

FOR IMMEDIATE RELEASE

BIG DATA TAKES CENTRE STAGE AT THE ATF LEADERS' SUMMIT 2017

Fresh insight on consumer preferences and success stories to guide content industry into 2018

SINGAPORE, 27 September 2017 – Asia TV Forum & Market (ATF) today announced a major focus on Big Data at its ATF Leaders' Summit (28 November 2017), a gathering of decision makers that will mark the start of the four-day event taking place from 28 November to 1 December 2017.

Through television and online viewing, today's consumers generate large amounts of data. Using analytics, content businesses can then leverage this information to gain complete understanding of audience behaviours and preferences. With Asia being one of the media world's fastest growing regions, ATF Leaders' Summit's focus on big data aims to uncover Asian consumer inclinations, to enable regional and global content players to tap on opportunities.

Yeow Hui Leng, Senior Project Director of ATF and ScreenSingapore said, "In the face of rising Asia, the ATF continues to build on our position as the region's leading platform for the content industry. To this end, our conference constantly evolves and adapts to provide fresh insight pertinent for thriving in today's content business. For this reason, the ATF Leaders' Summit will place a spotlight on big data, which has no doubt become the foundation for guiding investment and strategies. Through these sessions, executives will gain a clearer picture of a region and its audiences that thrive on disruption, to create competitive advantages for themselves."

ATF's new Knowledge Partner to kickstart conference with exclusive insights

As the first order of the day, ATF's Knowledge Partner, Kantar, will reveal hard-hitting insights at "The Future of Content". Led by Stephane Alpern, Managing Director (APAC) of Kantar Futures, the by-invite-only breakfast networking session will bring foresights, trends and futures to the fore. Amid an industry climate where new channels and formats are creating new playing fields, these findings will be key for success.

This will lead into the opening session of the ATF Leaders' Summit conference, where Kantar will stage a two-part "Big Picture Panel":

- "Marrying the Right Data with the Right Content", where Pablo Gomez, Regional Head (APAC) of Kantar Milward Brown will reveal insight on the right data-and-content combination for successful brand strategies.
- "Is Advertising Dying?", a panel discussion on whether content is the way for brands to connect with consumers. Here, Kantar will be joined by prominent industry names, along with significant players in the ecosystem.

Produced by



ASIA TV FORUM & MARKET
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Asia's entertainment content market

28 NOV 2017
ATF Leaders' Summit

29 NOV - 1 DEC 2017
Market. Conference. Networking Events

Co-located with



MARINA BAY SANDS, SINGAPORE

Socialbakers' founder to deliver exclusive address on big data

Completing the big data picture, this year's ATF Leaders' Summit will host global Forbes "30 Under 30" lister and Founder of Socialbakers, Jan Rezab. A well-reputed social media analytics expert, Jan Rezab will delve into some of the most debatable aspects of modern business justification for strategies and decisions, and share some of the biggest lessons many have yet to learn from.

With fresh statistics about APAC consumers and relevant case studies to learn from, the ATF Leaders' Summit will enable decision-makers to implement the right roadmap for the year ahead, as disruptive technologies, changing customer expectations and regulatory scrutiny continue to transform the content business.

To further strengthen industry knowledge, the ATF Leaders' Summit will also address other core industry issues and uncover strategic opportunities. More information about the ATF Leaders' Summit and speakers will be available at www.asiatvforum.com/en/programme.

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

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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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