

## Do business with Central Asia!

B2B market with pre-arranged meetings with TV Broadcasters



Sell content to Central Asia buyers with pre-arranged meetings by the World Content Market – Almaty.



Key content buyers from Kazakhstan, Kyrgyzstan, Uzbekistan and other neighboring Central Asia countries.



Central Asia countries are rapidly growing and you have a perfect chance to establish business relations with TV Broadcasters, OTT platforms and distributors.



World Content Market – Almaty will help you to establish business relations with key buyers from this region and close deals.



## Business Program

### B2B MEETINGS WITH BUYERS



Company's presentation on the Market Website



Content presentation and screenings on the Market Website



Access to the Market Database



Email Newsletter to buyers



Buyer's report with buyers' contact information



Help with B2B meetings agenda



## What do buyers want in Kazakhstan and Central Asia?



10-15 hours daily of Turkish and Asian content is aired on free TV Broadcasters' schedule



Asian animation and documentaries are very popular



European content is welcomed



TV Broadcasters are interested to buy TV series, movies, formats, animation, documentaries, entertainment (completed and on preproduction)



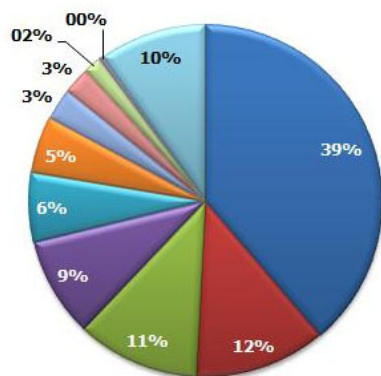
TV movies and series from Turkey, Korea, China, Japan, India, Philippines are in demand







### What viewers are watching in Kazakhstan?



TV Series – 39%  
 Entertainment – 12%  
 Movies – 11%  
 Talk Shows – 10%  
 Animation – 6%  
 News – 5%  
 Documentaries – 3%  
 TV Shows – 3%  
 Educational – 0,2%  
 Music – 0,2%

Source: J'son & Partners Consulting (This research was done on following TV Channels: Khabar, Kazakhstan, First Channel Eurasia, Channel Seven, 31 Channel, NTK, KTK, Astana TV)



### Who are key buyers in Kazakhstan?

FIRST CHANNEL "EURASIA" (share 20,61%) – private  
 COMMERCIAL TV CHANNEL / KTK (share 13,89%) – private  
 INDEPENDENT TELEVISION CHANNEL / NTK (share 10,30%) – private  
 QAZAQSTAN (KAZAKHSTAN) (share 9,52%) – state owned  
 ASTANA TV (share 9,27%) – private  
 31 CHANNEL (share 6,14%) – private  
 BALAPAN (share 5,6%) – state owned  
 CHANNEL SEVEN (share 5,00%) – private  
 KHABAR (share 2,18%) - private  
 QAZSPORT (share 2,10%) – state owned  
 ALMATY TV CHANNEL (share 1,12%) – state owned

Source: Kantar (TNS Central Asia), April 2022



## Exhibitor Package

€2,000 (In Person) / €1,000 (Online)



Personalized Meeting Table\*



Buyers contact details / Access to the Market Database



Company Presentation during the market (3 min.) \*



Pre-scheduled meeting agenda with buyers



Company profile in the Market Guide\* / Database



Screenings/Company presentation on the Market Website

\* Only IN PERSON Package



# Choose your Seller Package

SELLER PACKAGE	EXHIBITOR €2,000	EXHIBITOR ONLINE + VISITOR €1,000	EXHIBITOR ONLINE €1,000
<b>PRE-SCHEDULED MEETING AGENDA</b>			
Personalized Meeting Table (Table, 3 chairs, Header with Company Name)	+		
Pre-scheduled meeting agenda with buyers / Buyers contact details	+	+	+
Company Presentation during the market (1 min)	+	+	
<b>DATABASE ACCESS</b>			
Company profile in the Market Database / Access to the Market Database	+	+	+
<b>MARKET GUIDE</b>			
Company profile in the Market Guide (English)	+	+	
<b>WEBSITE PROMOTION</b>			
Content Showcase on the Market website (Screenings, English text, Russian translation)	10 titles	10 titles	10 titles
Company presentation on the Market website (Videos, English text, Russian translation)	+	+	+
<b>EMAIL MARKETING</b>			
Company information in the email newsletter to buyers	+		+

