

RTL CBS clears Asia schedule for House of Cards 3 Day & date marathon for new Netflix season

RTL CBS Entertainment is clearing its schedule at the end of February for a back-to-back marathon premiere of all 13 episodes ("chapters") of *House of Cards* season three.

The series will air across Asia in HD and subtitled on the same day as Netflix uploads the episodes in the U.S.

This is likely to be the first time in Asia that an entire series has been released on a linear network within 24 hours of its U.S. release.

The 13 episodes will air from 4pm (Singapore/HK) on 28 February. The full series will air back to back on Sunday, 1 March,

More on page 5

Singapore's MediaCorp reboots New factual era unveiled along with massive re-org

Singapore's monopoly free-TV broadcaster, MediaCorp, has unveiled a new factual commissioning structure, giving local producers unprecedented access to Channel 5 commissioners and introducing the option of development funding.

The new factual commissioning process, presented to indie producers this month, runs alongside a massive company-wide reorg from 1 April this year.

The reorganisation, announced on Monday (26 January), dismantles a structure based on traditional media lines in favour of a "focus on consumers and their prefer-

More on page 7



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25 March bow for Asia's Next Top Model

The third season of Asia's Next Top Model premieres on Fox International Channels' StarWorld on Wednesday, 25 March, at 8.45pm. The regional show, produced for the first time by Beach House Pictures, returns with new host Georgina Wilson.

Jaitley opposes India advertising cap

India's information and broadcasting minister, Arun Jaitley, has come out against TV advertising caps. Delivering the JS Verma Memorial Lecture, Jaitley questioned how India's Telecoms Regulatory Authority's (TRAI) 12-minute an hour cap for news channels was consistent with a constitution that guarantees press freedom. The issue is currently being challenged in court.

Zee adds &TV to Hindi GE landscape

India's Zee launched new Hindi general entertainment channel, &TV, this month. The channel is the flagship brand in the new '&' bouquet. &TV's tentpole show is India Poochega – Sabse Shaana Kaun?, a format adapted from Armoza game show Who's Asking?. India Poochega – Sabse Shaana Kaun? is helmed by Shah Rukh Khan. The local version is produced by Big Synergy's Siddhartha Basu. Zee says the new channel, derived from the conjunction '&', "stands for binding people, ideologies and philosophies. &TV will mirror the thinking and values of an evolved India – the New Age &DIA".

**Multimedia green lights VNTM season 6
Trang swells formats slate, builds fashion ecosystem**



Vietnam's Next Top Model season five dual winners, Quang Hung (left) and Nguyen Oanh (right) with Multimedia JSC president, Trang Le, at the finale in Ho Chi Minh City on 17 January

Vietnamese production house Multimedia JSC has green lit season six of Vietnam's Next Top Model.

The new season starts production in May and will air later in 2015, Multimedia president, Trang Le, said in Ho Chi Minh City shortly after the season five finale, which aired live on free-TV station VTV3 on 17 January.

Trang is also adding local versions of FremantleMedia's She's Got the Look and Big Star Little Star to her production slate this year, along with season three of Project Runway Vietnam and the second edition of Vietnam International Fashion Week.

She's Got the Look is scheduled to premiere in November this year.

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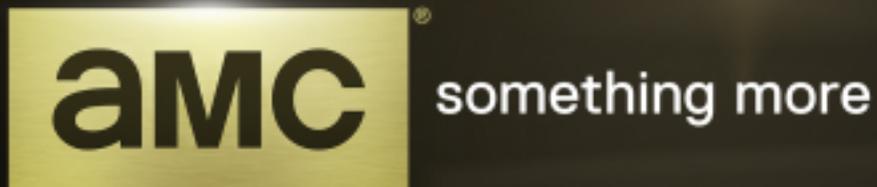
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Alexandra Hunter, Sony Pictures Television and Charles Park, JTBC

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Fox brand wagon rolls across Asia in Feb
Fox brand strength in 4 Asia markets tops global average



The Walking Dead season five

Fox International Channels' (FIC) Fox channels in Asia bid farewell to their old look and feel in early February as part of a global strategy FIC is calling "the largest repositioning in television history". This is FIC's first-ever global brand strategy.

The new brand promise is "The Best. First". The worldwide simultaneous branding across 126 channels goes live on 9 February with the premiere of the second half of *The Walking Dead*, season five. The season premieres at 9pm (HK/Singapore).

As part of the new way forward, FIC is also consolidating all Fox Facebook pages outside the U.S. into one global community of 17 million fans.

"This globalisation will allow every user in a local market to get a targeted combination of Fox content created in their local market with Fox's global marketing messages and short form content from their global hits," FIC said.

Outside of the U.S., Fox says it reaches 244 million households in 126 countries in 33 languages, including eight million homes

across Hong Kong and Southeast Asia.

