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# SPP 商务配对平台 使用者指南 (卖方)

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

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## SPP 国际内容市场 (Seoul Promotion Plan)

首尔经济振兴院于2001年开始举办的内容B2B市场活动，  
向拥有网络小说、网络漫画、动画片、游戏等IP的业界从业者提供  
内容销售及购买、共同制作招商引资等多种业务的国际内容市场

## 内容B2B配对专业平台. SPP

- 只要加入一次会员，便可参与所有年中举办的多种内容B2B配对活动
- 支援拥有IP的卖家企业和对IP购买/发行/流通/许可/事业化等感兴趣的买家企业间的商务配对



365日全年无休进行商务配对



实现与商业伙伴的轻松连接

# 主页面全览

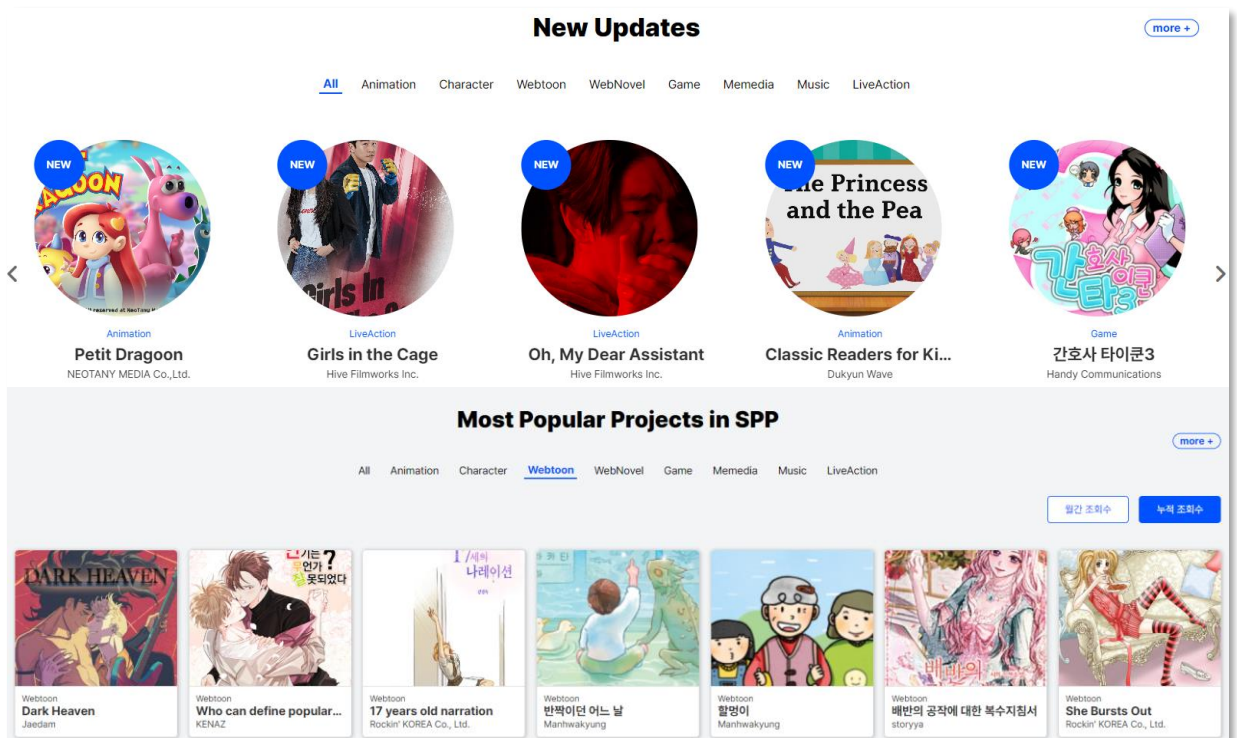
## [菜单栏]



