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ASIA TV FORUM & MARKET GEARS UP FOR 20TH ANNIVERSARY IN 2019

Co-located with ScreenSingapore, 2018 edition ends on strong note with largest turnout

SINGAPORE, 11 December 2018 – The 19th edition of Asia TV Forum & Market (ATF) and 8th ScreenSingapore, Asia's leading entertainment content market and conference, ended on a strong note on 7 December 2018 with the biggest-ever representation from the international content industry.

Yeow Hui Leng, Group Project Director of ATF and ScreenSingapore commented, "Asia continues to garner more eyeballs not only being a global growth leader in media and entertainment industry, but also for the myriad of content, talents and untapped potential. ATF will be celebrating our 20th year anniversary next year. We believe not just in presenting the best content, but also in being the best platform where delegates can gain the freshest insights and seal lasting partnerships to navigate the dynamic entertainment content landscape."

Record turnout with new official pavilions at ATF and ScreenSingapore market floor

From 4 to 7 December 2018¹, more than 5,600 delegates from 58 countries and regions across the globe converged at the market floor, as they sought opportunities to buy, sell, co-produce and distribute content.

Close to 770 exhibiting companies including key Asian brands and major international studios from around the world showcased their latest programming and content. They included CBS Studios International, Disney, FOX, MGM, NBC Universal Television, Paramount Pictures, Sony Pictures Television and Warner Bros.

For the first time, the emerging content powerhouses of Philippines and Poland joined the list of 19 official pavilions, proof of ATF and ScreenSingapore's global standing in media and entertainment industry.

Preliminary estimates from exhibitor feedback put the total value of deals brokered at more than US\$313 million. Amongst announcements made at ATF and ScreenSingapore 2018 were:

- Gusto Worldwide Media baked a deal with South Korea's UMAX for "Flour Power"
- HOOQ partnered Ucast to add online channels to its freemium offering
- iflix and Next 10 Ventures launched the iflix Creators Hub to accelerate short form video production
- ITV Studios Global Entertainment extended the KT Corp output deal and secured raft of sales in Korea and Japan
- Myanmar National Television to broadcast a series of shows produced by Japan's local stations
- Nippon TV's hit scripted format "Abandoned" to be adapted by Thailand's JSL Global Media

¹ The ATF and ScreenSingapore market took place from 5 to 7 December 2018, while conference sessions ran from 4 to 7 December 2018.

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- Studiocanal inked deal with Hong Kong's PCCW for three premium English-language dramas to be aired on ViuTVsix in 2019

In celebrating Singapore's ties with ATF and ScreenSingapore Country of Focus, Philippines, the following partnerships were sealed at the market:

- ABS-CBN Films and Cre8 Productions signed a memorandum of understanding to co-produce and co-finance a slate of six feature films featuring original stories from some of the top storytellers in Southeast Asia
- Cre8 Productions will also collaborate with Philippines' Star Cinemas and Ursa Pictures to co-produce six films and three projects respectively

With a vibrant market, attendees from the market floor comprising exhibitors, buyers and participants spoke strongly about the event:

- Malvika Prabhu, Head - Networks Licensing, Sony Pictures Networks India: ATF is a renowned convention for serious buyers and sellers in Asia. Sony Pictures Networks India has been a regular and active participant of the event and it holds a prominent position in our annual calendar. ATF provides a platform to engage with a large part of Asia, which is one of our most critical and profitable markets. It also serves as a great window to the emerging trends in the market and the possibility to explore new avenues of revenue generation. The quality of meetings, the credible sense of business and the conducive setting keeps us interested in ATF year on year.
- Ganesh Rajaram, General Manager Asia, International, FremantleMedia Asia: No other market in the region comes close to ATF in terms of scale, depth and the kind of clients it attracts. Since I first exhibited at ATF in the mid-1990s, it has evolved to become very popular. Most of our clients in Asia now think of Asia as a must-attend.
- Brendan Zauner, Senior Vice President - Sales, Twentieth Century Fox Television Distribution: ATF is a really important market for us to meet with Asian clients who do not necessarily travel to other markets. It is also a time where we finalise businesses before the calendar year ends.

With a greater reliance on local content amongst broadcasters, content now has to be relevant to Asia. Thus, while we're a global company, we also have to produce content like a local company – so ATF fills that for us very nicely.

