



**ASIA TV FORUM & MARKET AND SCREENSINGAPORE 2016 RETURNS WITH ITS LARGEST EDITION**  
*Strong conference line-up and new highlights to address the needs of highly dynamic content industry*



*Debbie Evans, President, South East Asia/Australia, Reed Exhibitions; Gabriel Lim, CEO, Infocomm Media Development Authority of Singapore; Chee Hong Tat, Minister of State for the Ministry of Communications and Information (Singapore); Paul Beh, Regional President Asia Pacific, Reed Exhibitions; Michelle Lim, Managing Director, Singapore, Malaysia and Indonesia, Reed Exhibitions; and Robert Gilby, Chairman of Singapore Media Festival Advisory Board officiating the opening of ATF and ScreenSingapore 2016*

**Singapore, 07 December 2016** – Asia TV Forum & Market (ATF) and ScreenSingapore 2016, Asia’s premier entertainment content market and conference, was officially launched this morning by Mr. Chee Hong Tat, Minister of State for the Ministry of Communications and Information.

Part of the Singapore Media Festival (SMF), this marks the 17<sup>th</sup> edition of ATF and the 6<sup>th</sup> edition of ScreenSingapore. In line with this year’s theme of “Content on every screen”, the market floor will feature the latest offerings in TV, film and digital media. Concurrently, industry luminaries will deep-dive into the latest trends at the conferences, equipping delegates with up-to-date insights that will allow them to stay updated on industry movements.

Over 5000 attendees from all over the world are expected to convene from 6 to 9 December 2016, to exchange insights and acquire knowledge while securing opportunities to buy, sell, finance, distribute and co-produce.

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“ATF and ScreenSingapore 2016 has once again brought together the most influential and brightest minds in TV, film and digital media. With several perennial and new elements tailored to meet the needs of the industry, we expect the market floor to be abuzz with activities, just as rigorous discussions and knowledge exchange take place at conference. Coupled with abundant networking and partnership possibilities taking place over the four days, we are thrilled to play a significant role in advancing Asia’s content industry,” said Yeow Hui Leng, Senior Project Director at ATF and ScreenSingapore, Reed Exhibitions.

### **Strong participation, compelling content to address dynamic industry needs**

The ATF and ScreenSingapore market floor is the largest to date, with 738 exhibiting companies representing key Asian brands and major studios including CBS Studios International, Disney, Twentieth Century Fox Television Distribution Inc., MGM Worldwide Television, NBC Universal Television, Paramount Pictures, Sony Pictures Television and Warner Bros. International Television. Companies exhibiting for the first time include Discovery Networks Asia Pacific, Russia Today, Scripps Networks Interactive, Signal Media and Sky Vision. In addition, ATF and ScreenSingapore also welcome new pavilions from Canada, Korea (Asia CGI Animation Center, KCA - Korea Communications Agency, RAPA - Korea Radio Promotion Association), Spain (Audiovisual from Spain) and Turkey (Istanbul Chamber of Commerce). In total, there is a record high of 21 official pavilions representing Australia, Canada, China, France, Japan, Malaysia, Singapore, South Korea, Spain, Taiwan, Turkey and the United Kingdom.

With virtual reality (VR) making its foray across various content platforms, ATF and ScreenSingapore will introduce Digital@ATF at the market. This new zone houses Digital Corridor, a showcase of the latest and most innovative technologies that support this growing appendage. Also within the area is a VR & Transmedia showcase, where award-winning VR productions such as “Notes on Blindness: Into Darkness” and “I, Philip” will immerse delegates into an alternate reality. Attendees can also participate in Transmedia Producers Workshop sessions, to hear from key players about opportunities and issues in this new burgeoning arena.

### **Over 90 industry experts to steer content industry at conferences**

Besides the latest and freshest content from all over the world, ATF and ScreenSingapore will present compelling insights from the industry’s brightest masterminds, providing delegates with the keys to navigate Asia’s dynamic content market.

Addressing the evolving digital landscape at the C-Level Summit yesterday, C-suites from Asia and beyond provided valuable analysis and knowledge with a focus on “Managing the Business of Disruptors”. **David Fernando Audy**, President Director of PT Media Nusantara Citra Tbk (MNC) (Indonesia) delivered a keynote about “What Digital Means in the World’s Third Largest Country”. At a separate keynote session, **Yong-Ju Jeon**, Chief Executive Officer of D’Live and iHQ (South Korea) presented insights on “Platform Agility & Content Dynamics”.

