

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)

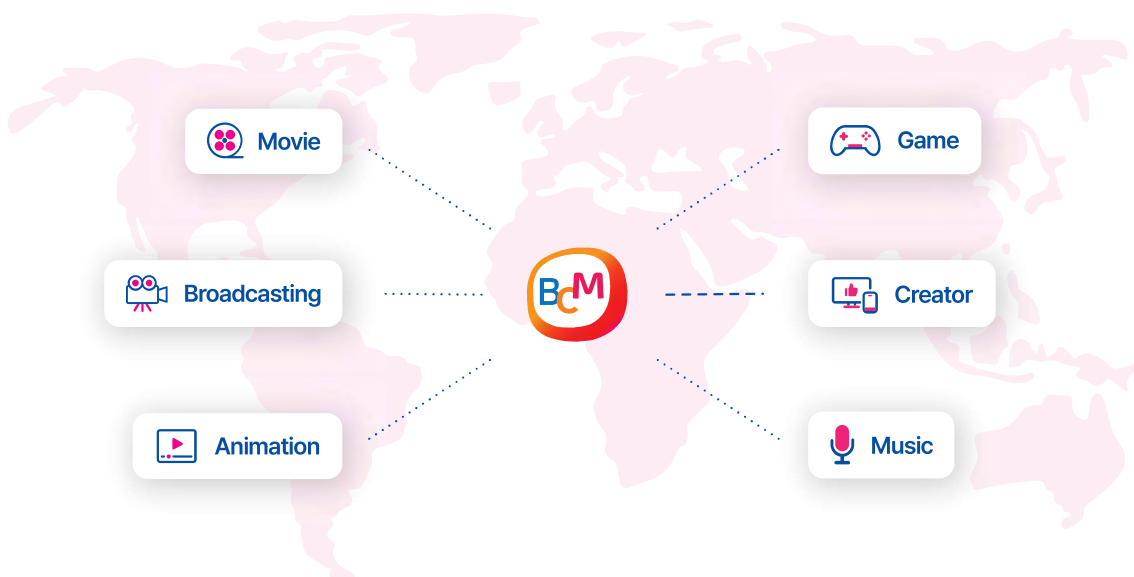
Busan Content Market (BCM) is a global content trading platform created by Busan city, Since its beginning in 2007, it has grown into Asia's leading content market, BCM serves as a window to introduce Korea's K-content to the world

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. Through continuous growth, BCM has grown into a comprehensive content market with over 1,000 companies from 50 countries participating each year and annual transactions exceeding 200 million dollars. 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

The market, which was held 20 years ago with a focus on broadcast dramas, has developed into a content market of various genres over the years and has now established itself as a B2B marketplace that supports the discovery, investment, production, and distribution of content of various genres, including not only broadcasts but also webtoons, animations, movies, games, music, social media, and AI. In addition, various B2C events are held where industry professionals and experts in each field, as well as content creators in the relevant genre, can freely participate, consult, and discuss, growing one step further as a content festival representing Korea and Asia and encompassing the entire world.

02 | 03





Busan Content Market [www.ibcm.tv](http://www.ibcm.tv)

18th International  
**BUSAN CONTENT MARKET**  
 부산콘텐츠마켓

2024. 5. 22. WED - 5. 24. FRI  
 BEXCO, BUSAN, KOREA

Host & Organized by (주)부산콘텐츠마켓조직위원회  
 Supported by 부산체육관광국 부산광역시  
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3A

피칭라운지 Pitching Lounge

BUSAN CONTENT MARKET

2024 BICM 2024 BICM Global Pitching Schedule

3-A A5-1 A5-2 A5-3

엘지유플러스 스튜디오 엑스플러스유 LGU+ STUDIO X+U

엘지유플러스 스튜디오 엑스플러스유 LGU+ STUDIO X+U

(주)피플앤스토리 People&Story

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7/1 U\*Mobile tv

피플앤스토

China Television Drama Production Industry Association

18th International BUSAN CONTENT MARKET

2024. 5. 22. WED - 5. 24. FRI BEXCO, BUSAN, KOREA



## BCM is the largest content market in Asia that introduces Busan, Korea, and K-content to the world and is the first to introduce global industry trends

