

THE 2019 OFFICIAL

SOUTHEAST ASIAN FILM FINANCING (SAFF) PROJECT MARKET

4-6 DEC 2019

**MARINA BAY SANDS
SINGAPORE**

www.screensingapore.com.sg



ASIA TV FORUM & MARKET

in association with miptv and mipcom

Asia's entertainment content market

THE 2019 OFFICIAL

EVENTS & CONFERENCE GUIDE

3-6 DEC 2019

**MARINA BAY SANDS
SINGAPORE**

www.asiatvforum.com

Tuesday | 3 December 2019

LEADERS' SUMMIT LEVEL 4, ROSELLE BALLROOM

Sponsored by



10.00am
KEYNOTE: CHINA – STREAMING THE FUTURE

10.40am
KEYNOTE: SCALING UP TO GO MORE LOCAL

11.20am
KEYNOTE: MIGHT OF INDIA – THE RELIANCE RULEBOOK

12.00pm
EXCLUSIVE: PRICING STRATEGIES ACROSS APAC (OTT)

12.30pm
BREAK

1.45pm
**CHINA SERIES - PART I
TRADITIONAL VS DIGITAL: THE INTERNATIONAL EXPRESSION & DELIVERY OF CHINESE STORIES**

2.05pm
CHINA SERIES II: THE LONG ON SHORTS – CHINA'S ANSWER TO NEW MEDIA

2.45pm
PANEL SESSION: DIGITAL MONETIZATION – PART I - THE GEOGRAPHICAL GRIP

3.15pm
PANEL SESSION: DIGITAL MONETIZATION – PART II - GENREIFICATION

3.45pm
STRATEGY FOCUS: THE YOUTUBE STORY

4.10pm
**PANEL SESSION: STRATEGY FOCUS
STAPLE DIET – CROSSING FORMATS & PLATFORMS**

4.35pm
BREAK

4.45pm
**PANEL SESSION: IN CONVERSATION I
NEW ALLIANCES**

5.15pm
KEYNOTE: THE MONEY TRAIN – STREAMING THE FUTURE

5.45pm
END

NETWORKING EVENTS

5.45pm
**THE BEST OF GERMANY
PRE-MARKET FEST:
DRINKS! FOOD! MUSIC**

Sponsored by

BETA



GLOBAL SCREEN
— A BRAND OF TELEPOOL



**Red Arrow Studios
INTERNATIONAL**



2DF enterprises

Level 4
(outside the ATF Conference Theatre)

Programme updated as of 15 November 2019.
Refer to www.asiatvforum.com/conference for full details.

Wednesday | 4 December 2019

THE CONTENT CONNECTION LEVEL 4, ROSELLE BALLROOM

10.00am
OPENING CEREMONY

11.30am
FRESH CONTENT CHINA

*Session sponsored by The State Council
Information Office of the People's Republic of China
& the National Radio and Television Administration
of the People's Republic of China*



12.30pm
**SONY PICTURES TELEVISION: FORMATS
SHOWCASE**



12.50pm
FRESH CONTENT INDIA

1.15pm
WHAT DO INDIAN BUYERS WANT?

1.35pm
BREAK

2.00pm
THE NEXT HIT THAILAND

*New launch from JKN Global Media Featuring
Thai Superstar, James Jirayu*



3.00pm
HERE COMES THE SMASHING K FORMATS!

Session sponsored by KOCCA



4.10pm
BIG INTEREST IN K SHORTS (NEW!)

Session sponsored by KOCCA



5.10pm
K NETWORKING HOUR

Session sponsored by KOCCA



Level 4 (outside the ATF Conference Theatre)

PLENARY

11.00am
**THE LATAM COMEBACK: BUYING BIG ON
NEW LATINO CONTENT**

*Brought to you by ATF & Prensario Internacional
Closed-door session*



Level 4 | Peony 4511, 4512

4.00pm
ATF CHINESE PITCH 2019

*Sponsored by G.H.Y Culture & Media |
Closed-door session*



Level 5 | Room 5103

NETWORKING EVENTS

2.00pm–3.30pm

TAIWAN SHOWCASE

@ Taiwan Pavilion | Level 5 | Booth D10

3.00pm–4.00pm

SINGAPORE HOUR

@ Singapore Pavilion | Level 5 | Booth E08/H08

4.00pm–6.00pm

TAIWAN PITCHING

Brought to you by Taiwan Pavilion

Level 4 | Peony 4511, 4512

(opposite of the ATF Conference Theatre)

5.00pm–6.00pm

SUSHI & COCKTAIL PARTY

@ Japan Pavilion | Level 5 | B10
Hosted by Japan Pavilion

8.30pm

ATF OPENING PARTY

*Your awesome good time is supported
by Passion Distribution*



Zafferano Italian Restaurant & Lounge
Ocean Financial Centre | 10 Collyer Quay |
Level 43

Thursday | 5 December 2018

PRODUCTION DAY

LEVEL 4, ROSELLE BALLROOM

Sponsored by



10.00am

EXCLUSIVE: TRENDING ASIA, WINNING FORMATS

Presented by K7 Media

10.40am

PANEL SESSION: RE-FORMATTING FOR THE NEW WORLD

11.20am

ATF FORMATS PITCH 2019

11.50am

BREAK

12.15pm

ATF FORMATS PITCH 2019 WINNER ANNOUNCEMENT

12.30pm

BREAK

1.15pm

THE ABCS OF DIGITAL DISTRIBUTION & MONETIZATION

2.00pm

PANEL SESSION: RE-IMAGINING KIDS: WHAT DO BUYERS WANT TODAY?

2.40pm

ATF ANIMATION PITCH 2019

Sponsored by Green Gold Animation



3.10pm

**EXCLUSIVE: ARE KIDS' EYEBALLS
SHIFTING FROM YOUTUBE TO SVOD
PLATFORMS?**

Presented by Totally Awesome

3.35pm

ATF ANIMATION PITCH 2019

*Sponsored by Green Gold Animation
Winner Annoucement*



3.40pm

BREAK

4.00pm

**EXCLUSIVE: ASIAN DRAMA TRENDS – THE
LATEST & UPCOMING HITS**

Presented by Glance - Mediametrie

4.30pm

THE BANIJAY EFFECT

4.55pm

**JOURNEY TO THE WEST –ASIAN IPS TAKE
FLIGHT**

5.25pm

**KEYNOTE:
ON CO-PRODUCTION & FINANCING**

PLENARY

12.00pm

FRESH CONTENT JAPAN

(By Invitation Only)

*Session sponsored by BEAJ and Ministry of
Internal Affairs & Communications*



Ministry of Internal Affairs
and Communications

Level 4 | Peony 4512
(opposite of the ATF Conference Theatre)
Buffet lunch will be served

NETWORKING EVENTS

3.30pm–4.30pm

CANADIAN COCKTAIL RECEPTION

@ Canadian Booth | Level 5 | J30

4.00pm–5.00pm

SINGAPORE HOUR

@ Singapore Pavilion | Level 5 | Booth E08/
H08

5.00pm–6.00pm

FROM NTV RUSSIA WITH LOVE

*Welcome reception by NTV
Broadcasting company*

@ NTV booth | Level 5 | H29

DEC
03
TUESDAY

LEADERS' SUMMIT

LEVEL 4 | ROSELLE BALLROOM

Sponsored by
ABS CBN

OPENING KEYNOTE

CHINA: STREAMING THE FUTURE

10.00am–10.40am

*Session will be in Chinese, with
simultaneous translation*

Looking at the business model and development trend of China's OTT platform and how today's expansions will affect the region of APAC.

