



FOR IMMEDIATE RELEASE

**ASIA TV FORUM & MARKET (ATF) AND ALL3MEDIA INTERNATIONAL ANNOUNCE
A FURTHER FORMATS PITCH WITH EMINENT JUDGING PANEL**

Singapore, Jun 13, 2018 - Leading independent distributor all3media international and the Asia TV Forum & Market (ATF) today announced that they will run a further ATF Format Pitch at this year's event. The call for entries is open until 23 September 2018. Previous winner HIT IT has successfully aired in Asia and is being represented by all3media international.

The line-up of renowned industry professionals who will form the pre selection judging panel are

1. Moira Ross - Chief Creative Officer, Panda Television
2. Simon Shalgosky – Head of Entertainment Development, Lion Television
3. Nick Smith – SVP International Format Production, all3media international
4. Amreet Chahal – Sales Manager Asia Pacific, all3media international

The first three finalist judges have also been announced. Joining Sabrina Duguet, EVP of APAC for all3media international, will be representatives from two broadcasters within the region – and they are:

1. Jennifer Batty – HOOQ – Chief Content Officer
2. Lynn Ng – Discovery Networks Asia Pacific – Director, Content Strategy

Further judges will be announced at a later stage.

The premier format pitching competition for creators and producers of new and original non-scripted entertainment formats in Asia, the ATF Formats Pitch is a platform to showcase the best of Asia and expose ideas for export and development both inside and outside the region. The pitch, which is backed for the third year running by all3media international, will take place during ATF in Singapore on 6 December 2018.

The creators of five shortlisted formats will be invited to pitch their ideas on stage to the panel of industry experts.

Rachel Glaister, EVP Brands, all3media international: "We are so pleased with the success of this pitch. It's fantastic that the event has brought forth a successful show in HIT IT that is now being represented internationally and the competition offers an enjoyable session for the Asian region to celebrate its creativity. We are delighted that dynamic broadcasters as HOOQ and Discovery Networks are sharing the stage with Sabrina Duguet – and that our pre selectors include such experienced individuals as Moira Ross from Panda (Dancing with the Stars, Wedding Day Winners)

Produced by



and Simon from Lion TV (Sexy Beats, Cash Cab) who are willing to share their knowledge with the contestants.

“The winner of the 2017 ATF Formats Pitch will receive S\$5,000 in cash to develop the idea, and a S\$16,500-value package will be tailor-made to develop the format, in partnership with all3media international, making it pitch-ready for broadcasters. all3media international will work with the winner to devise a bespoke report package and consultancy advice, tailored to the specific pitch, covering areas of expertise such as marketing, writing a pitch document, a global view of format sales opportunities from all3media international’s format team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process and editing.

ATF is co-located with ScreenSingapore, and 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 5,000 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 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.

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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