



魅影传说

Mystic Asia

ATF Chinese Pitch 2018

RULES AND REGULATIONS

Reed Exhibitions (registered office located at 1 Changi Business Park #06-01 Plaza 8 @ CPB Tower A Singapore 486025) is the official organiser of the Asia TV Forum & Market 2018 (ATF) tradeshow and the related 魅影传说 2018. The rules and regulations (the "Rules") for 魅影传说 2018 are set forth hereinafter:

1. AIMS

1.1 魅影传说 2018 is the Asian pitching event for individuals and companies with innovative, new ideas, taking place during ATF on **Wednesday, 5 December 2018***, at Marina Bay Sands, Singapore. This event is organised by Reed Exhibitions during ATF 2018 and backed by global partner Perfect World Pictures (Singapore), located in 988 Toa Payoh North #07-08 Singapore 319002, within the framework of ATF.

1.2 The aims of 魅影传说 2018 are to encourage, promote and reward creativity, originality and innovation.

2. APPLICATIONS

2.1 魅影传说 2018 is open to all creators and producers from Asia (under the banner of a company or otherwise) to present their new and original scripts for the production of an online movie, a traditional movie and/or an online drama series.

2.2 The working language of 魅影传说 2018 will be in **Chinese (Simplified)**.

2.3 Applicants for 魅影传说 2018 shall submit all required pitch materials to present their new script concepts.

The Pitch presentation (on WORD document) shall include:

- 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

2.4 By submitting a Pitch Entry, applicants agree to be bound by the Rules and Regulations. Applicants agree that any failure to abide by any term and condition contained in the Rules and Regulations may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of Reed Exhibitions and all decisions of the pre-selection committee and the jurors shall be binding and final.

** Final date to be confirmed*

Produced by



Reed Exhibitions A division of RELX (Singapore) Pte Ltd

1 Changi Business Park Crescent #06-01, Plaza 8 @ CBP Tower A Singapore 486025

T: (65) 6789 8800 F: (65) 6588 3787 | E: ask@reedexpo.com.sg | W: www.reedexpo.com.sg

Co. Reg. No.: 197801021N



2.5 Applicants acknowledge that their Pitch Entry is submitted voluntarily. Applicants recognise the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from, or is developed by other sources to Reed Exhibitions; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the pre-selection committee or the jurors in the final round of 魅影传说 2018; Perfect World Pictures (Singapore) and its affiliates (including, without limitation, employees, officers, directors) (collectively, the "Recipients"). Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.

2.6 Pitch Entries must not contain third party copyrighted materials, images or music without the applicant first obtaining all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within must obtain written consent and agreement from the rights owner to be bound by the Rules and at Reed Exhibitions' request, must be able to provide a copy of such written consent and agreement from the rights owner.

2.7 Each applicant represents and warrants to the Recipients that the Pitch Entry is the original work of the applicant, that the applicant has the right and authority to submit and present the Pitch Entry, and that the applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If Reed Exhibitions has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of Reed Exhibitions. If a Pitch Entry is disqualified for such reasons, no refund of any expense by the applicant will be granted.

2.8 Correct entry information is the responsibility of the applicant. Reed Exhibitions is not liable for any incorrect listings that are the result of incorrect information provided by the applicant. Applicants warrant that all of the information provided, including the information provided on the Pitch Entry Form and the credits for creators and producers, is true and correct and has been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of Reed Exhibitions. If a Pitch Entry is disqualified for such reasons, no refund/reimbursement of the any expenses or fee will be granted.

2.9 Reed Exhibitions collects participants' personal data by the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by Reed Exhibitions for the purposes of managing and publishing its participants' data file.

This personal data can be:

- Integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organiser reserves the right to stop, by any means, any disturbance caused by any forbidden use of personal data.
- Communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the RELX group, service providers and partners of the Organiser, who can be located all over the world
- Communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- Used on all distribution and promotional media in connection with the relevant event, including over the Internet.



2.10 Applicants agree to defend, indemnify and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Rules, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

3. ELIGIBILITY

3.1 Pitch Entries are eligible to enter the selection process for **魅影传说 2018**, if the Pitch Entry is a new and original concept, which has not been commissioned or broadcast on any other platforms yet and for which the worldwide rights are still available.

3.2 Reed Exhibitions reserves the right to disqualify a Pitch Entry, if such eligibility requirements are not met. If a Pitch Entry is disqualified for such reasons, no refund of any kind will be granted.

