

BUSAN CONTENT MARKET



M A R K E T • C O N F E R E N C E • F U N D I N G



Overview of Busan Content Market (BCM)

Busan Content Market (BCM) is a global content trading platform created by Busan, a video industry city
Since its launch in 2007,
it has grown into a comprehensive content market representing Asia

Busan Content Market (BCM) is a globally recognized content trading platform established by Busan, a city known for its media content industry. Since its inception in 2007, BCM has expanded its reach and has become a comprehensive content market that represents Asia.

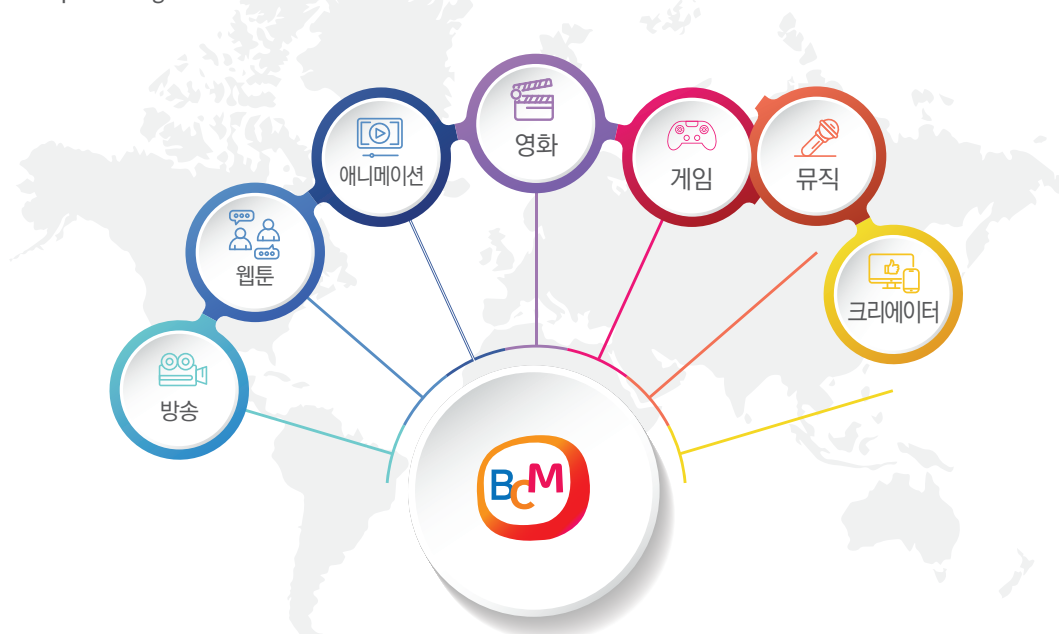
BCM was created to connect Asian countries through new media and facilitate communication. The market's first iteration was launched in 2007, following the Busan International Digital Broadcasting Content Market (DBCMB) in 2005 and the Digital Media Festival in 2006. In its inaugural year, 229 companies from 18 countries participated in the event, including domestic and foreign terrestrial broadcasters, cable TV, and DMB. The market has grown significantly since then, with over 1,000 companies from 50 countries participating and over \$100 million in transactions.

The Busan Content Market is chaired by the Mayor of Busan Metropolitan City and comprises domestic and international content experts, startup investment companies, production companies, broadcast media, MCNs, and other executives as members, advisors, and experts. The market is held every spring in Busan, a maritime city that attracts content sellers and buyers from all over the world.

B2B marketplace that supports discovery, investment, production,
and distribution of various contents such as drama, animation, entertainment,
documentary, webtoon, game, music, social media, etc.

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Initially focused on broadcast dramas, BCM has evolved into a content marketplace for various genres, including webtoons, animation, movies, games, music, social media, and creators, as well as broadcasting. Today, it serves as a B2B platform that supports the discovery, investment, production, and distribution of content across a diverse range of genres. Additionally, it hosts various B2C events where content creators, industry insiders, and experts can freely participate, consult, and discuss. BCM has grown into a content festival that represents Korea and Asia and spans the globe.



