



## **BIGGER ATF AND SCREENSINGAPORE 2016 SETS THE TONE OF ASIA'S RISING CONTENT INDUSTRY**

**Singapore, 13 December 2016** – The 17<sup>th</sup> edition of Asia TV Forum & Market (ATF) and the 6<sup>th</sup> edition of ScreenSingapore ended on a high note last Friday, with record-breaking showing by 5,383 attendees. Based on exhibitor feedback collated to date, over US\$244 million worth of deals and partnerships were estimated to have been facilitated during the three-day market<sup>1</sup>.

“With today’s dynamic content market, ATF and ScreenSingapore constantly evolves to help the industry better navigate this disruptive landscape. We are very encouraged by the increased attendance despite current challenging global sentiments. This is a testament of ATF and ScreenSingapore’s strong standing in the calendar of international TV and film trade events. We also received positive feedback about the new elements introduced, having presented a programme that was truly about content on every screen. We are already receiving early interest from content companies to participate in the next event and we look to grow together with Asia’s rising content industry,” said Yeow Hui Leng, Senior Project Director, Reed Exhibitions.

### **Largest-ever market floor featuring key Asian and international brands**

With ATF and ScreenSingapore at its highest attendance, the market floor reflected similar growth, reaching its largest size since the two shows were first integrated in 2012.

Asian buyers had access to fresh content from 738 exhibiting companies from around the world, including major studios such as 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.

The market featured the most number of country delegations to date, with 21 official delegations representing Australia, Canada, China, France, Japan, Malaysia, Singapore, South Korea, Spain, Taiwan, Turkey and the United Kingdom.

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<sup>1</sup> ATF and ScreenSingapore conferences ran from 6 to 9 December 2016, while the market took place from 7 to 9 December 2016.

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Attendees from the market floor comprising exhibitors, buyers and participants spoke strongly about the vibrant market floor:

- Melissa Okan, Sales & Marketing Manager of ITV Inter Medya Ltd from Turkey, who is a second-time exhibitor at the show said, “Asia is a new market for us and we really hope that through the help of ATF, this region can be the next big thing for us. This year, we had an even better experience than our first – we had more meetings than expected and the discussions were very useful and promising.”
- So Fujinama, Director, Worldwide Production and Sales, International Department, Fuji Television Network, said, “During the ATF week, we received strong interest from many companies. For our documentary ‘How Pokémon Go Changed the World’, we secured a deal with a European broadcaster and it will be shown in 60 countries. For our custom-made formats, we also secured leads for two deals.”
- Julius Toh, Vice President, Asia Pacific & Middle East, FOX Networks Group Content Distribution, said, “It is our second time exhibiting at ATF, and the floor is abuzz. It gave us an opportunity to expand our reach to a larger pool of prospective clients.”
- Rachel Glaister, SVP, Press & Marketing, all3Media International said, “Our aim was to work with ATF to emphasise the launch of our new office in Singapore and highlight our ambition to work with local producers to highlight their work outside of the region. We achieved this through the launch of the ATF Formats Pitch competition and are delighted with the results. We thank ATF for their help in organising it with us. Participating in ATF has also enabled us to meet a broader range of clients and to assess the market at close range.”
- Edward Barnieh, Associate Director, Programming and Acquisitions of Turner International Asia Pacific Ltd said, “We’ve been attending ATF for several years. It’s always great to be back. We get to catch up with the rest of the content providers and follow up on leads that we’ve secured previously. Turner is constantly on the lookout for kids’ comedy animations, and will definitely return for next year’s installation.”
- Nguyen Thi Ngoc Cam, Programming Manager of Yan Media Group, said, “ATF is an important market to be at – it houses not only exhibitors from Asia, but the US, UK and EU. This means we’ve got a good mix of content distributors in one place. We’ve also been able to source new content titles for our platforms as well as network with potential sellers. The conferences were also helpful in shedding light on the new trends in the industry.”

