

TVB, Warner, CMC partner on feature films

Flagship Entertainment to develop Chinese slate for global market

Hong Kong's dominant broadcaster and one-time film giant, Television Broadcasts Ltd (TVB), has partnered with mainland China's China Media Capital (CMC) and Warner Brothers Entertainment to develop and produce Chinese-language feature films.

The new joint venture, Flagship Entertainment Group, was announced by Li Ruigang, CMC founding chairman, and Kevin Tsujihara, Warner Bros chairman and chief executive.

Flagship Entertainment's aim is to "capitalise on China's rapidly growing film market and increasing demand for high-quality domestic movies".

The film slate, including global tent poles, will be distributed in China and internationally, the partners said in a statement out of Hong Kong on Sunday night

More on page 5

BBC Worldwide reshapes Asia biz

BBC Earth leads the way into a new era

BBC Worldwide is reshaping its Asia business, migrating the old BBC Knowledge into a broader entertainment environment and expanding the experience with giant-screen theatrical releases, theme-park attractions and online interactivity.

The new era kicks off at 9pm on 3 October, when BBC Knowledge across most of Asia gives way to BBC Earth. The joint-

More on page 15



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AXN unveils new look ahead of fall season

Quantico, The Voice, Amazing Race, The Blacklist express

AXN, the English language entertainment channel by Sony Pictures Television (SPT) Networks, Asia, has undergone an edgy makeover – literally.

New branding, which debuts on Tuesday night (22 September), includes a sharp-edged, pyramid-laden logo and additional new graphic elements, all of which will roll on AXN's on-air and online platforms.

The reveal leads into the premiere of *The Voice* season nine at 7.55pm (Singapore/Hong Kong), the same day as in the U.S.

The new look was designed to mirror the network's expanded programming focus, which has broadened from strictly action to a more general mantra of "content filled with intrigue, passion and heroes," says Hui Keng Ang, senior vice president and general manager, SPT Networks, Asia.

Echoing this sentiment will be the "re-defining action" marketing campaign, which shifts the focus away from a defining genre, emphasising, rather, an attitude.

Expect buzzwords such as "passion", "excitement", "unexpected", "smart", "wit" in on-air promos as the campaign rolls out across linear, digital and social media platforms.

In addition to *The Voice*, AXN is bringing back reality competition, *The Amazing Race U.S.* season 27, which premieres on



Quantico

Saturday, 26 September, at 8.50pm.

Action programming remains a staple in the redefined fall schedule.

New Disney/ABC drama, *Quantico*, premieres on Monday evening (28 September) on the same day as the U.S. The series stars Indian actress Priyanka Chopra as a new FBI recruit.

Season three of *The Blacklist* returns to AXN on Friday, 2 October, at 9.45pm.

The AXN makeover comes just ahead of SPT's launch of new general Asian entertainment channel, Gem, with Japan's Nippon TV, on 1 October 2015.

HyppTV strengthens kids pack

DreamWorks follows Boomerang

Telekom Malaysia's HyppTV IPTV service has strengthened its kids pack, adding DreamWorks Animation's DreamWorks channel to the line up a month after it picked up Turner's Boomerang channel.

DreamWorks is being offered free until mid-November. The channel will be available as part of HyppTV's Jumbo Pack at RM60/US\$14 a month or a la carte at

RM9/US\$2.10 a month.

Malaysia is the second market to premiere the new DreamWorks channel after the launch on CTH in Thailand at the end of July.

Jeremy Kung, TM's Executive Vice President, New Media, says kids is a proven genre for the platform, which also carries CBeebies, Nick Jr and Baby First.

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Asia Formats: Who's who & who's new

Big Bang Theories: Factual explosion in Asia

PLUS: New energy in Asia's kids space, the new Fox Sports Asia at 1 & Beach House turns 10

CHRISTIAN COOKE KATE BOSWORTH WITH CARY ELWES AND DENNIS QUAID



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**Lifetime Asia
picks up UnReal 2**

Lifetime Asia has picked up Southeast Asia rights for the second season of A+E Studios International original drama *UnReal*.

The 10-episode series, starring Shiri Appleby (*Girls*) and Constance Zimmer (*House of Cards*), will also air on SBSTwo and Stan in Australia and on Lightbox in New Zealand.



Shiri Appleby The Asia deals are part of global licensing agreements announced by Joel Denton, A+E Networks' MD for international content sales and partnerships, in the run up to Mipecom in October.