If the Busan International Film Festival and over 200 domestic film festivals in Korea have become a window for introducing Korean films to the world, the Busan Content Market, the only content trading platform established by a local government, has become a key player in helping content such as K-dramas and K-pop gain global influence. The 4th Industrial Revolution technology represented by digital and artificial intelligence is turning the entire globe into a single market. In particular, global networking is becoming more important than any other industry in the media and content industry. The spread of OTT and the diversification of platforms have led to an increase in demand and influence for content, and the new media market is growing endlessly and is forming a new convergence media by combining with various industries. In such a rapidly changing time, the BCM is a window for introducing Korea's K-content to the world and a first step in introducing global content industry trends. Every year, BCM hold international conferences with new and diverse topics to analyze the landscape of the media industry, and BCM also hold Funding, which allows creators from Asia and the world to directly plan and produce content of various genres and introduce them to professional investors, thereby leading the development of Asian content. In addition, BCM hold various B2C events that the public can enjoy together.

## A platform where sellers, buyers, and producers come together across various genres. Place for exchange between emerging markets and key mainstream markets The 19th International Busan Contents Market (BCM) 2025

The 2024 Busan Content Market has once again established itself as the largest content transaction market in Korea and Asia, recording a transaction amount of over 200 million dollars for the first time since its launch. The Busan Content Market, which will be held for the 19th time in 2025, will once again gather content industry professionals and K-content lovers from around the world in Busan on a spring day under the slogan 'Our Story is Your Story' and 'Busan meets Global Media Content Leaders'. The Busan Content Market has established itself as a key exchange venue connecting the global content market, Asia, and Korea by providing a variety of programs, from B2B programs that can promote the capabilities of K-content to the world, to B2C programs that cross various genres.

04 | 05



## Busan Content Market (BCM) Past Performance

### Human Network, Content Network!

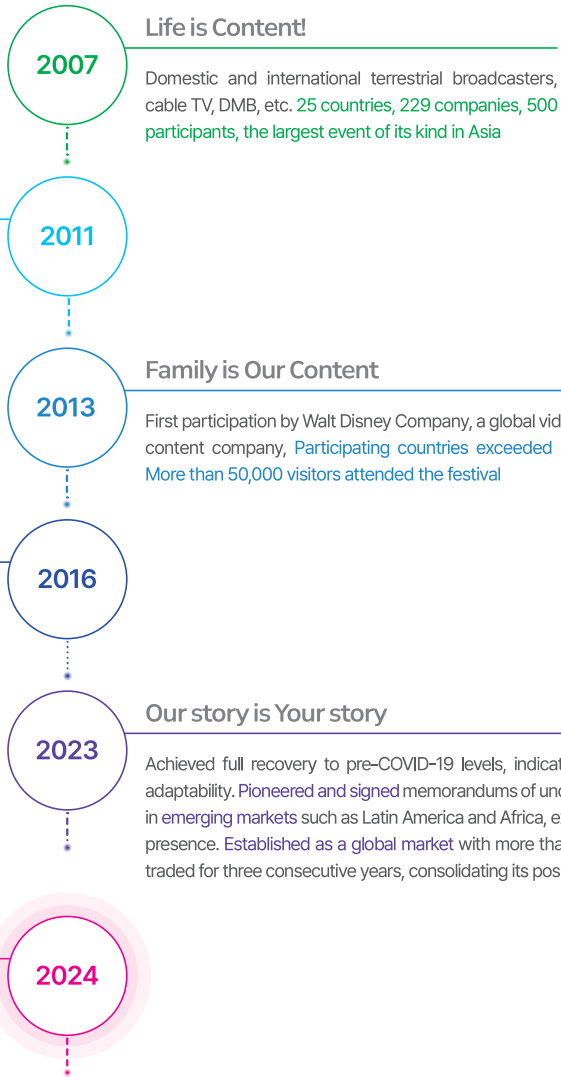
Participation of major broadcast content companies around the world, including FOX TV, BBC, NHK, ATV, etc. More than 20,000 visitors participated. Became Asia's leading broadcast video market and B2C festival.

### New Content, New Network, Content 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).

### Busan Meets Global Media Content Leaders

Opening up emerging markets in Eastern Europe and Africa, including Serbia and South Africa. Recording the highest transaction volume of \$221.58 million.



