



**Asia Television Forum**  
[www.asiatvforum.com](http://www.asiatvforum.com)

Organised by



# News Release

**For Immediate Release**

## Asia Television Forum 2008 is the leading choice

More than 70% floor space is booked before ATF opens in 6 months this coming December!

**Singapore, 11 June 2008** – The 9<sup>th</sup> edition of the Asia Television Forum (ATF) looks set to out-do itself again!

“With over 70% of event space booked 6 months before the event, we are quietly pleased that ATF is marching steadily on the growth track. Asia is still a new and developing market, it will take a while to cultivate a world-class show but we can see the right pieces coming together.” said Ms Michelle Lim, General Manager for Reed Exhibitions.

Started as a humble hotel format event at Singapore’s Sentosa island in Year 2000, ATF will take on a new exhibition format at a bigger venue this year. Located at the heart of Singapore, Suntec Convention Centre is in close proximity to numerous hotel chains, shopping malls, restaurants, foodcourts and clubs, offering limitless possibilities for wine, dine and entertainment.

New enhancements on the show floor this year will include more meeting areas for participants, option for suite-style stand equipped with door, and also an exclusive Buyer Lounge with facilities such as massage chairs to pamper fatigued bodies.

“Throughout the years, ATF has been our choice for reaching to the buyers in Asia. As the definitive event with a proven track record, we are happy to be supporting it for the 5<sup>th</sup> time this year”, said Ed Sharples, Managing Director of Endemol SEA.

To-date, ATF 2008 has renewed participation with national groups including France, Malaysia, South Korea, Singapore, Spain and Taiwan. Key exhibiting companies include 2waytraffic (Netherlands), All3Media (United Kingdom), Alfred Haber Distribution (USA), (Al Jazeera Children’s Channel (Qatar), Channel 4 Learning (UK), Endemol (Netherlands), Dori Media Distribution (Israel), Eros International (India), Deutsche Welle (Germany), Media of Medias Public Company (Thailand), MICO/NHK (Japan), Peppermint Asia (Malaysia), Russian State Archive of Television & Radio Program (Russia), Studio100 (Germany) and Televisa (USA).



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In line with featuring new and upcoming digital trends, ATF 2008 will also organize a first time feature on new media anchored by providers of platforms for the delivery, management and distribution of content.

"ATF has been the leading TV programming event in Asia, and have consistently been the forerunner in featuring upcoming trends related to the industry. We are very happy to be supporting this event for the 8<sup>th</sup> time, and are excited to see more new media showcases and cross platform content buyers in this coming edition, said Mattieu Bejot, Executive Director of TV France International."

The 5<sup>th</sup> edition of the Media Financing Forum, the 2<sup>nd</sup> edition of the Content Protection Seminar, and the ever popular SuperPitch will return with more thought-provoking sessions with well-known speakers, details of which will be released shortly.

The 9<sup>th</sup> Asia Television Forum is scheduled to take place 10-12 December 2008. For more updates on the Asia Television Forum, visit its website [www.asiatvforum.com](http://www.asiatvforum.com).

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## **About Reed Exhibitions**

Reed Exhibitions Pte Ltd is the world's leading events organiser. In 2006 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today, Reed events are held in 34 countries throughout America, Europe, the Middle East and Asia Pacific, and is organised by 37 offices. Our portfolio of over 460 events serves 52 industry sectors.

Based in Singapore, Reed Exhibitions remains dynamic and continues to be innovative in its event organization since its inception in May 1978. It presently promotes an international portfolio of over 460 events across 52 diverse industry sectors which include Technology, Manufacturing and Infrastructure, Entertainment and Media, Retail and Consumer as well as Healthcare.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2005, Reed Elsevier made adjusted profit before taxation of £1,002 million on turnover of £5,166 million.

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