

**FOR IMMEDIATE RELEASE**

**WINNERS OF ATF ANIMATION, CHINESE AND FORMATS PITCHES ANNOUNCED**

**Singapore, 6 December 2019** – Winners of the ATF Animation, Chinese and Formats Pitches were announced after a series of exciting on-stage pitches, where finalists presented their ideas to panels of elite judges – the likes of leading producers and commissioning editors, who provided their invaluable input for each of the pitched projects.

The series of pitches is part of the ecosystem that the Asia TV Forum & Market (ATF) has built for content creators. Apart from providing them a platform to showcase their creativity, winning projects are linked up with well-established industry players who can propel the winning concept into production for exposure within and outside Asia.

***Weatherville* emerged top at third ATF Animation Pitch**

The third winner of the ATF Animation Pitch, ***Weatherville*** by Riki Group, highlights the importance of protecting the environment by educating children about how to treat the Earth well and encouraging young viewers to learn more about the causes behind climate change. Judges noted that this topic made the concept feasible for export and development outside Asia.



*Diana Yurinova, CEO of Riki Group (rightmost) with onstage judges at the ATF Animation Pitch prize presentation ceremony*

Selected from amongst 41 entries and five finalists, Riki Group received a USD19,000 prize from Green Gold Animation Pvt Ltd. This comprises a USD2,500 cash award and a consultancy package worth USD16,500 tailor-made for Riki Group to further develop *Weatherville*, making it ready to pitch to broadcasters – a catalyst to eventually take this project to Asia and beyond.

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Diana Yurinova, CEO of Riki Group said, “This win is not just about the prize money – what’s more important is the opportunity to find the right partners for our show. I feel very happy about winning because it opens doors to securing co-producers, investors, and potentially broadcasters.”

With the theme “Dream. Believe. Dare.”, the ATF Animation Pitch is the premier Asian pitching competition where individuals, students and small to medium-sized companies can share new and innovative concepts for animation targeted at kids. Co-organised by Reed Exhibitions and Green Gold Animation Pvt Ltd, it is a platform that showcases Asian originality and facilitates the exchange of ideas and talent between leading international television, distribution and Asian-based producers.

### Top prizes awarded to finalists from Singapore & Malaysia at the second ATF Chinese Pitch



*Finalists and onstage judges of the ATF Chinese Pitch at the award ceremony.  
(Front row; L-R): Link Sng and Low Hui Hui, winner of theatrical/online movie category; Ang Yee Sien, winner of online drama series category.*

The ATF Chinese Pitch announced the winners of its second run, following a live pitch by nine finalists, who were shortlisted from 53 entries.

Ang Yee Sien, independent film director and writer from Malaysia, brought home the Online Drama Series award for **The Lost Phone** 《更衣室里谁的手机》. This concept highlights the dangers and ease of communication presented by technology, by telling the story of how an outcast sought a new life of acceptance and attention through a lost phone that she found, by pretending to be its owner.

Ang, who also participated in ATF Chinese Pitch 2018, holds hopes of **The Lost Phone** 《更衣室里谁的手机》 being developed into a screen title someday.



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Winner of the theatrical/online movie category, Low Hui Hui, impressed judges with *Ciao, Old Hero!* 《再见，老HERO》，in which the protagonist finds fame in a lawless society by exerting self-righteousness, but is eventually resigned to his faltering fate when law and order are finally established. In this concept, Hui Hui also weaves in elements that are quintessentially Singaporean such as multiculturalism and the beauty of housing estates like Whampoa.

The other winning concept, 《赤诚》，is the brainchild of Singaporean freelance screenwriter, Link Sng. Inspired by his penchant for eerie and thrilling movies and stories, 《赤诚》 tells of a grisly murder that sends shockwaves throughout the city, in which the murderer pieces together body parts from three separate individuals, like an immaculate piece of art. As season detective Jingcheng, investigates further, he comes to realise that the murders are personally linked to him.

Echoing the same thoughts as Ang, winner of the Online Drama Series, Sng hopes to bring 《赤诚》 to the big screens one day.

Co-organised by Reed Exhibitions and G.H.Y Culture & Media, the ATF Chinese Pitch provides a platform for talents from Southeast Asia to expand into Chinese-speaking territories. The winners, who were judged for their creativity, originality, innovation, concept, story structure, plot, commercial, potential and more, each received a cash prize of SGD3,500. Genres included thriller, horror, fantasy, comedy, drama and fiction.

### ***Don't Block the Numbers* takes home the award for the ATF Formats Pitch**

Bagging the title of the fourth ATF Formats Pitch winner, Gamaliel Paulus S. (Gammy) received SGD3,500 to develop ***Don't Block the Numbers***. This interesting and vibrant format is a game show where the amount of money contestants earn is tied to the number of clues revealed. The concept was selected out of 36 entries received for ATF Formats Pitch this year, which was subsequently narrowed down to four finalists.

Winning the ATF Formats Pitch will pave the way for Gammy to connect with commissioners, investors and co-production partners, to potentially bring ***Don't Block the Numbers*** to Asian and global platforms. Gammy said, "I'm so grateful for this opportunity because it gave me a platform to showcase my work to the world and opened doors for networking."

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*Gamaliel Paulus S. (third from left) with onstage judges at the ATF Formats Pitch prize presentation ceremony*

Organised by Reed Exhibitions, ATF Formats Pitch is the premier Asian pitching competition designed to discover innovative concepts for new and original non-scripted entertainment formats from the pan-Asian region. This platform showcases the best of Asia and exposes ideas for export and development within and even outside of the region.

Apart from ATF Animation Pitch and ATF Formats Pitch, ATF and ScreenSingapore is home to the ATF Chinese Pitch and Southeast Asian Film Financing (SAFF) Project Market.

ATF and ScreenSingapore is part of the Singapore Media Festival (SMF).

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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,

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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](http://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](http://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 generating billions of dollars in business. Today Reed Exhibitions' 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, a global provider of information and analytics for professional and business customers across industries.

[www.reedexpo.com](http://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 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](http://www.sgmediafestival.com).

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