**CALL-FOR-PARTICIPATION AT VIRTUAL SINGAPORE PAVILION**

**FOR ATF ONLINE+ 2020**

Introduction

1. This document contains 6 pages, including a Participation Form.
2. IMDA will be participating at ATF Online+ with a virtual Singapore Pavilion, which will host Singapore-registered media companies under the virtual pavilion. The digital Asia TV Forum & Market|ScreenSingapore (ATF|SS) takes place from 1st to 4th December 2020, with ATF Online+ made available on demand till 28 February 2021.
3. A company that is successfully selected to participate under the virtual Singapore pavilion will receive the following:
4. an exhibitor webpage (also known as an umbrella page) under the virtual Singapore Pavilion, where the company may list up to **10 content titles** and **20 video uploads**; and
5. three complimentary online badges. Additional badge(s) can be purchased at a cost of SGD $150 (excl 7% GST) through ATF’s website (<https://www.asiatvforum.com>), at the company’s expense.

Selection Criteria

1. **Priority of complimentary market badge**(s) is given to companies with Singapore content[[1]](#footnote-1) based on the selection criteria defined in paragraph (4).
2. The **selection criteria** for a company to participate under the virtual Singapore Pavilion at ATF Online+ is as follows, in order of the following priority[[2]](#footnote-2):
3. Company must have content that will be exhibited and/or released in 2021; and/or
4. Company must have content that are in-development (i.e. 2021 and beyond); and/or
5. Company must have content that have won accolades in 2020; and/or
6. Company must have content released in 2020[[3]](#footnote-3) and/or
7. Company must have content released in 2019

Post-Event Requirement

1. Selected companies will be required to submit a post-event survey detailing information on sales and value of contracts secured or in-discussions, all meetings held, and the particulars of companies and/or individuals involved. The survey form will be provided by IMDA and must be completed within 10 days after the closure of ATF Online+ on 4 December 2020. This is **COMPULSORY** as the figures will help IMDA to evaluate the value of ATF|SS to Singapore media companies. **Information provided will be kept strictly confidential.**

Kindly note that failure to complete the post-event survey may affect future applications for participation.

Submission Details

1. Please complete the Participation Form (found in Page 3 of this document) and email the completed and signed form to [chanthel\_cheong@imda.gov.sg](mailto:chanthel_cheong@imda.gov.sg) and sumathi\_jayaram@imda.gov.sg **by 9 November 2020, 12.00PM (SGT).**
2. Late and/or incomplete applications will not be considered.
3. For queries and/or clarifications, please email [chanthel\_cheong@imda.gov.sg](mailto:chanthel_cheong@imda.gov.sg) and sumathi\_jayaram@imda.gov.sg

**PARTICIPATION FORM for PARTICIPATION UNDER**

**VIRTUAL SINGAPORE PAVILION AT ATF ONLINE+ 2020**

Email the completed and signed form to [chanthel\_cheong@imda.gov.sg](mailto:chanthel_cheong@imda.gov.sg) and sumathi\_jayaram@imda.gov.sg **by 9 November 2020, 12.00PM (SGT)**.Late and/or incomplete applications will not be considered.

**Company Name**:

**Company’s main**

Film/ Television/ Animation/ Others

If “Others”, please indicate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**activity**:

**Selection Criteria - tick one or more as applicable**

**Please do not select options that do not apply.**

|  |  |
| --- | --- |
|  | My company has content that will be exhibited and/or released in 2021. |
|  | My company has content that are in-development (i.e. 2021 and beyond). |
|  | My company has content that have won accolades in 2020. |
|  | My company has content released in 2020[[4]](#footnote-4). |
|  | My company has content released in 2019. |

