

# EVENTS @ A GLANCE

4 DECEMBER 2018 | TUESDAY

**LEADERS' SUMMIT**  
LEVEL 4, ROSELLE BALLROOM

SPONSORED BY



10.00am – 10.20am

**BUILDING A GLOBAL VIDEO CONTENT ECOSYSTEM: DRIVING THE VIDEO INDUSTRY DEVELOPMENT**

10.25am – 10.50am

**THE NEW BUYERS**

10.55am – 11.20am

**DIGITAL CHINA: GROWING AND INTERNATIONALIZING THE CHINESE CONTENT MARKET**

11.25am – 11.50am

**MARKET LEADERS: MANAGING CHANGE IN A DYNAMIC MARKET**

2.00pm – 2.25pm

**COMMISSIONING FOR THE NEW, WORLDWIDE STREAMING SERVICE**

2.25pm – 2.50pm

**DRAW OF THE DOCS**

2.50pm – 3.15pm

**COUNTRY OF FOCUS: PHILIPPINES AT THE CROSSROADS**

3.15pm – 3.40pm

**LIVE SPORTS: TRANSCENDING THE TRADITIONAL**

3.40pm – 4.00pm

**TEA BREAK**

4.05pm – 4.30pm

**DIGITAL CHINA: IN CONVERSATION WITH INDUSTRY GIANTS II**

4.30pm – 4.55pm

**CAPTURING AND CONNECTING TO MILLENNIAL & GEN-Z AUDIENCES**

4.55pm – 5.15pm

**CONTENT DISTRIBUTION: THE NEXT FIVE YEARS**

5.15pm – 5.35pm

**KEYNOTE BY PROPAGATE CONTENT (USA)**

5.35pm – 6.00pm

**KEYNOTE FIRESIDE CHAT**

## NETWORKING EVENTS

12.30pm – 5.00pm

**CHANGEMAKER SERIES AT SMF IGNITE: The Convergence of Big Data, AI and Storytelling**

*(By Invitation Only)*

Level 4, Peony 4512

6.00pm – 8.00pm

**SMF OFFICIAL PARTY**

*(By Invitation Only)*

The Art Science Museum (MBS)

# EVENTS @ A GLANCE

5 DECEMBER 2018 | WEDNESDAY

## THE CONTENT CONNECTION LEVEL 4, ROSELLE BALLROOM

11.00am – 12.00pm

**HERE COMES THE SMASHING  
K-FORMATS!**

Sponsored by



1.20pm – 2.00pm

**MARKET LEADERS (STUDIOS):  
MANAGING CHANGE IN A  
DYNAMIC MARKET**

2.05pm – 2.25pm

**INDIA: FRESH CONTENT 2019**

Sponsored by



2.30pm – 2.50pm

**INDIA: WHAT DO BUYERS  
WANT?**

3.00pm – 3.25pm

**THAILAND: FRESH CONTENT  
2019**

Sponsored by



3.30pm – 3.55pm

**THE SUCCESS OF TURKISH  
CONTENT: REACHING OUT TO  
GLOBAL MARKETS**

Sponsored by



4.00pm – 6.00pm

**魅影传说 | MYSTIC ASIA 2018  
(ATF CHINESE PITCH)**

(By Invitation Only)

Level 4, Peony 4411

Global Partner



## SMF IGNITE

11.00am – 11.20am

**THOUGHTS ON THE FILM AND  
ENTERTAINMENT INDUSTRY  
UNDER THE GLOBAL SITUATION  
- TAKING IQIYI AS AN EXAMPLE**  
Level 4, Peony 4512

