



Busan Contents Market Organizing Committee

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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

THE TV SERIES

주요 캐릭터

10월 10일 첫공개
원격식



Overview of Busan Content Market (BCM)

Busan Content Market (BCM) is a global content trading platform created by Busan, an audio-visual media industry city. Since its inception in 2007, it has grown into Asia's leading content market.

BCM serves as a window to introduce Korea's K-content to the world and is often the first to showcase global industry trends.

Launched in 2007 in Busan, the center of Asia's audio-visual media industry, the Busan Content Market (BCM) was created to connect the city with the world and establish it as a global media hub. Its inaugural event was a remarkable success, attracting 229 companies from 18 nations, including major broadcasters, cable TV, and DMB operators, along with around 400 participants,

Chaired by the Mayor of Busan, BCM comprises an esteemed panel of members, advisors, and experts representing domestic and international content professionals, investment firms, production houses, media companies, and multi-channel networks. It hosts an annual Content Market every spring, gathering content sellers and buyers worldwide in the maritime city of Busan.

A B2B marketplace that supports matching investment, production, and distribution of various content such as dramas, animations, entertainment, documentaries, webtoons, games, music, and social media.

What began as a marketplace focused on broadcast dramas has transformed over the years into a comprehensive market platform for varying content. It now facilitates financing and provides an exclusive pitching session, and opportunities to explore the distribution of diverse content across genres like webtoons, animation, films, games, music, social media, and more. BCM also organizes various B2C events, allowing industry stakeholders, experts, and creators to participate, consult, and collaborate, establishing it as a premier content festival in Korea, Asia, and globally.

02|03



Our story is your story

17th INTERNATIONAL BUSAN CONTENT MARKET

부산콘텐츠마켓
2023 05.31 - 06.02
BEXCO, BUSAN, KOREA

www.bcm2023.com



비상구
EXIT



The Love in Your Eyes

KBS Media

Apple TV+

BUSAN CONTENT MARKET

EXCHANGE

The World They've

PLAYLIST

PLAYLIST

BCM 2023

제17회 부산콘텐츠마켓

BCM 2023

제17회 부산콘텐츠마켓

HelloVision

Asia's largest global marketplace that showcases Busan, Korea, and K-content to the world and is the first to introduce global industry trends.

In today's digital age driven by artificial intelligence and the Fourth Industrial Revolution, global networking is pivotal for the media and content industry. The rise of over-the-top (OTT) platforms has amplified the demand and influence of video content worldwide. BCM serves as a gateway to introduce Korean K-content globally while being at the forefront of showcasing international industry trends. It hosts conferences delving into the media landscape and provides opportunities through BCM Funding for creators across Asia to plan, produce, and pitch diverse content to professional investors. This fosters content development in Asia while reinforcing BCM's position as a global leader. The market curates novel experiences that appeal not just to industry professionals but to people everywhere by seamlessly integrating various new events.

The 18th Busan Content Market in 2024 aims to cement its position as a vital nexus connecting the global content marketplace with Asia and Korea. Through a comprehensive array of programs spanning the B2B and B2C spheres across diverse genres, this edition will provide a premier platform to spotlight the prowess and capabilities of Korean K-content on the worldwide stage.

From facilitating business deals to captivating audiences, BCM 2024 is poised to establish itself as a key exchange hub where the international content industry converges to explore opportunities in the Asian market and beyond. Coming off a successful 2023 with a transaction value of USD 167.49 million post the COVID-19 challenges, the 18th Busan Content Market in 2024 aims to solidify its status as a key convergence point. From facilitating business deals to captivating audiences, BCM 2024 is poised to establish itself as a key exchange hub where the international content industry converges to explore opportunities in the Asian market and beyond.

Rallying under the slogan "Busan Meets Global Media Content Leaders," it will bring together content leaders from worldwide along with K-content enthusiasts. The event will provide a comprehensive slate of B2B and B2C programs spanning diverse genres to showcase the prowess of Korean content on the global stage while serving as a vital nexus connecting the international content market with Asia and Korea.

04|05



Busan Content Market (BCM) Past Performance

Human Network, Contents Network!

