

## US\$250K up for grabs in new Asia pitches

Taiwan's TAICCA leads hunt for new ideas

Asia's hunt for TV scripts ramps up in the final months of 2024, led by three calls out of Taiwan and Singapore and putting prize money of more than US\$250,000 on the table for winning writers. The largest pot – a record NT\$7.2 million/US\$226,000 – comes from Taiwan's government-backed agency, TAICCA, for the Taiwan Creative Content Fest (TCCF) Pitch in Taipei in November.

*The full story is on page 4*



## MNC completes acquisition of strategic stake in Raam Punjabi's Multivision

Indonesian mediagiant touts creation of "Synergistic Entertainment Powerhouse"

Indonesia's PT MNC Digital Entertainment (MSIN), part of the MNC Media & Entertainment empire, has completed the acquisition of a strategic stake in veteran producer Raam Punjabi's PT Tripar Multivision (aka RAAM), initiating what it describes as a "Synergistic Entertainment Powerhouse".

*The full story is on page 8*



## Ghosts Australia greenlit for Paramount+, Network 10

2025 premiere for first Asia-Pacific version of British comedy



Ghosts (U.K.)

Australia's first version of British sitcom, *Ghosts*, premieres in 2025 on streaming platform Paramount+ and free-TV channel Network 10 in a production agreement between Paramount Australia with BBC Studios Productions Australia, BBC Studios said in an announcement out of Sydney today (16 Sept).

The Australian cast for the eight-part family comedy has not been announced.

Paramount Australia's SVP for content and programming, Daniel Monaghan, promised an Aussie twist on a series that has "attracted a very loyal fanbase here in Australia".

*Ghosts Australia* is the first adaptation of the series in Asia Pacific.

The series has so far been adapted in the U.S. and Germany.



## Crunchyroll adds *Dragon Ball DAIMA*

Global anime platform Crunchyroll has acquired rights to *Dragon Ball DAIMA*, the upcoming original anime series based on a new *Dragon Ball* story and characters from creator Akira Toriyama. The series will premiere on the platform on 11 October, followed by new weekly subtitled episodes simulcast with the Japanese TV broadcast.

**STAGS**  
 DRAMA • 6 EPISODES • 60 MINS  
 PARAMOUNT+ (UK)

8 FRIENDS, ONE WEEKEND...  
**WHAT COULD GO WRONG?**

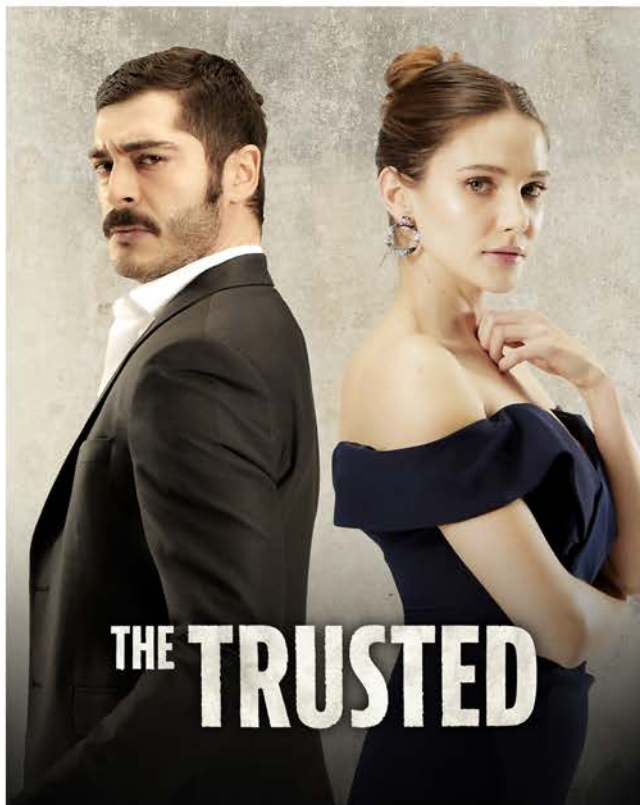
"A little bit danny boyle, a little bit guy ritchie and a lot more harrowing than anyone tuning into a show called stags... would have a right to expect."  
 ★★★★★  
 The Guardian

**AVAILABLE NOW**  
 JOIN IN THE PARTY AT [HELLO@SPE.SONY.COM](mailto:HELLO@SPE.SONY.COM)

SONY PICTURES TELEVISION

©2024 Sony Pictures Entertainment. All Rights Reserved.





