



televisionAsia
plus

The Premier Source for Entertainment Industry News

Television Asia Plus is the essential monthly news guide for Asia-Pacific's ever-growing and diversifying content business.

Established in 1993, *Television Asia Plus* has garnered the reputation for bringing the latest news, opinions, issues, analysis and developments to content executives and creators across the region and beyond. Based in Singapore with an expert team of journalists and regional correspondents, *Television Asia Plus* knows content from the inside out.

Complementing the magazine are comprehensive news services, such as Newsflash – delivering exclusive news, interviews and video content daily to subscribers' inboxes; Weekly News Digest, a free round up of recent industry news; OnScreenAsia.com's video content channel – a platform for content makers and channels to show-off their latest projects and launches; daily Twitter and Facebook feeds; as well as the *Television Asia Plus*' Annual Guide (print and online), the go to directory detailing the industry's biggest players, makers and distribution service companies.

No other publication in Asia provides such a monthly, comprehensive news service for Asia-Pacific's television industry, across multiple platforms.

Why is *Television Asia Plus* unique?

- Highly-respected, in-depth quality editorial
- 19 years of unparalleled experience in covering the Asian and international television industry
- Dedicated team of industry journalists and specialists committed to qualify information and analysis
- The magazine is backed up with a weekly e-mail service that keeps industry executives up to date with the latest news and trends
- Guaranteed reach
- Circulation research department constantly updates distribution lists

Editorial Summary

• News and Deals

A wrap of the month's news, signings, deals and latest happenings in the region and beyond.

• People

Highlights the movers and shakers in the industry, where are they moving to and where have come from.

• Programming

A diverse section which looks at issues related to both television content, events and challenges facing the industry. It also features CEO View, which goes one on one with television's big names in content and distribution – get an insight on where they see TV going, and how their business is faring in the competitive content market.

• Marketing and Events

What companies and networks are doing outside of traditional advertising to promote products, services, channels and programmes.

• Country Focus

Provides updates on content business, creation and challenges in territories throughout Asia, across terrestrial/Free-to-Air, PayTV, mobile and multiplatform sectors.

• Advertising and Research

How television and broadcast media are finding different ways to promote brand awareness, also the latest trends in TVCs, cross-promotion and ratings. It also features Country Focus which looks at the work, business and development coming out of specific Asian markets.



• Technology

What new technologies are enhancing and changing the way viewers watch TV, including developments in distribution and platforms, such as HDTV, 3DTV, satellite and broadband technologies.

• Opinion

Gets the latest comments and views from content executives both inside the Asia-Pacific and out. Tackling diverse issues from audience fragmentation, new technologies, censorship and content creation to branding and piracy.

Editorial Calendar *

Issue	Guide To...	Special Features	Features	Country Focus	Technology	Genre Update	Bonus Distribution	Publication Date
Jan/Feb	Telenovelas	NATPE 2012	<ul style="list-style-type: none"> The year ahead for content technologies and new media content ATA winners and wrap 	Indonesia	Reformatting old content	General Entertainment and Music channels	NATPE 2012	Ad Booking 20 Dec Publication Date 12 Jan
March		Asian Side of the Doc – Tokyo	<ul style="list-style-type: none"> Documentary making in Asia Reversioning and localization Sports' next move 	India	Tablet TV	Non-fiction & HD channels	<ul style="list-style-type: none"> AsianSideof TheDoc SPORTELASia PCTA Convention 	Ad Booking 9 Feb Publication Date 2 Mar
April	Formats	<ul style="list-style-type: none"> Buyers & Sellers for MIPTV MIP events 	<ul style="list-style-type: none"> The battle over piracy Regional dramas 	China Taiwan Hong Kong	On location – new equipment in the field	Preschool channels	<ul style="list-style-type: none"> MIPDOC MIPTV MIPFormats 	Ad Booking 24 Feb Publication Date 19 Mar
May		LA Screenings preview	<ul style="list-style-type: none"> Multiplatform Rights/ consumption Co-productions and commissioning in Asia 	Korea	An HD takeover	Lifestyle channels	LA Screenings	Ad Booking 16 Apr Publication Date 9 May
Jun/Jul	Satellite and Playout services	Communic Asia events	<ul style="list-style-type: none"> Digital television Niche programming The new primetime 	Malaysia Philippines	IPTV/OTT/VOD technologies	Asian Movie channels	<ul style="list-style-type: none"> CASBAA Satellite Industry Forum CommunicAsia 	Ad Booking 7 May Publication Date 15 Jun
Television Asia Plus Annual Guide 2012/2013								Ad Booking 4 Jul Publication Date 31 Jul
Aug/Sep			<ul style="list-style-type: none"> Gaming content West vs East 	<ul style="list-style-type: none"> Thailand Indochina 	3D perspectives	Sport channels	BCWW	Ad Booking 25 Jul Publication Date 21 Aug
October	Kids TV	<ul style="list-style-type: none"> Buyers and Sellers MIPCOM MIPCOM/MIPJNR events 	<ul style="list-style-type: none"> Formatted – the local touch to formats Eyes on Asia 	Singapore	App-centric TV	Asian Content Channels	<ul style="list-style-type: none"> MIPJunior MIPCOM 	Ad Booking 24 Aug Publication Date 17 Sep
November	Lifestyle channels and content	<ul style="list-style-type: none"> CASBAA PayTV future 	<ul style="list-style-type: none"> Regional Content Industry survey findings Languaging and add-on services 	Japan	Mobile TV	News channels	CASBAA Convention	Ad Booking 2 Oct Publication Date 24 Oct
December		<ul style="list-style-type: none"> ATA finalists/ events ATF Kre8tif 	<ul style="list-style-type: none"> Animation Asia Lifestyle: A new breed of viewer 	Australia New Zealand	DRM – securing the goods	Kids/Youth channels	Asia Television Forum	Ad Booking 8 Nov Publication Date 30 Nov

