



**THINK NEW MARKETS  
THINK FRESH CONTACTS  
THINK MIP CHINA 2021**

**YOUR MID-YEAR GATEWAY TO ASIAN TV BUSINESS**

**28-30 JUNE 2021**

**| mip<sup>®</sup> | china**

# A QUALITY EVENT

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MIP China is **the single most efficient business platform** for developing key relationships and content deals in China and the surrounding Asian countries.

Through our innovative online matchmaking software and the power of guaranteed 1-to-1 pre-arranged matched meetings, **MIP China 2021** puts your company face-to-face with TV channels, VOD platforms, and agent buyers to **develop your business in key growth markets.**

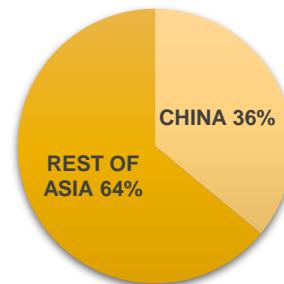
# THE PARTNERSHIP FORUM - ONLINE FOR 2021

Back for its 5th year! The **MIP China Partnership Forum** connects you one-to-one with the most important TV and content buyers from China and countries across Asia.

Powered by Reed MIDEM's signature matchmaking platform, your personal agenda of 18 guaranteed meetings ensures you will be matched with the best connections based on your profile.

You will also be able to browse through the full list of participants and connect with attendees of your choice.

**Registration closes June 2**



■ China ■ Rest of Asia

Select your one-to-one meetings from among  
150 vetted buyers from China and countries across Asia

**mip china**

# KEY BENEFITS

- A simple and efficient way to meet new buyers from the growing economies of Asia looking for fresh content
- An opportunity to showcase all genres of content for Chinese and Asian audiences
- Promote your company's presence in Asia safely while travel restrictions still prevail



## What's NEW at MIP CHINA 2021

- MORE Buyers and more Countries
- EXPANDED number of meeting slots to include Open Networking
- NEW Country Showcase sessions on the MIP China screenings platform
- FREE advance tutorial on pan Asian content strategies



# MEET QUALITY BUYERS FOR ALL GENRES



# THE OFFER

- Your customised agenda of up to 24 prescheduled online meetings
- Your company may register up to 2 persons to take part in the meetings (shared agenda)
- Video Meetings are conducted seamlessly through the matchmaking platform - 25 minutes each over 3 days, minimum 18 meetings guaranteed
- Access to participants Directory
- Possibility to contact buyers to request additional meetings (20 slots over 5 days)

**Price is \$USD 2,400**

(includes 6% Tax)

## **SPECIAL BONUS**

**FREE SCREENING FOR THE FIRST 50  
REGISTERED DISTRIBUTORS**

(includes subtitling in Chinese)

# HOW DO I REGISTER?



## Registration closes June 2

- Complete a PDF contract available from your local Reed Midem Account Manager
- Each participant then fills out a profile page within MIP China's secured online matchmaking database. Distributors can list 3 titles available for licensing or co-production
- Starting end of April, distributors and buyers can begin using the database to identify and select who they want to meet. **Deadline to complete your meeting preferences is June 4**
- MIP China will match meeting preferences and provide you a customized schedule of meetings on June 21. You can then “open network” to contact other delegates and request additional meetings
- Matched 1-to-1 meetings from June 28 to 30
- Open Networking meetings from June 28 - July 2