[www.intermedya.tv](http://www.intermedya.tv)



## US\$250K up for grabs in new Asia film & script pitches

Taiwan's TAICCA, Mediacorp, Rising Stories boost hunt for new ideas

Asia's hunt for TV scripts ramps up in the final months of 2024, led by three calls out of Taiwan and Singapore and putting prize money of more than US\$250,000 on the table for winning writers and producers.

The largest pot – a record NT\$7.2 million/US\$226,000 – comes from Taiwan's government-backed agency, TAICCA, for the Taiwan Creative Content Fest (TCCF) Pitch in Taipei in November.

This year's selection of 62 projects from 21 countries includes Mai Nakaniishi's new film, *Child Uninvited*; Indonesian crime story, *Cubs*; Thai director Sasapitt Rujirat's sci-fi film *Worldbot*; *The Birdwatcher*; and French animated title, *The Ballad of Yaya*.

This year's TCCF Pitch attracted almost 600 submissions from 50 countries.

The jury was drawn from Taiwan, Sin-

gapore, Korea, the U.S., Germany, Austria, Indonesia and Malaysia.

The TCCF Pitch will award 30 projects sponsored by private entities and international festival resources.

In addition, the latest global call for scripts from Mediacorp in Singapore will award prize money of S\$10,000/US\$7,500 each for the top three ideas and the possibility of co-production backing.

Submissions for the Mediacorp pitch close on 15 October.

The top scripts will be pitched at a closed session in Singapore during the ATF (3-6 Dec) in partnership with ATF organiser, RX.

This follows the August launch of the third annual Rising Stories international original story competition.

This year's Rising Stories theme is "Love

Asia", although organisers stressed that all genres were welcome, including micro-dramas of 30-50 episodes of between one and three minutes.

The aim of opening up this year's competition to micro-dramas is "to lead the next wave of visual storytelling in contemporary entertainment," said Rising Stories' director, Dennis Yang.

Entries close on 30 September. The top script will be awarded NT\$100,000/US\$3,200.

Taiwanese producer and writer, Angie Chai (*The Tenants Downstairs*), returns for a second year as president of the Rising Stories jury, which this year also includes Taiwanese actors Sandrine Pinna (*Touch of the Light*), who is working on developing her own scripts, and Lee Ming-chung; screenwriters Fan Tzu-chi and Lin Pei-yu; and director Lai Meng-jie.

FROM THE PRODUCERS OF *SQUID GAME: THE CHALLENGE*



# THE ANONYMOUS

DECEPTION HAS ENTERED THE CHAT





**GLOBO HITS  
DISTRIBUTED BY THEMA**

DRAMA ACTION, SUSPENSE AND MUCH MORE!

**Justice: Misconduct**

wins 'Grand Prize' at SDA 2024



**Qello CONCERTS**  
BY STINGRAY

**ALL THE MUSIC  
WORTH WATCHING**

**STINGRAY  
KARAOKE**

**SING YOUR HEART OUT!**

**STINGRAY  
MUSIC**

**LIFE'S ON YOU.  
MUSIC'S ON US.**

**MEET US AT APOS, SEPTEMBER 24-26**

Ayana Estate, Bali, Indonesia



**Alexandre BAC**  
alexandre@thematv.com



**Eileen LOW**  
eileen.low@thematv.com

[www.thematv.com](http://www.thematv.com)

