

# BCM Member Registration Manual

## 1. INTRODUCTION — P2

1-1. BCM2021 Official Schedule

## 2. MEMBERS TYPE — P4

2-1. Procedures by type

## 3. Regular Registration — P6

3-1. Sign in & Regular Registration

## 4. BUSINESS & MATCING — P8

4-1. Sign in

4-2. Business Registration

4-3. Matching Registration

## 5. PACKAGE REGISTRATION — P14

5-1. Sign in

5-2. Package registration

## 6. OFF-LINE REGISTRATION — P19

6-1. Onsite Registration

6-2. Online Registration

## 7. CONTACT — P24

7-1. Buyer/ Participant / etc

# 1. INTRODUCTION

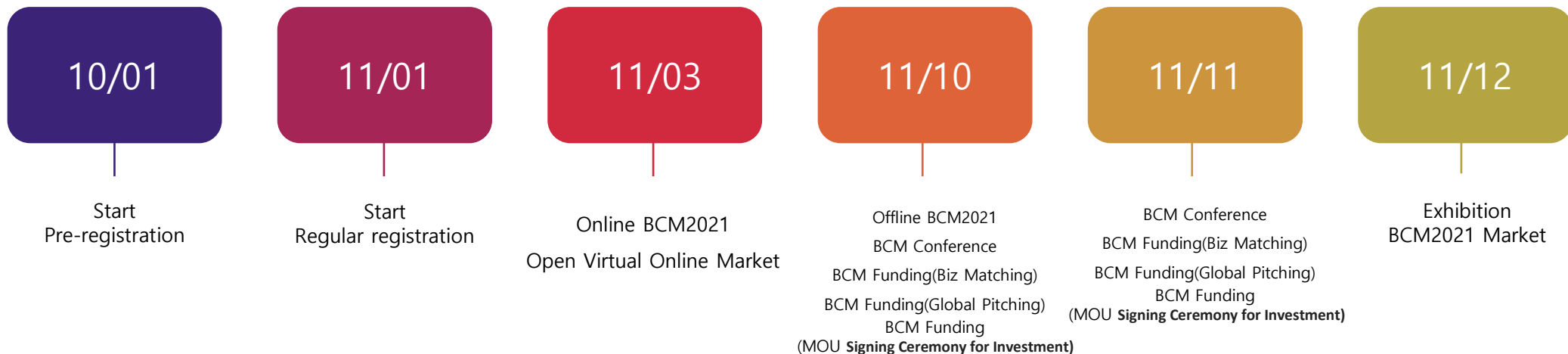
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## 1-1. BCM2021 Official Schedule

# 1-1. BCM2021 Official Schedule

Busan Content Market 2021 (BCM2021) includes major domestic and foreign broadcasters, dramas, animations, documentary producers and distributors, 3D formats, and new media companies.

It opens a new content space in the 3D virtual online market and creates a new flow of content culture with memes (MEME) also NFT supports the establishment of a new network in the exchange of all contents.

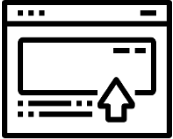

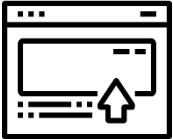



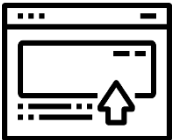











# 2. MEMBERS TYPE

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## 2-1. Procedures by type

# 2-1. Procedures by type

Type	Payment	Procedure								
Regular Registration (Visitor)	Free		»							
Business Registration (The parties concerned video content industry)	Free		»		»		»			
Matching Registration (Using buyer/seller information)	A charge /Payment Matching registration fee		»		»		»		»	
EXHIBITOR	A charge /Payment package		»		»		»		»	

# 3. Regular Registration

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## 3-1. Sign in & Regular registration

# 3-1. Sign in & Regular registration

15th Busan Contents Market 2021 English LOGIN JOIN

## BCM2021 USAGE

In order to provide better service for BCM2020, our system has undergone renewal with changes in usage. Before registering, please check your BCM attendance past history in order to proceed.

