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## ATF FORMATS PITCH 2016 COMPETITION ANNOUNCES SHORT-LIST JUDGES

CEO of all3media America, Greg Lipstone, to head the line-up



Greg Lipstone  
CEO  
All3Media America



Rachel Glaister  
EVP of Press & Marketing  
all3media International



Asif Zubairy  
Commissioning Editor  
Entertainment for ITV



Deborah Sargeant  
Chief Creative Officer  
Second Star

**Singapore, 8 June 2016** – In the wake of the call for entries for the inaugural ATF Formats Pitch Competition opened last month, backed by global partner all3media International, the distribution arm of the UK's leading TV production group, ATF and all3media International have released the names of the judges who will take on the first round of elimination.

The 17th edition of ATF, Asia's leading entertainment content market & conference event – part of the Singapore Media Festival (SMF), will take place in Singapore from December 6–9, 2016. The ATF Formats Pitch, the premier Asian pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats, an inaugural event at ATF, will happen on December 8, 2016. This is a platform to showcase the best of Asia and expose ideas for export and development within and even outside of the region. Entries have already started pouring in.

Leading the line-up of high-profile connoisseurs is Greg Lipstone, the CEO of all3media America. Prior to this role, Lipstone was founding partner and board member at ICM Partners, a talent and literary agency representing clients in the fields of motion pictures, television, publishing, music, theatre, branded entertainment and digital media. Lipstone oversaw the agency's international television and media department.

Lipstone is credited with packaging numerous successful television series, including *Dancing with the Stars* (ABC), *The Office* (NBC), *Hell's Kitchen* and *Kitchen Nightmares* (FOX), *Undercover Boss*

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(CBS), Million Second Quiz (NBC), Secrets and Lies (ABC), Wilfred (F/X), Skins (MTV), Ugly Betty (ABC), I Can Do That (NBC), Beyond Scared Straight (A&E), The People's Couch (Bravo), Top Gear (History), Chrisley Knows Best (USA), Prime Suspect (NBC), Nanny 911 (FOX), The Chase (GSN), Money From Strangers (MTV), Secret Princes (TLC), Guinness World Records Gone Wild (TruTV), Kids Say the Darndest Things (CBS), Last Comic Standing (NBC) and Who Wants to Be a Millionaire (ABC).

Greg Lipstone, Chief Executive Officer at all3media America, commented, "The first ATF Formats Pitch is already generating great interest in the region and I'm honoured to be given the opportunity to select the top entries to proceed to the event final in December. Asia is home to a wealth of talent that has already produced some of the world's biggest format hits, and I'm looking forward to ensuring that its best new format creators can secure this fantastic platform to showcase their ideas to the international market."

The squad for the star-spangled judges will also include Rachel Glaister, EVP of Press and Marketing at all3media International, who devised this competition with ATF organisers; Asif Zubairy, Commissioning Editor, Entertainment for ITV; and Deborah Sargeant, Chief Creative Officer, Second Star (Objective Media Group's Factual Entertainment label).

Previously, Deborah was Commissioning Editor at Sky Entertainment after a career as Executive producer at Tiger Aspect and a noted editor of event shows such as *How Do You Solve A Problem Like Maria?*, *Big Brother* and the BAFTA-nominated *Gordon Ramsay's F Word*.

Asif Zubairy has worked in television for 30 years; he's been Head of Entertainment at the Nine Network Australia, Director of Original Programming Walt Disney Branded Television and Director of Programmes for the Paramount Comedy Channel. Originally a producer/director, he's worked across all programming genres for all the UK's major broadcasters.

"We are excited to have some of the industry's pillars within and external of all3media International congregate at ATF for this very exciting event that truly garners effort to grow Asia's entertainment content industry," said Yeow Hui Leng, Senior Project Director of ATF. "This inaugural ATF Formats Pitch 2016 is the start of what we hope to be a cornerstone of discovering some of the best talents, ideas and formats. You will hear it first at the Asia TV Forum & Market."

With the tagline, New Ideas. New Talent. New Formats., the ATF Formats Pitch 2016 is open to all creators and producers from around Asia (under the banner of a company or not) to present their new and original, non-scripted entertainment formats.

The winner will receive a S\$20,000 prize from all3media International, comprising a S\$3,500 cash award and a consultancy package to the value of S\$16,500, tailor made for the winner to develop their format, making it ready to pitch to broadcasters.

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all3media International will work with the winner to devise a bespoke package of consultancy advice and support, tailored to the specific pitch, and will arrange time with leading executives from within the all3media group of companies, as well as hours in areas of expertise such as marketing, writing a pitch document, a global view of format sales opportunities from all3media International's format team, trailer and sizzle preparation, production budgeting, talent payments, PR and press, the global sales process – and editing.

The announcement of more industry big names that will join the panel of judges on stage will continue over the coming months. Submissions for entry are open at [www.asiatvforum.com](http://www.asiatvforum.com) until 31 October 2016.

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### **Asia TV Forum & Market (ATF) 2016**

Asia TV Forum & Market – this 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 the world. It's where the best minds meet and the future of Asia's content is shaped.

ATF also offers the opportunity to discover vital trends, crucial statistics and significant foresight in TV's digital, kids and formats arena. Its business match-making opportunities give the prospect to encounter some of the best new offerings in the region.

With over 5,000 international buyers and sellers from more than 60 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit [www.asiatvforum.com](http://www.asiatvforum.com).

### **ScreenSingapore (SS) 2016**

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.

After its successful pilot launch in 2015, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market, 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.

For more information, please visit [www.screensingapore.com.sg](http://www.screensingapore.com.sg).

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1 Changi Business Park Crescent #06-01, Plaza 8 @ CBP Tower A Singapore 486025  
T: (65) 6789 8800 F: (65) 6588 3787 | E: [ask@reedexpo.com.sg](mailto:ask@reedexpo.com.sg) | W: [www.reedexpo.com.sg](http://www.reedexpo.com.sg)  
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### **About the Singapore Media Festival**

The Singapore Media Festival, hosted by Media Development Authority is set to become 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. It brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and will take place from 23 November to 9 December 2016. For more information about the Singapore Media Festival, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com)

### **Media Contact**

Monika Au  
Marketing Manager, Reed Exhibitions  
E: [atf.pr@reedexpo.com.sg](mailto:atf.pr@reedexpo.com.sg)  
T: +65 6780 4587

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