


# ASIAN ANIMATION SUMMIT

PROMOTING  
CO-PRODUCTION  
AND CO-FINANCING

November 30–December 2, 2022  Bali, Indonesia

## Project Eligibility Criteria

To be eligible for presentation, all projects must meet the following criteria:

- A. The project must be an animated series for a target audience of children up to 15 years of age, intended for broadcast on free-to-air or subscription television, SVOD or other internet platform.
- B. Episodes can be of any length, provided that the series represents at least 60 minutes of screen time in total.
- C. Animation must represent more than 50% of the total screen time of the series.
- D. The project must either have been created in, or significantly developed in, the Asian region.
- E. Priority will be given to the selection of projects that have one of the following:
  - A contracted development investment or a letter of interest in acquiring rights in the completed project from a free-to-air or subscription television broadcaster, or an SVOD or other internet platform provider in the Asian region
  - A written financing commitment from a bona fide third-party distributor or investor exceeding 15% of the production budget
- F. Projects must have been initiated by, and must also be owned or co-owned by, a national of Australia (TBC), China (TBC), Indonesia (TBC), Japan (TBC), Korea (TBC), Malaysia (TBC), Taiwan (TBC) or Thailand (TBC) who will represent the project at AAS. (Up to two representatives are permitted for each project, and they will receive complimentary registrations to the event)
- G. Projects that represent a second season of an existing series are not eligible. Projects that represent a spin-off or prequel may be eligible, if the AAS Board is satisfied that the project is significantly different from the original series.
- H. In order to be eligible for the AAS, any project that was originally produced for online distribution and is being redeveloped for TV must meet the following criteria:
  - The TV series must contain more than 50% newly produced animation and less than 50% animation from the original online series.
  - The cost of the original online animation cannot be charged to the production budget of the TV series.
- I. Fully financed projects are not eligible. To qualify, the project must have a financing gap representing at least 15% of its budget.
- J. Projects that have been presented at any international market or promotional/pitching event occurring between March 12, 2022 and November 29, 2022 are not eligible. However, pitching to individuals during this period is permitted.
- K. Projects that have commenced pre-production are eligible, but not if more than one episode is completed.

## Projects must be submitted via one of the following screen agencies:

### AUSTRALIA

#### Screen Queensland

Contact: Lucy Markovich  
lmarkovich@screenqld.com.au

Contact: Christian Geschec  
gesche@screenqld.com.au

### CHINA

#### ASIFA China

Contact: tk  
tk

### INDONESIA

#### BAPAREKRAF

Contact: tk  
tk

### JAPAN

#### VIPO

Contact: Kentaro Tsuchida  
kentaro.tsuchida@vipo.or.jp

### KOREA

#### KOCCA

Contact: Dawoon Jeong  
friendlyo209@kocca.kr

### MALAYSIA

#### MDEC

Contact: Michelle Sta Maria  
michelle@mdec.com.my

### TAIWAN

#### TAICCA

Contact: tk  
tk

### THAILAND

#### DITP

Contact: Umparin Boonsinsuk  
umparin@gmail.com

## The producer must supply the following information and materials to the relevant screen agency:

### FIRST DEADLINE (late August—date to be advised by the screen agency)

1. For projects undergoing standard mentoring, a series bible comprising:

- series format (i.e. 26 x half hours, 52 x 13 minutes, etc.)
- series target audience (i.e. 4-6, 8-12, etc.)
- series concept/synopsis
- description and design of main characters
- description and design of the “world” and locations

#### OR

For projects undergoing light mentoring, a series bible comprising:

- series format (i.e. 26 x half hours, 52 x 13 minutes, etc.)
- series target audience (i.e. 4-6, 8-12, etc.)
- series concept/synopsis
- description and design of main characters
- description and design of the “world” and locations
- at least six episode storylines (each being half a page or longer)
- information about the creator/producer
- origin of the concept (i.e. original, book-based, etc.)
- if applicable, plans for consumer products/digital media extensions

TECH & SPEC NOTE: Bibles should be prepared and submitted in an Adobe Acrobat file format (.pdf) with a file size limit of 300MB.

2. A horizontally oriented image representing the project without titles, logos, text or other marketing elements.  
TECH & SPEC NOTE: This image should be prepared in a jpeg file format (.jpg) that is 300 DPI or higher in terms of resolution. And the image's dimensions must be 2048 pixels wide x 1536 pixels high.
3. The following information about the production company:
  - Company name
  - Company mailing address (with postal code)
  - Company phone number
  - Company website address
4. The following information about the individual(s) who will be representing the project at AAS (up to two are permitted, and they will receive complimentary registrations to the event):
  - First/last name
  - Professional title (CEO, executive producer, etc.)
  - Email address
5. A statement by the producer containing the following:
  - Objectives in participating in AAS
  - Details of finance raised and still sought for the project
  - Details of the producer's ownership position in the project, and of any other parties that hold rights in the project, including any share of copyright, profit and distribution rights
  - Confirmation that the project has not been (and will not be) presented at any international market or promotional/pitching event occurring between March 12, 2022 and November 29, 2022
  - Notification of intent to provide an animated teaser, indicating its length and stage of production
  - Notification of intent to prepare a pre-recorded video segment that will be part of the project presentation at AAS

NOTE: While providing an animated teaser and/or pre-recorded video segment is optional, producers must indicate by the first deadline whether or not they intend to do so.

## **SECOND DEADLINE (early November—date to be advised by the screen agency)**

1. **OPTIONAL**—A fully animated teaser at least 90 seconds in length.  
TECH & SPEC NOTE: Pre-recorded video segments must be prepared and submitted in H.264 MP4 video format, with resolution up to 720p and AAC audio. If they are originally produced in a language other than English, they must be dubbed or subtitled in English. And they must be submitted without visible time code, company logos or promo reels.
2. A pre-recorded presenter-led video segment that will be played during the project presentation at the event. It can also contain an animated teaser, if there is one available.  
TECH & SPEC NOTE: Pre-recorded video segments must be prepared and submitted in H.264 MP4 video format, with resolution up to 720p and AAC audio.
3. If applicable, one of the following from a free-to-air or subscription television broadcaster, or an SVOD or other internet platform provider in the Asian region: a letter of interest, a development agreement or a license offer. Or alternatively, a written offer of investment from a third-party investor or distributor.
4. A signed AAS waiver (to be provided by the screen agency).