**BCM Past Attendee**  
"Those who have attended BCM in previous years"  
Please login in with email previously used for registering.  
Go to login

**First time participation to BCM2021**  
"First time participation to BCM2021"  
Please register as new attendee in order to proceed to complete the participation for BCM2021.  
Regular Registration Business Registration

2

## 3 Terms & Conditions for BCM2021 Registration

### Agreed to the terms

Agreeing to the below terms and conditions and use of personal database is required in order to process the registration for BCM2021

Agreed to all the terms

Agreeing to the terms and conditions of use of data

You may be photographed, audio-recorded and video-recorded at any event organized by Busan Contents Market Organizing Committee. By entering the event premises, you consent to all photographs, interviews, audio recordings and/or video recordings made, produced or taken of you ("Materials") and the use, release, publication, exhibition, or reproduction of the Materials in all marketing and communication materials in any media by Busan Contents Market Organizing Committee, its affiliates and/or representatives. You also waive any right to inspect or approve any Materials, including any photo, video, or audio recording taken by Busan Contents Market Organizing Committee, its affiliates and/or representatives. All intellectual property rights to the Materials shall be reserved by Busan Contents Market Organizing Committee, and you waive all rights to any claims for payment or royalties in connection with their use, release, publication, exhibition or reproduction.

Agreeing to the terms and conditions of registered personal information data for BCM2021 attendance.

Depending on how you interact with us and the Service, we use your personal information to: Provide, activate and manage your access to and use of the Service; Process and fulfill a request, order, download or other transaction; Provide technical, product and other support and to help keep the Service working, safe and secure; Enhance and improve the Service and our other products and services and to develop new products, services and benefits; Offer you customized content and other personalization to make the Service more relevant to your interests and geography; Respond to your requests, inquiries, comments and concerns; Notify you about changes, updates and other announcements related to the Service and our other products and services; Deliver targeted advertisements, promotional messages, notices and other information related to the Service and your interests; Provide you with promotional messages and other information about products, events and services of ours, our affiliates and third parties, such as exhibitors, sponsors.

Registration

## Sign in & Regular registration

### 1. Sign in

- ① Click [JOIN]
- ② Click [Regular]
- ③ [Agreed to all the terms] > Click [Sign in]

### 2. Regular registration

After sign in, you could join in the Market as a Regular registration(guest)

# 4. Business/Matching

[ Buyer, Participant, Producer, Press ]

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**4-1. Sign in**

**4-2. Business Registration**

**4-3. Matching Registration**

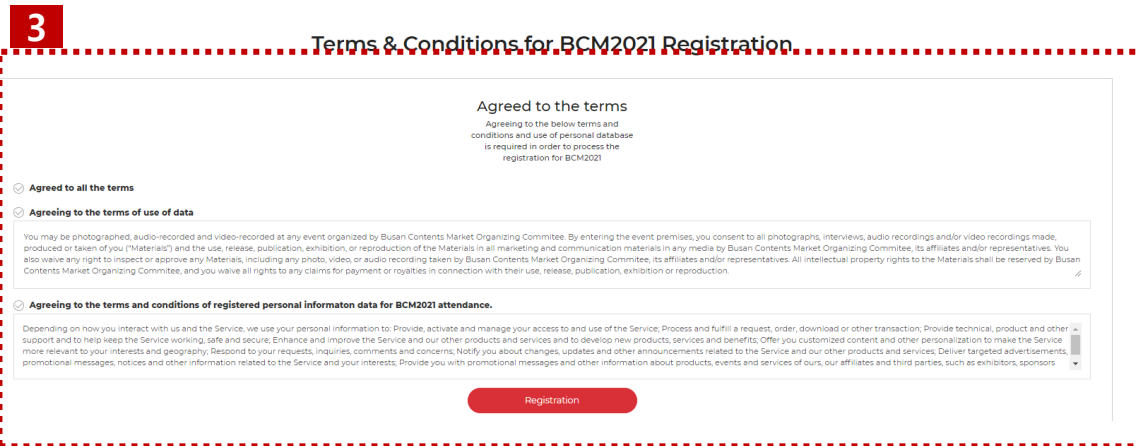
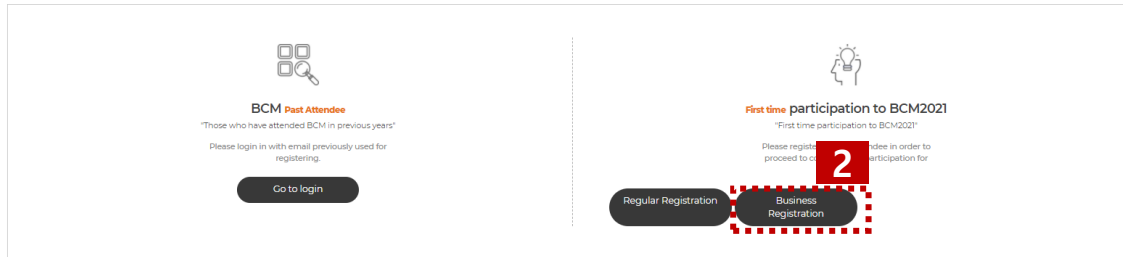


