

BCM Global Pitching Participation Guide

To support content production and sales by providing opportunities for domestic and international content creators to introduce their works to decision makers such as broadcasters, distributors, OTT representatives, and buyers, thereby facilitating investment attraction and market expansion.

| Event Schedule |

- Period** May 28 (Wed) – May 29 (Thu), 2025 (2 days)
- Venue** Event Lounge & Biz-Matching Lounge, Hall 3, Exhibition Hall 1, BEXCO (Busan Exhibition & Convention Center)
- Program Details**
- May 28 (Wed)**
Pitching of 10 content projects in categories such as Drama, Animation, and Regional SME Production
 - May 29 (Thu)**
Pitching of 10 content projects in categories such as Film, OTT, and Regional SME Production
 - Business Meetings : 1:1 investment consultations between participating companies and domestic/international decision makers (throughout the 2 days)

| Eligibility and Categories |

Domestic and overseas video companies with a track record of cultural content planning, production, and sales as individuals and corporate entrepreneurs

- Categories** Categories for Application : Drama, Animation, Film (including documentaries), OTT
- All categories may include mobile, web, and short-form content
 - Regional SME Production Companies(Only companies based in Busan may apply under this category)

| Application Period & Submission Process |

- Application Period** April 8 (Tue) – May 7 (Wed), 2025, 17:00 KST
- Submission Method** Sign up on the BCM official website (<https://www.ibcm.tv>) > Access "My Page" to submit the online application

Evaluation & Support for Selected Projects

- Pre-Evaluation**
Top 4 projects in each of the 5 categories will be selected (20 projects total) based on scores from the evaluation committee
- Support for Selected Projects**
- Registration Fee : Covered for 1 presenter per selected project
 - Transportation : Round-trip transportation costs supported for 1 domestic presenter per selected project
※ KTX/SRT and economy-class airfare only (up to KRW 150,000) Participants must book their own tickets and will be reimbursed after the event
 - Accommodation : One-night stay with breakfast included (1 presenter)

Evaluation Committee & Decision Makers

Pre-Evaluation Committee
BCM Investment Advisory Panel (comprising VC and investment experts)

Main Evaluation Committee (Decision Makers)
Professionals from domestic and international broadcasters, distributors, and OTT platforms



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



Haruka Takagi
Japan
TBS Television, Inc.
Sales and Development Executive



Ernie
Indonesia
Cablenet Asia
Director of Content



Johnny Fu
China
HUAHUA MEDIA
Director,
International Content Investment



KWON Hojin
Korea
SBS Medianet
Senior Executive Director



KIM Donghyun
Korea
KaKao Entertainment
Manager



Han Seung Hee
Korea
Content Wave Corp.
Global Biz Leader



LEE Hyunju
Korea
SK Broadband
Manager



LEE CHUNG-JAE
Korea
Munhwa Broadcasting Corp.
Team Leader



June Lee
Korea
WATCH INC.
Director of Content Group

Inquiries | BCM Secretariat Global Pitching Coordinator

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