

CONTENT IP MARKET 2024

2024.11.19 - 11.21 COEX, SEOUL

[BUYER MANUAL]



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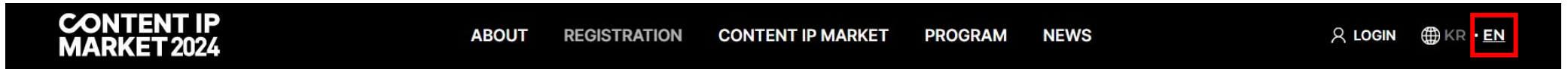
- I. Buyer Registration**
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CONTENT IP MARKET 2024

I. Buyer Registration

※ The company profiles you fill in during buyer registration are available to exhibitors on the website. Accordingly, please fill in as much information as possible to ensure business meeting proceeds smoothly, and read the user guide before you fill in the blanks.

1 Click on **PRE-REGISTRATION** under "REGISTRATION" on the EN website

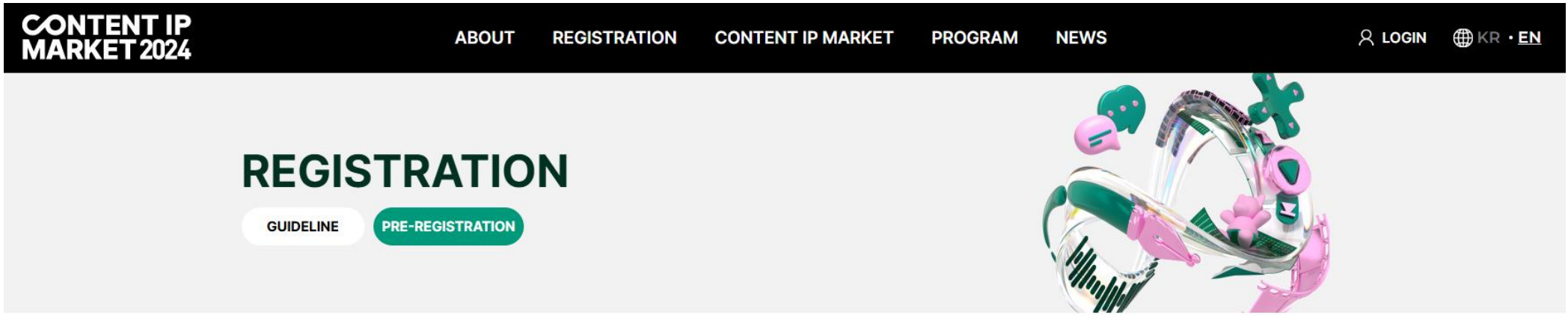


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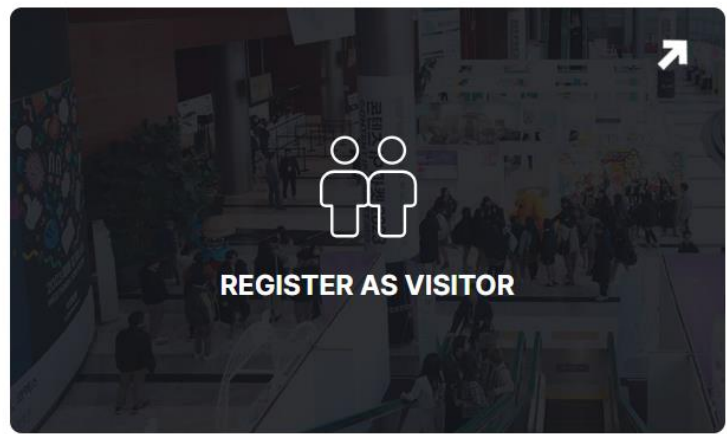
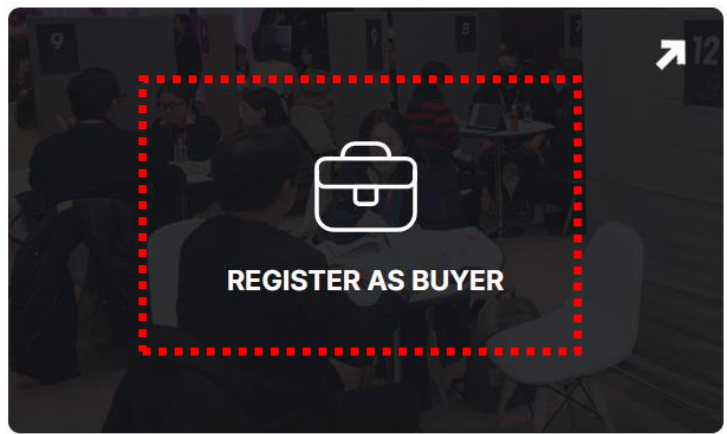


01 Buyer Registration

2 Choose "REGISTER AS BUYER"



PRE-REGISTRATION



01 Buyer Registration

3 Fill in Basic Information

Basic Information

*This must be filled in.

