



Asia Television Forum

2 - 4 December 2009 | Suntec Singapore

www.asiatvforum.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Rise with Asia, the Focus is Here

10th Asia Television Forum promises richer content market

Singapore, 2 Nov 2009 - The 10th anniversary edition of Asia Television Forum (ATF) is on track to be a bigger content market driven by renewed industry optimism. The theme, 'Rise with Asia' reflects the growing importance of Asia as a market for finance, production, sourcing and marketing content. The three-day event will include an exhibition, conferences and networking activities that bring together over 700 participating companies from more than 50 countries.

Launched in 2000 to meet the needs of the Asian programming industry, ATF has since evolved into a must-attend market and has expanded in tandem with Asia's growing importance on the world's content stage. According to the report *Global Entertainment and Media Outlook 2009-2013*, published by PricewaterhouseCoopers, Asia Pacific remains as one of the world's fastest growth regions with a compound annual growth rate (CAGR) of 4.5%, rising to US\$413 billion in 2013. The past decade has been an exciting time for the region with new channel launches, increased co-production activities and new opportunities brought by the impact of digital technology in production and distribution.

ATF had been an intimate hotel format market for its first eight (8) editions, but expanded to an exhibition format in 2008. The 10th anniversary edition this year promises to be even stronger with new sellers such as Discovery and Turner alongside returning exhibitors including CBS Studios and Lionsgate. Nine (9) pavilions from Canada (new), France, Malaysia, Italy (new), Singapore, Spain, South Korea (2 groups) and Taiwan will be featured, marking a new milestone.

"Asia Television Forum 2009," comments Michelle Lim, General Manager of Reed Exhibitions, "will provide a vibrant and content rich environment for networking, discussion and business which will sharpen the focus on the opportunities which exist in the Asia Pacific region."

Organised by: A UFI member: Official Publication: Supported by: Proudly associated with: An anchor event of: Logistics Partner: Held in:





Asia Television Forum

2 - 4 December 2009 | Suntec Singapore

www.asiatvforum.com

With branded formats making big headway in Asia, the ATF Conference will dedicate its 2nd conference day as a Formats Day. Rob Clark, Global Head of Entertainment, FremantleMedia, will be the keynote speaker for the 'Focus on Formats' with a panel of speakers from 2waytraffic, activeTV, Armoza Formats, BBC Worldwide Asia, Endemol Group and Televisa Internacional. The Format Superpitch will feature 6 Asian producers vying to present ideas on their new show format.

According to Kimsreng Leng, Head of Program Department at Cambodian Broadcasting Service who currently owns 3 channels in Cambodia, "The local version of "Deal or No Deal" is the first game show beating foreign dramas in terms of ratings. The company is seeking to acquire other entertainment formats that entices the youth at ATF 2009."

In addition to formats, topics addressing content distribution on cross platforms will also be covered. The Centre for Content Protection will host 'The Digital Future Series - The Role of Music in Film and TV' to address new opportunities for music content. The Future of Television Content' on Day 3 will discuss how the industry can monetize content via digital channels.

Confirmed buying companies at ATF include Amuse Soft Entertainment Inc (Japan), Asia Television (Hong Kong S.A.R.), Bangkok Entertainment (Thailand), Hanaro- Broadband Media (Korea), KBS (Korea), MediaCorp (Singapore), Metropolitan TV (Malaysia), Mongol TV (Mongolia), MyTV (Cambodia), Natseven TV (Malaysia), NBC Universal Global Networks (Singapore), PCCW (Hong Kong S.A.R.), Singapore Telecommunications (Singapore), SPE Networks Asia (Singapore), Starhub (Singapore), Thai Public Broadcasting Service (Thailand), The Walt Disney Company (Southeast Asia) (Singapore), Trans World Associates Inc (Japan), TVBI (Hong Kong S.A.R.), Viacom 18 Media (India), YOYO TV (Taiwan) and many others.

Organised by: A UFI member: Official Publication: Supported by: Proudly associated with: An anchor event of: Logistics Partner: Held in:





Asia Television Forum

2 - 4 December 2009 | Suntec Singapore

www.asiatvforum.com

About Asia Television Forum

Asia Television Forum (ATF) is Asia's leading television and new media programming market, a must-attend International market in Asia for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia's entertainment content business.

For more information on Asia Television Forum 2009, visit the official website at www.asiatvforum.com.

Key event details:

2nd-4th December 2009

Suntec Exhibition Centre

Singapore

<http://www.asiatvforum.com>

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, sports & recreation, travel.

Organised by: A UFI member: Official Publication: Supported by: Proudly associated with: An anchor event of: Logistics Partner: Held in:

Working closely with professional bodies, trade associations and government departments Reed





Asia Television Forum

2 - 4 December 2009 | Suntec Singapore

www.asiatvforum.com

ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2007, Reed Elsevier made an adjusted profit before taxation of £998 million on turnover of £4,584 million.

For media enquiries, please contact:

Ms Melinda ILAGAN

Senior Associate

EASTWEST Public Relations

Tel: +65 9816 4529

Email: melinda@eastwestpr.com

Ms HAN Jia Ni

Senior Marketing Executive

Reed Exhibitions

Tel : +65 6780 4589

Email : jiani.han@reedexpo.com.sg

Organised by: A UFI member: Official Publication: Supported by: Proudly associated with: An anchor event of: Logistics Partner: Held in:

