

# What do buyers want in Asia?

For ATF 2024 edition, Prensario International reviews a special survey made by RX into the mindset of top content buyers and commissioners, and what they are looking at the international markets.

- What is your editorial strategy?
- What type of projects/programs are you looking for?
- Acquisition Territory?



**James Gibbons**  
WBD (APAC): President



- Editorial strategy: Warner Bros Discovery lead streaming service MAX, that is available since this November in 7 Asian markets.
- Projects/programs search: Original local IP, global brands and children & family content from local creators.
- Acquisition territory: Indonesia, Malaysia, Philippines, Singapore, Thailand, Taiwan and Hong Kong.



**Doyoung Oh**  
Plus Media Partner (Republic of Korea):  
Acquisitions, TV content buyer



- Editorial strategy: Plus Media Partner distributes international TV programs to South Korean broadcasters, working with an extensive client network built by its management. Clients include government-owned public channels, terrestrial stations, cable, satellite channels, and IPTV platforms, showcasing their established industry reach in Korea.
- Projects/programs search: Looking for the documentary & factual programs on History, Lifestyle, Nature, Wildlife, Science & Technology, Discovery & Travel, Environment, Military Arts, Music, Culture, Current Affairs, etc.
- Acquisition territory: Asia.



**Masa Omiya**  
Trans World Associates (Japan):  
acquisitions, tv content buyer,  
(S)Vod buyers



- Editorial strategy: We acquire high quality TV movies, mini-series, documentaries, feature films and animations for the Japanese market (DVD, TV, VOD and theatrical rights). As a distributor, we work with several broadcasters and VOD companies. We are looking for a wide range of programme categories.
- Projects/programs search: We are looking for completed programmes or programmes in the final stages of production.
- Acquisition territory: Asia, North America



**Chuan Chin Chang**  
Tempo International Mass Media  
(Taiwan): Acquisitions, tv content  
buyer, VOD buyer



- Editorial strategy: Seeking, curating and localizing a content, regardless its category, like movie, drama, animation, documentary, ... etc., which can get a well resonance from Taiwan audience on diversify platforms, linear, streaming, non-theatrical and so on.
- Projects/programs search: We seek movies with familiar talent, fast-paced plots, and straightforward drama. Standalone episodes are preferred. Animation for preschoolers and young children, ideally with local co-promotion, is favored. Single-episode documentaries on educational topics are well-suited for senior-grade students.
- Acquisition territory: Asia, North America, Europe



**Nisa Sittasrivong**  
True Visions Group (Thailand):  
Acquisitions, tv content buyer,  
VOD buyer



- Editorial strategy: Searching good content to entertain customer the most, but need to deliver good value and moral to the society.
- Projects/programs search: Series of breakthrough knowledge that audience can easily related and enjoyed.
- Acquisition territory: Asia, North America, Europe.