RIO2C RIO CREATIVE CONFERENCE | **RIO CONTENT MARKET** ®

PRACTICAL GUIDE TO THE RIO2C – RIOCONTENTMARKET AUDIOVISUAL MARKET

WELCOME TO THE LEADING EVENT OF CREATIVITY AND INNOVATION IN LATIN AMERICA

Every year, creatives, executives and top players from the Audiovisual, Music and Innovation sectors meet in Rio de Janeiro for six days of learning, networking, business and experiences.

By taking up the mantle from RioContent-Market – the region's primary platform for audiovisual sector debates, trends and business opportunities since 2010 – Rio2C embraces and expands upon the event's potential to connect creative industry professionals, to celebrate the present and reinvent the future.

Join us at Rio2C from April 23rd to 28th, 2019 and become part of one of the world's most inventive communities.

IN 2018, WE SURPASSED ALL EXPECTATIONS

+1000
Businesses present

+1300
Projects submitted

+1500
One-to-One Meetings scheduled

433
Production companies
sent projects

319
Players

60
International players

Business deals
estimated at:

R$100 million

IN 2019, WE'RE GOING TO DO EVEN BETTER

Get up to speed on all the new features of our 2019 Market:

EXCLUSIVE SPACE FOR THE AUDIOVISUAL MARKET

+400

Players confirmed

120

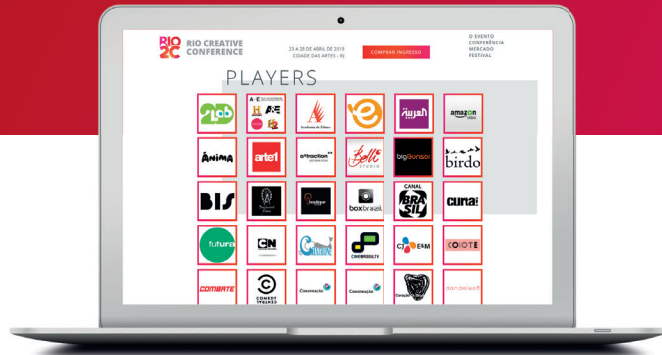Executives participating for the first time
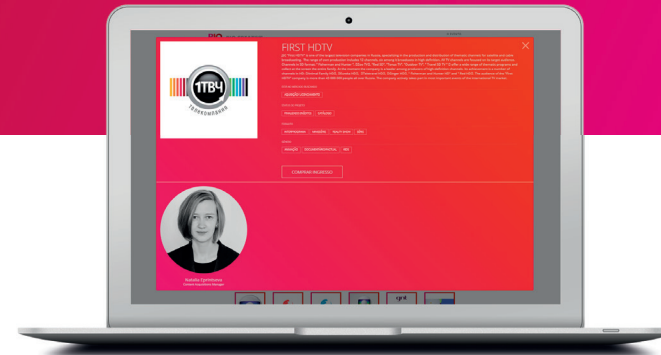
32

International companies debuting at Rio2C

3→4

+1 Day of One-to-One Meetings

WHICH PLAYERS WILL BE AT RIO2C – RIOCONTENTMARKET 2019?

All participating players will be listed on the MARKET or HOME pages of the Rio2C official website (www.rio2c.com/en).

Click on a player's logo to open a pop-up with the following information: a brief description of the company, what they're looking for in the market, Project Status, Format, Genre, List of Representatives.

THE TOP NEW FEATURE FOR RIO2C – RIOCONTENTMARKET 2019

AUDIOVISUAL BUSINESS HALL

Created to generate further interaction between content producers and industry executives, with exclusive access for Industry and Industry+ Rio2C passholders.

BUSINESS

In the One-to-One Meetings and Audiovisual Pitching Sessions, guarantee the opportunity to submit your project to top market players.

NETWORKING

In the Business Hall networking areas, meet with other professionals, exchange information, schedule meetings and present your projects informally.

