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**ASIA TV FORUM & MARKET AND SCREENSINGAPORE 2017 KICKS OFF WITH A STRONGER CONFERENCE LINE-UP AND PROMISES A MORE DYNAMIC MARKET SHOWCASE**

*First ever online movie pitch for China market announced*

**SINGAPORE, 29 November 2017** – Asia TV Forum & Market (ATF) and ScreenSingapore 2017, Asia's leading entertainment content market and conference, was officially launched this morning by Mr. Chee Hong Tat, Senior Minister of State, Ministry of Communications and Information & Ministry of Health.

Taking place from 28 November to 1 December, the 18<sup>th</sup> edition of ATF and 7<sup>th</sup> ScreenSingapore is part of the Singapore Media Festival (SMF). More than 5,400 industry professionals are expected to congregate from around the world, as they seek out opportunities in rising Asia.

At the morning event, ATF and ScreenSingapore also announced a new partnership with Perfect World Pictures (PWPIC) for the first-ever online movie pitch for the China market. The first edition is set to take place in 2018.

Yeow Hui Leng, Senior Project Director of ATF and ScreenSingapore said, "As the leading gateway into Asia, each edition of ATF and ScreenSingapore offers new content from and for the region and beyond. Nurturing Asian talent is top of mind for us, and we are very privileged to have Perfect World Pictures join hands with us for another quality platform that will allow Asian content creators to put forth their best ideas and concepts to fruition in China."

**ATF and ScreenSingapore presents compelling content and strong participation**

With a dynamic market showcase, delegates will have access to over 750 regional and international content sellers offering their latest programmes and films. As a testament to ATF and ScreenSingapore's global standing, this year's market will feature a record-breaking 24 official pavilions from Australia, China, France, Indonesia, Japan, Malaysia, Norway, Russia, South Korea, Singapore, Taiwan, Turkey and United Kingdom. Also present on the show floor are major studios CBS Studios International, Disney, FOX, Metro-Goldwyn-Mayer, NBC Universal Television, Paramount Pictures, Sony Pictures Television and Warner Bros. International Television. Further, companies that will be exhibiting for the first time include Bonneville Distribution, Entertainment One Television International, FremantleMedia Asia, RK Duggal Studios and Showbox Corp.

The market floor is expected to buzz with activity as close to 1,000 buyers converge to seek out the best content for their platforms.

**Over 100 thought leaders to drive impactful conversations**

In a bid to address pertinent challenges in the entertainment content industry, ATF and ScreenSingapore 2017 has put together a robust speaker line-up.

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Kicking off the conference yesterday was the ATF Leaders' Summit, which focused on the importance of big data for uncovering Asian consumer inclinations; investment strategies; the omniplatform environment; and the might of Indonesia. Speakers at yesterday's sessions include **Jan Rezab**, Founder of Socialbakers; **Pablo Gomez**, Head of Media and Digital North Asia, Southeast Asia, Pacific, Kantar. Head-honchos of leading OTT platforms – **Amazon Prime**, **FOX+**, **iflix**, **HOOQ** and **PCCW Media Group** – were also present, alongside content titans **George Chien**, Executive Vice President, Networks, Asia Pacific, Sony Pictures Television; **Justin Deimen**, Managing Partner, Aurora Global Media Capital; and **Krishnan Rajagopalan**, Investor and CEO, Whacked Out Media (& Co-Founder, HOOQ).

Additionally, Indonesian media tycoon **Hary Tanoesoedibjo** shared MNC Group's plans for shaping the country's media and entertainment landscape in the coming year. The session was a special highlight after the Country of Focus – Indonesia initiative.

Later today (29 November), "The Content Connection" track will delve into strategic opportunities for various key Asian markets. Spanning from South Korea's most unique and trendy formats, to India's wide variety of quality content, and China's burgeoning demand for short form content, delegates will get to hear from heavyweights on the latest industry movements.