BCM2022
Busan Content Market

BCM2022
Busan Content Market

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Asia's largest global market, a window to showcase Busan, Korea, and K-content to the world, and the first to introduce global industry trends

The Busan Content Market (BCM) is the largest global market in Asia and serves as a window to showcase Busan, Korea, and its K-content to the world. As the demand and influence of video content increase with the proliferation of OTT and diversification of platforms, the BCM serves as a prioritized entrance to the world's video industry trends. It is a vital platform to introduce Korea's K-content to the world and keep abreast of the latest industry developments.

BCM hosts international conferences with new and diverse topics annually to analyze the terrain of the media industry. Additionally, it provides an opportunity for creators from Asia and around the world to plan and produce content of various genres and introduce them to professional investors through the BCM Funding program. By doing so, BCM is leading the development of content in Asia and enhancing its status as a global market.

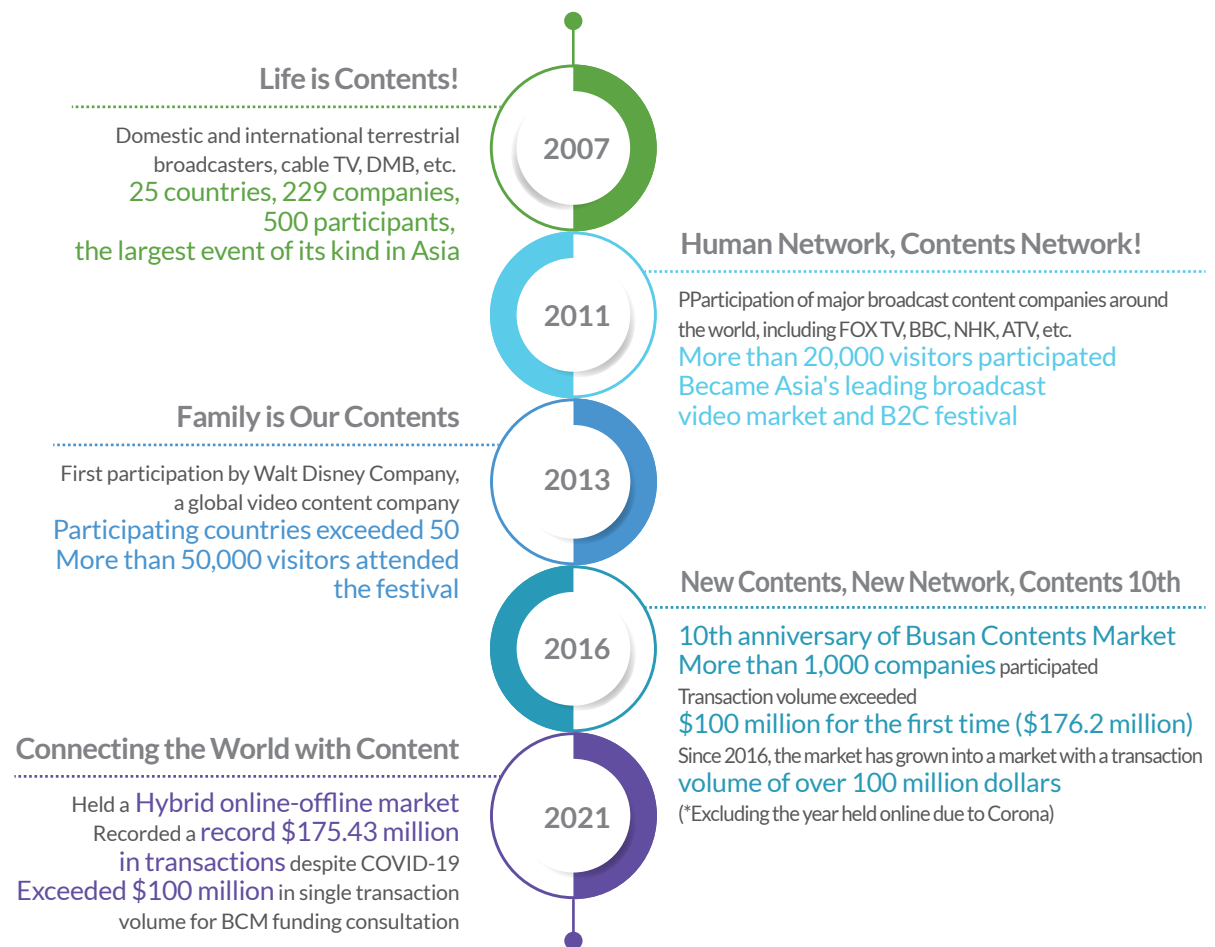
The 17th Busan Content Market (BCM) 2023 will be a festival and a key exchange point for people from all over the world.

