

2017 ATF 컨퍼런스 세부 프로그램

시간	11/28(화)	11/29(수)	11/30(목)	12/1(금)
10:00~10:20	MARRYING THE RIGHT DATA WITH THE RIGHT CONTENT	OPENING CEREMONY	TRENDING ASIA, WINNING FORMATS	EUROPE & ASIA: AN INSIGHT INTO CO-PRODUCTIONS
10:20~10:45	IS ADVERTISING DYING?			
10:45~11:40	THE INCONVENIENT TRUTH (SOCIAL & BIG DATA)	-	KEYNOTE PANEL	MEET THE FINANCIERS
11:40~12:10	THE EVOLUTION OF STORYTELLING	HERE COMES THE SMASHING K-FORMATS!	ATF FORMATS PITCH 2017	-
12:10~13:45	-	-	ANALYST EXCLUSIVE (KIDS)	THE ASEAN FILM ECONOMY: THE TRENDS AND MOVEMENT AHEAD
13:45~14:15	A SPANKING NEW PARADIGM	INDIA'S FRESHEST CONTENT	PANEL: THE 360 EXPERIENCE KIDS WANT	RISING GIANT: A SPOTLIGHT ON INDONESIA
14:15~14:45	DIGITAL TRADITIONS & INNOVATIONS	WHAT DO INDIAN BUYERS WANT	-	SOURCING FOR NEW BUSINESS MODELS IN MEDIA FINANCING
14:45~15:15	VIEW FROM THE TOP		ATF ANIMATION PITCH 2017	
15:15~16:30	-	CHINA EXCLUSIVE: C2C, THE NEW CONTENT MONETIZATION PHENOMENA	-	-
16:30~17:00	THE CONTENT TRIANGLE		THE DIRECTORS' COLLECTIVE	CREATING BUZZ: MARKETING AND PUBLICITY FOR INDIES
17:00~18:00	NEW LEADING STARS	-	-	KEYNOTE: BRINGING A LOCAL IP GLOBAL
			PANEL: ANGELS, DRAGONS & SHARKS	PRIZE CEREMONY

※ 상기일정은 현지 행사 상황 등에 따라 변동될 수 있음