



魅影传说

Mystic Asia

ATF Chinese Pitch 2018

FAQ

What is 魅影传说 2018?

魅影传说 2018 is the premier Asian pitching competition for creators and producers of innovative concepts for new and original scripts for the development of a traditional movie (Pitch 1), an online movie (Pitch 2), and an online drama series (Pitch 3), an inaugural event by the Asia TV Forum & Market (ATF, December 4–7, 2018), sponsored by Perfect World Pictures (Singapore). This is a platform to showcase the Asia market and expose ideas for export and development in all Chinese-speaking territories.

Pitch your idea in front of some of the industry's most experienced professionals. In addition, leading commissioning editors will be on stage offering advice and commentary on the ideas pitched that will run in Singapore on **Wednesday, 5 December 2018***, during ATF.

Who can apply?

魅影传说 2018 is open to all creators and producers from around Asia (under the banner of a company or not) to present their new and original to present their new and original scripts for the production of an online movie, a traditional movie and/or an online drama series.

Please refer to the Asian borders under the UN Geoscheme:

<http://unstats.un.org/unsd/methods/m49/m49regin.htm#asia>

What are the criteria for selection?

Selection will be based on the following criteria:

- ♣ Creativity / Originality / Innovation
- ♣ Premise / Concept
- ♣ Story Structure / Plot
- ♣ Characters / Dialogue
- ♣ Style / Tone
- ♣ Commercial Potential

The selected projects will also have to be:

- ♣ Fitting in the following genres of Sci-Fi, Thriller, Myths & Legends, Horror or Fantasy.
- ♣ Presented in the Chinese language
- ♣ Potential to travel to all Chinese-speaking territories globally.
- ♣ Projects must be new and original script concepts which have not been commissioned or broadcast on any other platforms yet and for which the worldwide rights are still available.

** Final date to be confirmed*

Produced by



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How do I submit my project?

Submit your project by completing the online Pitch Entry Form and agreeing to ATF The Perfect Pitch 2018 Rules and Regulations by **15 June 2018**. You will be requested in the online Pitch Entry Form to upload your pitch presentation – a WORD document, in the Chinese language, including:

- An opening paragraph that summarises the pitch or logline (30 words max)
- A synopsis (400 – 500 words), treatment (4,000 – 5,000 words) and character breakdown
- A realistic detailed budget
- A clear statement of the target audience
- A biography/filmography of the producer/writer/director, including a track record, if any
- Any other relevant materials like:
 - Commitment from investors, broadcasters, distributors, if any
 - Commitment from sponsors, brands, media platforms, technology partners, if any

How many times can I apply?

Each company can submit up to 2 projects.

Is there any cost to apply?

No fee is required to enter a project in the competition.

Do I have to be registered at ATF to enter the pitching competition?

No, to enter the pitching competition, it is not required to be registered at ATF.

What are the key dates and deadlines?

- ♣ The call for entries opens online: **16 April 2018**
- ♣ Deadline for entries (Round 1): **15 June 2018**
- ♣ Finalists pitching at ATF Conference Theatre: **5 December 2018** *
- ♣ Rehearsal meeting for the finalists: **4 December 2018** *

The presence of a representative of the finalist projects is required in order to prepare the live pitch, which lasts for a strict 3 minutes per finalist, with a 5-minute Q&A from onstage judges. The rehearsal meeting is mandatory. Final time will be confirmed early November 2018.

What is the selection process?

ROUND 1

The first round of judging will be led by Perfect World Pictures (Singapore). A shortlist of 10 projects for each Pitch 1, 2 and 3, will then be presented to the Short List Judges..

ROUND 2

From the first round of 10 chosen scripts, entry into the 2nd Round will require a Full Script for the online and traditional movie and an episodic synopsis + full scripts of the first 3 episodes' for the online drama series pitch. All scripts at this stage include a first-right-of-refusal T&C until **30 November 2020** [see FAQ & Rules & Regulations for full details].

ROUND 3

The three finalist projects from each Pitch will then be selected to present on stage at ATF 2018 to a panel of judges. The final judging panel will be announced on **31 August 2018**.



When will the finalists be announced?

The 3 (three) finalists from each Pitch, who have been selected to participate in the Live Pitch will be announced by Reed Exhibitions by **20 November 2018** on the ATF website and will be notified via email by Reed Exhibitions.

What will I get if I am selected as a finalist for 魅影传说 2018?

- ♣ Visibility during the onstage pitching in Singapore during ATF 2018
- ♣ Visibility in ATF communication and marketing tools (official conference programme, ATF website and social networks)
- ♣ Visibility in the ATF Show Daily magazine.
- ♣ A complimentary badge (1) per finalist (individual or company) to attend ATF 2018 (December 4–7, 2018)
- ♣ All finalists must enter into an option agreement regarding the selected project with the ATF Chinese sponsor, Perfect World Pictures (Singapore), prior to ATF. Full terms and conditions will be given to you when your project is selected as a finalist.

What about the S\$3,500 cash prize?

Subject to Perfect World Pictures (Singapore)'s terms and conditions as notified in the further written agreement entered into with each finalist, the prize consists of three thousand five hundred Singapore dollars (S\$3,500) at the event in cash/cheque for the winning pitch from each of the 3 categories.

A further opportunity will also be available to all 10 finalists from each of the 3 categories to have his/her script bought, collaborated on or have 3rd-party investors to greenlight the project. For those offered a straight up buyout (IP Rights), an amount of fifteen thousand Singapore dollars (S\$ 15,000) will be offered.

Applicants accept that any decisions and/or rulings made by the judging panel in respect of the Prize will be binding and final. If for any reason 魅影传说 2018 is delayed or cancelled or cannot be completed as planned, the judging panel reserves the right to postpone, suspend or terminate the final round and the Prize.

Who do I contact if I have questions related to my application?

atf.conference@reedexpo.com.sg

How can I protect my idea by attending 魅影传说 2018?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected. In principle, any one is free to take mere ideas, themes, facts, styles and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain. Ideas are free as the air, as they say.

It is not the idea behind a concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a concept, you cannot stop someone else from copying the general idea behind your concept – you must be able to show that they actually copied more than just that general idea, that they copied something that presented an original expression of that idea.



That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect.

Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively “thick”. Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively “thin”.

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you'll never pitch it, you'll never sell it – and your project will never get made. A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.

Pitching your stories / concepts at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader audience may very well help you to protect your concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn't know about your concept.

Obviously there is no one method which will protect yourself against plagiarism, but a few suggestions can be put forward:

- ❖ Make your concept distinctive: The more detailed, the better.

The more you develop and elaborate your concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.

- ❖ Do proper research: You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality which allows it to stand out – and not just a stereotypical idea that is well-known from other works within the genre.

If the novelty of your concept suffers because of similar scripts which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your script really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you'll deliver a great pitch, you will have success selling it.

- ❖ Number and date all your creative materials that you've prepared for the pitch, name the creators, and include a copyright notice (©), and register your creative materials with an acknowledged registration service before submitting it to **魅影传说 2018**.

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