

## India Today debuts first two AI musicians

"A-Pop is more than a genre," group boss Kalli Purie says

The India Today Group has extended its two-year-old AI news host initiative to music with a new A-Pop project operated through Stage Aaj Tak, the media giant said today (Mon, 10 March).

The first two AI musicians are Aishan and Ruh, who the group says "blend technology, art, and limitless engagement to reshape the entertainment landscape".

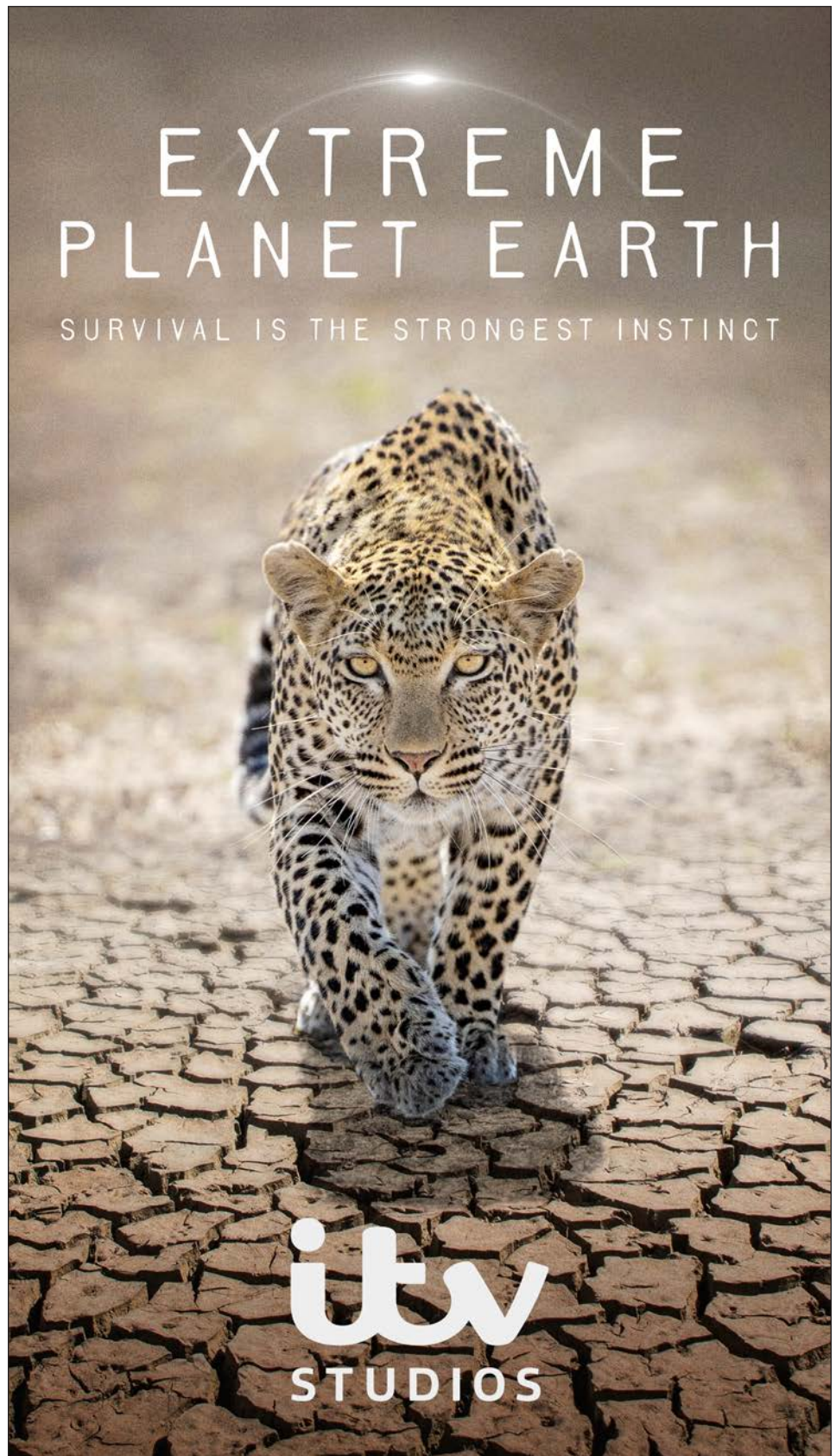
The company described A-Pop "as more than a genre". India Today Group MD and vice chairman, Kalli Purie, said the category encompassed "a fluid, evolving and collaborative creative process [that] merges human imagination with AI capabilities, producing music that is unrestricted by conventional limitations".



