

BUSAN CONTENTS MARKET



M A R K E T • C O N F E R E N C E • F U N D I N G

BCM 2019

13th INTERNATIONAL
BUSAN CONTENTS MARKET
 부산콘텐츠마켓



Source : Kim Haneul and Gam Woosung at the production presentation of The Wind Blows

About Busan Content Market, BCM

BCM, Busan Content Market

A worldwide contents trading platform originating from the film city of Busan

A market place to empower contents businesses within high value-added industries

Busan Content Market was created to follow up on the success of the world's filmgoers' delight, the Busan International Film Festival (BIFF), a delight to filmgoers worldwide, as well as **to empower content businesses within high value-added industries**. The mayor of the Busan Metropolitan City sits as Chairman, with those executives representing home and abroad contents professionals, venture capital investors, producers, media companies, and multi-channel networks(MCN) joining BCM as advisory members and professional committee members. Every spring in Busan, the content market blooms and is jam-packed with contents sellers and buyers from around the world.

Drama, Webtoon, Gaming, Animation, Music, and Social Media
are to be discovered, produced, and distributed in the B2B marketplace

Developed as a B2B marketplace offering supports for contents discovery,
investments, production and distribution

The market which originally initiated with TV broadcasting has in 15 years' time now turned into a B2B market place offering comprehensive support to such varied categories including webtoon, animation, films, gaming, music, social media. The market also focuses on finding emerging creators that have yet to be discovered, as well as production, distribution and investment support. Experts and content creators of each genre gather to discuss and have come to collaborate at **this content festival representing Korea and Asia**. In addition, the city of Busan plans to develop the market to become a world-class hub of conferences and networking for artificial intelligence media and content, metaverse and artificial reality content, blockchain content and high-tech media based convergence and integration content.





Source: BCM 2019, booths and exhibition hall

About BCM, Busan Content Market

The opening ceremony, BCM funding meetings, BCM conference and auxiliary events have become international events representing Busan, similar to role played by BIFF

The event helping to popularize Busan and the Korean Wave in the world

With the soaring success of IPTV and OTT, the video content market has grown to a level easily reaching that of the analog film market or traditional broadcasting, as it merges convergence and integration media to pioneer a new market. Every year, BCM hosts an international conference covering a diverse field of subjects related to the latest worldwide trends in various industries, as well as how best to respond to them. As well, BCM hosts a funding event where **the content of various genres in different stages of development are presented to potential investors, bridging** Busan and Korea with the rest of the world.



16th edition with 3000 buyers and sellers participating from 50 countries
100 million dollars worth of deals to be generated at the market

The key networking hub connecting the world's content market with Korea and Asia

After more than a decade of garnering worldwide recognition since the inaugural BCM event in 2007 hosted 229 companies from 18 countries, today's BCM attracts nearly 1,000 companies from 50 countries, with transactions totaling over 100 million dollars. Even the Covid-19 pandemic could not hinder the success of the event, with economic activity equaling 175 million USD in 2021. As world-renowned Korean pop culture, such as BTS and Squid Game, go viral around the world, BCM will soon be **the key networking hub connecting the world's content market with Korea and Asia.**



The Major Business of BCM



01 MARKET

Various content is discovered, invested in, produced and distributed at the Busan Content Market (BCM)

Thousands of content buyers and sellers participate and generate over 100 million dollars worth of economic activity.

Various content, such as animation, gaming, music, social media as well as creators are discovered

Thousands of buyers and sellers from 50 countries flock to BCM every year to trade content valued at over 100 million dollars. BCM provides **investment, production and distribution support for various content, such as webtoons, animation, film, gaming, music, and social media.**

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02 CONFERENCE

International conference presenting new content and media trends

Media and content leaders of the metaverse, IPTV, OTT, and AI participate at BCM
Encouraging cooperation at the content market and in academic journal publications
Paving a path forward for traditional media and content

The previous analog film markets and traditional broadcasting markets are now being transformed with the spread of new media, such as the metaverse, AI, IPTV and OTT, growing in scale far beyond that of the past.

Every year, the BCM conference comes out with **a new theme to steer the latest content industry trends in the world and guide the responses to these trends**. The conference holds networking opportunities to invigorate the content market and encourage cooperation. What is offered to the global content companies, authors, OTT services, producers, broadcasting companies, buyers and sellers is the opportunity to expand their networks. The publication of international journals provides industry experts with thorough analysis, the latest trends and hot issues.