The 17th Busan Content Market (BCM) in 2023 promises to be an enriching festival and a key exchange venue with people from all over the world across various genres. In 2022, BCM was the first offline event in Asia after the coronavirus pandemic and marked a successful comeback with a transaction value of \$147.41 million. This year, the BCM will once again bring together content industry stakeholders and people from around the world under the slogan 'Our Story is the World's Story'. It will provide a wealth of programs ranging from B2B to B2C programs that cross various genres to showcase the capabilities of K-content to the world. The BCM is expected to establish itself as a key exchange venue that connects the global content market with Asia and Korea.

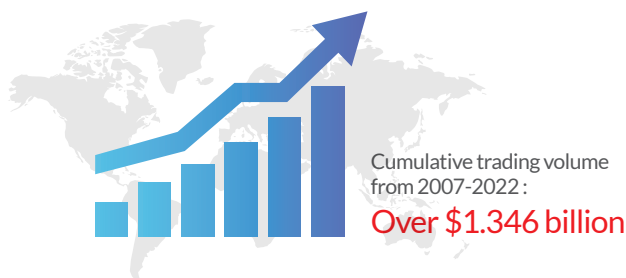
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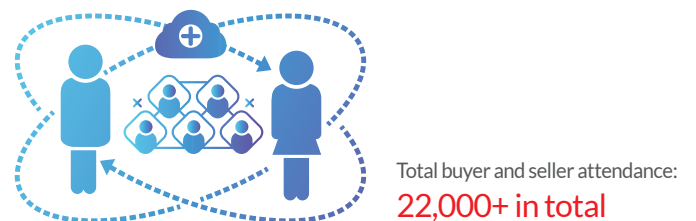
Busan Content Market (BCM) Past Performance



Historical trading performance



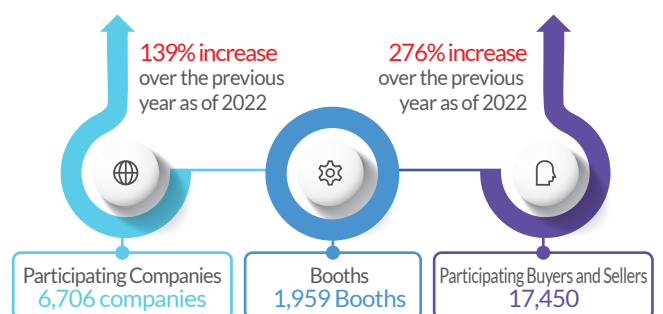
Participation Status



Market transaction performance over the past 10 years (2013-2022)



Participation over the past 10 years (2013-2022)



* Excludes B2C engagement

Busan Content Market (BCM) Major Performance

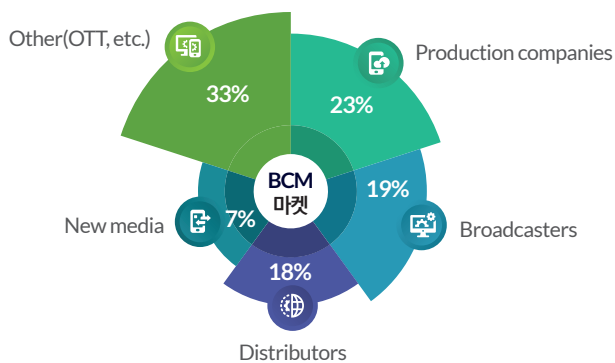
Participating Countries : **85 countries** participating in total

