



INAUGURAL ATF FORMATS PITCH COMPETITION ANNOUNCES WINNER

Singapore production company, Xtreme Media, wins \$20,000 prize



Louise Pedersen, CEO of all3media International and Michelle Lim, Managing Director, Singapore, Malaysia and Indonesia Reed Exhibitions, presenting the cash prize for ATF Formats Pitch 2016 to William Lim, Executive Producer at Xtreme Media

Singapore, 08 December 2016 – Asia TV Forum & Market (ATF) and all3media International, the distribution arm of the UK’s leading TV production group, today announced that Singapore-based production company, Xtreme Media, has won the inaugural ATF Formats Pitch competition, walking away with a prize worth S\$20,000 from all3media International.

With the tagline “New Ideas. New Talent. New Formats.”, ATF Formats Pitch is the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats. This platform showcases the best of Asia, and exposes ideas for export and development within and even outside of the region.

Introduced for the first time this year, ATF Formats Pitch 2016 received entries representing nine countries – Australia, China, Hong Kong, India, Malaysia, Singapore, Taiwan, Ukraine and USA. Earlier today, five finalists from China, Malaysia, Singapore and Ukraine pitched their concepts at a live judging session, to a panel of illustrious television format experts.

The winning format, “HIT IT”, stood out amongst competitors for its originality, creativity, innovation and ability to be adapted across the world. Planned as a weekly series, each episode will feature two teams

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competing against each other in a series of comedic challenges that put a spin on sports. With many hilarious high-pressure moments, the game show hopes to entertain viewers with non-stop action of amusing, yet astonishing feats.

William Lim, Executive Producer at Xtreme Media said, “Participating in the inaugural ATF Formats Pitch has been an eye-opener, with many participants sharing new format ideas that we have never explored before. We are honoured to have won the first-ever ATF Formats Pitch as we now have the opportunity to work with a well-established format distributor, all3media International, to further develop our concept.”

With the S\$20,000 prize – comprising a \$3,500 cash award and \$16,500 customised consultancy package – Xtreme Media will be working with all3media in the coming months to develop “HIT IT”, readying it for pitching to broadcasters.

For more information about ATF Formats Pitch, please visit <http://www.asiatvforum.com/programme/atf-formats/atf-formats-pitch/>.

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

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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

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.

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Asia's entertainment content market

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