## [搜索栏]



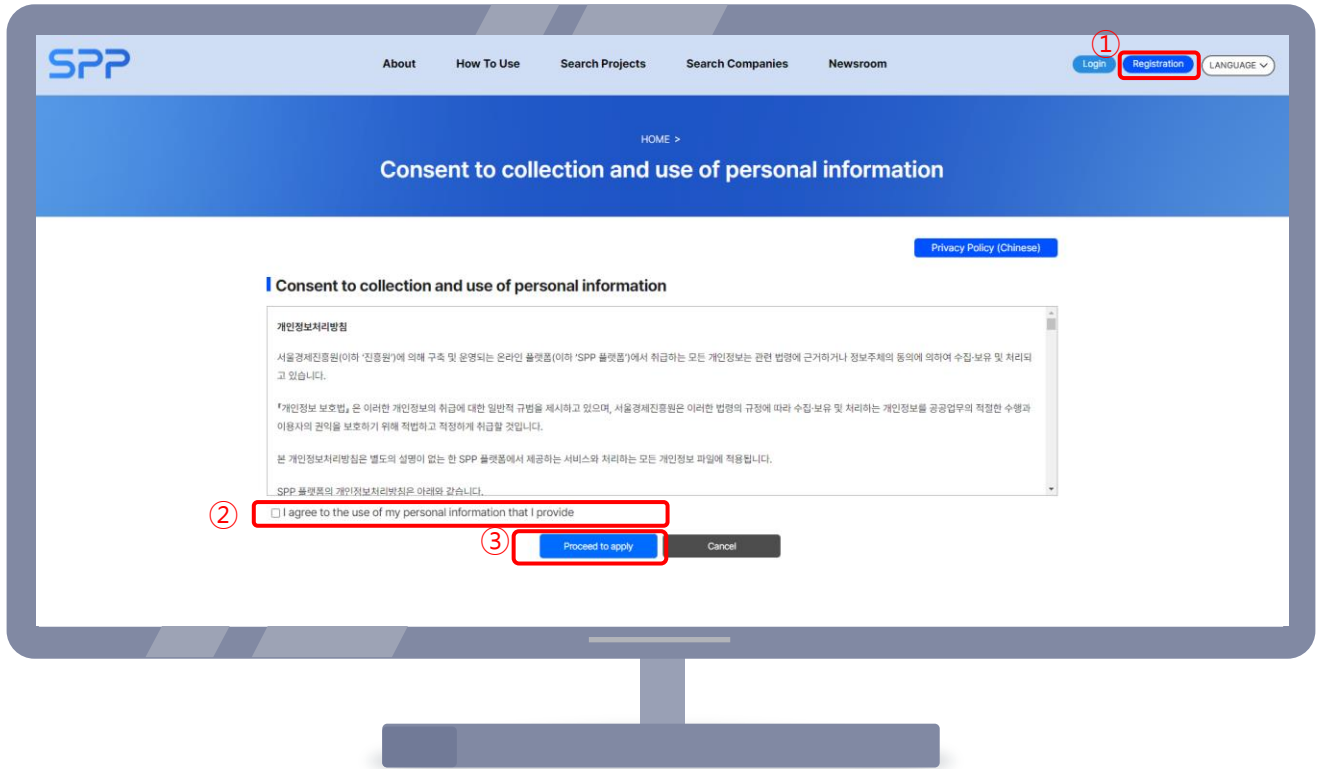
## [New Updates & Most Popular Projects in SPP]