Northeast Asia	China, Japan, Taiwan, Korea(4)
Southeast Asia	Cambodia, India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam(13)
Central Asia	Bhutan, Islamic Republic of Iran, Kazakhstan, Kyrgyzstan, Mongolia, Nepal, Pakistan, Uzbekistan(8)
North America	U.S.A., Canada(2)
Central and South America	Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Panama, Peru(8)
Western Europe	Austria, Belgium, France, Germany, Isle of Man, Italy, Luxembourg, Spain, Switzerland, Poland, Portugal, U.K.(12)
Eastern Europe	Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Croatia, Czech Republic, Hungary, Netherlands, Russian Federation, Slovakia, Ukraine(12)
Northern Europe	Finland, Norway, Sweden(3)
Oceania	Australia, New Zealand(2)
Middle East	Bahrain, Egypt, Israel, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Türkiye, UAE(10)
Africa	Algeria, Côte d'Ivoire, Ethiopia, Kenya, Morocco, Nigeria, Tanzania, Tunisia, Sudan, Syria, Uganda (11)

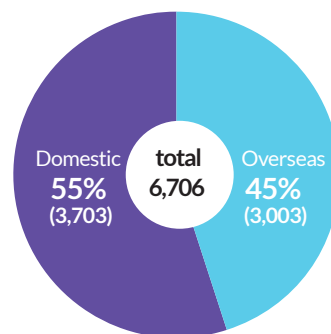


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Types of Participants(as of 2022)



Domestic/International Exhibitors (2013-2022 average)



Key results of media relations in 2022



351 media reports in 2022

Total 168 media outlets including broadcast interviews

Busan Contents Market (BCM) Main Business Contents



01 BCM MARKET

BCM Market is a representative event of the Busan Content Market that discovers various contents and supports investment, production, and distribution. More than 2,000 buyers and sellers from over 50 countries attend every year and transact more than \$100 million worth of content. The leading global market for Korean content, with cumulative transaction results of more than USD 1.346 billion.

BCM Market, the crown jewel of the Busan Content Market, attracts over 2,000 buyers and sellers from more than 50 countries every year who trade over \$100 million worth of content. In addition to broadcasting, BCM Market assists in the discovery, investment, and distribution of content of various genres, including webtoons, animation, movies, games, music, and social media creators. After being held offline for the first time in three years in 2022 due to the easing of COVID-19, it is expected to be held on a larger scale in 2023 to achieve a full recovery. Despite being the first market to go offline in Asia since the COVID-19 pandemic in 2022, BCM Market generated \$147 million in transaction value. BCM Market is strengthening its position as a global market leader by spearheading various genres of markets. In particular, <The Strange Lawyer Woo Young-woo>, which caused a sensation in domestic and global OTT, premiered at the Busan Content Market in 2022. As such, it was possible to see the original contents of comprehensive content companies leading the Korean content market at a glance. In 2023, BCM Market will continue to promote Korea's excellent content as a leader in the global content market and provide an opportunity to showcase the capabilities of K-content to the world.

BCM Market Features

- A marketplace that creates business opportunities for co-production, investment, distribution, and trade.
- A leading marketplace for new media content.
- A marketplace for content business in various rights areas.
- A business market that prioritizes the convenience of participants.

Content Classification

- Various contents centered on broadcasting, such as dramas, animation, films, documentaries, shows and entertainment, education, children, lifestyle, characters, licensing and merchandising, formats, mobile, and web content, etc.



02 BCM CONFERENCE

An international academic event that showcases and directs new media industry trends.

Explore the future of global content with a symposium on the diversification and convergence of core content genres.

A place for global leaders to network, energize markets, and foster collaboration.

The Busan Content Market's BCM Conference is an annual international academic event that introduces new trends in the content and media industry and suggests future directions. It is a platform that explores the present and future of global content through multifaceted topics on the diversification and convergence of core content genres. The BCM Conference provides an opportunity for content leaders to network and exchange ideas, revitalizing the global market and promoting collaboration. In 2022, the Busan Content Market took the initiative to diversify and converge core content genres such as OTT-specific programs, artificial intelligence content, metaverse, blockchain, virtual reality content, and convergence content based on advanced media. The new media content market has grown to a scale that exceeds that of the traditional media market by dozens of times, and new technologies such as metaverse, artificial intelligence, and OTT are converging with traditional media to form a new market. The BCM Conference was the first to introduce and respond to these global industry trends with a new theme every year. In 2022, the BCM Conference was strengthened with a total of eight sessions. The conference explored the present and future of global content and new possibilities through various topics, including the participation of the production team of Pachinko.