**Company Profile:** Please provide your company profile limited to 500 words

**Please list the content to be displayed under the virtual Singapore Pavilion** [Kindly note the selection criteria in paras (4) and (5)]. The info you provide will assist IMDA in collating a media factsheet of titles under the virtual Singapore Pavilion – we are interested to know the role your company plays in the production and if this is a co-production, or original IP developed and owned by your company.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Content Title** | **Synopsis/Description**  (up to 250 words. The synopsis should not end with a cliffhanger) | **Genre** | **Format** | **Language (indicate subtitles)** | **Status of Production** | **Year of Release/ Projected Release** | **State accolades and year [if any]** | **Remarks/**  **Additional Info** | **Link to posters, stills and trailers**  (Vertical and horizontal posters and stills (at least 150dpi resolution) & mp4) |
| ***Example***  *Adventures of Tim and Tam* | *Tim and Tam are on a jungle adventure to find a hidden treasure chest. During their journey, they are ambushed by a gang of pirates who rob them of their treasure map. The duo embark on a journey through the Amazon rainforest and successfully retrieve their map with help of new animal friends they make along the way.* | Animation | Season 1 -  10 episodes (40mins  per episode) | English  (no subtitles) | In-development | Feb 2021 | NA | This is an original IP developed by our company and co-produced by Labhouse in association with Universidad Nacional de Tres de Febrero).  The title will be released on Netflix in Feb 2021. | www.dropbox.com/timandtam |
| ***Example***  Hantu Calling | *A team of “Ghost Hunters” travel around Southeast Asia to help everyday people who are struggling with supernatural phenomena. They use forensic experts to traditional remedies to discover the truth behind the unexplained hauntings.* | Documentary (reality TV) | Season 2 –  13 episodes (45 mins per episode) | English, Thai, Bahasa Indonesia, Hindi, Malay & Tamil (with English subtitles) | Completed | May 2020 | Official Selection –  Audience Award, Best Webseries, CINEMAJOVE 2020 | This is an original IP developed by our company. Each episode contains a short VR experience that is available on the title’s website. | www.wetransfer.com/hantucalling  Note to IMDA: Press Kit is also available in the URL link provided. |
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**POTENTIAL ANNOUNCEMENTS**

Do you plan to make any announcements during ATF? We’d like to leverage our media/press network and help amplify your announcements. Please provide us with the details and our marketing team will be in touch with more information, where applicable.

|  |  |
| --- | --- |
| **Details, including content title. Please state type of announcement [i.e. MOI/ MOU/ co-production deal, etc]** | **Representative name and email**  **who we could contact** |
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**MAIN COMPANY REPRESENTATIVE**

Please indicate the main point of contact from your company who would receive the activation email from Reed Exhibitions. The POC will be one of the 3 representatives to receive the complimentary pass and they will be responsible for adding the other two representatives for the remaining 2 complimentary digital badges. Kindly note that the badges are non-transferrable.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Full Name** | **Designation** | **Mobile Number** | **Email** |
| **Main Point of Contact** |  |  |  |  |

Please note that the main point of contact should not be representatives who are not participating in ATF Online+.

**DISCLOSURE OF DEALS**

Selected companies will be required to submit a post-event survey detailing information on sales and value of contracts secured or in-discussions, all meetings held, and the particulars of companies and/or individuals involved. The survey form will be provided by IMDA once the event is over. This is **COMPULSORY** as the figures will help IMDA to evaluate the value of ATF|SS to Singapore media companies. **Information provided will be kept strictly confidential.**

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I, ON BEHALF OF THE COMPANY, HEREBY UNDERTAKE

1. that I shall notify IMDA, within reasonable time, if changes occur to any information submitted and shall, if so, requested by IMDA, provide all relevant documents supporting such changes;
2. that IMDA shall have the right to reject this application if any information submitted hereto is found to be incomplete, false or misleading in any aspect, and all materials submitted with this application will not be returned.
3. that I will provide a post-event report detailing information on sales and value of contracts secured or in discussion as a result of participating in this event.

|  |  |
| --- | --- |
| Name: | Designation: |
| Signature: | Date: |
| Email: | |

1. Singapore content applies to films, TV, and AR/VR content that are helmed by Singapore media talents/ content creators, or content driven by Singapore media talent/content creators where the IP is created by Singapore but may have been produced/shot outside Singapore for an international audience, or co-productions that involve multi-national cast and crew, including Singapore talent. [↑](#footnote-ref-1)
2. Where there is overwhelming response from the industry, IMDA will do a selection based on the priority of selection criteria outlined in paragraph (4) and balloting. [↑](#footnote-ref-2)
3. Content that is pre-2019 and re-distributed in 2019 and 2020 would not qualify. [↑](#footnote-ref-3)
4. Content that is pre-2019 and re-distributed in 2019 and 2020 would not qualify. [↑](#footnote-ref-4)