

World Content Market – Moscow 2024

28-30 May 2024 Event-Hall “InfoSpace”, Moscow

In parallel with: **Forum “Cooperation: Russia and Friendly Countries”**



Your business in Russia and CIS



Sell content across all platforms, including Television, Film, OTT, Video, VOD, IPTV, Mobile, etc.



Pitch your projects



Offer production and postproduction services



Find coproduction partners



Find new opportunities for content monetization



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



+200 Channels

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

Key Russian OTT platforms



Exhibitors: Türkiye, MENA, Asia, Russia, CIS



China Pavilion

by the State Council Information Office of the People's Republic of China, State Administration of Press, Publication, Radio, Film and Television
of The People's Republic of China and SMG



Russia is China's second biggest trade partner



Turnover between Russia and China surpassed \$200 billion by the end of 2023



Total turnover over the past five years has grown to \$660 billion, with energy making up more than 75% of Russian exports to China



Russia may become China's second largest trading partner; this would rank Russia ahead of Japan and South Korea



Russia is China's important cultural partner



Russia's big cinemas are releasing Chinese movies



Russian moviegoers enjoy watching movies with a distinctive Chinese flavor



Russian TV Channels and OTT platforms broadcast Chinese drama and documentaries



Chinese animation blockbusters are collecting record revenues



2024 year is special for China and Russia



China and Russia celebrate the 75th anniversary of diplomatic relations in 2024



World Content Market – Moscow will mark this anniversary with networking events



India Pavilion

by MEAI



Iran Pavilion

by DAMAMEDIA



Matchmaking Program



Before the market

- Company presentation on website
- Content showcase on website
- Access to the Market Database
- Email blast to buyers
- Buyers' report
- Help with B2B meetings



During the market

- B2B meetings on your stand
- Presentation during an official program
- Help with meetings
- Russian /English speaking assistant



