

The program is subject to change.

## 28 May 2024

Venue: market conference hall

11:00 - 12:00

### **The phenomenon of Korean entertainment content. Reasons for global success**

- What makes Korean television different from any other?
- What role does government support play in the development of the Korean TV industry?
- Reasons and key factors for the popularity of Korean dramas around the world
- What makes Korean entertainment formats unique?
- What types of entertainment formats are popular in Korea?
- Hybrid formats – where are they from in Korea?

Speaker: Alexey Korlyakov - Head of Format Acquisitions and Research Department, TNT Broadcasting Network (Russia)

12:00 - 13:30

### **Presentation of the joint project of Master Resheny and Media Hills "AI and programming of regional TV channels: TV season 2024/2025"**

Programming of regional TV Channel's scheduler with the use of AI.

Organizer: Master Resheny

Participants: CEO and Program Directors of Russian regional TV Channels

Speakers:

- Anna Kremenetskaya - General Director, Master Resheny (Russia)
- Andrey Boyarinov – CEO, Media Hills (Russia)

13:30 - 14:00

### **Legal issues of television business**

#### **The use of AI in film industry: legal aspects**

Speaker: Irina Ostapchuk - Head of practice Support of IP and IT transactions  
SEMENOV&PEVZNER (Russia)

#### **Presentation PiratePay**

Speaker: Andrey Klimenko, PiratePay (Russia)

#### **Legal aspects of Russian content production and distribution in Central Asia and Middle East**

Speaker: Yulia Sycheva - Head of Legal Practice, Lumiers (Russia)

14:00 - 15:30

## TV viewing trends on regional TV in Russia

Organizer: STP MEDIA (Russia)

15:30 - 16:30

## MOSCOW SERIES

MOSCOW SERIES is the premium showcase of new drama series, available for broadcasting in Russia. The event provides Russian top buyers an exclusive first look at a selection of new drama series and help them to choose premium drama for their broadcasting schedulers.

### KANALD INTERNATIONAL:

Daylight (Türkiye, 2023)

Farewell Letter (Türkiye, 2023)

Secret of Pearls (Türkiye, 2024)

### MISTCO:

Come What May (Türkiye, 2023)

Bahar (Türkiye, 2022)

The Great Seljuks Alparslan (Türkiye, 2021)

The Town Doctor (Türkiye, 2022)

### OGM UNIVERSE:

Lost in Love /Sakla Beni (Türkiye)

Broken Destiny /Toprak ile Fidan (Türkiye)

### ANGLET:

Projeto Delta (Portugal)

Detailed information: [https://worldcontentmarket.ru/?page\\_id=26211](https://worldcontentmarket.ru/?page_id=26211)

16:30 – 17:30

## Panel discussion “Commercial animation – is there money in children's content? How to make money from animation today”

Opportunities for monetizing children's content and animation in Russia. Overview of key companies in this industry, what content is in demand, how to pitch your own animation project. Successful cases of commercial animation projects.

- How to make money from animation, what projects are currently relevant and what are trends in this industry?
- Who are the leaders in the animation industry? What projects are most profitable and why?
- What are the market prospects for the animation industry and licensed products in Russia? What can be the support from the state?
- AI – will it be able to replace production? How the development of the AI can change this industry? Examples of using AI.
- What kind of animation is in demand in Russia? What are the criteria for projects selection for production?

### Speakers' briefings:

- Produce your own content or buy – what is the choice and how will it change over time?
- To which countries can you sell animation for reasonable money, what are the preferences of foreign buyers?
- How and why is the ratio of foreign/Russian content changing? Criteria for selecting foreign content?