In 2023, the BCM Conference will also explore various perspectives on global content. It will provide opportunities for networking among related companies and writers, OTTs, production companies, broadcasters, buyers, and sellers. The conference will also provide a venue for exchanges to revitalize the global content market and promote collaboration.

Features of the BCM Conference include the following :

- A conference that explores trends and developments in the media industry
- An international event that fosters collaboration with the global content market
- A platform to network with content-related companies, OTT platforms, production companies, broadcasters, buyers, and others
- An opportunity to exchange information on content production in various genres and from international production companies.

BCM2022 Conference Highlight Sessions

Distinguish	Content	Speakers/Participants
Global Business Presentation and Format Screening	Global Business Presentation Format Screening	iQIYI SBS Contents Hub/WHYNOT Media/CJ ENM/KBS Media(Drama · Entertainment)
Discussion to Celebrate the 30th Anniversary to Korea and China Forging Diplomatic Ties		Xiaogang You China Television Drama Production Industry Association President Xiaohua GENG iQIYI Senior Vice President
Translating British media in Korea & Korean media in the UK	Translating media internationally	Jonathan Evans University of Glasgow Professor Darcy Paquet Translator, Busan Asian Film School Visiting Professor etc.
'The Era of Global Platforms, Global Projects	Pachinko, Stories on the Film Set'	Sebastian Lee Apple TV+ <Pachinko> Co-Executive Producer David Kim Entermmedia Content Co-Founder, <Pachinko> Co-Executive Producer Actor LEE DAE HO, Leo Joo etc.



03 BCM FUNDING

BCM Funding invests in various genres of content, including broadcast, webtoon, game, and solo media.

Business matching with BCM's investment advisory team, which consists of content experts from 30 leading Korean startup investment firms.

We provide opportunities for potential startups from home and abroad to take off, regardless of format.

BCM Funding invests in various genres of content, including broadcasting, webtoons, games, solo media, and metaverse. Through business matching with BCM's investment advisory team, which is composed of content experts from over 30 leading Korean startup investment firms, potential domestic and foreign startups and budding entrepreneurs can find opportunities to take a leap forward regardless of genre or format. The investment advisory team reviews various proposals and business plans and provides business matching opportunities that can lead to direct investment.

As the OTT market continues to grow at an astounding rate, new content markets are emerging on multiple platforms. There is now a demand for various genres and content that break away from traditional formats. For example, <Squid Game> and <The Strange Lawyer Woo Young-woo> were both unique and creative works that captured global audiences. BCM Funding is expected to provide opportunities to create and discover global content that can reach audiences worldwide, regardless of standards, genres, or formats.

BCM Funding Program



04 OTHER EVENTS

B2C programs that can be enjoyed by citizens as well as those involved in the content industry

Discover niche content markets and create opportunities for new business. It aims to be the only and most unique market and festival in the world.

In 2022, the Busan Content Market expanded beyond its B2B marketplace by introducing a variety of side event programs aimed at providing a sense of comfort and recovery through content to people around the world who are tired of the coronavirus pandemic. By discovering niche content markets, such as dogs and medical content, the market was enriched with B2C programs that could be enjoyed by not only content industry players, but also by all citizens, creating a new convergence content market. The ultimate goal of the BCM is to quickly capture new markets with growth potential, introduce them to the new system, and expand them into new businesses. The process aims to become a festival that everyone can enjoy, helping Busan Content Market establish itself as the largest interactive platform in Asia and the only and most unique market in the world. With unlimited possibilities and competitiveness, the BCM strives to create an unforgettable festival for people worldwide.

