

News Release

For Immediate Release

Singapore is “Country of Focus” at MIPTV2010

The largest-ever Singapore contingent will showcase over 224 hours of animation, factual, lifestyle and drama genres.

Singapore, 1 April 2010 – Singapore will take the spotlight at this year’s MIPTV as its “Country of Focus”. MIPTV is one of the world’s premier market place for the buying and selling of television programmes or films, negotiating digital content for IPTV channels and mobile operators in Cannes, France.

This year’s MIPTV takes place from 12 April to 16 April 2010 and Acting Minister for Information, Communications, and the Arts (MICA) Mr Lui Tuck Yew will grace Singapore’s “Country of Focus” activities as its Guest-of-Honour.

As the “Country of Focus”, Singapore will host a half-day conference called “Focus on Singapore” to promote Singapore content, capabilities and services and encourage more international co-productions and partnerships with Singapore companies. MIPTV typically attracts 11,000 international buyers, broadcasters and producers.

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In addition, the conference will provide insights through detailed case studies on Singapore media industry’s capabilities to produce and post-produce in stereoscopic 3D – a field that MDA is actively championing. Trade visitors to the Singapore Pavilion will be able to see this for themselves, as the Pavilion will display a prototype of a 3D racing game by Singapore company TQ Global.

Other “Country of Focus” activities being planned are an exclusive VIP lunch on 12 April hosted by Mr Lui and a networking event on the evening of 13 April for exploring collaboration deals with leading Singapore producers on live-action, animation and 3D Stereoscopic projects.

MDA's Chief Executive Officer, Dr Christopher Chia will be sharing his thoughts on Singapore's experiences in coproduction, together with a panel of the MDA's collaboration partners. In addition, MDA's Chief Operating Officer and Director (Film and Animation), Mr Kenneth Tan and MDA's Chief Information Officer and Director (Broadcast and Music) will also be sharing Singapore's efforts in co-productions and 3DTV developments during the conference sessions on 12 and 14 April respectively. Please see details of the programme in Annex C.

This year, the Media Development Authority of Singapore (MDA) and IE Singapore will lead the largest-ever contingent of 14 local media companies under the Singapore Pavilion. The delegation will showcase Singapore content and promote, for international sale and distribution, more than 224 hours of High Definition (HD) programming across animation, factual, lifestyle and drama genres.

Making its market debut at MIPTV 2010 is *Rob the Robot* by Canada's Amberwood Entertainment and Singapore's One Animation Pte Ltd. The animated series follows the space adventures of Rob and his friends, and encourages young viewers to explore different planets and have fun as they learn.

Other compelling animation co-productions in the slate include *Dinosaur Train*, a collaboration between Singapore's Sparky Entertainment and The Jim Henson Company, the highest-rated pre-school programme on the US PBS Channel in December 2009 and one of People Magazine's Best New Kids' Shows for 2009. The 40-episode series has already secured sales in Europe, Latin America, the Middle East, Australia and Canada. Another animation series is *Silly Bitty Bunny*, a new pre-school series about the novelty of life as a child and "first time" experiences through the eyes of the titular hero.

In the factual entertainment and lifestyle genres, many of the latest HD titles by Singapore companies will debut at this MIPTV 2010 market, and represented by international distributors like BBC Worldwide and Off The Fence.

For example, BBC Worldwide will be launching Beach House Pictures' co-production with Lonely Planet Television's *Roads Less Travelled* that has been broadcast on

National Geographic Adventure Channel. Off The Fence will be showcasing a number of new HD titles by Singapore producers such as IFA Films, Beach House Pictures and The Right Angle that touch on natural history and environmental issues.

MediaCorp's Channel News Asia International will be presenting a slate of HD titles which have been picked up by international distributors. These include Indigo Films & TV which will distribute *Kungfu Kitchen*, a six-part action-packed culinary series produced by Sitting In Pictures; *If Food Runs Out*, produced by IFA Films which will be distributed by Bomanbridge and *Sun Tzu: War on Business*, a 13-part business reality series co-produced by The Right Angle and China Multimedia Networks distributed by BBC Worldwide.

