

Asia Television Forum Delivers Beyond Expectations

Three-day market closes with US\$149.23 million worth of deals

Singapore, [16 December 2010] – The 11th edition of Asia Television Forum (ATF) was held from 8 to 10 December in Singapore. The region's leading content market closed with a total of US\$149.23 million worth of deals, representing a 68% increase over the previous edition.

A total of 2862 attendees were present at ATF, the highest number the market has welcomed since it started in 2000. Over three industrious days, the market brought together more than 850 companies from over 53 countries. Of special note was an overall 15% increase in the number of participating companies, a sign of the region's burgeoning content market. The market growth spearheaded by the economic recovery is especially significant as ATF continues to be a crucial integrator for Asia on a global platform. It is also in this aspect that ATF is representative of Asia's rising position in the world content market.

"It is heartening and very encouraging to see more and more companies joining our market," said Michelle Lim, Managing Director, Reed Exhibitions, Singapore & Malaysia. "This year, we saw record numbers of 187 new sellers and 156 new buyers, a sign that ATF is garnering more attention, and is gaining importance and strength in the industry."

A number of major announcements were made over the market's three days:

- **Animasia Studio scores distribution deals for "ABC Monsters"**

Animasia's "ABC Monsters" will soon be available in Europe and major Asian markets. The distributor of the animation in Europe will be Neptuno Films Srl. For Asia, Innoform Media (Singapore) took up the programme for home video distribution across major markets such as Malaysia, Singapore, HK, Vietnam and Indonesia.

- **Fashion TV launches first 3D HD channel**

FTV introduces its first ever Hybrid high-definition-3D offering on the global network. Catwalks from the Milan and Paris Fashion weeks will be the first to air in this new hybrid format on the Fashion TV H3D channel, featuring 23 hours of HD and 1 hour in 3D.

- **GlobeCast launches Lights Asia, a Pakistani infotainment channel**

GlobeCast announced the launch of a new Pakistani infotainment channel, Lights Asia on GlobeCast's platform in which GlobeCast provides MPEG-4 compression, fibre backhaul to Hong Kong and capacity on the AsiaSat3 satellite to Asian markets with Pakistan as a main focus. GlobeCast also presented its ecosystem showcase at ATF: featuring ecosystem partners Fashion One, TigerGate's Kix and Thrill, MGM and NBC Universal. This showcase exhibits the entire content delivery workflow from content origination, management, to playout and monetization on multiple-platforms such as the iPad, IPTV and iPhone.

- **Launch of second iteration of the MDA – South West Screen Multi-platform Content Across Continents Initiative**

As part of this partnership, media companies from both Singapore and the United Kingdom will have the opportunity to cultivate closer working relationships and begin on a series of industry exchange activities. A Call-for-Proposal will be launched in February 2011. MDA and South West Screen will select up to five projects, and each of them will receive development funds of up to £10,000 (\$\$20,600).

- **MediaCorp moves to Mediapolis@one-north**

Singapore's national broadcaster, MediaCorp, will be re-locating to Mediapolis by 2015. The move is expected to attract both local and foreign media businesses to establish a presence in Mediapolis and participate in collaborative projects that are likely to arise from their geographical proximity.

These announcements reinforce the regional significance and global importance of ATF. ATF 2010 marks its entry into its second decade with greater heights amidst a bigger market setting. This aligns well with the ATF theme of 'Above and Beyond'. Buyers from various regions were happy with the representation of content and and sellers were satisfied with the quality of buyers present. In essence, the market was dynamic and bustling with meetings and networking sessions.

Grace Chan from Asia Pacific Syndication division of Turner International (Hong Kong) agreed. "We like ATF because we can focus on meeting our clients from Asia. This year, we find that there are more buyers coming, so this is really good. The market really helps us to follow up on discussions from MIPCOM and also have new discussions with some of the clients."

For Zodiak Rights (United Kingdom), Naomi Koh, said, "It's a good opportunity to catch up with the buyers, to follow up with them on the shows we have sent them since the last market, and also to meet buyers who don't attend those markets."

Charlene Tan of Inflight Productions (Singapore), a buyer at ATF, said, "I've been here for the past few years and I find that ATF is not only a good place for us to network and meet with existing clients and contacts, but we return yearly mainly because this is where we get to meet with new distributors."

Nurul Aini, group general manager of TV3 (Malaysia), a buyer at ATF, said, "ATF is timely, and has been filling the void between the other two big markets. The advantage of being at the market is that we have been able to get first-hand knowledge about new programmes that are produced between MIPCOM and MIPTV. The variety of programmes available at ATF is good, and I definitely plan to come again next year."

The ATF 2010 Conference featured five engaging sessions – Animation Panel, Animation SuperPitch, 3D TV Seminar, Music Panel, and a Licensing in Asia Panel. In all, the conference had an illustrious feature of 24 speakers from around the region.

Donavan Chan of Beach House Pictures, said, "Beach House is big on 3D and this year, our main focus is 3D. 3D is adding a huge value to ATF. It's good to hear the different points of view through the conference session."

For Big Animation, winning the Animation SuperPitch held on Day 1 of the market was a proud moment. Ashish S.K., CEO, Big Animation (India), said, "The competition, clearly, was very tough. But we thought our material had a lot of potential and are very excited to have won. There are emerging co-productions between Asia-Pacific countries, and ATF is one platform that has definitely helped us finalise some of our co-production and distribution deals. It's an important market for the animation field."

The 2010 edition of the Asia Television Forum ended on a high note, and committed exhibitors have already pre-booked 70% of the showfloor for ATF 2011, which will be held from 30 November to 2 December 2011.



Asia Television Forum

8 – 10 December 2010 | Singapore

www.asiatvforum.com

About Asia Television Forum

Asia Television Forum (ATF) is Asia's leading television and new media programming market, a must-attend International market in Asia for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia's entertainment content business.

For more information on Asia Television Forum 2010, visit the official website at www.asiatvforum.com.

Key event details:

8th – 10th December 2010

Suntec Singapore

<http://www.asiatvforum.com>

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