

To Create a Leading Content Trade Fair in Asia TCCF: A Cross-Domain Market Where the “Taiwanese Wave” Soars

Taiwan’s cultural content power is taking off. In 2020, when the whole world faced challenges, new story power, new creative imagination and new consumption patterns are emerging. In the post-pandemic era, Taiwan not only demonstrates its success in epidemic prevention and control, but also continues to contribute strong strength of cultural content to the world.

Just after its founding anniversary, TAICCA inaugurated TCCF, as a way to generate new dynamism of the Taiwanese wave in an era of continuous change. The first TCCF was held in Taipei on November 17-22, 2020, with the theme “Human Touch – A Closer Future”. TCCF focuses on trading, crossover collaboration and Future Content.

The six-day exhibition encompassed trade fair, social events, exhibitions and shows. Domestic and overseas buyers were invited to over a hundred of online and offline matching events. 272 buyers from 22 countries, including European countries, Hong Kong, Japan, Korea, Malaysia, Singapore and the United States, completed the online registration.

TCCF has received worldwide attention. For example, Producers Guild of America, which has 6,000 members, reviewed the proposals online. CJ ENM, Asia’s leading entertainment company, representatives participated in a virtual conference for business matching.

TCCF has three main features. First, the promotion of Taiwan’s works is built upon TAICCA’s matching mechanism for content development, international co-production and venture capital. Second, TCCF is open to buyers from all over the world. The physical event and online trading platform have attracted global professionals to invest in Taiwan. Third, TCCF stays on the cutting edge. There are forums where insights into content trends are given by high-profile professionals. With ingenious curation and crossover collaboration, Taiwan’s creative contents of the year are showcased to give futuristic experiences and to promote trading.



Vice President Ching-Te Lai (middle), Vice President of Legislative Yuan Chi-Chang Tsai (second from the left) and Hsin-Lin Chung (right), the heroine of *U Motherbaker*, attended TCCF opening ceremony.