- LV Chenteley, Manager, Indian Programming and Content Acquisition, MioTV @ SingTel: The sheer diversity of content offered at ATF makes it a good market. Also, the conference topics are a great way to connect with the changing landscape so that we understand the new developments. ATF is definitely a good place to be.
- Iljoong Kim, Deputy Manager, Broadcasting Division, Global Marketing Team, Korea Creative Content Agency: ATF is a very important and growing market for Asia, especially for Korean content due to its rising popularity. As a government organisation, KOCCA supports Korean content companies to provide business opportunities, and through ATF we have been able to showcase our new drama line-up for next year.

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- Wilfredo C. Manalang, Executive Director, Film Development Council of The Philippines: It is our first time here at ATF as a pavilion representing Philippines. We have brought around 40 companies involved in film production, TV and animation, and most of them managed to get important deals. We hope to help them to develop and reach the international market. We have been attending different markets, and we think that it is important to have one that is Asia-focused so that we can have a voice amongst the international markets

Over 105 industry luminaries delivered insights at four-day conference

This year's ATF and ScreenSingapore conference kicked off with the **ATF Leaders' Summit** and focused on "The Next New". The sessions saw a line-up of C-Level executives from non-conventional new digital players. These included **Curt Marvis**, CEO and Co-Founder of QYOU and **Steve Burns**, Chief Content Officer of Curiosity Stream.

Placing a spotlight on Philippines was the panel on "Country of Focus: Philippines at the Crossroads", where **Carlo Katigbak**, President and CEO of ABS CBN Corporation; **Vincent Reyes**, President and CEO of TV5; and **Guido Xavier R. Zaballero**, Chief Marketing Officer, Signal TV shed light on what's next in the country's media and entertainment landscape.

Production Day (6 December) brought together creative leaders to discuss relevant issues and explore case studies. Keynote speakers included **Jennifer Batty**, Chief Content Officer of HOOQ and **Craig Galvin**, Global Director of Content at iflix. Format experts including **Michael Peter Schmidt**, Chief Creative Officer of Red Arrow Studios, shared best tips for exporting Asian formats to the West.

At the Southeast Asian Film Financing (SAFF) Conference (7 December), film financing luminary **Lee V. Ho** took centre-stage with his keynote titled "Film & Finance: Harnessing Opportunities across the Pacific Rim" that offered guidance on how Southeast Asian filmmakers can tap on the media financing markets of Hollywood and China, and what it takes to effectively marry the twin tenets of art and commercial viability.

Budding talent shine at pitching competitions

Following intense sessions of live pitches to on-stage judges or potential collaborators, eight winners were crowned champions at four pitch competitions.

Three theatrical movie concepts – 《机器小木兰》 (English title: Mulan, The Robot Girl), 《热带之夜》 (English title: One Night in Geylang) and 《請為這片土地做點事》 (English title: Please Do Something for this Land) – emerged tops at the inaugural ATF Chinese Pitch.

ATF Formats Pitch revealed its third winner – "Serenade" by phoSumpro! from Malaysia – while the judges of the second Animation Pitch were impressed by "Galli Leo Lei" by PT Kumata Indonesia.

And at the fourth Southeast Asian Film Financing (SAFF) Project Market, "Filipino" took home the prestigious Cre8 Co-Production Award, "The Carjacker" won the Aurora Media Award and "The Women" received the AV8 Award.

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Under the umbrella of Singapore Media Festival, the next edition of ATF and ScreenSingapore will return from 3 to 6 December 2019.

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About Asia TV Forum & Market (ATF) 2018

Asia TV Forum & Market (ATF) – 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 arenas. Its business match-making opportunities open doors to some of the best new offerings in the region. With over 5,500 international buyers and sellers from 54 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit www.asiatvforum.com

About ScreenSingapore 2018

ScreenSingapore is Southeast Asia's definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and stay abreast of the evolving film landscape.

After its continued success in 2017, 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 over 30 countries. In 2017 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 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

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About the Singapore Media Festival (SMF)

The Singapore Media Festival, hosted by the Infocomm 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 29 November to 9 December 2018, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore and SMF Ignite. For more information about the Singapore Media Festival, please visit www.sgmediafestival.com.

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