1	Email(ID) *	<input type="text"/> @ <input type="text"/> <input type="text" value="Direct input"/> <input type="button" value="Check"/>	<p>i Please provide an email address you are currently using. After you sign up, updates and notifications will be sent to this email address.</p>
2	Password *	<input type="text" value="4-13 characters consisting of English letters/numbers"/>	
	Confirm Password *	<input type="text" value="4-13 characters consisting of English letters/numbers"/>	
3	Name *	First Name <input type="text"/> Last Name <input type="text"/>	
4	Mobile *	+1 (United States of America / Canada) <input type="text"/> - <input type="text"/>	
5	Language(s) *	<input checked="" type="checkbox"/> Korean <input checked="" type="checkbox"/> English <input checked="" type="checkbox"/> Chinese <input checked="" type="checkbox"/> Japanese <input checked="" type="checkbox"/> Other <input type="text"/>	<p>i Please select all languages you can communicate in.</p>

User Guide

① Email (ID)

- Your email functions as your ID.
- Put down your email address to have your registration processed and receive updates on business meetings from the Secretariat, and click on [Check].

* Cannot be changed later on

② Password

- Enter 4-13 characters consisting of English letters and numbers for your password.
- Confirm your password.

③ Name

- Your badge will be printed out with your name on it at the exhibition site. Please be careful in entering your name as you may not be able to edit it later.

④ Mobile phone number

- Enter your mobile phone number to communicate with the Secretariat about the event.

* Cannot be changed later on

⑤ Language(s)

- Select all the languages you are comfortable speaking in business meetings.

4 Enter your Company Information (1)

Company Information

*This must be filled in.

1	Company Name *	<input type="text"/>
2	Department/Division *	<input type="text"/>
3	Job title *	<input type="text"/>
4	Country *	<input type="text" value="select"/> <input type="text" value="select"/>
<i>!</i> Select the region and country of your current place of work.		
5	Website	<input type="text"/>
6	Business Card *	<input type="text" value="파일 선택 선택된 파일 없음"/>
<i>!</i> Upload jpg, png, pdf formats only.		

User Guide

① Company Name

- Enter your company name in English.
* This information is available on the website to exhibitors/partners.

② Department/Division

- Enter your department/division in English.

③ Job title

- Enter your job title in English.

④ Country

- Select the region and country of your current place of work.

⑤ Website URL (Optional)

- Enter the URL of the official website of your company.
* This information is available on the website to exhibitors/partners.

⑥ Business Card

- Upload front side of your business card (in jpg/png/pdf format).

01 Buyer Registration

4 Enter your Company Information (2)

*This must be filled in.

1	Company Category * <input checked="" type="checkbox"/> Comics/webtoons <input checked="" type="checkbox"/> Publishing <input checked="" type="checkbox"/> Film <input checked="" type="checkbox"/> Broadcasting <input checked="" type="checkbox"/> Animation <input checked="" type="checkbox"/> Games <input checked="" type="checkbox"/> Character <input checked="" type="checkbox"/> Fashion <input checked="" type="checkbox"/> Entertainment/music <input checked="" type="checkbox"/> Immersive content <input checked="" type="checkbox"/> F&B <input checked="" type="checkbox"/> Manufacturing <input checked="" type="checkbox"/> Distribution <input checked="" type="checkbox"/> Investment <input checked="" type="checkbox"/> Finance <input checked="" type="checkbox"/> Other
2	Company Introduction * <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">write in less than 1,000 words</div> <p>! Please introduce your company. (less than 1,000 words) 0 / 500</p>
3	Company Logo <div style="border: 1px solid #ccc; padding: 5px;">파일 선택 선택된 파일 없음</div> <p>! Upload jpg and png formats only.</p>
4	Company Overview Document <div style="border: 1px solid #ccc; padding: 5px;">파일 선택 선택된 파일 없음</div> <p>! Jpload in PDF format only.</p>

User Guide

① Company Category

- Choose all the categories your company belongs to as it can be filtered by the exhibitors.

* Multiple choices possible

② Company Introduction

- Enter your company introduction for exhibitors to learn about your company.

③ Company Logo (Optional)

- Upload your company logo (in jpg or png).

④ Company Overview Document (Optional)

- Upload your company overview document or other materials in PDF for exhibitors to learn in more detail about your company

* This information is available on the website to exhibitors/partners.

01 Buyer Registration

5 Enter your Preferences

Preferences

*This must be filled in.

1	Type(s) of business dealings of interest *	<input type="checkbox"/> IP agreements and distribution	<input type="checkbox"/> Co-development/co-production	<input type="checkbox"/> Attracting investment	<input type="checkbox"/> Building partnerships	<input type="checkbox"/> Other								
2	Content area(s) of interest *	<input type="checkbox"/> Comics/webtoons	<input type="checkbox"/> Stories	<input type="checkbox"/> Publishing	<input type="checkbox"/> Music	<input type="checkbox"/> Broadcasting	<input type="checkbox"/> Games	<input type="checkbox"/> Film	<input type="checkbox"/> Platform (distribution)	<input type="checkbox"/> Animation	<input type="checkbox"/> Character	<input type="checkbox"/> Show/performance	<input type="checkbox"/> New forms of content enhanced with emerging technologies	<input type="checkbox"/> Other

6 Check the Terms and Conditions

Terms and Conditions

3	<input checked="" type="checkbox"/> I Agree to the Privacy Policy.	In Detail
	<input checked="" type="checkbox"/> I Agree to the Terms and Conditions.	In Detail
	<input checked="" type="checkbox"/> I Agree to the Copyrights Protection Policy.	In Detail

4 **Registration**

User Guide

① Type(s) of business dealings of interest

- Carefully choose your type(s) of business dealings of interest to facilitate business meeting.

