

ACFIMI

Asian Contents & Film Market 2024 Final Report



문화체육관광부
Ministry of Culture, Sports and Tourism



영화진흥위원회
Korean Film Council



부산광역시
BUSAN METROPOLITAN CITY



29th BUSAN
International Film Festival
2-11 October 2024



Asian
Contents & Film Market
5-8 October 2024

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International Film Festival
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WHAT WAS ACFM2024 TO YOU?

ACFM was an energizing and inspiring event. Thank you for inviting Microsoft to participate in so many ways, and to be part of the market and festival's AI story. The energy and enthusiasm for AI in the South Korean film and entertainment industry was palpable. I look forward to seeing how the creative sectors in the region utilize AI going forwards.

Krishna Sood, Assistant General Counsel at Microsoft, United Kingdom

At this year's ACFM, I noticed that many film companies are actively seeking transformation and adopting new technological tools (such as AI technology) to adjust their production processes. I am glad to have gained valuable insights and trends from the ACFM events. I look forward to back to the ACFM next year.

Ivy Yu-Hua SHEN, CEO of Betula Films, Taiwan

ACFM 2024 has allowed me to have more one-on-one conversations with fellow producers and international distributors. The Producer Hub activities and the networking events paved the way for more meaningful conversations and connections, aside from the educational talks that are all insightful.

Danzen Katanyag, President and Producer of Digital Dreams Inc., Philippines

Every year I attended ACFM but this year was different, because not only I benefited it as an individual filmmaker/producer but from the new program. Producer Hub made ACFM more impactful because we could be benefited as Producer Association of Indonesia. After signed MOU between PGK and APROFI in ACFM, we could continue more detailed programs for the JAFF Market. I believe there will be more collaboration and co-production between PGK and APROFI in the future. Thank you ACFM!

Yulia Evina Bhara, Founder and Producer, Kawankawan Media, Indonesia

ACFM was a busy and satisfying market for many this year, as there were a lot of people who returned to Busan for business and there was an appetite for more collaboration from South Korean film industry with the rest of the world, especially for Asia. ACFM would definitely benefit from a more sustained support to build the team and capacity to be the hub of Asian film industry through budget, promotional and infrastructure support and to enhance the position of Busan as a city of cinema and film. The whole city of Busan, should encourage the businesses of Busan to be welcoming of the ACFM and BIFF guests and industry, through best deals and promotion, as it contributes to the economic impact to the city if the attendees of ACFM and BIFF.

Lorna Tee, Secretary General of the Asian Film Alliance Network (AFAN), Malaysia

European Film Promotion had 28 sales companies at Busan, while the U.K. had a separate British stand with seven companies. Oliver Brunskill, international sales manager at the U.K.'s Altitude Film Entertainment, said: "It's been great to be able to see a lot of buyers who don't normally attend markets such as EFM. So it's been good to catch up with them. All our diaries have been full, we've seen a lot of people. I think over the next few weeks, you'll definitely see an impact in sales."

Patrick Frater & Naman Ramachandran, Variety

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Asian Contents & Film Market 2024

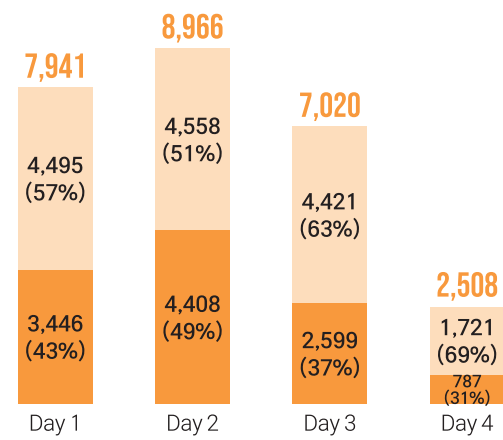
The 2024 Asian Contents & Film Market achieved its highest performance to date, attracting a total of 26,435 visitors over four days. This figure includes 20,586 in the exhibition hall and 5,849 at various events, reflecting a 37.2% increase from 2023's 19,269 visitors.

The market attracted 1,031 companies from 52 countries and 2,644 participants, showing an increase of 3 countries, 113 companies, and 165 individuals (6.7%) from the previous year.

Among the attendees, 15,195 were international visitors, making up 57% of the total participation, which is the highest rate of overseas attendees among Asian markets. This underscores the international significance and growing interest in the Asian Contents & Film Market (ACFM).

Daily Traffic of ACFM

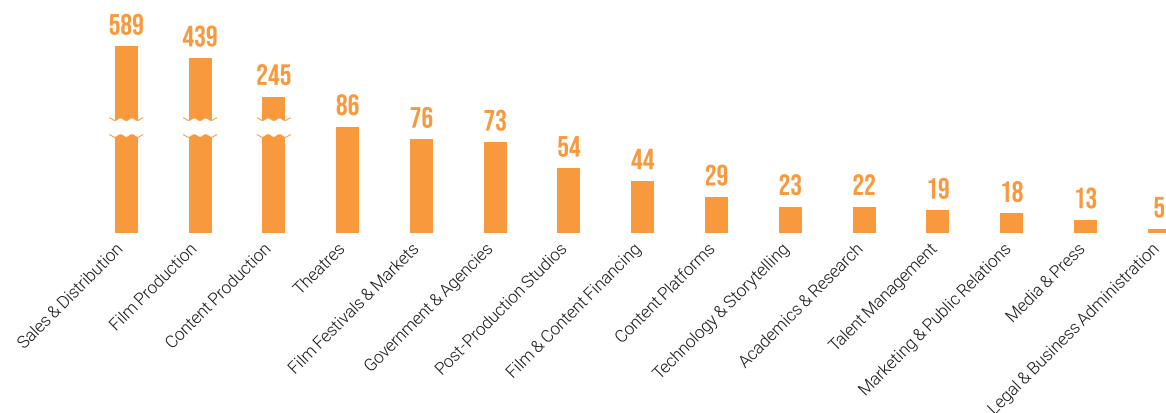
International Domestic



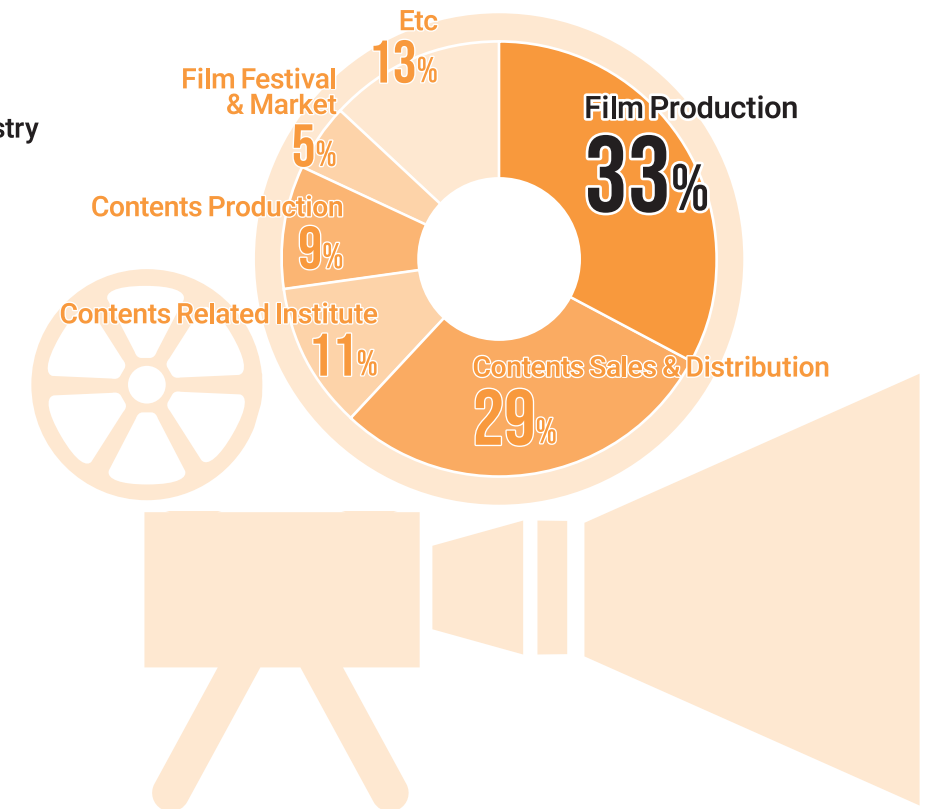
Number of ACFM Participants

55Countries | **1,031**Companies | **2,644**Participants

Category of participating companies by industry *Allowed multiple selection

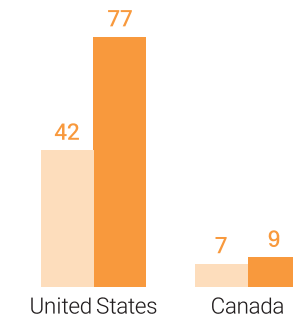


Category of participants by industry



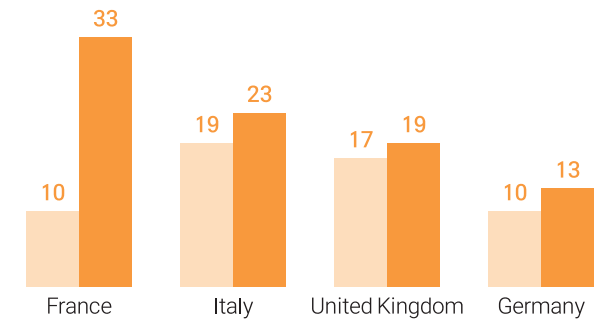
Participation from North America

Companies Participants



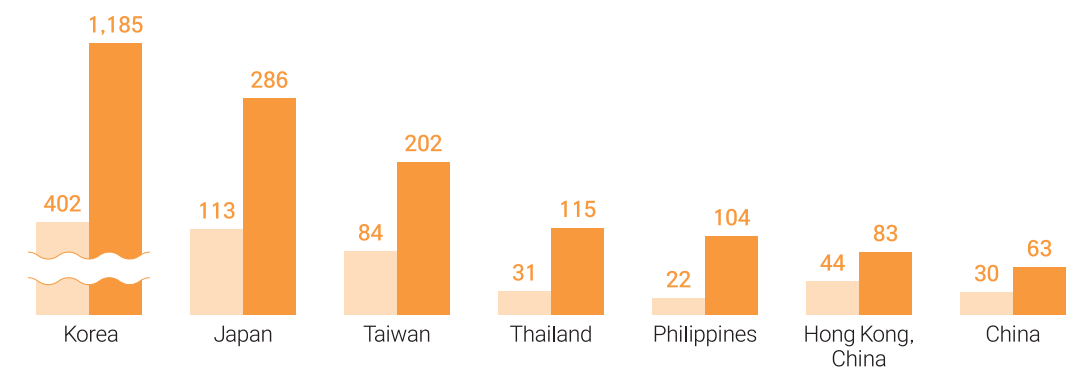
Major Participation from Europe

Companies Participants



Major Participation from Asia

Companies Participants



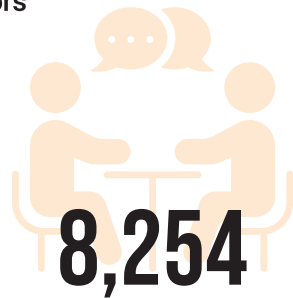
Sales Market & Exhibition Booth

275 institutions and companies from 30 countries, which filled the exhibition hall, the highest number of participants ever, participated in actively promoting and selling their diverse contents for copyright trading and promotion of films and contents.

ACFM once again proved that it is the largest contents & film market in Asia.

- Date: 5 - 8 October 2024, 4 days
- Venue: Exhibition Center 2, BEXCO, Busan

Number of Business Meetings for Exhibitors



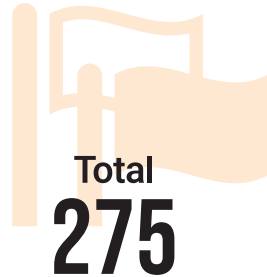
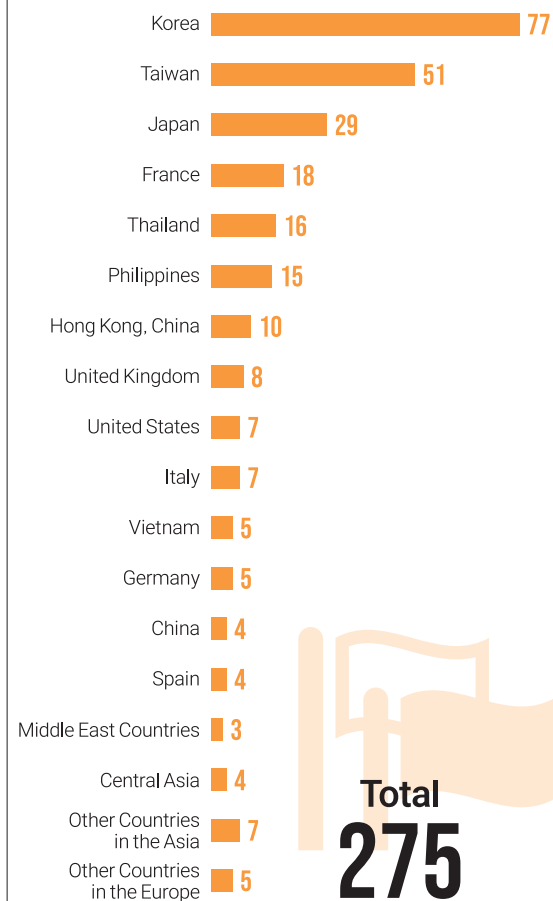
Transaction Amount



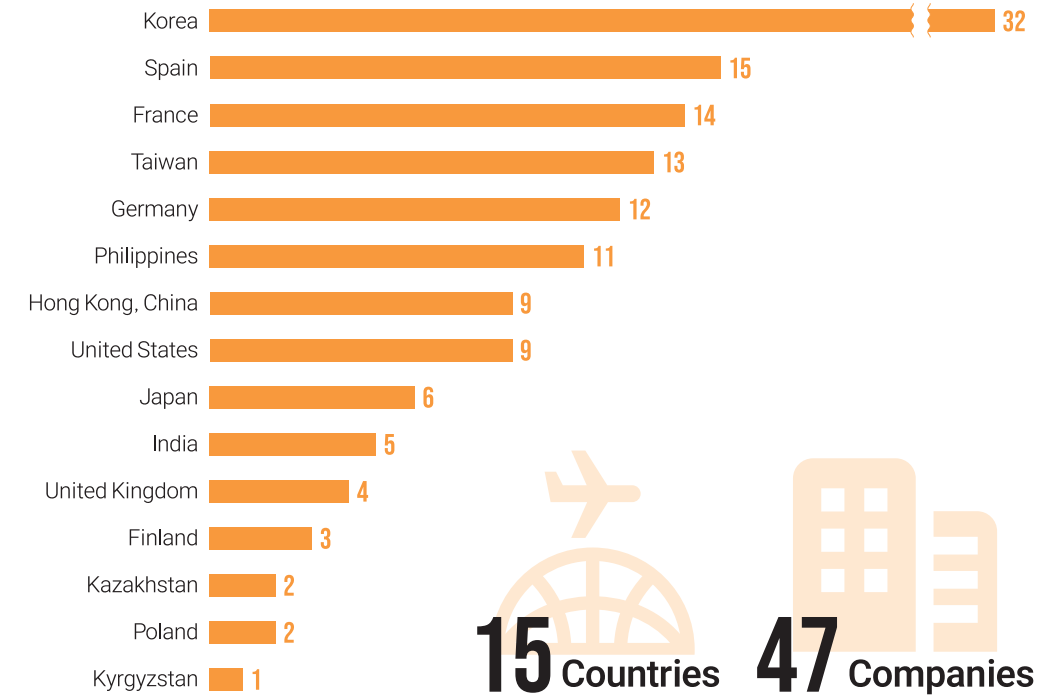
Number of Buyers by Region



Number of Exhibitors by Region

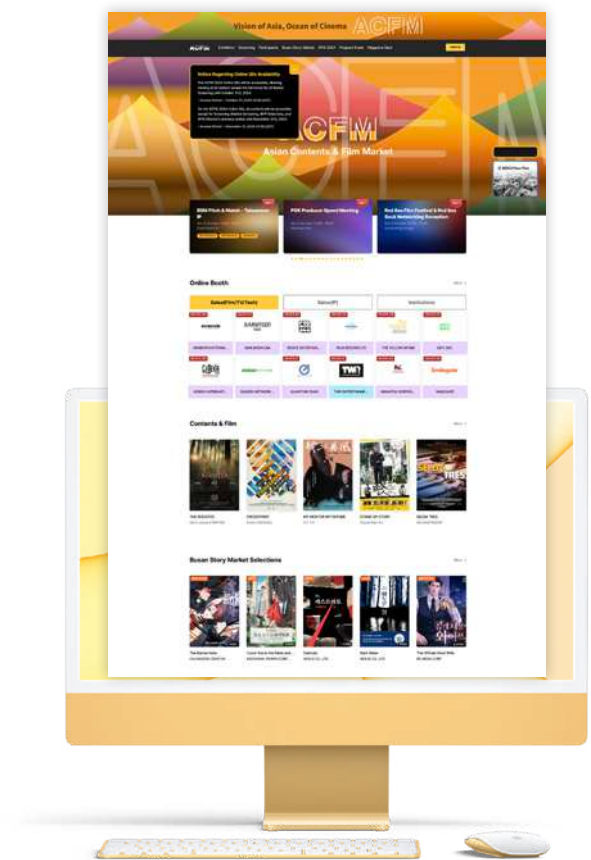
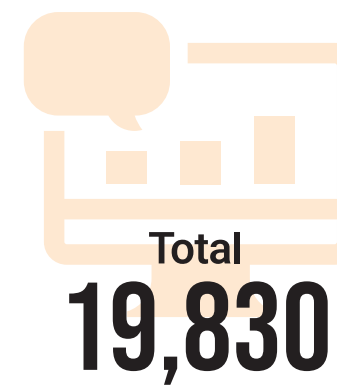


Number of Market Screening Upload Exhibitors by Regions



ACFM 2024 Online Site Usage Traffic

online.acfm.kr



Market Conference

- Date: 5 - 8 October 2024, 4 days
- Venue: Meeting Room 121-126 & Hall 4F, Exhibition Center 2, BEXCO

B Busan Story Market **P** Platform BUSAN

Sat, 5 October | Day 1

Time	Title	Venue
10:30 - 12:00	BSM Pitch & Match - Korean IP	B
13:30 - 14:30	KO-PICK Showcase - Emerging Possibilities: Saudi Arabia	Event Room A
15:30 - 17:00	Producer's Talk: Patrick Mao HUANG	P
10:45 - 12:15	The Wheels of Fortunes of Vietnamese Independent Cinema by mylab	P
13:45 - 14:45	BSM Pitch & Match - Taiwanese IP	B Event Room B
15:45 - 17:15	Evolving K-story IP - Global Showcase Vol.2	B
13:15 - 15:45	Asian Project Market Showcase	Stage
16:30 - 18:00	2nd Miracle in Cell No. 7 - Exploring the Sequel	

Sun, 6 October | Day 2

Time	Title	Venue
10:15 - 12:00	Navigating the Shifting Global Screen Production Sector	Event Room A
13:30 - 15:00	Opportunities in HK-Asia co-production	
15:45 - 17:15	Documentary Talk: Co-production of Prayers	P
10:30 - 12:00	S#1 Visual Project Pitching Session I	Event Room B
13:15 - 14:45	S#1 Visual Project Pitching Session II	
15:30 - 17:30	KAFA-TUA Collaboration Film Development Workshop - Pitching	Stage
09:30 - 10:00	AI Conference Session I: Keynote speech - AI Innovations in Asian Content	
10:00 - 11:00	AI Conference Session II: AI Roadmap - New Business Strategies for Asia's Content Industry	
11:00 - 12:00	AI Conference Session III: AI Fuel - Global IP Business	
13:00 - 14:00	AI Conference Session IV: AI Action - Demo Jam Session	
14:00 - 15:30	AI Conference Session V: Ubiquitous AI - The Evolution of Filmmaking Workflows	
15:45 - 17:15	AI Conference Session VI: AI in Korean Film: Investment, Locations, Legal	

Mon, 7 October | Day 3

Time	Title	Venue
10:45 - 12:45	AFIS Project Pitching	Event Room A
14:00 - 15:00	Cinematic Crossroads Revisited: Adapting Strategies in Global Cinema by TTB & EFP	
15:45 - 16:45	Offering New Approach to Content Investment	
10:30 - 12:00	S#1 Visual Project Pitching Session III	Event Room B
13:00 - 14:00	GrX Studio International Launch Roadshow	
14:45 - 15:45	Mongolian Films Pitch Session by MNFC & mylab	
16:30 - 17:30	Introduction of ARRI Solutions Virtual Production Programs	Stage
11:00 - 12:00	CINE FLY Showcase (ACFM with FLY ASIA Awards)	
13:15 - 14:45	AFAN Spotlight: The Role & Impact of Film Schools for the Asian Film Industry	
15:30 - 17:00	Asia OTT Conference Session I: Asian Local OTT Business Strategies	
17:15 - 18:30	Asia OTT Conference Session II: OTT Content Storytelling Strategies	

Tue, 8 October | Day 4

Time	Title	Venue
10:45 - 12:15	BSM Legal Seminar	B Stage
13:45 - 15:15	Film Fund Talk	P



▲ AFIS Project Pitching



▲ AI Conference Session I: Keynote speech - AI Innovations in Asian Content



▲ Asia OTT Conference Session II: OTT Content Storytelling Strategies



▲ KAFA-TUA Collaboration Film Development Workshop - Pitching



▲ AI Conference Session III: AI Fuel - Global IP Business

Networking Event

- Date: 5 - 8 October 2024, 4 days
- Venue: Exhibition Center 2, BEXCO



▲ Asian Contents & Film Market 2024 Opening Reception

Sat, 5 October | Day 1

Time	Title	Venue
14:45 - 15:45	Red Sea Film Festival & Red Sea Souk Networking Reception	Networking Lounge
19:00 - 21:00	Asian Contents & Film Market 2024 Opening Reception	Event Room A

Sun, 6 October | Day 2

Time	Title	Venue
14:30 - 15:30	BFC Story IP Showcase & Awards Ceremony 2024	Networking Lounge
17:15 - 18:15	AI Conference Networking Happy Hour	

Mon, 7 October | Day 3

Time	Title	Venue
14:30 - 15:30	BVIC & BPL Happy Hour	Networking Lounge

Tue, 8 October | Day 4

Time	Title	Venue
20:00 - 22:00	ACFM 2024 Closing Reception & APM Awards Ceremony	Grand Ballroom, 2F, Paradise Hotel Busan



▲ ACFM 2024 Closing Reception & APM Awards Ceremony



▲ Asian Contents & Film Market 2024 Opening Reception



▲ Red Sea Film Festival & Red Sea Souk Networking Reception



▲ Red Sea Film Festival & Red Sea Souk Networking Reception

Asian Project Market



▲ Asian Project Market Showcase

The Asian Project Market is a platform that identifies Asian new feature film projects in development and production, providing business opportunities for financing, co-production, distribution, and international sales. This year, 30 new projects from 17 countries were selected and introduced. Additionally, the newly launched 'Asian Project Market Showcase' session presented the 30 selected projects. A total of 12 award categories were featured, with 11 projects receiving award.

- Date: 5 – 8 October 2024, 4 days
- Venue: Hall 4F, Exhibition Center 2, BEXCO, Busan
- Official Selections: 30 Projects from 17 countries
- Business Meeting: Total 706, 144 Companies
- APM 2024 Awards: 12 Categories, 11 Awardees



▲ Asian Project Market



▲ Asian Project Market Kick-off Meeting



▲ Asian Project Market Business Meeting



▲ ACFM 2024 Closing Reception & APM Awards Ceremony

Asian Cinema Fund



▲ AND Talk&Share

Asian Cinema Fund 2024 selected and supported 13 projects from a total of 689 submissions for its three funding categories of Script Development Fund, Post-Production Fund, and Asian Network of Documentary (AND) Fund. This year, projects addressing pressing themes such as women, marginalized communities, race, and war from unique perspectives received significant attention.

Script Development Fund

- Cash grant of 10 million KRW
- Official invitation to APM 2024

Post-Production Fund

- In-kind service of post-production (color grading, final sound mixing, English subtitle spotting, DCP)
- World premiere at the 29th Busan International Film Festival

Asian Network of Documentary (AND) Fund

- Maximum Cash grant of 20 million KRW
- Official invitation to ACFM 2024

<2024 Sponsor & Partners>

	Category	Company
Sponsor	10 million KRW	Songwol Towel
		Algorithm Media Lab
Partners	DI/DCP	Dexter Studios
		JTBC Mediatech
	Sound Mixing	Wavelab Audio Post
		PLUSGAIN
	English Subtitle Spotting	KUMTLE



▲ AND Talk&Share



▲ AND Talk&Share



▲ Documentary Talk: Co-production of Prayers



▲ AND Talk&Share



▲ AND Talk&Share

Busan Story Market



▲ Official Business Meeting

The Busan Story Market (BSM) is a specialized marketplace for film and audiovisual adaptations of original IP. This year, BSM presented 29 Korean IPs that combined quality and commercial potential, featuring narrative appeal, alongside 18 international IPs featuring distinctive characters and diverse storytelling. The officially selected works were showcased through 970 meetings with over 150 film/drama production companies, broadcasters, investors/distributors, and other industry professionals, confirming the growing interest in original IPs and enhancing expectations for adaptations into audiovisual. Additionally, 15 content-related organizations and companies from 3 countries participated in exhibition booths to present IPs, further solidifying its role as an IP sales market.

- Date: 5 - 8 October 2024, 4 days
- Venue: 4B Hall, Exhibition Center 2, BEXCO, Busan
- Official Selections: 47 Selections from 38 Companies
(29 from Korea, 10 from Taiwan, 6 from Japan, 2 from France)
- Official Business Meeting: Total 970, 159 Companies
- IP Sales Booths by 15 organizations/companies from 3 countries



▲ Busan Story Market



▲ Official Business Meeting



▲ BSM Pitch & Match - Taiwanese IP



▲ BSM Legal Seminar



▲ BSM Pitch & Match - Korean IP

Producer Hub



▲ Producer Hub Opening

Producer Hub is a new program launched in 2024 designed to facilitate information exchange and networking among producers involved in international co-productions and financing. This event will serve as a vital platform for producers from various countries to share insights on changes in film production environments, market trends across different nations. Each year, Producer Hub highlights a 'Focus Country' to center its activities around, showcasing co-production projects, producers, and industry trends from that country. For its first year, South Korea has been selected as the Focus Country, featuring a variety of activities, including panel talks, case studies, seminars, and networking events. The program has played a significant role in strengthening international co-production networks and fostering the growth of the Asian film industry.

- Date: 5 – 7 October 2024, 3 days
- Venue: Hall 4F, Exhibition Center 2, BEXCO, Busan
- Participants: Total 123 producers from 19 countries
- Focus Country: South Korea / Co-hosted by Korean Film Council (KOFIC), KO-PICK Showcase

*Institutional Partners

Country / Region	Institute	Country / Region	Institute
South Korea	Korean Film Council (KOFIC)	Hong Kong, China	Cultural and Creative Industries Development Agency (CCIDA)
Taiwan	Taiwan Creative Content Agency (TAICCA)	Italy	Directorate General for Cinema/ Cinecitta'
Japan	Visual Industry Promotion Organization (VIPO)	South Korea	Busan Film Commission - Busan Film & Audio Visual Industry Center (BVIC)
Philippines	Film Development Council of the Philippines (FDCP)	Indonesia	Association of Indonesian Film Producers (APROFI)



▲ PGK International Co-Production Showcase & MOU Signing Ceremony



▲ KO-PICK Producer Speed Meeting



▲ Co-production with South Korea - Up till now and from now on



▲ Spain: A Global Hub for Audio-visual Production



▲ Hong Kong Co-production Funding and Location Insights

Platform BUSAN



▲ Film Fund Talk

Platform BUSAN is the joint networking platform for emerging Asian independent filmmakers. Platform BUSAN provides various content and sessions, promoting Busan as a hub for new Asian independent filmmakers to provide them with opportunities to collaborate and build networks. This year, Platform BUSAN hosted 10 programs including master classes, seminars, case studies, and networking programs and 138 participants from 27 countries joined and actively shared their artistic philosophies and field experiences so that the event become a milestone for new Asian filmmakers.

- Date: 5 – 8 October 2024, 4 days
- Venue: Hall 4F, Exhibition Center 2, BEXCO, Busan
- Participants: A total of 27 countries, 138 participants
- Partnership: 7 Institutes from 6 countries

Country / Region	Institute
Indonesia	Jakarta Film Week
Thailand	Purin Pictures
Hong Kong, China	Eye Catcher Images
Philippines	Film Development Council of the Philippines (FDCP)
Indonesia	Directorate of Film, Music, and Media - Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia
Japan	Visual Industry Promotion Organization (VIPO)
Taiwan	Taiwan Creative Content Agency (TAICCA)



▲ Cinematic Crossroads Revisited: Adapting Strategies in Global Cinema by Ties That Bind & European Film Promotion



▲ Producer's Talk: Patrick Mao HUANG



▲ The Wheels of Fortunes of Vietnamese Independent Cinema by mylab



▲ Platform BUSAN Pitch & Meet



▲ Vis-à-vis: Global Influences Reflecting in Film Storytelling

Appendix Exhibitor List

Company	Country/Region
21PAGES	Korea
4U FILMS CO., LTD.	Taiwan
A2Z ENTERTAINMENT	Korea
ABS-CBN INTERNATIONAL PRODUCTIONS	Philippines
ACTIVATOR CO., LTD.	Taiwan
ADCC FILM PRODUCTION	Philippines
ALL RIGHTS ENTERTAINMENT	France
ALLTHATSTORY CO.	Korea
ALPHA VIOLET	France
ALTITUDE FILM SALES	United Kingdom
ANTON CAPITAL ENTERTAINMENT	United Kingdom
APPLAUSE ENTERTAINMENT LTD. TAIWAN BRANCH	Taiwan
ARTEX FILM S.R.L.	Italy
ASIAN FILM AWARDS ACADEMY LIMITED	Hong Kong, China
ASIAN FILM COMMISSIONS NETWORK	Korea
ASMIK ACE, INC.	Japan
AVJET INTERNATIONAL MEDIA CO., LTD.	Taiwan
BALI FILM CENTER	Indonesia
BARUNSON E&A	Korea
BENDITA FILM SALES	Spain
BENETONE FILMS CO., LTD.	Thailand
BEST FRIEND FOREVER	France
BETA CINEMA	Germany
BHUTAN INFOCOMM AND MEDIA AUTHORITY	Bhutan
BLOSSOMS ENTERTAINMENT	China
BOLEFILM CO.,LTD	Taiwan
BOSSDOM DIGIINNOVATION CO., LTD.	Taiwan
BUNBUKU	Japan
BUSAN ECONOMIC PROMOTION AGENCY	Korea
BUSAN FILM COMMISSION	Korea
BUSAN FILM&AUDIO VISUAL INDUSTRY CENTER	Korea
BUSAN INTERNATIONAL KIDS&YOUTH FILM FESTIVAL	Korea
CALENDAR STUDIOS CO., LTD	Taiwan
CAMBODIA FILM COMMISSION	Cambodia
CAPPU FILMS LIMITED	Hong Kong, China
CELLULOID DREAMS	France
CHUNCHEON CITY FILM & DRAMA SUPPORT CENTER	Korea
CHUNGNAM FILM COMMISSION	Korea
CHUNGNAM INFORMATION CULTURE TECHNOLOGY INDUSTRY AGENCY	Korea
CHUNMOON CREATIVE	Korea
CINE4M.CO.LTD	Korea
CINEMA DAL	Korea
CJ CGV VIETNAM	Vietnam
CM NIX CO., LTD.	Korea
COGITOWORKS LTD.	Japan
COL MEDIA CORP	United States
COLORBIRD INC.	Japan
CONTENTS PANDA (NEW)	Korea
CORNERSTONE FILMS	United Kingdom
CREATIVE CENTURY ENTERTAINMENT CO., LTD.	Taiwan
CULTURAL AND CREATIVE DEVELOPMENT AGENCY	Hong Kong, China
DALUYONG STUDIOS	Philippines
DANCHOR INC.	Korea
DARE ENTERTAINMENT LTC.	Taiwan
DASH CO., LTD.	Japan
DELPINOBOOKS	Korea
DIGITAL DREAMS INC.	Philippines
DISTRIBUTION WORKSHOP (BVI) LIMITED	Taiwan
DREAMLAND IMAGE CO.,LTD	Taiwan
EDKO FILMS	Hong Kong, China
EPF / UNIFRANCE	Germany
ENGINE STUDIOS	Taiwan
EST N8, LLC	United States
EUNHUHOLDINGS	Korea
FANDANGO SALES	Italy
FANTASTIC PRODUCTION CO., LTD.	Taiwan
FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES	Philippines
FILM FACTORY ENTERTAINMENT	Spain
FILM SEEKERS LTD	United Kingdom

Company	Country/Region
FILMAX	Spain
FINE STORY INC.	Korea
FINECUT CO., LTD.	Korea
FIRE AND ICE MEDIA AND PRODUCTIONS INC	Philippines
FIVE STAR PRODUCTION CO., LTD.	Thailand
FLASH FORWARD ENTERTAINMENT	Taiwan
FRANCE TELEVISIONS DISTRIBUTIONS	France
FUNNYCON CO., LTD.	Korea
G300ENTERTAINMENT	Korea
GAGA CORPORATION	Japan
GDH 559 CO., LTD.	Thailand
GEBEKA INTERNATIONAL	France
GETA FILMS / GREEN LIGHT LLC.	Japan
GFM ANIMATION & GFM FILM SALES	United Kingdom
GMM TV CO., LTD.	Thailand
GOLDEN NETWORK ASIA LIMITED	Hong Kong, China
GOOD IMAGE CO. LTD.	Taiwan
GOODFELLAS	France
GOYANG INDUSTRY PROMOTION AGENCY	Korea
GRX STUDIO	Taiwan
GUANG DONG WINSING COMPANY LIMITED	China
GYEONGGI CONTENT AGENCY	Korea
GYEONGNAM CULTURE AND ARTS FOUNDATION	Korea
HAKKA PUBLIC COMMUNICATION FOUNDATION CINEMA	Taiwan
HAKKA TV	Taiwan
HAKUHODO DY MUSIC & PICTURES INC.	Japan
HAPPINET PHANTOM STUDIOS	Japan
HAYAKAWA PUBLISHING CORPORATION	Japan
HIGANTE MEDIA	Philippines
HIROSHIMA FILM COMMISSION	Japan
HIVE FILMWORKS INC.	Korea
HOLLYWOOD (THAILAND) CO., LTD.	Thailand
HONG KONG PAVILION	Hong Kong, China
HONG KONG TRADE DEVELOPMENT COUNCIL	Hong Kong, China
HOPE CONTENT MARKETING CO., LTD.	Taiwan
HUASHA INTERNATIONAL CO., LTD.	China
ICEFALL PRODUCTIONS	Nepal
INCHEON FILM COMMISSION	Korea
INDIESTORY INC.	Korea
INDIGENOUS PEOPLES CULTURAL FOUNDATION	Taiwan
INOLMEDIA	Korea
INTERCON MEDIA	Korea
INTERFACE COMMUNICATION CO., LTD	Taiwan
INTRAMOVIES	Italy
IQIYI, INC.	China
ITALIAN PAVILION	Italy
JAEDAM MEDIA	Korea
JAEUM&MOEUM PUBLISHING CO.,LTD	Korea
JANGCINE	Korea
JAPAN AMERICA PUBLISHING	Japan
JAPAN FILM COMMISSION	Japan
JEJU CONTENTS AGENCY	Korea
JEONJU FILM COMMISSION	Korea
JEONJU INTERNATIONAL FILM FESTIVAL	Korea
JEONNAM FILM COMMISSION	Korea
JOARA	Korea
JSC KAZAKHFILM	Kazakhstan
K2PICTURES	Japan
KADOKAWA TAIWAN CORPORATION	Taiwan
KADOKAWA _BUSAN STORY MARKET	Japan
KANTANA POST PRODUCTION (THAILAND) CO., LTD.	Thailand
K-DRAGON CORP.	Korea
KIDARISTUDIO, INC.	Korea
KINO FILMS CO., LTD	Japan
KINOLOGY	France
K-MOVIE ENTERTAINMENT	Korea
KOBE FILM OFFICE	Japan
KOKO ENTERTAINMENT CO., LTD	Taiwan
KOREA CREATIVE CONTENT AGENCY(KOCCA)	Korea
KOREA FILM COMMISSIONS & INDUSTRY NETWORK	Korea

Company	Country/Region
KOREA TECHNOLOGY FINANCE CORPORATION	Korea
KOREA UNIVERSITY OF MEDIA ARTS	Korea
KT ALPHA	Korea
LATIDO FILMS	Spain
LE PACTE	France
LES FILMS DU LOSANGE	France
LEVELK	Denmark
LINE WEBTOON (TAIWAN)	Taiwan
LINKS PUBLISHING LTD.	Taiwan
LOCO FILMS	France
LOTTE ENTERTAINMENT	Korea
M DISTRIBUTION CO., LTD.	Thailand
MAGNIFY	United States
MAKMA	France
MANDARINVISION CO., LTD.	Taiwan
M-APPEAL	Germany
MARCHING NEXT MEDIA	Taiwan
MEI AH ENTERTAINMENT GROUP LTD.	Hong Kong, China
MENTO INTERNATIONAL	France
METASON LIMITED	Hong Kong, China
MICROSOFT	United States
MINISTRY OF CULTURE OF THE REPUBLIC OF AZERBAIJAN	Azerbaijan
MIRROR FICTION INC. (IP)	Taiwan
MIRROR FICTION INC. (VISION)	Taiwan
M-LINE DISTRIBUTION	Korea
MM SQUARE CO. LTD.	Taiwan
MOCKINGBIRD PICTURES CO.,LTD	Vietnam
MODERNVILLAGE	Korea
MONGOLIAN NATIONAL FILM COUNCIL	Mongolia
MOOLIN FILMS, LTD.	Taiwan
MPM PREMIUM	France
MUNHAKDONGNE PUBLISHING CORP.	Korea
MUNPIA CO., LTD.	Korea
MYRIAD PICTURES	United States
NATIONAL FILM DEVELOPMENT CORPORATION (FINAS)	Malaysia
NERAMITNUNG FILM CO.,LTD.	Thailand
NEW EUROPE FILM SALES	Poland
NEW TAIPEI CITY FILM ASSIST AND DEVELOPMENT CENTER, DEPARTMENT OF INFORMATION	Taiwan
NEWEN CONNECT	France
NEXUS CO., LTD.	Korea
NIKKATSU CORPORATION	Japan
NIPPON TELEVISION NETWORK CORPORATION (NTV)	Japan
NOOGOONA	Korea
ONE COOL PICTURES LIMITED	Hong Kong, China
O'S CONTENTS	Korea
PICTURE TREE INTERNATIONAL GMBH	Germany
PIXTREND INC.	Korea
PLFIL	Korea
PLITHUS	Korea
PLUS M ENTERTAINMENT	Korea
PLUTO FILM DISTRIBUTION NETWORK GMBH	Germany
POINTE MEDIA GROUP	United Arab Emirates
POWER GENERATION ENTERTAINMENT CO.,LTD.	Taiwan
PREMIERE ENTERTAINMENT GROUP	United States
PROTAGONIST PICTURES	United Kingdom
PULSAR CONTENT	France
PYRAMIDE INTERNATIONAL	France
QUANTUM FILMS	Philippines
RAI CINEMA	Italy
REDICE ENTERTAINMENT	Korea
REEL SUSPECTS	France
REGAL ENTERTAINMENT INC.	Philippines
REIN ENTERTAINMENT PRODUCTIONS	Philippines
RIGHT BEYOND COMPANY LIMITED	Thailand
RIGHTS CUBE INC.	Japan
RIPPLIN	Korea
RR ENTERTAINMENT	Philippines
S#1 (KOFIC)	Korea
SALEM ENTERTAINMENT	Kazakhstan

Company	Country/Region
SARIM NEW CINEMA	Korea
SAUDI FILM COMMISSION	Saudi Arabia
SC FILMS INTERNATIONAL	United Kingdom
SELECT ENTERTAINMENT CO., LTD. (TV)	Taiwan
SENPAI ATELIER ENTERPRISE LIMITED INC.	Taiwan
SEOUL FILM COMMISSION	Korea
SHARP POINT MEDIA GROUP	Taiwan
SHOCHIKU CO., LTD.	Japan
SHOWBOX CORP.	Korea
SILK ROAD PICTURES	Kazakhstan
SKYLINE MEDIA COMPANY LIMITED	Vietnam
SMILEGATE	Korea
STAR VISION INC	Taiwan
STATE CINEMA CENTER «KYRGYZTASMASY»	Kyrgyzstan
STUDIO BONANZA	Korea
STUDIO VIVA	Philippines
STUDIO W.BABA CO., LTD.	Korea
STUDIO76 ORIGINAL PRODUCTIONS	Taiwan
STUDIOYONA	Korea
SWALLOW WINGS FILM CO., LTD.	Taiwan
TAIPEI CULTURE FOUNDATION - TAIPEI FILM COMMISSION	Taiwan
TAIWAN CINEMA PRESENTED BY TAICCA	Taiwan
TAIWAN PAVILION (TAICCA)	Taiwan
TAIWAN PUBLIC TELEVISION SERVICE FOUNDATION (TAIGI TV STATION)	Taiwan
TAIWAN STORY PRESENTED BY TAICCA	Taiwan
TAIWAN VISION PRESENTED BY TAICCA	Taiwan
TBS (TOKYO BROADCASTING SYSTEM TELEVISION INC.)	Japan
THAILAND CREATIVE CULTURE AGENCY	Thailand
THAILAND PAVILION	Thailand
THE BRITISH STAND	United Kingdom
THE MONK STUDIOS CO., LTD.	Thailand
THE PINKFONG COMPANY	Korea
THE ROYAL FILM COMMISSION - JORDAN	Jordan
THE STUDIO PARK THAILAND CO., LTD.	Thailand
THE YELLOW AFFAIR	Finland
THONGKHAM FILMS CO., LTD	Thailand
TIME VISION CO. LTD	Taiwan
TOEI COMPANY LIMITED	Japan
TOHO GLOBAL INC.	Japan
TOKUMA SHOTEN PUBLISHING CO., LTD.	Japan
TOKYO FILM COMMISSION	Japan
TOYOU DREAM INC.	Korea
TRIPLE FILM HOUSE LTD	Taiwan
TRUE COLOURS GLORIOUS FILMS SRL	Italy
TRUST NORDISK	Denmark
TVBS MEDIA INC.	Taiwan
TVCO	Italy
TWR ENTERTAINMENT	Taiwan
UDN.COM	Taiwan
ULTRA MEDIA AND ENTERTAINMENT PVT LTD	India
UNDER SIXTY	Korea
UNIPixel	Korea
UPRISING ENTERTAINMENT CO., LTD.	Thailand
UXS INC.	Philippines
VELCURVE CO., LTD.	Thailand
VESUVIUS PICTURES INC.	Japan
VIETNAM FILM DEVELOPMENT ASSOCIATION	Vietnam
VIETNAM MEDIA CORP. -BHD. CO., LTD.	Vietnam
VISUAL INDUSTRY PROMOTION ORGANIZATION(VIPO) _ BUSAN STORY MARKET	Japan
VISUAL INDUSTRY PROMOTION ORGANIZATION(VIPO) _ FILM	Japan
VISWAVE	Korea
VIVA COMMUNICATIONS INC.	Philippines
WAF STUDIOS	Philippines
WELCON	Korea
WOWING ENTERTAINMENT GROUP	Taiwan

Appendix Brief Buyer List

Company	Country/Region
3388 FILMS	United States
AARDWOLF FILMS	Hong Kong, China
ABLE ENTERTAINMENT	Korea
AK ENTERTAINMENT	Korea
ANDAMIRO FILMS	Korea
ANTENNA INTERNATIONAL	Singapore
APPLAUSE ENTERTAINMENT TAIWAN	Taiwan
ARROW FILM DISTRIBUTORS LTD	United Kingdom
AS FIDALGO FILM DISTRIBUTION	Norway
ATNINE FILM	Korea
AUD	Korea
AVJET INTERNATIONAL MEDIA	Taiwan
BEIJING HUGOEAST	China
BENCHMARK FILMS	Taiwan
BIG WAVE CINEMA	Korea
BITTERS END	Japan
BLUESWAN ENTERTAINMENT S.R.L.	Italy
BOXOO ENTERTAINMENT	Korea
BY4M STUDIO	Korea
CAI CHANG INTERNATIONAL INC.	Taiwan
CAPELIGHT	Germany
CARLOTTA FILMS	France
CATCHPLAY	Taiwan
CHALLAN	Korea
CHOIX PICTURES	Korea
CINEMA BLACK	Korea
CINEMA NEWONE	Korea
CINEPOLIS	Mexico
C.J ENM HONGKONG	Hong Kong, China
CLOVER FILMS DISTRIBUTION PTE LTD	Singapore
CONTENTS PANDA	Korea
CONTENTS VILLAGE	Korea
CREATIVE CENTURY ENTERTAINMENT	Taiwan
CULTURE ENTERTAINMENT	Japan
D.O. CINEMA	Korea
DAEWON MEDIA	Korea
DAGUERREO PRESS	Japan
DAY FOR NIGHT	United Kingdom
DOKI ENTERTAINMENT	Korea
DOMA INC	Japan
EAGLE INTERNATIONAL COMMUNICATION	Taiwan

Company	Country/Region
EARLYBIRD PICTURES	Korea
EDGE ENTERTAINMENT	Sweden
EDKO FILMS	Hong Kong, China
EMPEROR MOTION PICTURES	Hong Kong, China
EMPHASIS (ANUVU HK)	Hong Kong, China
EMU CINEMA	Korea
ENCORE FILMS	Singapore
ENCORE INFLIGHT	Hong Kong, China
ENTERMODE CORPORATIONS	Korea
FILM FACTORY LTD	Taiwan
FIRST RUN	Korea
FLASH FORWARD ENTERTAINMENT	Taiwan
GAGA CORPORATION	Japan
GALAXY PLAY	Vietnam
GOLDEN DREAM WORKS	India
GOLDEN SCENE COMPANY	Hong Kong, China
GREENNARAE MEDIA	Korea
GSC	Malaysia
H2O MEDIA CO. LTD.	Taiwan
HAKUHODO DY MUSIC & PICTURES	Japan
HAL DISTRIBUTION	Thailand
HAPPINET	Japan
HAPPY SONG	Korea
HARK & COMPANY	Japan
HOPE CONTENT MARKETING ENT.	Taiwan
IL MEDIA	Korea
INOL MEDIA	Korea
INTERCONTINENTAL FILMS DISTRIBUTION	Hong Kong, China
JAEWON ENTERTAINMENT	Korea
JAICON MEDIA SDN BHD	Malaysia
JAYE ENTERTAINMENT	Korea
JC ENTERWORKS	Korea
JINJIN PICTURES	Korea
JNC ASIA	Vietnam
JOINSTAR	Taiwan
JOY N CINEMA	Korea
KADOKAWA CORPORATION	Japan
KING RECORD	Japan
KINOTECHNOLOGIE	Kazakhstan
KLOCKWORX	Japan
KOREA SCREEN	Korea

Company	Country/Region
KT ALPHA	Korea
KX INNOVATION	Korea
LAON COMPANY +	Korea
LAON-I	Korea
LG U+	Korea
LIGHT YEAR IMAGES	Taiwan
LUMIX MEDIA	Korea
M&M INTERNATIONAL	Korea
MAGIC HOUR	Japan
MANCY'S ENTERTAINMENT (SUMOMO)	Japan
MANO ENTERTAINMENT	Korea
MAXAM INC	Japan
MAYWIN MEDIA AB	Sweden
MEDIA CASTLE	Korea
MEDIASOFT	Korea
MEGATON ENTERTAINMENT	Hong Kong, China
MIMOSA FILMS	Japan
MIROVISION (STUDIO BONANZA)	Korea
MM2 ENTERTAINMENT	Singapore
MM2 HONG KONG	Hong Kong, China
MOCKINGBIRD	Vietnam
MOVIECLOUD	Taiwan
MOVIOLA	Japan
MOXIENOTION	Indonesia
NERAMITNUNG FILM	Thailand
NEW CINEMA	Israel
NEW SELECT	Japan
NK CONTENTS	Korea
NOORI PICTURES	Korea
PINKFLAME STUDIO	Hong Kong, China
PLAION PICTURES	Germany
PLAYGRAM	Korea
PLUS M ENTERTAINMENT	Korea
POLYGON MAGIC	Japan
POONGKYUNG SORI (SCENE & SOUND)	Korea
PT OMEGA FILM	Indonesia
PT PRIMA CINEMA MULTIMEDIA	Indonesia
PT. GRAHA LAYAR PRIMA, TBK. (CGV Indonesia)	Indonesia
PT. INTER SOLUSINDO FILM	Indonesia
PURPLE PLAN	Singapore
RAINBOW FACTORY	Korea

Company	Country/Region
RIGHTS CUBE	Japan
SAHAMONGKOL FILM	Thailand
SHAW ORGANISATION	Singapore
SHINESAENG AD.VENTURE	Thailand
SHOCHIKU CO., LTD.	Japan
SIDUS CORPORATION	Korea
SILK ROUTE ENTERTAINMENT	Singapore
SKY DIGI	Taiwan
SKY FILMS ENTERTAINMENT CO., LTD.	Taiwan
SKYLINE MEDIA	Vietnam
SPLENDID FILM GMBH	Germany
SPRING HAS COME	Japan
STORY J	Korea
STREAM MEDIA CORPORATION	Japan
STUDIO DHL	Korea
STUDIO SANTA CLAUS ENT	Korea
SWALLOW WINGS FILMS	Hong Kong, China
SYNCA CREATIONS	Japan
TAEYANG MEDIA GROUP	Korea
TCAST	Korea
TEAMER INTERNATIONAL MEDIA CO., LTD.	China
THE CONTENTS ON	Korea
THE COUP DISTRIBUTION	Korea
TIME VISION	Taiwan
TOEI	Japan
TRINITY CINEASIA (TRINITY FILMED ENTERTAINMENT)	United Kingdom
TWIN CO	Japan
U72 STUDIO	Thailand
UNITED MEDIA	Korea
VDIRECT	Taiwan
VIRTUAL CINEMA	China
VISWASS FILMS	India
VLG FILM	United States
WATCHA	Korea
WELL GO USA	United States
WESTEC MEDIA	Cambodia
WITH LION	Korea
XENIX STUDIO	Korea
YEJILIM	Korea

Appendix BSM Official Selections

Title	Company	IP Category	Country/ Region
All the summer	JOARA	Web Novel	Korea
Bodacious!: Three Realms	KADOKAWA TAIWAN CORPORATION	Book	Taiwan
Castrato	NEXUS CO., LTD.	Book	Korea
Catch Him and Him	LINE WEBTOON (TAIWAN)	Webtoon	Taiwan
CHEONGSAN: The Crime Academy	MEDIAGROUP TAKE2	Story	Korea
Chez moi	MEDIATOON	Book	France
Conversion	21PAGES	Book	Korea
Dark Water	NEXUS CO., LTD.	Book	Korea
Death is another name of my marriage	STORY WITH INC.	Story	Korea
A Dream for You	MIRROR FICTION INC.	Web Novel	Taiwan
Elephant Head	KADOKAWA CORPORATION	Book	Japan
Exodus to the Land of Hope	VESUVIUS PICTURES INC.	Book	Japan
The Girl in a Phone Booth	JAEUM&MOEUM PUBLISHING CO., LTD.	Book	Korea
Global Haunting	MIRROR FICTION INC.	Web Novel	Taiwan
Goldfish Roulette	SAM&PARKERS	Book	Korea
Happiless	LINE WEBTOON (TAIWAN)	Webtoon	Taiwan
Hell is closed	STORY WITH INC.	Story	Korea
I Love You to the Meta and Back	KADOKAWA TAIWAN CORPORATION	Book	Taiwan
I marry with my brother-in-law	STUDIO LICO	Web Novel	Korea
I Refuse to become the Disgraced Concubine	MUNPIA INC.	Web Novel	Korea
The Immortal Rose	TOKUMA SHOTEN PUBLISHING CO., LTD.	Book	Japan
Infinite Chain	LEZHIN ENTERTAINMENT, INC.	Webtoon	Korea
The Intrigues of the Chevalier d'Eon	MAKMA	Web Novel	France
The Karma Note	CHUNMOON CREATIVE	Web Novel	Korea
Litto	JAPAN AMERICA PUBLISHING	Book	Japan
The Magician	HAYAKAWA PUBLISHING CORPORATION	Book	Japan
Marriage Blues	JAEDAM MEDIA	Webtoon	Korea
mymy	KYOBO BOOK CENTRE	Book	Korea
Nezumi's First Love	KODANSHA LTD.	Manga	Japan
The Official Hired Wife	RS MEDIA CORP	Web Novel	Korea
Phantom Dating Sim	CJ ENM STUDIOS CO., LTD. TOONS FAMILY BRANCH	Webtoon	Korea
Reading, not readable	JOARA	Web Novel	Korea
Ready-Shoot!	DELPINOBOOKS	Book	Korea
The Reincarnated Boss	TOYOU'S DREAM INC.	Webtoon	Korea
Round	CJ ENM STUDIOS CO., LTD. TOONS FAMILY BRANCH	Webtoon	Korea
A royal accountant	STUDIO YOSIN	Story	Korea
A Sketch in Scarlet	LINKS PUBLISHING LTD.	Book	Taiwan
Sun Kissed Snow	LEZHIN ENTERTAINMENT, INC.	Webtoon	Korea
The Suspects	WISDOM HOUSE, INC.	Book	Korea
Take Another Route to Escape the Woods ¹⁾	A2Z ENTERTAINMENT	Book	Korea
A Thousand Blues	CONTENTS LAB. BLUE	Webtoon	Korea
The Time Traveler's Lens	UDN.COM CO., LTD.	Web Novel	Taiwan
The Utopia of Memory	WOONGJIN THINKBIG	Book	Korea
The The Village of Stitched Eyes	JAEUM&MOEUM PUBLISHING CO., LTD.	Book	Korea
When the Faith is Gone...	SHARP POINT MEDIA GROUP	Book	Taiwan
The Worst Roommate	KIDARISTUDIO, INC.	Webtoon	Korea
Zero Degrees of Separation	4U FILMS CO., LTD.	Book	Taiwan

¹⁾Included in I Did My Best

Appendix APM Official Selections

	Project Title	Director	Producer	Production Country/Region
1	7 to 7	Nemil SHAH	Nemil SHAH Rajesh SHAH	India / Ghana
2	90 Meters <i>*ARRI Award</i>	NAKAGAWA Shun	TSUJIMOTO Tamako UTAGAWA Yasushi	Japan
3	Another Green World	WANG Kejing	XU Jiahao LIU Wenli HUANG Yue	China
4	Bayaan (The Testimony)	Bikas Ranjan MISHRA	Shiladitya BORA Madhu SHARMA Kunal KUMAR Anshuman SINGH	India / United States
5	The Birds <i>*Songwon Award</i>	SOHN Hyun-lok	JO Su-jin	Korea
6	Burden to Carry	NOHARA Tadashi	TAKATA Satoshi	Japan
7	The Camford Experiment	WOO Ming Jin	WOO Ming Jin Gerry KIM Alvaro VALENTE	United States / Malaysia
8	The Chameleon Woman	Tanaseth TULYATHAN	Chartchai KETNUST PHAM Gia Quy	Thailand / Vietnam
9	Crocodile Rock <i>*VIPO Award</i>	Kirsten TAN	TAN Si En	Singapore / United States
10	Dhakar Nagin	Iqbal H. CHOWDHURY	Iqbal H. CHOWDHURY Tuhin TAMIJUL	Bangladesh
11	DO BYE Nursing Hospital	OH Seyeon	LEE Jinsook	Korea
12	Door-Frame	JEONG Beom	JEONG Joeun	Korea
13	Hellfire Academy <i>*KB Award</i>	SHIN Aga	PARK Doohee CHOI Chan	Korea
14	Hum <i>*ArteKino International Award, Sørfond Award</i>	Don Josephus Raphael EBLAHAN	Hannah SCHIERBEEK Alemberg ANG	Philippines / United States
15	Kingdom of the Insomniacs <i>*Busan Award</i>	KANG Bo	XIE Meng	China
16	Leg <i>*Kongchak Studio Award</i>	Shokir KHOLIKOV	Aigerim SATYBALDY Paolo Maria SPINA Silvana SANTAMARIA Johann CHAPELAN	Kazakhstan / Italy / Germany / France
17	Levitating <i>*CJ ENM Award</i>	Wregas BHANUTEJA	Siera TAMIHARDJA TAN Si En Patrice NEZAN	Indonesia / Singapore / France
18	Life Redo List <i>*ONE COOL Award</i>	SOTOYAMA Bunji	IDE Yoko	Japan
19	Making a Sea <i>*Red Sea Film Fund Award</i>	Lin Htet AUNG	Mai MEKSAWAN	Myanmar / Thailand
20	Mangal - The Holy Beast	Triparna MAITI	Pooja CHAUHAN	India / United Kingdom
21	Moments	Mano KHALIL	Mano KHALIL	Switzerland / Kurdistan
22	The Murder of Crows	Rinchin Maheen MIRZA	Anjali PANJABI Rinchin Maheen MIRZA	India
23	Nothing Happened	CHAN Tze-woon	CHAN Tze-woon LUNG Kwok-yiu Candy WONG	Hong Kong, China / Taiwan
24	Rabbit Hole	Ilango RAM	Hiranya PERERA	Sri Lanka
25	The Sickness of Yerevan	Ovsanna GEVORGYAN	Vardan HAKOBYAN Ovsanna GEVORGYAN	Armenia
26	Strange Marriage	JUNG Wonhee	Jéro YUN	Korea
27	Ulaanbaatar	KANG Donghun	JUNG Youn	Korea
28	Until That Day <i>*TAICCA Award</i>	MATSUNAGA Daishi	OGAWA Shinji NISHIKAWA Asako CHANG Sanling	Japan / Taiwan
29	A Way to Étretat	SHIN Suwon	Francis C.K. LIM	Korea / France
30	Where The Mountain Women Sing	ZHANG Juefang	Patrick Mao HUANG Kathleen I-Ying LEE	Mongolia / Taiwan / Germany / Denmark

Appendix ACF Official Selections

Script Development Fund

Title	Director	Production Country / Region
7 to 7	Nemil Rajesh SHAH	India / Ghana
Making a Sea*	Lin Htet AUNG	Myanmar / Thailand
Where the Rivers Run South	Ovsanna GEVORGYAN	Armenia

* APM 2024 'Red Sea Film Fund Award' winner

Post-Production Fund

Title	Director	Production Country / Region
As the River Goes By	Charles HU	China
Sad Letters of an Imaginary Woman	Nidhi SAXENA	India
Spring Night	KANG Mija	Korea
I Am Love	BAEK Seungbin	Korea

Asian Network of Documentary (AND) Fund

Title	Director	Production Country
How Love Moves	Pallavi PAUL	India
Sorry for the late reply	Miko REVEREZA	Philippines / Mexico
Qashqai Tribe: Once Upon a Time in Shiraz	Hamed ZOLFAGHARI	Iran / France / Norway
Waterfull Paradise	KIM Sungeun	Korea
Can I Talk to You?	YI Seungjun	Korea
Dew is coming	KIM Taeil, JU Romi	Korea

Appendix Support for Local Industry

Busan Film Commission Story IP Showcase

Market badge support for writers of Busan

Support for Sales & Promotional Booths for BUSAN FILM&AUDIO VISUAL INDUSTRY CENTER

Company	Category	Company	Category
CINE4M.CO.LTD	FILM	KOREA TECHNOLOGY FINANCE CORPORATION	TECH
FUNNYCON CO., LTD.	TECH	MODERNVILLAGE	TECH
JANGCINE	FILM	NOOGOONA	IP
K-DRAGON CORP.	FILM	O'S CONTENTS	TECH
		VISWAVE	TECH

Film & Contents Companies of Busan

Market badge support

Producers of Busan

Producer Hub badge support



Appendix Partnership Organization

Presenting Sponsor



Asian Project Market(APM)

Sponsor



Partner



Asian Cinema Fund(ACF)

Sponsor



Partner



Busan Story Market(BSM)

Partner



Selection



Producer Hub

Co-host



Partner



Program



Platform BUSAN



Exhibitor

