

WHAT DO BUYERS AND COMMISSIONING EDITORS WANT?

FOCUS ON ASIAN BUYERS

MAY 2022



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DURONTO TV, BARIND MEDIA LTD. BANGLADESH



Sheyuti Shahgufta

Sr. Executive,
Procurement

ACTIVITY

Acquisitions • Tv Content Buyer

KIDS

ACQUISITION TERRITORY

Asia: India • Singapore **Europe:** Belgium • France • Germany • Ireland
• Italy • Spain • Switzerland • United Kingdom **North America:** Canada
• U.S.A.



What is your editorial strategy ?

television channel for kids

What type of projects/programs are you looking for ?

we look for series, feature films, both animation and live action.

What kinds of sales pitches do you respond best to ?

based on negotiation, on hour based for series. and feature films

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BEIJING BLUEMEDIA TIMES CULTURAL DEVELOPMENT CO., LTD.
CHINA



ZHAO Wenjin
Acquisition Supervisor

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

KIDS **DRAMA**

ACQUISITION TERRITORY

Asia: China • Japan • South Korea • Taiwan • Thailand



What is your editorial strategy ?

Overseas contents Distributor
Chinese contents Sales Agent

What type of projects/programs are you looking for ?

Romance / Comedy / Thriller / Action

What kinds of sales pitches do you respond best to ?

Match the needs

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BEIJING IQIYI SCIENCE & TECHNOLOGY CO., LTD.
CHINA



Xueying Li
Manager

ACTIVITY

Acquisitions • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia: China • Japan • South Korea • Taiwan • Thailand

iQIYI 爱奇艺

What is your editorial strategy ?

Acquiring high quality and S-level foreign content for Chinese audience

What type of projects/programs are you looking for ?

Finished or post-production scripted drama, targeting young female audience

What kinds of sales pitches do you respond best to ?

ones with info of production, cast, release time and platform, as well as trailer or finished episodes

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BEIJING XIANGJIANG YIHUA FILM & TV CHINA



Weicui Guan
Founder

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

KIDS

ACQUISITION TERRITORY

Asia: Japan • Singapore • Thailand

What is your editorial strategy ?

Beijing Xiangjiang Yihua is headquartered in Beijing, and has long been committed to importing excellent overseas film and television programmes into China, while also vigorously promoting the distribution and exhibition of Chinese films in overseas markets .

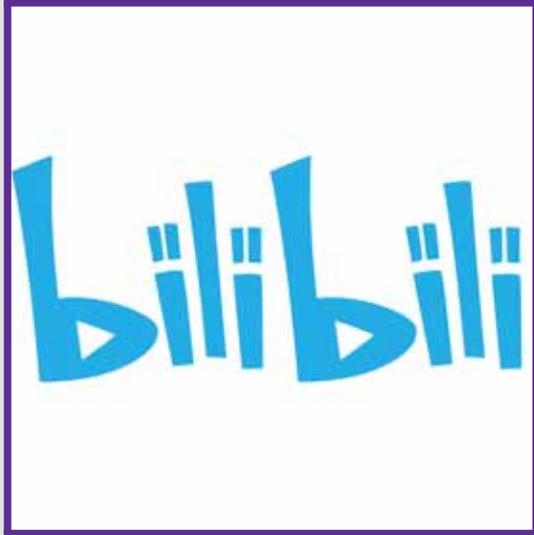
What type of projects/programs are you looking for ?

all genre animation and all genre films

What kinds of sales pitches do you respond best to ?

films

BILIBILI
CHINA



Jia Hua Wu

Acquisition And Content
Collaboration Manager

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia : Japan • South Korea • Taiwan • Thailand



What is your editorial strategy ?

Bilibili has been exploring overseas markets for the past year in the hope of providing appropriate content for local audiences. We are searching for quality Japanese, Korean and Taiwanese content which mainly focus on the boy's love genre.

What type of projects/programs are you looking for ?

We are looking for quality Japanese, Korean, and Taiwanese content, especially in the boy's love genre. Distribution-ready series are our top priority.

What kinds of sales pitches do you respond best to ?

We respond best to pitches that either allow us to acquire broadcast rights or make co-productions.

