



CHINA PAVILION

2024 MIPTV



China Media Group

China International Television Corporation

China Radio, Film and Television Programs Exchanging Center CO., LTD

China International Television Corporation (CITVC) is a state-owned cultural company directly under China Media Group (CMG). It has always adhered to the business philosophy of “prioritizing social benefits and unifying social and economic benefits.” By focusing on its main business of film and television, and by cultivating the cultural industry market, the company has increased its scale and comprehensive strength rapidly and maintained its position as an influential industry leader. The company is the largest operating entity under CMG and the first enterprise under CMG to accumulate over RMB 10 billion in assets and RMB 10 billion in annual turnover. It has been named one of China’s “Top 30 National Cultural Enterprises” and a “Key National Cultural Export Enterprise” for several years running. Since the establishment of CMG, CITVC has thoroughly implemented a series of important instructions from President Xi Jinping, served the development strategies of the country and CMG, stuck to the right path and made innovations, highlighted quality and efficiency, deepened integrated development, improved corporate governance, and continuously enhanced its competitiveness. In short, it has strived to build a leading domestic and world-class new media industry group and comprehensively assisted CMG in its work to become a first-rate international mainstream media organization.

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SONG OF THE RAINFOREST

DOCUMENTARY

50 mins x 3 eps

After the official creation of Hainan Tropical Rainforest National Park, this documentary vividly showcase the unique and mysterious features of the region's rainforest. From the breathtaking landscapes to the diverse plant and animal life, as well as the interactions between people and nature, the documentary offers a comprehensive exploration of this remarkable ecosystem.



WEAVING A TALE OF LOVE II

TV DRAMA

45 mins x 37 eps

Adapted from the super IP The Bright Moon of the Tang Dynasty (Weaving a Tale of love) in China, this TV drama follows the hit series Weaving a Tale of Love and tells the follow-up stories of Liuli and Pei Xingjian. This time, Liuli accompanied her demoted husband Pei to take up his post in Xizhou. In Xizhou, Liuli and Pei met the local prince Qu Chongyu. At first, Qu Chongyu was suspicious of this couple, but later he was moved by their sincerity and became their friend. With Liuli's intelligence and cooperation with Pei Xingjian and Qu Chongyu, they were able to rescue the people of Xizhou from danger, solve the crisis, and maintain regional peace.





GRAND AUDIOVISUAL BEIJING

北京大视听

Grand Audiovisual Beijing

Beijing, as the national cultural center, technological innovation hub, and international communication center of China, is a stronghold for radio, television, and online audiovisual content. With abundant basic resources and rapid development trends, "Grand Audiovisual Beijing" releases over a hundred high-quality television dramas, documentaries, animations, and other works annually, covering diverse themes and appealing to audiences of all ages. We adhere to a global perspective, national positioning, and excellence standards. Since 2014, we have successfully showcased and promoted hundreds of outstanding Chinese television dramas in countries and regions such as the United Kingdom, Greece, and Brazil, spanning Asia, Europe, Africa, and the Americas. We look forward to collaborating with more outstanding overseas audiovisual institutions to jointly promote the internationalization of more Chinese stories and audiovisual works with Chinese characteristics.

Beijing Perfect World Media Production Co.,Ltd.

The Perfect World Pictures is one of the leading film and TV cultural investors, producers and distributors in China, whose main business includes development, production, distribution and marketing of film and TV programs; entertainment programs; star brokerage; management of performances; and derivative brokerage, among others. The Perfect World Pictures was founded in August 2008. Thanks to the rapid growth of cultural industry and the strong support of government policies, the Perfect World Pictures has participated in the production and distribution of more than 160 excellent film and TV works while winning over 300 awards. In 2018, the Perfect World Pictures won the first place in the TV drama production company for the year in Golden Data Entertainment Award.

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iQIYI, Inc. (Nasdaq: IQ) (“iQIYI” or the “Company”) is a leading provider of online entertainment video services in China.

Our platform combines creative talent with technology to foster an environment for continuous innovation and the production of blockbuster content. We produce, aggregates and distributes a wide variety of professionally produced content, as well as a broad spectrum of other video content in a variety of formats. The Company distinguishes itself in the online entertainment industry by its leading technology platform powered by advanced AI, big data analytics and other core proprietary technologies. With in-house studios spearheading our original content production, we are home to many acclaimed original drama series and variety show franchises, and have successfully serialized our original content into blockbuster sequels to accumulate and amplify IP value overtime. Through our curated premium content, we attract a subscriber base of more than 100 million, and our diversified monetization model includes membership services, online advertising services, content distribution, online games, IP licensing, talent agency, online literature, other licensing, etc.

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WELCOME TO MILELE TV DRAMA

45 mins x 35 eps

Dr. Ma Jia, a doctor at Yuanjiang University's affiliated First Hospital, joined the 25th Batch of China Medical Team to Sanna in Africa by chance. Faced with a completely different environment and significant cultural differences between China and Africa, Ma Jia gradually overcame difficulties and adjusted his mindset, understanding the responsibility of China Medical Team in practice. Through two years in Africa, Ma Jia and his teammates lived in the place called "Milele", experiencing joy and emotion, happiness and separation.

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ALWAYS ON THE MOVE DRAMA

45 mins x 39 eps

In the late 1970s, a young police officer Wang Xin mistakes old railway policeman Ma Kui as a fugitive on a steam train from Ningyang to Harbin. However, their conflict evolves into a mentor-apprentice friendship. They work together on the front line of railway security, tackling theft, kidnappings, drug trafficking, and fraud. As they prioritize passenger safety, they witness the transformation of China's railway system from steam to electric and high-speed trains. Wang Xin and Ma Kui uphold the spirit of the police and experience China's rapid changes.

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Jiangsu Broadcasting Corporation

Jiangsu Broadcasting Corporation (Group), or JSBC, one of the most powerful and influential media groups in China. JSBC is now running 11 television channels, 10 radio frequencies and several new media platforms, in addition to IPTV, OTT, Web TV station and other new media businesses. The group is also operating other businesses including content production, cinema circuit, movie distribution, home-shopping, cable network, creative park, financial service, on-line game, animation and so on. JSBC's leading channel Jiangsu Satellite Channel now ranks top among all provincial-level satellite channels in terms of coverage and rating share. Moreover, the JSBC-affiliated production companies and channels have produced many highly-acclaimed movie blockbusters and hit shows.

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CHINESE PRACTICE WITH CHINESE WISDOM

TV PROGRAM SERIES

30 mins x 10 eps

While accurately elaborating on theories, the TV program series is also making innovative presentation methods by integrating the excellent traditional Chinese cultural traits such as poetry, calligraphy, seal cutting, and traditional Chinese opera and martial arts in a bid to provide the audience with cultural enjoyment of beauty and vividly presenting the great practice of creative transformation and innovative development of the excellent traditional Chinese culture.