Among other things, FIC says the new strategy reflects the importance of branding in an increasingly fragmented environment.

In the announcement, FIC said the branding move builds upon an ongoing worldwide brand study to measure the strength of channel brands in 24 countries outside the United States.

FIC added that the most recent survey, conducted in Q4 2014 by Phoenix Marketing International, showed that Fox continued to be the #1 network in brand awareness and brand strength worldwide.

Brands Fox outscored included Discovery, Disney, Warner Brothers and NBC Universal as well as newcomers like Netflix, FIC said.

In Hong Kong and Southeast Asia, Fox's brand strength in Indonesia, Philippines, Thailand and Malaysia lead the charts with their rankings all well above the global average, FIC added.

AJL draws 6m viewers 29th music awards tops Primeworks' slate

The 29th edition of Malaysia's song-writing competition show, *Anugerah Juara Lagu* (AJL), attracted six million viewers during its live telecast this month. The show on leading free-TV network TV3 had a channel share of 57.3%.

This year's AJL also garnered the highest social media engagement in the show's history when it trended #1 worldwide and in Malaysia.

AJL, designed to showcase the country's composers, lyricists and singers, has been running since 1986. The format pits 12 shortlisted songs against each other for the Juara Lagu title.

Primeworks Studios said AJL was among its most successful formats to date.

Content development head Nor Shahila Harun Shah said the team had gone "back to basics" to keep the theme fresh for this year.

"We chose to highlight the delicate importance of musical instruments in sound production through its theme, "Gema dalam Muzik" ("Sounds of Music")," she said.

The live telecast used 13 cameras and had a crew of 200 people.

Japan on high alert for blood, knives, murder... Stations axe content that might inflame kidnappers

Japanese stations are on high alert for content that may inflame Islamic State kidnappers, and further endanger the lives of Japanese hostages. Local media have listed changed musical lyrics and modified TV schedules to exclude any mention of, for instance, blood, knives, death or murder. Among other incidents, *Japan Times* pointed out that Fuji TV had cancelled an episode of anime series, *Ansatsu Kyoshitsu* (*Assassination Classroom*), scheduled to air in the early hours of last Saturday.



House of Cards, season 2

From page 1: RTL CBS Entertainment starting at 9.20am.

All episodes will be subtitled in five languages – Malay, Indo, Thai and Chinese (traditional and simplified).

RTL CBS Entertainment will follow the weekend marathon with a regular weekly slot from Wednesday, 4 March, at 9.55pm.

The new *House of Cards* season follows early releases of shows such as *Scorpion*, *Entertainment Tonight*, *The Insider*, *The X Factor UK* and the *Late Show with David Letterman*, all of which aired within a day of their U.S. or U.K. releases.

"From day 1, we've committed to bring content as close to its original release as

possible. We know how important this is to operators and most especially viewers in the region," said RTL CBS Entertainment Networks' chief executive, Jonas Engwall, highlighting the need for a creative and innovative approach to delivering entertainment to local audiences.

Programming executive vice president, Jennifer Batty, said the "decision to air all the new episodes at once was based on our desire to offer our audiences the opportunity to view the series as viewers in the U.S. would. Plus, we offer the flexibility with the weekly airing of the chapters".

The entertainment channel will air a catch-up marathon of season two the previous weekend, 21-22 February.

U.S., U.K. push creativity in Vietnam

U.K. filmmaker David Puttnam spoke to Vietnamese film makers this month as part of a creative programme driven by the Motion Picture Association and supported by the British Council and CGV Arthouse.

The discussion programme, *A Conversation with Lord David Puttnam*, aimed to

help develop Vietnam's film industry.

Among other things, participants discussed the balance between commercial and art films.

