

Paving the First Mile

Matching Publishing and Filmmaking to Increase the Productivity of Original Works

A key issue concerning Taiwan's cultural content industry is whether good stories could be portrayed in various ways. In July 2020, TAICCA launched the "First Mile program", also known as the Creative Content Development Program. The aims are: to promote collaboration between the publishing industry and the film and television industry; to assist the publishing industry to understand the language and selection criteria used by the film and television industry; to help formulate advanced marketing strategies; to amplify the power of stories; and to develop profit opportunities for both industries.

In order to be in tandem with the market move, TAICCA establishes a matching procedure which is linked to the market mechanism, and distinguishes the stages of content development – collection of stories by categories in the first and calls for pitches in the second. Resources are pulled into script development phase, allowing stories to be well interpreted and polished up; in turn, these stories would become more appealing to domestic and foreign buyers. In doing so, TAICCA attempts to promote collaboration among creators, screenwriters and investors.

Through its publishing and filming matching mechanism, TAICCA asked publishers to recommend stories with market potential. 49 domestic filmmakers from television stations, film and television production companies, telecommunications companies and OTT platforms were

invited to review the recommendations. 23 books were selected in the first round and 30 books in the second round. The themes of the selected works were comprehensive, including social issues, workplaces, love stories and comedies. The range of themes shows the richness of Taiwan's content creation and Taiwanese acceptance of broad film genres.

In 2020 Taiwan Creative Content Fest (TCCF), TAICCA for the first time hosted a matching event for the publishing industry and the film and television industry. The 23 selected books were presented in the matching event, and renowned film critics were invited to make recommendations to investors, screenwriters, producers, distributors, etc. It is hoped that great stories can be turned into successful screenplays.

TAICCA hopes that with capital injection and merged strengths of the publishing industry and the film and television industry, more films and dramas can be produced; more facets of the creative industry can be developed; and the market potential for the creative industry can be further explored. In the future, TAICCA will launch an incubation mechanism for the cultural content industry, aiming to maximize the power of contents in developing more facets of the industry.

TAICCA Matching Program: Business Matching for Publishers, Screenwriters and Filmmakers

TAICCA Matching Program



Matching Publishing and Filmmaking: Call for pitches, 2020 **37** books selected **79** pitches **93** screenwriters



November 18, 2020, the first "Publishing x Filmmaking Matching Event", in which 23 books were recommended to filmmakers and screenwriters.

The first booklist of "Creative Content Development Program: Book-to-Screen Adaptation Plan"

Title	Author	Publisher
War of the Office	Infinity	Showwe Information
Working for a Crime Group as a Scriptwriter	Steven Lin	Cite E-Printing Co., Ltd.
The Vicious Case Files: Invisible Kills	Shann-Jiun You	Showwe Information
Fall in Love With You in Another Universe	Shuka	Showwe Information
The Skybridge	Po-Hsin Tsai	PSYGARDEN PUBLISHING COMPANY
Hello, I'm the Housing Agency of Haunted Houses : Here Is a Cheap Haunted House	Yi-Fu Wen	TAIWAN TOHAN Co., Ltd.
Ghost Lottery	Yen-Yu Chen	StarQ
40% Concentration: the Detective Bartender 1	Tang Mo	Chiu ko Publishing Co., Ltd.
Biohazard Cleanup & Disinfection Services : We Can Clean Blood Stains and Maggots, but We CANNOT Clean People's Minds	Number One Professional Cleaning Services Ltd.	TAIWAN TOHAN Co., Ltd.
CHOPSTICKS : Cross-Border Narrative Solitaire Project	Mitsuda Shinzo, Xerses, JeTauZi, Xiao Xiang Shen, Ho-Kei Chan	APEX Press
The Last Accompanying	Chia Lung Jiang	Star East Press
"Dads' Cheat Sheets," in Stories of Warmth and Love	Chung-Wei Liu	UNITAS Publishing Co., Ltd.
Stand By You	Handy Chiu	Locus Publishing Company
The Mermaid's Tale	Wei-Jing Lee	Thinkingdom Media Group Ltd.
Where the Anesthesiologist's Soul Belongs	Aorta	Linking Publishing Co., Ltd.
The Lamb of Judicature Ceremony	Muh Torng	Showwe Information
Mephisto Waltz	Aris (Hsin-Ya Cho)	
A Trip to Asylum	Pam Pam Liu	Slowork Publishing Ltd.
The Distance Runner	Ying-Min Chang	Chiu ko Publishing Co., Ltd.
ONCE UPON A TIME IN HONG KONG 2	Ka-Fai Ma	Thinkingdom Media Group Ltd.
The Fabulous 1985 of Shiao-Yue, Du	Jill Tang	Banner Publishing
The Hidden Love	Po-Ching Lee	Sharp Point Press
Anonymous Exorcist	Hsin Liang	HaReading Multimedia Co., Ltd.



The second booklist of "Creative Content Development Program: Book-to-Screen Adaptation Plan"

