

S E O U L

SPP 2020  
this year goes

**online  
Biz-  
Matching!**

P R O M O T I O N

P L A N

Widely & Focused IPs  
in Asia for your  
business success

**SPP**

13 JUL ~14 AUG 2020  
www.spp.kr

sba  
I·SEOUL·U  
SICAF

**For Seller (IP Holder)**

# Project Screening & Biz Matching User Guide

I·SEOUL·U sba SICAF

## Notice!

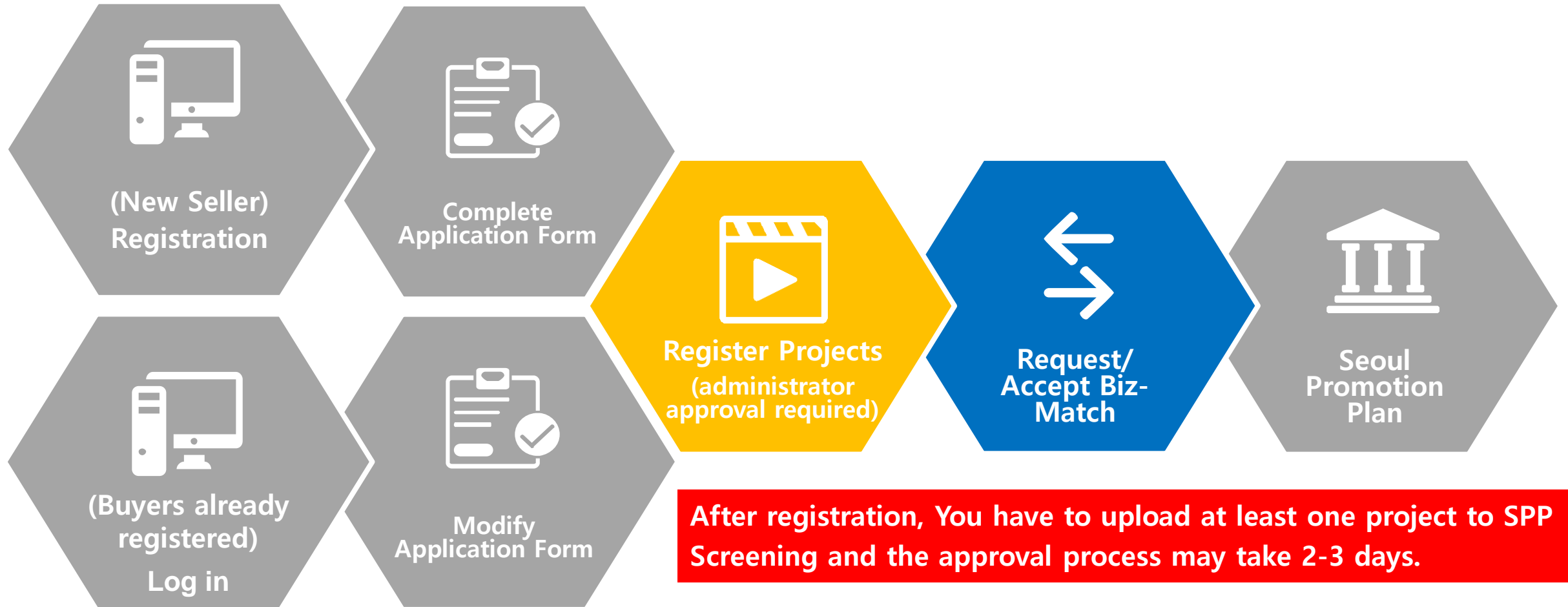
### **New participants**

**At least one project must be registered** for participation in SPP 2020 and the approval process may take 2-3 days.

### **Existing participants**

**You need to modify the company information and project details** to complete the application for participation. **You need to register at least one project** to complete the application for participation in SPP 2020. The approval process may take 2-3 days. Buyers will screen your projects frequently and contact you with message system.

