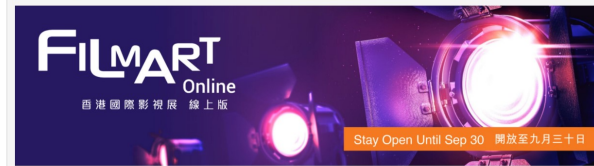


# ASIA'S LARGEST ENTERTAINMENT MARKET

The 24th Hong Kong International Film & TV Market (FILMART) | 26-29 August 2020 | Online Edition

Organised by the Hong Kong Trade Development Council (HKTDC), the **Hong Kong International Film and TV Market | Online (FILMART Online)** was held on 26-29 August, creating business opportunities for the global entertainment industry in the face of the ongoing COVID-19 pandemic. The four-day virtual content marketplace brings together more than 6,900 participants from 73 countries and regions, providing a platform for release and promotion of 2,100+ film and television productions to potential buyers from around the world.



## HEAR What Our Participants SAY

We could meet buyers from Singapore, Bali, Korea, and other Asian countries. It was great that we could exchange our thoughts and ideas with those buyers.

**Nagasaki Film Commission, Japan**

I established contacts with over fifty prospective customers and negotiated various sales with both prospective and loyal customers as well.

**Iuvit Media Sales, Italy**

Filmart gave us the opportunity to find even more buyers from China but also discover interest from Mongolia, Malaysia and Indonesia and India.

**Pink Parrot Media, Canada**

# HIGHER Internationality In a BORDERLESS World

FILMART Online 's international flavour was well reflected in the fair figures.

- **670 exhibitors** from **38 countries and regions** including new participation from Argentina, Brazil, Austria, Greece, Ireland, Netherlands, Switzerland, Israel and Jordan
- A total number of **21 group pavilions** from **11 countries and regions**
- **Strong Chinese presence** with 150 exhibitors major players such as **CCTV, CMC Pictures, Daylight Entertainment, Fantawild Animation Inc., Huace, Mango TV, New Classics Media Corporation, iQIYI and Linmon Pictures**
- Pavilions from around the world:
  - Asia:** Japan, Korea, Macau, the Philippines, Singapore, Taiwan and Thailand
  - Europe:** EU, Finland
  - Americas:** IFTA
- More than **6,900 participants from 73 countries and regions** attended the market, including first-time visitor from Argentina, Croatia, Egypt, Kyrgyzstan, Norway, South Africa, etc.
- Substantial growth in number of visitors was recorded in **American and European regions**, including Canada, France, UK and USA.
- There is an increasing trend of number of buyers from OTT and TV Channels, visitors included **All3 Media, Astro, bilibili, Canal+, Disney, iQIYI, Netflix, Viki, Viu, Watcha.**
- A double number of buyers from **OTT sector** was recorded.



## SPRINGBOARD to the Lucrative Mainland China Market

With over 20% participants from Mainland China, FILMART provides an excellent platform for industry players to tap on this gigantic market.

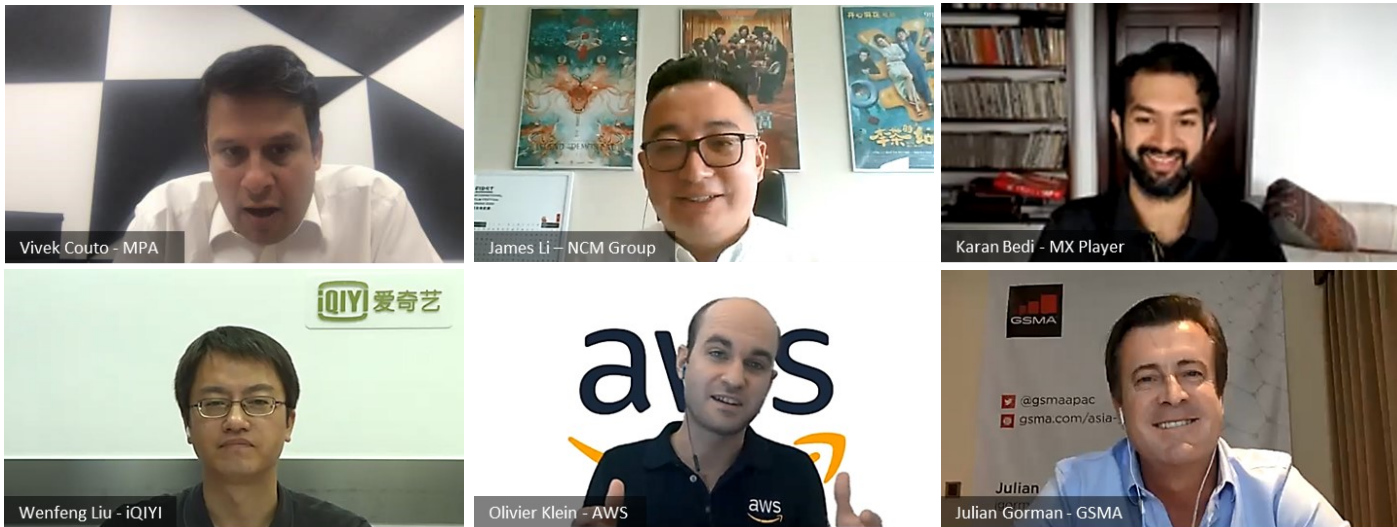
On the other hand, our platform also serves as the place for Chinese filmmakers, televisioners and animation industry players to promote their productions to buyers from both mature and emerging markets, especially from Asia.