# Singtel rolls out new TV, 5G packs

"Bring greater value to customers," Singapore telco says







Chinese	English	Indian	Malay	Sports
<b>Chinese Pack - \$30.98</b> 25+ channels • Jie Le • CCTV-4 • tvN • CTI Asia • ONE HD • KBS WORLD	<b>Entertainment Pack - \$9.98</b> 15+ channels • AXN • ROCK Action • HITS Movies • HITS Now • Lifetime • ROCK Entertainment	<b>Tamil Pack - \$30.98</b> 10+ channels • Vijay • Sun TV • Zee Tamil • KTV HD • Zee Thirai • Colors Tamil	<b>Malay Pack - \$30.98</b> 10+ channels • Astro Ria • Astro Prima • Drama Channel • Astro Maya • tvN (Malay) • Astro Citra	<b>Sports Pack - \$20.98</b> 10+ channels & 1 app • beIN SPORTS • SPOTV • mio Sports • beIN SPORTS CONNECT (App) • EUROSPORT • Fight Sports • MOLA Sport
<b>Chinese Add-on Packs*</b> <b>Chinese Ent Pack - \$19.98</b> 5 channels • Celestial Movies • CM+ • Ju Le Cool	<b>Lifestyle Pack - \$9.98</b> 15+ channels • TLC • AFN • BBC Lifestyle • Food Network • HGTV • tvN (Mandarin)	<b>Hindi Pack - \$30.98</b> 10+ channels • STAR Gold • SET (HINDI) • STAR Plus • Colors • Zee TV • Sony Max		
<b>Hong Kong Pack - \$5.98</b> • TVB Jade	<b>Education Pack - \$9.98</b> 10+ channels • Animal Planet • BBC Earth • C+i • Discovery Asia • Discovery Channel • HISTORY™ <b>HBO Pak - \$14.48</b> 6 channels & 1 app • HBO • Cinemax • HBO Hits • HBO Family • HBO Signature • HBO GO (App)			

**1 Singtel TV box: \$6.02/mth**  
**Additional Singtel TV box: \$15.17/mth**

Digital video recording in the cloud  
**300 hours: \$10.98/mth**  
**600 hours: \$12.98/mth**

CAST app  
**Stream on 1 device: FREE**  
**Add 1 more device: \$6.98/mth**

**Chinese Plus App Bundle - \$16.98 (U.P. \$23.94/mth)**

 <b>Viu Premium</b> <b>\$8.98/mth</b> Be first in line for your K-drama streams!	 <b>iQIYI</b> <b>\$6.98/mth</b> Immerse in the latest Asian dramas and more!	 <b>TVBAnywhere+</b> <b>\$7.98/mth</b> Experience the best Hong Kong TV dramas and more!
 <b>BBC Player</b> <b>\$8.98/mth</b> Dive into award-winning dramas and documentaries!	 <b>Sun NXT</b> <b>\$7.99/mth</b> Watch the latest Indian movies, shows and more!	 <b>beIN SPORTS CONNECT</b> <b>\$14.98/mth</b> Never miss a moment of your favourite live sports!

Singapore telco, Singtel, has revamped its video offering, introducing a TV box that fits into the palm of a hand, fresh content packs and upsized 5G plans.

The five TV packs, which combine pay-TV and streaming apps, range from S\$9.98 to S\$30.98 a month, with discounts of between 10% and 15% for multiple packs.

The 10 packs include Chinese (25+ channels for S\$30.98 a month), English (15+ channels for S\$9.98 a month), Indian (10+ Tamil channels for S\$30.98 a month), Malay (10+ channels for S\$30.98

a month) and Sports (10+ channels plus the beIN Sports Connect app for S\$20.98 a month).

Additional packs offer five Chinese entertainment channels for S\$19.98 a month, a 15-channel English-language lifestyle pack for an additional S\$9.98 a month, education channels for S\$9.98 a month, and a Hindi pack of 10+ channels for an additional S\$30.98 a month.