MIPTV 2010 will also see FCCE Asia Pacific's multi-media production *Films & Stars Asia* being launched and re-packaged for distribution to international broadcasters.

"This year's strong line-up of HD and 3D content demonstrates how the Singapore industry has continued to keep up with technological advancements representing a paradigm shift in the way broadcast and gaming content are being produced and consumed. As MIPTV2010's 'Country of Focus', the Singapore contingent is looking forward to sharing the best practices in industry developments whilst forming collaborations with our other international counterparts at this premier broadcasting market," said Dr Christopher Chia, CEO of MDA.

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Singapore will also be reaching out to international media players through a special game that would feature the best of Singapore media talents, companies and projects in a refreshing way. Titled *journey.sg*, the campaign features a journey to Singapore as the Heart of New Asia Media in an online board. Visit www.smf.sg or www.journey.sg for more details.

The Singapore Pavilion is located at 05.20-07.19. Please refer to Annex A for the list of companies and Annex B for the list of programmes at MIPTV.

For media queries, please contact:

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About the Media Development Authority of Singapore

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg

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Annex A: Profiles of Companies at Singapore Pavilion (05.20 – 07.19)

S/N	Company	Category	Contact Details	Company profile
1	Tiny Island Productions	Animation	David Kwok davidk@tinyisland.net Sharon Tan sharontan@tinyisland.net	Tiny Island Productions creates, produces and markets quality CG-animated content for the global television and film markets.
2	Refinery Media	Digital web TV	Karen Seah karen@refinery-media.com	A digital production company dedicated to creating hit properties that launch on multi-platforms. It takes advantage of new emerging technologies and trends to create a library of original and licensed hits.
3	Wawa Pictures	Live Action	Vanda Wong vanda@wawapictures.com.sg	A dynamic, independent TV production company based in Singapore. Established since August 2007, Wawa Pictures has produced different genres of programmes aired on terrestrial channels such as infotainment, variety, documentary, reality, kid's programmes, social awareness and drama.

S/N	Company	Category	Contact Details	Company profile
4	FCCE Asia Pacific	Distribution	Ian Jones Elizabeth Magsasay-Crebassa emcrebassa@fccc.asia	FCCE Asia Pacific provides a new and exciting multi-media range of high quality, affordable productions for TV, digital channels, mobile, Internet, IPTV and in-flight markets based on the glamour of Hollywood and Asia films & stars.
5	Editude Pictures	Live Action	Henry Ong henry@editude.com.sg	Established in 1997, Editude Pictures specializes in TVC, documentaries, animation and online marketing. (www.editude.com.sg)
6	Sparky Animation	Animation	Dr. Wong Kok Cheong (KC) kcwong@sparkyanim.com	Sparky Animation is one of Singapore's most experienced independent CGI houses. With a portfolio that includes multiple theatrical features, direct-to-DVD and TV series, the studio has lent its name to some of the best CGI works produced out of Asia. Some of Sparky's work can be seen on <i>Veggie Tales – Adventures of Huckleberry Larry</i> , the recently released CGI animated <i>Ten Commandments</i> , NBC <i>Qubo Band's 321 Penguins</i> and many others.

7	Oak3 Films	Live Action	Nura Zaihirat Banu Codelli nura@oak3films.com	Founded in 1996, Oak3 Films has a reputation for high quality work in the region. "The Gods Must Be Hungry", a documentary co-produced with Discovery Asia, broke new ground in 2003 when it was rated the highest viewership in 10 years for Discovery Asia.
8	MediaCorp	Distribution	Sia Yew Ming YewMing@mediacorp.com.sg	The Content Distribution Division of MediaCorp distributes content for both TV broadcast and on broadband. It offers original content in various genres and also produces in high definition. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media.
9	Infinite Frameworks	Production, post-production and distribution	Nick North nick.north@frameworks.com.sg	Producers of award-winning media and entertainment content comprising a full-fledged post-production facility based in Singapore and a dedicated animation facility in Batam, Indonesia.