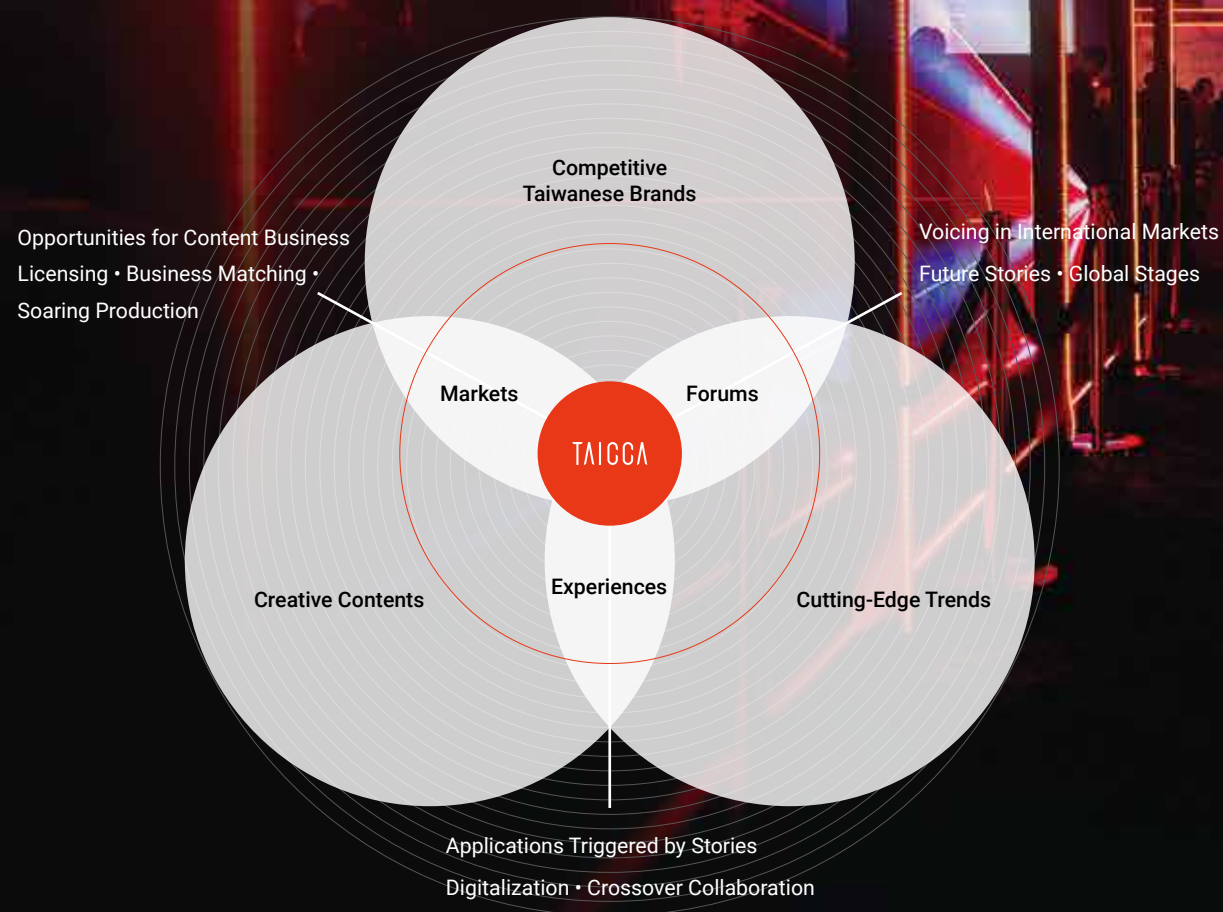


Group photo of Executive Yuan Premier Tseng-Chang Su (front middle), Culture Minister Yung-Te Lee (front third from the right) and TCCF guests at TCCF opening ceremony

TCCF, initiated by TAICCA, is a new Taiwanese exhibition brand that encompasses business matching, pitching events, social events, future content exhibitions and international forums. It aims to promote the internationalization of Taiwan's cultural content industry, to assist industry players in catching up with the latest trends, and to offer worldwide business matching opportunities. With TAICCA's effort to integrate CultureTech Next forum, Taipei International TV Market & Forum and XMediaMatch, the strengths of cutting-edge cultural technology and trade fair are drawn together. Moreover, the sensory experience of TCCF is upgraded through TAICCA's creative curation.

TAICCA Creates Business Opportunities for Content Trading in the Post-Pandemic Era

A Creative International Trade Fair Dedicated to Contents
From Promotion of Films and Dramas to Branding of Taiwanese Culture Competitive



TCCF Exhibitions & Events

Content Market

TV Stations & Channels
Production Companies
Distribution Companies
OTT / Online Platforms
Publishers

International Forums future content application, international cooperation

Pitching Events 1. Golden Horse Film Project Promotion – Series Showcase at TCCF
2. Publishing x Filming matching event
3. Animation promotion event

Matching Events pre-event intelligence matching, online/offline meeting

Social Events The Night of TAICCA x Golden Horse Film Festival
TAICCA NIGHT – Creative Taiwanese Opera

