

PCCW's Viu pushes into premium

Singapore goes live with unlimited downloads & multiple pay points



Uncontrollably Fond

PCCW Media has added premium versions of its Viu OTT platform to its offering in Singapore, supporting Singtel's first bid to delink mobile video and set-top box TV subscriptions as well as offering a paid direct-to-consumer option.

The full story is on page three

HBO Asia kicks off Chinese martial arts originals slate

Mainland co-production anthology confirmed

HBO Asia has confirmed a slate of Chinese martial arts action TV features with prolific mainland Chinese producer, China Movie Channel (CMC).

The full story is on page two



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HBO Asia ventures into Chinese film

Maiden N. Asia co-pro with China Movie Channel

HBO Asia is producing its first Chinese martial arts action TV features with prolific mainland Chinese producer, China Movie Channel (CMC).

The first two titles in the anthology are *Master of the Drunken Fist: Beggar So* and *Master of the Shadowless Kick: Wong Kei-Ying*.

CMC has produced/co-produced more than 1,700 domestic titles, including *Slave Mother* and *The Taking of Tiger Mountain*.

The Singapore-based HBO Asia confirmed the mainland slate on Monday (11 July), a little less than two months after news of the collaboration first emerged during the Cannes Film Festival.

Hong Kong action director Corey Yuen (*The Transporter*, *X-Men*) is executive producing the first two movies, which will premiere across CMC's network of

channels and on HBO Asia's HBO and Red by HBO channels in 23 territories at the end of 2016.

Both movies are set in ancient China at the end of the Qing dynasty.

Principal photography has started in Heng Dian, China, helmed by Chinese action choreographer and director, Guo Jian Yong (*So Close*, *Chinese Hero* Zhao Zi Long).

The CMC anthology takes HBO into uncharted territory in North Asia following its slate of English-language TV series in Southeast Asia and Australia.

These include fantasy series *Halfworlds*, which has been renewed for a second season.

The eight-part series returns to the net-



(Left) Jonathan Spink, CEO, HBO Asia;
(Above) *Halfworlds* season one

work at the end of this year.

Halfworlds 2 is the first time HBO Asia has renewed an original series. Previous originals, *Serangoon Road* and *Grace*, ran for one season each.

A promotional poster for the TV show "Teachers". The title "TEACHERS" is prominently displayed in large yellow letters at the top. Below the title, a group of six female teachers are shown laughing and having fun. A banner across the middle of the poster reads "A NEW ORIGINAL COMEDY". At the bottom left, there is a quote from "THE HOLLYWOOD REPORTER" that says "VERY FUNNY". The bottom right corner features the "VIACOM INTERNATIONAL MEDIA NETWORKS" logo. The bottom left corner features the "TV LAND" logo. There is also a small copyright notice on the far right edge: "©2016 Viacom International Inc. All Rights Reserved."

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Viu adds premium tiers in Singapore

Offers direct option or bundled with Singtel's new Cast



Uncontrollably Fond

Hong Kong's PCCW Media has added premium versions of its Viu OTT platform to its offering in Singapore.

The dual-option strategy gives viewers a choice of subscribing to Viu directly or getting the app as part of Singtel's new Cast bundle. The bundle pushes a 1GB broadband data sweetener for an additional S\$3/US\$2.23 a month.

Making the announcement, PCCW said Viu downloads had hit 1.6 million in Hong Kong since its launch in October 2015.

A free Viu version launched in Singapore in January this year (ContentAsia, 11 January 2016). Downloads hit 500,000 by early July, PCCW said. The telco also said average Viu viewing was 1.82 hours a day.

The free ad-supported service will continue to be available in Singapore.

Viu Premium direct costs S\$5.98/US\$4.43 a month. Monthly subscriptions through Singtel cost S\$6.98/US\$5 (no contract) or S\$4.98/US\$3.70 on a

12-month contract.

Viu Premium, which offers unlimited downloads, rolls out in Singapore with the premiere of new Korean series, *Uncontrollably Fond*.

