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INAUGURAL ATF ANIMATION PITCH 2017 OPENS CALL FOR ENTRIES



Singapore, 30 August 2017 – Reed Exhibitions, producer of Asia TV Forum & Market (ATF), today announces the new ATF Animation Pitch, which has opened its call for entries. The competition is a premier Asian pitching competition for creators and producers of innovative concepts for new and original animation targeting kids, and is aimed at facilitating the exchange of ideas and talent between leading international television, distribution and Asian-based producers.

ATF Animation Pitch to showcase the best of Asian originality in animation

The 18th edition of ATF, Asia's leading entertainment content market and conference event, will take place in Singapore from 28 November—1 December 2017. In conjunction with the annual trade event, ATF Animation Pitch will hold its live pitching event on 30 November 2017. This platform will showcase the best of Asian originality and expose ideas for export and development within and even outside the region.

Backed by Green Gold Animation Pvt Ltd, India's largest animation production company that caters primarily to children, ATF Animation Pitch 2017 is set to become Asia's top-flight pitching competition. With the tagline, "Think. Believe. Dream. And finally... Dare.", ATF Animation Pitch 2017 is open to all creators and producers from around Asia (individuals, students and small-to-medium-sized companies),

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keen to present their new and original, animated shorts, series and feature films in the genres of Comedy, Adventure, Action, Fantasy.

The winner will receive a US\$19,000 prize from Green Gold Animation Pvt Ltd, comprising a US\$2,500 cash award, and a consultancy package worth US\$16,500 that is tailor-made for the winner to develop their animation, making it ready to pitch to broadcasters.

As part of the bespoke consultancy package, Green Gold Animation Pvt Ltd's leading executives will also share their expertise in areas such as marketing, writing a pitch document, global format sales opportunities, trailer and sizzle preparation, production budgeting, talent payments, press publicity, the global sales process and editing.



Rajiv Chilaka
Founder & CEO
Green Gold Animation Pvt Ltd



Marc Lumer
Vice President & Head of
US Operations
Green Gold Animation (USA)



Bharath Laxmipati
Vice President
Content Sales
Green Gold Animation Pvt Ltd

The first round of judging will be led by Green Gold Animation Pvt Ltd's Founder & CEO, Rajiv Chilaka, and Marc Lumer, Vice President & Head of US Operations at Green Gold Animation (USA), with input from Green Gold Animation Pvt Ltd's Acquisitions and Marketing teams led by Bharath Laxmipati, Vice President, Content Sales.

Shortlisted participants will then progress to the live pitching event, where they have the opportunity to pitch their ideas in front of some of the industry's most experienced veterans, including senior executives from Green Gold Animation Pvt Ltd. Leading commissioning editors will also be on stage, offering advice and commentary on the ideas pitched.

"Being surrounded by passionate and ambitious people, who share a similar love for animation, is a great way to feel inspired and expand intellectual horizons. It's also important to give back to the entrepreneurial ecosystem in the animation industry, foster creativity and innovation. After all, animation is the craft of the soul," said Rajiv Chilaka, Founder & CEO, Green Gold Animation Pvt Ltd. about the company's rationale for supporting ATF Animation Pitch.



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“We are extremely proud to launch the inaugural ATF Animation Pitch with one of Asia’s biggest players in the industry – this is a true reflection of the potential of a rising Asia. Just as our existing pitch competitions – ATF Formats Pitch and Southeast Asian Film Financing Project Market – have nurtured Asia’s talent pool and created a culture of excellence in content, we are confident that ATF Animation Pitch will be another significant element within ATF that will allow us to be the enabler of so much merit across this vast and diverse continent,” said Yeow Hui Leng, Senior Project Director of ATF, Reed Exhibitions.

Green Gold Animation Pvt Ltd – a leader in India’s animation scene

Green Gold Animation is a pioneering animation company and leading creator of kids’ content. Being one of the first few entrants in the Indian animation scene, it redefined the industry in India with the creation of “Chhota Bheem” - an animated comedy adventure television series that has made a mark of excellence in the hearts of kids, young adults and connoisseurs of quality content across the nation.

The company’s content draws millions of viewers across major kids TV channels like Cartoon Network, Pogo, Discovery Kids and Disney. Over the years, the popularity of its proprietary characters has transcended animated television, and it has helped the company establish itself as a leading player in worldwide licensing & merchandising, movie production & distribution, digital business, branded stores, events, and more.

“Green Gold is on the threshold of a golden era in animation. This year and the next, the company will be launching pioneering world-class animation shows induced with infinite creativity. Our exhilarated plans indicate the growth of our creative endeavours, and most importantly, the confidence of reaching out to newer markets,” added Chilaka.

This is why ATF is an important and strategic event for Green Gold Animation Pvt Ltd to be at.

“By bringing together more than 5,000 influential executives from the Media & Entertainment industry every year, undoubtedly ATF is one of the most reputed industry events in Asia Pacific. Also, as the Media & Entertainment industry in Southeast Asia is projected to grow at a substantial rate over the next 5 years, ATF will have an increasingly critical role to play, in the escalation of this sector in the region,” concluded Chilaka.

Animation creators and producers keen to enter ATF Animation Pitch can submit their entries at animationpitch.asiatvforum.com.sg from now until 31 October 2017.

ATF is co-located with ScreenSingapore, and is part of the Singapore Media Festival (SMF).

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About Asia TV Forum & Market (ATF) 2017

Asia TV Forum & Market – this region's leading entertainment content event, is the platform of calibre to acquire knowledge, network, buy, sell, finance, distribute and co-produce across all platforms. It is the premier stage in Asia to engage with the entertainment industry's top players from around the world. It's where the best minds meet and the future of Asia's content is shaped.

ATF also offers the opportunity to discover vital trends, crucial statistics and significant foresight in TV's digital, kids and formats arena. Its business match-making opportunities give the prospect to encounter some of the best new offerings in the region. With over 5,000 international buyers and sellers from more than 60 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit www.asiatvforum.com

About ScreenSingapore (SS) 2017

ScreenSingapore – Southeast Asia's definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and learn about the changing film landscape.

After its continued success in 2016, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market, in partnership with the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB) to connect promising filmmakers And producers from Southeast Asia and Europe with international co-producing partners, festival programmers, distributors, commissioners, and financiers.

For more information, please visit www.screensingapore.com.sg

About Reed Exhibitions (RX)

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2015 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

www.reedexpo.com



About the Singapore Media Festival

The Singapore Media Festival, hosted by Media Development Authority is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talents and content in Asia for Film, TV and digital media. It brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and will take place from 23 November to 3 December 2017. For more information about the Singapore Media Festival, please visit www.sgmediafestival.com

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