### What's inside...

- Ahead of this year's Filmart in Hong Kong, Keith Monteverde, the Philippines' Regal Entertainment scion, speaks about his legendary grandmother and her final feature, *Untold*
- Indonesia's *Rangga & Cinta* is in its final production stretch; Miles Films' iconic rebirth is on track for 2025 release.
- Korea's CJ ENM accelerates its "global leap" with new film biz focus and the appointment of Jung Hyun-joo to lead the charge.

Plus more...



## Netflix ventures into Korean YA horror; production begins on *Wish Your Death*



Production has started on Korean YA horror series, *Wish Your Death* (working title), about five high-school friends who receive a death warning from a mysterious wish-granting app. As they struggle to escape their fates, the five uncover chilling truths that connect the app to the sudden death of a classmate.

As A-list talent costs in Korea soar, *Wish Your Death* taps up-and-coming actors including Jeon So-young, who plays a promising track athlete determined to uncover the secrets of the wish-granting app; and Kang Mi-na (*Hotel Del Luna*) who plays a popular girl who doesn't believe the app's ominous reputation.

The other three leads are played by Baek Sun-ho (*Between Him and Her*); Hyun Woo-seok (*Time to Be Strong*), who uses his coding skills to unravel the app's mysteries; and Lee Hyo-je (*Hunted*) as a mischievous prankster whose life changes after making a wish on the app.

*Wish Your Death* is directed by Park Youn-seo (*Kingdom S2*) and produced by CJ ENM Studios and Kairos Makers.

## Jung Hyun-joo to lead CJ ENM film biz Korean powerhouse highlights accelerates "global leap"

Korea's CJ ENM is paying special attention to its film business, putting former AceMaker CEO and film veteran Jung Hyun-joo in as head of the division, effective immediately, and highlighting its ambitions for an accelerated "global leap".

The upsized focus on films comes as hopes soar across Korea of the end to limitations on Korean content in mainland China. Expectations are that this could happen from May this year, although China has set no timetable and has never formally acknowledged the ban.

Although net losses in 2024 were significantly higher than in 2023, operating profit rose to KRW 104 billion/US\$71.8 million in 2024 compared to a KRW 15 billion/US\$10 million loss in 2023.

Combined, the company's film and drama revenues soared in 2024 compared to the previous year.

Film/drama revenues in 2024 were KRW 1,705 billion/US\$1.2 billion compared to KRW 1,092 billion/US\$754 million in 2023 – an increase of 56%.

Growth was particularly steep in the fourth quarter of last year, which ended with revenues of KRW 799 billion/US\$552 million against KRW 300 billion/US\$207 million in the same quarter in 2023.

CJ ENM listed Jung as the force behind the success of Bong Joon-ho's *The Host* in her time at Chunggeorahm Film; as well as features such as *Nameless Gangster: Rules of the Times* and *A Taxi Driver* while she was head of production and investment at

Showbox.

She also brought more than 100 international films to Korea as part of Taewon Entertainment's international acquisitions team.

The focus on making its films more competitive is part of CJ ENM's overall international push. In February, the company listed "accelerating global expansion" as one of its key initiatives for 2025.

CJ ENM's film line-up for 2025 is currently led by *No Other Choice*, directed by Park Chan-wook, and *Pretty Crazy*, directed by Lee Sang-geun.



Jung Hyun-joo, Head of Film Business, CJ ENM

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## Netflix x WWE in India; 1 April ring entrance for new exclusive deal

Netflix becomes the exclusive home for WWE in India on 1 April. The long-term partnership gives subscribers in India access to all weekly flagship shows – Raw, NXT, and SmackDown – as well as WWE's Premium Live Events, including SummerSlam, Money in the Bank, Royal Rumble and the upcoming WrestleMania. Netflix will also feature new and exclusive archival content from the WWE vault.