- **Gong Yu**
Founder & CEO
iQIYI



Gong Yu
iQIYI

KEYNOTE

SCALING UP TO GO MORE LOCAL

10.40am–11.20am

Speaking in APAC for the first time since stepping into his new role as President, what will be WarnerMedia Entertainment Networks' hope for the APAC region?

- **Giorgio Stock**
President
WarnerMedia Entertainment Networks
Distribution and Advertising Sales,
EMEA and APAC
- **Rob Gilby**
Founder & CEO
Blue Hat Ventures (MODERATOR)



Giorgio Stock
WARNERMEDIA
ENTERTAINMENT
NETWORKS
DISTRIBUTION
AND
ADVERTISING
SALES, EMEA
AND APAC



Rob Gilby
BLUE HAT
VENTURES

KEYNOTE

MIGHT OF INDIA: THE RELIANCE RULEBOOK

11.20am–12.00pm

This exclusive Keynote focuses on Reliance Entertainment's investment and growth, including the general Indian content business, its journey into regional markets, and what it means with the world coming into India. This session will set the tone of the kind of future this industry will have to align with, as we increasingly dwell in the shadow of India's might.

- **Shibasish Sarkar**
Group CEO,
Reliance Entertainment
- **Tony Gunnarsson**
Principal Analyst, OTT Video
Ovum, Media & Entertainment
(MODERATOR)



Shibasish Sarkar
RELIANCE
ENTERTAINMENT



Tony Gunnarsson
OVUM, MEDIA &
ENTERTAINMENT

EXCLUSIVE!

**PRICING
STRATEGIES
ACROSS APAC**

12.00pm–12.30pm

Service providers across APAC have had fluctuating success with payment options to quench the varied appetite of subscribers/consumers. This exclusive session offers an analysis on OTT video business models and pricing strategies that have worked. The session will also cover in depth, how pay TV prices tend to dictate the pricing level for OTT video; the current strategies from OTT video service providers (local & foreign) and the predominance of hybrid access services in the region (free/premium hybrid services); and consumer demand and expectations on pricing (APAC and elsewhere).

► **Tony Gunnarsson**
Principal Analyst, OTT Video
Ovum, Media & Entertainment



Tony Gunnarsson
OVUM, MEDIA & ENTERTAINMENT

12.30pm–1.45pm

LUNCH BREAK

CHINA SERIES - PART I

**TRADITIONAL
VS DIGITAL: THE
INTERNATIONAL
EXPRESSION &
DELIVERY OF
CHINESE STORIES**

1.45pm–2.05pm

A look into the opportunities and challenges in content production and international cooperation in the context of media convergence.

► **Yu Jie**
Vice President, Oriental Pearl Group /
General Manager, SMG Pictures &
WingsMedia



Yu Jie
ORIENTAL PEARL
GROUP / SMG
PICTURES &
WINGSMEDIA

*Session will be in Chinese, with
simultaneous translation*

CHINA SERIES - PART I

**THE LONG ON
SHORTS: CHINA'S
ANSWER TO NEW
MEDIA**

2.05pm–2.25pm

China holds 45% of the world's top 20 largest tech companies, with the likes of Baidu, ByteDance, Tencent, Alibaba and Xiaomi, among others. Some on the list have started to pull significant number of eyeballs to their site. Baidu Haokan and TikTok's parent companies have been shining examples of financial success. How are they relevant in your life as an entertainment/media industry decision maker?

▶ **Seunghae Ahn**

Vice General Manager
Baidu Haokan Video

▶ **Rob Gilby**

Founder & CEO
Blue Hat Ventures (MODERATOR)



Seunghae Ahn
BAIDU HAOKAN
VIDEO



Rob Gilby
BLUE HAT
VENTURES

**DIGITAL
MONETIZATION -
PART I**

**THE
GEOGRAPHICAL
GRIP**

2.45pm–3.15pm

Netflix's plan to gain 100 million customers in India - almost 25 times Netflix's estimated subscriber base - this year may fall through. The streaming service is also effectively blocked in China. Beyond its Q2 loss of 130,000 users in the U.S., local OTT players are not backing down, many successfully holding ground with impressive local subscriber numbers. This has put in motion the coming of a new age of OTT, where local OTTs step up their game. Looking at real digital monetization, will they change the Netflix game forever?

▶ **Jimmy Kim**

MD
Genflix

▶ **Vishnu Mohta**

Co-Founde
Hoichoi

▶ **Ariya Banomyong**

President
BEC World

▶ **Mitch Mallon**

Founder & CEO
Stadium Media (MODERATOR)



Jimmy Kim
GENFLIX



Vishnu Mohta
HOICHOI



**Ariya
Banomyong**
BEC WORLD



Mitch Mallon
STADIUM MEDIA

**DIGITAL
MONETIZATION - PART
II**

GENREFICATION

3.15pm–3.45pm

Niche OTT services cater to a particular audience by curating a library of titles only related to a specific interest or genre. They rely on a sound understanding of their audiences and use expertise rather than algorithms to provide high quality, handpicked content. Is ROI worth the commitment?

- ▶ **Alexandre Michelin**
Co-Founder & Partner
Spicee.com
- ▶ **Jay Lin**
Founder
Portico Media (GagaOOLala)
- ▶ **Mitch Mallon**
Founder & CEO
Stadium Media (MODERATOR)



Alexandre Michelin
SPICEE.COM



Jay Lin
PORTICO MEDIA
(GAGAOOLALA)



Mitch Mallon
STADIUM MEDIA

STRATEGY FOCUS

**THE YOUTUBE
STORY**

3.45pm–4.10pm

A compelling conversation on how the world of content has been diversified, and how YouTube has given extra velocity to premium and popular content in Asia.

- ▶ **Ajay Vidyasagar**
Regional Director
YouTube APAC



Ajay Vidyasagar
YOUTUBE APAC

DEC
03
TUESDAY

LEADERS' SUMMIT

LEVEL 4 | ROSELLE BALLROOM

Sponsored by
ABS CBN

STRATEGY FOCUS

STAPLE DIET: CROSSING FORMATS & PLATFORMS

4.10pm–4.35pm

Despite the rise and fall of industry profits, along with the current evolution of M&As and streamlining exercises, one genre continues to lure eyeballs, if not tummies, to the screen. From FTA, cable, OTT and live streaming (mukbang), to formats and drama, food has never been more in demand. Can the food genre cook up a bigger storm? What lies ahead for those who have placed their currency on the captivation of cuisine?

- ▶ **Chris Knight**
CEO
Gusto TV
- ▶ **Hwang Jin-woo**
Head, Global Content Development
CJ ENM
- ▶ **Bobby Chinn**
International Chef, Television Presenter,
Restaurateur & Cookbook Author
(MODERATOR)



Chris Knight
GUSTO TV



Hwang Jin-woo
CJ ENM



Bobby Chinn
INTERNATIONAL
CHEF,
TELEVISION
PRESENTER,
RESTAURATEUR
& COOKBOOK
AUTHOR

4.35pm–4.45pm

BREAK

IN CONVERSATION

NEW ALLIANCES

4.45pm–5.15pm

With the changing landscape, traditional thought processes and alliances must also change to create new opportunities to diversify and reach further, as content seeps into every adaptable gap that cuts across gender and age. How will this affect the way things are done within the industry today, as new players enter the industry in various capacities?

