

News Release

For Immediate Release

ATF 2008 - A Resounding Success in its New Format

Singapore, 23 December 2008 – The 9th edition of the annual Asia Television Forum (ATF) closed with a resounding success on 12 December. A total of US\$73.7 million worth of programming sales was concluded at this year's market, surpassing last year's US\$62.7 million, making it another record year for ATF.

The highlights that made headlines at ATF 2008 included:

- The unveiling of Mediapolis@One North, Singapore's latest boost to its media infrastructure with state-of-the-art facilities to attract international media companies, media schools and R&D firms. The new media park will be jointly developed by the Media Development Authority of Singapore (MDA), IDA, the Economic Development Board (EDB) and Jurong Town Corporation (JTC).
- The signing of a Memorandum of Understanding (MOU) between MDA and the Korea IT International Cooperation Agency (KIICA) to formally seal a joint commitment to oversee media co-productions between both countries.
- The launch of the "i-Screener" programme as a digital market extension. i-Screener is a streaming portal that allows buyers to view close to 200 on-demand trailers over the broadband. Visitors were able to access the platform on their laptops via wi-fi at the exhibition, and also up to 1 month after market ended.
- Salon Media Management, the Singapore-based subsidiary of the Salon Film Group in Hong Kong, announced the setting up of a multi-million dollar Integrated Media Fund to be used to produce a slate of feature films, TV series, animation and interactive game development content over the next 5 years.



- Korean distributor Pixtrend Inc. and animation studio NeonPumpkin Inc., inked a co-production deal with Australia's Crewjo and Malaysia's Backbone Entertainment for the preschool 2-D animated series, Charlie Gribble and the Magic Maps. The 2-D comedy fantasy adventure is targeted at children aged 3 to 6.
- UK-based Passion Distribution successfully closed programme sales for its line of featured documentaries – highlights include the Biography Channel's acquisition of the Asian right to David Ogilvy: Mad Man, and sales of the World of Wonder's Tori & Dean reality franchise. These include the third season of World of Wonder's Tori & Dean: Home Sweet Hollywood to the Philippine-based Solar Entertainment, and seasons one and two of Tori & Dean: Inn Love in Korea to C4U Entertainment.

ATF, Asia's leading programming market and conference saw close to 700 participating companies from 50 countries on the all-new exhibition format at Suntec Singapore, marking an overall increase of 15% from last year's event. A total of 321 seller companies and 298 buyer companies, together with other participating delegates gathered over the 3 days to buy, sell and network. This included 138 new seller companies and 93 new buyer companies who participated for the first time. 7 international pavilions from France, Malaysia, Singapore, Spain, Taiwan and South Korea (2 contingents) brought delegations totaling 100 companies.

"All the Korean companies at our pavilion have indicated that ATF has helped tremendously in providing them an ideal setting to showcase their products to interested buyers. The level of exposure provided by ATF is unparalleled," said Mr Bang Joong Hyuk, Head of the Seoul Animation Centre.

"We received nothing but positive feedback from all our Taiwanese exhibitors and collectively, we have achieved more than US\$500,000 worth of sales generated through the show. We are definitely looking forward to coming back to ATF next year," said Ms Tina Pen, Manager-in-Charge of the Taiwan pavilion.

With the success of this year's market, all international pavilions have confirmed their return for the following year.



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Sellers and buyers expressed their experience with ATF 2008 being a robust market:

- “We see huge potential in the Asian television content scene and we've had an invaluable opportunity to meet, network and conduct discussions with potential buyers and leading industry players at ATF. Given ATF's international exposure, it was the perfect platform for us to further strengthen our position in Asia as the leading Arabic channel for children's television content,” - Mr Mahmoud Bouneb, Executive General Manager of Al Jazeera Children's Channel
- “We are completely satisfied with this year's show. ATF is definitely the place for content sellers to be!” – Mr Shawn Rosengarten, Manager, Television Sales, Just For Laughs
- “The market exceeded my expectations and my trip to Singapore was very fruitful.” – Mr Atsushi Takahashi, President, Tokyovision
- “ATF is a one-stop, cost-effective market where you meet important business contacts especially for an internet TV buyer like us and we are very impressed with the lineup of exhibitors at this year's show.” Mr Hairi Soewarso, Co-Founder & Chief Executive, Thinking Tub Media

This year's ATF also saw the return of the Consult@MFF Lounge, where 5 media consultants were on site at the show to provide advice on production, distribution, financing and business planning to participants. A total of 40 meetings were conducted over the span of 2 days.

The new buyer rewards programme – “Are you Game”, received favourable response from both sellers and buyers. This programme allows buyers to redeem a selection of designer gifts and the latest gadgets based on the number of reward cards accumulated from meetings scheduled at the market. Response was overwhelming with the gifts fully redeemed.

The ATF 2008 Opening Party held at Zouk also saw the launch of a new Hollywood entertainment channel, Films and Stars, by the Film Content Company Europe (FCCE). Hosted by international celebrity reporter and CEO of the FCCE, Rene Mioch, and co-hosted by Andrea Fonseka, the event was attended by local and regional stars as well as the region's top industry players.



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"Year after year, ATF returns bigger and stronger. This year's ATF reaffirms its position as THE leading media platform for the exhibitors, participants and buyers of the entertainment industry. Despite the current economic climate, ATF continues to see the strong presence of international and local content players, who signed a string of significant agreements and transactions at ATF. This continues to reinforce ATF's position as a must-attend market to convene and look for new business opportunities", said Ms Michelle Lim, General Manager, Reed Exhibitions Singapore.

Other events held at ATF 2008 include Superpitch HD held on 11 December, where Taiwan-based Xanthus Digital emerged as the winner with their animation project 'Yameme'. Yameme is the first original animated series by Xanthus, who have successfully combined oriental mythology with western elements and subsequently impressed the panel of judges to walk away with the winning pitch, beating 5 other finalists from Thailand, China, Malaysia and Singapore. As the winner of Superpitch HD, Xanthus will undertake a 6 month internship at Discovery Networks Asia Pacific (worth \$10,000) as well as post-production hours sponsored by Iceberg.

The 10th edition of the Asia Television Forum will be held from 2 - 4 December 2009. For more information, please visit www.asiatvforum.com.

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About Reed Exhibitions

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