

# worldcontentmarket

Face-To-Face Executives Marketplace

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## General Information

**Dates:** 25-27 February 2008

**Location:** Mövenpick Hotel, Prague, Czech Republic

**Content:** Television, Film, DVD/Home Video, Mobile, Interactive, Broadband

**Participants:** international sellers and acquisition executives

**Geographical regions:** worldwide



## Index

- 2 World Content Market: Start your Business Season in Europe in 2008, Face-to-Face
- 3 About World Content Market
- 4 Market Publications
- 5 Market Events
- 7 Organizers
- 7 Market Location
- 8 Registration
- 9 Advertising Opportunities
- 10 Sponsorship Opportunities
- 13 Travel Information
- 14 Contact Information

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## World Content Market: Start your Business Season in Europe in 2008, Face-to-Face



Dear Colleagues,

Once, Donald Trump explained on American TV: "Negotiation is a very delicate art. Sometimes you have to be tough, sometimes you have to be as sweet as pie... You've got to believe in what you're selling." His words became a priceless resource of inspiration for many innovative entrepreneurs. Today, we are experiencing the most significant revolution in sales of audiovisual content. New platforms are being launched. The number of audiovisual companies is growing. Broadcasters and distributors are in search of high quality content...

Taking into account a contemporary situation, and with the goal to test a new and innovative event technology that centers on the individual needs of buyers and sellers, we have developed the World Content Market, an effective face-to-face marketplace, which is in turn in its concept with contemporary changes in industry. World Content Market is a three-day international event for Television, Film, DVD/Home Video, Mobile, Interactive, Broadband and any other New Media content providers and buyers worldwide. The new audiovisual market is an excellent networking opportunity for acquisition and sales executives to meet at the beginning of the year,

in a relaxed ambience of the hotel-based event where hotel suites will be converted into first-class meeting rooms.

In 2008, we invite you to start your new business season in Prague, the "heart" of Europe, which is known as a beautiful "Slavic Venice", and the sixth most visited European city after London, Paris, Rome, Madrid and Berlin. We have chosen Prague, because it is located in the middle of Europe and it can be easily reached by executives from any European country. 80% of Europeans spend less than 2 hours to reach Prague by airplane. It is very easy to arrive by train or simply by car from neighboring countries, including Germany, Austria, Hungary, Poland, and Slovakia. However, we don't concentrate on Europe. Prague is just a good location to start the business season in Europe for professionals from any corner of the globe and then to continue round-the-year sales campaigns. And for smaller companies that don't attend the larger markets, it will be a true marketplace to sell, buy and network. An estimated 50% of exhibitors in the first World Content Market are expected to arrive from European countries and 50% from Latin America, the US and Asia. It is also anticipated that 80% of buyers will arrive from Western, Central, Eastern Europe, Russia and CIS, and 20% from outside the region.

World Content Market features two floors of meeting rooms, halls for screenings and pitching sessions, halls for Buyers Lounges, and Market Screenings in the 4 star Movenpick Hotel Prague, where a cable car is a link between two buildings. The market combines the best elements in innovative technologies to maximize networking opportunities. The event works as a professional business-to-business club where decision makers meet, where their needs and interests match, where their meetings are pre-arranged, and where everyone has unparalleled opportunities to do serious business. The program of the event provides a one-stop platform for buying and selling activities and centers around pre-arranged meeting schedules. Market Screenings includes a multi-genre DVD library that will be in service one day before and during the event, and buyers will be able to screen programming before meetings with exhibitors. "Prime-Time Day" focuses upon the production and distribution of high quality shows for prime time. It is an excellent opportunity to launch prime-time shows, organize thematic screenings, breakfast and cocktail presentations. With the support of Latin American, European and Korean producers, "Telenovelas Day" features screenings, presentations and debates between masters of canned telenovelas and fiction formats.

Furthermore, our corporate philosophy is to satisfy individual needs of our participants. The size of your business is not the main issue, we are able to identify your prospects, and directly connect you with attendees whose needs match yours. Finally, our precise cost-effective conditions for participation enable any company to achieve a result with minimum use of financial resources. Every format, every genre, and every country can be represented.

It would be our pleasure to have a look on your participation and discuss our different exhibition, promotion and sponsorship packages.

