

World Content Market: 25-27 February 2008

Start your Business Season in Europe, Face-to-Face

Are you interested in meeting television executives face-to-face at the beginning of the year? Would you like to present your television shows, in a relaxed atmosphere of the hotel-based event to your European colleagues and new partners? Would you like to benefit from pre-arranged meetings between sales and acquisition executives?

Get ahead of the competition at the World Content Market and continue your round-the-year sales marathon!

World Content Market is a three-day international event taking place in Prague, the Czech Republic, from February 25-27 2008 for Television, Film, DVD/Home Video, Mobile, Interactive, Broadband and any other New Media content providers and buyers worldwide.

The new audiovisual market is an excellent networking opportunity for acquisition and sales executives to meet at the beginning of the year, in a relaxed ambience of the hotel-based event where hotel suites will be converted into first-class meeting rooms.

World Content Market features two floors of meeting rooms, halls for screenings and pitching sessions, halls for Buyers Lounges, and Market Screenings in the 4 star Movenpick Hotel Prague, where a cable car is a link between two buildings. The market combines the best elements in innovative technologies to maximize networking opportunities. The event works as a professional business-to-business club where decision makers meet, where their needs and interests match, where their meetings are pre-arranged, and where everyone has unparalleled opportunities to do serious business.

Prague is located in the middle of Europe and executives from any European country can easily reach it. Indeed, 80% of Europeans spend less than 2 hours to reach Prague by airplane. It is very easy to arrive by train or simply by car from neighboring countries, including Germany, Austria, Hungary, Poland, and Slovakia.

World Content Market is a good opportunity for companies from every corner of the globe to start their business season in Europe, to introduce new shows, and then to continue round-the-year sales campaigns. As for smaller companies that don't attend the larger markets, it becomes a true marketplace to sell, buy and network. An estimated 50% of exhibitors in the first World Content Market are expected to arrive from European countries and 50% from Latin America, the US and Asia. It is also anticipated that 80% of buyers will arrive from Western, Central, Eastern Europe, Russia and CIS, and 20% from outside the region.

The 3-day program of the event provides a one-stop platform for buying and selling activities; Market Screenings includes a multi-genre DVD library that will be in service one day before and during the event, and buyers will be able to screen programming before meetings with exhibitors. "Prime-Time Day" focuses upon the production and distribution of high quality shows for prime time. It is an excellent opportunity to launch prime-time shows, organize thematic screenings, breakfast and cocktail presentations. With the support of Latin American, European and Korean producers, "Telenovelas Day" features screenings, presentations and debates between masters of canned telenovelas and fiction formats.

Finally, the precise cost-effective conditions for participation enable any company to achieve a result with minimum use of financial resources.

Registration:

Exhibitor

Exhibitor registration € 3,500 includes:

- Fully equipped meeting room (25 m2)
- 2 delegate passes (additional pass: € 300)
- 50 programs in Market Screenings
- Access to market database

- Official material: market bag, guide, etc
- Help in face-to-face meetings with attendees whose needs match yours
- Company profile in the official guide and on the official web site
- Invitations to all official market events
- Transfer from/to airport

Buyer

Buyer registration € 100 includes:

- 1 delegate pass (additional pass: € 50)
- Access to Market Screenings Lounge
- Access to market database
- Official material: market bag, guide, etc
- Company profile in the official guide and on the official web site
- Help in face-to-face meetings with attendees whose needs match yours
- Invitations to all official market events
- Transfer from/to airport

Organizers:

World Content Market is developed and organized by Planet Sunbeam Limited. Based in Europe, America and South Eastern Asia, a multinational team is currently working on the preparation of the event. Elena Sunbeam, president of the company, has been involved in the television exhibition business for the last 8 years. She worked as a sales representative for Reed Midem's television markets during 2000-2004, and for Reed Exhibition's Asia Television Forum during 2002-2006. During a period of 6 years, she organized more than 30 special events aimed at promoting high quality programming (umbrella stands, showcases, conferences, PR actions) within leading international markets and festivals (including MIPTV and MIPCOM), and in close collaboration with event organizers in 12 European, North American, and South Eastern Asian countries. In 2003, Elena Sunbeam gave birth to Miracle Screenings, an international magazine covering the business of television and film. Finally, in 2007, with the goal to realize her own studies in the exhibition business and research in innovative event technologies that centers on the individual needs of buyers and sellers, she developed World Content Market.

Market Location:

With its epic history, somewhat fictional and somewhat real, Prague is one of the most beautiful European metropolises. From grandiose palaces, crowned royal streets to tiny mediaeval lanes, from the Old Town gallows to the speaking stones of Charles Bridge, from the Prague Castle towers to the famed giant Golem legends - it's the sixth most visited European city after London, Paris, Rome, Madrid and Berlin, and a part of UNESCO cultural heritage. Located in the very heart of Europe, a birthplace of Oscar-winning film directors, a cradle of many television productions and Hollywood motion pictures, Prague was chosen by us as an ideal city for the international market.

Based on a hilltop with a wonderful view of Prague, close to the historical city center, The Movenpick Hotel Prague is the only two-building hotel connected by a cable car and a venue for the World Content Market.

More information:

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