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ATF FORMATS PITCH 2017 COMPETITION ANNOUNCES ITS SHORTLIST JUDGES

A daunting task awaits, as submissions across the region climb



Kit Yow
Sales Manager (APAC)
all3media International



Laetitia Lamic
Deputy Director General
Coyote (France)



Nick Smith
Senior Vice President
Format Production
all3media International

Singapore, 18 May 2017 – The Asia TV Forum & Market (ATF) Formats Pitch Competition, backed by global partner all3media International, the distribution arm of the UK's leading TV production group, has announced an exciting line-up of industry veterans as shortlist judges for the competition's first round of elimination.

The 18th edition of ATF, Asia's leading entertainment content market and conference event, will take place in Singapore from November 28–December 1, 2017. The ATF Formats Pitch, the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats, in its 2nd year at ATF, will happen on November 30, 2017. This is a platform to showcase the best of Asia and expose ideas for export and development within and even outside of the region. As of today, enquiries and entries have already been pouring in.

Said Yeow Hui Leng, the Senior Project Director of ATF, "We are excited to have the formats pitch as a highlight again this year at ATF's 18th year. With all3media International, the pitch truly reflects effort to grow Asia's entertainment content industry. This 2nd edition of the ATF Formats Pitch is a continuation of what we hope will be a cornerstone of discovering some of the best talents, ideas and formats. You will hear it first at the Asia TV Forum & Market."

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The short list judge's line-up features an experienced format producer and two format consultancy experts. From the French independent circuit, Laetitia Lamec is an accomplished format producer who has worked with all the major French broadcasters. She has worked on many imported format ideas, via her company Coyote – including several of Studio Lambert's titles which are now big hits in France such as Bienvenue Chez Nous (for TF1). She is joined by Kit Yow, Sales Manager Asia Pacific, all3media International and SVP International Format Production, all3media International, Nick Smith, who hosted last year's event.

Nick Smith added, "I'm delighted to be joined by my colleague Kit Yow – her extensive knowledge of the individual territories within Asia make her an invaluable Short List judge and it is an honour to welcome Laetitia Lamic – her wealth of experience and knowledge of acquiring and producing entertainment and factual entertainment formats for major French broadcasters is second to none – her hits in France are too numerous to mention and she is relishing the prospect of assessing the entries in this year's ATF Formats Pitch with all3media International."

With the tagline, New Ideas. New Talent. New Formats., the ATF Formats Pitch 2017 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.

2016's champion, Xtreme Media Pte Ltd, took home the winner's cheque and opportunities that promised regional success of pitch to production.

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, writing a pitch document, a global view of format sales opportunities from all3media International's format team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process – and editing.

Submissions for entry are opened at formatspitch.asiatvforum.com.sg until 22 September 2017.

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) 2017

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) 2017

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 continued success in 2016, 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 events organiser, with over 500 events in 30 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 organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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 Ignite.

For more information about the Singapore Media Festival, please visit www.sgmediafestival.com.

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