

To Accelerate Strength Enhancement of the Cultural Content Industry TAICCA School Is Your Strongest Backing

Currently in Taiwan, greater attention in training content professionals is paid to vertical skills, such as filming, production and design, rather than lateral skills that cut across specialist categories. Therefore, TAICCA establishes TAICCA School to complement the current training system and to equip the professionals with needed business skills.

TAICCA School provides general studies of business management, advanced studies in content industry and international programs for practitioners from all levels, being they front-line staff, managers or enterprisers

With international partnerships and experienced teachers, TAICCA School acts not only as a knowledge provider, but also a promoter of networking in the cultural content industry and crossover collaboration. Furthermore, the School assists industry professionals to enter international markets, and provides a strong impetus to increase the productivity and to enhance the brand power of Taiwan's cultural industry.

In the short term, TAICCA School aims to increase the productivity of cultural content, to establish a support system for the industry, and to build a policy-making mechanism. For the long-term development, it is dedicated to promote global presence of the industry and internationalization of Taiwan's content brands.

With TAICCA's assistance, Taiwan's cultural content professionals can build a solid foundation and effectively collaborate across various disciplines. They are on the way to the global stage.

	2 Strategies	4 Values	Curriculum
TAICCA School	to train professionals	general studies to lay the foundation	<ul style="list-style-type: none"> • A to Z Copyrights in the Cultural Content Industry • A Compulsory Course for Entrepreneurship: General Study of Financial Accounting • The Role of Patent and Trademark in the Cultural Content Industry • The Keys to Success in Cultural and Creative Entrepreneurship: Operating Model and Profit Model Side-by-Side
			<ul style="list-style-type: none"> • Image IP Licensing: The Pragmatic Training • Music Management Program • The Superpower of Social Networks – The Essential Marketing Skills • Pitching Class
	to catalyze the creation of cultural content	to accelerate the process of content development	<ul style="list-style-type: none"> • Protection of Comic IP and Opening Up New Horizons for Taiwan's Comics • Original Comic Creation Camp
		international programs	<ul style="list-style-type: none"> • International Copyright Management for Taiwan's Content: Pre-show Training Workshop • International Forum and Workshop for Publishing and Copyright Management • TAICCA x Netflix Series Bible Workshop



1,811 Students
102 Taiwanese Lecturers

157 Course Sessions
17 Foreign Lecturers

A Trump Card in Your Hands— Be Friends with Capital TAICCA School Facilitates Risk Reduction and Startup

How to commercialize cultural content? The key lies in the foothold of sound financial and legal knowledge. Therefore, TAICCA School pulls professional resources together to provide comprehensive courses in business management, which cover IP law, finance and taxation, fundraising, etc. Both general knowledge and practical experience are provided to help industry professionals enrich the relevant knowledge, reduce business risks and fully commit themselves to content development.

For the general studies, the courses include "Copyrights in the Cultural Content Industry", "A Compulsory Course for Entrepreneurship: General Study of Financial Accounting", "The Keys to Success in Cultural and Creative Entrepreneurship: Operating Model and Profit Model Side-by-Side", and "The Role of Patent and Trademark in the Cultural Content Industry". TAICCA School invites experts to lecture copyright law related to the cultural content industry, the protection and application of patent and trademark, how to establish a company and raise funds, and how to monitor business operations and company's financial performance.

With profound insights into the industry, cultural content startup companies will be able to set sail and thrive.

Before the end of 2021, the original animation content produced by my team had the opportunity to be online. At that time, I have completed "Image IP Licensing: The Pragmatic Training" at TAICCA School. This injected great momentum into our company, and thus we can soar into the sky.



Chun-Chien Lien (連俊傑)
Dottodot Director, taking "Image IP
Licensing: The Pragmatic Training"



Students actively attended "Image IP Licensing: The Pragmatic Training"

The Management and Production Strengths for Value Creation The Best Curriculum to Train Cultural and Creative Professionals

In the cultural content industry, in addition to outstanding creators, managers and producers with market insights and business thinking are definitely the keys for greater value creation. In response, TAICCA School invites experienced experts to offer practical courses. The aims are to expand the professionals' horizons in digital technology and international markets, to help creators increase output value, and to develop the practitioners' competitive advantages.

The practical courses provided by TAICCA School include "2020 TAICCA School: Music Management Program", "Image IP Licensing: The Pragmatic Training" and "2020 International Forum and Workshop for Publishing and Copyright Management".

Take Music Management Program as an example. The program is built on the current development and future vision of the industry in Taiwan and also on overseas experiences. The curriculum encompasses lessons on six subjects – Artists and Repertoire (A&R), Self-management and Business Management, Music Publishing and Legal Issues, New Media and Technology for Marketing, Tour Planning and Market Analysis, and Crossover Collaboration. TAICCA School also organizes briefing sessions and social events, and networks with the International Music Managers Forum (IMMF), LUCfest Music Festival (the

Although the courses at TAICCA School are offered for the first time, they are very comprehensive – for example, industry trends and brand management are all covered. This is a rare opportunity in Taiwan, where the extent of labour specialization is on the way to catch up with countries like the US and Japan. With the lecturers' experience sharing and encouragement, I am determined to become a music manager.



Guo-Rui Guo (郭國瑞)
KKBOX Content Strategist, taking
"Music Management Program"

first showcase festival in Taiwan), several other leading music venues and professionals. Upon completion of the course, students may be invited to related projects through TAICCA's matching mechanism.



October 7, 2020, successful completion of the first Music Management Program

The Fast Track to Deliver Vivid Creativity from Taiwan to the World

High-Profile Mentor Teaches You How to Win

In recent years, the creativity of Taiwan's cultural content has shown its astonishing strength. The next step is to meet international norms and to amplify such strength. Therefore, TAICCA designs international programs to establish partnerships with leading international organizations. Through a content creation mechanism, the global competitiveness of Taiwan's professionals and their original works will be enhanced, and international co-production and co-funding will be boosted.

In 2020, TAICCA School and Netflix jointly held "The Netflix Series Bible Workshop". Netflix is the world's leading streaming service provider. It is a great partner in bringing Taiwanese film and television productions to the global stage. In this workshop, Christopher Mack, Netflix Creative Talent Director and former Workshop Leader at Warner Bros., shared his experiences in creation through video call. He talked about how to ask the right questions, how to collect and record ideas, how to arrange characters and their motivations in a plot, how to review scripts and how to write a pitch bible, so as to create a remarkable character-oriented drama.

Moreover, Greener Grass Production shared its experience of cooperating with Netflix in the workshop. Greener Grass is a Taiwanese film production company. It collaborated with Netflix in the production of an original screenplay *The Victims' Game* (誰是被害者). With fruitful discussion in the workshop, it is hoped that more content production teams from Taiwan will be encouraged to present their works on the global stage.



"TAICCA x Netflix Series Bible Workshop" class scene



Greener Grass Executive Producer Han-Hsien Tseng (曾瀚賢)(right) and Producer Sheng-Rong Tang (湯昇榮) (left) shared their experiences working with Netflix.

This is an era of streaming media. Netflix strongly supports Taiwan's screenwriters. It helps them to reach their extraordinary creativity and potential through the creation of stories as distinct from the past. We have seen the success of *Nowhere Man* (罪夢者) and *The Victims' Game*. We look forward to further cooperation with Taiwan's creative industries in the future and present more stories appealed to Netflix members all over the world.



Jerry Zhang (張晨)
Netflix Content Purchasing Manager



"TAICCA x Netflix Series Bible Workshop" participants