



MARINA BAY SANDS | SINGAPORE

3 DEC 2019
ATF Leaders' Summit

4 - 6 DEC 2019
Market. Conference.
Networking Events



ASIA TV FORUM & MARKET
in association with mipTV and mipCOM
Asia's entertainment content market

CO-LOCATED WITH



FOR IMMEDIATE RELEASE

ASIA TV FORUM & MARKET CAPS OFF 20TH EDITION WITH CONTINUED GROWTH

Four-day event received 5713 delegates

SINGAPORE, 10 December 2019 – The 20th Asia TV Forum & Market, Asia's leading entertainment content and conference, closed off on a strong note on 6 December 2019, with a congregation of more than 5,700 content players from 60 countries and regions. Against a backdrop of changing tides, this continued growth reflects industry confidence in the annual affair, which was co-located with the 9th ScreenSingapore.

Yeow Hui Leng, Group Project Director of ATF and ScreenSingapore said, "With the ever-changing industry landscape and consumption patterns, coupled with the rise of Asia, this year's theme – 'Streaming the Future', serves as a timely reminder that content remains king in the new digital era of streaming platforms. ATF is committed to put out the best in class content where delegates can gain fresh insights and partnerships to navigate the dynamic entertainment content landscape."

Continued growth at ATF and ScreenSingapore even amid industry changes

Compared to 2018, the event saw a 5% growth in size. Key Asian brands and major international studios in attendance included CBS Studios International, Paramount Pictures, Sony Pictures Television, The Walt Disney Company, Viacom International Studios and Warner Bros. International Television Distribution. In line with the theme of "Streaming the Future", there was a huge increase in the number of digital platforms participating at ATF, such as Alibaba Youku, Baidu Haokan, Google Play, Hoichoi, HOOQ, iQIYI, Netflix, Viu and Youtube.

To bring in-development projects and co-productions to fruition, ATF introduced "Speed Dating with Commissioners" this year, where producers and production companies had a chance to share their concepts for animation, factual entertainment, scripted fiction and short-form with commissioners seeking fresh programmes. This new initiative is part of ATF's commitment to pave the way for opportunities and facilitate business dealings.

Underpinning ATF and ScreenSingapore's position as an important platform where deals are sealed, the market was abuzz with a host of deals and partnerships. The announcements include:

- **108 Media's joint venture with B.Water Animation Studios to establish B.Water Asia**, which presented "CRAYONS" as the first part of a top-tier slate of children's programming in fast-track development and pre-production
- **HBO GO rolled out in the Philippines** as a standalone OTT service
- **IMDA and Tencent inked a partnership** to identify and groom promising Singapore digital content creators, media and technology SMEs/ early start-ups to meet the demands of Tencent's Southeast Asia expansion plans while working with Singapore content creators to access the market in China through a series of training initiatives
- **Mediacorp and ViuTV sealed a two-title drama deal**, with the first drama series slated for release in 2020
- **Nippon TV and The Story Lab entered a new partnership** to create and develop non-scripted formats for international sales



MARINA BAY SANDS | SINGAPORE

3 DEC 2019
ATF Leaders' Summit

4 - 6 DEC 2019
Market. Conference.
Networking Events



ASIA TV FORUM & MARKET
in association with mptv and mipcom
Asia's entertainment content market

CO-LOCATED WITH



- **Parade Media and Outdoor Channel signed a partnership for Asia**, in which Outdoor Channel will license several hundred hours of Parade Media's content while Parade Media will become a strategic equity partner in the Outdoor Channel
- **Robot Playground Media and The R&D Studio to co-produce SPECTRUM**, an original animated anthology inspired by the shared heritage, culture and imagination from Singapore and Malaysia

Delegates from the market floor, comprising exhibitors, buyers and participants, provided positive reviews about the event:

- Dato Hans Isaac, Chairman, National Film Development Corporation (Finas) (Malaysia): Everyone – including newcomers – can build, sell and monetise their content. But it's extremely important for content to travel and to do so, relationships need to be built. So, coming here (to ATF) and creating relationships is key for the business of content. ATF provides a platform for hundreds of companies – content providers or buyers – to do this so that deals can be sealed in future.
- Nick Tanner, Director of Sales & Co-Productions, Passion Distribution: APAC has always been an important region for Passion and ATF is the showcase event for this region. The scale of the event and quality of attendees seem to improve year-on-year so it is an essential part of our calendar.
- Anne Jakrajutatip, CEO, JKN Global Media: ATF is fantastic – there are a lot of people here; this is the biggest content market in Asia. The connections that we make at every ATF are so valuable. This year, we closed a deal with Korea, which is very exciting for us. This in addition to others that we have sealed with buyers from Malaysia, Brunei, Singapore and Indonesia.
- Soumya Mukherjee, Head of Revenue & Strategy, Hoichoi Technologies Pte Ltd: ATF is one of the biggest markets in Asia and a very good platform to bring Bengali content to an international forum – that's one of the key drivers for Hoichoi to be here.
- Uttam Pal Singh, Head, Discovery Kids: Discovery Kids is looking for content that can resonate with our audience. This year's ATF has been interesting in terms of understanding what resonates with kids – there was some great research and new knowledge shared about the content that the region is taking to, and how the region is taking to streaming platforms.
- Andri Detulong, Head of Program and Acquisition, Onevision Entertainment: ATF is the biggest market for Southeast Asia, so it is a good place to find content for our market (Indonesia). This year's ATF is much more crowded, and the organisers have arranged for many matchmaking meetings. This really helped us to find a suitable partner.
- Dennis Young, CEO, Glocal: I have attended ATF for almost 20 years. It's still the leading marketplace for Asian content – there's nothing else like it.