Participation of major broadcast content companies around the world, including FOX TV, BBC, NHK, ATV, etc.
More than 20,000 visitors participated
Became Asia's leading broadcast video market and B2C festival

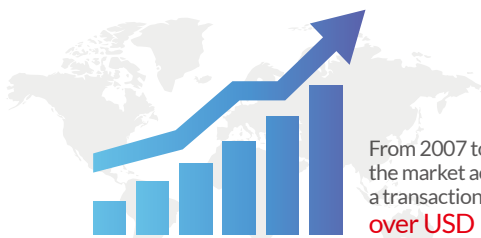
New Contents, New Network, Contents 10th

10th anniversary of Busan Contents Market
More than 1,000 companies participated
Transaction volume exceeded \$100 million for the first time (\$176.2 million)
Since 2016, the market has grown into a market with a transaction volume of over 100 million dollars
(*Excluding the year held online due to Corona)

Our story is Your story

Achieved full recovery to pre-COVID-19 levels, indicating resilience and adaptability.
Pioneered and signed memorandums of understanding (MOUs) in emerging markets such as Latin America and Africa, expanding its global presence.
Established as a global market with more than 100 million KRW traded for three consecutive years, consolidating its position in the industry.

Historical trading performance



From 2007 to 2023, the market achieved a transaction value of over USD 1.513 billion.

▶ Since 2016, the market has consistently exceeded a transaction volume of \$100 million annually. (*Excludes years held online due to COVID)

Trade Performance in 2023



- **Transaction Value**
The 2023 edition witnessed a robust transaction value of **USD 167.49 million**.
- **Consecutive Milestone**
This marks the third consecutive year that BCM transactions have surpassed the USD 100 million threshold, highlighting its consistent growth trajectory.

Life is Contents!

Domestic and international terrestrial broadcasters, cable TV, DMB, etc.
25 countries, 229 companies, 500 participants, the largest event of its kind in Asia

2011

Family is Our Contents

First participation by Walt Disney Company, a global video content company
Participating countries exceeded 50
More than 50,000 visitors attended the festival

2013

2016

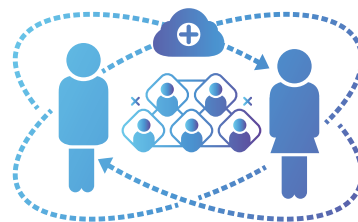
Connecting the World with Content

Held a Hybrid online-offline market
Recorded a record \$175.43 million in transactions despite COVID-19
Exceeded \$100 million in single transaction volume for BCM funding consultation

2021

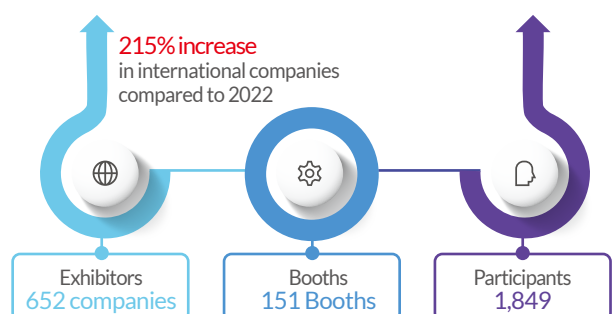
2023

Participation Status



Total buyer and seller attendance: **24,000+ in total**

Participation Overview in 2023



Busan Content Market (BCM) Major Performance

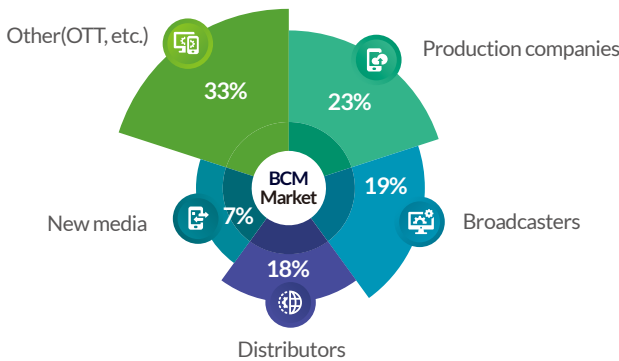
Participating countries in 2023

BCM 2023 welcomed participants from a total of **41 countries**.