S/N	Company	Category	Contact Details	Company profile
10	Beach House Pictures	Live Action	Jocelyn Little Jocelyn@beachhousepictures.com	Beach House Pictures is an award-winning production company based in Singapore that specialises in factual television entertainment. Producing for global broadcasters such as Discovery and National Geographic as well as co-producing with international companies such as NHNZ and Lonely Planet has led the company to build up a significant portfolio of original content.
11	Scrawl Studios	Animation	Seah Choon Meng choonmeng@scrawlstudios.com Lee Jeong Hoon	Scrawl Studios is one of Singapore's leading content producer of animated digital entertainment for TV and New Media.
12	TQ Global	Media Services	Thanakorn Kitticharernkul thanakorn@acdnetwork.com	TQ Global has more than 15 years of experience in videogame development and is recognized as a market leader in the racing games genre.

S/N	Company	Category	Contact Details	Company profile
13	CanLA Productions	Live Action	Jay Soo Drew Campbell Doug Trueblood jay@canla.tv	CanLA Productions was created in 2009, however in development for over 20 years. CanLA Productions creates TV and film content, ranging from reality programming to episodic television, with the most recent project being the half-hour comedy "Swingapore."
14	Imagine Group The Group	Live Action	Riaz Mehta riaz@imagine-group.tv Christopher James chris.james@thegroup-entertainment.com Cheek Entertainment cheek@thegroup-entertainment.com	Fight Club Entertainment is a wholly owned subsidiary of Imagine Group Pte Ltd. The company specialises in production and distribution of Martial Arts-based TV content.

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Annex B: List of Programmes at the Singapore Pavilion (05.20 – 07.19)

No.	Category	Title	Synopsis	Produced by	Genre	Format	Language	TX	Distribution	Email	Tel	HD
1	TV	a gURLs wURLd	A live-action series about three young teenage girls – one German, one Singaporean and one Australian, who accidentally discover that their mobile phones and computers can combine to physically transport them via a “chatroom” into each other’s houses. From then on it’s fun, mayhem, adventure (and a little romance) as the three teens spend their days moving instantaneously between Singapore, Germany and Australia.	Southern Star Singapore, Southern Star Entertainment and TV Plus Germany	Drama	26 episodes x 24 minutes	English	Nine Network (Australia) and NDR (Germany)	Endemol Worldwide Distribution	sales@sstar.uk.com	+448 703331700	HD
2	TV	Clang Invasion	Robin and Daisy Harrison are siblings who have aliens living in their tree house that used to be the aliens’ spaceship. Just like any other kids, one moment they’re laughing together at a shared joke, the next one they’re tumbling across the carpet with one of them in a headlock and the other trying to make the other “take it back!” and the next, they’re dangling over a vortex in time/space created by a black hole powered by their hair dryer.	Scrawl Studios	Animation, Sci-Fi-Comedy	26 episodes x 26 minutes	English			jeong@scrawlstudios.com	+65 6225 0910	--
3	TV	Culinary Asia	Understand the culinary histories and reinventions of Taiwan, Korea and Japan. Discover how ramen, a Chinese adaptation became a Japanese food symbol. Find out how Taiwan bands together its best traditional food makers to promote iconic street food and how Korean food like kimchi, bibimbap and bulgogi are enjoyed in many foreign countries.	Oak3 Films and Threesixzero Productions	Lifestyle	6 episodes x 45 minutes	English	Discovery Channel	Passion Distribution	sallymiles@passiondistribution.com	+44 20 7199 9200	HD / 360
4	TV	Designed By Love	Designed By Love retells the greatest love stories in Asia that have shaped monuments and inspired creations. They may not rival the scale of the Taj Mahal. But these stories of love continue to move with their devotion, and touch with their ardour, even to the most hardened of cynics and skeptics amongst us. It is a timely reminder that love can indeed provide the most masterful blueprint.	Channel News Asia	Documentaries	8 episodes x 30 minutes	English	Channel NewsAsia International (Asia) & Channel NewsAsia Singapore	MediaCorp TV Singapore Pte Ltd	Content_Dist@mediacorp.com.sg	+65 6333 3888	HD

