



FOR IMMEDIATE RELEASE

## LAUNCH OF THE INAUGURAL ATF X TTB ANIMATION LAB & PITCH 2023

*For the first time, this new initiative will have a focus on animation for youth, families, and adults  
(Not open to pre-school content)*



**ANIMATION LAB & PITCH 2023**  
A Great Idea Can Come from Anywhere

**Singapore, 13 June 2023** – A new partnership has been established between Asia's key content market and conference, the **Asia TV Forum** (ATF), and the leading programme for Asian-European co-productions, **TIES THAT BIND** (TTB), to launch a brand-new lab and pitch tailored specifically to the needs of the animation industry.

The **Asia TV Forum** and **TIES THAT BIND** are joining forces for the [ATF x TTB Animation Lab & Pitch](#), starting in 2023. This new initiative will bring together producers with projects from Asia and Europe with the potential and desire to explore new financing and co-production opportunities, new markets, and new audiences in both continents.

The Lab & Pitch is organised in partnership with the European Audiovisual Entrepreneurs (EAVE), Friuli Venezia Giulia Audiovisual Fund, Southeast Asian Audio-Visual Association (SAAVA), and supported by Creative Europe - MEDIA sub-programme of the European Union.

### **What is ATF x TTB Animation Lab & Pitch?**

The Animation Lab & Pitch brings together selected producers with animation projects from Asia and Europe, offering an insight into the animation markets, financing, and co-production possibilities in both continents.

An intensive 5-day online prep session in autumn segueing to a second onsite lab, an open pitch, and further onsite activities with renowned industry decision-makers in December, the aim of the training is to prepare the participants for the market launch and pitch of their projects. Onsite events will take place at the [Asia TV Forum & Market \(ATF\)](#) in Singapore on December 6—8, 2023.

Accepted formats include feature-length animated films, as well as TV formats (series or mini-series) and short films in development or financing stage. Preference will be given to projects with great creative potential, exciting visuals, interest and potential for co-production, and potential for travel across borders and continents. The program is not open to pre-school content, with preference given to animation for youth, families, and adults.

“We are thrilled to launch ATF x TTB Animation Lab & Pitch together with our partners the Asia TV Forum & Market. The focus on animation will allow to open new opportunities of cooperation in the burgeoning animation sector and is the perfect addition to our existing training offer at TIES THAT BIND,” said Kristina Trapp, CEO of the Luxembourg-based European Audiovisual Entrepreneurs (EAVE).

“It gives ATF great pleasure to continue the strategic relationship with TTB, having had a highly collaborative experience over the years curating business opportunities for various projects. Together with our industry partners, we look forward to developing facets within the ecosystem that will continue to benefit the creation of good content,” added Yeow Hui Leng, Group Project Director, [RX Singapore](#).

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#### **About Asia TV Forum & Market (ATF) 2023**

Into its 24th 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](http://www.asiatvforum.com)

#### **About EAVE**

European Audiovisual Entrepreneurs, EAVE, is a professional training, project, development, and networking organisation for audiovisual producers. Working with a worldwide network of partners we are involved in programmes for producers worldwide.

#### **About FVG Audiovisual Fund**

First experience in the Italian panorama, the aim of the Friuli Venezia Giulia Audiovisual Regional Fund is to support the development of local film companies and promote the regional audiovisual works in national and international markets. The Fund operates in three main sectors: training, to encourage the participation of local audiovisual professional in national and international courses for directors, scriptwriters, producers, editors, camera operators, and sound engineers; development, to cover all the activities between the idea and the production phase, from the script writing and the research, to the casting, the fundraising and the presentation of a promo; distribution, along with the promotion of the projects, this last action includes a financial support to cover the production expenses, so as to create more competitive products. Along with the ordinary management of the fund, the FVG AUDIOVISUAL FUND has organized several events aimed at creating platforms for cinema professionals from all around the world and developing the local audiovisual industry.

#### **About Southeast Asian Audio-Visual Association (SAAVA)**

The Southeast Asian Audio-Visual Association (SAAVA), a non-profit association that seeks to unify media producers and media financiers in the region. The association’s mission is to advance creative development across the region, promote Southeast Asian audio-visual content and capabilities internationally, as well as stimulate business collaborations between its members.

#### **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.

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