※ Multiple choices possible
※ This information is available on the website to exhibitors/partners.

② Content area(s) of interest

- Carefully choose the categories you are interested in to ensure business meeting can proceed without any trouble.

※ Multiple choices possible

③ Terms and Conditions

- Click on [In Detail] to learn more about the Privacy Policy and check "I Agree".

④ Registration

- With all the necessary blanks filled in, click on [Registration] to complete your registration.

※ It will take 2-3 days to be approved as a buyer. Only approved buyers can request and participate in business meetings. Just registration doesn't mean approved.

CONTENT IP MARKET 2024

II. My Page

※ On My Page, users may edit(modify) their info, search exhibitors(company) for business meetings, manage meetings, bookmark you favorites(exhibitors) and read notices.

1 Click on LOGIN at the top to Login

MEMBER

LOGIN FIND ID FIND PW



LOGIN

Email

Password

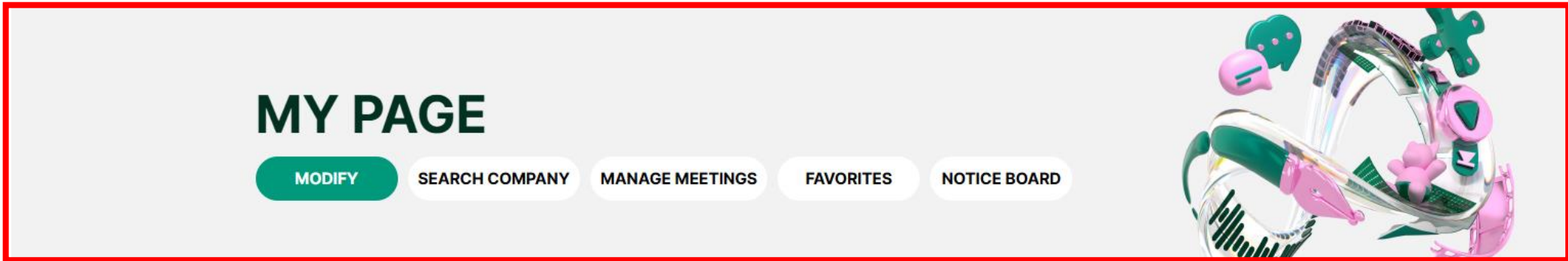
Save username

Login

Find username | Find password

! Only registered exhibitors, Storyum's Excellent IP providers, and buyers can log in and access the Biz-Matching services.

2 Click on My Page




User Guide

On My Page, users may edit(modify) their info, look up exhibitors(company) for business meetings, manage meetings, learn about the exhibitors of your interest(favorites) and read notices.

3 MODIFY

MY PAGE

MODIFY SEARCH COMPANY MANAGE MEETINGS FAVORITES NOTICE BOARD



Basic Information

Email (ID)	abcdef@gmail.com
Password	4-13 characters consisting of English letters/numbers <i>Please enter only when changing the password.</i>
Confirm Password	4-13 characters consisting of English letters/numbers

Company Information

Company Name *	Test, Inc
Department/Division *	Strategic Planning Team
Job title *	Assistant Manager

Email Notifications Settings

Email Notifications Settings	<input checked="" type="radio"/> ON <input type="radio"/> OFF
	<i>If you turn the email notifications settings off, email notifications will not be sent to you when a new meeting request is received or any meeting requests are rejected/canceled.</i>
	<i>Should you decide to turn the settings OFF, please make sure to check the MANAGE MEETINGS tab regularly.</i>

MODIFY

User Guide

- ◆ **MODIFY**
 - Under "MODIFY", you can edit your basic information, password, company's information, preferred information and email notification settings.
 - Tap "MODIFY" at the bottom to complete.

4 Favorites (Companies of Your Interest)

MY PAGE

MODIFY SEARCH COMPANY MANAGE MEETINGS **FAVORITES** NOTICE BOARD

FAVORITES

Company Introduction Storyum's Excellent IP

1 results

No	Classification	Category	Company Name/IP Name	Bookmark
1	EXHIBITOR/PARTNER	Games	1 Company A	2




User Guide

- ① **Company name/IP name**
- Click on company name/IP Name to learn more about them and request meetings.
- ② **Bookmark**
- Click on the icon to unbookmark.

5 Notice Board

MY PAGE

MODIFY SEARCH COMPANY MANAGE MEETINGS FAVORITES **NOTICE BOARD** ✓



NOTICE BOARD

📄 Total 0

Title

User Guide

NOTICE BOARD shows notices to buyers from the Secretariat.