# 4-1. Sign in



## BCM2021 USAGE

In order to provide better service for BCM2020, our system has undergone renewal with changes in usage. Before registering, please check your BCM attendance past history in order to proceed.



## Sign in > Agree to the all terms

- ① Click [JOIN]
- ② Click [Business Registration]
- ③ [Agree to the all terms] > Click [Sign in]

# 4-1. Sign in

## Registration

4

The registration form includes the following fields and options:

- Registration Type \***: Radio buttons for Exhibitor, Buyer, Participant, Producer, Press, and Creator. The first four are highlighted with a red box.
- ID(e-Mail) \***: Text input field.
- Password \***: Text input field with a note: "Please type in more than 8 letters."
- Confirm password \***: Text input field with a note: "Re-input password"
- Country \***: Dropdown menu showing "United States of America".
- Name \***: Text input fields for "First name" (ex) Kildong and "Last name" (ex) Hong.
- Gender \***: Radio buttons for "Mr." and "Ms.".
- Phone number \***: Text input field with a note: "with area code ex) 02-1234-5678".
- Mobile No. \***: Text input field with a note: "ex) 010-1234-5678".
- Address \***: Text input field with a language dropdown set to "English".
- Profile photo**: Image upload area with a "Select Image" button. Notes: "※ JPG, GIF, PNG files are allowed.", "※ Size: 354x472px", "※ Maximum: 3MB".
- Company name \***: Text input field with a note: "ex) Please Search for company name" and a "Search" button. A red box highlights this field.
- Department \***: Text input field.
- Position \***: Text input field.
- Receive Message \***: Radio buttons for "Receive" and "Receiving Block".

A search popup window is open, showing a search bar with "BCM 2020" and a search button. Below the search bar, a result is displayed: "✓ Check [the others] BCM 2020 (TEST)" with contact information: "051-747-6440" and "1012, 39, Centum seo-ro, Haeundae-gu, Busan, Korea". There are "New registration" and "Close" buttons at the bottom of the popup. A red box highlights the search popup.

5

Save

④ Fill in the form

**[Type of participation]**

**Only Buyer~Press are possible to apply Business Registration or Matching Registration**

**- Exhibitor : When you apply Package Registration**

**- Creator : When you apply K-Contents & Ambassador**

**[ID]~[Position]** Basic information

**[Company]**

Choose the company name, using research or new registration

※ When register new company, fill in the information of the company (in English)

⑤ Click [Save], Sign in completed

# 4-2. Business Registration

BCM Participant

test test Personal Information Modification >

Apply Registration My Message >

OVER 1 Apply&Payment Global Pitching BCM Conference

### Business Registration

STEP : Apply registration > approval by administrator > Business registration completed

**[Registration benefit]**

- Available using conference room and entering market
- Available communicating between participants

2 Apply registration

### Matching Registration

STEP : Apply registration > approval by administrator > Matching registration completed when payment is completed.

