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# SPP Biz Matching Platform User Guide (Buyer)

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<https://www.spp.kr/>

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## SPP International Contents Market (Seoul Promotion Plan)

An international contents B2B market event hosted by Seoul Business Agency(SBA) since 2001, providing various businesses such as content sales/purchases, co-productions and investment attractions for companies that own IPs for web novels, webtoons, animations and games.

### SPP: B2B Matching-Specialized Platform

- Participate in various content B2B matching events with a single membership.
- Biz matching support between seller companies with IP and buyer companies interested in the purchase, distribution, licensing, and commercialization of IP.



Year-round Biz Matching



Easy connection with business partners

# Overview of Main Page

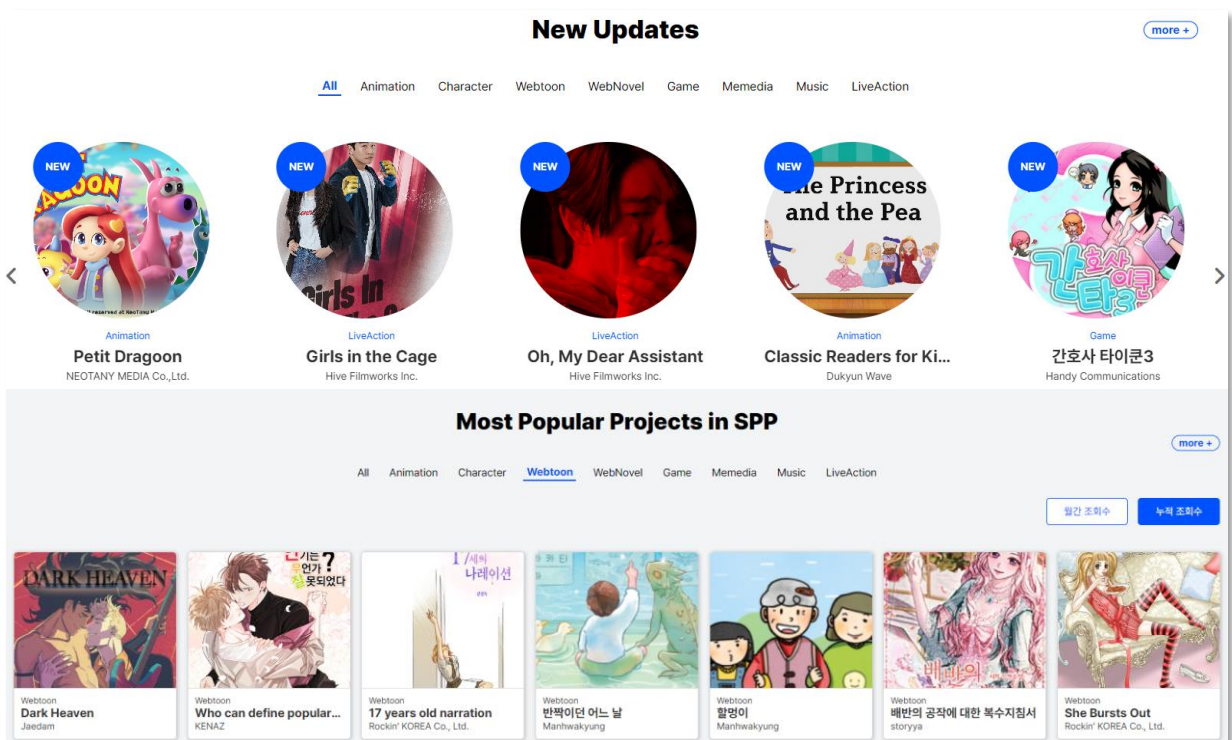
[Menu bar]



[Search Bar]



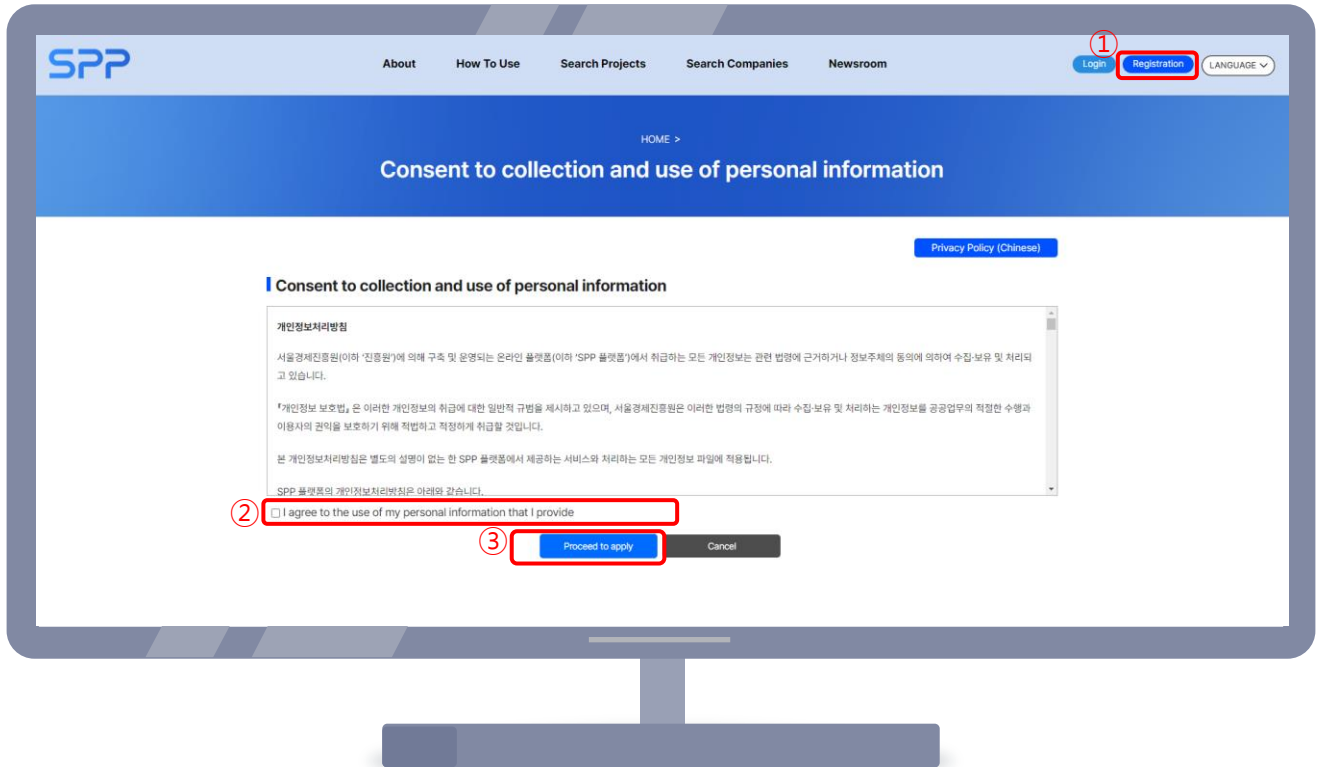
[New Updates & Most Popular Projects in SPP]



View newly registered and popular SPP projects

# Registration (Buyer)

## Consent to collection and use of personal information



① Click the **Registration** button to go to the sign-up page.