COUNTLESS NETWORKING OPPORTUNITIES

One-to-One Meetings
Audiovisual Pitching Sessions
Meeting Rooms
Exclusive Events

Exclusive rooms for sponsors
and exhibitors
Cafés, bars and a range of
areas for networking

VIP tables
Audiovisual Lounge
National and International
Delegations

LOCATION OF THE BUSINESS HALL AT THE CIDADE DAS ARTES

BUSINESS HALL

5th FLOOR   VIP TABLES

4th FLOOR   ONE-TO-ONE MEETING ROOMS
AUDIOVISUAL LOUNGE
VIP TABLES

3th FLOOR   EXCLUSIVE ROOMS
MEETING ROOMS
AUDIOVISUAL PITCHING ROOM

ELEVATOR LOBBY
ACCESS TO THE BUSINESS HALL

BUSINESS HALL

BUSINESS HALL - 3D ILLUSTRATIONS

ONE-TO-ONE MEETING ROOMS

VIP TABLES ON THE 4ᵗʰ FLOOR

AUDIOVISUAL LOUNGE

AUDIOVISUAL LOUNGE

BUSINESS HALL - PHOTOS OF THE SPACES

BUSINESS HALL - SCHEMATIC MAP

5th FLOOR

VIP TABLES

4th FLOOR

ONE-TO-ONE
MEETING
ROOMS

VIP TABLES

PLAYERS'
CAFE

AUDIOVISUAL
LOUNGE

MEETING
ROOMS

3rd FLOOR

EXCLUSIVE
ROOMS

EXCLUSIVE
ROOMS

AUDIOVISUAL
PITCHING ROOM

2nd FLOOR

ELEVATOR
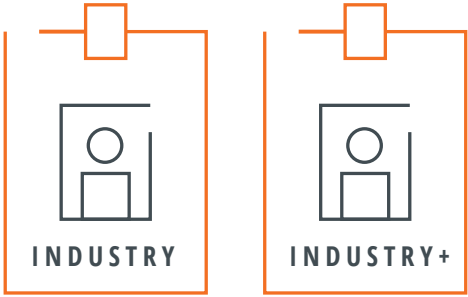LOBBY
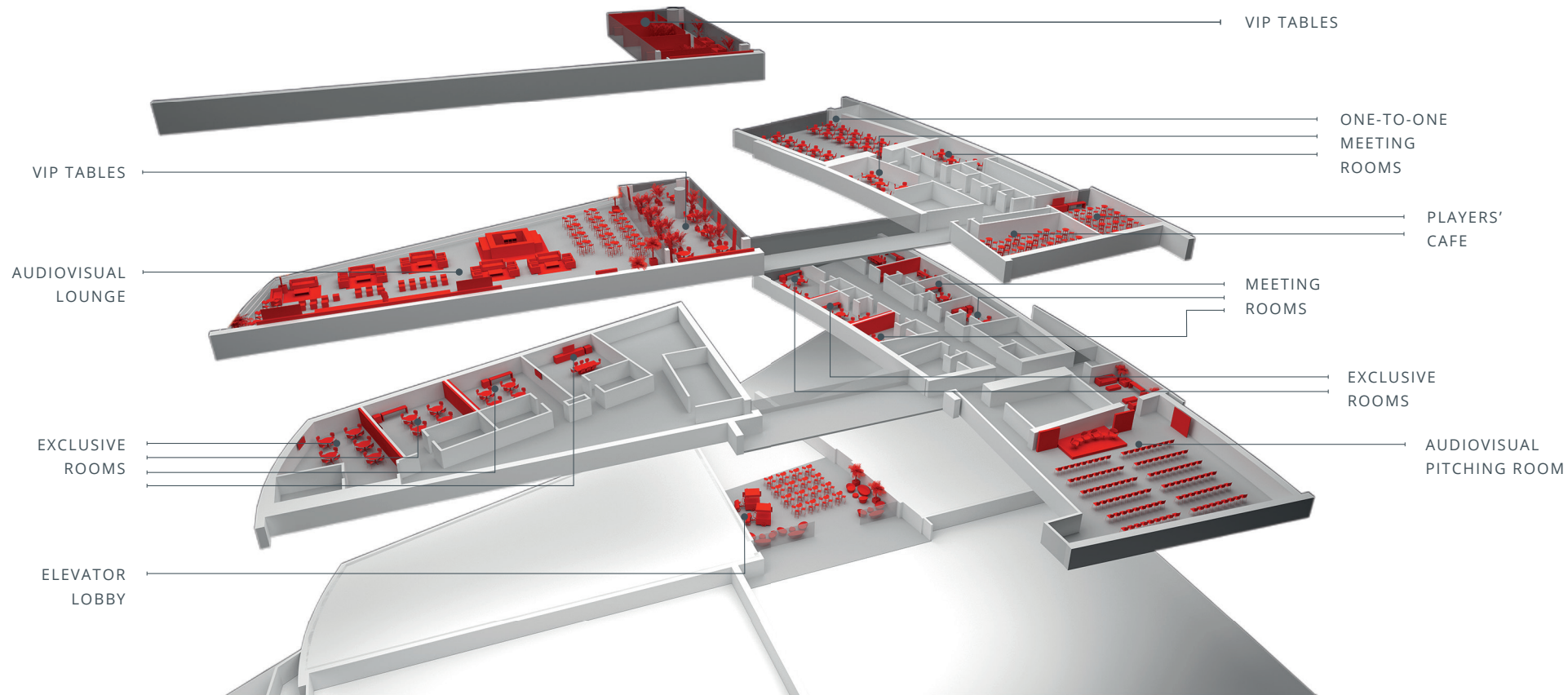
HOW CAN I PARTICIPATE IN THE MARKET AT RIO2C – RIOCONTENTMARKET?