- 1. How to arrange Biz-Match**
2. How to register
3. How to add a project
4. How to modify information
5. Request & accept Biz-Match
6. Manage my Biz-Match



- ✓ Sellers who have already signed up must change the basic information after logging in to participate in SPP 2020.
- ✓ Please fill out the details as much as possible so that you can get recommendations for buyers with high accuracy.

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1 Access to homepage(<http://spp.kr>) and click 'Register Seller'

The screenshot shows the SPP 2020 homepage. At the top left is the SPP logo. The navigation menu includes 'SPP 2020 / Biz Matching / Screening'. On the right, there are links for 'Login' and 'LANGUAGE'. The main content area has a red background with the text 'ONLINE BIZ-MATCHING 13 Jul. - 14 Aug. 2020' and 'SEOUL PROMOTION PLAN'. A large number '2' is visible in the background. At the bottom left is the 'sba' logo with 'I-SEOUL-U' and 'SBA' below it. At the bottom right is the website address 'www.spp.kr'. On the right side, there are two buttons: 'Register Seller' (highlighted with a blue border and a hand cursor) and 'Biz-Matching User Guide'.

## 2 Agree to terms of service



### ■ The purpose of the collection and use of personal information

The company collected personal information for the following purposes.

On the implementation of services and service providers in accordance with the contract price settlement

Content provided

Membership Management

- Membership services for the usage of personal identification, prevention of unauthorized use of defective members and unauthorized use prevention, physician and confirmed, such as complaint handling complaints

Utilized in marketing and advertising - Advertising information and events transfer, hold, or frequency of the statistics for service members

### ■ Personal data collected items

I agree to the use of my personal information that I provide

Proceed to apply

Cancel



**3 Registration after completing an application form**



No temporarily saved data Save temporarily | Delete temp data

ID	<input type="text"/>	<b>Check Availability</b>	Password	<input type="password"/>
----	----------------------	---------------------------	----------	--------------------------

o Company Information  
 ※ Some information (Company, Department, Name) contained in this application form will be displayed on the website and Business matching Directory Book.  
 ※ Participants will be provided with an entry pass for the SPP event.

Company (ENG)*	<input type="text"/>	CEO name (ENG)*	<input type="text"/>
Homepage	<input type="text"/>	Country*	==Choose== <input type="button" value="v"/>

---

Title	<input type="text"/>	Email	<input type="text"/>
Telephone	<input type="text"/>	Mobile	<input type="text"/>



※ **Save temporarily** You can save your data on your device temporarily and complete or revise it later (not website registration)  
 ※ **[Save temporarily]:** press the button if you want to temporarily save data displayed on the current page  
 ※ **[Load]:** load data you saved temporarily (forms will be filled in automatically after you click this button)  
 \* **Attention! If you click [Save temporarily] on an empty page, it will replace your previously saved data**



**Create ID > Submit after completing the form**



✳ After registration, you can check all steps and details about Biz-Match in the Mypage. The functions of the tabs are as follows.

The screenshot shows the SPP Mypage interface. The left sidebar contains a navigation menu with the following items: Edit My Info (1), SCREENING (2), Project Registration, Reports, Message (3), Inbox, Sent, My Biz-Match (4), Request Biz-Match (5), Meeting Schedule (6), Change Password, and Logout. The main content area displays a welcome message for the Seoul Business Agency and provides instructions on submitting projects for Biz-Match. It features sections for Project Screening (with links for My Project List and Register new project), Online Biz-match (with a Buyer List search), and SCREENING REPORTS (with options for Overview and Detailed reports in HTML, XLS, and PDF formats).

- 1 You can check and revise your information.
- 2 You can add your projects(content) and see whether buyers screen your projects.
- 3 You can receive/send messages with buyers.
- 4 Sellers who have added more than one project can participate under the administrator's approval.
- 5 You can search the buyers list and request Biz-Match on the More Info page.
- 6 You can check your status and confirm meeting schedules.

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#### [SCREENING]

After sellers(IP holders) add their projects, buyers can access them and sellers can see which buyers browsed and for how long they watched the projects.

