3 months matchmaking program with Russian & CIS buyers

World Content Market – Moscow Online helps Chinese companies to build relations with companies from Russia and CIS in television and film industry. Chinese content is very important for this territory.

China is the largest trade partner of Russia

In the first half of 2022, the trade turnover between Russia and China amounted to $80.7 billion, which is 27.2% more than in the same period in 2021

Trade turnover between Russia and China may reach $200 billion

Source: RIA Russia Today

Chinese companies can do following business

- Network with 850+ companies from Russia and CIS
- Network with 250+ international companies from 40+ countries
- Organize online content screenings, presentations, pitching sessions
- Arrange online B2B meetings with key film buyers (theatrical, TV, digital) from Russia and CIS
- Find coproduction partners in Russia and CIS
- Offer production services

850+ companies from Russia and CIS

Buyers

Key TV Channels, OTT platforms and distribution companies from Russia, Belarus, Kazakhstan, Armenia, Azerbaijan, Kyrgyzstan, and Uzbekistan

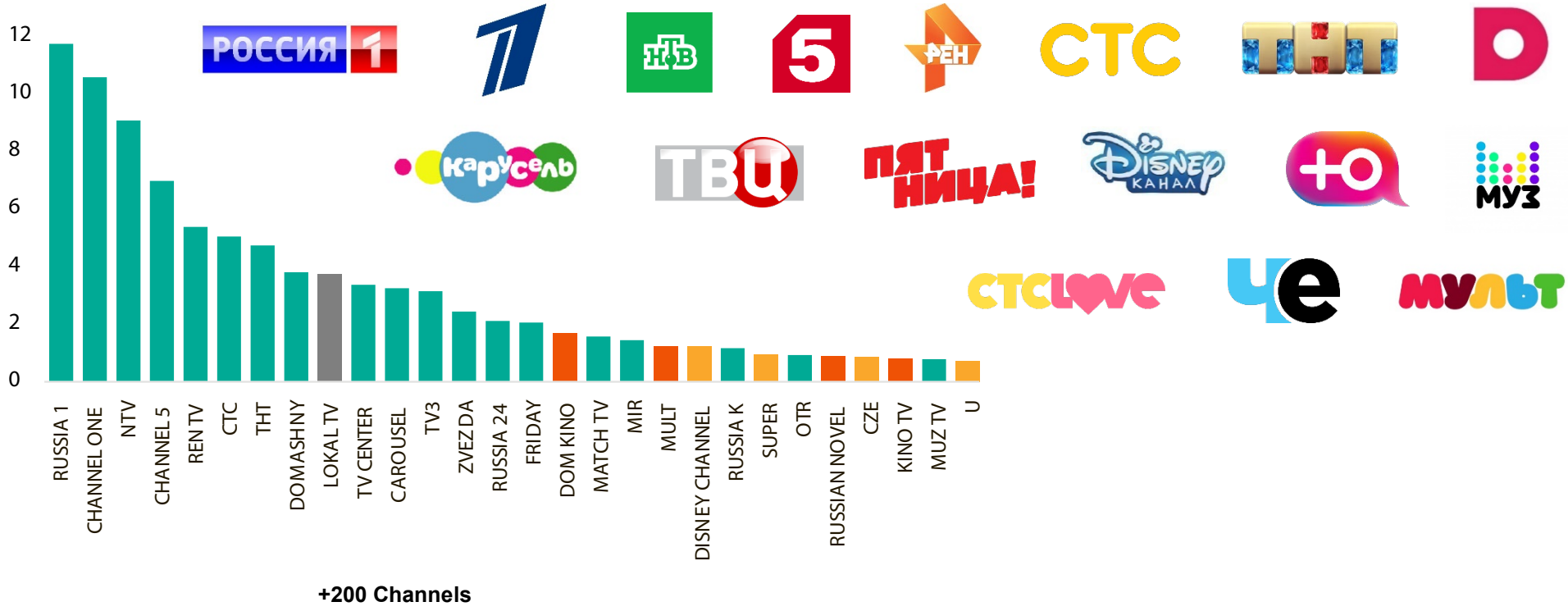
Genres

Animation, Light Entertainment, Children Program, Program for Adult, Documentary/Factual, Sport, Factual/Reality/Game Show, Telenovela, Feature Film, TV Fiction/Drama, Music