**[Registration benefit]**

- Business registration(Yellow ID)
- Data Base for major buyers

Apply registration

Step1  
Apply registration

Step2  
Approval by administrator

Step3  
Business registration completed

Business registration is accepted  
Need approval by administrator

cancel registration

## My page > Apply Registration > Apply Business Registration

### Step1. Apply Registration

- ① Click [Apply registration / Payment]
- ② Business Registration > Click [Apply Registration]

※ Step2~3 is be settled automatically after approval by administrator. You could check the condition on apply registration page

### Step2. Administrator approval

After 'Apply registration', you need administrator approval, therefore it would be 'approval wait'

\* Before approval, it is possible to CANCEL 'Apply Registration' and apply Matching Registration

### Step3. Complete Business Registration

After administrator approval, [Business Registration] completed

# 4-3. Matching Registration

BCM Participant

test test > Personal Information Modification >

Apply Registration > My Message >

OVER **1** Apply&Payment Global Pitching BCM Conference

### Business Registration

STEP: Apply registration > approval by administrator > Business registration completed

**[Registration benefit]**

- Available using conference room and entering market
- Available communicating between participants

Apply registration

### Matching Registration

STEP: Apply registration > approval by administrator > Matching registration completed when payment is completed.

**[Registration benefit]**

- Business registration(Yellow ID)
- Data Base for major buyers

**2** Apply registration

**Step1** Apply registration

**Step2** Approval by administrator

**Step3** To issue invoice/Payment

**Step4** Completed matching registration

My page > Apply Registration > Apply Matching Registration

## Step1. Apply Registration

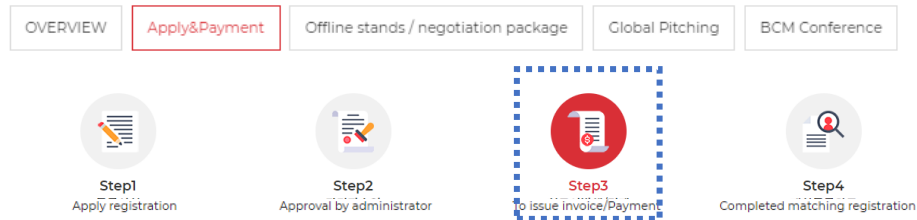
- ① Click [Apply/Payment]
- ② Matching Registration > Click [Apply Registration]

## Step2. administrator approval

**After 'Apply registration', it need administrator approval.**  
**When you are approved, you could pay the registration fee.**

\*Before approval, it is possible to CANCEL 'Apply Registration' and apply Business Registration

# 4-3. Matching Registration



## Application information

Registration Type Exhibitor

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Company name BCM 2020 (TEST)

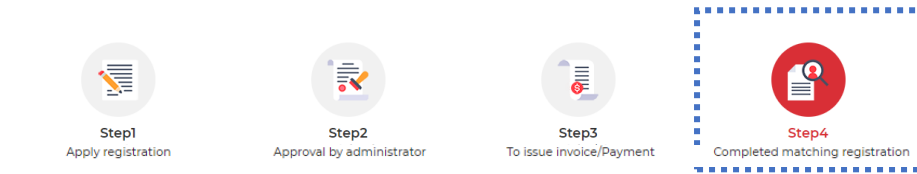
## Payment

Status Unpaid

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Payment Due Date

## Payment



## Application information

Registration Type Participant

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Company name BCM 2020 (TEST)

## Payment

Status Payment completed

---

Payment Due Date

### Step3. Issue an invoice / Payment

③ Check the Payment information > Click [Payment] > Payment progressing

### Step4. Completed Matching Registration

After Payment, [Matching Registration] 'Registration > 'BCM2021 Participant Search' and then you are available to download DB.xlsx

# 5. Package Registration

[ Exhibitor ]

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**5-1. Sign in**


**5-2. Package Registration & Payment**

# 5-1. Sign in


1

## BCM2021 USAGE

In order to provide better service for BCM2020, our system has undergone renewal with changes in usage. Before registering, please check your BCM attendance past history in order to proceed.



