



Rock Action replaces Extreme in 9 Asia markets

Linear movie channel goes live across Asia from today

Rock Entertainment Holdings' new action movie channel, Rock Action, went live across 12 markets in Asia this morning. In nine of the 12 countries, the channel replaced Rock Extreme.

The full story is on page 3

PLUS

- Korea's MBC backs storytelling baffle, bills new show as "MMA of the Tongues"
- 60% of Netflix subs watch K-content, Streamer talks about global take up as Doona! kicks off
- Phoenix TV pushes positive Hong Kong stories

... And a whole lot more



For content sales, please email: inter-sales@becworld.com
www.ch3plus.com/contentlicensing (PW is required)

๑๐๘๖๖๖๖๖ / Jan Kwa Ji Dai Rak Kan
Rom-Com | 16 x 70' (TBC)
Release year: 2023



Phoenix TV debuts new Hong Kong short-form series

Ben Lai's Yam Cultural produces five-episode *All the Best*

New Hong Kong short-form series, *All the Best*, premiered on YouTube at the weekend, recalling the special administrative region's glory days and digging up stories that speak to Hong Kongers' resilience and determination.

The five-episode Cantonese/Mandarin series on the Hong Kong Story/@hongkongstory1996 channel, is directed by Douglas Lau Shun An, and produced by Ben Lai's Yam Cultural for Phoenix TV.

Stars include Sham Ka Ki (*Weeds on Fire*), Christy Lai Kei Kwan (*Go with the Flow Era*), Henick Chou (*A Light Never Goes Out*, with Sylvia Chang), Christopher Sin (*Warriors of Future*), model Winnie Cha, and Cheung Tung Joe (*He's a Woman, She's a Man*).

The music score is composed by Tomy Wai with dubbing by Ding Yue.

The series follows five characters deal-

ing with the challenges of living in Hong Kong.

Each episode of between four to six minutes explores common social issues, such as the elderly, housing and employment, and lives during the pandemic.

The series looks at present-day Hong Kong, which Lai says "has finally settled" after the incidents of the past few years and remains home to many who want to stay."

"Some people choose to leave and others choose to stay. The success of Hong Kong is mainly based on its people's inheritance, sincerity, never-say-die, and creative spirit," Lai says, talking



All the Best

about surfacing forgotten stories that can be a path to rediscovering a Hong Kong many think has been lost.

"We hope through these stories, people can find the meaning of life in this familiar city, and bring them positive energy again and recall the beauty of Hong Kong that is deeply rooted in people's hearts," he says.

"After so many incidents have happened, Hong Kong is still the place where some of our hearts want to settle," he says.

Episode one dropped at 8pm on Saturday evening (10 Dec).

The other four episodes go live over the next four Saturdays.

IS YOUR IDEA WORTH HIS INVESTMENT?

Commissioned by
FOX in the US

Commissioned by
NINE NETWORK
in Australia



GORDON RAMSAY'S
**FUTURE
FOOD
STARS**

Korea's MBC backs storytelling battle, bills new shows as "MMA of the Tongues"

Korea's MBC premiered its latest unscripted competition this weekend, billing the Sunday night prime-time show as the "MMA of the Tongues".

The 3x70-mins *Keep Talking and Love It – MMA of the Tongues*, is a storytelling battle among eight "tongue fighters", who have five minutes to tell their stories to an audience of 100 people.

The audience votes on whether to hear more.

The four judges are celebrity storytelling masters who provide comments.



Keep Talking, MBC

Only the winner gets the opportunity to finish their story.

MBC's biggest challenge at the moment is to create a blockbuster show able to follow in the footsteps of *King of Masked Singer*.

MBC producer, Seung-Hun Han, said *Keep Talking and Love It – MMA of the Tongues* was inspired by Korea's street storytellers of the 18th-century.

Participants in the Korea show include a divorce lawyer, health trainer, a North Korean refugee, a literature teacher and a transgender YouTube content creator.

Action replaces Extreme in 9 markets

Rock Action movie channel goes live across Asia



Monstrous

Rock Entertainment Holdings' new action movie channel, Rock Action, went live across 12 markets in Asia this morning, opening with *Congo (1995)*, *Beta Test*, *One Point O* and *Indiana Jones and the Kingdom of the Crystal Skull (2008)*.

In nine of the 12 countries, the channel replaced Rock Extreme, which Rock Entertainment inherited from Blue Ant when it bought the channels business in 2017.

Some platforms, including SkyCable, Cignal TV and all provincial affiliates serviced by Accion in the Philippines, replaced Rock Extreme with the new channel in a move the Singapore-based regional programmer described as an upgrade.