This year, we were very proud to have 150 exhibitors and over 1,000 visitors from Mainland China, with repeated participation from our partners such as **China International TV Corporation(CCTV)** and also group pavilions from **Chongqing, Hangzhou, Hunan, Jiangsu, Jiaxing, National Foreign Culture Trade Base, Ningbo, Sichuan, Shandong and Shaanxi.**



# Asian's HOTTEST Market Intelligence

A total of 6 online conferences, attracting over **2,500 viewers**. The virtual dialogue gathered heavy-weight speakers from around the world, including but not limited to:



The series covered a wide range of forward-looking topics including *A Perspective on the Future of Media & Entertainment*, *Post-Pandemic Era: Recovery & Development of China's Entertainment Landscape*, *Rise Above & Go Beyond: China Entertainment Forecast*, *COVID-19 Streaming Battle: Stand Ground & Conquer New Frontier in Asia*, *Interactivity Actualised – Fresh Sight in Future Entertainment*, and *Content Without Borders: the New Reality of Content Production, Financing, and Distribution in a Post-Pandemic World*. In addition to the conference sessions, a total of **16 Content Display Sessions** were held to render participants extra networking and promotion opportunities. The virtual showcases were well-received, generating over **33,000 views** across various platforms.



## ONLINE Screening & MEETING

Over **2,100 titles and 440 screenings** were featured, generating over 70,000 page views during FILMART Online. These titles covered a wide range of project types and genres from around the globe.

Asian contents remained to be the most popular in the market. Among all genres, drama was the most popular content, followed by action, romance, comedy and animation.

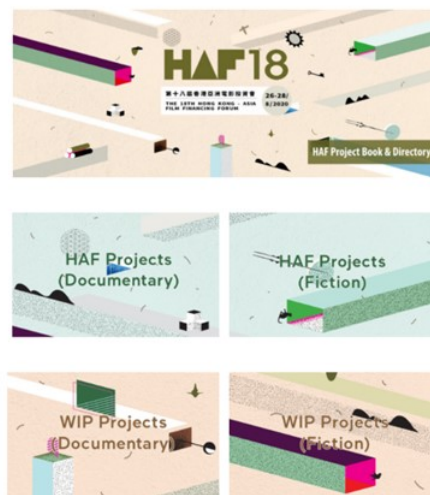
More than 2,000 online business matching meetings were arranged, illustrating strong demand for entertainment content globally and confidence in the prospects for the industry. Under the new normal, the industry is getting used with the online platform. 85% of the exhibitors expressed that they would consider virtual platform as one of their major promotion / marketing channels in future.

# Hong Kong-Asia Film Financing Forum (HAF)



**HAF**, organised by the Hong Kong International Film Festival Society (HKIFFS) and co-organised by HKTDC, serves as a match-making platform for the film industry, helping commercially viable and promising film projects in Hong Kong and Asia locate financial and business support through co-productions or joint ventures.

Despite being held in a virtual format, HAF remained to be one of the leading film-financing hubs in Asia held concurrently with FILMART. This year, over **350 guests** registered with HAF over the three days. **Around 600 private business meetings and individual media interviews** were arranged between financiers, industry delegates, media and filmmakers of the **54 selected film projects**; among which **32 of them (HAF Projects)** were projects in the early stage of development looking for financing and production partners and **22 of them (WIP Fiction and WIP Doc)** were projects in the later stage of development seeking post-production funds and sales agents.



**Work-in-Progress (WIP) Open Pitch Sessions** and **Operation Greenlight Pitching Session** were also migrated to the FILMART Online platform. With the purpose to secure post-production funds, sales agents and film festival supports, 12 documentary and 10 fiction film WIP projects were presented virtually, successfully attracting over 500 industry players joining online.



Hong Kong filmmakers from 7 promising projects presented their debut feature film projects to leading industry representatives at the "Operation Greenlight" pitching session.

## Statistically Proven Popularity

Although the outbreak of the Covid-19 pandemic has brought many unprecedented challenges to the industry, around 95% of the exhibitors still agreed that FILMART is a must-attended event, proving that FILMART is widely recognised by the industry. Together with other concurrent events, FILMART continues to serve as the industry's premier trading platform and Asia's largest entertainment market.

**Exhibitors**

**93+577=670**

Local Overseas

From 38 countries and regions

**Participants**

**1,772+5,161=6,933**

Local Overseas

From 73 countries and regions

The 25th edition of FILMART will be held from

**15 - 18 March 2021**

**JOIN US at the Hong Kong Convention and Exhibition**