

# Online Market Screening Registration Guide

# **ACFM** 2025





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### INFO & CONTACT

# ACFM 2025 Official Schedule

The Asian Contents & Film Market, also known as ACFM, concluded last year with its largest participation to date. This year we are preparing to furnish participants with even more informative programs.

ACFM Asian Contents & Film Market

Similar to last year, the ACFM 2025 open both Online Booth and Online Market Screening, allowing participants to enjoy some of the BIFF Official Selections and diverse line-ups from various sales companies online.

Asia's leading film and content market, ACFM 2025, will be held at **Exhibition Center 2, BEXCO, Busan** for four days from 20 to 23 September and on the <u>ACFM 2025 Online</u> for seven days from 17 to 23 September.



### Online Market Screening

ACFM 2025 Online Market Screening is an exclusive service provided online for ACFM 2025 participants. ACFM participants, including buyers, can get an access to not only the line-ups of various sales companies but also some of the BIFF Official Selections through Online Screening.

This year, Online Market Screening will be held online for 7 days on the <u>ACFM 2025 Online</u>, providing a convenient and safe environment.

#### **Eligibility:** Exhibitors of ACFM 2025

Registration Period (KST):

Tue, 1 July, 10:00 - Wed, 20 August, 23:59

#### Film Information Entry Period (KST):

Tue, 1 July, 10:00 - Mon, 25 August, 23:59

**Online Market Screening Period (KST):** Wed, 17 September, 10:00 - Tue, 23 September, 23:59



ACFM Asian Contents & Film Market

▲ This image may differ from the ACFM 2025 Online.



### **Booth Types & Benefits**

#### Sales Booth



▲ Sales Booth



ACFM 2025 have prepared the 6 types of Sales Booth (BEXCO, Busan) and the 2 types of Online Booth (Market Screening) to meet the various needs of companies participating. You can experience a place of business on high quality with diverse buyers and participants.

Pop-up Stand type does not include basic Online Market Screening benefits.

	Pop-up stand	1 Market Badge + Online Booth	\$ 1,500
	9sqm(3m*3m)	2 Market Badges + Online Booth + 5 Online Market Screenings	\$ 1,800
	18sqm(3m*6m)	5 Nights (1 bedroom) + 3 Market Badges + Online Booth + 5 Online Market Screenings	\$ 3,000
ALLOS MARKED	36sqm(6m*6m)	5 Nights (1 bedroom) + 8 Market Badge + Online Booth + 5 Online Market Screenings	\$ 5,200
a second a	54sqm(6m*9m)	10 Nights (2 bedrooms) + 8 Market Badges + Online Booth + 10 Online Market Screenings	\$ 6,800
The second second	Raw space (Starting from 54sqm)	5 Nights (1 bedroom) + 5 Market Badges	\$ 110

	Online Booth	
Package A	1 Market Badge + 5 Online Market Screenings	\$ 700
Package B	3 Market Badges + 10 Online Market Screenings	\$ 1,000

#### Additional Online Market Screening

Additional		
Online Market	5 Online Market Screenings	\$ 150
Screening		



### **Registration Process**

#### **STEP1.** Registration



Login



**Choose Booth** 

**Type & Category** 



Approval



### Payment

# STEP2. Setup



**Success** 

>>





Register Market Badge Or

>>

Register Online Booth

<mark>1st July</mark>	<mark>5th Aug.</mark>	20th Aug.	20th Aug.	25nd Aug.
Registration Opens	<b>Registration Closes</b>	<b>Registration Closes</b>	Submission Closes	Submission Closes
<ul><li>Sales Booth</li><li>Online Booth</li></ul>	- Sales Booth	- Online Booth	- Online Market Screening upload	- Online Booth information update

### **Online Market Screening Registration**

### Deadline for Online Market Screening Purchase &

#### Film Information Entry Guide

\*Online Market Screening Purchase Deadline : Wed, 20 August, 23:59 (KST)

\*Online Market Screening Upload & Film Information Entry Deadline : Mon, 25 August, 23:59 (KST)

#### \* Online Market Screening Registration Information

① Online Market Screening submissions must be classifiable by genre and are restricted to feature-length and short films, television and OTT content each accompanied by a synopsis.

② After uploading the file, we recommend playing the video file on '**My Page > Market Screening'** to check for any errors.

