

ATF x Warner Bros. Discovery Thai Drama PITCH 2022

"Have Thai, will Travel"

RULES & REGULATIONS

RX (registered office located at 1 Changi Business Park #06-01 Plaza 8 @ CPB Tower A Singapore 486025) is the official organiser of the Asia TV Forum & Market 2022 (ATF) tradeshow and the related ATF x Warner Bros. Discovery Thai Drama Pitch 2022 ("Organiser"). The rules and regulations (the "Rules") for **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** are set forth hereinafter:

1. AIMS

1.1 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. It takes place during ATF (**7—9 December 2022**) at Marina Bay Sands, Singapore. This event is organised by RX during ATF 2022 and backed by global partner Warner Bros. Discovery, located in (1 Fusionopolis Walk, Solaris, Singapore 138628).

1.2 The aim of the **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** is to encourage, promote and reward creativity, originality, and innovation. It is a platform to showcase and test projects meant for Thai territories on the global stage.

SEA countries have been keeping up with the global content revolution 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.

ATF x Warner Bros. Discovery Thai Drama Pitch 2022 seeks to find the next HIT Thai drama series that can capture the imagination of global audiences.

2. APPLICATIONS

2.1 ATF x Warner Bros. Discovery Thai Drama Pitch 2022 is open to any regional and global production company with a track record in producing television series for domestic or international TV networks, broadcasters, or streamers. They may present their new and best concepts for a premium **Thai language drama series** (of either 6 or 8 episodes) in any dramatic genre which they believe possesses international appeal.

2.2 All pitch submissions should be in **English** with a duplicate Thai copy being **optional**; and include the following in the series proposal:

- **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.

Please make sure your proposals fulfil the following requirements:

- 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

2.4 By submitting a Pitch Entry, applicants agree to be bound by the Rules and Regulations. Applicants agree that any failure to abide by any term and condition contained in the Rules and Regulations may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of RX and all decisions of the judging panel shall be binding and final.

2.5 Applicants acknowledge that their Pitch Entry is submitted voluntarily, and that the Pitch Entry shall be disclosed to RX; its affiliates and personnel (including, without limitation, employees, officers, directors); WBD and its affiliates and personnel (including, without limitation, employees, officers, directors); the members of the pre-selection committee or the jurors of **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** (each a "Recipient" and collectively, the "Recipients") for review; Applicants recognise the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from, or is developed by other sources to Recipients.

Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material, either because such elements: (i) were not new, (ii) were not originated by the applicant, (iii) are in the public domain, (iv) were or may be independently created by any other person, or (iv) were granted to Recipient by the relevant right owners.

2.6 Pitch Entries must not contain third party copyrighted materials, images or music without the applicant first obtaining all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within must obtain written consent and agreement from the rights owner to be bound by the Rules and at RX' request, must be able to provide a copy of such written consent and agreement from the rights owner.

2.7 Each applicant represents and warrants to the Recipients that the Pitch Entry is the original work of the applicant, that the applicant has the right and authority to submit and present the Pitch Entry, and that the applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If RX has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of RX. If a Pitch Entry is disqualified for such reasons, no refund of any expense by the applicant will be granted.

2.8 Correct entry information is the responsibility of the applicant. RX is not liable for any incorrect listings that are the result of incorrect information provided by the applicant. Applicants warrant that all of the information provided, including the information provided on the Pitch Entry Form and the credits for creators and producers, is true and correct and has been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of RX. If a Pitch Entry is disqualified for such reasons, no refund of the Registration Fee will be granted.

2.9 RX collects applicants' personal data by the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by RX for the purposes of managing and publishing its applicants' data file.



This personal data can be:

- Integrated into the online database available to Applicants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Applicants undertake not to use the data for any other purposes. The Organiser reserves the right to stop, by any means, any disturbance caused by any forbidden use of personal data.
- Communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the RELX group, service providers and partners of the Organiser, who can be located all over the world
- Communicated to Applicants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- Used on all distribution and promotional media in connection with the relevant event, including over the Internet.

2.10 Applicants agree to defend, indemnify, and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Rules, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

3. ELIGIBILITY

3.1 Pitch Entries are eligible to enter the selection process for **ATF x Warner Bros. Discovery Thai Drama Pitch 2022**, if the Pitch Entry is a new and original concept, which has not been commissioned or broadcast on any other platforms yet and for which the worldwide rights are still available.

3.2 RX reserves the right to disqualify a Pitch Entry if such eligibility requirements are not met. If a Pitch Entry is disqualified for such reasons, no refund of any kind will be granted.

4. REQUIRED ENTRY MATERIAL AND ENTRY DEADLINE

4.1. Each applicant must submit the following materials to RX:

- o The duly completed online Pitch Entry Form, including consent to **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** Rules and Regulations.
- o The required series proposal in **English**. A duplicate copy in Thai language is **optional** if the applicants wish to submit one.