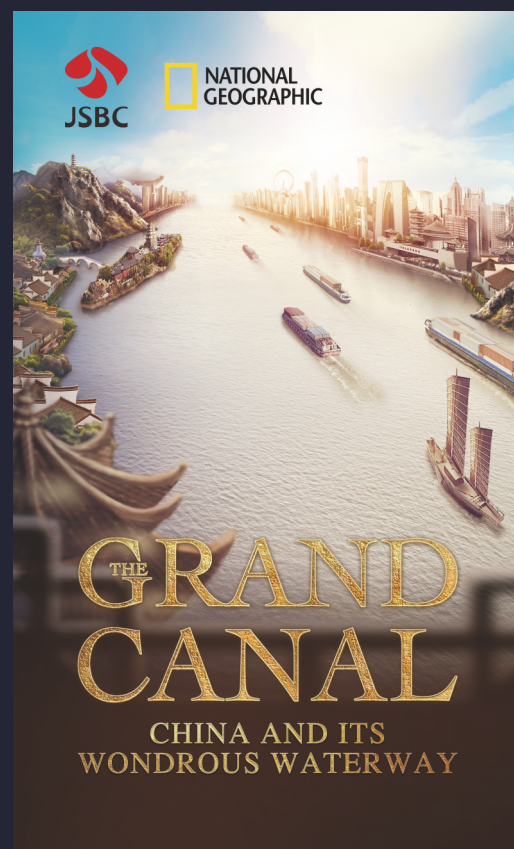


THE GRAND CANAL: CHINA AND ITS WONDROUS WATERWAY

DOCUMENTARY

45 mins x 2 eps

China's Grand Canal is the longest and oldest canal system in the world, a glittering jewel that reflects the genius of China ancient and modern. This series will take international audiences on a unique journey along this ancient waterway and let them experience China through the Grand Canal, especially the concept of harmony with nature of Chinese people embedded in the storytelling.



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Hunan Satellite TV and Mango TV

Hunan Satellite TV and Mango TV belong to Hunan Broadcasting System, which is one of the "Top 500 Asian Brands" and ranks second in the Asian broadcasting industry. Hunan Satellite TV stands out as one of the most innovative, communicative, and influential television station in China. It has consistently earned the esteemed title of "Chinese Audience's favorite provincial Satellite TV" for an impressive 20-year streak, while simultaneously maintaining its position as the NO.1 in terms of ratings, advertising revenue, and population coverage among all provincial satellite TV channels in China, and reaches 1.9 billion people worldwide. Mango TV is ranked among the top three in the industry, one of the top ten new media brands in Asia, and has been recognized as one of the top 20 Chinese Internet enterprises many times. 64% users of Mango TV are under the age of 24, making it most popular video media platform among Generation Z in China.

The dual platform of Hunan Satellite TV and Mango TV has been transformed into a diversified business model. 2021, the content e-commerce platform Xiaomang Electronic Commerce APP was incubated, and GMV achieved a triple jump, exceeding 10 billion yuan last year. 2022, the deep integration of Hunan Satellite TV and Mango TV formed the unique dual-platform advantage in China and even in the world. As an important strategic layout and future development pivot, in October 2023, GoldenEagleCartoon was incorporated into Mango Excellent Media, which continues to supply abundant high-quality parent-child and children's content, forming the "1+1+1+1" super mango ecology of Hunan Satellite TV, Mango TV, GoldenEagleCartoon and Xiaomang Electronic Commerce, and expanding the ecological map of Mango.

"Mango Four Platforms" insists that content is the king, gathering 56 self-produced variety show teams, 22 film and TV production teams, and 38 strategic studios of Xinmang Project, which is the largest long video content production base in China. In terms of variety and reality shows, it has dominated the list of annual variety and reality shows, accounting for 8 of the 10 ten in the market, and is ahead in a number of content tracks, covering a wide range of topics, which is summarized by Chinese netizens as "Mango shoots the whole life of a person". In terms of TV series, episodes such as "Meet Yourself" and "The Long River" have gained both market heat and audience acclaim. In 2024, Hunan TV and Mango TV will launch more than 100 key variety shows such as "Ride the Wind 2024" and "Divas hit the road", 80 key TV dramas such as "Reblooming Blue" and "Flourished Peony", as well as animations, documentaries and gala parties, to continuously and steadily provide high-quality content to global users.

Based on its content strengths, it has extensively carried out international cooperation. In 2023, 52 of Mango's works were distributed overseas, reaping enthusiastic responses. At the same time, Mango TV co-created the "Mango Program Series" with the Astro Malaysia; jointly with Hungarian National Television to create "TV China Theater", has planned to broadcast "The Long River" and "YuMianTaoHuaZongXiangFeng" on Hungarian National Television, realizing an important breakthrough in the European market. The program model copyright of "Ride the Wind" has been successfully exported to Vietnam, topping the local ratings for 15 consecutive episodes and hitting the No. 1 spot in Vietnam's variety show investment. In March of this year, Mango TV has entered into a strategic cooperation with YEAH1, a leading media group in Vietnam, to promote the Vietnamese version of Mango IPs, such as the follow-up series of "Ride the Wind" and "Call Me By Fire" to be launched in this year, and to set up a "Mango Time Slot" in the prime-time slots of the TV stations of YEAH1, to be upgraded into a "Mango Channel" in the future, to reach out to the 12 million household users in Vietnam.

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RIDE THE WIND 2024

REALITY

120 mins x 12 issues (24 episodes)

This program is an international women's cultural exchange and music performance variety show, which carries out the two core elements of "spreading cultural confidence" and "deepening international exchanges" throughout the program, and realistically records women of all ages from different countries of the world who have dreams of singing, dancing and performing on the stage, and complete different forms of collaborative performances under the guidance of a professional team and with the assistance of a professional team.



DIVASHIT THE ROAD

REALITY

90 mins x 13 issues

This program is a youthful sibling travel and exploration program that shows the scenery of the Silk Road and the friendship of the people of the world. The program plans to invite five female guests and two male guests, who will travel to three countries in 23 days. The preliminary countries are Chile, Tanzania and France. By crossing the three continents of South America, Africa and Europe. Showing the "Belt and Road" initiative in different continents in a wide range of international exchanges.



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Fujian Media Group

Fujian Media Group is a non-profit public institution established in February 2004. The group is a comprehensive media conglomerate mainly engages in broadcasting, television, film production and distribution, new media communication, and online audiovisual content. It also operates businesses such as advertising, entertainment events, technical services, and cinema chains. It possesses 2 satellite channels, 8 terrestrial television channels, 7 radio frequencies, and a new media matrix including Haibo TV and StraitPlus. The group manages three provincial-level communication platforms: "Fujian Release", the Fujian International Communication Center, and the Fujian Provincial News Release Hall. The group produces and broadcasts 145 self-produced radio and television programs, with a weekly broadcast duration of over 1,500 hours. Additionally, it releases nearly 1,000 pieces of new media audio, video, graphics, and text content each day.

Fujian Media Group, with a broad international perspective and adhering to the concept of friendly communication, present a China that is credible, appealing, and respectable. It serves as an important link for overseas Chinese and a crucial window for people to understand China. The group has established cultural exchange events such as the "Maritime Silk Road International Documentary Film Festival," and warmly welcomes directors and producers from all over the world to participate.

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Fujian Provincial Administration of Radio and Television

Fujian Provincial Administration of Radio and Television is tasked with formulating the province's radio and television program development plan, implementing policies to support high-quality and innovative programming, guiding and fostering high-quality program creation and production, supporting key radio and television program events, and facilitating international exchanges and communication in the industry.

