



Leader in Market Research and Consulting
for China's Media Industries

ENTER THE WORLD OF CHINESE MEDIA



CMM INTELLIGENCE
INTERNATIONAL PAVILION
国际联合展台

June 8-10, 2010
International TV and Film Market
of the 16th Shanghai TV Festival



► **Stand Space**

The 2010 International Pavilion will possess a sleek and modern design with strong branding. Yet at the same time it will provide participating companies the individual space to develop their own corporate statement and build brand recognition with Chinese clients.

- Standard Booth • Deluxe Booth • Association Booth
- Participant Only



► **Meeting Facilities & Networking Opportunities**

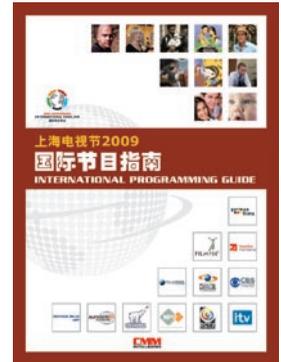
Due to differences in business practice and etiquette, it is not always easy to crack the Chinese media market. Relationship building is crucial but meetings are in general not arranged in advance. CMM-I helps bridge the gap by assisting with client identification, arranging and facilitating meetings, and providing networking opportunities. Services include:

- Meeting facilitation and networking opportunities,
- Promotion and marketing services (in Chinese language),
- Information seminars and reports on China TV industry,
- Other on-site services.



► **International Programming Guide
(Chinese Edition)**

Chinese language promotional materials are an essential tool for success in the China market. Professional translation and high quality design have ensured the success of the International Programming Guide in the past, providing participating companies the opportunity to showcase the best of TV programs and films.



The guide is placed in all STVF delegate bags (around 5,000) and 3,000 additional copies will be distributed on site and prior to the festival. Participating companies can introduce up to nine programs with pictures and text.

► **International Pavilion Promotion**

The International Pavilion will be promoted through advertisements in the STVF Guide Book, promotional posters, and the STVF and CMM-I website. Participating companies' logos will be included on all marketing materials.

► **China TV Market Information Package**

Sent to all participants before the start of STVF, the China TV Market Information package includes:

- List of Chinese major buyers with contact details,
- Fact sheet, "What do you need to know about China's TV Industry".

► **China TV Market Seminar (on registration day)**

Experienced speakers at the seminar will provide an overview of recent developments and opportunities in China's TV industry.

 **PARTICIPANT'S PACKAGES****► All Packages Include:**

- Meeting facilitation and networking opportunities,
- Promotion and marketing services (in Chinese language),
- Information seminars and reports on China TV industry,
- Free entrance to the MIP-STVF VIP Club,
- Invitations to MIP-STVF VIP Club cocktail reception,
- Invitations to all official events,
- Dinner for International Pavilion participants hosted by CMM-I.

► Standard Package: €3,295.00, Approx. 9m²

- One company can register up to three representatives free of charge, each additional representative will cost €275.00 to register,
- Carpet, one shelf, table with four chairs, one lockable cupboard, and TV set with DVD.

► Deluxe Package: €4,395.00, Approx. 15m²

- One company can register up to four representatives free of charge, each additional representative will cost €275.00 to register,
- Carpet, one shelf, table with four chairs, two lockable cupboards, armchairs with coffee table, and TV set with DVD.

► Participant Only: €1,425.00

This package includes all the services listed above. Participants can use the common area for meetings and will share space with other Non Booth participants. They will not be able to put up promotional materials and promotion in the International Programming Guide is limited to three programs.

► Association Package: On Request

- Designed for one country or group association.

 **ADDITIONAL SERVICES****► Extra Services**

The following prices cover the whole market period:

- **Additional company representatives** for standard and deluxe packages (€275.00),
- **Additional stand space** (price upon request),
- **Additional DVD player** (price upon request),
- **Chinese/English interpreter** (€300.00) (other languages upon request),

► Shared Booth (Optional)

CMM-I offers individual companies the option to share a booth within the Standard & Deluxe Packages. Companies will be treated as individual participants within one booth including common services.

- **Standard booth**, max. 1 additional company
- **Deluxe booth**, max. 2 additional companies

Price: €985.00 per additional company in addition to the regular price of the booth, which includes one company.

► Additional Promotion

Additional promotion services include:

- **Advertising in International Programming Guide 2010**
Price: one page 4/C €1,500.00.
- **Promotion material support**
Translation and, if needed, print service for business cards, catalogues, individual flyers, dubbing of promotion tapes, and more.
- **Individual event organization**
Cocktail reception, screenings, VIP dinner, and more.
- **Support for individual booth dressing**
Available on request.

 **ABOUT CMM-I AND STVF**

CMM-I has been a close partner for the STVF for many years and since 2004 has been the exclusive organizer of the International Pavilion.

STVF's Market Director Zhang Ming noted: "*CMM-I is not only one of STVF's longest standing partners, it continues to be one of the most innovative. Our agreement creates new opportunities for international companies to build sustainable trade relationships.*"

**► About Shanghai TV Festival (STVF)
16th STVF June 7-11, 2010**

Held since 1986, STVF has become the most influential and prestigious international TV festival in Asia.

The festival is organized by the Shanghai Municipal Administration of Culture, Radio, Film and TV, and Shanghai Media and Entertainment Group.

2009 STVF market saw 160 exhibiting TV industry companies from 20 countries and over 500 professional buyers.

► About China Media Monitor Intelligence (CMM-I)

Beijing-based CMM-I is the leading independent market intelligence resource on the Chinese media industry. Since 1990, CMM-I has provided proprietary products and services directly to domestic and international clients as well as specialized consulting, research and implementation services for market entry, partner selection/due diligence and competitive positioning within China's large and diverse media market.

CMM-I is also the exclusive China agent for **Reed Midem**, organizers of the world's biggest audiovisual content markets, MIPTV and MIPCOM. It is also **National Geographic Giant Screen Films China Distributor**, and **China Representative for German Films**.



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