**From page 1: TVB/Warner
(20 September).**

TVB chairman, Charles Chan, said the JV "will help us look for new, creative ideas and bring our content to the next level. The partnership... will open a lot of doors in the mainland and overseas film markets".

The venture comes about six months after TVB launched Shaw Brothers Pictures Limited. At the time, Chan said he hoped to tie up with local film companies to produce popular quality films.

Chan also said that "Hong Kong holds a unique position in bridging the Chinese mainland audiences with Hollywood studios. TVB, as the leading broadcaster in Hong Kong, has a unique advantage because of its many popular artistes and wide range of promotion platforms."

**Warner TV assembles "same-day supervillains"
Same-day release for Gotham, Arrow, iZombie, Blindspot**



Blindspot

Regional general entertainment channel Warner TV has assembled a cast of what it's calling "same day supervillains" for Asia.

Four series – *Gotham*, *Arrow*, *iZombie* and new title *Blindspot* – premiere in Asia on the same day as in the U.S., the Hong Kong based regional network said on Monday (21 September).

The second season of *Gotham* premieres at 9pm (HK/Singapore/Malaysia/Philippines) on Tuesday, 22 September, followed immediately by *Blindspot* in the 9.50pm slot.

Season two of *iZombie* debuts on 7 October, also at 9pm, followed on Thursday, 8 October by *Arrow* season four.

Warner TV has scheduled a *Batman* movie marathon for Saturday, 26 September, ahead of the new season of *The Flash* and premieres of *Supergirl* and DC's *Legends of Tomorrow* next year.

The stunt kicks off at 10.30am, and includes *Batman Begins* and *The Dark Knight* franchise.

The new season of *The Big Bang Theory* debuts on Warner TV on Friday, 25 September, at 9pm.

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Bloomberg TV exits Indonesia venture *Idea Group partnership dead*

Bloomberg Television has pulled the plug on its Indonesia partnership after almost three years. The network says, however, that it remains "fully committed" to the Indonesia market.

No reasons have been given for the decision to walk away from the partnership with Idea Group, a Jakarta-based media and strategic communication holding company.

Bloomberg said only that "after much consideration" it had decided to "terminate our partnership".

The channel went off air at the end of August.

The tie-up with the Idea Group was announced in December 2012 and the channel, Bloomberg Television Indonesia, launched in 2013. Bloomberg Television Indonesia was presented in Bahasa Indonesia.

At the time, Bloomberg said "Indonesia is not just one of the largest consumer markets in Asia, it also has one of the fastest-growing economies and rising investor classes".

Bloomberg described the Idea Group as "a partner with the vision and passion to take business news from its traditionally narrow and specialist confines to a broader, mainstream audience".

India expected to become one of A-P's liveliest OTT playing fields *4G will ease content delivery, SNL Kagan says*

India may eventually become one of Asia Pacific's liveliest OTT playing fields, although at the moment the country has one of the region's highest penetration rate disparities between broadband and pay-TV services, according to a new report from SNL Kagan.

The introduction of 4G in India should contribute to "faster, seamless online

content delivery in the medium to long term," the company says.

