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## ***ATF 2025 Concludes with Strong Global Turnout and Surge in Co-Production Momentum*** Showcasing Asia's Expanding Role in Defining the Future of Entertainment

**Singapore, 11 December 2025** – Asia TV Forum & Market (ATF), Asia's Co-Production & Entertainment Content Market, closed with a congregation of 4,875 trade professionals from over 60 countries and regions. Among them were 977 buyers, underscoring the industry's unwavering confidence in Asia's premier annual event. Notably, 20% of attendees actively participated in co-production discussions, signalling strong momentum for collaborative content creation across the region.

Yeow Hui Leng, Group Project Director of ATF said, "As we wrap up ATF 2025, we are inspired by the creativity and collaboration of dedicated industry players whose steadfast vision continues to position Asia as a thriving hub within the global entertainment ecosystem. Numerous deals and co-production projects now in production or at the final financing stage trace their early success back to ATF—reaffirming its role as a premier meeting point for global and regional players, fostering dynamic conversations, bold collaborations and strategic partnerships that drive the future of content to greater heights."

This year's conference brought together global financiers, completion bond companies, and investors with growing stakes across regions—especially in Asia—alongside thought leaders from AIS, Astro, GDH 559, Jiostar, Telkomsel, Tencent Video, and many more. These industry visionaries shared insights on current challenges while shaping their vision for the future of TV & Video. With key financiers such as Film Finances Inc, Goldfinch, Gold House, East West Bank, FilmHedge, Alibaba Pictures, and M3 Global Strategy in attendance, ATF reaffirmed its role as a driving force for funding and collaboration in the global media landscape.

A total of 22 pavilions led by various content agencies from around the world were presented at the market, in addition to the strong presence of studios such as ABS-CBN, Amazon MGM, Banijay, Youku and many more.

Celebrities from around the region also made appearances to promote their latest content. These included special appearance by Thai artiste **Thaneth Warakulnukroh**, alongside Singapore artiste **Pierre Png, Cynthia Koh & Hong Hui Fang** at KC Global content showcase session to promote the upcoming thriller drama, *Decalcomania*; Philippines artiste, **Andrea Brillantes**, representing *Laya*, a thriller drama; Artistes **Marcus Chang, Alex Chou, Amanda Chou, Wes Lo & Chih-Tian Shih** spotlighting *A Controversial Entertainer*; Artiste **Shawn Thia** representing *Lost & Found*; Artist **Bao Shangen** made an appearance at Linmon Media content showcase to promote the upcoming costume drama, *In the Moonlight*; Artistes **Bai Yu & Zhu Yawen** at Huace Group representing *Swords into Plowshares*; and Artiste **Yang Zhigang & Yang Xuwen** at GHY Culture & Media & iQIYI booth to promote *Strange Tales of the Tang Dynasty*.

Playing a key role in content development, ATF 2025 returned with four in-development programs. Focused on the push to invest in IPs that revolutionises business models, a total of 39 ideas/companies/people found the opportunity to present their concepts and ideas to 47 commissioners/producers/etc.

This, in conjunction with a myriad of deals and partnerships were announced, including:

- **ATF (RX Singapore) and SMG Pictures & WingsMedia** signed a MoU to commit to harness ATF – Asia’s leading platform for entertainment content and production – to amplify the global reach of Chinese content.
- **Astro Shaw, Double Vision and ABS-CBN** announced a co-production deal to produce three 10-hour drama series over the next two to three years.
- **August Pictures and Yoywow** announced co-production for a new series, *Fong Si Neong*.
- **BeLive AI Studios, Chop Chop Systems and NewUniverse** entered a strategic alliance uniting creativity, cutting-edge technology, and distribution prowess to build a stronger B2B ecosystem.
- **Double Vision and RisingJoy** have partnered to enter the global micro-drama market and expand their international production.
- **Encore Films and Magic Image** signed a multi-series partnership to distribute premium Korea International Broadcasting Foundation – Arirang TV content internationally.
- **Guangdong Winsing and PT Metropolitan Televisindo** announced cooperation for an animated series, *GoGoBus*.
- **Linmon Media International and Mediacorp** announced their co-production of *Only Thirty-Five*, sequel to one of China’s most acclaimed dramas *Nothing but Thirty*.
- **National Film Development Corporation Malaysia (FINAS) and Wildtale Co., Ltd** signed an MoU to elevate cross-border content creation.
- **VIU and XiXi Pictures** entered a strategic partnership to facilitate the distribution of the romance series, *Shine on Me*.

