



ASIA TV FORUM & MARKET
in association with miptv and mipcom
Asia's entertainment content market

Co-located with



6 DEC 2016 (PRE-MARKET)
C-LEVEL SUMMIT

7-9 DEC 2016

MARKET. CONFERENCE. NETWORKING EVENTS

Marina Bay Sands, Singapore

www.asiatvforum.com

www.screensingapore.com.sg

Content
on every screen

FOR IMMEDIATE RELEASE

INTERNATIONAL LUMINARIES STEER CONTENT INDUSTRY AT ATF 2016

Conference to tackle pragmatic concerns across the board

SINGAPORE, 5 October 2016 – The Asia TV Forum & Market (ATF) 2016 today announces a new approach to its annual conference, taking place from 6 to 9 December 2016. Significant emphasis on strategy and investment is set as the milieu, where tactical financing and ventures into new domains are presented.

C-Level Summit

ATF's C-Level Summit, focused on the digital space, will allow decision makers to discuss the very real issues of business today, as the industry is compelled to steer into the online world, a realm set to continue in its disruption of traditional content consumption and monetization.

"ATF aims to provide a platform where attendees can tap on the brightest minds internationally, with topics tailored on the region. Each year, we place emphasis on gathering the most relevant and current industry leaders, so that delegates can obtain the keys to navigating today's dynamic Asia content market, as they discover the latest trends and opportunities to leverage," said Yeow Hui Leng, Senior Project Director of ATF and ScreenSingapore.

The roster of significant speakers hold successes in their own right and represent the various pillars of the digital world, coupled with conventional giants who have made weighty partnerships in line with necessary pre-emptive adjustments, and natural aggregators who are looking at their own advantage to innovate and expand.

C-suites from Southeast Asia's noteworthy telcos, including Winston Damarillo, Chief Strategy Officer of PLDT Group and Prashant Gokarn, Chief New Business & Innovation Officer at PT Indosat Tbk, alongside other top management, will sit to have a discourse on their own OTT offerings, as they hold the combination lock to infrastructure and mobile partnerships.

Chief Content Officers of digital native businesses, including Krishnan Rajagopalan, co-Founder of the Hooq Group and Kazufumi Nagasawa of Hulu Japan, along with Chris Erwin, Chief Operating Officer of Big Frame and Joanne Waage, Senior Vice President of Partnerships & Programming of Viki, Inc, will address ROI issues against a somewhat bearish landscape. CEOs, including Clifton Dawson, Founder and CEO of Greenlight VR, deliberate as content being king, will have to take on the daunting responsibility across various screens.

The C-Level Summit will also highlight brand expansion opportunities in technology and new markets. Involving veterans in virtual reality and new digital studios (Multi-Channel Networks), the Summit will harness new facets of the digital business unseen at ATF in the past.

Produced by



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Immerse in a new reality

Continuing the mark from conference to market floor, virtual reality is played out as a new but vital piece that the industry is attempting to incorporate into individual manoeuvres. In the virtual realm, creativity will abound on the market floor like never before, as transmedia is presented at the VR Experiential Zone in the only worthwhile way it should; via an experiential method.

The zone will be developed into a seminar-cum-workshop session, where some of the most avant-garde players in the VR space chat on exceptionally progressive productions within the cybernetic sphere. This is backed by an undeniable inroad of the content industry's symbiotic relationship with the technology domain. The blending of creativity and technology has never been more pertinent, as ATF presents the likes of Okio Studio, Honkytonk, Innerspace VR, Silex Films, Dailymotion and AGAT Films, among other revolutionary ventures.

More information about the conference and speakers is available at www.asiatvforum.com/en/programme.

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

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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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