

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

## 14 April 2026

**11:00–12:00**

### **Global TV Trends 2026: What Awaits Us Tomorrow?**

- Global tectonic shifts in television in 2026 – what are they? Are we finally doomed, or does linear/broadcast TV still have a chance?
- How do broadcast channels worldwide work with young audiences (and does it make sense)?
- Democratization of content production – why we may soon become unnecessary.
- Next-generation content – what is it? (examples and successful cases).
- YouTube as the new king of digital – and why everyone, including traditional players, is producing content for this digital “monster.”

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

**12:00–12:30**

### **Iranian Content: A Difficult Path to the Heart of the Russian Audience**

- Why is there caution in selecting Iranian content?
- Is there currently high-quality Iranian content on the Russian market?
- What is needed for the wide release of Iranian films in Russia?
- How can high-quality localization influence the selection of Iranian content for distribution?
- Real cases of promoting Iranian releases.

Speaker: Alexey Bogatyrev — Advisor to the CEO, Safir Studio

**12:30–13:00**

### **Filming in Different Countries: Challenges and Solutions**

- Where to start filming abroad
- Required permits and timelines
- Remote scouting and pre-production
- Language barriers in different countries
- Where is it cheaper to film – in Russia or abroad (case studies)
- Rebates – up to 40% cost return

Speaker: Yasir Obeid — CEO, Global Film Service

**13:00–13:30**

### **Rights, Disputes, Money: Key Legal Issues in the Media Industry**

Speaker: Pavel Katkov — Founder, Future Legal; Member of the RF Chamber of Commerce Committee on Media Communications

**13:30–14:00**

**From Deal to Release: How Mediabaza Shortens the Content Path (Marketplace + Storage + Localization)**

The content market is often slowed down not by creativity or price, but by operations: finding titles, negotiating terms, transferring materials, managing versions and access, and preparing content for release, including localization.

This session demonstrates how Mediabaza integrates these stages into a unified digital ecosystem: Mediabaza Market (deal platform), Mediabaza Mdisk (secure storage and exchange), and Mediabaza Techno (localization services).

A typical workflow “rights holder → buyer → release” will be analyzed, identifying where time is lost and how to reduce it through a single access point, transparent processes, and API integrations. Practical checklist included.

Speaker: Dmitry Rassadin — Platform Manager, Mediabaza, MSK-IX

**14:00–15:00**

**Major Policies Related to Support for Korea's Content Industry and Recent Major Trends in the Broadcasting and Video Industry**

Speaker: Yosep Song - Director of the KOCCA representative office in Russia

**Korea Pavilion to Showcase Content at World Content Market – Moscow**

KOCCA will promote Korean companies in the Korea Pavilion at World Content Market – Moscow 2026. Among the participating companies are 38°C Animation Studio, ACOMMZ, AK Entertainment, By Chance Film, Nonsense Formats, Poietike Film, and Studio Target.

**SPECIAL PRESENTATION**  
April 14 at 14:00

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Speaker:  
**Yosep Song**  
Director of the KOCCA Representative Office in Russia

**15:00–15:30**

**Top Anime of 2026 and Their Impact on the Russian Market**

Overview of key releases and their expected impact on platform rankings and viewership.

Speaker: Evgeny Krasnov — Director of Content and Marketing, DEEP

**15:30–16:00**

**Chinese Content Distribution: Market Overview, Opportunities and Challenges in Russia**

Speaker: Dmitry Bortnikov — PR Director, SB Film

**16:00–17:00**

### **MediaHub (Türkiye) Presentation and Cocktail**

MediaHub will present its catalog of TV and digital content and host networking discussions on partnerships and deals.

**17:00–18:00**

### **Presentation of New Indian Content**

Overview of current Indian content for TV and digital platforms in Russia and the CIS, including series, formats, films, and trends shaping the market, as well as rights availability and partnerships.

## **15 April 2026**

**11:00-12:00**

### **China Audio-Visual Salon. Session 1 "Fresh Content China" session**

China Pavilion exhibitors present new content to Russian partners.

Speakers:

- Coco Han — Content Management Director, China Huace Film & TV. Genres: Drama series, historical drama. Projects: "Swords Into Plowshares", "You Are My Fateful Love".
- July Qi — Content Manager, Content Operation, SMG Pictures & WingsMedia. Genres: Formats, documentary, factual entertainment, drama. Projects: "A Better Life", "Our National Park Season 3", "Born to Be Alive", "Shining Treasures of China".
- Bosheng Liu — Distribution Manager, Future TV. Genres: Drama series. Projects: "Tigers Sniff the Rose", "Jing Huan", "Where Peach Blossoms Bloom", "The Highlands Within".
- Yaonan Liu — Director of Content Cooperation, Beijing Filmtag Technology Development. Genres: Film, drama series. Projects: "Formed Police Unit", "Glory Back".