② Check the box in  I agree to the use of my personal information that I provide

③ Click the **Proceed to apply** button on the bottom.

# Registration (Buyer)

Search to see if your company is already registered

The screenshot shows the SPP Sign Up page. At the top, there is a navigation bar with links for 'About', 'How To Use', 'Search Projects', 'Search Companies', and 'Newsroom'. Below this is a 'Sign Up' section with a progress indicator. The main content area is titled 'Search a Company' and includes a text box for 'Company name' (marked with a red circle 1), a 'Search' button (marked with a red circle 2), and a '+ Create New Company profile' button (marked with a red circle 1). A 'Next' button is also visible. At the bottom, there is a form for entering the company name in Korean and English, with a 'Next' button (marked with a red circle 3) and a 'cancel' button.

① (When registering for the first time): click the Create New Company profile button and enter the relevant information.

② (If not registering for the first time) : search for your company.

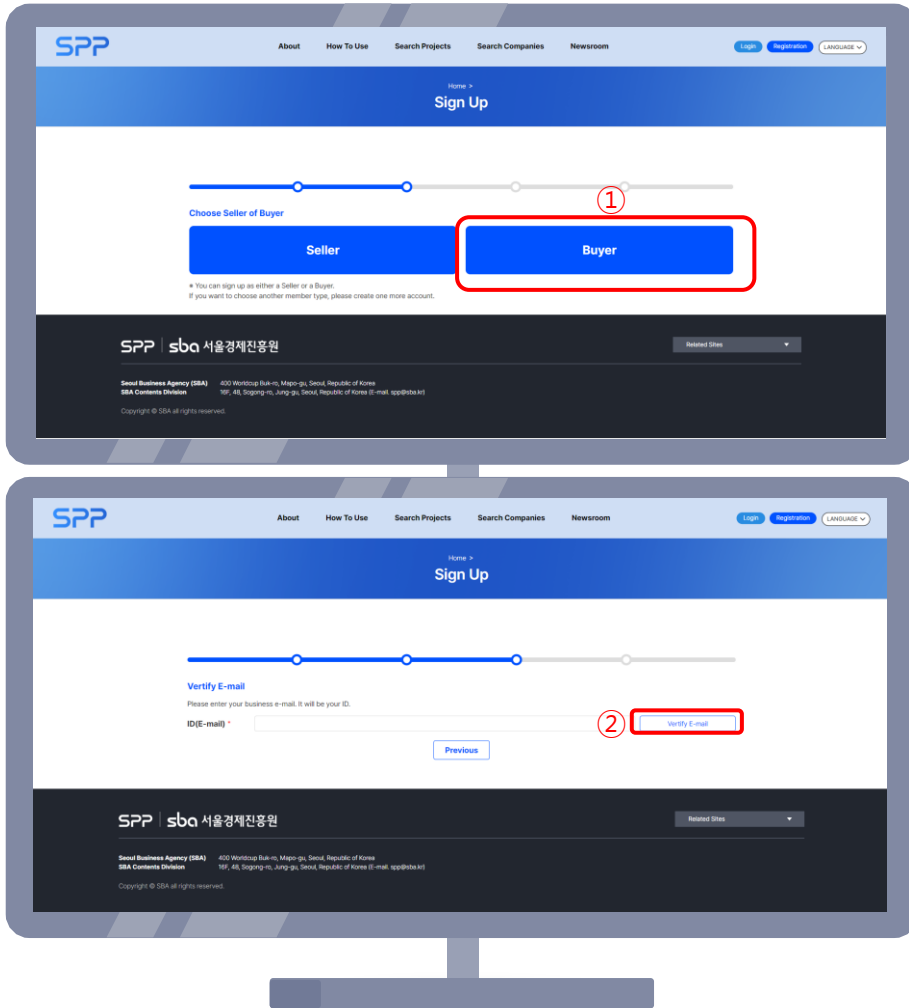
③ Click the **Next** button.

※ The first registered person of a company will be designated as a 'master', and subsequent registered persons will be designated as 'staff'.

※ Staff do not need to register projects/company information.

# Registration (Buyer)

## E-mail Verification



① Click the Buyer button.

② Click the  button after entering your e-mail then enter the verification number you receive via your e-mail.

③ Click  when you see the 'Verification is completed!' pop-up.

# Registration (Buyer)

## Enter Personal Information

Home >  
Sign Up

Complete Application Form

ID(E-mail) \*

① Password \* Password must be 8-20 characters and contain both numbers and letters. Check password \*

My Information

First Name \* Last Name \*

Job Position \* Country \* ==Select==

Department /Division \*

Telephone \* Mobile \*

② Next

① Re-check your e-mail and enter your password, name, etc.

② Click the **Next** button.



# Registration (Buyer)

## Enter Company Information

**Company Information**

Company Name (KOR)  Company Name (ENG) \*

Country \*

Homepage \*  Year of Establishment

Company Logo

Company Introduction (KOR)

Company Introduction (ENG) \*

Company Introduction File Upload

**Your Business Type**

Main Business \*

Second Business

Third Business

**Your Areas of Interest**

Your Interests (First) \*

Your Interests (Second)

Your Interests (Third)

**Your Interests (Animation)**

**Type**

3D Computer animation  Traditional animation (Cel, Hand Drawn)  2D Vector-based animation  Stop motion  Motion graphics  
 Live Action Animated Hybrid

**Genre**

Comic/Funny  Romance  Fantasy  Action  Drama  Horror/Thriller  Sports  Historical play  Education

**Age Group**

Family  Tweens & Teens  Kids  Pre-School  Toddler  Adult

**Production Status**

Completed  In Production  Pilot

**Language**

Non-Verbal  Verbal

① Enter the essential information such as country, website, company logo, etc.

② Select your preferences (Main, second & third) then select sub-categories such as type, genre, age group, etc.

