

## **ANNEX A: QUOTES FROM SMF PARTNERS**

“As Asia’s leading entertainment content market and conference, ATF | SS has been delivering strong business outcomes for the industry. While we are unable to host a physical edition this December, our dedication to facilitate connections between the world and Asia remains. This will be achieved through a combination of digital networking tools, live speed-dating events, recommendation algorithms, and bite-sized content showcases.”

**-- Ms Yeow Hui Leng, Group Project Director, Reed Exhibitions Singapore**

“Let’s stamp this as our industry’s December To Remember. There has, most likely, never been a more important time to band together as an industry, a time to show our support for each other. Nor has there been a more important time to promote our great content and our region’s talent - it’s Showtime.”

**-- Mr Michael McKay, President of AAA**

“Films have been made available for both physical and online screenings for the safety and well-being of our audiences and guests. And with a virtual programme, we are now able to extend this viewing option to anyone in Singapore. We are excited to present the line-up and hope that people will continue to come together to watch and discuss the films they have seen, amongst themselves, or with filmmakers in our Q&A sessions.”

**-- Ms Emily J Hoe, Executive Director of SGIFF**

“After rounds of assessment, we at SGCC are sad to announce that we are taking a hiatus in 2020 as we feel that with the Covid-19 regulations and restrictions in place, both locally and internationally, a Singapore Comic Con this year will not be able to deliver the same impactful pop culture celebration that audiences have come to expect and love.”

**-- Mr Suhaimi Sainy, Senior Manager of SGCC**

“The PVP Esports vision is to bring together the gaming community – be it amateur, pro or content creators – to bond over a common interest in everything esports related. We’re thrilled to be launching SuperGamerFest 2020 – an all-encompassing and fully virtual platform for gamers as part of IMDA’s Singapore Media Festival. We look forward to uniting the best in esports, and celebrating unique SEA talents and culture through SGF’s wide range of engaging gaming and esports content and offerings. We’re also proud to be playing a role in supporting the wider esports and gaming ecosystem by recognising the hard work and achievements of Asia’s gaming creators and esports professionals through Southeast Asia’s very first gaming awards show.”

**-- Ms Cindy Tan, Head of Business and Marketing, International Group at Singtel**