III. Business Meeting

- 01. Request meetings
- 02. Accept/decline meetings
- 03. Cancel meetings
- 04. Manage meetings

※ You can request business meetings with companies of your interest right away. Prior business matchmaking may close earlier, making the companies of your choice not available for meetings. Therefore, we ask you to apply for business matchmaking as early as possible.

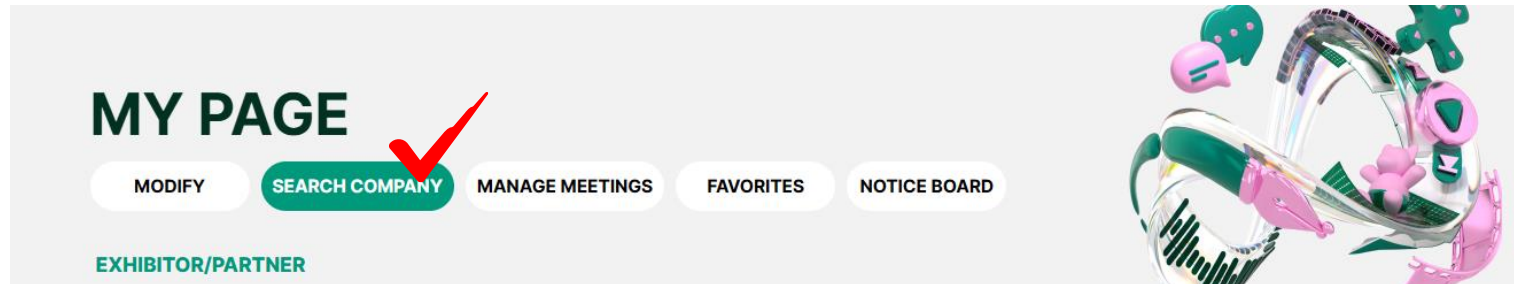
01

Request Meetings

* You may request business meetings on site on the exhibition days in real time.

01 | Request Meetings

1 My Page - Search Company



SEARCH COMPANY

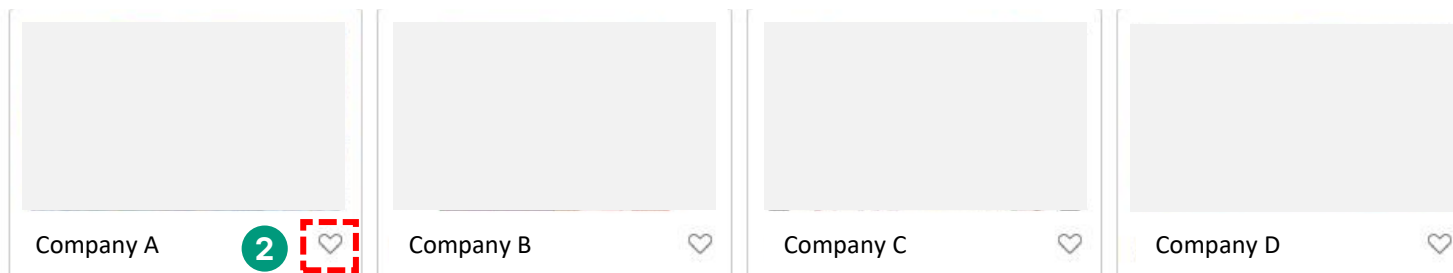
1

Company Category All Exhibitor Partner

Company Category Comics/webtoons Stories Publishing Music Broadcasting
 Games Film Platform (distribution) Animation Character
 Show/performance New forms of content enhanced with emerging technologies Other

Please enter the name of the company/IP

73 results



User Guide

① Exhibitors / Partners

- Click on "Exhibitors" or "Partners" to check them out.
- Search by company name or category (webtoon/comic, story, publishing, etc.)