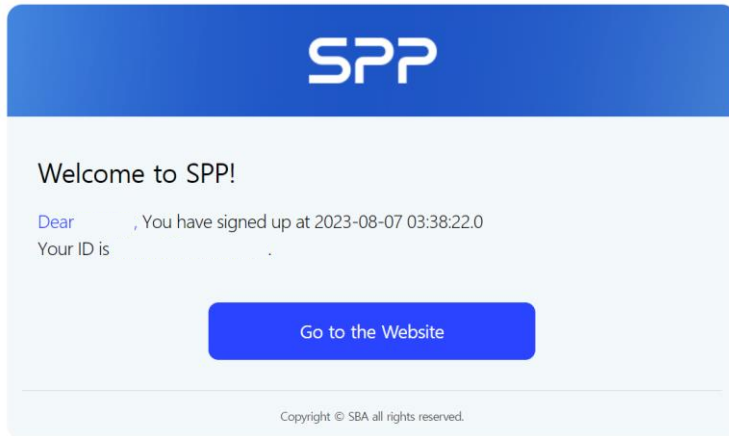
③ Click the  button.

※ All images such as logos, project images, etc. must be uploaded in high resolution to prevent image distortion.

# Registration (Buyer)

## Registration Completion E-mail

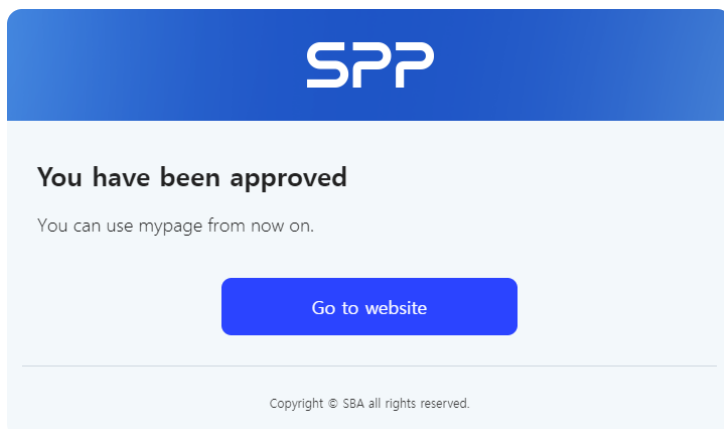
① Registration is completed with a confirmation e-mail.



※ First-time registered masters and staff are in 'pending approval'.

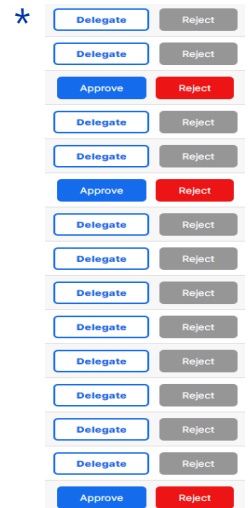
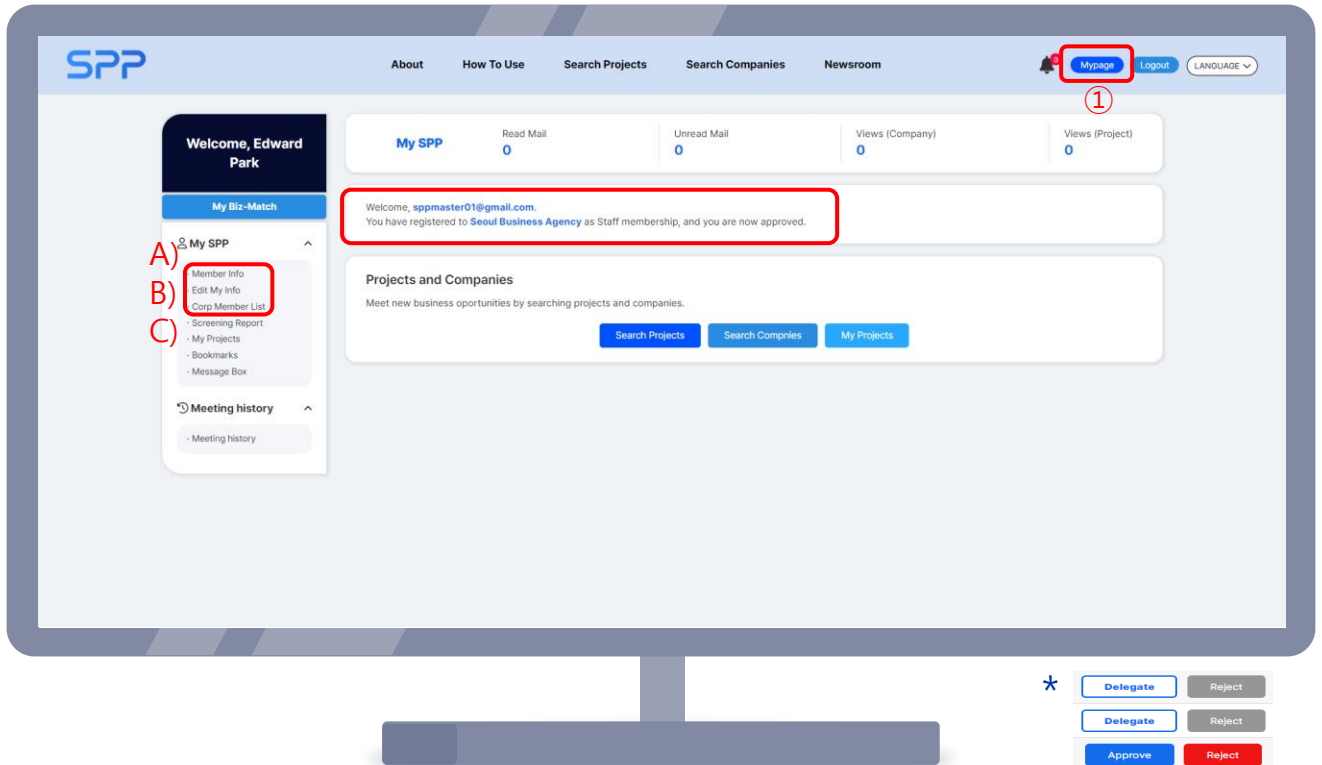
- Master: must be approved by an admin in the admin page → check for approval e-mail (may take about a day).
- Staff: company master can approve staff in My Page >> Corp Member List.

② After approval by admin/master, a notice will be sent via e-mail/text.



# My Page

## View SPP/Previous Meetings



① Click the **My Page** button on the upper-right.

② My Page: Main features

Ⓐ Member Info: Edit personal info such as passwords.

Ⓑ Edit My Info: Edit/view company info.

