

Production houses and animation studios, start your engines. SuperPitch and Animation SuperPitch, the region's only pitching competitions for TV programmes and animation content, open later this month for entries

Pitch In

Now in its fourth and third year respectively, SuperPitch, co-organised by *Television Asia*, and Animation SuperPitch, co-organised by *Asia Image*, have become well established and highly anticipated events in the broadcast and TV production calendar.

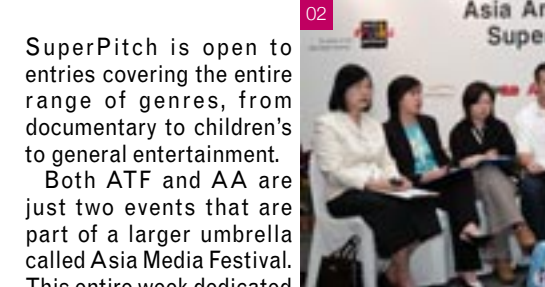
SuperPitch is organised as part of Asia Television Forum (ATF) – Asia's largest conference and market attended by professionals from 35 countries, while Animation SuperPitch is one of the highlight events for Asia Animation (AA), an annual event that seeks to develop the region's animation industry to world-class standards through incisive seminar sessions and workshops.

Both events are designed to be highly interactive, with an abundance of networking opportunities among broadcasters, content creators such as production companies and studios, distributors, investment companies, and government bodies.

SuperPitch and Animation SuperPitch fit perfectly within the interactive nature of ATF and AA as production houses and animation studios win the rare opportunity to pitch their ideas to a panel of eight to 12 commissioning editors, broadcasters, and funding companies; after a five-minute pitching session, they get a chance to take questions from the judges, further selling their idea for what they think would make a great TV or animation programme.

Last year, a wide spectrum of companies was represented as judges on the pitching panel, giving the finalists the chance to reach a varied audience including free-to-air stations, regional broadcasters, international distribution companies, as well as government bodies that allocate funding resources. Some of the companies for the two competitions included: Toei Animation from Japan, Public Television Service, Taiwan, Mondo TV, Nickelodeon Asia Pacific, AXN Asia, Singapore's MediaCorp TV 12, the Media Development Authority Singapore, Walt Disney Television International, MTV Asia, Discovery Networks Asia, National Geographic Channel Asia, MediaWorks from Singapore, Pictor Media from France, and StarHub Cable Vision.

This year, Animation SuperPitch takes place on Tuesday, November 30*, while TV Super Pitch will be held on Thursday, December 2*. As in previous years, Animation SuperPitch is exclusively for animation content while



01-02: SuperPitch and Animation SuperPitch remain the region's only pitching competition that gives production houses and animation studios access to a panel of commissioning editors and broadcasters all at once; pictures from SuperPitch 2003 and Animation SuperPitch 2003.

SuperPitch is open to entries covering the entire range of genres, from documentary to children's to general entertainment.

Both ATF and AA are just two events that are part of a larger umbrella called Asia Media Festival. This entire week dedicated to the region's TV, film, and animation industries also includes the Asia Film Market & Conference and the Asian Television Awards.

An additional financing initiative added to this year's Asia Media Festival promises to increase the value of attending ATF and AA for pitch competitors and delegates. Organiser Reed Exhibitions is adding a Media Financing Forum to the table.

According to Reed Exhibitions, media financing is still in its nascent stage in Asia, although there have been success stories in Hong Kong and South Korea. For Asia's financial community, the media business remains a mystery, and for producers, obtaining financing for a project, if not the most difficult task in the production process, is second only to creating the right story and script.

The aims of the forum: to enable content producers to better understand the funding process and how to get the necessary funding for their projects, educate financiers, venture capitalists, and other private investors on the value of media investments, and provide a platform for the two sides to network and forge future partnerships for TV and film projects.

