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ATF FORMATS PITCH 2016 COMPETITION ANNOUNCES ON-STAGE JURY

A star-studded line-up unmatched



Sabrina Duguet
EVP (Asia Pacific)
All3Media



Kelly Martin
CEO
South Pacific Pictures



Alan Hodges
MD (APAC)
A + E Networks



Kristian Kinder
Partner & Managing
Director
CMM-I



Janine Stein
Editorial Director
Content Asia magazine

Singapore, 13 October 2016 – The inaugural ATF Formats Pitch Competition, backed by global partner all3media International, the distribution arm of the UK's leading TV production group, has confirmed some star-studded names who will make up the on-stage jury. This follows an earlier announcement of the competition's first round elimination judges.

The 17th edition of ATF, Asia's leading entertainment content market and conference event, will take place in Singapore from December 6–9, 2016. ATF Formats Pitch, the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats, is an inaugural event at ATF, and will happen on December 8, 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.

Said Yeow Hui Leng, the Senior Project Director of ATF, "We are extremely honoured to have this outstanding line-up of on-stage jury members to live-judge this inaugural pitch. We are encouraged by this move from all3media International to have such an active hand in developing the unscripted formats genre in the Asian region. ATF is that platform to be on, as we make sure every element here—whether in conference or on the market floor – is a place to be for real ROI."

Leading the line-up of high-profile connoisseurs is Sabrina Duguet, EVP (Asia Pacific), all3media International, who will also be heading up the company's Singapore office.

Sabrina Duguet commented, "We're very pleased to play such an important role in the inaugural ATF Formats Pitch and I'm delighted to be a part of the on-stage jury, to see first-hand the innovative and original concepts short-listed for the final round. Asia is a vibrant and important market for the creation

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of some of the world's most successful formats and I'm looking forward to discovering – and helping to develop - the latest idea set to make its mark on the global stage.”

all3media International will have a force unmatched this year, as the new CEO, Louise Pedersen, will also be at ATF to present the winner of the ATF Formats Pitch 2016 with the coveted cash and consultancy bounty.

Louise Pedersen added, “We’re excited to hear more about new format ideas being developed across Asia. As well as building our sales presence in the market, our new all3media International office in Singapore will look at ways we can bring these formats to international audiences. I’d like to thank ATF Formats Pitch for offering a fantastic opportunity for us to work with the region’s newest up-and-coming format creators to take their ideas to the next level.”

The on-stage jury will also include Kelly Martin, CEO of South Pacific Pictures, a company that has produced a significant number of big entertainment formats in the region, as well the top New Zealand and Australian dramas; two of which are now being formatted in Europe.

all3media International is especially gratified with the addition of Alan Hodges to the on-stage jury line-up. Alan is the MD, Asia Pacific at A+E Networks. Completing the line-up hand-picked by all3media International is Kristian Kinder who heads CMM-I China, and Editorial Director of Content Asia, Janine Stein.

With the tagline, “New Ideas. New Talent. New Formats.”, 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.

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, and writing a pitch document. The conglomerate will also provide a global view of format sales opportunities from its format team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process – and editing.

Entries can be submitted via www.asiatvforum.com from now until 31 October 2016.

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

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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

About 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 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

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MARKET. CONFERENCE. NETWORKING EVENTS

Marina Bay Sands, Singapore

www.asiatvforum.com
www.screensingapore.com.sg



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.

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