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MOLIMOLI / SMILE

MICRODOCUMENTARY

5 mins x 16 eps

"Moli Moli" is an English program produced by the Fujian International Communication Center that updates simultaneously on social media such as YouTube, Facebook, X, TikTok, Instagram, etc. The program primarily showcases Fujian's distinctive humanities, intangible cultural heritage, cuisine and tourism. It is dedicated to presenting a high-quality and visually appealing image of Fujian to global audiences, highlighting the pioneering spirit and resilience of the Fujian people. "Smile" mainly tells the stories of international friends living in Fujian, exploring their experiences in entrepreneurship, work, study, and making friends. It shows China's institutional advantages, industrial progress, convenient life and cultural heritage with lighthearted, enjoyable, and authentic character narratives.

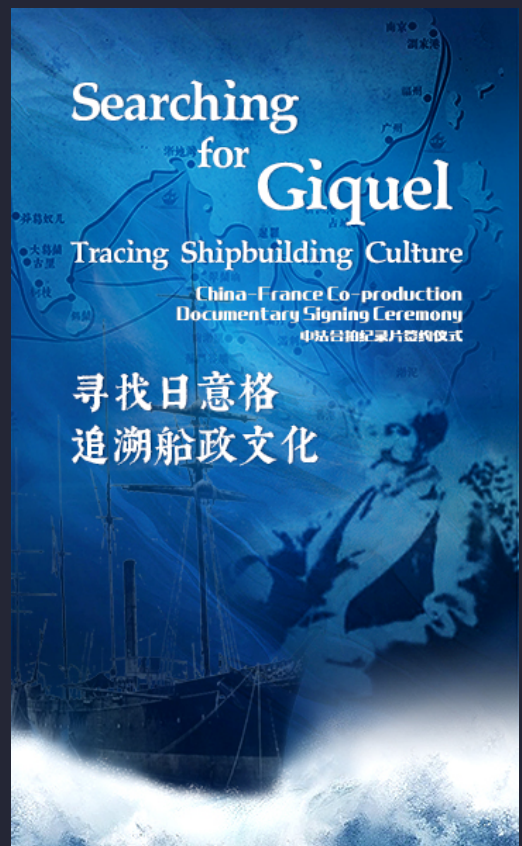


IN SEARCH OF GIQUEL

DOCUMENTARY

30 mins x 1 eps

Fujian International Communication Center and French media and production teams are discussing the co-production of a documentary based on the story of Giquel, a Frenchman once served as the supervisor of the Foochow Arsenal. They intend to invite Giquel's descendants to visit Fujian. Through the texts and artifacts left by Giquel in the Shipbuilding Museum, a vivid narrative emerges with a closely intertwined story of Chinese-French shipbuilding culture. These artifacts serve as a testament to the profound friendship between the two nations and offer a pathway to explore deeper connections.



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Sichuan Radio and Television

As the most powerful media player with great influence in western China, founded more than 70 years ago, Sichuan Radio and Television(SRT), owns 9 radio frequencies, 9 TV channels, IPTV and mobile apps such as Sichuan Guancha and Shambhala Information, responsible for the operation of the Golden Panda Awards and Sichuan TV Festival.

The first Golden Panda Awards was successfully held in Chengdu, Sichuan Province in September 2023, which gathered top leaders and industry professionals from both home and abroad and was fully recognized. The awards honor outstanding film and television productions from around the world in four categories: Film, TV drama, Documentary and Animation. Held once every two years, the 2025 Golden Panda Awards will be hosted in Chengdu in September next year. SRT has successfully organized 16 Sichuan TV Festivals since 1991 and presented industry activities such as awards, forums, markets and screenings.

Its satellite channel Sichuan TV broadcasts programs such as Panda Wandering, variety shows, documentaries and TV dramas etc., forming a diverse content system labeled with humanities, history, music, culture and tourism, and cuisine. It broadcasts over 8,600 hours of programs throughout the year, of which 20% are self-produced programs and 46% are purchased programs.

The terrestrial channels of SRT cover 486,000 square kilometers of Sichuan, reaching over 90 million people. It broadcasts over 50,000 hours of programs a year, of which 44% are self-produced programs and 32% are purchased programs.

The new media brand Sichuan Guancha has 148 million fans on the web. Throughout the year, the numbers of video broadcasts and interactions rank first among short video accounts of provincial TV stations. The IPTV platform cooperates closely with telecom operators, with a total of 27.5 million household subscribers.

SRT is actively engaged in international collaboration and has completed a number of documentary projects with NHK, Phoenix TV, and teams from South Korea; this year, cooperative projects with FTV5 and an Italian production company are in progress. In recent years, films produced by SRT have won more than 60 prestigious domestic and international awards, such as the ABU Prizes, the Asian Television Awards, and the Documentary Award of FIPA.

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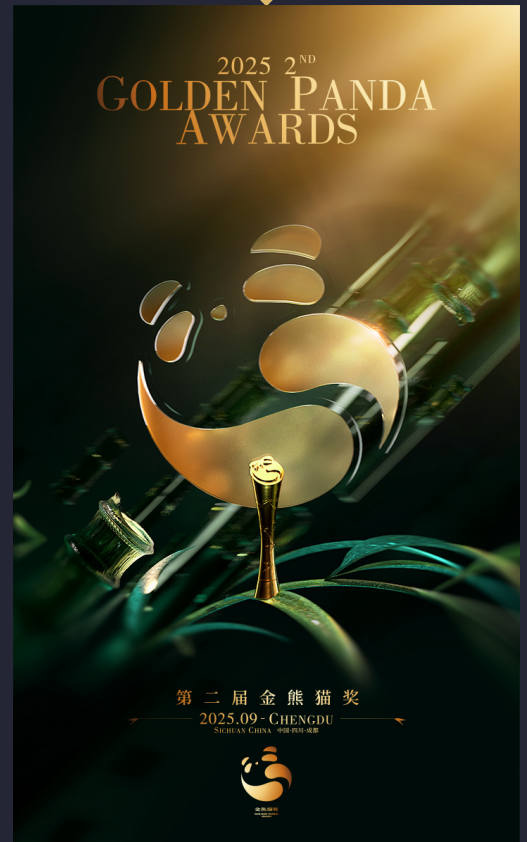
GOLDEN PANDA AWARDS

INTERNATIONAL AWARD

Organized by the China Federation of Literary and Art Circles and the People's Government of Sichuan Province, the Golden Panda Awards is an international cultural award for promoting humanistic exchanges through film and television productions with the giant panda as a cultural symbol.

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REDISCOVER SANXINGDUI

DOCUMENTARY

30 mins x 6 eps

The documentary "Rediscover Sanxingdui" takes a fresh approach by delving into the perspective of archaeologists. It comprehensively documents the processes of excavation preparation, archaeological excavation, artifact restoration, and comparative studies, objectively showcasing a new model of in-depth collaboration among field archaeology, experimental archaeology, and technological archaeology. The documentary vividly portrays the stories of generations of archaeologists who dedicated themselves to the archaeological profession out of passion, enduring hardships and long nights of study, while exploring the contemporary value and significance of archaeological work. Additionally, through real-time filming, 3D special effects, and other techniques, it further visually organizes the evolutionary context of the ancient Shu civilization, and promoting the cultural spirit that transcends time and space, surpasses nations, and possesses eternal charm.