③ Please make sure to fill in the film information accurately, as it will be publicly available on the <u>ACFM 2025 Online</u>.

④ Please note that any information modified after the deadline will not be reflected on the website and ACFM will not be responsible for any issues caused by incorrect entries.

**(5)** All screening files will be discarded after the closure of Online Market Screening.

### **Online Market Screening Registration**

- **1. Online Market Screening Viewer's List**
- During the Online Market Screening period, exhibitors can check the Film Viewer Statistics and Viewer's List for their registered films in real-time.
- ② 'ACFM Official Website > My Page > Market Screening'.
- ③ The Viewer's List provides access history of Market Badge holders.

#### 2. Online Market Screening Viewing Eligibility

ACFM 2025 Market Badge holders

Online Market Screening is viewable after registering a Market Badge.

#### 'ACFM 2025 Online > Market Screening'

\* For Market Badge registration, please refer to the 'Market Badge Registration Guide'.



1. Click on 'Login' on the top right corner of <u>ACFM Official Website</u>. Click on **Create an account**>.

CACEM Common	A Film Menter epidember 2020	Busan Story Market Program News An	rchive My
		Asian Contents & Film Market 20-23 September 2025	
	E-mail		
	Login		
	Forgot your E-mail? Forgot your password?	Create an account	

\*You must re-login after registering your market badge to proceed with the Online Market Screening upload.

 Click 'My Page > Booth > Online Booth > Screening > Add Screening'.

Online Home > My F	Online Booth (Sales) Home > My Page > Booth > Online Booth (Sales)				
Company	/	Contact	Screening	Line-up	
Screening S	itatus				Add Screening
No	Туре		Order Number		Film Count
1	Online Booth				5
- Total Film Count	t 5Films. Information			🎁 Full Movie 🛛 🗱 C	Clip 🎬 Rough Cut 💼 Trailer
No	Film Image		Film Details		Actions
NO DATA					
					Add Screening



3. Fill in the required blanks and click <**Save and Next**>. You must enter all information in **English**.

Online Market Screening Guide KOR ENG			
ease fill in the information be All information must be enter Required fields(*) must be fill Please note that your title mu	ow. ed in English. ed in. st not include any sp	pecial characters. (e.g. ?@′1%*)	
English Title *			
Production Country	Kor Afg Alb If you c	rea ghanistan pania ari'a an't find the country you are seeking, please type in directly	•
Production Year	2025		~
Runnina Time	98	minutes	
	l agree to registe	er this content for Online Market Screening.*	
		Agree	

 Upload 'Poster' and 'Still Cut' images, and then click <Save and Next> to save the files, then click again to go to the next step.

	Online Market Screening Guide KOR ENG	
Please note that your file n	me must not include any special characters. (e.g. ?@'!%*)	
Title		
Press-kit (PDF)	<b>파일 선택</b> 선택된 파일 없음 * The maximum file size allowed is 5MB, and only PDF files are allowed.	
Poster (Image)	파일 선택 ) 선택된 파일 없음 * The maximum file size allowed is 5MB, and only JPG and GIF files are allowed. • Please upload the image at a ratio of 2:3 (vertical image).	
Still Cut (Image)	파일 선택 전택된 파일 없음 * * * * The maximum file size allowed is 5MB, and only JPG, PNG and GIF files are allowed	d.



- Please upload the appropriate file for each fields according to the 'Market Screening Technical Guide' by pressing < Upload>.
- 5. ② Press <**Browse**> to search your video file.Wait a few seconds for it to load.

m Upload	1 2 3 4 5
Online Market Screening Guide KOR ENG	
ensure a high technical quality, we recommend the following settings for file compression.	Drop Files Here
le Specification	
Audio, video and subtitles must be contained in a single file and the size should not exceed 5GB.	
deo Format	
File Format : MP4, MOV, AVI	Browse
Codec : H.264 high profile	
Resolution : 1920×1080 px / 16:9 aspect ratio	
English Title	Asian Contenta & Film Market 20-23 September 2025
Full Movie	72%
Clip Upload	
Rough Cut Upload	
Trailer Upload	Drop Files Here
* It will take some time to convert the submitted video. Please try playing the video after a few minutes.	
Previous Step	Save and Next

\* Full Movie upload is MANDATORY.



