

## Project Eligibility Criteria

**To be eligible for selection for presentation at the 2016 Asian Animation Summit, 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.** Except for Development and Wild Card submissions, each project must 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.** Projects that do not meet the criteria in **E** above may qualify for selection through the Development program or the Wild Card program. (However, priority will be given to projects meeting the criteria in **E** in the allocation of presentation slots.)
  - Development projects must meet the ownership criteria in **G** below, and must be endorsed by the relevant screen agency
  - Wild Card projects may be submitted by producers from other Asian countries for consideration for presentation at AAS 2016

Development projects will be selected by the Asian Animation Summit Supervisory Board and representatives of relevant screen agencies.

Wild Card projects will be selected by Kidscreen, in consultation with the Asian Animation Summit Supervisory Board.

Development and Wild Card project selection will be based on the quality and market appeal of 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 Australia, Malaysia, Korea or Thailand 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 or pitching event prior to nine months of the starting date of AAS 2016 are not eligible.

**The Producer must supply the following information and materials for the project by the dates advised by each Screen Agency, or by Kidscreen in the case of Wild Card submissions:**

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. Excepting Development and Wild Card projects, an episode script or scripts representing at least 11 minutes of screen time. (Development and Wild Card projects are encouraged, but not required, to submit scripts.)
3. Producers are strongly recommended to provide a Pilot or Trailer featuring the main characters and locations. In the absence of a 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.
4. 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.
5. Excepting Development or Wild Card projects, 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.
6. 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.
7. A signed Waiver provided by the Screen Agency, or by Kidscreen in the case of Wild Card submissions.
8. 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 market or other event prior to nine months from the starting date of AAS 2016