

MEDIA RELEASE**Asia TV Forum & Market and ScreenSingapore 2014 open with strong line-up and record attendance expected**

Singapore, 10 December, 2014 – The Asia TV Forum & Market (ATF) and ScreenSingapore 2014, Asia's leading combined television and film event, was officially opened this morning by **Mr. Lawrence Wong, Second Minister for Communications and Information, Singapore.**

Held from 10 to 12 December at the Marina Bay Sands Convention Centre, this year marks the 15th edition of ATF and 4th edition of ScreenSingapore. A pre-market conference was held the day prior on 9 December. Under the umbrella of the inaugural Singapore Media Festival (SMF), this year's edition of the integrated television and film content market will also leverage the synergies from two other complementary events – Asian Television Awards and Singapore International Film Festival (SGIFF) – to offer an expanded suite of activities. A record high of close to 5,000 attendees from 60 countries are expected at this year's ATF and ScreenSingapore.

Ms Michelle Lim, Managing Director, Reed Exhibitions said: "Asia is moving towards a golden age of entertainment content. An integrated market like ATF and ScreenSingapore, which showcases television and film content on an integrated market floor, provides a platform for exposure, collaboration opportunities, networking and trade. Already a mainstay for the global entertainment content industry, this annual event will no doubt continue to drive and elevate Asian content and innovation in the region and beyond."

Championing Asian content and innovation

ATF and ScreenSingapore earlier unveiled an exciting line-up of industry luminaries including keynote speakers **Mr. James Zhonglei Wang**, President of Huayi Brothers Media Corporation, and **Mr. Ma Dong**, Chief Content Officer of Baidu's IQIYI. Their sessions during the pre-market conference on December 9 provided attendees with much-needed insight into the massive Chinese entertainment and media market. **Mr. Alon Shtruzman**, CEO of Israel's Keshet International also shared about his company's expansion strategy to tap into the potential of Asia's growing entertainment market.

The line-up of speakers also include **Mr. Jon Landau**, the award-winning Hollywood producer whose slate of films includes the blockbuster hits 'Titanic' and 'Avatar', **Mr. William Simpson**, renowned comic, TV and movie storyboard artist who is behind the famed Game of Thrones HBO Series, and **Mr. Tom Beattie**, the man behind the second Mr Bean animated series.

This year will also see the return of MIPACADEMY and Animation Lab, following their successful inaugural run in 2013. The two initiatives were conceptualised to create opportunities for collaboration as well as provide fresh perspectives through best practices and case studies.

At MIPACADEMY, attendees will benefit from master classes on all aspects of the value chain from content creation to distribution, which are led by industry experts including **Mr. Kim Tae-Ho**, producer of popular long-running Korean variety TV show 'Infinite Challenge' and YouTube sensation comedy duo, **Mr. Andrew and David Fung**.

And with increasing Twitter use to drive audience engagement, loyalty and tune-in, the **Twitter APAC TV Team** will take delegates through case studies, research and data behind Twitter's Emmy award-winning best practices for social TV.

Animation Lab, a match-making platform between Asian animation producers and international commissioners, will give 41 hopefuls an opportunity to pitch to commissioners from leading broadcast companies such as CJ E&M, DreamWorks Animation, Sun TV Network, The Walt Disney Company, Turner International Asia Pacific and Viacom International Media Networks.

Premier entertainment content market in Asia

Since its inception, ATF and ScreenSingapore has grown to become one of Asia's key platforms for international and regional media companies to come together to network and trade. Last year's ATF and ScreenSingapore saw over 4,300 participants. Close to 5,000 attendees are expected at this year's event, from both established and developing markets such as Bangladesh, Brunei, Cambodia, Myanmar, Nepal, Sri Lanka and Vietnam.

The ATF and ScreenSingapore market floor continues to expand its content offerings, with showing from seven international studios this year – CBS Studios, MGM Worldwide, NBC Universal, Paramount Pictures, Sony Pictures, The Walt Disney and Warner Brothers. In addition, ATF and Screen Singapore also welcomes 13 international delegations from Australia, China, France, Japan, Malaysia, Singapore, South Korea and Taiwan.

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About Asia TV Forum & Market (ATF) and ScreenSingapore

Asia TV Forum & Market (ATF) & ScreenSingapore, held concurrently in December 2014, create the unmissable platform for making an impact on the entertainment industry for TV and film. It is Asia's premium content market to buy, sell, finance, distribute and co-produce across all entertainment platforms, and is the sister show to MIPTV and MIPCOM in Cannes, France, which is also organised by Reed Exhibitions.

Held at Marina Bay Sands Singapore, 9 – 12 December 2014, ATF & ScreenSingapore is the perfect event to experience the electrifying energy of Asia's expanding content entertainment industry.

For more information on Asia TV Forum & Market, please visit the official website at www.asiatvforum.com.

For more information on ScreenSingapore, please visit the official website at www.screensingapore.com.sg.

About the Singapore Media Festival

The Singapore Media Festival is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talent and content in Asia for Film and TV. It brings together four complementary events- Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and Singapore International Film Festival (SGIFF), which will take place from 4-14 December 2014. The Singapore Media Festival is hosted by the Media Development Authority of Singapore, and organised by Reed Exhibitions, Contineo Media and SGIFF Ltd.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 41 countries. In 2012 Reed brought together seven million active event participants from around the world, generating billions of dollars in business. Today, Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 34 fully-staffed offices. Reed Exhibitions serves 44 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider.

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