5. ③ Press **<Save and Next>** once all your files are loaded.

English Title			
Full Movie	Play Delete		
Clip	Play Delete		
Rough Cut	Play Delete		<b>Sorry</b> We're having a little trouble.
Trailer	Play Delete		
* It will take some time to conve	ert the submitted video. Please try playing the video after a fe	ew minutes.	
Previous Step		Save and Next	

- It will take some time to convert the video when uploading a video file.
- If you click the Play button, you might encounter an error message similar to the image at the right side. However, there is no issue, so please wait and try playing it again later.
- The upload speed may vary depending on your internet connection. If it takes a long time to upload, please refer to 'Market Screening Technical Guide' and compress the video file and try re-uploading it again.

You can set the Viewing Rights for each individual works.
 Press <Save and Next> to finish your screening upload.

	All Countries	*selected countries can screen your film.
Badge Holders (ACFM,APM)	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> </ul>	•
	All Countries	*selected countries can screen your film.
Press	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> </ul>	•
	All Countries	*selected countries can screen your film.
Buyers	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> </ul>	
Previous Step		Save and Next



ACFM Contents & Film Marke

- Individual settings for the Viewing Rights of Full Movie, Clip, and Rough-cut is unavailable.
- You can modify your Viewing Rights until Mon, 25 August, 23:59 (KST).
- Trailer is open for everyone and Viewing Rights for trailers cannot be changed.



After all the registration is done, you can check the following page.
 You can freely add or edit Online Market Screening information until Mon, 25 August, 23:59 (KST).

#### \* 3 Ways to check submitted information

- 1) Go to 'My Page > Market Screening'.
- 2) Click on '**Market Screening**' that appears on the 'Online Market Screening Registration Completed' page.
- 3) Click < Online Market Screening complete>.

Home > My Page > Market Screening	
Online Market Screening Registration Completed	1 2 3 4 5
Online Market Screening Guide KOR ENG	
Your Online Market Screening submission is completed. - We recommend double-checking in 'Market Screening' o ensure that your content is uploaded. - For any inquiries, please contact screening@acfm.kr.	
Online Market Screening complete.	

- **★** Following procedure is for those who wish to purchase additional Online Market Screening.
  - 1. Click <Login> on the top right corner of <u>ACFM Official Website</u>.

BIFF ACFM APM ACF ACA BAFA (	Community BIFF 동네방네비프	Forum BIFF F	PRESS			ENG	ACFM 2025 온	2 <u>1</u> Login
Aciento A Film Market 20-23 September 2025		ACFM	참가등록	부산스토리마켓	프로그램	ACFM 소식	아카이브	마이페이지
						×		
		AC	FN	Contents & 20-23 Sept	Film Mark tember 202	st 5		
	E-mail							
	A Passwor	d					-	
	Login							
	Forgot your E	-mail?						
	Forgot your pa	assword?			Create	an accour	It	
							2.33	

Click 'Registration > Market Screening' and click on
 <Online Market Screening Registration>. If the following popup appears, click "Cancel" to proceed to the next step.

#### **Details of Online Market Screening**

- ACFM 2025 offers Online Market Screening opportunities only to those who purchased Sales Booth or Online Booth.
- For those who are interested in uploading more contents, additional uploads are available with the payment of an extra Online Market Screening purchase.
- · Exhibitors participating in ACFM 2025 cannot submit their own advertisement or PR videos.
- Only Market Badge and APM Badge holders can view Online Market Screening.
- Online Market Screening offers viewing and security rights, and viewers list.
- Cancellation can be made until the registration period with 30% of administrative costs deducted from the total payment.

**Online Market Screening Registration** 

#### www.acfm.kr 내용:

You have purchased a Booth. You will be redirected to the 'My Page > Add Screening' tab form Market Screening upload.

ACFM Asian Contents & Film Market

- 3. Select the number of sets and click <**Reservation Confirm**>. Please note that you can only purchase additional screenings through card payment.
- 4. Press **<Make the payment>** to complete your payment process.