11.20am – 11.40am

**VIDCON: PREDICTING VIRALITY  
IS FOOL'S GOLD**  
Level 4, Peony 4512

11.40am – 12.00pm

**CONTENT IN THE AGE OF AI**  
Level 4, Peony 4512

12.00pm – 12.20pm

**DEEP DIVE INTO NAS DAILY  
METRICS: HOW STORYTELLING  
TRUMPS EVERYTHING ELSE**  
Level 4, Peony 4512

2.00pm – 4.00pm

**FUTURE OF MEDIA INDUSTRY  
MIXER @ SMF IGNITE**  
(By Invitation Only)  
Singapore Pavilion - Level 5, H08/E08

2.00pm – 6.00pm

**WORKSHOP WITH NAS DAILY @  
SMF IGNITE**  
(By Invitation Only)  
Singapore Pavilion - Level 5, H08/E08

## NETWORKING EVENTS

8.30am – 10.00am

**LEADERSHIP SESSION  
FIVE-YEAR FUTURES BREAKFAST  
FORUM 2018**  
(By Invitation Only)  
Level 4, Peony 4512

In partnership with



10.00am – 10.45am

**OPENING CEREMONY**  
Level 4, Roselle Ballroom

12.00pm – 1.00pm

**NETWORKING LUNCH**  
Level 4, Foyer

Sponsored by



2.00pm – 4.00pm

**TAIWAN SHOWCASE**  
Taiwan Pavilion - Level 5, D10

4.00pm – 5.00pm

**SINGAPORE HOUR**  
Singapore Pavilion - Level 5, H08/E08

4.00pm – 6.00pm

**TAIWAN PITCHING**  
Level 4, Peony 4512

4.30pm – 5.30pm

**BEIJING PAVILION COCKTAIL  
PARTY**  
Beijing Pavilion - Level 5, C10

6.00pm – 9.00pm

**G.H.Y CULTURE & MEDIA NIGHT**  
长信文化传媒之夜  
(By Invitation Only)  
Level 4, Peony Ballroom

8.30pm til late

**ATF OPENING PARTY**  
Orgo Esplanade

Sponsored by



# EVENTS @ A GLANCE

6 DECEMBER 2018 | THURSDAY

## PRODUCTION DAY LEVEL 4, ROSELLE BALLROOM

10.00am – 10.45am

**TRENDING ASIA, WINNING FORMATS**

10.50am – 11.20am

**KEYNOTE PANEL  
SUPER FORMATS: EAST MEETS WEST**

11.30am – 12.30pm

**ATF FORMATS PITCH 2018**

Global Partner



2.00pm – 2.20pm

**EXCLUSIVE NEW REPORT (KIDS)**

2.20pm – 2.50pm

**360 KIDS: THE CERTAINTY OF CONTENT THAT EDUCATES**

Sponsored by



3.00pm – 4.00pm

**ATF ANIMATION PITCH 2018**

Global Partner



4.20pm – 4.45pm

**CONTENT ANGELS: WHAT DO INVESTORS WANT?**

4.45pm – 5.10pm

**KEYNOTE: CONTENT TODAY – ADAPTING AND STAYING RELEVANT**

5.10pm – 5.35pm

**KEYNOTE: THE IMPORTANCE OF LOCAL IN A GLOBAL WORLD**

5.35pm – 6.00pm

**KEYNOTE**

## NETWORKING EVENTS

8.30am – 10.00am

**BREAKFAST & PRESENTATION  
EXCLUSIVE! STATE OF THE OTT VIDEO  
MARKET IN APAC: THE BATTLE FOR  
CONNECTED CONSUMERS**

(By Invitation Only)  
Level 4, Peony 4512

In partnership with



12.00pm – 1.00pm

**FRESH CONTENT FROM JAPAN:  
PRESENTING BEST-IN-CLASS  
DOCUMENTARIES, LIFESTYLE CONTENT,  
DRAMA SERIES & FORMATS FROM JAPAN**  
Level 4, Peony 4512

Sponsored by



4.00pm – 5.00pm

**SINGAPORE HOUR**  
Singapore Pavilion - Level 5, H08/E08

5.00pm – 6.00pm

**SUSHI & COCKTAIL PARTY**  
Japan Pavilion - Level 5, B10

# EVENTS @ A GLANCE

7 DECEMBER 2018 | FRIDAY

## SOUTHEAST ASIAN FILM FINANCING (SAFF) CONFERENCE

LEVEL 4, ROSELLE BALLROOM

10.00am – 10.30am

**EUROPE & ASIA:**

**AN INSIGHT INTO CO-PRODUCTIONS**

10.30am – 11.00am

**GENRE & ARTISTRY: A SPOTLIGHT ON THE  
PHILIPPINES**

11.00am – 11.45am

**THE ASEAN FILM ECONOMY: THE TRENDS AND  
MOVEMENT AHEAD**

11.45am – 12.15pm

**FUNDING THE IDEA: SUCCESS IN THE  
DEVELOPMENT PROCESS**

12.15pm – 12.45pm

**KEYNOTE: FILM & FINANCE: HARNESSING  
OPPORTUNITIES ACROSS THE PACIFIC RIM**

12.45pm – 1.15pm

**SAFF PROJECT MARKET PRIZE CEREMONY**

*Awards Sponsored by*