Content

TV, Theatrical, OTT, DVD/Video, Mobile, Internet, VOD, Interactive and any other audiovisual content

Russia: TV Channels' audience share



Source: Mediascope, TV Index, TV Index +, Russia 100, 4 +, 2019, share %

Key Russian OTT platforms

worldcontentmarket

World Content Market – Moscow Online 2022
Focus on China Program

Matchmaking Online Program

3 months from the date of signing an agreement

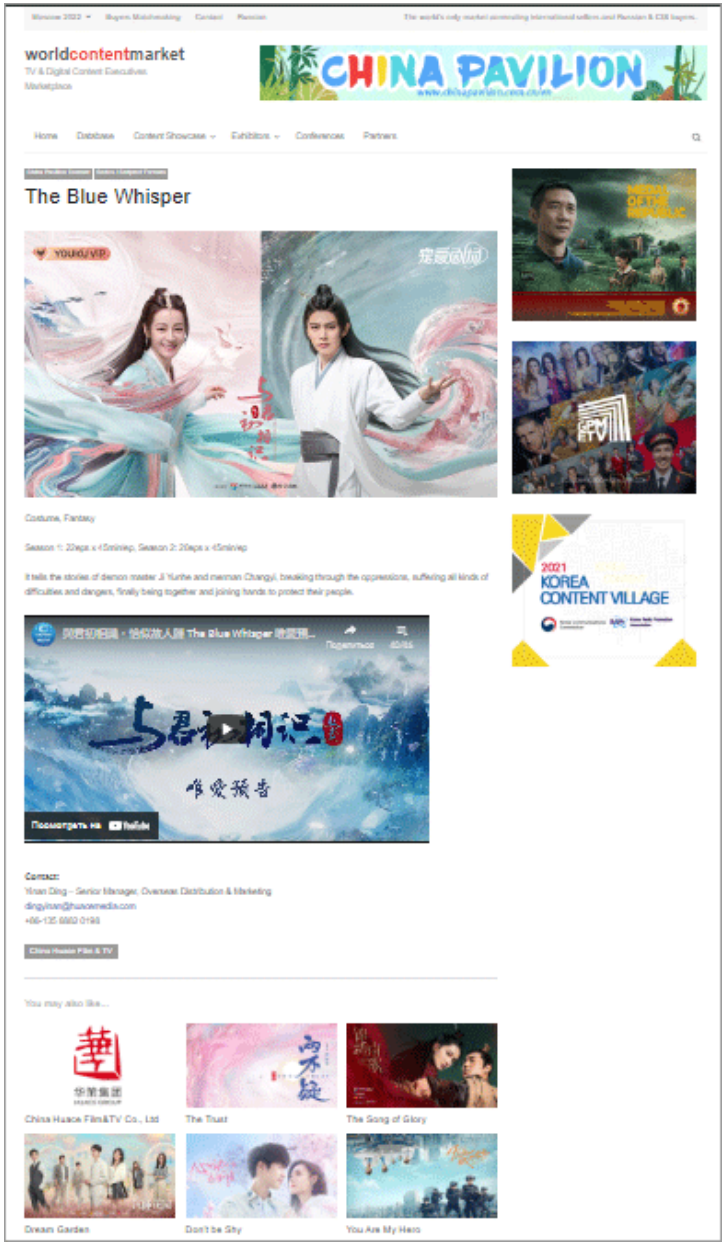
- Access to the World Content Market 2022 database with contact details of 850+ regional companies
- Translation of marketing material to Russian language
- Content screenings on the World Content Market web-site
- Direct email blasts to Russian buyers
- Report about qualified tv and film buyers
- Company presentation on the World Content Market web-site
- Publications in the World Content Market online magazine (English/Russian)