ACFM Asian Contents & Film Market

Mark Home > Reg	gistration > 1	reening Market Screening		Online Market Screening Re	gistration		
		Online Market Screening Registration Guide KOR ENG	and and a second	Total number of titles			
<ul> <li>ACFM 2025 Online Market Screening will be held online.</li> <li>Online Market Screening for 2025 will not be operated by time slots and will be available at any time within the period.</li> </ul>			Unit Price(USD)	Set	Amount(USD)		
			150	1	150		
					Total Amou	unt : <b>USD 150</b>	
1(5	films) films) films) 0 films)	<ul> <li>Set(s)</li> </ul>		Payment Methods - In order to proceed with your payment, please - The international remittance fee must be pa	e choose one of the optic <b>id by the sender.</b>	ons below.	
- Booth 9 3(1) Online Ma 4(20	5 films) 0 films)	w Space/Package A buyers can upload 5 films, 54sqm/Package B buyers can upload 10 films each for		◯ Domestic Payment (국내결제) ⊚ Overs	eas Payment (해외결제	I) Select your paym	ent method.
- This pay 5(29 6(30 - 5 additionar m	5 films) 0 films) ms can be upica	wish to upload additional films. wed with the purchase of 1 set. (max 2hrs/film)		* Please note that changing the payment method	od is not allowed once ye	ou have made the payment.	
- Registration an	nd submission of	film information should be completed by 20 August (KST).					
- Please contact	t screening@acf	m.kr if you wish to purchase more than 6 sets(30 films).		Previous Step Download Invoice			Make the payment
		Reservation Confirm					

5. (1) After the payment is completed, you can upload the screening file by clicking <**Go to Market Screening (My Page)**>, then pressing <Add Screening>.

- **Market Screening** Home > My Page > Market Screening Screening Status No Type Order Numbe Film Count Date 1 Online Booth 5 2 Screening 5 3 Screening 5 5 4 Screening - Total Film Count 20Films. Screening Information Full Movie Clip Rough Cut Trailer - Viewer Statistics of Total Films : A Save as No Film Image Film Details Completed Step/s Actions Viewers NO DATA According to the running time, it may take some time to convert the submitted video. Please check after a few minutes.
- Your order details are : Total number of set :1 set Unit Price(USD) Amount(USD) set 150 150 1 Total Amount : 150(USD) **Download Receipt** Follow the link below and fill up the Film Information by 25 August (KST). The information submitted will be included in the ACFM Online. Please be notified that revisions made after the deadline may not be included

Your payment for Online Market Screening has been completed successfully.

Go to Market Screening (My Page)

For further inquiries regarding Market Screening, please contact screening@acfm.kr

▲ A confirmation email will be sent after the payment.





#### **\*** Following procedure is the same as the screening upload process.

Fill in the required blanks and click <Save and Next>.
 You must enter all information in English.

Film Information	1 2 3 4 5	
	Online Market Screening Guide KOR ENG	
Please fill in the information be - All information must be ente - Required fields(*) must be fil - Please note that your title m	elow. red in English. Iled in. ust not include any special characters. (e.g. ?@ <sup>1</sup> %*)	
English Title *		$\overline{}$
Production Country	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Alqeria</li> <li>If you can't find the country you are seeking, please type in directly.</li> </ul>	2
Production Year	2025	
Runnina Time	98 minutes	
	l agree to register this content for Online Market Screening.*	
revious Step	Save and N	lext

 Please upload the appropriate file for each fields according to the 'Market Screening Technical Guide'.

	Online Market Screening Guide	KOR ENG
o ensure a high technical q	uality, we recommend the following settings	for file compression.
le Specification		
Audio, video and subtitles m	ust be contained in a single file and the size sh	nould not exceed 5GB.
ideo Format		
File Format : MP4. MOV. AVI		
Codec : H.264 high profile		
Resolution : 1920×1080 px /	16:9 aspect ratio	
English Title		
Full Movie	Upload	
	Upload	
Clip		
Clip	Upload	
Clip Rough Cut	Upload Upload	



Badge Holders (ACFM,APM)	All Countries	*selected countries can screen your film.		
	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Alqeria</li> </ul>			
Press	All Countries	*selected countries can screen your film.		
	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> </ul>			
Buyers	All Countries	*selected countries can screen your film.		
	<ul> <li>Korea</li> <li>Afghanistan</li> <li>Albania</li> <li>Algeria</li> </ul>			
Previous Step		Save and Next		



- You can set the Viewing Rights for each individual works.
   Press <Save and Next> to finish your screening upload.
- Viewing Rights will only be granted to the selected countries. Please note that everyone can screen your film if you do not make any changes to the Viewing Rights setting.
- Individual settings for the Viewing Rights of Full Movie, Clip, and Rough-cut is unavailable.
- You can modify your Viewing Rights until Mon, 25 August, 23:59 (KST).
- Trailer is open for everyone and Viewing Rights for trailers cannot be changed.



