

Venue: market conference hall.  
The program is subject to change.

## 28 May 2024

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)
- Alexander Shirokikh - Executive Vice President, General Director, NAT (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 – CEO, 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**

### **The Success of Turkish content export and The Cooperation Opportunities**

Speaker: Duygu Yaygir - Head of Department, Ministry of Trade Department of Cultural Services and Creative Industries

Today, as one of the world's fastest growing series and content exporters, Türkiye has become among the top 5 biggest exporters after the US through meeting with the audience more than 800 million in 150 countries from Far East Asia to MENA (Middle East and North Africa) region via national free TVs and online/digital platforms. Russia and the countries of the region are among the countries that are not only our leading potential export markets but also our potential and strong cooperation partners in media sector. In this regard through this speech the speaker will underline the rise of Turkish content sector in global market in the last decade as well as cooperation opportunities with the media sector of the region.

**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)

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

16:00 - Location: Stand 4

## **Happy Hour with ZEE Entertainment**

Manjyot Sandhu, Senior Vice President, ZEE Entertainment invites buyers to join the Happy Hour on the World Content Market – Moscow!

ZEE Entertainment, from giving India its first private satellite TV channel, to reaching 1.3 billion viewers around the world through linear and digital platforms. ZEE, today, is the global entertainment go-to, with a team creating and serving extraordinary content. ZEE has recently announced co productions across LATAM, MENA & Africa. It offers an extensive library of over 300,000 hours of television content and over 2000 movie titles. Over 5000 hours of Drama Series & Movies dubbed in Russian for all your content needs.

ZEE is seeking content partnerships & Co Production opportunities in the region.

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

### **Pitching Session “New Russian animation projects”**

Organizer: Russian Animated Film Association (RAFA)

Moderator: Maria Melnichuk - Leading Project Manager, Russian Animated Film Association (RAFA)

Speakers: RAFA Members

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

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

Opening:

- Yang Guorui - Vice minister of National Radio and Television Administration (China)
- Bella Cherkesova - Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation

Signing Ceremony between Russia and China. New Chinese online cinema opening: Russia Magnolia Time WingsMedia, SMG (China), SPB TV Media (Russia) и Vintera TV (Russia)

Speakers:

- Zhang Ping - Deputy Director of Radio & TV Administration of Heilongjiang Province (China)
- Kirill Filippov - SPB TV Media CEO (Russia)
- Zhao Yifang - Founder and Chairwoman of China Huace Film & TV Co., Ltd (Huace Group) (China)
- Guan Rui - Vice President of SMG Pictures and WingsMedia, SMG (China)
- Alexander Nikolaev – CEO, Vintera TV (Russia)
- Dmitry Borisov - General Producer, Channel One Russia Worldwide (Russia)
- Cao Yifei - Director of Overseas Business Dept., CHNPEC, CITVC
- Ivan Grinin - Chief Content Officer, IVI (Russia)
- Alexander Kosarim - Deputy General Director for Content, Wink (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 Chinese companies exhibiting at the China Pavilion.

Moderator: Elena Sunbeam - Director, World Content Market

Welcome speech: Yan Ni - Deputy Director-General International Cooperation Department National Radio and Television Administration (NRTA), P.R.C

Speakers:

Lindsey Li - Distribution Manager of Overseas Business Department, CHNPEC, CITVC, China International Television Corporation

- Documentary: Back to the Forest
- Drama: Storm of Prophecy
- Animation: My Alien Friend

Cong Li - Director of Distribution Department, Shanghai Wingsmedia CO.,Ltd

- Documentary: A Green Trip
- Movie: Red Radio Over Shanghai

Hu Shuling - Editor in Chief of International Department, Heilongjiang Broadcasting Station

- Movie: Love in Harbin
- Documentary: Our boy

Bosheng Liu – Distributor Manager, Future TV Co., Ltd.

- Drama: Guardians of the Dafeng

Cecilia Zhu - General Manger of Huace Global, China Huace Film&TV Co., Ltd

- Drama: Best Choice Ever

Gigi Wang - Director of Distribution, Drama Apple Limited

- Drama: A Date with the Future

Yaonan Liu - Director of Content Cooperation, Beijing Filmtag Technology Development Co., Ltd.

