Asian Animation Summit

November 19-21, 2024
Taipei City, Taiwan

Project Eligibility Criteria

To be eligible for presentation, 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 have been created or significantly developed in the Asia-Pacific region.

E. Priority will be given to the selection of projects that 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/AVOD or other internet platform provider in the Asia-Pacific region.
  • A written financing commitment from a bona fide third-party distributor or investor exceeding 15% of the production budget.

F. Projects must have been initiated by, and must also be owned or co-owned by, a national of Australia (TBC), Japan (TBC), Malaysia (TBC) Taiwan (TBC) or Thailand (TBC) who will represent the project at AAS.

Wild Card projects must have been initiated by, and must also be owned or co-owned by, a national of any other country in the Asia-Pacific region who will represent the project at AAS.

Up to two representatives are permitted for each project, and they will receive complimentary registrations to the event.

G. Projects that represent a second season of an existing series are not eligible. Projects that represent a spin-off or prequel may be eligible, if the AAS Board is satisfied that the project is significantly different from the original series.

H. In order to be eligible for 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.

I. Fully financed projects are not eligible. To qualify, the project must have a financing gap representing at least 15% of its budget.

J. Projects presented at any international market or promotional/pitching event before November 18, 2024 are not eligible. However, pitching to individuals during this period is permitted.

K. Projects that have commenced pre-production are eligible, but not if more than one episode is completed.

Projects must be submitted via one of the following screen agencies:

AUSTRALIA
Screen Queensland
Contact: Ian Lynch
ilynch@screenqld.com.au

JAPAN
VIPO
Contact: Kentaro Tsuchida
kentaro.tsuchida@vipo.or.jp

MALAYSIA
MDEC
Contact: Michelle Sta Maria
michelle@mdec.com.my

Contact: Fatin Mazlan
fatin.mazlan@mdec.com.my

TAIWAN
TAICCA
Contact: Claire Chang
claire.chang@taicca.tw

THAILAND
DITP
Contact: Umparin Boonsinsuk
umparin@gmail.com

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Producers must supply the following information and materials to the relevant screen agency in their region or to Kidscreen, in the case of Wild Card projects:

(Date to be advised by the screen agency or Kidscreen, in the case of Wild Card projects)

1. For projects undergoing standard mentoring, a series bible comprising:
   - series format (e.g. 26 x half hours, 52 x 13 minutes, etc.)
   - series target audience (e.g. 4-6, 8-12, etc.)
   - series concept/synopsis
   - description and design of main characters
   - description and design of the "world" and locations

   OR

   For projects undergoing light mentoring, a series bible comprising:
   - series format (e.g. 26 x half hours, 52 x 13 minutes, etc.)
   - series target audience (e.g. 4-6, 8-12, etc.)
   - series concept/synopsis
   - description and design of main characters
   - description and design of the "world" and locations
   - at least six episode storylines (each being half a page or longer)
   - information about the creator/producer
   - origin of the concept (e.g. original, book-based, etc.)
   - if applicable, plans for consumer products/digital media extensions

   TECH & SPEC NOTE: Bibles should be prepared and submitted in an Adobe Acrobat file format (.pdf) with a file size limit of 300MB.

2. A horizontally oriented image representing the project without any titles, logos, text or other marketing elements.

   TECH & SPEC NOTE: This image must be .jpg file format with a resolution of 300 DPI. And the image dimensions must be 1920 pixels wide x 1080 pixels high.

3. The following information about the production company:
   - Company name
   - Company mailing address (with postal code)
   - Company phone number
   - Company website address

4. The following information about the individual(s) who will be representing the project at AAS (up to two are permitted, and they will receive complimentary registrations to the event):
   - First/last name
   - Professional title (CEO, executive producer, etc.)
   - Email address

5. A statement by the producer containing the following:
   - Objectives in participating in AAS
   - Details of finance raised and still sought for the project
   - Details of 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 international market or promotional/pitching event prior to November 18, 2024
   - Notification of intent to provide an animated teaser, indicating its length and stage of production
   - Notification of intent to prepare a pre-recorded video segment that will be part of the project presentation at AAS

   NOTE: While providing an animated teaser and/or pre-recorded video segment is optional, producers must indicate by the first deadline whether or not they intend to do so.

6. If AI has been used in the creative development process, specific details about how, including a percentage breakdown of the portion of each type of work it has been used for (e.g. character design – 25%, scriptwriting – 10%)

   NOTE: Projects featuring any significant use of AI technology will be presented in an "AI Animation" stream at AAS. The AAS board reserves the right to reject projects based on the overuse of AI.

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(Date to be advised by the screen agency or Kidscreen, in the case of Wild Card projects)

1. A signed AAS waiver (to be provided by the screen agency or *Kidscreen* in the case of Wild Card projects).

2. If applicable, one of the following from a free-to-air or subscription television broadcaster, or an SVOD or other internet platform provider in the Asia-Pacific 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.

3. OPTIONAL — A presenter-led video segment that will be played during your project presentation at the event. It can also contain your animated teaser, if you have one.

TECH & SPEC NOTE: Video segments must be prepared and submitted in H.264 MP4 video format (max file size 1GB), with resolution up to 720p and AAC audio.

4. OPTIONAL — A fully animated teaser at least 90 seconds in length.

TECH & SPEC NOTE: 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.