03 FUNDING

06 | 07

Broadcasting, webtoons, gaming, one-person media, the metaverse
Various content genre investment at BCM

Professional content venture capitalists representing 30 venture companies in Korea act as BCM investment consultants to match local and foreign starts-ups and decision-makers in order to generate business opportunities

BCM funding provides a place for investment and business matchmaking of various convergence and integration content genres, including broadcasting, webtoons, gaming, one-person media and the metaverse. For the next Squid Game, Hellbound and Kingdom of global OTT content, professional investment consultant groups organized alongside venture capitalists from local and foreign representative venture companies are ready to review content production drafts and the business plans of entrepreneurs and startups to offer **business pitching opportunities with the end goal of securing direct investment**.



A Walk-through of BCM from 2007 To 2014

2007 ○ Life is Content!

BCM blazed a trail with the Busan International Digital Broadcasting Content Market, DBCM, in 2005 and the Digital Media Festival in 2006. The inaugural BCM in 2007 was the largest scale event of its kind in Asia with over 500 people from 100 companies from 25 countries participating, including local and foreign major broadcasting companies, cable TV and DMB.

2008 ○ Communication for Asia!

The second year of BCM gained a lot more attention by emphatically highlighting new media. BCM 2008 with its new media content market wished to provide a new catalyst to Asian content industries by serving as a bridge to new media within Asian countries.

2009 ○ Your Possibility, Our Possibility!

BCM 2009 was the long-awaited year that saw participation of major American production studios, such as Sony Pictures and Warner Brothers; BCM began to grow in reach and recognition.

2010 ○ Your Treasure Island, Find Your Treasure

With each passing year, the content market gained more attention with more international companies being spotted at the market. The UK's BBC World and major broadcasting companies from the US, including FOX TV studios were among the many production and distribution companies of world renown to participate. As well, the products of new media technology and services were presented giving audiences a sneak preview of the development of broadcasting and communicating convergence technology and digital media.



Human Network, Content Network!

2011

BCM 2011 saw increased collaboration in communication and networking-oriented platforms among Asian media players with participation from the world's major content heavyweights, such as NHK from Japan, BBC World, and ATV from Hong Kong. BCM featured world-renowned documentary screenings, concerts for audience members, and at the same time, increased its recognition of being a B2B market and B2C festival.

Social Content, Social Network

2012

CM 2012 featured new broadcasting content from all over the world and served as an exchange venue to discuss the future of next-generation broadcasting content among the participating companies. It also added elements to sell and buy broadcasting content, discuss investment plans between investors and producers and provide knowledge exchange opportunities for local and foreign industrial experts.

Family is Our Content

2013

CM 2013 ushered in content festival which family members could enjoy together. The world's biggest cultural content player, Walt Disney, made its first appearance, adding the color of family-oriented programming to the festival. Renovations were undertaken to welcome a family-friendly audience, such as the playground site located at the center of the exhibition hall and an exhibition with animated, life-sized characters, as well as an exhibit on the history of animation to attract consumers.

Content Network, Asian Hub

2014

BCM 2014 encompassed not only sales of different drama series from major production companies, but also animation and documentaries from small and medium production houses. The export of local content and discussions and trade with foreign sellers were actively held showing the mutual developmental potential of major producers as well as small and medium producers. In 2014, BCM solidified its position in the international broadcasting video content market.

08 | 09



A Walk-through of BCM from 2015 to 2021

- 2015** ○ New Content, New Network, Content flies by Network
Celebrating its ninth anniversary, BCM took the new step of increasing its renown in the contents market by expanding its network with world-class broadcasting markets.
- 2016** ○ New Content, New Network, 10th Content, 10th Network
2016 marked the ten year anniversary of the launch of BCM as the representative broadcasting content market in Busan. BCM promoted a self-standing profit model in the operation of its booths, with the profits contributing to the increased participation of global video content professionals and local and foreign buyers, further improving the quality of the market.
- 2017** ○ New Content, New Network
BCM 2017 continued to develop leading new media content, strengthened B2B business oriented programs and initiated B2C public events by creating cultural content displays, particularly by incorporating more personal experiences and sales that utilized convergence and integrated media. In addition, to support small and medium production companies, the booth operation fee was waived for 100 exhibitors. BCM also operated a local production company pavilion and offered business matchmaking opportunities to harmonize professionals and consumers.
- 2018** ○ New Content, New Network
BCM 2018, with its ongoing aim of becoming a hub for the world's broadcasting content market, introduced various projects, including the Busan International Documentary Awards, the Busan International Web Content Festival, and the Asia Next Generation Content Forum Seminar. BCM continued to take steps toward becoming a future-oriented cultural video festival.



