

Media Release

FOR IMMEDIATE RELEASE

SINGAPORE MEDIA FESTIVAL 2018 WELCOMES THE ASIAN ACADEMY AWARDS

SINGAPORE – 27 July 2018: The Singapore Media Festival (SMF), one of Asia's leading international media events, welcomes the addition of the Asian Academy Awards (AAA) to its line-up of constituent events. The Asian Academy Awards (AAA), organised by the Asian Academy Awards Pte Ltd, will take place from 6 to 7 December this year.

Hosted by the Infocomm Media Development Authority of Singapore (IMDA), the SMF is Southeast Asia's leading international media event, and comprises established constituent events including the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF), ScreenSingapore and IMDA-led SMF Ignite. The SMF returns for its fifth edition from 28 November to 9 December 2018. This year's festival will continue to celebrate the best in Asian storytelling and nurture the region's media talent in their journeys to achieve global creative excellence, through the addition of the Asian Academy Awards.

The AAA will recognise quality broadcast and other forms of media content, including OTT, short-form and immersive media content, from across the region, such as Singapore, Australia, China and South Korea. In addition to awards honouring the region's best content and talent, the AAA is also committed to nurturing future generations of storytellers through its Skills Development Programme. The programme includes case studies, internship programmes, masterclasses and industry panels. Up to 23 interns from Singapore's institutes of higher learning will be invited to participate in the production of the AAA as part of the Skills Development Programme.

Christine Fellowes, Managing Director, Networks, Asia Pacific, NBCUniversal International Television, will be the Chairperson of The AAA Skills Development Programme.

Robert Gilby, Chairman of the SMF Advisory Board said, “We are delighted to welcome the Asian Academy Awards to the line-up of the SMF. The AAA will be a key platform to showcase outstanding Asian content and talent to the world, and complements SMF’s commitment to recognising creative excellence.”

Michael McKay, President of the AAA, said, “The Asian Academy Awards is particularly proud to form part of the established Singapore Media Festival, it’s a perfect environment in which to celebrate excellence in content making across the region, but also to encourage the next-gen content makers through our Skills Development programmes. The IMDA’s support of this event and its skills programmes is a tremendous contribution to the industry, not only in Singapore but regionally as well.”

Media industry veteran, Ricky Ow, President of Turner Asia Pacific, a WarnerMedia company, will be the AAA’s inaugural Chairman of Awards. The AAA has also begun its call-for-entries. More details are available on www.asianacademyawards.com.

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www.sgmediafestival.com | #SGMediaFest

ISSUED BY THE INFOCOMM MEDIA DEVELOPMENT AUTHORITY

For media clarifications, please contact:

Joannah ZHONG (Ms)
Assistant Manager, Communications & Marketing, IMDA
DID: (+65) 6202 4426
Mobile: (+65) 9817 2983
Email: joannah_zhong@imda.gov.sg

Priscilla GAN (Ms)
Manager, Communications & Marketing, IMDA
DID: (+65) 6202 4417
Mobile: (+65) 9626 0077
Email: priscilla_gan@imda.gov.sg




 <p>INFOCOMM MEDIA DEVELOPMENT AUTHORITY</p>	<p>About Infocomm Media Development Authority (IMDA)</p> <p>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 or follow IMDA on Facebook and Twitter @IMDAsg.</p>
 <p>SINGAPORE MEDIA FESTIVAL</p>	<p>The Singapore Media Festival (SMF)</p> <p>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 28 November to 9 December 2018, the Singapore Media Festival brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore and SMF Ignite. For more information about the Singapore Media Festival, please visit www.sgmediafestival.com.</p>
<p>SMF Ignite</p>	<p>SMF Ignite</p> <p>A keystone digital event of the Singapore Media Festival, SMF Ignite gathers emerging media content creators in Singapore and around the region to learn, network, create and collaborate. Organised by the Infocomm Media Development Authority (IMDA) in collaboration with partners from the digital and media industries, the annual event spotlights digital trends</p>

and new opportunities for the Asian storyteller. Through interactive workshops and conferences, SMF Ignite sparks a vibrant ecosystem of creators and businesses who can stand at the forefront of innovative storytelling.

CONSTITUENT EVENTS

	<p>29th Singapore International Film Festival (SGIFF) 28 November – 9 December 2018</p> <p>Founded in 1987, the Singapore International Film Festival (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 ground-breaking 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>
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 <p>ASIA TV FORUM & MARKET In association with mipTV and mipCOM Asia's entertainment content market</p>	<p>Asia TV Forum & Market (ATF) 4 – 7 December 2018</p> <p>About Asia TV Forum & Market (ATF) 2018 Asia TV Forum & Market (ATF) – the 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</p>
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	<p>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 arenas. Its business match-making opportunities open doors to 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.</p> <p>For more information, please visit www.asiatvforum.com.</p>
 <p>ScreenSingapore</p>	<p>ScreenSingapore 4 – 7 December 2018</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 continued success in 2017, 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>ASIAN ACADEMY AWARDS</p>	<p>Asian Academy Awards 6 – 7 December 2018</p> <p>The Asian Academy Awards (AAA) is established by the Asian Academy Awards Pte Ltd to serve the creative industries, as the pinnacle of their achievements in content creation and media production.</p> <p>Open to countries throughout the Asia Pacific region, the AAA honours excellence in craft and technical disciplines across multiple platforms, including television, digital, streaming and emerging technologies.</p> <p>The AAA is a constituent event of the Singapore Media Festival and is supported by the Infocomm Media Development Authority (IMDA). For more details on the AAA, please visit www.asianacademyawards.com.</p>
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