

ATF2021 to Shine Spotlight on Asian Platforms

Thought leaders from leading Asian brands to outline vision for 2022 and beyond



*Top row: Chen Xiao from iQiyi, Terence Leong from KKBOX, Angeline Poh from MediaCorp, Barrett Comiskey from Migo,
Bottom row: Joanne Tsai from Taiwan+, Kaichen Li from Tencent, Hyejung Hwang from TVING, Lee Tae-Hyun from Waave,
Ashok Namboodiri from Zee Entertainment*

SINGAPORE – November 18, 2021 – Asia TV Forum & Market (ATF), Asia’s leading entertainment content market and conference, will return as a hybrid format on Wednesday, 1st December 2021.

In line with the progressive resumption of in-person engagements, the 22nd ATF will kick off its Opening Day with Singapore-based executives at the Marina Bay Sands, Singapore, followed by a flurry of business activities that will be unleashed via ATF Online+, the digital extension of ATF.

Themed “Re-imagining TV: Vision 2022”, the conference celebrates the best-in-class of Asian storytelling, while convening decision makers and senior executives to make sense of a dynamic landscape that has been innovating, converging, and re-positioning to monetise.

Mornings with Industry Leaders: Fireside Chats with Asian Platforms

The *Mornings with Industry Leaders* segment will kick off with fireside chats featuring senior executives from the following Asian platforms:

- Chen Xiao, *Senior Vice President*, iQiyi
- Terence Leong, *Group CCO*, KKBOX Group
- Barrett Comiskey, *Founder*, Migo
- Wang Xinyi, *Chief Content Officer*, OPG BesTV+ Streaming Media
- Joanne Tsai, *CEO*, Taiwan+
- Li Kaichen, *Head of WeTV & iFlix*, Tencent

- Hyejung Hwang, *Chief Content Officer*, TVING
- Lee Tae-hyun, *Chief Executive Officer*, Wavve
- Ashok Namboodiri, *Chief Business Officer – International Business*, Zee Entertainment

Production Afternoons: New Priorities as Production Strategies Evolve

With COVID-19 significantly reshaping the production process, the *Production Afternoons* segment at ATF, headlined by Erika North, Head of Asia Pacific Originals at Amazon Studios, Wonwoo Park, CEO and Chief Creator of DITURN, and Arjan Pomper, Chief Operating Officer of ITV Studios, will provide insights and exclusive developments into programming priorities for 2022. Production capabilities, including virtual production and AI in filmmaking, could become key differentiators for content creators moving forward. Alex Proyas, Director of *I, Robot*, *The Crow* and *Dark City*, among others, who currently owns virtual studio Heretic Foundation in Sydney, will keynote for the segment on virtual production, by sharing his experiences on virtual production, and touch on the business aspect of such an investment from the pedestal of Hollywood to the realities of indie setups.

Speed Dating with Commissioners: Co-Production

The *ATF Speed Dating* sessions will also make a return this year. 2021's list of co-production stakeholders come from a wide range of profiles, including representatives from Alibaba-Youku, China Bridge Content, Discovery, Kidoodle.TV, Tencent Video, WildBrain, 108 Media and ZDF Enterprises.

ATF Pitches: Nurturing Industry Talent

The panel of 7 industry judges for the Animation Pitch have shortlisted 6 projects from Kanaban Graphics (Japan), One Animation (Singapore), PT Aneka Cahaya Nusantara (Palari Films) (Indonesia), Parijat Animation Films (India) and Studio Amarana (Indonesia).

Six Formats Pitch finalists have also been selected by a panel of 6 judges - AASIA Productions (Singapore), Christian G. Gamboa (Philippines), Fuji Television Network (Japan), Gamaliel (Indonesia), Qontent Formats (Turkey) and TV Asahi Productions (Japan).

Finalists for the Chinese Pitch and the SEAScreen Project Market will be released by the end of November.

Information on the full list of speakers, moderators, commissioners, and pitch judges is available and updated on ATF's website.

Yeow Hui Leng, Group Project Director of ATF says, "Asian storytelling and brands are capturing the imagination and attention of global audiences. 2021 is a good year for Asian content with a slew of well-received content released. As a pivotal entertainment content market serving the Asian region for the last 22 years, ATF is proud to be part of the exciting ecosystem championing the best of what Asia has to offer."

ATF is part of the Singapore Media Festival, hosted by the Infocomm Media Development Authority, and will take place from 1 to 3 December 2021, with on demand sessions available up till June 2022. For more information, please visit www.asiatvforum.com.



Co-located with



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About Asia TV Forum & Market (ATF) 2021

1 – 3 December 2021

Into its 22nd edition, Asia TV Forum & Market (ATF) – the region’s leading entertainment content market and conference – is the proven industry platform 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. For more information, please visit www.asiatvforum.com

About ScreenSingapore 2021

1 - 3 December 2021

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 2021, ScreenSingapore will host the SEAScreen 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 RX Global

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.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. Taking place from 25 November to 5 December 2021, the Singapore Media Festival brings together the Asia TV Forum & Market and ScreenSingapore (ATF|SS), Singapore International Film Festival (SGIFF), VidCon Asia Summit and Singapore Comic Con (SGCC) 2021. For more information, please visit www.imda.gov.sg/sgmediafest.

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