- ▶ **Michael Lewis**
CCO
Gojek Entertainment Group
- ▶ **Gourav Rakshit**
COO/Head
Viacom18 / Voot Digital Business
- ▶ **Rahul Arbol**
Head of Strategy (APAC)
Uber
(MODERATOR)



Michael Lewis
GOJEK
ENTERTAINMENT
GROUP



Gourav Rakshit
VIACOM18 /
VOOT DIGITAL
BUSINESS



Rahul Arbol
UBER

KEYNOTE

**THE MONEY
TRAIN:
STREAMING THE
FUTURE**

5.15pm–5.45pm

This session will circle around investment into media today, new/digital issues and how content is helping it all to succeed.

- ▶ **Parminder Singh**
Chief Commercial & Digital Officer
Mediacorp
- ▶ **Debbie Lee**
Founder & CEO
TechStorm
- ▶ **Lofai Lo**
Director & General Manager
ViuTV
- ▶ **Justin Deimen**
President, Production & Acquisition
108 Media



Parminder Singh
MEDIACORP



Debbie Lee
TECHSTORM



Lofai Lo
VIUTV



Justin Deimen
108 MEDIA

NETWORKING SESSION

**THE BEST OF
GERMANY**

**PRE-MARKET
FEST: DRINKS!
FOOD! MUSIC**

5.45pm–7.45pm

Head over to Level 4 (outside the ATF Conference Theatre) for a bash of drinks, canapés and music, as we highlight the best of Germany.

BETA

GLOBAL SCREEN
— A BRAND OF TELEPOOL

Red Arrow Studios
INTERNATIONAL

ZDF enterprises

Level 4 (outside the ATF Conference Theatre)

DEC
04
WEDNESDAY

CONTENT CONNECTION

LEVEL 4 | ROSELLE BALLROOM

PLENARY

CLOSED-DOOR SESSION

THE LATAM COMEBACK: BUYING BIG ON NEW LATINO CONTENT

11.00am–12.00pm

Brought to you by ATF & Prensario International



Level 4 @ Room 4511

FRESH CONTENT CHINA

11.30am–12.30pm

Session sponsored by The State Council Information Office of the People's Republic of China & the National Radio and Television Administration of the People's Republic of China



- ▶ **Allen Jin**
Senior Manager of Distribution
Department
SMG Pictures & Shanghai WingsMedia
- ▶ **Cao Yifei**
Distribution Supervisor
China Television Corporation
- ▶ **Tian Tao**
International Business Director
HUACE Group
- ▶ **Mac Yang**
International Distribution and Acquisition
Jiangsu Broadcasting Corporation
- ▶ **Cao Yifei**
Distribution Supervisor
China Television Corporation
- ▶ **Wang Zhen**
Specialist (Program Information)
Hunan Golden Eagle Cartoon Media Co. Ltd
- ▶ **Cong**
Executive Director / Producer
UUCMM

HOST

Michel Rodrigue
CEO & Partner
The Format People Inc.

SONY PICTURES TELEVISION: FORMATS SHOWCASE

12.30pm–12.50pm



The Sony format team will present the new shows and highlights of the studio's multi-award winning unscripted format catalogue. This includes the best-selling quiz show of all time 'Who Wants To Be A Millionaire?' and the phenomenon of 'Dragons' Den' (aka Shark Tank).

► **Laura St Clair**

VP, International Formats
Sony Pictures Entertainment

► **Kate Sioftanou**

VP International Production Consultancy
Sony Pictures Entertainment

FRESH CONTENT INDIA

12.50pm–1.15pm

India's content creation industry has been exploding what with the large number of TV channels and proliferation of OTT platforms with an insatiable maw for fresh programming. Newer formats, edgier storylines, and greater investments in production values are becoming the norm. In this session, we take a look at some of the locally produced shows and series which have made waves amongst Indian audiences.

► **Rahul Kumar Tewary**

Producer & Managing Director
One Life Studios

► **Hitendra Merchant**

Founder & CEO
YoBoHo New Media

► **Khalid Khan**

Head, Syndication & Distribution
INDIA SPARK

► **Pranab Punj**

Chief Marketing Officer
Rainshine Entertainment

► **Anil Wanvari**

Founder, CEO & Editor-in-Chief
Indiantelevision.com group (MODERATOR)



**Rahul Kumar
Tewary**

ONE LIFE STUDIOS



**Hitendra
Merchant**

YOBOHO NEW
MEDIA



Khalid Khan
INDIA SPARK



Pranab Punj
RAINSHINE
ENTERTAINMENT



Anil Wanvari
INDIANTELEVISION.
COM GROUP

WHAT DO INDIAN BUYERS WANT?

1.15pm–1.35pm

Even as localisation of content is on the up amongst India's video platforms and TV channels, the demand for finished programmes, adaptations and formats of factual/non-fiction, fiction shows continues to grow in India. Who are the crème de la crème of India's buyers and what are they looking to acquire for their slate in 2020?

- ▶ **Sunil Doshi**
Director
Alliance Media
- ▶ **Mansi Srivastav**
Sr. Vice President - Global Content
Acquisitions & Alliances
MX Player
- ▶ **Divya Radhakrishnan**
Head, Global Syndication
Rainshine Entertainment
- ▶ **Gourav Rakshit**
COO/Head
Viacom18 / Voot Digital Business
- ▶ **Vivek Lath**
Founder & CEO
Goquest Media Ventures
- ▶ **Anil Wanvari**
Founder, CEO & Editor-in-Chief
Indiantelevision.com group (MODERATOR)



Sunil Doshi
ALLIANCE MEDIA



Mansi Srivastav
MX PLAYER



**Divya
Radhakrishnan**
RAINSHINE
ENTERTAINMENT



Gourav Rakshit
VIACOM18 / VOOT
DIGITAL BUSINESS



Vivek Lath
GOQUEST MEDIA
VENTURES



Anil Wanvari
INDIANTELEVISION.
COM GROUP

1.35pm–2.00pm

BREAK

THE NEXT HIT THAILAND

2.00pm–3.00pm

New launch from JKN Global Media
Featuring Thai Superstar, James Jirayu

Session Sponsored by



HERE COMES THE SMASHING K FORMATS!

3.00pm–4.00pm

Session sponsored by

KOCCA

KOREA CREATIVE CONTENT AGENCY

A rare opportunity to witness the most trending and unique formats from South Korea, as the session looks at both developed and in-development formats. This will be the first K Format Showcase to present Korean In-development formats.

- **Dong-Cheul Moon**
Manager, Global Business Department
KBS Media
- **Max Woo**
Manager, Global Business Department
MBC
- **Yuanli Liu**
Manager, Global Contents Production
SBS
- **Jully Kim**
Manager, Global Content Development
CJ ENM
- **Jaden Seo, Manager**
Global Business Team
JTBC
- **Dahye Son**
Manager
Channel A
- **Heychung Eun**
Executive
IMTV
- **Sunah Kim**
Producer
J Wonder
- **Yuanli Liu**
Manager, Global Contents Production
FormatEast
- **Keri Lewis Brown**
Founder & CEO
K7 Media (MODERATOR)



Dong-Cheul Moon
KBS MEDIA



Max Woo
MBC



Yuanli Liu
SBS



Jully Kim
CJ ENM



Jaden Seo
JTBC



Dahye Son
CHANNEL A



Heychung Eun
IMTV



Sunah Kim
J WONDER



Yuanli Liu
FORMATEAST



Keri Lewis Brown
K7 MEDIA

CONTENT CONNECTION

LEVEL 4 | ROSELLE BALLROOM

BIG INTEREST IN K SHORTS (NEW!)