## | Past Transaction Performance

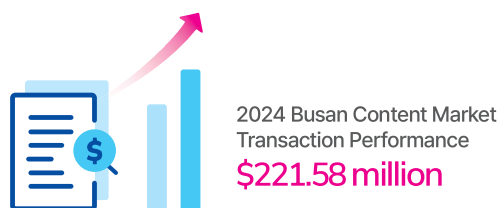


⌚ Has grown into a market with a transaction volume of over \$200 million by 2024.

## | Participation Status

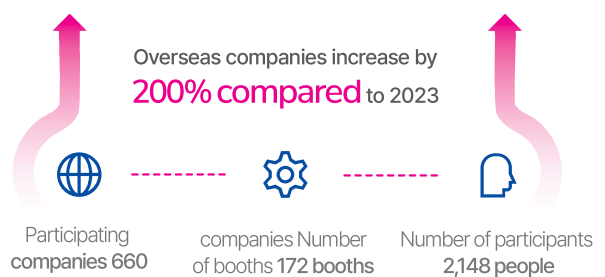


## | 2024 Trading Performance



⌚ Annual transaction volume exceeds \$200 million

## | 2024 Participation Status



## Key Achievements of Busan Content Market (BCM)

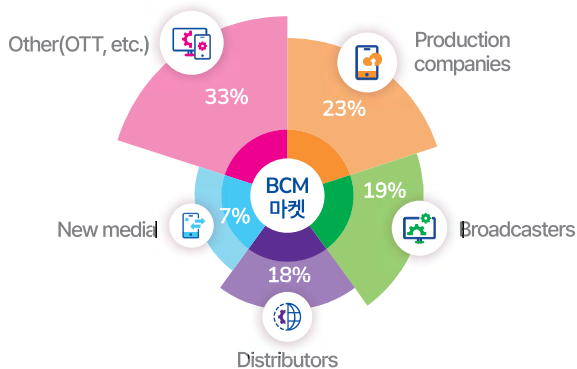
A total of **73 countries** participated

Northeast Asia	Japan, China, Hongkong, Taiwan, Macao, Korea (6)
Southeast Asia	Bangladesh, Brunei, Cambodia, Pakistan, Philippines, India, Indonesia, Malaysia, Myanmar, Vietnam, Singapore, Thailand, Nepal, Sri Lanka, Brunei (15)
Central Asia	Kyrgyzstan, Uzbekistan, Mongolia, Pakistan (4)
North America	U.S.A., Canada (2)
Latin America	Argentina, Brazil, Costa Rica, Panama, Mexico, Columbia, Chile, Peru, Paraguay (9)
Western Europe	Italy, Netherlands, U.K., France, Germany, Portugal, Spain, Austria, Belgium (9)
Northeast Europe	Greece, Russian Federation, Serbia, Croatia, Czech, Ukraine, Romania, Hungary, Bulgaria, Finland, Lithuania, Estonia, Poland, Norway (14)
Oceania	Australia, New Zealand (2)
Middle East	Iran, Jordan, U.A.E, Turkiye, Saudi Arabia, Israel (6)
Africa	Kenya, Nigeria, Republic of South Africa, Ethiopia, Tanzania, Morocco (6)

