DECEMBER 3. TUESDAY

Laselle College of the Arts

ATF In-Development Club presents-ATE - TTR ANIMATION LAR 2024

In collaboration with Ties That Bind (TTB)







Sponsors: Film Development Council of The Philippines (FDCP) | ICEX España Exportación e Inversiones | Visual Industry Promotion Organization (VIPO)







10am_10:45am

Setting the Stage—2024: GLOBAL TV & VIDEO INDUSTRY DESPERATE FOR A SOLUTION

Jungarsson, Senior Principal Apalyst, TV, Video & Advertising, Omdia

10:45am-11:15am

ATF Main Stage (L4, Roselle Junior Ballroom)

THE CHANGING LANDSCAPE OF CHINA'S M&F INDUSTRY

Hou Xiaonan, CEO & President, Yuewen | Vice President, Tencent Platform & Oring 7hap, Research Manager—APAC Research Lead, Ampere Analysis

This session will be in Mandarin with simultaneous translation provided

11:15am—11:45am

STRATEGIZING A NEW ERA: LG U+ CHANGES THE KOREAN CONTENT GAME

DJ Lee, Chief Content Officer / Lead of STUDIO X+U, LG U+ Tony Gunnarrean Senior Principal Applyet TV Video & Advertising Omdia

ATF Main Stage (L4, Roselle Junior Ballroor

REVOLUTIONISING STREAMING: TVING USHERS IN THE FUTURE OF KOREAN ENTERTAINMENT

Ed Ludlow, Senior Analyst, Ampere Analysis (Maderator)

ATF Main Stage (L4, Roselle Junior Ballroom)

FINANCING CHINA—A SUCCESSFUL CASE STUDY

Rennett Pazil. Executive Vice President, Head of Comorate Banking, East West Mathew Alderson, Principal, Aldersons Legal & Consulting (Moderator)

2:30pm—3:15pm

THE ASIAN ECOSYSTEM OF FINANCING IN THE M&E INDUSTRY: WHAT'S MISSING?

en Griffiths, Head of Legal & Business Affairs, BBC Film

ATF Main Stage (L4, Roselle Junior Ballroom

ancis Smith, Penhady Winner, Shownunger, Partner, IFA Media pobia Yen, Partner, Manatt, Phelos & Phillips, LLP (Moderato)

ATF Main Stage (L4, Roselle Junior Ballroon

DISAPPEARING BORDERS: ASIA x HOLLYWOOD

novan Chan, Co-Founder, Beach House Pictures chelle K. Sugihara, Executive Director & CEO, CAPE eson Ma, Chairman & Co-Founder, EST Media Holdings, Inc. phia Yen, Partner Manatt Phelas & Phillips 11P (Maderata)

nm_4 30nm

NAVIGATING THE FITTIRE OF STREAMING: YOUKIPS STRATEGIES FOR GROWTH & CONTENT INNOVATION

fing Xie. Vice President Youku

INVESTOR SPEAK—

INVESTING IN ANIME: UNLOCKING GLOBAL IP POTENTIAL

ndrick Wong, Founder & CEO, Kasagi Labo ader Sobhan, Founder & Executive Director, IKTOMI (Moderator)

pm—5:30pm

ATF Main Stage (L4. Roselle Junior Ballroom)

IMAX: EXPANDING HORIZONS IN PREMIUM ENTERTAINMENT & GLOBAL CINEMA

kram Arumilli, GM & SVP, Streaming and Consumer Technology, IMAX

5:30pm-6:00pm

ATF Main Stage (L4, Roselle Junior Ballroom

CREATIVE MASTERMIND: THE CONTROVERSY OF SUCCESS-TOP OF THE GAME IN CHINA

L. Zheng, Founder, Hugovu Entertainment ina Zhao, Research Manager—APAC Research Lead, Ampere Analysis

his session will be in Mandarin with simultaneous translation provided

DECEMBER 4. WEDNESDAY

L5. In-Development Lounge

ATE In-Development Club presents ATE - SAAVA IP ACCELERATOR 2024

In collaboration with SAAVA

SAAW

Sponsor: Goldfinel



ATF Main Stage (L4, Roselle Junior Ballroom

OPENING CEREMONY

uest-of-Honour: Tan Kiat How, Senior Minister of State, Ministry of Digital Development and Information, Singapore