The series is available on Viu with English subtitles right after the Korea telecast in Hong Kong, Singapore, Malaysia and Indonesia.

"With the rise of digital content, we are seeing a rapid shift in the way media content is being consumed, especially by millennials," said PCCW managing director, Janice Lee.

"86% of Singapore netizens regularly stream or download video content, of which 60% are watching dramas," Lee said.

Viu also has partnerships with CSL in Hong Kong; Telekom Malaysia Berhad, Maxis, Digi and U Mobile in Malaysia; and Telkom Indonesia in Indonesia.

An extended version of this story is at
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ABS-CBN brings back *Minute to Win It*

Philippines' free-TV network ABS-CBN is bringing back game show *Minute to Win It* on 18 July. The "last man standing" edition promises "only the fittest survive" to claim the cash prize. The show is stripped Mondays to Thursdays. The first season of Endemol Shine's *Minute to Win It Philippines* aired in 2013/4, breaking global records for being the first version to air daily as well as the first to air for more than a year.

Stingray opens regional A-P office

Canadian music broadcaster, Stingray Digital Group, opens its first office in Asia Pacific later this year as part of ramped up expansion plans.

Mathieu Sibille will drive the latest regional agenda out of Singapore as managing director.

Sibille retains his role as chief executive of iConcerts, which Stingray acquired in December 2015 along with music outfit Digital Music Distribution.

ATV staffers paid. Finally. Drama draws to a close

Defunct Hong Kong broadcaster, Asia Television Ltd's (ATV), debt to the majority of former staffers has been largely cleared in a mix of government compensation and funding from new station investor Si Rong-bin/Star Platinum Enterprises.

According to local daily the *South China Morning Post*, the wage sage total runs to HK\$93 million/US\$12 million.

Free-TV broadcaster ATV went off air in April this year, bringing to a close years of ownership, political, management and financial turmoil.

Ventosa on the march at SKY Cable

Philippines' programmer ups national pay-TV ambitions

Philippines' media conglomerate ABS-CBN Corporation has appointed Antonio "March" Ventosa as chief operating officer of cable/broadband company, SKY Cable Corporation.

Ventosa, an ABS-CBN veteran, takes over as the 25-year-old company expands its subscription business from cable into satellite DTH with the new SKYdirect platform in May this year.

Ventosa's brief also includes expanding broadband business SKYbroadband, which ABS-CBN said today had grown at



March Ventosa

twice the industry rate, and driving take up of the video-on-demand business under the SKY On Demand brand.

Ventosa joined ABS-CBN 10 years ago as head of marketing, and has led several of the company's units, including Studio 23/ABS-CBN Sports and Action, and Creative Programs Inc.

Prior to joining ABS-CBN, Ventosa was with the Leo Burnett group for 20+ years as managing director of Leo Burnett Manila and president of Black Pencil and Arc Worldwide.

Turner debuts Adult Swim on Aus free-TV

One-hour branded block launches on 9Go!



Rick and Morty, Adult Swim

Turner's young adult comedy brand, Adult Swim, has debuted on free-TV in Australia with a weekly one-hour block on Nine Australia's 9Go! channel.

The syndication deal, which involves catch-up and live streaming rights,

kicked off this weekend and involves shows like *Aqua Teen Hunger Force*, *Harvey Birdman* and *Rick and Morty*.

Nine has also acquired format rights to Adult Swim's *FishCentre*, which will open the block every week.

Singtel picks up GEM Asia

Asian channel boosts Japanese content in Indonesia, Philippines to new highs

Joint venture Asian entertainment channel GEM launches in Singapore's Singtel on 1 August.

The Singapore-based regional linear channel is also rolling out on provincial cable systems in the Philippines from this month through distributor ACCION.

The eight-month-old network, a partnership between Japanese programmer Nippon TV and Sony Pictures Television



GEM original production, We Are Asia – Dean Fujioka & Friends

(SPT) Networks, has also expanded its presence in Indonesia in a new carriage deal with Indovision.

Nippon TV's international business development president, Atsushi Hatayama, said this was the first time Japanese content on this scale was being brought to the Philippines and Indonesia.

