

FOR IMMEDIATE RELEASE

Asia's media & entertainment industry returned in full force at ATF 2023

Strong attendance and positive vibes validate the importance of the Asian region

Singapore, 13 December 2023 – The 24th edition of Asia TV Forum & Market (ATF), Asia's global and leading entertainment content market and conference, closed its doors for 2023 on an exceptional note this December 8, with a congregation of 4,511 trade professionals, including 911 buyers from 55 countries and regions, reflecting the industry's continued confidence in the annual Asian event.

Yeow Hui Leng, Group Project Director of ATF said, "Despite industry uncertainties, Asia remains an important region. The diversity of content and networking events presented this year, the myriad of MOUs and projects announced, in addition to a strong presence of global executives, demonstrated ATF's veracity as the voice of Asia".

A total of 15 pavilions led by various content agencies from around the world were presented at the market, in addition to the strong presence of studios such as iQIYI, Linmon International, Mono Streaming, NBCUniversal, Paramount Global Content Distribution, Sony Pictures Entertainment, and Warner Bros. Discovery.

Celebrities from around the region also made appearances to promote their latest content. These included ABS-CBN's launch of its new series, *The Bagman*, graced by multi-awarded Filipino actor **Arjo Atayde**, Thai actor **Esther Supreeleela**, who made an appearance at the 1001 Frames content showcase session to promote the scripted series, *The Fairest Lady*, and China's superstar talk show host **Jin Xing**, who was in town to promote her new joint venture.

Based on the survey with buyers, ATF 2023 facilitated an estimated USD243.7 million in projected deals, an increase of 3% over 2022.

This, in conjunction with a myriad of deals and partnerships were announced, including:

- **Central TV from Mongolia picked up NBCUniversal Formats' music/comedy variety show, "That's My Jam"**, for local adaptation.
- **iQIYI and Singapore Tourism Board** signed an agreement for an extension of an existing partnership.
- **Jiangsu Broadcasting Corporation (JSBC) revealed multiple collaborations, joining forces with Singapore's Mediacorp and Starhub, as well as the UK's ITV** to enhance co-production of documentary and entertainment programmes, foster talent exchange initiatives, and establish licensing agreements.
- **Mono Streaming Company Limited and KT Studio Genie (Korea) entered a partnership** that hopes to create ground-breaking content that transcends borders.
- **NHK has secured the rights to Australian Children's Television Foundation (ACTF)'s** live-action children's comedy series, *Hardball*.
- **Oceanus Media Global (OMG) inked 3 partnerships**, including an MOU with **Iskandar Malaysia Studio (IMS)** to enhance virtual production for immersive experiences, and with **DAS UNIVERSE**

to jointly pursue international business opportunities, comprising immersive art exhibitions, co-production of VR/XR contents and commercial metaverse.

- **Public Television Service (PTS), Taiwanese public broadcaster, and Mediacorp signed a contract** to jointly commission a new railway-themed infotainment series, *Rail Life Story*.
- **Red Arrow Studios International entered into an exclusive agreement with Bomanbridge Media** to represent its programme catalogues in Southeast Asia, Hong Kong, and Taiwan.
- **Singapore Film Commission (SFC) has joined the Taiwan Creative Content Agency's (TAICCA) Emerge initiative** for the first time to support Chinese-language original film development.
- **VR Films acquired another 4 seasons of All3media International's BAFTA-winning teen drama, "Skins"**, bringing the total to seven seasons of the drama on the OTT platform.

Attendees from the market floor, including exhibitors, buyers, and participants, shared their feedback about the market and conference:

- **Sam Eigen, CEO, Shoreline Entertainment:** "I am happy to attend ATF for my 8th time. ATF continues to be an important part of our annual market routine and provides us with both access to new regional buyers, as well as to regularly follow up with our many regional clients we have been able to garner over the years. ATF is perhaps the best organized market in the industry, and the MBS conference centre lives up to all its awards and accolades."
- **Hendra Wardi, Managing Director, Bawah Tanah Sdn Bhd:** "When deciding where to showcase *Kisah Bawah Tanah*—our new animated comedy series, featuring reimaged Southeast Asia mythology, there was only one market in mind; ATF 2023—where industry players from Asia and the rest of the world convene for one week to celebrate Asian stories for the global market."
- **Krishi Dutt, Joint Managing Director, VR Films & Studios Limited:** "ATF has been a very important market for us, in fact when the TV market is concerned, it's the only market I attend every year. It makes a lot of business sense for us to attend ATF as it allows us to acquire a huge variety of good quality content in various genres from leading companies from all over the world, under one roof, in 3 days. We always meet our objectives and achieve what we come here for."
- **Ron Halpern, EVP Global Production & Talent Management, Studiocanal & Judge for ATF x Beach House Pictures Scripted Pitch 2023:** "The selection (of project submissions at ATF x Beach House Pictures Scripted Pitch 2023) this year was very diverse, every pitch was good, and to choose even five of the 10 was difficult – we had a very long discussion before we were able to determine a winner."
- **Prashant Gaonkar, Head Business Development, NH Studios:** "NH Studios greatly benefited from the unwavering support from the ATF team, networking opportunities, potential business orders, and assistance in expanding Bollywood into the delightful Asian Market. We're enthusiastically looking forward to even greater collaborations."
- **Aileen G. Samson, Syndication and Affiliate Sales, MQ Worldwide:** "ATF keeps getting bigger and better, with more participants coming from all over the world. Attending ATF 2023 was the perfect time for our team to introduce MQ Worldwide as we reconnected with our past contacts-turned-friends face to face. We also met a lot of potential new clients handling various platforms and territories. As we grow and offer more high quality, innovative, and engaging Filipino content and channels worldwide, we learned trends and discovered insights from the sessions throughout the event. As early as now, we are already looking forward to returning next year."
- **Eiji Han Shimizu, Director & Producer – Something Great, Sumimasen Pte. Ltd. – Winner of ATF x TTB Animation Pitch 2023:** "ATF is a great platform to get to know like-minded filmmakers and industry peers... people from all over the world come to Singapore, so you get to know them all at once. The extensive training (at the ATF x TTB Lab sessions) prior to the pitch was also of tremendous help on project presentation and to polish up on our proposal."

