



FOR IMMEDIATE RELEASE

**LEADING NAMES IN KIDS ENTERTAINMENT TAKE TO THE STAGE
FOR THE INAUGURAL ATF ANIMATION PITCH**

Singapore, 11 October 2017 – Following the first announcement about the inaugural Asia TV Forum & Market (ATF) Animation Pitch, Reed Exhibitions and global partner Green Gold Animation Pvt. Ltd. today announce that the competition has received industry endorsement, with representatives from key international and Asian children's entertainment brands forming the on-stage jury.

Targeted at creators and producers of innovative concepts for new and original kids' animation, ATF Animation Pitch is aimed at facilitating the exchange of ideas and talent between leading international television, distribution and Asian-based producers. Contestants will be vying for a cash and consultation prize worth US\$19,000 in total.

The on-stage jury will comprise representatives from some of the biggest names in children's animation and entertainment. Amongst the current line-up are Aram Yacoubian, who leads the International Kids Acquisitions and Co-Productions at Netflix; Anand Roy, Head of Acquisitions & Co-Productions, Talent and Music at The Walt Disney Company; and Syahrizan Mansor, Vice President, Nickelodeon Brand, Asia, Viacom International Media Networks. They will be joined by Rajiv Chilaka, Chief Executive Officer of Green Gold Animation, India's largest animation production company that caters primarily to children.

The most creative and original animation concept with the potential to be exported will earn its producer a US\$19,000 prize from Green Gold Animation Pvt Ltd. This will include 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.

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.

Produced by



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For more information, please visit www.asiatvforum.com

About ScreenSingapore 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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