I welcome an opportunity to see you in Prague next year.

Sincerely,

Elena Sunbeam

General Director  
World Content Market

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## About World Content Market



### **New Event Technology Responds Industry Changes**

The international audiovisual industry is experiencing a season of change. New channels are being launched and existing channels are in search of high quality productions.

According to a recent PricewaterhouseCoopers' report, the global television network market is estimated to grow to \$204 billion by 2009. Latin America is projected to be the fastest-growing market, with a compound annual increase of 8 percent. Asia Pacific is expected to expand at a 7.1 percent compound annual rate followed by 6.4 percent growth in the United States, 5.4 percent in Canada, and 4.8 percent in Europe, Middle East and Africa. The global television distribution market, on the other hand, is expected to increase from \$146 billion in 2004 to \$210 billion in 2009. This equates to a compound annual growth rate of 7.4 percent during the five-year forecast period. Asia Pacific and Europe, Middle East and Africa are the fastest-growing regions, at 13.3 percent and 10.5 percent, respectively, followed by Latin America at 9.8 percent. Canada is expected to grow at a projected 5 percent rate, and the United States by 4.7 percent compounded annually.

Our goal is to offer the most effective instruments for the dialogue between acquisition and sales executives from all around the world, and to create an effective platform for meetings and negotiations, which is in tune in its concept with contemporary changes in the industry.

Every format, every genre, and every country can be represented.

### **Start your Business Season in Europe in 2008, Face-to-Face**

Start your new business season and engage in high level networking by booking pre-arranged meetings with acquisition executives coming to the World Content Market. The 3-day program of the event provides a one-stop platform for buying and selling activities and centers around pre-arranged meeting schedules. It also includes Market screenings, morning buyers-to-sellers briefings, informative presentations, and networking opportunities. The participants meet in a relaxed and convenient ambience of the hotel-based event where the hotel rooms are converted to the first class meeting rooms for negotiations and presentations.

### **Drive Your Sales**

The goal of our market is to drive your sales. That's why we are focused on customer research, database building, and putting buyers and sellers directly with each other. Our corporate philosophy is to satisfy individual needs of our participants. The size of your business is not the main issue, we are able to identify your prospects, and directly connect you with attendees whose needs match yours.

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## Secure Your Meetings

During the market our communication team coordinates one-on-one meeting schedules and helps executives, especially those who are coming to the event for the first time, to meet buyers. Special morning buyers-to-sellers briefings are organized to achieve this goal. The team continues this supportive role on a year round basis through on-line publications and via a multi-lingual website.

## Market web-site

We are planning to create the World Content Market web-site that includes English, French, Spanish, German, Russian, Italian, Japanese, Chinese, Korean and Arabic versions with full information about the market and the “practical guide” about the place of its organization. The multi-lingual web-site includes a database of all the market participants, including, information about their products and services. Visitors are able to consult company and executive’s profiles, search programs of different genres, connect to other industry web-sites through a variety of links. This easy to use on-line environment is driven by powerful search engine capabilities and a user-friendly interface. Any audiovisual industry professionals involved in buying, selling, building partnerships, developing concepts and programs, are able to contact industry colleagues without leaving their offices.

## Market Promotion

An intensive marketing campaign includes the promotion of the new initiative during leading audiovisual conventions, such as: MIPTV (Cannes), MIPCOM (Cannes), Marche du Film (Cannes), NATPE (Las Vegas), Asia Television Forum (Singapore), BCWW (Seoul), DISCOP (Budapest), American Film Market (Santa Monica), LA Screenings (Los Angeles), European Film Market (Berlin), Moscow TeleShow (Moscow), Annecy Animated Festival/MIFA (Annecy), Banff Television Festival (Banff, Canada), Shanghai Television Festival and Market (Shanghai), etc. A new brochure promoting the market is sent to the executives of 5000 companies involved in production, distribution and broadcast of audiovisual content. The advertising campaign includes publicity in international professional press. Miracle Screenings Magazine handles the publicity and promotion of the market in international industry.

## Market Publications



**World Content Market Guide** contains information about exhibitors, participants and buyers. It also contains listings of Market Screenings. An easy-to-use structure of the guide allows for a rapid and effective search for required information about participants and products.