※ Sellers need to add at least one project to participate in online Biz-Matching

**4 Add a new project**

**5 Add a project**

The screenshot shows a user's profile page with a sidebar menu on the left. The 'Project Registration' option is highlighted with a red box and a hand icon. In the main content area, the 'Regist new project' button is also highlighted with a red box and a hand icon. A large red 'or' is placed between the two highlighted elements. The page title is 'We :ncy!'.

Click 'Project Registration' or 'Regist new project'

The screenshot shows the 'NEW PROJECT' registration form. A yellow banner at the top reads 'Choose project content category and fill in the form.' The 'PROJECT CONTENT CATEGORY\*' dropdown menu is open, showing options like Animation, Webtoon, Character, and Game. A hand icon with an exclamation mark points to the dropdown. The form includes fields for TITLE\*, GENRE\*, AGE GROUP\*, PRODUCTION STATUS\*, SALES RIGHTS: COUNTRIES\*, EXISTING LICENSES, AVAILABLE LICENSES, and CONTACT TYPE. A 'Submit' button is highlighted with a red box and a hand icon at the bottom right.

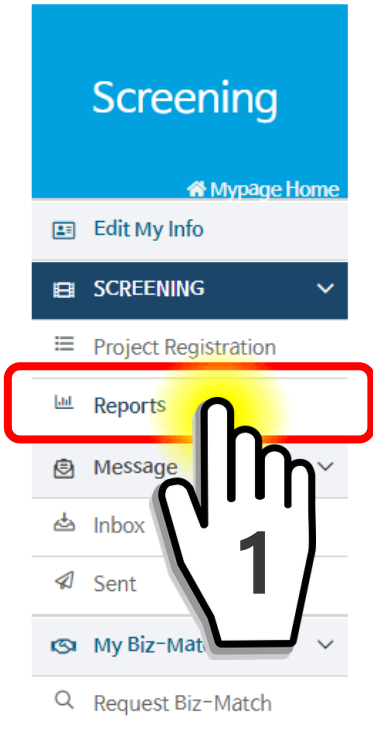
Choose project content category and fill in the form.

NEW PROJECT \* 필수기입항목 (모든 항목은 영어로 입력해주시기 바랍니다.)

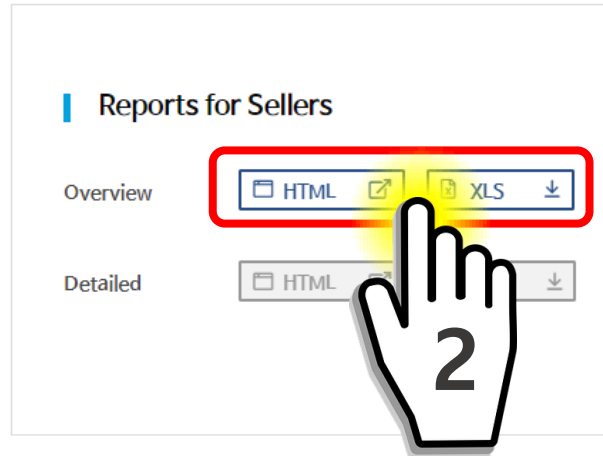
Click 'register' after completing project information  
\*Please fill in all forms in English.

**6 Check the Screening Report**

**7 Check the Report (Buyers who browsed my project and screening information)**



SCREENING REPORTS



'Reports' > Click 'HTML' or 'XLS'

Screening Info				
	Times viewed	Times Screened	Total screening duration	Playlisted
1 V	0	0	0:00:00	FALSE
2 S	0	0	0:00:00	TRUE
3 J	0	0	0:00:00	FALSE
4 D	0	0	0:00:00	TRUE
5 R	2	0	0:00:00	FALSE
6 B	2	0	0:00:00	FALSE
7 S	1	0	0:00:00	FALSE
8 R	2	0	0:00:00	FALSE