Company presentation

- Company presentation
- English profile
- Russian translation

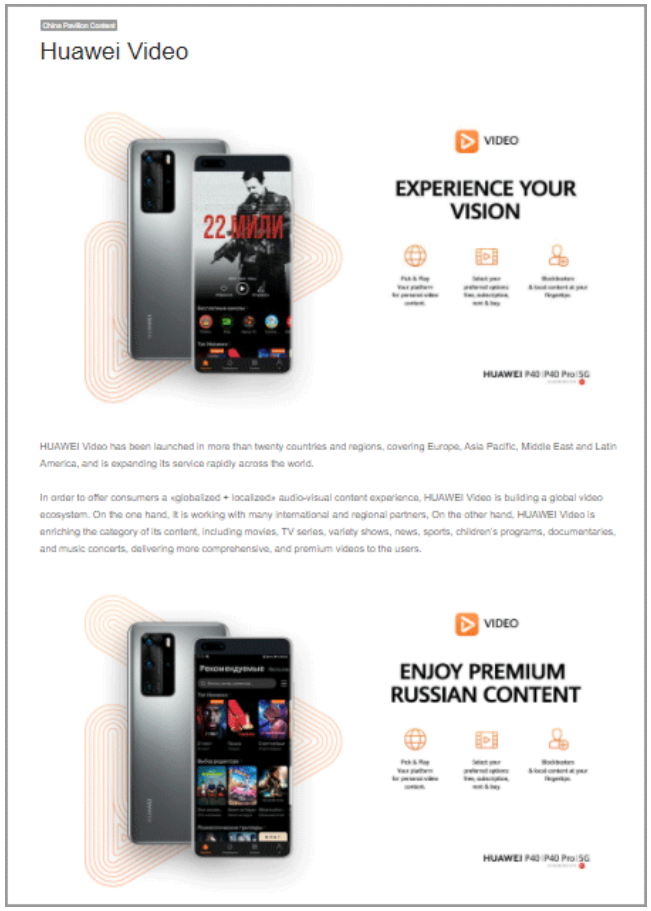
Content Showcase

- Screenings
- English synopsis
- Russian translation



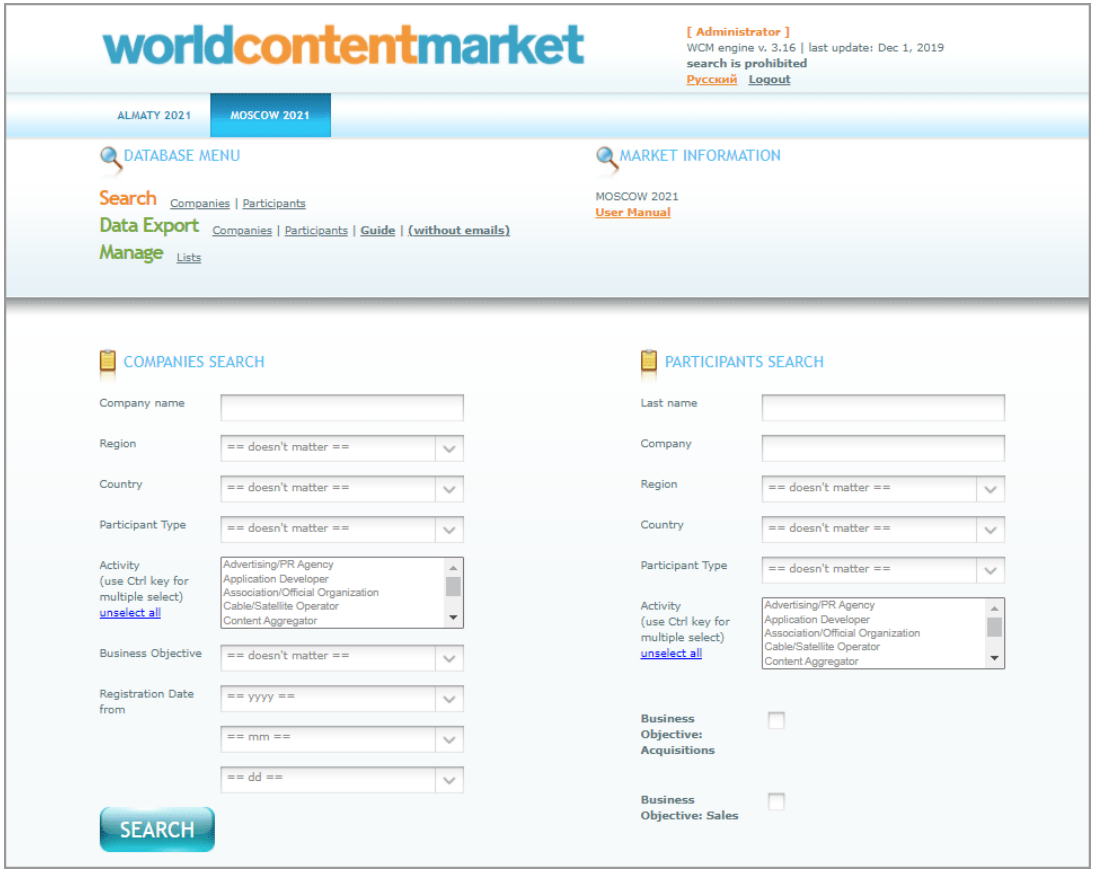
Publications in the market online magazine