**BCM Past Attendee**  
\*Those who have attended BCM in previous years\*  
Please login with email previously used for registering.  
[Go to login](#)



**First time participation to BCM2021**  
\*First time participation to BCM2021\*  
Please register as new attendee in order to proceed to complete the participation for BCM2021.  
[Regular Registration](#) [Business Registration](#)

2

3

## Terms & Conditions for BCM2021 Registration

**Agreed to the terms**  
Agreeing to the below terms and conditions and use of personal database is required in order to process the registration for BCM2021

**Agreed to all the terms**

**Agreeing to the terms of use of data**

You may be photographed, audio-recorded and video-recorded at any event organized by Busan Contents Market Organizing Committee. By entering the event premises, you consent to all photographs, interviews, audio recordings and/or video recordings made, produced or taken of you ("Materials") and the use, release, publication, exhibition, or reproduction of the Materials in all marketing and communication materials in any media by Busan Contents Market Organizing Committee, its affiliates and/or representatives. You also waive any right to inspect or approve any Materials, including any photo, video, or audio recording taken by Busan Contents Market Organizing Committee, its affiliates and/or representatives. All intellectual property rights to the Materials shall be reserved by Busan Contents Market Organizing Committee, and you waive all rights to any claims for payment or royalties in connection with their use, release, publication, exhibition or reproduction.

**Agreeing to the terms and conditions of registered personal information data for BCM2021 attendance.**

Depending on how you interact with us and the Service, we use your personal information to: Provide, activate and manage your access to and use of the Service; Process and fulfill a request, order, download or other transaction; Provide technical, product and other support and to help keep the Service working, safe and secure; Enhance and improve the Service and our other products and services and to develop new products, services and benefits; Offer you customized content and other personalization to make the Service more relevant to your interests and geography; Respond to your requests, inquiries, comments and concerns; Notify you about changes, updates and other announcements related to the Service and our other products and services; Deliver targeted advertisements, promotional messages, notices and other information related to the Service and your interests; Provide you with promotional messages and other information about products, events and services of ours, our affiliates and third parties, such as exhibitors, sponsors

[Registration](#)

## Sign in > Agreed to the terms

- ① [JOIN] Click
- ② [Business Registration] Click
- ③ [Agreed to all the terms] > Click [Sign in]

# 5-1. Sign in

## Registration

**4**

Registration Type \*

Exhibitor

Buyer

Participant

Producer

Press

Creator

ID(e-Mail) \*

Password \*

Please type in more than 8 letters.

Confirm password \*

Re-input password

Country \*

United States of America

Name \*

First name ex) Kildong Last name ex) Hong

Gender \*

Mr.  Ms.

Phone number \*

with area code ex) 02-1234-5678

Mobile No. \*

ex) 010-1234-5678

Address \*

English

Profile photo

※ JPG, GIF, PNG files are allowed.  
※ Size: 354x472px  
※ Maximum: 3MB

Select Image

Company name \*

ex) Please Search for Company name Search

Department

Position \*

Receive Message \*

Receive  Receiving Block

Search

BCM 202d

Check [the others] BCM 2020 (TEST)  
051-747-6440  
1012, 39, Centum seo-ro, Haeundae-gu, Busan, Korea

New registration Close

④ Fill in the sign in form

**[Registration Type] Exhibitors are possible to apply Online Booth / Package**

**[ID]~[Position]** Basic information

**[Company name]**

Choose the company name, using research or new registration

※ When register new company, fill in the information of the company (in English)

⑤ Click [Save], Sign in completed

**5**

Save



# 5-2. Package Registration

The screenshot shows the BCM Exhibitor registration interface. At the top, there is a header with the BCM Exhibitor logo and the user name 'test 2' with a link for 'Personal Information Modification'. Below this, there are buttons for 'Apply Registration' and 'My Message'. The main content area is divided into two tabs: 'Apply' (selected) and 'Package Payment'. Under the 'Apply' tab, there is a list of package options, each with a checked checkbox and a price:

- Package S (Video streaming + Online Stand + Play promotional video + 20 IDs) USD 2,000
- Package A (Video streaming + Online Stand + 10 IDs) USD 1,000
- Package B (Video streaming + Online Stand + 5 IDs) USD 500
- Package C (Online Stand + 3 IDs) USD 300

Below the package list is a 'Package Participant' section with two input fields: 'e-mail' (containing 'tjdus00@naver.com') and 'Full name' (containing 'test 2'). There is a note: '※ Available adding participants after registering package and being approved by administrator' and an '+ Add' button. At the bottom, there is a red 'Apply' button. The final part of the screenshot shows the user's profile at the bottom, with a button for 'Packages for metaverse (PENDING)' and a 'My Message' link.