Screening Info			
Times viewed	Times Screened	Total screening duration	Playlisted

how much 'more info' was viewed

How many times the video was played

How long the video was played in total

Whether the project was added to My Playlist

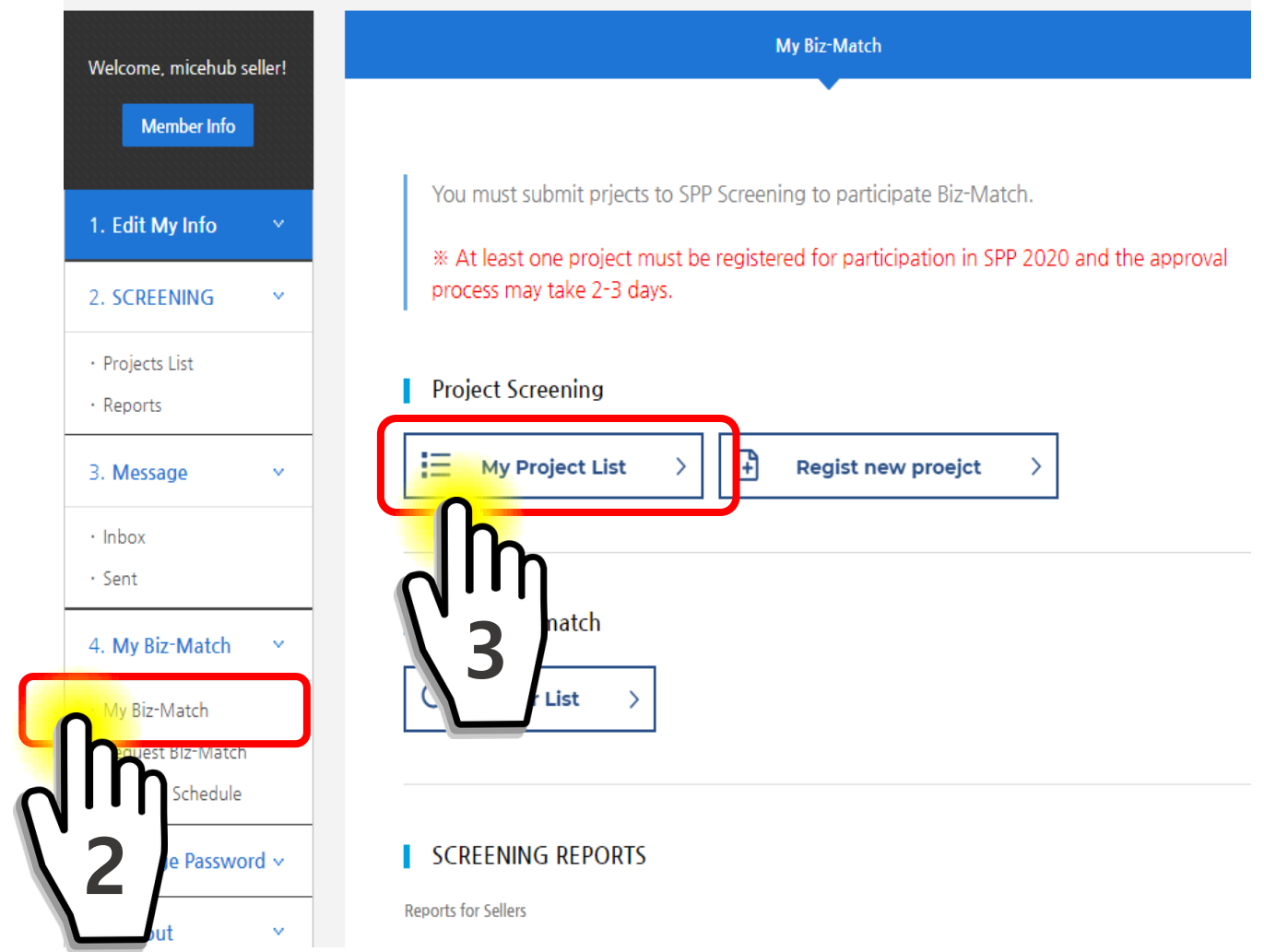
1. How to arrange Biz-Match
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- 4. How to modify information**
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The entry form has been changed, so please make sure you update the information to match the new form.