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Shandong Radio and TV Station

Shandong Radio and Television was established in 2010, with more than 4,800 employees in service, 34 departments, 8 broadcasting frequencies, 9 TV channels, 2 mobile clients App and 1 newspaper, forming a full-media, three-dimensional communication system covering mobile, PC, interactive network TV, Internet TV, digital terrestrial TV and other platforms, with comprehensive strength in the first rank of provincial radio and television in China.

In August 2016, Shandong Radio and Television Station funded the formation of Shandong Radio and TV Media Group and adopted an integrated operation and management mode. The group has a registered capital of 600 million yuan and currently has 45 wholly-owned and holding companies.

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MOUNT TAI

DOCUMENTARY

52 mins x 1 eps

Mount Tai is a window to understand China.

In the documentary, a French host who is fluent in Chinese, accompanied by local expert and guide, enters Mount Tai – China's first world heritage of nature and culture – and introduces international audiences to the stunning peaks, ancient temples, and enchanted tales. They interpret the distinctive spiritual and artistic attractiveness of the mountain as a symbol of Chinese culture, inspiring modern audiences to appreciate Mount Tai and raise awareness of the need to safeguard our natural and cultural heritage.

This engaging and thought-provoking documentary highlights Mount Tai's natural, humanistic, and spiritual beauty.

This epic about Mount Tai gives international audiences a chance to experience the mountain while also getting a better grasp of the charm of China's splendid traditional culture.

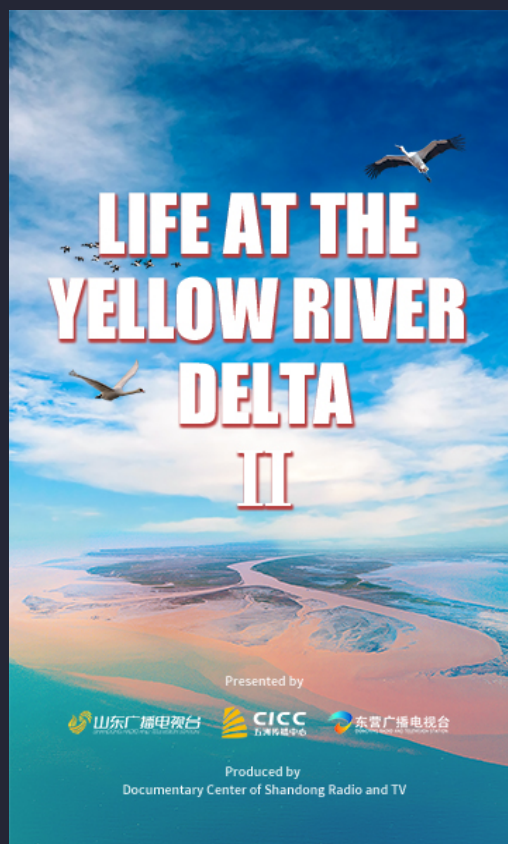


THE GREAT YELLOW RIVER DELTA II

DOCUMENTARY

44 mins x 2 eps

As a nature documentary, the Great Yellow River Delta II will continue to focus the environments most typical of the Yellow River Delta, including reed marshes, coastal shoals, and cities, as the settings to depict the stories of lives in different ecological systems. For example, the reed parrotbill only lives in reeds throughout its entire life. The bird has deep connections to France. Living in the reeds in the east of China, it was not known to the world until two famous French missionaries, Heude and David, came to China more than 160 years ago. The first specimen of the reed parrotbill in a scientific sense was completed by Heude. The expansive reed marshes on the wetland of the Yellow River Delta are the last shelter for reed parrotbills. We hope to use the camera to capture the living conditions of this precious species.



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成都市广播电视台
CHENGDU RADIO & TELEVISION

Chengdu Radio & Television

Chengdu Radio & Television was established in January 1950 and has a history of over 73 years to date. Its International Broadcasting Center gathers talents educated at prestigious universities worldwide, specializing in producing and distributing high-quality international communication videos. It professionally operates the overseas social media account - Chengdu Plus. With abundant international cooperation resources, it vigorously develops comprehensive cooperation projects both domestically and abroad. The International Broadcasting Center has opened Chengdu Plus accounts on overseas social platforms, including YouTube, Facebook, X, Instagram, and more, forming a domestic and international social media matrix. This effectively reaches more than 130 countries and regions worldwide, covering nearly 150 million people overseas. Among these, the YouTube channel having accumulated almost 370,000 hours of global watch time, has successfully joined the YouTube Partner Program, and ranks first in subscriber count and influence among major Chinese cities' overseas official accounts.

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SEARCHING FOR LACQUER: A FRENCHMAN'S JOURNEY IN CHINA

DOCUMENTARY

55 mins x 1 eps

In the 17th century, China's lacquerware craftsmanship spread to Europe, becoming an important part of life, just like Chinese porcelain, silk, and tea. About a decade ago, a French artist came to China in pursuit of the source of lacquer and was integrated into the modernization of Chinese villages. This is the true and touching tale of a Frenchman and his adventures in rural China.



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China Intercontinental Communication Center

Founded in 1993, China Intercontinental Communication Center (CICC) is the longest-established co-production documentary company in China, we are proud to have worked with more than 100 partners including broadcasters and production houses from over 40 countries. In the last 30 years, CICC has produced 400+ hours of high-quality factual programs for international and regional broadcasters as well as online medias. We have reached audiences in more than 200 countries and won over 100 prestigious awards.

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PANDA KINGDOM

DOCUMENTARY

52 mins x 3 eps

The documentary "Pandas Kingdom" is a Sino-French co-production documentary project supported by the Promotion Bureau of the Propaganda Department of the CPC Central Committee in 2020. It is co-produced and produced by China Intercontinental Communication Center (CICC), China Aviation Pictures Co. Ltd, and France La Compagnie des Taxi-Brousse. Each episode is 52 minutes. They are The Hidden World, The Wild Seasons, and The Revival of the Kingdom. It tells the story of giant pandas' survival, reproduction and growth in the wild, and the rejuvenation of the population with the help of humans. The production team spent seven years continuously shooting, truly recording the wild gene exchange and wild release of giant pandas, which is the largest continuous shooting project since the 150th anniversary of the scientific discovery of giant pandas.



CARNETS DE CHINE

DOCUMENTARY

50 mins x 3 eps

The programme is a 50mins x 3episode TV documentary that follows three French hosts into nine once poverty-stricken areas which people may know little but have thrived under the rural revitalization program. By taking part in a series of activities from studying Tibetan Tangka art to learning about Shui ethnic group embroidery, from harvesting coffee beans to attending Yi ethnic group's little girl choir, every host has the chance to see how people in rural China are empowered to build a brighter future.



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华策集团
HUACE GROUP

CHINA HUACE FILM & TV CO., LTD.

Huace Group, a pioneer in China's film and television industry for over three decades, dedicated to bringing high-quality Chinese contents to global audience. Huace pride ourselves on our collaborations with international partners such as Netflix, Viki, Viu, and Amazon, distributing contents to over 200 regions and countries worldwide.

Huace's commitment to excellence is evident in our acclaimed productions such as "Memoirs in China", "The Long Ballad", "Eternal Love" and "Love and Destiny", each earning prestigious accolades and global recognition.

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AS BEAUTIFUL AS YOU

TV SERIES \ MODERN

45 mins x 40 eps

Distributed by Huace Group.