Website Promotion: Company presentation



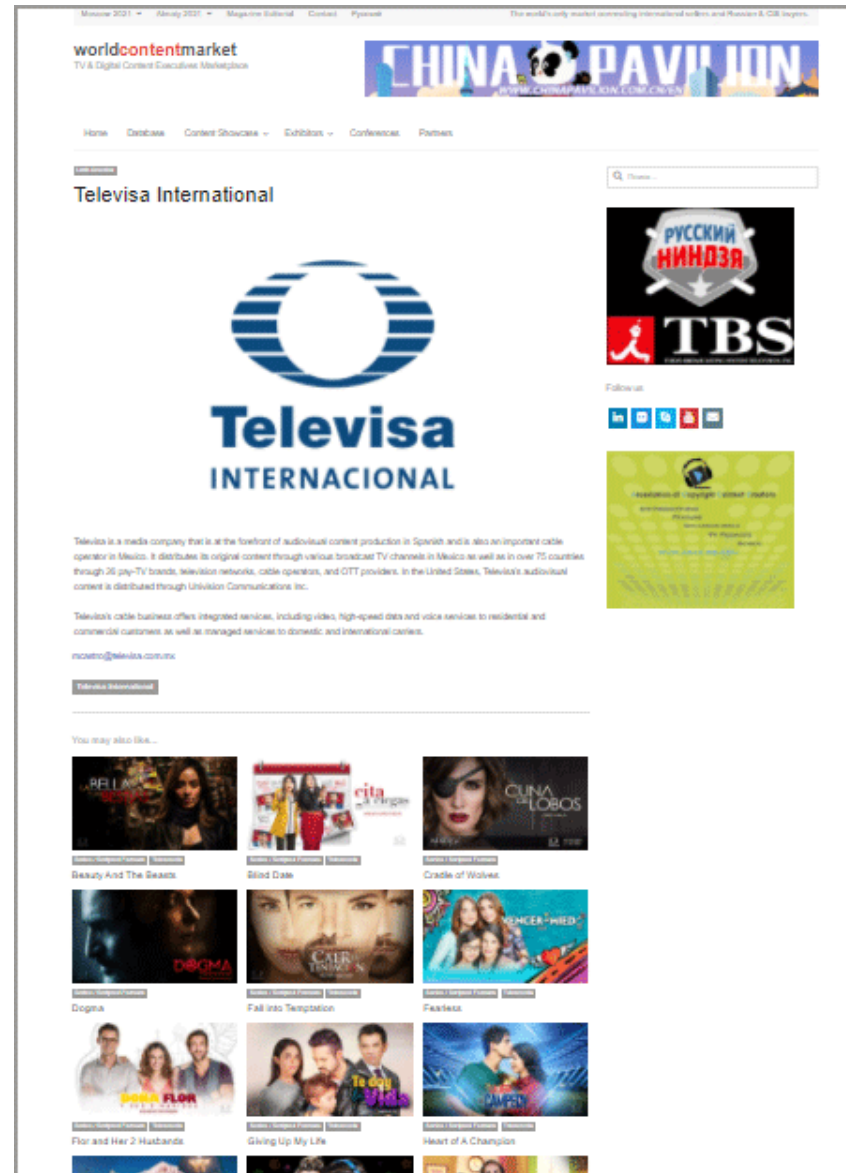
Video Presentation



English profile



Russian translation



Website Promotion: Content Showcase



Screenings



English synopsis



Russian translation

The screenshot displays the 'Cradle of Wolves' (Cuna de Lobos) content showcase on the World Content Market website. The page features a large promotional image of the show's main character, a woman with an eye patch, and the title 'CUNA DE LOBOS' in large letters. Below the image, the genre is listed as 'SERIES (MELODRAMA)' and the duration as '25 x 60 min'. A red play button icon is positioned over the synopsis text, which describes the story of a woman who sacrifices to achieve her dreams, becoming a powerful businesswoman. To the right of the main image, there is a section for 'TBS' with a Russian title 'РУССКИЙ НИНДЖА' and social media links. Below the synopsis, a 'You may also like...' section displays a grid of other content items, including 'Rainy And The Seams', 'Blind Date', 'Dogma', 'Fall Into Temptation', 'FARMERS', 'Flor and Her 2 Husbands', and 'The Big Fish'.

Website Promotion: Weekly Magazine Editorial



You send us editorial



You send us images



We create an article



You reach 850+ companies
from Russia and CIS

China Pavilion Content

Huawei Video

EXPERIENCE YOUR VISION

Pick & Play
Your platform
for personal video
content.

Select your
preferred options:
free, subscription,
rent & buy.

Watchbooks
& local content at your
fingertips.

HUAWEI P40 (P40 Pro) 5G

HUAWEI Video has been launched in more than twenty countries and regions, covering Europe, Asia Pacific, Middle East and Latin America, and is expanding its service rapidly across the world.

In order to offer consumers a «globalized + localized» audio-visual content experience, HUAWEI Video is building a global video ecosystem. On the one hand, it is working with many international and regional partners. On the other hand, HUAWEI Video is enriching the category of its content, including movies, TV series, variety shows, news, sports, children's programs, documentaries, and music concerts, delivering more comprehensive, and premium videos to the users.

ENJOY PREMIUM RUSSIAN CONTENT

Pick & Play
Your platform
for personal video
content.

Select your
preferred options:
free, subscription,
rent & buy.

Watchbooks
& local content at your
fingertips.

