

Where Global, Chinese  
and Asian content  
opportunities connect

June 28 – July 1 2022



*“MIP CHINA is a super-efficient market to meet new partners”*



Cherry Lu – LIC China

**The 6<sup>th</sup> annual MIP CHINA Hangzhou once again offers the opportunity for content providers from around the world to meet 1-to-1 with a vetted group of programme buyers looking for new TV shows for Asian audiences**

**CONFERENCE  
IN HANGZHOU & ONLINE**

**June 7- 8**

**CUSTOMISED 1-to-1  
ONLINE MEETINGS**

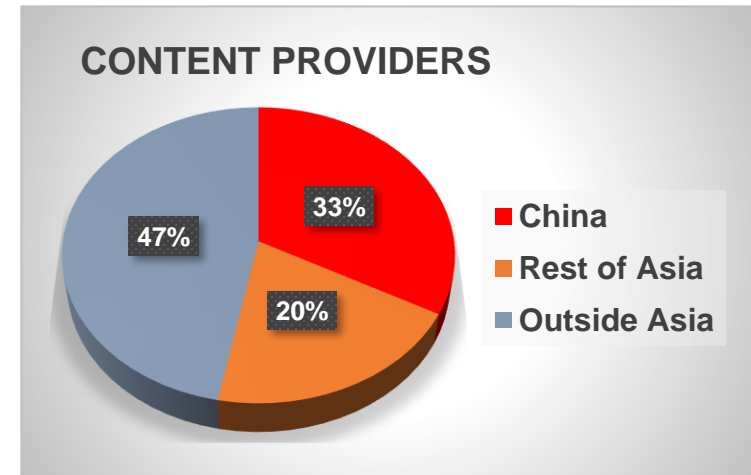
**June 28 - July 1**

**| mip\* | china**

## MEET NEW PARTNERS 1-TO-1

Participating in the **MIP China Partnership Forum** lets you meet easily with channel and platform acquisition executives seeking new TV programme from all genres. During these times of continued uncertainty of travel to/from many Asian countries, pre-scheduled online meetings are still the best choice to make new content connections. Powered by MIP China's signature matchmaking platform, you receive a personalized agenda of matched meetings.

Select your one-to-one meetings from among 150 buyers from 28 countries



Statistics from 2021 online edition

*"MIP China has been a great market for me to both meet new potential partners to license IP from, as well as develop new children's IP for global markets together"*

# PREVIOUS PARTICIPATING PLATFORMS AND CHANNELS



# KEY ADVANTAGES

2022 will build on the 2021 edition's very successful hybrid offering with record number of participants and our highest rate of virtual event client satisfaction.

- Your customize agenda of 1-to-1 meetings from a vetted selection of channel and platform buyers covering all genres
- Focus on new buyers
- Extended meeting period with more slots to meet buyers
- Value: low participation cost to reach big opportunities with the fast-growing Asian market
- No travel – all meetings online



# PREVIOUS PARTICIPATING CONTENT PROVIDERS



# PRE-SCHEDULED MEETINGS STEP BY STEP

## Sign up and prepare



Register for MIP China to prepare your market. And for any help along the way, get in contact with our dedicated team!

Contact us: [mipchina@rxglobal.com](mailto:mipchina@rxglobal.com)

## Set up your profile



This is the cornerstone of our signature matchmaking format. Tell us what you are looking for at MIP China. Make sure to stand out by maximizing the appeal and depth of your profile.

## Do your preferences



Identify the partners you'd like to meet. Browse through the attending participant profiles and filter them by content genre and interests. Do your selection and you're done!

## The algorithm works



Our proprietary algorithm sets your 4-day meeting agenda based on mutual preferences & your business interests. You can also add extra meetings during the Open Networking Phase.

The number of matched meetings depends on a number of factors including type of content, number of buyer preferences made, and the number of meeting slots left open for an individual agenda.

## 2022 KEY DATES

- **May 18:** Registrations' deadline
- **May 3-20:** Complete your profile page
- **May 23-31:** Identify and select who you want to meet.
- **June 7-8:** Conference and Screenings in Hangzhou and Online for later view
- **June 21:** Receive link to your final schedule of meetings
- From **June 21:** “Open Networking” to contact other delegates
- **June 28 to 1 July:** 1-to-1 video meetings online
- **Until July 7:** Open Networking meetings