Northeast Asia	Japan, China, Hongkong, Taiwan, Korea(5)
South East Asia	Bangladesh, Brunei, Cambodia, Pakistan, Philippines, India, Indonesia, Malaysia, Myanmar, Vietnam, Philippines, Singapore, Thailand(12)
Central Asia	Kyrgyzstan, Uzbekistan, Mongolia(3)
North America	U.S.A., Canada(2)
Central and South America	Argentina, Brazil, Costarica, Panama(4)
Western Europe	Italy, Netherlands, U.k., France, Germany, Portugal(6)
Eastern Europe	Greece, Russian Federation(2)
Oceania	Australia(1)
Middle East	Iran, Jordan, U.a.e, Turkey(4)
África	Kenya, Nigeria(2)

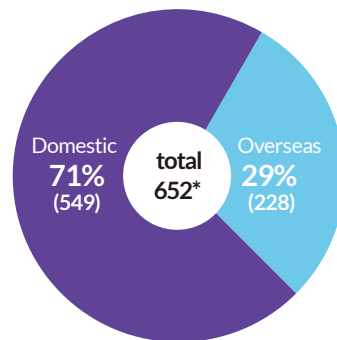


Types of Participants



Domestic/International Exhibitors

*Excludes duplicates



16 new countries
compared to the previous year

Expansion of Participating Countries

- In 2023, there was a significant increase in the number of participating countries, with 16 new countries compared to the previous year.

New Partnerships

- A memorandum of understanding (MOU) was signed with the Costa Rican Film Commission and MACCU to explore emerging markets in South America, leading to the inclusion of 3 new countries: Argentina, Brazil, and Costa Rica

New Continents Represented

- Increased participation was observed from new continents, including Southern Europe and West Asia. Specifically, Greece and Italy joined from Southern Europe, while Iran joined from Western Asia.

Expansion in Existing Markets

- Efforts were made to expand in existing markets across Asia, the Middle East, and beyond:
- Southeast Asia saw the inclusion of Bangladesh, Brunei Darussalam, Cambodia, and Pakistan.

Busan Content Market (BCM) Major Business Content



01 BCM MARKET

Overview

The BCM Market serves as the pinnacle of the Busan Content Market, offering a platform for discovering diverse content and supporting investment, production, and distribution.

Global Reach

It stands as a leading global market for Korean content, attracting over 2,000 buyers and sellers from more than 50 countries annually. In 2023, it achieved a transaction value of \$167 million.

Market Development

The market continues to expand its offerings, including ventures into emerging markets such as the North American and European webtoon IP trading platform markets.

Global Reach

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BCM Market Features

- Facilitates business opportunities for co-production, investment, distribution, and licensing.
- Leading market for new media content, offering opportunities across various copyright areas.
- Prioritizes participant convenience to ensure seamless transactions.
- Content Classification: Encompasses a wide range of content genres, including drama, animation, film, documentary, entertainment, education, and more.

Content Classification

- Various contents centered on broadcasting such as drama, animation, film, documentary, show, entertainment, education, children, lifestyle, character, licensing, merchandising, format, IP, mobile and web contents, A.I.(Artificial Intelligence) contents, etc.



02 BCM FUNDING

Investment Scope

BCM Funding invests in various content genres, spanning broadcasting, webtoons, games, solo media, metaverse, and more.

Business Matching

It facilitates business matching with the BCM Investment Advisory Group, comprising experts from over 30 leading Korean startup investment firms.

Opportunities

Provides diverse opportunities for both domestic and foreign startups and pre-founders to advance their ventures regardless of genre or format.

Recent Developments

In 2023, BCM Funding expanded its scope to include investment and business matching in convergence genres like metaverse and blockchain, in addition to traditional broadcasting content.

Success Stories

Notable achievements include the establishment of the BCM Global Pitching initiative, resulting in significant investments and partnerships totaling approximately USD 200 million. Additionally, the signing of investment agreements between leading domestic startup investment firms and content production companies quadrupled the investment amount from the previous year.

Future Outlook

BCM Funding aims to continue fostering opportunities for creating and discovering global content with a focus on securing a global audience across various standards, genres, and formats.

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BCM Funding Programs



03 BCM CONFERENCE

Overview

The BCM Conference is an international academic event that presents new trends in content and media industries while proposing future directions. It explores current and future global content through diverse topics on the convergence and diversification of core content genres.

