

FIVE FINALISTS & JUDGES ANNOUNCED FOR 2018 ATF FORMATS PITCH

Singapore, November 21, 2018, ATF – Leading independent distributor all3media international and the Asia Television Forum today confirmed the five shortlisted formats selected to be presented live on-stage during the highly anticipated 2018 ATF Formats Pitch.

The five formats entering the final phase of this premier pitching competition for creators and producers of new and original non-scripted entertainment formats in Asia include:

Formats Pitch Top 5 Finalists

Project Title	Company	Country
Post Box of Miracles	Hunan TV	China
Dare	Wildsnapper TV Sdn Bhd	Malaysia
Serenade	phoSumpro!	Malaysia
\$10 to Chef	Cenmedia	Republic of Korea
Battle of the Dead	Doghouse 73 Pictures	Malaysia

The creators of the five shortlisted formats will be invited to pitch their ideas on-stage to a panel of renowned industry experts including Jennifer Batty, Chief Content Officer at HOOQ, Asia's first premium VOD service, and Jocelyn Little, Managing Director and founding partner of one of Asia's leading independent production companies Beach House Pictures. Lynn Ng, Director of Content Strategy and Acquisitions at Discovery Networks Asia Pacific, also joins the jury alongside multi-talented producer and TV host Varavuth Jentanukul, CEO & Chairman of award-winning producer Zense Entertainment, and Sabrina Duguet, EVP Asia Pacific, head of all3media international's Singapore office, who Chairs the Jury.

The ATF Formats Pitch offers a platform to showcase the best of Asia and expose ideas for export and development both inside and outside the region. Backed for the third year running by all3media international, the event will take place during the Asia Television Forum in Singapore on 6th December 2018. The winner will receive a cash prize and valuable follow-up consultancy.



Sabrina Duguet
EVP Asia Pacific
all3media international

Sabrina Duguet, EVP Asia Pacific at all3media international, commented, “I’m incredibly impressed with the superb quality and range of submissions for the Formats Pitch, which has been a pleasure to deliver in partnership with the Asia Television Forum for the last three years.

We had the highest number of countries entering yet this year, with more submissions from India than any other country, and 64% of entries coming from female producers, compared with 42% last year. Amreet Chahal – our Sales Manager for Asia Pacific, did a fine job heading the shortlist judges in selecting the five finalists and I’m really looking to seeing those selected pitch live at the ATF event to the judges.”

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About all3media international

all3media international is one of the UK’s leading distribution companies. all3media international is the distribution arm of the all3media group. We promote and license a catalogue of award-winning TV programmes and formats to broadcasters and media platforms across the globe. Over 1,000 broadcast, DVD and digital platform clients from over 200 countries entertain their audiences with the content we supply.

Press Release



Our rich catalogue contains over 11,000 hours of content across all genres, with a focus on drama, comedy, factual, entertainment and formats. We are proud to work with the best programme makers in the world, including our own production studios based in the UK, Europe, USA and Australasia.

We represent the best in compelling drama such as *Informer*, *Cheat*, *The Missing* and *Liar*, as well as *Midsomer Murders*, Britain's top drama export, and leading detective drama brands such as *The Brokenwood Mysteries* and *Miss Fisher's Murder Mysteries*, alongside ground-breaking comedies including *Fleabag* and *The Bisexual*. Our factual entertainment slate includes *Gogglebox* and *Celebrity Undercover* as well as shows featuring Gordon Ramsay, Guy Martin and Grayson Perry, and our entertainment brands include *The Circle*, *Flirty Dancing* and *Beat the Internet*.