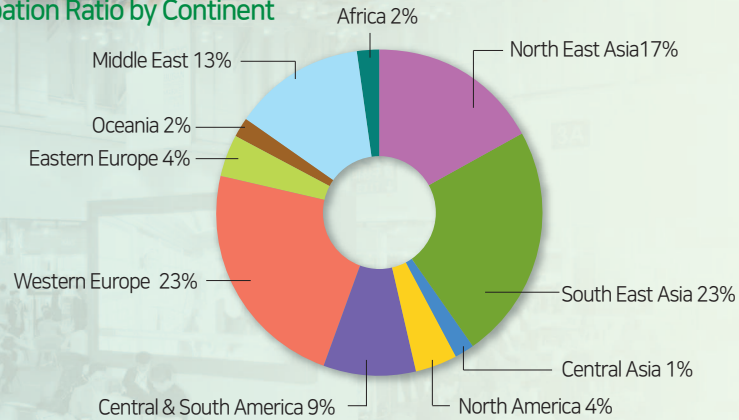


BCM2019 By Numbers

● Participation Ratio by Continent



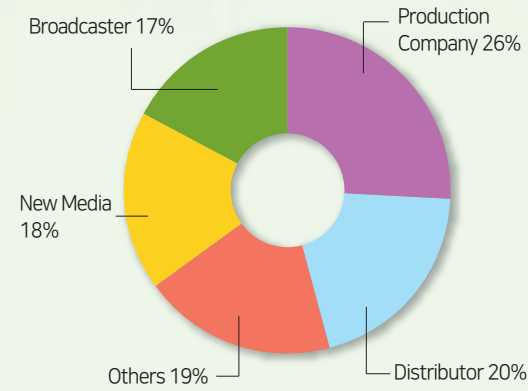
● BCM2019 Major Exhibitor Listings

MediaQuiz Entertainment International Company Limited, TI ComNet Japan, Mainichi Broadcasting System, Inc., Eccho Rights, Arait Multimedia, Concrete Wall Creation Ltd, Fremantle, ITV Studios Global Entertainment, Signal Media, Keshet International Asia, Kyushu Asahi Broadcasting Co., Ltd., Cheers Media Co., Telefe, BOMANBRIDGE MEDIA, Toonz Media Group, NBC Universal International, PT Media Nusantara Citra Tbk, Red Arrow Studios International GmbH, FCCE, Banijay Rights, Caracol Internacional, Sat Marketing S. A. de C. V., Index Holding, Czech Television, 2x2 Television Channel, MIAM! Animation, Sony Pictures Networks India, Edutainment TV, Nomadia Pictures Producing LLC, Asianbox, Aeroplane JSC, Arte France, Zodiak Kids (Banijay Rights), IMX, Inc., Visual and Audio Production Association (ROC), TELEVISA, PT Media Nusantara Citra Tbk, TVN, China Television Drama Production Industry Association, YOON&COMPANY.INC, MBC, KBS MEDIA, MBC PLUS, Young&Contents, EBS, SBS, CJ E&M, Korea Radio Promotion Association, MBN, Channel A, King Contents, KHT, JTBC (JTBC Content Hub), A+E Networks Korea, IHQ, EBS MEDIA, The Korea International Broadcasting Foundation(Arirang TV)

● Participation Status

Overseas Participant Rate Increase: 34% in 2018 → 42% in 2019

Busan Content Market 2019 consists of 2,493 participants, 750 domestic and foreign participants, and 241 booths



● BCM2019 Business Figure

Busan Content Market's transaction performance rose 7% from the target amount of US\$120 million to \$129.65 million in 2019.
Total transaction amount consists of US\$ 109,887,934 by Korea companies and US\$ 19,727,750 by foreign companies.

