

SINGAPORE, Oct. 1, 2013 /PRNewswire/ -- The Media Development Authority of Singapore (MDA) will lead a delegation of 24 Singapore media companies to MIPCOM 2013 held in Cannes from 7 - 10 October 2013. This marks Singapore's 13th expedition to one of the world's largest audiovisual and digital content markets, which is expected to attract over 13,000 participants from more than 100 countries this year.

Over 80 quality Singapore TV and animation programme titles will be offered for international sale and distribution at MIPCOM 2013, covering more than 400 hours of factual, drama and animation content.

Compared to MIPCOM 2012, the participation rate of Singapore companies has increased 20% this year. They include a good mix of TV production, animation and content distribution companies such as August Media Holdings, Infinite Studios, Monstrous Studios, TVS Asia/Sunrise Entertainment, Very! and Widescreen Media.

The 120-square metre Singapore Pavilion is located at 05.20 - 07.19 Palais des Festivals.

SINGAPORE ANNOUNCEMENTS AT MIPCOM 2013:

1. M2B announces launch of WOWtv Premium on LG Smart TV, and foray into China's market

(Image available upon request)

-- Singapore-based M2B (M2B World Asia Pacific) has partnered with LG Electronics Inc to distribute rich media and entertainment content to Asia Pacific countries through LG's 2012 and 2013 Smart TVs models. Users will be able to enjoy a broad range of entertainment content such as

Hollywood Buzz

,
e-Stars

and

Kids Flix

easily at home through the WOWtv Premium app pre-loaded in their LG Smart TVs.

-- In a similar arrangement, M2B has also signed an agreement with Opera to provide the same broad range of entertainment content for the Opera TV Store, which is now available on SONY TV.

-- In addition, M2B is working with China production company Beijing Bellamind on a slate of TV shows and feature films to be released over the next five years. The shows will be produced in China

and

Singapore

. The first show,

The Legend of the Heroes

, is targeted for release as a 22-episode TV series in December 2013

, and for release as a feature film in October 2014

.
The Legend of the Heroes

is a story about a group of youngsters who transcend matter and time, and try valiantly to save

Earth from an alien invasion.

-- Singapore-based M2B is a subsidiary of Amaru Inc, USA. It is one of Asia's leading broadband content providers, and owns perpetual worldwide rights for over 5,000 movie titles across all platforms, including recently-acquired dive-related content from The Dive Channel. Beyond the myriad of movies available for selection, WOWtv also has the latest in Hollywood entertainment news that is refreshed daily.

2. Expensive Eats, a 8x30min luxury lifestyle info-educational series produced by Filmat36, clinches international distribution deal by UK-based Passion Distribution.

(Image available upon request)

-- Featuring the world's most sought-after ingredients in high-end dishes fit for royalty, ***Expensive Eats*** explores the journey of rare foods in Asia and Europe, from their inception through to the moment they reach our taste buds. Together with charismatic host James Wong (*Grow Your Own Drugs*; *James Wong and the Malaysian Garden*), viewers will learn first-hand about the fascinating processes involved in the journeys of these precious ingredients – Saffron, Pule Cheese, Jamon Iberico de bellota, Bird's Nest, Black Ivory Coffee, Truffle, Wagyu Beef and Yubari Melon.

-- The series, produced with support from MDA, adds to Passion's extensive catalogue of food programming. It is also set to premiere on Channel NewsAsia in the last quarter of 2013.

-- An established content production company in Singapore, **Filmat36** has produced numerous works which have captivated audiences from both Singapore and international markets, including award-winning documentary ***Dining With Death***.

-- UK-based Passion Distribution is known for carrying some of the most recognisable and popular lifestyle programmes in the US in collaboration with Scripps Networks International, including Food Network, Travel Channel and Fine Living Network.

3. Quality Singapore Content and Talent at MIPCOM 2013

(Images available upon request)

-- Among the slate of titles from Singapore is ***Serangoon Road***, a 10-episode detective television drama co-produced by Great Western Entertainment and Singapore's **Infinite Studios**, together with ABC TV, MDA, HBO Asia and ScreenWest, and distributed by Content Media. The series, shot on location in Singapore, features a stellar cast including Joan Chen (*The Home Song Stories*); *Red Rose*, *White Rose*), Don Hany (*Offspring*; *East West 101*), Russell Wong

Written by Australian Business

(
Romeo Must Die;
The Joy Luck Club

) and
Singapore's
very own
Chin Han

(
The Dark Knight; *Contagion*
).