Ji Xing, a technical talent, resigned to establish her own company with her brother, which was in jeopardy at the beginning. When there was no hope, Ji Xing won supports from Han Ting, President of Dongyang Technology. With Han's investment, the startup is finally on the right track. Ji Xing "lost" her boyfriend being in love with for seven years. The difficulties of starting a business and the pain of breaking up almost destroyed her. After several failures in work, Ji Xing and Han Ting gradually transformed from business partners to soulmates. However the rapidly developing of Ji Xing's company soon encountered a bottleneck. Ji Xing once again fell into a slump in her career, as well as her love. At last, with the encouragement of her friends, Ji Xing regained her confidence and led the company out of predicament under heavy pressure.



ALL THE WAY TO THE SUN

TV SERIES \ MODERN

45 mins x 36 eps

Li Mu Jia, from Beidiao, advanced from an assistant to a lawyer in Beijing's top law firm and bonded with Li Guang. Meanwhile, her friend Tian Rong, jobless post-graduation, became a real estate agent and married Li Wan Bing hastily, facing emotional struggles. Both women, overcoming challenges, ultimately found contentment and growth, leading to a brighter future.



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C-DRAMA



China Punchline Entertainment Co., Ltd.

The Zhejiang International Cooperation Zone for Film and Television Industry in China is a crucial platform for the creation, production, and export translation of Chinese film and television works. It also serves as a significant window for the globalization of Chinese culture and a key base for the international development of China's film and television industry. The area has attracted over 260 film, television, and cultural technology enterprises, including renowned industry leaders like Huace Group and large internet-listed export companies like Tuya Technology. It has become a landmark region symbolizing the high-quality development of Zhejiang's film, television, and cultural industries. Established in 2022, the C-dramaRights content export service platform has attracted over 8,000 overseas users and boasts an online content library exceeding 14,000 hours, encompassing TV series, movies, documentaries, variety shows, short dramas, novels, etc. This platform has successfully exported content to the Middle East, Southeast Asia, North America, and other regions, achieving monetization of content through various social media platforms like YouTube, Tiktok, Twitter, and Facebook.

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REBLOOMING BLUE

TV SERIES \ MODERN

45 mins x 36 eps (TBA)

Chen Xiao Man has been working hard in the city in order to save enough for her to be able to invest shares in the family's porcelain business. However, she becomes unemployed and has no choice but to return to her hometown. At this time, Chen Xiao Man's superior, Ke Yan, also encounters an unprecedented setback. Hoping to turn things around, he has come to Chen Xiao Man's hometown to seek the help of a legendary figure in the investment community who has been living in seclusion. This leads to a reunion between Chen Xiao Man and Ke Yan. Under his guidance and encouragement, she decided to embark on the road of entrepreneurship.



DEAR MR RIGHT

TV SERIES \ COSTUME

45 mins x 24 eps (TBA)

The valiant overlord who can down a thousand cups without getting drunk meets the seemingly gentle husband who cannot even take one drop of alcohol. Did she catch herself a koi husband or is she facing a shroud of mystery?



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Position: Director of Content Manager



Croton Culture Media Co., Ltd.

Croton Cultural Media Co. Ltd. (hereinafter referred to as Croton Media) was established in Shanghai, China in 2003, focusing on the creation and production of high-quality TV dramas (including web dramas). After twenty years of development, Croton Media has become one of China's leading companies in drama research, production, and distribution. In 2013, in order to achieve high-level growth and leapfrog development, Croton Media joined hands with Huace Film & TV Co. in a strategic cooperation and became a wholly-owned company of Huace Film & TV, the first listed TV production company.

During the past twenty years, Croton Media has produced a lot of popular dramas such as "Our Interpreter," "Here We Meet Again," "The Blue Whisper," "You Are My Hero," "The Song of Glory," "Go Go Squid," "Eternal Love," "Boss & Me" and "My Sunshine", which are well received both domestically and abroad.

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OUR INTERPRETER

TV DRAMA

45 mins x 36 eps

Lin Xi, who's known as the "witch" in the translation industry, reunites with ex-boyfriend Xiao Yicheng. Eight years ago, she broke up with him for the sake of fulfilling her mother's wish for her to become a professional interpreter for the United Nations. Eight years later, Lin has become the youngest chief interpreter at Huasheng while Xiao has become the chief technology officer of a communications company, which also makes him her potential client. In order to land a contract with Xiao, Lin has no choice but to keep dealing with him. Even though it seems that Xiao is out to get revenge on Lin, he actually doesn't have the heart to be mean to her. Work rekindles their passionate relationship, and Xiao gradually comes to understand the reason she broke up with him. Together, they work hard to realize their dream of "speaking for the country".



THE RISE OF NING

TV DRAMA

45 mins x 40 eps

As the first-born daughter of an official, Luo Yi Ning even though has been misguided and mistreated by her father's favorite concubine, decides to come back to her home to investigate and avenge her mother's death. With the help from Luo Shen Yuan, Yi Ning's half sibling and also her brother, Yi Ning successfully navigates the family drama and catches the murderer. While doing so, Shen Yuan learns that Yi Ning is actually a child from another family. An unexpected love begins to bloom.



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XIXI PICTURES

XIXI Pictures is an innovative film and media company that prides itself on "content innovation". Established in 2020, it operates with dual headquarters in Shanghai and Beijing, possessing a comprehensive and mature capability in content research and development, production, and marketing distribution.

The company boasts a young, highly creative, and effective professional core team. Adhering to principles of quality and craftsmanship, XIXI Pictures continuously innovates and upgrades its aesthetic system, laying out diversified high-quality content. It strives to ensure that each of its works has both intellectual depth and cultural richness, with a relentless pursuit of excellence and dedication to crafting top-tier content.

XIXI Pictures' portfolio includes projects that have been produced, distributed, and broadcasted, such as Ancient Love Poetry, Who Rules the World, The Youth Memories, Alliance, The Last Immortal and Islands. Projects that have completed filming and are awaiting broadcast include Reborn. Currently filming is Six Sisters, while Si Jin and Bai Yi Gong Qing are in the preparation stages, and Lonelier Than Fireworks and Hu Shanwei are under development.

The company's released works have gained favorable reception and popularity domestically, and XIXI Pictures is actively expanding into the international market, with multi-language versions covering the globe.

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REBORN

TV SERIES

45 mins x 24 eps

Troubled by rumors, young Qingyu decided to investigate the cause of her sister Baiyu's death. She was determined to avenge her sister but ended up getting her family into even worse trouble.

Ultimately, the encouragement of Ming Sheng and other friends allowed Qingyu to reconcile with her mother, find out the hidden love of her family and achieve personal growth.