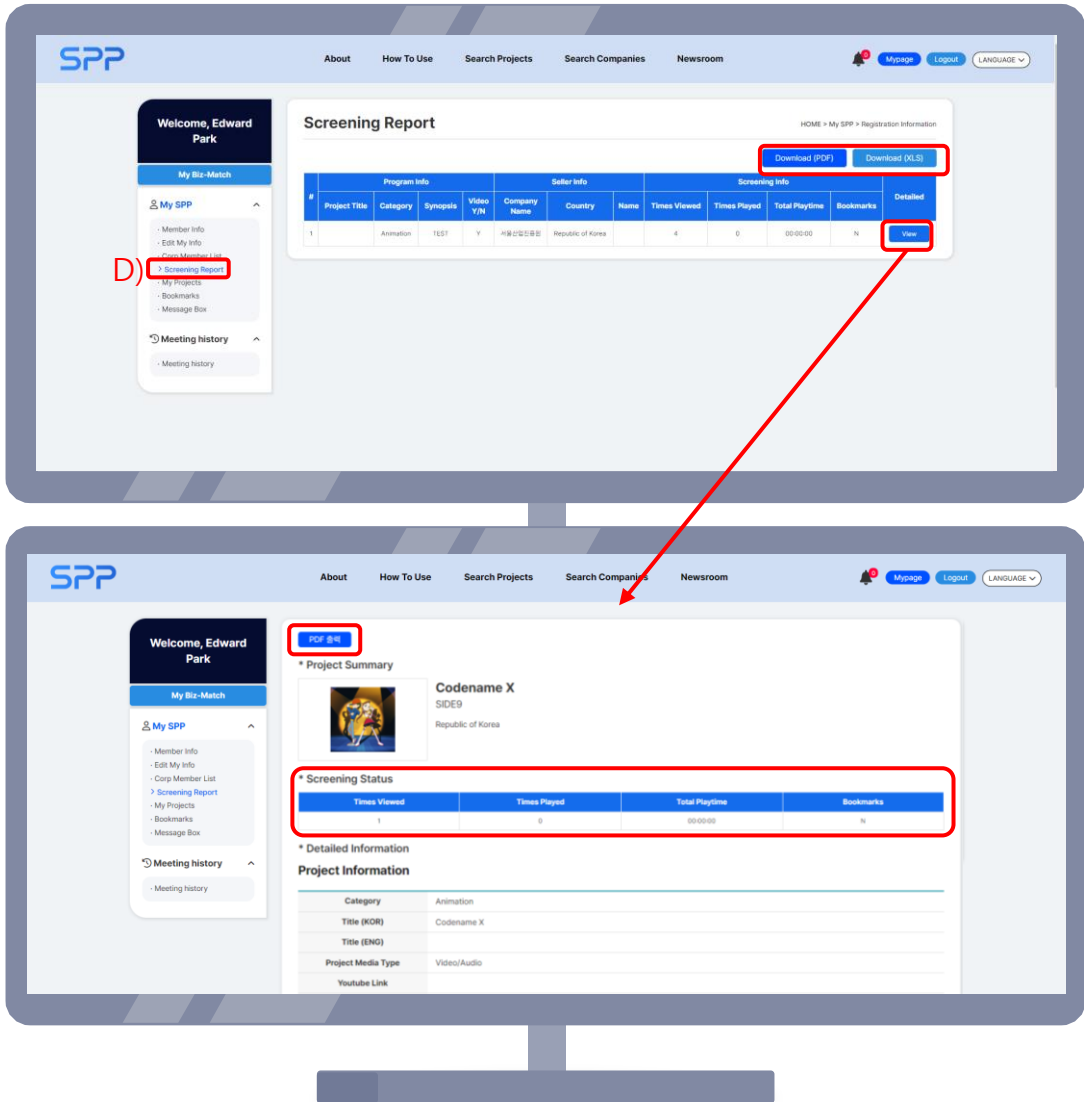
- Masters can view and edit info. Staff can only view info.

Ⓒ Corp Member List: View registered members(master & staff), approve/refuse staff, appoint master rights to staff, etc.

- Master becomes a staff member after giving up master rights.

# My Page

## View SPP/Previous Meetings



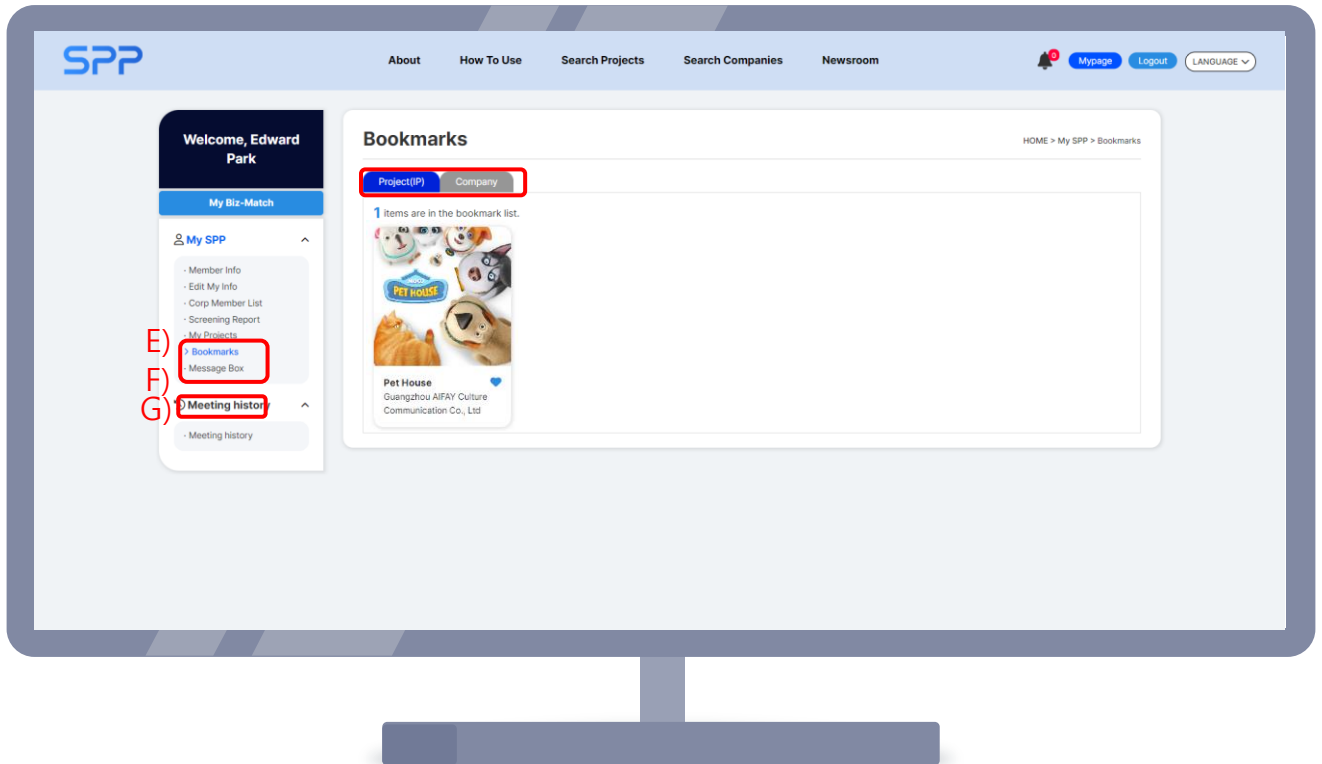
### ③ My Page: Main features

#### ① Screening Report



- View the projects searched by you, the buyer.  
(Viewed info can be downloaded as Excel or PDF files.)
- Click the **Details** button to see number of personal views, viewed time and bookmark status of each project.  
(Page can be downloaded as PDF.)