**12:15-13:15**

### **China Audio-Visual Salon. Session 2 "China Premium Micro-Drama Screening" flowed by Cocktail reception**

Session is dedicated to one of the fastest-growing content trends today — Chinese vertical microdrama.

Speakers:

- July Qi — Content Manager, Content Business Department, SMG Pictures & WingsMedia. Genres: Vertical microdrama, digital content. Projects: "Her Islands".
- Coco Han, Content Management Director, China Huace Film & TV. Genres: Vertical microdrama. Projects: "Pear Perfect".
- Liu Bosheng — Distribution Manager, Future TV. Genres: Vertical microdrama. Projects: "Gilded Cage", "I Am the Queen".
- Yaonan Liu — Director of Content Cooperation, Beijing Filmtag Technology Development. Genres: Vertical microdrama. Projects: "My Brave Crown Princess", "The Double-Faced Nanny".

**13:30–15:30**

### **Panel Discussion: Animation and Kids Content in Russia – Trends and Prospects**

Market overview, growth challenges, new formats, AI usage, and investment outlook in animation and children's content.

Moderator: Igor Shibanov — Producer, CEO of SuperGeroy TV Channel and KinoGou

**14:30–16:00**

### **AI FEST. Artificial Intelligence and the Television of the Future**

How artificial intelligence is currently changing and will change in the near future the production, distribution and monetization of content.

### **AI Infotainment: Can Neural Networks Replace Humans?**

Artificial intelligence is rapidly changing the rules of the game in the media industry. What previously required large teams, budget and time can now be created in a matter of hours — with the help of neural networks.

Speaker: Valeria Blinkova — video editor, MUZ-TV channel

### **Not by prompt alone: how to remain human in the digital era**

GPT knows how to increase GRP, but it does not know what truly matters to the audience. But U-TV Channel does.

The channel conducts annual qualitative research among its target audience and understands what concerns its viewers, what they dream about, what they fear, and what content interests them. This allows U-TV Channel to use artificial intelligence not as a replacement for humans, but as an enhancement of humanity. That is why U-TV Channel is a TV channel with a big heart and equally strong experience in AI.

Speaker: Yuri Chernyshev — Creative Producer of U-TV Channel

### **How to Scale Content Production Without Growing the Team**

In media production, the growth of content volume almost always leads to an increase in team size and costs. Using a real case as an example, it is shown how part of routine processes — editing, updating and re-voicing of content — can be automated and transformed from manual production into a manageable digital process. This makes it possible to produce more content faster, without increasing the workload on the team and without complicating the production pipeline.

Speaker: Denis Smirnov — Head of High-Tech Solutions Integration, Kirillitsa

### **Generative AI Market Map: Global and Russian Startups + Amount of Attracted Funding**

A map of the generative AI market in Russia and worldwide: 230+ startups that have attracted one and a half trillion rubles in investment.

Overview of the solutions stack based on the map (infrastructure, models, applications, studios): who is doing what now, what is the profitability. Overview of new business models and solutions:

verification of legality of generated images, revenue sharing between publishers and search engines; products for accelerating video production “on top of” generative models; new distribution projects.

Speaker: Anton Vorykhalov — Business Development Director, Blooper.ai

### **How to Tame Reality. From Hype to Automation of Routine. Belarusian AI Production Experience**

The transition from enthusiastic testing of neural networks to their full implementation in (non)real production. How AI has stopped being a “toy” for generating strange images and has become a foundation for automating routine processes: from batch video resizing to automatic assembly of advertising creatives and integration into television production. How the YaTV team finds a balance between creativity and pragmatism, turning hype into working creative tools.

Speaker: Kristina Shendolesova — Producer, YASNAe TV channel, Beltelecom (Belarus)

**16:00–17:00**

### **Pitch Session of the Russian Animation Film Association (RAFA) Projects by RAFA Members in the Kids Content Industry**

As part of the session, members of the Association will present their latest projects in the kids’ content industry, currently in production and/or available for distribution.

The session will offer an opportunity to discover new animation and kids’ content, as well as explore potential partnership and co-production opportunities.

Organizer: Russian Animation Film Association (RAFA)

Moderator: Maria Melnichuk – Deputy Executive Director of the RAFA

Speakers:

- Stanislav Astakhov - Head of Inclusive Media Content at the “Kirillitsa” studio
- Denis Sopegin - Producer and Creative Director of the “Kaprizka” Production Center
- Maria Drozdova - Producer at Rocketfox studio
- Olesya Myasnikova - Executive Director of “Family Media Brands”
- Danil Motin - General Producer of Not Alone Production, project “It Can’t Be! or The Adventures of Zabava”
- Tatyana Belova - Producer at the “CHERNOViK” animation studio