Attendees across the market, including exhibitors, buyers, and participants, shared their feedback about the market and conference:

- **Ankur Basin, CEO, Encore Films:** “ATF has always been very successful for us. This is one market where we pick up a lot of content, both for India, for Asia. ATF is one market that has been growing over the years. If you want to be at a market, if you have content to sell, or if you're looking for content to buy, I think ATF is one market that you cannot skip.”
- **Anurj Gurnani, Director – Head of Content, Lionsgate Play:** “Last year was a big market for us. We did a lot of deals with ATF last year and this year is looking promising as well. I've been to several markets where ATF really makes me feel like this is the correct market for my territory, for us to come and acquire content.”
- **Enoch Chen, Chief Technology Officer, COL:** “It is a must attend event because I feel like ATF is a gateway to many, many like-minded people in the industry, and I think it's one of the best venues to connect with potential customers, partners, just right after the talk, I already had received 50 or even more business cards. So that's how we connect and find opportunities. And I think another thing I want to mention would be all the education and learning that we receive. I want to encourage the players in this industry to make arrangements, not only for their salespeople, or business development people, but even for their leadership, to attend this event, because it's really eye opening, and it's important to know what's going on in the industry, and to understand the latest trends.”
- **Irwan Junaidy, Chief Creative Officer, The R&D Studio (TTB Pitch Finalist):** “At ATF x TTB Program, we are paired up with European producers, European mentors, in which we learn

how the ecosystem in Europe works, and how we can have access to it. And in our program, there's people from Italy, from New Zealand, from Ireland, so it's nice that we expand our horizons, not just from the Asian community, but also from the European and Oceanic committee as well.”

- **Jon Gossier, Founder & CEO, FilmHedge:** “ATF is a must attend event because it is where people come to learn about Asian markets, build relationships, and find new connections that can make more powerful content. And so I've learned a lot and made a lot of new friends and looking forward to doing more business in Asia in the future. This is my first year at ATF, it has been fantastic so far and I look forward to coming back many years to come.”
- **Lesley Simpson, Vice President, Digital Lifestyle, Telkomsel:** “We are able to meet our global partners. A lot of our partners, we have been partnering for many years, and this is actually also the opportunity to meet them face to face for the very first time. And we are also able to meet with a lot of new partners and strategic global providers and micro-drama platforms, long form TV, everyone, all the producers, and we are very glad to be present in this market this year. For media professionals, this is a very strategic market, because everyone globally is here, the topics of the discussion, and the market itself. There are many days of the market, and we have seen a very diverse topic, and there's also pitching forums that a lot of producers and creative ideas that are sparked through ATF, so we are encouraging everyone to be able to attend ATF.”
- **Matiss Kaza, Producer, Trickster Pictures, Winner of the 2025 Oscar for Best Animated Feature Film "Flow":** “ATF brings a lot of different people together from around the world, who have many interesting insights, and always at these kind of events, you meet somebody who you don't expect, and you realise something about your own work, or your own processes that you don't expect, and those kind of new realisations, or new kind of insights are worth, uh, worth, uh, going to places like ATF for.”
- **Max Michael, Founder & CEO, M3 Global Strategy:** “ATF is really special, because Singapore is really a hub for international content and global financing. We're really able to connect with executives, creatives, and media professionals across the world, and they all converge in this one place in Singapore. It's my first year and I'm really excited to be here. I love being in the Asian content community, and ATF is really the centre point for that.”
- **Nik Sivaloganathan, Director of Acquisition and Sales for Drama Department, ZDF Studio:** “For me, this is the most important market of the year. ATF is just very heavily focussed on Asia in general, not just Korea or China. And so it's very important for me to connect here with channels from Vietnam, Thailand, Malaysia, Singapore. It's very detailed focus on Asia. I'm also looking for Asian content that we can bring to Europe. I'm looking for co production opportunities, development opportunities, anything really that takes place in the Asian market.”
- **Steve Berman, Executive Vice President, Film Finances, Inc:** “Asia is a market that we have worked in very limitedly, even though we've been in existence for 75 years, and so there's a lot of untapped potential for business transactions here for us. I just met folks from Thailand, Indonesia, Bangladesh, standing in one hallway. So, you know, rather than getting at an airplane and visiting all these countries and trying to have meetings, you come here, and you're able to meet with people from all over the region, in a very short time.”
- **Tammy Learn, Director, Kraken Collective & Dayne Cowan, Director, Kraken Collective (SAAVA Pitch Finalist):** “It's just been a real opportunity for us to reconnect with, you know, contacts across the region and in Singapore as well, which is always good. Everybody's always so busy, so it's fantastic to get them in one place at the same time. We know that it's

