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THE ATF FORMATS PITCH 2016, CALL FOR ENTRIES OPEN



AYN China_© Tencent with All3media International

Singapore, 18 May 2016 – Reed Exhibitions, producer of the Asia TV Forum & Market (ATF), today announces the start of its ATF Formats Pitch call for entry. This comes in the wake of a statement released last year with Steve Macallister, Chief Executive Officer of all3media International (UK) that it will collaborate with ATF as the global partner of the ATF Formats Pitch 2016 – a competition aimed to facilitate the exchange of ideas and talent between the leading international television, distribution and Asian-based producers.

The 17th edition of ATF, Asia's leading entertainment content market & conference event, will take place in Singapore from 6–9 December 2016. The ATF Formats Pitch, the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats, an inaugural event at ATF, will happen on 8 December 2016. This is a platform to showcase the best of Asia and expose ideas for export and development within and even outside of the region.

Backed by all3media International, the distribution arm of the UK's leading TV production group all3media, the ATF Formats Pitch 2016 is set to become Asia's top-flight pitching competition for creators and producers of innovative non-scripted entertainment formats.

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Participants will have the opportunity to pitch their ideas in front of some of the industry's most experienced format professionals, including senior executives from all3media's production labels, such as Maverick TV ("10 Years Younger", "Embarrassing Bodies"), Objective Productions ("The Cube", "Reflex"), Lion TV ("Cash Cab", "Sexy Beasts"), Tower Productions Filmpool (The creators of the Constructed Reality Genre), Studio Lambert ("Undercover Boss", "Gogglebox") and all3media America / Zoo Productions (Are you Normal?)

In addition, leading producers & commissioning editors will be on stage offering advice and commentary on the ideas pitched.

"The ATF Formats Pitch 2016, in association with all3media International, offers a huge opportunity to producers – both established and newcomers – who wish to take their ideas outside of the region with an established format distributor. We are delighted to be launching this inaugural event with ATF, it's unique on its ambition in the region and we firmly believe it will offer entertaining insight for participants and the audience alike," said Steve Macallister, CEO, all3media International.

"We are delighted to have this pitch at ATF. It runs in line with ATF being a centre of excellence for the best the region has to offer. It's where the industry meets to discover the latest trends in Asia; showcase best in class innovation and support the next generation of Asian content. Together, we provide a platform for Asia's growth, guiding content creators and distributors from idea generation to co-production and international success.

"The ATF pitch with all3media International serves to reiterate ATF's continued mission to be a platform where business and creative talent network, learn, and partner to create the TV hits of tomorrow. We are confident that Asia will have a lot to offer and having ATF as a platform to leap forward, it becomes a compelling stage for all industry players," said Yeow Hui Leng, Senior Project Director of ATF, Reed Exhibitions.

With the tagline, New Ideas. New Talent. New Formats., the ATF Formats Pitch 2016 is open to all creators and producers from around Asia (under the banner of a company or not) to present their new and original, non-scripted entertainment formats.

The winner will receive a S\$20,000 prize from all3media International, comprising a S\$3,500 cash award and a consultancy package to the value of S\$16,500, tailor made for the winner to develop their format, making it ready to pitch to broadcasters.

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1 Changi Business Park Crescent #06-01, Plaza 8 @ CBP Tower A Singapore 486025
T: (65) 6789 8800 F: (65) 6588 3787 | E: ask@reedexpo.com.sg | W: www.reedexpo.com.sg
Co. Reg. No.: 197801021N



all3media International will work with the winner to devise a bespoke package of consultancy advice and support, tailored to the specific pitch, and will arrange time with leading executives from within the all3media group of companies, as well as hours in areas of expertise such as marketing, writing a pitch document, a global view of format sales opportunities from all3media International's format team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process – and editing.

Submissions for entry are open now at www.asiatvforum.com.

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About the Asia TV Forum & Market (ATF) 2016

Asia TV Forum & Market – this region's leading entertainment content event, is the platform of calibre 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.

ATF also offers the opportunity to discover vital trends, crucial statistics and significant foresight in TV's digital, kids and formats arena. Its business match-making opportunities give the prospect to encounter some of the best new offerings in the region.

With over 5,000 international buyers and sellers from more than 60 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit www.asiatvforum.com.

About the ScreenSingapore (SS) 2016

ScreenSingapore – Southeast Asia's definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and learn about the changing film landscape.

After its successful pilot launch in 2015, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market, in partnership with the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB) to connect promising filmmakers and producers from Southeast Asia and Europe with

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international co-producing partners, festival programmers, distributors, commissioners, and financiers.

For more information, please visit www.screensingapore.com.sg.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2015, Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today, Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and are organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events and is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

For more information, visit www.reedexpo.com

Media Contact

Monika Au
Marketing Manager, Reed Exhibitions
E: atf.pr@reedexpo.com.sg
T: +65 6780 4587

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