The three new deals give GEM distribution on more than 10 platforms in Asia.



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I want...

A quick look at some of Asia's buyers' shopping list for this year.

Who	Buying	Rights
Bernard Anthony General Manager Cambodian Broadcasting Service (CBS)	Drama/Korean drama* Entertainment Formats Sports News Telenovelas ... wants more local primetime drama and foreign afternoon (lunch) primetime drama from international/regional markets	Free-TV
Betty Tsui Vice President, Programming - KIX and Thrill Celestial Tiger Entertainment	Drama Entertainment Feature film Formats Lifestyle Korean drama Travel Reality Sports Sci-fi	Regional pay-TV rights (with OTT extension)
Wee Shi Ming Associate Director, Programming, Asian Content Sony Pictures Television Networks, Asia	All kinds and genres of Asian entertainment and kids content, including: Animation/Japanese anime Arts/Education Drama/Korean drama Entertainment/Music Feature film Food/Lifestyle/Travel Formats/Reality Kids/Youth Sci-fi Sports ... buys local/int'l content	Mobile TV Online Pay-TV VOD
Nurbaiti Dja'afar Acquisition Manager PT Cipta Televisi Pendidikan Indonesia - MNCTV	Animation*/Japanese anime Drama/Korea drama Entertainment/Music Feature film Food Formats*/Game show*/Reality Kids Sci-fi Sports Travel Telenovelas ... buys local/int'l content	Free-TV IPTV Mobile Online Pay-TV
Peggy Tong Scheduling and Acquisition Programme Manager TVBI Company Limited, Hong Kong	Documentary Drama*/Korean drama Entertainment/Music Food/Lifestyle/ Travel* ... buys local/int'l content	Broadband Cable/Satellite IPTV Mobile TV

Source: Buyers, ContentAsia. *Buying more this year



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10 Years Ago This Week...

ContentAsia celebrated its 10th anniversary in March 2016. Among other things, we're marking the occasion by looking back (and maybe marvelling a bit at everything that's happened since) at what happened this week in 2006....

NEWS

- Discovery tops for ninth year running – PAX
- MNC seeks investment for Indonesian IPTV platform
- Taiwan's Free Trade Commission green-lights Carlyle deal
- Chunghwa plans NT\$50b spree
- Foreign news outlets fall under new Chinese draft law – officials
- Malaysia loosens television advertising requirements
- Thai authorities soften stance against free-TV station ITV
- Li hopes PCCW sale settled within the month
- Celcom expands 3G platform with Disney and Marvel Mobile

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ContentAsia Insider

The headlines above along with the full news stories and more were delivered this month to subscribers to ContentAsia's *Insider* – a Blackberry-friendly service that gets you your Asian media news first, fastest and more frequently. Fully searchable archive access to all ContentAsia magazine and ContentAsia *Insider* articles is included in your paid subscription. For more information, please email i_want@contentasia.tv

New Asia direction for TWI IMG

Plans to treble biz in Asia by 2007

Production and distribution house, TWI IMG Media (formerly known as TWI), has extended its new factual and entertainment strategy to Asia and says it is on track to double its business in Asia this year.

By next year, the company, once known only for sports, will treble its business in Asia, says Leena Singarajah, vice president, TWI IMG Media, and head of factual and entertainment, Asia.

Growth projections include the Golf Channel and the revamped Jia Yu Chinese channel, which TWI IMG Media has been representing since October 2005 and started actively selling earlier this year. The Golf Channel is currently carried as part of Astro's Supersport channel in Malaysia. This will



Leena Singarajah
be extended to 24-hour carriage on Astro's expanded service after the launch of the Measat-3 satellite. The Golf Channel

is already available in Korea, Hong Kong and the company has recently closed a deal in China, which now carries a Guangdong Golf Channel. Discussions are also underway in Singapore, Thailand and Indonesia.