4. REQUIRED ENTRY MATERIAL AND ENTRY DEADLINE

4.1. Each applicant must submit the following materials to Reed Exhibitions:

- The duly completed online Pitch Entry Form, including agreement to **魅影传说 2018** Rules and Regulations.
- The required pitch materials in the Chinese language

4.2. All required pitch materials, as set forth hereinabove, must be received by Reed Exhibitions no later than **15 June 2018** (the "Entry Deadline"), after which following deadlines must also be met.

4.3. Incomplete or late entries may be disqualified by ruling of Reed Exhibitions.

4.4. Reed Exhibitions will not be responsible for late, lost, damaged, incomplete or ineligible Pitch Entries.

5. PRE-SELECTION PROCESS

5.1 All eligible Pitch Entries received will undergo a pre-selection round of judging 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 and Fantasy** and have the potential to travel to all Chinese-speaking territories globally. Reed Exhibitions and Perfect World Pictures (Singapore) may appoint a pre-selection committee comprised of industry experts, as Reed Exhibitions and Perfect World Pictures (Singapore) may deem appropriate, at its sole discretion.

5.2 The first round of judging will result in a shortlist of 10 projects in each Pitch category, 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)



5.3 In this pre-selection round of judging, 3 (three) Pitch Entries in each Pitch category, will be selected to proceed to the final round of **魅影传说 2018** ("Finalist").

5.4 The Finalists will be announced by Reed Exhibitions by **20 November 2018** on the ATF website. Those who have been selected to participate in the final round of **魅影传说 2018** taking place on **Wednesday, 5 December 2018** will be notified in writing by Reed Exhibitions.

5.5 The Finalists shall ensure that any and all rights for their Pitch Entries are available at such time and provided the Finalists each agree to terms and conditions notified by Reed Exhibitions with respect to their participation in the final round.

6. THE FINAL ROUND OF 魅影传说 2018

6.1 The final round of **魅影传说 2018** is scheduled to take place on **Wednesday, 5 December 2018** at ATF 2018 the Marina Bay Sands, Singapore. Only Finalists will have the right to present and pitch their selected script / concepts at this live pitching event onsite in front of an audience of accredited buyers, commissioners and distributors.

6.2 The Finalist(s) accordingly authorises Reed Exhibitions to use his/her name and likeness and if necessary, that of its representative(s) present during **魅影传说 2018** closed-door session.

6.3 All Finalists or their representative confirm their availability to pitch their project on stage on **Wednesday, 5 December 2018**. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory and will be scheduled on Wednesday 5 December 2018 (time TBC). Final rehearsal schedule will be confirmed by Reed Exhibitions to all Finalists at the announcement of the selection.

6.4 The Finalists will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.

6.5 The submitted pitch materials of those who have been selected and have accepted to participate in this final round of **魅影传说 2018** will be made accessible for screening to invited accredited buyers, commissioners and distributors.

6.6 The finalists will get visibility during the onstage pitching in Singapore during ATF 2018; visibility in ATF communication tools (official conference programme, ATF website and social media); visibility in the ATF Show Daily magazine; and a complimentary badge to attend ATF 2018 (Dec 4—Dec 7, 2018).

6.7 As a condition of the competition, each Finalist agrees to enter into a further and separate written agreement with Perfect World Pictures (Singapore) granting Perfect World Pictures (Singapore) an exclusive option ending on **30 November 2020**, if applicable, to further develop the Finalist's script / concept and acquire the distribution and exploitation rights in and to the Finalist's script / concept upon the following terms (but not limited to the following) before participation in the live Pitch.

World Pictures (Singapore) shall have the option to consult Finalist on all creative and editorial matters relating to the Finalist's script, the proposed development thereof and credit the Finalist accordingly.

7. 魅影传说 2018 PRIZE

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

7.1 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.

7.2 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.



7.3 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.

8. ACCEPTING THE RULES

8.1 The act of submitting a Pitch Entry implies that the applicant has accepted and agreed to be bound by the Rules.

8.2 Reed Exhibitions reserves the right to change, modify or amend the Rules at any time.

8.3 If for any reason 魅影传说 2018 is interrupted, delayed or cancelled or cannot be completed as planned, Reed Exhibitions reserves the right to postpone, suspend or terminate 魅影传说 2018.

8.4 If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.

8.5 If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of Reed Exhibitions.

8.6 Reed Exhibitions is exempt from any liability arising from the selection of Finalists and Winning Pitch, development, exploitation and distribution rights of the script.

9. GOVERNING LAW AND JURISDICTION

9.1 The Rules shall be construed under and governed by Singapore law.

April 2018