



Australian Government



TRAVEL REPORT

## **Asian Side of the Doc (ASD) Kuala Lumpur, Malaysia, 19–22 March 2013**

**Report by:**

**Chris Oliver, Senior Manager, State and Industry Partnerships**

**Elena Guest, Project Manager, State and Industry Partnerships**

**Liz Stevens, Manager Documentary, Production Investment**

Screen Australia, as part of its Asian strategy, continues to engage with the Asian region to profile the Australian industry and its screen content, and to offer opportunities for Australian screen businesses to connect with Asian co-production partners, financiers, broadcasters and distributors, to build on their Asian capability.

Several events and programs are now firmly on the Screen Australia agenda, including the Asian Animation Summit (see 2012 [report](#)), Asian Side of the Doc and the new Enterprise Asia initiative.

### **Asian Side of the Doc**

For the organisers and the Malaysian hosting agency FINAS, the fourth Asian Side of the Doc (ASD) was a resounding success, attended by 500 delegates from 42 countries – considerably building on last year’s event in Japan. Attending were many of the top free-to-air broadcasters from the region (eg NHK, Fuji TV, KBS, MBC and CCTV in its many forms) and smaller broadcasters (eg Mongolian TV and Bhutan TV). A large number of screen agencies and government departments also attended. European and North American broadcasters were well represented.

The 40-strong Australian delegation included a mix of Enterprise Asia recipients, Enterprise Program companies, SBS, other factual content producers and sales companies with a focus on working with Asia. The delegation, the largest to attend a market in the Asian region, was briefed by representatives from the Australian High Commission in Malaysia, Austrade and Screen Australia on the day prior to ASD. See attached briefing notes and list of delegates (Appendix 2 and 3 respectively).

Screen Australia facilitated a meeting between the Australian delegation and representatives from the Malaysian Multimedia Development Corporation (MDeC), the sister agency of FINAS, and the newly formed Malaysian Documentary Producers Association (MyDocs).

Screen Australia hosted an invitation-only networking event attended by 150 top shelf ASD attendees (mainly broadcasters, agencies, and producers).

This provided the Australian delegation with plenty of opportunities to network.

Delegation members attended and participated in pitching sessions, forums, presentations, side-by-side meetings and panel sessions. Two Australian projects were selected to participate in the pitching sessions:

- *Tyke: Elephant Outlaw* (Jumping Dog Productions) – an 80-minute feature length documentary supported by the Screen Australia Signature Fund
- *Big Stories Small Towns: Asia Pacific* (The Big Stories Co.) – previously funded by Screen Australia.

Both are in the process of consolidating the interest resulting from their pitch and market attendance.

Australian companies 360 Degree Films (Sally Ingleton), Bearcage (Michael Tear), Essential Media (Chris Hilton) and Beyond Productions (Ron Saunders) participated in the panel 'Friends with Benefits: Co-producing with Australia'. Panellists spoke about the process of making documentaries in Asia from an Australian perspective. The panel, moderated by Chris Oliver and Liz Stevens, provided an overview of the Australian documentary landscape.

Tina Dalton from Wild Fury participated in the Docs in Progress Showcase, with the three part series *The Coral Triangle* (a co-production with Apparat Productions in Malaysia, with support from FINAS, the Malaysian Government screen agency).

Prior to the commencement of ASD, many members of the Australian delegation attended the pitching session of 10 Malaysian projects before an audience of some 150 peers. Three Malaysian projects were selected to pitch at ASD. Attending the Malaysian pitch prior to ASD gave delegates an insight into the best documentary projects being developed in Malaysia. Liz Stevens was one of the decision-makers providing feedback on each project.

Seven of the Australian companies attending ASD received funding to progress their Asian engagement business plans through the Enterprise Asia program. Initial feedback from all Australian attendees has been extremely positive. Quality of, and access to, broadcaster attendees was better than at other events due to the smaller size and Asian focus of this event. Follow up meetings with Asian broadcasters and producers that attended the Australian International Documentary Conference (AIDC) (eg Astro TV, FINAS) were also held and will undoubtedly result in productions. The timing of the event was ideal for Australian producers as the 30 per cent Malaysian rebate is now in place and an official co-production treaty is being negotiated between Malaysian and Australia. A treaty will provide opportunities for Australian feature, TV (kids and drama) and documentary producers to increase co-production with Malaysia. There are obvious genres of production to co-produce (eg animation and wildlife/natural history), plus Malaysia and Australia have a shared history which could prove to be a well of potential ideas for programs.