5	TV	Diminishing Horizons	While everything is advancing and developing with time, there are certain places, objects, traditions and even people that remain unchanged. Many of these have long history dating as far back as thousands of years, and yet their existence have been taken for granted. The living memories of all of these are withering away as the earth undergoes radical changes and soon enough, diminishes from the surface of the earth. Before they do, join globe-trotter Thomas Ong as he travels to remote parts of the world to unearth these uncommon discoveries.	Wawa Pictures Pte Ltd	Travelogue	10 episodes x 60 minutes	Mandarin	Mediacorp Channel U		vanda@wawapictures.com.sg	+65 6391 0560	--
6	Animation	Dinosaur Train	DINOSAUR TRAIN, created by Craig Bartlett (Hey Arnold!), is set in a whimsically realistic, prehistoric world of jungles, swamps, active volcanoes and oceans. Each day, DINOSAUR TRAIN will help kids aged 3 to 6 apply scientific thinking as they discover new types of dinosaur species, compare and contrast dinosaurs to today's creatures and embrace the living sciences of palaeontology and natural science. The shows feature an animated episode followed by short live action segments with a real palaeontologist interacting with kids who love to explore the world around them.	The Jim Henson Company & Sparky Entertainment	Animated TV Series	80 episodes x 11 minutes or 40 episodes x 22 minutes	English			kcwong@sparkyanim.com	+65 6281 0790	HD
7	TV	Food Hometown Series 1 & 2	This programme aims to find out the origins of Singapore's local delicacies, the description of the origins, the traditions behind the preparation process, the essence of the ingredients, and the influences of the cuisines that make up Singapore's favourite dishes. The viewers are brought through the gastronomic experiences by local celebrities. As the celebrities unravel the mysteries behind the origins, the experiences also bring them closer to their own cultural heritage.	Wawa Pictures Pte Ltd	Infotainment	26 episodes x 30 minutes	Mandarin	Mediacorp Channel 8		vanda@wawapictures.com.sg	+65 6391 0560	--
8	TV	Fun Learning	A fun and warm nurturing kids educational programme that aims to provide a powerful recipe to turn learning Mandarin time into fun time with song & dance. The series will assist children in various subject areas through weekly topics, to give them a well rounded approach to learning. This programme also creates recognizable characters and situations which help children to learn visually.	Wawa Pictures Pte Ltd	Kids Programme	26 episodes x 30 minutes	Mandarin	Mediacorp Channel 8		vanda@wawapictures.com.sg	+65 6391 0560	--

No.	Category	Title	Synopsis	Produced by	Genre	Format	Language	TX	Distribution	Email	Tel	HD
9	TV	If Food Runs Out	What are the effects of climate change on global food supplies? Experts predict that water scarcity and food insecurity could decrease grain stockpiles by 10 to 15 percent by 2050. All while the population clock keeps ticking, with a net of 2.5 more mouths to feed born every second... Is a future of food riots and drought a reality, or can the scientists of the world find a solution? Dramatic reconstructions show the nightmare to come – mobs, empty fields and panic, but we present the men and women racing to scientific possibilities that could save us and ensure a world of food for all, we ask can they be implemented in time?	IFM Films and Mediacorp (Channel NewsAsia International)	Documentary	1 episode x 60 minutes	English	Channel NewsAsia International (Asia)	Bomanbridge Media	sonia@bomanbridge.com	+65 6224 4211	HD
10	TV	Kungfu Kitchen	Kungfu Kitchen is a six-part action-packed culinary adventure series that delves into the highly-disciplined cooking techniques in some of Asia's best known specialties. From the high jinks of knife juggling in Japanese teppanyaki to the contorting acrobatics of Kungfu tea in China, they are stretched to their limits under the exacting standards of their 'Kung Fu' masters. The result is entertaining, adrenaline pumping, but honest and unpredictable television.	Sitting in Pictures	Factual Entertainment	6 episodes x 30 minutes	English	Channel NewsAsia International (Asia)	Indigo Films & Television	emmacollin@indigofilm.com	+44 20 7424 1980	HD
11	TV	Lodge With Me	Lodge With Me features home-stay experiences in countries that include Japan, Korea, Taiwan and Thailand. Each home-stay is selected based on their uniqueness, their specialty food, and the activities that lodgers can enjoy. Other than the beautiful scenery, lodgers can also get soaked into the local way of living. This promises a one-of-a-kind experience that one may not get any where else in the world.	MediaCorp Studios	Travelogue	13 episodes x 30 minutes	Chinese	Mediacorp Channel 8	MediaCorp TV Singapore Pte Ltd	Content_Dist@mediacorp.com.sg	+65 6333 3888	--
12	TV	Lonely Planet - Roads Less Travelled	Every year, guidebook publisher Lonely Planet sends hundreds of writers and photographers around the globe to search for the latest and greatest travel experiences on earth. Imagine being able to join them... For the first time ever, cameras join genuine Lonely Planet writers and photographers on assignment as they venture down roads less travelled to seek out, unearth and roadtest exciting new possibilities for travellers.	Beach House Pictures and Lonely Planet Television	Factual Entertainment	13 episodes x 60 minutes	English	National Geographic Adventure Channel	BBC Worldwide	mark.reynolds-ww@bbc.co.uk	+44 (0) 208 433 2064	HD