# My Page

## View SPP/Previous Meetings

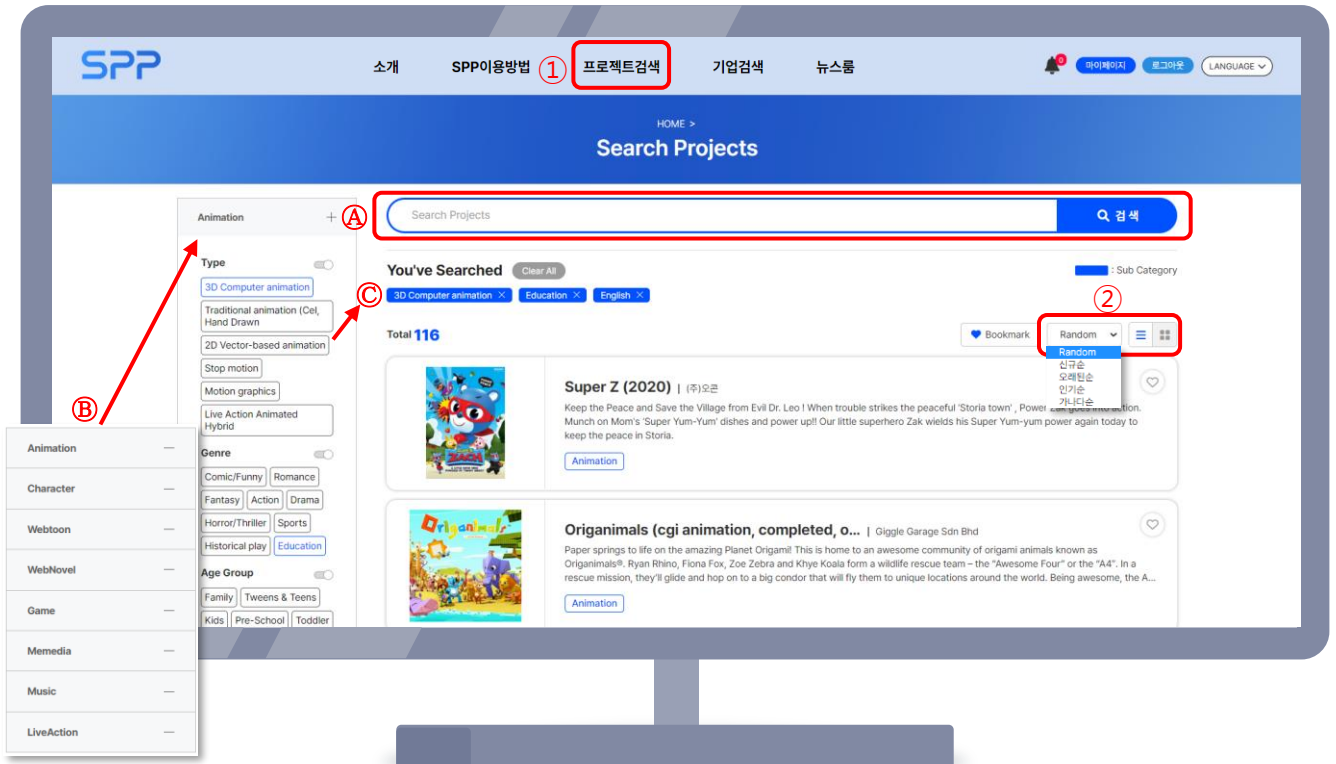


### ④ My Page: Main features

- ⑤ Bookmarks: Click the  button in the project/company detailed info page to change the icon to  and add it to your list.
- ⑥ Message Box: Check the messages you received/sent from 'Search Projects/Companies' and matching status.
- ⑦ Meeting History: View the contents of previous focused matchings.

# View Projects

## Search Projects: search filters



- ① The 'Search Projects' menu on the topside of the page is used to search for registered projects(IPs and contents).
  - Ⓐ Search with project name, company or keyword.
  - Ⓑ Search by content category, such as animation, character, webtoon.
  - Ⓒ Detailed search using multiple filters such as genre, type, age group.
- ② Sort (Default, newest, oldest, popularity or alphabetically)/view type(lines or tiles)

# View Projects

## Project Details

**Search Projects**

Pet House ⑤ **Bookmark**

**Project Information**

Category	Animation
Title (KOR)	Pet House
Title (ENG)	
Project Media Type	Video/Audio
Youtube Link	
Synopsis (KOR)	Sweet kitty, stubborn husky, witty hamster, and a bunch of cute and amazing pets coming! MOCO and his cute pet friends will go out of the pet store and start a relaxed and funny life chapter in the Alfay community. They eat, play and explore the unknown together. On this basis, the core of the story will add an important element of "family", to refine the family environment behind the cute pets, strengthen close relationship maintenance, and reflect the family value behind the pets in the relationship.
Synopsis (ENG)	
Keywords	Comedy   Pets   Friendship
Type	3D Computer animation
Genre	Comic/Funny
Age Group	Family   Kids   Pre-School

**Person in Charge of this Project**

**Ivan, Kung**  
Marketing  
Head of Int'l Marketing

**Kate, Pan**  
Distribution  
International Operations Specialist



- ① Project video
- ② Detailed image of project
- ③ Detailed info of project

메일 문의

Message

해당 기업과의 상담 및 제품문의를 하는 기능으로 참가시 등록된 이메일 주소로 안내문이 발송되고, 메일의 내용은 마이페이지에서 확인할 수 있습니다.