**A** Log in



**B** [My page] – My Biz-Match



**C** Modify/Update corporate information

Fax	1	E-mail	jy.choi@mic hub.com	
Add Participant	First Name		Last Name	
	Department		Position	
	Title	<input type="radio"/> Mr. <input type="radio"/> Ms. <input type="radio"/> Dr. <input type="radio"/> Other:		Email
	Telephone		Mobile	

[Go back](#) [Edit](#)




**D** Modify/Update information of existing projects

### Projects List

HOME > Mypage > Projects List

Please Click [Regist] button, if you want to add Item.

[Regist](#)



**mice mice Wow!!**  
Last Updated: 2020-06-03 10:47:44.0

[Preview](#) [Edit info](#)

<< 1 >>



1. How to arrange Biz-Match
2. How to register
3. How to add a project
4. How to modify information
5. **Request & accept Biz-Match**
6. Manage my Biz-Match

**SPP 1:1 Biz- Matching** can be arranged between companies without the intervention of the organizer.

Coordinate dates and times with sellers for SPP 2020 online video Biz Matching.



★ Check administrator's approval email (you can participate in Biz-Matching after receiving this email.)

## Title : [SPP 2020] Thank you for your registration



### Confirmation Letter for Seller

Dear. **Kildong Hong**

Thank you for registering for the **SPP 2020**

Your SPP 2020 account is now active.

Please visit [\[SPP website\]](#) to find your new business partner

| ID : **123456789**

You can login to the [\[My page\]](#) to review and change your information.

If you have any further question, please contact us.

SBA (Seoul Business Agency) | 400 Worldcup Buk-ro(1602 Sangam-dong), Mapo-gu, Seoul, Korea 03925  
Business Registration Number 102-82-09623  
Seoul Animation Center | 16F, Namsan Central Tower, 48, Sogong-ro, Jung-gu, Seoul, Republic of Korea 04631  
Tel : +82-2-3455-8366 | Fax : +82-2-3455-8328 | Email : kdkim@sba.seoul.kr

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## 8 Check buyers list & request Biz-Match

The screenshot displays the 'Request Biz-Match' section of the SPP Mypage. The sidebar on the left contains navigation options: 'Request Biz-Match' (highlighted with a red circle and '1'), 'Meeting Schedule', 'Change Password', and 'Logout'. The main content area features a search filter section (highlighted with a red circle and '2') with dropdown menus for 'Business Type' and 'Country', a 'Company Name' input field, a 'Search' button, and a 'Meeting requested' checkbox. Below the search filters, there is a list of company profiles, each with a 'More Info' button (highlighted with a red circle and '3'). The profiles shown are:

- Alibaba**: China, [China](#). Company Activity: Financing, Licensing, Online platforms & video distributors, Operator (Cable/Sat/IPTV/Mobile). Matter of Interest: Co-production, Licensing.
- Animation Int'l Ltd**: Hong Kong, [www.ail.com.hk](http://www.ail.com.hk). Company Activity: Licensing, Media/Creative Agency, Licensing Agency, Online platforms & video distributors, Operator (Cable/Sat/IPTV/Mobile), Rights Holder/Distribution. Matter of Interest: Licensing.
- Antares International Media**: Singapore, [www.antares-tv.com](http://www.antares-tv.com). Company Activity: Licensing, Licensing Agency, Rights Holder/Distribution. Matter of Interest: Licensing, Distribution.

- 1 Click 'Request Biz-Match' in Mypage
- 2 Filtering on the top and search
- 3 Click "More info" and check the company's detailed information

**9** Click Request Biz-Match if you want Biz-Matching after checking the detailed information

**10** In addition to requesting Biz-Match, you can use the “Send Message” button for a preliminary consultation and check the status in Inbox / Sent from the “Message” tab.