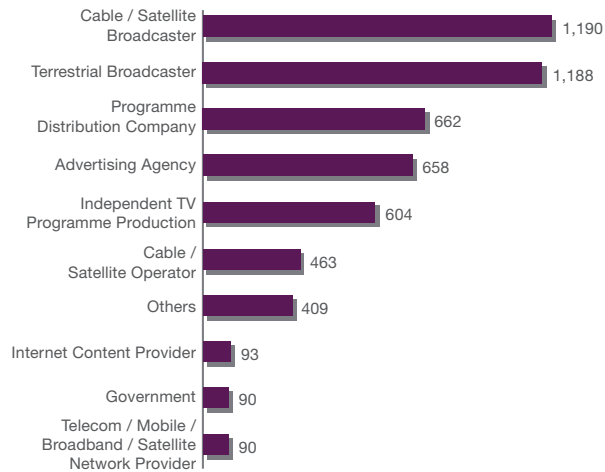
* The above information may change due to market conditions.
Please send all editorial enquiries to adrian.lim@tenalpsasia.com

Circulation Profile

Television Asia Plus circulates to over 5,400* qualified subscribers in the region. In addition to the average qualified circulation of 5,400*, *Television Asia Plus* also circulates bonus copies to trade shows and conventions.

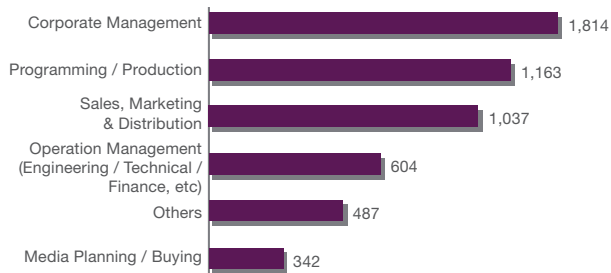
Analysis by Industry

Cable / Satellite Broadcaster	1,190
Terrestrial Broadcaster	1,188
Programme Distribution Company	662
Advertising Agency	658
Independent TV Programme Production	604
Cable / Satellite Operator	463
Others	409
Internet Content Provider	93
Government	90
Telecom / Mobile / Broadband / Satellite Network Provider	90
Total	5,447



