



Busan
Contents Market
2021

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Connection
the world through content
BCM2021
15th INTERNATIONAL
BUSAN CONTENTS MARKET

ONLINE_
2021. 11. 03-12
www.ibcm.tv

OFFLINE_
2021. 11. 10-12
BEXCO Convention Hall

Host & Organized by  (사) 부산콘텐츠마켓조직위원회
Busan Contents Market Organizing Committee

Supported by  문화체육관광부
Ministry of Culture, Sports and Tourism

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사) 부산영화영상산업협회
Busan Film & Visual Industry Association

BCM2021 Program & Event

Event	Period	Location
BCM MARKET	11/10(Wed) ~ 11/12(Fri) *online : 11/3(Wed) ~ 11/12(Fri)	Convention Hall, BEXCO (1F) & Online Streaming (BCM2021 official website)
BCM Funding	BIZ Matching	11/10(Wed) 13:00~18:00 Convention Hall(BEXCO) Market Exhibition(1F)
		11/11(Thu) 10:00~18:00 Convention Hall(BEXCO) Market Exhibition(1F)
	BCM Global Pitching	11/10(Wed) ~ 11/11(Thu) 14:50~18:00 Meeting room 103(Pitching Room), Convention Hall, BEXCO, Busan & BCM2021 official website
	BCM Funding Briefing	11/11(Thu) 10:30~12:30 Meeting room 103(Pitching Room), Convention Hall, BEXCO, Busan & BCM2021 official website
	MOU Signing Ceremony for Investment	11/10(Wed) 11:30~12:00 Meeting room 103(Pitching Room), Convention Hall, BEXCO, Busan & BCM2021 official website
BCM Conference	11/10(Wed) ~ 11/11(Thu)	10:00~18:00 Convention Hall 205, BEXCO, Busan & BCM2021 official website
		※ Opening Ceremony : 10th Nov(Wed) 10:00, Convention Hall 205
BCM Academy	11/10(Wed) ~ 11/11(Thu)	13:00~18:00 Convention Hall 201, BEXCO, Busan & BCM2021 official website
K-CONTENT REACTION CONTEST(B2C) (Online)	11/10(Wed) ~ 11/12(Fri)	BCM 3D Virtual Online Market
		※ Awards: 11/12(Fri) 11:00, BCM2021 3D Virtual Space

※ It can be changed according to the above schedule.

BCM 3D Virtual Online Market

11.03(Wed) ~ 11.12(Fri)



BCM opens a new content space on the 3D virtual online market, creates new flow of culture, and makes new value in the exchanges of all contents with NFT

Date | November 10(Wed.), 2021 13:00~18:00

Date | November 11(Thu.), 2021 10:00~18:00

Venue | Off-Line : Convention Hall(BEXCO) Market Exhibition(1F)

On-line : BCM website(1:1 web conference)

