

## Documentaries: From Local to Global

Date	: 20 March 2018 (Tuesday)
Time	: 10:00 – 12:00
Venue	: Moonlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre
Organisers	: Hong Kong Trade Development Council CNEX Foundation Limited
Languages	: English and Putonghua (with simultaneous interpretation service)

### Introduction:

Documentaries have a wide scope of communication and far-reaching impact. Knowing the market demand, including target groups and preferences of audience in different countries, is the key to successful promotion of documentaries overseas. What are the distributors' and platforms' factors of consideration when buying a documentary content? What do audiences in different regions prefer in terms of content and watching habit?

A number of renowned representatives of the sector, including documentary distributors and video platforms, are invited to the forum to share their views on how to launch documentaries in international market through appropriate marketing and distribution strategies.

Time	Programme
09:30 – 10:00	Registration
10:00 – 12:00	<p><b><u>Panel Discussion and Q&amp;A Session</u></b>                      Moderated by:  <b>Mr Chang Chao-wei</b>, Chief Producer and Co-Founder, CNEX Foundation</p> <p>Speakers: (in alphabetical order):</p> <ul style="list-style-type: none"> <li>• <b>Mr Daniel Braun</b>, Co-President, Submarine Entertainment</li> <li>• <b>Mr Patrick Connolly</b>, Vice President, Programming, AMC Networks, Sundance TV Global</li> <li>• <b>Ms Summer Song</b>, Director of Copyright Operation Center, China Visible Influence Pictures Ltd</li> </ul>
<b>End</b>	