



Asia Television Forum

2 - 4 December 2009 | Suntec Singapore

www.asiatvforum.com

FOR IMMEDIATE RELEASE

Upbeat Sentiments at 10th Asia Television Forum

3-Day Market Generates USD 88.7 Million Programming Sales

Singapore, 15 December 2009 - The 10th edition of the Asia Television Forum (ATF) closed strongly with US\$88.7 million worth of deals transacted, according to REED Exhibitions, organiser of Asia's leading content market. Business generated represents approximately 20% growth from last year's record of US\$73.7 million programming sales, an indication of a vibrant Asian content industry.

Highlights during the three-day market include announcements of major international co-production agreements and media collaborations:

- **First Singapore-China-UK High Definition documentary co-production**

Singapore Oak3 Films, MediaLab and the History Channel from the UK, and China Intercontinental Communication Centre (CICC) from China agreed to co-produce a high definition documentary. Called *Monumental Challenge*, the documentary will take an in-depth and intimate look at six of the world's greatest monuments being restored as well as the army of people who are constantly racing against deadlines to keep the iconic structures standing for many to enjoy.

- **Co-production between Singapore homegrown MyChinaChannel and Shanghai Media Group**

Singapore home-grown media company MyChinaChannel and Shanghai Media Group's distribution arm, Wings Media, agreed to co-produce two infotainment television series. The first series, *China Trend*, will highlight modern China, its people and their lifestyle in 13 episodes. The second series, *Foreigners in China*, will document how foreigners living in China adjust and adapt to the local culture and environment. MyChinaChannel has also signed an MOU with SMG Wings Media to jointly aggregate the best Chinese drama and movies for distribution outside of China.

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- **New MDA-ScreenWest Cross-Media Development Funding Initiative**

Further to previous collaboration between Singaporean and Australian companies to jointly develop and explore the potential of multiplatform intellectual properties, a second Call for Proposal under the MDA-ScreenWest Cross-Media Development Initiative was launched in October 2009. At the AMF, three winning proposals were announced, namely (1) *Potted Histories* by Australia's Great Western Entertainment and Singapore's Infinite frameworks; (2) *Are you Smarter than Nature* by Australia's Sea Dog Films and Singapore's Very! Productions; and (3) *Global Sound Hunters* by Australia's Circling Shark Productions and Singapore's Xtreme Production.

- **Collaboration between Japan's Technology Seed Incubation and Thymos Capital**

Japan's Technology Seed Incubation and Singapore's Thymos Capital also signed an MOU during ATF. The two incubators will identify and match-make promising media companies in Singapore and Japan to co-develop and distribute mobile games and applications, new media technologies and animation co-productions for the global market.

- **Malaysia announces US\$55-million Creative Industry Fund to Accelerate Content Growth**

The National Film Development Corporation of Malaysia (FINAS) announced a US\$55 million (RM200 million) fund to spur participation and accelerate growth in digital creative industry. This initiative will also support the government's strategic plan of expanding the creative content industry to be a major contributor to the country's GDP over the next 5 years. The Fund will take the form of a soft loan and will be available to all local companies and joint ventures with at least 51% local ownership, and will be managed by a leading Malaysian bank.

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- **Al Jazeera Children’s Channel (JCC) and Malaysia Multimedia Development Corporation Unveil SALADIN**

Qatar-based pan Arab edutainment TV channel Al Jazeera Children’s Channel (JCC) and the Malaysia Multimedia Development Corporation (MDeC) announced an US\$8 million venture to co-produce the “Saladin” animated TV series. Production of the action-adventure series commenced in Malaysia in 2008 and the first season consisting of 13 episodes, 26’ each, is expected to be broadcast in the 4th quarter of 2010. Second season of another 13 x 26’ episode will be released in mid 2011.

“2009 marks ATF’s 10th anniversary milestone. It is especially meaningful against an auspicious setting of a recovering economy,” shared Ms. Michelle Lim, General Manager, Reed Exhibitions, during ATF’s opening ceremony at the Suntec Convention Centre last week.

Despite the current economic climate, ATF enjoyed 8 per cent growth in overall participation. Out of 358 selling companies, 139 are new sellers. Buyer participation grew by 5% as well with 62 new buying companies out of 312. There are a total of 9 International pavilions on the show floor this year, including 2 new pavilions from Canada and Italy. Asia content continues to rise on representation, with increased participation from China, Malaysia, Taiwan and South Korea.

“MICO’s participation in ATF 2009 was fruitful. We had much success in meetings with buyers, particularly during the first two days of the market. From an exhibitor point of view, ATF serves as a great platform to network and to sell. The rapid increase in buyer attendance compared to last year is notable too,” commented Mr. Shuji Yamada, Sales and Business Development, Media International Corporation (MICO), Japan.

“ATF deserves kudos for making new innovations and improvements every year by leaps and bounds! This makes it very tempting for exhibitors as well as buyers to join every year,” said Mr. Saeed Shiraz, Chief Executive, Sterling International, Pakistan.

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This year's ATF theme, 'Rise with Asia', conveys the growing importance of Asia as a market for financing, producing, generating of computer graphics, buying and selling of content.

In a speech delivered by Mr. Lui Tuck Yew, Singapore's Acting Minister for Information, Communications and the Arts during the Opening Ceremony: "Given the relatively stronger economies in Asia, Western producers know they have to pay even more attention to Asia in search of opportunities, fresh ideas, capital and markets. With a noticeable increase in collaborations in the areas of film and television productions, the importance of Asia as a market and its influence on global media productions is stronger than ever before. "

With the rising popularity of Formats in Asia, the 2nd day of the ATF conference was dedicated to Formats discussion, which was extremely well received. The "Formats Superpitch" - a competition for the "Greatest Formats" idea with six (6) contending producers from around the region was also held in conjunction and the winning entry was BITWORLD 'Two Rooms' by NHK (Japan Broadcasting Corporation).

The enhanced version of the "i-Screener" was also unveiled at the "i-Screener" Lounge this year. Launched at ATF last year, the "i-Screener" digital portal allows streaming of content in a secured digital environment and facilitates on-demand viewing of trailers. The "i-Screener" initiative is developed in partnership with Ascent Media and Oracle, supported by the InfoComm Development Authority of Singapore, in line with the Digital Marketplace Programme, which aims to establish Singapore as Asia's trusted hub for managing and distributing digital content and services. The programme trailers are available for viewing on ATF's website from now till 3 Jan 2010.

"We are delighted that the market closed on an optimistic note this year. With the purchasing momentum and the overall economic outlook gearing back on track, we expect Year 2010 to be an even better year for the market. In fact, 91% of the sellers have indicated their interest to participate in ATF 2010, while 94% of the buyers have indicated their intention to return next year," Ms Lim continued.

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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, visit www.asiatvforum.com.

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