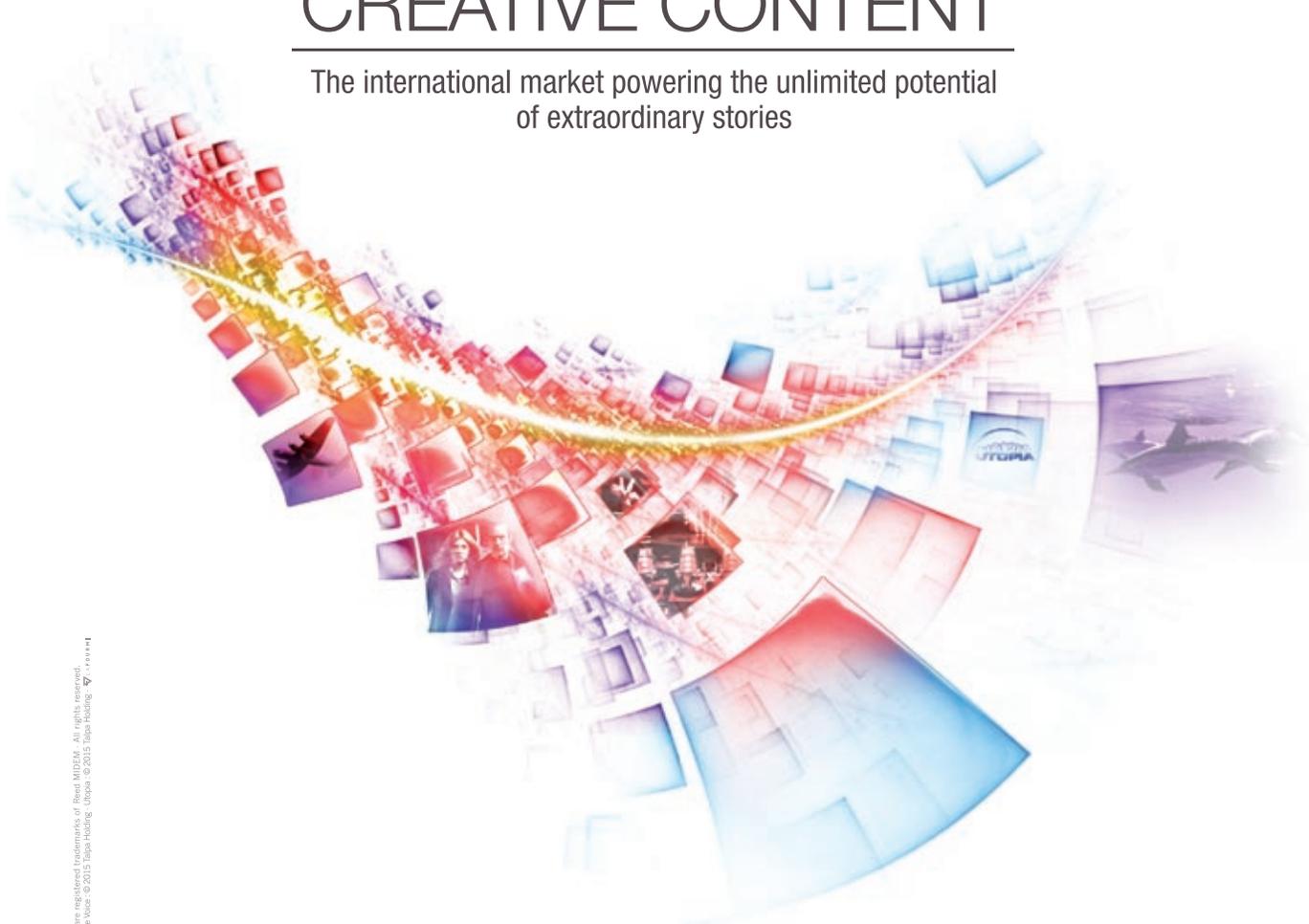
Puttnam is the U.K. Prime Minister's Trade Envoy to Vietnam, Laos, Cambodia, and Burma.

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Pope docs on-the-go with ABS-CBN

Philippines' broadcaster ABS-CBN has loaded all the footage from Pope Francis' visit this month onto its mobile platform, iWant TV and the ABS-CBN Mobile app. The multi-screen offering will also carry in-depth documentaries aired on the network on the PopeTYSM mobile channel. The documentaries include *A Pope for Everyone*, *Francis: The People's Pope* and *Pope from the End of the World*. The app also offers a Pope Francis Homilies folder, which contains the six homilies and speeches delivered during the Philippines' visit.

U.S. studios go after Chinese pirate site

Motion Picture Association of America (MPAA) member studios have filed civil actions against the operators of Chinese video website, Shenzhen Xunlei Networking Technology Co Ltd. The suit, filed in the Nanshan District Court in Shenzhen, is seeking damages, claims for orders to stop the infringing activity, a public apology, and requests that Xunlei bear the studios' litigation costs.

4 Asian countries in top 10 global optimists; M'asia dips to 2009 lows

Southeast Asian consumer confidence remained strong in Q4 2014, with four markets – Indonesia, the Philippines, Thailand and Vietnam – ranking in the top 10 most optimistic countries globally. The latest Nielsen Global Survey of Consumer Confidence and Spending Intentions also showed that confidence in Malaysia has dropped to its lowest levels since Q2 2009. The report said this was likely due to the introduction of GST later this year and the impact this will have on the cost of living. Economic conditions remain a key concern for consumers, with close to one in five consumers in the region (18%) citing the economy as their biggest concern over the next six months.



The 5 Search, Channel 5

From page 1: MediaCorp ences," MediaCorp says.

The new segments are family, news, youth, parents, women, men, Malay, Indian, foodies, learners, live entertainment and premier.

Bernard Lim, currently head of TV, will head up the family segment in the new structure. Jessie Sng takes over the men/women/parenting segment, and Channel NewsAsia's Debra Soon heads up the news and premier segments. Lai Mun Dart has been put in charge of youth.

