

Your story is our story

# BCM2022

## 16<sup>th</sup> INTERNATIONAL BUSAN CONTENTS MARKET

OFFLINE

2022. 06. 08-10

BEXCO Convention Hall 1-3F

ONLINE

2022. 06. 08-24

www.ibcm.tv

# BCM

# Global Pitching Application Guide

## BCM Global Pitching

### 1. Purpose

To provide opportunities to host presentation for outstanding contents and hold global market meeting for sharing investment information for both international and domestic production companies, investors, buyers and sellers.

### 2. Event Description

- Date : Jun 8<sup>th</sup> (Wed.) ~ Jun 9<sup>th</sup> (Thu.) 2022, 15:00 ~ 18:00 (2 Days)
- Venue : (OFFLINE) Meeting room 201~204(Pitching Room), Convention Hall, BEXCO, BUSAN  
(ONLINE) BCM Official Website
- The selected production company will participate in the event and hold an offline presentation(PPT / The event will be held in English only but can be presented in Korean)
- Each company will be given 13 minutes, including a presentation and Q&A
- Overseas companies, which are difficult to participate via offline, have to send presentation video(8 min) in English. At the same time as the event, they should access the Internet to answer Q&A from the decision maker
  - ※ Will be excluded from the main events, if not connected online during the event
- Simultaneous online and offline with video conference (Simultaneous interpretation in Korean/English)
- Live broadcasts and VOD redisplay services
- Event
  - Jun 8<sup>th</sup> (Wed.): Drama | Animation | Local producer – Pitching a total of 12 companies
  - Jun 9<sup>th</sup> (Thu.): Movie | Documentary(Entertainment) – Pitching a total of 8 companies and Awards
  - Awards Ceremony : Jun 9<sup>th</sup> (Thu.), 17:20 ~ 17:40
- Awards
  - Awards in 5 categories (Drama, Movie, Documentary(Entertainment), Animation, Local producers)
  - 5 of sections from each category will win a prize money KRW 2,000,000 and Total 10 million won (Pre-Tax, Including taxes and the public utilities' charge)

### 3. Program Schedule | Jun 8<sup>th</sup>(Wed.) - Jun 9<sup>th</sup>(Thu.)

Time	Description	Cast	Note
15:00 ~ 18:00	BCM Global Pitching	4 selected companies in 5 categories (A total of 20 companies pitching)	Pitching time : 13 min for each producer (including Q&A)
18:00	Awards		
18:20~	Decision maker and participant meeting(banquet)		

- ※ The awards ceremony will be held after the pitching event on Jun. 09<sup>th</sup> (Thu)
- ※ The schedule can be changed depends on circumstances.

### 4. Global Pitching Applicants' Contents Genre 4 Categories

- Both overseas and domestic(Korean) production company with experience in contents planning, producing and sales.
- Drama, Animation, Movie, Documentary(Entertainment) contents
  - Including Mobile·Web contents for each category
  - 4 Local producers admission process is completed

### 5. Evaluation Method and Selection

- Online Preliminary Evaluation : 16 contents of domestic/foreign contents will be selected
- Main Contest Evaluation : Award one outstanding content for each of 5 categories(Total of 5 contents awards)
- Support Plan for Selected Producer
  - Transportation : Only one presenter from domestic production companies can be provided for round-trip transportation cost.
  - KTX & SRT (Economy class only), "ex-post settling up" (Remitment after hand-over your tickets and passbook copies etc)
  - Accommodations : The production companies will be provided 1 room(Twin) for 2 night during events except for Busan local companies and Online participants(Breakfast for next day included, Batch reservation will be done by BCM office. For any further stay, participants should pay for themselves.)

### 6. BCM Global Pitching 'Participator' Registration for Domestic(Korean) & Overseas

- Registration Period : Apr 19<sup>th</sup>(Tue.) ~ May 17<sup>th</sup>(Tue.)
- How to Apply
  - Submit the filled-out form and upload attachment in BCM website
  - Application Deadline: May 17<sup>th</sup>(Tue.) at 17:00(KST)
  - Application procedure
- Step 1. Create your account in BCM2022 official website and click "Participation" on BCM2022→BCM Funding→BCM Global Pitching menu
- Step 2. Fill out the application form
  - 1) Domestic companies complete application form and upload attachments in Korean version site
  - 2) Overseas companies complete application form and upload attachments in English version site
  - 3)Content plan must be written within 10 pages using MS powerpoint and attached
- Step 3. After closing applications, screenings will be conducted by judge panels. And Selected applicants will be posted on the official website(www.ibcm.tv) or contacted individually
- Step 4. Selected Domestic companies must submit English Pitching presentation file using in event day (Microsoft Power Point file, NOT PDF file)
  - 1) Simultaneous interpretation will be provided for Global pitching session (Mandatory\*)
- Step 5. Submission of Final Consulting result Report including attracting investment, Counseling details after the event (Mandatory\*)

### 7. BCM Global Pitching 'Visitor'

- Registration : Apr 19<sup>th</sup>(Tue.) ~ Jun 9<sup>th</sup>(Thu.) Registration at the event date is available
- How to apply : Create your account in BCM official website→register participation→BCM Funding→BCM Global Pitching→"Visitor Registration"
- How to connect : Online(after log-in official website, access to platform at the event day and time, VOD services available after main event)

### 8. Inquiries

- BCM Official Website (<https://www.ibcm.tv>)
- BCM Global Pitching manager E-mail : [bgp@ibcm.tv](mailto:bgp@ibcm.tv) | Tel. +82-70-8856-8469