Other markets, including Singtel in Singapore, continue to carry Rock Extreme but have not picked up Rock Action. The country's biggest pay-TV platform, StarHub, dropped the then Blue Ant Extreme in December 2020.

In Singapore, national broadcaster Mediacorp's meWatch online platform has included Rock Action in a new three-channel Rock 24/7 subscription pack for S\$25/US\$18 a year. The three channels are Rock Action, Rock Entertainment and Global Trekker along with VOD content from the three channels as well as from the Makeful and Smithsonian Channels.

In addition to Singapore and the Philip-

pines, Rock Action's 12 markets so far are Cambodia (PPCTV), Hong Kong (i-cable, myTVSuper), Indonesia (Dens TV, First Media, K-Vision, UseeTV), Macau (Macau Cable TV), Malaysia (Unifi TV), Mongolia (Ddish, Univision), Myanmar (Sky Net), Papua New Guinea (Digicel Play, Hitron), Philippines (SkyCable, followed by Cignal TV from 23 Dec), Taiwan (4gtv, Hami), Thailand (from 12 Jan 2023 on AIS Play, TrueVisions, 3BB GIGATV), and in Singapore (meWatch).

The other holdouts to the upgrade are some of the platforms in Taiwan and Vietnam.

Rock Action's prime-time launch schedule tonight includes *Monstrous (2022)*, starring Christina Ricci as a woman fleeing from her abusive ex-husband with her seven-year-old son, only to run into a more terrifying monster; and the original version of *Beverly Hills Cop (1984)*, starring Eddie Murphy.

Network execs said in November that the channel would go live with a catalogue of 200 movies, but that there was no fixed number of new releases a month.

Rock said when the new channel rollout was announced in November that it had acquired TVOD and branded SVOD rights to many of the titles, some of which will be first on linear, with short windows after theatrical release for on-demand.

TV5 MONDE

The best of French content



Add a French touch to your service with TV5MONDE,
the world's leading French TV network
subtitled in 7 languages.

For more information, visit apac.tv5monde.com
or contact us at asia@tv5monde.org



CONTACT US HERE





The Big Hope:
Industry leaders on 2023

New Year trends & influences:
Story-telling, production budgets, merger fallouts & other things on our watch list for 2023

Conversations with...

- Screenplay Films' Anthony Buncio,
- Studio Dragon's Lee Ki-hyuk,
- Mediacorp's Virginia Lim,
- *The Broken Marriage Vow's* Connie Macatuno,
- Astro's Agnes Rosario,
- *The Betrayal's* Teddy Sutthikulphanich
- Media Prima's Nini Yusof

All in ContentAsia's latest magazine

For editorial info, contact Janine at janine@contentasia.tv
To advertise in any of *ContentAsia's* publications or online, contact Masliana at mas@contentasia.tv (Asia, Australia and Middle East) or Leah at leah@contentasia.tv (Americas and Europe)

www.contentasia.tv

[f](#) [i](#) [y](#) [t](#) [i](#) contentasia

60% of Netflix subs watch K-content

Streamer talks about global take up as *Doona!* kicks off



Bae Suzy plays Doona in *Doona!*

More than 60% of Netflix subscribers around the world watched Korean content on the platform this year, Netflix said today (12 Dec) during the announcement that *Crash Landing on You* director, Lee Jung-hyo, is attached to new series, *Doona!*, along with former K-pop star Bae Suzy and Yang Se-jong.

Bae Suzy (*Start-Up*) stars as Doona in the Naver/webtoon-based romance about a K-Popstar and an ordinary college student, played by Yang Se-jong (*Saimdang*, *Memoir of Colors*).

Netflix, which is coming to the end of its first full year of reporting viewing hours for top 10 series around the world, said that in the past year, Korean content had made it onto the weekly top 10 in more than 90 countries.

Netflix's three most popular non-English shows ever are from Korea: *Squid Game*, *All of Us Are Dead* and *Extraordinary Attorney Woo*.

Although *Extraordinary Attorney Woo* trailed *Squid Game* in the number of viewing hours, both spent 20 weeks on Netflix's global top 10 non-English TV list this year.

Extraordinary Attorney Woo was viewed for 657 million hours (4 July-20

Nov 2022), against *Squid Game's* almost 2.3 billion hours (13 Sept 2021-19 June 2022). *All of Us Are Dead* attracted just under 660 million hours in half the time (24 Jan-10 April 2022).

Today's details come in the midst of runaway success of Korean series of the moment, *Reborn Rich*, which stars *Descendants of the Sun* alum, Song Joong-ki.