HUAWEI P40 (P40 Pro) 5G

Database Access



Company profile in the Market Database



Access to the Market Database

worldcontentmarket

ALMATY 2021 MOSCOW 2021

Database Menu

Search Companies | Participants
Data Export Companies | Participants | Guide | (without emails)
Manage Lists

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

COMPANIES SEARCH

Company name	<input type="text"/>
Region	== doesn't matter == ▾
Country	== doesn't matter == ▾
Participant Type	== doesn't matter == ▾
Activity <small>(use Ctrl key for multiple select)</small> unselect all	<div style="border: 1px solid #ccc; padding: 2px;"> Advertising/PR Agency Application Developer Association/Official Organization Cable/Satellite Operator Content Aggregator </div>
Business Objective	== doesn't matter == ▾
Registration Date from	<input type="text"/> == yyyy == ▾ <input type="text"/> == mm == ▾ <input type="text"/> == dd == ▾

SEARCH

PARTICIPANTS SEARCH

Last name	<input type="text"/>
Company	<input type="text"/>
Region	== doesn't matter == ▾
Country	== doesn't matter == ▾
Participant Type	== doesn't matter == ▾
Activity <small>(use Ctrl key for multiple select)</small> unselect all	<div style="border: 1px solid #ccc; padding: 2px;"> Advertising/PR Agency Application Developer Association/Official Organization Cable/Satellite Operator Content Aggregator </div>
Business Objective: Acquisitions	<input type="checkbox"/>
Business Objective: Sales	<input type="checkbox"/>

Buyers Report



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



3. We deliver you qualified buyers interested in your content



2. We select buyers interested in your content



4. You negotiate with buyers by phone and email



During the market



Meet clients on your stand



Do content presentation



Do business negotiations



Close deals, sign contracts



Book your stand / meeting table

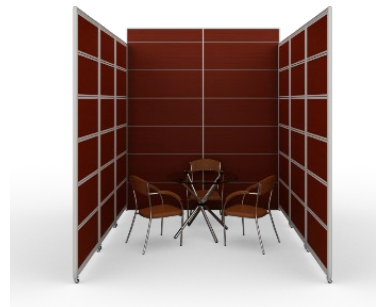
MEETING TABLE
+ 1 BADGE

€2,000



EXHIBITOR STAND 6 m²
+ 2 BADGES

€3,600



EXHIBITOR STAND 9 m²
+ 3 BADGES

€5,400



EXHIBITOR STAND 12 m²
+ 4 BADGES

€7,200



REGISTRATION INCLUDES

- Company profile in the Market Guide/Database
- Access to the Market Database
- Matchmaking Facilities / Buyers contact information
- Information about the company in email newsletter to buyers
- Content Showcase on the Market website (Screenings, English text, Russian translation)
- Company presentation on the Market website (Videos, English text, Russian translation)
- Weekly Magazine Editorial (English)
- Market Guide for each delegate

Exhibitor online packages

BUYERS MATCHMAKING PACKAGE (3 MONTHS)	BASIC €1,000	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

Advertising & Sponsorship

Your brand domination will increase your business in Russia



Advertising in the Market Guide



Marketplace Entrance Branding



Branding & Logo on the Market Badge



Market Lobby Branding Domination



Cost: from \$2,000

Advertising in the Market Guide



Printed Market Guide
distributed to all participants



2,000 copies



Includes market program,
exhibitors floor map, and
participants directory with
contact details

Cost: from €500



Branding and Logo on the Market Badge



Delivered to all participants



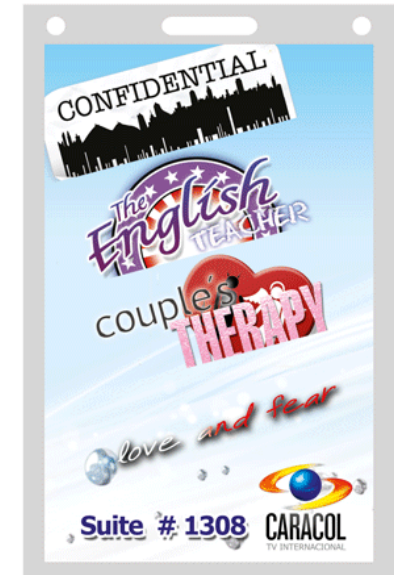
Includes participant name, company name, and country



Sponsors' color logo on the front side of the badge (with information about the delegate)