Complete Itinerary		
Event: MIP China Hangzhou		
06/06/2018		
Start	End	Details
1	9:30 AM - 10:00 AM	Shuai FU, International Collaboration Manager - BLUE SKY MEDIA CO. LTD., OF ZHEJIANG
2	10:00 AM - 10:30 AM	Isaac Li, Director of Media Acquisition, Cooperation - Alibaba Media, Entertainment Group, Youku
3	10:30 AM - 11:00 AM	Coffee Break
4	11:00 AM - 11:30 AM	Leland Ling, CEO 董事长 - LIC CHINA 北京大陆桥文化传媒集团
5	11:30 AM - 12:00 PM	Henry Liu, President 总裁 - HENRY ADVERTISING & MARKETING LTD. 亨利传媒市场咨询有限公司
6	12:00 PM - 1:30 PM	Networking Lunch
7	1:30 PM - 2:00 PM	Quan CHEN, Director of Business Develop. Department - XG MEDIA
8	2:00 PM - 2:30 PM	Qing GU, assistant director 主任助理 - Nanjing Broadcasting System
9	2:30 PM - 3:00 PM	Lucy Guan, co-founder 总裁 - BEIJING XIANQIANG YISHUA FILM&TV 浙江艺术影业
10	3:00 PM - 3:30 PM	Coffee Break
11	3:30 PM - 4:00 PM	Minhao Jiang, Head of Strategic Development Department 战略发展中心 主任 - Zhejiang Satellite TV 浙江卫视
12	4:00 PM - 4:30 PM	Yuan TIAN, head of international acquisition and co-production, CCTV9 - China Central Television
13	4:30 PM - 5:00 PM	Ming Hsien CHAN, Vice-president 副总裁 - Bilibili Inc. 上海哔哩哔哩科技有限公司
14	6:00 PM - 8:00 PM	Opening Networking Party
06/07/2018		
Start	End	Details
1	9:30 AM - 10:00 AM	Ran ZHANG, General manager of content operation center 内容运营中心 总经理 - Beijing Yash Culture Co., Ltd (in charge of Non-scripted Format & Sports) 北京雅舍文化有限公司
2	10:00 AM - 10:30 AM	Daisy Yu, originator and president - Atom media
3	10:30 AM - 11:00 AM	Coffee Break
4	11:00 AM - 11:30 AM	Athana Li, Int Distribution & Cooperation - Huayu Film
5	11:30 AM - 12:00 PM	Haiyan Yu, General Manager - Drama Apple Limited
6	12:00 PM - 1:30 PM	Networking Lunch
7	1:30 PM - 2:00 PM	Guo WANG, Vice President 副总裁 - NEW CLASSICS MEDIA 新经典传媒
8	2:00 PM - 2:30 PM	Jason Chen, ceo - LAFENG ENTERTAINMENT CO.,LTD.
9	2:30 PM - 3:00 PM	Guanghao ZHU, Supervisor of Documentary center - SICHUAN RADIO AND TELEVISION 四川广播电视台
10	3:00 PM - 3:30 PM	Jia MAO, 首席执行官 Chief Executive Officer - 春田影视 Chuntian Media
11	3:30 PM - 4:00 PM	Coffee Break
12	4:00 PM - 4:30 PM	Angela SUN, Director of Animation Acquisition - TENCENT TECHNOLOGY (BEIJING) COMPANY LIMITED
13	4:30 PM - 5:00 PM	Shirley Hu, Director 董事 General manager 总经理 - The Great Wall Film & Production Group 长城影视股份有限公司

# WHAT THEY SAID ABOUT MIP CHINA 2020

“Without doubt the best online market we attended in 2020”

**Emma Watson, Avalon Distribution**



“I met with a lot of amazing ideas and people, and found the opportunity to co-produce in China”

**Taka Hayakawa, Fuji Television**



“Very well organized with great meetings”

**Lydia Kali, Arte**



“Wonderful experience, great way to connect to Asian buyers”

