

FAQ

What is the ATF X Warner Bros. Discovery Thai Drama Pitch 2022

"Have Thai, will Travel"

The proliferation of streaming services in Southeast Asia over the past several years has accelerated new content trends not least of which has been the broad popularity of Korean drama and Japanese anime throughout our culturally diverse region.

SEA countries have been upping their game by producing more premium entertainment but more recently, it is **Thai dramas** that have demonstrated that elusive and coveted quality of "travelability"; the ability for a show to win sizeable audiences both at home and abroad.

Are we witnessing the beginnings of a Thai content revolution?

The ATF X Warner Bros. Discovery Thai Drama Pitch 2022 is a premier global pitching competition for creators and producers who have innovative and original concepts & projects in development. This is an initiative by the Asia TV Forum & Market (ATF, December 7—9, 2022), and supported by global sponsor Warner Bros. Discovery.

Warner Bros. Discovery is home to a portfolio of global brands including HBO, Discovery, Cartoon Network and CNN. The winning proposal will stand a chance to receive funded script development for a potential series on HBO/HBO GO.

This is a platform to showcase and test your projects meant for Thai territories on the global stage. Pitch your idea in front of some of the industry's most experienced professionals. In addition, leading commissioning editors will be offering advice and commentary on the ideas pitched that will run in Singapore on 8 December 2022, during ATF.

Who can apply?

Warner Bros. Discovery invites regional and international production companies to pitch us their best concepts for a premium **Thai language** drama series (of either 6 or 8 episodes) in any dramatic genre which they believe possesses that elusive international appeal.

Any production company with a track record in producing television series for domestic or international TV networks, broadcasters, or international streamers is eligible to apply.

What are the criteria for selection?

Key qualifying requirements:

- Proposals must be submitted in English language. Producers are welcome to submit a duplicate version in Thai language if they wish.
- Intended series must be in Thai language
- Format - **6 x 60"** or **8 x 60"** series
- Original idea (not attached to any existing IP) which has not been commissioned or broadcast on any other platforms and for which the Thai and worldwide rights are still available.
- Genre - series can be in any genre producers feel will best satisfy judging & evaluation criteria

Judging and 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

Not all ideas are equal - some genres, themes and characters stand a greater chance of resonating with regional audiences than others. This challenge therefore requires participants to demonstrate sufficient understanding of the latest audience trends which they should factor into their series proposals. Submissions need not originate from Thailand, however, stories *will* be evaluated on their authenticity and suitability for Thai audiences, amongst other criteria. Meaningful creative collaboration is therefore encouraged for any entry being submitted by non-Thai producers.

How do I submit my project?

Submit your project by completing the online Pitch Entry Form and agreeing to ATF X Warner Bros. Discovery Thai Drama Pitch 2022 Rules and Regulations. The call for entries opens online on **5 October 2022** and closes on 31 October 2022. You will be requested in the online Pitch Entry Form to upload your pitch information in English.

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.

How many times can I apply?

Each production company may submit up to 2 projects.

Is there any cost to apply?

No fee is required to enter a project in the competition, however, finalists who are invited for the closed-door pitching session will be responsible for their accommodation, flights, and expenses onsite, as well as any other costs or expenses related to attending and participating in the final round.

Do I have to be registered at ATF to enter the pitching competition?

No, to enter the pitching competition, it is not a requirement to be registered at ATF.

What are the key dates and deadlines?

- **Call for entries opens online:** 5 October 2022
- **Deadline for submission:** 31 October 2022
- **Announcement of finalist:** 7 November 2022
- **Pitch Rehearsal Meeting for Finalists:** December 2022 (exact date TBA)
- **LIVE Pitch & Winner announcement:** 8 December 2022

At least one representative of each finalist project is required to be present onsite during the closed-door pitch session. The pitch rehearsal meeting is mandatory. Exact date and time for the rehearsal will be finalized at a later date.

The pitch must be made in English; non-English speaking finalists will need to bear the costs of engaging an English-speaking proxy to pitch on their behalf.

What is the selection process?

The judging process will be led by the Original Productions team at HBO Asia. This will result in a selection of 5 finalist projects.

The shortlisted finalists will be invited to pitch to a panel of Warner Bros. Discovery judges who possess regional programming and production experience. Judges' will share detailed creative feedback plus additional commercial insights on their proposals.

When will the finalists be announced?

5 finalist projects selected for the Live Pitch will be announced by RX by 7 November 2022 on the ATF website (www.asiatvforum.com) and will be notified via email by RX. The finalists shall be required to fill out and submit a pitch release form to RX, granting RX the right to disclose, use or exploit the pitch (including the presentations thereof) for the purposes of administering the final round of ATF X Warner Bros. Discovery Thai Drama Pitch 2022.

On the day of the pitch, each finalist project will be given a strict 15 minutes to present the pitch, followed by 10-minute Q&A and comments from judges. It will be a closed-door pitch session with each finalist project alone with the judges.

After all the pitches conclude, the judges will take 25 minutes to deliberate and choose the winning pitch before relaying their decision to ATF.

The winner will be announced on-site at ATF.

What will I get if I am selected as a finalist for ATF X Warner Bros. Discovery Thai Drama Pitch 2022?

- Visibility via ATF communication tools (official conference programme, ATF website and social networks)
- Visibility in the ATF Show Daily magazine.
- A complimentary pass (1) per finalist (individual or company) to attend ATF 2022 (Dec 7—9, 2022)

What will the winner receive?

- The winning participant(s) will also benefit from **2x additional mentorship sessions** (1-hour each) with HBO Asia's creatives, such as the content lead for Thailand and members of the regional original production team, in order to further develop their concept. Feedback sessions may be conducted virtually or in-market. As a condition of the competition, the selected Winner agrees to enter into a further and separate written agreement with Warner Bros. Discovery to grant Warner Bros. Discovery an exclusive, twelve (12)-months first option to further develop the winning series proposal ("Winning Pitch").
- Further, the Winning Pitch may be formally **considered** for funded script development by Warner Bros. Discovery, in which case Warner Bros. Discovery and the winner shall enter into another separate written agreement to determine the commercial terms and conditions thereof.

Who do I contact if I have questions related to my application?

atf.conference@rxglobal.com

Will my idea be protected if I attend ATF X Warner Bros. Discovery Thai Drama Pitch 2022?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected. In principle, any one is free to take mere ideas, themes, facts, styles, and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain. Ideas are free as the air, as they say.

It is not the idea behind a concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a concept, you cannot stop someone else from copying the general idea behind your concept – you must be able to show that they copied more than just that general idea, that they copied something that presented an original expression of that idea.

That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect.

Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively "thick". Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively "thin".

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you'll never pitch it, you'll never sell it – and your project will never get made. A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.



Pitching your stories / concepts at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader audience may very well help you to protect your concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn't know about your concept.

Obviously, there is no one method that will protect yourself against plagiarism, but a few suggestions can be put forward:

- Make your concept distinctive: The more detailed, the better.

The more you develop and elaborate your concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.

- Do proper research: You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality which allows it to stand out – and not just a stereotypical idea that is well-known from other works within the genre.

If the novelty of your concept suffers because of similar scripts which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your script really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you'll deliver a great pitch, you will have success selling it.

- Number and date all your creative materials that you have prepared for the pitch, name the creators, and include a copyright notice (©), and register your creative materials with an acknowledged registration service before submitting it to ATF X WARNER BROS. DISCOVERY Thai Drama Pitch 2022.

