

# Asia Digital Broadcasting Academy & Asia Producers Network

## 2025 아시아 디지털방송 아카데미

### Recruiting participants

**Analysis of the Current Status and Market Size of Short-form Content Production, and Exploring Future Development Strategies for K-Content**

#### Event Overview

- Title** Asia Digital Broadcasting Academy & Asia producers Network
- Event Period** 2025. 5. 28.(Wed) – 5.29.(Thu), 2 days
- Venue** Busan Exhibition and Convention Center(BEXCO)
- Organizer·Host** BCM (사) 부산콘텐츠마켓조직위원회  
Busan Content Market Organizing Committee
- Purpose**
  - Introducing renowned domestic and international content along with case studies on successful strategies.
  - Providing an in-depth analysis of the current landscape and future development plans for short-form content through insights from key media industry professionals.

#### Eligibility

- Domestic and international media professionals
- Graduate students in related fields

#### How to apply

##### How to apply

Submit application form via email : purple\_chili@naver.com

\*Download the application form: Go to the BCM website → Asia Digital Broadcasting Academy → Download the application form.

##### Application period

~2025. 05.01 (Thu) midnight (KST)

\* Application may close early

##### Participants

40 people from Korea and abroad

\* New participants will be given priority (non-participants in the past), 1 person per company will be given priority

##### Selection announcement

2025. 05. 02. (Fri) / Individual

\* The schedule may change due to circumstances of the organizer.

#### Honorarium

- Issuance of certificate of completion
- Accommodation (3 nights/ 1 person per room)
- Opportunities for networking meetings
- Benefit: : 50% discount on registration for BCM2025 (BCM Market, BCM Funding, BCM Conference)

#### Note

- If the selected trainee cancels participation for voluntary reasons, they cannot be changed to another participant from the same organization.
- If they drop out during the training schedule, their support will be discontinued and their participation in future training will be restricted.

#### Lectures

Date	Time	Content
5/28 (Wed)	14:00 ~ 14:20	Chairperson's Welcome Remarks   Participant and Event Overview
	14:20 ~ 15:30	KANG Jayden   Kakao Entertainment VP <b>Shorts-fiction: The Rise of the Bite-Sized Content</b>
	15:40 ~ 16:50	KWON Bitna/ LEE Jieun   Thepinkfongcompany - Chief Strategy Officer/ Entertainment Content Team Lead <b>Global IP Short-Form Strategy of The Pinkfong Company, No.1 on YouTube</b>
	18:30 ~ 20:00	Attendee Networking

Date	Time	Content
5/29 (Thu)	13:00 ~ 14:10	BAI YICONG   Youth Committee of China Television Drama Production Industry Association/ President <b>Current Status and Development Trends of China's Short-Form Dramas</b>
	14:20 ~ 15:30	PARK Jeebok   CODE CRAYON CEO <b>Current Status of the Short-form Drama Market and Understanding the Short-form Drama Business</b>
	15:40 ~ 16:50	TAKEKAWA MOTOI   UniReel CEO <b>Market Size and Future Development Strategies of Short-form Content Platforms</b>
	16:50~ 17:00	Closing remarks

\* Subject to change depending on the organizer's circumstances

Contact | Asia Digital Broadcasting Academy & Asia Producers Network Person In Charge

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