The connected media unit will take charge of over-the-top service Toggle and digital transmission (DVB-T2), headed up by Anil Nihalani reporting to deputy CEO Chang Long Jong.

Production unit MediaCorp Studios under Doreen Neo and editorial under Walter Fernandez both come under the separate content group, which also reports to Chang.

Other group heads are chief commercial officer, Jack Lim (commercial); chief tech officer Joe Igoe (technology); and corporate, which includes human resources, branding and communications as well as legal and strategic planning.

Chief executive officer, Shaun Seow, called the reorganisation "an unprecedented alignment of resources and relationships,

built on the belief that connecting audiences with content that matters to them lies at the heart of what MediaCorp does".

The revamped factual commissioning process is designed to boost quality local factual content for Channel 5's new schedule.

The revamped schedule rolled out this month and will ramp up through the year with, among other things, a new long-running soap opera scheduled for mid-year.

In addition to the increase in current affairs/infotainment, Channel 5's resuscitation plan also includes a weekday magazine show and a new talent/reality show, *The 5 Search* (ContentAsia, 17 November 2014).

Factual/current affairs is a key element of the new grid, says MediaCorp's current TV managing director, Bernard Lim.

The number of hours that will be commissioned from Singapore's indie broadcasters to drive the new factual slots has not been disclosed. Budgets are also not publicly available.

Lim says production houses will retain rights to their titles, and are welcome to source additional funding and/or co-production partners from other parts of the region.

MediaCorp's in-house studios division will continue to produce for Channel 5 as well as MediaCorp's other channels.

Of Channel 5's 35 hours of prime time (7pm to midnight) a week, at least 14 hours (40%) are locally produced. An additional three slots (1.5 hours/4%) a week switch between local and acquired drama, info-ed, and variety. 19.5 hours (56%) are filled with acquired titles, including *Gotham*, *How to Get Away with Murder*, *Jane the Virgin*, *American Horror Story* season 3 and *Your Face Sounds Familiar USA*.

Factual/current affairs is given top billing on Tuesdays (*Talking Point*, 9.30pm-10.30pm), Thursdays (*Common Cents*, 9.30pm-10pm; and *On The Red Dot*, 10pm-10.30pm) and Fridays (info-ed/variety show *Tale of 2 Cities*, 9.30pm-10pm; SG50 docu series, 10pm-10.30pm). SG50 documentaries, marking Singapore's 50th anniversary in 2015, will air on Fridays from 10pm to 11.30pm, sharing the slot with TV movies.

ContentAsia's new regular interview talks to people doing big and bigger things to move the industry forward. The ongoing series kicks off with Trang Le, founder and chief executive of Vietnam's Multimedia JSC, who has changed the face of modelling/fashion in Vietnam, on screen and on the ground.

36 hours after the sparkly finale of Vietnam's *Next Top Model* season five in Ho Chi Minh City earlier this month, show producer Trang Le and her team were on a plane to Miami and the first *Next Top Model* "bootcamp" with CBS and format producers from around the world.

Soon after they landed in the U.S., Trang posted a picture of her and 10x10 Entertainment founder and president Ken Mok on her Facebook page saying how excited she was. "Cannot wait to meet inspiring and famous executive producer of *America's Next Top Model* Ken Mok again after five years, and so many other executive producers from all over the world for *Next Top Model* workshop today in Miami Beach," she wrote.

The moral of this story? That Trang, the founder and chief executive of Vietnamese production house Multimedia JSC, is protecting a hard-won market edge and, five seasons in, is as eager as ever to add knowledge.

"Some elements [of the format] can be used for any country... we can learn from each other, it's a great idea where we can share experiences," she says.

In some ways, her determination to learn from others' experience is not a whole lot different from season one, when she got on a plane so that CBS could show her why her production plan for the format's Vietnam debut wouldn't work... and why.

Trang cut her television production teeth on the local version of *Who Wants to be a Millionaire?*, produced by eMedia, for whom she worked at the time. When the company closed and she was made redundant in 2005, she established Mul-

timedia JSC. To begin with, she distributed TV series, drama, feature films from the U.S., Europe, China, Korea and others to broadcasters in Vietnam. The first TV show she produced, in 2007, was kids music format *Do Re Mi*, now in its eighth season.

The *Next Top Model* learning curve – including gathering sponsorship in a fast-changing but still tightly controlled market that is the Socialist Republic of Viet Nam – was steep and nerve-wracking.

Not only did it take three years, from 2007 to 2010, for Trang to secure rights to the format from CBS, she almost lost them when CBS said five months later that the series she was planning didn't meet production standards.

"I had watched *America's Next Top Model* and it looked easy. To be honest, when I had the licence in my hand I didn't know where to begin. It was totally different from *Do Re Mi*, even though they are both reality shows," she says, adding that she also had few insights into the world of modelling. "My background is finance and accounting," she says.

