

# BCM Global Pitching Application Guide

## BCM2024

The objective is to introduce and align fresh ideas and content produced by both domestic and international small and medium-sized enterprises to influential decision-makers such as broadcasters, investors, OTT officials, and buyers.

This initiative aims to facilitate investment attraction and foster market development for content production and sales.

### Outline

- Period** **May 22nd (Wed.)-23rd (Thu.) / 13:30-18:00**
- Venue** BEXCO Exhibition Hall 1, Hall 3, Pitching Lounge & BIZ Matching Lounge
- Brief Schedule**
- May 22nd (Wed.)** Drama | Animation | Local production companies | Special Sector – Total 10 companies
  - May 23rd (Thu.)** Film | OTT | Local production companies | Special Sector – Total 10 companies
  - Awards Ceremony: May 23rd (Thu.), 16:40, Awarding of the Best Content and Special Sector
  - Business meeting will be arranged for one-on-one consultations between participants and decision makers.

### BMC2024 BCM Global Pitching Selected Companies

NO	Date	Genre	State	Company	Content
1	5/22 (Wed)	Drama	KOR	KBS Media	Beauty and Mr. Romantic
2			KOR	SBS Contents Hub	Connection
3			KOR	STUDIO GLOVIC	Seol Ha's lord
4			KOR	MUNHWA BROADCASTING	The Intimate Traitor
5		Animation	KOR	COCOMEDIA	All your skill are mine!
6			KOR	Asia Holdings	Birdy Friends Season 1 – 'Save the Black Forest!'
7			KOR	HerosENTERTAINMENT	HIU HI HOME
8			KOR	Taktoon Enterprise	Pip Woolly and Woo
9		Local production	KOR	NOOGOONA	Chef Kim at the broadcasting station
10		Special Pitching	SCG	Novi Sad Film Festival	The Game Guide: Animation Series
11	5/23 (Thu)	Film	KOR	26company	A look-alike
12			KOR	WMC	Earthquake(Lie)
13			KOR	Ch.MAC	SWEET HOME
14			MYS	Produksi Seni Duapuluh Duapuluh Sdn Bhd	The Last Dive
15		OTT	KOR	J WONDER	Beyond the Door: Adventures with Grandma!
16			KOR	Contents Iya	Harumentary
17			KOR	neez.n	The 5 Love Languages
18			KOR	bodamediaroup	With, without you
19		Local production	KOR	studio YONA	Bean Bean Rangers
20		Special Pitching	CHN	Hangzhou Younuo Animation	RICE FISH

※ The schedule above is subject to change.

### Decision Makers

#### Main Event Evaluation (Decision Maker)

Domestic and foreign experts from broadcasting, investment or OTT production companies.



**KWON Hojin**

SBS Medianet  
Senior Executive Director



**KIM Donghyun**

KaKao Entertainment  
Manager



**PARK Hyoungtaek**

LEO Partners Investment  
Executive Director



**SIM Jeanmyoung**

wave Americas  
Head of Content Management



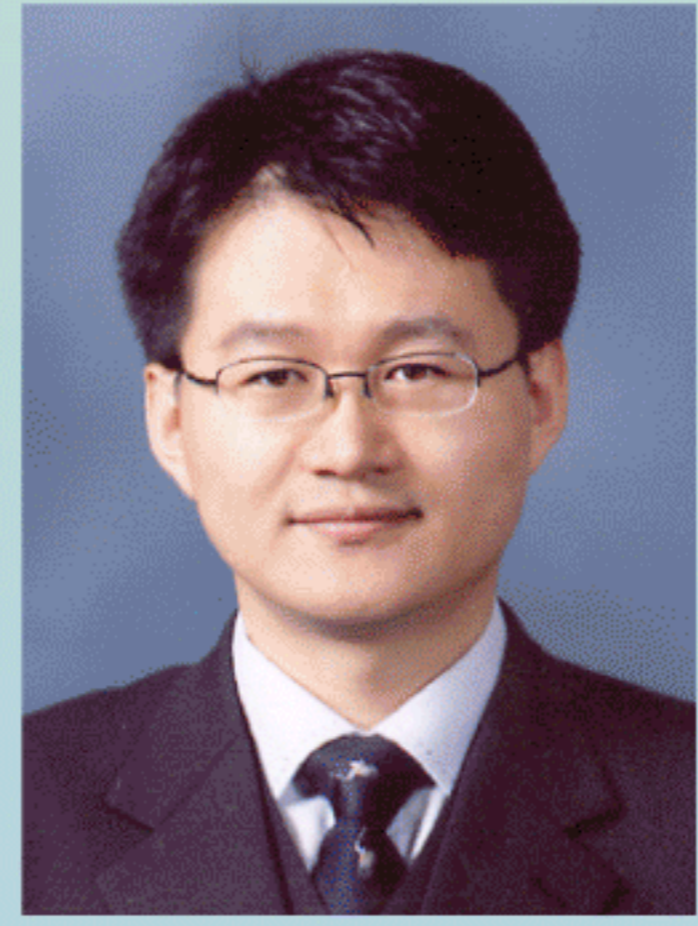
**LEE Hyunju**

SK Broadband  
Manager



**JANG Wookjin**

Company K Partners  
Director



**JUNG Munho**

Munhwa Broadcasting, MBC  
Director, Media Business



**CHO Jaeman**

BNK Venture Capital  
Head of Department



**HYUN Nayoung**

Solaire Partners  
Director



**Jun Fukai | Japan**

TBS TELEVISION  
Global Sales and International  
Co-Production Deputy  
Director



**Roland Lee Cheeseng | Malaysia**

Astro Malaysia Holding  
VP, Head of Content Creation and Productions,  
Chinese Business



**Ernie | Indonesia**

Cablenet Asia  
Director of Content



**Johnny FU | China**

HUAHUA MEDIA  
Director,  
International Content Investment