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DA NENG CULTURE MEDIA CHINA



Hengyi Zhi
Manager

ACTIVITY

Acquisitions • Co-production • Tv Content Buyer • (S)VOD Buyers

DOC

ACQUISITION TERRITORY

Asia : China • India • Japan • Singapore • South Korea **Europe** : Austria • Germany • Iceland • Ireland • Italy • Serbia • Spain • Switzerland • Turkey • United Kingdom **Middle East** : Qatar **Oceania** : Australia • New Zealand **North America** : Canada • U.S.A.

What is your editorial strategy ?

Any programme can tell an interesting story

What type of projects/programs are you looking for ?

General history, Military History, Science

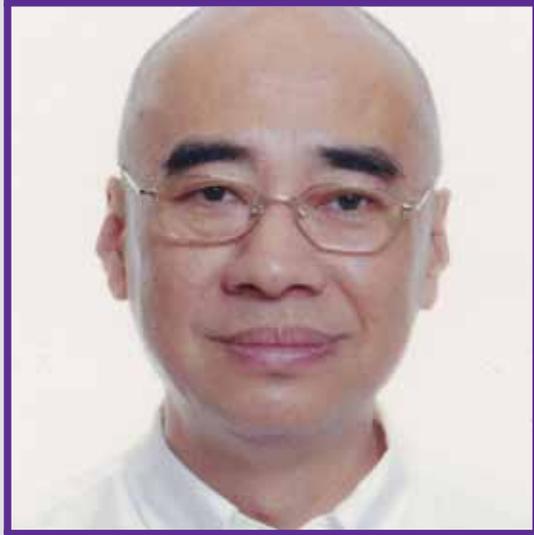
What kinds of sales pitches do you respond best to ?

A distributor should know what kind of programmes we are looking for, and send us a detailed and selected catalogue accordingly. Otherwise general lineups will be ignored.

What are you looking for when working on coproduction projects ?

Content and Financing

HENRY ADVERTISING & MARKETING LTD. CHINA



Henry Leu
President

ACTIVITY

Acquisitions

DOC

ACQUISITION TERRITORY

Africa: South Africa **Asia:** India • Japan • Malaysia • Philippines
• Singapore • South Korea



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HUBU MEDIA GROUP LIMITED

CHINA



Angela Tseng
Head Of International
Acquisition

ACTIVITY

Acquisitions • Tv Content Buyer

DOC

FORMAT

ACQUISITION TERRITORY

Africa : South Africa **Asia** : Indonesia • Japan • Philippines • Singapore • South Korea **Europe** : Austria • Belgium • Czech Republic • Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Russia • Spain • Sweden • Switzerland • United Kingdom **Oceania** : Australia • New Zealand

What is your editorial strategy ?

Originally established in 2007, Hubu Media Group has grown into a multi-dimensional company. Hubu Media is located in LA and Beijing, well recognized by the industry as one of the biggest TV content suppliers to CCTV(China Central Television).

By the success and professionalism of the Hubu Media team, our business covers many areas of acquisition including Wildlife, Science, History, Music, Entertainment, Format, etc. We have cooperation with over 100 international production or distribution companies, imported more than 2000 hours TV programs to China.

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IQIYI
CHINA



Kim Liu
Acquisition Manager

ACTIVITY

Acquisitions • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia : China • Japan • Malaysia • Philippines • South Korea • Taiwan
• Thailand **Europe** : France • Germany • Italy • Russia • Spain • Turkey
• United Kingdom **North America** : Canada • U.S.A.

IQIYI 爱奇艺

What is your editorial strategy ?

Acquiring high quality and S-level foreign content for Chinese audience

What type of projects/programs are you looking for ?

Finished or post-production scripted drama, targeting young female audience

What kinds of sales pitches do you respond best to ?

ones with info of production, cast, release time and platform, as well as trailer or finished episodes

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IQIYI, INC.
CHINA



Sylvia Song
Business Manager

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

KIDS

ACQUISITION TERRITORY

Europe : Austria • Belgium • Danmark • Germany • Ireland • Russia
• United Kingdom **North America** : Canada • U.S.A.

IQIYI 爱奇艺

What is your editorial strategy ?

N/A

What type of projects/programs are you looking for ?

Newly Finished Kids Animation

What kinds of sales pitches do you respond best to ?