Among other shortcomings, the plan to house the models and crew in a hotel was rejected. "I was so worried because of course I didn't want to lose the format. I asked immediately if I could visit any productions, and luckily the U.S. was in production, so I followed them for two weeks and learned a lot. My vision totally changed. When I came back I knew



Trang Le

exactly what to do," she says, adding nevertheless that the first season was "very challenging".

Having trashed her original plan and set up anew with only two months to get the show on the road, costs she hadn't budgeted for and obstacles she hadn't bargained for, she then had a young, inexperienced winner with nowhere to go and nothing to support her and her new-found fame from the season one success.

So Trang started a modelling agency, BeU Models, which today places models all over the world. So now she had models and a modelling talent show... and very little fashion to work with. So she bought the Vietnam rights to *Project Runway*, which is now in its third season (See page 2).

Five years on, Trang continues to build out a fashion ecosystem in Vietnam. Last year, she held the first Vietnam International Fashion Week, and this year, she's extending the talent hunt to an older demographic with the first edition of *She's Got the Look*.

By now, Trang is familiar with the lengths she sometimes needs to go to take care of the expanded business, including fending off jealous boyfriends, neutering damage from revenge porn, and making sure she creates stars and not messed-up teens.

What is she most happy about? Many things, perhaps topped by Tyra Banks calling Vietnam's *Next Top Model* one of the world's best.

#whatsyourstory



ContentAsia's regular section, ContentAsia Formats, looks at formats and format development in Asia, including new seasons, series and trends and what these mean to channels, producers and the overall formats industry in the region.

Thailand's Got Talent

A fifth season of talent competition format, *Thailand's Got Talent*, is set to premiere in the second quarter of this year.

Local production house, Workpoint Entertainment, says the local series will most probably debut in June and continue to air on terrestrial station Channel 3 at 6.30pm on Sundays.

Auditions for the new season begin in June, and talent will again cross all fields. The prize this year is THB10 million/US\$306,680. This year's judges are actress Pornchita Na Songkhla, singer Chalatiit Tantiwut, host/moderator/writer Patcharasri Benjamas and composer Nitipong Honark.

The first four seasons of *Thailand's Got Talent* were produced by Workpoint Entertainment and aired on Channel 3 at 6.30pm on Sundays for an average of 13 episodes. The format debuted in Thailand in 2011.

Channel 3 is one of Thailand's most active buyers of international formats. The 2015 slate includes local versions of *The Voice*, *The Voice Kids*, *The Face*, *The Winner Is* and *Take Me Out*.

Workpoint Entertainment's chief production officer Chayan Chantawongsatorn says the production process is kept tactful, keeping in mind how local audiences feel and react to



Chayan Chantawongsatorn

what they watch on screen.

"It's about how we should present this programme to the Thai audience. In the original version it is obvious to see heated verbal discussions and arguments. But in Thailand, we need to do it very carefully, we must think about how the audience will feel,"

Chantawongsatorn says.

With season five now being planned, Chantawongsatorn says the team is under pressure to take the format to the next level.

"We are under pressure because this is the fifth season, our audiences expect to see something better. The challenge for us this season is to present a refreshed

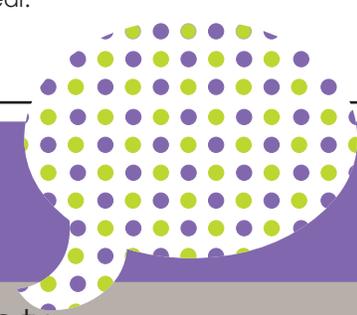


Thailand's Got Talent

version, something more interesting than the last season, he says.

Workpoint Entertainment is also producing Thai versions of game show format *Identity Thailand* for its digital terrestrial channel Workpoint Creative TV Channel 1 (previously aired on MCOT Channel 9); game show *My Man Can*, which debuted in Thailand in March 2013 on Channel 9 and will soon move to Workpoint's Channel 1; and *Let Me In Thailand* season one, which premieres later this year on Workpoint Channel 1.

Workpoint has plans to release up to 20 original formats in Asia and around the world this year.





Back by popular demand! ContentAsia Schedules – a look at scheduling strategies around the region.