**Lorraine Joor, Dutch Core**

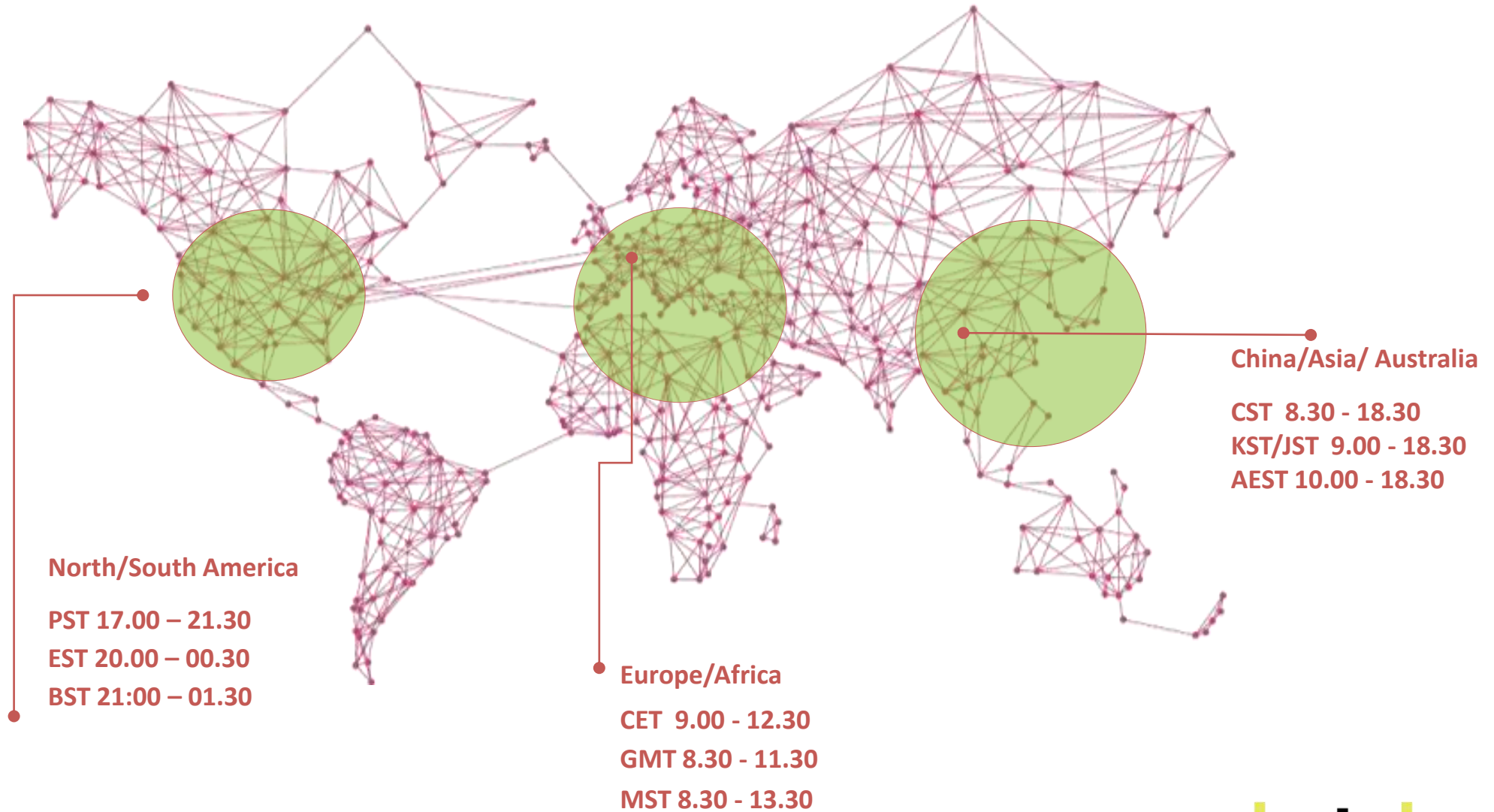


“Great opportunity to meet new contacts”