10am—12pm

ATF Pitch Pit (L4, Peony 4412)

MASTERS—VARIETY SHOW CONCEPTS ROADSHOW



11-30am—12:30pm

ATF Main Stage (L4, Roselle Junior Ballroom

ATE In-Davidenment Club presents-ATF x MANGO 1% FORMATS PITCH 2024



BUYER'S LUNCH: TAIWAN SPOTLIGHT



ATE V EST NR HORROR PITCH 2024 aboration with EST N8

£ST NIS

K-CONTENT & FORMAT SHOWCASE (KOCCA)

Min Ju Kim, License Business Part Lead, HYBE Ileana J. Sung, Producer, Global Contents, MR.Ro Tae-hoon Kana, Assistant Sales Manager, KBS Media Jiwan Lee, Manager, SLL Joongang Co., Ltd InSoon Kim, EVP / Head of Content, SOMETHING SPECIAL June Yeoh, Chief Business Officer, Majo Daja (Maderator

Brought to you by Korea Creative Content Agency (KOCCA) KOCCA

ATF Main Stage (L4, Roselle Junior Balln

Content Showerse 2025-DISCOVER THE CHARM OF DAYLIGHT ENTERTAINMENT

Special appearance by director Zhang Kaizhou & artistes Zhang Linghe, Shen Jiavu & Wu Shena



Brought to you by Daylight Entertainmen

PRODUCERS' WORKSHOP SPECIAL

Christian Varner CEO Global Drama & Eilm Eromontla

ATF In-Development Club presents— LEAP MASTERS MEET

to collaboration with AP Aria Production LTAICCA I Samething Special LLEAP



collaboration with Hunan TV & Mango TV



→ HUNAN TV MangoTV

Brought to you by Taiwan Creative Content Agency (TAICCA)

TAICCA GREATIVE CONTENT

ATF Pitch Pit (L4, Peony 4412)

ATF Main Stage (L4, Roselle Junior Ballroo

3:30pm—4:30pm

ATF In-Development Club presents—

ATF Main Stage (L4. Roselle Junior Ballroom DRAMA GEMS FROM JAPAN

n Murase, Senior Producer, Fuji Television Net ri Akimoto, Assistant Manager / Head of Scripted Format uii Television Network Inc

up reservation retwork, inc.

aiki Sai, Creative Producer, TBS TELEVISION, INC.

ai Uno, Representative of Scripted Format, TBS TELEVISION, INC.

lichelle Lin. Associate Director—Operations, K7 Media (Moderator)



ATF Pitch Pit (L4, Peony 4412)

HOP ON THE SUCCESS OF K-ANIMATION! Jihye Michelle Kim. Senior Manager, ACOMMZ CO., LTD. Julius Park, CEO, Appmedia Inc.

Angela (Okjao) Lee, Producer & Head of Content Marketing, Central Animation Studio Inc. impong Ahn, CEO, EUNHUHOLDINGS Co.,Ltd.
im Doyoung, CEO, Pixtrend Inc.
n-Chan Park, COO, Studio W.BABA

sunyoung Park, Global Business Manager, The Pinkfong Company, Inc. Nick In CEO Toppimation Corp. Yoonhee Park, CEO, UNIPIXEL

Julius Toh, Independent Media Consultant (Moderate

Brought to you by Gyeongai Content Agency (GCA)

oco

SINGAPORE HOUR Brought to you by Informer Madia Davalonment Authority (IMDA)

INFOCOMM MEDIA DEVELOPMENT AUTHORITY

4:30pm-5:30pm

ATF Connect+ (L4, Peony 4511-4512) ATF In-Development Club presents

PRODUCERS' WORKSHOP SPECIAL 2 Hiromi Uno, Manager, Business Development Division, Investment & Business Development Department, MIXI, Inc.

Sho Okuyama, Senior Corporate Officer, Investment & Business Development Department, Social Betting Business Department, MIXI, Inc.