## Prime Video countdown to 8 April global premiere of *Mobile Suit Gundam GQuuuuuuX*

Prime Video premieres anime series *Mobile Suit Gundam GQuuuuuuX* globally on 8 April. Subtitled and dubbed versions of episodes will be available on the same day as the Japan premiere with new episodes rolling out weekly.

Prime Video calls the series, directed by Kazuya Tsurumaki, "a watershed moment in anime history" for the creative alliances behind the show and "a historic collaboration" between Studio Khara (*Evangelion*) and SUNRISE, the studio behind the 46-year-old *Gundam* franchise.

The series, based on an original story by Hajime Yatate and Yoshiyuki Tomino, is about Amate Yuzuriha, a high-school girl living a peaceful life in a space colony, who meets war refugee Nyaan and gets caught up in the illegal mobile suit dueling competition, Clan Battle.

## KBS declares "1st year of AI broadcasting"

Korean pubcaster commits to company wide roll-outs



Korean public broadcaster KBS marked its 52nd anniversary this month with a declaration that 2025 would be the "first year of AI broadcasting".

The AI initiative is being implemented across the business, from animated programme production to emergency broadcasting and rapid response, and involves a commitment to guidelines that include ethical standards.

KBS said in the anniversary announcement that its "comprehensive implementation" of the AI-driven broadcast production system would enhance "programme creativity and organisational efficiency while increasing the value of licence fees".

A key highlight is the 5 May premiere of the generative AI animation programme, *Korean Ghost Stories – Gumiho*, to celebrate Children's Day. The production marks the revival of KBS's classic horror folklore series, *Korean Ghost Stories*, after a 19-year break.

KBS said the animation incorporated AI technology for character design, animation generation and voice synthesis, and

promised a "distinctive visual experience while reducing production time and costs".

KBS' plans to use AI for emergency broadcasting build on the disaster detection system that kicked off in 2023 using more than 12,000 CCTV cameras nationwide to monitor events such as earthquakes and floods. The system will be expanded this year to include automatic detection of forest fires, "reinforcing KBS' role as the primary broadcaster for emergency coverage," KBS said.

Trial broadcasts featuring AI anchors have already begun. On 3 March, an AI system trained on the voice of a KBS announcer delivered the news on a radio programme aimed at promoting Korean ethnic unity.

KBS's marketing plan for the AI anchors includes a public "AI Anchor Experience Zone" at its Seoul HQ.


KBS also said it was exploring the provision of free universal services, including an AI Standard Korean Pronunciation Service and an AI Service for the Visually Impaired.





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A man and a woman are shown in a close embrace, their faces nearly touching. The man is on the left, wearing a dark suit jacket, and the woman is on the right, wearing a light-colored dress. They are surrounded by a blurred crowd of people in a dimly lit, warm-toned setting, possibly a ballroom or a social gathering. The overall mood is intimate and romantic.

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TO THE  
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- The Hollywood Reporter



**"A big, bold, complicatedly sensual epic of wartime  
anguish and personal reckoning."**

- The Guardian

**A stunning, shell-shocking piece of work...  
as well as an impressive showcase for Jacob Elordi."**

- BBC.com

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## New milestone for Spain's Limonera in New Zealand



*The Mission*

Barcelona-based Limonero Films has premiered its first drama on Netflix in New Zealand. *The Mission*, a three-part SBS Documentary Original series, follows journalist Marc Fennell as he sets off on a global treasure hunt to piece together the story of the theft of 26 masterpieces from a Western Australian monastery. What he ends up discovering is worse than anyone could have imagined.



## Focus on Japan's culinary heritage in new A+E doc with Japan culture agency

A+E Japan premieres its documentary on Japan's culinary heritage, *The Art of Washoku, Honoring Nature and the Seasons*, in the U.K., Europe and Southeast Asia this month, beginning with Sky History 2 in the U.K. this weekend. The one-hour documentary goes on to air on Sky and H2 across Europe towards the end of the month, followed by History in Southeast Asia on 31 March and on History in Japan on 4 May. The programme is a partnership with Japan's Agency for Cultural Affairs and is the agency's first-ever food-focused production. Items featured include Iburigakko from the Akita Prefecture; Kiritanpo, a unique rice dish; and osechi-ryori, the traditional New Year's feast.

