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**ALL3MEDIA INTERNATIONAL CONFIRMS FIRST ADAPTATION
FOR ATF WINNER AS *HIT IT* HITS TO SINGAPORE**

SINGAPORE, 25 September 2017 – Leading independent distributor all3media international can today announce the first local commission for new format ***Hit It*** from XTREME Media, the winning format at the inaugural ATF Formats Pitch.

A local adaptation of ***Hit It*** has been commissioned for Mediacorp Suria, a leading free-to-air Malay channel in Singapore. Known locally as ***Hentam Sajalah (Hit It)***, the 8 x 1-hour series will be produced by Singapore-based XTREME Media, and will debut in February 2018 on Suria. ***Hit It*** sees two teams competing against each other in a series of comedic challenges that put a hilarious, high-pressure spin on sports.

The deal follows ***Hit It***'s win at the all3media international sponsored ATF Formats Pitch in 2016, the competition designed to discover innovative concepts for new and original non-scripted entertainment formats from the pan-Asian region – and which returns at this year's ATF, again with all3media international as sponsor.

Hit It was selected as the winning format by a panel of industry-renowned judges, chaired by Sabrina Duguet, EVP Asia Pacific at all3media International, and won a prize worth S\$20,000, and the opportunity to partner with all3media International in developing the format for pitching to global broadcasters.

Sabrina Duguet, EVP Asia Pacific at all3media International, said "***Hit It*** is a highly entertaining format with universal appeal and we're confident it will be very well received by a wide range of viewers in Singapore. The ATF Formats Pitch presents a great opportunity for us to partner with the best up-and-coming creative talent and we're already getting traction on the global stage."

William Lim, Executive Producer at XTREME Media, added "We are very happy that our concept has won the ATF Formats Pitch and we look forward to working with all3media to develop this fun and entertaining format together. We certainly hope that ***Hit It*** will turn out to be a big hit with the audiences at Suria Channel."

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 – 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 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 event 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 all3media international

all3media international is the distribution arm of the all3media group. We promote and license a catalogue of award-winning TV programmes to broadcasters and media platforms across the globe. Over 1000 broadcast, DVD and digital platform clients from over 200 countries entertain their audiences with the content we supply.

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 Asia's entertainment content market

28 NOV 2017
 ATF Leaders' Summit

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Our rich catalogue contains over 9,500 hours of content across all genres, with a focus on drama, comedy, factual and entertainment and formats. As well as Britain's top drama export Midsomer Murders and other leading detective drama brands such as Brokenwood, Inspector George Gently, Miss Fisher's Murder Mysteries and Hinterland, we represent the best in contemporary thrillers such as Liar, Rellik, National Treasure and The Missing. Our factual entertainment slate includes Gogglebox, Undercover Boss – as well as Guy Martin and Gordon Ramsay's catalogues. Our entertainment brands include the Asian hit Are You Normal and The Cube.

We are proud to work with the best programme makers in the world, including our own production studios based in the UK, Europe, USA and Australasia.

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

Media Contact	Ninemer Public Relations	
	Charlene Ho Senior Account Manager T: +65 6534 9909 M: +65 9178 0194 E: charleneho@ninemer.com	Nur Atiqah Account Executive T: +65 6534 9959 M: +65 9647 8917 E: atiqah@ninemer.com

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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 | W: www.reedexpo.com.sg
 Co. Reg. No.: 197801021N