	2019 Total Transaction Amount	2018 Total Transaction Amount
Amount	\$129.65 million (\$34.96 million)	\$116.92 million (\$40.68 million)



BCM

www.ibcm.tv

2020 BUSAN CONTENTS MARKET

2020.5.6 - 9.
BEXCO, BUSAN, SOUTH KOREA

Online Registration

- Pre-registration : Jan 13 ~ Feb 29, 2020
- Regular Registration : March 1 ~ May 1, 2020

BCM2020

● Market Date

- May 6 (Wed) - 8 (Fri), 2020
- Venue : BEXCO (1F, Exhibition Center 2, Bexco Convention Center, Busan)

● Programs

- BCM Market / BCM Global Pitching / BCM Conference / BCM Academy / BIZ Matching
- Host & Organized by : Busan Contents Market Organizing Committee

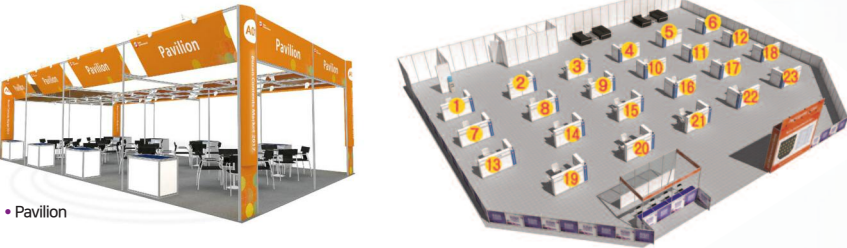
- Supported by  문화체육관광부 Ministry of Culture, Sports and Tourism  부산광역시 BUSAN METROPOLITAN CITY  한국관광공사 KOREA TOURISM ORGANIZATION

BCM2020 Basic Booth and Participants' Club Images

- Basic One Booth (3m x 3m), Two Booths (6m x 3m), Four Booths (6m x 6m), Pavilion



● Basic One Booth (3m x 3m) ● Two Booths (6m x 3m) ● Four Booths (6m x 6m)



● Pavilion

● Basic Booth Package

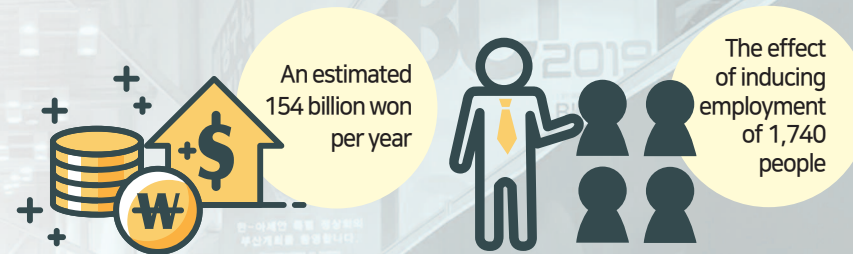
- 1 booth space(3m x 3m)
- 1 meeting table, 3 chairs, 1 information desk with lock, 1 catalogue stand, 1 waste basket, 1 hanger

● Participants' Club Package

- 1 exclusive meeting table
- 3 chairs, 1 waste basket, 1 exclusive storage cabinet (with key), 2 receptionist at Participants' Club desk for booking appointments, water / coffee service, copy/fax service

Effects of Korean Contents Economy and Convention Business

Effects of Korean Broadcasting and Contents Business Overall Impact at BCM



● Economic value: an estimated 154 billion Koeran Won per year

- Overall participants at BCM for the past five years: an average of 2,475 people
- Korean companies and B2B consulting participants: about 750 (about 316 foreign companies)
- Total business transaction amount at BCM2019: about KRW 153.7billion

● Effects of creating domestic employment: The effect of inducing employment of 1,740 people

- 9.7 people job inducement effects in telecommunication and broadcasting industries (based on 1 billion korean won)
- Production inducement factor of telecommunication and broadcasting industry 1.165
- Labor inducement effect (employment creation effect) 11.3005

● Tourism convention industry impact effect

- Based on 2,001 Korean participants and 492 foreign participants: KRW 40.2 billion in effect

※ Based on : Korea Tourism Organization's 2015 MICE Industry Economic Impact Analysis Model
 ※ Cost-benefit analysis, multiplier analysis, industry association analysis, etc.



CONTACT

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