My Page > Apply > Apply Package / payment

## Step1. Apply Payment

- ① Click [Apply & Package Payment]
- ② Choose one Package options
- ③ Click [Apply]

## Step2. Administrator approval

After 'Apply Registration', you need administrator approval, therefore it would be 'Online package evaluation'

\* Before approval, you could fix your information.

# 5-2. My page > Apply > Package registration & Payment

BCM Exhibitor

test 2 Personal Information Modification >

Packages for metaverse (PENDING) My Message >

**4** Apply Package Payment

Package Participant

e-mail: tjdius00@naver.com Full name: test 2

※ Available adding participants after registering package and being approved by administrator

**5** + Add

Apply **6** Package Payment

**Application information**

Registration Type: Exhibitor

**Payment**

Status: Unpaid

Payment

**7** Payment

## Step3. Add Participant ID & Payment Package

- ④ Click [Apply]
- ⑤ Package User [Add] > Add Participant ID
  - ※ User information or Add ID can NOT change after payment
  - ※ It is possible to add 'ID' amount DEPENDING ON Package product
  - ※ Only the person who Sign in is possible to add ID and search
- ⑥ Click [Package Payment], Check the information about payment
- ⑦ Click [Payment] > Payment progressing

## Step4. Complete Package Registration

When payment complete, [Payment Completed]

# 6. Offline Registration

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**6-1. Onsite Registration**

**6-2. Online Registration**

# 6-1. Onsite Registration

The screenshot shows the BCM2021 registration page. At the top, there is a navigation bar with a hamburger menu, the text "15th Busan Contents Market 2021", a language dropdown set to "English", and buttons for "LOGIN" and "JOIN". A red box with the number "1" highlights the "JOIN" button. Below the navigation bar, the heading "BCM2021 USAGE" is centered. A paragraph of text explains that the system has been renewed and users should check their attendance history. The main content area is divided into two columns. The left column is for "BCM Past Attendee" and includes a "Go to login" button. The right column is for "First time participation to BCM2021" and includes buttons for "Regular Registration" and "Business Registration". A red box with the number "2" highlights the "Regular Registration" button. Below this, a red dashed box highlights the "Agreed to the terms" section, which contains three checkboxes: "Agreed to all the terms", "Agreeing to the terms of use of data", and "Agreeing to the terms and conditions of registered personal information data for BCM2021 attendance". A red box with the number "3" highlights the "Agreed to all the terms" checkbox. At the bottom of the dashed box is a red "Registration" button.

## Onsite Registration

### 1. Sign in

- ① Click [JOIN]
- ② Click [Regular Registration]
- ③ [Agreed to all the terms] > Click [Sign in]

### 2. Complete Regular registration

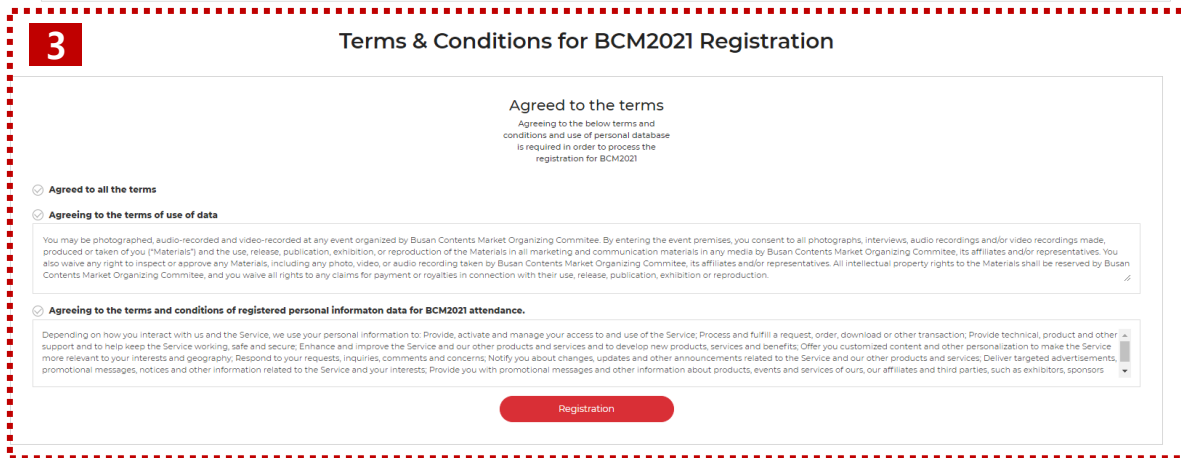
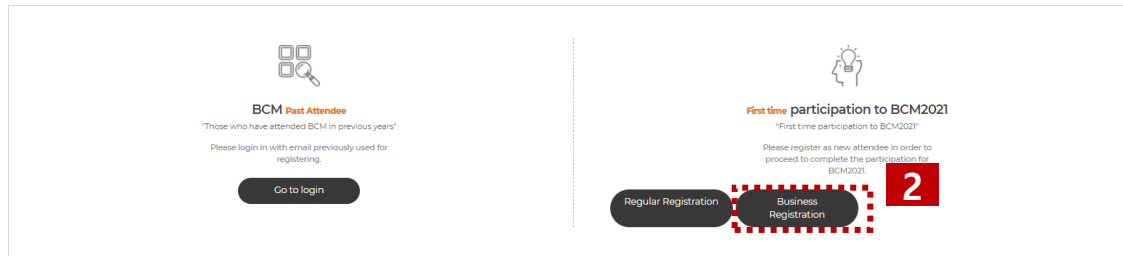
After sign in, you could join in the market as a regular registration(guest).

