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PROMINENT INDONESIAN MEDIA MOGUL TO HEADLINE ASIA TV FORUM & MARKET 2017

Over 90 thought leaders to guide content industry into 2018

Singapore, 3 November 2017 – Asia TV Forum & Market (ATF) today announces that Indonesian magnate, **Hary Tanoesoedibjo**, has joined the ATF Leaders' Summit (28 November 2017) speaker line-up, adding to the list of C-Level executives presenting at the ATF Conference, who represent leading content brands such as Amazon Prime, Marvel Entertainment, PCCW Media Group and Sony Pictures Television.

From 28 to 30 November 2017, more than 90 thought leaders will deliver fresh insight at over 24 ATF conference sessions, discussing present-day issues such as big data, movement in the over-the-top (OTT) scene, new monetisation strategies, unscripted entertainment formats and kids content.

Yeow Hui Leng, Senior Project Director of ATF and ScreenSingapore said, "In cementing our position as the content industry's gateway to a rising Asia, ATF has always sought to present the most relevant speakers, to keep delegates abreast of major industry developments and shifts. The addition of Hary Tanoesoedibjo – a prominent figure in Indonesia's media scene – is a testament to ATF's standing. With many a-list content experts headlining the ATF 2017 conference, we are confident that attendees will receive critical knowledge as they plan for the new year."

Hary Tanoesoedibjo to uncover the might of Indonesia

In his position as the founder and chairman of MNC Group, **Hary Tanoesoedibjo** will deep-dive into "The Might of Indonesia", and shed light on how Indonesia's largest media group is shaping the country's media landscape in the year to come.

MNC Group is also one of Southeast Asia's most well-established media conglomerates, boasting media assets such as four national free-to-air televisions (RCTI, MNCTV, GTV and iNews), a wide-reaching direct-to-home Pay TV service (MNC Vision), a fixed broadband network and IPTV (MNC Play) as well as an OTT service (MNC Now).

Hary's presentation at the ATF Leaders' Summit adds to other initiatives where ATF will place a spotlight on Indonesia, in conjunction with the Singapore Media Festival's Country of Focus initiative. At "Networking Breakfast – Spotlight on Indonesia 2017", global market intelligence firm IDC will share its latest data on the country's TV market.

Indonesia will also have a strong showing on the market floor. Content producers looking to sell into Southeast Asia's most populous nation can look forward to interacting with buyers representing broadcasters and platforms such as Hooq, Indonesia Entertainment Group, MNC Contents and PT Cakrawala Andalas Televisi Antv.

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Industry powerhouses to share essential knowledge at more than 24 conference sessions

Along with the Indonesian media mogul, various distinguished content business veterans will delve into content business-technology strategy at the ATF Leaders' Summit. Another key session for the day will gather head-honchos of leading OTT platforms – **James Farrell**, Head of Content, Amazon Prime (APAC); **Janice Lee**, Managing Director, PCCW Media Group; **Mark Britt**, Co-Founder & CEO, iflix; and **Peter Bithos**, CEO, HOOQ – to deliberate “The Evolution of Storytelling” in today's omni-platform environment.

New investment opportunities and business models that have arisen from today's digital rituals will be brought to the fore at “Digital Traditions & Innovations”. Speakers include **Alexander Shulgin**, Futurist & Venture Capitalist, Familia Group; **Dhruv S Sinha**, Head for Hollywood & Overseas Business, Reliance Entertainment; **George Chien**, Executive Vice President (Networks), Sony Pictures Television; and **Parminder Singh**, Chief Commercial and Digital Officer, Mediacorp.

Other sessions at the ATF Leaders' Summit will facilitate discussions on big data, leveraging content for consumer engagement, monetisation strategies, technology-driven content and significant leadership shifts in the APAC region.

“The Content Connection” track on 29 November 2017 will spotlight strategic opportunities amid dynamic market conditions. Asian and international businesses keen to learn from the best in China can bookmark “China Exclusive: C2C, The New Content Monetisation Phenomena”, and look forward to hearing from the likes of **Christine Qian**, Founder & CEO, Media 360; **Xun Zhang**, Founder & CEO, Konnexions Media; **Zhiqiang Lin**, Executive Deputy Director, SMG New Media Business Unit; **Zhixing Fan**, Co-founder / Founder, Yitiao; and **Zhou Hao**, Vice President, IPCN. Other sessions on this day will focus on fresh content, as well as the biggest buyers, from the booming Asian markets of India and South Korea.

And on 30 November 2017, the “Production Day” conference track will seek to grow industry capabilities. Format experts **Hwang Jin-woo**, Head of Formats & Global Content Development, CJ E&M; **Laura Burrell**, Head of Formats, Viacom International Media Networks; **Michael Dick**, Vice President, Acquisition, Management and Content Acquisitions, Fox Networks Group Asia; and **Stephen Lambert**, CEO, Studio Lambert will convene for the day's keynote panel on “Superformats – License to Last”, a sharing on the ingredients for successful formats.

Kids content will also be a feature on this day. At the panel on “The 360 Experience Kids Want”, executives behind the successes of Baby Shark, Peppa Pig, Chhota Bheem and Marvel characters will share their experience in creating compelling all-rounded experiences for young audiences. Leading the session as moderator, **Don Anderson**, Head of Family & Learning Partnerships, YouTube APAC, will direct one of the most captivating of gatherings with **Hyemin Gemma Joo**, Senior Manager (Media Distribution), SmartStudy (Baby Shark); **Olivier Dumont**, Managing Director, Family & Licensing, Entertainment One (Peppa Pig); **Rajiv Chilaka**, Founder & CEO, Green Gold Animation Pvt Ltd (Chhota Bheem); and **Sana Amanat**, Director of Content & Character Development, Marvel Entertainment.



Known to many as the co-creator of Marvel's first Muslim superhero, Kamala Khan (also known as Ms. Marvel), **Sana Amanat** is also credited for the rebooted Captain Marvel and helped launch the Women of Marvel panels. At ATF, she will also discuss "Creative Thinking and Storytelling", with **Don Anderson** in a candid fireside chat.

Cable and satellite television network giant, HBO, will also take the stage with a keynote presentation by **David Levine**, Co-Head, HBO Drama Series Home Box Office. This will be followed by "The Directors' Collective", where **Jessica Kam**, Senior Vice President (HBO Asia Original Productions), HBO Asia, will deep-dive into present-day movements and partnerships in Asia. She will be joined by directors **Ho Yu Hang**, **Joko Anwar** and **Lee Sang-woo**. The panel will be moderated by **Daniel Yun**, Veteran Film Producer, Blue3 Asia.

"Over the past 18 years, ATF has become a crucial business platform for connecting the global content industry with the burgeoning Asian market. With this year's strong line-up of speakers, the ATF conference will certainly provide essential knowhow for delegates to shape their businesses and thrive in the ever-evolving content landscape," concluded **Yeow Hui Leng**.

The full ATF conference programme is available at www.asiatvforum.com/en/programme. Pre-event registration for the conference is open until 17 November 2017.

ATF is co-located with ScreenSingapore, and is part of the Singapore Media Festival.

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About Asia TV Forum & Market (ATF) 2017

Asia TV Forum & Market – this 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 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.



Co-located with



MARINA BAY SANDS, SINGAPORE

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 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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