

**POP CULTURE MEETS ASIAN STORYTELLING**  
*Singapore Media Festival Introduces Singapore Comic Con*  
*As New Constituent Event For 2019*

**Bali, 23 April 2019** – Expect a deluge of the latest in comics, graphic novels, anime, manga, video games, toys and a whole host of cosplayers at 2019's **Singapore Media Festival** as Singapore Comic Con joins the Festival for the first time, injecting the region's highly-anticipated media festival with a boost of pop culture and further reinforcing it as a key platform that celebrates Asian storytelling.

On 7 and 8 December, members of the public can expect to step into a fantasy arena, as an area taking up close to 15,000-square-metres at Marina Bay Sands Expo transforms into a pop culture haven for an expected 55,000 comic buffs, superhero fans and consumers. Fans can meet some of the biggest names in the industry, dress up as their favourite characters and get their hands on collectible products, or participate in the extravaganza's extensive line-up of events, panel discussions and experiential zones. The announcement was made by Minister for Communications and Information Mr S Iswaran, at the APOS Summit 2019, where industry leaders exchanged views on how technology is changing the media landscape, recognised the rise of Asian storytelling and Asia as a market, and shared insights on how Singapore can be a valuable partner and springboard to the region.

Since its inception in 2014, the Singapore Media Festival has grown from strength to strength with new partners and constituent events over the years<sup>1</sup>. With the addition of Singapore Comic Con as a key constituent event under the Singapore Media Festival umbrella, the event will offer even more opportunities for Asian storytellers, drawing on inspiration across multiple genres and formats and expanding its offerings and reach to more consumers. From trade markets, conferences, film screenings, an awards show to a convention dedicated to comics, toys and video games, the Festival will cater to businesses, content creators and consumers alike, elevating Singapore's status as a media hub and gateway to the region.

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<sup>1</sup> In 2018, the SMF welcomed the Asian Academy Creative Awards (AAA), which recognises quality broadcast and other forms of media content, including OTT, short-form and immersive media content from Asia. In 2016, SMF Ignite, a keystone digital event of the SMF was introduced to gather emerging media content creators in Singapore and around the region to learn, network, create and collaborate.

Mr Rob Gilby, Chairman of the Singapore Media Festival Advisory Board, said, "Pop culture is such a key component of the media sector, inspiring stories across formats and genres and capturing the pulse of the Asian fan. We're constantly looking to expand the reach of the festival, and are excited to welcome Singapore Comic Con on board this year. This addition elevates Singapore Media Festival as a platform to discover new creative talents and expand our content experiences for both industry and consumers, especially when the global focus on Asia's talent and content has been remarkable."

Beyond comic fans and the general public, the gaming community and content creators will also have reason to look forward to Singapore Comic Con 2019, which will be hosting crowd-favourite local and regional esports tournaments for PC and mobile games. As part of its commitment to grow the pop culture industry, the event will also be introducing a new *Route to Market* programme that provides aspiring content creators from around the region a platform to submit creative ideas that thread across all genres. These open call submissions will then be selectively matched to publishers and studios that can help materialise their products/ideas through opportunities such as production deals and merchandising distribution agreements. (More information on the programme will be released at a later date.)

Michelle Lim, Managing Director, Reed Exhibitions, Singapore, Indonesia and Malaysia shared, "With the evolution to Singapore Comic Con and move to be part of Singapore Media Festival, we will continue to bring the best pop culture experiences loved by fans while expanding our content to induct new fans from the region into geekdom. From the best of toys, collectibles, comics, cosplay to new segments of Asian cinema and content, Singapore Comic Con welcomes the best of Western and Asian pop culture content."

The Singapore Comic Con will join the Singapore Media Festival's umbrella of six constituent events hosted by Singapore's Infocomm Media Development Authority, which includes the **Asian Academy Creative Awards (AAA)**, **Asia TV Forum & Market (ATF)** and **ScreenSingapore**, **Singapore International Film Festival (SGIFF)** and the Festival's digital event **SMF Ignite**.

For updates on this year's edition, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com).

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### **About the Infocomm Media Development Authority of Singapore**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook and Twitter @IMDAsg.

### **About the Singapore Media Festival (SMF)**

The Singapore Media Festival, hosted by the Infocomm 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. Taking place from 21 November to 8 December 2019, the SMF brings together the newly-minted Asian Academy Creative Awards (AAA) and established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF), ScreenSingapore, Singapore Comic Con and SMF Ignite. For more information about the Singapore Media Festival, please visit [www.sgmediafestival.com](http://www.sgmediafestival.com).

### **About the Singapore Comic Con (SGCC)**

Singapore Comic Con (SGCC), previously known as Singapore Toy, Game & Comic Convention (STGCC), is South East Asia's ultimate celebration of the best of Western and Asian pop culture. From toys, collectibles, comics to cosplay, there is something for everyone to experience.

Singapore Comic Con is within the ReedPOP portfolio, which includes New York Comic Con, Chicago Comic & Entertainment Expo, OZ Comic Con, PAX and Star Wars Celebration.



**For media clarifications, please contact:**

Cherell Soon

Tate Anzur

T: +65 6568 9143

E: [cherell.soon@tateanzur.com](mailto:cherell.soon@tateanzur.com)

Joannah Zhong

Infocomm Media Development Authority (IMDA)

+65 6202 4426

E: [joannah.zhong@imda.gov.sg](mailto:joannah.zhong@imda.gov.sg)

Toh Weiming

Tate Anzur

T: +65 6568 9153

E: [weiming.toh@tateanzur.com](mailto:weiming.toh@tateanzur.com)