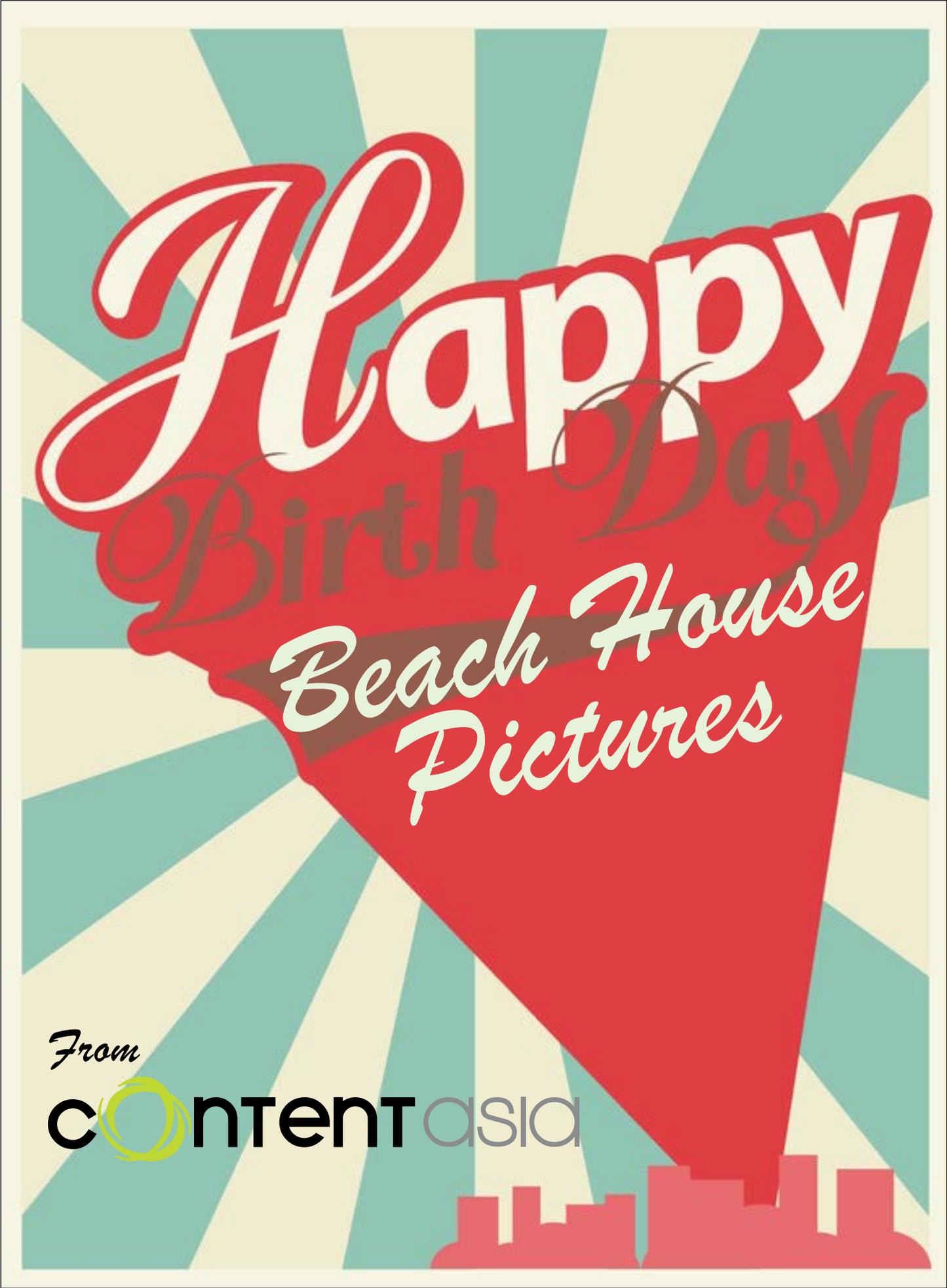
India currently has 148 million multichannel subscribers and 21 million broadband homes, giving the market a broadband penetration of 7.5%.

At the same time, the rise of OTT platforms such as Star India's Hotstar and the arrival of Singtel's Hooq in India precedes

an expected battle between Netflix and Amazon in India. SNL Kagan says both will launch in India between late 2015 and early 2016.

Local online services, such as Eros Now and Zee Entertainment Enterprises' Ditto TV, along with on-demand platforms from incumbent pay-TV operators, are expected to present stiff competition.

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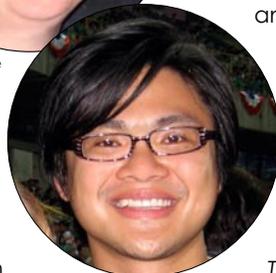
content asia

Singapore-based production house, Beach House Pictures, celebrates its 10th anniversary at the end of September, marking a decade of growth from a single factual series to one of Asia's largest indie producers.

Singapore-based Beach House Pictures (BHP) celebrates its 10th anniversary this year, marking a decade of growth from adventure travel to multi-genre production credits. That's along with growth from two people to 65 full-time staff across four divisions – Beach House Pictures, Beach House Kids, Beach House Entertainment (reality formats) and Beach House Studios (apps, animation and design). Today, Beach House is one of the largest indie production houses in the region. About 60% of production is factual, 10% is reality and kids is 20%-30%.



Jocelyn Little



Donovan Chan

on so we had a bit of cache in trying to create new projects," Little says. Over the years, these have included natural history (*Asia's Deadliest Snakes*), kids (*Kids vs Film* for Discovery Asia), social docs and lifestyle," she adds.

BHP was also a 3D pioneer with *Jewels of the World*.

A turning point was reality-based travel series, *Lonely Planet: Roads Less Travelled*, in 2010 for Nat

Geo in the U.S., on which BHP was a co-production

partner. "We bought money to the table and it established us as a company that could not only pull together a production but also finance and deliver," Little says.

