

BCWW 2020 Conference Program

Time	Sep. 7 (Mon)	Sep. 8 (Tue)	Sep. 9 (Wed)	Sep. 10 (Thu)	Sep. 11 (Fri)
10:30-11:00					
11:00-11:30			New Media Contents Showcase (11:00-11:40)	[Session 17] K-visual effect holding the eyes of the world (11:00-11:30)	
11:30-12:00		[Special Session 1] Jan Salling meets Gary Carter- from Nordic productions to IP protections (11:30-12:00)		[Session 18] Application of VR technology and storytelling in the documentary (Meeting You) (11:30-12:00)	
12:00-13:00					
13:00-13:30	[Session 1] The new normal era, changes in the global content industry and strategies for Korean content survival (13:00-13:30)	[Special Session 2] Adapting Asian IP for the international market (13:00-13:30)	[Session 10] Scripted formats travelling across borders (13:00-13:30)	[Session 19] Advice from marketing professionals in new media era (13:00-13:30)	[Session 22] Newly emerging IP platforms (Radish Fiction) (13:00-13:30)
13:30-14:00	[Session 2] The challenges of the Korean OTT industry (13:40-14:30)	[Special Session 3] Future strategy of Big 3 Korean Broadcasters in the age of rapid change (13:40-14:10)	[Session 11] Expansion of Korean content in the age of new platforms (13:40-14:20)	[Session 20] K-formats advanced into Europe and America (13:40-14:20)	[Session 23] Building an IP environment for advancing the K-format industry (13:40-14:20)
14:00-14:30					
14:30-15:00	[Session 3] Strategic analysis to 2020 global OTT market (14:40-15:10)	[Session 7] Never-stop Korean creators despite the COVID-19 outbreak (14:20-14:50)	[Session 12] Consumption behavior and trends for K-content in Japan (14:30-15:00)	[Session 21] Increasing content value by using emerging technologies (14:30-15:10)	Creator Talk Concert (JAYKEEOUT) (14:30-15:10)
15:00-15:30	[Session 4] Analysis of new media technology-led trends (15:20-15:50)	[Session 8] New trends with creators' growth (15:00-15:30)	[Session 13] Successful collaboration of webtoon and drama (15:10-15:50)	Writers' Forum 1 Writers' non-stop challenge (15:20-16:00)	
15:30-16:00					
16:00-16:30	[Session 5] ContentAsia formats outlook: Leaders, laggards, changes and trends in Asia's formats environment (16:00-16:30)	[Session 9] Content that leads the era: Short-form (15:40-16:10)	[Session 14] Korean documentaries: focusing on the world inside (16:00-16:40)	Writers' Forum 2 Localization to globalization: How the idea and approach of format development change (16:10-16:40)	
16:30-17:00					
17:00-17:30	[Session 6] Seasonal drama as midas touch, the key to success (16:40-17:10)	New Media Contents Awards (17:00-18:00)	[Session 15] Harmony with K-pop, new technologies and video content in the era of zero contact (16:50-17:20)		
17:30-18:00					
18:00-19:00			[Session 16] Attraction of K-content from the global viewers (17:30-18:00)		

※ This program is subject to change without prior notice.