13	Animation	Milly, Molly	Based on the international publishing hits, this charming series follows the adventures of our two heroines and their friends in a small country town. Exciting, poignant and funny, Milly Molly celebrates difference and promotes acceptance of diversity. Each episode has a subtle message about values such as honesty, persistence and responsibility, as well as showing life skills like dealing with bullying and forgiveness. Together, Milly and Molly face the world and its complexities, while managing to have fun.	Scrawl Studios and Beyond Entertainment	Educational	52 episodes x 15 minutes	English			jeong@scrawlstudios.com	+65 6225 0910	--
14	TV	Monster Jelly Fish	A swarm of giant jellyfish is preparing to attack Japan - billions of these Sumo sized gelatinous monsters will wreak havoc on Japan's coastal towns and cities. The Giant Nomura - over 2 meters long and up to 200 kilos, is one of the world's largest jellyfish. Global warming has seen an increase in the population of these monsters - and this year will see the biggest attack ever.	IFA Films	Documentary	1 episode x 60 minutes	English	National Geographic Channel	Off The Fence	bo@offthefence.com	+31 20 5200 222	HD
15	Animation	Mr.Moon	You know Mr.Moon. We all do. Just look out your window at night - there he is! Climbing up his ladder and taking his place in the star-studded, indigo sky. But have you ever wondered what Mr.Moon does when he's NOT shining down on us? Well, that, my friends, is where our story begins. Mr.Moon is an adventurer - and with his Supafast Moon Rocket and his best friends Silva and Gold Star, Mr.Moon zips around, exploring planets, stars, constellations, black holes, nebulae and galaxies - no wonder he sometimes loses track of!	Sparky Entertainment, Skaramoosh and Title Entertainment	Animated TV Series	52 episodes x 11 minutes or 26 episodes x 22 minutes	English			kcwong@sparkyanim.com	+65 6281 0790	HD
16	TV	New Beginnings	New Beginnings tells the story of a matchmaker's son and an undertaker's daughter whose love has to come to an abrupt end because of the different nature of their work. Although weddings and funerals are the two most important Chinese events, but deeply seeded superstition means an unavoidable clash. This drama combines the most auspicious and inauspicious events to create a unique and yet heartwarming story that will surely tug at the heart-strings.	MediaCorp Studios	Drama	20 episodes x 46 minutes	Chinese	Mediacorp Channel 8	MediaCorp TV Singapore Pte Ltd	Content_Dist@mediacorp.com.sg	+65 6333 3889	--

