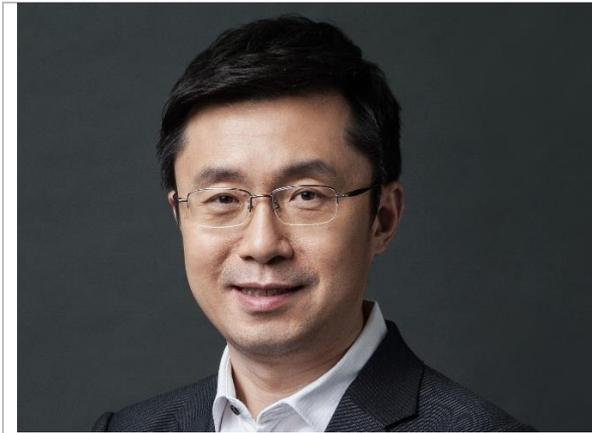


MEDIA RELEASE

ATF 2019 ANNOUNCES FIRST ROUND OF KEYNOTES BY IQIYI AND RELIANCE ENTERTAINMENT

Spotlights on China and India, media powerhouses of Asia



Gong Yu
Founder & Chief Executive Officer
iQIYI



Shibasish Sarkar
Group CEO
Reliance Entertainment

SINGAPORE, 17 July 2019 – The Asia TV Forum & Market (ATF) 2019 today announced the first round of Keynote speakers for the ATF Leaders' Summit on 3 December 2019.

Themed “Streaming the Future”, this year’s event seeks to reflect the spirit of Asia’s dynamic content industry and its bold step into the future, with prominent C-Level speakers shedding light on opportunities and strategies moving forward.

China and India are the economic powerhouses of Asia. Similarly, they play a pertinent role in shaping the region’s entertainment content market. At the forefront of the content industry in these countries are iQIYI and Reliance Entertainment.

Founded in 2010 and under the leadership of its founder and CEO, **Gong Yu**, NASDAQ-listed iQIYI has grown to become China’s largest video and entertainment platform both in terms of user base and viewing time.

In 2017, Gong announced his aspiration for iQIYI to become “a technology-based entertainment giant that brings fun and joy to people and their families”. Today, the company is an entertainment empire with a wide spectrum of products and services. In late June 2019, the company further announced that it will push harder into overseas markets such as North America and Japan after hitting a milestone of 100 million paying subscribers.

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Over in India, Reliance Entertainment has been making waves, with Group CEO, **Shibasish Sarkar**, at its helm. A media and entertainment industry veteran, Sakar's experience spans across multiple verticals including gaming, films, television, animation, digital content and new media platforms. His work at Reliance has seen him establishing and scaling business operations, driving sustainable growth by forming key alliances, managing stakeholders, talent partners and cross-functional teams. Prior to his role at Reliance, he had been with Viacom18 and Disney-UTV.

Yeow Hui Leng, Group Project Director of ATF said, "We are excited to feature such influential keynote speakers to give us a glimpse into the future of the industry as ATF marks its 20th edition this year."

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About Asia TV Forum & Market (ATF) 2019

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 5,600 international buyers and sellers from more than 55 countries, ATF presents valuable business prospects for top of the line benefits. ATF will be celebrating its 20th edition this year.

For more information, please visit www.asiatvforum.com

About ScreenSingapore 2019

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 2018, 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 a leading global events organiser, with more than 500 events in 30 countries. In 2018, Reed Exhibitions brought together more than 7m event participants from around the world

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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 21 November to 8 December 2019, the Singapore Media Festival brings together the newly-minted Asian Academy Creative Awards (AAA) and 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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