



MARINA BAY SANDS, SINGAPORE  
7 - 9 DEC 2022

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亚洲“妙”影视剧本创作 2022  
Asian “Best” Film & TV – ATF Chinese Pitch 2022

A Great Idea Can Come from Anywhere

RULES AND 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 Chinese Pitch 2022. The rules and regulations (the “Rules”) for **ATF Chinese Pitch 2022** are set forth hereinafter:

**1. AIMS**

**1.1 ATF Chinese Pitch 2022** is the pitching event for individuals and companies with innovative, new ideas, taking place during ATF on **Wednesday, 7 December 2022**, at Marina Bay Sands, Singapore. This event is organised by RX during ATF 2022 and backed by global partner G.H.Y Culture & Media, located in 988 Toa Payoh North #07-08 Singapore 319002, within the framework of ATF.

**1.2** The aim of the **ATF Chinese Pitch 2022** is to encourage, promote and reward creativity, originality, and innovation.

**2. APPLICATIONS**

**2.1 ATF Chinese Pitch 2022** is open to all creators and producers across the globe to present their new and original scripts for the production of a theatrical/ online movie (Pitch 1) and/or an online drama series (Pitch 2).

**2.2** The working language of **ATF Chinese Pitch 2022** will be in **Chinese (Simplified)\***.

**2.3** Applicants for **ATF Chinese Pitch 2022** shall submit all required pitch materials to present their new script concepts.

\* English entries will have to be translated into Chinese, as all finished production is targeted at Chinese-speaking territories globally.

\* Translated entries will not be relinquished to participants, however, if a participant intends to secure his/her translated script, he/she may do so at the gross fee of the translation, to be disclosed by G.H.Y Culture & Media.

\* Submitting all entries in Simplified Chinese where possible is encouraged to maintain the integrity of the script.

\* Translated scripts will not be released in any form and serves only as a means to facilitate judging by Chinese-speaking judges. Non-Chinese speaking finalists will need to engage a Chinese-speaking proxy to pitch on his/her behalf on the day of the Live Pitch.

The Pitch presentation (on WORD document) shall include:

- An opening paragraph that summarises the pitch or logline (30 words max)
- A synopsis (400—500 words), treatment (4,000—5,000 words) and character breakdown
- A realistic detailed budget
- A clear statement of the target audience
- A biography/filmography of the producer/writer/director, including a track record, if any
- Any other relevant materials like:
  - Commitment from investors, broadcasters, distributors, if any
  - Commitment from sponsors, brands, media platforms, technology partners, if any

**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 pre-selection committee and the jurors shall be binding and final.

**2.5** Applicants acknowledge that their Pitch Entry is submitted voluntarily. 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 RX; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the pre-selection committee or the jurors in the final round of **ATF Chinese Pitch 2022**; G.H.Y Culture & Media and its affiliates (including, without limitation, employees, officers, directors) (collectively, the "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 which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.

**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 participants' 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 participants' data file.

This personal data can be:

- Integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants 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 Participants, 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



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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 Chinese 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:

- The duly completed online Pitch Entry Form, including agreement to **ATF Chinese Pitch 2022** Rules and Regulations.
- The required pitch materials in Chinese or English.

**4.2.** All required pitch materials, as set forth hereinabove, must be received by RX no later than **18 September 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 pre-selection round of judging based on the following criteria:

- Creativity
- Originality
- Innovation
- Premise / Concept
- Story Structure / Plot
- Characters / Dialogue
- Style / Tone
- Commercial Potential

The selected projects will be open to all genres and have the potential to travel to all Chinese-speaking territories globally. RX and G.H.Y Culture & Media may appoint a pre-selection committee comprised of industry experts, as RX and G.H.Y Culture & Media may deem appropriate, in its sole discretion.

#### **Round 1**

The first round of judging will result in a shortlist of 10 semi-finalist projects in each Pitch category, presented to the Shortlist Judges.

#### **ROUND 2**

The 10 semi-finalists for each project will be required to submit a Full Script for the theatrical/online movie pitch and an episodic synopsis + full scripts of the first 3 episodes for the online drama series pitch by 30 October 2022 (English Script) / 6 November 2022 (Chinese Scripts) to proceed to the 2nd round.

All scripts at this stage will include a first-right-of-refusal T&C until **30 June 2024** (see FAQ & Rules & Regulations for full details).

#### **Round 3**

In this pre-selection round of judging, 3 (three) finalist projects in each Pitch category, will be selected to proceed to the final round of **ATF Chinese Pitch 2022** (“Finalist”).

5.2 The Finalists will be announced by RX by **11 November 2022** on the ATF website. Those who have been selected to participate in the final round of **ATF Chinese Pitch 2022** taking place on **Wednesday, 7 December 2022** will be notified in writing by RX.

5.3 The Finalists shall ensure that all rights for their Pitch Entries are available at such time and provided the Finalists each agree to terms and conditions notified by RX with respect to their participation in the final round.

#### **6. THE FINAL ROUND OF ATF CHINESE PITCH 2022**

6.1 The final round of **ATF Chinese Pitch 2022** is scheduled to take place on **Wednesday, 7 December 2022** at ATF 2022 the Marina Bay Sands, Singapore. Only Finalists will have the right to present and pitch their selected script / concepts at this live pitching event onsite in front of a selected audience to maintain IP protection of the finalist's project.

\*For non-Chinese speaking finalists, a Chinese-speaking proxy will be accepted.

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 Chinese Pitch 2022** closed-door session.

6.3 All Finalists or their representative confirm their availability to pitch their project on **Wednesday, 7 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.

6.5 The submitted pitch materials of those who have been selected and have accepted to participate in this final round of **ATF Chinese Pitch 2022** will be made accessible for screening to invited accredited buyers, commissioners, and distributors.

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).

6.7 As a condition of the competition, each Finalist agrees to enter into a further and separate written agreement with G.H.Y Culture & Media granting G.H.Y Culture & Media an exclusive option ending on **30 June 2024**, if applicable, to further develop the Finalist's script / concept and acquire the distribution and exploitation rights in and to the Finalist's script / concept upon the following terms (but not limited to the following) before participation in the live Pitch:

G.H.Y Culture & Media shall have the option to consult Finalist on all creative and editorial matters relating to the Finalist's script, the proposed development thereof and credit the Finalist accordingly.

#### **7. ATF CHINESE PITCH 2022 PRIZE**

7.1 Subject to G.H.Y Culture & Media's terms and conditions as notified in the further written agreement entered into with each finalist, the prize consists of three thousand five hundred Singapore dollars (S\$3,500) at the event for the winning pitch from each of the 2 categories.

7.2 A further opportunity will also be available to all 10 finalists from each of the 2 categories to have his/her script bought, collaborated on, or have 3rd-party investors to greenlight the project. For those offered a straight up buyout (IP Rights), an amount of fifteen thousand Singapore dollars (S\$15,000) will be offered.





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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 Chinese 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 Chinese Pitch 2022** is interrupted, delayed, or cancelled or cannot be completed as planned, RX reserves the right to postpone, suspend or terminate **ATF Chinese 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.

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.

June 2022