Access to the Audiovisual Market is exclusive for companies that pre-purchase INDUSTRY or INDUSTRY+ Rio2C Passes

INDUSTRY

INDUSTRY+

DIFFERENCES BETWEEN THE RIO2C PASSES	REGISTRATION Audiovisual One-to-One Meetings and Pitching Sessions	BUSINESS HALL Exclusive Access to the Business Hall, One-to-One Meeting Rooms, Audiovisual Pitching Sessions, Audiovisual Lounge, Meeting Rooms	PITCHING Access to the Audiovisual and Startup Pitching Sessions and the Pitching Show	CONFERENCE Panels, keynotes and new content areas	EXPO Access to the Expo, sponsors' brand activations, VR experiences and new content areas	SUMMIT MEIO & MENSAGEM Branded Content	FESTIVAL Festivalia, XR Arcade, Audiovisual Universe, Seminars & Debates, Mentoring Sessions and Workshops
INDUSTRY	✓	✓	✓	✓	✓		
INDUSTRY+	✓	✓	✓	✓	✓	✓	✓

WHAT IS THE CALENDAR FOR THE ONE-TO-ONE MEETINGS AND AUDIOVISUAL PITCHING SESSIONS?

2018	2019			
DEC	JAN	FEB	MAR	APR

12/17

Online registration opens

Registration for One-to-One Meetings and Audiovisual Pitching Sessions

Players' evaluation of projects

1/17

Online registration closes

3/15

Schedule for One-to-One Meetings and Audiovisual Pitching Sessions sent to companies and selected participants