Sponsor's advertising on the back side of the badge



Cost: from €2,000

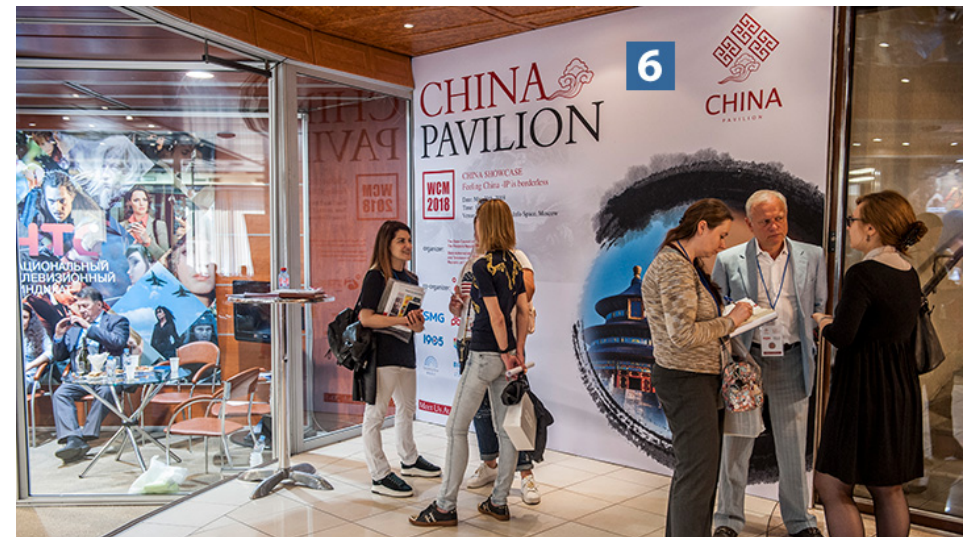
Marketplace Entrance Branding

Full walls branding to entrance of the marketplace.



Market Lobby Branding Domination

Branding one of the high traffic areas where the registration hub, entrance to the marketplace and conference hall are located.



- 1 Registration desk
- 2, 5 Pillar to the left and right of the entrance to the hall
- 3, 4 Walls to the left and right of the entrance to the hall
- 6 Large premium banner in the registration area

Cost: from €500

Advertising & Sponsorship investment includes following benefits



Logo on the page “Partners” on the market website and the catalogue



Logo and link on worldcontentmarket.com and worldcontentmarket.ru



Complimentary registrations to the World Content Market – Moscow



Table to hold meetings on the World Content Market – Moscow



2 Email blasts to Russian & CIS media executives (5,000 subscribers)



Banner Ad on the World Content Market – Moscow website

The screenshot displays the World Content Market website interface. At the top, a navigation bar includes 'Moscow 2022', 'Buyers Matchmaking', 'Contact', and 'Russian', with a tagline 'The world's only market connecting international sellers and Russian & CIS buyers.' The main header features the 'worldcontentmarket' logo and a large 'CHINA PAVILION' banner with the URL 'www.chinapavilion.com.cn/en'. Below the header, a secondary navigation bar lists 'Home', 'Database', 'Content Showcase', 'Exhibitors', 'Exhibitors News', 'Conferences', and 'Partners'. The main content area highlights the 'Moscow' event with dates 'Online: 10 May - 10 November 2022' and 'Offline: 8-10 November 2022', accompanied by a 'DETAILS' button. To the right, there are two promotional images: one for the 'CHINA PAVILION' event with the tagline 'SOURCE OF GREAT STORIES' and another for the movie 'MEDAL OF THE REPUBLIC'.

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

Cost: from \$125

PLEASE, CONTACT:



Elena Sunbeam

Director
World Content Market

E-mail: elena@worldcontentmarket.com
Market Hotline (Mobile/WhatsApp/Telegram): +7 926 136 0820
WeChat: +7 962 983 5203

worldcontentmarket.com

***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 to do business with companies from Eastern Europe, Russia and CIS.*