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WINNERS OF INAUGURAL ATF CHINESE PITCH, THIRD ATF FORMATS PITCH AND SECOND ATF ANIMATION PITCH UNVEILED

Singapore, 6 December 2018 – After two days of exciting on-stage pitches where finalists from various Asian countries presented their ideas to esteemed industry veterans, winners of the inaugural ATF Chinese Pitch, third ATF Formats Pitch and second ATF Animation Pitch were unveiled.

New concepts for Chinese theatrical movies

Co-organised by Reed Exhibitions and G.H.Y Culture & Media, the ATF Chinese Pitch provides a platform for talents from around the world to expand into Chinese-speaking territories. The competition aims to encourage, promote and reward creativity, originality and innovation.

The three esteemed judges for the inaugural ATF Chinese Pitch were Chen Xiao, Vice President of iQIYI; Guo Jingyu, Creative Director & Group CEO of G.H.Y Culture & Media (Singapore) Pte Ltd and Xiao Ji Xiang Tian, renowned screenwriter of the online drama series “The Ferry Man” and “the Ferry Man II”.

Three winners from Hong Kong, Malaysia and Singapore were chosen from amongst the submissions. Each received a cash prize of \$3,500 and was judged to have excelled in multiple areas including creativity and originality, plot, characters and dialogue, as well as commercial potential.



Lee Chee Tian (left) from The Big Shots LLP with Guo Jingyu at ATF Chinese Pitch prize presentation ceremony



Tang Jia Jie (left) with Chen Xiao at ATF Chinese Pitch prize presentation ceremony



Liang Shengfa (left) with Chen Xiao at ATF Chinese Pitch prize presentation ceremony

《机器小木兰》(English title: Mulan, The Robot Girl) was one of three winners in the Theatrical Movie category, opening doors for The Big Shots LLP (Singapore) to further develop the concept for release in cinemas. It tells the story of an eight-year-old girl who found herself to be a military robot, and took on the responsibility of defending her country when it was under attack by an enemy.

Produced by



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Lee Chee Tian from The Big Shots (Singapore) said, "The win gave us a much-needed confidence boost and recognition, validating our belief in the potential of our pitched project's appeal to audiences in Chinese-speaking territories. Coming from a geographically small country with a limited domestic market, this win provides a valuable opportunity for our project to reach out to a larger Chinese audience beyond Singapore, since it is merited at the regional level. We hope that this project will open doors for our company to create more content for the Chinese market across Asia."

《热带之夜》(English title: One Night in Geylang) was also recognised for its potential as a theatrical movie. The idea for the film came about during scriptwriter Tang Jia Jie's (Malaysia) visit to Singapore. It focuses on a hawker who caused a zombie crisis in Geylang overnight as a result of him selling illegal aphrodisiacs.

"I'm really thrilled about the win – it was quite unexpected as there were other strong contestants," shared Tang. "I hope that the concept will win recognition from potential investors to turn it into an actual movie."

Theatrical movie concept 《請為這片土地做點事》(English title: Please Do Something for this Land) was the third and final winner of the ATF Chinese Pitch. In this film concept by Liang Shengfa (Hong Kong), the lead character tries to save the dragonboat culture in his village.

Liang said, "We are very happy about the win and honoured that our story received recognition from the three judges. With their feedback, we plan to further develop the story in hopes that it will make it to the big screen. We are grateful for this platform because it has provided an opportunity for us to meet with well-established production companies and producers."

ATF Formats Pitch revealed its third winner – phoSumpro! from Malaysia with "Serenade"

Standing out amongst finalists of the third ATF Formats Pitch, "Serenade" by Malaysia-based production house phoSumpro! emerged as the winner, receiving S\$5,000 in cash to develop the idea. Using the ultimate romantic imagery of Romeo and Juliet's balcony scene with a touch of cultural heritage as the backdrop, contestants serenade guest celebrities, and they could either be rained on with beautiful roses or have their passion doused with a bucket of ice-cold water. Plenty of laughs, social awkwardness and a healthy dose of emotions can be expected in this twist of Shakespeare-meets-lip-sync battle.

Yin Tan, Content Creator and Producer, phoSumpro! commented, "We are thankful and honoured to win the ATF Formats Pitch among the many great submissions. 'Serenade' was inspired by stories from the grandmother of Mai Fernandez (Content Creator and Director, phoSumpro!). We wanted to make a format that warms and touches people's hearts. We hope to see 'Serenade' being adapted internationally as we believe that it is a charming, adaptable and evergreen format that can be produced anywhere in the world."



Mai Fernandez and Yin Tan of phoSumprom! (middle) at the ATF Formats Pitch prize presentation ceremony

Organised by Reed Exhibitions and all3media, 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.

“Galli Leo Lei” by PT Kumata Indonesia wins the second ATF Animation Pitch

At the ATF Animation Pitch, “Galli Leo Lei” by PT Kumata Indonesia impressed judges with its originality, creativity and edutainment elements that would make it viable for export and development outside Asia.



Daryl Wilson of PT Kumata Indonesia (middle) with on-stage judges of the ATF Animation Pitch at the prize presentation ceremony

“Galli Leo Lei” is a tale about three curious mice who always want to know how things work, finding themselves in wild predicaments which require them to design inventions that they must put to the test through scientific experiments. Galli, Leo and Lei make the perfect thinking team. Together they ask questions, think of answers, analyse their thoughts and put them to the test. Through all their adventures together, Galli, Leo and Lei never fail to maintain their sense of awe, wonder and excitement in learning new things about the world around them.

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For this win, PT Kumata Indonesia received a US\$19,000 prize from Green Gold Animation Pvt Ltd. This comprises a US\$2,500 cash award and a consultancy package worth US\$16,500 tailor-made for them to further develop the winning animation, making it ready to pitch to broadcasters.

Daryl Wilson, Founder and Chief Executive Officer of PT Kumata Indonesia, commented: "It is a big surprise for us. This project has been in development for almost five years. When we presented it to a couple of broadcasters back then, they said the concept was not feasible. But that didn't hold us back – we refined our idea based on their feedback, and all these paid off."

"We are taking a 360 approach for this concept from creating online games to setting up an educational portal and a comic book series. We hope to educate, inspire and stimulate curiosity for learning in a fun and entertaining way," added Wilson.

With the tagline "DREAM. BELIEVE. AND FINALLY... DARE", the competition targets creators and producers of new and innovative concepts for kids' animation. Organised by Reed Exhibitions and Green Gold Animation Pvt Ltd, it is a platform that showcases Asian originality and facilitates the exchange of ideas and talent between leading international television, distribution and Asian-based producers.

Aside from the ATF Chinese Pitch, ATF Animation Pitch and ATF Formats Pitch, ATF and ScreenSingapore is also home to 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) 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 Southeast Asian Audio-Visual Association (SAAVA)

The Southeast Asian Audio-Visual Association (SAAVA) is a non-profit association that seeks to unify media producers in the region. The association's mission is to advance creative development across the region, promote Southeast Asian audio-visual content and capabilities globally, as well as stimulate business collaborations between its members.

To find out more, please visit www.saava.org



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.

www.reedexpo.com

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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