

# World Content Market - Moscow 2015 Autumn

## Post Event Report

1088 delegates representing 460 companies from 32 countries participated in the World Content Market Moscow Autumn that were held from 16th to 18th November 2015 in Metropol Hotel, heart of Moscow, two steps from Kremlin and Red Square.

International companies from USA, Latin America, Canada, Europe, Middle East and Asia did business with executives from TV Channels, distribution and production companies from Russia and Russian speaking territories.

Among international exhibitors: BERSERK MEDIA LTD (INDIA), CARACOL INTERNACIONAL (UNITED STATES), CHINA CENTRAL TELEVISION - CHINA INTERNATIONAL TELEVISION CORPORATION (CHINA), COMAREX (MEXICO), CREA SRL (ITALY), FLAME DISTRIBUTION (AUSTRALIA), IMIRA ENTERTAINMENT (SPAIN), INVERLEIGH (AUSTRALIA), MONDOTV (ITALY), MOTION PICTURES DISTRIBUTION S.L. (SPAIN), PGS HK LTD (HONG KONG S.A.R.), RED ARROW INTERNATIONAL (GERMANY), TELEMUNDO INTERNACIONAL (UNITED STATES), THE B COMPANY (SWITZERLAND), TV GLOBO (BRAZIL), ZEE ENTERTAINMENT ENTERPRISES LIMITED (INDIA).

Television is the most popular medium in Russia, with 74% of the population watching national television channels routinely and 59% routinely watching regional channels. Among key RUSSIAN TV CHANNELS ATTENDING THE MARKET: CHANNEL ONE RUSSIA WORLDWIDE, TV CHANNEL RUSSIA, NTV BROADCASTING COMPANY, TNT BROADCASTING NETWORK, CTC NETWORK, REN TV CHANNEL, TVCENTER, TV CHANNEL FRIDAY, TV CHANNEL ZVEZDA, TV, TV CHANNEL U.

Additional broadcasting platforms for TV and cinema content which are actively developed in Russia enabled foreign companies to profit using other sales channels. The key Russian online video platforms attending the market: TVIGLE.RU, IVI.RU, NOW.RU, VIDEOMORE.RU, PLAY.RU and others.

The conferences were focused on development of latest trends in Russia. On 16<sup>th</sup> November, "TELEVISION DAY" conferences were focused on trends on key and regional TV Channels. TNS Gallup Media and KVG Research gave an analytical overview of the region. On 17<sup>th</sup> November, the "DIGITAL DAY" panels were focused on content monetizing through new media platforms.

### **Facts and Figures**

Participants: 1088 delegates from 460 companies

Countries: 32 countries

Andorra, Armenia, Australia, Austria, Belarus, Belgium, Brazil, Bulgaria, China, Denmark, France, Germany, Hong Kong, India, Italy, Kazakhstan, Kyrgyzstan, Latvia, Macedonia, Mexico, Moldova, Netherlands, Nigeria, Poland, Russia, Spain, Switzerland, Tukey, Turkey, Ukraine, United Kingdom, and United States.

Exhibitors: 60 companies

Visitors: 902 delegates (Buyers: 477 delegates)

## Russian speaking territories participation

Russia: 929 delegates  
Belarus: 51 delegates  
Kazakhstan: 15 delegates

Ukraine: 11 delegates  
Armenia: 2 delegates  
Kyrgyzstan: 5 delegates



More information: [www.worldcontentmarket.com](http://www.worldcontentmarket.com)

Next market: World Content Market - Moscow Spring: 30 May - 1 June 2016

For registration, contact:

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