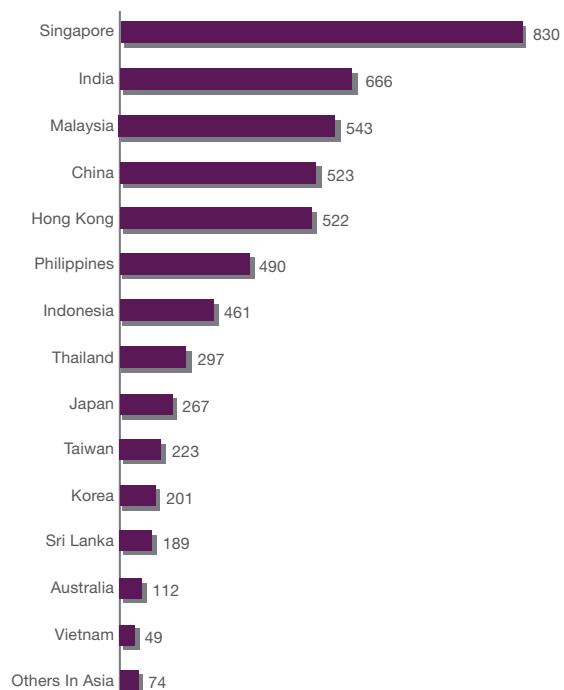
Analysis by Job Function

Corporate Management	1,814
Programming / Production	1,163
Sales, Marketing & Distribution	1,037
Operation Management (Engineering / Technical / Finance, etc)	604
Others	487
Media Planning / Buying	342
Total	5,447



Analysis by Country

Singapore	830
India	666
Malaysia	543
China	523
Hong Kong	522
Philippines	490
Indonesia	461
Thailand	297
Japan	267
Taiwan	223
Korea	201
Sri Lanka	189
Australia	112
Vietnam	49
Others in Asia	74
Total	5,447



* Publisher's own data projected in December 2011

Advertising Rates

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2012. All advertising contracts accepted by clients are subject to terms and conditions stipulated by Ten Alps Communications Asia. Please see www.taca-subn.com/T&C.pdf for more details.

Advertising – Print

Published nine times a year, *Television Asia Plus* offers complete coverage of the Asian TV industry, embracing the region's vibrant broadcasting, production and distribution businesses, including free TV, pay TV and new media platforms.

Established in 1993, *Television Asia Plus* has developed a reputation for being the essential source of news and information for the region's broadcast, cable and programming markets. Comprehensive editorial products relating specifically to the Asian television industry include the weekly e-mail news services of *TVA Weekly Digest* and the daily newsletter *Television Asia Plus Newsflash*; the all-inclusive *Television Asia Plus Annual Guide* now also Online; plus a wide range of specialty guides.



	1x	3x	6x	10x
Premium Positions	S\$	S\$	S\$	S\$
Gatefold	32,500	29,800	28,600	27,600
Front Cover	38,200	35,500	33,600	32,500
Back Cover	16,000	14,700	14,100	13,600
Inside Front Cover	12,300	11,300	10,800	10,400
Inside Front Cover Spread	22,000	20,200	19,300	18,700
Inside Back Cover	12,300	11,300	10,800	10,400

	1x	3x	6x	10x
Ad Size (ROP)	S\$	S\$	S\$	S\$
Double Page Spread	16,800	15,600	14,400	14,300
Full Page	9,900	9,200	8,800	8,500
1/2 Page	5,500	5,200	5,000	4,700
1/3 Page	3,300	3,200	3,000	2,800
1/4 Page	2,500	2,400	2,300	2,200

Annual Guide Enhanced Listing

	Per Insertion
	S\$
Full Page	5,500
1/2 Page	4,000

* 10% surcharge for guaranteed right hand page

Advertising – Digital

E-Book

The magazine is also available in digital format, where it can be easily accessed via desktop, cellphone or tablet. Readers can save the e-book as a PDF file, share it with others, or even print the pages which interest them. Your advertisement will be linked to a URL of your choice, which can be a website, email, media file or PDF.

E-Book HTML

All readers subscribed to *Television Asia Plus* receive an email in their inbox when a new issue is available. Besides featuring the contents of the issue and the e-book link, strategically positioned banners in the email increase your visibility to the readers, and allow your advertising message to get across more effectively.

Position	Banner Size Pixels	Per Insertion S\$
Horizontal	600 x 60	2,500
Side Tile	192 x 60	1,900



Website

Television Asia Plus is a comprehensive information source – in print and on the web – that readers in the region rely upon in order to get and stay on track with developments in the constantly evolving entertainment industry

Learn of the latest happenings in the industry with breaking news, daily news updates and specialized vertical channels. Other features include video channel, buyers' and sellers' forum, as well as a digital archive of back issues.

