

News Release

For Immediate Release

Asia Television Forum 2008 Scores with New Milestones

Singapore, 10 December 2008 – The 9th edition of the annual Asia Television Forum (ATF) kicks off today with an auspicious string of record numbers. Asia's leading programming market and conference will be attended by close to 700 participating companies from 50 countries over the next 3 days, marking an overall increase of 15% from the last event. A total of 138 seller companies are participating for the first time.

Opened in an all-new exhibition format at Suntec Singapore, the expanded market symbolizes a new milestone, and demonstrates ATF's strength to strength growth since its inception in Year 2000. With a more spacious trading floor, new enhancements and more meeting areas are presented on the show floor this year, including exclusive facilities such as the Buyers' Club, Coffee Point, Participants' Club and hospitality lounges.

To encourage meeting activities, ATF introduces a new reward program for buyers. Named "Are You Game?", the program works on a redemption system where exhibitors present buyers with reward cards after meeting. Buyers will be appreciated with premium products such as designer gifts and digital cameras based on the number of cards presented at the redemption counter.

International groups from France, Malaysia, Singapore, South Korea, Spain and Taiwan continue their support with a big collective presence of companies. Chinese and Japanese content are prominently represented with increased participation from key companies such as Beijing TV Media, Crei, Fantawild Animation, Hunan TV, Geneon, Jiangsu Broadcasting, Media Factory, MICO/NHK, Mitsui, Nippon Animation, Shanghai Media Group, Showgate, Shochiku, Yomiuri Telecasting, TV Asahi, TV Tokyo and Wuhan TV Station. Major players including Al Jazeera's Children Channel, Endemol and Sony Pictures Television International (SPTI) demonstrate their confidence in the potential of Asia's growing entertainment market through strong booth presence evident on the market floor.

In addition, SPTI will be jointly exhibiting with 2waytraffic for the first time since the acquisition of the light entertainment company by Sony Pictures Entertainment (SPE) this past June.



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"Sony Pictures Television International has been participating in the Asia Television Forum (ATF) since 2004 and we look forward to returning this year together with 2waytraffic. With the combined content catalog of the two Sony Pictures Entertainment divisions, programme buyers in Asia will now have a one-stop shop for them to source the latest hit formats as well as movies and TV series from Hollywood and Asia," said Ross Pollack, Senior Vice President, Distribution, Asia for Sony Pictures Television International.

With a good variety of International content on offer, buyers such as Singapore's mio TV are looking forward to make significant acquisitions at ATF. A 24-hour pay-tv service introduced by Singapore Telecommunications, mio TV, is sending a delegation of acquisition executives to ATF. "Pay TV is all about content and we look forward to bringing even more innovative and new content to the market. We will also continue to invest in the development of innovative content and services for mio TV subscribers" said Mr. Low Ka Hoe, Director, mio TV and Content.

The Film Content Company Europe (FCCE) is also scheduled to jointly announce the launch of a new Hollywood Channel with ATF at the Opening Party held at Zouk.

"ATF returns bigger and stronger, and the featured content is more varied than before. This is an encouraging sign for Asia's entertainment industry especially in the context of the current economic climate. It also re-affirms ATF's position as the must-attend market to convene and look for new business opportunities," said Ms Michelle Lim, General Manager, Reed Exhibitions Singapore.

At a time of increased awareness on cost efficiency and environmental issues, streaming screeners may be the next step for the business. Developed in partnership with Ascent Media and Microsoft, with the support of IDA, the "i-Screener" initiative makes its debut as a digital extension at ATF this year. i-Screener is a streaming portal that provides on-demand viewing of screeners over the broadband Internet. Attendees are able to access the new initiative at Ascent Media and IDA's booths or on a laptop via Wi-Fi at the market. Buyers can continue to view the screeners up to 1 month after the event via ATF's website.

With the changing face of today's media landscape brought about by new technologies, ATF 2008 conferences present discussions into the future of television. Leading industry experts will share ideas and engage in debates addressing new opportunities in areas such as financing, content protection, production and cross platform convergence.



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The Asia Television Forum takes place at the Suntec Singapore in Halls 403 and 404, 10-12 December 2008. For more information, please visit www.asiatvforum.com.

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