

General Information

Dates: 18-20 February 2009

Location: Mövenpick Hotel, Prague, Czech Republic

Content: Television, Film, DVD/Home Video, Mobile, Interactive, Broadband

Participants: international sellers and acquisition executives

Regions: worldwide

World Content Market is a brand new audiovisual content market. It will be organized in 2009 for the second time!

World Content Market starts Business Season in Europe and gives everybody a unique opportunity to buy, sell and network in the relaxed atmosphere of our hotel based event. World Content Market is an efficient and client-oriented event for all countries spanning the globe. The model of our market is based upon pre-arranged meetings between buyers and sellers.

We are waiting for more than 400 sales executives, many national pavilions from European and Asian countries, and more than 600 acquisition executives. Altogether, we are anticipating more than 1000 participants in 2009!

We expect 50% participation growth in 2009 and 20-25% participation growth in coming years.

Every country is welcome!

What are the advantages of World Content Market?

- World Content Market is a **client-oriented event**. We pay close attention to the needs of each exhibitor. You will meet people that you have chosen, and who have expressed interest in meeting you before the market. You will receive very good results, because you will maximize your chances of doing business by meeting the right people.
- World Content Market **prices for participation are not expensive** and affordable to any company, regardless of its size or budget.
- World Content Market has very good timing. World Content Market is **the first European television market of the New Year**, and you will have an excellent opportunity to meet people from every corner of the world (World Content Market has an electric geography – more than 60 countries!) in the relaxed atmosphere of our hotel-based event. It will help you to develop your strategies with your usual clients before your travels to the bigger markets in Cannes, and you will surely be ahead of your competitors. Finally, you will also get the chance to meet many people whom you never meet during expensive markets; you will meet new clients and partners.
- World Content Market has **an excellent venue**. Prague is a wonderful city; it's in the heart of Europe. Prague can be easily reached by executives from any European country, as well as a very attractive city for our American and Asian participants, who dream of traveling through old mysterious European cities.
- World Content Market comes only 3 days after Berlin Film Festival. Prague is only 40 minutes flight from Berlin. You can benefit from your one non-stop trip to Europe in the beginning of the year.

Registration

BUYER

Free-of-Charge Registration for Early Bird Buyer before 31 August 2008.

After 31 August 2008: € 100.

Buyer Registration includes:

- 1 delegate pass (additional pass: before 30 June 2008 - Free-of-Charge; after 30 June 2008 - €50)
- Access to the Market Screenings Lounge
- Access to the Market Database
- Market Bag, Market Guide, Market Daily, etc
- Company profile in the official guide/web-site
- Help in face-to-face meetings with Exhibitors
- Invitations to all official market events

EXHIBITOR

Suite - € 3500

Sharing Suite - € 2000

Exhibitor Registration includes:

- Fully equipped Meeting Suite 25m2 (Company name signature near the door; TV (NTSC/PAL) + DVD Player; 1 table for negotiations; 4 chairs; Electricity; Mini refrigerator)
- 2 delegate passes (additional pass: € 300)
- 50 programs in Market Screenings
- Access to Market Database
- Market Bag, Guide and other Official Material
- Help in face-to-face meetings with Buyers
- Company profile in the Market Guide/web-site
- Invitations to all official market events

VISITOR

Before 31 October 2008: € 300 (save 40%)

Since 1 November 2008: € 500

Visitor Registration includes:

- 1 delegate pass
- Access to Market Database
- Market Bag, Guide and other Official Material
- Company profile in the official guide/web-site
- Invitations to all official market events

MARKET SCREENINGS

Screenings Registration € 500 includes:

- 5 programs in Market Screenings
- Program listings in the official market guide/web-site
- Company profile in the official market guide/web-site
- 1 color page in Market Guide

COUNTRY PAVILION

If your budget is limited, you can join professionals in your Country Pavilion. This cost effective package will give you maximum result.

Country Pavilion Exhibitor - € 1000

Services:

- Fully equipped Meeting Suite 25m2 for 3 companies (you will be allocated in 1 meeting suite with other 2 delegates from different companies from your country; you will have 1 table and 2 chairs; you can share TV monitor and DVD player with other delegates in this suite)
- 1 delegate pass
- 10 programs in Market Screenings
- Access to the Market Database
- Market Bag, Market Guide, etc
- Company profile in the market guide/web-site
- Help in face-to-face meetings
- Invitations to all official market events