Netflix has non-exclusive Korean rights to *Reborn Rich*, which airs on JTBC, TVing and Viki. Asian streamer Viu bought global rights to the series, excluding Korea and China.

The series 11th episode, aired on 11 December hit a record 21.137% nationwide audience share on JTBC in Korea (Source: Nielsen Korea).

Another three Korean titles are on their way to Netflix before the year ends.

The season two return of dating reality show, *Singles Inferno*, debuts tomorrow (13 Dec), followed by drama *The Fabulous* on 23 December, and revenge thriller *The Glory*, starring Song Hye-kyo, on 30 December.

Doona! is written by Jang Yu-ha and produced by Studio Dragon, Showrunners and Studio N.

CONTENTASIA AWARDS 2023

Bringing ContentAsia's expertise & integrity into Asia's Awards space

Entries for 2023 open on **15 Feb 2023**

Entry deadline: **14 April 2023**

Finalists: **20 July 2023**

Who won: **24 August 2023**

www.contentasiaawards.com



Dennis Yang, founder/CEO, Studio76



Jocelyn Little, managing director, Donovan Chan, creative director, Beach House Pictures; Si En Tan, Kris Ong, co-founders/producers, Momo Film



The Broken Marriage Vow lead, Jodi Sta Maria, and supervising producer, Kylie Manalo-Balagtas



Henry Tran, GM, Warner Bros. (F.E.) Inc. Thailand



(L-R) Bunaveswaran Ganesan, Shabir Tabare Alam, TJ Lee, MD, Weiyu Films



Virginia Lim, chief content officer, Mediacorp



TJ Lee, MD, Weiyu Films



Marianne Lee, chief of content acquisition & licensing, Viu



Yuthana Lopanpaibul, executive producer/director, BEC World



Pantham Thongsang, HBO/Warner Bros Discovery



Wanida Boonpraditwattana, AVP - Inter Right Management, ONE31/GMMTV Thailand



The Miracle of Teddy Bear (Khunmee Paliharn) BEC World (Ptc) / Tanaalakorn / Yuthana Lopanpaibul



ContentAsia Awards 2022 host Elizabeth Sadler

Laos

In numbers

Population	7.338 million
Households	1.315 million
Avg household size	5.3
TV households	77%
TV broadcasting transmitters.....	42
Radio broadcasting transmitters.....	82
Internet users	4.425 million
Mobile phone subs	4.822 million

Source: Lao Statistics Bureau (population/households/TV & radio transmitters in 2020, internet/mobile in 2021, TV households/size in 2015 census)

Free TV

Lao Army TV Channel 7

Lao Army TV Channel 7, backed by the Defense Ministry, began broadcasting on 9 September 2020 from its building in Vientiane. The station, which was reported to cost Kip11 billion/US\$ 635,499 to launch, solely airs news about the Lao military and its activities. Channel 7 broadcasts via the Lao Sat-1 satellite.

Lao National Television (LNTV)

State-owned broadcaster, Lao National Television (LNTV), operates two channels: LNTV1 (launched 1983), offering news, current affairs, politics, educational content; and LNTV3 (launched 1994), a 24-hour general entertainment service. Most of LNTV's international content is from China, South Korea, Japan and Vietnam. LNTV was established on 1 Dec 1983 under the Ministry of Information, Culture and Tourism.

Lao PSTV

Lao Public Security TV (Lao PSTV), established in April 2012, is a 24-hour satellite station by the Ministry of Defense and Ministry of Information/Culture. The aim is to disseminate political information and to reinforce public security. Lao PSTV carries only local content.

Lao Star TV

Lao Star was established in Feb 2007 after the Art & Cultural Promotion Club



Wat Pa Phai, the 'Monastery of the Bamboo Forest', one of the oldest temples in Luang Prabang, Laos

signed a 30-year concession with Lao National Television in Dec 2006 to create an entertainment channel under the Ministry of Information, Culture and Tourism. Lao Star transmits 24 hours with a programming mix of in-house/local acquired/foreign/blocked airtime.

Pay TV/Cable/DTH

Lao Cable Television

In 2002, the Laos government established a JV with Chinese cable company, Yang Ching Sung Tu Electrical, in an effort to curb Thai TV dominance. The venture, Lao Cable Television, offers about 50 local/regional/international channels for Kip220,000/US\$21.70 a year or Kip400,000/US\$39 for two years. The platform is 85% held by Laos' Yang Ching Sung Tu Electrical and 15% by Laos Ministry of Information and Culture's Department of Mass Media.