Other Events Program

Program	Content
BIC4Dog Celeb with Dog/Movie for Dog Academy for Dog/Conference of Dog Flea Market + Promote adoption of stray dogs	The World's First video content festival for dogs
MediFest Medical Drama Talk Concerts Medical Drama Awards/Academic Conference Medical Drama Street/MediFest Celeb with Fan	"Medical Content Festivals" aim to revitalize cities focused on medical tourism
Art Content & Board Game IP Market Holding blockchain/NFT combined digital content exhibitions and markets	Art meets technology, NFT market utilizing art content
Good Influencer Award Regular Academic Seminars/Academic Conference Good Influencer Awards/Good Influencer Zone	This festival aims to acknowledge "Good Influencers" identified by media scholars and experts from around the world.

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New Planning Programs

Program	Content
LATAM in BCM Emerging Region Content Demo Showcase: Latin America	To celebrate the 60th anniversary of diplomatic relations between Korea and Latin America, BCM2023 will collaborate with content markets in emerging regions of Latin America to explore the future of Latin American content.
International Movie and Content Ratings Forum '19+' Forum for Global Movie and Content Ratings	A forum will be held to discuss new issues and the expansion of classification policies not only for movies and videos but also for in response to the changing media environment



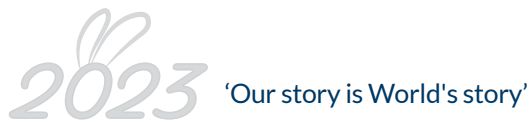
16th International BUSAN CONTENT MARKET



16th International 제 16 회 국제 부산콘텐츠마켓
BUSAN CONTENT MARKET

Busan Content Market(BCM) 2023 Overview

The Busan Content Market (BCM) has been growing annually since its establishment in 2007, attracting 229 companies from 18 countries in its inaugural year, which made it the largest content market in Asia. For 17 years, BCM has served as a global platform for emerging media from around the world and has become a prestigious festival that represents Busan, Korea, and K-content globally. BCM is renowned for providing a vibrant space for creators worldwide, focusing on new convergent media and rapidly changing trends in the global media industry. The 17th Busan Content Market is set to take place in May 2023, and it is being organized as a global festival for everyone to enjoy, including those in the content industry. The event will feature various side events, including market, funding, conference, academy, and networking programs.



- **Market Date**
B2B : 2023. 5. 31(Wed)~6. 2(Fri), 3 days
B2C : 2023. 5. 31(Wed)~6. 3(Sat), 4 days
- **Venue** : BEXCO(Busan Exhibition and Convention Center)
- **Theme** : Our story is World's story
- **Program** : BCM Market, BCM Funding, BCM Conference, BCM Academy, BCM Networking, Other events, etc.
- **Host& Organized by** : Busan Content Market Organizing Committee



BCM2023 Program		Remarks
Official Events	① Opening Ceremony ② Welcome Reception	
BCM Market		Running an offline booth
BCM Funding	① BIZ Matching ② BCM Global Pitching ③ BCM Funding Briefing ④ MOU Signing Ceremony for Investment	Offline progression, 1:1 offline counseling progression
BCM Conference		Offline progression
BCM Academy		Offline progression
BCM Networking	① Onboard Networking ② Buyer Seller Luncheon	Offline progression
Other events (B2C)	① BIC4Dog ② MediFest ③ Art Content & Board Game IP Market ④ Good Influencer Award	Offline progression (Good Influencer Award First and second half offline)
Asia Digital Broadcasting Academy		

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Busan Content Market(BCM) 2023 Sponsorship

BCM2023 presents a range of sponsorship programs with the goal of elevating the image of companies, optimizing advertising effectiveness, and streamlining product promotion. To fulfill diverse needs, a variety of sponsorship options are available. To ensure maximum impact, promotions are executed through a seamless blend of online and offline advertising techniques, aiming to immediately enhance the image of the company while concurrently raising awareness and favorability. Additionally, electronic invoicing serves as a convenient option for sponsors. Do not miss out on the opportunity to participate in the 17th Busan Content Market, scheduled for May 2023, and leverage the multitude of benefits offered by our sponsorship programs.