- Drama: I Know I Love You

Amy Zhang - Head of International Bussiness, Blue Fox Pictures

- Drama: Warm and Sweet

Nelson Ngan - CEO, Guangzhou Lotta Animation Design Co., Ltd.

- Animation: Go Go Dino Season 9

Echo Jiang - Licensing Director, ALPHA ANIMATION CULTURE LTD

- Animation: KATURI

Alina Nagaeva - BD Director, Russian Market, Yoywow Co., Ltd

- Variety: Have Fun

14:30 - 15:00

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

15:00 - 16:00

### **MOSCOW SERIES**

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#### **ATV:**

Safir (Türkiye)

Street Bird (Türkiye)

The Ottoman (Türkiye)

#### **RAYA GROUP DISTRIBUTION:**

The Sultan and Khan (Türkiye, 2023)

Influencer (Türkiye, 2021)

Limit (Türkiye, 2023)

#### **MEDIAHUB:**

Alaca (Türkiye, 2024)

Churails (Türkiye, 2020)

Cattleya Killer (Türkiye, 2023)

#### **TURKISH RADIO TELEVISION CORPORATION:**

Fatih: Sultan of Conquests (Türkiye, 2024)

Saladin: The Conqueror of Jerusalem (Türkiye, 2024)

Titles: Tale of Ashes (Türkiye, 2024)

#### **INTER MEDYA:**

Tuzak (Türkiye, 2022-2023)

Poison Ivy (Türkiye, 2022-2023)

Love And Pride (Türkiye, 2024)

#### **ANGLET:**

Projeto Delta (Portugal)

16:00 - 17:00

### **Iran Pavilion Conference**

Organizer: The Export Corridor of Creative and Knowledge- based Content of the Centre of International Cooperation of the Presidency of Iran and Head of Private Companies with the Contracting of Sarv Bonyan Adabi Company

Speakers:

- Dr. Yusef Hasaninia, the Manager of the Export Corridor of Creative and Knowledge- based Content of the Centre of International Cooperation of the Presidency of Iran and Head of Private Companies, will give a speech, with the title: Iran's capacity in animation production, along with providing content export corridor programs to interact with important countries.
- The representative of Sarv Bonyan Adabi Company Ms. Melika Tabrizi will give a presentation with the title: Introduction to Sarv Bonyan Adabi Company.

- Mr. Seyed Ali Garsouei the Marketing Manager of Kahkeshan Studio will give speech with the title: Fresh Animation and Comics from Kahkeshan Studio.
- Mr. Mohsen Abdolali, the CEO of ParsCG Animation Studio, will give speech with the title: Introduction of ParsCG Animation Studio and its goals.
- Mr. Seyed Alireza Mirhadi, the CEO of Gif Studio, will give speech with the title: Motion graphic and advertising.
- Mr. Seyed Mostafa Keyvanian, the Founder of Motion and Potion (Khaleghane Donyaye Rangi) will give speech with the title: Spellbinding Animations Brewed to Perfection.
- Mr. Farideddin Samavati, the CEO of Derakhshan Aftab Alamtab, will give speech with the title: We are looking for the best.

17:00 - 18:00

### **Conference "Cooperation with India"**

Prospects for cooperation between India and Russia. New content presentation from Indian companies.

Moderator: Ankur Bhasin - MEDIA & ENTERTAINMENT ASSOCIATION OF INDIA

Speakers:

- Manjyot Sandhu - Senior Vice President, ZEE ENTERTAINMENT ENTERPRISES LIMITED
- Sheetal Mehra – Senior Vice President, INDIACAST MEDIA DISTRIBUTION PVT LTD/ VIACOM18
- Adita Jain - Vice President - Content Acquisition and Syndication, IN10 MEDIA PRIVATE LIMITED
- Gaurang Nemlekar - International Syndication, ULTRA MEDIA AND ENTERTAINMENT
- Sonal Gupta - Head Syndication & Content Alliances, ONE LIFE STUDIOS
- Deepak Jadhav - COO, STARLING PRODUCTION