Affiliation	Name	Position	Area of Expertise
NECTO Investment	KIM Joo-Hyung	Managing Director	Movie
Korea Investment Partners	LEE Ji-Soo	Director	Drama, Mobile content, Music, AR, VR, CT
LOGAN Ventures	KIM Kwang-Ho	Director	Mobile/Web content, ICT
Daesung Private Equity	KIM Min-Jun	Team Leader	Drama, Movie, OTT, CG/VFX, AR, VR ICT
KC ventures	KIM Min-Hye	Manager	Movie, Music/Performance
ILSHIN Investment	KIM Jin-Kug	Team Manager	Drama, Performance
Central Investment Partners	KIM Jin-Young	Investment Manager	Movie, Game, Mobile content, CG/VFX, Music, VR
ISU Venture Capital	KIM Tae-Hoon	Assistant Manager	Drama, Movie, Mobile/Web content, Music, ICT, IT
Alchemista Partners	KIM Hyung-IL	Director	Mobile/Web content, ICT, AR, VR
P&I Investment	MOON Bo-Kyung	Manager	Movie, Performance
SV Investment	PARK Jung-Hwan	Investment Manager	Drama, Animation, Game, Mobile content, VFX, ICT, AR, VR
Michigan Venture Capital	PARK Han-Hee	Associate	Movie, Mobile content, Exhibition, ICT
Smart Study Ventures	PARK Hyoung-Taek	Managing Director	Animation, Webtoon/Web novels, Mobile/Web content, ICT, Game
SOLAIRE PARTNERS	SONG Hyo-Jung	Senior Manager	Movie, Drama, Performance
Daekyo Investment	SHIN Min-Kyeng	Team Manager	Animation, Movie, Game
Union Investment Partners	OH Jeong-Keun	General Manager	Movie, Mobile/Web content
Funderful	YOON Sung-Wook	CEO	Drama, Animation, Movie, Documentary Mobile/ Web content, Music/Performance, short form contents Fund-raising
Coolidge Corner Investment	LEE Hwan-Pyo	Senior Investment Manager	Drama, Animation, Movie, Mobile content, Performance, XR
NextG investment	Heather LEE	Director	Game, Mobile/Web content, Music, AR, VR, ICT
Bokwang Investment	YIM Jung-Hyuk	Managing Director	Drama, Movie, Game, Mobile/Web content, Music/Performance, CG/VFX, ICT
Company K Partners	JANG Wook-Jin	Director	Animation, Mobile/Web content, CG/VFX, ICT
KTb Network	JEUN Kyung-Mi	Team Leader	Drama, Movie, Web content
BNK VENTURE CAPITAL	CHO Jae-Man	Head of Department	Drama, Movie, Performance, Exhibition
Sejong Venture Partners	CHOI Yun-Hyuk	Manager	Mobile content, Game, ICT, Start-Up Company

Date | Nov. 11th(Thu.) 10:30 ~ 12:30

Venue | OFFLINE : Meeting room 103 (Pitching Room), Convention Hall, BEXCO

ONLINE : BCM2021 Official Website

Time	Affiliation	Name	Subject
10:40~10:55	LOGAN Ventures LLC	Kim Kwangho Managing Director	Present "LOGAN No1. Contents Valuation Fund"
10:55~11:10	SmartStudy Ventures	Park Hyoungtaek Executive Director	Introduce for (BabyShark Next Unicorn IP Fund)
11:10~11:25	Michigan Venture Capital	Park Hanhee Analyst	Introducing Michigan Korea Movie Main Fund
11:25~11:40	Funderful	Yoon Sungwook CEO	Project financing in online public offering
11:40~11:55	Solaire Partners	Song Hyojung Director	Solaire Partners' investment in cultural contents
11:55~12:10	BNK Venture Capital	Cho Jaeman General Manager	Untact Range Investment (Culture Contents)
12:10~12:25	Korea Technology Finance Corporation	Noh Jeongtaek Deputy General Ganager	Understanding Cultural Contents Completion Guarantee of KOTEC
12:25~12:30	Q & A		
12:30~	Closing		

Date | November 10(Wed) 11:30~12:00

Venue | OFFLINE : Meeting room 103, Convention Hall, BEXCO

ONLINE : BCM Website

Event	Group	Company	Genre
MOU	Production company	Channel OCT	Drama
	Investment company	Korea Investment Partners co., Ltd.	