# 6-2. Online Registration



## BCM2021 USAGE

In order to provide better service for BCM2020, our system has undergone renewal with changes in usage. Before registering, please check your BCM attendance past history in order to proceed.



## Online Registration

### 1. Sign in

- ① Click [JOIN]
- ② Click [Business Registration]
- ③ [Agreed to all the terms] > Click [Sign in]

# 6-2. Online Registration

## Registration

4

Registration Type \*

- Exhibitor
- Buyer
- Participant
- Producer
- Press
- Creator

ID(e-Mail) \*

Password \*

Confirm password \*

Country \*

Name \*

Gender \*

Phone number \*

Mobile No. \*

Address \*

Profile photo

Company name \*

Department \*

Position \*

Receive Message \*

5 Save

④ Fill in the form

**[Type of participation]**

**Only Buyer~Press are possible to apply Business Registration or Matching Registration**

**- Exhibitor : When you apply Package Registration**

**- Creator : When you apply K-Contents & Ambassador**

**[ID]~[Position]** Basic information

**[Company]**

Choose the company name, using research or new registration

※ When register new company, fill in the information of the company (in English)

⑤ Click [Save], Sign in completed

# 6-2. Online Registration

BCM Exhibitor

test 2 [Personal Information Modification >](#)

[Packages for metaverse \(PENDING\)](#) [My Message >](#)

OVERVIEW Apply& **4** Offline stands / negotiation package Global Pitching BCM Conference

Application Date	Offline stands	Negotiation package	status	Confirm/Modify
No Information				

**5** Apply

**6**

Quantity (USD 1,000/1Booth)

Price

Apply Previous page

BCM Exhibitor

[Personal Information Modification >](#)

[Packages for metaverse \(PENDING\)](#) [My Message >](#)

OVERVIEW Apply&Payment Offline stands / negotiation package Global Pitching BCM Conference

Application Date	Offline stands	Negotiation package	status	Confirm/Modify
11-03	1EA	not applied	Not approved	Modify

Apply

### 3. Offline Booth/ apply negotiation package

- ① Click [Apply]
- ② After fill in [Amount] >Click [Sum] and [Apply]

# 7. CONTACT

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## 7-1. Buyer/Exhibitor/Etc.



# BCM2021

ONLINE\_

**2021. 11. 03-12**

[www.ibcm.tv](http://www.ibcm.tv)

OFFLINE\_

**2021. 11. 10-12**

**BEXCO Convention hall**

## Buyer



[marketing1@ibcm.tv](mailto:marketing1@ibcm.tv)



02-786-6985

## Participant



[marketing2@ibcm.tv](mailto:marketing2@ibcm.tv)



070-8856-5639

## Etc.



[marketing3@ibcm.tv](mailto:marketing3@ibcm.tv)



02-786-4701

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Busan Contents Market Organizing Committee

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BUSAN METROPOLITAN CITY