**Stephanie Wang, Global Screen**



# TIME ZONE CHART FOR MEETINGS



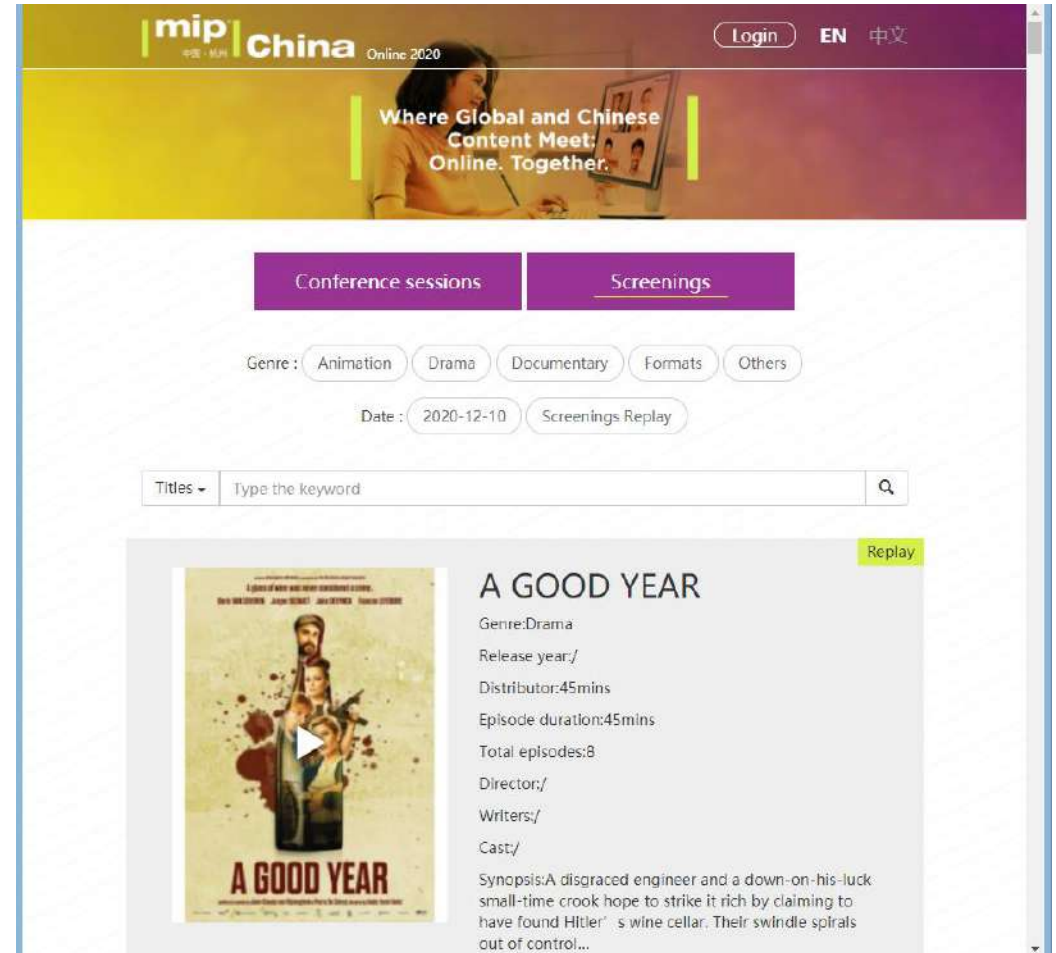
# SCREENINGS

## Let your new content be seen

MIP China's screenings platform is secure and hosted on a local platform in Hangzhou, thus allowing Chinese buyers to screen your content. Even though your company may have its own screening platform, many video hosting solutions are blocked in China or deliver low quality viewing. Chinese subtitling included.

**Price is \$USD 1,000** for 4 months starting June 2021

Contact us for other promotional opportunities from **Web Banner Advertising** and **Country Showcases** to **Global Partner** visibility.



The screenshot shows the MIP China website's screenings platform. The header includes the MIP China logo, "Online: 2020", and navigation links for "Login", "EN", and "中文". A banner image features a woman at a computer with the text "Where Global and Chinese Content Meet: Online. Together." Below the banner are two main navigation buttons: "Conference sessions" and "Screenings". Under "Screenings", there are filter buttons for "Genre: Animation, Drama, Documentary, Formats, Others" and "Date: 2020-12-10, Screenings Replay". A search bar with the placeholder "Type the keyword" and a search icon is present. The main content area displays a card for the film "A GOOD YEAR". The card includes a poster image with a play button, the title "A GOOD YEAR", and a "Replay" button. The details listed are: Genre: Drama, Release year: /, Distributor: 45mins, Episode duration: 45mins, Total episodes: 8, Director: /, Writers: /, Cast: /, and a synopsis: "A disgraced engineer and a down-on-his-luck small-time crook hope to strike it rich by claiming to have found Hitler's wine cellar. Their swindle spirals out of control..."



See you in June Online  
Next year in Hangzhou!