### Seoul Business Agency

#### o Company Information

Company (ENG)	Seoul Business Agency	CEO name (ENG)	Jang Young Seung
Homepage	<a href="http://www.sba.kr">www.sba.kr</a>	Country	Korea, Republic of

#### o Business Information & Company Type

Animation	<input type="checkbox"/> TV Broadcaster	<input type="checkbox"/> OTT/IPTV	<input type="checkbox"/> Distributor	<input type="checkbox"/> Investor
	<input type="checkbox"/> Others:			
Character	<input type="checkbox"/> Licensee	<input type="checkbox"/> Licensing agent	<input type="checkbox"/> Others:	
Webtoon	<input type="checkbox"/> Online platform	<input type="checkbox"/> Webtoon agency	<input type="checkbox"/> Others:	

Request Biz-Match   Send Message

Send Message to Seoul Business Agency
×

Write down a message you want to send.

Send Message

Send a meeting request to **Seoul Business Agency**
×

Please check your meeting place.  
※ Because of some circumstances of secretariat, the meeting place may be changed.

**Meeting Location**

Grand Ballroom

Partner will select meeting time regarding to your available time table. If you want to change your available times, please click [Change available times] button and control them.

My timetable

※ Meeting request cannot be cancelled once the request recipient accepts your request.  
 If you need to cancel the meeting due to unexpected circumstances, please contact the secretariat or the meeting partner.

Send Request

Close

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#### [My Biz-Match]

You can manage and confirm Biz-Matching requests on this page.

Participants who have received the administrator's approval email can access this page.

**11 Meeting Schedule (request status and manage meeting schedule)**

Member Info

- 1. Edit My Info
- 2. SCREENING
- Project Screening
  - My Playlist
  - Reports
- 3. Message
- Inbox
  - Sent
- 4. My Biz-Match
- My Biz-Match
  - Request Biz-Match
  - Meeting Schedule
- 5. Change Passw
- 6. Logout

**Arrangement Result** Print

Date	July 13(Mon)																											
Time	10:00	10:20	10:40	11:00	11:20	11:40	12:00	12:20	12:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40	
Arranged Meeting			A02			A10																						

Date	July 14(Tue)																													
Time	09:00	09:20	09:40	10:00	10:20	10:40	11:00	11:20	11:40	12:00	12:20	12:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40
Arranged Meeting																														

Date	July 15(Wed)																													
Time	09:00	09:20	09:40	10:00	10:20	10:40	11:00	11:20	11:40	12:00	12:20	12:40	13:00	13:20	13:40	14:00	14:20	14:40	15:00	15:20	15:40	16:00	16:20	16:40	17:00	17:20	17:40	18:00	18:20	18:40
Arranged Meeting																														

Available Time 
  Meeting Unavailable 
  Arranged Time  
 (Please refer to the table below for the scheduled company.)

**Meeting List**

#	Time	Company Name	Person in charge	E-mail	Meeting Place	Interpreter Service	Cancel Arrangement
1	07-13 10:40 ~ 11:00	micehub seller 마이스허브	Kildong Hong	jy.choi@micehub.com	Meeting Booth (A02)	( Not specified )	My Request Arranged by secretariat
2	07-13 11:40 ~ 12:00	micehub	Younhee Lee	.	Meeting Booth (A10)	( Not specified )	My Request Arranged by secretariat

**[Meeting List]**  
 You can see confirmed meetings on the time table here after you or your partner accept meeting requests.

**Meeting Arrangement Waiting List**

#	Company Name	Person in charge	E-mail	Status	Action
1	Edu Broadcasting	Amie Lee	<a href="mailto:amie@gmail.com">amie@gmail.com</a>	Partner's Request	<div style="background-color: #007bff; color: white; padding: 2px; margin-bottom: 2px;">Accept</div> <div style="background-color: #007bff; color: white; padding: 2px; margin-bottom: 2px;">Decline</div>
2	Top Markitting	Gildong Hong	<a href="mailto:Hong@naver.com">Hong@naver.com</a>	My Request	<div style="background-color: #007bff; color: white; padding: 2px; margin-bottom: 2px;">Withdraw</div>
3	SBA	Giljun Choi	<a href="mailto:choi@naver.com">choi@naver.com</a>	My Refusal	<div style="background-color: #007bff; color: white; padding: 2px; margin-bottom: 2px;">Revoke refusal</div>

**[Meeting Arrangement Waiting List]**  
 If you or your partner doesn't accept a request, you can see it on the waiting list here. If you want to accept the request, click [Accept]. If you don't want the meeting, click [decline].