Maria Laura Ghisiglieri, Business Development & Marketing Director,
BB Media

Brought to you by MIXI. Inc MIXI

ATF Main Stage (L4, Roselle Junior Ballroo

iQIYI INTERNATIONAL: 2025 GRAND REVEAL

pobarnach (Aof) Chaivahwimbon, Executive, GMMTV edee Ernest De Costa, Head of Malaysia Originals, iQIYI Malaysia rnsuk (Poppy) Tongrob, Co-Managing Director, iQIYI Thailand attaranad (Tang) Matiwong, Executive Producer, Looke World sargarisil (Nawat), President & Director, Miss Grand International (MGI) namin Yusof, Producer & CEO, Skop Productions Sdn Bhd

Session hosted by Kelvin Yau, Vice President, Global Markets, Partnership & Investments, iQIYI International



SPAIN IN FOCUS Content that CONNECTS Brought to you by Audiovisual from Spain

Audiovisual

5:15pm-6:15pm

ATF Pitch Pit (L4, Peony 4412) A NEW ERA OF CHINESE COSTUME DRAMA—

WORLD PREMIERE OF FLOURISHED PEONY 'ifang Zhao, Founder & Chairman, Huace Group Lecilia Zhu, General Manager of Global Business, Huace Group inan Dina, Director of Global Distribution, Hugge Group Inna Yan, International Distribution Manager, Huace Group

Coco Han, Specialist of Content Management, C-drama Rights (Moderator)



华等集团

6pm—6:30pm

ATF Main Stage (L4, Roselle Junior Ballroom THE RISE OF CHINA'S SHORT-VIDEO INDUSTRY—

rought to you by YOYWOW Space

SPACE

6:30pm-9pm

Brought to you by G.H.Y Culture & Media

GHY EXTRAVAGANZA DINNER 2024

长信传媒

LAVO, MBS, Hotel Tower 1, Level 57 ATF—SPECTACULAR @ 25! SILVER ILIBII FE CELERRATION resent ATF 2024 All-Access Badge to ente

DECEMBER 5. THURSDAY

ATE In Development Club access ATF x SAAVA IP ACCELERATOR 2024 In collaboration with SAAVA

SAAW

G GOLDFINCH

Porio Corbero International Sales Manager Mediterranes

Ang L. Sánchez, Sales Manager, The Mediapro Studi Brought to you by Audiovirual from Spain

from SPAIN

ATF Main Stage (L4, Roselle Junior Ballroom)

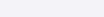
InHwan Yeo, Scriptwriter / Creator, CJ ENM Mini Hwang, Format & Remake Sales Worldwide, MBC Lee Sua, Drama Series Writer, O'PEN—CJ ENM Daniel Son, Line Producer / Actor Sprim New Cinema

Brought to you by Korea Communications Agency (KCA)



ATF Pitch Pit (L4, Peony 4412) ATF In-Development Club presents-ATF x MEDIACORP DRAMA CONCEPTS & CO-PRODUCTION PITCH 2024 (CLOSED DOOR)

Jayde Lin, CEO, DaMou Entertainment
Janine Stein, Editorial Director, ContentAsia (Moderato)



L5, In-Development Lounge





SPAIN 2024 UPFRONT, BEST OF SPAIN-

Rocio Cacnero, international Sales Manager, Mediterraneo F<mark>obrizia Palazzo, D</mark>istribution Manager, Movistar Plus+ International <mark>Erika Gómez,</mark> Sales Manager, Onza Distribution Javier Quevedo Pérez, Head of International Strateau, RTVE

Audiovisual

THE DIVERSITY OF K-CONTENT

In collaboration with Mediacon

ATF Main Stage (L4, Roselle Junior Ballroom)

INTO THE JOURNEY OF THE WORLD BETWEEN US II Special appearance by artistes—Vir Chou, Heigh Heig-Ying & Heugh Shih-Ling Brought to you by Taiwan Creative Content Agency (TAICCA) | Public Television Service Foundation | Asiaplay Taiwan Digital Ent KOKO Entertainment | DaMou Entertainment | Screenworks Asia



12pm—1:30pm



JAPAN NETWORKING LUNCH

Brought to you by Ministry of Internal Affairs and Communications I BEAJ (Broadcast Program Export Association of Japan) BEAJ MIC

