



asian animation summit
PROMOTING CO-PRODUCING AND CO-FINANCING
November 28 to 30, 2018 • Seoul, South Korea

Project Eligibility Criteria

To be eligible for presentation at AAS 2018, 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.** Wild Card projects may be submitted to Kidscreen by producers from Asian countries other than Korea, Australia, Malaysia, Indonesia, Thailand and China for consideration. Wild Card projects will be selected for presentation at AAS 2018 by Kidscreen, in consultation with the Asian Animation Summit Supervisory Board, based on the quality and market appeal of the proposals and development materials.
- G.** With the exception of Wild Card projects, the project must have been initiated by, and must also be owned or co-owned by, a national of Korea, Australia, Malaysia, Indonesia, Thailand and China who will represent the project at AAS.
- H.** Projects that represent a sequel/prequel or a second season of an existing series are not eligible.
- I.** 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.
- J.** Fully financed projects are not eligible. To qualify, the project must have a financing gap representing at least 15% of its budget.
- K.** Projects that have been presented at any international market or promotional/pitching event occurring between March 1, 2018 and November 23, 2018 are not eligible. However, pitching to individual broadcasters during this period is permitted.
- L.** Projects that have commenced production are eligible, but preference in the selection process will be given to those that have not started production before the event.

The producer must supply the following information and materials for the project by the following dates:

SEPTEMBER 21, 2018

1. A series bible comprising: series synopsis, main character descriptions and designs, main location designs, at least six episode storylines (each being half a page or longer) and details of any significant online elements.
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 (jpegs 300 DPI or higher in resolution) representing the project without show 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 512 pixels wide x 384 pixels high.
3. The following information about the project:
 - Format (i.e. 26 x half hours, 52 x 13 minutes, etc.)
 - Target demographic
4. The following information about the production company:
 - Company name
 - Company mailing address (with postal code)
 - Company phone number
 - Company website address
5. The following information about the individual or individuals who will be presenting the project at AAS 2018 (up to two are permitted and will receive complimentary registrations to the event, but they **MUST** participate fully in the live presentation at the event):
 - Presenter name
 - Presenter title
 - Presenter email address

OCTOBER 8, 2018

1. Producers are encouraged to submit an episode script or scripts representing at least 11 minutes of screen time.
2. Producers are strongly recommended to provide a pilot or trailer featuring the main characters and locations. In the absence of a pilot or trailer, a comprehensive PowerPoint presentation is required.
TECH & SPEC NOTE: Pilots and trailers 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.
3. A brief (200 words max) profile of the producer/production company, including the name, phone number and email address of an English-speaking point-person for follow-up.
4. 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.
5. A signed waiver provided by the screen agency, or by Kidscreen in the case of Wild Card submissions.
6. A statement by the producer containing the following:
 - Objectives in attending 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 1, 2018 and November 23, 2018