4.2. All required pitch materials, as set forth hereinabove, must be received by RX no later than **31 October 2022** (the "Entry Deadline"), after which following deadlines must also be met.

4.3. Incomplete or late entries may be disqualified by ruling of RX.

4.4. RX will not be responsible for late, lost, damaged, incomplete, or ineligible Pitch Entries.

5. PRE-SELECTION PROCESS

5.1 All eligible Pitch Entries received will undergo a single pre-selection round of judging based on the following 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. Applicants are required 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.

There will be a single round of pre-selection judging that will be led by the Original Productions team at Warner Bros. Discovery. This will result in a selection of 5 finalist projects.

The five shortlisted finalists ("Finalists") will be invited to pitch to a panel of Warner Bros. Discovery judges who possess regional programming and production experience.

5.2 The Finalists will be announced by RX by **7 November 2022** on the ATF website. The selected Finalists may participate in the final round of **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** taking place on **Thursday, 8 December 2022**, as notified in writing by RX.

5.3 The Finalists shall submit a pitch release form as required by RX, to ensure that all rights for their Pitch Entries are available at such time and acknowledge that they agree to terms and conditions notified by RX with respect to their participation in the final round.

6. THE FINAL ROUND OF ATF X WARNER BROS. DISCOVERY THAI DRAMA PITCH 2022

6.1 The final round of **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** is scheduled to take place on **Thursday, 8 December 2022** at ATF 2022 the Marina Bay Sands, Singapore. Only Finalists will have the right to present and pitch their selected concepts at a **closed-door** LIVE Pitch onsite and in-person before the judging panel to maintain IP protection of the finalist's project. The LIVE pitching session will be conducted primarily in English; non-English speaking finalists will need to bear the costs of engaging an English-speaking proxy to pitch on their behalf.

6.2 The Finalist(s) accordingly authorises RX to use his/her name and likeness and if necessary, that of its representative(s) present during **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** closed-door session.

6.3 All Finalists or their representative confirm their availability to pitch their project on **Thursday, 8 December 2022**. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory. Exact date and time for the

rehearsal will be finalized at a later date. This will be during the same week of the LIVE Pitch. Final rehearsal schedule will be confirmed by RX to all Finalists at the announcement of the selection.

6.4 The Finalists will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.

6.6 The Finalists will get visibility via ATF communication tools (official conference programme, ATF website and social media); visibility in the ATF Show Daily magazine; and a complimentary badge to attend ATF 2022 (Dec 7—9, 2022).

7. ATF X WARNER BROS. DISCOVERY THAI DRAMA PITCH 2022 PRIZE

7.1 The panel of judges will select a winner of ATF x Warner Bros. Discovery Thai Drama Pitch 2022 ("Winner") from the five Finalists after the final round.

Winner shall benefit from two (2) one-hour mentorship sessions with creatives from WBD, such as HBO Asia's content lead for Thailand and other members of the Asian original production team, in order to further develop the Pitch Entry, to be conducted virtually or in-market.

Further, the Winner will be formally considered for funded script development by Warner Bros. Discovery, subject to meeting additional criteria and agreeing commercial terms, in which case Warner Bros. Discovery and the winner shall enter into a separate written agreement to determine the terms and conditions thereof.

7.2 As a condition of the competition, the selected Winner agrees to enter into a further and separate written agreement with WBD, to grant WBD an exclusive, twelve(12)-month first option, to further develop the Winner's Pitch Entry. In the event WBD decides to exercise its option to further develop the Winning Pitch, the Winner and WBD shall enter into another separate written agreement to determine the commercial terms thereof.

7.3 Applicants accept that any decisions and/or rulings made by the judging panel in respect of the Prize will be binding and final. If for any reason **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** is delayed or cancelled or cannot be completed as planned, the judging panel reserves the right to postpone, suspend or terminate the final round and the Prize.

8. ACCEPTING THE RULES

8.1 The act of submitting a Pitch Entry implies that the applicant has accepted and agreed to be bound by the Rules.

8.2 RX reserves the right to change, modify or amend the Rules at any time.

8.3 If for any reason **ATF x Warner Bros. Discovery Thai Drama Pitch 2022** is interrupted, delayed, or cancelled or cannot be completed as planned, RX reserves the right to postpone, suspend or terminate **ATF x Warner Bros. Discovery Thai Drama Pitch 2022**.

8.4 If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.

8.5 If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of RX.



MARINA BAY SANDS, SINGAPORE
7 - 9 DEC 2022

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8.6 RX is exempt from any liability arising from the selection of Finalists and Winning Pitch, development, exploitation, and distribution rights of the script.

9. GOVERNING LAW AND JURISDICTION

9.1 The Rules shall be construed under and governed by Singapore law.

September 2022