Position	Banner Size Pixels	Rate Per 4 weeks S\$
Horizontal	600 x 60	2,500
Skyscraper	120 x 600	2,800
Boom Box	300 x 250	6,000
Boom Box*	300 x 250	3,000
Button	125 x 125	1,900

Note: All banner ads run on every page throughout the site, except (*) appear only on the homepage.



Advertising – Digital

E-Newsletter

The weekly *Television Asia Plus* e-newsletter reaches over 11,000 opt-in subscribers, providing them with a timely summary of the week's developments in the industry. Besides banner placements, the e-newsletter offers a text sponsorship placement that allows you to convey your promotional message through a 100 word description.

Position	Specifications	Per Insertion S\$
Horizontal	600 x 60	2,500
Button	125 x 125	1,900
Text Sponsorship	100 words with 125 x 125 button banner and URL link	1,900

Newsflash

Television Asia Plus' Newsflash is a premium e-mail news service for the broadcast and new media industries, delivered to your inbox DAILY. Available only to subscribers, this new service features up-to-date stories, deals, content and new media launches, from the region and beyond. Subscribers also get access to exclusive online news and video content.

Subscription Package (For Single License Only): SGD1,060

ANNUAL SUBSCRIPTION INCLUDES:

- Daily* issues directly to your inbox
- Full, detailed news with no click through required
- Personal login ID and password for breaking news access



* Based on 200 working days.
Note: Group subscription available upon request.

Supplements

Television Asia Plus' supplements are catered to the varying needs of the highly specialised broadcast industry.

- **Guide to Telenovelas**

A comprehensive look at the broadcasters bringing these famed dramas to the region.



**January/
February
2012**
Bonus
Distribution:
NATPE 2012

- **Guide to Formats**

Highlighting the latest, greatest formats coming to Asia.



April 2012
Bonus
Distribution:
MIPFormats

- **Guide to Satellite & Playout Services**

This guide goes behind the entertainment to look at the providers doing the work to bring the best broadcast content to consumers homes.



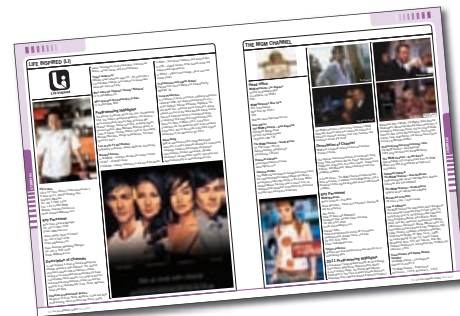
June/July 2012
Bonus Distribution: CommunicAsia,
CASBAA Satellite Industry Forum

- **2012/2013 Annual Guide**

A comprehensive directory of company listings from the Asian TV industry. It includes: free-to-air and cable & satellite broadcasters, content providers, broadcast services, satellite & services and technology providers.

Published every August, Television Asia Plus Annual Guide is a constant, invaluable reference source for the full 12 months – ensuring that your listing and advertisement enjoy an entire year's exposure.

The all-inclusive Annual Guide now also Online, offers a range of enhanced advertising options to further increase your company profile.



August 2012
Bonus
Distribution:
CASBAA
Convention, Asia
Television Forum

- **Guide to Kids TV**

Looks at what broadcasters are doing to meet the insatiable appetite of today's young viewers. Follows new trends, local content creators and the genre's numerous channels.



**October
2012**
Bonus
Distribution:
MIPJunior,
MIPCOM

- **Guide to Lifestyle Channels and Content**

This guide details the latest goings-on in Asia's ever-growing lifestyle television genre. What's the latest trends? Who is making what? It's all covered.



November 2012
Bonus
Distribution:
CASBAA
Convention

Events



Launched in 1996, Asian Television Awards (ATA) is the Asian TV industry's most significant and celebrated event, recognizing excellence in programming, production and performance.

Determined by an expert panel of over 50 judges from across the region, the results are tabulated and audited by international auditing firm PriceWaterhouseCoopers, with the winners only announced during the Awards Ceremony and Gala Dinner in December.

The judging process has also been brought into the digital era by being conducted on-line. This is designed to lessen the judging workload and provide judges greater comfort and flexibility by enabling them to screen the entries at their own pace.

The Awards comprise over 30 categories and represent the industry's foremost recognition by enjoying the support of every major industry player throughout the region. ATA attracts a multitude of entries from a wide range of broadcasters, including free-to-air television stations and pay-TV platforms, as well as many independent production houses in Asia.

