

World Content Market – Moscow
Conferences | April 8-10, 2025
Amber Plaza Hall, Moscow

Venue: Conference Hall of the Market

8 April 2025

10:30-12:00

Entertainment Formats 2025: Trends and Innovations

Speaker: Alexey Korlyakov – Head of Format Acquisitions and Research, TNT

12:00-13:00

Content from the Global South in Russia – Practical Experience in Localizing and Launching Projects from Iran and India

Organizer: RuFilms Media Group

Moderator: Alexey Kozulyaev – CEO, RuFilms Media Group

Participants: Indian Films, Safir Animation

13:00-14:00

Year of the Defender of the Fatherland: Military Content on Regional TV

Organizer: MASTER RESHENIY

Anna Kremenetskaya, CEO of MASTER RESHENIY, will discuss the content that regional channels can offer their audiences during preparations and celebrations of the 80th anniversary of the Great Victory, as well as throughout 2025, declared by the President of the Russian Federation as the Year of the Defender of the Fatherland.

The conference will cover special programming for the occasion, collaborations between licensed and in-house content, and key trends.

A legal segment, led by Alexander Sinitsyn, Head of the Legal Department at MASTER RESHENIY, will address current legislative updates and their implications.

14:00-15:00

Conference of the Russian Animated Film Association (RAFA)

15:00-16:00

Presentation of New International Content for Broadcasting in Russia and CIS

A unique opportunity for content buyers to explore the latest hits from Türkiye, Brazil, and India. Participants will have access to exclusive trailers and networking opportunities with leading content rights holders.

Participants:

- KANALD INTERNATIONAL (Türkiye)
TV series: "Farewell Letter", "Matter of Respect", "For My Son"
- ATV (Türkiye)
TV Series: "The Nightfall", "Hidden Destiny", "Snowdrops"
- GLOBAL AGENCY (Türkiye)
- GLOBO (Brazil)
TV Series: "Crazy About You", "Perfect days"
- ZEE ENTERTAINMENT (India)
- ULTRA MEDIA AND ENTERTAINMENT (India)
Movies: "Ghajini", "3 Idiots", "Dabangg", "Veer", "Singh is Kinng", "Chori Chori", "Awara", "Deewaar"
TV Series: "Jai Hanuman", "Baghin", "Johri", "Malgudi Days"
- RAYA GROUP DISTRIBUTION (Türkiye)
- ENTER 10 TELEVISION PRIVATE LIMITED / DANGAL TV (India)

16:00-16:30

Happy Hour and Screenings by MEDIAHUB (Türkiye)

An exclusive showcase of the latest and most exciting **Turkish TV series from MEDIAHUB**. Content buyers will have the chance to view trailers, discuss acquisition and localization opportunities, and enjoy networking over a cocktail reception.

17:00-17:30

AI Innovations of the MEDIABAZA Platform for Content Distribution

- Automatic compliance check of foreign content with Russian legislation
- Localization of Russian content for international markets
- Subtitle generation and translation using AI
- AI-powered generation of descriptions and promo videos
- Content management system with automatic cataloging, secure storage, and reliable content delivery

Organizer: MEDIABAZA MSK-IX

Speaker: Dmitry Rassadin, Platform Manager at MEDIABAZA MSK-IX

17:30 - 18:00

CG as a Tool: How to Increase Engagement and Ratings While Reducing Costs

Speakers:

- Andrey Krasavin – Co-founder, Art Director, and Head of the Motion Design Department at MOOOV Studio
- Ekaterina Akimova – Head of the Film Department at MOOOV Studio

April 9, 2025

11:00-12:00

Fresh Content China

Organizer: State Council Information Office of the People's Republic of China and the National Radio and Television Administration of the People's Republic of China.

Fresh Content China, as the flagship brand event of the China Pavilion, will showcase the latest, most popular, most promising audio-visual works in terms of international cooperation potential from China, covering various genres such as TV dramas, movies, documentaries, animations, and variety shows. At this event, you will have the opportunity to directly communicate and interact with the copyright holders or distributors of these recommended works.

12:00-12:30

China Happy Hour and Screenings

"Remember History and Join Hands for the Future" Memorial Screening of Works on the World Anti-Fascist War

This year marks the 80th anniversary of the victory of the Anti-Fascist War. At this important historical juncture, in order to use vivid audio-visual works to lead the audience to review that magnificent history full of blood and tears, inherit and carry forward the great anti-fascist spirit, arouse the people of all countries to cherish peace, and promote world harmony and stability, the China Pavilion plans to hold a commemorative screening event of works related to the World Anti-Fascist War with the theme of "Remembering History and Joining Hands for the Future".

12:30-13:30

Shanxi (China) Audiovisual Contents Promotion Conference

Shanxi, as an important birthplace of Chinese civilization, has a 5,000-year-old history and is a microcosm of ancient Chinese civilization. This promotion event, relying on diverse audio-visual carriers and high-quality content, vividly presents the profound historical accumulation and diverse cultural charm of Sanjin through various audio-visual forms such as documentaries, short videos, and animated series. It showcases the essence of Chinese civilization to the world through the window of Shanxi, promotes the inheritance and international dissemination of intangible cultural heritage, builds a bridge for cross-cultural dialogue, and helps the treasures of Chinese culture reach the global stage.

14:00-15:30

Panel Discussion: Supporting the Production and Distribution of Children's and Youth Content in Russia – Opportunities and Perspectives. How to Improve the Quality of Children's Content and Increase Production Volume?

Moderator: Igor Shibanov – Producer, CEO of the children's TV channel "SuperHeroes" and film distribution company KinoGo

Speakers:

- Ekaterina Cherkes-Zade – Director of the Center for Creative Economy Development, Agency for Strategic Initiatives (ASI), Member of the Moscow Creative Industries Agency Expert Council
- Irina Mastusova – Executive Director of the Russian Animation Film Association, Member of the Public Council of the Ministry of Culture, Expert Council Member

- Anna Terekhova – Deputy Director of the Department of Cinematography and Digital Development, Russian Ministry of Culture
- Alexey Pokrovsky – Director of Public Relations, State Film Archive of Russia, Member of the Ministry of Culture's Expert Council, Head of the National Agency for Family Content Development
- Filipp Kudryashov – President of the Russian Producers Guild, Director of the "Tales of Childhood" Film Festival in Serbia

15:30-16:30

Content Supply and Programming Strategies in Special Conditions

Organizer: STP Media

Speakers:

- Igor Pototsky – CEO of STP Media, Chairman of the Chamber of Commerce and Industry Committee on Entrepreneurship in Media Communications
- Darya Pototskaya – Program Director, STP Media
- Program Directors from Regional TV Channels