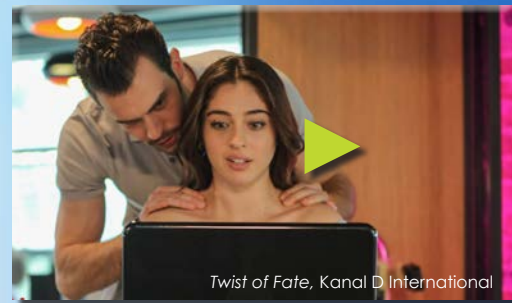
Lao Digital TV (LDTV)

Digital terrestrial broadcaster Lao Digital TV, offers 61 TV channels, including international/regional (Chinese, Thai, Vietnamese) services, to about 50,000 households in Vientiane and three provinces. Subscriptions cost Kip560,000/US\$32.35 for two years or Kip790,000/US\$45.64 for three years (Dec 2022). Established in Nov 2007, Laos Digital TV was the result of a 2006 ASEAN resolution calling for a digital migration solution. The network is a US\$2.65-million joint venture between mainland China's Yunnan TV, free-TV broadcaster LNTV and Lao Technology Development.

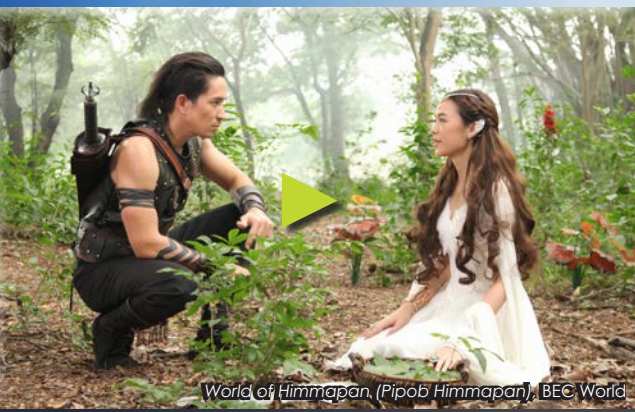
Laosat DTH

Lao Asia Pacific Satellite (Laosat DTH), a China-Laos joint venture, launched in 2016 offering 180+ international and local channels to all 17 provinces from Kip280,000/US\$16 a year (Dec 2022).

Contentasia Screenings



www.contentasia.tv/screenings



Be included, contact:

Leah at leah@contentasia.tv (Americas and Europe)
 Masliana at mas@contentasia.tv (Asia, Australia and Middle East)
 CJ Yong at cj@contentasia.tv (Taiwan and China)

www.contentasia.tv contentasia

Telco/Broadband

Beeline

VimpleCom Lao is a telco provider in Laos under the brand Beeline providing voice and data services via wireless/fixed/broadband technologies. Beeline launched in 2011 as VimpelCom Lao and began offering 3G HSPA+ services in January 2012.

Unitel

Unitel by Star Telecom was established in April 2008 by a JV between state-owned Lao Asia Telecommunication (51%) and Vietnam's Viettel (49%) to provide mobile and broadband internet connections services, including FTTH. Unitel had 3.5 million subscribers (57% mobile market share) in Laos in 2021.

Lao Telecom

Established in 1996, Lao Telecommunication (LaoTel) is a joint venture between the government of the Lao People's Democratic Republic (51%) and Shenington Investments (49%). LaoTel offers mobile and internet connection services.

Regulators

Ministry of Information, Culture and Tourism

The Ministry of Information, Culture and Tourism (MICT) regulates/develops the media industry. The Information department takes care of TV/radio, press and related media affairs.

Ministry of Technology and Telecommunications

The Ministry of Technology and Communications was established in 2011, tasked with the roles of policy maker, regulator and monitoring ICT development in Laos.

Adapted from ContentAsia's
The Big List 2023



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...