## Five Taiwan projects head for Lille

Taiwanese creators pitch wide range at Series Mania



*Fly*, Yoosonn Entertainment

A diverse range of Taiwan-based stories, from action, crime, investigation, musical comedy and family drama will be presented to the Euro-centric production community later this month in Series Mania's Taiwan Spotlight pitching session. The session takes place in Lille on 25 March.

The five projects are young adult drama *H.A.H.A.H.A* from Unseen Film Studio; *Fanteasia* from All Lights On Image Ltd; *Cold War Hot Wax* from Island X Pictures Co; *When the Tigers Come Out* by Plus One Studio; and *Fly* from Yoosonn Entertainment, which won the Series Mania Award at TCCF 2024 in November.

French-Taiwanese series, *Fly*, is an action crime thriller about an Imperial Chinese seal, missing for a thousand years, and the grandson of the seal's protector who gets caught up in the treasure hunt. *Fly* won the Series Mania Award at Taiwan's TCCF event in Taipei in November last year.

Directed by Chieh-Heng Sun (*Three Tears in Borneo*), *H.A.H.A.H.A* deals with the boundaries between humans and

animals in the story of *Pocket*, who joins the Human and Animal Hazard Affairs Handling Agency to solve the mystery of a sperm whale explosion years before.

*Fanteasia* is a half-hour feel-good musical comedy series about magical drag queens and kings who live (extra)ordinary lives in everyday Taiwan, cultivating community with supernatural self-expression while navigating all-too-human struggles for self-acceptance.

*Cold War Hot Wax* is set in 1960s Taiwan against the backdrop of Cold War tensions, where two generations are grappling with change. A Taiwanese graduate turned pirate record dealer and an American beatnik CIA agent become the unlikely instigators of a pop music explosion, propelled by the accidents of history and the unpredictability of politics.

*When the Tigers Come Out* is a 6x45-minute series about two mothers who, having lost their children, join forces to investigate a child abuse case at a kindergarten and expose dark secrets of the education system.





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## “I thought I would have more time with her” – Keith Monteverde

Regal Entertainment scion on his legendary grandmother and her final feature, *Untold*

Ten months after he returned to the Philippines after decades in the U.S., Regal Entertainment scion Keith Monteverde premieres *Untold* – his first end-to-end theatrical film project as producer and the last greenlit by his venerated grandmother, Lily, before she died in August 2024 at the age of 85.

A continuation of Regal Entertainment's long and strong horror roots, *Untold* premieres on 30 April, starring Philippines' A-lister Jodi Sta. Maria as Vivian Vera, an award-winning journalist whose dark past distorting truth and ruining lives comes back to haunt her. Delving into terrifying consequences of misinformation, the core question is “can you be an honest reporter in this day and age?,” Monteverde says.

*Untold*, which has been in the works since 2023, reunites writer Enrico Santos and director Roderick “Derick” Cabrido, who were behind *Mallari* (2023), a horror tale about a 19th-century serial killer priest and his descent into madness.

*Untold* is Regal Entertainment's first project with Cabrido as well as with Sta. Maria, although the director and actress worked together on blockbusters such as *Clarita*, a 2019 supernatural horror film in which Sta. Maria plays a young woman alleged to have been possessed by a demon while in prison.

Monteverde, who describes *Untold* as a “powerhouse collaboration of horror”, returned to the Philippines in June last year to join the family business, learn as much as he could from his legendary grandmother as well as his mother, Roselle Monteverde, Regal Entertainment's president and CEO.

Lily Monteverde founded Regal Entertainment in the 1960s as a distribution outfit, expanding into film production in the early 1970s. By the 1990s, Regal was among the top film studios in the country, launching stars such as Maricel Soriano, Snooky Serna, Dina Bonnevie and Richard Gomez and producing across a wide range of genres, horror in particular. With the *Shake, Rattle &*



Keith Monteverde (left); Jodi Sta. Maria in *Untold* (above)

*Roll* franchise, which is the biggest horror franchise in the Philippines, Regal cemented its place in Asia's horror hall of fame, a legacy continued by Keith's mother, Roselle.