**Miracle Screenings Magazine** (World Television Issue) is fully devoted to global television and focuses on analytical reviews and the coming trends in the global television industry, interviews with international buyers and sellers, and thematic sections. It is distributed during the World Content Market.

**Miracle Screenings Daily** (3 publications) highlights the goings-on of the market, and contains interviews spotlighting intense negotiations during the market, as well as including interviews and photos from the market.

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## Market Events



### Market Screenings

24-27 February

#### **1000 Titles, One Lounge: A Multi-Genre DVD Library Meets Buyers Demands.**

*Market Screenings* are organized during the market. Market Screenings include a multi-genre DVD library and screenings facilities in the Buyer Lounge. The programs are provided by the exhibitors and other production and distribution companies from every corner of the globe. The library includes more than 1000 titles of movies, series, documentaries, animated programs, telenovelas, formats, and other genres.

The goal is to provide buyers with an effective opportunity to screen productions presented during the market. Program listings are printed in the Market Guide. Every exhibitor is able to send up to 50 programs for screenings. Every buyer can access the DVD library that is available for individual screenings and screen programs one day before the market and during the market.

### Prime-Time Day

25 February

#### **Prime-Time in Europe: A Win-Win Formula**

Prime-time programming changed since "Big Brother" was launched in the late 90s and had a great influence on how the television content landscape looks in many countries today. From then on, a globally discussed reality television phenomenon moved into prime time slots.

A new wave of television formatting programming created a universal appeal and reshaped programming schedulers. "Big Brother", "Who wants to become a Millionaire", "The Weakest Link", "Idols", were adapted for local audiences in almost all European countries. From then on, reality TV has inspired all genres. Later, fiction took its revenge and became a bankable format.

After successful performances of American hits such as "Lost", "Desperate Housewives", "24", and "CSI" on prime-time slots, European television networks inspired by the American drama series. High quality American series are traveling in European countries, gaining a stronger foothold, and ousting traditional local television drama from prime-time schedules.

Less complicated plots, more accessible storylines, purity and freshness of tone... What are the coming trends in production of movies and series for prime-time in Europe? What are the main changes in prime-time programming? What is the percentage of American fare and European fare in prime-time slots?

"Prime-Time Day" is developed for those companies that are interested to promote their prime-times products to European buyers. It's a unique opportunity to introduce your new prime-time shows in the beginning of the business season in 2008. The program of the day includes breakfast and cocktail presentations, screenings of prime-time shows, debates.

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You can develop your own presentation or your thematic dinner with demonstration of your products to buyers. It can be a costume show or a private cocktail or a glamorous dinner where your shows will be in the middle of the attention. You can share by your know how or organize screenings of your high quality and star powered productions for buyers.

Miracle Screenings Daily is focused on the "Prime-Time Day" and includes an observation of the coming trends in production, distribution and broadcast of prime-time products, interviews with producers and distributors for prime-time, publicity and advertising.

## **Telenovela Day**

*26 February*

### **Latin America, Europe and Korea: Canned Telenovelas vs Fiction Formats.**

Passionate and romantic, emotional and adventurous, tear-jerking and starry-eyed, attractive and idealistic - telenovela is recognized as one of the most important genre in Latin America. Lovely actors, beautiful costumes, marvellous music, outstanding scripts... Today, Latin American telenovelas are watched by millions of viewers in Europe. Successful products like "Terra Nostra", "El Clone", "Betty la Fea", "Passion de Gavilanes", "Flinderella", and "Rebel's Way" had an outstanding performance and achieved a hit status in all corners of the world. The rapid success of the evolution of the telenovela into a format opened a door to a boom of the fiction formats in almost all European countries.

Today, Telenovelas are not only immensely popular in Latin America, but also have a wide following in many European countries. Tremendous audience interest allows Telenovela producers to develop new telenovela scripts and produce high quality productions. The more recent trend among telenovela producers is to engage in co-production with European countries, to guarantee better access to the international market.

Telenovelas inspired TV Stations all over Eastern Europe and influenced prime-time slots. The passionate Latin American genre that is originally broadcast in prime-time in Latin American countries brought a record number of viewers in Central and Eastern Europe. Eastern Europe started to produce telenovelas by itself.

