





**ANNEX B: INFORMATION ON THE SINGAPORE MEDIA FESTIVAL AND ITS PARTNER EVENTS**

**SINGAPORE MEDIA FESTIVAL 2020**  
**26 November to 6 December 2020**  
[fb.com/sgmediafest](https://fb.com/sgmediafest) | #SGMediaFest

The Singapore Media Festival, hosted by the Infocomm Media Development Authority, is one of Asia’s leading international media events, where the industry meets to discover the latest trends, talents and content in Asia for Film, TV and digital media. Taking place from 26 November to 6 December 2020, the Singapore Media Festival brings together the Asian Academy Creative Awards (AAA), Asia TV Forum & Market (ATF) and ScreenSingapore, and Singapore International Film Festival (SGIFF). SuperGamerFest will also be held in conjunction with SMF.

For more information, please visit [www.imda.gov.sg/sgmediafest](http://www.imda.gov.sg/sgmediafest).

<b>CONSTITUENT EVENTS</b>							
	<p><b>Asian Academy Creative Awards</b>  <b>1 – 4 December 2020</b></p> <p>The Asian Academy Creative Awards (AAA) was established to honour creative excellence and serve as a peer-judged pinnacle of achievement in content creation, performance and media production.</p> <p>Open to countries throughout the Asia Pacific region, the AAA honours excellence across television, film, digital, streaming and emerging technologies. Via its Academy Campus it also strives to develop and encourage the next generation of industry professionals.</p> <table border="1" data-bbox="533 1312 1402 1659"> <tr> <td>1 Dec (Tue) &amp; 2 Dec (Wed) 9.30am – 12.30pm</td> <td>National Winners Conference</td> </tr> <tr> <td>3 Dec (Thu) 4pm – 6pm</td> <td>Grand Awards</td> </tr> <tr> <td>4 Dec (Fri) <ul style="list-style-type: none"> <li>● 3.30pm – 5pm</li> <li>● 6 – 8pm</li> </ul> </td> <td>Red Carpet Gala Finals</td> </tr> </table> <p>For more details on the AAA, please visit <a href="http://www.asianacademycreativeawards.com">www.asianacademycreativeawards.com</a>.</p>	1 Dec (Tue) & 2 Dec (Wed) 9.30am – 12.30pm	National Winners Conference	3 Dec (Thu) 4pm – 6pm	Grand Awards	4 Dec (Fri) <ul style="list-style-type: none"> <li>● 3.30pm – 5pm</li> <li>● 6 – 8pm</li> </ul>	Red Carpet Gala Finals
1 Dec (Tue) & 2 Dec (Wed) 9.30am – 12.30pm	National Winners Conference						
3 Dec (Thu) 4pm – 6pm	Grand Awards						
4 Dec (Fri) <ul style="list-style-type: none"> <li>● 3.30pm – 5pm</li> <li>● 6 – 8pm</li> </ul>	Red Carpet Gala Finals						
	<p><b>Asia TV Forum &amp; Market (ATF) 2020</b>  <b>1 – 4 December 2020</b></p> <p>Asia TV Forum &amp; Market (ATF) – the region’s leading entertainment content event – is the platform of calibre 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</p>						

	<p>the world. It's where the best minds meet and the future of Asia's content is shaped.</p> <p>ATF facilitates opportunities to discover vital trends, crucial statistics and significant foresight particularly in TV's digital, kids and formats arenas. Its business match-making programme open doors to new connections in the region. With over 5,700 international buyers and sellers from more than 60 countries and regions, ATF presents valuable business prospects for top-of-the-line benefits.</p> <p>For more information, please visit <a href="http://www.asiatvforum.com">www.asiatvforum.com</a></p>
 <p><b>ScreenSingapore</b></p>	<p><b>ScreenSingapore 2020</b> <i>1 – 4 December 2020</i></p> <p>ScreenSingapore – Southeast Asia's definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and learn about the changing film landscape.</p> <p>In 2020, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market and Conference, in partnership with the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB) to connect promising filmmakers and producers from Southeast Asia and Europe with international co-producing partners, festival programmers, distributors, commissioners, and financiers.</p> <p>For more information, please visit <a href="http://www.screensingapore.com.sg">www.screensingapore.com.sg</a></p>
	<p><b>Singapore International Film Festival (SGIFF)</b> <i>26 November – 6 December 2020</i></p> <p>Founded in 1987, the Singapore International Film Festival (SGIFF) is the largest and longest-running film event in Singapore. It has become an iconic event in the local arts calendar that is widely attended by international film critics, and known for its dynamic programming and focus on ground-breaking Asian cinema for Singapore and the region. Committed to nurturing and championing local and regional talent, its competition component, the Silver Screen Awards, brings together emerging filmmakers from Asia and Southeast Asia while paying tribute to acclaimed cinema legends. With its mentorship programmes, masterclasses and dialogues with attending filmmakers, the Festival also serves as a catalyst for igniting public interest, artistic dialogue, and cultural exchanges in the art of filmmaking. The SGIFF is organised by the Singapore International Film Festival Ltd, a non-profit organisation with Institution of Public Character (IPC) status.</p> <p>For more information, please visit <a href="http://www.sgiff.com">www.sgiff.com</a>.</p>

Associate Events



**SuperGamerFest 2020**

**5 – 6 Dec, 11 – 13 Dec**

Presented by regional esports platform PVP Esports and powered by Singtel and Globe, the inaugural festival SuperGamerFest (SGF) 2020 is set to dazzle gaming and esports fans with a myriad of digital events and interactive fringe programmes, such as exclusive watch parties, virtual meet-and-greets with popular esports personalities, educational workshops, masterclasses and the first-ever SuperGamerFest Awards to honour gaming content creators and esports talents from Southeast Asia.

Held over the first two weekends in December (5-6 Dec and 11-13 Dec), SGF will also feature live esports action in the form of the regional finals of the PVP Esports Community Championships (Season 2), where emerging champions from the Open and Campus categories across eight countries will battle it out for the title of PVP Regional Champion for games Mobile Legends: Bang Bang and Valorant.

Fans will be able to nominate their favourite creators and esports personalities for the SGF Awards later this month. More details on SGF and the awards nomination can be found at [www.pvpesports.gg/SuperGamer2020](http://www.pvpesports.gg/SuperGamer2020) .