ASD organised a Government Sidebar meeting during the event, which included all attending government agencies and broadcasters. Chris Oliver was invited to give the keynote presentation to the group (see Government Sidebar list in Appendix 1).

Meetings were held throughout the event with:

- FINAS: Mr Datak Hamdan, Chairman; Mr Razak, Director General; and Mr N Balaraman, Director of Planning and Research, including co-production treaty negotiations and the Malaysian producer offset
- Astro: Dr Rajamani, Senior VP Content Management Group; Yasmin Megat, VP GENNEXT Content Business; Gayatri Su-lin Pillai, Senior Executive Producer, Astro Shaw; and Subraniam Sivakumar, Senior Manager Content. Yasmin is in charge of children's and educational programming. Astro Shaw is the feature film division of ASTRO and is headed by Gayatri. It acquires 20 films per year to distribute in Malaysia, Indonesia and Singapore prior to broadcast on its platform and produces a number of local films. Astro Shaw's latest box office hit was *Kabid Bahtia*, which won a number of Malaysian screen awards. Astro Shaw is keen to co-produce with Australian companies.

Additional note: Golden Screen Cinemas, the main exhibitor in Malaysia, believes the feature film market will grow by 5–10 per cent next year from a base of MYR 300,000,000. It currently has a total of 228 screens in 27 locations nationwide.

- Yves Jeanneau, Asian Side of the Doc
- Oyunnaa Demchig, Executive Producer, Mongolian National Public Broadcaster (MNB)
- Mr Thepchai Yong, Nation Group, Bangkok (formerly CEO of Thailand's National Broadcaster)
- Mr Kinley T. Wangchuk, Director General, Dept of Information & Media, Ministry of Information & Communications, Thimphu Bhutan
- Simon Ho, Guangzhou International Documentary Film Festival
- Sharad Sharan, Producer
- RTHK: Clara Choi, Head of Public & Current Affairs; Ricky Lee, Executive Producer; and Sidney Wong, Senior Producer
- Tian Yuan, Head of Acquisitions, CCTV9
- Tso Hung-tao, Deputy Director, General Bureau of Audio Visual & Music Development, Taiwan
- Leland Ling, LIC, Beijing China
- Stevens Seidenberg, Executive Producer LIC, UK
- Melanie Wallace, WGBH PBS NOVA
- Denise Dilanni, Senior Executive in Charge, Research & Development National Productions, WGBH, USA
- Ann Julienne, Head of International Development, France Television
- Jessie Shih, Deputy Director International Department and Deputy Chief Documentary, PTS Taiwan
- Ruby Chen, CNEX, Greater China
- Mr Harun Rahman, President, the Malaysian Documentary Producer's Association (MyDocs)
- Paul Lewis, President & General Manager, Discovery Channel, Canada
- Nicole Hong, Acquisition & Co-production, Rare Media, Beijing, China
- Mr Zhou Bing, Zhou Bing Studio, Beijing, China

# TRAVEL REPORT

- Gun Hyub Lee, Chief Producer Documentary Department, KBS Korea
- Kenny Kihyung Bae, Head of International Relations, KBS
- Ms Keiko Bang, President, Bang Singapore Pte Ltd and ASD Event Co-producer
- Mr Mitsuyoshi Atsuta, Senior Executive Director International Department, Fuji TV, Toyko, Japan
- Zainir Aminullah, Senior Vice President, Astro Overseas Limited
- Nandita Solomon, Producer, Apparat Productions Malaysia (also produces feature films)
- Scubazoo, Malaysia: Simon Christopher, Cara Morrison, Oliver Deppert
- Hyejin Cho, International Relations Department, KBS, Korea
- Gun-Hyub Lee, Chief Producer Documentary Dept, KBS, Korea
- Markus Nikel, Program Manager, Basel Karlsruhe Forum, Italy
- Yukihiro Amagi, Director, Tokyo TV Forum, Japan
- Young Don Lee, Executive Managing Director, Channel A, Korea
- Imamura Ken-ichi, Executive Producer, Co-production International Business Group NHK, Japan
- Akmal Radzlan HJ. Mohd Rashid, Deputy Director, Production Division, FINAS, Malaysia
- Loc Dao, Head of Digital Content and Strategy, NFB, Canada
- Vikram Channa, Vice President, Discovery Network Asia Pacific, Singapore.