Infinite Studios

is an established
Singapore

media company which specialises in areas of production, post-production, visual effects,
animation and distribution services for the global film and TV industry.

-- Popular children's entertainment programme *Hi-5* will also be featured under the Singapore
Pavilion. Produced by **Hi-5 Operations** and
Sing

apore's

Oak3 Films

, the latest season of the show

Hi-5 House Season 1

was filmed at the new Infinite Studios soundstage at Mediapolis in
Singapore

. This is the first time the 14-year-old show is being produced outside of
Australia

. The new 25-part season is slated to air in
Australia

from

15 Oct 2013

, and from

1 Nov 2013

on Disney Junior and MediaCorp's okto Channel, and will be available on MediaCorp's
Over-The-Top platform Toggle as well.

-- Award-winning animation studio **One Animation** is putting up new content for distribution and
sale by releasing ***The Insectibles*** and

Oddbods

for market debut at MIPCOM.

The Insectibles

is a comedy action mystery for kids aged 6 - 9, which takes place in a bug-sized world, with four

extraordinary bug detectives.

Oddbods

is an original 3D animated comedy series designed for gaming, mobile devices and digital distribution through IPTV, which features fur suited characters which find humour (and frustration) in everyday situations.

-- In addition, Singapore's national broadcaster **MediaCorp** will be bringing up 15 titles to MIPCOM, including four documentaries which will make their market debut --

24/7 Billion

, a series which delves into how a single event can shape the world;

One In A Million

, a travel series hosted by

Nikki Muller

about unique festivals in

India

,

Indonesia

and

the Philippines

;

Living In The Shadow

, which discusses actions by the Chinese government to alleviate the plight of the mentally-ill; and

Living In

A Bubble

, a one-hour documentary which examines how

China's

property bubble affects the life of citizens and the social fabric.

-- Other market debut titles include documentary ***A Dozen Blows: A Story of the Master & His Ram***

, a two-part series by **Media Reel** which chronicles the grit and glory of ram masters and how ram fights have evolved in modern Bandung. Also debuting are two Malay dramas by

Shortman Films

, namely

Yakin

, a drama on how a widow struggles to cope with life as a single mother but is troubled by a recurring dream about her dead husband; and

Celup

, about a young Malay girl brought up in

the United States

who goes home to

Singapore
and learns how to be a Malay girl.

-- Beyond the quality content showcased, visitors to the Singapore Pavilion will also be able to meet the creative brains behind popular and award-winning titles.

-- Catch **Angeline Swee**, the co-founder of **Very!**, the company behind factual entertainment series ***Chasing Happiness*** which won a Rockie at the BANFF World Media Festival this year. The investigative series examines the science behind happiness.

-- Also onsite is **Kenneth Goh**, the business development director at **Monstrou Studio**, who led his team to produce and distribute original live-action TV and 3D animation content. Titles such as

Salam Ramadhan

, an info-ed series on how people in Turkey

,
Spain

and
China

observed the holy month, and animated series

Tritans

about three superhero kids saving the planet, have connected with audiences around the world.

-- Industry veteran **Jyotirmoy Saha**, founder and CEO of **August Media Holdings**, will be bringing to MIPCOM popular and well-loved animated content such as

George Of The Jungle

, which stars George, the undisputed king of the jungle in the wild Mbebe packed with quirky creatures and creepy villains; and

Ella Bella Bingo

, which is about a little girl named Ella who uses her boundless creativity and infectious enthusiasm to solve every problem she encounters.

-- Catch highlights of Singapore content at this year's MIPCOM at www.youtube.com/MDASing

[Singapore](#)

About Media Development Authority of Singapore (MDA)

The Media Development Authority of Singapore (www.mda.gov.sg) promotes the growth of globally competitive film, television, radio, publishing, music, games, animation and interactive digital media industries. It also regulates the media sector to safeguard the interests of consumers, and promotes a connected society.

MDA is a statutory board under the Ministry of Communications and Information (www.mci.gov.sg).

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