

ATF x Warner Bros. Discovery

# Thai Drama Pitch 2022

Have Thai, Will Travel

Global Sponsor



## REQUIRED SUBMISSION MATERIALS

*Proposals must be submitted in English language, though producers are welcome to submit a duplicate version in Thai language, in addition.*

Series Proposals must include:

- **Opening Introduction Page**
  - Title
  - Logline (Limited to 40 words)
  - Format (state whether a 6 x 60' or 8 x 60' series)
  - Core Genre & Sub-genre (Romance, Crime, Action, Thriller, Supernatural etc.)
  - Proposed Topline Series Budget (USD)
- **Story Treatment (Max. 2500 words)**
  - To include theme, setting and description of main plot and core characters' arcs. Tell us about your key characters' journey over the course of the series whilst highlighting key conflict, turning points and resolution.
- **Episodic Summary (Max. 400 words per episode)**
  - A brief description of the episode's main plot including the inciting incident and main obstacles that the protagonist faces.
- **Character Bios (Max. 120 words per character, no more than 5 key characters)**
  - Each character bio should focus on describing their unique traits and role in the series.
  - Optional – include reference to and photos of proposed cast if available.
- **Show Comparisons (optional)**
  - List no more than 2 existing series or movies that have similar tone or other characteristics (please specify which ones) you are intending to achieve with your concept.
- **Market Potential / Selling Points (Max 200 words)**
  - Tell us what makes your concept unique and authentic?
  - In what ways do you believe it appeals to both Thai and non-Thai audiences and why?
  - Where possible, specify which elements of your idea you believe increases its travelability beyond Thailand.
- **Production Company / Producer Bio**
  - Please include a brief bio of series Producer, Director, and Writer(s).
  - Track record: Highlight notable works and any achievements.

## Judging & Evaluation Criteria

- Overall quality, clarity, and concision of submitted proposal
- Quality and originality of series concept
- Story & Plot - How engaging is it?
- Characters - How compelling are they?
- Concept's ability to appeal to Thai audience
- Potential travelability to regional or international audience
- Returnability - potential for multiple seasons