New Content, New Network

2019

BCM 2019 strengthen its path forward as a representative Asian broadcasting content trading market by securing overseas pathways for Korean Wave content and further expanding the video content industry. Market registration and entrance fees were charged for the first time to help BCM become a self-reliant event. BCM also opened up new markets in non-Asian regions where Korean content is not yet well-known. It also encouraged investment and further expansion of the event by applying a monetary award system to small and medium-sized producers for the first time.

Post-Covid, Connect the World with Content

2020

BCM 2020 was held online due to social distancing protocols arising from the COVID-19 pandemic. Online virtual exhibition booths allowed for contact-free discussions, with the matchmaking program and online streaming services being popular choices to promote the content marketing of participating companies. Pitching sessions and the conference were held via live stream while offering VOD replay services on the event's the website.

Connecting the World with Content

2021

BCM 2021 carried on as a hybrid exhibition, integrating online and offline channels. Avatars were created within the 3D virtual exhibition hall so that participants could attend contact-free video conferences and real-time screenings. BCM 2021 was highly praised for supporting small and medium companies' exhibitions and working to expand dealmaking activity, while also hosting a K-content reaction contest to cater to the increasing fandom of Korean Wave content.



산세계각사람회 후보대사



2022 Busan Content Market IBCM (IO, Big Data, Cloud, Mobile) & Convergence Content Market

BCM 2022 is set to welcome the deliver of content to express condolences and sympathy to those who are drained by the lingering pandemic.

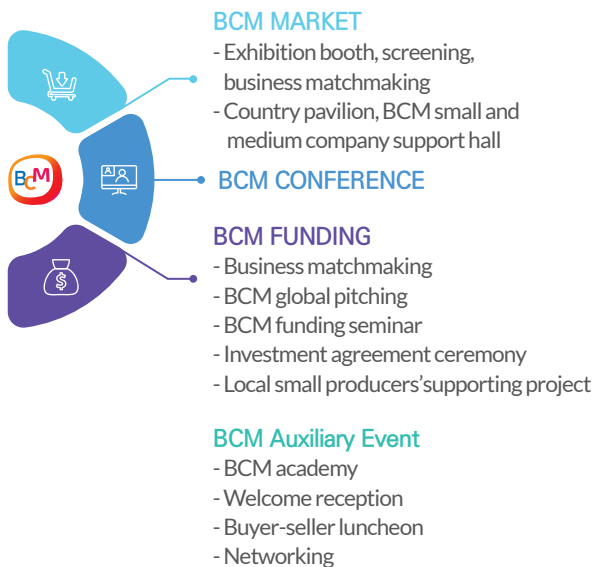
BCM 2022 is entering its 16th year and set to welcome companies, professionals and consumers to its upcoming ceremony, marketplace, investment meetings, conference and other exciting events in the port city of Busan.

- Period : June 8th – 10th, 2022
- Venue : Busan Exhibition and Convention Center, BEXCO
- Program : BCM market/ BCM investment meetings/ BCM conference/ auxiliary events
- Host/Organizer :  Busan Contents Market
- Sponsor :  Ministry of Culture, Sports and Tourism  부산광역시 BUSAN METROPOLITAN CITY

BCM 2022 reveals new cooperative partnership

- The world's first **film content festival for pets**, BiF4Dog (Busan International Film and Content Festival for Dogs):
Pet content festival with pet-loving celebrities and influencers
- New Covid-19 oriented genre of medical dramas & content market. **Medifest** :
Medical drama awards presented by medical professionals
- Art meets technology to create content, **Art IP content market and board game IP market**
- **Good Influencer Award**: With the rise of innovative content and influencers in the digital age, discover emerging influencers being presented with awards by world media academics and experts

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Asia Digital Broadcasting Academy