② Bookmarking

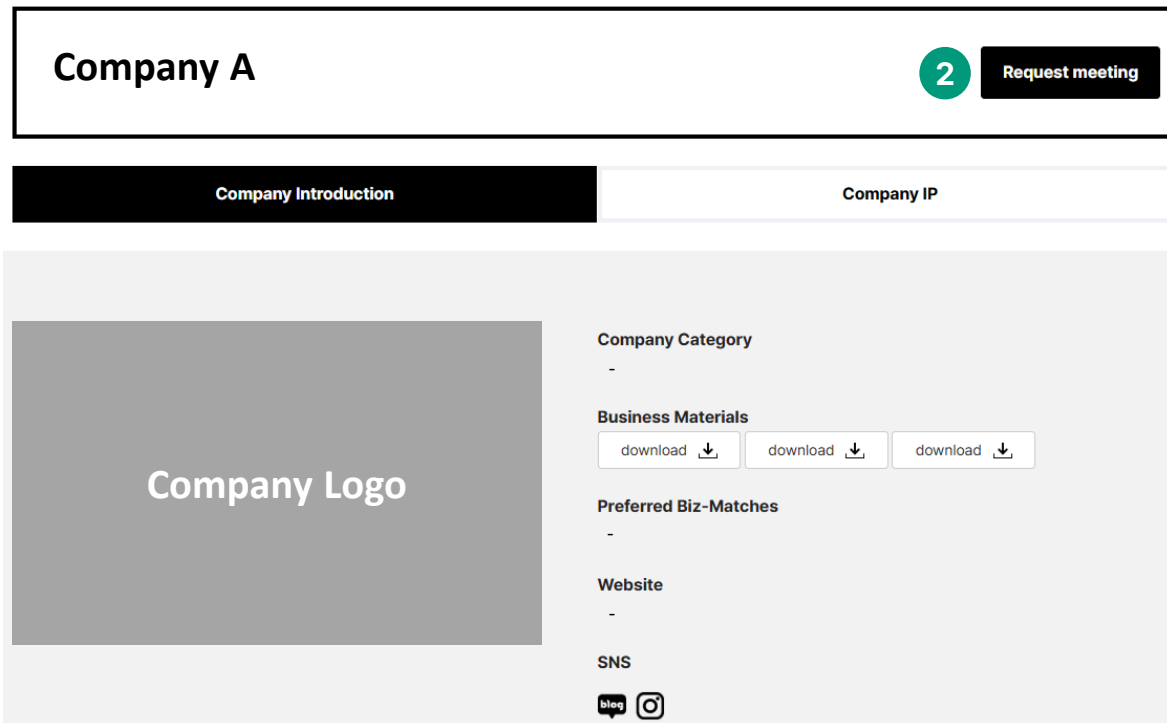
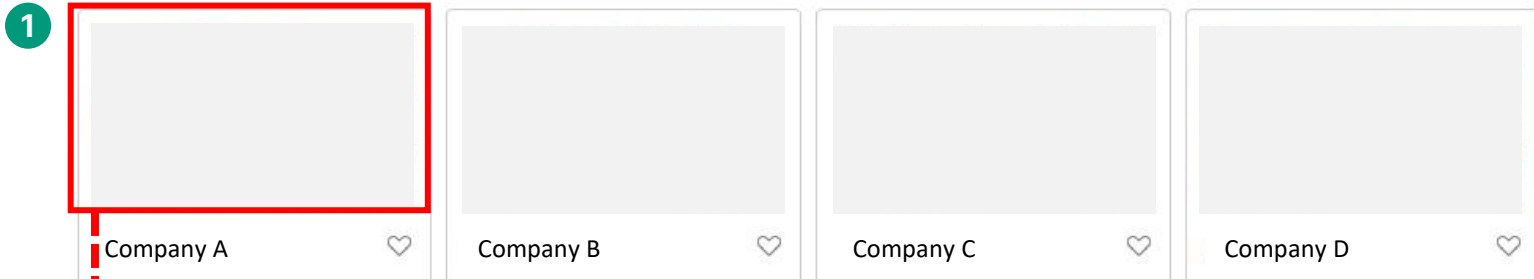
- Click on the icon to bookmark the companies of your interest, which are shown on your 'favorites' page.

01 | Request Meetings

2 Search Company – Select and Request Meetings

73 results

Bookmark Unbookmark



User Guide

- 1 Select exhibitors to meet with**
 - Click on the companies/IP you'd like to meet with.
- 2 Request meetings**
 - Click on 'Request Meetings' when you intend to request a meeting after checking out the profiles of an exhibitor and its IP.

01 | Request Meetings

3 Request Meetings (1)

Request meeting

1. Please select the time slot for which you wish to book the meeting.

Unavailable Available

	Nov. 19(Tue)	Nov. 20(Wed)	Nov. 21(Thu)
1	<input type="checkbox"/> 10:00 - 10:40	<input type="checkbox"/> 10:00 - 10:40	<input type="checkbox"/> 10:00 - 10:40
2	<input type="checkbox"/> 10:40 - 11:20	<input type="checkbox"/> 10:40 - 11:20	<input type="checkbox"/> 10:40 - 11:20
3	<input type="checkbox"/> 11:20 - 12:00	<input type="checkbox"/> 11:20 - 12:00	<input type="checkbox"/> 11:20 - 12:00
LUNCH	12:00 - 13:30 (90min)		
4	<input type="checkbox"/> 13:30 - 14:10	<input type="checkbox"/> 13:30 - 14:10	<input type="checkbox"/> 13:30 - 14:10
5	<input type="checkbox"/> 14:10 - 14:50	<input type="checkbox"/> 14:10 - 14:50	<input type="checkbox"/> 14:10 - 14:50
6	<input type="checkbox"/> 14:50 - 15:30	<input type="checkbox"/> 14:50 - 15:30	<input type="checkbox"/> 14:50 - 15:30
7	<input type="checkbox"/> 15:30 - 16:10	<input type="checkbox"/> 15:30 - 16:10	<input type="checkbox"/> 15:30 - 16:10
8	<input type="checkbox"/> 16:10 - 16:50	<input type="checkbox"/> 16:10 - 16:50	<input type="checkbox"/> 16:10 - 16:50
9	<input type="checkbox"/> 16:50 - 17:30	<input type="checkbox"/> 16:50 - 17:30	<input type="checkbox"/> 16:50 - 17:30

User Guide

- ① Select times and dates.
- Please choose time/date slots available for meetings on the timetable.
 - Unavailable time/date slots are highlighted in gray.

