

Registration Guide

- How to apply 1 QR Code – Shortcut to apply
- How to apply 2 Homepage – Conference
– Registration



- **Payment** Bank Name Kwangju Bank
Account No. : 179-127-000973
Swift Code : KWABKXSE

Bank Address
INTL BUSINESS DEPT. 15FL, KWANGJU BANK BLDG.225
JEDONG-RO, DONG-GU, KWANGJU, REPUBLIC OF KOREA.
Beneficiary Name Kimdaejung Convention Center
Beneficiary Address
30 Sangmunuri-ro, Seo-gu, Gwangju, 61958, Republic of Korea

• Fee

	Standard	The final Price
Offline	Online Only	USD 250
	General	USD 400
	Re-participant	USD 280
	Group(General)	USD 200
	Group(Student)	USD 180
	Group(Re-participant)	USD 180

Participation Guide

- Live streamed on site (Registered personnel Only)



For online attendees,
The Secretariat will send you
an individual access email.

• Inquiries



- 🌐 Home page : <https://www.acefair.or.kr>
- ✉ E-mail : acecdc@acefair.or.kr
- ☎ Contact : +82-62-611-2247

The 2nd Content Developer Conference(CDC) Content Evolution: Now & Future DATE: September 22nd to 23rd

SEPTEMBER 22nd

14:00-14:10 (10') OPENING CEREMONY & KEYNOTE SPEAKER Introduction

Keynote Speech

14:10-15:00 (50') Netflix "NETFLIX to the METAVERSE"

15:00-15:10 (10') BREAK TIME

SESSION 1. OTT

Chairperson : HA Ju-yong Prof. at Inha University, Former president of Korea Broadcasting Corporation

15:10-15:20 (10') OTT SESSION OTT SESSION Introduction

15:20-15:50 (30') WAVVE "OTT: The Era of Global Media Wars"

15:50-16:20 (30') Paramount "Planning, production strategies and tasks based on Global feature-length animation production environment trends"

16:20-16:30 (10') BREAK TIME

16:30-17:00 (30') ENA "The success of <Extraordinary Attorney Woo> and the direction of ENA"

17:00-17:30 (30') KBS(Public Media Institute) "Content industry of South Korea changed by OTT services"

17:30-18:00 (30') TVING "OTT Original Content Strategy"

18:30 ~ CDC Networking Party

SEPTEMBER 23rd

SESSION 2. METAVERSE

Chairperson : Shin Chun-sung Chonnam National University, Prof. at the Graduate School of Culture

10:30-10:40 (10') METAVERSE SESSION METAVERSE SESSION Introduction

10:40-11:10 (30') UNITY KOREA "The future of content with the METAVERSE technology"

11:10-11:40 (30') Microsoft "Microsoft technologies for experiences in the METAVERSE"

11:40-11:50 (10') BREAK TIME

11:50-12:20 (30') NVIDIA "How to build a Digital Twin with NVIDIA Omniverse"

12:20-14:00 (100') LUNCH TIME

SESSION 3. NFT

Chairperson : Bae Un-cheol Chairman of the Korea NFT Content Association

14:00-14:10 (10') NFT SESSION NFT SESSION Introduction

14:10-14:40 (30') Beeblock "The Trend of NFT issuance and emerging new platforms"

14:40-15:10 (30') Cjroblue "Creator's Eyes: The Direction of NFT Collaboration"

15:10-15:20 (10') BREAK TIME

SESSION 4. CONTENT MONETIZATION

Chairperson : Lee Hak-moo Team Leader of Mirae Asset Venture Investment

15:20-15:30 (10') CONTENT MONETIZATION SESSION Content Monetization SESSION Introduction

15:30-16:00 (30') THE SMC "Content Monetization: Short form video is the now, NFT is the future"

16:00-16:50 (50') Forbes "Future-Proof Content Marketing: What I Learned After 8 Years Working at Instagram & YouTube"

Content Evolution: Now & Future

Content Developer Conference

Content Developer Conference
(CDC)



SEPTEMBER
22nd(THU)
-23rd(FRI),2022

KIMDAEJUNG
Convention Center
Convention Hall (4F)