Singtel has also launched a collection of Chinese-language drama and entertainment titles under the Ju Le Cool brand. New releases will be available

on demand within 48 hours of their premieres in mainland China.

The telco said Ju Le Cool, which has more than 150 titles, "reduces the need for multiple streaming platforms".

Singtel said on Friday (13 Sept) that the new proposition simplified "the way customers consume content with a smaller, sleeker TV box as well as refreshed content bundles designed to give customers greater flexibility, savings and choice".

**More on page 8**



40<sup>th</sup>  
anniversary

# mipcom<sup>®</sup> CANNES

Palais des Festivals  
Cannes, France

21 → 24  
Oct. 2024

The  
Mother of all  
Entertainment  
Content Markets

More information



built by  
**RX** In the business of  
building businesses

## Prime Video India adds Rewind Networks' HITS to channels store

Prime Video India has added Rewind Networks' Singapore-based regional linear service, HITS, to its channels store as an add-on subscription.

HITS on Prime Video costs INR299/US\$3.56 a year.

The carriage agreement, launched on Friday (13 Sept) adds HITS' classic English-language titles from the U.S. to the platform for the first time.

HITS' line-up includes *Frasier*, *CSI: Crime Scene Investigation*, *Baywatch* and *Mission: Impossible* along with *I Dream of Jeannie*, Stephen King's *IT*, early seasons of *Law & Order: Special Victims Unit*, *Cheers*, *Bewitched* and *Hawaii Five-O*.



### From page 6

The new box allows consumers to subscribe to a range of content options, from linear TV to over-the-top (OTT) apps, and record shows via a single platform.

The new GOMO 5G mobile plans acknowledge "the evolving digital and travel needs of consumers" with bigger data bundles and monthly data roaming to more destinations.

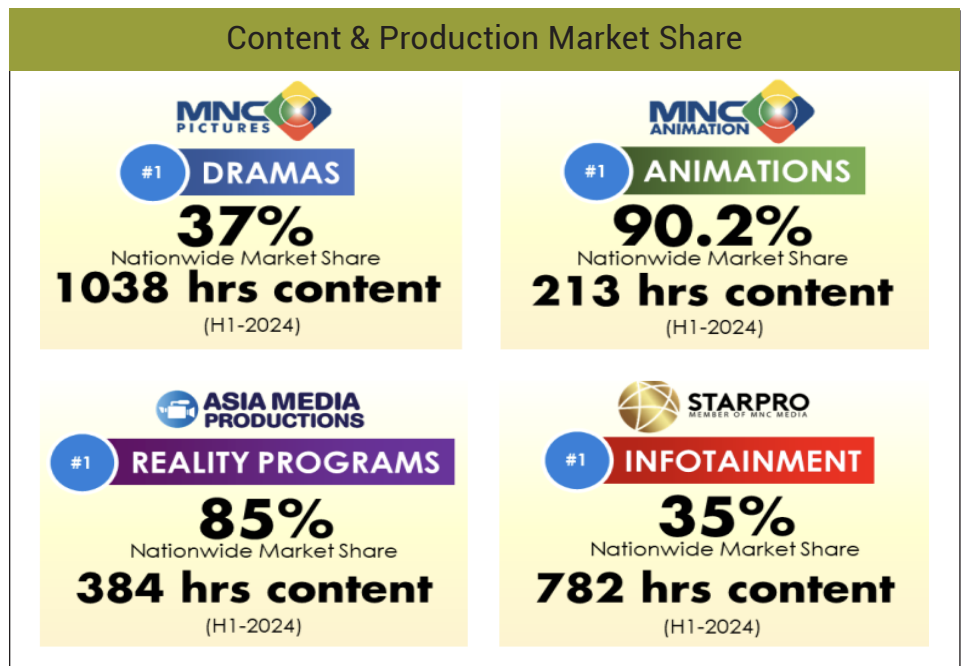
"Today's consumer is faced with so many content choices which can be great, but it can also be challenging to navigate multiple providers and platforms," said Anna Yip, Singtel's deputy CEO, Singtel Singapore and CEO, business development.