Exhibitions

Story Exchange

Future Content Experience Zone

Taiwan HYPE

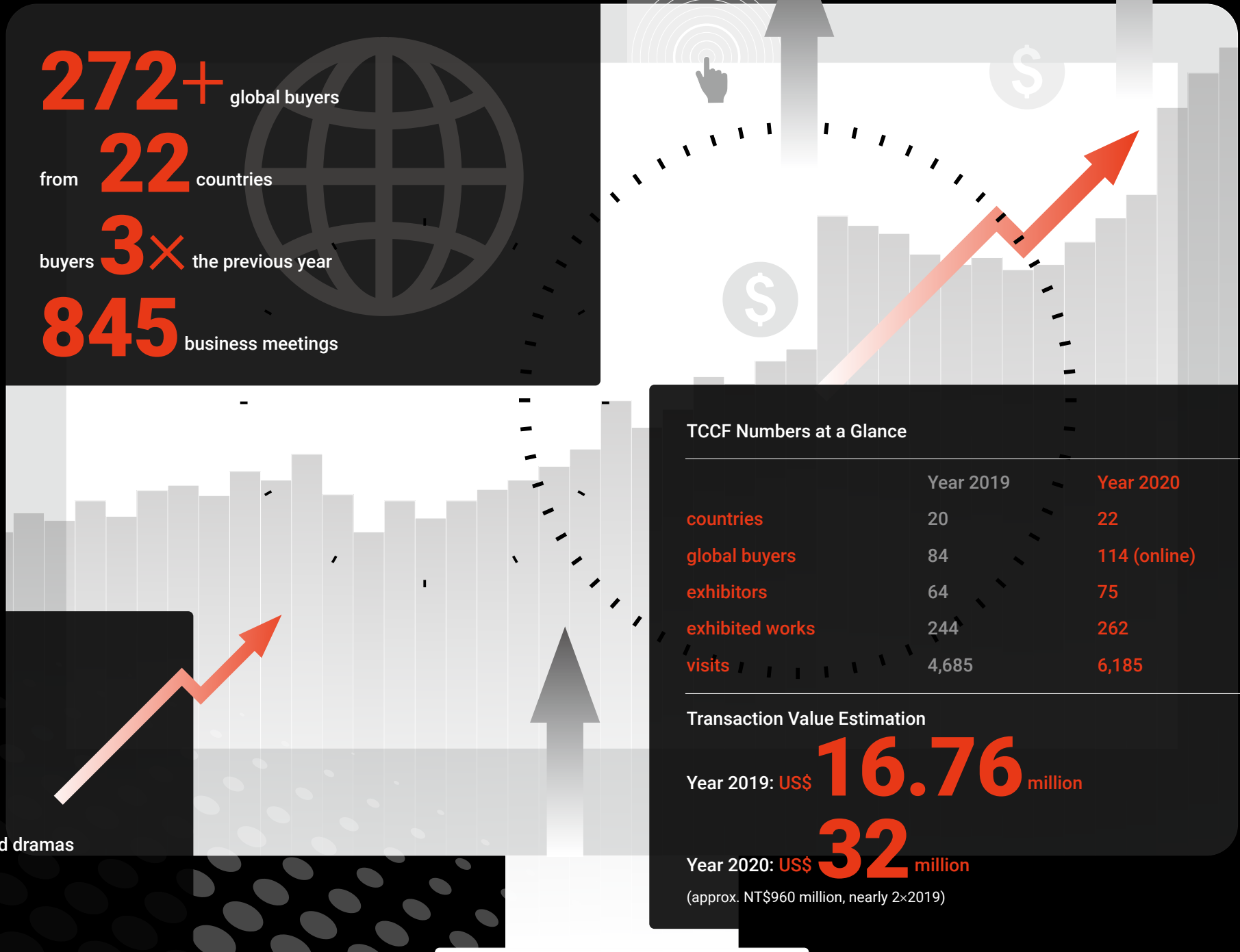
Global Buyers, Real-Time Matching Doubled Trading Volume

TCCF International Market is Taiwan's first large-scale trade fair that encompasses film and television, publishing, animation and new media. In 2020, it brought together over 272 online and offline buyers (tripled since 2019) from 22 countries; a total of 845 business meetings were held.

In order to promote Taiwan's original works in international markets, TAICCA and Golden Horse teamed up to present the "Golden Horse Film Project Promotion – Series Showcase at TCCF". In this pitching event, 11 projects were presented to high-profile buyers from all over the world, such as Producers Guild of America, CJ ENM, Netflix, Mediacorp and HBO Asia. Through TAICCA's networks, outstanding works were presented on the world stage.

In addition, the theme "The Power of Story" was curated to demonstrate how stories can be presented in cross-domain and multi-faceted way. This not only showcases Taiwan's rich cultural creativity, but also promotes content trading in a creative way.

