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WINNERS OF INAUGURAL ATF ANIMATION PITCH AND SECOND ATF FORMATS PITCH UNVEILED

*Inaugural ATF Animation Pitch prizes goes to Taiwanese producer,
while Indonesian entry tops ATF Formats Pitch*

Singapore, 30 November 2017 – After an exciting round of on-stage pitches where producers from all over Asia presented their ideas, winners of the inaugural Asia TV Forum & Market (ATF) Animation Pitch and second ATF Formats Pitch were unveiled today.

studio2 Animation Lab from Taiwan wins the inaugural ATF Animation Pitch



(L-R) Grace Chuang and Chiu Li Wei from studio2 Animation Lab receiving the cheque from Rajiv Chilaka, Founder & CEO, Green Gold Animation Pvt Ltd at the ATF Animation Pitch prize presentation ceremony

Reed Exhibitions and global partner Green Gold Animation Pvt. Ltd. announced studio2 Animation Lab as the winner of the first-ever ATF Animation Pitch. The animation concept, titled “The Western Journey of Pigsy”, wowed the on-stage jury for its creativity and strong appeal to children. The line-up of judges, which comprises some of the biggest names in kids’ animation and entertainment, also saw strong potential for the concept to be exported and extended to a series.

Targeted at creators and producers of innovative concepts for new and original kids’ animation, ATF Animation Pitch is aimed at facilitating the exchange of ideas and talent between leading international television, distribution and Asian-based producers. In total, 61 entries were received from all over Asia.

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"I am thrilled and excited to be named the winner of the inaugural ATF Animation Pitch. We had a unique concept and we felt that it allows viewers to experience the Journey in the West story in a contemporary way. Moving forward, we will work towards developing the script for the concept," said Chiu Li Wei, Director, studio2 Animation Lab.

Chiu Li Wei and Grace Chuang from studio2 Animation Lab received a US\$19,000 prize from Green Gold Animation Pvt Ltd. This includes a US\$2,500 cash award, and a consultancy package worth US\$16,500 that is tailor-made for them to further develop the winning animation, making it ready to pitch to broadcasters.

ATF Formats Pitch revealed its second winner – Gamaliel Paulus (Gammy) from Indonesia



(L-R) Spruce Leong, Mediacorp; Amreet Chahal, all3media International; Janine Stein, Content Asia; Stephen Lambert, Studio Lambert; Gamaliel Paulus (Gammy), Winner of ATF Formats Pitch 2017; Rachel Glaister, EVP Brands & Press(inc Marketing), all3media International and Alan Hodges, A+E Networks at the ATF Formats Pitch prize presentation ceremony

After a closely contested fight between five finalists, leading independent distributor all3media International and ATF announced that Gamaliel Paulus (Gammy) from Indonesia, came out on top, winning S\$3,500 in cash and a S\$16,500 consultancy package tailor-made to develop the format, making it pitch-ready for broadcasters.

ATF Formats Pitch is the premier Asian pitching competition designed to discover innovative concepts for new and original non-scripted entertainment formats from the pan-Asian region. This platform showcases the best of Asia, and exposes ideas for export and development within and even outside of the region.



In its second year, the competition received more than 50 entries from 13 countries and only five finalists were selected to pitch their concept during the live on-stage judging session which concluded earlier today. Formats were evaluated based on creativity, originality and capacity to return for multiple series. The winning concept must also have the capability to resonate with audiences globally.

Portraying all these qualities was the winning format, Ranking. It is a game show where participants have to guess the correct order of a ranking in return for prizes. Besides the excitement value that comes with game shows, it also serves to dish fun facts and information to viewers. The judges loved the simplicity of the idea and felt that it had great potential for further development.

“As many people are familiar with rankings, I believe my format will appeal to any country. Also, I have not seen it in the form of a game show concept. As a producer myself, I understood that for a format to do well, it has to be simple. I am very thankful for the win, I didn't expect it at all,” said Gamaliel Paulus (Gammy).

To further develop the format and make it ready for pitching to broadcasters, Gamaliel Paulus (Gammy) will work closely with all3media International. This follows the success of “Hit It” from XTREME Media, which won at the inaugural ATF Formats Pitch last year, and has received its first local commission for a debut in February 2018.

Aside from the ATF Animation Pitch and ATF Formats Pitch, ATF and ScreenSingapore is also home to another pitching competition, the Southeast Asian Film Financing (SAFF) Project Market.

ATF and ScreenSingapore is part of the Singapore Media Festival (SMF).

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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 events 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 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.

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