Date | November 10.(Wed) –11.(Thu), 2021 14:40 ~ 18:00

Venue | OFFLINE : Meeting room 103, Convention Hall, BEXCO

ONLINE : BCM Website

Time	Company	Content	Presenter	Genre	-
14:40~	Admission				
	Entry Completion / Ready				
14:50~15:00	Opening address				
15:00~15:52	Freefonic	Goddess of needles	Chris D. Shine	Drama	Pitching time for every part : 13 min for each producer (including Q&A) Presentation order : content name in alphabetical order
	MOMO Story shop	Hard carry Park dong-pal	Jeong Jae-hwi		
	Ubicon	Math detective team	Kim Jung-gyu		
	Miru Story	Surveillance Zone	Chun Sang-ook		
15:52~16:00	Add Q&A / Commemorative photograph				
16:00~16:10	Break Time				
16:10~17:02	PANDE,Ltd	Eggroy s2	Ho Jesin	Animation	
	E-DEHI Animation Studio	Iron Daddy	Lee Im-kul		
	38 Degree Studio	JungleBox	Shin Tae-Sik		
	Mono Plan	WIMP	Yang Woo-Jin		
17:02~17:10	Add Q&A / Commemorative photograph				
17:10~17:20	Break Time				
17:20~18:12	The Dream Attic	California Beach	Kwon Il-ryoung	Promoting Local Small Producers	
	Jangsan Cinema	The girl who sees the future	Kim Hwi-geun		
	Kienmafatory	The unpredictable Detective	Park Kun-woo		
	Mediaworks	WHITE DUST : Real Live Oxygen Documentary	KIM Hyun-ji		
18:12~18:20	Add Q&A				
	Commemorative photograph				
	Closing				
18:20~20:00	Decision maker and participant meeting(banquet)				

Time	Company	Content	Presenter	Genre	-
14:40~14:50	Admission				
	Entry Completion / Ready				
14:50~15:00	Opening address				
15:00~15:52	Underbridge Corp	Black Case	Park In-kyu	Movie	Pitching time for every part : 13 min for each producer (including Q&A) Presentation order : content name in alphabetical order
	Atlantis Entertainment	THE RED GENERAL	Lee Tae-mog		
	Songarak pictures	Unexploded bomb	Kim Hwi-geun		
	Sunny Entertainment	3.5th period	Ryu Hee-jung		
15:52~16:00	Add Q&A / Commemorative photograph				
16:00~16:10	Break Time				
16:10~17:02	MIRU Pictures	Adolescence	Kim Young	Documentary	
	Choi production	The Jupiter Project in the US Bacteria Laboratory	Choi Eun-ji		
	Kkuldanjimedia	Life is Pain	Seo Hyun-ho		
	Team Pros	WAY BACK	Lee Daniel		
17:02~17:10	Add Q&A / Commemorative photograph				
17:10~17:20	Break Time				
17:20~17:40	Awards				
17:40~17:50	Closin				
17:50~19:30	Decision maker and participant meeting(banquet)				

Panel of Judge(Domestic and Foreign Decision makers)

※ Country name, alphabetical order(Overseas, Domestic)

Nationality	Company	Position	Name
New Zealand	Sprinkles on Top	Creative Director	Antony Gusscott
China	Hunan Mgtv	Deputy General Manager, Film & Series Center	Cilin
	Youth Committee of China Television Drama Production Industry Association	Secretary Genera	Jay Hu
	IQIYI	Department Director	Li Fei
	Hainan Broadcasting Station	Producer & Presenter	Rong Jia
	Phoenix Satellite TV	Deputy Head of Phoenix Chinese Channel, Head of Phoenix Movie Channel	Huang Haibo
Philippines	Story Tinkers	Founder / Filmmaker	Ansell Tan
South Korea	SBS Medianet	Executive Director	Ho Jin, KWON
	KAKAO Ent.	Assistant Manager	Dong Hyun, KIM
	KBS	KBS Jeju Director of Programming & Production	Jeong Joong, KIM
	ACEMAKER	Production Team Leader	Kris KIM
	Necto Investment	Director	Jose, KIM
	MBC	Director, Global Business	Young Ho, LEE
	Ecrux Venturepartners LLC	COO	Moo Yeol, JUNG
	EIDF/EBS International DOC Film Festival	Executive Producer	Gunny, HYOUNG