The transaction value was estimated to grow from 16.76 million US dollars in 2019 to 32 million US dollars in 2020. The total hours of traded films and dramas reached 2,147 hours in 2020. Drama series *Here Comes Fortune Star* (廢財闖天關) and *Mother to Be* (未來媽媽) produced by Sanlih E-Television were licensed to Malaysia. Drama series *Magic Moment* (粉紅色時光) was licensed to iQiyi International.



The Future Progressive Tense of Cultural Content

Insights into Industry Trends and Business Opportunities

TCCF International Conference was held for the first time in 2020. Over 40 high-profile professionals from home and abroad were invited to the conference. The ground-breaking discussion may trigger thinking about how Taiwan's content industry players could possibly overtake their foreign competitors.

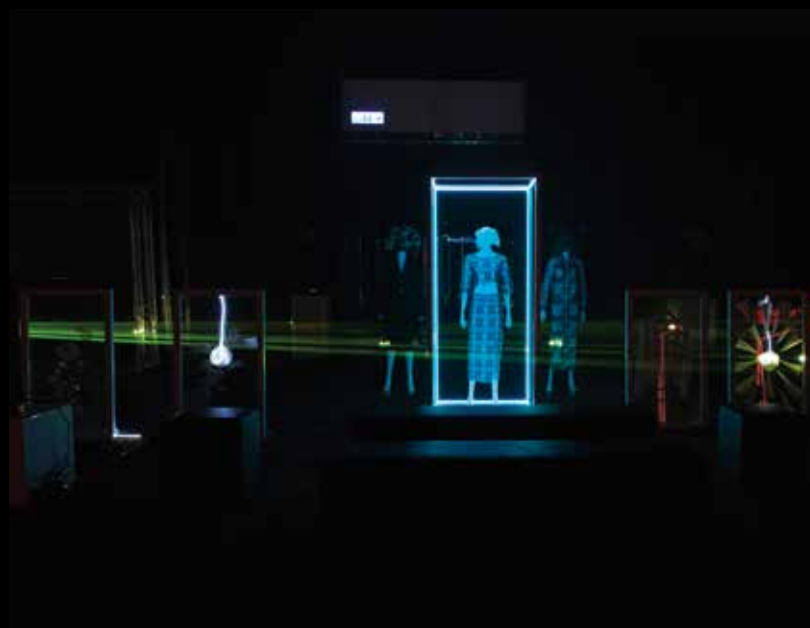
In the opening session, *Post-Pandemic Era: Human Touch – A Closer Future*, guest speakers Google Creative Lab Creative Director Tea Uglow in Sydney and Taiwan's Digital Minister Audrey Tang discussed about how emerging cultural content can create contemporary and future social, economic and cultural landscapes.

In the session *Business Model of Content in Location-Based Service*, SHOWFIELDS founder Tal Zvi Nathanel and DVgroup Head of Studio Eric Fantone demonstrated how to achieve business success through storytelling.

In *The Endless Possibilities of Digital Art* session, founder and artistic director Wayne Ashley and co-director Xander Seren of FuturePerfect highlighted what performing art and technology had done and could do when they were combined. LuxuryLogico co-founder Kun-Ying Lin (林昆穎) and digital artist Pey-Chwen Lin (林珮淳) were also invited to the panel discussion.

In *The Future is Near: VFX Revolution* session, visual effects (VFX) experts Paul Debevec and Chris Edwards, Glassbox Technologies CEO and co-founder Norman Wang, MoonShine Animation founder Chia-Chi Lin (林家齊) and NARLabs Arts Technology Computing Division Head Chia-Chen Kuo (郭嘉真) talked about how technologies like 5G, AI and big data can complement one another and bring out more vivid content.

Moreover, TAICCA, Golden Horse and Yi-Shin Taiwanese Opera Troupe co-hosted "TAICCA NIGHT – Creative Taiwanese Opera", using cultural content as the language for people from all over the world to communicate and to be inspired.