Depends on the projects

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JY ANIMATION CHINA



Max Lee
Acquisition Executive

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers • Other

KIDS

DOC

ACQUISITION TERRITORY

Asia: China • Japan • Singapore • South Korea **Europe:** Austria • Danmark • France • Germany • Ireland • Netherlands • Russia • Spain • Sweden • Ukraine • United Kingdom **Oceania:** Australia **North America:** Canada • U.S.A.



What is your editorial strategy ?

Acquisition of all genres of great documentaries and animations for China Market.

What type of projects/programs are you looking for ?

wildlife, nature history, nature heritages, ecotourism, military, weaponry types of docs. animations for preschool kids.

What kinds of sales pitches do you respond best to ?

WILDLIFE AND NATURE HERITAGE RELATED PITCHING

JY ANIMATION CO. CHINA



Tao Jia
International Contents
Acquisition

ACTIVITY

Acquisitions • (S)VOD Buyers

KIDS

ACQUISITION TERRITORY

Asia : China • Indonesia • Japan • Malaysia • Philippines • Singapore
• South Korea • Sri Lanka • Taiwan • Thailand • Vietnam



What is your editorial strategy ?

JY Animation has been in this business for more than 10 years, besides our tight relations with top Japanese anime contents providers and companies(our largest contents volume percentage), in recent years, JY has paid more attention to international kids animation contents. JY animation has a more than 400 thousand minutes' contents library and we cover all digital distribution channels in China mainland, to make sure our contents are seen by most populations in China. Besides contents' distribution business, JY Animation also has co-production and pre-sale business, so for ppl who have projects in development, you are very welcome to talk to us.

What type of projects/programs are you looking for ?

We are mainly looking for kids animation contents for 0-6 years old kids. Besides pre-school contents, contents for 6-12 are on high demand by distributors and VODs crossing all continents, so if you have a project featuring a bit more complicated storylines or you have been stepped up in genres and have something we rarely have opportunities to watch on screen(we embrace diversity), please please contact with me.

What kinds of sales pitches do you respond best to ?

A sale pitch that explains clearly what their content is, in terms of genre, age target group, the story, the format, their creative intention and what do they see this project's success in international market.



Cherry Lu
Manager Of International
Department

ACTIVITY

Acquisitions • Co-production • Tv Content Buyer • (S)VOD
Buyers • Commissioning Editor

DOC

ACQUISITION TERRITORY

Asia: Japan • South Korea **Europe:** France • Germany • Italy • Russia
• Spain • United Kingdom **Oceania:** Australia • New Zealand **North
America:** Canada • U.S.A.

What is your editorial strategy ?

We are looking for the premium content for our domestic audiences not only via traditional TV broadcasters, but also new media broadcasters, the dimensions cover a great range in order to suit varied preferences in the market. We especially focus on documentary and factual content as this is what LIC has been dedicating to over decades, from the major areas of production, co-production, acquisition, syndication, distribution, publication, advertising, etc.

What type of projects/programs are you looking for ?

There are a few type of programmes we are current looking for: Lifestyle, history/weapons/warfare, natural history/wildlife

What kinds of sales pitches do you respond best to ?

The most efficient way would be by emails(email written pitch and/or with decks/links/screeners)

PAN UNIVERSE CHINA



Xin Lu
Ceo

ACTIVITY

Tv Content Buyer • (S)VOD Buyers

KIDS

DOC

DRAMA

ACQUISITION TERRITORY

Asia: China • Japan • Malaysia • Singapore **Europe:** Austria • Czech Republic • France • Germany • Italy • Russia • Spain • Turkey • United Kingdom **Latin America:** Argentina • Brazil • Mexico **North America:** Canada • U.S.A.

What is your editorial strategy ?

buyer(sales agent) of CCTV

What type of projects/programs are you looking for ?

Feature film, Documentry Distribution company.

What kinds of sales pitches do you respond best to ?

programs synopsis+video links by e-mail.

