

World Content Market - Moscow Autumn 2024: Face-to-Face meetings between TV & Film executives from friendly countries

Moscow, November 8, 2024. Press Release

World Content Market – Moscow Autumn, the only television and digital content marketplace in Russia, will be held from 26th to 28th November 2024 at the Event Hall “InfoSpace” in the heart of Moscow.

This fall, major content suppliers from Türkiye, India, Iran, UAE, China, and beyond will meet with Russian TV channels, OTT platforms, producers, and distributors to explore content distribution and co-production opportunities. Content from these countries holds a vital place in Russia, meeting the growing demand for diverse international programming. Russian buyers are eager to discover captivating dramas, films, formats, and other content genres that promise to captivate Russian audiences. These meetings serve as powerful stepping stones to major deals, opening doors to profitable partnerships and high-revenue projects across the Russian and CIS markets.

Participants will explore key TV and film industry trends, shifts in audience preferences under new conditions, and promising production and co-production projects.

A vast selection of Turkish content from leading TV Channels and distributors - including Turkish TURKISH RADIO TELEVISION CORPORATION, ATV, ATLAS KÜRESEL MEDYA, INTER MEDYA, MISTCO, GLOBAL AGENCY and MEDIAHUB - promises to captivate even the most discerning buyers. Indian content seekers will find a wide range of new films and series from ZEE ENTERTAINMENT and INDYWOOD DISTRIBUTION NETWORK. For the first time, the market will highlight Arabic dramas, in high demand in Russia, with PRIME TARGET CONTENT DISTRIBUTION (UAE) presenting eagerly awaited new releases. SAFIR STUDIO, a Russian company with expertise in Iranian content, will showcase a selection of Iranian films and series at its stand.

500+ major Russian companies participated in the World Content Market – Moscow, including: VGTRK, CHANNEL ONE, CHANNEL ONE WORLDWIDE, CTC MEDIA, NTV BROADCASTING COMPANY, TNT-BROADCASTING NETWORK, TV CENTER, TV CHANNEL FRIDAY, TV CHANNEL SUBBOTA, REN TV, TV3, CHANNEL 5, UTV CHANNEL, MOSCOW MEDIA, DIGITAL TELEVISION RUSSIA, TV CHANNEL DOMASHNIY, TV CHANNEL RUSSIA-KULTURA and many others.

Leading Russian OTT platforms have chosen the World Content Market – Moscow for foreign content acquisitions, including: IVI.RU, OKKO, WINK, PREMIER, KION, RUTUBE, A SERIAL, START.RU, MORE, YANDEX/KINOPOISK.

Full participants list: <https://worldcontentmarket.com/wp-content/uploads/2024/10/W24MA-ParticipantsList.pdf>

On 26th and 27th November, business-focused conferences will be held at the World Content Market - Moscow. The use of AI in the television and digital industries will be discussed from various angles. **The conference “AI and Entertainment Formats: The Future Today?”** will answer questions on how AI is transforming the production of entertainment shows and formats. Another conference, **“Artificial Intelligence in Content Production and Distribution: Legal Risks and Opportunities”**, will examine legal aspects of AI use.

Sessions hosted by **MASTER RESHENY, STP MEDIA, and the NATIONAL TELEVISION SYNDICATE** will provide insights into regional TV viewing trends and programming specifics.

Kids content will receive significant attention. A panel discussion, **“Content for Children and Teens in Russia: Trends, Prospects, and Demand,”** will bring together speakers from kids TV channels and OTT platforms to discuss the production and promotion of content for young audiences.

At conferences organized by international exhibitors, participants will have opportunities to see presentations of new content and explore collaboration opportunities. Presentations of new films, series, and formats will feature top projects from GLOBAL AGENCY (Türkiye), INTER MEDYA (Türkiye), MISTCO (Türkiye), ATV (Türkiye), ZEE Entertainment (India), PRIME TARGET (UAE), INDYWOOD Distribution Network (India), SAFIR Studio (Russia).

MEDIAHUB (Türkiye) will host a cocktail reception to showcase premium drama for its clients. The international content showcase will conclude with a special screening of the new film “Music School” by director and producer Papa Rao Biyyala (YAMINI FILMS, India).

World Content Market – Moscow Autumn unites:

- 1000+ participants
- 500+ companies
- 90+ exhibitors
- 20 countries
- Exhibitors in person: Russia, Belarus, Türkiye, India, Iran, the UAE
- Exhibitors online: China
- Buyers: Russia, Belarus, Kazakhstan, Azerbaijan, Uzbekistan
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Among participants:

- 150+ TV broadcasters (all platforms)
- 40+ OTT platforms
- 180+ distributors
- 70+ producers
- 90+ studios/production companies

Additional information about the World Content Market – Moscow Autumn 2024:

Recommended photo: <https://www.flickr.com/photos/worldcontentmarket/27884224997/in/album-72157694749841832/>

World Content Market 2024 photo gallery:

<https://www.flickr.com/photos/182047811@N05/albums/72177720308784692>

Full participants list: <https://worldcontentmarket.com/wp-content/uploads/2024/10/W24MA-ParticipantsList.pdf>

Market floor and exhibitors: <https://worldcontentmarket.com/market-floor-moscow/>

Conferences program: <https://worldcontentmarket.com/wp-content/uploads/2024/11/W24A-Conferences-EN.pdf>

Dates and venue: <https://worldcontentmarket.com/about-moscow/>

About the World Content Market: <https://worldcontentmarket.com/>