APUJAN VR fashion show at The Night of TAICCA x Golden Horse Film Festival



Yi-Shin Taiwanese Opera Troupe performing *Where is Mackie?*



"TAICCA NIGHT – Creative Taiwanese Opera" held at Taiwan Traditional Theatre Center

11/18

TOPIC **Post-Pandemic Era: Human Touch - A Closer Future**
 Moderator Ching-Fang Hu (President, Taiwan Creative Content Agency)
 Speaker Tea Uglow (Creative Director, Google's Creative Lab in Sydney)
 Audrey Tang (Taiwan Digital Minister)

TOPIC **Business Model of Content in Location-Based Service**
 Moderator Chen Xinwen (Director of Content, Shin Kong Mitsukoshi Dept. Store Co., Ltd.)
 Speaker Tal Zvi Nathanel (CEO and Co-founder, Showfields)
 Eric Fantone (Head of Studio, DVgroup)
 Szu-Ming Liu (President of HTC VIVE ORIGINALS)
 Meng-Yin Yang (Director of Kaohsiung Film Archive and Kaohsiung Film Festival)

TOPIC **Future Theatre: New Language, Tool and Audience**
 Moderator Siraya Pai (Theatre Critic)
 Speaker Joris Mathieu (Director, Théâtre Nouvelle Génération – Centre dramatique national de Lyon)
 Yi Huang (Founder & Artistic Director of Huang Yi Studio)
 Wen-Chi Su (Founder of YiLab.)

TOPIC **The Endless Possibilities of Digital Art**
 Moderator Jow-Jiun Gong (Associate Professor, Doctoral Program in Art Creation and Theory, TNNUA)
 Speaker Wayne Ashley (Founder and Artistic Director, FuturePerfect Studio)
 Xander Seren (Co-Artistic Director, FuturePerfect Studio)
 Kun-Ying Lin (LuxuryLogico Co-Founder)
 Pey-Chwen Lin (Art Director of Lin Pey-Chwen Digital Arts Lab)

TOPIC **The Future is Near: VFX Revolution**
 Moderator Chishan Sandra Liu (Head of Technical team, HTC VIVE ORIGINALS)
 Speaker Paul Debevec (Google Research Team, Senior Staff Engineer)
 Chris Edwards (CEO, THE THIRD FLOOR)
 Norman Wang (CEO & Co-founder at Glassbox Technologies)
 Chia-Chi Lin (Founder of MoonShine Animation)
 Chia-Chen Kuo (Division Director of Arts Technology Computing Division at NARLabs NCHC)

11/19

TOPIC **Content Market- Asia-Pacific TV Industry from Global View**
 Moderator Homme Tsai (NMEA Taiwan New Media and Entertainment Association Chairman)
 Speaker Ricky Ow (President, WarnerMedia Entertainment Networks – Asia Pacific)
 Hannah Lee (Studio Dragon Chief Producer)
 Christophe Bruncher (Ici et Là Productions / EAVE Producer / Ties That Bind Head of Studies)



TOPIC **International Collaboration- Cross-border Collaboration and Choice of Distribution Channels**
 Moderator Pei-Hua Yu (Director of Program Department, Public Television [PTS])
 Speaker Phil Tang (General Manager, Greener Grass Production Co., Ltd.)
 Ho-yu Chen (Director)
 Daphne Yang (CATCHPLAY CEO)
 Jay Lin (Founder & CEO of Gaga00Lala)

TOPIC **Investment Opportunities- Strategies for Identifying Investment Targets**
 Moderator Vivian Hsieh (International Business Dept. & Marketing PR Dept. Senior Vice President of SET TV)
 Speaker Dennis Yang (Studio76 Managing Partner)
 Eva Liao (Angelic-Founder CEO)
 Shao-Yi Chen (Director, Content Production of Screenworks Asia)

