



ATF Animation Pitch 2019

Believe. Dream. Dare.

FAQ

What is the ATF Animation Pitch?

The ATF Animation Pitch is the premier Asian pitching competition for individuals, students and small to medium sized companies with new & innovative concepts in animation, targeting kids of all ages. The pitch could be animated shorts/series/feature film is, an event by the Asia TV Forum & Market (ATF, December 3—6, 2019), sponsored by Green Gold Animation Pvt Ltd. This is a platform that showcases Asian originality, and exposes ideas for export and development within and outside of the region.

Pitch your idea in front of some of the industry's most experienced animation professionals, including senior executives from Green Gold Animation Pvt Ltd.

In addition, leading commissioning editors will be on stage offering advice and commentary on the ideas pitched.

Scheduled during ATF's Production Day on December 5, 2019, the ATF Animation Pitch 2019 is truly a discovery showcase for the Asia Pacific animation community.

Who can apply?

The ATF Animation Pitch 2019 is open to all individuals, students and small to medium sized companies from the Asia Pacific region to present their new and original animation concept/work.

Please refer to the APAC borders under the UN Geoscheme:

<http://unstats.un.org/unsd/methods/m49/m49regin.htm#asia>

What are the criteria for selection?

Selection will be based on the following criteria:

- Creativity
- Originality
- Innovation
- Capacity of returning for multiple series/ shorts.



The selected projects will also have to be:

- Well-structured, tightly formatted
- Fitting in the following genres of animation: Comedy, Adventure, Action, Fantasy
- Potential to travel as a series/ shorts/ film to countries worldwide.
- Projects must be new and original concepts, which have not yet been commissioned or broadcasted on linear television or nonlinear television yet, and for which the worldwide rights are still available.

How do I submit my project?

Submit your project by completing the online Pitch Entry Form and agreeing to the ATF Animation Pitch 2019 Rules and Regulations by October 20, 2019.

In the online Pitch Entry Form, you will be requested in the online Pitch Entry Form to upload your pitch presentation. The Pitch presentation (on a WORD, PDF, or on a PowerPoint document) shall include:

- A detailed concept note and brief synopsis of the storyline, including an opening paragraph that summarises the animation pitch or logline. (As per clause 4)
- Character sketches (written description of character personalities)
- Character design (Optional)
- Key location designs where the story is based (Optional)
- A clear statement of the target audience
- A brief profile of applicants

Any additional materials such as animatics would be welcome, but not necessary for the first round of submissions. A sizzle reel will be required only for those projects that are shortlisted from which the judges will select the final projects to be pitched onsite at ATF 2019.

The sizzle reel does not need to be a fully graded, final trailer of the show, but must demonstrate the essence of the show and its structure. It can be rough animatics, an interactive PowerPoint or feature filmed footage/short film/clips/stills. The winner will be encouraged to further develop and refine the sizzle reel into a pitch trailer as part of the development prize. (For video, length should be within 1 min on mpeg4, 16:9)

How many times can I apply?

Each applicant can submit up to 2 projects.



Is there any cost to apply?

No fee is required to enter a project in the competition. If selected as a Finalist, access to ATF will be complimentary.

Do I have to be registered at ATF to enter the pitching competition?

No, to enter the pitching competition, you are not required to register for ATF.

What are the key dates and deadlines?

- Call for entries opens online: April 1, 2019
- Deadline for entries: October 20, 2019
- Rehearsal meeting for the finalists: Wednesday December 4, 2019
- Finalists pitching at ATF Conference Theatre: Thursday December 5, 2019

The presence of a representative of the finalist projects is required in order to prepare the live pitch. The rehearsal meeting is mandatory. Final date and timing to meet will be confirmed November 1, 2019.

What is the selection process?

The first round of judging will be led by Rajiv Chilaka, Founder & CEO, Green Gold Animation Pvt Ltd and Marc Lumer, Vice President & Head of Us Operations, Green Gold Animation (USA), with input from Green Gold Animation Pvt Ltd's Acquisitions, Marketing teams led, by Bharath Laxmipati, Vice President, Content Sales, Green Gold Animation Pvt Ltd.

A shortlist of 5 projects will then be selected to be presented on stage to a panel of judges including industry commissioners and leading animation producers from Green Gold Animation Pvt Ltd.

When will the finalists be announced?

The 5 finalists who have been selected to participate in the Live Pitch will be announced by Reed Exhibitions by November 1, 2019, on the ATF website and will be notified in writing by Reed Exhibitions.



What will I get if I am selected as a finalist for the Live Pitch at ATF 2019?

- Visibility during the onstage pitching in Singapore during ATF 2019
- Visibility in ATF communication and marketing tools (official conference programme, ATF website and social networks)
- Visibility in the ATF Show Daily magazine.
- A complimentary badge (1) per finalist (individual or company) to attend ATF 2019 (December 3—6, 2019)
- All finalists must enter into an option agreement regarding the selected project with the ATF Animation Pitch sponsor, Green Gold Animation Pvt Ltd, prior to ATF. Full terms and conditions will be given to you when your project is selected as a finalist.

What will I get if I win the Live Pitch at ATF?

The winner will receive US\$2,500 at the event in cash/cheque. The winner will be expected to use this money – and the further value prize to develop and enhance the pitched idea, preparing it to be pitched to relevant broadcasters within 6 months from the event.

In addition to the cash, mentoring package of value US\$16,500 will be tailor-made for the winner to develop their work making it ready to pitch to broadcasters.

Green Gold Animation Pvt Ltd will work with the winner to devise a bespoke mentoring package of consultancy advice and support, tailored to the specific pitch, and arrange time with leading executives from within Green Gold Animation Pvt Ltd. It is likely that advice will be offered from Senior Executive Producers from and/or / production consultants from Green Gold Animation – who are experienced in how animation series can travel around the world and how to create a working animation bible – an invaluable tool for any successful animation work.

In addition, hours will be offered in areas of expertise such as marketing, writing a pitch document, a global view of animation sales opportunities from Green Gold Animation Pvt Ltd I's animation team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process and editing.

Who do I contact if I have questions related to my application?

atf.conference@reedexpo.com.sg



How can I protect my idea by attending the ATF Animation Pitch?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected. In principle, any one is free to take mere ideas, themes, facts, styles and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain. Ideas are free as the air, as they say.

It is not the idea behind a working concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a concept, you cannot stop someone else from copying the general idea behind your concept – you must be able to show that they actually copied more than just that general idea, that they copied something that presented an original expression of that idea.

That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect.

Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively “thick”. Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively “thin”.

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you'll never pitch it, you'll never sell it – and your project will never get made. A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.

Pitching your work at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader audience may very well help you to protect your format concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn't know about your concept.



Obviously there is no one method which will protect yourself against plagiarism, but a few suggestions can be put forward:

- **Make your concept distinctive:** The more detailed, the better. The more you develop and elaborate your concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.
- **Do proper research:** You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality, which allows it to stand out – and not just a stereotypical idea that is well-known from other formats within the genre.

If the novelty of your concept suffers because of similar concepts which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your concept really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you'll deliver a great pitch, you will have success selling it.

- **Number and date all your creative materials** that you've prepared for the pitch, name the creators, and include a copyright notice (©), and register your creative materials with an acknowledged registration service before submitting it to the ATF Animation Pitch.

None of the above should be taken as a substitute for legal advice.

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