4/23   4/26

Rio2C 2019 MARKET

One-to-One Meetings and Audiovisual Pitching Sessions
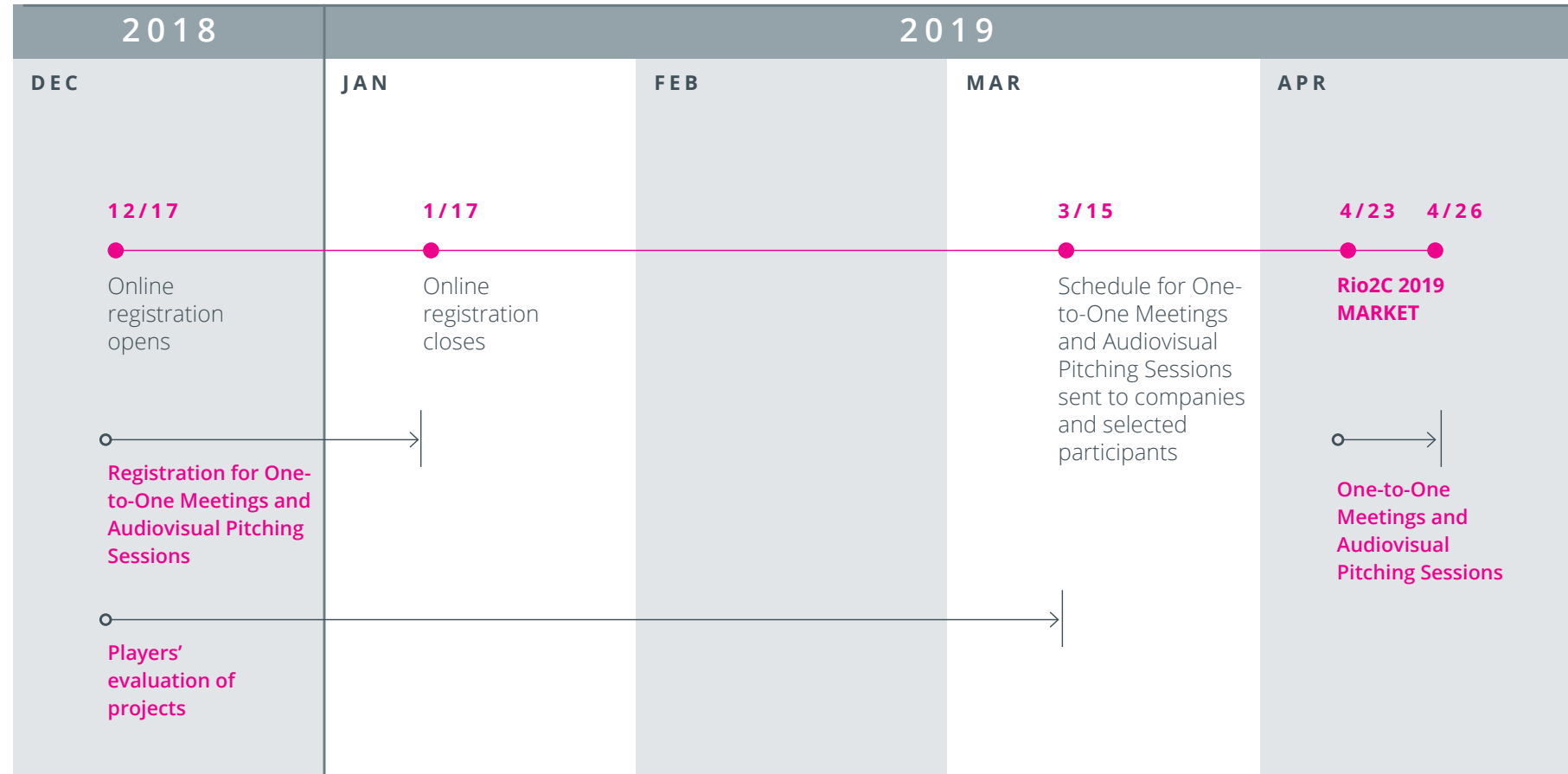
REGISTRATION OF PROJECTS/PRODUCTS FOR THE ONE-TO-ONE MEETINGS

3 MAXIMUM OF THREE REGISTERED PROJECTS

1 PROJECT → ELIGIBLE TO SEND PROJECT TO 15 PLAYERS

2 PROJECTS → ELIGIBLE TO SEND A 1st PROJECT TO 5 PLAYERS, A 2nd PROJECT TO 5 PLAYERS AND RESUBMIT THE 1st OR 2nd PROJECT TO 5 MORE PLAYERS = 15 players

3 PROJECTS → ELIGIBLE TO SEND EACH PROJECT TO 5 PLAYERS (each project) = 15 players

- Projects with incomplete or incorrect information will not be considered
- Projects sent to international players must be in English
- Once a project has been submitted it cannot be altered
- Registration is subject to event capacity limit

PROJECTS ANALYZED AND SELECTED BY PLAYERS

Project evaluation period from 17/12 to 22/2

MEETINGS SCHEDULED BY THE MATCHMAKING SYSTEM

Scheduled meetings cannot be altered

MEETING SCHEDULE SENT TO SELECTED PARTICIPANTS

Results from 15/3 to 22/3

*Regulations subject to change without prior notice.

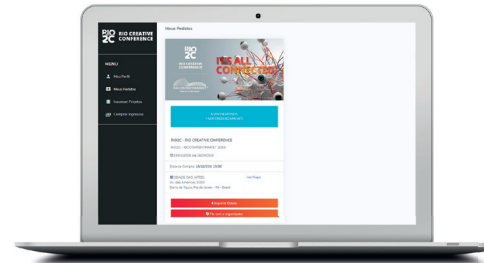# ONE-TO-ONE MEETINGS: HOW TO REGISTER

1. Access the official website
   www.rio2c.com/en

2. Click on "BUY TICKET" and choose between the Industry and Industry+ Rio2C Passes.

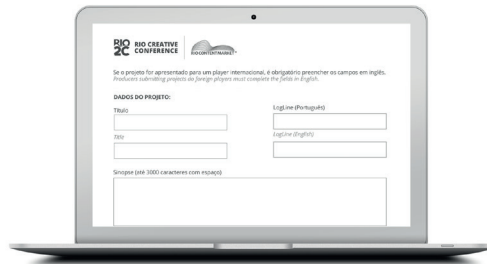3. Access your account and click on "Submit Projects".