TOPIC **International Pitching Event- The Golden Horse Film Project Promotion (FPP) Series x TCCF**
 The 11 selected Golden Horse FPP Series are 29 Pawn Tickets (BETWEEN WORDS), The Order of Power (Atom Cinema), My Future Daughter (DOT CONNECT STUDIO LTD.), The Amazing Grace of Σ (Rosebud Production Co. Ltd.), ACHERON (Power of Content), I Wish You Happiness (Missmove Image Studio), Secret Weapon (Chimney Animation), Mr. Liar (Calendar Studios), Damp (YOYOU Production Co.), How to Survive from the Med School (Crystal Clear Co., Ltd.), RAINY DAY VISITORS (MacGuffin Film Production Co., Ltd.)

11/20

TOPIC **XR Immersive Experience: A Closer Universe**
 Moderator Grace Lee (Head of Content, Kaohsiung VR FILM LAB)
 Speaker Sandy Liu (Head of Engagement, Shape Immersive)
 Kati Price (Head of Digital Media, V&A)
 Celina Yeh (Acting Director, VIVE Arts)
 James Jin-Wei Lee (Founder of J-reach co. ltd [TripMoment])
 Jason Wang (Co-founder, VAR LIVE)

TOPIC **Inside the New Vision of the Future Sound**
 Moderator Tree Chen (Director of the StreetVoice)
 Speaker Benoit Carré (Artist, SKYGGE)
 Tom Scalabre (Partner & Creative Director at SUPERBIEN)
 Derek Barbolla (CEO/ Founder, Cercle)
 Thomas Quenoil (Head of Partnership for Asia, Midem)
 Fisher Tai (Executive Secretary, Taiwan AI Labs)
 Chien-Chang Feng (Founder and Visual Creative Director, FREE'S)
 Elsa Ke (Senior Manager, KKBOX Content Innovation Div. Content Director, KKNOW)

TOPIC **Post-Pandemic Global Audiovisual Industry Trends**
 Speaker Sandy Chen (Head of YouTube Large Partnerships, GCN at Google YouTube)
 Rob Chuang (Research Manager at Google Google)

Crossover Collaboration and Mass Consumption

A New Horizon of Cultural Content Narration

The future possibilities of cultural content are infinite, while creativity will be the navigator. Taking account of story interpretation, future content imagination and crossover collaboration, TAIACCA set up a professional curatorial team to discourse the philosophy of storytelling.

The exploration was showcased in three exhibitions, in which Taiwan's technological strength was well used to create multiple facets of the exhibition venues. It was hoped that with creative brainstorming the infinite possibilities of cultural content could be presented; the ecosystem of cultural content industry could be explored; and the development of cultural content in Taiwan could be nurtured.

Future Content Experience Zone

Curated by Teng-Chung Wang (王騰崇), this exhibition was held at Legacy Max, Shin Kong Mitsukoshi A11. In the Future Content Experience Zone, exhibited components were interwoven to create immersive spaces and a respond to the post COVID-19 world.

