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# ATF Rises Above and Beyond

*11th Asia Television Forum offers more regional content and international participation*

Singapore, 29 November 2010 – The Asia Television Forum (ATF) enters its second decade with a theme that reflects the rapid growth of the region's television industry on the background of economic optimism in Asia – "*Above and Beyond*". Driven by greater interest in made-in-Asia content and cross-platform convergence, ATF is well-positioned as Asia's leading content market.

The 11th edition of ATF is witnessing positive growth in the Asian TV content market, presenting a record number of 13 pavilions, including four new pavilions from China (2 groups), Finland and Japan. Returning pavilions are France, Italy, South Korea (2 groups), Malaysia, Singapore, Spain and Taiwan. Besides an increase in the number of pavilions, the market will also see an approximate 14% increase in seller companies and 18% in buyer participation. In general, ATF is projected to see an increase of 15% in overall participation. An expected 150 companies will be breaking waves into ATF for first time.

Yeow Hui Leng, Project Director of Reed Exhibitions, said, "ATF was launched in 2000 to serve as a platform for regional buyers to acquire international content. However, the tides are fast changing. More Asian sellers have entered the arena to distribute programmes or explore international co-production, to meet demand for content that's closer to home."

ATF buyers from both regional and international organisations shared their thoughts on the market.

Seyeon Lee, Head of Global Marketing Team, Korea Creative Content Agency, said, "Through ATF this year, we would like to introduce a number of great Korean programmes to not only buyers from Asian countries, but from Europe as well."

Sayuri Hata, from CREi Inc, remarked, "Having attended ATF for the past few years, we find it valuable to be able to make contact with Asian companies, especially those from Southeast Asia."

Said Joyce Yeung, Senior Vice-President & General Manager Asia for BBC Worldwide Sales & Distribution, "As Asia's premier international content market, ATF offers an ideal opportunity for BBC Worldwide to spend time with all our valued clients in Asia and meet new clients."

Eva Zalve from the Economic & Commercial Office of Spain echoed Yeung's sentiment. "We decided to participate in ATF because of the positive experiences that our pavilion's companies had in previous years. The market allows us to develop new relationships, close deals, and reach new audiences in Asia."

New programmes will be launched at ATF 2010 by international and regional companies, an indication of the significance of the market on the global platform. Companies including Australian Broadcasting Corporation (ABC), IMC Vision, Telemundo Internacional, Zee Entertainment Enterprises, and Zodiak Rights will be presenting new offerings at the market.

Natalie Lawley, Sales Manager, Australian Broadcasting Channel (ABC), said, "The ABC was able to contract a substantial amount of deals at ATF last year and we hope to build on that this year. We will be bringing a new title called "Unbelievable", a six-part documentary-style programme that tests irrational beliefs."



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Tina Cai, Head - Syndication Manager - Subscription & Advertising Zee Network – Asia Pacific shared, "Pavitra Rishta and 2010 Zee Cine Awards are our new launches at ATF. Pavitra Rishta (Pure Relationship) recently won the "Jury's Special Prize" at Seoul International Awards, and the Zee Cine Awards is slated to be held in Singapore in January 2011."

Co-production activities and collaboration between international companies are also on the rise. An example is the joint-venture between A&E Television Networks (AETN™) and ASTRO ALL ASIA NETWORKS plc to form AETN All Asia Networks. Original productions from this joint-venture will be available at ATF.

"The programmes that we co-produced with Singapore's Media Development Authority and Malaysia National Film Development include a few Asian history and crime series such as Hidden Cities, Crime Investigation Asia and The Maguindanao Massacre," said Ling Sze Gan, Regional Director, Content Sales – Asia Pacific, AETN.

ATF 2010 will be co-located alongside the Singapore Toys, Games and Comic Convention (STGCC), and the two will overlap for a day (10 December). In conjunction with this co-location, the ATF conference will feature an animation panel and Superpitch, as well as a licensing panel. The animation conference track will focus on developments, trends, processes and financing of animation projects, while the licensing panel will provide insight into the important details and challenges of licensing in the industry.

Other conference sessions include a 3D TV Seminar, which will explore the impact of 3D technology; and a music panel that will discuss cross platform distribution of content and its impact on the music business.

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**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

**About Reed Exhibitions**

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