Oasis and the Ocean	Houseau3	Abook Studio
Play Like Life	Houseau3	Abook Studio
The Right Way to See Shooting Stars	Min-Ruei Jhong	Chiu ko Publishing Co., Ltd.
The Riddle of Life and Death : A Different Way of Looking at Life's End	Sheng-Jean Huang	Locus Publishing Company
Chasers of Light	Man-Chiu Lin	Global Kids Books, a member of Commonwealth Publishing Group
Fantastic Tales of Splendid Blossoms	Shuang-Tzu Yang	TAIWAN TOHAN Co., Ltd.
Victor	Monica & Shaballe	INK
Criminal	Kim	Sharp Point Press
Deep Down the Truth	Infinity	Sharp Point Press
Youth Without Colors	Chuan-Fen Chang	FLANEUR CULTURE LAB
The Office Down Memory Lane	Hassengo	Showwe Information
Guilty : The Humanity Behind Eight Summons	Hsiang-Chuan Den	ChinaTimes Publishing Company
Green Monkey Syndrome	Andrew Yeh	ChinaTimes Publishing Company
Saltimbocca	Kuo-Li Chang	ChinaTimes Publishing Company
Tracing the Unknown Novelist	Li Tung	Mandarin Daily News
The Goddess Buffet "Dreaming on the Train"	Jill Liu	Comma Books
Phototropism: A Novel	Ping-Yao Lee	Comma Books
Poor God	Yaming	Gaeabooks
I'm Breathing Fire!	Lai Ma	CommonWealth Education Media and Publishing Co., Ltd.
Wash	Yu-siang Hao	UNITAS Publishing Co., Ltd.
Follow the Precious	Chun-Ming Huang	UNITAS Publishing Co., Ltd.
Duck Spring Feast	Li Ang	UNITAS Publishing Co., Ltd.
The Old Man and the Lottery	Hsiu-He Lin	UNITAS Publishing Co., Ltd.
The Glamorous Taxi Company	Jun-Wen Chen	UNITAS Publishing Co., Ltd.
New God	Chang-Ting Chiou	Linking Publishing Co., Ltd.
Flight Line	Byron Ko	Linking Publishing Co., Ltd.
The River Darkens	Ping Lu	Linking Publishing Co., Ltd.
The Strength Within: A Counseling Psychologist's Note	Hu-Chan Kao	Linking Publishing Co., Ltd.
Let's Grow Old Together	Hsin-Yi Chu	Aquarius Publishing Co., Ltd.
Let Me Take Care of You	Ming-Jen Yeh	Showwe Information

Backing You to Be in the Limelight On the Global Stage Expansion into the Global Market with the Last Stage Fund

Film production companies at home and abroad are all constantly looking for appealing themes for films and dramas. After paving the first mile for the industry, TAICCA takes the next step – to bring exceptional original works from Taiwan to audience around the world.

TAICCA initiates the "Taiwan's International Co-Funding Program: The Last Stage Fund" to further promote Taiwan's outstanding pitches. Projects meeting the following conditions may be awarded up to 30% of the production budget or be assisted with international promotion and distribution: developed in partnership with TAICCA; with Taiwan elements; in collaboration with international platform which operates in at least two countries. This increases the opportunities for works to be present in the global market and to attract international investors.

From the Creative Content Development Program to the Taiwan's International Co-Funding Program, TAICCA has given strong support to the industry. With its networking and matching services, TAICCA has helped to boost the power of Taiwan's good stories. TAICCA has initiated several incentive programs which encourage creative teams to acquire the discourse of power and to embed Taiwanese features in the works right from the start of film production, and thereby promote the presence of Taiwan's works on the global stage.

Furthermore, TAICCA has collaborated with more than ten organizations and enterprises in the industry – including the Golden Horse Film Project

Promotion (a Taiwanese international film and television platform), GagaOOLaLa (Taiwan's first global OTT platform focusing on BL Stories), Greener Grass Production, JTV, DaMou Entertainment, MandarinVision, Green Film Production, Mirror Fiction, Flash Forward Entertainment, JointMovies, Each Other Films, Machi Xcelsior Studios, October Films, Public Television Service, Indigenous Peoples Cultural Foundation, and Animation and Visual Effects Association – to promote further development of original works and to brand the Taiwanese Wave.



November 16-17, 2020, "2020 GOL SUMMIT x GPS" pitching event co-hosted by TAICCA and GaGaoLaLa

Co-Production Requirements

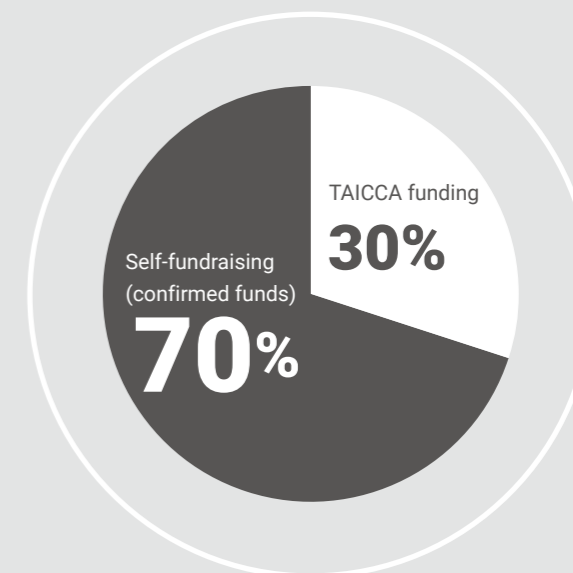
Funding Requirements

1. Taiwan Elements
2. International Co-Funding/ Co-Production
3. International Distribution Platforms



MOU Partnership Requirements (meeting one of the following requirements)

1. Capable of developing, producing or funding a certain amount of high-quality audiovisual projects (feature films, series, animation movies) per year.
2. Capable of reaching international distribution channels/platforms with credible selection process.
3. Capable of enhancing production value and international exposure of Taiwanese cultural content.



The series *My Future Daughter* (我的意外女兒) has received many offers from international buyers after winning an award at the Golden Horse Film Project Promotion and being pitched in TAICCA's matching event. This feels like Cinderella being chased by the prince after the ball. TAICCA makes it possible to bring original works into market view in the early stage, where funding is very crucial. TAICCA, thank you for bringing investors to us.



Chen-Lin Lai (賴珍琳)
Producer of *My Future Daughter*, Executive Producer of Dot Connect Studio



November 19, 2020, "Golden Horse Film Project Promotion Series x TCCF" matching event.