She said the TV refresh streamlined multiple sources of content and offered simpler content subscriptions, and enabled subscribers to "continue to enjoy their digital lifestyle wherever they are".

The latest TV box features a new interface that integrates free-to-air channels, PayTV and OTT video streaming apps into a single platform, as well as a Singtel TV Channel Store where customers can subscribe to standalone apps.

The platform also includes cloud recording capabilities.

## Hary Tanoë x Raam Punjabi MNC completes acquisition of stake in Multivision



Indonesia's PT MNC Digital Entertainment (MSIN), part of the MNC Media & Entertainment empire, has completed the acquisition of a strategic stake in veteran producer Raam Punjabi's PT Tripar Multivision (aka RAAM), initiating what it describes as a "Synergistic Entertainment Powerhouse".

A key benefit of the deal appears to be cross-distribution for Multivision's content across MNC platforms, including free TV, pay-TV and streaming, and for MNC's content in Multivision's cinemas in Indonesia.

"This acquisition underscores the company's confidence in the future of entertainment and dedication to expanding its presence in key market segments," MSIN said on Friday (13 Sept).

The two companies plan to service Indonesian and international audiences across multiple platforms from free-to-air broadcast TV to cinemas, and said that using MSIN's Movieland studio as a production hub "will significantly reduce production costs".

Movieland is a 21-hectare outdoor production compound located in SEZ MNC Lido City.

MNC used the announcement to

trumpet its social media might, saying that it had 607.5 million subscribers/followers in August 2024 and a monthly average of 1.5 billion views.

MNC also operates two streaming apps – RCTI+ (AVOD) and Vision+ (SVOD) – which together have 110 million monthly active users and 2.8 million paid subscribers.

Multivision's theatrical releases include *Di Ambang Kematian*, which sold more than 3.23 million tickets, as well as *Kuntilanak 2* and *3*, which together sold more than three million tickets.

Multivision has also produced more than 15,000 hours of TV series, including *Tersanjung* and *Gara-Gara*.

MNC Group executive chairman, Hary Tanoesoedibjo, said the acquisition "represents a significant achievement in our efforts to expand our presence in Indonesia's media and entertainment sector... Together, our companies will strive to further enhance our market leadership not only in Indonesia but also beyond. RAAM is renowned for setting trends and anticipating the future of entertainment, and we are eager to continue pushing the boundaries of the creative industry alongside them".





3 DEC | The ATF Leaders Dialogue  
4 – 6 DEC | Market & Conference  
Marina Bay Sands, Singapore

IF IT'S  
**ASIA,**  
IT'S **ATF**

# IT'S ALL ABOUT GREAT CONTENT ACROSS FILM, TV, & EMERGING MEDIA

Be Part of Asia's Future



**ENJOY 25% OFF**  
on your All-Access Pass to ATF 2024

**REGISTER BY 25 OCTOBER**

Produced by:



Hosted by:



Held in:



Supported by:



## Singapore's Mediacorp expands support for President's Challenge charity drive



Singapore's JJ Neo will participate in the drone football match

Singapore broadcaster Mediacorp has upped its support for the annual President's Challenge charity drive, launching nationwide fundraising initiatives ahead of a two-hour live extravaganza on Sunday, 6 October headlined by Irish boy band Boyzone's Ronan Keating.

This year's campaign includes a series of on-ground events, the first "challenge walkathon", and a "phygital" interactive experience, in which contributors will be able to customise virtual stars to mark their donations.

Mediacorp's flagship fundraiser "President's Challenge Night 2024" will be hosted by Steven Chia and Mediacorp radio station CLASS 95's Yasminne Cheng, with performances by local icon Rahimah Rahim, girl group Gigi Girl's former lead singer Deborah Choi, Bhaskar's Arts Academy, a drone football match featuring local artistes, and nine-year-old violin prodigy Travis Wong.

