

## 28 NOVEMBER 2017 | TUESDAY

### LEADERS' SUMMIT

Level 4, Roselle Ballroom

10.00am — 10.20am  
**Marrying the Right Data with the Right Content**

10.20am — 10.45am  
**Is Advertising Dying?**

10.45am — 11.35am  
**The Inconvenient Truth**

11.40am — 12.20pm  
**The Evolution of Storytelling**

12.20pm — 12.50pm  
**The Might of Indonesia**

2.00pm — 2.30pm  
**Analyst Exclusive Presentation**

2.30pm — 3.00pm  
**A Spanking New Paradigm**

3.00pm — 3.40pm  
**Digital Traditions & Innovations**

3.40pm — 4.15pm  
**View From The Top**

4.15pm — 4.50pm  
**Content Titans Talk**

4.50pm — 5.20pm  
**Leading Asia: In Conversation Thai PBS**

5.20pm — 5.50pm  
**Leading Asia: In Conversation HOOQ**

### NETWORKING EVENTS

8.45am — 9.45am  
**Breakfast & Presentation Exclusive: The Future of Content**  
*(By Invitation Only)*

Level 4, Peony 4511 / 4512

*By Leaders' Summit Knowledge Partner*

**KANTAR**

6.00pm — 8.00pm

**SMF Official Party**  
*(By Invitation Only)*

The Art Science Museum (MBS)

## 29 NOVEMBER 2017 | WEDNESDAY

**MARKET STARTS FROM : 29 NOVEMBER 2017 9AM - 6PM**

**THE CONTENT CONNECTION CONFERENCE**  
Level 4, Roselle Ballroom

11.30am — 12.30pm  
**Here Comes the Smashing K-Formats!**

*Sponsored by*

**KoCCA**  
KOREA CREATIVE CONTENT AGENCY  
한국콘텐츠진흥원

2.00pm — 2.30pm  
**Bollywood & Beyond: Fresh Content from India**

2.35pm — 2.55pm  
**What Do Indian OTT Buyers Want?**

3.00pm — 6.00pm  
**China Exclusive C2C, The New Content Monetization Phenomena**

*Sponsored by*

**ipon** **Norwegian Film**  
Supported by Norwegian Film Institute

**VR X SMF IGNITE CONFERENCE**

Level 4, Peony 4411 / 4412

10.30am — 11.00am  
**Opening Keynote with Q&A**

11.00am — 11.25am  
**The China Story**

11.25am — 11.45am  
**Conceptions & Misconceptions**

11.45am — 12.15pm  
**Live & Learn**

2.00pm — 2.25pm  
**The Future of VR**

2.25pm — 3.15pm  
**Post Production Magic**  
*Brought to you by*

**INSTITUT FRANÇAIS**  
SINGAPOUR

3.15pm — 3.40pm  
**VR in the Age of Digital Transformation**

3.40pm — 4.05pm  
**Designing, Collaborating and Storytelling**

4.05pm — 4.35pm  
**Players of the Ecosystem**

5.00pm — 5.30pm  
**VR: But What Next?**

5.30pm — 6.00pm  
**End Keynote: Money Talks**

### NETWORKING EVENTS

10.00am — 10.45am  
**Opening Ceremony**  
Level 4, Roselle Ballroom

11.00am — 11.45pm  
**New Anime Shows from TMS Entertainment for 2018 Networking Tea Break**  
Level 4, Peony 4511 / 4512

*Sponsored by*

**TMS**  
ENTERTAINMENT CO. LTD.

12.00pm — 2.00pm  
**Business Networking Session CIO Academy Asia**  
*(By Invitation Only)*

Screening Room @ Singapore Pavilion - Level 5, H08 / E08

12.00pm — 2.00pm  
**China Showcase & Networking Lunch**  
Level 4, Lotus 4D / 4E

*Sponsored by*

**CHINA**

12.30pm — 1.30pm  
**K-Format Networking Reception**  
Level 4 Foyer

*Sponsored by*

**KoCCA**  
KOREA CREATIVE CONTENT AGENCY  
한국콘텐츠진흥원

2.00pm — 3.00pm  
**Taiwan Pavilion Happy Hour**  
Taiwan Pavilion (Taitra) - Level 5, C10

2.30pm — 4.30pm  
**Taiwan TV & Cinema Showcase**  
Taiwan Pavilion (Bamid) - Level 5, D10

