



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

ATF 2019 to Present Its Largest Market To-Date

Singapore, 24 November 2019 – In its 20th edition, the Asia TV Forum & Market (ATF) announces its biggest market yet with a five percent growth in market size, compared to 2018.

The expansion includes the presence of new brands such as Baidu Haokan, Google Play, GoPlay, Hoichoi, and Jio (see Annex for fuller list). 20% of buying professionals are new to ATF this year, and 40% more buyers have indicated interest to acquire digital rights.

With attendees from 55 countries and regions, the diversity of content and partnership possibilities represented reflects Asia's rising place in the media and entertainment space, as the industry faces exciting times with several high-profile launches of OTT video platforms and mergers & acquisitions.

With speaking heavyweights revealing visions for the future, the ATF Leaders' Summit 2019 will address how Asia aligns with the global strategies of new market powers. Industry luminaries delivering keynotes include Giorgio Stock, President of WarnerMedia Entertainment Networks, Distribution and Advertising Sales, EMEA and APAC, Gong Yu, Founder and CEO of iQIYI and Shibasish Sarkar, Group CEO of Reliance Entertainment.

Glamour also descends on ATF 2019 as celebrities from Thailand, Turkey, the UK, Hong Kong, Singapore and Taiwan, will be present in various capacities. Magician Dynamo, of the eponymous programme "Dynamo: Magician Impossible", will entertain the ATF crowd at the official Opening Party with an exclusive performance ahead of his new programme "Project 7". Thai superstar James Jirayu will also make an appearance to launch a new film.

"The 20th edition of ATF takes place during exciting times of a paradigm shift. With so much changes happening ahead, we expect the market to be dynamic this year, and discussions at conferences to be intense and insightful," noted Yeow Hui Leng, Group Project Director of Reed Exhibitions, the Producer of ATF.

ATF is taking place from 3 to 6 December 2019 and is part of the Singapore Media Festival (SMF). For more information, please visit www.asiatvforum.com.

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Produced by



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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 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

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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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ANNEX: Featured Digital Brands Participating in ATF 2019

<ul style="list-style-type: none"> ○ ALIBABA-YOUKU ○ AIRTEL INDIA ○ AMAZON PRIME ○ ARTMOTION ○ APPLE TV ○ ASIANCUSH ○ BAIDU HAOKAN ○ BILIBILI ○ CATCHPLAY ON DEMAND ○ SIGNALPLAY ○ COOKIETV ○ CRUNCHYROLL ○ CURIOSITYSTREAM ○ DANET ○ DAZN ○ DOCUBAY ○ DIMSUM ○ DOONEE ○ DTV (AVEX) ○ EROS NOW ○ FACEBOOK WATCH ○ FIM+ ○ FPT PLAY ○ GAGAOOLALA (PORTICO) 	<ul style="list-style-type: none"> ○ GAIA, INC ○ GENFLIX ○ GOOGLE PLAY ○ HOOQ ○ HUANXI MEDIA ○ HOICHOI ○ HOPSTER ○ HOTPOT TV ○ HOTSTAR ○ HUANXI MEDIA ○ HUAWAI VIDEO ○ HULU JAPAN ○ HUNGAMA PLAY ○ IFLIX ○ IQIYI ○ IWONDER ○ JIOTV ○ KKTV ○ LATTU KIDS ○ LINE TV ○ MAXSTREAM ○ MOD CHUNGWA TELECOM ○ MX PLAYER ○ MYZEN TV ○ MUVINOW 	<ul style="list-style-type: none"> ○ MYTV SUPER ○ NETFLIX ○ ONDEMANDCHINA ○ RAKUTEN ○ SOHU ○ SPICEE.COM ○ SPUUL ○ TENCENT VIDEO ○ TONTON ○ U-NEXT ○ VOOT ○ VIDIO.COM ○ VIU ○ VTV CAB ON ○ VUCLIP ○ WATCHA ○ WETV THAILAND ○ YOUTUBE ○ YUPP TV
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