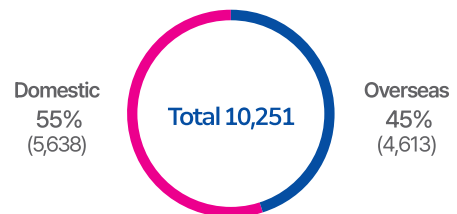


06 | 07

### | Types of Participants (As of 2024)



### | Domestic / International Exhibitors (2013-2024 Average)



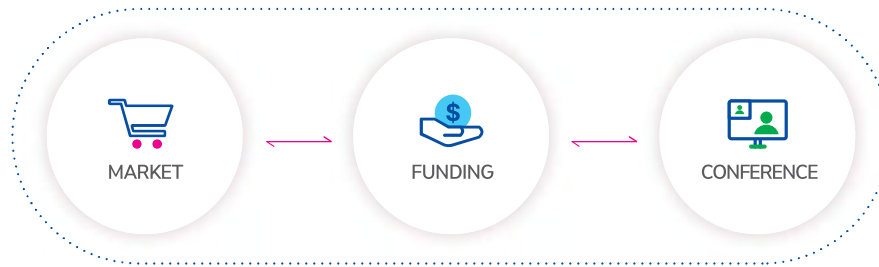
\*Excludes duplicates

Key Achievements  
in 2024

Busan OTT Series Awards(BOSA) Establish  
Good Influencer Awards Globalization

Transaction value  
exceeds \$200 million

## Busan Content Market (BCM) Key Business Details



### 01 BCM MARKET

BCM Market, the core of Busan Content Market that discovers various contents and supports investment, production, and distribution. Over 2,000 buyers and sellers from over 50 countries participate every year. A global market leading the Korean content market with a transaction volume of 221.5 million dollars in 2024. Following the development of emerging markets in Central and South America in 2023 and Eastern Europe in 2024, it plans to develop emerging markets in North America and Africa in succession.

BCM Market, which can be called the core of Busan Content Market, is a place where 2,000 buyers and sellers from over 50 countries participate every year and trade content worth over 100 million dollars. BCM Market discovers content of various genres such as broadcasting, webtoons, animation, movies, games, music, and social media creators, receives investment, and supports the production and distribution of content. BCM2024, which has confirmed the dazzling potential for development as Asia's unrivaled content market, is solidifying its position as a global market by recording a transaction amount of 221 million dollars. In 2023, it overcame the tunnel of the COVID-19 pandemic, and in 2024, as the number of new participating countries and companies increased, an environment was created where it could focus entirely on the content business. In addition to domestic terrestrial and comprehensive broadcasting companies and production companies, many small and medium-sized enterprises participated through the operation of the BCM Small and Medium Business Support Center. In particular, in 2023, following the Central and South American market, an MOU was signed to develop emerging markets such as Africa and Eastern Europe in 2024, and diverse media exchange cooperation was achieved. Following this, in 2025, it is expected to be an opportunity to promote Korean content and showcase the capabilities of K-content to the global market through meetings with various global buyers, such as developing the Eastern European and West African trading platform markets and expanding the market through attracting joint booths by country.

#### | 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 FUNDING

BCM Funding, where content investments are made in various genres such as broadcasting, webtoons, games, social media, and metaverse. Business matching with the BCM Investment Advisory Group, which consists of content investment review specialists from over 30 leading venture capital companies in Korea. Providing various opportunities for domestic and foreign startups and prospective entrepreneurs with potential to take a leap forward without being restricted by genre or format.

BCM Funding provides a place for investment and business matching for various convergence genres of content such as broadcasting, webtoons, games, one-person media, metaverse, and blockchain. The BCM Investment Advisory Group, comprised of content expert investment reviewers from about 30 leading venture capital firms in Korea, reviews various proposals and business plans so that potential content producers as well as prospective entrepreneurs and startups can find business opportunities and provides business matching opportunities that can lead to direct investment. In particular, the business meeting of BCM Global Pitching, which was newly established in 2023, held meetings with about 70 domestic companies and achieved approximately 200 million dollars in performance, and the investment agreement ceremony to establish an organic work system for content producers and seek mutual cooperation was held in five cases, with leading domestic venture capital firms and content producers joining hands to conclude an investment agreement worth 52.7 billion won, more than five times the amount in 2023. In 2025, BCM Funding will provide opportunities to produce and discover global content that can reach a global audience regardless of standards, genres, or formats.

### | Busan Content Market (BCM) Funding Program



## 03 CONFERENCE

An international event that introduces new content and media industry trends and suggests future directions. Exploring the present and future of global content with diverse topics on diversification and convergence of core content genres. Organizing an emerging market media content leadership summit through co-hosting of the <Asia Content Leadership Conference> in 2025

The 2024 Busan Content Market examined the all-round new media content industry environment, including OTT original programs, AI content, and the creator economy. At the same time, through collaboration with domestic and international global conferences, it created a venue for content production where industry workers can develop together in the rapidly changing content market, such as the AI Content Workshop (AICON2024) and the Asia Producer Network (APDN). The 2024 BCM Conference was well-received for providing a venue for in-depth discussions on institutional changes in content so that indiscriminate stimulation can be prevented and future industry advancement strategies can be promoted, amid the blurring of genres of content classified into existing categories due to the emergence of various convergence content centered on genre-fusion content. In addition, the BCM Conference held a media exchange cooperation conference with various emerging countries to pioneer new markets, introducing global industry trends first and suggesting response measures with new topics every year. The 2025 BCM Conference has strengthened its composition from last year's total of 13 sessions to more than three conferences, and will invite leading international markets and awards to Busan, including the Cannes Series. In 2025, it plans to co-host the <Asia Media Content Leadership Conference> with partner media companies, which will not only examine various perspectives on global content, but also provide an opportunity to build a network of media groups, OTTs, production companies, broadcasters, buyers, and sellers around the world, and create a venue for exchange to promote collaboration and activate the global content market.