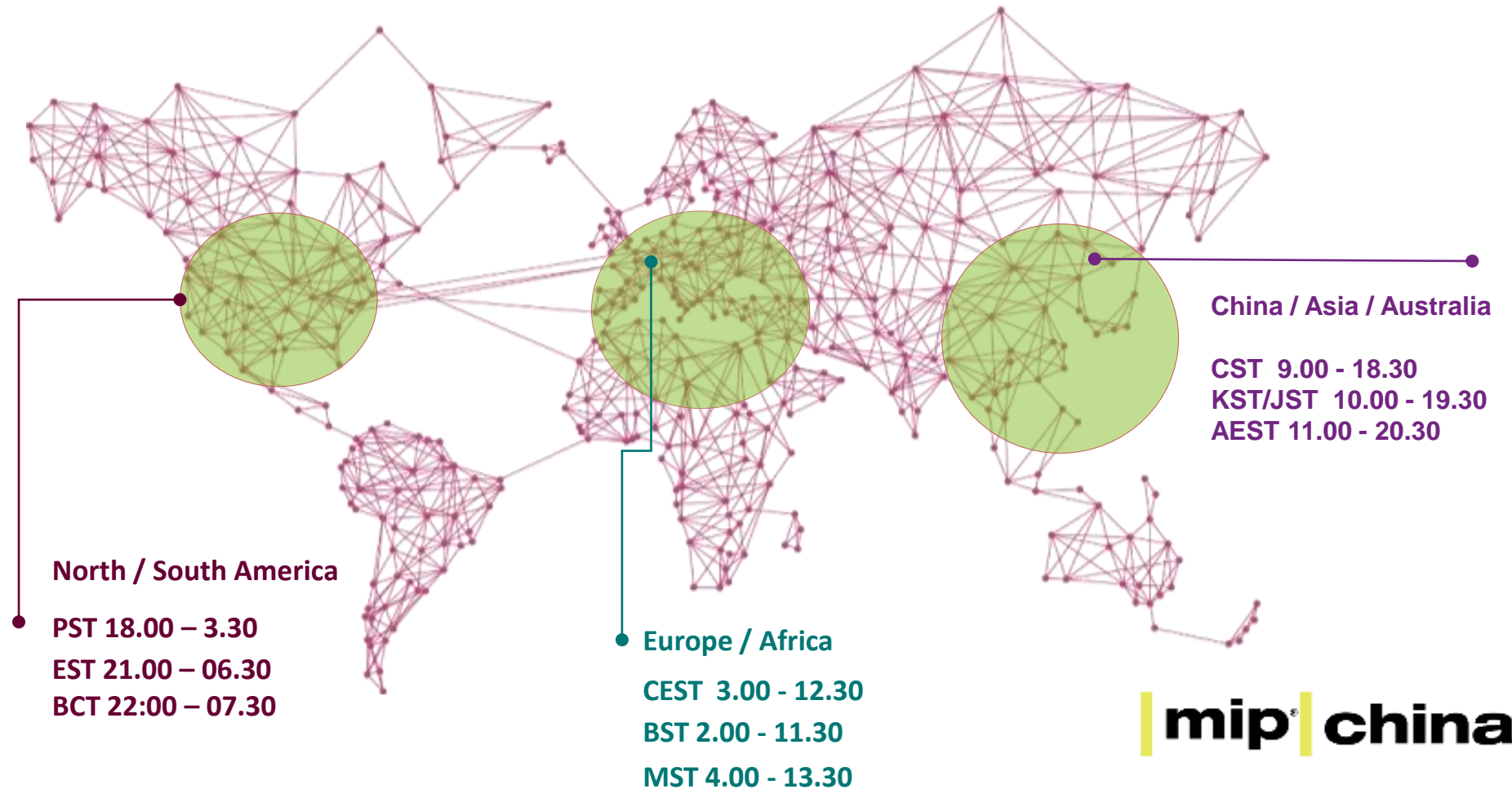




# TIME ZONE CHART FOR MEETINGS

Meetings are held during Hangzhou business hours 9am to 6.30pm (CST timezone)

*NB: Each participants can block the slots they don't want to get meeting directly on the digital platform*