In Western Europe, Germany was the first country that noticed an importance of this genre and began to produce telenovelas for the local and international markets. Later, France, Netherlands, Portugal, Italy and Spain continued this trend. Today, both Western and Eastern European broadcasters are interested in acquisition of fiction formats and canned products.

On the other hand, Korean drama producers succeeded in the production of unique and universal stories and sold these stories to the rest of the world. The Korean drama wave made a strong appeal to the telenovela market where Korean drama producers enter in completion on the European market.

"Telenovela Day" is an excellent day for everybody who is involved in production and distribution of canned telenovelas and fiction formats. It includes breakfast and cocktail presentations, screenings and debates between Latin American, European and Korean producers.

You can organize your own private screenings, cocktail presentation or thematic dinner and we can guarantee that your products will be in the middle of the attention.

Miracle Screenings Daily is focused on the "Telenovela Day" and includes an observation of the coming trends in production, distribution and broadcast of Latin American, European and Korean telenovelas, interviews with producers and distributors, publicity and advertising.

## Opening Party

25 February

The *Opening Party* is organized in the evening on the first day of the market. The goal of the opening party is to help participants to continue business negotiations in a relaxed atmosphere. This party can have an original theme. All participants of the market are invited to this event.

## Thematic Party

26 February

The *Thematic Party* is organized on the second day of the event. It's an excellent opportunity to present a new product in a relaxed atmosphere. The program of the event can include a performance with fictional characters and themes, screenings and presentations.

## Organizers

World Content Market is developed and organized by Planet Sunbeam Limited. Based in Europe, America and South Eastern Asia, a multinational team is currently working on the preparation of the event. Elena Sunbeam, president of the company, has been involved in the television exhibition business for the last 8 years. She worked as a sales representative for Reed Midem's television markets during 2000-2004, and for Reed Exhibition's Asia Television Forum during 2002-2006. During a period of 6 years, she organized more than 30 special events aimed at promoting high quality programming (umbrella stands, showcases, conferences, PR actions) within leading international markets and festivals (including MIPTV and MIPCOM), and in close collaboration with event organizers in 12 European, North American, and South Eastern Asian countries. In 2003, Elena Sunbeam gave birth to Miracle Screenings, an international magazine covering the business of television and film. She developed the editorial content in close collaboration with research agencies, trade associations, and leading professionals from all corners of the globe; In 3 years time, the magazine has become an essential marketing tool for more than 500 companies, located in more than 60 countries, from Hollywood heavyweight studios to small independent production houses. Finally, in 2007, with the goal to realize her own studies in the exhibition business and research in innovative event technologies that centers on the individual needs of buyers and sellers, she developed World Content Market.

## Market Location



With its epic history, somewhat fictional and somewhat real, Prague is one of the most beautiful European metropolises. From grandiose palaces, crowned royal streets to tiny mediaeval lanes, from the Old Town gallows to the speaking stones of Charles Bridge, from the Prague Castle towers to the famed giant Golem legends - it's the sixth most visited European city after London, Paris, Rome, Madrid and Berlin, and a part of UNESCO cultural heritage. Located in the very heart of Europe, a birthplace of Oscar-winning film directors, a cradle of many television productions and Hollywood motion pictures, Prague was chosen by us as an ideal city for the international market.

Based on a hilltop with a wonderful view of Prague, close to the historical city center, The Movenpick Hotel Prague is the only two-building hotel connected by a cable car and a venue for the World Content Market.

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## Registration

### Exhibitor

#### Exhibitor registration €3,500 includes:

- Fully equipped meeting room (25-29 m2)
- 2 delegate passes (additional pass: €300)
- 50 programs in the Market Screenings
- Access to the Market Database
- Market Bag, Market Guide, etc
- Help in face-to-face meetings with attendees whose needs match yours
- Company profile in the Market Guide and on the Market web-site
- Invitations to all official market events
- Transfer from/to airport



Meeting room

### Buyer

#### Buyer registration €100 includes:

- 1 delegate pass (additional pass: €50)
- Access to the Buyers Lounge and to the Market Screenings
- Access to the Market Database
- Market Bag, Market Guide, etc
- Company profile in the Market Guide and on the Market web-site
- Help in face-to-face meetings with attendees whose needs match yours
- Invitations to all official market events
- Transfer from/to airport

### Visitor

#### Visitor registration €500 includes:

- 1 delegate pass (additional pass: €500)
- Access to the Market Database
- Market Bag, Market Guide, etc
- Company profile in the Market Guide and on the Market web-site
- Invitations to all official market events
- Transfer from/to airport

### Professional Press

Professional press can register on the market on the basis of special agreement with market organizer.

