

ANNEX C: INFORMATION ON THE SINGAPORE MEDIA FESTIVAL


SINGAPORE MEDIA FESTIVAL 2016



23 November – 9 December 2016



www.sgmediafestival.com | #SGMediaFest

The Singapore Media Festival, hosted by the Info-communications 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 23 November to 9 December 2016, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS) and Asian Television Awards (ATA), as well as a new digital event, SMF Ignite, and associate events, the CASBAA Spotlight Series and ciNE65.

 SINGAPORE MEDIA FESTIVAL	SMF Ignite 29 November 2016
SMF IGNITE	Organised in collaboration between the Info-communications Media Development Authority (IMDA) and industry partners in the digital domain, SMF Ignite will feature annually as part of the festival. It brings together digital content creators to learn, experience and create through an exciting line-up of interactive workshops and insightful conference tracks in various fields led by industry thought leaders.
CONSTITUENT EVENTS	
	27th Singapore International Film Festival (SGIFF) 23 November – 4 December 2016
	The 27 th Singapore International Film Festival (SGIFF) takes place from 23 November to 4 December 2016. Founded in 1987, 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 groundbreaking 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,

	<p>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><i>Dates to note:</i></p> <ul style="list-style-type: none"> • 28 November – 3 December: SEA Film Lab • 30 October, every Saturday from 5 – 19 November, 26 & 27 November: Youth Jury and Critics Programme <p>For more information, please visit www.sgiff.com.</p>
	<p>Asian Television Awards 1 & 2 December 2016</p> <p>Launched in 1996, Asian Television Awards is the Asian TV industry's most significant and celebrated event, recognising excellence in programming, production and performance.</p> <p>Determined by an expert panel of over 60 judges from across the region, the results are tabulated and audited by international auditing firm PriceWaterhouseCoopers, with the winners only announced during the Awards Ceremony in December.</p> <p>The Awards comprise over 40 categories and represent the industry's foremost recognition by enjoying the support of every major industry player throughout the region. The Asian Television Awards attracts a multitude of entries of over 1300 annually from a wide range of broadcasters, including free-to-air television stations and pay-TV platforms, as well as many independent production houses in Asia.</p> <p>In 2015, with the live telecasts on channels including Astro Ria, Astro Ria HD, Bugaboo.tv, LeTV, Media 84, Toggle, Tonton, and delayed broadcasts on StarWorld, Channel [V], BBTv's Channel 7 and Channel 7 HD, MediaCorp's Channel 5, NDTV's Good Times, GMA News TV and The Indonesia Channel, more than 300 million viewers across traditional and digital platforms were able to witness the wins of their home-grown talents.</p> <p>Asian Television Awards is positioned as the only event of its kind within the Asian region, and upholds a prestigious reputation of showcasing</p>

	<p>quality television production. Sponsors of this year's awards include AccorHotels, Gold Kili, Simmons and WasserTec.</p> <p>For more information, please go to www.asiantvawards.com.</p>
	<p>Asia TV Forum & Market (ATF) 2016 6 – 9 December 2016</p> <p>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.</p> <p>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.</p> <p>With over 5,000 international buyers and sellers from more than 60 countries, ATF presents valuable business prospects for top of the line benefits.</p> <p><i>Dates to note:</i></p> <ul style="list-style-type: none"> • 8 December: ATF Formats Pitch • 6 December: C-Level Summit: "Managing the Business of Disruptors" <p>For more information, please visit www.asiatvforum.com.</p>
	<p>ScreenSingapore (SS) 2016 7 – 9 December 2016</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>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.</p> <p><i>Date to note:</i></p> <ul style="list-style-type: none"> • 9 December: SAFF Project Market <p>For more information, please visit www.screensingapore.com.sg.</p>
ASSOCIATE EVENTS	
	<p>The emerging markets of Southeast Asia: Cambodia, Laos, Myanmar and Vietnam are at various stages of development for pay-TV consumption and monetization. During a one-day symposium, in conjunction with the Singapore Media Festival, CASBAA will explore these various pay-TV landscapes. Industry experts and government officials will put into perspective where each market is at in its political and market development. We will talk with the pay-TV players who are breaking new ground and the companies that are starting to capitalize on the growth.</p> <p>Through presentations, panels and interviews, our high-profile roster of speakers will discuss TV viewing habits, pay-TV business models, audience measurement, advertising and more. Join with other television professionals to meet the industry players and to ensure that you are not left behind in these emerging markets.</p> <p>For more information, visit www.casbaa.com.</p>
	<p>ciNE65 is a biennial short film competition that aims to capture our Singapore identity through the lenses of local budding film-makers. Launched by <u>Nexus</u> in July 2011, it encourages aspiring film-makers to tell their Singapore story and what Singapore means to them via film. Through ciNE65, Nexus hopes to harness the potential of short films to touch the hearts and minds of Singaporeans.</p> <p>The key objectives of the competition are</p>

	<ul style="list-style-type: none">• to encourage Singaporeans to express and embrace our Singaporean identity through film and;• to cultivate budding film-makers and boost the local film scene. <p>ciNE65 Season IV Short Film Competition will be launched during the Singapore Media Festival period.</p>
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Event attendees and ticket holders can look forward to winding down at SMF’s first Festival Square, set up in the heart of the city at CHIJMES. Every participant of the festival will be able to gather there to interact and enjoy special discounts and privileges at selected F&B establishments in CHIJMES. There will also be outdoor screenings of the latest festival happenings as well as a line-up of interactive activities that allow festival-goers to share their festival experiences.