

ANNEX A: QUOTES FROM SMF PARTNERS

“There’s certainly a lot happening at the **Asian Academy Creative Awards** with announcements coming thick and fast including the historic Victoria Theatre as this year’s venue, bringing “The Story of Yanxi Palace” star Lawrence Wong back home for the awards, Oli Pettigrew to host, a raft of new broadcasters and sponsors, including HOOQ, ViuTV Hong Kong (free to air channel), tonton Malaysia, Toggle, Danet Vietnam, E! Entertainment extending the Red Carpet to a one hour live broadcast across 34 countries, the creation of the fan friendly AAA[tv] fronted by actress and influencer Munah Bagharib.”

- Michael McKay, President, Asian Academy Creative Awards

“We are very excited to mark ATF’s 20th anniversary this year. But beyond celebrating our success to date, we also have the future in sight. With ‘Streaming the Future’ as this year’s theme, we will lead the industry in the way forward, with the brightest minds, biggest brands and freshest content all congregating at **Asia TV Forum & Market and ScreenSingapore.**”

- Yeow Hui Leng, Group Project Director, Asia TV Forum and Market & ScreenSingapore, Reed Exhibitions

“**Singapore Comic Con** is excited to be part of SMF this year with a range of top-notch experiences from esports, tabletop tournaments, event exclusives & collectibles and a whole lot of fandom. We hope to be the platform for new talents to be discovered, through our Championships of Cosplay competition and Work in Progress programme.”

- Suhaimi Sainy, Senior Manager of Pop Culture, Reed Exhibitions

“**Singapore International Film Festival** is proud to be part of the Singapore Media Festival once again. We celebrate 30 editions of SGIFF this year, rooted to our commitment in celebrating the region’s diverse voices and stories in the everyday life. We look forward to continue our partnership in propelling the voices of Southeast Asian talent and grow the vibrant ecosystem together.”

- Yuni Hadi, Executive Director, Singapore International Film Festival

“**VidCon** has always represented the intersection of where online video is today and where it is heading tomorrow, and so we’re hugely excited to bring the world’s biggest and most loved celebration of online video to Asia for the first time. This region is producing some of the most exciting online video growth globally, and so it makes sense to bring together creators, brands, platforms, technologists and media companies together to explore the latest trends, learn the secrets of building online video success, uncover the source of the tomorrow’s online video superstar, and celebrate the global rise of community-led media.

Over the coming weeks we’ll be announcing a stellar line-up of speakers from the biggest global and local brands and video technology platforms, and I can’t wait to share more.”

- Jim Louderback, VidCon General Manager and SVP

“The Singapore Media Festival will continue to add to the vibrancy of our b2b2c events calendar and position Singapore as the hub for the development of film, television, online video and digital content. We are happy to welcome Singapore Comic Con and VidCon Summit Asia to the festival for the first time. These events will provide networking avenues for fans, creators and delegates, promote capability development opportunities, and build industry thought leadership for the region. We are heartened that Singapore continues to be recognised as the preferred MICE destination for first-in-Asia shows, offering the platforms for innovation, growth and opportunities.”

- Mr Andrew Phua, Director of Exhibitions and Conferences, Singapore Tourism Board