



**BROADCASTING CONTENT  
DEVELOPMENT**  
CRC CONFERENCE

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2016.03.22

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**ТЭМҮҮЛЭЛ,**  
CREATIVITY  
AND PASSION

**ТЭМҮҮЛЭЛ,**  
WHERE IT  
WILL GO!



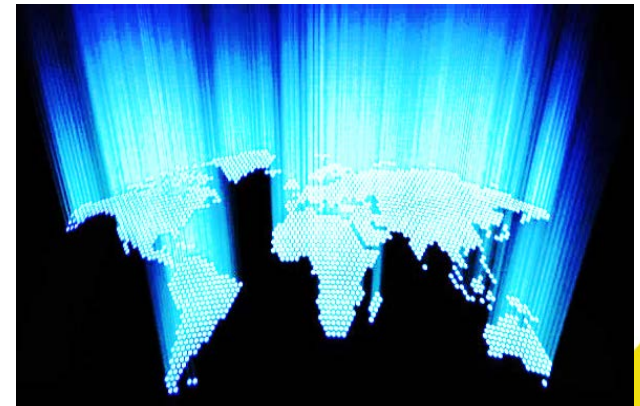
Every country has its own culture and identity to share with the world !



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# TELEVISION IS A GLOBAL COMMUNITY

1. **C**onsume and distribute content anywhere
2. **C**onnect with demographics on their screen of choice
3. **F**ormats travel faster and farther
4. **N**o one can predict the future
5. **T**ime of incredible opportunity



# ENTERTAINMENT IS POWER

1. **B**ringing people together
2. **G**ives a country an identity and pushes it forward
3. **T**ranscends borders
4. **C**ultivates global partners
5. **M**akes a profit
6. **G**overnment cooperation
7. **F**osters long term prosperity



# CJ E&M'S JOURNEY

1. **W**estern content and foreign formats
2. **I**nteract and invest in a system to produce diverse content
3. **C**ost-effective platforms: marketing, social media, and digital
4. **L**earn from failure and success
5. **D**ifferentiate and connect
6. **C**reative casting



# INVEST IN WHAT?



1. **E**mployees
2. **C**reativity
3. **S**ocial Media, digital platforms, MCNs, marketing
4. **B**rand identity
5. **B**e active: markets, newsletters, relationships



# FORMAT KEYS

1. **D**oes the creator have temul?
2. **I**s it different?
3. **I**s it cleverly simple?
4. **W**hat story?
5. **I**s it universal? Can it travel?
6. **I**s it renewable?
7. **I**s it scalable?
8. **I**s it legally protectable?
9. **D**igital strategy



# CASE STUDY

**C**reator's Inspiration

**W**hy it works

**G**lobal concerns





# THINGS TO WATCH OUT FOR

1. **F**ollowing Trends only
2. **U**nwilling to Take Risks
3. **C**ontracts
4. **\*V**alue isn't in the content you create, it's in the content rights you control.





Thank you!



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