

Global experts provide insight into the dynamic Asian TV industry at Asia TV Forum & Market 2014

Strong line-up features a myriad of international speakers who will share fresh insights and real experiences

Singapore, 13 October 2014 – Reed Exhibitions is pleased to announce an exciting line-up for the Asia Television Forum & Market's (ATF) conference programme, which will see a number of C-suite leaders of the TV industry shed light on the ever-evolving demands of the Asian TV market.

Ms **Yeow Hui Leng**, Senior Project Director of Asia TV Forum & Market and ScreenSingapore, Reed Exhibitions, said, "Asia accounts for 60% of the world population, and recent research shows that total pay TV subscribers in the region will grow to 696 million by 2020¹. These figures clearly highlight the importance of keeping pace with the burgeoning Asia TV market and corresponding consumer demands. With a strong line-up of renowned industry leaders sharing at the ATF 2014 conference, the sessions will provide delegates with an opportunity to learn from and interact with top-of-the-class industry professionals."

Keynote speakers at ATF 2014

To kick-start the Pre-market Conference on 9 December 2014, **Alon Shtruzman**, CEO, Keshet International (Israel) will deliver the format keynote session "Keshet International Looks East". During the session, he will outline the company's plans to build on its initial Asian successes and integrate further into the region with new collaborations, focusing on merging traditional television viewing with second screen extensions to generate increased viewership, advertiser participation and social commentary across all screens.

Alon Shtruzman is best known as one of founding fathers of Israel's multi-channel industry, with career highlights such as building the country's first narrowcast channels, establishing Israel's first interactive TV studio and introducing the country's pioneering VOD service.

At the Kids Animation Masterclass, **Tom Beattie**, Head of Animation and Children's Programming for Tiger Aspect Productions (United Kingdom) and the mind behind the renowned *Mr Bean: The Animated Series*, will provide insights into what it takes to transform a global live-action legend into a successful animated icon. Currently working on the second animation series for *Mr. Bean*, which is due to premier globally in 2015, Tom will speak about the production process, his experience in working with Rowan Atkinson and the global Mr. Bean phenomenon.

Attendees can also look forward to hearing from **Nicholas Wodtke**, Vice President, Media Solution Center, Samsung Electronics (Southeast Asia & Oceania).

¹ Asia-Pacific Broadcasting Union. China, India & Southeast Asia to drive future Asia Pacific TV growth [Online] Available: http://www.abu.org.my/Latest_News-@-China_India_n_Southeast_Asia_to_drive_future_Asia_Pacific_TV_growth.aspx [Last accessed: 18 September 2014]

Succeeding in Asia and beyond

In the television industry, as with many others, the consumer is king. As the Asian content industry flourished in recent decades, competition has intensified, with audiences becoming increasingly particular about watching only good quality programmes. In order for content players to stay ahead of the curve then, it has become even more critical to keep abreast of ever-evolving and emerging regional market trends.

ATF 2014 conference delegates can look forward to gaining essential knowledge about regional trends at “Focus on Asia’s Growing Content Business – Market Leaders’ Discussion Panel”, which will feature speakers **Robert Gilby**, Managing Director, The Walt Disney Company (Southeast Asia) (Singapore), **Ricky Ow**, President, Turner International Asia Pacific Limited (Hong Kong SAR) and **Jonathan Spink**, CEO, HBO Asia (Singapore). They will each deep dive into growing opportunities in various territories, expected challenges in the years ahead, and their analyses of the entertainment business around Asia. The session will be moderated by **Virat Patel**, Managing Director Asia, Venture Consulting (Singapore).

Speaking about the panel session, **Robert Gilby** said, “Growth is right here in Asia. The rapid transformation in digital landscapes and newer business models are changing the way we look at the industry today. This is a good time to come together as an industry, and the discussion panel at ATF will allow attendees and speakers alike to learn from each other’s experience in managing businesses in Asia.”