“I thought I would have more time [with grandmother Lily],” he told *ContentAsia* ahead of Regal Entertainment's trip to Hong Kong Filmart, which opens on 17 March.

Appointed as executive vice president in September 2024, Monteverde is eyeing regional expansion, beginning with neighbouring Southeast Asian markets, and looking at ways to adjust to changed movie-going realities.

*Untold* kickstarts these growth plans. Monteverde says it has “been a while since we released a film outside the Philippines” apart from film festivals, such as the 2025 Manila International Film Festival (MIFF) in Los Angeles this month.

Regal Entertainment's romantic comedy, “My Future You”, screened at MIFF, winning Seth Fedelin the Best Actor

award for his role as Lex, who connects with Karen (Francine Diaz) through a dating app. The film also earned Crisanto B. Aquino the award for Best Director.

Upcoming film projects include romcom *Cheat Day* and horror film *Paramdam*.

Perhaps best known for film, Regal also has a prolific TV division which produces the weekly anthology series, *Regal Studio Presents*, in collaboration with Philippines' broadcaster GMA Network. The show was recently renewed for its 16th and 17th seasons.

Although the company will continue to produce across genres, horror remains a cornerstone. “As a family, we've always been passionate about horror,” Monteverde says.

Of the final three movies Lily Monteverde greenlit, *Untold* was not only the last, it is also her final credit as executive producer and the biggest. “We made it the last, Monteverde says, “because she loved horror movies”.



## NHK, KBS boost wildlife, nature titles in new deals with Harbour Rights



Becoming Butterfly

Japanese and Korean public broadcasters, NHK and KBS have acquired three wildlife and nature titles from Harbour Rights. NHK has added *Becoming Butterfly*, the journey of a caterpillar on a lemon tree that discovers the richness of microworlds. KBS bought the latest episode of *The Incredible African Wildlife – The Teeth of the Savannah*, along with *Nature Sanctuaries – Brazil the Atlantic Forest*, and *Sepia, The Odyssey of a Cuttlefish*. Announcing the deals ahead of Filmart 2025, the Hong Kong-based Harbour Rights said its inflight entertainment business was also thriving.



## TV Asahi boosts events biz

Japan's TV Asahi Corporation has established a new events unit and reorganised its management structure from 1 April. The company said this month that the changes would "further advance and execute the business strategies of Tokyo Dream Park (TDP) and Media City."

## Rangga & Cinta in final stretch

Miles Films' iconic rebirth on track for 2025 release



Rangga & Cinta cast

*Rangga & Cinta*, a remake of Indonesia's iconic 2002 teen romance *Ada Apa Dengan Cinta?*, wraps production at the end of this month, giving a bevy of Indonesian teens their first big-screen experience and cementing award-winning indie production house Miles Films' reputation as a hotbed of fresh, young talent.

The film, which is being marketed as "the rebirth" rather than an adaptation, picks up the story of popular high-school student Cinta and her relationship with classmate Rangga in a tale of young love.

*Rangga & Cinta* is directed by Riri Riza and produced by Mira Lesmana, who were both attached to the original movie, along with Nicholas Saputra, who starred in the original, and Toto Prasetyanto.

Leya Princy (*Pernikahan Dini*) stars as Cinta, reprising the role originally played by Dian Sastrowardoyo (*Gadis Kretek*) opposite informatics student and new-

comer El Putra Sarira as Rangga, a role played by Nicholas Saputra in the 2002 version.

The cast also includes Jasmine Nadya as Alya, Kyandra Sembel as Maura, Katyana Mawira as Milly, Daniella Tumirwa as Karmen, Rafly Altama as Mamet and Rafi Sudirman as Borne.

At the event to introduce the cast to Indonesian fans and to showcase the musical angle, Riza spoke about nurturing young talent and contributing to the growth of Indonesian cinema.

Producer and screenwriter Lesmana said the cast had been chosen from 700 teens in a six-month audition process that ran from April to September last year. "The journey to find these actors was quite long," Lesmana said.

Emtek-owned free-TV broadcaster, Surya Citra Media (SCM) and Trinity Entertainment Network are among the film's backers.

*Rangga & Cinta* is scheduled for release this year.





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# What's on where...

