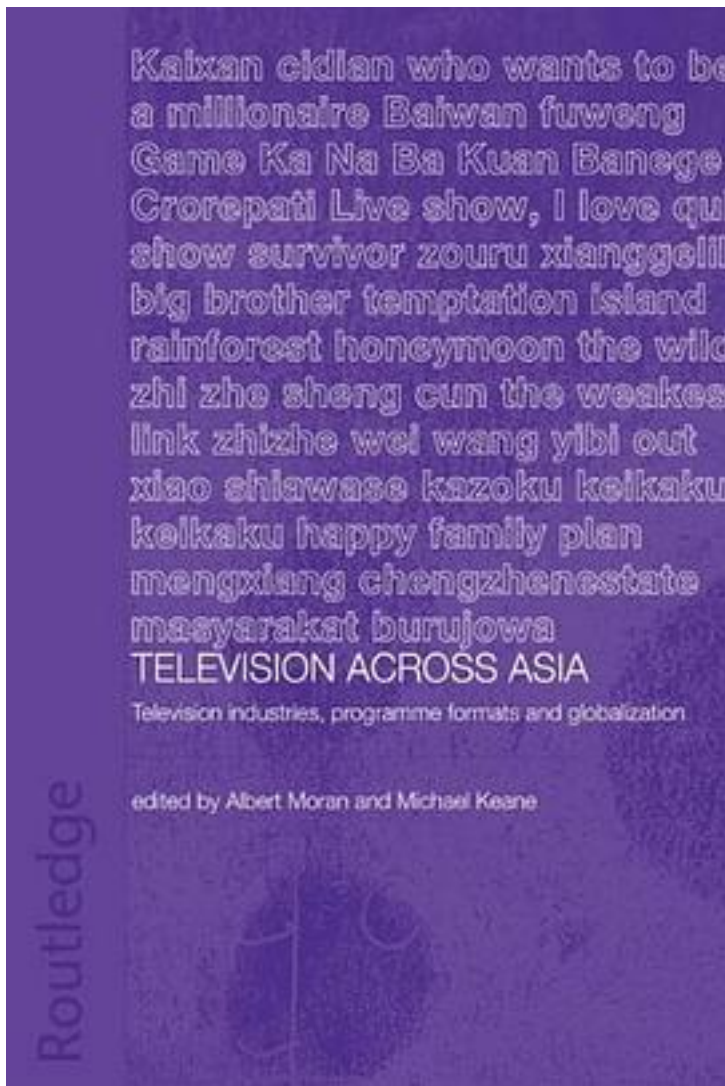


# Television Across Asia



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This book explores the trade in television program formats, which is a crucially important ingredient in the globalisation of culture, in Asia. It examines how much traffic there is in program formats, the principal direction of flow of such traffic, and the economic and cultural significance of this trade for the territories involved, and for the region as a whole. It shows how new technology, deregulation, privatisation and economic recession have greatly intensified competition between broadcasters in Asia, as in other parts of the world, and discusses how this in turn has multiplied the incidence of television format remakes, with some countries developing dedicated format companies, and others becoming net importers and adapters of formats.

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