01 | Request Meetings

3 Request Meetings (2)

2. Select the IP you are interested in and wish to discuss.

1st IP 2nd IP

3. Please specify the purpose of your meeting request.

Max. 400 characters, required

0 / 400

Request meeting

User Guide

- ② **Choose preferable IP**
 - Mark the IP you intend to meet with a check (IP to be discussed in the meeting)
- ③ **State the purpose for requesting the meeting**
 - State the purpose for requesting the meeting in less than 200 words and click on 'Request Meeting'.
 - * The purpose must be stated to make sure the meeting proceeds smoothly.
 - * A notice is sent by email to the other party after your meeting request is made.

02

Accept/Decline Meetings

1 My Page > Manage Meetings > Pending

MY PAGE

- 1 MODIFY
- SEARCH COMPANY
- MANAGE MEETINGS**
- FAVORITES
- NOTICE BOARD

Meeting Hours/Notifications **Requests Sent/Received** My Meeting Schedule



MANAGE MEETINGS

- 2 **Pending**
- Confirmed
- Declined/Canceled

Category Date of request : Meeting date Please enter the name of the company. **Search**

1 results **Order by sent/received date** | Order by company name | Order by meeting date/hour

No	Category	Date of request sent/received	Date of Acceptance	Company Name	Meeting date	Meeting hour	Status	Details
1	Received	2024.10.14(Mon)	-	Company A	11.20(Wed)	10:40 - 11:20	Pending	Show

User Guide

- ① **My Page > Manage Meetings > Request Sent/Received**
 - You can check the No. of meetings categorized into 'Pending', 'Confirmed', 'Declined'/'Canceled'.
- ② **My Page > Manage Meetings > Pending**
 - You can check the meeting requests sent/received under Pending.
- ③ **Category**
 - Check the requests you intend to accept on the list of requests received.
 - Click on 'Show' to check details and change the meeting status.

2 Accept/Decline Meetings

MANAGE MEETINGS

Meeting Request Sender/Recipient Information

Category	Received	Date of request sent/received	2024.10.14(Mon)
Date of acceptance	-		
Company name	Company A		
Contact person	Name of the person in charge	Job title	-

Requests sent/received - Details

Status	Pending
Proposed meeting date	2024.11.20(Wed)
Proposed meeting hour	10:40 - 11:20
Objective	Would like to discuss about the collaboration

4

User Guide

- ④ **Accept/Decline**
 - Choose 'Accept' or 'Decline' to change the meeting status.
 - * If declined, a window pops up for you to state the reason for declining the request, which is seen by the other party.

03

Cancel Meetings

- A. Cancel meetings you request
- B. Cancel confirmed meetings

* Meeting you have requested can be immediately canceled before the other party accept them, and confirmed meetings can also be canceled with the consent of the other party.

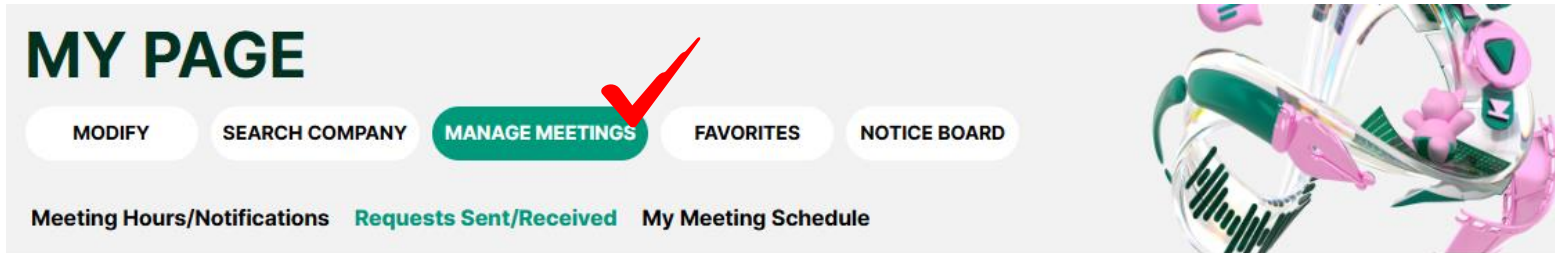
03 | Cancel Meetings

A Cancel the Meetings You Have Requested(Sent)