The biggest challenge facing indie producers in Asia is production budgets, which are smaller than elsewhere in the world.

Little says partnerships with funding bodies such as Singapore's Media Development Authority (MDA) are important. And, for BHP at least, co-productions have been critical.

"We want to build our own IP. We want bigger budgets. That's a challenge that has always been there," she says, adding: "As a company, if we want to be succeeding we have to be pulling in partners from all over the world".

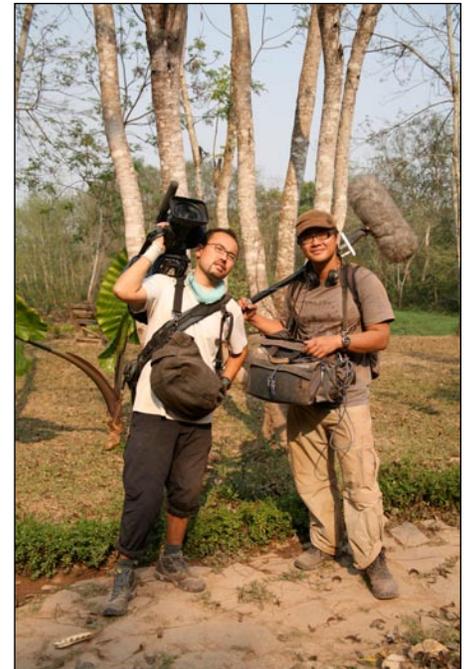
The second challenge is platform

"The highlights have been breaking into new genres and proving ourselves," says Jocelyn Little, who established the company in 2005 with partner and creative director Donovan Chan.

The biggest initial challenge "was that we were both production people," Little says. The other challenge was "making our name and getting people to trust that we could deliver".

BHP's first project was with Lonely Planet, with whom Little already had a long term relationship, on *Lonely Planet Six Degrees*. The second major project was *Man Made Marvels* with NHNZ (which has since become an equity partner in BHP) and Discovery, which Little says has been "great in supporting local talent".

"We had a couple of big projects early



Donovan (right) on shoot with DOP Lau Hon Meng in Northern Laos for *Lonely Planet: Roads Less Travelled*

fragmentation and how that's evolving. Plus "how we are responding to it," Little says.

"We are content makers and we can be platform agnostic. We will always work with the great brands, but we are also looking at more short-form and digital content," she adds.

One of BHP's shorts for Singapore's Changi Airport has received 4.2 million views. "It's amazing," Little says, adding that the new environment can be difficult "because half the time you don't know what viewers will respond to".

#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.

The Money Drop Thailand

Thailand's version of Endemol's game show format *The Money Drop* has been one of the stronger shows in its genre in the country.

The format challenges a pair of contestants with seven multiple-choice questions to win a THB2 million/US\$56,788 cash prize and a car.

The Money Drop Thailand premiered on 2 August 2014 on terrestrial station Channel 7, airing weekends 5.30pm to 6pm. The format initially aired 6pm to 6.30pm but was moved to make way for the airing of daily government programmes.

The highest rating recorded for the game show was 10.8 for the 20 December 2014 episode, a record which no other game show has topped.

The show's main set-up is a three-metre centre platform (meant to isolate contestants from everyone else) equipped with four trapdoors representing four different answers. For each question, contestants have 60 seconds to place their money on the trapdoors. Wrong answers mean the money drops through the trapdoors. If the contestants lose all their money before reaching the final question, the game ends. If they keep their money or the car key through to the final question, the remaining money and the car are theirs to keep.

Local elements include the car as a prize and celebrity couples. The car was added as the programme reached its



The Money Drop Thailand

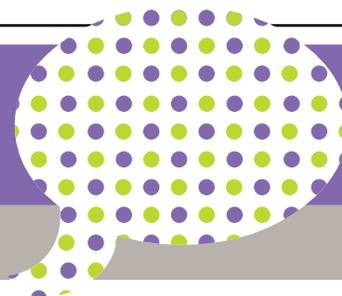
100th episode.

Produced by Zense Entertainment, *The Money Drop Thailand* challenges include the selection of couples to compete and planning the right questions for them.

It was also the first time Zense had to operate a special computerised programme that controls the display screen for the questions, lighting, graphical LED screens, sound effects and trapdoor mechanism.

"We want the drop to be powerful, so we searched for the best mechanism for the trapdoors, and ordered them from Sweden. They were very costly but worth all the money spent," says Varavuth Jentanakul, host of *The Money Drop Thailand* and chief executive of Zense Entertainment.