Over 110 industry experts delivered insights at ATF conference

ATF and ScreenSingapore 2019 commenced with the **ATF Leaders' Summit** (3 December), where opinion leaders shared insights about the digital future of entertainment content, and how Asia Pacific continues to keep up. Keynote speakers included **Gong Yu**, Founder & Chief Executive Officer of iQIYI, **Shibasish Sarkar**, Group CEO of Reliance Entertainment and **Giorgio Stock**, President, WarnerMedia Entertainment Networks, Distribution & Advertising Sales (EMEA & APAC).



Content Connection (4 December) placed the spotlight on scripted and unscripted formats up for deals by top sellers. Asian and international buyers caught a glimpse of the best Asia has to offer, with sessions focusing on fresh content from countries such as China, India and Korea, as well as the appearance of Thai superstar, actor, singer and model, James Jirayu, for the JKN Showcase: Thailand's Big Hits session.

Production Day (5 December) saw a discussion that addressed production capabilities, where real issues and user cases were highlighted and presented to pave the way for capabilities advancement. Industry experts who shed light on the topic at the event include **Deepak Dhar**, CEO & Founder of Banijay and **Quark Henares**, Head of Globe Studios, who shared about co-production and financing; **Vivek Bhutyani**, CEO of Lattu Kids, **Michel Rodrigue**, CEO & Partner of The Format People and **Leslie Lee**, Vice President – Kids, WarnerMedia Entertainment Networks.

Opening doors to Asia and beyond for up-and-coming talents

In line with ATF and ScreenSingapore's commitment to nurturing Asian talent, the ATF Animation, Chinese and Formats Pitches, along with the SAFF Project Market, made their comeback this year and named 11 projects as winners. These were backed by industry players and associations such as G.H.Y Culture & Media (ATF Chinese Pitch), Gold Green Animation Pvt Ltd (ATF Animation Pitch) and the Southeast Asian Audio-Visual Association (SAFF Project Market).

ATF Animation Pitch	Weatherville by Riki Group (China)
ATF Chinese Pitch	<p><u>Online Drama Series</u> The Lost Phone 《更衣室里谁的手机》 by Ang Yee Sen (Malaysia)</p> <p><u>Theatrical/Online Movie</u> (1) Ciao, Old Hero! 《再见，老 HERO》 by Low Hui Hui (Singapore) (2) 《赤诚》 by Link Sng (Singapore)</p>
ATF Formats Pitch	Don't Block The Numbers by Gamaliel Paulus S. (Indonesia)
SAFF Project Market	<p><u>108 Media Award</u> Indigo Children</p> <p><u>RED Awards</u> (1) Golden (2) Indigo Children</p> <p><u>KL Post / SuperNova Award</u> Golden</p> <p><u>ACE Pictures Award</u> Quantum Suicide</p> <p><u>SALT Media Award</u> Basketcase</p> <p><u>AV8 Awards</u> (1) Angkat</p>



MARINA BAY SANDS | SINGAPORE

3 DEC 2019
ATF Leaders' Summit

4 - 6 DEC 2019
Market. Conference.
Networking Events



ASIA TV FORUM & MARKET
in association with mipvtv and mipcom
Asia's entertainment content market

CO-LOCATED WITH



	(2) Watermelon
--	----------------

Under the umbrella of Singapore Media Festival, the next edition of ATF and ScreenSingapore is slated to return from 1 to 4 December 2020.

###

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 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



MARINA BAY SANDS | SINGAPORE

3 DEC 2019
ATF Leaders' Summit

4 - 6 DEC 2019
Market. Conference.
Networking Events



ASIA TV FORUM & MARKET
in association with mptv and mipcom
Asia's entertainment content market

CO-LOCATED WITH



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.

Media Contact	NINEMER COMMUNICATIONS	
	Vanessa Ho Account Executive T: +65 6534 9959 E: vanessaho@ninemer.com	Lim Si Yun Senior Account Executive T: +65 6534 9949 E: limsiyun@ninemer.com