

APPENDIX A

Singapore Media Festival (SMF)

The second edition of SMF in 2015 saw the biggest gathering of notable Asian storytellers, with over 20,000 media industry players, creative professionals and members of the public, showcasing more than 1,050 hours of Asian content presented for an international audience. Strategic partnerships and creative collaborations in film, television, and digital content also saw close to US\$263.19 million in sales transactions, purporting the development of Asian stories in the years to come.

The constituent events under SMF this year are as follows:

	<p>27th Singapore International Film Festival (SGIFF)</p> <p>The Singapore International Film Festival (SGIFF) is the largest and longest-running film event in Singapore. Founded in 1987, SGIFF has become an iconic event in the Singapore 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, 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 www.sgiff.com.</p>
	<p>ScreenSingapore (SS) 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>For more information, please visit www.screensingapore.com.sg.</p>

	<p>Asia TV Forum & Market (ATF) 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>For more information, please visit www.asiatvforum.com.</p>
	<p>Asian Television Awards</p> <p>Now in its 21st year, the Asian Television Awards is the Asian television industry’s most significant and celebrated event, showcasing and recognising excellence in programming, production and performance. The annual event is broadcasted regionally to more than 300 million viewers across traditional and digital platforms, and reflects the exciting developments and creative ideas in Asian television.</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. It has grown from strength to strength since its inception, with 300 entries in its first year to over 1300 entries annually – a testament to the sustained interest and ever-widening reach of the Awards.</p> <p>For more information, please visit www.asiantvawards.com.</p>

Singapore Media Festival: Advisory Board Members

S/N	Name	Designation	Company
CHAIRMAN			
1	Robert Gilby	Managing Director	The Walt Disney Company (SEA)
DEPUTY CHAIRMAN			
2	Angeline Poh	Assistant Chief Executive Officer (Industry Group)	Media Development Authority (MDA)
MEMBERS			
3	Irene Ang	Founder and Chief Executive Officer	FLY Entertainment Pte Ltd
4	Clara Cheo	Chief Executive Officer	Golden Village
5	Jeff Cheong	President	Tribal Worldwide Asia
6	Shanty Harmayn	Chief Executive Officer	Salto Films
7	Albert Lee	Chief Executive Officer	Emperor Motion Pictures
8	Ryan Lim	Founder and Principal Consultant	QED Consulting
9	Man Shu Sum	Associate Director of Academy of Film	Hong Kong Baptist University
		Chief of Jury	Asian Television Awards
10	Aseem Puri	Chief Marketing Officer	Unilever International
11	Jonathan Spink	Chief Executive Officer	HBO Asia

Profiles of the new SMF Advisory Board Members



Mr Jeff Cheong
President, Tribal Worldwide Asia

Jeff is the President of Tribal Worldwide Asia, an award-winning digital marketing agency with over 550 talents in the region. He is also responsible for the 105-strong operation in the Singapore hub office.

Since 1996, Jeff has evolved from a graphic designer to an ad man to a digital native and becoming a key business driver for DDB Group Worldwide. He has placed the agency in pole position since 2010 and created an innovation hub in Singapore with a team of 35 technologists.

As a hands-on marketing and creative practitioner for over 20 years, he consulted for global brands like Unilever, Exxon, Volkswagen, Johnson & Johnson, Citibank, Uniqlo, McDonald's and Singapore Airlines. Locally, his notable works are seen in Jewel Changi Airport, Singapore Memory Project, The Future of Us and most recently the integrated campaigns for Pioneer Generation and MediShield Life.

On being part of the SMF Advisory Board –

“The Singapore Media Festival has the potential to be a launch pad for creators to collaborate with technologists to create next-generation content and film experiences. I believe we can work towards that to be Asia’s showcase for the world.” Jeff Cheong



Mr Albert Lee
Chief Executive Officer, Emperor Motion Pictures

Mr. Albert Lee graduated from University of Wales Institute of Science and Technology with a degree in Economics. Prior to joining Emperor Motion Pictures (EMP) as its Chief Executive Officer in 2003, he has spent over two decades with Golden Harvest.

Lee is an active member of the Hong Kong film industry, representing Emperor on the Boards of Hong Kong’s Chamber of Films and Hong Kong Motion Picture Industry Association, as well as one of the International Advisors of the Hong Kong - Asia Film Financing Forum (HAF). He is a current member of the Hong Kong Film Development Council and the Hong Kong Trade Development Council Entertainment Industry Advisory Committee, and has served as board member of the Independent Film & Television Alliance (IFTA) since 2006. He is also a member of the China Film Association, and a Brisbane-based Asia Pacific Screen Academy following his induction in 2011.

On being part of the SMF Advisory Board –

“I am honoured to be part of this process to uncover the best stories and storytellers through the Singapore Media Festival. Such a festival

	<p><i>is primed to bring global partners together for strategic collaborations that will elevate our stories and spotlight our talent.” Albert Lee</i></p>
	<p>Mr Aseem Puri Chief Marketing Officer, Unilever International</p> <p>Aseem Puri is senior marketing director at Unilever and a digital coach with 10 years of experience in creating disruptive online and offline campaigns across the world. He has won numerous awards including World CMO Council Award and many of his campaigns have won Effies, APPIES and other awards.</p> <p>Aseem has lived and breathed digital and social media for the past years. He’s the founder of Digital Jedi, Asia’s leading Digital Marketing Training Program. He has facilitated over 100 workshops with over 5,000 attendees across Asia and Europe. He has successfully trained Fortune 500 Marketers, leading agency teams, local brands and start-ups in the art & science of digital marketing.</p> <p>On being part of the SMF Advisory Board – <i>“With Asia’s vibrant and fast-evolving media landscape, there is an urgency for the industry to be tuned in to the latest content and trends, and be able to harness the power of storytelling to engage an international audience. The Singapore Media Festival allows not only media practitioners, but brand owners to discover new creative ideas and upcoming talent, and promote unique collaborations between brands and content creators in both the traditional and digital space. I look forward to working with the Board to take the festival to new heights.” Aseem Puri</i></p>