every year at this time of year, so people make plans to make sure they're actually here. It's exactly what we're looking for. It's a key part of the Asian film calendar, definitely.”

- **TJ Smith, SVP, Quiver:** “This is my first ATF. So, we have constant opportunities to speak by phone and video conference and connect over email, but having the face-to-face opportunities that ATF provides is an invaluable way to build relationships, build trust, and further business opportunities. At ATF, there's a breadth and depth of content opportunities from finished films and series to format sales, micro-dramas, scripted and unscripted, if you're looking to acquire something here, there's something here for you.”

In line with ATF’s commitment to nurturing Asian talent and in collaboration with industry players and associations, the three in-development programmes across genres, investment focus, regions, and stages of development included ATF x Mediacorp Co-Production Pitch, the returning of ATF x EST N8 Horror Pitch, alongside the 3<sup>rd</sup> edition of ATF x TTB Animation Pitch, and the annual ATF x SAAVA IP Accelerator, named 4 projects as winners. Alongside these, ATF introduced a new collaboration with SGIFF, Asian Producers Network + Eye Catcher Global (APN+ECG) Pitching Forum. The award winners at ATF In-Development Programmes were:

<p><b>ATF x EST N8 Horror Pitch</b></p> <ul style="list-style-type: none"> <li>• Development &amp; Distribution Package</li> </ul>	<p><b>"Petrified"</b> Astro Shaw Malaysia</p>
<p><b>ATF x Mediacorp Co-Production Pitch</b></p> <ul style="list-style-type: none"> <li>• S\$10,000 each</li> <li>• Co-development/Co-production opportunity with Mediacorp</li> </ul>	<p><b>“Blood Pact”</b> Toei Company, Ltd. Japan</p> <p><b>“The Musical Chairs”</b> Raccoon Films Thailand</p>
<p><b>ATF x TTB Animation Pitch</b></p> <ul style="list-style-type: none"> <li>• S\$1,000</li> <li>• People’s Choice Award</li> </ul>	<p><b>"Anito"</b> The Puppeteer Animation Studios, Inc. Philippines</p>
<p><b>Asian Producers Network + Eye Catcher Global (APN+ECG) Pitching Forum</b></p> <p><i>In collaboration with SGIFF</i></p>	<p><b>"The Most Fantastic Time of My Life"</b> Finding Pictures Singapore</p>

The next edition of ATF is slated to return from 1 to 4 December 2026 at Marina Bay Sands, Singapore (1 Dec: The ATF Leaders Dialogue, 2—4 Dec: Market & Conference).

Asia TV Forum & Market (ATF) is an event of the Singapore Media Festival (SMF), hosted by Infocomm Media Development Authority of Singapore (IMDA). 2025 marks the 12<sup>th</sup> edition of the Singapore Media Festival, rallying Asia’s most passionate media professionals, industry leaders, talent and content creators to come together.

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### **About Asia TV Forum & Market (ATF) 2025**

Into its 26<sup>th</sup> edition, [Asia TV Forum & Market \(ATF\)](http://www.asiatvforum.com) – the region’s co-production & 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 RX**

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 41 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).

### **About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. RELX serves customers in more than 180 countries and territories and has offices in about 40 countries. It employs more than 36,000 people over 40% of whom are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York stock exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX.

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

### **About the Singapore Media Festival**

The Singapore Media Festival, hosted by the Infocomm Media Development Authority (IMDA), is Asia’s premier international media industry platform. Held annually in Singapore, it is the focal point for Asia’s media community, showcasing diverse media innovations, forging industry deals, and presenting Singapore’s world-class content. The event brings together media professionals, industry leaders, creators, and consumers through the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF), Singapore Comic Con (SGCC), and Nas Summit (NAS).

For more information, please visit: [www.imda.gov.sg/smf](http://www.imda.gov.sg/smf)

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