### I Featured Sessions at the 2024 BCM Conference

Category	Content	Speakers / Participants
Special Session	The Role of K-Content in the American Market	Dan Glickman, President of the Motion Picture Association of America and Secretary of Agriculture
AICON	International Conference on Artificial Intelligence Content Artificial intelligence content for 7 genres including movies, dramas, music, webtoons, literature, and design	Inviting masters of each genre, including cartoon writer Lee Hyun-se and director Kwon Hans
Novi Sad International Film Festival Session	Understanding the content markets of the seven former Yugoslav countries	Vanja Hovan, Executive Director and Market Director, etc.
PPL advertising session	Current status and development direction of PPL advertising in dramas	Former Executive Director of Busan International Advertising Festival, etc.
Multinational OTT Drama Production	OTT Drama <Sympathizer> Production Case Analysis	Hollywood producers including Niv Fichman





# 04 Events

B2C programs that can be enjoyed by both content industry professionals and citizens. Creating opportunities to discover niche content markets and lead to new business expansion. Establishing a unique market in the world by opening a festival that can be enjoyed by people all over the world.

The 2024 Busan Content Market has introduced diverse event programs to provide a content festival venue that can be enjoyed by citizens and people from all over the world beyond the B2B marketplace. By holding the Busan OTT Series Awards(BOSA) ceremony, it has provided citizens and participants with something to see that is different from other film festivals or broadcasting festivals, and it plans to expand the categories and genres in 2025 to present an even richer festival. In particular, it will resume awarding the documentary and reporting categories that were suspended due to COVID-19 and develop it into a festival for media workers in which all domestic and foreign media companies can participate. The ultimate goal of the BCM events is to discover niche content markets such as artificial intelligence and medical content, while also preparing B2C programs that can be enjoyed by all citizens as well as content industry professionals, and to quickly preempt new markets with growth potential and introduce them to new systems to expand into new businesses.

## | Event Programs

Category	Content	Speakers / Participants
Cannes Series	Cannes Series Busan	Awards Ceremony, Red Carpet, Screening
Good Influencer Awards	A festival where global media scholars and experts discover and award influencers with positive influence	Good Influencer Awards Influencer Issue Conference
BOSA (Busan OTT Series Awards)	Awards for various genres such as OTT, drama, documentary, and news	Awards ceremonies, red carpets, screenings, etc.
ACI (Animal Content Interaction)	The world's first content showcase for companion animals	Celeb with Dog, Pet Academy



INTERNATIONAL  
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CONTENT  
MARKET

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is your

our story is yo



## Busan Content Market (BCM) 2025 Event Guide

The Busan Content Market, which first took its first steps in 2007, has grown every year since its inaugural year with 229 companies from 18 countries participating, and has maintained its position as the largest content market in Asia. The BCM, which has served as a bridgehead for new media from around the world for 19 years, has become a global festival representing Busan, Korea, and K-content to the world. The BCM provides the hottest space for creators around the world by introducing new convergence media that emerge every day and the rapidly changing trends of the global media industry. The 19th Busan Content Market, which will be prepared as a global festival that everyone can enjoy, along with various events including markets, funding, conferences, academies, and networking programs, awaits you in May 2025.

### 2025 'Busan Meets Global Media Content Leaders'

- **Period**  
2025. 05. 28.(Wed)-31.(Fri) 3 days  
(Good Influencer Awards held on 2025 Nov)
- **Venue** : Busan Exhibition Convention Center (BEXCO) Exhibition Hall 1
- **Theme** : Busan Meets Global Media Content Leaders
- **Program** : BCM Market, BCM Funding, BCM Conference, BCM Academy, BCM Networking, Side Events
- **Host/Organizer** :  (사) 부산콘텐츠마켓조직위원회  
Busan Content Market Organizing Committee
- **Sponsor** :  문화체육관광부  
Ministry of Culture, Sports and Tourism  부산광역시  
BUSAN METROPOLITAN CITY

