

Connection  
the world through content

# BCM2021

## 15<sup>th</sup> INTERNATIONAL BUSAN CONTENTS MARKET

# BCM Global Pitching Application Guide

ONLINE

2021. 11. 03-12

www.ibcm.tv

OFFLINE

2021. 11. 10-12

BEXCO Convention Hall

### BCM Global Pitching

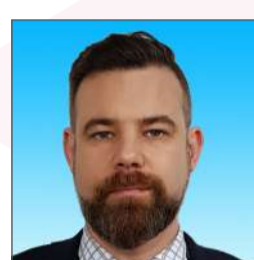
#### 1. Purpose

To provide opportunities to host presentation for outstanding contents and hold global market meeting for sharing investment information for both international and domestic production companies, investors, buyers and sellers.

#### 2. Event Description

- Date : Nov. 10<sup>th</sup> (Wed.) ~ Nov. 11<sup>th</sup> (Thu.) 2021, 15:00 ~ 18:00 (2 Days)
- Venue : (OFFLINE) Meeting room 103(Pitching Room), Convention Hall, BEXCO, BUSAN  
(ONLINE) BCM Website
- The selected production company will participate in the event and hold an offline presentation(PPT & Event only English but can be presented in Korean)
- Each company will be given 13 minutes, including a presentation and Q&A
- Simultaneous online and offline through video conference (Simultaneous interpretation in Korean/English)
- Live broadcasts and VOD redisplay services
- Event contents
  - Nov. 10<sup>th</sup> (Wed.): Drama | Animation | Promoting Local Small Producers –Pitching a total of 12 companies
  - Nov. 11<sup>th</sup> (Thu.): Movie | Documentary(Entertainment) –Pitching a total of 8 companies and Awards
  - Awards : Nov. 11<sup>th</sup> (Thu.), 17:20 ~ 17:40
- Awards
  - Awards in 5 categories (Drama, Movie, Documentary(Entertainment), Animation, Promoting Local Small Producers)
  - 5 of Awardee from each category will win a prize money KRW 2,000,000 (Pre-Tax, Including taxes and the public utilities'charge)

#### 3. Decision Makers



**Antony Gusscott**  
New Zealand  
Sprinkles on Top  
Creative Director



**Rong Jia**  
China  
Hainan  
Broadcasting Station  
Producer & Presenter



**Li Fei**  
China  
IQIYI  
Department Director



**Cilin**  
China  
Hunan Mgtv  
Deputy General Manager,  
Film & Series Center



**Jay Hu**  
China  
Youth Committee of  
China Television  
Drama Production  
Industry Association  
Secretary Genera



**Huang Haibo**  
China  
Phoenix Satellite TV  
Deputy Head of Phoenix  
Chinese Channel,  
Head of Phoenix  
Movie Channel



**Ansell Tan**  
Philippines  
Story Tinkers  
Founder / Filmmaker



**Ho Jin, KWON**  
South Korea  
SBS Medianet  
Executive Director



**Dong Hyun, KIM**  
South Korea  
KAKAO Ent.  
Assistant Manager



**Jeong Joong, KIM**  
South Korea  
KBS  
KBS Jeju Director of  
Programming & Production



**Kris KIM**  
South Korea  
ACEMAKER  
Production Team Leader



**Jose, KIM**  
South Korea  
Necto Investment  
Director



**Young Ho, LEE**  
South Korea  
MBC  
Director, Global Business



**Moo Yeol, JUNG**  
South Korea  
Ecruz Venturepartners LLC  
COO



**Gunny, HYOUNG**  
South Korea  
EIDF/EBS International  
DOC Film Festival  
Executive Producer

※ Country name, alphabetical order(Overseas, Domestic)

#### 4. Program Schedule | Nov.10<sup>th</sup>(Wed.) - 11<sup>th</sup>(Thu.)

• Day 1 (Nov. 10<sup>th</sup>)

Time	Company	Content	Presenter	Genre	-	
14:40 ~ 14:50	Admission					
	Entry Completion / Ready					
14:50 ~ 15:00	Opening address					
15:00 ~ 15:52	Freeonic	Goddess of needles	Chris D. Shine	Drama	Pitching time forevery part : 13 min for each producer (including Q&A)	
	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	Joung il	Animation		Presentation order : content name in alphabetical order
	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	Jang seok-keun			
18:12 ~ 18:20	Add Q&A / Commemorative photograph / Closing					
18:20 ~ 20:00	Decision maker and participant meeting(banquet)					

• DAY 2 (Nov. 11<sup>th</sup>)

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 forevery part : 13 min for each producer (including Q&A)	
	Atlantis Entertainment	THE RED GENERAL	Lee Tae-mog			
	Songarak pictures	Unexploded bomb	Kim Hwi-geun			
	Sunny Entertainment	35th 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		Presentation order : content name in alphabetical order
	Choi production	The Jupiter Project in the US Bacteria Laboratory	Choi Eun-ji			
	Kkuldanjimedia	Life is Pain	Seo Hyun-ho			
	Team Pros	WAYBACK	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	Closing					
17:50 ~ 19:30	Decision maker and participant meeting(banquet)					

※ The schedule can be changed without further notice.

#### 5. BCM Global Pitching 'Visitor'

- Registration : Sep.14<sup>th</sup>(Tue.) ~ Nov.11<sup>th</sup>(Thu.) Registration at the event date is available
- How to apply : Create your account in BCM2021 official website→BCM Funding→BCM Global Pitching→"Visitor Registration"
- How to connect :
  - 1) Visit the BCM Website
  - 2) Visit BCM Global Pitching event hall
- ※ VOD service provided after the event.

#### 6. Inquiries

- BCM Official Website (<https://www.ibcm.tv>)
- BCM Global Pitching manager E-mail : [bgp@ibcm.tv](mailto:bgp@ibcm.tv) | Tel. +82-70-8856-8469