MY PAGE

MODIFY SEARCH COMPANY **MANAGE MEETINGS** FAVORITES NOTICE BOARD

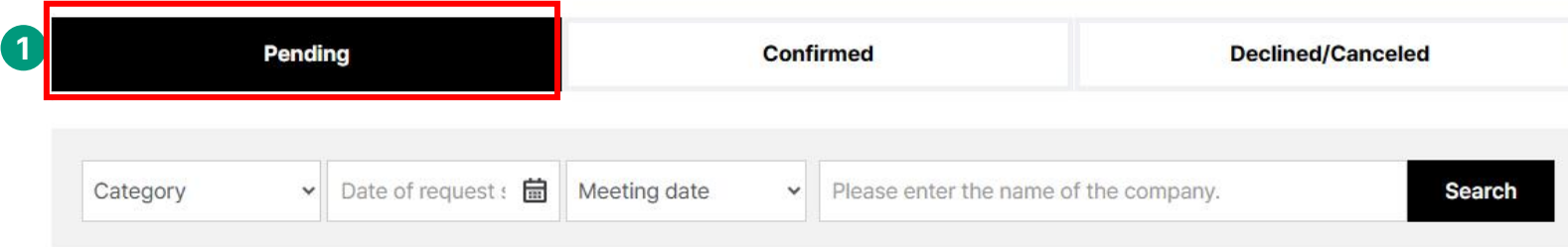
Meeting Hours/Notifications Requests Sent/Received My Meeting Schedule



MANAGE MEETINGS

1 Pending Confirmed Declined/Canceled

Category Date of request : Meeting date Please enter the name of the company. Search



1 results Order by sent/received date | Order by company name | Order by meeting date/hour

2

No	Category	Date of request sent/received	Date of Acceptance	Company Name	Meeting date	Meeting hour	Status	Details
1	Sent	2024.10.14(Mon)	-	Company A	11.20(Wed)	10:40 - 11:20	Pending	Show



User Guide

- 1 My Page > Manage Meetings > Pending
- 2 Category
 - Check the meetings you intend to cancel from the list of 'sent' meetings.
 - Click on 'show'.

03 | Cancel Meetings

A Cancel the Meetings You Have Requested(Sent)

MANAGE MEETINGS

Meeting Request Sender/Recipient Information

Category	Sent	Date of request sent/received	2024.10.14(Mon)
Date of acceptance	-		
Company name	Company A		
Contact person	Name of the person in charge	Job title	-

Requests sent/received - Details

Status	Pending
Proposed meeting date	2024.11.20(Wed)
Proposed meeting hour	10:40 - 11:20
Objective	Would like to discuss about the collaboration

3

Cancel

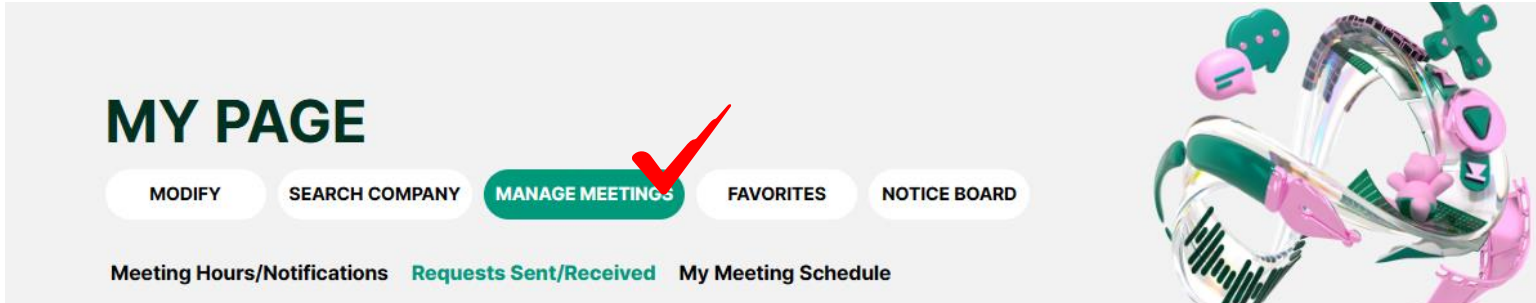
List

User Guide

- ③ **Cancel Meetings**
 - Click on 'Cancel' at the bottom of the page to cancel meetings.

03 | Cancel Meetings

B Cancel Confirmed Meetings



User Guide

- ① My Page > Manage Meetings > Confirmed
- ② Category
 - Check the meetings you intend to cancel.
 - Click on 'Show'.

MANAGE MEETINGS

1

Pending **Confirmed** Declined/Canceled

Category Date of request : Meeting date Please enter the name of the company.

2

1 results

Order by sent/received date | Order by company name | Order by meeting date/hour

No	Category	Date of request sent/received	Date of Acceptance	Company Name	Meeting date	Meeting hour	Status	Details
1	Received	2024.10.11(Fri)	2024.10.11(Fri)	Company A	11.20(Wed)	10:00 - 10:40	Cancellation Request Pending	Show

B Cancel Confirmed Meetings

Meeting Request Sender/Recipient Information

Category	Received	Date of request sent/received	2024.10.02(Wed)
Date of acceptance	2024.10.02(Wed)		
Company name	Company A		
Contact person	Name of the person in charge	Job title	-

Requests sent/received - Details

Status	Confirmed
Proposed meeting date	2024.11.19(Tue)
Proposed meeting hour	10:40 - 11:20
IP of interest	1st IP
Objective	Would like to discuss about the collaboration

3

Cancellation Request

List

User Guide

- ③ Meeting cancellation request
 - Click on 'Cancellation Request' at the bottom of the page to request a cancellation.
 - * The other party is automatically notified of your cancellation request by email. **The counterpart's cancellation is required to cancel the meeting completely.**

03 | Cancel Meetings

B Cancel Confirmed Meetings

MANAGE MEETINGS

Pending **Confirmed** Declined/Canceled

Category Date of request : Meeting date Please enter the name of the company.