Attachment

[파일 첨부](#)

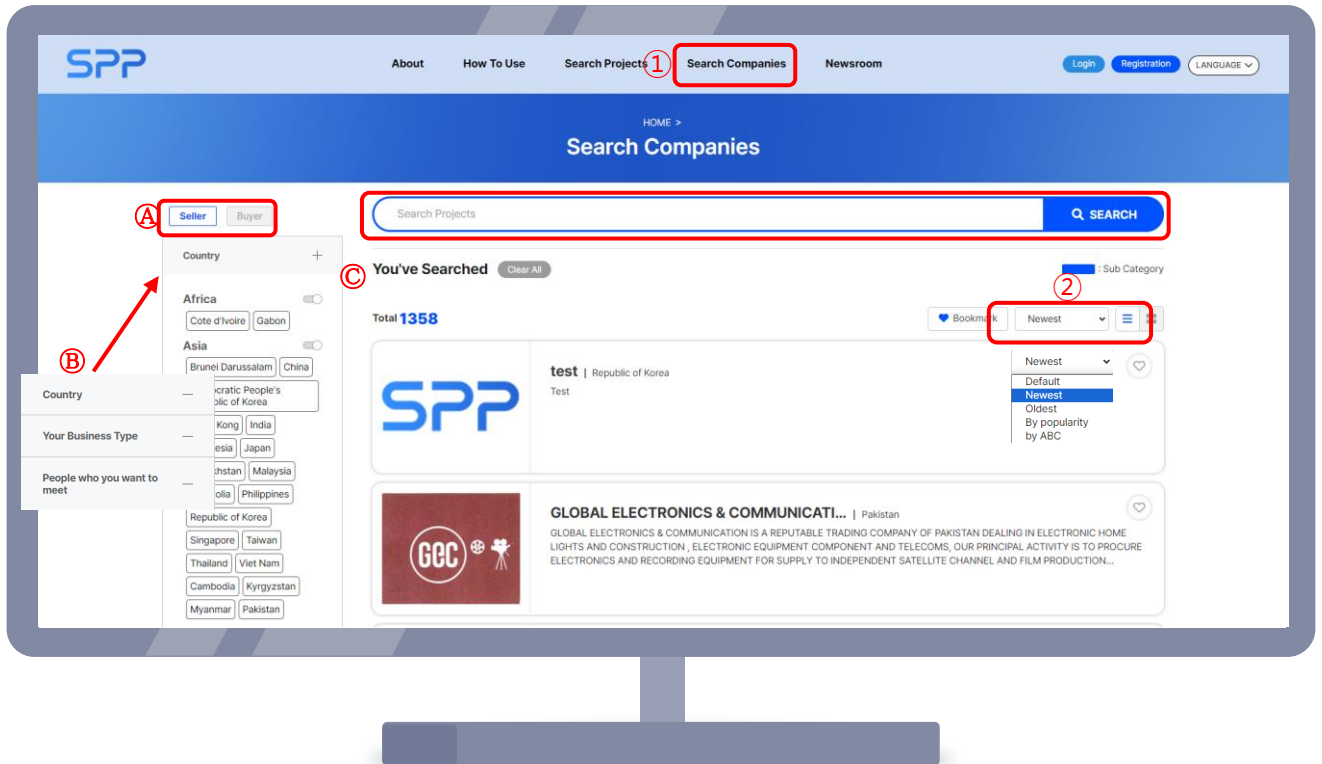
[보내기](#)

④ Click 'Person in Charge of this Project' to send inquiries.

\* This feature enables meeting request and project inquiries to the company and sends a message using the e-mail you entered during registration. The content of the e-mail can be viewed in My Page,

# View Companies

## Search Companies: search filters



① The 'Search Companies' menu on the topside of the page is used to search for registered companies that produce/distribute the registered projects.

Ⓐ Search by seller/buyer.

Ⓑ Search by project name, company name and keyword.

Ⓒ Detailed search using multiple filters such as country, business type (publisher, investor or platform), etc.

② Sort (Default, newest, oldest, popularity or alphabetically)/view type (lines or tiles)



# View Companies

## Detailed Company Info

**Dongwoo A&E**

Company (ENG)	Dongwoo A&E
Company (KOR)	동우에이앤이
Homepage	anidong.com
Country	Republic of Korea

**Company Information**

- Year of Establishment 1991
- Company Introduction (ENG)  
Animation Production and Distribution
- Company Introduction (KOR)  
애니메이션 제작 및 극장판 및 TV시리즈 수입 및 배급, 이벤트&MD 기획

**Business Information**

- Business Type

Business Type 1st	Animation
Business Type 2nd	Character
Business Type 3rd	Webtoon

- People who you want to meet

1st	Animation	
	Type	3D Computer animation
	Genre	
	Age Group	
	Production Status	
	Language	

**People in this Company**

Grace, Cho  
Contents Marketing Manager

① Bookmark

② Detailed company info

③ Business info: View the business type and information of the company for biz matching.

④ Click the 'People in this Company' to send a message inquiry to the person in charge.