The mobile version of Jia Yu, a joint venture between a Malaysian owned company, Cosmos TV, and Guangdong TV, has been carried on Maxis's 3G platform since August last year. The channel revamped its

Continued on page 7

Rok ready to roll

3G may be sexier, but there is life yet in 2.5G – and a much more lucrative one at that, says UK-based mobile entertainment delivery company Rok, which expands its four-year-old China activities into 2.5G/3G mobile TV platforms and content across Asia this month.



Rok TV's mobile offering

"Mobile TV is going to be absolutely huge in Asia," says chairman Jonathan Kendrick, who also runs Rok's China joint venture, Rok New Net, a

Continued on page 8

Taiwan spending soars

A record NT\$1.28 trillion/US\$40 billion was spent on entertainment, recreation, education and culture in 2005 in Taiwan – up NT\$50.2 billion/US\$1.6 billion on 2004, says a new Council for Economic Planning & Development report. This signified an "obvious change" in the country's spending structure. The amount represents 18.4% of private sector spending, according to a report from national agency, the Central News Agency. The largest amount spent was on entertainment.

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Live online viewing rush for Rio forecast

South Korea maintains top spot in global speed, Akamai

This year's Olympic Games in Rio are expected to be watched live online by more people than ever as internet connection speeds soar and video streaming quality and capacity rises.

According to content delivery network service provider, Akamai Technology's *First Quarter, 2016 State of the Internet Report*, global connection speeds have more than doubled since the summer games in 2012.

Report editor David Belson said today's connection speeds "help support higher quality video streaming for bigger audiences across even more connected devices and platforms".

The report shows global average internet connection speeds increased 23% in the first quarter of this year compared to the first three months of last year. Average connection speeds increased 12% from the fourth quarter of 2015 to 6.3 Mbps.

Across Asia Pacific, the first quarter saw gains in average connection speeds across all of the surveyed countries/regions, ranging from 3.3% in China to 31% in Vietnam, the report said.

Eleven countries in the region showed double-digit quarterly gains, compared with 10 in the fourth quarter of 2015.

South Korea – one of three Asian countries on Akamai's top 10 list of average connection speeds – retained its number one spot, with an average connection speed (IPv4) of 29 Mbps. This was an 8.6% increase over the preceding quarter.

Hong Kong and Japan are the other two countries on the list. Hong Kong saw the largest quarterly increase at 19%. Japan was up 4.6% quarter on quarter.

Of the 15 countries on Akamai's Asia list, India and the Philippines tie for bottom spot, with average connection speeds of 3.5 Mbps.

Asia dominated the list of average peak connection speeds, with eight of 10 spots.

Singapore tops the ranking, followed

Country/Region	Q1 2016 Avg. Mbps	Q1 2016 Peak Mbps
South Korea	29.0	103.6
Hong Kong	19.9	110.3
Japan	18.2	84.6
Singapore	16.5	146.9
Taiwan	14.8	83.1
Thailand	10.8	69.6
New Zealand	10.5	49.8
Australia	8.8	43.8
Malaysia	6.4	46.3
Sri Lanka	5.4	35.4
Vietnam	5.0	34.1
Indonesia	4.5	110.2
China	4.3	31.0
Philippines	3.5	29.9
India	3.5	25.5

Source: Akamai Technology

by Hong Kong, Indonesia, South Korea, Macau, Japan, Taiwan and Mongolia.

Indonesia's peak connection speed was up 535% in the first three months of this year compared to the first three months of 2015, the report shows. Akamai says Indonesia's gains are likely due in part to its own improved connectivity to a leading network provider in the country.

Singapore was up 49% year on year, followed by Macau at 48%, South Korea at 32% and Japan at 21%.

13 of the 15 surveyed Asia Pacific countries/regions had average connection speeds above the 4 Mbps broadband threshold in the first quarter – up from 11 in the fourth quarter of 2015 – and seven of these exceeded the 10 Mbps threshold – up from five in the fourth quarter of 2015.

All 15 markets showed year-on-year growth in observed average connection speeds in the first quarter. Indonesia, with a 110% gain, was again the only country to see its average connection speed more than double compared with the year prior. Increases in the remaining countries/regions ranged from 12% in Sri Lanka to 59% in Vietnam.



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