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Later today, Junior@ATF will welcome another industry stalwart, **Seung-Hyun Oh**, Chief Creative Officer of MNC Animation (Indonesia) for a keynote on “Wee Watchers, Big Business”, that will shed light on changing landscape of kids’ content, challenges facing the industry and how Asia is rising in this lucrative segment.

Another mainstay of the ATF conference, Formats@ATF (8 December 2016), will focus on “TV’s Future in Asian Formats” this year, providing intelligence into regional trends and opportunities.

Adding to the power-packed line-up, the ATF conference will shine a spotlight on China, Indochina and Southeast Asia, with new Market Focus sessions where influential in-market veterans and analysts are expected to intensify interest in these key territories.

On 9 December 2016, ScreenSingapore will gather some 30 film luminaries from Southeast Asia and beyond to address present-day concerns faced by filmmakers in the region. Themed “The New Independent: Producing for a Globalised Film Economy”, the Southeast Asian Film Financing (SAFF)

Conference will focus on topics including film financing, strategies for generating return-on-investment, the perfect pitch package, and trends in the regional industry. Amongst high-profile industry leaders present is **Kathy Morgan**, Executive Producer of Academy Award-winning “The Danish Girl” (USA), who will deliver a closing keynote titled “Producer or Distributor: The Sales Agent in Hollywood and the World”.

The SAFF Conference is a part of ScreenSingapore and is co-organised by the Southeast Asian Audio-Visual Association (SAAVA), and supported by Ties That Bind: Asia/Europe Producers Workshops (TTB),

### **Platforms for Asian content to shine**

To facilitate an exchange of ideas and talent between the international and Asian content fraternities, ATF and all3media International have introduced the first-ever ATF Formats Pitch. This premier Asian pitching competition is a platform to connect Asian-based producers and their in-development unscripted formats with commissioners, investors and co-production partners.

From a pool of entries representing Australia, China, Hong Kong, India, Malaysia, Singapore, Taiwan, Ukraine and USA, five finalists were shortlisted for a live judging session on 8 December 2016, where selected producers will present their new and original, non-scripted entertainment formats to a star-studded jury. A S\$20,000 prize from all3media International – comprising a cash award and consultancy package – awaits the winner on 8 December 2016. More information about the five finalists is available in Annex A.

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Providing another platform for Southeast Asian film talent to shine, the SAFF Project Market will return for another edition, after a successful first year in 2015. Of the 10 shortlisted finalists in 2015, 4 projects are currently in production and scheduled for release in 2017.

A partnership between ScreenSingapore, SAAVA and TTB, and supported by the Asia-Europe Foundation (ASEF), this pitching competition is Southeast Asia's first co-production project market that aims to match promising feature-length projects with a global network of media financiers, distributors, and collaborators who can bring these project to fruition. This year, 15 finalists from Cambodia, Indonesia, Malaysia, Singapore, Thailand, The Philippines and Vietnam will be vying for the cash prize of S\$20,000 to jump-start their feature-length films. The winner will be announced at a prize giving ceremony on 9 December 2016.

ATF and ScreenSingapore 2016, Asia's leading entertainment content market and conference event, will take place in Singapore from 6 to 9 December 2016 at the Sands Expo and Convention Centre, Marina Bay Sands.

For more information about the event, please visit [www.asiatvforum.com](http://www.asiatvforum.com)

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### **About 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](http://www.asiatvforum.com)

### **About ScreenSingapore 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.

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

For more information, please visit [www.screensingapore.com.sg](http://www.screensingapore.com.sg)

**About Reed Exhibitions (RX)**

Reed Exhibitions is the world’s leading event 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](http://www.reedexpo.com)

**About the Singapore Media Festival**

The Singapore Media Festival, hosted by the Info-communications Media Development Authority is set to become one of Asia’s leading international media events, where the industry meets to discover the latest trends, talents and content in Asia for Film, TV and digital media. Taking place from 23 November to 9 December 2016, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS) and Asian Television Awards (ATA), as well as a new digital event SMF Digital Day Out and associate events, the Cable & Satellite Broadcasting of Asia (CASBAA) Spotlight Series and Cine65.

For more information about the Singapore Media Festival, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com).

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