Date | November 10.(Wed) –11.(Thu), 2021

Venue | OFFLINE : Convention Hall 205, BEXCO

ONLINE : BCM Official Website

Day 1

	Time	Speaker	Topic
Session # 1	10:30 – 11:30	Kwang Min, Kim (TikTok Korea, Content Operation Manager)	The Development of Short-form Platforms
Session # 2	13:30 – 14:00	Yong Phil, Yoon (skyTV / MediaGenie ,CEO)	Domestic OTT Platform Development Plan
Session # 3	14:00 – 14:30	Huang Xin Yuan (Tencent, Senior researcher)	Current Status of OTT Platforms in China
Session # 4	15:00 – 16:30	Dae Hyun, Cho (KAKAO Ent., CMSO) Hee Joo, Lee (Content Wavve corp., CRO) Tae Hoon, Park (WATCHA, CEO) Sang Ho, Lee (Moderator) (Kyungsoong University, Department of Media Content Professor) Ki Hyuk, Lee (STUDIO DRAGON, Contents Development Gr. manager)	Round Table Discussion : OTT Business Model and Growth Strategies
Special Session	17:00 – 18:00	Sung Min, Lee (Korea National Open University, Assistant Professor) Je Hyun, Ahn (SAMHWA NETWORKS CO., LTD ,CEO) Jae Beom, Park (KOREA TV&WRITER ASSOCIATION, Writer)	Changes and Responding Measures in Korean Drama Industry after COVID-19

Day 2

	Time	Speaker	Topic
Session # 5	10:30 – 12:00	Chul Ho, Lee (LALASTATIONS CO., Ltd, CEO) Soon Ji, Cho (Samsung Electronics, Korea Headquarters, In charge of Live ommerce) Yoo Kyung, Cho (LALASTATIONS CO., Ltd, Team Leader)	The Growth and Issues of YouTube and Live Commerce
Session # 6	13:30 – 14:30	In Hyuk, Song (Uniquegood Company, CEO) Ji Hoon, Jeong (ModuLabs, CVO) Il Dong, Kim (SpaceAlpha, Artist) Im Bok, Lee (Second Brain Lab, CEO)	Welcome to the Metaverse, The Age of Experiences
Session # 7	15:00 – 16:00	Woon Chul, Bae (Blockchain Strategy Lab, Consultant) Myung San, Jun (Social Infra Tech, Inc., CEO) Eugene, Kim (SparkLabs CEO) Min Kyu ,Kim (Medi N Research, CPO)	The Business Strategy of NFT Economy on Blockchain
Session # 8	16:30 – 18:00	In Hyuk, Song (Uniquegood Company, CEO) Il Dong, Kim (SpaceAlpha, Artist) Woon Chul, Bae (Blockchain Strategy Lab, Consultant) Eugene, Kim (SparkLabs CEO) Sang Ho, Lee (Moderator) (Kyungsoong University, Department of Media Content Professor)	Round Table Discussion : How Close Are We to Virtual Reality?

Date | November 10.(Wed) –11.(Thu), 2021

Venue | OFFLINE : Convention Hall 201~202, BEXCO

ONLINE : BCM Official Website

Day 1

	Time	Speaker	Topic
Class # 1	13:00 – 14:30	Dong Ryul, Noh (Sungshin University, Professor)	Content Strategy and OTT Platform
Class # 2	14:50 – 16:20	Dong Hwan, Noh (Content Wavve Corp. Department Manager of Policy Cooperation department)	Platform and Content Strategy : Wavve
Class # 3	16:40 – 18:00	Sung Chang, Hong (Studio S, Executive Senior Director)	Content Strategy of Terrestrial Television Platform

Day 2

	Time	Speaker	Topic
Class # 4	13:00 – 14:30	Hye Rin, Jeon (TVING, Team Manager)	Success with Original Content: TVING
Class # 5	14:50 – 16:20	Gun Hong, Kim (Studio Dragon, Chief Producer)	Changing of Drama Production Circumstance and tvN Drama Strategy
Class # 6	16:40 – 18:00	Hyung Joong, Kim (JTBC, Chief Producer)	How to Hit by Music Contest Program