4.10pm–5.10pm

Session sponsored by

KOCCA

KOREA CREATIVE CONTENT AGENCY

A newly launched showcase with the most outstanding short forms from South Korea.

- ▶ **Wootak Lee**
Team Leader
CJ ENM
- ▶ **Jaeha Lee**
Manager, Digital Planning Team
JTBC Content Hub
- ▶ **Jinyoung Choi**
Team Leader, Business Team
Anipen
- ▶ **Junghyun Shon**
CEO
in Wonderland
- ▶ **Joowon Lee**
CEO
SuperBean Co.
- ▶ **Eunee Park**
Company Director
Grafizix Co., Ltd.
- ▶ **Taekjin Nam**
CEO
J WONDER co. ltd
- ▶ **Jinhong Cha**
Team Leader
Starship Vending-machine Corp.
- ▶ **Michelle Lin**
Manager (APAC)
K7 Media (MODERATOR)



Wootak Lee
CJ ENM



Jaeha Lee
JTBC CONTENT
HUB



Jinyoung Choi
ANIPEN



Junghyun Shon
IN
WONDERLAND



Joowon Lee
SUPERBEAN CO.



Eunee Park
GRAFIZIX CO., LTD.



Taekjin Nam
J WONDER CO.
LTD



Jinhong Cha
STARSHIP
VENDING-
MACHINE CORP.



Michelle Lin
K7 MEDIA

K NETWORKING HOUR

5.10pm–6.00pm

Session sponsored by



Come meet the best of Korea.

Level 4 (outside the ATF Conference Theatre)

PLENARY

CLOSED-DOOR SESSION

ATF CHINESE PITCH 2019

4.00pm–6.00pm

Sponsored by G.H.Y Culture & Media
Closed-door session



ONSTAGE JUDGES

- **Guo Jingyu** (郭靖宇)
Group CEO
G.H.Y. Culture & Media
- **Chen Xiao** (陈潇)
Vice President
iQIYI
- **Xiao Ji Xiang Tian** (小吉祥天)
Renowned screenwriter

Level 5 | Room 5103



Guo Jingyu
G.H.Y. CULTURE &
MEDIA



Chen Xiao
IQIYI



**Xiao Ji Xiang
Tian**
RENOWNED
SCREENWRITER

ATF OPENING PARTY

8.30pm–Late

Your awesome good time is supported by



PASSION
DISTRIBUTION



Zafferano Italian Restaurant & Lounge
Ocean Financial Centre | 10 Collyer Quay | Level 43

DEC
05
THURSDAY

PRODUCTION DAY

LEVEL 4 | ROSELLE BALLROOM

Sponsored by



EXCLUSIVE

TRENDING ASIA, WINNING FORMATS

10.00am–10.40am

An exclusive on the latest formats across APAC.

Presented by K7 Media

- ▶ **Michelle Lin**
Manager (APAC)
K7 Media



Michelle Lin
K7 MEDIA

RE-FORMATting FOR THE NEW WORLD

10.40am–11.20am

The formats business is based on the principle that formats travel through an individual license issued by a distributor to a territory. But this principle is being disrupted by the new streamers on the block, who not only want to change the terms of trade, but also work on a different model of broadcast that reaches many different territories at once. So how should the industry respond? This panel of experts will address the challenges and opportunities faced by creators and producers, as they seek to develop content suited to new audiences and new platforms, as well as by distributors, as they seek to formulate new business models that preserve the formats industry in a streaming world.

- ▶ **Vivian Yin**
Senior Industry Consultant
- ▶ **William Chan**
Senior Vice President
iQIYI
- ▶ **Mike Beale**
EVP
ITV Studios UK
- ▶ **Sabrina Duguet**
EVP (APAC)
all3media International
- ▶ **Michel Rodrigue**
CEO & Partner
The Format People Inc (MODERATOR)



Vivian Yin
SENIOR
INDUSTRY
CONSULTANT



William Chan
IQIYI



Mike Beale
ITV STUDIOS UK



Sabrina Duguet
ALL3MEDIA
INTERNATIONAL



Michel Rodrigue
THE FORMAT
PEOPLE INC

DEC
05
THURSDAY

PRODUCTION DAY

LEVEL 4 | ROSELLE BALLROOM

Sponsored by



ATF FORMATS PITCH 2019

11.20am–12.30pm

ONSTAGE JUDGES

- ▶ **Vivian Yin**
Senior Industry Consultant
- ▶ **Mike Beale**
EVP
ITV Studios UK
- ▶ **Nomin Chinbat**
CEO
Mongol TV
- ▶ **Sonia Fleck**
CEO
Bomanbridge Singapore
- ▶ **Ilan Astrug**
Head Format Acquisitions
Warner Brothers International TV
Productions

HOST

Michel Rodrigue
CEO & Partner
The Format People Inc.



Vivian Yin
SENIOR
INDUSTRY
CONSULTANT



Mike Beale
ITV STUDIOS UK



Nomin Chinbat
MONGOL TV



Sonia Fleck
BOMANBRIDGE
SINGAPORE



Ilan Astrug
WARNER
BROTHERS
INTERNATIONAL
TV PRODUCTIONS



Michel Rodrigue
THE FORMAT
PEOPLE INC

ATF FORMATS PITCH 2019

12.25pm

Winner Announcement

12.30pm–1.15pm

LUNCH BREAK

PLENARY

(BY INVITATION ONLY) FRESH CONTENT JAPAN

12.00pm–1.00pm

Session Sponsored by BEAJ and Ministry of Internal Affairs & Communications



Ministry of Internal Affairs
and Communications

Level 4, Peony 4512 (opposite of the ATF Conference Theatre)
Buffet lunch will be served



THE ABCS OF DIGITAL DISTRIBUTION & MONETIZATION

1.15pm–2.00pm

This session will explore how an initial idea can become a guideline to digital distribution opportunities. Looking at dramas, formats and films, this unique session will cover best practices, digital distribution opportunities, digital platforms and how to make a deal that works. The trending world of shorts will also be touched on.

► **Mitch Mallon**
Founder/CEO
Stadium Media



Mitch Mallon
STADIUM MEDIA

RE-IMAGINING KIDS: WHAT DO BUYERS WANT TODAY?

2.00pm–2.40pm

This session looks at old school and what place it has in the new world. Content that has enjoyed whirlwind successes over decades may have to re-look at what young eyeballs are lapping up. Is there still a strong place for long-standing household names in kids' content, or are buyers looking elsewhere to feed a new breed of hungry kids?