17	TV	Perfect Cut I	A plastic surgeon, perfectionist and skeptic when it comes to love, Alex Tan never believes in eternity. That is, until he met Kelly, a psychologist. When his daughter and ex-girlfriend return unexpectedly, his relationship with Kelly becomes strained with obstacles. One day he loses his vision temporarily, and that is when he finally becomes brave enough to go after his true love...	Wawa Pictures Pte Ltd	Drama	13 episodes x 60 minutes	Mandarin	Mediacorp Channel U		vanda@wawapictures.com.sg	+65 6391 0560	--
18	TV	Perfect Cut II	Charming plastic surgeon Alex Tan is the man of the moment with his new-found fame as "Doctor with Soul". His best college mate Win returns home to assist him through a complicated surgery. Win soon becomes Alex's partner at the clinic. Meanwhile, Win's sister Joey, a bitter ex-model who is now a proud owner of an accomplished modeling agency, scouts Sky (Alex's brother) as her new addition. Tension brew between Alex and Win when their professional ethics clashes, and when the latter begins to woo Kelly..	Wawa Pictures Pte Ltd	Drama	13 episodes x 60 minutes	Mandarin	Mediacorp Channel U		vanda@wawapictures.com.sg	+65 6391 0560	--
19	Animation	Rob The Robot (in Pre-Production)	This 3D Animated Series of 52 x 11 minutes adventures will transport children aged 4-6 to amazing planets that they can explore with their new friend Rob! Each episode will feature a new planet, and a problem Rob and his friends must solve. The series encourages young viewers to explore and have fun while they learn. It shows that wonder and amazement are all around us on other planets and at home! Rob is a natural leader who steers his rocket off to new and exciting planets where exploration always leads to fun and games.	Amberwood Productions (Rob The Robot) Inc and One Animation Pte Ltd	Animated TV Series	52 episodes x 11 minutes	English & French			yvone@oneanimation.com	+65 6423 9516	HD
20	TV	Silly Bitty Bunny	Silly Bitty Bunny is all about the novelty of life as a kid. Each episode focuses on "first times" as experienced by the titular hero - those key moments, at once difficult and exhilarating, are the hallmarks of growing up!	Scrawl Studios, Planet Nemo and CarpeDiem Film & TV	Pre School	78 episodes x 3.5 minutes	English			jeong@scrawlstudios.com	+65 6225 0910	HD
21	TV	Sun Tzu: War on Business	Dot.com millionaire and Apprentice runner up James Sun is on a mission to help turn businesses around. Using the principles of the Art of War, an ancient Chinese text, he teaches them to wage war on their competitors and emerge victorious.	The Right Angle Media and China Multimedia Networks	Reality	13 episodes x 30 minutes	English	Channel NewsAsia International (Asia)	BBC Worldwide	mark.chan@bbc.com	+852 2918 8662	HD

No.	Category	Title	Synopsis	Produced by	Genre	Format	Language	TX	Distribution	Email	Tel	HD
22	TV	Swingapore	Throw a dart at Asia and you could hit China, or India, or Malaysia. Nestled in among these giants, however, is the cultural mash-up called Singapore. It's Mandarin karaoke on a hip-hop beat, Malay weddings on YouTube, Bollywood stars getting their coffee at Starbucks. Swingapore is the comic adventure of a mismatched group of jet lagged foreigners trying to hold it together when "Home" is just an icon on Skype. Everybody has to be from somewhere, but in Singapore, everybody is from somewhere else.	CanLA Productions	Dramedy	6 episodes x 30 minutes	English	TBD		Jay@CanLA.tv	+65 9879 8800	HD
23	TV	The Illusionist	A famous magician, James Lee, is invited to produce a variety show " <i>Magic Go Live</i> " at a TV station. As it is a live show, there will be no room for error. Nothing is impossible to James as he is the master in misdirecting his audiences. But he never expects that the TV station is another master in this skill! James is able to break free from all trapped situations in his magic performances, but is he able to do so in real life?	Wawa Pictures Pte Ltd	Drama	13 episodes x 60 minutes	Mandarin	Mediacorp Channel U		vanda@wawapictures.com.sg	+65 6391 0560	--
24	TV	The New Adventures of Nanoboy	9-year old Oscar may be the shortest boy in class and often the punch line in other kids' jokes, but, when crisis calls from the Microcosmos, he transforms into the world's smallest, superhero – Nanoboy! Together with a reformed virus and a goofy brain cell, Nanoboy defends the micro-world too small for the naked eye to see! Infused with science facts and bigger than life adventures, The New Adventures of Nanoboy is an action-comedy for kids and the whole family.	Scrawl Studios and Agogo Media	Animation, Action-Comedy	52 episodes x 11 minutes	English			jeong@scrawlstudios.com	+65 6225 0910	--
25	Animation	ZZZ-Force	This series chronicles the thrills and spills of a pair of twins, who are average 12-year olds by day, but dream monster control extraordinaires by night. Journey with the twins as they embark on their perilous quests to fight the nightmare monsters that lurk in the minds of dreamers everywhere. With monster zapping action set in fantasy dreamworlds, every episode promises a mix of action and comedy, with story elements that add excitement and appeal, including high-tech gadgetry, quirky villains and investigative techniques.	Tiny Island Productions	Action-comedy, CG Animation	26 episodes x 22 minutes	English		Classic Media	contact@tinyisland.net	+65 6473 7357	HD