BCM exhibitors from home and abroad

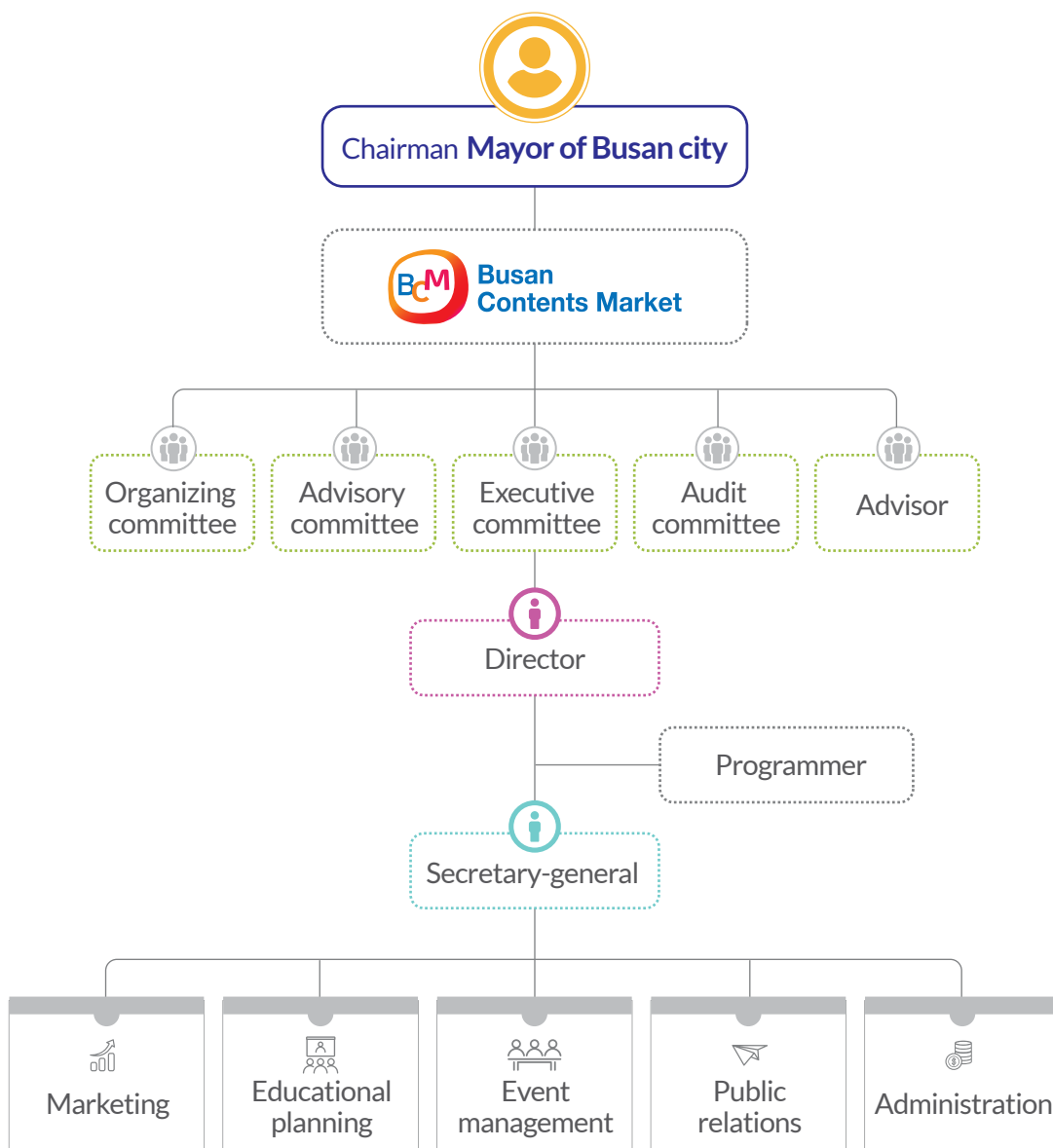
KBS Media, MBC, MBC Plus, SBS, EBS, JTBC, CJ E&M, Arirang TV, iHQ, KBSN, SkyLifeTV, Korea Drama Production Association, Korea Animation Industry Association, Samhwa Networks, Pan Entertainment, all3media International, Banijay Rights, Bomanbridge Media, Caracol Internacional, Fremantle Media, Echo Rights, Entertainment One, ITV Studios Global Entertainment, Keshet International, MediaQuiz Entertainment International Company, NBC Universal, Red Arrow Studios International, TVP Polish Public Television, etc.



Organizing Committee of the Busan Content Market

The Mayor of Busan city sits as the Chairman of the Busan Content Market and is supported by various professionals who round out the organizing committee.

The Busan Content Market Organizing Committee is led by the Mayor of Busan and organized by content professionals in various sectors, including broadcasting, film, gaming, webtoons, and music, with further involvement from venture capitalists, entertainment producers, press agencies, and IT professionals. The organizing committee oversees projects, such as operating the market and hosting events with executives in marketing, promotion, planning and education, as well as coordinating event operations and general affairs under the commissioner.





SPONSORSHIP

The Busan Content Market collaborates with various companies, including media content companies to uncover new markets and business opportunities. We deeply appreciate all your attention, support, and cooperation.



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COREA DRAMA PRODUCTION ASSOCIATION

 **KIPA**  **KAPA**  **KAMA**  **BIVA**  **GZDOC**  **TIFFCOM**

 **Busan Contents Market**

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