

FOR IMMEDIATE RELEASE

A New Wave of Chinese Entertainment Begins

Perfect World Pictures and the Asia TV Forum & Market (ATF) invest in the search for new ideas in Chinese movies and dramas



Singapore, April 16, 2018 – After a landmark deal signed at the Asia TV Forum & Market last year, where, in partnership with Perfect World Pictures (Singapore), a new pitching platform has been launched today, calling for innovative concepts for new and original scripts for the development of a theatrical (traditional) movie (Pitch 1), an online movie (Pitch 2), and an online drama series (Pitch 3).

This is in addition to ATF's already successful Formats Pitch and Animation Pitch, both of which have garnered real results for the winners; one of whom is William Lim, Executive Producer at XTREME Media and winner of the inaugural ATF Formats Pitch competition in 2016, whose winning format, *Hit It*, was commissioned by Mediacorp Suria for 2018.

ATF's Group Project Director Yeow Hui Leng said, "As the leading gateway into Asia, each edition of ATF offers new content from and for the region and beyond. Nurturing Asian talent is top of mind for us, and we feel very privileged to have Perfect World Pictures join hands with us for another quality platform that will allow Asian content creators to put forth their best ideas and concepts to fruition in China."

The ATF Chinese Pitch 2018 is touted as the premier Chinese pitching competition for creators and producers. An inaugural event by the Asia TV Forum & Market (ATF, December 4–7, 2018), sponsored by Perfect World Pictures (Singapore), this platform will serve to showcase the Asia's verve and expose ideas for export and development in all Chinese-speaking territories.

The prize consists of an opportunity to have his/her script bought, collaborated on or have 3rd-party investors to greenlight the project. For those offered a straight up buyout (IP Rights), an amount of S\$15,000 will be offered.

Produced by

Finalists will be pitching their ideas in front of some of the industry's most experienced professionals during ATF, December 6 2018.

Perfect World Pictures (Singapore), CEO John Ho commented, "This unprecedented partnership reflects the shared cultural experiences that frame this new creative support, facilitating strategic business exchanges between China and the rest of Asia. I think bringing the best ideas from Asia into China is a natural surge, as the Chinese online streaming video market continues to grow and consumers are increasingly receptive to content diversity".



Perfect World Pictures (Singapore), CEO John Ho with ATF's Group Project Director, Yeow Hui Leng, shake on investing in the search for original concepts for the Chinese-speaking world of entertainment

Established in May 2017, Perfect World Pictures (Singapore) Pte Ltd is an entertainment company that caters to the production, distribution and marketing of film, television and online content, content related advertising, merchandising as well as events and talent management.



The first major production to take off for Perfect World Pictures (Singapore) in 2018 will be “The Little Nyonya – New Edition” <<新.小娘惹>>, a 45-episode TV series, budgeted at around S\$25—30 million. This drama will tell the legendary stories of the Peranakan Chinese, descendants of the Chinese immigrants who came to the Malay Archipelago.

Perfect World Pictures (Singapore) will deliver content to China and International TV broadcasters and OTT platforms from 60 hours in 2018 to over 100 hours within the next 3 years; along with over 80 hours online movie and series in the next 5 years. The online series and movies will be of high production quality and budgeted in the range of S\$1 million to S\$2 million each.

The company also has strong ties with the OTT company likes of Tencent and iQiyi, and Broadcast Television Channel likes Jiangsu Television and Dongfang Television (Dragon Television).

Submissions for entry are opened at chinesepitch.asiatvforum.com until June 15, 2018.

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

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ABOUT PERFECT WORLD PICTURES (SINGAPORE)

Established in May 2017, Perfect World Pictures (Singapore) Pte Ltd is an entertainment company that caters to the production, distribution and marketing of film, television and online content, content related advertising, merchandising as well as events and talent management.

Perfect World Pictures (Singapore) is a strategic move by Perfect World Pictures (China), to expand its operations into the key Asia and international markets with Singapore as its base. It aims to bring the best film practices and technologies into Singapore from our award-winning China counterpart.

ABOUT ASIA TV FORUM & MARKET (ATF) 2018

Asia TV Forum & Market – 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 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 2018

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.

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

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 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 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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