Moderator: Igor Shibanov, Producer, Expert, Director, SuperHeroes Children TV Channel (Russia)

Speakers:

- Alexander Sablukov, Director, O+media company, representative of Signal Media digital package and Mult Children TV Channel (Russia)
- Albina Mukhametzyanova, General Director, YARKO, GazpromMedia Holding (Russia)
- Alena Sycheva, General Director, 100 KILOWATT (Russia)
- Anna Tarada, Director, CTC MEDIA animation department (Russia)
- Vladimir Nikolaev, General Producer, Voronezh animation studio (Russia)
- Ekaterina Pshenitsina, Director of business development, Soyuzmultfilm (Russia)
- Vadim Sotskov, General Director, KinoAtis (Russia)

17:30 - 18:30

### **Pitch session "New animation projects on the children's content market"**

Organizer: Russian Animated Film Association (RAFA)

Participants: RAFA members, animation companies present new projects in production and/or ready for distribution.

## **29 May 2024 – CHINA DAY, CHINA: WHERE STORIES EVOLVE**

Venue: market conference hall

10:30-11:30

### **Forum "New Opportunities for China-Russia Audiovisual Media Cooperation"**

Prospects for cooperation between Russia and China in the media sphere and the experience of successful cases of cooperation between the two countries. The forum will be opened by Mr. Yang Guorui, Vice Minister of the National Radio and Television Administration of China (NRTA). The forum will end with a ceremony of signing cooperation agreements between Russia and China.

Organizer: NRTA, Shanghai Media Group/Wingsmedia

Moderator: Elena Sunbeam, Director, World Content Market

Participants: Russian and Chinese TV Channels, OTT platforms, producers, distributors

Speakers:

- Yang Guorui, Vice minister of National Radio and Television Administration (China)
- Representative to the Ministry of Digital Development, Communications and Mass Communication (Russia)
- Guan Rui, Vice President of SMG Pictures and WingsMedia, SMG (China)
- Kirill Filippov, SPB TV Media CEO (Russia)
- Cui Binzhen, Deputy Director of China Intercontinental Communication Center (China)
- Dmitry Borisov, General Producer, Channel One Worldwide (Russia)
- Zhang Xiao, Assistant to General Manager of CHNPEC, CITVC (China)
- Ivan Grinin, Chief Content Officer, IVI (Russia)
- ZHAO Yifang, Founder and Chairwoman of China Huace Film & TV Co., Ltd (Huace Group) (China)

Ceremonies for the signing of three important agreements of new projects between Russia and China:

- New Chinese online cinema opening: Russia Magnolia Time WingsMedia, SMG (China), SPB TV Media (Russia) и Vintera TV (Russia)
- New Chinese online cinema opening: Upanda Cinema China Intercontinental Communication Center (China) и Digital Television Russia (Russia)
- New Media Platform Opening “China Zone”: CHNPEC (China), CITVC (China) и SPB TV Media (Russia)

### **11:30-12:30 Welcome cocktail and entertainment program of the China Pavilion**

Networking with Russian and Chinese companies during the cocktail party

### **12:30-13:00 “The Taste of China”, screenings of Chinese documentary**

“The Taste of China” brings to foodies around the country a grand visual feast. It takes the audience around the country and search of local delicacies and unknown stories of them. Along the way, those dying traditional crafts would get known by the public.

13:00-14:30

### **China: where stories evolve. Fresh Content China Showcase**

Fresh Content Showcase from 15 Chinese companies exhibiting at the China Pavilion.

Participants:

- Shanghai Wingsmedia CO.,Ltd
- China Huace Film&TV Co., Ltd
- China International Television Corporation
- China Intercontinental Press& Media Co., Ltd.
- Jetsen Huashi Wangju (Changzhou) Cultural Media Co., Ltd.
- Guangzhou Lotta Animation Design Co., Ltd.
- Future TV Co., Ltd.
- Shenzhen Kukan Culture Communication Co., Ltd.
- Beijing Filmtag Technology Development Co., Ltd.
- Alpha Animation Culture Ltd
- Heilongjiang Provincial Radio and TV Bureau
- Blue Fox Pictures
- Drama Apple Limited
- Yoywow Co., Ltd
- Youku Information Technology (Beijing) Co., Ltd.

14:30 - 15:00

### **Russian-Chinese Chamber Presentation**

15:00 - 16:00

### **MOSCOW SERIES**

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16:00 - 17:00

### **Iran Pavilion Presentation**