

Project Eligibility Criteria

To be eligible for presentation at the 2014 Asian Animation Summit, projects must meet the following criteria:

- A.** The project must be an animated series for TV and/or internet delivery for a target audience of children up to 15 years of age.
- B.** Episodes can be of any length, provided that the series represents at least 60 minutes of screen time.
- C.** Animation must represent more than 50% of the total screen time of the series.
- D.** The project must have been either created in or significantly developed in the Asian region.
- E.** The project must have the support of a broadcaster in the Asian region in one of the following forms:
 - A contracted development investment, or
 - A letter of interest in investing in the production, or
 - A letter of interest in acquiring rights in the completed project, or
 - In all territories except Australia, a written financing commitment from a bona fide third-party distributor or investor exceeding 15% of the production budget.
- F.** Projects (and rights therein) must be either owned or co-owned by a national of Australia, Malaysia, Korea or Thailand. Wild Card projects (and rights therein) must be either owned or co-owned by a national of a country located in Asia or Australasia.
- G.** Projects that represent a sequel/prequel or a second season of an existing series are not eligible.
- H.** Fully financed projects are not eligible. To qualify, the project must have a financing gap representing at least 15% of its budget.
- I.** Projects that have been presented at any other market or promotional event within nine months prior to the date of AAS 2014 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 projects:

- 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.

Presenting partners:



Supporting partner:



2. Episode script or scripts representing at least half an hour of screen time.
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 Teasers 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 and the Production Company, including the name, phone and email of an English-speaking point-person for any follow-up pertaining to the project.
5. Any one of the following:
 - A broadcaster's letter of interest
 - A development agreement with a broadcaster
 - A broadcaster's license fee offer
 - In any territory other than Australia, a written investment offer from a third-party investor or distributor

6. A horizontally oriented image 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. The Warranties and Waivers in the wording provided by the Screen Agency, or by Kidscreen in the case of Wild Card projects.
8. A statement by the Producer containing the following:
 - Objectives in attending AAS 2014
 - 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 involved in the development or who 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 within nine months of the date of AAS 2014

Presenting partners:



Supporting partner:

