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K-Content Export Opportunities Grow through the Largest-Ever BCWW

The Ministry of Culture, Sports and Tourism (Minister PARK Bo Gyoon, MCST) in partnership with the Korea Creative Content Agency, hosts the Broadcast Worldwide (BCWW) 2023 from August 16 (Wed) to August 18 (Fri) at COEX (Samseong-dong, Seoul).

Since its inaugural event in 2001, BCWW has consistently grown, becoming Asia's premier broadcasting content market. Over the past two decades, it has driven K-content exports, providing a platform for local and international broadcasting industry stakeholders to exchange insights. Last year marked a significant milestone, as the first offline event after COVID-19 led to tremendous success, with record-breaking contracts worth USD 73.84 million (approx. KRW 94.4 billion), more than double the previous year's figures.

Record Number of Exhibitors and High Export Results Expected

This year's event is expected to be the largest ever, riding on the soaring global popularity of K-content. With 290 participating exhibitors from 20 countries, the theme is "BCWW, EXPAND YOUR STAGE," encompassing various events, including exhibitions, conferences covering key trends and issues such as business matching, new technologies, and formats, content showcases and K-format showcases, and new media content awards. This year's exhibitor count boasts a 20% year-on-year surge, and 799 buyers from 35 countries have preregistered to attend the event.

Among the prominent international participants are BBC Studios under BBC, Chinese online video platform iQIYI, and over-the-top (OTT) media platform PCCW Viu from Hong Kong. Korean representatives include CJ ENM, SLL, HYBE, LG U+, and Showbox, along with the three digital terrestrial broadcasting (DTT) companies and Raemongraein, the production company of "Reborn Rich," and ASTORY, the production company of "Extraordinary Attorney Woo," and more will also participate.

Key Figures Invited: Director of "Beef," Creator of "Wednesday," and More

The event will feature two exclusive sessions open to the public. The first will feature LEE Sung Jin,

the director and writer behind the Netflix original series “Beef,” nominated for 13 Emmy Awards, and delve into his creative intentions and storytelling approach. In the second session, Alfred Gough and Miles Millar, creators of “Wednesday,” Netflix’s first-ever top-ranking show on television for five consecutive weeks, will be interviewed about the show’s creation process and their vision for the future of the content industry.

Conferences in various fields will mirror the latest trends in the content landscape. On August 16, the “Pathfinders in the New Terrain of Content” segment features a presentation by JANG Ho Gi, CCO of Galaxy Corp., on the production of Netflix’s “Physical: 100” and unveils a new vision for Korean creators. Other sessions explore K-formats on the world stage, survival strategies for OTT, forecasts on emerging distribution platforms such as Fast TV¹, and prominent overseas markets for K-content, such as the Middle East and India.

Various Side Events, including Content and Format Showcases to be held

The event will highlight special presentations, including showcases where participating companies unveil their flagship content. Content showcases aimed at overseas buyers are expected to drive proactive marketing efforts. In addition, K-format showcases will spotlight innovative broadcasting formats from domestic broadcasting and production companies. These content showcases, featuring participants such as HYBE and CJ ENM, include introductions to new works, panel discussions, and diverse events. Through these showcases, participating companies are poised to amplify their impact on export and marketing for local and international buyers and major media outlets.

MCST stated, “K-content have established themselves as a global trend, riding the wave of explosive growth. Through Broadcast Worldwide, diverse K-content and innovative ideas are reaching the world, and we hope that the market evolves into a robust platform for international exchange, becoming Asia’s largest broadcasting content market.” They further emphasized, “The Ministry is committed to supporting the accelerated overseas expansion of our broadcasting and production companies.”

More information on this year’s event can be found on the official website (www.bcww.kr).

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¹ Fast TV: By watching advertisements, you can enjoy video content for free