- **Rajiv Chilaka**
CEO
Green Gold Animation
- **Nick Walters**
CEO
Hopster
- **Vivek Bhutyani**
Co-Founder & CEO, Lattu Kids
- **Vijay Subramaniam**
Head of Content
Amazon Prime Video India
- **Leslie Lee**
VP, Kids
WarnerMedia Entertainment Networks
- **Anne Loi**
EVP M&A and Chief Commercial Officer
Wildbrain
- **Yoshiya Ayugai**
Creative Producer
August Media (MODERATOR)



Rajiv Chilaka
GREEN GOLD
ANIMATION



Nick Walters
HOPSTER



Vijay Bhutyani
LATTU KIDS



Vijay Subramaniam
AMAZON PRIME
VIDEO INDIA



Leslie Lee
WARNERMEDIA
ENTERTAINMENT
NETWORKS



Anne Loi
WILDBRAIN



Yoshiya Ayugai
AUGUST MEDIA

DEC
05
THURSDAY

PRODUCTION DAY

LEVEL 4 | ROSELLE BALLROOM

Sponsored by



ATF ANIMATION PITCH 2019

2.40pm–3.40pm

Sponsored by Green Gold
Animation



ONSTAGE JUDGES

- ▶ **Rajiv Chilaka**
CEO
Green Gold Animation
- ▶ **Leslie Lee**
VP, Kids
WarnerMedia Entertainment Networks
- ▶ **Vijay Subramaniam**
Head of Content
Amazon Prime Video India
- ▶ **Edward Barnieh**
Kids & Family Content (APAC)
Netflix
- ▶ **Justin Deimen**
President – Film/TV
108 Media



Rajiv Chilaka
GREEN GOLD
ANIMATION



Leslie Lee
WARNERMEDIA
ENTERTAINMENT
NETWORKS



**Vijay
Subramaniam**
AMAZON PRIME
VIDEO INDIA



Edward Barnieh
NETFLIX



Justin Deimen
108 MEDIA

ARE KIDS' EYEBALLS SHIFTING FROM YOUTUBE TO SVOD PLATFORMS?

3.10pm

Exclusive Research @ ATF

After years of steady increase and dominance, we see the first decline in preference, usage and top of mind. The emergence of quality subscription channels are shifting eyeballs.

- ▶ **Michelle Ching**
Head of Sales (APAC)
Totally Awesome

ATF ANIMATION PITCH 2019

3.35pm

Winner Announcement

3.40pm–4.00pm

BREAK

DEC
05
THURSDAY

PRODUCTION DAY

LEVEL 4 | ROSELLE BALLROOM

Sponsored by



ASIAN DRAMA TRENDS

THE LATEST & UPCOMING HITS

4.00pm–4.30pm

An overview of current and upcoming trends in Asian scripted series. The session will include an exclusive selection of hits and pilots across TV and digital platforms.

Presented by
Glance - Mediametrie

- ▶ **Avril Blondelot**
Head of Content Insight
Glance



Avril Blondelot
GLANCE

FIRESIDE CHAT

THE BANIJAY EFFECT

4.30pm–4.55pm

A look at Banijay Asia's creative strategy and the progress it has made in the region in a short span of time. Also, trends in the market and finance strategies will be touched upon.

- ▶ **Deepak Dhar**
Founder & CEO
Banijay Asia
- ▶ **Abhi Rastogi**
Founder & CEO,
108Media (MODERATOR)



Deepak Dhar
BANIJAY ASIA



Abhi Rastogi
108MEDIA

KEYNOTE PANEL

JOURNEY TO THE WEST: ASIAN IPS TAKE FLIGHT

4.55pm–5.25pm

How can Asian content/IPs capture the Western world, without being crazy or rich? Also looked at, the evolution of Western IPs in Asia.

- ▶ **Justin Deimen**
President – Film/TV
108 Media
- ▶ **Vibha Chopra**
Business Head
Zee Studios Intl Distribution & Global Syndication
- ▶ **Hwang Jin-woo**
Head, Global Content Dev
CJ ENM (MODERATOR)



Justin Deimen
108 MEDIA



Vibha Chopra
ZEE STUDIOS
INTL
DISTRIBUTION
& GLOBAL
SYNDICATION



Hwang Jin-woo
CJ ENM

DEC
05
THURSDAY

PRODUCTION DAY

LEVEL 4 | ROSELLE BALLROOM

Sponsored by



FINALE KEYNOTE PANEL

ON CO- PRODUCTION & FINANCING

5.25pm–6.00pm

- › **Graeme Stanley**
Chief Commercial Officer
Insight TV
- › **Quark Henares**
Head
Globe Studios
- › **Abhi Rastogi**
Founder & CEO,
108Media (MODERATOR)



Graeme Stanley
INSIGHT TV



Quark Henares
GLOBE STUDIOS



Abhi Rastogi
108MEDIA

DEC
04
WEDNESDAY

ATF CHINESE PITCH

The ATF Chinese Pitch is the premier pitching event for those with innovative ideas, aimed to encourage, promote and reward creativity, originality and innovation in the Chinese script-writing realm.

It includes 2 distinct pitches in the movie and online drama series space, across all genres.

JUDGING PANEL



Guo Jingyu
GROUP CEO
G.H.Y. CULTURE &
MEDIA



Chen Xiao
VICE PRESIDENT
IQIYI



**Xiao Ji Xiang
Tian**
RENOWNED
SCREENWRITER

Global Partner



ATF CHINESE PITCH FINALISTS

CATEGORY: ONLINE DRAMA SERIES

神话Z世代

COMPANY:
THE BIG SHOTS LLP

COUNTRY / REGION:
SINGAPORE

《禁，入》

COMPANY:
五芒星

COUNTRY / REGION:
SINGAPORE / MALAYSIA

更衣室里谁的手机

COMPANY:
ANG YEE SIEN

COUNTRY / REGION:
MALAYSIA

CATEGORY: THEATRICAL / ONLINE MOVIE

戰慄酒店
Hotel of Horror

COMPANY:
文采
MELISSA WEN

COUNTRY / REGION:
TAIWAN

X-Limit

COMPANY:
JONATHAN TAN
COUNTRY / REGION:
MALAYSIA

再见，老Hero!
See You Around, Old Hero!

COMPANY:
LOW HUI HUI
COUNTRY / REGION:
SINGAPORE

三锅演义

COMPANY:
THE BIG SHOTS LLP
COUNTRY / REGION:
SINGAPORE

赤城

COMPANY:
LINK SNG
COUNTRY / REGION:
SINGAPORE

何夕不中秋

COMPANY:
NANFEI WEN
COUNTRY / REGION:
SINGAPORE

DEC
05
THURSDAY

ATF FORMATS PITCH

HOST



Michel Rodrigue
CEO & PARTNER
THE FORMAT
PEOPLE INC

ON STAGE JUDGES



Sonia Fleck
CEO
BOMANBRIDGE



Mike Beale
MANAGING
DIRECTOR
NORDIC
PRODUCTION &
GLOBAL CREATIVE
NETWORK
ITV STUDIOS



Nomin Chinbat
CEO
MONGOLTV



Ilan Astrug
HEAD, FORMAT
ACQUISITIONS
WARNER BROTHERS
INTERNATIONAL TV
PRODUCTIONS



Vivian Yin
SENIOR INDUSTRY
CONSULTANT

PRE-SELECTION PANEL OF JUDGES



Justin Scroggie
CHIEF CREATIVE
OFFICER & PARTNER
THE FORMAT
PEOPLE



Sylvia Kocman
MANAGER,
DISTRIBUTION
ATTRACTION
DISTRIBUTION
INTERNATIONAL



David Bodycombe
NON-SCRIPTED
FORMAT DEVISER,
WRITER & ADVISOR



#asiatvforum #screeningsingapore

DEC
05
THURSDAY

ATF FORMATS PITCH FINALISTS

The 25th Time Zone

GENRE:
MUSIC REALITY

COMPANY:
HUNAN TV

COUNTRY / REGION:
CHINA

Get Rekt

GENRE:
REALITY COMPETITION

COMPANY:
SERA FILM SERVICES

COUNTRY / REGION:
TURKEY

Don't Block The Numbers

GENRE:
GAME SHOW

COMPANY:
GAMALIEL PAULUS S. (GAMMY)

COUNTRY / REGION:
INDONESIA

The Gacha Gacha Show

GENRE:
FOOD COMPETITION

COMPANY:
TV ASAHI PRODUCTION

COUNTRY / REGION:
JAPAN

The Auction

GENRE:
GAME SHOW

COMPANY:
DAVID BEN ARI - PUZZLE MEDIA

COUNTRY / REGION:
ISRAEL

DEC
05
THURSDAY

ATF ANIMATION PITCH

The ATF Animation Pitch is the premier Asian pitching competition for individuals, students and small to medium sized companies with new and innovative concepts in animation, targeting kids.