On 30 November, "Production Day" will see industry leaders put a spotlight on engaging kids through a 360 experience, attracting angel investors and venture capitalists, as well as creating formats that endure the test of time. The "Superformats – License to Last" keynote panel will gather distinguished speakers such as **Laura Burrell**, Head of Formats, Viacom International Media Networks; **Michael Dick**, Vice President, Acquisition, Management and Content Acquisitions at Fox Networks Group Asia; **Stephen Lambert**, CEO at Studio Lambert as they explore the importance of innovation for creating formats that are primed for longevity. Further, "The 360 Experience Kids Want" panel will feature **Sana Amanat**, the co-creator of Marvel's first Muslim superhero, alongside other prominent executives as they share their thoughts on what it takes to produce compelling content and experiences for children.

The following day (1 December), the Southeast Asian Film Financing (SAFF) Conference – a part of ScreenSingapore – will explore alternative media financing models and expound on the biggest news and shake-ups in Southeast Asia. At the keynote session, successful producers and studio executives **Kurt Rieder**, Executive Vice President (APAC) of 20th Century Fox and **Martin McCourt**, Investment Head at London Pacific Finance will examine the strategies necessary to nurture local IPs and stories for global distribution.

This year, ATF and ScreenSingapore also curated exclusive breakfast networking sessions where attendees gleaned the latest findings on the future of content, Indonesia and the over-the-top realm from well-established market research firms.

In addition, as virtual reality (VR) finds growing use in telling experiential stories, delegates can immerse themselves in an alternate reality at the brand-new VR x SMF Ignite. A full-day conference and exhibition co-located with ATF and ScreenSingapore, VR x SMF Ignite will see technologists, creators, developers, and users exchange insights and knowledge on the evolving VR ecosystem to create new business opportunities.

## Nurturing Asia's creative minds through pitching competitions

Beyond providing a platform for networking, sealing business deals and knowledge exchange, ATF and ScreenSingapore also places emphasis on nurturing the region's creative minds.

The latest partnership with PWPIC intensifies existing efforts, and opens doors for up-and-coming Asian talents to export their ideas for online movies into China, by tapping on PWPIC's ties with major OTT platforms industry Tencent and iQiyi.

Based in China, PWPIC produces up to 800 hours of scripted and unscripted TV programmes annually, and is an active marketer of foreign films in China, having brought Hollywood hits like "Ghost Rider 2", "The Last Stand", "Ender's Game", "Rush" and the "Divergent" franchise into the country.

The announcement comes on the back of the launch of ATF Animation Pitch this year. In partnership with India's largest animation producer, Green Gold Animation Pvt Ltd, the competition is a platform for Asia-based producers of new and original children's animation concepts to showcase their ideas. Tomorrow, five finalists – shortlisted from 61 entries – will participate in a "live" pitch, where only one will emerge as winner.

Additionally, 2017 has seen the return of the ATF Formats Pitch and SAFF Project Market.

Backed by global partner and leading independent distributor, all3media International, the second edition of ATF Formats Pitch will connect producers and their in-development unscripted entertainment formats with commissioners, investors and co-production partners. The best format will be selected from among five finalists and announced on 30 November.

Meanwhile, the third installation of the SAFF Project Market – a collaboration between ScreenSingapore, the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB) – will match 15 selected film producers and their promising feature films with a global network of media financiers, distributors, and collaborators who can help springboard their productions into the industry. Winning projects from the competition will be announced on 1 December.

With the convening of thousands of delegates and esteemed experts from around the world at ATF and ScreenSingapore 2017, the future of film and television in Asia looks bright and promising as participants and industry players seek to leverage new trends and emerging opportunities to strategically manoeuvre the entertainment content industry in 2018.

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

### **About the Singapore Media Festival**

The Singapore Media Festival, hosted by the Info-communications 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 23 November 2017 to 3 December 2017, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore, the Asian Television Awards (ATA) and SMF Ignite. For more information about the Singapore Media Festival, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com).



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Asia's entertainment content market

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