4. Fill in your details to gain access to the Rio2C System.

5. The Rio2C System will become available as soon as your purchase is confirmed. Access the link: sistema.rio2c.com, log in and gain access to your account.

6. Fill out the One-to-One Meetings form in the Rio2C System.

7. Select the players you want to send your project(s) to.

8. Before finalizing and submitting your project(s), select "yes" in case you also want to be considered for the Audiovisual Pitching Sessions.

The submission of projects and products to the One-to-One Meetings does not guarantee that meetings will be scheduled – the players themselves are at liberty to select which projects are relevant for their profiles and needs.

• Use the same email and password you created when you made your purchase
• The 2018 login is no longer valid

ONE-TO-ONE MEETINGS: AT THE EVENT

APRIL 23rd TO 26th, 2019

1. LOCATION

Go to the Business Hall

2. IDENTIFICATION

Identify yourself at the Information Desk (in front of the One-to-One Meetings Room)

1 HOUR BEFORE

3. PARTICIPATION

10 MINUTES BEFORE

FIRST MEETING TIMESLOT

10 MINUTES BEFORE

SECOND MEETING TIMESLOT

Meetings will last a maximum of 20 minutes

AUDIOVISUAL PITCHING SESSIONS: REGISTRATION, SELECTION AND PREPARATION

DECEMBER 17th, 2018 TO JANUARY 17th, 2019

Select the option "yes", choose the genre (Doc/Factual, Kids, Fiction) and send your project to be considered for the Audiovisual Pitching Sessions

Debaters and moderators receive all projects and products sent for consideration

Moderators choose 9 projects from each genre. A total of 27 projects are selected and proponents are notified by email.

After projects have been selected, the moderators speak beforehand with the selected participants.

The pitching is conducted in two separate sessions: morning and afternoon.

Presentation materials are to be received for testing by the Rio2C team prior to the session.

*Regulations subject to change without prior notice.

AUDIOVISUAL PITCHING SESSIONS: AT THE EVENT

APRIL 24th TO 26th, 2019

1.LOCATION

Go to the Business Hall

2.IDENTIFICATION

Identify yourself at the main access to the Business Hall and go to the Audiovisual Pitching Sessions Room

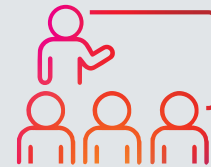ARRIVE AT THE BEGINNING OF YOUR SCHEDULED SESSION

3.PARTICIPATION

10 MINUTES
BEFORE

7 MINUTES

The moderators call the debaters to the stage and the project proponent presents in seven minutes*.

Players and channels (buyers) are seated in the first row according to the genre of the presenter's project.

5 MINUTES

After the presentation, the moderator confers for 5 minutes with the debaters about the project that has been presented.

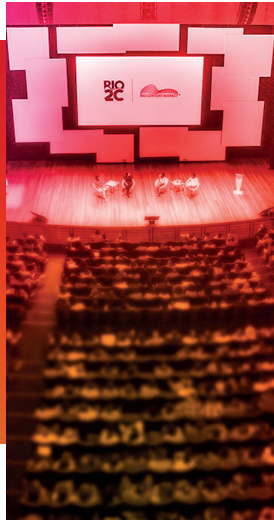*All material – PPT, video and other media must be presented in no more than 7 minutes.

AND MUCH, MUCH MORE!

The Rio2C Program is divided into 3 pillars:
Market, Conference and Festival.

MARKET

Audiovisual Business Hall

One-to-One Meetings

Audiovisual Pitching Sessions
/ Startup Pitching Sessions /
Pitching Show

Networking events

Expo

CONFERENCE

Five rooms featuring keynotes
and panels (Audiovisual, Music
and Innovation)

Summit by Meio&Mensagem
(Branded Content)

BrainSpace

House of Brands

Casa Brasil

FESTIVAL

Festivalia

Seminars and workshops

XR Arcade

Maker Marathon

MARKET
April 23-26

CONFERENCE
April 23-26

FESTIVAL
April 27-28

RIO 2C

Since its inception, the RioContentMarket has contributed to the development of the audiovisual industry by connecting independent producers and top market players.

As Rio2C, Latin America's leading audiovisual meeting reaches a new stage in its evolution, promoting knowledge exchange, the forging of partnerships and the creation of new business opportunities.

Every year, fresh content and new narratives access different screens and vehicles, with creativity always retaining its place as the key ingredient.

May 2019 bring many great networking opportunities and business deals!

We look forward to seeing you in April at the Cidade das Artes!