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### Significant deals and announcements enlivened ATF and ScreenSingapore

The event was abuzz with activities as many partnerships and deals were brokered during the week. Amongst deals and announcements made at ATF and ScreenSingapore were:

- Fuji TV sealed their first deal for the upcoming documentary, “How Pokémon Go Changed the World” at ATF 2016. London-based broadcaster, JSTV, will be airing the documentary across 60 European countries by January 2017.
- Aurora Media Holdings, one of Southeast Asia’s leading media and entertainment asset incubation, investment and management vehicles signed a multi-picture development and production financing agreement with leading Los Angeles-based global sales and marketing agency Kathy Morgan International.
- Silver Wolf International made two key announcements at the ATF Market. The first was a partnership signed with EnMedia Sdn Bhd to launch a new food channel designed for the international market, which will be launched in the first quarter of 2017. The second was with FiTA Studios, where they signed a co-production and co-investment partnership for a slate of 8 titles. Monstrou Studios also signed a partnership deal with Silver Wolf International for the series “Salam Ramadan”.
- Singapore-based BananaMana Films’ first full length feature and a Japan-Singapore co-production “Jimani Tofu” secured production funding and global distribution at ATF 2016.
- Singapore media company Mediacorp and Netflix, Inc., announced at ATF 2016 that the streaming service will bring over 20 Singapore-produced TV series to Netflix members around the world from early 2017.
- Lifestyle channel BeachTV was launched at ATF 2016. Aurora Media Holdings signed a deal with BeachTV, which involves content investment and acquisition, IP generation, syndication deals and distribution plans for channel sales. In addition, Jakarta-based IP licensing and events producer, Goshen Media Group inked a deal to be the primary partner for BeachTV Indonesia.
- MountainTV, a documentary channel in South Korea, sponsored by the Korean government (Ministry of Science, ICT and Future Planning) and KCA (Korea Communications Agency) were at ATF 2016 to sign an MOU with Singaporean company, IO Creative, to produce “Go Coastal”, a travel entertainment format that takes two very different hosts on a race along the coastline of an entire country.

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### Pertinent insights at conference sessions

Adding to the market buzz, 92 industry leaders shared pertinent insights for today's Asian content market at the ATF and Southeast Asian Film Financing (SAFF) conferences. The roster of industry luminaries included keynote speakers **David Fernando Audy**, President Director of PT Media Nusantara Citra Tbk (MNC) (Indonesia); **Yong-Ju Jeon**, Chief Executive Officer of D'Live and iHQ (South Korea); **Seung-Hyun Oh**, Chief Creative Officer of MNC Animation (Indonesia); and **Kathy Morgan**, Principal of Kathy Morgan International and Executive Producer of Academy Award-winning "The Danish Girl" (USA).

### New Asian content kick-started by SAFF Project Market and ATF Formats Pitch

Following an intense few days of live pitching at the second SAFF Project Market, Bea Tanaka and Yasu Tanaka (Malaysia) from 42<sup>nd</sup> Pictures won the Aurora Producing Award for "Terbalik", while Hang Trinh (Vietnam) from Skyline Media received the Imaginex Studios Audio Post Production Award for "Mamafia".

Aside from "Terbalik" and "Mamafia", 13 other finalists from Southeast Asia also had a shot at financing, distribution and collaboration opportunities. SAFF Project Market is a partnership between ScreenSingapore, the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB), and is supported by the Asia-Europe Foundation (ASEF).

Asian talent also shone at the inaugural ATF Formats Pitch competition, a partnership between ATF and all3media International. This brand-new competition connected Asian-based producers and their in-development unscripted formats with commissioners, investors and co-production partners. In line with the tagline, "New Ideas. New Talent. New Formats.", producers from around the region presented original, non-scripted entertainment formats to a star-studded on-stage jury.

On 8 December 2016, Xtreme Media (Singapore) received a prize worth \$20,000 from all3media International's CEO, Louise Pedersen. With this cash award and a consultancy package, the winning format titled "HIT IT", could be developed for the Asian markets and beyond.

Under the umbrella of Singapore Media Festival, ATF and ScreenSingapore will return 28 November to 1 December 2017, to present the best of Asia's content industry, while providing access to the most influential leaders and brightest minds in TV, film and digital media.

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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.

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.

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**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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