March 2015 (Week 10)									
Time in Hong Kong (8.0)	Monday 2 March 2015	Tuesday 3 March 2015	Wednesday 4 March 2015	Thursday 5 March 2015	Friday 6 March 2015	Saturday 7 March 2015	Sunday 8 March 2015	Time in Hong Kong (8.0)	Time in Indonesia (7.0)
7pm	NCIS S12-8	The Walking Dead S5-12	Castle S7-Best	Marvel's Agents of S.H.I.E.L.D. S2-11	Killer Karaoke S2-8	Best of Marvel's Agent Carter (rr)	NCIS: New Orleans S1-9	7pm	6pm
7.15pm	Daytime block (reruns)					Season/series premiere: Instant Cash S1-23	NCIS: New Orleans S1-10	7.15pm	6.15pm
7.40pm	The Mentalist S2-5	The Mentalist S2-6	The Mentalist S2-7	The Mentalist S2-8	The Mentalist S2-9	Season/series premiere: Instant Cash S1-24		7.40pm	6.40pm
8.10pm	The Walking Dead S5-11	Best of Bones (rr)	Best of Castle (rr)	Best of Marvel's Agent Carter (rr)	Best of Marvel's Agents of S.H.I.E.L.D. (rr)	Hell's Kitchen S11-1	The Walking Dead S5-11	8.10pm	7.10pm
9pm	First Run @ 9 The Walking Dead S5-12	Best of Castle S7 (rr)	First Run @ 9 Marvel's Agents of S.H.I.E.L.D. S2-11 (All New)	First Run @ 9 Killer Karaoke S2-8 (Finale)	NCIS S12-10	Hell's Kitchen S11-2	The Walking Dead S5-12	9pm	8pm
9.50pm	Marvel's Agents of S.H.I.E.L.D. S2-9	Marvel's Agent Carter 8	NCIS S12-10	Best of Castle S7 (rr)	The Walking Dead S5-12		9.50pm	8.50pm	
9.55pm						Season/series premiere: Monster Jam 2014-16	Marvel's Agents of S.H.I.E.L.D. S2-11	9.55pm	8.55pm
10.40pm						Season/series premiere: World Championship Kickboxing 84		10.40pm	9.40pm
10.45pm	American Dad! S8-7	American Dad! S8-8	American Dad! S8-9	American Dad! S8-10	American Dad! S8-11		American Dad! S8-7	10.45pm	9.45pm
10.50pm								10.50pm	9.50pm
11pm								11pm	10pm

Source: Fox International Channels (as of 22 January 2015, subject to change, Southeast Asia feed). Note: Schedule has been cropped to show 7pm-11pm (programmes does not necessarily start at 7pm or end at 11pm). Key: rr=rerun.

● Reality/entertainment: 2hrs/7% ● Drama: 22hrs/80% ● Game show: 1hr/3% ● Sitcom: 2hrs/6% ● Sports/entertainment: 1hr/4%

Fox International Channels (FIC) Asia heads into February with two major drivers – the new season of *The Walking Dead* and a global re-brand the network says is the biggest in television history (See page 4).

The Walking Dead season five premieres on 9 February in a day-and-date release with the U.S. The series will be available on-demand within 48 hours via pay-TV set-top boxes.

Other tentpole titles headed for the Fox are season six of *The Walking Dead* in October and M. Night Shyamalan's psychological thriller, *Wayward Pines*, starring Matt Dillon as a U.S. Secret Service agent investigating the disappearance of two federal agents in a small Idaho town. The series airs in May. Like *The Walking Dead*, the Asia day-and-date release is part of *Wayward Pines*' global release.

"Our priority is to air as many blockbuster shows as close to the U.S. premiere as possible, often on the same day or even within hours," says Andy Baek, vice president of programming for Fox and Fox Sports, listing *The Walking Dead*, *Sleepy Hollow*, *Marvel's Agents of S.H.I.E.L.D.* and *Marvel* spinoff, *Agent Carter*.



Andy Baek

Other February highlights include the premiere of *Castle* season seven in a 7.10pm slot from 10 February with five encore telecasts over the following four days. Fox is also airing *Castle* season six in February; episode one of season six airs at 2.50pm on 12 February.

Fox's daily prime time runs from 7.15pm to 11.30pm, with some differences from market to market across Hong Kong and Southeast Asia. The channel has local

feeds in the Philippines and Thailand, which allow for schedule customisation and local ad insertion.

Fox generally schedules new episodes and premiering series in the 9pm-9.50pm slots, Mondays to Fridays, as well as on Saturdays in the 7.15pm-8.10pm slot and from 9.55pm to 11.45pm.

Themed blocks, such as "best of reruns", air from 8.10pm to 9pm, Tuesdays to Fridays. Reruns airs on weekdays for six cycles/day, including the 7.15pm to 8.10pm slot.

March highlights include the day-and-date release of superhero TV series *Marvel's Agents of S.H.I.E.L.D.* season two (part two) (Wednesdays, 9pm-9.50pm in Singapore/HK/Malaysia); and the pre-

More on page 11

Countdown to 2nd Mongolian TV Forum

Sustainable future tops the agenda in Ulaanbaatar

Mongolia's broadcasting and regulatory VIPs will be out in force in early February for the second annual Mongolian Television Forum to be held in the capital, Ulaanbaatar.

The two-day event kicks off on 5 February with keynotes by the chairman of Mongolia's Information Technology, Post and Telecommunications Authority, Jadambaa Tsagaan Uvgun, and Mongolia's Communications Regulatory Commission chairman, Balgansuren.B.