March 2025	17-20	Hong Kong FILMART 2025	Hong Kong
	25-27	Series Mania Forum 2025	Lille, Hauts-de-France
April 2025	24-29	Canneseries 2025	Cannes, France
May 2025	2	AVIA: Future of Video India 2025	Mumbai, India
	26	AVIA: Satellite Industry Forum 2025	Singapore
	28-30	19th Busan Content Market 2025 (BCM)	Busan, Korea
June 2025	12-14	Telefilm Vietnam 2025	Ho Chi Minh City, Vietnam
	23-26	Sunny Side of the Doc 2025	La Rochelle, France
	24-26	APOS 2025	Bali, Indonesia
July 2025	2-4	17th Content Tokyo 2025	Tokyo, Japan
	7-8	DW Global Media Forum 2025	Bonn, Germany
August 2025	20-23	Beijing International Radio, TV & Film Exhibition 2025	Beijing, China
	28-31	Gwangju Ace Fair 2025	Gwangju, Korea
September 2025		ContentAsia Summit 2025	Taiwan
		ContentAsia Awards 2025	Taiwan
	2	Archipelago Video Summit 2025	Jakarta, Indonesia
	17-26	Busan International Film Festival (BIFF) 2025	Busan, Korea
	20-23	Asian Contents & Film Market 2025	Busan, Korea
October 2025	11-12	MipJunior 2025	Cannes, France
	13-16	Mipcom 2025	Cannes, France
	28	AVIA: Northeast Asia Video Summit 2025	Tokyo, Japan
November 2025	4-7	Taiwan Creative Content Fest 2025 (TCCF)	Taipei, Taiwan
	4-5	Dubai International Content Market 2025 (DICM)	Madinat Jumeirah, Dubai
	29 Nov-6 Dec	Jogja-NETPAC Asian Film Festival 2025	Yogyakarta, Indonesia
	29 Nov-1 Dec	JAFF Market 2025	Yogyakarta, Indonesia
December 2025	3-5	Asia TV Forum and Market 2025 (ATF)	Singapore
	3-4	AVIA: Asia Video & OTT Summit 2025	Singapore
February 2026		Mip London 2026	London, U.K.
		The London TV Screenings 2026	London, U.K.



# Sports, drama run neck-&-neck in Taiwan

## Squid Game and NBA top TV demand – Parrot Analytics

Sports and drama run neck and neck in Taiwan's demand stakes, with *Squid Game* only slightly ahead of the NBA for the week of 27 January to 2 February, according to data science company Parrot Analytics. The two were the only properties that were more than 25x demand from the average show in Taiwan.

Demand for the titles that made the overall top 10 for the week was a mix of kids, Chinese period drama, anime and

music.

Apart from Netflix's *Squid Game*, Apple TV+'s dystopian science fiction series *Silo* was the only streaming title that made the overall list.

Netflix dominated the digital list with seven of the top 10 titles. Apple TV+ took two of the top five shows, and Prime Video's *Secret Level* came in at #10 with single-digit demand difference from the average show.

### Top 10 overall TV originals: Taiwan

Rank	Title	Difference from Market Average (x times)
1	<i>Squid Game</i> (오징어 게임)	27.9
2	NBA	27.0
3	<i>Attack On Titan</i> (進撃の巨人)	18.4
4	<i>PAW Patrol</i>	15.7
5	<i>Zenshū</i> . (全修。)	14.1
6	<i>Empresses In The Palace</i> (后宫甄嬛传)	14.0
7	<i>Solo Leveling</i> (俺だけレベルアップな件)	13.8
8	<i>Coachella</i>	13.8
9	<i>Girls Band Cry</i> (ガールズバンドクライ)	13.0
10	<i>Silo</i>	12.8

### Top 10 digital originals: Taiwan

Rank	Title	Platform	Difference from Market Average (x times)
1	<i>Squid Game</i> (오징어 게임)	Netflix	27.9
2	<i>Silo</i>	Apple TV+	12.8
3	<i>The Trauma Code: Heroes On Call</i> (중증외상센터)	Netflix	12.2
4	<i>Severance</i>	Apple TV+	12.0
5	<i>Stranger Things</i>	Netflix	11.6
6	<i>Bebefinn</i>	Netflix	11.0
7	<i>Born For The Spotlight</i> (影后)	Netflix	10.9
8	<i>Arcane</i>	Netflix	10.3
9	<i>The Night Agent</i>	Netflix	10.0
10	<i>Secret Level</i>	Amazon Prime Video	9.6