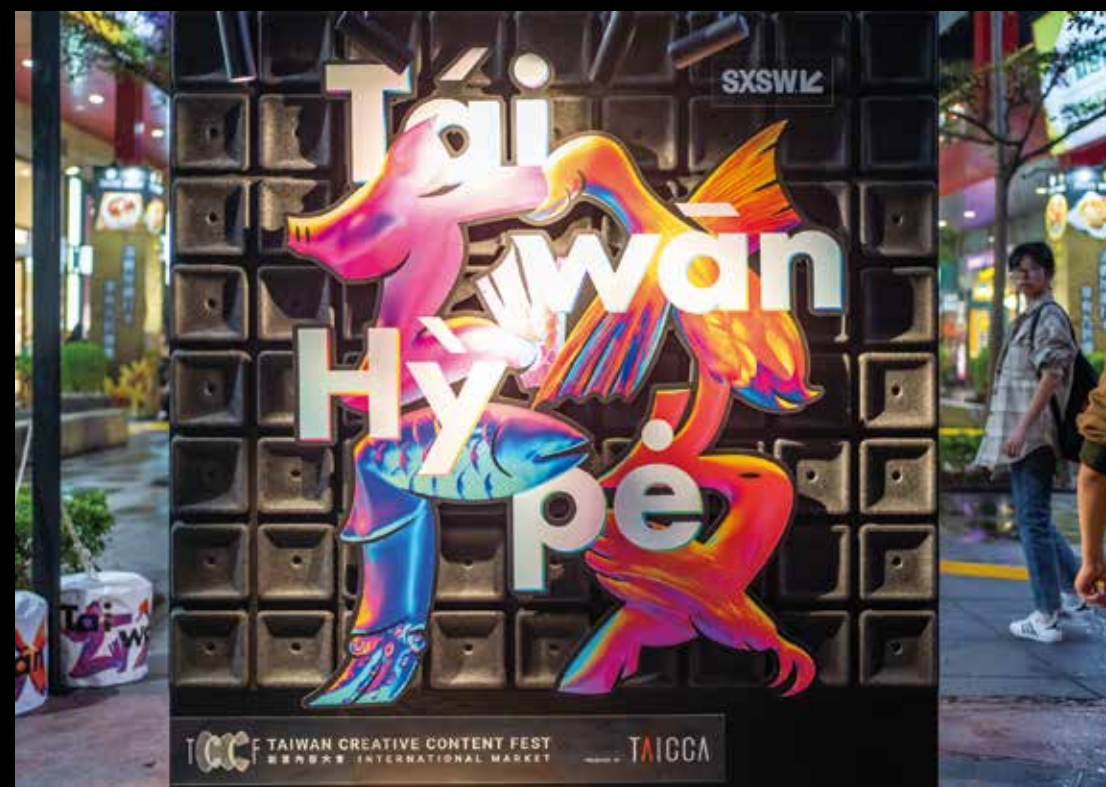
The venue was divided into four quadrants to illustrate the contemporary creative content of Taiwan. The first quadrant, Brain Field, exhibited brain activities during the process of creation. The second quadrant, Limb Area, exhibited the application of technology to realize the creation. The third quadrant, Sense Space, exhibited creative contents in immersive and crossover forms. The fourth quadrant, XR Future, exhibited new technologies applied to creative contents.

In the Future Content Experience Zone, with the application of 5G technology, visitors can experience Rhythm with U synchronously with U Theatre performing off-site. Curious Alice, a new VR experience created through the partnership between the Victoria and Albert Museum and HTC Vive Arts, invited audiences to interact with the book's famous characters. TAIACCA also collaborated with XRSPACE to plan a XR business space, where audiences can visit the "virtual TCCF" using VR devices. Visits to this exhibition reached over 20,000.

Story Exchange

Curated by Double Grass founder Frank Huang (黃偉倫), Story Exchange was held at Le Méridien Taipei.

The team of creative artists turned the venue into a Taiwanese game room, "Story Exchange". Here, visitors can use Taiwan's original contents to exchange for tokens, which are used for playing games like marbles, slot machines, claw machines and game elf consoles to win prizes. In such creative way, the concept of content trading – namely, content can make money – is demonstrated.



Taiwan HYPE

Curated by Johnason Lo (羅申駿), the Visual Director of 2020 TCCF, Taiwan HYPE was held at VIESHOW Square.

Taiwan HYPE was initially scheduled for South by Southwest in March 2020, but was moved back to Taiwan due to COVID-19 outbreak. Taiwan HYPE brought together over thirty interdisciplinary teams, encompassing experts and creators in architectural design, green technology, industrial design, performing arts, gardening, digital production, new media art, digital technology, smart farming, information technology, illustrations and music. They collaborated to explore new interpretation of Taiwan's traditional industries and to open up the dialogue between technological innovation and creative culture. Visits to this exhibition reached nearly 40,000.

Future Content Experience Zone **20,000+** visits

Story Exchange **10,000+** visits

Taiwan HYPE **~40,000** visits

a total of **~70,000** visits