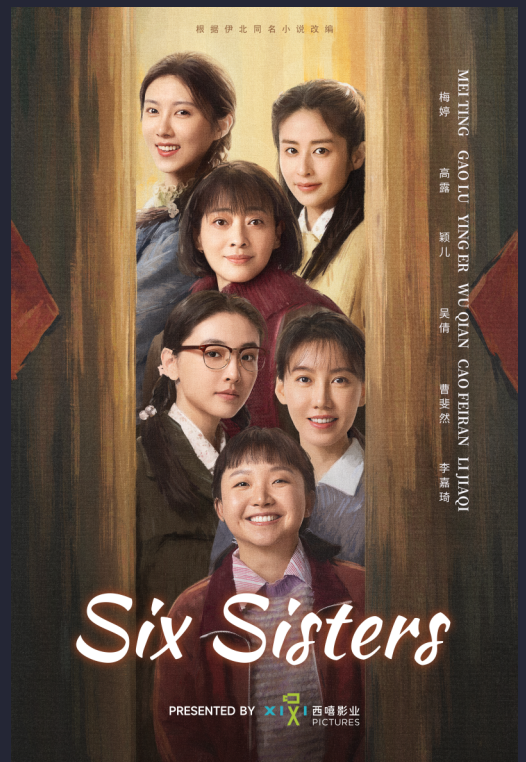


SIX SISTERS

TV SERIES

45 mins x 40 eps

This series chronicles the bittersweet life story of the HE family from the 1950s to the early 21st century in Huainan, a quaint southern town located in Anhui province, and reflects the changes in the lives of ordinary families. As the times evolve, the six sisters - He Jiali, He Jiawen, He Jiayi, He Jiahuan, Liu Xiaoling, and He Jiaxi navigate the ups and downs regarding romantic relationships, friendship, social obligations, and career pursuits, eventually coming to a profound understanding of the essence of family.



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Jiaping Pictures Co.Ltd.

Jiaping Pictures is a professional company in film and television production and marketing, artists agency, film derivative products development. We have produced TV dramas like Feather Flies to the Sky, On the Road, Great Waves, City of Dreams, Just in Time; Documentary Qiantang River, Weaving Life.

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FEATHER FLIES TO THE SKY

TV DRAMA

45 mins x 58 eps

The story is about the romantic relationship between two businesspeople from Yiwu, Chen Jianghe and Luo Yuzhu, and how they started their business. Back in that special decade, encouraged by the spirit of “exchange sugar with feathers,” and with their hard work and wisdom, they caught up the trends of Reform and Opening-up policy and change their fate. The story depicts the twisted yet glorious entrepreneurship journey of businesspeople from Yiwu, Zhejiang and China in the 30-year Reform and Opening-up process.



ON THE ROAD

TV DRAMA

45 mins x 54 eps

The story is about a lower-class delivery man Yao Yuan, who seized the opportunity, starting the first private delivery company during the rapid development of the private and the internet economy. With ups and downs, he and Lu Xiao'ou both achieved success and finally realized their dreams. Through the struggles of Yao Yuan, Lu Xiao'ou, Liu Ailian, Liu Yuntian, Huo Mei and other characters, it conveys the remarkable spirit of entrepreneurs in the new era and China's achievement in the past two decades, as well as the great era that all the people have devoted to.



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Shanghai Youhug Media Co.,Ltd.

Youhug Media is a top entertainment company with bases in Beijing and Shanghai, China. With over 10 years of experience, we've produced 40+ TV dramas spanning various genres like costume, romance, high-concept, and modern themes. Our pride also lies in managing a talented pool of actors, actresses, and idols known for their exceptional work. Aside from production, we have a skilled distribution team covering both domestic and international markets. We're actively exploring emerging markets and steadily building a comprehensive multi-channel distribution network for complete copyright coverage.

We aim to create dramas that embody "Dreams" and "Innovation" through our relentless pursuit of exceptional content. Our ultimate goal is to utilize our perception and creations to propel society forward.

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THE LEGEND OF HEROES

TV SERIES

45 mins x 60 eps

As the masters gather, fearlessly navigating the martial world, a new chapter unfolds in the Wuxia Saga. This marks the commencement of the Jin Yong Wuxia Universe, breathing life into a legendary realm where martial arts prowess, honour, and intrigue converge. The reopening of this epic saga promises a tapestry of martial arts mastery, unveiling a world where warriors, each bearing their unique skills and destinies, embark on a journey that transcends time and tradition.



BLOSSOM

TV SERIES

45 mins x 34 eps

The heiress of the Dou family, is accidentally reborn and teams up with Song Mo, who is bearing a family grudge. Together they save their families from destruction, vindicate the unjust cases of loyal officials and keep the country in peace.



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Zhejiang Zoland Animation Co., Ltd.

Zhejiang Zoland Animation Co., Ltd., established in 2003, as one of the largest original animation companies in China, is committed to building a pan entertainment ecosystem integrating animation production, global distribution, IP licensing and cultural creation and tourism. It has a total of 170,000 minutes of original animation works, such as “Magic Eye”, “Magic Wonderland”, “Rubi” and “Zhenghe’s Voyages to the West Seas”, have won more than 200 domestic and international awards, including National Spiritual Civilization Construction “Five-One Project” Award, Best Picture Award, The Accolade Film and Television Festival, etc. It has been broadcast on more than 400 domestic TV stations and new media, and has entered the broadcast systems of more than 120 countries and regions around the world. It has been rated as Outstanding National Cultural Export Enterprise for 18 consecutive years, and operates the only national digital trade functional area in China--National Cultural Export Base-Zhejiang Digital Culture International Cooperation Zone.

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MAGIC EYE IS BACK

ANIMATION

22 mins x 624 eps

In Magic Eye's previous ventures to Earth, he stumbled upon some earthlings who became his buddies. They are amused by Magic Eye's personality and amazed at his magical antics. However, Magic Eye had to return to his home in Outer Space, but he promised to return on a certain date. In this season, his buddies wait eagerly for his return. Upon their reunion, more amusing tales take place between Magic Eye and his friends on Earth.



LEGENDARY SU DONGPO

ANIMATION

10 mins x 26 eps x 4 seasons

When Su Dongpo leaves the imperial court and arrives in Hangzhou, the people's gratitude and love for him make him decide to pull himself together and turn Hangzhou, which has just been hit by a natural disaster and a plague, back into a paradise on earth, so that the people can be spared from suffering. In the meantime, an old friend, Fo Yin, tries to enroll Su Dongpo into Buddhism; a Liao princess, Yelu Yun, wants to bring Su Dongpo back to Liao to be raised; and a political enemy, Lu Zihou, tries to destroy Su Dongpo at all costs. The three forces, surrounding Su Dongpo, stir up conflicts and fights, and a series of climactic and exciting stories occur...



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Zhejiang Huamai Network Technology Co., Ltd

Zhejiang Huamai Network Technology Co., Ltd. emerges business models that integrate cultural creativity, international trade, exhibition, B2B activities and other industries. The company's main business includes technical services, online platform, content global distribution, localization, overseas broadcasting and promotion, co-production, offline B2B activities organization, and other services for cross-border transactions of film and television culture. Huamai Network is committed to promoting Chinese TV content and Chinese culture globally, and building a cross-border audio and video trading service platform called MEGAMEDIA that focuses on showcasing Chinese TV content and other cultural creative product. The platform provides services for cross-border cultural trade and exchanges. Through online + offline B2B activity modes, brand linkage and event expansion are carried out in the offline exhibition section, empowering diverse cultures in different forms.

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MIP CHINA HANGZHOU

EVENT

MIP China Hangzhou has a remarkable track record in its six-year history. MIP China Hangzhou is themed "Where Global and Chinese Content Meet" and 2024 MIP China Hangzhou will be continuing the mode of combining offline and online activities holding TV industry conferences and pitches. MIP China Hangzhou aims to build itself into a platform for domestic and international film and TV producers and broadcasters, facilitating their partnerships in the form of cooperation, co-development, exchange, and trade in the realms of TV series, animations, documentaries, program designs, and films.