메일 문의

Message

Attachment

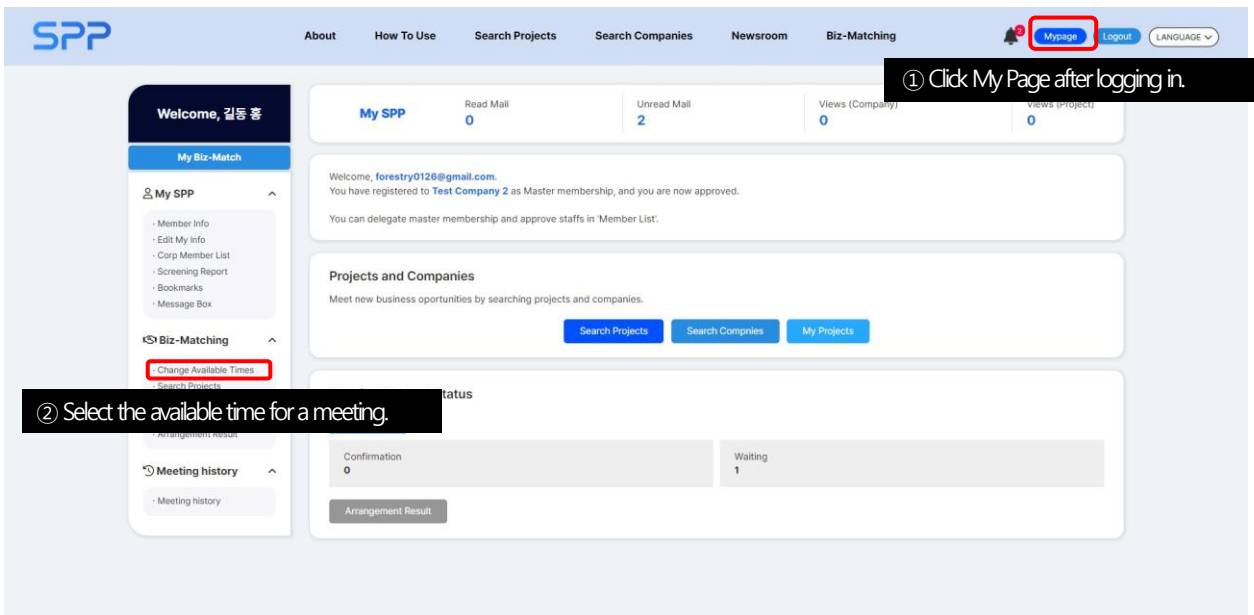
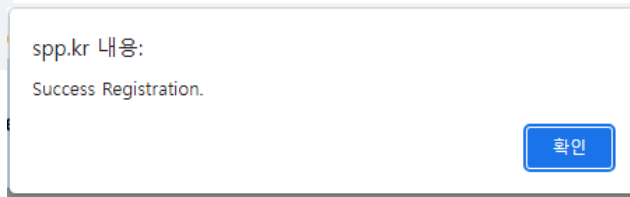
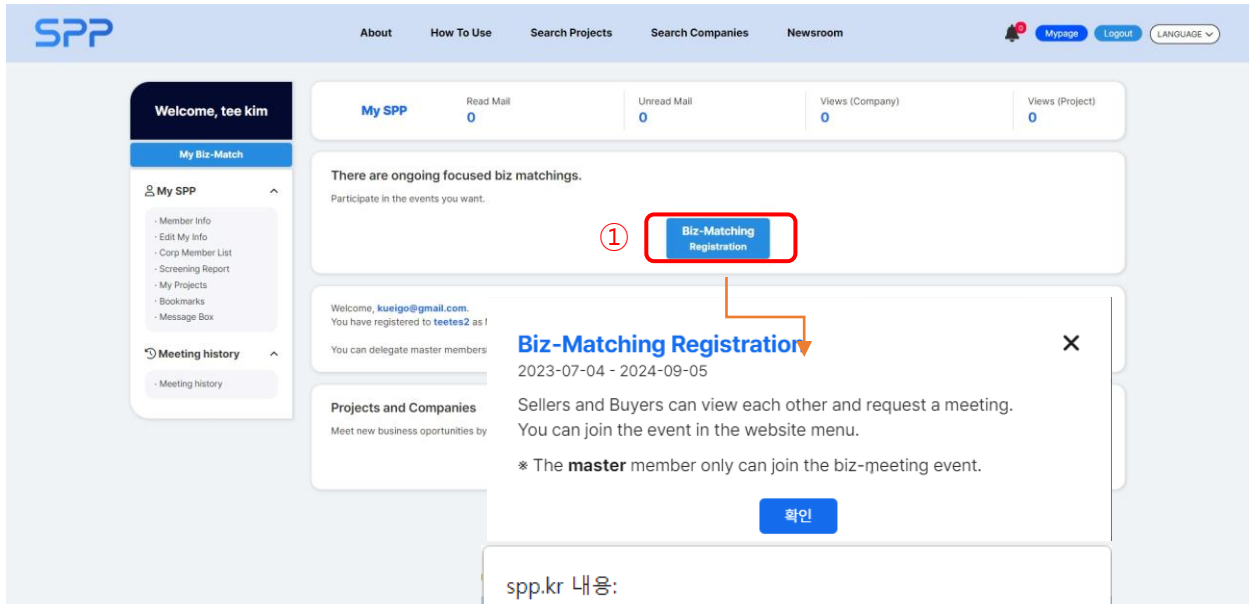
파일 첨부

보내기

\* This feature enables meeting request and project inquiries to the company and sends a message using the e-mail you entered during registration. The content of the e-mail can be viewed in My Page,

# Biz Matching

Check for available biz matchings, then request a matching



# Biz Matching

Check for available biz matchings, then request a matching

The screenshot displays the SPP Biz-Matching interface. At the top, there is a navigation bar with links for About, How To Use, Search Projects, Search Companies, Newsroom, and Biz-Matching. A user profile menu is visible on the right, including Mypage, Logout, and a language selector. Below the navigation bar, there are sections for Overview, Organizer, Contact us, Newsletter, Notice, Gallery, and Search Companies.

The main content area is titled "teetes2 (teetest2)". It shows a calendar for September 2023. A red box highlights the date "4" (September 4th), with a callout box containing the text "③ Select an available date for a meeting." Below the calendar, there are buttons for "Unblock All" and "Block All".

Underneath, there is a time selection grid. A red box highlights the 9:00, 9:30, 10:00, and 10:30 AM slots, with a callout box containing the text "④ Set the available time for a meeting." Below the time grid, there is a "Legends" section with buttons for "Meeting Unavailable", "Available Time", and "Arranged Time". A small note states: "When you click the meeting time, the changes will be saved in real time."

At the bottom of the page, there is a footer with the SPP logo and "sba 서울경제진흥원". It also includes contact information for the Seoul Business Agency (SBA) and SBA Contents Division, and a "Related Sites" dropdown menu.

# Biz Matching

## Search for interested companies and IPs

SPP About How To Use Search Projects Search Companies Newsroom **Biz-Matching** Mypage Logout LANGUAGE

Overview Organizer Contact us

5 Search for interested companies.


Gallery


Country — Search Projects SEARCH


Your Business Type —

You've Searched Clear All

Total 7


 GLOBAL ELECTRONICS & COMMU  
GLOBAL ELECTRONICS & COMMUNICATION IS A REPI  
LIGHTS AND CONSTRUCTION , ELECTRONIC EQUIPM  
ELECTRONICS AND RECORDING EQUIPMENT FOR SU

 Test Company 2 | Republic of Korea

 Test | Republic of Korea

SPP About How To Use Search Projects Search Companies Newsroom Biz-Matching Mypage Logout LANGUAGE

Test Company 2

 SPP

Company Information

Business Information

SPP sbo 서울창조산업진흥원

SPP About How To Use Search Projects Search Companies Newsroom **Biz-Matching** Mypage Logout LANGUAGE

HOME > Biz-Matching

6 Search for interested projects.

DeeDee the Little Sorceress ♡



Business Information

Business Information

신청수락 반려 바이어가 신청한 상태입니다.

Send Message

# Biz Matching

Request meeting to interested companies and IPs

**Business Information**

[Revoke refusal](#) ⑦ Request a meeting to a company here. [Send Message](#)

⑧ Send a message to request a meeting.

○ Business Type

Business Type 1st	Animation	
Business Type 2nd	Game	
Business Type 3rd		

○ People who you want to meet

1st	Game
2st	
3st	
4th	
5th	
6th	
7th	
8th	

spp.kr 내용:

Are you sure you want to request a meeting?