BCM Sponsorship Benefit program

	DIAMOND PREMIER 300 million or more	GOLD PREMIER 100 million or more	PREMIER 50 million or more	MECENAT Less than 50 million
Reception Co-host	Welcome Reception Co-host			
Awards	Award Presentation (Awards)			
Opening Ceremony Ads	Opening Ceremony Corporate Ad Screening			
ID Card	Show corporate logo on ID cards		Show corporate logo on ID cards	
Welcome Reception	Attend a welcome reception		Attend a welcome reception	
BCM Markets Internal advertising	BCM Market Internal Advertising (Internal installations, logo exposure)		BCM Market Internal Advertising (Internal installations, logo exposure)	
Market booth offerings	Provides a basic market booth (8 sizes)	Provides a basic market booth (4 sizes)	Provides a basic market booth (2 sizes)	
BCM Networking	Attend Onboard Networking Attend Buyer Seller Luncheon	Attend Onboard Networking Attend Buyer Seller Luncheon	Attend Onboard Networking Attend Buyer Seller Luncheon	Attend Buyer Seller Luncheon
Print ads /Logo on photo walls & promotional materials	2 sides of a classified ad (Directory) Show corporate logo on Opening & closing photowalls Show corporate logo on All Press Conferences Show corporate logo on Outdoor promotions		1 sides of a classified ad (Directory) Show corporate logo on Opening & closing photowalls Show corporate logo on All Press Conferences Show corporate logo on Outdoor promotions	
Show corporate logo on marketplace promotions	Classifieds (Directory) Poster Trailer	Classifieds (Directory) Poster Trailer	Classifieds (Directory) Poster Trailer	Classifieds (Directory) Poster Trailer
Show corporate logo on online promotional materials	Homepage Newsletters	Homepage Newsletters	Homepage Newsletters	Homepage Newsletters
Corporate Ads	Corporate promotions & video ads available	Corporate promotions & video ads available	Corporate promotions & video ads available	Corporate promotions & video ads available
Sponsored Results Reports	Provide	Provide	Provide	Provide
Invitations	10 flights, 10 nights, 10 IDs	7 flights, 7 nights, 7 IDs	5 flights, 5 nights, 5 IDs	3 flights, 3 nights, 3 IDs



Sponsor benefits available to Diamond Premier Sponsors (\$300K+):

- Co-host reception, awards presentation, and ad placement during the opening ceremony
- Corporate logo exposure on ID cards
- In-print advertisement: Directory advertisement, article and advertisement in Chosun Ilbo, JoongAng Ilbo, etc.
- Corporate logo exposure at all photo walls and press conferences, and advertisement during corporate promotions

Invitations to Opening ceremonies and BCM Networking for key VIPs and event participants

Program	Sponsor tiers	Content
Opening Ceremony Welcome Reception	Diamond & Gold Sponsors	Perform the opening ceremony ribbon cutting (key VIPs) Dinner for 30 key VIPs
Onboard Networking	Diamond & Gold & Premier Sponsors	For 150 domestic and international participants, An event held on board to promote Busan as the host city
Buyer Seller Luncheon	ALL Sponsors	Welcome luncheon for key domestic and international buyers and sellers

Multiply and install corporate promotional materials

Event entrance	Exposure of corporate logo	Exposure to corporate communications
BCM MARKET Entrance Showcase Back Wall BCM MARKET Banner BEXCO Large Banner Busan city banners, etc.	<ul style="list-style-type: none"> - Exposure of your logo on outdoor promotional materials around the Place - Homepage/Newsletter - Main screen on the official website - Official event printed materials - Posters / - Trailers, etc. 	<ul style="list-style-type: none"> Advertise in the Market Directory Showing promotional videos at the event Basic booth at the market (Depending on tier)

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BCM major domestic and international exhibitors

KBS Media, MBC, MBC Plus, SBS, EBS, JTBC, CJ E&M, Arirang TV, iHQ, KBSN, SkylifeTV, Korea Drama Production Association, Korea Animation Industry Association, Samhwa Networks, Pan Entertainment, all3media International, Banijay Rights, Bomanbridge Media, Caracol Internacional, Fremantle Media, Echo Rights, Entertainment One, ITV Studios Global Entertainment, Keshet International, MediaQuiz Entertainment International Company, NBC Universal, Red Arrow Studios International, TVP Polish Public Television etc.

Sponsorship Contact : Busan Content Market Organizing Committee PR Team
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