Highlights

- **Media Content Leadership Summit:** The conference organizes a summit for emerging markets by co-hosting the 2024 <Asia Content Leadership Conference> with partner media organizations.
- **2023 Focus:** In 2023, the conference delved into the entire new media content industry environment, including OTT original programs, artificial intelligence content, and the creator economy. It emphasized a humanistic view of content and discussed responsible and ethical content production amidst rapid market changes.
- **Theme:** The conference was acclaimed for its focus on 'Genre Convergence Content', facilitating discussions on institutional changes to prevent indiscriminate stimuli and drive industry upgrading strategies. It addressed the blurring of content genres due to the emergence of various convergence content.
- **Global Industry Trends:** The BCM Conference leads in introducing global industry trends and suggesting responses to them, such as the LATAM in BCM conference for media exchange and cooperation in Latin America to explore new markets.
- **Expansion and Sessions:** In 2023, the conference expanded to 13 sessions, including participation from producers of the Cannes International Series Festival-invited film 'Jongidal', to explore the present and future of global content and new possibilities.
- **Upcoming Event:** In 2024, it will co-host the Asia Content Leadership Conference with Chosun Ilbo, providing networking opportunities among media groups, OTTs, producers, broadcasters, buyers, and sellers worldwide to revitalize the global content market and promote collaboration. An international academic event that introduces new content and media industry trends and suggests future directions.

Featured Sessions at the 2023 BCM Conference

Category	Content	Speakers/Participants
International Video Content Ratings Forum	The changing face of content creators : From ratings to responsibility	Dev Ross (Writer of <The New Adventures of Winnie the Pooh>, Hollywood producer/Emmy Award winner, etc.)
LATAM in BCM	Understanding the Latin American Biz landscape and content marketplace	José Castro (President of the Costa Rica Film Commission, etc.)
	The present and future of the creator economy	Dr. Egg (creator), Eastar TV (creator), etc.
The age of Global platforms, Global Projects	Diversified planning strategies and production of OTT originals and TV series in a turbulent platform market	Minseol Park (Executive Producer, KT Studio Gini), Director Yoo Jong-sun, Actor Lee Siu, etc.
International Conference on AI Content	AI, Content, Data	Claire Stark (UN Coordination Officer, UNESCO Coordinator, etc.)



04 GOOD INFLUENCER AWARDS

Overview

The Good Influencer Awards is a B2C program designed not only for industry professionals but also for the general public. It celebrates influencers who make a positive impact by promoting content with diverse values.

Objective

The goal is to foster new business opportunities while establishing itself as a unique and globally recognized market by hosting a festival that appeals to people worldwide.

2023 Event

In 2023, the Busan Content Market introduced various side event programs beyond the B2B marketplace to offer comfort and entertainment amid the pandemic. Among these, the Good Influencer Awards emerged as a new event in collaboration with BCM. It aimed to recognize influencers who positively influence society by focusing on social issues and values rather than solely on their follower count.

Selection Process

The Good Influencer Awards stands out as the first global initiative to honor creators in eight categories based on a preliminary screening by 120 content experts and 15 main judges. Winners were chosen across fields such as social impact, companionship, education, comfort, daily information, culture and arts, science, and future influencers.

Expansion

In 2024, the awards plan to expand to 20 categories to recognize more influencers and foster a content ecosystem that prioritizes socially valuable and meaningful creative work.

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Award Categories and Winners

The 2023 Good Influencer Awards recognized influencers in various categories, including social impact, companionship, science, comfort, liberal arts, daily information, arts & culture, and future influencers. Winners included popular channels such as Saena View Industry and individual YouTubers known for their impactful content.

NO.	Award Categories	Winning Channels	YouTubers (Performers)
1	Social	사내뷰공업	Kim So-jeong
2	Companionship	강형욱의보듬TV	Kang Hyung-wook
3	Science	안될 과학	Kang Sung-joo, Kong Jin, Guesso, Lee Sang-gon, Park Jin-young
4	Comfort	Park Sang-mi Radio	Park Sang-mi
5	Liberal Arts	Choi Jae-cheon's Amazon	Choi Jae-cheon
6	Daily Information	Ha Jung-hoon's Boo Boo 119 Pediatrics	Ha Jung-hoon
7	Arts & Culture	Culture and Arts for You	Lee Ji-hyun, Moon Yu-sun, Sim Ji-eon, An Bu, Lee Jang-wook
8	Future Influencers	Eighteen Adult TV	Beautiful Foundation