PAN UNIVERSE CHINA



Dan Dan Wu
Assistant To Ceo

ACTIVITY

Tv Content Buyer • (S)VOD Buyers

DOC

DRAMA

ACQUISITION TERRITORY

Europe : Austria • Belgium • France • Germany • Italy • Netherlands

What is your editorial strategy ?

buyer(sales agent) of CCTV

What type of projects/programs are you looking for ?

more documents(Wild life, Science,) Movie (animation, feature films)

What kinds of sales pitches do you respond best to ?

sellers and new release programs of e-mail

SHANGHAI SENYU MEDIA CO., LTD.

CHINA



Lena Ni

Director Of Acquisitions,
Animation

ACTIVITY

Acquisitions • Co-production • Tv Content Buyer • (S)VOD
Buyers • Commissioning Editor • Carriage Deal Buyer • Other

KIDS

ACQUISITION TERRITORY

Africa : Morocco • South Africa **Asia :** China • India • Japan • Malaysia
• Singapore • South Korea • Taiwan **Europe :** Austria • Belgium • Czech Republic
• Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland
• Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania
• Russia • Serbia • Spain • Sweden • Switzerland • Ukraine • United Kingdom
Middle East : Egypt • Israel • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia
• U.A.E. **Oceania :** Australia • New Zealand **North America :** Canada • U.S.A.

SENYU
森宇文化

What is your editorial strategy ?

Shanghai Senyu Media Co., Ltd. was founded in August, 2010. Since then, Senyu has established strong relationships with many media partners, including TV channels and digital platforms, with more than 70,000 hours of TV shows and films accumulatively. Senyu is one of China's leading digital distributors and is known to respond swiftly to market trends and changes while also providing the latest and most competitive content.

Senyu started development and production for web movies and web series in 2017, and is committed to establishing a pan-entertainment cooperation focusing on high-quality IPs with various forms of entertainment content. A strong IP should integrate into the industry while also expanding it, meaning that many consumer products can then be developed. Ultimately, this forms a complete IP operation and L&M industrial structure.

After years of operation within the Chinese animation market, Senyu has a firm grasp of trends within this sector and fully understands the expectations of Chinese audiences, especially in relation to educational content for preschoolers. Senyu has distributed most of VIACOM's animation catalogue to digital platforms in China, including notable titles such as Paw Patrol and SpongeBob. Senyu has also partnered with eOne to distribute PJ Masks to TV channels and digital platforms. We act as the exclusive distributor and L&M agent for Pippi Longstocking, Rainbow Rangers, and Cleo and Cuquin, among other children's IPs.

With over 40 TV and 80 digital clients in China, including VOD, OTT, IPTV and other developing platforms, Senyu is entering into the realm of animated IPs quickly yet steadily in terms of investment, development, acquisition and L&M business. This guarantees significant growth of the business in the very near future.

What type of projects/programs are you looking for ?

Animated series, IPs, designs, etc.

What kinds of sales pitches do you respond best to ?

Pitch deck with clear introduction of the show and L&M plan. Teaser, trailer or one pilot would help a lot.

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UNIVERSAL FULL BAND MEDIA CO., LTD CHINA



Yufan Shi
Manager Assistant

ACTIVITY

Acquisitions

DOC

DRAMA

ACQUISITION TERRITORY

Africa: Kenya • South Africa **Asia:** Japan **Europe:** Austria • Belgium • Czech Republic • Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom **Middle East:** Egypt • Israel • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia • U.A.E. **Oceania:** Australia • New Zealand **Latin America:** Argentina • Bolivia • Brazil • Colombia • Dominican Republic • Ecuador • El Salvador • Mexico • Peru • Uruguay • Venezuela **North America:** Canada • U.S.A.



What is your editorial strategy ?

We do distribution in China.

What type of projects/programs are you looking for ?

We prefer Action/ Animation/ Disaster/ Motivation/ Adventure/ Thriller/ Comedy.

What kinds of sales pitches do you respond best to ?

Face to face meeting.

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UNIVERSAL FULL BAND MEDIA CO.,LTD CHINA



Lei Jing
General Manager

ACTIVITY

Tv Content Buyer • (S)VOD Buyers

DOC

DRAMA

ACQUISITION TERRITORY

Asia : India • Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam **Europe :** Austria • Belgium • Czech Republic • Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • United Kingdom **Middle East :** Egypt • Israel • U.A.E. **Oceania :** Australia • New Zealand **Latin America :** Argentina • Bolivia • Brazil • Colombia • Dominican Republic • Ecuador • El Salvador • Mexico • Peru • Uruguay • Venezuela **North America :** Canada • U.S.A.