**Appendix 1****Government Sidebar List 2013**

Ann Julienne	Head of International Development, France Television, France
Aria TV, Afghanistan	Kenya Institute of Education (EDU), Kenya
Catherine Muhatia	Co-production Manager, DR-TV, Denmark
Charlotte Gry Madsen	Head of Documentary, Channel – CETV3, CETV – China Education Television, China
Chen Hong	Chief Planning Officer, CICSEP – China International Conference of Science
Chen Hu	Senior Manager, State and Industry Partnerships, Screen Australia, Australia
Chris Oliver	Counsellor ICT and Audiovisual European Union, Delegation Singapore
Christophe Forax	Head of Public and Current Affairs TV, Radio and Television, Hong Kong
Clara Choi	Head of Programme Culture & Science, ADR/MDR, Germany
Claudia Schreiner	Director, Khabar Agency, Kazakhstan
Dana Bakasheva	Chairman, FINAS
Datuk Md. Afendi	VTV, Vietnam
Datuk Haji Hamdan	Director, Permandu – Performance Management and Delivery Unit
Doan Hong Le	Programming, Asia's Broadcasting Union (ABU)
Dr. Fadhlullah Suhaimi	CEO, VTV, Maldives
Abdul Malek	Information & Communications, Bhutan
Education Producers, China	Entrepreneurship Development & Communications Coordinator – Institute of Language & Cultural Studies, the Royal University Bhutan, Bhutan
Hanizah Hamzah	Deputy Director of International Department & Deputy Chief of Documentary Platform, PTS, Public Television Service, Taiwan
Ibrahim Khaleen	Vice President & Secretary General, China Documentary Film Commission, China
Information & Communications, Bhutan	Broadcasting Content Promotion Foundation, Korea
Isabelle Antunes	Broadcasting Content Promotion Foundation, Korea
Jessie Shih	Producer of Department of Program Planning, EBS (Educational Broadcasting System) Korea
Jie Zhao	Commissioning Editor, SBS, Australia
Jin Hee Kwan	Director General, Department of Information and Media
Yeon-Sook Hwang	Official, Ministry of Internal Affairs and Communications, Japan
Joon Sung Hwang	
Joseph Maxwell	
Kinley Wangchuk	
Kohei Konishi	

TRAVEL REPORT

Loc Dao	Head of Digital Content and Strategy, National Film Board of Canada, Canada
Loh Shimin	Assistant Manager, Media Development Authority, Singapore
Marcus Nickel	RAI Educational, Italy
Mark Siegmund	Manager of International Affairs, SFC (Seoul Film Commission) Korea
Mark Starowicz	Executive Director, Documentary Programming, CBC, Canada
Masayuki Suga	Second Secretary, Japan Embassy in Malaysia
Nabil Otaibi	Head of Programmes, Production Section, Al Jazeera Documentary Channel, Qatar
Nath Pang	Deputy Director General, National Television of Cambodia
Oyunchimeg Demchig	Head of Department, Mongolia National Broadcasting, Mongolia
Pascal Diot	Manager, Filmmart, Dubai International Film Festival, Dubai
Professor Asiaj Sarji	Board Member, FINAS
Ruby Chen	CNEX-Greater China
Rungchavalnont Pattamon	International Relations, Thai Public Broadcasting Services, Thailand
Stephanie Rabourdin	Audio-Visual Attache, French Embassy, Malaysia
Takeshi Doki	Director, Programming, Asia Broadcasting Union (ABU)
Thinley Dorji	CEO, BBS, Bhutan
Melanie Wallace	PBS/WGBH, USA
Denise Dilani	PBS/WGBH, USA
Tso Hung-tao	Deputy Director-General, Bureau of Audiovisual and Music Industry Development, Taiwan
Uabumrungjit Chalida	Deputy Director, Thai Film Foundation (Thailand)
Vann Buntha	Deputy Director, Ministry of Information, Cambodia
Vilaphay Vongphachanh	Lao National Television, Laos
YM Raja Rozaimie Dalmish	Director General, FINAS
Zhao Jie	Vice President and Secretary, China Documentary Film Commission
Zhao Qi	Executive Producer, CCTV International

## Appendix 2

### Briefing Notes – Malaysia

#### Asian Side of the Doc Delegation, March 2013

Malaysia with a population of just over 27m is a growth territory in our region.