17th INTERNATIONAL
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17th INTERNATIONAL
BUSAN CONTENT MARKET

is your story

our story is yo

Busan Content Market (BCM) 2024 Event Information

The Busan Content Market, established in 2007, has seen steady growth since its inception, initially hosting 229 companies from 18 countries and maintaining its position as Asia's largest content market. Over 18 years, it has evolved into a global platform for new media, representing Busan, Korea, and K-content worldwide. Continuing this legacy, the 18th Busan Content Market aims to be a comprehensive global festival for all facets of the content industry. Scheduled for May 2024, the event promises to cater to market participants, funding partners, conference attendees, academia, and networking participants, alongside a range of engaging side events.

2024 'Busan Meets Global Media Content Leaders'

- **Date**

First half: May 22, 2024 (Wednesday) to May 24, 2024 (Friday) - 3 days

Second half: November 2024 - Good Influencer Award and Asian Digital

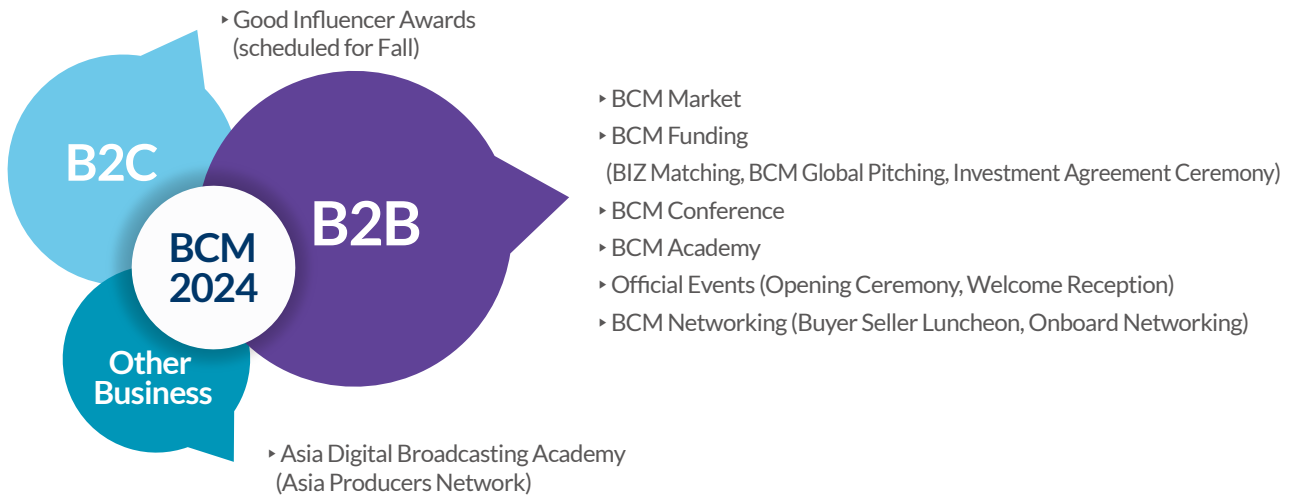
- **Venue** : Busan Exhibition & Convention Center (BEXCO), Hall 1, Exhibition Hall 3

- **Theme** : Busan Meets Global Media Content Leaders

- **Program**: BCM Market, BCM Funding, BCM Conference, BCM Academy, BCM Networking, side events, etc.

- **Organizer**:  Busan Content Market

- **Sponsor** :  Ministry of Culture, Sports and Tourism  BUSAN METROPOLITAN CITY



Busan Contents Market (BCM) 2024 Sponsorship

BCM2024 offers a diverse range of sponsorship programs designed to enhance branding, improve product marketing effectiveness, and facilitate efficient promotions for clients. These programs utilize a mix of online and offline advertising methods to bolster company brand values, increase awareness, cultivate favorability, and yield immediate results. The Sponsorship Package Program is structured as follows:

BCM Sponsorship Benefit program

	DIAMOND PREMIER 500 million or more	GOLD PREMIER 300 million or more	PREMIER 100 million or more	MECENAT Less than 100 million
Reception Co-host	Opening or Closing Reception			
Awards	Presenting awards (Awards)			
Opening Ceremony Ads	Opening or closing corporate commercials			
ID Card	ID card Logo Exposure	ID card Logo Exposure		
Opening Ceremony Welcome Reception	Attendance at the Welcome Reception	Attendance at the Welcome Reception		
BCM Market Internal advertising	Inside BCM Market (Internal installations, Logo Exposure)	Inside BCM Market (Internal installations, Logo Exposure)		
Market booth offer	Basic booth at the market (8 booths)	Basic booth at the market (4 booths)	Basic booth at the market (2 booths)	
BCM Networking Program	Attendance at on-board networking Attendance at Buyer Seller Luncheon	Attendance at on-board networking Attendance at Buyer Seller Luncheon	Attendance at on-board networking Attendance at Buyer Seller Luncheon	Attendance at Buyer Seller Luncheon
Logo Exposure on photo wall and promotional materials	2 pages of print advertising (directory)	1 pages of print advertising (directory)	1 pages of print advertising (directory)	1 pages of print advertising (directory)
	Opening and Closing Photo Wall Logo Exposure	Opening and Closing Photo Wall Logo Exposure	Opening and Closing Photo Wall Logo Exposure	Opening and Closing Photo Wall Logo Exposure
	All press conferences Logo Exposure	All press conferences Logo Exposure	All press conferences Logo Exposure	All press conferences Logo Exposure
	Outdoor promotional materials Logo Exposure	Outdoor promotional materials Logo Exposure	Outdoor promotional materials Logo Exposure	Outdoor promotional materials Logo Exposure
Market promotional materials Logo Exposure	Print ads (directories) Logo placement	Print ads (directories) Logo placement	Print ads (directories) Logo placement	Print ads (directories) Logo placement
	Poster logo placement	Poster logo placement	Poster logo placement	Poster logo placement
	Trailer logo placement	Trailer logo placement	Trailer logo placement	Trailer logo placement
		Admission ticket logo placement	Admission ticket logo placement	Admission ticket logo placement
Online promotional materials Logo placement	Homepage logo placement Logo placement in newsletters	Homepage logo placement Logo placement in newsletters	Homepage logo placement Logo placement in newsletters	Homepage logo placement Logo placement in newsletters
Corporate advertising	Corporate promotions available Video ads available	Corporate promotions available Video ads available	Corporate promotions available Video ads available	Corporate promotions available Video ads available
Sponsor results report	Offer	Offer	Offer	Offer
Invitations	10 invitation flights, 10 nights accommodation, 10 IDs	7 invitation flights, 7 nights accommodation, 7 IDs	5 invitation flights, 5 nights accommodation, 5IDs	3 invitation flights, 3 nights accommodation, 3 IDs



Diamond Premier Sponsor (500 million and more) Sponsor Benefits

- Reception co-host, award presentation, opening and closing advertisements
- Logo exposure on ID card
- Print advertisements: Directory advertisements, articles and advertisements in Chosun Ilbo, Joongang Ilbo, etc.
- Logo exposure on all photo walls and press conferences, and advertisement in corporate promotions

Invitations to opening ceremonies and BCM networking programs for key VIPs and event participants

Event	Sponsor tiers	Content
Opening Ceremony Welcome Reception	Diamond & Gold Sponsors	Hosting a major VIP opening ribbon cutting Luncheon for 30 key VIPs
Onboard Networking	Diamond & Gold & Premier Sponsors	For 150 domestic and international participants, An event held on board the ship to introduce Busan as the host city
Buyer Seller Luncheon	ALL Sponsors	Welcome luncheon for major domestic and international buyers and sellers

Multiple exposure and installation of company promotional materials

Venue Entrance	Corporate Logo Exposure	Exposure of corporate promotional materials
CM MARKET Entrance Showcase Back Wall BCM MARKET Banner BEXCO Large Banner Busan city banners, etc.	Outdoor publicity around the venue Logo exposure on productions - Homepage/Newsletter - Main screen on the official website - Event official printed materials - Posters - Trailers, etc.	Market directory print ads Promotional video screening at the event Standard booth at the market (Depending on the level)

Sponsorship Contact : Busan Content Market Organizing Committee
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