Five-year old Zense Entertainment is one of Thailand's heavyweight formats production house servicing mostly free-TV broadcasters Channel 3, Channel 7 and Channel 9 as well as digital variety True 4 U. Other localised formats produced by Zense scheduled to premiere in Thailand in the next few months include game show *Still Standing Thailand* (starts 1 October on Channel 7) and *Singer Takes It All Thailand* (pending air date/broadcaster). Zense is also involved in the creation and production of original content, including current romance variety show *Honeymoon*, game show *60 Seconds Game*, horoscope quiz show *Horo Game* and sitcom *Ha Company Limited*.



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Who said what about kids and family content during the ContentAsia Summit in Singapore

The way forward is “not just about putting content on TV and mobile and tablets, but also how we’re engaging with audiences”.

Natasha Malhotra, General Manager, Branded Media And Content, The Walt Disney Company Southeast Asia



“We’re probably not going to be seeing the ratings we saw five years ago, and we don’t even know how reliable those will be because they don’t really express the total reach story. Technology is moving so fast that measurement is not keeping up.”

Natasha Malhotra, The Walt Disney Company Southeast Asia

“We really believe that television is still a very important form of entertainment in our region, it brings families together for a shared experience.”

Natasha Malhotra, The Walt Disney Company Southeast Asia

“We are inspiring kids to believe in themselves and follow their dreams and realise their fullest potential. It’s a much more value-driven approach around strength and determination and persistence and kindness and compassion.”

Natasha Malhotra, The Walt Disney Company Southeast Asia

“If we do this digital first, building a franchise first, we’re building an awareness of that property. If we go to a linear version, there’s already an audience that will latch onto it. If you’re launching a linear half-hour show from scratch, that takes a lot of marketing. When you have a ready audience in the digital-social space, it’s a lot easier.”

Mark Eyers, Turner International Asia Pacific



“We have never had this volume of animation before and also, perhaps more importantly, we’ve never had this amount of platforms to put different versions of it on.”

Mark Eyers, Turner International Asia Pacific

“Linear is where the majority of kids TV viewing still happens. Do I think they’ll still be relevant in 10 years time? No, I don’t... I think that ship is sailing.”

Nicholas Walters, Founder/Chief Executive, Hopster



“What’s really changing for us is a digital first direction.”

Mark Eyers, Chief Content Officer, Kids Networks, Turner International Asia Pacific

The ideal micro-short has one or all of three key elements. “It wants you to watch it again. It may want you to interact with that character further. And it may want you to watch longer.”

Mark Eyers, Turner International Asia Pacific

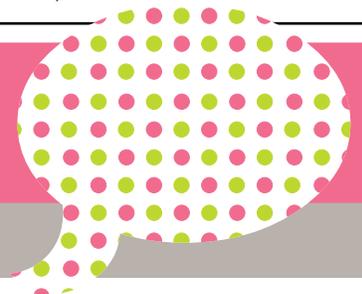
“There are a couple of interesting things happening in the industry... [For one, the debate over the extent to which audiences are shifting from linear TV to on-demand is, for the kids segment at least] “kind of over... It might take five years, it might take 10 years, but I think we know kids vastly prefer watching on demand to watching on linear.”

Nicholas Walters, Hopster

“In many countries, our top two or three ranking titles originated on YouTube. And that really shows the extent to which the right thing in the right context at the right time [works]... it doesn’t have to cost millions to make.”

Nicholas Walters, Hopster

Full interviews and features appear in ContentAsia...inprint&online, published for Mip Junior (3-4 October) and Mipcom (5-8 October).



ContentAsia Schedules – a look at scheduling strategies around the region.