12:30pm—2pm

ATF Main Stage (L4, Roselle Junior Ballroo

ATF In-Development Club presents— ATF x TTB ANIMATION PITCH 2024



Main Partners & Financiers: Creative Media Furane I



onsors: Film Development Council of The Philippines (FDCP) | ICEX España Exportación e Inversiones | Visual Industry Promotion
Organization (VIPO)



CONTENT STRATEGY

Brought to you by Linmon

LINMON

One-on-One Meetings

In collaboration with Ties That Bind (TTB)

ATF Main Stage (L4, Roselle Junior Ballroom NEW COSTUME SERIES FOR GLORAL APPEAL. LINMON'S 2025—2026 LINE UP AND INTERNATIONAL

7hou Yuan, Co-Founder, Linmon Picture Virginia Lim, Chief Content Officer, Mediacorp Lu Yu, General Manager, Linmon Media Internationa Special appearance by artiste—Wang Yilun

L5, In-Development Lounge ATF In-Development Club presents-ATF x TTB ANIMATION LAB 2024

Main Partners & Financiers: Creative Media Europe | Furnnean Audiovisual Entrepreneurs (FAVF)



Creative Europe Creave

ATF Connect+ (L4. Peony 4511-4512) THE TOUCH OF THACCA. BE PART OF THAILAND'S FUTURE BLUEPRINT



ATF Main Stage (L4, Roselle Junior Ballro INSIDE THE MAKING OF "DRUG WAR: A CONSPIRACY OF SILENCE"

Featuring acclaimed actor—lan Veneracion

rought to you by Rein Entertainment Production:

Cuevas, Producer, Rein Entertainment Productions no Cayetano, Executive Producer, Rein Entertainment Productions hilin King, Co-Creator, Rein Entertainment Productions



FREMANTI E'S VISION-

FROM REALITY TV TO SERIES TO SPECIALTY CINEMA Christian Vesper, CEO, Global Drama and Film, Fremantle Tony Gunnarsson, Senior Principal Analyst, TV, Video & Advertising, Omdia

4pm-4:30pm ATF Main Stage (L4, Roselle Junior Ballroom

TRAVERSING INTO A NEW ERA OF CONTENT INVESTMENT

Tejkarran Singh Bajaj, SVP & Head – Originals, Jio Studios Nader Sobhan, Founder & Executive Director, IKTOMI (*Modera*tor

Singapore Pavilion (Stand no. F06/H0 SINGAPORE HOUR

Brought to you by Inforomm Media Development Authority (IMDA)

4:30nm-5:15nm RIIVERS & COMMISSIONERS

ATF Main Stage (L4, Roselle Junior Ballroom) NAVIGATING NEW TERRAINS IN CONTENT STRATEGY Cvril Le Jeune, CEO, CANAL+ Myanmar

Justina Wejrowict, v.r. Augustion. Aftershock Company Angeline Poh, Chief Customer & Corporate Development Officer, Mediacorp Kyle Erus Goorning, SAWP, Head Development & Production, Astro Show Justin Deimen, Managing Partner, Goldfinch Asia (Moderator)

unting Waitowicz, EVP Acquisitions, Co-Productions & Sales, Pive Gauche, an

JAPAN: A HAPPY HOUR ADVENTURE Brought to you by Ministry of Internal Affairs and Commun BEAJ (Broadcast Program Export Association of Japan) BEAJ MIC

L5. ATF Coffee Point

HAPPY HOLIP WITH TAIWAN Brought to you by Taiwan Creative Content Agency (TAICCA)

TAICCA TAIWAN CONTENTS

THE EXPANSION OF K-DANCE IP UNIVERSE: STREET WOMAN FIGHTER & MORE Juna Nam Choi, Producer, CTENM Seungyeon Lee, Sales Executive, CJ ENM Young Chan Kwon, Chief Producer, CJ ENM



5:15pm—6:15pm

WeTV 2025 CONTENT SHOWCASE— ASIA'S YOUTH VIBES IN THE DIGITAL STREAMING ERA

ATF Main Stage (L4, Roselle Junior Ballroom

Brought to you by WeTV ▶ WeTV





Jeff Han, Vice President, Tencent Video
Juan Xiang, Director of Tencent Video Overseas Business Department & Head of
WeTV & Sanook, Tencent Video

Information is correct as of 27 November 2024 *Programme subject to change