

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 <ul style="list-style-type: none"> • 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



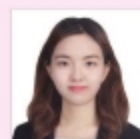
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