YOUTH IMAGE

EVENT

Located in Hangzhou, China and evolved from the Golden Lotus Award, Youth Image is a short film festival that integrates competitions, training, screenings, and exchanges. It aims to discover and support outstanding young artists and their short films. It also allows the creators to communicate with audiences, the film industry and film educators. Youth Image aspires to create an influential platform for cultivating film and TV talent, foster a healthy ecosystem for film and TV content creation, and promote the sustainable development of Hangzhou's film and TV industry.



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**FANTAWILD
ANIMATION**

Fantawild Animation Inc.

Fantawild Animation Inc. is the most influential animation company in China specializing in the whole industrial chain from creation and production to global marketing under Fantawild Holding's name. Fantawild Animation has created renowned animation brands including Boonie Bears, Boonie Cubs, Chicken Stew and Kung Fu Masters.

Globally, Fantawild Animation has distributed its cartoons to over 130 countries. Some of these programs have been broadcast on Disney, Nickelodeon, Sony, Netflix, Hulu, Discovery Kids, DirecTV and other internationally renowned networks. Fantawild has garnered favorable notice and multiple honors at international events including Kids' Jury Award at MIP Junior, Annecy Cristal for the Best Feature Film, Highly Commended Best 3D Animated Programme at Asian Television Awards, LIMA International Licensing Awards at Licensing Expo, Cinekids at Busan International Film Festival, Special Mention Award at the 22nd Cairo International Cinema and Arts Festival, and Platinum Remi Award at WorldFest Houston (USA).

Domestically, Fantawild continues to be the most prominent animation company in China. Since 2012, its animated series "Boonie Bears" has been China's most popular cartoon, and its merchandise has quickly become the best-selling products among fans across the nation, with annual sales of merchandise reaching over 440 million USD. In TV distribution Fantawild programs are popular on over 200 channels nationwide, while holding all top 3 ratings on CCTV Children's Channel. On digital platforms, Boonie Bears reached over 300 billion hits. Furthermore, Fantawild's ten Boonie Bears feature films have set several new records in China's animation industry by totaling over 1.1 billion USD at the box office.

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BOONIE BEARS: SHRUNK

CARTOON

13 mins x 52 eps

Vick's latest business venture is a Miniature World tourist attraction, and he wants the bear brothers to be the first visitors. When the three friends are inadvertently shrunk by Vick's shrinking flashlight, they find themselves in the realm of insects. While searching for the flashlight to restore themselves to normal size, the trio run into some old friends in need of help. Working together, they fight against insect villain Tricky Boo, overcoming many obstacles and difficulties along the way.

This animated series is notable as it offers unique perspectives while featuring creative designs and intriguing elements. The show is also educational, effectively highlighting courage and wisdom through the main characters. Furthermore, the series inspires important virtues such as cooperation and loyalty.



ADVENTURER CARLY: ANCIENT KINGDOM

CARTOON

13 mins x 52 eps

Taking a page from her previous adventures, Carly is now searching for her father. This time, she teams up with tech guru Bobby and Morgan, a young boy who can transform into a wolf.

Her father has left behind his notebook, which is key to solving puzzles in order to move forward. The trio are guided to the ancient and mysterious world of Yilo Kingdom, where the secrets of The Book of Life unfold.

What is the link between Carly and the glowing flower on her neck? What is causing Morgan to morph between boy and wolf? Each episode will bring them closer to the truth as adolescents venture into adulthood in Adventurer Carly.



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Youku Information Technology (Beijing) Co., Ltd.

Founded in 2006, Youku is a leading online video platform in China. Youku has always been producing high-quality and popular content, as well as various modern romance, costume fantasy dramas, costume history drama with top quality, solidifying its position as the "leading provider of Chinese-style chivalrous and martial fantasy".

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SEA OF DREAMS

DRAMA

45 mins x 12 eps

In the near future, all the surface water on the Earth rise into space without warning, forming a magnificent and strange ice ring in low-Earth orbit, and mankind will lose the ocean on which to survive and face an unprecedented survival crisis. Scavenge hunter Jiang Xingbei, together with the mysterious genius Yan Dong embark on a risky journey. China space launched the "star-reaching program", astronaut Jiang on behalf of mankind will explore the ice ring. In order to continue the last lifeline of human civilization, the sister and the brother build the connection of "heaven and earth", opening a thrilling adventure with ups and downs.



THE IMMORTAL ASCENSION

DRAMA

45 mins x 40 eps

The ordinary young man, Han Li, who roams the world, comes into possession of a mysterious small bottle. From that moment on, he masters the essence of heaven and earth, embarking on the path of defying fate. Han Li travels through the human, spiritual, and immortal realms, seeking the path of Heaven, experiencing both joy and sorrow. He comes to realize that the immortal realm is also part of the mortal world, with distinctions between right and wrong, good and evil, and true feelings and betrayal. Along the way, he witnesses the magnificence of mountains and rivers, as well as the strange and bizarre, and realizes the preciousness of his original intention. When they meet again in the immortal realm in the future, a single word 'Taoist friend' encompasses all the ups and downs of life.



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Tencent Video

Tencent Video is the leading online video streaming platform in China. With an extensive content library of drama series, films, variety shows, animation, sports, documentaries, news and many more, Tencent Video provides the best entertainment experience to audiences across different platforms and devices.

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SHASHA & MILO

KIDS ANIMATION

Episodes: 22 mins x 25 eps

Shorts: 2 mins x 12 eps

Shasha & Milo is a CGI comedy-action series.

Centred around 12-year-olds Shasha and Milo, as they juggle their everyday lives, alongside their secret roles as the Crescent Island Guardians.

Imbued with the ability to transform between human, cat, and a formidable hybrid form, our protagonists are tasked with protecting the island from villainous cats and their plots to gain ultimate power.



Contact Person: Angel Geng | Position: Producer

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iQIYI, Inc.

iQIYI, Inc. (Nasdaq: IQ) (“iQIYI” or the “Company”) is a leading provider of online entertainment video services in China.

Our platform combines creative talent with technology to foster an environment for continuous innovation and the production of blockbuster content. We produce, aggregates and distributes a wide variety of professionally produced content, as well as a broad spectrum of other video content in a variety of formats. The Company distinguishes itself in the online entertainment industry by its leading technology platform powered by advanced AI, big data analytics and other core proprietary technologies. With in-house studios spearheading our original content production, we are home to many acclaimed original drama series and variety show franchises, and have successfully serialized our original content into blockbuster sequels to accumulate and amplify IP value overtime. Through our curated premium content, we attract a subscriber base of more than 100 million, and our diversified monetization model includes membership services, online advertising services, content distribution, online games, IP licensing, talent agency, online literature, other licensing, etc.