 Once you uploaded the additional screening, go to 'My Page > Market Screening' to check the submitted information.

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• You can freely add or edit screening information until Mon, 25 August, 23:59 (KST).

\* Check your upload progress through 'Completed Step(s)'.



### ACFM 2025 Online Market Screening Regulations

#### Article 1. Purpose

This regulation aims to establish general guidelines for the efficient operation of ACFM 2025 Market Screening and to facilitate active transactions within the market.

#### **Article 2. Definition**

Market Screening refers to the showcasing of film and video contents at ACFM 2025 Online, held to facilitate active transactions and exchanges of outstanding content from around the world.

#### Article 3. Registration Regulations

- 1. Market Screening for ACFM 2025 is eligible for works produced after January 2024.
- 2. Market Screening is limited to feature-length or short films, TV shows, OTT content and Promo Reels. Promotional videos about specific companies or organizations are not eligible for submission.
- 3. Only film and video contents that fall under the categories specified by your company(FILM/TV/IP/TECH) are eligible for market screening uploads.
- 4. For 1 set of Market Screening submission, a maximum of 5 works can be uploaded, with a total duration of 600 minutes. If the total duration of the submitted films exceeds 600 minutes, the number of eligible films for submission will be limited to less than 5. If you wish to submit more than that, additional purchase of Market Screening is possible.
- 5. For Market Screening, submitting the 'Full Movie' file is mandatory, and additional uploads of 'Rough-cut', 'Clip' and 'Trailer' files are optional.
- 6. If the submitted work contains dialogue in languages other than English, English subtitles are required.
- 7. The file size should be within 5GB, and uploads in MP4, MOV, and AVI formats are allowed.
- 8. 'ACFM Premiere' refers to film and video content that has never been shown publicly at another market or at another film festival, and is first-time screening at ACFM.
- 9. Promo Reels are content that introduces the company's lineup or summarizes its series to industry players unlike trailers, which target audiences.
- 10. Submissions promoting violence, discrimination, disturbing public order may be rejected.

#### Article 4. Agreement for Use of Film Information

The information of works for which prior consent for 'Agreement for Use of Film Information' can be used for internal promotional purposes, such as ACFM 2025 Newsletters.

#### **Article 5. Refund and Cancellation**

- 1. All the rules listed below apply universally to all regions.
- 2. Cancellation can be made during the registration period (1 July 22 August) with 30% of administrative costs deducted from the total payment.
- 3. No cancellations or refunds will be given after the registration period, which is 22 August.

### ACFM 2025 FAQ

\*When does Online Booth and Screening registration begin?

Online booth and Screening registration begins on 1 July and ends 20 Aug.

### \*When is the deadline for editing Booth and Screening information?

The deadline to edit booth and screening information is 25 Aug, five days after the registration deadline.

#### \*How do I edit my Online Booth?

In order to edit your Online Booth information, you will have to use the account that has bought the Sales Booth which includes the Online Booth option. You can access this on our Official Website <u>acfm.kr</u> through My Page > Booth > Online Booth.

\*Can I buy multiple booths with one account?

You can only buy one booth per account.



#### \*What does 'year of production' mean?

The 'year of production' is defined by the year when the film was completed, and does not refer to the period of shooting.

### \*Are there physical screenings? How do I purchase slots for my screening?

Currently, ACFM market screening operates ONLY online. Screenings will not be by time slot, but will be available to watch 24/7 during our market screening period from 17 - 23 Sep.

#### \*Can I get a preview of my Online Booth or Market Screening before the market screening period opens?

We will have a trial run before the official opening of our ACFM Market. You will be able to preview your Online Booth and Screenings and see how it will look to the other companies, buyers, and viewers participating in the market on ACFM 2025 Online <u>online.acfm.kr</u>.



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Online Booth& Market Screening

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### Asian Contents & Film Market 20-23 September 2025