Press registration includes:

- Delivery of professional press from official press bins during the market
- Company profile in the official guide and on the official web-site
- Press center services

### Journalist

Journalists of professional and non professional press can receive free pass for the market attendance.

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## Advertising Opportunities



### Market Guide

Single Page (160x240mm)	€1,000
Front Cover (140x140mm)	€5,000
Inside Front Cover (160x240mm)	€3,000
Inside Back Cover (160x240mm)	€2,000
Back Cover (160x240mm)	€4,000

### Market Daily

Single Page (210x297mm)	€1,000
Front Cover (140x140mm)	€5,000
Inside Front Cover (210x297mm)	€3,000
Inside Back Cover (210x297mm)	€2,000
Back Cover (210x297mm)	€4,000

### Miracle Screenings Magazine

Single Page (210x297mm)	€500
Front Cover (210x260mm)	€3,000
Inside Front Cover (210x297mm)	€1,500
Inside Back Cover (210x297mm)	€1,000
Back Cover (210x297mm)	€2,000

**Branding and logo on Market Bag: €3,000**

**Branding and logo on Market Badge: €3,000**

**Advertising on Welcome Market Banner: €5,000**

The banner is located in the registration area.

### Other advertising opportunities

Exhibitors can use other advertising opportunities including: advertising posters and banners, advertising inside the cable car, video panels, electronic letters, web-site promotional opportunities, advertising on souvenir products, outdoor advertising, etc.

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## Sponsorship Opportunities



The sponsorship opportunities are designed for the companies interested in promotion of their brands.

### Sponsor of Opening Party

€10,000

Services:

- Company profile in the Market guide and on the Market web-site
- Branding and logo visibility during the event on:
  - Official Market Poster
  - Front Cover Page of the Market Guide
  - Main page of the Market web-site
  - Invitations to the Opening Party
  - All printed and on-line marketing and advertising material of the market
- Main Advertising poster of the sponsor in the hall where the Opening Party takes place
- Development of the environment of the Opening Party together with sponsor (the sponsor can show video presentations, organize a performance, propose a thematic menu, etc)
- One full color advertising page in the Market guide
- Distribution of sponsor's brochure to all participants of the market
- Distribution of sponsor's brochure during the Opening Party

### Buyers Lounge and Market Screenings Sponsor

€10,000

Services:

- Company profile in the Market guide and on the Market web-site
- Branding and logo visibility during the event on:
  - Official Market Poster
  - Front Cover Page of the Market Guide
  - Main page of the Market web-site
  - Invitations to the Opening Party
  - All printed and on-line marketing and advertising material of the market
- Main advertising poster in the Buyers Lounge where the Market Screenings are located
- Opportunity of placement of the video screen in the Buyers Lounge where the Market Screenings are located
- One full color advertising page in the Market guide
- Distribution of sponsor's brochure to all participants of the market
- Distribution of sponsor's brochure in the Buyers Lounge where the Market Screenings are located

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## Sponsor of Prime-Time Day

€7,000

Services:

- Company profile in the Market guide and on the Market web-site
- Branding and logo visibility during the event on:
  - Official Market Poster
  - Front Cover Page of the Market Guide
  - Main page of the Market web-site
  - Invitations to the Opening Party
  - All printed and on-line marketing and advertising material of the market
- Special editorial is devoted to sponsor in Market Daily 1
- One full color advertising page in the Market guide
- Video Presentation of the sponsor during the Prime-Time Day's breakfast and cocktail.
- Distribution of sponsor's material during the Prime-Time Day's breakfast and cocktail
- Distribution of sponsor's brochure to all participants of the market

## Sponsor of Telenovela Day

€7,000

Services:

- Company profile in the Market guide and on the Market web-site
- Branding and logo visibility during the event on:
  - Official Market Poster
  - Front Cover Page of the Market Guide
  - Main page of Market web-site
  - Invitations to Opening Party
  - All printed and on-line marketing and advertising material of the market
- Special editorial is devoted to sponsor in Market Daily 2
- One full color advertising page in the Market guide
- Video Presentation of the sponsor during the Telenovela Day's breakfast and cocktail.
- Distribution of sponsor's material during the Telenovela Day's breakfast and cocktail
- Distribution of sponsor's brochure to all participants of the market