확인

취소

Meeting request pop-up

spp.kr 내용:

Your request has been processed.

확인

Meeting request complete pop-up

# Biz Matching

## Meeting request status check

The screenshot shows the SPP Biz-Matching interface. On the left, a sidebar menu includes 'Request Status' (highlighted with a red box). The main content area is titled '비즈매칭' and shows 'Test Company 2 (테스트 기업 2)'. Below this, there is a 'Meeting Arrangement List' table and a 'Meeting Arrangement Waiting List' table. The 'Meeting Arrangement Waiting List' table has two rows, both with 'Partner's Request' status. The 'Action' column for both rows contains 'Accept' and 'Decline' buttons, which are highlighted with a red box. A black callout box with a white circle and the text 'Check your meeting status.' points to the 'Accept' and 'Decline' buttons. The footer of the page includes SPP and SBA logos and contact information.

The diagram illustrates four pop-up messages:

- Meeting canceled pop-up:** A message from spp.kr asking 'Are you sure to cancel your meeting request?' with '확인' (Confirm) and '취소' (Cancel) buttons.
- Recipient's meeting approval pop-up:** A message from spp.kr stating 'Buyer has requested a meeting. Status will be changed to Mutual Request if you accept this request.' with '확인' (Confirm) and '취소' (Cancel) buttons.
- Recipient's meeting decline pop-up:** A message from spp.kr stating 'The meeting request will move into your waiting list of meeting requests.' with '확인' (Confirm) and '취소' (Cancel) buttons.

Arrows indicate the flow of these pop-ups from the 'Accept' and 'Decline' buttons in the main interface. A 'Related Sites' dropdown menu is also visible in the background.

# Biz Matching

## Check the final meeting schedule

The screenshot shows the SPP Biz-Matching interface. The top navigation bar includes 'About', 'How To Use', 'Search Projects', 'Search Companies', 'Newsroom', and 'Biz-Matching'. The left sidebar contains a 'Welcome, 김동홍' message and a 'My Biz-Match' section with options like 'My SPP', 'Biz-Matching', and 'Meeting history'. The main content area is titled '비즈매칭' and shows a meeting request for 'Test Company 2 (테스트 기업 2)'. A table lists meeting details with columns for '#', 'Date/Time', 'Company Name', 'Contact Name', 'Requests', and 'Meeting Result'. A red box highlights the 'write result' button in the 'Meeting Result' column. Below the table is a 'Show waiting list' button and a black box with the text '10 Check final schedule.' The footer contains SPP and sba logos, contact information for the Seoul Business Agency (SBA), and a 'Related Sites' dropdown menu.

Home > Biz-Matching > Meeting Request status

Test Company 2 (테스트 기업 2)

Your current timezone is (KST) Asia/Seoul. [Change Timezone](#) [Lock zone](#)

Meeting Details

#	Date/Time	Company Name	Contact Name	Requests	Meeting Result
1	2023-09-04 11:30 ~ 12:00 (KST)	Test Company 테스트 기업		- Mutual Request	<a href="#">write result</a>

[Show waiting list](#)

10 Check final schedule.

SPP | sba 서울경제진흥원

Seoul Business Agency (SBA) 400 Worldcup Buk-ro, Mipo-gu, Seoul, Republic of Korea  
SBA Contents Division 16F, 48, Sogong-ro, Jung-gu, Seoul, Republic of Korea (E-mail: spp@sba.kr)

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Related Sites

# Biz Matching

## Check the final meeting schedule

비즈매칭

Home > Biz-Matching > Meeting Request status

Test Company 2 (테스트 기업 2)

Your current timezone is (KST) Asia/Seoul. [Change Timezone](#)

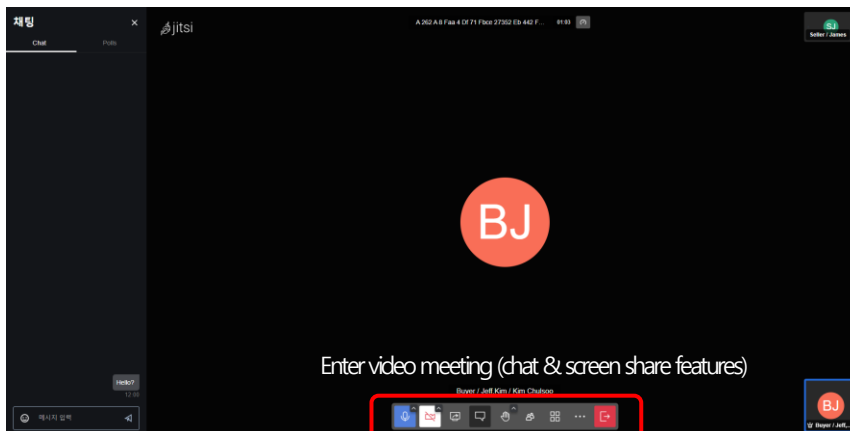
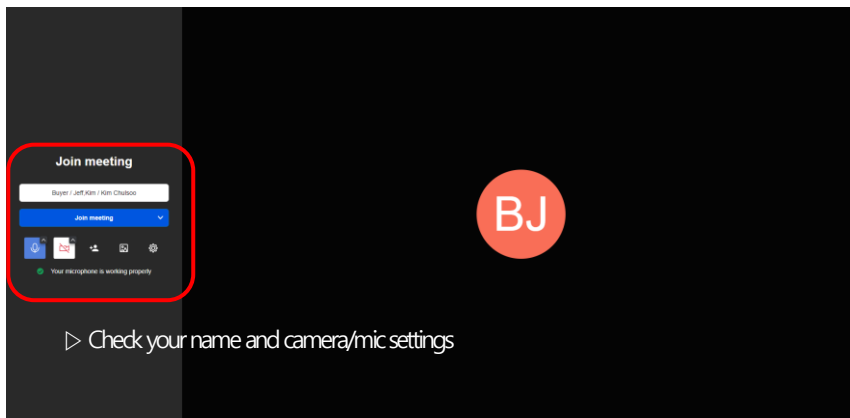
### Meeting Details

#	Date/Time	Company Name	Contact Name	Requests	Video Conference	Meeting Result
1	2023-08-10 18:30 ~ 19:00 (KST)	Test Company 테스트 기업		- Mutual Request	<a href="#">Enter VC</a>  <a href="https://www.naver.com">https://www.naver.com</a>	<a href="#">write result</a>

Show waiting list

⑪ Proceed with online video meeting

⑫ Enter video meeting room.







**SPP**

**sba**  
Seoul Business Agency