## Database Access



Company profile in  
the Market Database



Access to the Market Database



Buyers contact details

worldcontentmarket

[ Administrator ]  
WCM engine v. 3.16 | last update: Dec 1, 2019  
search is prohibited  
[Русский](#) [Logout](#)

ALMATY 2021

MOSCOW 2021

DATABASE MENU

[Search](#) [Companies](#) | [Participants](#)  
[Data Export](#) [Companies](#) | [Participants](#) | [Guide](#) | [\(without emails\)](#)  
[Manage](#) [Lists](#)

MARKET INFORMATION

MOSCOW 2021  
[User Manual](#)

COMPANIES SEARCH

Company name

Region

== doesn't matter ==

Country

== doesn't matter ==

Participant Type

== doesn't matter ==

Activity  
(use Ctrl key for  
multiple select)  
[unselect all](#)

Advertising/PR Agency  
Application Developer  
Association/Official Organization  
Cable/Satellite Operator  
Content Aggregator

Business Objective

== doesn't matter ==

Registration Date  
from

== yyyy ==  
== mm ==  
== dd ==

SEARCH

PARTICIPANTS SEARCH

Last name

Company

Region

== doesn't matter ==

Country

== doesn't matter ==

Participant Type

== doesn't matter ==

Activity  
(use Ctrl key for  
multiple select)  
[unselect all](#)

Advertising/PR Agency  
Application Developer  
Association/Official Organization  
Cable/Satellite Operator  
Content Aggregator