In line with ATF's commitment to nurturing Asian talent and in collaboration with industry players and associations, the [ATF x TTB Animation Pitch](#), [ATF x Beach House Pictures Scripted Pitch](#), [ATF x Beach House Pictures Unscripted \(Documentary\) Pitch](#), along with the 2nd edition of [ATF IP Accelerator Project Market](#) named 7 projects as winners. The award winners at ATF Pitches were:

ATF x Beach House Pictures Scripted Pitch <i>USA + International Edition!</i>	<i>Feng Shui Romance</i> by Lee Sua (South Korea)
ATF x Beach House Pictures Unscripted Pitch <i>USA + International Edition!</i>	<i>The Yani Tseng Story</i> by Select Entertainment (Taiwan)
ATF x TTB Animation Pitch	<u>People's Choice Award</u> <ul style="list-style-type: none"> • <i>Something Great</i> by Sumimasen Pte. Ltd. (Singapore/Japan)
ATF IP Accelerator Project Market	<u>108 Media Development Package</u> <ul style="list-style-type: none"> • <i>My Chef in Crime</i> by My Shot, Co., Ltd. (Thailand) <u>RED Digital Cinemas Cameras on loan</u> <ul style="list-style-type: none"> • <i>Pushkar</i> by Two Lefthands (Singapore) • <i>What Do Mums Cook in... Asia?</i> by MZP Asia (Thailand) <u>Film Bazaar Award</u> <ul style="list-style-type: none"> • <i>Love Letter to Laos</i> by Kopnoi (Laos/Canada)

ATF will celebrate its Silver Jubilee 3 to 6 December 2024 at the Marina Bay Sands, Singapore (3 Dec: The ATF Leaders Dialogue, 4—6 Dec: Market & Conference).

[Asia TV Forum & Market \(ATF\)](#) is an event of the Singapore Media Festival (SMF), hosted by Infocomm Media Development Authority of Singapore (IMDA). 2023 marks the 10th edition of the Singapore Media Festival, rallying Asia's most passionate media professionals, industry leaders, talent and content creators to "Make It Here"!

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About Asia TV Forum & Market (ATF) 2023

Into its 24th edition, [Asia TV Forum & Market \(ATF\)](https://www.asiatvforum.com) – the region’s leading entertainment content market and conference – is the proven industry platform to acquire knowledge, network, buy, sell, finance, distribute and co-produce across all platforms. It is the premier stage in Asia to engage with the entertainment industry’s top players from around the world. It’s where the best minds meet, and the future of Asia’s content is shaped. For more information, please visit www.asiatvforum.com

About RX (Reed Exhibitions)

[RX](https://www.rxglobal.com) is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at approximately 400 events in 22 countries across 42 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

About RELX

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*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

About the Singapore Media Festival (SMF)

The Singapore Media Festival, hosted by the Infocomm Media Development Authority (IMDA), returns to celebrate its 10th edition as one of Asia’s leading international media industry platforms. Taking place in Singapore from 30 November to 10 December 2023, Asia’s media community will gather to explore diverse media innovations, form deals, and discover Singapore’s best made for the world. This year’s festival invites everyone to “Make It Here” in Singapore, inspiring the region’s most passionate media talent to step forward and continue making content, connections, and dreams come true. Media professionals, industry leaders, creators, and consumers will come together at the festival through the Asia TV Forum & Market (ATF), Singapore International Film Festival (SGIFF), Singapore Comic Con (SGCC), along with this year’s new additions, Nas Summit Asia and Creators Con (a new segment of Singapore Comic Con).

For more information, please visit: <https://www.imda.gov.sg/sgmediafest>

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