

SINGAPORE - [Media OutReach](#) - 21 October 2016 - [Aurora Media Holdings](#) (AMH), one of Southeast Asia's leading media and entertainment asset incubation, investment and management vehicles has inked a development and financing agreement with BlinkAsia, a Singapore-based content development and multi-approach sponsorship agency led by **Shamila Gopalan**, triggering an exciting collaboration to produce and license out various strands

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of
sports-reality
formats
for
the
regional
and
international
marketplace
with
blue-chip
production
entities
based
within
Asia,
including Endemol Shine Asia.

"As part of our continued investment strategy, a key focus has been nurturing a commercial portfolio of intellectual properties for broadcast and OTT platforms with valued partners who can successfully cross the bridge from development into

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*production
and
licensing.
BlinkAsia's
innovative
insights
into
branded
entertainment
creates
a
complementary
avenue
for
monetization
together
with
our
co-production
expertise.
Our
targeted
approach
towards
attaching
top-tier
production
partners
across
the
region
also
ensures
quality
programming
and
top-notch
values,"
said
**Justin
Deimen**
,
Group
Managing
Partner
of*

AMH
&
Head,
Investments
of
the recently announced USD30M global content fund, Aurora Media Capital.
*"This financing
and development model offers us efficiency and mitigates our overall risk."*

Gopalan from BlinkAsia commented, *"Sports from a media content perspective offers the diver
sity
of
audiences
that
cuts
across
a
multitude
of
platforms,
allowing
for
diversified
propositions
and
enables
comprehensive
integration
that
no
other
type
of
content
can
offer.
Working
together
with
Aurora*

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*allows
us
to
expand
our
offerings
and
to
amplify
our
distribution
potential
with
meaningful
partnerships
and
strategic
ideation. Asia
has
seen
the
biggest
evolution
in
sports
over
the
last
few
years
and
we
are
aiming
to
create
more
Asian
heroes
to
be
adopted
by
Asian
sports
fans."*

The first format out of the slate is **Gladiators of Golf** (8 X 45'), a regional reality competition pitting amateur contestants against each other in an edgy golf challenges to kick-start their journey into becoming complete modern-day golf maestros. The series will be produced and distributed in 2017 by Endemol Shine Asia, the global production powerhouse behind Big

Written by Business News

Brother
and
MasterChef.

Managing Director of Endemol Shine Asia, Fotini Paraskakis, said *"We're excited to partner with BlinkAsia and Aurora Media Holdings to bring **Gladiators of Golf** to screens across the region. As audiences grow within Asia and consumer demand becomes more varied, it gives us more opportunity to invest in exciting new formats. Endemol Shine Asia is constantly looking for new, refreshing and innovative ways to deliver content*

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*to
audiences,
with
an
ambition
to
focus
on
these growing sports-reality
formats."*

Next in line is **Asia Fight Academy** (13 X 30'), a unique format to discover Asia's most promis
ing
signed
MMA
fighter
and
reignite
the
underdog
spirit
in
audiences
around
the
world
. The project is
developed
in
conjunction
with
No
Average
Joe,
a
production
company
in
Singapore and
continues

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to
have
strong
traction
with
leading
broadcasters
and
brands
in
Malaysia and co-producers in the greater Southeast Asian region though Aurora Media's output
deals.

The slate includes popular sports such as basketball, martial arts, soccer, cricket, and swimmi
ng and t
he
producers
will
continue
to
acquire
formats
and
seed-fund
IPs
from
around
Asia
to develop
and
package
them
for
syndication
to
broadcasters,
media
agencies,
and other platforms internationally.
The
slate
will
include

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deep
dives
into
audience
data
science
and
sports

performance analytics through its partnerships with social media marketing firms and brands.