Hits

Date Time	5-Oct-15 Monday	6-Oct-15 Tuesday	7-Oct-15 Wednesday	8-Oct-15 Thursday	9-Oct-15 Friday	10-Oct-15 Saturday	11-Oct-15 Sunday
7pm	Star Trek: The Next Generation (S1) Ep. No. 3 Naked Now, The	Star Trek: The Next Generation (S1) Ep. No. 4 Code Of Honor	Star Trek: The Next Generation (S1) Ep. No. 5 Haven	Star Trek: The Next Generation (S1) Ep. No. 6 Where No One Has Gone Before	Star Trek: The Next Generation (S1) Ep. No. 7 Last Outpost, The	Taxi (S4) Ep. No. 7 Of Mice And Tony	Cheers (S2) Ep. No. 3 Personal Business
7.30pm						Taxi (S4) Ep. No. 8 Nina Loves Alex	Cheers (S2) Ep. No. 4 Homicidal Ham
8pm	Golden Girls (S3), The Ep. No. 21 Larceny And Old Lace	Golden Girls (S3), The Ep. No. 22 Mixed Blessing	Golden Girls (S3), The Ep. No. 23 Mister Terrific	Golden Girls (S3), The Ep. No. 24 Rose's Big Adventure	Golden Girls (S3), The Ep. No. 25 Mother's Day	Taxi (S4) Ep. No. 9 I Wanna Be Around	Cheers (S2) Ep. No. 5 Sumner's Return
8.30pm	Taxi (S4) Ep. No. 7 Of Mice And Tony	Taxi (S4) Ep. No. 8 Nina Loves Alex	Taxi (S4) Ep. No. 9 I Wanna Be Around	Taxi (S4) Ep. No. 10 Bobby Doesn't Live Here Anymore	Taxi (S4) Ep. No. 11 Jim And The Kid	Taxi (S4) Ep. No. 10 Bobby Doesn't Live Here Anymore	Cheers (S2) Ep. No. 6 Affairs Of The Heart
9pm	Airwolf (S1) Ep. No. 3 Daddy's Gone A Hunt'n	Airwolf (S1) Ep. No. 4 Bite Of The Jackal	Airwolf (S1) Ep. No. 5 Proof Through The Night	Airwolf (S1) Ep. No. 6 One Way Express	Airwolf (S1) Ep. No. 7 Proof Through The Night	Taxi (S4) Ep. No. 11 Jim And The Kid	Cheers (S2) Ep. No. 7 Old Flames
9.30pm						Seinfeld (S6) Ep. No. 20 Doodle, The	Golden Girls (S3), The Ep. No. 21 Larceny And Old Lace
10pm	Cheers (S2) Ep. No. 3 Personal Business	Cheers (S2) Ep. No. 4 Homicidal Ham	Cheers (S2) Ep. No. 5 Sumner's Return	Cheers (S2) Ep. No. 6 Affairs Of The Heart	Cheers (S2) Ep. No. 7 Old Flames	Seinfeld (S6) Ep. No. 21 Fusilli Jerry, The	Golden Girls (S3), The Ep. No. 22 Mixed Blessing
10.30pm	Seinfeld (S6) Ep. No. 20 Doodle, The	Seinfeld (S6) Ep. No. 21 Fusilli Jerry, The	Seinfeld (S6) Ep. No. 22 Diplomat's Club, The	Seinfeld (S6) Ep. No. 23 Face Painter, The	Seinfeld (S6) Ep. No. 24 Understudy, The	Seinfeld (S6) Ep. No. 22 Diplomat's Club, The	Golden Girls (S3), The Ep. No. 23 Mister Terrific
11pm	Grey's Anatomy (S4) Ep. No. 14 Becoming, The	Grey's Anatomy (S4) Ep. No. 15 Losing My Mind	Grey's Anatomy (S4) Ep. No. 16 Freedom, Part I	Grey's Anatomy (S4) Ep. No. 17 Freedom, Part II	Criminal Minds (S1) Ep. No. 1 Pilot	Seinfeld (S6) Ep. No. 23 Face Painter, The	Golden Girls (S3), The Ep. No. 24 Rose's Big Adventure
11.30pm						Seinfeld (S6) Ep. No. 24 Understudy, The	Golden Girls (S3), The Ep. No. 25 Mother's Day

● Drama/comedy: 20hrs/57%
 ● Drama/action-adventure: 5hrs/14.3%
 ● Drama/sci-fi: 5hrs/14.3%
 ● Drama/medical: 4hrs/11.4%
 ● Drama/thriller: 1hr/2.9%