The ATF Animation Pitch is the platform that showcases Asian originality, and exposes ideas for export and development within and outside of the region.

ON STAGE JUDGES



Leslie Lee
VP, KIDS
WARNERMEDIA
ENTERTAINMENT
NETWORKS



Rajiv Chilaka
FOUNDER & CEO
GREEN GOLD
ANIMATION PVT LTD



**Vijay
Subramaniam**
DIRECTOR & HEAD
OF CONTENT
AMAZON PRIME
VIDEO INDIA



Edward Barnieh
MANAGER
(INTERNATIONAL
ORIGINALS)
KIDS & FAMILY
NETFLIX



Justin Deimen
PRESIDENT – FILM/TV
108 MEDIA

PRE-SELECTION PANEL OF JUDGES



Rajiv Chilaka
FOUNDER & CEO
GREEN GOLD
ANIMATION PVT LTD



Marc Lumer
VICE PRESIDENT
& HEAD OF US
OPERATIONS
GREEN GOLD
ANIMATION (USA)



**Bharath
Laxmipati**
VICE PRESIDENT
CONTENT SALES
GREEN GOLD
ANIMATION PVT LTD

Global Partner



DEC
05
THURSDAY

ATF ANIMATION PITCH FINALISTS

Battu Ranger

COMPANY:
AFTERNOON DREAMS

COUNTRY / REGION:
INDIA

Fun Cican

COMPANY:
HELLO MOTION

COUNTRY / REGION:
INDONESIA

Weatherville

COMPANY:
RIKI GROUP / FUN UNION

COUNTRY / REGION:
CHINA

The Lost Chronicle

COMPANY:
GARANG PICTURES

COUNTRY / REGION:
MALAYSIA

The Curious World Of Linda

COMPANY:
TAKTOON ENTERPRISE

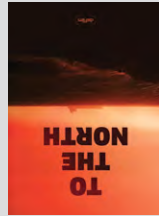
COUNTRY / REGION:
SOUTH KOREA

Wooly Booly

COMPANY:
RAHRANG ANIMATION STUDIO

COUNTRY / REGION:
IRAN

To the North

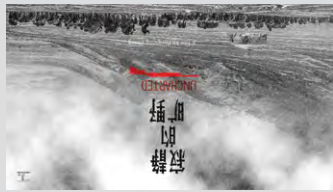


Country/ Region: Romania
Genre: Psychological Thriller
Producer: Radu Stancu
Director: Mihai Mincan

A religious Filipino sailor working on a transatlantic ship discovers a hidden Romanian stowaway. Convinced by a Bible this emigrant has on him, the sailor starts playing a dangerous game, involving his crew, his faith in God and an innocent man's life.

defilm
11 Busolei Street, 020637 Bucharest, Romania
+40 740 22 60 54
radu@defilm.ro
www.defilm.ro

Uncharted



Country/ Region: China
Genre: Drama - Western
Producer: Chi-an Lin, Kun-hua Hsu, Ruby Chen, Hsiao-ming Hsu
Director: Hong-song Zhang

An inexperienced Tibetan herder girl is waiting for help and brings her grandfather to seek medical care. A wounded poacher and a snow-blind policeman show up. She must unite them to fight off mother nature and the poacher's accomplices.

Coolie Films

Lot 1, Jing Yuan Image Base
No. 3 Guangqu Rd., Chaoyang District,
100020 Beijing, China

+86 10 64 06 89 23
linchian@gmail.com

TTB 2019 PROJECTS



Mayday

Country/ Region: Indonesia

Genre: Drama

Producer: Siska Raharja

Director: Eden Junjung

A new female worker in an Indonesian bra factory keeps a secret from her husband that she has been sexually harassed at work. When he finds out, he decides to disguise himself as an army soldier and take revenge on the molester.

Elora Films

Jl Lengenarjan Lor 29A, Yogyakarta 55131

Indonesia

+62 81 80 26 170 55

forelora@gmail.com

www.elorafilms.id



Tiger Stripes

Country/ Region: Malaysia

Genre: Coming of Age - Body Horror

Producer: Foo Fei Ling

Director: Amanda Nell Eu

11-year-old Zaffan reaches puberty when her body begins to morph at a horrifying rate. In fear of being called a monster, she struggles to conceal her grotesque self... until she realises she no longer wants to hide anymore.

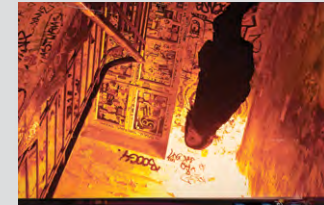
Ghost Grrrl Pictures

B-10-3, G Residence, Jalan 6/76c

55100 Kuala Lumpur, Malaysia

+60 12 201 40 02

foofeiling@gmail.com



The Final Print

Country/ Region: South Korea

Genre: Mystery Drama

Producer: Sunhee Han

Director: Woojin Jang

In Berlin, a South Korean photographer photographs two North Korean. But later her film disappears and she learns of their sudden deaths. All alone, she wanders the city, searching for the roll of film that contains the couple's final images.

Plain Pictures

B101-361, 109 Dong 10, Dokmak-ro 28 Gil

Mapo-Gu, Seoul, South Korea

+82 10 43 64 03 06

plainpic@gmail.com



Titanic Ocean

Country/ Region: Greece

Genre: Drama - Fantasy

Producer: Maria Drandaki

Director: Konstantina Kotzamani

A disconnected Japanese teenager, training to become a professional mermaid, is saved from a near-death experience when her coach gives her the kiss of life. Desire awakens, she finds her voice and discovers the devastating effects of her siren song.

Homemade Films

Ministérios 12, 105 56 Athens, Greece

+30 69 44 84 60 12

maria@homemadefilms.gr

https://homemadefilms.gr

Babylon



Country/ Region: Thailand, Philippines
Genre: Sci-fi
Producer: Supatcha Thipsena

Director: Keith Deligero
Two female activists Dawn and Saab living in the oppressive city of Babylon, travel back in time to assassinate its first ever dictator. Fighting against time glitches and third-world technology, the girls cause major ripples in time and memory.

Mobile Lab Project
55/856 Preuklada Klong 4, Lardssawai
Lumlukka Pathumthani 12150, Thailand
✉ bowspatcha@gmail.com
☎ +66 81 435 87 65

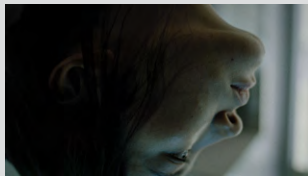


Country/ Region: France, China
Genre: Crime - Drama - Mystery
Producer: Xinyu Zhou
Director: Yitan Shi

A girl drowned. Three schoolgirls, witnesses of the accident hide the truth and lead others to believe the girl has run away. Parallel investigations conducted by the police and the dead girls' mother blow up a series of secrets.

