



ATF Formats Pitch 2016
New Ideas. New Talent. New Formats.

FAQ

What is the ATF Formats Pitch?

The ATF Formats Pitch is the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats, an inaugural event by the Asia TV Forum & Market (ATF, December 6—9, 2016), sponsored by all3media International. This is a platform to showcase the Asia market and expose ideas for export and development outside of the region.

Pitch your idea in front of some of the industry's most experienced format professionals, including senior executives from all3media production labels, including 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 (Are you Normal?)

In addition, leading commissioning editors will be on stage offering advice and commentary on the ideas pitched. Formats @ ATF, the discovery showcase for the global formats community, will run in Singapore on December 8, 2016, during ATF).

Who can apply?

The ATF Formats Pitch 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.

Please refer to the Asian borders under the UN Geoscheme:

<http://unstats.un.org/unsd/methods/m49/m49regin.htm#asia>

What are the criteria for selection?

Selection will be based on the following criteria:

- ♣ Capability to translate & travel globally
- ♣ Creativity
- ♣ Originality
- ♣ Innovation
- ♣ Capacity of returning for multiple series

The selected projects will also have to be:

- ♣ Well structured, tightly formatted
- ♣ Fitting in the following genres of non-scripted formats: entertainment, factual entertainment, game shows, and studio entertainment.
- ♣ Potential to travel as a format to countries worldwide.
- ♣ Projects must be new and original format concepts which have not been commissioned or broadcast on linear television or nonlinear television yet and for which the worldwide format rights are still available.



How do I submit my project?

Submit your project by completing the online Pitch Entry Form and agreeing to the ATF Formats Pitch 2016 Rules and Regulations by August 26, 2016. You will be requested in the online Pitch Entry Form to upload your pitch presentation - a WORD (2 pages max.), PDF, or on a PowerPoint document) including:

- ♣ A detailed format description including an opening paragraph that summarises the format pitch or logline
- ♣ A realistic approach to shooting schedules, broadcaster budget, legal restraints, etc
- ♣ A clear statement of the target audience and a view on where the format would fit in the broadcast schedule
- ♣ A biography/filmography of the producer

Any additional materials will be welcome, but is not necessary for the first round of submissions. A sizzle reel will be required only for those projects that are shortlisted from which the judges will select the final projects to be pitched onsite at ATF 2016.

The sizzle reel does not need to be a fully graded, final trailer of the show but must demonstrate the essence of the show and its structure. It can be an interactive PowerPoint or feature filmed footage/short film/clips/stills.

The winner will be encouraged to further develop and refine the sizzle reel into a pitch trailer as part of the development prize.

How many times can I apply?

Each company can submit up to 2 projects.

Is there any cost to apply?

No fee is required to enter a project in the competition.

Do I have to be registered at ATF to enter the pitching competition?

No, to enter the pitching competition, it is not required to be registered at ATF.

What are the key dates and deadlines?

- ♣ The call for entries opens online: 18 May 2016
- ♣ Deadline for entries: 31 October 2016
- ♣ Finalists pitching at ATF Conference Theatre: Thursday 8 December 2016
- ♣ Rehearsal meeting for the finalists: Wednesday 7 December 2016

The presence of a representative of the finalist projects is required in order to prepare the live pitch. The rehearsal meeting is mandatory. Final date and time will be confirmed mid-November 2016.



What is the selection process?

The first round of judging will be led by all3media International's Nick Smith, SVP International Format Production, & Carolyn Gilbey, Production Consultant with input from all3media International's Acquisitions, Marketing teams led by Maartje Horchner.

A shortlist of 10 projects will then be presented to the Short List Judges, who will be announced in the coming weeks. Five projects will then be selected to be presented at Formats@ ATF and on stage to a panel of judges including industry commissioners and leading formats producers from the all3media group. Final judging panel will be announced in October 2016.

When will the finalists be announced?

The 5 finalists who have been selected to participate in the Live Pitch will be announced by Reed Exhibitions by 7 November 2016 on the ATF website and will be notified in writing by Reed Exhibitions.

What will I get if I am selected as a finalist for the Live Pitch at ATF 2016?

- ♣ Visibility during the onstage pitching in Singapore during ATF 2016
- ♣ Visibility in ATF communication and marketing tools (official conference programme, ATF website and social networks)
- ♣ Visibility in the ATF Show Daily magazine.
- ♣ A complimentary badge (1) per finalist (individual or company) to attend ATF 2016 (December 6—9, 2016)
- ♣ All finalists must enter into an option agreement regarding the selected project with the ATF Formats Pitch sponsor, all3media International, prior to ATF. Full terms and conditions will be given to you when your project is selected as a finalist.

What will I get if I win the Live Pitch at ATF?

The winner will receive S\$3,500 (Singapore Dollars) at the event in cash. The winner will be expected to use this money – and the further value prize to develop and enhance the pitched idea, preparing it to be pitched to relevant broadcasters within 6 months from the event.

In addition to the cash, the value package of S\$16,500 will be tailor made for the winner to develop their format making it ready to pitch to broadcasters. 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.

It is likely that advice will be offered from Senior Executive Producers from companies such as Studio Lambert, Maverick TV, Objective Productions, Lion Television and all3media America, as well as time with all3media International's Format Production Consultants – who are experienced in how shows can travel around the world and how to create a working format bible – an invaluable tool for any successful format.



In addition, hours will be offered 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.

Who do I contact if I have questions related to my application?

Lunita S V Mendoza: lunita.mendoza@reedexpo.com.sg

How can I protect my idea by attending the ATF Formats Pitch?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected. In principle, any one is free to take mere ideas, themes, facts, styles and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain. Ideas are free as the air, as they say.

It is not the idea behind a format concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a format concept, you cannot stop someone else from copying the general idea behind your format concept – you must be able to show that they actually copied more than just that general idea, that they copied something that presented an original expression of that idea.

That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect.

Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively "thick". Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively "thin".

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you'll never pitch it, you'll never sell it – and your project will never get made. A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.

Pitching your format concept at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader audience may very well help you to protect your format concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn't know about your format concept.



Obviously there is no one method which will protect yourself against plagiarism, but a few suggestions can be put forward:

- ❖ Make your format concept distinctive: The more detailed, the better.

The more you develop and elaborate your format concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.

- ❖ Do proper research: You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality which allows it to stand out – and not just a stereotypical idea that is well-known from other formats within the genre.

If the novelty of your concept suffers because of similar formats which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your format concept really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you'll deliver a great pitch, you will have success selling it.

- ❖ Number and date all your creative materials that you've prepared for the pitch, name the creators, and include a copyright notice (©), and register your creative materials with FRAPA or another acknowledged registration service before submitting it to the ATF Formats Pitch.

Today, the entire registration process can be handled online. For more information, please see www.frapa.org. We recommend you register your creative material through FRAPA prior to submitting to the ATF Formats Pitch competition. For more information about FRAPA and its format registry, please see www.frapa.org. None of the above should be taken as a substitute for legal advice.

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