2 results Order by sent/received date | Ord - name | Order by meeting date/hour

No	Category	Date of request sent/received	Date of Acceptance	Company Name	Meeting date	Meeting hour	Status	Details
1	Sent	2024.10.02(Wed)	2024.10.02(Wed)	Company A	11.19(Tue)	10:40 - 11:20	Cancellation Request Pending	<input type="button" value="Show"/>

User Guide

- ④ Cancellation request status
 - The other party needs to confirm the cancellation request to finally cancel the meeting.
 - * Please note that unless confirmed by the counterpart, the meeting is not cancelled, requiring you to have the meeting on schedule.

04

Manage Meetings

- A. Set meeting times/notifications
- B. Check your meeting schedule

A My Page > Manage Meetings > Set Meeting Times/Notifications

Set a meeting time

Unavailable
 Available
 Meeting not available

1

	Nov. 19(Tue)	Nov. 20(Wed)	Nov. 21(Thu)
1	10:00 - 10:40	10:00 - 10:40	10:00 - 10:40
2	10:40 - 11:20	10:40 - 11:20	10:40 - 11:20
3	11:20 - 12:00	11:20 - 12:00	11:20 - 12:00
LUNCH	12:00 - 13:30 (90min)		
4	13:30 - 14:10	13:30 - 14:10	13:30 - 14:10
5	14:10 - 14:50	14:10 - 14:50	14:10 - 14:50
6	14:50 - 15:30	14:50 - 15:30	14:50 - 15:30
7	15:30 - 16:10	15:30 - 16:10	15:30 - 16:10
8	16:10 - 16:50	16:10 - 16:50	16:10 - 16:50
9	16:50 - 17:30	16:50 - 17:30	16:50 - 17:30

2

Email Notifications Settings

ON
 OFF

1 If you turn the email notifications settings off, email notifications will not be sent to you when a new meeting request is received or any meeting requests are rejected/canceled.

1 Should you decide to turn the settings OFF, please make sure to check the MANAGE MEETINGS tab regularly.

3

SAVE

User Guide

1 Block time slots

- You can click on and block the time slots unavailable for meetings.

2 Set email notifications

- You can turn email meeting notifications on/off, but you are advised to keep them on.

3 Save

- Click on 'Save' at the bottom of the page to set time slots.

B My Page > Manage Meetings > Check Your Meeting Schedules

1
Download as Image

2
Download as Excel

	Nov. 19(Tue)	Nov. 20(Wed)	Nov. 21(Thu)
1	10:00 - 10:40	10:00 - 10:40	10:00 - 10:40
2	3 10:40 - 11:20 Company A	10:40 - 11:20	10:40 - 11:20
3	11:20 - 12:00	11:20 - 12:00	11:20 - 12:00
LUNCH	12:00 - 13:30 (90min)		
4	13:30 - 14:10	13:30 - 14:10	13:30 - 14:10
5	14:10 - 14:50	14:10 - 14:50	14:10 - 14:50
6	14:50 - 15:30	14:50 - 15:30	14:50 - 15:30
7	15:30 - 16:10	15:30 - 16:10	15:30 - 16:10
8	16:10 - 16:50	16:10 - 16:50	16:10 - 16:50
9	16:50 - 17:30	16:50 - 17:30	16:50 - 17:30

User Guide

- ① Download as image**

 - This page can be downloaded in image format.
 - * We do not hand out timetables on the exhibition floor.

- ② Download as Excel file**

 - You can download an Excel file containing exhibitor names, contact person, position, meeting dates/times and purposes of meetings.

- ③ Meeting info**

 - Scheduled meeting slots are highlighted in black with the counterparts' (exhibitors') names on them.
 - * Booth numbers will be added at a later date.

CONTENT IP MARKET 2024

IV. FAQ

FAQ

01. Who can access uploaded content?

- ▶ Exhibitors and partners will be allowed to search and access uploaded content.

02. How to protect uploaded content?

- ▶ You are advised to prepare individual security measures, including, a watermark on videos that should be protected with a high level of security, if needed.

03. When is the deadline to request business meetings?

- ▶ You may request business meetings on the exhibiton floor without a set deadline. However, you are advised to request business meetings as soon as possible since pre-applications may close early, making the exhibitors of your choice unavailable for meetings.

04. Should colleagues accompanying me register as a buyer too?

- ▶ Since visitors are not allowed to participate in business meetings, your colleagues are advised to register as a buyer.

CONTENT IP MARKET 2024



[Go to the Official Website]
ipmarket.kr

Content IP Market 2024 Secretariat

[Exhibitors and General Services]

Tel. 82.2.3475.2620

E-mail. ipmarket2024@ipmarket.kr

[Buyers and Business Matchmaking]

Tel. 82.2.6952.1594

E-mail. ipbizmatching@ipmarket.kr