There are two Malaysian Government Agencies that Screen Australia has been working with. They are **FINAS** (National Film Development Corporation Malaysia) and **MDEC** (Multimedia Development Corporation). They are currently in different Malaysian Government Departments. Personnel from both agencies have been to Screen Australia offices a number of times and have looked closely at our suite of programs and offsets.

#### FINAS

The National Film Development Corporation Malaysia (FINAS) was established in 1981 and currently operates under Ministry of Information, Communication and Culture.

FINAS is responsible for promoting, preserving and facilitating the development of the film industry in Malaysia. Its Mission includes:

- expanding the market space and enhancing the film industry's economy and creative content
- internationalisation of the effectiveness and competitiveness of the film industry and creative content
- enhancing human capital and empowering the younger generation, film community and the general public
- enhancing the process of marketing local content overseas and promoting local filming of international films
- providing effective and efficient services, facilities, advice and support
- fostering a culture of viewing Malaysian films/local film viewing (love and to preserve Malaysian films).

We are directly dealing with FINAS on the following:

- Asian Side of the Doc (19 – 22 March 2013) - Enterprise Asia. FINAS is hosting the Asian Side of the DOC in KL.
- Co-production Treaty. The treaty is under negotiation.
- Malaysian Producer Offset – A close working relationship with SA has resulted in FINAS adopting similar guidelines for its recently announced 30 per cent all Producer Offset. This will make it easier when Australian producers work with Malaysian producers. The Malaysian Producer Offset is more benign than Australia, with no creative restrictions as to above the line involvement – it is purely a Malaysian spend offset. Some regional incentives will also be introduced in the future, eg in Johor once Pinewood Iskander studio opens

## MDEC

MDEC in the main handles innovation, new media, TV, animation and has an enterprise-style program of funding and supporting companies including travel to markets. They were the Malaysian host for the successful Asian Animation Summit (AAS) in December 2012.

Mission:

***"To realise Malaysia as a global hub and preferred location for ICT and multimedia innovations, services and operations"***

It is committed to proactively collaborating with government and companies for mutual enrichment by committing to the following:

- shaping a World Leading Environment
- attracting nurturing leading-edge and world-class companies
- facilitating knowledge transfers and wealth creation
- building a well-mandated, value-based, highly-effective institution.

## Television

(Excerpts from TBI 2012)

DTH platform Astro dominates Malaysia's TV market (approx. 38 per cent viewing share). The pay TV market is almost 100 per cent digital and so Malaysia has one of lowest piracy rates in the region. Astro currently controls most of the popular content available but this may be challenged by IPTV uptake. Public broadcaster RTM is leading the challenge to digital terrestrial TV (DTT). Media Prima is dominant free-to air broadcaster (just under 50 per cent of TV viewing). Media Prima has seen a gradual decline in its audience share as Astro's bouquet of channels gains popularity. Radio Televisyen Malaysia (RTM) operates two channels and took around a 16 per cent share.

Analogue switch off is scheduled for 2015.

## General

The Malaysian Government is dramatically increasing its support for the screen industry in all sectors:

- Announcement by FINAS of a 30 per cent Producer Rebate for all Screen content, implemented in early 2013 (more info below).
- Construction of the Pinewood Iskandar Malaysian Studio at a cost of some \$200 million (Studio CEO – Michael Lake) due for completion in May 2013.
- New MDEC policies due for release later this year regarding forms of producer support. It is expected that this will include slate or Enterprise Program-style funding. MDEC/FINAS provides financial support to a number of key Malaysian registered ('preferred') screen companies. MDEC has indicated it is keen to be involved in cross media initiatives.
- Hosting (in KL by MDEC) of the first Asian Animation Summit in December 2012.



