As of July 2022, 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.

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.

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 RMB9.90/US\$1.47 for the first month, RMB45/US\$6.70 for following three months and RMB178/US\$26.60 for 12 months. Sohu was incorporated in 1996 as Internet Technologies China and renamed Sohu.com in 1999.

Tencent Video/WeTV

Tencent Video is the streaming service of Tencent, a multi-faceted online business offering gaming, e-commerce and social apps (QQ, WeChat). Tencent Video delivers local/international content, including films, TV shows, formats, original productions, sports events and news to users in China. Premium content is behind a subscription paywall. Subscriptions cost from RMB25/US\$3.73 a month for recurring VIP subscription to RMB258/US\$38.51 a year for VIP membership. WeTV is Tencent Video's global video streaming platform offering local/acquired foreign content including TV series, entertainment shows, movies and anime in multiple languages. WeTV had over 60 million downloads globally in 2021. Tencent was founded in Shenzhen in 1998 and listed on the Hong Kong Stock Exchange in 2004.

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.

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. Wasu is owned and managed by Wasu Digital TV Media Holdings, backed by Hangzhou Culture, Radio and Television Group and Zhejiang Radio and Television Group. Wasu Digital operates across digital cable TV, OTT and IPTV services to over 100m users in 100+ cities in 30 provinces in China (as of Dec 2020).

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. Content includes premium IP, co-productions and acquisitions across a range of genres, as well as user/professionally generated content, live webcasts and VR. Alibaba does not disclose detailed operating data for Youku in its latest financial data but said the platform's daily average paying subscriber base jumped 14% YOY during the 12 months ended March 2022, attributing the hike to "quality content and continued contribution from our 88VIP membership programme".

Adapted from ContentAsia's
The Big List 2022

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...

August 2022	22-23	ContentAsia Summit (Online + Content Showcases)	Online
	24-26	ContentAsia Summit (In-person + Live Streamed)	Hyatt Regency Bangkok, Thailand
	Until 25 Sept	ContentAsia Summit (On-demand)	Online
	26	ContentAsia Awards	In-person & Streamed
	23-27	BIRTV	Beijing, China
	30 Aug	AVIA: Korea in View	Seoul, Korea
	31 Aug - 2 Sept	BCWW	Seoul, Korea
September 2022	22-25	Gwangju ACE Fair	Gwangju, Korea
	27-29	APOS Singapore	In-Person, Capella Singapore + Live Streamed
October 2022	6	AVIA: Indonesia in View	Jakarta, Indonesia
	15-16	MIP Junior	Cannes, France
	17-20	MIPCOM	Cannes, France
	25-27	TIFFCOM Online	Online
November 2022	7	AVIA: Policy Roundtable	
	8	AVIA: The State of Piracy Summit	
	9-10	AVIA: Asia Video Summit	
	23-24	Dubai International Content Market	Dubai
	29-30	APOS Mumbai	In-Person, Mumbai + Live Streamed
December 2022	7-9	Asia TV Forum & Market (ATF)	Marina Bay Sands, Singapore
January 2023	16-23	Natpe Miami 2023	
March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	
	13-16	Hong Kong Filmart 2023	
April 2023	17-19	Mip TV 2023	Cannes, France
June 2023	7-9	BroadcastAsia/CommunicAsia 2023	Singapore
	28-30	Content Expo Tokyo 2023	Tokyo, Japan

Stranger Things leads in Malaysia

High demand for kids series – Parrot Analytics

Malaysia went nuts for Netflix's *Stranger Things* during the week of 28 June-4 July, giving the series three times more love and attention than old favourite *SpongeBob SquarePants* among properties measured in Malaysia by data science company Parrot Analytics.

Demand for most of the series on both the overall and the digital-only lists clustered in the 24x to 29x range, with Disney+'s *Ms Marvel* slipping onto the digital list in 10th place with just under

1.5x demand from the average market demand.

Titles from six global streamers – led by Netflix with two titles in the digital list's top five – are showing up on both charts.

By number of titles, Disney leads with three from Disney+ and two from Hulu. HBO Max, Paramount+ and Amazon Prime Video have one each.

The overall list is shared between digital shows and titles aired on other platforms.

Top 10 overall TV shows: Malaysia

Rank	Title	Difference from Market Average
1	<i>Stranger Things</i>	101.98x
2	<i>Spongebob Squarepants</i>	32.31x
3	<i>The Boys</i>	31.44x
4	<i>Obi-wan Kenobi</i>	28.52x
5	<i>Sesame Street</i>	28.38x
6	<i>Saturday Night Live</i>	27.14x
7	<i>The Umbrella Academy</i>	26.32x
8	<i>Better Call Saul</i>	25.13x
9	<i>Star Trek: Strange New Worlds</i>	24.31x
10	<i>Love Island UK</i>	24.3x

Top 10 digital originals: Malaysia

Rank	Title	Platform	Difference from Market Average
1	<i>Stranger Things</i>	Netflix	101.98x
2	<i>The Boys</i>	Amazon Prime Video	31.44x
3	<i>Obi-wan Kenobi</i>	Disney+	28.52x
4	<i>The Umbrella Academy</i>	Netflix	26.32x
5	<i>Star Trek: Strange New Worlds</i>	Paramount+	24.31x
6	<i>Only Murders In The Building</i>	Hulu	21.01x
7	<i>The Handmaid's Tale</i>	Hulu	20.81x
8	<i>The Mandalorian</i>	Disney+	20.81x
9	<i>Our Flag Means Death</i>	HBO Max	20.56x
10	<i>Ms. Marvel</i>	Disney+	14.83x

Date range: 28 June - 4 July, 2022

The total audience demand being expressed for a title, within a market. Audience demand reflects the desire, engagement and viewership, weighted by importance; so a stream/download is a higher expression of demand than a 'like'/comment. In this dataset we are comparing the demand that exists for each series in this market, against the average TV show. A difference of 1x represents the market average and 10x means a series is ten times more in demand than the average TV show in this market



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