Date Time	9-Nov-15 Monday	10-Nov-15 Tuesday	11-Nov-15 Wednesday	12-Nov-15 Thursday	13-Nov-15 Friday	14-Nov-15 Saturday	15-Nov-15 Sunday
7pm	Star Trek: The Next Generation (S2) Ep. No. 2 Where Silence Has Lease	Star Trek: The Next Generation (S2) Ep. No. 3 Elementary, Dear Data	Star Trek: The Next Generation (S2) Ep. No. 4 Outrageous Okona, The	Star Trek: The Next Generation (S2) Ep. No. 5 Loud As A Whisper	Star Trek: The Next Generation (S2) Ep. No. 6 Schizoid Man, The	Taxi (S5) Ep. No. 14 Arnie Meets The Kids	Cheers (S3) Ep. No. 6 Coach In Love (Part 1)
7.30pm						Taxi (S5) Ep. No. 15 Jim's Mario's	Cheers (S3) Ep. No. 7 Coach In Love (Part 2)
8pm	Golden Girls (S4), The Ep. No. 21 High Anxiety	Golden Girls (S4), The Ep. No. 22 Little Sister	Golden Girls (S4), The Ep. No. 23 Sophia's Choice	Golden Girls (S4), The Ep. No. 24 Foreign Exchange	Golden Girls (S4), The Ep. No. 25 Valentine's Day	Taxi (S5) Ep. No. 16 Simkas Monthlies	Cheers (S3) Ep. No. 8 Diane Meets Mom
8.30pm	Taxi (S5) Ep. No. 14 Arnie Meets The Kids	Taxi (S5) Ep. No. 15 Jim's Mario's	Taxi (S5) Ep. No. 16 Simkas Monthlies	Home Improvement (S1) Ep. No. 1 Pilot	Home Improvement (S1) Ep. No. 2 Mow Better Blues	Home Improvement (S1) Ep. No. 1 Pilot	Cheers (S3) Ep. No. 9 An American Family
9pm	Airwolf (S2) Ep. No. 16 Prisoner Of Yesterday	Airwolf (S2) Ep. No. 17 Natural Born	Airwolf (S2) Ep. No. 18 Out Of The Sky	Airwolf (S2) Ep. No. 19 Dambreakers	Airwolf (S2) Ep. No. 20 Severance Pay	Home Improvement (S1) Ep. No. 2 Mow Better Blues	Cheers (S3) Ep. No. 10 Diane's Allergy
9.30pm						Seinfeld (S7) Ep. No. 21 Bottle Deposit, Part I, The	Golden Girls (S4), The Ep. No. 21 High Anxiety
10pm	Cheers (S3) Ep. No. 6 Coach In Love (Part 1)	Cheers (S3) Ep. No. 7 Coach In Love (Part 2)	Cheers (S3) Ep. No. 8 Diane Meets Mom	Cheers (S3) Ep. No. 9 An American Family	Cheers (S3) Ep. No. 10 Diane's Allergy	Seinfeld (S7) Ep. No. 22 Bottle Deposit, Part II, The	Golden Girls (S4), The Ep. No. 22 Little Sister
10.30pm	Seinfeld (S7) Ep. No. 21 Bottle Deposit, Part I, The	Seinfeld (S7) Ep. No. 22 Bottle Deposit, Part II, The	Seinfeld (S7) Ep. No. 23 Wait Out, The	Seinfeld (S7) Ep. No. 24 Invitations, The	M*A*S*H (S4) Ep. No. 1 Welcome To Korea - Part I	Seinfeld (S7) Ep. No. 23 Wait Out, The	Golden Girls (S4), The Ep. No. 23 Sophia's Choice
11pm	Criminal Minds (S1) Ep. No. 22 Fisher King Part One, The	Criminal Minds (S2) Ep. No. 1 Fisher King, Pt II, The	Criminal Minds (S2) Ep. No. 2 P911	Criminal Minds (S2) Ep. No. 3 Perfect Storm, The	Criminal Minds (S2) Ep. No. 4 Psychodrama	Seinfeld (S7) Ep. No. 24 Invitations, The	Golden Girls (S4), The Ep. No. 24 Foreign Exchange
11.30pm						M*A*S*H (S4) Ep. No. 1 Welcome To Korea - Part I	Golden Girls (S4), The Ep. No. 25 Valentine's Day

● Drama/comedy: 20hrs/57%
 ● Drama/action-adventure: 5hrs/14.3%
 ● Drama/sci-fi: 5hrs/14.3%
 ● Drama/thriller: 5hrs/14.3%

Hits' primetime: 7pm-midnight. Source: Hits

Rewind Networks' regional Hits channel heads towards its second birthday in December, with seven major platforms (and a few others) in six markets signed so far and seven markets in sight by year-end.

This runs alongside a commitment to HD, authenticated catch-up, linear streaming, an unshakeable belief in TV across all screens and a strong basic pay-TV offering.

One of Hits biggest digital challenges is dealing with right issues for some of the older series not rights cleared for internet or mobile platforms.

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Happy Days

From page 12: Schedule

"It could be because of the music within the show or the guest stars that appeared. Therefore, we can't always air every episode of a season simply because it's not available for broadcast," says programming vice president and channel head, Sandie Lee.

