

**FOR IMMEDIATE RELEASE**

**CHIEF CONTENT OFFICER OF CURIOSITYSTREAM, STEVE BURNS, ADDS TO POWER-PACKED  
LINE-UP OF SPEAKERS AT ATF CONFERENCE**

Over 105 industry experts to deliver insights across more than 45 sessions



*Steve Burns, Chief Content Officer, CuriosityStream*

**Singapore, 14 November 2018** – The Asia TV Forum & Market (ATF) today announced the addition of CuriosityStream's Chief Content Officer, **Steve Burns**, to a largely fresh line-up of C-Level Executives.

As Chief Content Officer for CuriosityStream, Burns is responsible for CuriosityStream's entire library of original productions and acquisitions, including award-winning titles and series such as "Stephen Hawking's Favorite Places" and "David Attenborough's Light On Earth".

Burns' career in documentary and non-fiction filmmaking spans more than 25 years from National Geographic cinematographer and producer to senior executive positions at Discovery Communications, including Executive Vice President and Chief Science Editor at Discovery Networks, as well as General Manager of Science Channel.

Burns has won multiple industry awards, including two Emmys for "5 Years on Mars" and "Spirits of the Rainforest". His teams have been nominated for two Academy Awards, over 250 Emmy nominations, including dozens of wins, and two Peabody Awards.

Presenting never-seen-before strategy in content, Burns' session will also include a Q&A segment.

CuriosityStream completes a compelling picture at this year's ATF Leaders' Summit. In line with the overarching theme of "The Next New", Curiosity Stream joins a line-up of the new breed of companies, coined as the second wave in digital, which includes the likes of Propagate Content (**Howard T Owens**, Founder & Co-CEO), MX Player (**Karan Bedi**, CEO), Huawei Video (**Jian Ju**, Chief Content Officer & Global President of Strategy) and QYOU Media (**Curt Marvis**, CEO).

Yeow Hui Leng, Group Project Director of ATF said, "ATF is Asia's leading platform for engaging the TV and film entertainment industry's top players from around the world. To this end, we remain committed to curating a conference programme that gathers the sector's top minds. Over four days, delegates can look forward to gathering valuable insights for the year ahead."

Produced by



### Country of Focus

Aligned with the Singapore Media Festival, which ATF is part of, ATF's Country of Focus in 2018 is the Philippines. This is reflected during the Leaders' Summit, where a Keynote Panel will discuss new platforms, buying more content and what's next on the landscape in the Philippines.

The panel – Country of Focus: Philippines at the Crossroads – will offer valued insights and visions from top Filipino media and entertainment players in the industry. This includes **Carlo Katigbak**, CEO, ABS-CBN, **Vincent Reyes**, CEO, TV5, and **Guido Xavier R. Zaballero**, CMO, Cignal TV. Moderated by **Peter Bithos**, CEO, HOOQ, the session will give the industry's top execs insights into leadership roles in the country, competition and how the digital revolution is changing partnerships and investment decisions.

This session's significance is also reflected in the presence of **Mark Lopez**, Chairman of ABS-CBN, who will be attending ATF this year.

### ATF Production Day 2018 Attracts Top Commissioners

With an emphasis on growing industry understanding, evolution and capabilities, sessions on Production Day (6 December 2018) will address the ins and outs of what has been working and what will continue to work in the content space moving forward.

The informative "Trending Asia, Winning Formats" session, led by **Keri Lewis Brown**, Founder and CEO of K7 Media – a UK-based media consultancy that provides intelligence to help broadcasters, digital producers and advertisers identify the hottest content – will open the day's programme, presenting an exclusive selection of pilots and hits amongst Asia's prominent formats, dissecting them based on their targets, time slots and budgets. This year, the session will also include a segment on scripted formats.

The day's Keynote panel "East Meets West: New Business Models to Develop Asian Format Exports" will attempt to address what it will take for Asian formats to travel beyond the region. Veterans sitting on the panel include **Michael Peter Schmidt**, Chief Creative Officer of Red Arrow Studios, CJ E&M's Director of Content, Media Solution (Global Business Division), **Jin-Woo Hwang**, **Pascal Dalton**, VP, Global Formats Sales, ITV Studios Global Entertainment and **Fusako Nagashima**, Head of Format, Nippon TV International Business Development.

C-level executives from prominent OTT players will take the stage later in the day for their keynote presentations. **Jennifer Batty**, Chief Content Officer of HOOQ will look at "Content Today – Adapting and Staying Relevant", while **Craig Galvin**, Chief Content Officer of iflix will speak on "The Importance of Local in a Global World".

### ATF Pitches

ATF 2018 will be launching the inaugural ATF Chinese Pitch – Mystic Asia – where winners, apart from receiving cash, will have the opportunity to have their scripts bought and produced by GHY Culture & Media, and broadcasted on iQIYI for all Chinese-speaking territories.

The second year of the ATF Animation Pitch (sponsored by Green Gold Animation) and the third year of the ATF Formats Pitch (sponsored by all3media International) has pulled in onstage judges from the likes of Netflix, Disney, Nickelodeon, HOOQ, Beach House Pictures and Discovery Networks Asia Pacific.



ATF and ScreenSingapore takes place from 4 to 7 December 2018, and is a part of the Singapore Media Festival (SMF). For more information, please visit [www.asiatvforum.com](http://www.asiatvforum.com)

###

### **About Asia TV Forum & Market (ATF) 2018**

Asia TV Forum & Market (ATF) – the 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 arenas. Its business match-making opportunities open doors to some of the best new offerings in the region. With over 5,500 international buyers and sellers from 54 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit [www.asiatvforum.com](http://www.asiatvforum.com)

### **About ScreenSingapore 2018**

ScreenSingapore is Southeast Asia's definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and stay abreast of the evolving film landscape.

After its continued success in 2017, 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](http://www.screensingapore.com.sg)

### **About Reed Exhibitions (RX)**

Reed Exhibitions is the world's leading events organiser, with over 500 events in over 30 countries. In 2017 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 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

[www.reedexpo.com](http://www.reedexpo.com)

Produced by

Co-located with



**About the Singapore Media Festival (SMF)**

The Singapore Media Festival, hosted by the Infocomm 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. Taking place from 29 November to 9 December 2018, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore and SMF Ignite. For more information about the Singapore Media Festival, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com).

<b>Media Contact</b>	<b>NINEMER PUBLIC RELATIONS</b>	
	Isabelle Loh Account Executive T: +65 6534 9949 E: <a href="mailto:isabelleloh@ninemer.com">isabelleloh@ninemer.com</a>	Charlene Ho Senior Account Manager T: +65 6534 9909 E: <a href="mailto:charleneho@ninemer.com">charleneho@ninemer.com</a>

Produced by



**Reed Exhibitions** A division of RELX (Singapore) Pte Ltd  
 1 Changi Business Park Crescent #06-01, Plaza 8 @ CBP Tower A Singapore 486025  
 T: (65) 6789 8800 F: (65) 6588 3787 | E: [ask@reedexpo.com.sg](mailto:ask@reedexpo.com.sg) | W: [www.reedexpo.com.sg](http://www.reedexpo.com.sg)  
 Co. Reg. No.: 197801021N