- Participation by a large Malaysian delegation of broadcasters (both public and private), and Government screen agency officials at Australian Input in May 2012.

Screen content producers have requested a more formal screen business forum exchange between the two countries, so that both are more closely informed about the two markets and the potential to develop programs and alliances between screen businesses.

A key advantage for Australia is that Malaysia is looking for key creative skills but has capital and incentives and access to two key territories to which Australia needs to cultivate access: Indonesia and India. It is also becoming more of a hub for access to all of South East Asia.

### **Incentives**

The Malaysian Government offers a **30 per cent cash incentive** for qualifying Malaysian production expenditure. This incentive is offered for Malaysian and foreign productions, for production and post production approved activities beginning early 2013.

#### *Foreign Production*

Eligibility:

- foreign film production companies using Malaysia for location filming and/or post production and
- co-production with a Malaysian film producer (majority foreign owned).

Qualifying Malaysian Production Expenditure – minimum:

- MYR 5 million for film production (inclusive of post production)
- MYR 1.5 million for post production only (for production inside Malaysia)
- For television series, a minimum spend of MYR 385,000 per hour.

For more information and guidelines on how to access the rebate for foreign and domestic production, please visit [www.filminmalaysia.com](http://www.filminmalaysia.com)

### **CONCLUSION**

We continue to be supportive of our producers increasing production – by building their business alliances, joint ventures and cultural contacts in the region. This is also driven by our federal government's Asian Century strategy and cultural policy. Key to that is:

- our Government to Government and
- Malaysian agency (FINAS, MDEC) to Screen Australia agency contact.

SA wants to collaborate more closely with screen agencies in the region.

## Appendix 3

### Asian Side of the Doc – Australian delegates list

<b>Enterprise – self funded</b>				
Michael	Tear	Principal	Bearcage	ACT
Harriet	Pike	Development Mgr	Bearcage	ACT
Chris	Hilton	Exec Prod	Essential	NSW
Bettina	Dalton		Wild Fury	NSW
Andrew	Ogilvie		Electric Pictures	WA
Jacqueline	Willinge	Producer	Joined Up	WA
Anthony	Willinge		Joined Up	WA
Ben	Ulm		WTFN	NSW
<b>Enterprise Asia Funded</b>				
Pat	Fiske	Producer	Bower Bird Films	NSW
Amin	Palangi	Director	Bower Bird Films	NSW
Mike	Hill	Producer	Moonshine Agency	VIC
Sue	Collins	Producer	Moonshine Agency	VIC
Sally	Ingleton	Producer	360 Degree Films	VIC
Rebecca	Barry	Producer	Media Stockade	NSW
Ester	Harding	Producer	Media Stockade	NSW
Martin	Potter	Director	Big Stories Co.	VIC
Anna	Grieve	Producer	Big Stories Co.	VIC
Ron	Saunders	General Manager	Beyond	NSW
Jennifer	Ainge	Producer	Beyond	NSW
Marian	Bartsch	Producer	Mago Films	WA
Alun	Bartsch	Producer	Mago Films	WA
<b>Mentored producers</b>				
Kris	Kerehona	Producer		ACT
Kylie	Bryant	Producer	Film Vic	VIC
Catherine	Gough-Brady	Producer	Film Vic	VIC
Andrew	Arbuthnot	Producer	Screen NSW	NSW
Hollie	Fifer	Producer	Screen NSW	NSW
Andrew	Hyde	Producer	NTScreen	
<b>Other delegates</b>				
Joseph	Maxwell	Commissioning Editor, Documentaries	SBS	NSW
Midi	Stormont	Asia Pacific Sales Mgr	Flame Media	NSW
Stefan	Moore	Producer/Director	Jumping Dog Prod	NSW
Susan	Lambert	Producer	Jumping Dog Prod	NSW
Chris	Oliver	Senior Manager SIP	Screen Australia	NSW
Liz	Stevens	Head of Docs	Screen Australia	NSW

Elena	Guest	Proj Mgr	Screen Australia	NSW
Brian	Beaton	Producer	Artemis Films	WA

# TRAVEL REPORT