Annex C: Conference Programme

Date	12 Apr (Mon)	14 Apr (Wed)	14 Apr (Wed)
Topic	Day 1: "Focus on Singapore"	Day 3: "2010, The Breakthrough Year"	Day 3: "3D Production"
MDA	CE, CIO, COO	CIO	COO
Venue	Auditorium A, Level 3, Palais des Festivals	Room Esterel, Level 5, Palais des Festivals.	Room Esterel, Level 5, Palais des Festivals.
Time	11.30am - 1pm	10.30am – 11.40am	11.45am – 12.45pm

The format and speakers for the above sessions are listed below:

A) Monday 12 April 2010

11.30am – 1pm

FOCUS ON SINGAPORE

Auditorium A, Level 3, Palais des Festivals

OPENING SPEECH

by Mr Lui Tuck Yew

Acting Minister for Information, Communications and the Arts

Introduction:

Dr Christopher Chia, Chief Executive Officer, **Media Development Authority Singapore**

Singapore's media sector has one of the most comprehensive capabilities within the emerging territories of the new decade. This special spotlight will explore the new opportunities around co-production, financing and distribution in the region.

Moderator

Marlene Edmunds, Journalist and Media Consultant, France

Panel 1 - CO-PRODUCING WITH SINGAPORE

Speakers

Kenneth Tan, Director, Film, Animation & Publishing, **Media Development Authority of Singapore**

Peter Schube, President, **The Jim Henson Company**, USA

Paul Barron, Producer, **Great Western Entertainment**, Australia

Dr Wong Kok Cheong, Chief Executive Officer, **Sparky Animation**, Singapore

Followed by Q&A with the audience

Panel 2 – FROM SINGAPORE TO THE WORLD

Yeo Chun Cheng, Director, Broadcast & Music, **Media Development Authority of Singapore**

Bernard Macleod, Asia Pacific Strategy Consultant, **FremantleMedia Enterprises**, UK

Raymond Neoh, Managing Director, **ACDN and TQ Global**, Singapore

Justus Verkerk, Chief Commercial Officer, **FCCE Distribution**, The Netherlands

Followed by Q&A with the audience

B) Wednesday 14 April
10.30am – 11.40am

“3D Focus: 2010, the Breakthrough Year”
Room Esterel, Level 5, Palais des Festivals.

Speakers:

Yeo Chun Cheng, Director, Broadcast & Music, **Media Development Authority of Singapore**

Gary Donnan, Senior Vice President, Research & Innovation, **Technicolor**

Justin Judd, Director, **i-Rights**, UK

Brian Lenz, Director of Product Design and TV Product Development, **BSkyB**, UK

Fabien Roth, Senior Marketing Manager TV Group, **Panasonic Marketing Europe GmbH**, Germany

C) Wednesday 14 April
11.45am – 12.45pm

“3D Production”
Room Esterel (Level 5 of the Palais des Festivals).

Speakers:

Kenneth Tan, Director, Film, Animation & Publishing, **Media Development Authority of Singapore**

Raymond Neoh, Managing Director, **ACDN and TQ Global**, Singapore

Gabriel Fehervari, CEO, **Alfacam**, Belgium

Kit Hawkins, Managing Director, **Nineteen Fifteen Productions**, UK

Rob Hummel, CEO / Post Production, **Prime Focus North America**

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