Hits' linear scheduling strategies include weekday strips and weekend stacks grid designed to keep both old and new audiences happy. The aim is to make the Hits' grid as easy as possible to remember and habitual, just like the linear Netflix service, says Lee.

Acquisition priorities remain titles from the past 30 years (1980s, 1990s and 2000s), with some exceptions like *Happy Days* and *M*A*S*H**, and titles that resonate well with Asian viewers such as sci-fi series *The X-Files* from the 90s, 80s action/adventure series *The A-Team* and family sitcom *Diff'rent Strokes* from the late 70s. The 2015 aim is to provide more of what



Sandie Lee

worked last year and introduce new titles to the offering.

Returning series include *Seinfeld* and *The Golden Girls*, joined more recently by family sitcom *Happy Days*, crime buster *MacGyver*, action series *Airwolf*; and family sitcom *Home Improvement*. Along with *Seinfeld*, *The X-Files* is a tent-pole on the schedule for the last quarter of this year.

October premieres include the first season of *Criminal Minds*, which replaces *Grey's Anatomy* from Friday, 9 October. Season two of the *Criminal Minds* series will follow in the second week of November. The series will air from Tuesday, 10 November at 11pm to midnight.

In the week from 5-11 October, comedy drama series dominated, with about 57% (20 hours) of the prime-time (7pm-midnight) schedule. The rest of the weekly prime-time schedule is filled with 14.3% (5 hours) of sci-fi, 14.3% (5 hours) action/adventure and 11.4% (4 hours) medical



Seinfeld

drama series.

For the week of 9-15 November, comedy series also dominated, with 57% (20 hours) of the weekly prime-time 7pm to midnight schedule. Shows include *Golden Girls*, season five of *Taxi* (ends on Wednesday, 11 November, replaced with family comedy *Home Improvement* season one from Thursday, 12 November), season three of *Cheers* and season seven of *Seinfeld*.

From page 1: BBC Earth

venture India channel, Sony BBC Earth, will follow when the licensing/regulatory process is complete.

The new 24-hour flagship linear channel is part of a multi-touchpoint brand that includes an online platform as well as on-ground attractions.

BBC Worldwide's executive vice president for Asia, David Weiland, outlines a much bigger profile in the region for BBC Earth, including more events such as Planet Earth in Concert held in Singapore last year, and expanding BBC's Orbi attraction in Yokohama to another Japanese city in 2016.

Weiland is also rolling out a theatrical release agenda following *Enchanted Kingdom's* success in Japan, and an expansion of the giant-screen experience in markets beyond China, Korea and Hong Kong. Plans are already in place to bring a giant screen version of *Predators* to Asia next year.

"Nowadays you want to make sure your brand lives across multiple touch points with the consumer. BBC Earth can do that better than BBC Knowledge," Weiland says.

The linear channel's programming remit will be broader than the two-hour BBC Earth block, which has run in Asia on Thursday nights for the past three years. The block focused on natural history programming.

Ryan Shiotani, BBC Worldwide Channels' programming vice president, says the full channel will include adventure, science and travel, "all with the human factor".

A significant part of the programming strategy for BBC Earth going forward is saving the best natural history titles for its own air. Previously, first-run rights to some of the big blue-chip might have gone to free-to-air.

"BBC Earth puts more emphasis on first and exclusive for pay-TV," Shiotani says.

First up is the first and exclusive telecast of *Shark*.

In addition, BBC Earth will premiere blue-chip David Attenborough series *The Hunt* in Asia less than 24 hours after the U.K., followed by *Lands of the Monsoon*, *Life Below Zero* series three and *Infested*.



Attenborough's Birds of Paradise

Next year's *One Planet*, another BBC blockbuster documentary, will also air on BBC Earth in Asia. BBC Earth's expansion in Asia is part of a global shift to super-factual content, a possible response to what Shiotani calls a "nature deficit disorder". About 50% of the world's population is urban; "people are craving contact with nature". BBC Earth is designed "to give people that inspiration to connect with nature," Shiotani adds.

While BBC Knowledge may be disappearing, much of the content will live on, either on BBC Earth or on other BBC channels in Asia. *Life Below Zero* migrates to BBC Earth along with shows such as *Extreme Fishing*. All the blue chip natural history and science will continue.

Shows like *Undercover Boss* will move to BBC Lifestyle, along with Gordon Ramsay's *Hotel Hell*, *Secret Millionaire* and *Great British Bake Off*. Shiotani says BBC Lifestyle will be broadened to include human stories. "We still will be doing food and home and design, but we feel that there is a place for great human stories," he adds.

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