

Rewind opens sixth major market in Asia

Thai carriage deal for Hits closes regional distribution gap

Avi Himatsinghani's indie channel operator, Rewind Networks, opens its sixth major Asian market on 1 October with the launch of the Hits channel on Thai cable platform CTH.

The carriage deal was announced at the ContentAsia Summit in Singapore last week, and continues to confirm CTH's re-emergence as a significant subscription television player in Thailand.

The Hits deal comes a little more than a month after CTH became the first platform in the world to launch DreamWorks Animation's new kids/family entertainment channel.

CTH is the 20-month-old Hits channel's seventh carriage agreement in the region and raises distribution to just above eight million homes.

Hits will be available on CTH as a 24/7 linear channel and via live simulcast streaming on on-the-go platform CTH Everywhere. The channel will also be accessible through the Hits TV app and

online on hitstv.com.

The Thailand launch schedule includes the premiere of *Airwolf*, starring Jan-Michael Vincent and Ernest Borgnine.

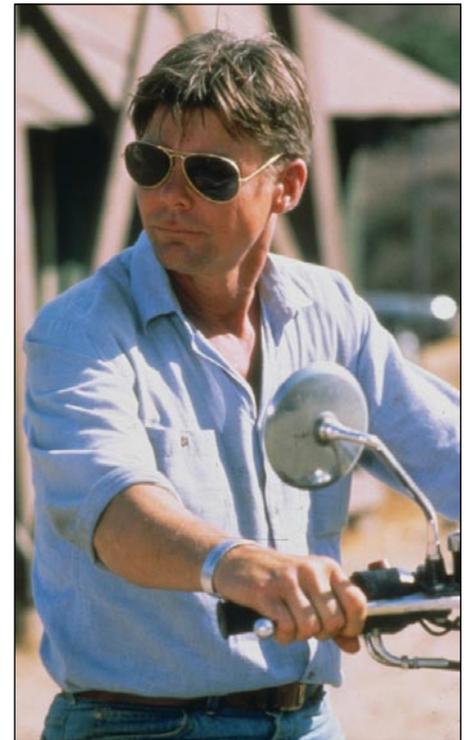
Also in October, Hits premieres new seasons of flagship shows, *Golden Girls*, *Seinfeld*, *Taxi* and *Cheers*. New title *Home Improvement* follows in November.

Rewind Networks' chief executive Himatsinghani says Thailand is a "growth opportunity in the long term".

"We are committed to strengthening the basic tier offering for consumers," he adds.

Hits premiered on StarHub in Singapore in December 2013, and now has carriage on Singtel TV (Singapore), SkyCable (Philippines), Indovision (Indonesia), Now TV (Hong Kong) and Astro (Malaysia).

Hits' rights cover 13 markets. Once Vietnam and Taiwan launch, major market boxes will be ticked. The remaining five markets are Myanmar, Laos, Brunei, Macau and Cambodia.



Jan-Michael Vincent, *Airwolf*

FIC confirms FremantleMedia for Asia's Next Top Model 4

Fourth production house on board for new season of CBS contest

Fox International Channels (FIC) has confirmed FremantleMedia as the production house for the fourth season of *Asia's Next Top Model* (ContentAsia, 25 August 2015). The show will air in 2016.

The Singapore-based FremantleMedia is the fourth production house to have taken on the CBS Studios format for FIC's female-focused StarWorld channel.

Production houses were asked to pitch for season four. FremantleMedia won the pitch.

If FIC has played musical chairs with production houses on the show, sponsors have been more stable. Subaru and Zalora are back for season four, FIC

said during the ContentAsia Summit in Singapore.

Asia's Next Top Model is the first major regional production under newly appointed executive vice president and head of content and communications, Hong Kong and Southeast Asia, Keertan Adyanthaya.

Adyanthaya said during the ContentAsia Summit that 2016 would be "very challenging" against a backdrop of major industry change. "We will have to really stretch our wits to get through," he said.

Adyanthaya is pointing FIC's creative teams in the drama/scripted direction in addition to game show/competition formats.

"There's a lot more drama, fiction, scripted that can be created in our region, not only in local languages but also in English, or even formats that emanate from Asia to the rest of the world," he said.

He also said rights in the OTT space were misunderstood by both buyers and sellers in Asia and other regions. "People seem to have different ideas of what OTT means to them and their customer. That needs to evolve much more quickly... there's a hunger for the fast buck in the way rights are being bought and sold and not on the long term impact of how this will carry forward".