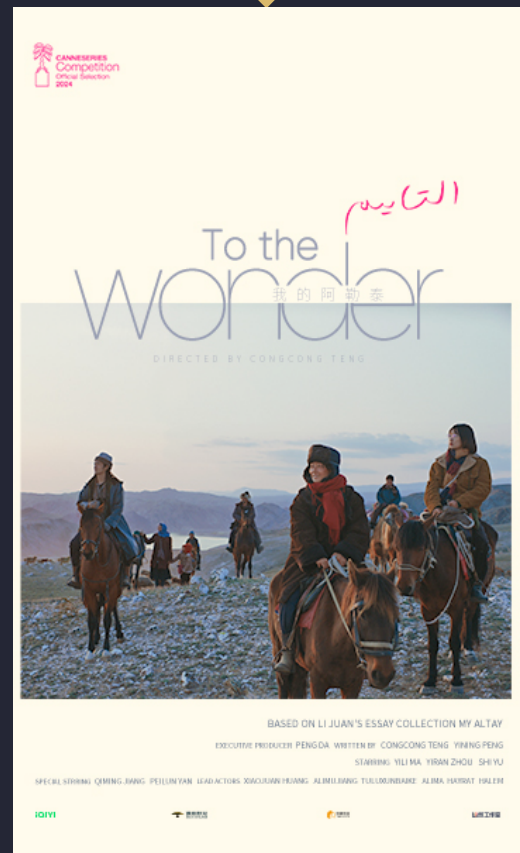
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TO THE WONDER

DRAMA SERIES

45 mins x 8 eps

Li Wenxiu, a Han girl who grew up in a small town in Altay, is determined to pursue her literary dream in a big city. However, she repeatedly faces obstacles and is forced to return to her hometown, where she relies on her mother's provision store for a living. After getting acquainted with a Kazakh boy Batay, Wenxiu gradually discovers the beauty of the local area and follows a nomadic Kazakh family into the pastoral area.



FOX SPIRIT MATCHMAKER 1: YUEHONG

DRAMA SERIES

45 mins x 38 eps

Tushan Honghong, a fox spirit from the righteous Tushan Fox Clan. She saves Dongfang Yuechu, a human youth pursued by his lifelong enemy, by chance. As they spend time together in Tushan, a bond gradually forms between them. However, Dongfang Yuechu has to leave Tushan Honghong to realize her dream. Ultimately, they join forces with their loved ones to combat the forces of evil in order to fulfill their shared desire for peace between their two clans. In the end, Dongfang Yuechu sacrifices himself to obtain the fatal weapons that can kill their enemy and Tushan Honghong conjures to recall his memory in his next life.



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Shenzhen Tian Tian Cheng Zhang Film and Television Ltd.

A professional production company, children's content provider, on both animation and live-action TV and films, picture books, and children's musicals. Its business includes project investment, development, production, distribution, and IP authorization, etc.

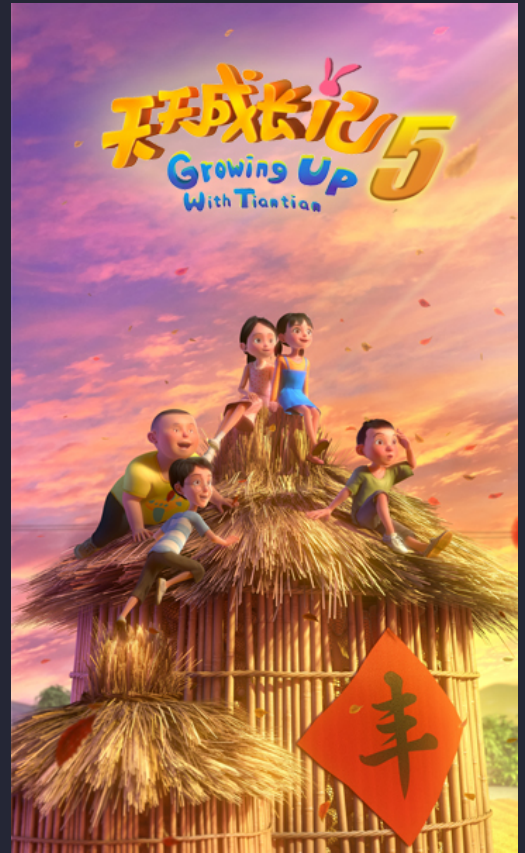
Animation projects "Growing Up with Tiantian" are being broadcasted in more than 100 countries with 24 dubbed versions, and have won the favors of children and family audience in China and around the world. We are looking for global partners for children's content, film and television, music and books.

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GROWING UP WITH TIANTIAN SEASON 5 ANIMATION TV SERIES

13 mins x 26 eps

The beautiful village is busy with the autumn harvest. Dad's archaeological research, Miss Zhao's after-school classes, and the humor of villagers, these all add up to a series of mini plots. Tiantian will invite everyone to join her mischievous gang and explore the world of traditional culture and ancient history, picturesque sceneries, fun-filled details of rural life, folk arts such as paper-cutting and hand-made crafts, and playful songs of their own. In this busy harvest season, only here can Tiantian learn about all the fun history and culture, and the wisdom in daily lives.



GROWING UP WITH TIANTIAN - A COUNTRYSIDE ADVENTURE

ANIMATION FEATURE

90 mins

Tiantian is about the school age, but her mom is very concerned whether she can adapt to the high-pressure school life. Dad works for an archaeological magazine, and now a new excavation has started at a remote village. The in-experienced family of three, decides to escape from big city and retreat to the lovely small village, where they will learn about the beauty of nature and the wisdom of life. Bravely unprepared, their adventure begins. This is a family story about staying truthful to oneself, in such a fast-paced world, understanding the meaning of life, and most importantly, growing up together.



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Beijing Baination Pictures Co., Ltd.

Beijing Baination Pictures Co., Ltd. (hereafter referred to as Baination, stock code: 300291) was established in 2002, listed in 2012 and joined Infore Group in 2018.

Over the years, Baination is committed to create a content matrix of TV series, films, animations and etc., vertically extending the industry chain with high-quality IP content as the core, horizontally empowering marketing, consumer business, cultural tourism and other businesses. As a leading media group in China, Baination strives to establish a new cultural and creative operation chain platform with IP development capabilities.

Baination's line-up of hit TV series and films include Unrequited Love, The King's Women, The Great Han Wu Emperor, Doudou and Her Mother-in-Law, Before Dawn, Marry Me, The Founding of a Republic, The Beginning of the Great Revival, along with other well-known titles. Up to now, Baination has produced and distributed approximately 160,000 minutes of TV series and films to overseas markets, covering nearly 200 countries and regions globally. By cooperating with international TV stations and new media platforms including YouTube, VIKI, ODK, italkBB, Astro, NHK, Singtel and etc., Baination's productions have achieved global coverage of clicks on new media platforms and widespread attentions and praise from both the industry and the audiences.

Baination has been awarded Key National Cultural Export Enterprise for eight consecutive sessions and has achieved more than 360 domestic and international awards in the industry, including the National Five-One Project Award, Flying Apsaras Award, Golden Eagle Award, Magnolia Award, Asian Rainbow TV Awards, Chinese American Television Festival Golden Angel Award and many other awards in Seoul TV Festival and Tokyo International TV Festival.

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Position: Director of Public Relations

C'EST LA VIE

SCRIPTED TV SERIES

45 mins x 32 eps

French food blogger Emily comes to Guangzhou to learn authentic Chinese cuisine. She apprentices under Cantonese cuisine master Li Zhenhua, who runs the restaurant "Wu Wei Jian." Meanwhile, Li Zhenhua's son, Li Mingyu, who returned from studying in France, wants to open a French restaurant called "Dream Paris." Tradition and modernity intertwine, East meets West, and Emily and Li Mingyu go from initially disliking each other to developing mutual respect. They create a fusion cuisine combining Chinese and French elements, establishing "Wu Wei Jian and Dream Paris" in Paris.



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Position: Director of Public Relations