Alcatraz Films
36 Boulevard de la Bastille, 75012 Paris, France
☎ +33 6 52 83 12 21
✉ xinyu.zhou@alcatrazfilms.eu

Blood of Ghosts



Country/ Region: Netherlands
Genre: Thriller - Drama
Producer: Raymond van der Kaaij
Director: Michael Sewandono

In the corrupt and violent world of the deforestation in Southeast Asia, the lives of a self-destructive palm-oil consultant, a rebellious farmer and a vindictive young prostitute are dramatically entwined when they fall under the spell of the mystical and relentless powers of nature.

Revolver Amsterdam
Lijnbaansgracht 316, 1017 WZ Amsterdam
The Netherlands
☎ +31 62 49 08 696
✉ raymond@revolver.nl
www.revolver.amsterdam



Comrade Dona

Country/ Region: Romania
Genre: Drama inspired by true events
Producer: Anda Ionescu
Director: Igor Cobileanski

The true story of a free-spirited, young Romanian painter, detained by North Korean authorities and partnered of to a US detector, to breed Caucasian spies. She must now learn to exploit the absurdity of the system in order to survive.

Alien Film
20 Arhierau Calist, 021 514 Bucharest, Romania
☎ +40 75 70 58 548
✉ anda@alienfilm.ro
www.alienfilm.ro

TTB

TIES THAT BIND Project Catalogue

TIES THAT BIND (TTB) is a workshop programme, which combines producer training, project development and co-production meetings, and it focuses on co-operation between European and Asian producers.

The selected participants benefit from high-level development under the guidance of the programme's experts and unique access to a network of leading industry players. TIES THAT BIND is organised by the Friuli Venezia Giulia Audiovisual Fund, EAVE, Udine Far East Film Festival and Southeast Asian Audio-Visual Association (SAAVA), and supported by the Creative Europe - MEDIA sub-programme of the European Union and Aurora Media Holdings. TIES THAT BIND is held in conjunction with Asia TV Forum & Market and ScreensSingapore.

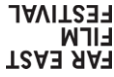
Experts and Decisions-Makers

Fran Borgia Producer Akanga Film Asia Singapore	Keiko Funato CEO, Sales & Acquisitions Alpha Violet France	Christoph Hahnheiser Producer Black Forest Films Singapore	Alex Jia Vice President & Chief Creative Officer Beijing WD Pictures China	Christophe Bruncher TTB Head of Studies & Producer ici et La Productions France	Jeremy Chua Producer Protocol Singapore
Jean-Baptiste Babin Partner - Head of Production Backup Media Group France	Olivier Pere Executive Director ARTE France Cinéma France	Georges Goldenstern General Manager Cinéfondation France	Bianca Baluena Producer Epicmedia Productions Philippines	Nicolas Brigaud-Robert Partner, Sales & Development Playtime France	Jonas Weydemann Producer Weydemann Bros. Germany
		Christopher Figg Producer Piccadilly United Kingdom			Clare Downs Script Consultant United Kingdom
					Rosellie Monteverde Vice President Regal Entertainment Philippines
		Joanne Goh Managing Director Jazzy Group / Malaysia Intl Film Festival Malaysia			

With support from



Organisers



THE FLAME



Country/ Region: Indonesia
Genre: Feature Documentary
Producer: Gita Fara
Director: Arfan Sabran

Iber Djamal, 77 year-old, is risking the remaining years of his life in order to stand up against the palm oil companies threatening to take his land and ancestral forest. Iber's family believes that he is too old for the fight. Nevertheless, Iber refuses to give up.

Cineria Films

Jl Merentang VII ka 6 no.2, Bintaro Jaya,
Tangerang Selatan, Indonesia

+6281281119032
gita.fara@gmail.com

WITHIN HOURS



Country/ Region: Singapore
Genre: Social Drama, Romance
Producer: Soe Arkar Htun/ Jordan Katherine See
Director: Jordan Katherine See

After her husband dies, an 80-year-old woman considers joining him in death. But when their home is slated for demolition, she feels that she must try to save it.

23 Film Company

176 Bukit Batok West Avenue 8, #07-323,
Singapore 650176
+65-97127588
jordan@23filmcompany.com

WATERMELON



Country/ Region: Indonesia
Genre: Drama
Producer: Marcelle Eugénie
Director: Dinna Jasanti

A possessive mother and a freedom-seeker daughter are obliged to accompany their senile grandmother on her bucket list trip to enter her hometown "Watermelon Festival Competition". On the surface, the trip is a mere boast for Mother to her relatives. Daughter's family obligations, and wish. However, their ulterior motives surface one after another, causing power struggles balancing filial piety, control, modernization and enduring love across the three generations.

Silver Bullet Films Indonesia

Jalan Pelita No. 8A, RT.6/RW.11, Cilandak Barat,
Jakarta Selatan 12430.

+62 81289557250
eugenie.marcelle@gmail.com,
silverbulletfilms.prod@gmail.com

SAFF 2019 PROJECTS

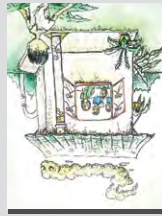


OYAY!

Country/ Region: Philippines
Genre: Coming-Of-Age 2D Feature Film
Producer: Eru Petrasanta
Director: Mitzi Delima
Writer: Mitzi Delima

YNE, a native child raised by a Spanish father, goes to the tribal village her mother belongs to, to seek an explanation for her abandonment. Upon arriving, she learns why she was kept away: Christians are forbidden in these parts.

Silangan Collective
Manila, Philippines
+63 9777782382
eru.petrasanta@gmail.com

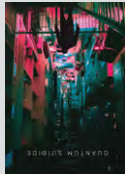


RUMAH KUMBANG

Country/ Region: Brunei
Genre: Fantasy, Drama, Political Thriller
Producer: Jung Woo Lee
Director: Abdul Zainidi
Writer: Abdul Zainidi

A poor young man must save his sick sister and the only way for him to save her is to infiltrate wealthy 'kumbang houses' and obtain the kumbang oil. But can he infiltrate and avoid the dangers that lurk there while at the same time avoiding the yellow spoke monster and cannibals that roam this post-apocalyptic world.

Brurealism pictures
No. 1 simpang 1702 KG Tanjung Nangka Jalan
Tutong Brunei BG 2321
+ 67 38228085
brurealismpictures@gmail.com



QUANTUM SUICIDE

Country/ Region: Japan, Philippines
Genre: Action, Science-Fiction
Producer: Taro Inai/ Micah Tadena
Director: Mikhail Red
Writer: Anton Santamaria

Carlo, a Filipino dropout turned drug courier, goes on the run from a Japanese gang when he discovers that the pills he is meant to deliver can transport him to a parallel reality where his lost love may still be alive.

Cinematograf Studios
3535 Hayden Ave Suite 320, Culver City, CA
+63 9178116789
mtadena@abs-cbn.com, taroinai79@gmail.com



THE DEAD EYE AND THE DEEP BLUE SEA

Country/ Region: Australia, Cambodia
Genre: Animated Documentary
Producer: Benjamin Pederrick
Director: Jocelyn Pederrick
Writer: Benjamin Pederrick

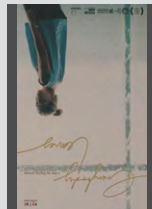
A young Cambodian man, a natural artist, is sold as a slave onto a fishing boat. To survive he must draw his way to freedom.

