WHAT ARE ASIAN BUYERS LOOKING FOR?



Ever Van der Veer
VP programming Disney+ EMEA

'Our main trend is to include local product of the main territories we cover, with more and more alliances'.



Kris Imai
head of international business,
U-Next, Japan

'We want to make more productive our current output deals, mainly with the major studios. The actual market demands more density of better contents'.



Min Lin
VP, VisionPlus Malaysia

'We are coproducing with global platforms to generate local product, and with neighbor territories as The Philippines, that take advantage of Malaysian production rebates'.



Avi Himatsinghani
CEO, Rewind Networks, Singapore

'We are expanding our 3 channels, and planning to launch a fourth one. So, we need a good amount of new content'.



Juyeong Han
acquisitions manager,
KBS Media Korea

'We are making focus on documentaries, wildlife especially. There is a lot to do in factual, in South Korea and also in APAC'.



Sagar Khemani
content manager,
Everbloom Media, Thailand

'At ATF we are tracking projects designed for YouTube and high-volume narratives. The creator economy is just starting'.



Shyam Kadel
programming manager,
Himalaya TV, Nepal

'We are looking for short formats, reality shows and television games to revamp the programming schedule of our channel, which is the leader in Nepal'.



Chandra Kant Jha
CEO, Mountain River Films, India

'We are looking for micro-dramas, verticals, and Chinese content. Content business turns vertical'.



Sheyuti Shahgufta
associate producer,
Duronto TV, Bangladesh

'At ATF, we give priority to children's animation. This is a good market for this segment, due to a deep variety of offerings'.



Rajesh Kj
CEO, PT Spectrum Film, Indonesia

'At ATF we combine acquisitions and production, focusing on animation and microfilms. APAC Is a fast-growing market in short form content nowadays.