What is your editorial strategy ?

Acquire foreign films and TV series and sell to Chinese clients.

What type of projects/programs are you looking for ?

Action/Adventure/Animated Feature Film, Wild/Nature Documentary, TV series.

What kinds of sales pitches do you respond best to ?

E-mail, sales catalogue.

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VIRTUAL CINEMA CHINA



Jing Xu
Head Of Acquisitions

ACTIVITY

Acquisitions • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia: India • Japan • South Korea • Taiwan • Thailand **Europe:** France
• Germany • Russia • Spain • United Kingdom **North America:** Canada
• U.S.A.



What is your editorial strategy ?

Virtual Cinema runs an online platform which focuses on genre films and TV series, such as horror/thriller, crime/suspense, war, action, sci-fi, etc.

What type of projects/programs are you looking for ?

Genre feature films and top-end TV series

What kinds of sales pitches do you respond best to ?

high quality content

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WING SIGHT CULTURE & MEDIA CO.,LTD CHINA



Yunxun Li
Senior Business Manager

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

KIDS

DOC

DRAMA

ACQUISITION TERRITORY

Asia : Japan **Europe** : Austria • Belgium • Czech Republic • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Switzerland • Ukraine • United Kingdom **North America** : Canada • U.S.A.



What is your editorial strategy ?

acquisition and distribution of feature films, documentaries, kids' animations, and drama series.

What type of projects/programs are you looking for ?

feature films, documentaries, kids' animations, and drama series.



ShuHsin Cheng

Head Of Acquisition And
Ip Investment

ACTIVITY

Acquisitions • Co-production

KIDS

ACQUISITION TERRITORY

Asia: China • Japan • Malaysia • Philippines • Singapore • South Korea • Taiwan • Thailand • Vietnam **Europe:** Austria • Belgium • Danmark • Finland • France • Germany • Greece • Iceland • Italy • Poland • Russia • United Kingdom **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.



What is your editorial strategy ?

As the core user engine of Alibaba Media Entertainment Group, Youku is a leading online video platform in China, which supports the three major terminals - PC, TV, and mobile. The platform provides multiple types of content, including content acquisition, co-production, PUGC channels, and live broadcasts. With "The world is cool" as its tagline, Youku is committed to producing more high-quality films and TV programs featuring stories of love, dream, era, passion, and hero, and to creating a cool entertainment experience from watching to playing, bringing great joy and happiness to young people.

What type of projects/programs are you looking for ?

kinds content age target: 0-12, focus on 3-6

Genre/ Theme : all categories, such as nursery songs, comedy, adventure, Children science, education, robots, dinosaur, Girls power, boy mechanical fight

Format: 3D /2D, live action, mixed format

What kinds of sales pitches do you respond best to ?

project bible, trailer, storyline

CHEERS MEDIA HONG KONG



Wong Jojo
Senior Director

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers
• Commissioning Editor

KIDS

DOC

ACQUISITION TERRITORY

Asia : China • India • Japan • South Korea • Taiwan **Europe :** Austria
• France • Germany • Italy • Norway • Poland • Sweden • United Kingdom
North America : Canada • U.S.A.



What is your editorial strategy ?

Founded in 2004, Cheers Media is based in Hong Kong and specialized in licensing program and products from worldwide. As a global acquisition and distribution expert, Cheers Media has successfully built up a strong network and partnership in entertainment industry and delivered 50000+ hours of program to TV channels and platforms across the world.

What type of projects/programs are you looking for ?

Kids, Lifestyle, Travel, Science, Education, Scripted

What kinds of sales pitches do you respond best to ?

Showcase, Screenings, Sales Sheet for finished content

I-CABLE ENTERTAINMENT LIMITED

HONG KONG



Sharon Ng
Assistant Manager

ACTIVITY

Tv Content Buyer

KIDS

DOC

DRAMA

ACQUISITION TERRITORY

Asia: China • India • Japan • Malaysia • Singapore • South Korea • Taiwan • Thailand
Europe: Austria • France • Germany • Ireland • Netherlands • Poland • Spain • United Kingdom
Oceania: Australia
North America: Canada • U.S.A.