This forum will take place on Tuesday, November 30; more details are available from www.asiatvforum.com or by e-mailing Yeow Hui Leng at email: huileng.yeow@reedexpo.com.sg ◆

Media Financing Forum 2004

Get an opportunity to meet financiers for the resources you need to get your project off the ground, and enjoy direct access to financiers with more than \$5100 million to fund media projects.

Held in conjunction with Asia Television Forum (ATF) 2004 and Asia Film Market & Conference (AFMC) 2004 as part of the annual Asia Media Festival, the Media Financing Forum comprises a conference and personal 1-on-1 sessions with financiers.

The goals and objectives of the Media Financing Forum are as follows:

- To help producers understand how to fund their productions, share success stories, and how to pitch for funding
- To educate financiers, venture capitalists, and other high net worth individuals from the private community on the value of media investments
- To provide a platform for producers to meet financiers through 1-on-1 sessions and informal networking activities
- To enable participants to meet and network with other professionals who are attending related events under the Asia Media Festival

Conference (November 30, 2004)

Comprising a keynote session, case studies, and panel discussions, hear speakers including renowned financiers, heads of production companies, and also government authorities share insights on media investments and financing in Asia.

1-on-1 sessions with financiers (December 1-2, 2004)

Create opportunities for independent production companies to pitch projects to potential investors, commissioning editors, and government agencies.

Please contact Yeow Hui Leng on Tel: 65-67804639 or e-mail: huileng.yeow@reedexpo.com.sg for more information.

Organised by:



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Event:	SuperPitch 2004 Pitch your idea for a TV programme to an international panel of commissioning editors, broadcasters, and representatives from funding bodies.	Animation SuperPitch 2004 Pitch your animation content ideas to an international panel of commissioning editors, broadcasters, and representatives from funding bodies.
Date	Thursday, December 2, 2004; 9.30 am to 12 noon*	Tuesday, November 30, 2004; 4 – 6.30 pm*
Place	Shangri-La Hotel, Singapore	Shangri-La Hotel, Singapore
Who qualifies	All production companies whose primary base is in one of the following countries: Bangladesh, Bhutan, Brunei, Cambodia, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Mongolia, Myanmar, Nepal, North Korea, Pakistan, Papua New Guinea, the Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, and Vietnam	Any animation studio based primarily in the following countries: Bangladesh, Bhutan, Brunei, Cambodia, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Mongolia, Myanmar, Nepal, North Korea, Pakistan, Papua New Guinea, the Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, and Vietnam
To submit an entry...	Download an official SuperPitch entry form; alternatively, contact France Lee, editor of <i>Asia Image</i> at france@asiai.com.sg for an entry form. Entry forms will be available from September 20, 2004.	Download an official Animation SuperPitch entry form; alternatively, contact France Lee, editor of <i>Asia Image</i> at france@asiai.com.sg for an entry form. Entry forms will be available from September 20, 2004.
Submission deadline?	All entries must be received by Friday, October 22, 2004. A selection process will take place and shortlisted pitchers will be notified by November 1, 2004.	All entries must be received by Friday, October 22, 2004. A selection process will take place and shortlisted pitchers will be notified by November 1, 2004.
What if you are selected?	You must be prepared to pitch your project in person at Asia Television Forum in Singapore on Thursday, December 2, 2004. The pitch will take place at The Shangri-la Hotel. Projects must be pitched in English. All shortlisted companies will be offered two complimentary passes to Asia Television Forum 2004. Presenters must make their own travel and accommodation arrangements to and in Singapore.	You must be prepared to pitch your project in person at Asia Television Forum in Singapore on Tuesday, November 30, 2004. The pitch will take place at The Shangri-la Hotel. Projects must be pitched in English. All shortlisted companies will be offered two complimentary passes to Asia Animation 2004. Presenters must make their own travel and accommodation arrangements to and in Singapore.
Full details and entry forms available on...	www.ai-interactive.com or www.asiaanimation.com.sg	www.ai-interactive.com or www.asiatvforum.com

*Dates for SuperPitch and Animation SuperPitch are subject to change at the organiser's discretion. Please check websites for updates.