Goodmorningbeautiful Films
Australia: 41 Campbell St Collingwood Victoria/
Cambodia: 227 Sotheros Blvd, Tonle Bassac,
Cambodia

Country/ Region: Australia (+61 487 446 049)/ Cambodia
+855 98 56 23 23
jos@gmbfilms.com
www.gmbfilms.com

SAFF 2019 PROJECTS

EVERYBODY LEAVES



Country/ Region: Philippines
Genre: Coming of Age, Drama
Producer: Alenberg Ang
Director: Phyllis Grae Grande
Writer: Phyllis Grae Grande

A Filipino exchange student in Japan is searching for her Japanese father while cleaning houses for uncomfortable truths about life and death.

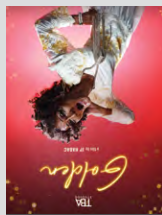
vy/ac Productions

23 Florida St., Greenhills East, Mandaluyong City, Philippines

+63 9178110217

ang.alen@gmail.com

vyacprod.com



GOLDEN

Country/ Region: Philippines
Genre: Musical, Comedy, Drama
Producer: Omar Sortijas/ Daphne O. Chiu
Director: JP Habac
Writer: Rodolfo Vera

After years of being separated, homeless gay seniors reunite to perform as drag queens just so they can pay for a new Home after the death of their landlord.

TBA Studios

160 Luna Mencias St., Brgy. Addition Hills, San Juan City, 1500 Philippines

+63-2-8398-1939

info@tba.ph

www.tba.ph

GELANGANG



Country/ Region: Malaysia

Genre: Drama, Tragedy

Producer: Sagina Latif/ Pauline Fan

Director: Aidyl Abadi/ Anwardi

Writer: Aidyl Abadi/ Pauline Fan/ Eddin Khoo

A young woman journeys through the subtleties of motorcycle gangs and kuda kepang dance-dancers, and finds herself at the heart of a community torn by rivalry, passion, and betrayal.

Persona Theory Games Sdn Bhd

22-2 Reflection Residence, Jalan PJU 7/6, Mutiara Damansara, 47800 Petaling Jaya, Selangor

+60133745217

sagina@personaththeory.com/ sagina@latary.com

www.personaththeory.com

INDIGO CHILDREN



Country/ Region: Philippines

Genre: Science Fiction, Fantasy, Coming of Age

Producer: Toni Zuniga

Director: Kim Zuniga/ Sandro Del Rosario

Writer: Toni Zuniga/ Kim Zuniga/ Sandro Del Rosario

Feeling like a loser his entire life, an ordinary boy feels he hits jackpot when he temporarily develops superhuman abilities after stealing an alien device. But as he uses his powers to reinvent his image and loses it when he needs it the most, he rediscovers his true identity and realizes what it really means to be a hero.

Wanderstruck Film Production and Syncosynth Creative Studio

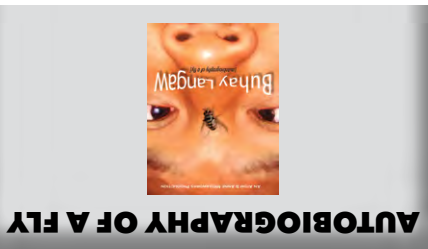
26 Athens Street Vista Verde Executive Village Cainta, Rizal Philippines 1900

+63 9175010567

Wanderstruck.film@gmail.com

https://tinyurl.com/Wanderstruck-Films

SAFF 2019 PROJECTS



AUTOBIOGRAPHY OF A FLY

Country/ Region: Philippines
Genre: Drama, Light Comedy
Producer: Anne Prado-Magadia
Director: Atom Magadia
Writer: Atom Magadia/ Anne Prado-Magadia
"Autobiography of a Fly" is a beautiful and poignant story about four people, whose lives intersect and unfold in synchronous ways-- within the duration of a few weeks, the lifespan of a common housefly.

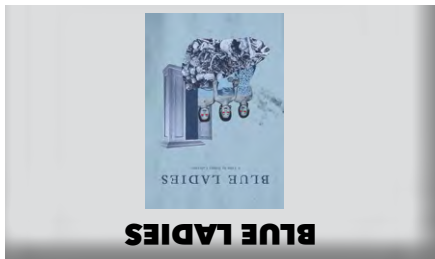
Atom & Anne Mediaworks Corp.

20th Floor Zuellig Building, Makati City 1225
corner Paseo de Roxas Makati City 1225
Philippines

+63 (2) 7506-3028

✉ aamedia@mediaworks.com@gmail.com

🌐 web:facebook.com/atomandannemediaworks/



BLUE LADIES

Country/ Region: Philippines
Genre: Horror, Social Satire
Producer: Sharon Dayoc/ Arden Rod Condez
Director: Sonny Calvento
Writer: Arden Rod Condez
MARILEN is living away from her family as she serves as one of the first lady's posse called The Blue Ladies. One day, she learns that her husband has died mysteriously. She comes home to see him floating in mid-air.

Southern Lantern Studios

Unit 8J, El Dorado Tower 2, California Garden
Square, Mandaluyong, Philippines

+63 9171294634

✉ sherondayoc@southernlantern.com



ANGKAT

Country/ Region: Malaysia
Genre: Drama
Producer: Iskander Azizuddin
Director: Feisal Azizuddin
Writer: Wong King Wai

Three brothers with a fractious relationship, set out to bring home the body of their father back to their remote village for his burial. However, 30km from reaching their van breaks down and are forced to carry his coffin for the remaining journey home.

Feisk Sdn Bhd

Suite 16C, Tingkat 16, Bangunan Perkim
150 Jalan Sultan Azlan Shah
Kuala Lumpur, Federal Territory, 51200, Malaysia

+63 9175010567

✉ isk.aziz@feisk.com.my

🌐 www.feisk.com.my



BASKETCASE

Country/ Region: Singapore
Genre: Comedy, Drama
Producer: Jacen Tan/ Yanli Chen
Director: Jacen Tan
Writer: Jacen Tan/ Yanli Chen

An eccentric grandpa starts preparing for his funeral after he has a vision that he will die in 7 days. When his granddaughter is forced to look after him, they form an unexpected bond while completing his bucket list.

✉ jacen@hosaywood.com

www.hosaywood.com

SAFF PLENARY

Closed-door session by SAAVA

FRIDAY
06
DEC

PANEL SESSION:

LEGAL ASPECTS OF COPRODUCTION

9.30am-11.00am

- ▶ Jean-Baptiste Babin
Backup Media Group
- ▶ Abhi Rastogi
108 Media
- ▶ Ronald Loke
Himanshu Shah
RED/AV8
- ▶ Ling Teo
Southeast Asian Audio-Visual
Association (SAAVA) (MODERATOR)

Q&A DISCUSSION

INDUSTRY CIRCLES WITH DECISION- MAKERS & SPEAKERS

11.15am

SAFF PROJECT MARKET WINNER ANNOUNCEMENT

Sponsored by





saltmedia
THAT'S THE WAY



KLPOST



pictures

ACE

IOS

Awards Sponsored by



SAAVA
Southeast Asian Audio-Visual Association Limited

In Partnership with

The Southeast Asian Film Financing (SAFF) Project Market brings together the best feature-length film concepts, together with the top filmmakers and producers from Southeast Asia and Europe, to meet with international co-producing partners, festival programmers, distributors, commissioners, and financiers. The SAFF is jointly produced by the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB). SAFF is an important platform that fills a market gap in the regional media industry, and is a bold new initiative to advance creative development regionally and to institutionalise the media investment landscape in Southeast Asia.

Project Market Catalogue

SAFF

Screensingsapore

