



For immediate release

ATF 2016 CONFERENCE LINE-UP INTENSIFIED WITH KEYNOTES BY ASIA'S ENTERTAINMENT CONTENT INDUSTRY LEADERS

New Market Focus sessions to place spotlight on key Asian territories



David Fernando Audy
President Director
PT Media Nusantara Citra Tbk (MNC)
(Indonesia)



Yong-Ju Jeon
Chief Executive Officer
D'Live and iHQ
(South Korea)

Singapore, 09 November 2016 – Asia TV Forum & Market (ATF) 2016 today announced the addition of three industry stalwarts to its line-up of entertainment content experts who will be delivering insights at the four-day event. **David Fernando Audy**, President Director of PT Media Nusantara Citra Tbk (MNC) (Indonesia) and **Yong-Ju Jeon**, Chief Executive Officer of D'Live and iHQ (South Korea) will kick off the C-Level Summit (6 December 2016), while **Seung-Hyun Oh**, Chief Creative Officer of MNC Animation (Indonesia) will deliver a keynote address at Junior@ATF (7 December 2016). The annual event has also added Market Focus sessions that will shed greater light on the China, Indochina and Southeast Asia markets.

“The ATF conference consistently places a spotlight on pertinent topics, gathering the industry’s brightest minds for a time of insightful knowledge exchange. With three of Asia’s top entertainment content leaders delivering keynote addresses and new Market Focus sessions, ATF 2016 delegates can certainly look forward to obtaining the keys to navigating today’s dynamic Asia content market. This will further cement our position as Asia’s leading platform for TV content,” said Yeow Hui Leng, Senior Project Director of ATF and ScreenSingapore, Reed Exhibitions.

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
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



C-Level Summit keynotes to address the business of disruption

In line with the theme of “Managing the business of disruptors”, **David Fernando Audy**, President Director of PT Media Nusantara Citra Tbk (MNC) will take to the stage, addressing today’s evolving landscape in the digital realm.

A veteran in Indonesia’s media industry, Mr Audy was appointed President Director of PT Media Nusantara Citra Tbk (MNC) in September 2016. He currently also holds various other positions in the Group – President Director of PT Global Informasi Bermutu (GlobalTV), Commissioner of PT Linktone Indonesia, Commissioner of PT MNC GS Homeshopping, and President Director of PT MNC Lisensi International.

With a vision to be Southeast Asia’s largest integrated media company, PT Media Nusantara Citra Tbk (MNC) is already Indonesia’s most extensive multi-platform media company. The media giant invested in mobile dating app Paktor earlier this year, in support of the latter’s expansion into social entertainment.

At a separate session, **Yong-Ju Jeon**, Chief Executive Officer of D’Live and iHQ (South Korea) will share his vision for creating value in the world of the digital disruption.

D’Live is one of South Korea’s largest multiple system operators. With the highest rate of digitisation amongst its peers within the country’s cable television sector, the multimedia company is well-regarded as an industry leader in adopting new technologies.

Under Mr Jeon’s leadership, D’Live grew to become one of South Korea’s largest cable TV service providers, while iHQ established itself as one of the country’s top talent agencies. Both entities have also attracted the attention of large international entertainment businesses. Earlier this year, D’Live beat other major pay TV operators to secure an exclusive licensing deal with Netflix in South Korea. Separately, iHQ is expected to receive US\$15 million of investment from A&E Television Networks LLC, a subsidiary of Walt Disney Company – a move that will pave the way for the South Korean company to enter the global entertainment content market.

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
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



Junior@ATF keynote to delve into brand extension through collaboration



Seung-Hyun Oh
Chief Creative Officer
MNC Animation
(Indonesia)

Speaking on Asia's new kids' content landscape at Junior@ATF, **Seung-Hyun Oh**, Chief Creative Officer of MNC Animation (Indonesia) has over two decades of experience in the ever-evolving animation industry.

Prior to his appointment at MNC Animation, Mr Oh held a myriad of positions including supervising director, director and artist at well-known studios such as Cartoon Network, Disney, Nickelodeon and Warner Brothers – in addition to others in Korea and Japan. During his tenure at these studios, he worked on numerous animation projects well-recognised in the industry. Amongst them are “Avatar: The Last Airbender” (Season 3), “Fire Breather”, “Generator Rex”, “Macross Zero”, “Tinker Bell” films, “Tron Uprising” and “Wonderful Days”.