The opening panel discussion talks about the roadmap for a sustainable future for Mongolian TV.

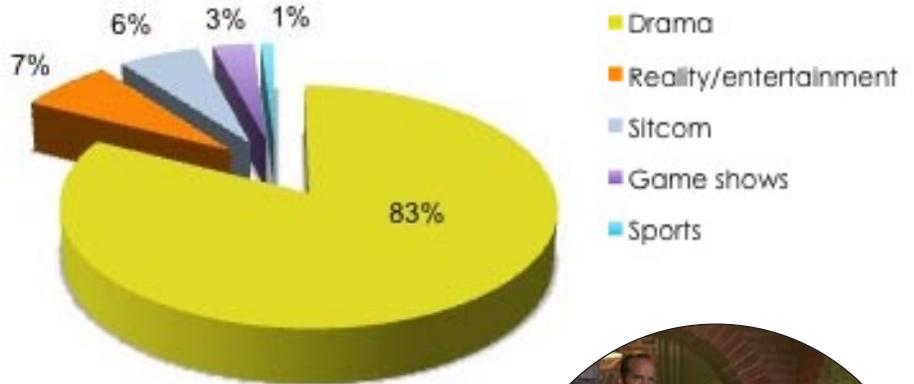
Panel discussions on day one also include a look at opportunities lost through piracy and copyright infringement, media cooperation among Mongolian broadcasters, local talent development, and a discussion about global TV trends.

Pitching sessions will be held on the second day (6 February).

China, Japan picks up Depeche Mode special

China's Phoenix Satellite and Japan's WHD have picked up music special *Depeche Mode: Live in Berlin* from indie distributor DCD Rights. The Columbia Records production is directed by the band's long time creative collaborator, filmmaker Anton Corbijn.

Fox Asia: 7pm-11pm, 2-8 March 2015



Source: ContentAsia from Fox grid

Drama dominates Fox's evening grid of the week of March 2-8 (week 10) with an average of 22 hours or 80% of the 7pm-11pm block. The rest of the 7pm-11pm block for the week is made up of two hours (7%) reality/entertainment programming, two hours (6%) sitcom, one hour (3%) game shows and one hour (4%) sports/entertainment programming.



Marvel's Agents of S.H.I.E.L.D.

From page 10: Fox

miere of detective drama *Battle Creek*, starring Josh Duhamel. *Battle Creek* will air exclusively on Fox in Hong Kong and Southeast Asia within 24 hours of the U.S.

NCIS season 12 (part two) returns on 12 March and will run on Thursdays at 9pm along with *NCIS: New Orleans* (part two), which returns the following day (13 March) and will run on Fridays at 9pm.

Comedy in March is led by season 13 of animated series *Family Guy*, which premieres on 18 March, stripped Mon-

days to Fridays at 10.40pm). Season 13 follows on from season 12, which runs on the Southeast Asia feed through February/March.

Coming to an end in March are sci-fi show *Warehouse 13* season five, which Fox has scheduled on Friday afternoons at 3.50pm. The six-episode final season, which aired on Syfy in the U.S. early last year, runs from 6 February to 20 March.

The finale of zombie thriller *The Walking Dead* season five (part two) closes the month on 30 March (Monday at 9pm).



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Rajiv Khattar

ABS ramps up South Asia

Asia-based satellite operator, ABS, has appointed Rajiv Khattar to the newly created role of president – South Asia. A veteran cable and satellite executive, Khattar most recently spent a decade at India's direct-to-home satellite platform Dish TV India as president of projects.

TVB picks Elemental for live linear, int'l OTT

Hong Kong's leading free-TV broadcaster, Television Broadcasts Ltd (TVB) has tied up with Elemental to process and manage live linear broadcast channels and customise content control in real time for its over-the-top (OTT) delivery service. TVB will use Elemental software primarily for overseas distribution, including a cross-platform on-demand/mobile platform that will offer TVB drama produced over the past four decades. Elemental's regional partner, Mediatech (International), will provide training and overseeing integration and configuration for TVB, the company said.

SpeedCast ties up with O3b for Papua New Guinea

Satellite service provider, SpeedCast International, has entered into an agreement with O3b Networks to provide capacity for Papua New Guinea via O3b's Medium Earth Orbit (MEO) satellite constellation. SpeedCast said the new service would deliver high throughput and low latency internet services to local customers.

New mobile multimedia platform heads for Asia
“Virtually unlimited” low-cost video streaming promised

China's new mobile multimedia broadcast platform will be carried on a U.S. satellite in a move Hong Kong listed CMMB Vision Holdings describes as “a new milestone for China-U.S. cooperation”.

CMMB Vision and New York Broadband (NYBB) selected Boeing Satellite Systems International to build the next generation high-power L-band satellite, NYBBSat-1.