Since its inception, the Awards has grown strength to strength. Over the years, the format of the Awards has also evolved. From its initial years as a simple award and dinner ceremony, it is now a full-day event comprising the ATA Showcase, Superpitch and ending with a celebratory Gala Dinner.

ATA is positioned as the only event of its kind within the Asian region, and upholds a prestigious reputation of showcasing quality television production.

“The Awards are a good platform for broadcasters from around the region to meet, network and celebrate excellence in television and, for new generations of TV professionals, something to aspire to.”

– Bernard Lo, Anchor, CNBC Asia Pacific (Singapore)



ATA Showcase

Launched in 2010, the Showcase is an event conference where each year's nominees, regional producers and creative talents come together over a workshop style dialogue. This is an excellent platform for industry professionals to interact and share their experiences on production, technical expertise, post-production and the challenges faced during content development.



"It is a huge honour for us to receive this prestigious award especially at a time when Japan is indeed facing an unprecedented national crisis and striving for recovery. Winning this award gives tremendous courage not only to Fuji Television, but also to all documentary programmes in Japan. The ATA Showcase and Superpitch this year was a very enriching and exciting experience for me as I aspire to create and introduce more high-quality documentary programmes to countries in Asia. I sincerely hope to continue participating in ATA and its related events in the future."



– Akira Nishimura, Producer & Director, Fuji Television Network (Japan)

Superpitch

Alongside ATA Showcase is Superpitch, the region's ultimate pitching event for aspiring and experienced professionals in TV production.

Organised by renowned industry publication Television Asia Plus, in conjunction with the Asian Television Awards, Superpitch invites entries from across the Asia-Pacific.

Those shortlisted will then go all out to impress the expert judging panel of television executives, pitching their idea in person at the event.

This is a rare opportunity to get up close and personal with the world's top commissioning editors and key decision makers, share ideas and learn from some of the best in the television business.



"The judges and panellists' contributions were all exceptionally relevant, interesting, informative and highly entertaining. The calibre of the judges was exceptional. Feedback was extremely focused and constructive. The event was supremely well organised and professional – faultless, actually – and we found the entire experience supportive and enormously positive."

– 2011 Superpitch's Participant, Bridget Ellis-Pegler Scriptwriter / Creator, Sylvie & Arabella Ltd (New Zealand)

Why you should sponsor?

- Your company has the opportunity to be associated with an existing and well-recognised, regional media industry event of considerable prestige and standing and reaching an exclusive audience representing the best of the best in the industry.
- Associate your company with excellence and cutting-edge technology within the industry.
- Achieve optimal branding directly to leaders from the media industry from across Asia
- Huge networking opportunities to meet potential clients and form valuable relationships directly with key decision makers from across the Asian region.
- Additional exposure to over 24,000 top industry executives through *Television Asia Plus* and *Asia Image* database.



For sponsorship opportunities: Amantha Chia • +65 6521 9752 • amantha.chia@tenalpsasia.com

For general enquiries: • Laura Low • +65 6521 9754 • laura.low@tenalpsasia.com

Marketing Services and Solutions

Custom Publishing

Custom-designed products can be sent to over 5,400 *Television Asia Plus* print subscribers.

Reprints

In paper or digital format, reprints are a terrific way to promote your business.

List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

Telemarketing

Generate or qualify sales leads through telemarketing campaigns.

Customised Research

Deploy a survey as a research tool to help your company achieve its marketing goals.

Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.

Mechanical Requirements – Size Specifications

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	490mm x 335mm	500mm x 345mm
Full Page	245mm x 335mm	255mm x 345mm
1/2 Page Horizontal	225mm x 150mm	-
1/2 Page Vertical	105mm x 315mm	-
1/3 Page Horizontal	225mm x 105mm	-
1/3 Page Vertical	69mm x 315mm	-
Island Square	65mm x 75mm	-
Island Vertical	69mm x 140mm	-



Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as "Photoshop 5 Default CMYK" only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

Contact Us

- a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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Tel (65) 6521 9748 | Fax (65) 6521 9788

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b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1, -2, -4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

- b. For further information on production requirements, please contact:

Pauline Goh

Production Manager

Tel: (65) 6521 9772 | Fax: (65) 6521 9788

pauline.goh@tenalpsasia.com

Terms and Conditions

Please refer to our standard terms and conditions at www.taca-subn.com/T&C.pdf.

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