## Sponsor of Thematic Party

€5,000

The Thematic Party is aimed to promote the audiovisual products of the sponsor. It's an excellent opportunity to present an audiovisual product in a relaxed atmosphere. The sponsor can develop the program of the party and involve characters from telenovelas, animated films, movies and series. The sponsor can choose the theme of the dinner and use an audiovisual material during this party. All buyers are invited.

### Services:

- Company profile in the Market guide and on the Market web-site
- Branding and logo visibility during the event on:
  - Official Market Poster
  - Front Cover Page of the Market Guide
  - Main page of the Market web-site
  - Invitations to the Opening Party
  - All printed and on-line marketing and advertising material of the market
- Main Advertising poster of the sponsor in the hall where the Thematic Party takes place
- Development of the environment of the Thematic Party together with sponsor (the sponsor can show video presentations, organize a performance, propose a thematic menu, etc)
- One full color advertising page in the Market guide
- Distribution of sponsor's brochure to all participants of the market
- Distribution of sponsor's brochure during the Thematic Party

Here are several suggestions of thematic parties:

### **Ball with Count Dracula and Vampires**

The professor, experienced killer, will welcome you upon your arrival and guide you throughout all evening. He is pursuing the Count Dracula around the world. You can hear scary noises of wolf howling, woman screaming, etc... A fog covers the place. The Count Dracula suddenly arrives on a black horse. The professor invites you to taste some of the Dracula's favorite meals and drinks...

### **Dinner with Emperor Rudolf II**

You listen to an original Renaissance music; fences invite you to the school of fencing. There are the alchemists at the Rudolf's laboratory who make a strange elixirs and liniments. The astrologer is predicting future from stars, the Rabbi Low restore to life the famous Golem made of clay, and the royal painter makes pictures of guests. The Emperor Rudolf II comes accompanied by his ladies, courtiers, dances and juggles... The party begins...

### **A Night with Mozart**

Villa Bertramka (Museum of Wolfgang Amadeus Mozart) is located right next Movenpick Hotel Prague. Do you know how the famous concert aria "Bella mia fiamma, addio!" came into being at Bertramka? A welcoming toast of sparkling wine is waiting for you... You are invited to a fantastic dinner... with Mozart!

If you are interested to organize a thematic party, let's us know your suggestions, and we will develop this event together with you. All invited buyers will be excited.

## Travel Information

### Accommodation



#### **Mövenpick Hotel Prague \*\*\*\***

Mozartova 261/1  
150 00 Prague  
Czech Republic

Phone +420 257151111  
Fax +420 2 57153131

Single/Double room: 90 Euros (breakfast is included)

Check in Time: 15:00  
Check out Time: 12:00  
Distance from Airport: 12km

The Mövenpick Hotel complex is provocatively perched on a hillside surrounded by woodland. With 442 rooms, the hotel is situated on the left bank of the Vltava River, opposite the famous Bertramka Villa (Mozart Museum). Bordering Prague's historic center, it's the only two-building hotel connected by a cable car and one of the most comfortable hotels in Prague. The main building is located at the base of the hill, while the executive hotel building is situated in the middle of the park on a hilltop and offers a beautiful view of Prague. Enjoy Swiss hospitality of the highest caliber: excellent service, creative gastronomy and corporate philosophy: "to pamper guests with every gesture". All rooms have air-conditioning/heating, TV/radio, Pay-TV, mini-bar and high-speed Internet access. Work out in the complete health and fitness center or if you prefer a more soothing way to unwind you have the choice of sauna and steam bath, massage and solarium. Gastronomic services are provided by two restaurants and two bars and include premium Mediterranean, Swiss and Czech cuisine.

### Visa

Information about visas can be found on the web-site of Ministry of Foreign Affairs of the Czech Republic:  
[www.mzv.cz](http://www.mzv.cz)

### Transfer

We provide all registered participants with the transfer from/to airport.

**[www.worldcontentmarket.com](http://www.worldcontentmarket.com)**

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