Business  
Objective:  
Acquisitions

☐

Business  
Objective: Sales

☐

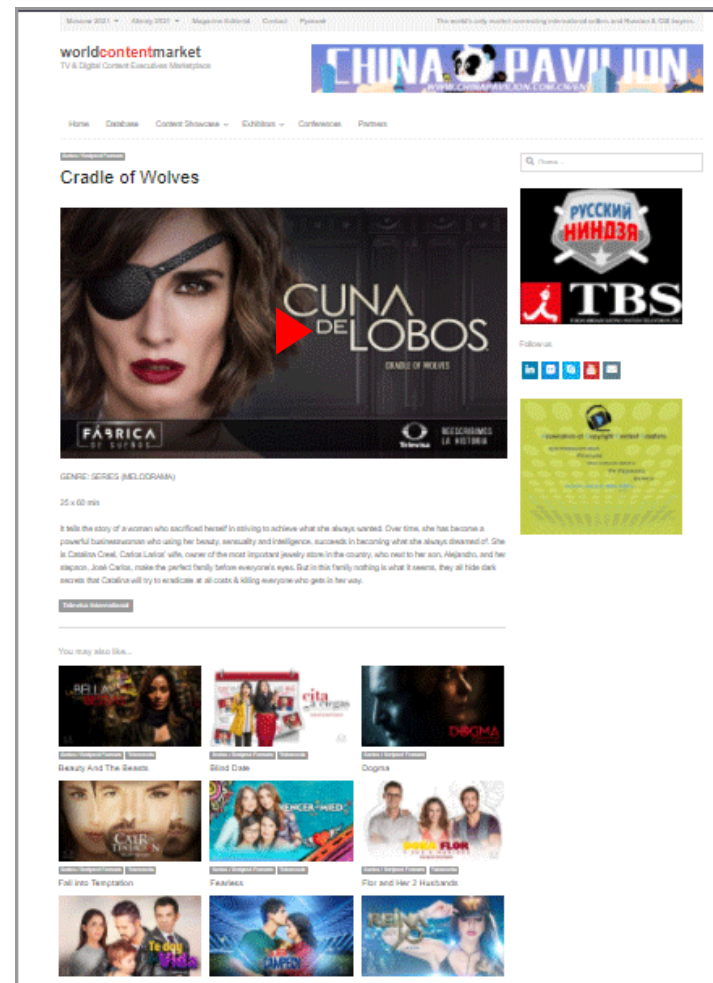
## Website Promotion: Content Showcase



Screenings



English/Russian synopsis





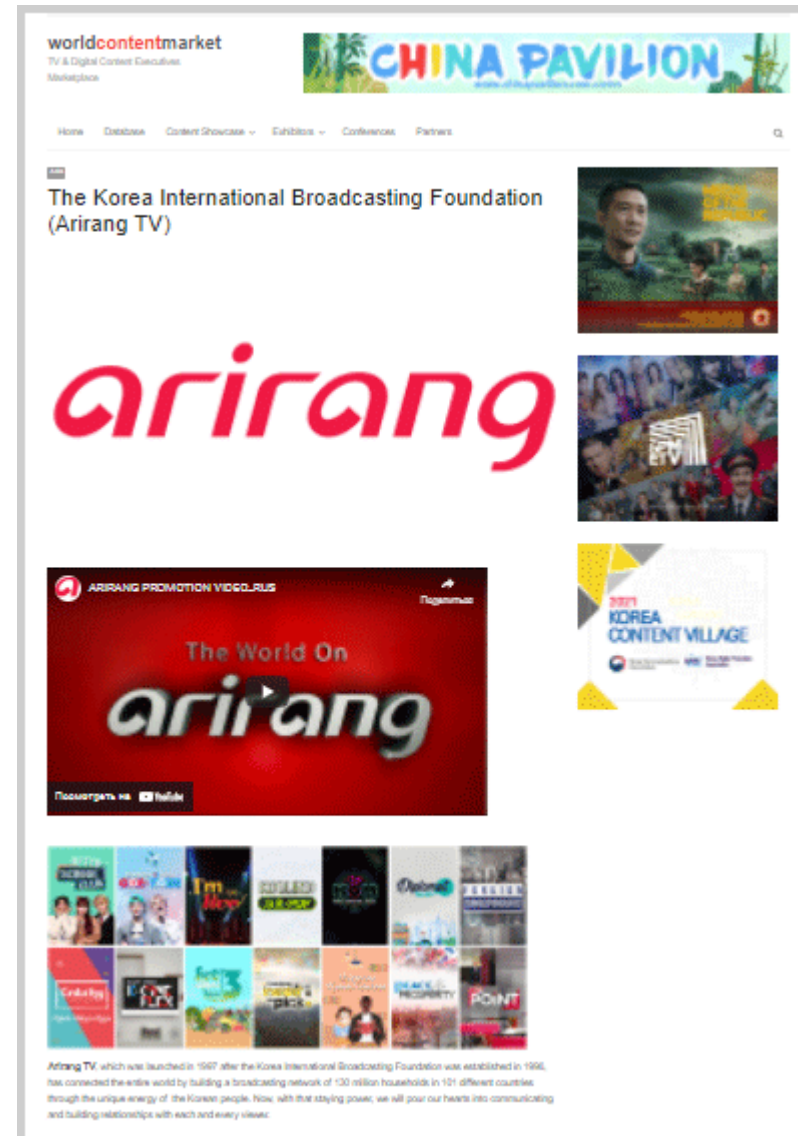
## Website Promotion: Company presentation



Video Presentation



English/Russian profile



## Website Advertising

Product link  
(Static image)

GENRE TITLE LINK  
(Slider 3 posts)  
on Main Page of the  
Market website

GENRE TITLE LINK  
(Static post)  
on Main Page of the  
Market website



Leaderboard Banner  
(728x90px) on all  
pages of the Market  
website

Medium Rectangle  
Banner (300x250px) -  
First on all pages of the  
Market website

Medium Rectangle  
Banner (300x250px) -  
Second on all pages of  
the Market website

PLEASE, CONTACT:



**Elena Sunbeam**

Director

World Content Market

E-mail: [elena@worldcontentmarket.com](mailto:elena@worldcontentmarket.com)

***Elena Sunbeam**, organizer of the World Content Market, during last 22 years, organized markets, matchmaking programs, showcases and territory trips for international sales companies in Eastern Europe, Russia and Central Asia.*