



Annex A

Quotes from SMF partners

Michelle Lim, Managing Director of Reed Exhibitions Singapore said, “We are excited to be part of the inaugural Singapore Media Festival and envision that it will strengthen the events’ abilities to further attract market leaders and prominent brands from around the world to Singapore. The co-location of TV and film events also presents more opportunities for collaboration and growth to meet the changing demands and habits of consumers, fuelled by the rapid development of technology. The line between film and TV will continue to become more porous as the emphasis shifts to quality content that can be packaged for the big screen, small screen and even smaller screens, that is, computers and mobile devices. Having a combined film and television event leverages this exciting trend, and feedback from the industry has been tremendously positive. As a testament to our combined film and TV markets platform, last year’s ATF and ScreenSingapore saw over 4,000 attendees from 52 countries, and we anticipate an even stronger turn out this year.”

Mike Wiluan, Chairman of Singapore International Film Festival said, “The Singapore International Film Festival (SGIFF) celebrates its 25th anniversary this year and our focus has always been on discovering and promoting films and filmmaking talent from Southeast Asia. There are a lot of synergies for a film festival like ours to be part of a broader film and TV event – talents get discovered, exchanges and discussions take place and at a more macro level, the industry gets to experience growth through cross-market regional collaboration.”

Raymond Wong, CEO of Contineo Media Pte Ltd and Chairman of the Asian Television Awards (ATA), is pleased that the ATA will be part of the Singapore Media Festival, “Every December, Singapore becomes a hotbed for the distribution of content and the exchange of ideas; and with both ScreenSingapore and SGIFF exhibiting quality films; it leaves ATA the distinct honour of celebrating the best of television in Asia. The ATA is a celebrated industry event that recognises excellence in programming, production and performance, and received close to 1400 entries from across 14 countries this year. The Awards ceremony this December will be broadcasted to more than 30 million homes across Asia Pacific through FOX Star World, MediaCorp Channel 5 and Bangkok Broadcasting Channel 7.”

Ms. Neeta Lachmandas, Assistant Chief Executive, Business Development Group, Singapore Tourism Board said, “The Singapore Media Festival is set to become a leading business platform for the international film and television industry. With a programme that promotes greater business opportunities and mindshare, and an integration of business and consumer-facing events, attendees will find the festival a comprehensive and compelling experience. We are confident that the first run of the Singapore Media Festival will be a hit and that it will help establish Singapore as a premier media hub in the region.”