Hybrid
(Online & Offline System)

Host KWANGJU CITY
Organizer

PROGRAM



Keynote Speech

September 22nd



Mitch Lowe
NETFLIX
Co-founding Executive

“ From **NETFLIX**
to the **METVERSE** ”



OTT

September 22nd



WAVVE
Lee Hee-joo

“ OTT: The Era of Global
Media Wars ”

With the advent of the global media platform war, global OTTs from the U.S. are in full

swing to erode the global media market. We examine the need for mutual cooperation and joint development of the Korean media platform and content industry and K OTT Wavve's content provision strategy.



Paramount
Jhun Yong-duk

“ Planning, Production Strategy and Challenges of Global Animation Production Environment : Paramount ”

This lecture examines the global animation production trend through the rapidly evolving digital sharing technology and changes in the feature film production environment, as well as the diverse needs of the changing audience and the customized production strategies of animation producers and the planning process for successful branding.



ENA
Oh Kwang-hoon

“ The success of “Extraordinary Attorney Woo” and the direction of ENA ”

Based on his successful experience in original entertainment programs such as “The Aged Couple,” “Steel Troops,” and “I’m Solo,” Skytv showed his unlimited ability of original content, and plans to continue to focus his investment and capabilities on original dramas and entertainment.



KBS(Public Media Institute)
Yu Kon-shik

“ Content industry of South Korea changed by OTT services ”

Learn why OTT has become a trend in the media landscape, how global OTT centered on Netflix has changed the Korean content industry, and how the OTT war will unfold in Korea in the future.



TVING
Ko Chang-nam

“ OTT Original Content Strategy ”

After “Yumi's Cells”, “EXchange” is revealed Introducing Tving's diverse original content strategy, which examines the original content 'retention effect'



Metaverse

September 23rd



UNITY KOREA
Kim Beon-joo

“ The future of content with the METVERSE technology ”

The keyword “Metaverse”, which has focused our society's attention for the past year or so, is still vague, and many companies and creators are pioneering new areas created by the concept of Metaverse, and based on these examples, we want to find out the concept of Metaverse and its step-by-step approach.



Microsoft
Moon Jong-hun

“ Microsoft technologies for experiences in the metaverse ”

A Metaverse overview and Microsoft's three proposal that enable it - introduce Presence value, a new immersive world, prediction and automation, share roadmap with the latest Microsoft use cases and how Metaverse will evolve and we can prepare now.



NVIDIA
Seo Wan-seok

“ How to Build a Digital Twin with NVIDIA Omniverse ”

Start learning how to build a digital twin in NVIDIA Omniverse. Building a digital twin is a complex process and there are multiple ways to get started. We'll walk through a generalized example of one of the most common challenges in large-scale design and digital twin projects-being able to aggregate disparate 3D datasets (i.e., CAD, design, animation, or simulation) from many software ecosystems, and visualize them in full-design fidelity with no data loss or model decimation.



NFT

September 23rd



Beeblock
Hwang Ik-chan

“ The Trend of NFT issuance and emerging new platforms ”

In the NFT market, a private first-person market issued by digital writers and individuals, the trend of issuance of project-type and corporate-type NFTs, and the importance of responding to platforms and commercial applications accordingly in line with the rapidly changing NFT market trend.



Cjrobleu
Illustrator Cho Jung-hyun

“ Creator's Eyes: The Direction of NFT Collaboration ”

From the creator's point of view, the problems that arise during NFT collaboration between the content company and the author, and the opinions related to the future direction, and the ideas about NFT collaboration that I want to proceed as an illustrator are shared.



ContentMonetization

September 23rd



THE SMC
Alex Kim

“ Content Monetization: Short form video is the now, NFT is the future ”

Introducing the key research that NFT projects, which are attracting attention as a tool to form short form content and brand fandom represented by TikTok, Instagram Reels, and YouTube Shorts, can become Monetization.



Jon Youshaei
Former Instagram & Youtube

“ Future-Proof Content Marketing: What I Learned After 8 Years Working at Instagram & Youtube ”