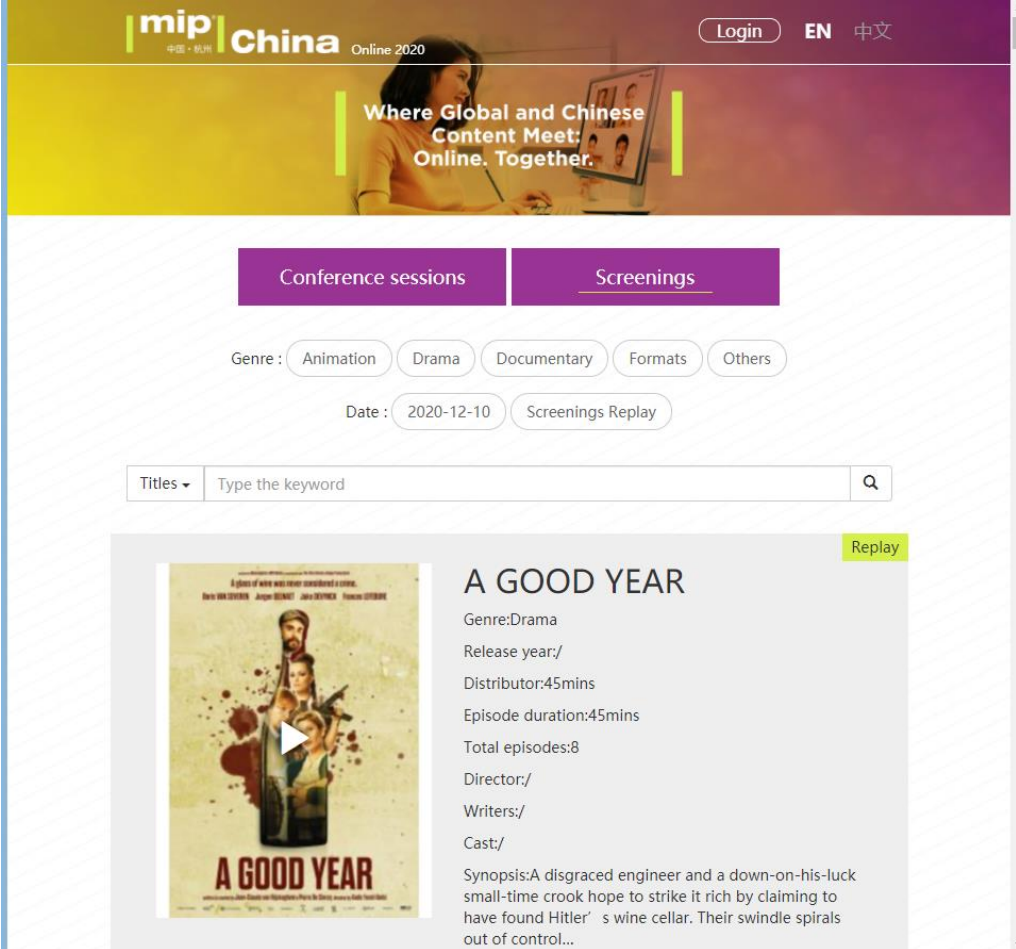
# SCREENINGS PLATFORM

Let your new content be seen

**Register by May 8 and get free Chinese subtitles for your content!**

This is the **best way to increase your visibility among the Chinese buyers and commissioners** who we have selected for the 1-to-1 meetings. Indeed, your **video file can be viewed by them during the preference phase**, which is a good opportunity to make your meeting more efficient.

Deadline May 8



The screenshot displays the mip China Online 2020 website. The header includes the logo 'mip China Online 2020' and navigation options for 'Login', 'EN', and '中文'. A banner image shows 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'. A filter section allows users to select by 'Genre' (Animation, Drama, Documentary, Formats, Others) and 'Date' (2020-12-10, Screenings Replay). A search bar is labeled 'Titles' and 'Type the keyword'. The search results for 'A GOOD YEAR' are shown, including a movie poster and a 'Replay' button. The details for 'A GOOD YEAR' are as follows:

Field	Value
Genre	Drama
Release year	/
Distributor	45mins
Episode duration	45mins
Total episodes	8
Director	/
Writers	/
Cast	/
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...

# CALL FOR ENTRIES UNTIL 22 APRIL

## MIP China Pan-Asian KIDS & FACTUAL TV Talent Pitches

The objective is to facilitate the opportunity for creative talent to unveil projects directly to decision-makers. Five selected KIDS Projects / Five selected FACTUAL Projects will get the opportunity to present a 5-minute video pitch to the judges and receive advice on how to take their projects to the next level.

Submit your project by completing the online Application Form by 22 April 2022. The basic requirement is to provide a written summary of the project (maximum length 2 pages). In addition, you can attach 2 visuals to illustrate your project.

Foms (KIDS or FACTUAL) are online: [Conferences and Screenings \(mip-china.com\)](https://mip-china.com)



# PARTNERSHIP FORUM PRICING

*"We were so happy to find new Buyers at MIP China, and new deals!"*

 **Kansai TV , Japan**

- ✓ 1 agenda of up to 18 pre-scheduled 1-to-1 meetings w/ programme acquisition exec.\*
- ✓ Up to 2 delegates registration for 4 days of meetings (June 28 - July 1) with the same scheduled agenda
- ✓ 1 dedicated company page profile to highlight your brand and content on the MIP China digital platform
- ✓ Access to online participants lists for highly targeted networking
- ✓ Add extra meetings to your own agenda during the Open Networking Phase
- ✓ Access to MIP China conferences & screenings platform

**USD 2,420** tax included

\*The Organizer cannot be held responsible if the scheduled Meetings do not occur, due to non-compliance with the schedule or delay of participants.

**Registration by contacting your local MIP Representative**

# Apply now to be part of MIP CHINA 2022

## CONTACTS

**JILL CASSERLEY: [jillcasserley@rxglobal.com](mailto:jillcasserley@rxglobal.com)**

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Global: [mipchina@rxglobal.com](mailto:mipchina@rxglobal.com)