## Indonesia's push for sinetron upgrades KPI urges producers to enhance series quality

The Indonesian Broadcasting Commission (KPI) is encouraging local producers and television networks to enhance the quality of sinetron by exploring local culture as the main theme.

In a seminar at the weekend, the commission pointed producers to regions of "significant potential", topped by Banyuwangi, which it said was "known for its rich cultural heritage and attractive tourist destinations".

KPI chairman Ubaidillah said Banyuwangi was "a developing region, with infrastructure such as an airport and plans for a toll road".

"We hope that sinetron produced here will not just feature a few scenes but will

truly showcase the local culture in its entirety," he said.

KPI said Indonesia's sinetron "generally still lacks quality compared to other programmes.

"One reason is the shallow exploration of themes and excessively long episodes," it said.

"By incorporating local cultural elements and involving community figures, KPI hopes that sinetron can be more high-quality and relevant," the commission said.

Banyuwangi's regional secretary, Mujiono, said the area was ready to "serve as a backdrop for sinetron that features local culture".

## The Great Indian Kapil Show returns 21 Sept premiere for S2 of Netflix original hit

Netflix returns *The Great Indian Kapil Show* for a 13-episode second season on 21 September, with new episodes releasing Saturdays at 8pm.

The new season features actress Alia Bhatt, producer-director Karan Johar, and the T20 World Cup winners, among others.

The show was developed under Netflix India series head, Tanya Bami.

*The Great Indian Kapil Show* is pro-

duced by K9 Films, BeingU Studios and SOL Productions. Anukalp Goswami is the showrunner and creative director.

*The Great Indian Kapil Show* spent five weeks on Netflix global non-English-language TV Top 10 this year.

The series ranked on the top 10 in 14 countries, mostly in Asia Pacific but also for two weeks in Canada. It's debut on the top 10 was at #3 in March.

## 492 Johnny's abuse victims compensated 998 claims of sexual abuse against Johnny Kitagawa

Almost 500 survivors of disgraced Japanese talent agent Johnny Kitagawa, had been paid compensation as of mid-September, according to Smile-Up, the company charged with disbursing compensation to the survivors of decades of sexual abuse.

Compensation claims were received from 998 people. Of these, 237 were not contactable, Smile-Up said in a

new status report. 524 claims have so far been approved, and 206 rejected. 501 people have accepted the compensation offer, and compensation has been paid to 492 people. 31 people are still being vetted.

Compensation details have not been disclosed.

Smile-Up urged outstanding claimants to contact them asap.





## + Digital + Print + Online + Market Dailies + Summit + Awards

Connecting your brand and products with 12,800 + verified executives in the Asia-Pacific content space, across all platforms in 22 APAC markets. ContentAsia's clear editorial focus on Asia delivers all the latest trends, market developments, influences, information & analysis that make a difference.

# Be included!

## Promote your programmes and services

### Contact

**Leah Gordon**

Leah@contentasia.tv (Americas/Europe)

**Malena Amzah**

Malena@contentasia.tv (Asia Pacific/  
Middle East)

**CJ Yong**

CJ@contentasia.tv (China/Taiwan)