What is your editorial strategy ?

An integrated communications services provider in Hong Kong, providing Television entertainment via Pay TV and Free TV platforms

What type of projects/programs are you looking for ?

Asian dramas, animation, factual programmes

What kinds of sales pitches do you respond best to ?

Looking for completed programmes

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MX PLAYER INDIA



Megha Kukar
Senior Manager

ACTIVITY

Acquisitions • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia : India



What is your editorial strategy ?

MX Player is an Indian video streaming and video on demand platform developed by MX Media & Entertainment. It has over 280 million users globally. The platform currently operates on an ad-supported model and has a streaming library of over 150,000 hours across 12 languages including English, Hindi, Tamil and Telugu.

What type of projects/programs are you looking for ?

Long-Form Scripted Fiction Drama - Romance, Fantasy, MMA, Historic, Costume Drama

What kinds of sales pitches do you respond best to ?

Emails

TAKESHOBO CO., LTD
JAPAN



Shin Ogasawara
Acquisition Manager

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

DOC

DRAMA

ACQUISITION TERRITORY

Asia: China • South Korea • Taiwan • Thailand **Europe:** France • Germany
• Italy • Spain • United Kingdom **North America:** Canada • U.S.A.

株式会社 竹書房

What is your editorial strategy ?

Acquire all rights and distribute the contents in all the possible channels: in theaters, VOD, TV, physical packages (DVD, Blu-Ray) for Japanese territory.

What type of projects/programs are you looking for ?

Feature moives, TV and web dramas

What kinds of sales pitches do you respond best to ?

the screening of contents

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TRANS WORLD ASSOCIATES, INC. JAPAN



Masa Omiya
President

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

DRAMA

ACQUISITION TERRITORY

Asia : Japan North America : Canada • U.S.A.



What is your editorial strategy ?

We acquire high quality TV movies, mini-series, documentaries, feature films and animations for the Japanese market (DVD, TV, VOD and theatrical rights). As a distributor, we work with several broadcasters and VOD companies. We are looking for a wide range of programme categories.

What type of projects/programs are you looking for ?

We are looking for completed programmes or programmes in the final stages of production.

What kinds of sales pitches do you respond best to ?

We would like to check genre, trailer, key art or stills, stuff & cast info, so we always appreciate receiving emails. We will request a full episode screening link if we are interested.

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MEASAT BROADCAST NETWORK SYSTEMS SDN BHD MALAYSIA



Sze Li Tan
Associate

ACTIVITY

Acquisitions • Co-production • Tv Content Buyer • (S)VOD
Buyers • Commissioning Editor • Carriage Deal Buyer • Other

KIDS

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Asia : China • Singapore • Taiwan **Oceania** : Australia • New Zealand



What is your editorial strategy ?

Astro is Malaysia's leading content and entertainment company, serving 5.7 million homes or 74% of Malaysian TV households, 8,300 enterprises, 17 million weekly radio listeners(FM and digital), 14 million digital monthly unique visitors («MUV») and 2.8million shoppers across its TV, radio, digital and commerce platforms.

At Astro, we are committed to entertaining, informing and engaging with our customers through the best of local, regional and international content. As the largest content creator in the country, we produce and commission over 9,000 hours of local and vernacular content yearly, creating countless memorable moments for millions of Malaysians.

What type of projects/programs are you looking for ?

Travel & Food, Comedy, Romance, Horror, Suspense

What kinds of sales pitches do you respond best to ?

Content in Mandarin language, co-production.



PARAMOUNT GLOBAL SINGAPORE



Karen Tang
Senior Manager
(multi-Platform Content)

ACTIVITY

Co-production

KIDS

ACQUISITION TERRITORY

Asia: Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea
• Sri Lanka • Taiwan • Thailand • Vietnam



What is your editorial strategy ?

Kids content - Key Focus on Animation Titles that will work for SEA region including Korea and Japan

Gender-Neutral
Comedy-Driven

What type of projects/programs are you looking for ?

As above

What kinds of sales pitches do you respond best to ?

