

Post Event Report

World Content Market - Moscow 2019 Spring
28-30 May 2019

1437 delegates representing 659 companies from 40 countries attended the World Content Market – Moscow 2019 Spring, that successfully held from 28th to 30th May 2019 in the Event Hall “InfoSpace” in Moscow, Russia.

World Content Market united all major and regional television channels, well known production and distribution companies from Russia and CIS and international sales companies interested to do business in this region. During 3 days, delegates negotiated deals for content acquisitions, sales, production and coproduction. Also, they participated in conferences focused on trends in content business in Russia and CIS.

Exhibitors

120 exhibitors offered content of all genres for all audiences.

Among exhibitors from Russia and CIS: NTV CHANNEL, GORKY FILM STUDIO, RED MEDIA, CTC MEDIA, SOVTELEXPOR (TV CHANNEL RUSSIA), FRIDAY CHANNEL, “KAZAKHSTAN” REPUBLIC TV AND RADIO CORPORATION, AMEDIA, MOSFILM CINEMA CONCERN, and others.

Among international exhibitors: APOLLO MUSIC (Denmark), ARTE DISTRIBUTION (France), ATV (Turkey), BOULDER CREEK INTERNATIONAL (UK), CARACOL INTERNACIONAL (Colombia), CZECH TELEVISION (Czech Republic), DANDELOOO (France), ECCHO RIGHTS (Sweden), FIGHTING SPIRIT (France), FLAME DISTRIBUTION (Australia), GLOBAL AGENCY (Turkey), INDONESIA ENTERTAINMENT GROUP (IEG) (Indonesia), KANAL D (Turkey), KEW MEDIA DISTRIBUTION (UK), KOTV LIMITED - ADVISERS MEDIA INTERNATIONAL (AMI) (UK), MEDIATOON DISTRIBUTION (France), MEDIAWAN RIGHTS (France), MILLIMAGES (France), MISTCO (Turkey), MONDOTV (Italy), OFF THE FENCE (Netherlands), PARADE MEDIA GROUP (UK), RAI COM (Italy), TELEVISA INTERNACIONAL LLC (Mexico), TOEI ANIMATION EUROPE (France) and others.

6 National Pavilions

This spring, 6 national pavilions were organized on the World Content Market – Moscow:

UNITED KINGDOM PAVILION – organized under support of Department of International Trade of United Kingdom Embassy (DIT Russia). Established in 2015, organized twice a year, the United Kingdom Pavilion helped to 60+ companies from United Kingdom to establish business with Russian companies.

United Kingdom Pavilion organized the “UK Content Showcase”, followed by a cocktail party.

ITALY PAVILION - organized under support of ICE (Department of international trade of Italian Embassy) for second time, united Italian companies under one roof.

Italy Pavilion organized Italian projects showcase, where companies spoke about their new content and showed videos.

CHINA PAVILION - organized by The State Council Information Office of the People's Republic of China, State Administration of Press, Publication, Radio, Film and Television of The People's Republic of China, Shanghai Media Group, united Chinese on the China Pavilion branded stand.

China Pavilion organized "Chinese Content Screenings" that were successfully attended by content buyers from Russia and CIS. Chinese cocktail and tea ceremony gave an opportunity to network with Chinese companies in a relaxed environment.

PERSIAN ANIMATION PAVILION - organized by Iran government body, united Iranian animation companies interested in cooperation with companies from Russia.

Persian Animation Pavilion organized Animation Projects Pitching where Iranian companies introduced their animation projects and spoke about coproduction opportunities.

TAIWAN PAVILION - organized by Taipei Multimedia Production Association (TMPA) for second time, united Taiwan companies on the Taiwan Pavilion branded stand.

Taiwan Pavilion organized the "Taiwan Projects Pitching" followed by a cocktail party.

ARMENIAN PAVILION – organized by Armenian Ministry of Culture for the first time, united animation companies from Armenia.

Full participants list can be found here:

https://www.worldcontentmarket.com/download/W18MS_ParticipantsList.pdf

Conferences and workshops

The conference program was focused on latest industry trends in Russia and CIS. Traditionally, MEDIASCOPE, Russian well known audience Measurement Company, organized a conference focused on viewing trends in Russia. Special workshops program for regional TV Broadcasters were developed by STP MEDIA MASTER RESHENY and NATIONAL TELEVISION SYNDICATE (Russia). Full conference program can be found here: <https://www.worldcontentmarket.com/moscow/program/index.html>

What business participants did during the World Content Market – Moscow 2019?

- They met delegates from Russia, CIS and other countries from Europe, Asia, Middle East, USA and Latin America
- They sold and acquired television and digital content of all genres for all audiences
- They attended conferences and presentations focused on programming trends, content production and monetization, financial and legal questions in television and digital content business

Who participated in the Content Market – Moscow 2019?

- International sales companies from 40+ countries
- Almost all major Russian TV Broadcasters including, TV CHANNEL RUSSIA, CHANNEL ONE RUSSIA, CHANNEL ONE WORLDWIDE, NTV BROADCASTING COMPANY, TNT BROADCASTING NETWORK, CTC MEDIA, REN TV CHANNEL, TV CHANNEL ZVEZDA, TV CHANNEL FRIDAY, TV CHANNEL "RUSSIA – KULTURA", TV CHANNEL U, TV CHANNEL DISNEY, PUBLIC TELEVISION OF RUSSIA, TV CENTER and others
- Russian pay TV Broadcasters
- Russian regional TV Broadcasters
- Online video platforms, including, IVI.RU, VIDEOMORE, TVZAVR, MEGOGO, TVIGLE, OKKO, NOW, and others.
- Russian production studios including CENTRAL PARTNERSHIP, PARADISE, STAR MEDIA, RED MEDIA, ALL MEDIA COMPANY, ART PICTURES, MARS MEDIA ENTERTAINMENT, GORKY FILM STUDIO, ANIMATION FILM STUDIO SOUZMULTFILM.
- Russian content distributors
- TV Broadcasters from CIS

More information: www.worldcontentmarket.com

Photo Gallery: <https://www.flickr.com/photos/worldcontentmarket/sets/>

To get more information, please write: info@worldcontentmarket.com

Next markets:

20-22 November 2019, Moscow, Russia

26-28 May 2020, Moscow, Russia