## What's on where...

September 2024	24-26	APOS 2024	Bali, Indonesia
	26-29	Gwangju Ace Fair 2024	Gwangju, Korea
October 2024	5-8	Asian Contents & Film Market 2024	Busan, Korea
	9	AVIA: Vietnam in View 2024	Ho Chi Minh, Vietnam
	18-20	MipJunior 2024	Cannes, France
	21-24	Mipcom 2024	Cannes, France
	29 Oct	AVIA: Japan in View 2024	Tokyo, Japan
	30 Oct-1 Nov	TIFFCOM 2024	Tokyo, Japan
November 2024	12-13	Dubai International Content Market (DICM)	Madinat Jumeirah, Dubai
	20-22	16th Content Tokyo 2024	Chiba, Japan
December 2024	3	The ATF Leaders Dialogue 2024	Singapore
	4-6	Asia TV Forum & Market /ATF 2024	Singapore
	5	AVIA: OTT Summit 2024	Singapore
February 2025	23-27	Mip London 2025	London, U.K.
	23-24	Mip Doc 2025	London, U.K.
	23-24	Mip Format 2025	London, U.K.
	24-28	The London TV Screenings 2025	London, U.K.
March 2025	2-5	Australian International Documentary Conference 2025	Melbourne / Naarm
	17-20	Hong Kong FILMART 2025	Hong Kong
	25-27	Series Mania Forum 2025	Lille, Hauts-de-France
April 2025	24-29	Canseries 2025	Cannes, France
May 2025	28-31	19th Busan Content Market 2025 (BCM)	Busan, Korea
June 2025	12-14	Telefilm Vietnam 2025	Ho Chi Minh City, Vietnam
July 2025	2-4	17th Content Tokyo 2025	Tokyo, Japan



# My Hero Academia love continues

## Anime continues to reign supreme in Japan

Iconic Japanese anime, *My Hero Academia*, continues to dominate demand in Japan – a no-surprise result in the latest data from analytics platform Parrot Analytics for the week of 19-25 August.

The long-running series about a boy who enrolls in a prestigious hero academy and learns what it really means to be a hero, ended the week 76.3x higher than average demand for titles in Japan.

*My Hero Academia*'s closest competi-

tor was much newer anime series, *Oshi No Ko*, which ended the week at 55.8x.

*Oshi No Ko* is about a doctor and his recently deceased patient who are reborn as twins to a famous Japanese musical idol.

None of the series on the digital-first list gathered enough demand to make it onto the overall list for the week. The top streaming title was Netflix's *Tokyo Swindlers*.

### Top 10 overall TV shows: Japan

Rank	Title	Difference from Market Average
1	<i>My Hero Academia</i>	76.3
2	<i>Oshi No Ko (【推しの子】)</i>	55.8
3	<i>Alya Sometimes Hides Her Feelings In Russian (時々ボソッとロシア語でデレる隣のアーリヤさん)</i>	40.5
4	<i>Umi No Hajimari (海のはじまり)</i>	36.2
5	<i>Frieren: Beyond Journey's End (葬送のフリーレン)</i>	36.0
6	<i>Days With My Stepsister (義妹生活)</i>	35.9
7	<i>Jujutsu Kaisen (呪術廻戦)</i>	35.8
8	<i>Black Pean (ブラックペアン)</i>	35.5
9	<i>Nigejōzu No Wakagimi (逃げ上手の若君)</i>	33.7
10	<i>Crayon Shin-chan (クレヨンしんちゃん)</i>	31.2

### Top 10 digital originals: Japan

Rank	Title	Platform	Diff from Market Average
1	<i>Tokyo Swindlers (地面師たち)</i>	Netflix	27.7
2	<i>Code Geass: Rozé Of The Recapture (コードギアス 奪還のロゼ)</i>	Disney+	23.1
3	<i>The Apothecary Diaries (薬屋のひとりごと)</i>	Nippon TV	21.4
4	<i>One Piece</i>	Netflix	17.9
5	<i>Hazbin Hotel</i>	Amazon Prime Video	17.9
6	<i>Fischers And The Lost Treasure</i>	YouTube Premium	16.8
7	<i>The Boys</i>	Amazon Prime Video	16.0
8	<i>Dead Dead Demons Dededede Destruction (デッドデッドデーモンズデデデデストラクション)</i>	Crunchyroll	15.9
9	<i>The Acolyte</i>	Disney+	15.4
10	<i>Ghost In The Shell: Sac_2045</i>	Netflix	14.2

#### Date range: 19-25 August 2024

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



Editorial Director

**Janine Stein**

janine@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

Assistant Publisher

(Asia/Middle East)

**Malena Amzah**

malena@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 2024 Pencil Media Pte Ltd.

All Rights Reserved.



Daily news with ContentAsia Insider

email malena@contentasia.tv for subscription details