3.00pm — 5.00pm  
**Cocktail Party & Rainbow Art Event**  
KCA Booth - Level 5, L10

4.30pm — 5.30pm  
**Singapore Hour**  
Singapore Pavilion - Level 5, H08 / E08

6.00pm — 10.00pm  
**SMF Pub Crawl**  
Read Bridge @ Clarke Quay

8.30pm — 11.30pm  
**ATF Opening Party**  
F. Club Singapore

*Sponsored by*

**fashiontv**

## 30 NOVEMBER 2017 | THURSDAY

### PRODUCTION DAY CONFERENCE

Level 4, Roselle Ballroom

10.00am — 10.45am  
**Trending Asia, Winning Formats**

10.50am — 11.25am  
**Keynote Panel: Super Formats**

11.30am — 12.30pm  
**ATF Formats Pitch 2017**

*Global Partner*

**all3media**  
international

1.10pm — 1.30pm  
**Exclusive Research**

1.30pm — 2.00pm  
**The 360 Experience Kids Want**

2.00pm — 2.25pm  
**Creative Thinking & Storytelling**

2.30pm — 3.00pm  
**ATF Animation Pitch 2017**  
Finalists on Stage

3.00pm — 3.20pm  
**Judges Deliberate Exclusive Research (Kids)**

3.20pm — 3.30pm  
**ATF Animation Pitch 2017**  
Winner Announcement

*Global Partner*

**GREEN GOLD**

3.45pm — 4.10pm  
**Keynote: Betting On Content**

4.15pm — 4.50pm  
**The Directors' Collective**

4.55pm — 5.35pm  
**Angels, Dragons & Sharks**

### NETWORKING EVENTS

8.45am — 9.50am  
**Breakfast & Presentation**  
**Spotlight On Indonesia Market Update 2017**  
*(By Invitation Only)*

Level 4, Peony 4511 / 4512

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**IDC**  
ANALYZE THE FUTURE

12.30pm — 1.45pm  
**Norwegian Film & Lunch**  
Norway Pavillion - Level 5, L27

2.00pm — 3.00pm  
**Taiwan Pavilion Happy Hour**  
Taiwan Pavilion (Taitra) - Level 5, C10

2.45pm — 5.00pm  
**Movie Mixing Studio Tour At Mediacorp**  
*(By RSVP)*  
Mediacorp New Campus

4.00pm — 5.00pm  
**Happy Hour @ Busan Digital Content**  
Korean Busan Digital Content Pavilion - Level 5, N14

**French Cocktail**  
TVFI French Pavilion - Level 5, E10/F10

**Singapore Hour**  
Singapore Pavilion - Level 5, H08/E08

4.30pm — 5.30pm  
**Korea Pavilion Cocktail Hour**  
Korea Pavilion - Level 5, H10

5.00pm — 6.00pm  
**Japan Pavilion Sushi & Cocktail Party**  
Japan Pavilion, Level 5, A24

6.30pm — 8.30pm  
**Canada @ ATF 2017 Cocktail Reception**  
*(By RSVP)*  
Canada Official Residence 9 Swettenham Rd

## 1 DECEMBER 2017 | FRIDAY

**SOUTHEAST ASIAN FILM FINANCING (SAFF) CONFERENCE**  
Level 4, Roselle Ballroom

10.00am — 10.45am  
**Europe & Asia: An Insight Into Co-Productions**

10.50am — 11.35am  
**Rising Giant: Spotlight On Indonesia**

11.35am — 12.20pm  
**Meet The Financiers**

1.30pm — 2.15pm  
**The Asean Film Economy: Trends & Movements Ahead**

2.15pm — 3.00pm  
**Sourcing For New Business Models In Media Financing**

3.20pm — 3.55pm  
**Korea's Location Incentive For International Production-Filming**

4.00pm — 4.40pm  
**Creating Buzz: Marketing and Publicity for Indies**

4.45pm — 5.25pm  
**Keynote: Bringing a Local IP Global**

5.30pm — 6.00pm  
**SAFF Project Market Prize Ceremony**

*Award Sponsored by*

**AURORA MEDIA**

**BASECAMP FILMS**

**RED YELLOWBOX**

*In Partnership with*

**SAAVA**

### NETWORKING EVENTS

8.45am — 9.50am  
**Breakfast & Presentation The Online/ OTT Order: A New Rebel Alliance?**  
*(By Invitation Only)*

Level 4, Peony 4511 / 4512

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**IHS Markit**