In a statement to the Hong Kong Stock Exchange, CMMB Vision said the choice of Boeing “signifies a new phase of China-U.S. cooperation to bring about the most advanced technology and services to the world's largest market and region”.

The announcement on 23 January followed a nine-month competitive procurement process. The contract negotiations are expected to be complete by the end of February.

The satellite, in conjunction with NYBB's existing AsiaStar satellite at 105 degrees East, will support mobile multimedia services – including video, voice and data as well as other digital media – to China.

The services are being planned by a joint venture between CMMB Vision and Global Broadcasting Media Group (GMG), a subsidiary of state-backed China Radio International.

The joint venture will be formally set up before the end of April this year.

GMG will be responsible for acquiring all satellite and mobile multimedia business-related licensing approvals, as well as ensuring “proper supervision over content authorisation and control over the broadcasting operations”.

The joint venture plans to expand

the platform across the rest of Asia by “leveraging the comprehensive global media platform and resources of China Radio International”. No timetable has been given.

NYBBSat-1 is scheduled to launch and come into service in the second quarter of 2017 and will replace AsiaStar at the same orbital location.

NYBBSat-1 will have multiple steerable-beam capability and transmission power reaching more than 60 times the current satellite, CMMB Vision says, adding that the satellite can support mobile broadcast and communication services directly to consumer mobile devices on the ground “with unprecedented efficiency, economies, and flexibility. Infinite consumers anytime and anywhere can receive virtually unlimited video and data through broadcasting, downloading, streaming, or pushing, without any network traffic interruption, and at very low data cost, which cannot be accommodated by the conventional 3G/LTE mobile cellular services”.

CMMB Vision's CMMB (China Mobile Multimedia Broadcast) technology has already been adopted in China as the mobile handheld TV technology standard.

CMMB Vision chairman and chief executive, Charles Wong, said the selection of Boeing “is another major step for our plan to serve China and the rest of Asia with mobile multimedia programming”.

NYBB and consultants Space Partnership International are actively pursuing procurement of the launch service for NYBBSat-1, as well as for the second satellite, NYBBSat-2, which will also be dedicated to CMMB Vision.

WHO SAID WHAT

“ There is no such thing as freedom of expression without limits... The right to speak freely and sensitively must come together.”

Singapore's Communications and Information Minister Yaacob Ibrahim after *The Economist* replaced a page in the magazines printed in Singapore. The issue contained the cover of first *Charlie Hebdo* issue after the attack on its office in Paris. The cover shows a cartoon of the Prophet Muhammad shedding a tear and holding up a sign reading "Je Suis Charlie" (I am Charlie). The issue now contains a blank page with a message that says the Singapore printer declined to print the page showing the cover of the current *Charlie Hebdo* issue and pointing readers to the website. "This shows our industry's understanding of the sensitivities involved, as well as their respect for racial and religious harmony in Singapore," Singapore's Media Development Authority said (*The Straits Times*, Singapore, Sunday 18 January)

“ Globalisation has a mirror image... On the one hand we are witnessing a rise in globalised content, yet side by side with this is also a rise in parochialism and fundamentalism. We live in a network society today, where there has been the democratisation of access to the public at large through media. This has accelerated the aspirations of splinter groups, like we saw in Paris, and given them a global platform with which to express their frustrations.”

Amit Khanna, former Reliance Big Entertainment chairman (*Deadline Hollywood*, 19 January 2015). Khanna was quoted in an article that asked: "In the new global Hollywood, will the need to please gatekeepers neuter courage". The feature said "Russia, China and other countries have seen their economies — and movie-going — booming by comparison, forcing producers to go hat in hand for overseas funding because [U.S.] studios no longer want to pay for the movies they make", and added that it was "inevitable that Hollywood's desire to traffic in foreign countries would eventually collide with the tinderbox of politics, religion, cultural differences and economics prevalent in offshore markets. These factors have only grown more combustible in recent months, forcing Hollywood to reconsider — perhaps even reinvent — how to tell stories in films that need to travel and profit in a dangerous, complex world".

“ We're not interested in propaganda... Our objective is to do everything we do with integrity and to counter some of the ill-considered stereotypes. When it comes to dealing with religion, we have a duty to be accurate and leave viewers better informed.”

Michael Garin, Imagenation Abu Dhabi CEO (*Deadline Hollywood*, 19 January 2015), on filmmaking in the Middle East. Imagenation has just finished a feature-length documentary film on Nobel Prize winner Malala Yousafzai.

“ We cannot have a society in which some dictator someplace can start imposing censorship here in the United States because if somebody is able to intimidate folks out of releasing a satirical movie, imagine what they start doing once they see a documentary that they don't like, or news reports that they don't like ... That's not who we are. That's not what America is about.”

U.S. President Barack Obama talking about the Sony hack in his January State of the Union speech (*The Hollywood Reporter*, 21 January 2015)

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