Another hot topic covered at the ATF 2014 conference would be over-the-top (OTT) content. At “Asia’s Growing OTT Market – Where is it Heading?”, **Takayuki Hayakawa**, General Producer, Worldwide Production and Sales, International Department, FUJI Television Network (Japan) and **Vincent Martin**, Executive Vice President, Dailymotion (Asia Pacific) (Singapore) will explore the need for OTT, and the cost effective and beneficial routes going into 2015.

“The Acquisition Panel – What Do Buyers Want?” will feature highly sought-after buyers who will provide insight into new ideas and shows that channels are on the lookout for. Panel speakers include **Tracy Forsyth**, Genre Director, Factual Entertainment and Entertainment, BBC Worldwide (United Kingdom), who will share knowledge from her years of overseeing the channel’s content investment strategy and managing the content programming slate for Factual Entertainment and Entertainment globally. Another panellist, **Hyun Park**, Vice President, Licensing and Business Development, DramaFever Corp. (South Korea), will provide insight into buyers’ demands based his experience in spearheading acquisitions of offline and online media assets, and involvement in DramaFever’s international licensing and new business development efforts.

The conference will also explore the expectations of international content buyers. At “The Power of Alliance – Exporting Asia’s Format Globally”, **Liu Xichen**, President & CEO, 3C Media (China), **So Fujinuma**, General Producer, Worldwide Production and Sales, International Department, FUJI Television Network (Japan) and **Tim Crescenti**, President, Small World International Format Television (USA) will tell of their experiences in developing alliances for exporting Asian formats to

the international scene, and share thoughts on what global acquisition heads are looking for in these exports.

Commenting on the growing popularity of Asian formats, **So Fujinuma** said, “With more formats being produced in Asia, buyers now pay more attention to such Asian productions. As buyers constantly look out for something different, Asian formats, which tend to have a different approach from European ones, could potentially dominate the market in the near future.”

Adding on, **Liu Xichen** said, “The fact that a number of Chinese formats have made it to the international market indicates that the quality of Chinese productions has increased through the years. As the China content industry continues to advance and become more creative, it will be able to fulfill its dream of bringing more original Chinese TV formats abroad.”

Separately, **Myleeta Aga**, SVP and GM India and Content Head Asia, BBC Worldwide (India), **Vikram Channa**, Vice President, Production and Development, Discovery Networks Asia-Pacific (Singapore), **David Haslingden** Owner and Operator of a network of television production companies comprising NHNZ, Beach House Productions and Northern Pictures (Australia) and **Maria Kyriacou**, Managing Director, ITV Studios Global Entertainment (ITVS GE) and Rest of World Production (United Kingdom) will speak on the growing consumer demands for factual entertainment in Asia

“We are excited to welcome the Asia TV Forum’s strong roster of speakers, which complements the Singapore Media Festival’s (SMF) endeavour to become one of Asia’s leading international media events,” said **Joachim Ng**, Director (Industry Operations), Media Development Authority of Singapore. “With the strong participation from global industry experts, we are confident that SMF will serve as the choice platform for the leaders of creativity, content and commerce to come together and exchange new ideas and form fruitful partnerships.”

More exciting speakers’ announcements will be made in the lead-up to ATF. Please visit www.asiatvforum.com for updates on the conferences and more.

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About Asia Television Forum & Market

Asia Television Forum & Market (ATF) is Asia’s leading entertainment content market, a must-attend international platform for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia’s entertainment content business.

For more information on ATF 2014, visit the official website at www.asiatvforum.com.

About the Singapore Media Festival

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A division of Reed Elsevier (Singapore) 2008 Pte Ltd

1 Changi Business Park Crescent #06-01, Plaza 8 @ CBP Tower A Singapore 486025

T:(65) 6789 8800 F:(65) 6588 3787 | E: ask@reedexpo.com.sg | W: www.reedexpo.com.sg

Co. Reg. No.: 197801021N

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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Media contacts

Reed Exhibitions

Kas Xie

Assistant Marketing Manager

kas.xie@reedexpo.com.sg

Golin

Charlene Ho

Associate

CHo@GolinHarris.com