In end 2014, Mr Oh was brought on to helm MNC Group's aggressive investment in expanding its animation arm. In continuing efforts to bring its content overseas, MNC Animation recently signed a memorandum of understanding with the Korea Creative Content Agency, covering the fields of animation, music, and entertainment programmes.

New Market Focus sessions to whet appetite for greater market penetration

With 60% of the world's population residing in Asia, the continent boasts a dynamic mix of highly-developed television markets and others with untapped potential. China remains attractive, with recent statistics showing that Asia-Pacific's top three operators, all of which are in China, will account for one-third of the region's pay TV subscription growth between now and 2021¹. Amongst Asian markets with immense potential is Indochina – comprising Cambodia, Laos, Myanmar and Vietnam (CLMV) – whose

¹ Source: <http://informitv.com/2016/08/18/asia-pacific-television-subscriber-growth/>

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
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



gross domestic product growth is expected to outpace the whole of Asia in the years to come². Similarly, strong economic development in Southeast Asia has spread wealth; leading to market research firm Nielsen's forecast that the middle-class population will more than double to 400 million by 2020³.

On the back of such an awakening, ATF will – for the first time – place a spotlight on China, Indochina and Southeast Asia, three territories not to be ignored.

Key players within China's entertainment content industry will provide insights at two sessions held on 8 December 2016. At "Navigating China: What You Always Wanted to Know", new regulations will be decoded and trade secrets unveiled by well-established panellists:

- Wang Yi, Co-Founder, Media Caravan (China)
- Michel Rodrigue, Founder & CEO, The Format People (USA)
- Yuan Li, CCO, IPCN (China)

Separately, significant Chinese Commissioners for co-development and co-production will take to the stage at the "Chinese Co-development / Co-production Commissioners Networking Session", to give special insights into their co-development plans for the years ahead. The power-packed line-up features:

- Jiang Bin, Vice President/General Manager, Content Development, iQIYI
- Chang Jingyao, Format Sales Director, IPCN Ltd
- Hao Fang, Chief Executive Producer, LeTV
- Tao Yixiao, Director, Shanxi Satellite TV Station
- Yuan Bo, General Manager, Shaanxi Broadcasting Corporation
- Coco Ma, Senior Director, Content Acquisition and Production, Sohu Video
- Chen Manman, Chief Operating Officer, WeKids Asia

Continuing the spotlight on an important Asian territory, "Market Focus: Selling to Indochina" (8 December 2016) will shed light into CLMV, with distinguished analysts from renowned research houses and significant industry players:

- Daw Aye Hnin Swe (Rose), Managing Director, Mango Media (Myanmar)
- Tim Scott, Vice President, Cambodian Television Network (Cambodia)
- Võ Thị Tô Châu, Manager, SCTV (Vietnam)
- Ngo Thi Bich Hanh, Vice President, BHD (Vietnam)
- Dr Bounchao Phichit, Director General, Lao National Television (Laos)
- Sinthu Peatrarut (David), Managing Director, Nielsen (Thailand)
- Ricardo Glenn Cardenas, New Business Director, Kantar Media (Vietnam)

² Source: <http://www.indochinaresearch.com/Content/Archive/302/Regional-179678.pdf>

³ Source: <http://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2014/Nielsen-ASEAN2015.pdf>

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
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



Additionally, “Market Focus: Southeast Asia – The Content Triangle” (7 December 2016) will delve into the changing relationship between platforms, content creators and brands in the bloc, and how the pursuit of an audience is more important than ever. Delegates will hear from the following industry veterans:

- Fera Rosian, Director, GroupM Entertainment
- Mikael Christenson, Head of Content+, Mindshare Asia Pacific
- Marc Heal, Sales Director, IFA Media
- Guillaume Sachet, Head, Strategic Planning, Mediacorp
- Steven Murphy, Director of Programming, GroupM Entertainment APAC

ATF will take place from 6 to 9 December 2016, at the Marina Bay Sands, Singapore. More information about the ATF conference programme is available at <http://www.asiatvforum.com/programme/2016-Programme/>.

ATF is co-located with ScreenSingapore, and is part of the Singapore Media Festival.

###

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

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.

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
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



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

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

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.

Media Contact	NINEMER PUBLIC RELATIONS	
	Charlene Ho Account Manager T: +65 6534 9909 M: +65 9178 0194 E: charleneho@ninemer.com	Lee Ling Ling Senior Account Manager T: +65 6534 9939 M: +65 9647 8917 E: leelingling@ninemer.com

Produced by



Reed Exhibitions A division of Reed Elsevier (Singapore) 2008 Pte Ltd
 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