Date range: 27 January-2 February 2025

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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# CJ ENM titles top Korea's premium VOD

## JTBC, SBS neck & neck at 15%, MPA/ampd data shows

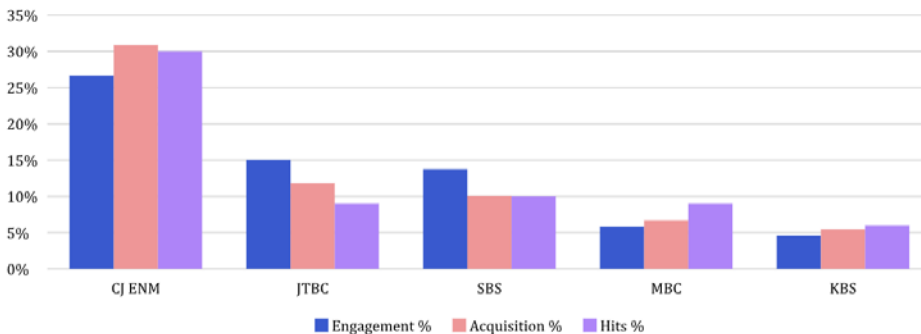
CJ ENM-produced titles drove 25-30% of premium VOD engagement, acquisition and hits in Korea in January 2025, holding a strong lead over JTBC and SBS, who were neck and neck at 15% of engagement, according to the latest data from Media Partners Asia's ampd platform.

CJ's lead is a result of its multitude of prolific studios, including Studio Dragon, Bon Factory, JS Pictures and Egg is Coming, producing drama and variety titles, and distribution through two of the market's largest streaming services – Netflix

and Tving. With Netflix's Naver partnership driving subs growth, and the KBO season coming to a close, Tving requires even more entertainment hits to maintain competitiveness.

SBS's strength is notable. Studio S is on the rise with two recent dramas – *Love Scout* and *The Judge From Hell*. SBS's popular network variety shows, currently available on Wavve, are poised to increase SBS' engagement share in Korea and beyond as they are added to Netflix this year.

Korean Studios Performance (January 2024, South Korea)



Note:  
 (1) Engagement % refers to share of premium VOD viewing hours  
 (2) Acquisition % refers to share of new/returning users first-title premium VOD viewership  
 (3) Hits % refers to share of top 100 titles, ranked by unique users  
 (4) Analysis excludes news, linear channels, kids, sports and adult programming.  
 (5) Platforms covered include Coupang Play, Disney+, Netflix, Tving, Wavve & WATCHA

Top Titles (January 2024, South Korea)

#	Title	Platform	Type	Genre	Origin	Studio
1	The Tale of Lady OK	Netflix, Tving	Series	Drama & Romance	Korea	JTBC
2	The Trauma Code: Heroes on Call	Netflix	Series	Drama & Romance	Korea	Mays Entertainment
3	Squid Game	Netflix	Series	Crime & Thriller	Korea	Siren Pictures
4	Love Scout	Netflix, Wavve	Series	Drama & Romance	Korea	Studio S (SBS)
5	The Queen Who Crowns	Tving	Series	Drama & Romance	Korea	JS Pictures (CJ ENM)
6	GBRB Spin-off: Cafeteria Operation	Tving	Series	Reality, Talk & Variety Shows	Korea	Egg is Coming (CJ ENM)
7	When the Stars Gossip	Netflix, Tving	Series	Drama & Romance	Korea	Key East
8	When The Phone Rings	Netflix, Wavve	Series	Crime & Thriller	Korea	Bon Factory (CJ ENM)
9	Please Take Care of My Refrigerator	Netflix, Tving	Series	Reality, Talk & Variety Shows	Korea	Mystic Entertainment
10	Check in Hanyang	Netflix, Tving, Wavve	Series	Drama & Romance	Korea	Wemad

Note: Top Titles are ranked by the total number of unique users who streamed the title

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