## 12 Accepting and declining Biz-Match

### How to accept or decline when you receive a meeting request

- Accept:**
- ① Click [Accept] in the Meeting Arrangement Waiting List
  - ② Select your preferred meeting time
  - ③ Click [Accept Request]

**Decline:** Click [Decline] on the Meeting Arrangement Waiting List

#### Meeting List

#	Time	Company Name	Person in charge	E-mail	Meeting Place	Cancel Arrangement
1	07-15 11:20	ABC Media	Jeff Kim	<a href="mailto:Jeff@gmail.com">Jeff@gmail.com</a>	Grand Ballroom	<a href="#">My Request</a>
2	07-15 13:00	JTBCC Broadcasting	Albert	<a href="mailto:albert@gmail.com">albert@gmail.com</a>	Grand Ballroom	<a href="#">Partner's Request</a> <a href="#">Withdraw</a>

#### Meeting Arrangement Waiting List

#	Company Name	Person in charge	E-mail	Status	Action
1	Edu Broadcasting	Amie Lee	<a href="mailto:amie@gmail.com">amie@gmail.com</a>	Partner's Request	<a href="#">Accept</a> <a href="#">Decline</a> <a href="#">Withdraw</a>
2	Top Markitting	Gildong Hong	<a href="mailto:Hong@naver.com">Hong@naver.com</a>	My Request	<a href="#">Revoke refusal</a>
3	SBA	Giljun Choi	<a href="mailto:choi@naver.com">choi@naver.com</a>	My Refusal	



#### Accept meeting request from Seoul Business Agency (서울산업진흥원...)

Please choose your preferred meeting place. List on the left is preferred places of the partner.  
 ※ Because of either the opponent's preferred booth or some circumstances of secretariat, the place you choose may not be a actual meeting place.

Requested Place	Meeting Location
<input checked="" type="checkbox"/> Grand Ballr...	<input checked="" type="checkbox"/> Grand Ballr...

Please select time to meet Seoul Business Agency (서울산업진흥원....) It shows only the times that both you and your partner are available. If there are no times showing, you cannot accept this request. Otherwise you can control your available times after click [Change available times] buttons.

※ You can choose at most 2 adjacent times.

Date: July 15 (Mon)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10:00	10:20	10:40	11:00	11:20	11:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13:00	13:20	13:40	14:00	14:20	14:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15:00	15:20	15:40	16:00	16:20	16:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17:00	17:20	17:40	18:00	18:20	18:40

Date: July 16 (Tue)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09:00	09:20	09:40	10:00	10:20	10:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11:00	11:20	11:40	13:00	13:20	13:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14:00	14:20	14:40	15:00	15:20	15:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16:00	16:20	16:40	17:00	17:20	17:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18:00	18:20	18:40			

Date: July 17 (Wed)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09:00	09:20	09:40	10:00	10:20	10:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11:00	11:20	11:40	13:00	13:20	13:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14:00	14:20	14:40	15:00	15:20	15:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16:00	16:20	16:40	17:00	17:20	17:40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18:00	18:20	18:40			



- \*[Withdraw] Cancel the request you sent before the partner checks it
- \*[Revoke refusal] If you declined a meeting request from a partner, you can change the status from "My Refusal" to "Partner's Request"
- \*If you want to cancel a confirmed meeting that you have requested, you need to send a message to the partner. The party that receive a meeting request has the option to cancel an arranged meeting.

My timetable	Partner's timetable
<a href="#">Accept Request</a>	<a href="#">Close</a>