March 2023	5-8	Australian International Documentary Conference (AIDC) 2023	Melbourne, Australia
	13-16	Hong Kong Filmart 2023	Hong Kong
	21-23	Series Mania Forum 2023	Lille, France + Online
	29-30	AVIA: OTT Summit 2023	Singapore
	30	AVIA: Piracy Over the Top/OTT Tech Showcase	Singapore
April 2023	13	AVIA: Future of Video India 2023	Mumbai, India
	14-19	Canneseries 2023	Cannes, France
	17-19	Mip TV 2023	Cannes, France
	17-19	Mip Doc 2023	Cannes, France
	17-19	Mip Formats 2023	Cannes, France
	17-19	Mip Drama 2023	Cannes, France
May 2023	4	AVIA: Taiwan in View 2023	Taipei, Taiwan
June 2023	6	AVIA: Satellite Industry Forum 2023	Singapore
	7-9	BroadcastAsia/CommunicAsia 2023	Singapore
	8-10	Telefilm Vietnam 2023	Ho Chi Minh City, Vietnam
	28-30	Content Expo Tokyo 2023	Tokyo, Japan
July 2023	6	AVIA: Thailand in View 2023	Bangkok, Thailand
August 2023	21-23	ContentAsia Summit 2023	Bangkok, Thailand + Streamed
	24	ContentAsia Awards 2023	Bangkok, Thailand + Streamed
	31	AVIA: Indonesia in View 2023	Jakarta, Indonesia
September 2023	14-17	Gwangju Ace Fair 2023	Gwangju, South Korea
October 2023	14-15	MipJunior 2023	Cannes, France
	16-19	Mipcom 2023	Cannes, France
	30 Oct-2 Nov	AVIA: Asia Video Summit 2023	Hong Kong
November 2023	22-23	Dubai International Content Market 2023	Madinat Jumeirah, Dubai
December 2023	6-8	Asia TV Forum & Market (ATF) 2023	Marina Bay Sands, Singapore

Prime Video dominates India demand

India originals take 50% of Top 10 digital shows

Amazon Prime Video's India originals continue to dominate demand in India, with ongoing local love for blockbuster property, *Mirzapur*, followed by comedy, *Hostel Daze*, and the second season of 2020 thriller *Breathe: Into the Shadows*, which premiered on 9 November.

The third season of writer Saurabh Khanna's *Hostel Daze*, about four naive friends during their first semester, debuted on 16 Nov. Season three of *Mirzapur* is expected to drop this month.

Of the shows measured in India by data science company, Parrot Analytics, Netflix's *Stranger Things* topped the digital originals list, with current blockbuster, *Wednesday*, in third place.

The sole Netflix India original on the list for the week was *Delhi Crime* (2019/2022).

One local title from Sony's SonyLiv streaming platform – *Scam 1992: The Harshad Mehta Story* by Applause Entertainment – made the digital top 10.

Top 10 overall TV shows: India

Rank	Title	Difference from Market Average
1	<i>Stranger Things</i>	27.35x
2	<i>Mirzapur</i>	26.49x
3	<i>Naagin (नागनि)</i>	25.47x
4	<i>Wednesday</i>	22.93x
5	<i>Yeh Rishita Kya Kehlata Hai (ये रश्मिता क्या कहलाता है)</i>	22.37x
6	<i>Taarak Mehta Ka Ooltah Chashmah (तारक मेहता का उल्टा चश्मा)</i>	21.07x
7	<i>Game Of Thrones</i>	20.21x
8	<i>Bigg Boss</i>	20.11x
9	<i>Hostel Daze</i>	18.79x
10	<i>1899</i>	17.38x

Top 10 digital originals: India

Rank	Title	Platform	Difference from Market Average
1	<i>Stranger Things</i>	Netflix	27.35x
2	<i>Mirzapur</i>	Amazon Prime Video	26.49x
3	<i>Wednesday</i>	Netflix	22.93x
4	<i>Hostel Daze</i>	Amazon Prime Video	18.79x
5	<i>1899</i>	Netflix	17.38x
6	<i>Delhi Crime</i>	Netflix	16.64x
7	<i>La Casa De Papel (Money Heist)</i>	Netflix	16.1x
8	<i>Scam 1992: The Harshad Mehta Story</i>	SonyLIV	16.04x
9	<i>The Boys</i>	Amazon Prime Video	15.88x
10	<i>Breathe: Into The Shadows</i>	Amazon Prime Video	15.24x

Date range: 29 November-5 December 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 10 times more in demand than the average TV show in this market



Editorial Director

Janine Stein
janine@contentasia.tv

Assistant Editor

Malena Amzah
malena@contentasia.tv

Events Manager

CJ Yong
cj@contentasia.tv

ContentAsia Marketing & Awards

Heather Berger
heather@contentasia.tv

Design

Rae Yong

Research

Rhealyn Rigodon
iyah@contentasia.tv

Associate Publisher

(Americas, Europe) and VP, International Business Development

Leah Gordon
leah@contentasia.tv

Sales and Marketing (Asia, Australia and Middle East)

Masliana Masron
mas@contentasia.tv

To receive your regular free copy of **ContentAsia**, please email contentasia@contentasia.tv

Published fortnightly by:
Pencil Media Pte Ltd
www.contentasia.tv

Copyright 2022 Pencil Media Pte Ltd.
All Rights Reserved.