PRE 2021 K-CONTENT REACTION CONTEST

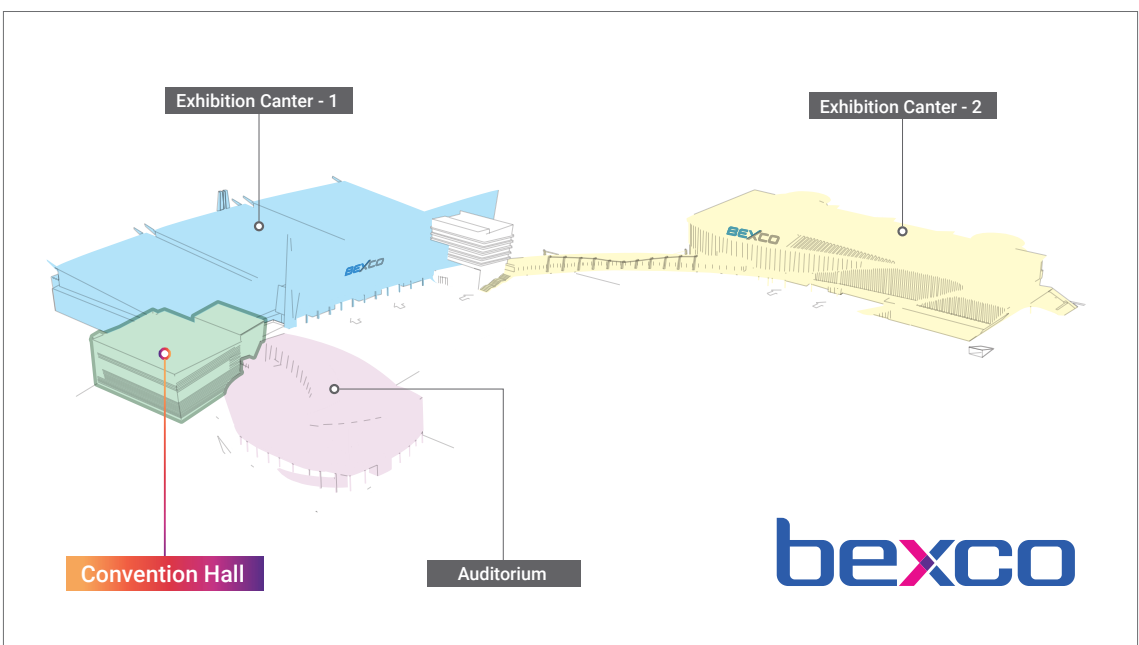


PERIOD	ITEM	LOCATION	NOTE
Oct. 16 th ~ Nov. 9 th	Participation	BCM Website	<ul style="list-style-type: none"> Close at KST 17:00 on NOV 09th Create a reaction video with content provided BCM or any K-content. Upload video on your YouTube channel. Register the link of your video and fill an application form on the web site. No restrictions on participation qualification. (Nationality, age, gender)
Nov. 10 th	Selection of winners	BCM Website	<ul style="list-style-type: none"> Winners are selected based on the number of likes of the submitted video in order of 1st to 3rd place, and selected after inspection according to the internal criteria.
Nov. 12 th	Awards ceremony	BCM2021 3D Virtual Space	<ul style="list-style-type: none"> Awards ceremony on NOV 12th 11:00 on BCM2021 3D Virtual Space – Award for 3 videos in 6 languages section. Screening of K-CONTENT reaction award-winning videos and all videos on NOV 10th-12th

※ Times in the above schedule are based on KOREAN STANDARD TIME.

※ The above schedule is subject to change depending on the circumstance of BCM.

- Participants** | Creators who run YouTube channel based on K-CONTENT.
- How to** | Create a reaction video. Upload it on your YouTube channel. Register the link and fill an application form in the website
- Awards** | 3 videos in 6 languages section total 18 videos. Award certification and prize money (including tax, commission, etc) 400,000 KRW for each winning video.
- Languages** | English, Japanese, Arabic, Spanish, Hindi, Other languages
- Organizer** | Busan Contents Market Organizing Committee
- Sponsored by** | Ministry of Culture, Sports and Tourism/ Busan Metropolitan City.



OFFICE

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