

ATF ONLINE+

Coming to Screens Across the Globe

Starting 1 December 2020














atf ASIA TV FORUM & MARKET

CO-LOCATED WITH
ScreenSingapore

For Immediate Release

ATF 2020 ANNOUNCES FIRST LINE-UP OF SPEAKERS

Spotlight on the industry's transformation to navigate the extraordinary times ahead

				
TUBI Adam Lewinson, CCO	BANIJAY RIGHTS Cathy Payne, CEO	CATCHPLAY GROUP Daphne Yang, CEO	ZEES Tarun Kutial, CEO	BLUEBIRD PICTURES Yi Seung-un, Director
				
BBC STUDIOS Jon Penn, EVP (APAC)	ITV STUDIOS Maarten Meijs, President	TRUE DIGITAL Dr Michael Gryseels, President	WARNERMEDIA Priya Dogra, President	iiMEDA RESEARCH Jez Zhang, CEO
				
CHOSUN TV Seo Hye-jin, Chief Producer & Director	ORIENTAL PEARL GROUP Kevin Huang, SVP	108 MEDIA Justin Deimen, President		

SINGAPORE, 2 November 2020 – Asia TV Forum & Market (ATF) 2020 today announced the first round of speakers for ATF Online+, taking place from 1 to 4 December 2020, as part of the annual Singapore Media Festival.

Themed “Prelude 2021: Be Part of the Conversation”, the year’s conference aims to bring the industry together to review what has been a year of rapid transformation, as it navigates the new year ahead.

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Staying Realistic, Keeping Connected

Maintaining ATF's 2020 focus to keep the conversations pragmatic with highly relevant foresight, looking at 2021, ATF will offer a fresh take on digital deliverance, aiming to make each session as interactive and constructive as possible, with tools to meet and converse as you would during ATF's yearly conference gathering.

New Segments for Easier Traction

The format for this year's conference has also been refreshed, to adapt to the global online audience. Each day will now comprise five segments focussing on discussions specific to the various pillars within the industry. Sessions will lean towards the understanding of landscapes, encouraging deals, and promoting collaboration. Exclusive insights will continue, as ATF will also offer a plethora of world-renowned analysts who will present fresh, unpublished data focused on Asia.

Yeow Hui Leng, Group Project Director of ATF says, "With the industry putting their focus on transforming their businesses to navigate the current economic climate, we are excited to have leaders that have been transformative and forward-thinking in their ways, to share their experience and insights at our conference. Our online format achieved through a combination of digital tools, will facilitate everyone to join in the conference discussions and live speed dating events."

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ANNEX A

1. **Mornings with Industry Leaders** – The conference day begins with an assembly of decision makers holding elevated sessions for the media, telecoms and entertainment industry in the realm of content connectivity, commerce, and beyond. This line-up of thought-leaders will be sharing their strategic insights to manoeuvre the challenges the industry faces, and the digitalisation process that they oversee.
2. **Lunchtime Buying** – To coincide with lunch hour in the Asia Pacific region, this newly-introduced segment focuses on new insights on today's buying strategies. The audience will get to hear first-hand from vital content buyers, as they engage in real speak.
3. **Coffee Hour Content Showcase** – This series will showcase entertainment content and industry updates, with a spread of scripted and unscripted formats opened for contracts presented by notable content providers from markets such as China, Japan, Russia, South Korea, Spain, Taiwan and Turkey.
4. **Production Afternoons** – In this segment, format experts, creative leaders and decision makers will be addressing real issues and present user cases to advance production capabilities in the industry.
5. **Southeast Asian Film Financing Forum (SAFF Forum)** – To cap each day of the four-day event will be the annual film-focussed forum. The discussion at this year's forum will be centred on Southeast Asian partnership in media - cutting across content, connectivity and capability.

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ANNEX B

First release of Speakers and Moderators at ATF Online+ 2020

Adam Lewinson, Chief Content Officer, Tubi
Avril Blondelot, Head of Content Insight, Glance
Benjamin Grubbs, Founder, Next 10 Ventures
Cathy Payne, CEO, Banijay Rights
Chaitanya Chinchlikar, VP, Business Head, CTO & Head of Emerging Media, Whistling Woods International
Christopher Weatherspoon, Producer, International Media Commerce Strategist
Daphne Yang, CEO, CatchPlay Group
Dr Michael Gryseels, President, True Digital Group
Hendy Lim, Content & Channel Vice President, Indonesia Entertainment Group (IEG)
Howie Lau, Assistant Chief Executive, Media & Innovation, Infocomm Media Development Authority
Hwang Jin Woo, Founder & President, Executive Producer, Something Special
Ishaan Misra, Executive, Content Strategy & Acquisitions, Discovery Inc
Jez Zhang, CEO & Chief Analyst, iiMedia Research Group
Joan Leong, Director, One Triple Four Communications
Jon Penn, Executive Vice President (APAC), BBC Studios
Julian Chou-Lambert, Acquisitions Manager, TVF International
Julien Leroux, Senior Vice President, Global Scripted Copros, Cineflex
Justin Deimen, President, Production & Acquisition, 108 Media
Kevin Huang, Senior Vice President & Member of the Board, Oriental Pearl Group Co Ltd / Chairman of the Board, Shanghai Oriental Cable Network Co Ltd
Maarten Meijs, President Global Entertainment, ITV Studios
Mariani Abdullah, Head of Acquisitions, DM Don Square Entertainment
Michelle Ching, Commercial Director, Totallyawesome
Michelle Lin, APAC Manager, K7 Media
Priya Dogra, President, Warnermedia EMEA & Asia (excl. China)
Seo Hye-jin, Chief Producer & Director, TV Chosun
Shaun Levin, Chairman, Switch International
Simon Murray, Principal Analyst, Digital TV Research Ltd
Tarun Katial, CEO, Zee5 India
Tran Thi Thuy Linh, Vice Manager of Acquisitions & Sales Department, TVAd
Victoria De Kerdrel, APAC Consultant, K7 Media
Vivek Bhutyani, CEO, Lattu Kids
Vivek Couto, Executive Director & Co-Founder, Media Partners Asia
Will Anstee, CEO, Totallyawesome
Yi Seung-Jun, Founder, Director & Producer, Bluebird Pictures

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About Asia TV Forum & Market (ATF) 2020

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 facilitates opportunities to discover vital trends, crucial statistics and significant foresight particularly in TV’s digital, kids and formats arenas. Its business match-making programme open doors to new connections in the region. With over 5,700 international buyers and sellers from more than 60 countries and regions, ATF presents valuable business prospects for top-of-the-line benefits.

For more information, please visit www.asiatvforum.com

About ScreenSingapore 2020

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.

In 2020, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market and Conference, 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 event organiser, with more than 500 events in 30 countries. In 2019, 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.

For more information, please visit www.reedexpo.com

About the Singapore Media Festival (SMF)

The Singapore Media Festival, hosted by the Infocomm Media Development Authority, is 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 26 November to 6 December 2020, the Singapore Media Festival brings together the Asian Academy Creative Awards (AAA), Asia TV Forum & Market (ATF) and ScreenSingapore, and Singapore International Film Festival (SGIFF). SuperGamerFest will also be held in conjunction with SMF.

For more information about the Singapore Media Festival, please visit www.imda.gov.sg/sgmediafest.

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