- You send us editorial
- You send us images
- We create an article
- You reach 850+ companies from Russia and CIS



Database Access

- Company profile in the Market Database
- Access to the Market Database



worldcontentmarket

World Content Market – Moscow Online 2022
Focus on China Program

Buyers Report

1. You send us information about your content and direct links to your video material

2. We select buyers interested in your content

3. We deliver you qualified buyers interested in your content

4. You negotiate with buyers by phone and email

worldcontentmarket

World Content Market – Moscow Online 2022
Focus on China Program

Exhibitor online packages

Payment in RMB

BUYERS MATCHMAKING PACKAGE (3 MONTHS)	BASIC $ 700	STANDARD $ 1,250	PREMIUM $ 2,400
BUYERS REPORT			
Report about qualified buyers interested in your content. Each contact includes: company name, company profile, acquisition executives with direct phones and emails.	30 buyers	50 buyers	100 buyers
DATABASE ACCESS			
Company profile in the Market Database	+	+	+
Access to the Market Database	+	+	+
WEBSITE PROMOTION			
Content Showcase on the Market website (Screenings, English text, Russian translation)	10 titles	20 titles	50 titles
Company presentation on the Market website (Videos, English text, Russian translation)	+	+	+
Weekly Magazine Editorial (English)	2 editorials	10 editorials	25 editorials
EMAIL MARKETING			
Company information in the email newsletter to buyers	1 newsletter	2 newsletters	5 newsletters

Chinese companies on the World Content Market – Moscow 2022

CMG 中央广播电视总台 CCTV CNR CRI CGTN

SMG 东方明珠

NewTV

华策集团 HUACE GROUP

IX MEdia 九样传媒·杭州·中国

世纪优优 CENTURY UU

NoahMob

LOTTA ANIMATION

YOUKU

Zoland DISTRIBUTION

金鹰卡通卫视 Golden Eagle Cartoon Satellite TV

FANTAWILD ANIMATION

完美鲲鹏 PERFECT WORLD ANIMATION

左袋创意 LEFT POCKET

雷曦文化 Reesee

中广融合

worldcontentmarket

World Content Market – Moscow Online 2022
Focus on China Program

PLEASE, CONTACT:

Elena Sunbeam

Director

World Content Market

E-mail: elena@worldcontentmarket.com
Moscow Hotline: +7 926 136 0820

***Elena Sunbeam**, organizer of the World Content Market, during last 25 + years, organized markets, matchmaking programs, showcases and territory trips for international sales companies interested in business with companies from Eastern Europe, Russia and CIS.*