Pitch Bible / Online Pitch

mip[®]



Yesim Sezdirmesz
Deputy General Manager,
Planning & Acquisitions

ACTIVITY

Tv Content Buyer • (S)VOD Buyers

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Africa : Algeria • South Africa • Tunisia **Asia :** China • India • Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea • Taiwan • Thailand • Vietnam **Europe :** Austria • Belgium • Czech Republic • Denmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom **Middle East :** Egypt • Israel • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia • U.A.E. **Oceania :** Australia • New Zealand **Latin America :** Argentina • Bolivia • Brazil • Colombia • Dominican Republic • Ecuador • El Salvador • Mexico • Peru • Uruguay • Venezuela **North America :** Canada • U.S.A.

What is your editorial strategy ?

Kanal7 is a one of the very well known commercial free-to air televisions based in Istanbul, Turkey. Founded in 1994, it has been part of Kanal7 Media Group, which also includes thematic news channel (ülke TV), radio stations (Radyo7), video-on-demand platform (Izle7.com) and online news platform (Haber7.com). It is an entertainment television positioning itself as the family channel of Turkey appealing to general audience.

As Kanal7, we present to our audience a wide array of content ranging from local drama series, female skewed non-scripted programmes, travel shows, cooking shows, foreign drama series, feature films, news and local TV movies. In order to be a true player in the highly competitive Turkish television market, we decided to pursue a broadcast strategy based on «being alternative» to reach larger audience. The first pillar of this strategy is to present high quality and long running «Daily» drama series on prime time. We offer unique viewing option through a different content code as a competitor to weekly drama series of Turkish prime time. We produce stories resonating with human heart and appreciating values. Our stories are based on traditional spirit and they are female and family oriented. The second pillar of our editorial strategy is related to the daytime programming. Female skewed, emotional provoking non-scripted reality shows dominate off-prime time of Turkish television market. In the face such reality, we have decided to follow a different path of programming on daytime and put acquired drama series as ready made, mainly from Asian countries, on our screen as the alternative content for our audience.

What type of projects/programs are you looking for ?

Our programme preference depends on for which platform we acquire the content. For Kanal7, we mainly focus on scripted drama as ready-made, non-scripted formats for daytime (female skewed lifestyle), and feature films (action/adventure/comedy). For our news channel, we acquire factuals and documentaries from different genres, especially nature/wild life, current affairs, travel/adventure, social issues, and history. For our VOD platform, we look for long running scripted drama series especially from Asian continent.

What kinds of sales pitches do you respond best to ?

It has always been productive for the sales person to know who we are and what we need. Before pitching, it would be fruitful to make research on our group, platforms and programming. Thus, he/she will be able to pitch projects that are relevant to us. We prefer reading synopsis or summaries of the stories first and then we would like to see the trailers of the projects. In order to finalize our decisions, we prefer watching full episodes. Keeping us updated on new projects always speeds up the process of acquisition.

TURKISH RADIO AND TELEVISION CORPORATION TURKEY



Senanur Coban
Content Consultant

ACTIVITY

Tv Content Buyer

KIDS

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Africa : Algeria • Morocco • Tunisia **Asia** : China • India • Japan • South Korea • Taiwan **Europe** : Austria • Belgium • Czech Republic • Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom **Middle East** : Egypt • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia • U.A.E. **Oceania** : Australia • New Zealand **Latin America** : Argentina • Bolivia • Brazil • Colombia • Mexico • Peru • Uruguay • Venezuela **North America** : Canada • U.S.A.



What is your editorial strategy ?

TRT was set up as an autonomous public TV and radio organisation.

What type of projects/programs are you looking for ?

I am looking for different, modern, interesting and fresh formats and projects.

What kinds of sales pitches do you respond best to ?

Prefer online pitching.

mip®

VSTV
VIETNAM



Anh Tu Vu
Acquisition Manager

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

KIDS

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Asia: China • South Korea • Taiwan • Thailand • Vietnam **Europe:** France
• Germany • Italy • Russia • Spain • United Kingdom



What is your editorial strategy ?

Our company aim to provide the best content, mixing between Hollywood types (feature movies, mini series) and Asian contents (premium dramas, asian blockbusters)

What type of projects/programs are you looking for ?

Kids for 2-8
TV Dramas
Feature movies

What kinds of sales pitches do you respond best to ?

N/A

mip[®]



Contact us to prepare your
participation to MIP China:

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