



First Asian Pitch documentary scores another victory

Tokyo, 5 June 2009 – One of the first Asian Pitch winning documentaries – **Supermen of Malegaon** won the Best of Festival Award in Documentary Production and the Gold Camera Award in Documentaries: Social Issues at the **U.S. International Film & Video Festival 2009**. This is the fifth award that the program has won.

List of awards won by “Supermen of Malegaon”

Asiatica Film Mediale 2008

-City of Rome Award for Best Documentary

Karachi International Film Festival 2009

-Best Documentary

U.S. International Film & Video Festival 2009

-Gold Camera in Documentaries: Social Issues

-Best of Festival Award in Documentary Production

Indian Film Festival of Los Angeles 2009

-Best Audience Award for Documentary

Supermen of Malegaon (52min/79min, 2008)

A documentary about the making of the movie "Malegaon ka Superman". It is a fascinating story of a motley crew of Malegaons for whom filmmaking is a labor of love and not an enterprise in commercial interests. Juxtaposing the frenzied production activities against a stark socio-economic backdrop of Malegaon, the documentary reveals the cathartic and spellbinding importance of the 'magic of movies' on the people. Ironically, all this is not a sustained effort to rise above their exploitative milieu but merely a temporary escape into the fantastical world of films.

The Asian Pitch (TAP) was created in 2007 by an NHK-MediaCorp-KBS collaboration to find original stories about Asia to present Asian viewpoints, production styles and values to Western markets. It's about a new wave of story-telling of Asian issues and concerns that will make an impact in Asia and the international market.

Five new titles selected from the second edition of TAP and are now being produced and will be available for distribution at Sunny Side through MediaCorp. The five new titles and director's name are:

***Dead Man Walking* (India): Sanjeev Sivan**

***For The Love Of Shakespeare* (China): Zhu Chun Guang**

***A Weaver's Tale* (Philippines): Sheron Dayoc**

***A Farmer's Struggle* (China): Zhao Liang**

***The Icemen – Angadias of India* (India): Arun Kumar**

The third edition, **TAP2009**, is now underway and NHK and MediaCorp have shortlisted 12 proposals to be presented in July 9 and 10 in Singapore.

NHK and MediaCorp are committed in finding new talent and stories in Asia, and they are convinced that The Asian Pitch is the place to look when the international market is looking for interesting Asian stories.

For more information about TAP, please visit

http://www.caldecottproductions.com/projects/the_asian_pitch

About NHK

NHK (Japan Broadcasting Corporation) is Japan's sole public broadcaster. Funded entirely by receiving fees from Japanese households, it has a reputation for impartial, high-quality programming. Through its five nationwide TV channels (two terrestrial and three satellite, one of which is HD), NHK reaches about 50 million households. It holds a network of 54 stations across Japan and 30 locations around the world and produces 80–90% of its programs in-house. Reflecting long experience with HDTV, it makes 90% of its major programs in HDTV. Most of NHK's programs are made available internationally through its affiliate MICO (Media International Corporation).

www.nhk.or.jp/english/

About Caldecott Productions International

Caldecott Productions International is MediaCorp's high definition (HD) documentary division with a key focus in producing and distributing high quality HD Asian documentaries for an international market. CPI's specialty is in producing original stories from the ground, championing the lives of the common people because their stories are worth telling. Its main subject matter is centred on social issues and human interest with respect to the environment, wildlife, unique cultures from Asia.

MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp has over 55 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.