

ASIAN ANIMATION SUMMIT

PROMOTING CO-PRODUCTION AND CO-FINANCING

Nov 16-27, 2020  VIRTUAL EDITION

Development Project Eligibility Criteria

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

- A. Each project must be an animated series that will be marketed to a target audience of children up to 15 years of age.
- B. Each project must be intended for broadcast on free-to-air or subscription television, SVOD or other internet platform.
- C. Each project must represent at least 60 minutes of screen time in total. Series episodes can be of any length.
- D. Animation must represent at least 50% of the total screen time of the project.
- E. Each project must be supported by a mini-bible that specifies the target audience, describes the series concept and storylines, and introduces the main characters and locations in words and images.
- F. Projects must have been initiated by, and must also be owned or co-owned by, a national of Australia, Indonesia, Malaysia, Thailand or Japan who will represent the project at AAS. (Only one presenter per project is permitted, and a complimentary registration to the event will be provided for this presenter.)
- 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. Projects that have been presented at any international market or promotional/pitching event occurring between March 1, 2020 and November 17, 2020 are not eligible. However, pitching to individuals during this period is permitted.

The producer must supply the following information and materials by the following date:

SEPTEMBER 28, 2020

1. A mini-bible containing at least the following information:

- 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 of the “world” and locations
- sample episode springboards/storylines
- information about the creator/producer
- origin of the concept (i.e. original, book-based, etc.)

TECH & SPEC NOTE: Mini-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 who will be presenting the project at AAS 2020 (only one presenter is permitted, and a complimentary registration to the event will be provided to this individual):

- Presenter first/last name
- Presenter professional title (CEO, executive producer, etc.)
- Presenter email address