可确认新登录作品及SPP人气作品

# 加入会员(卖方)

## 同意条款



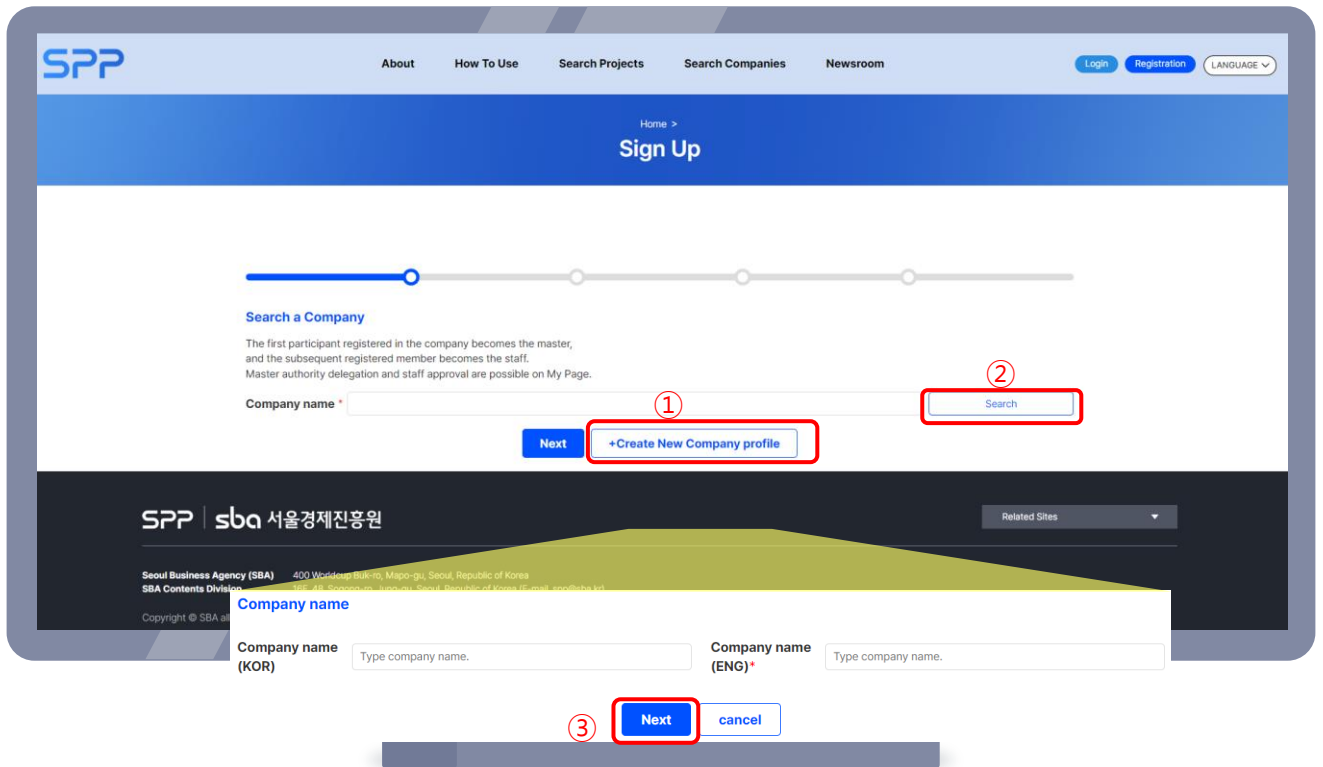
① 点击右上方 [Registration](#) 按钮，移动到会员注册页面

②  I agree to the use of my personal information that I provide 确定

③ 点击下方 [Proceed to apply](#) 按钮

# 加入会员(卖方)

## 企业搜索



① (首次登录时) 点击生成企业简介按钮, 输入企业韩英文名称

② (非首次登录时) 搜索企业名称

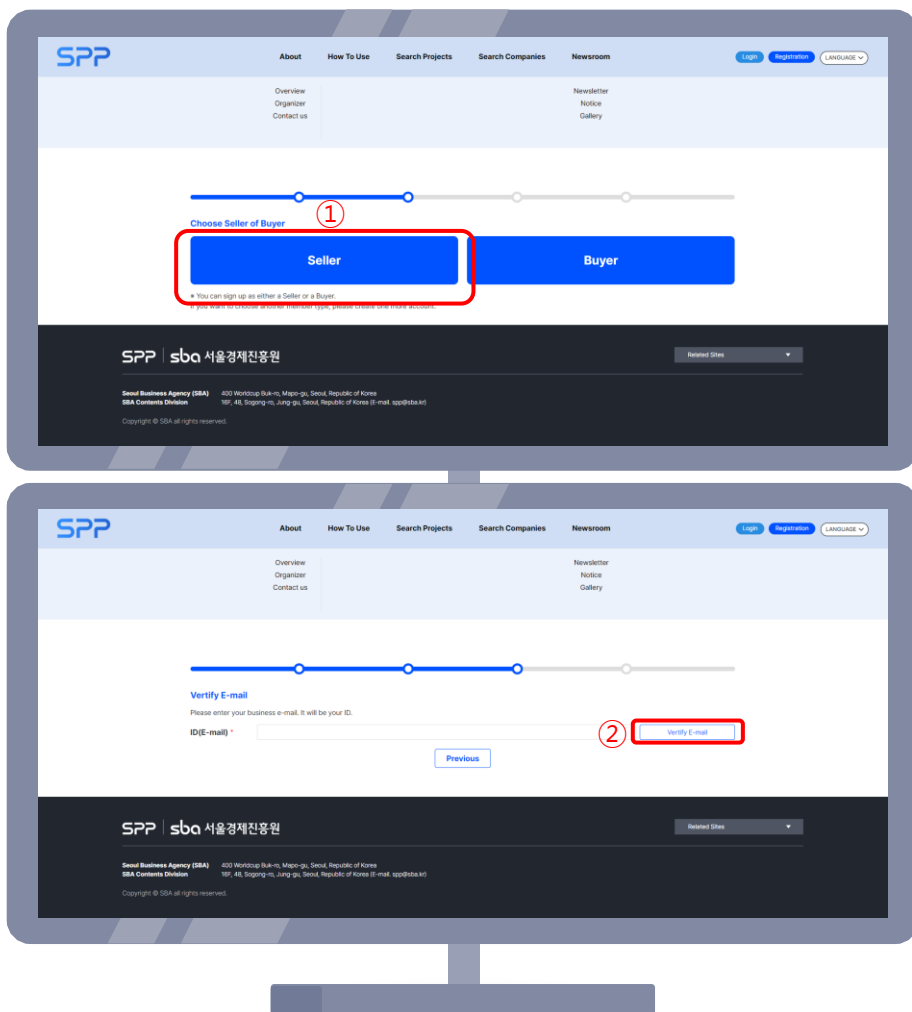
③ 点击下方  按钮

※ 首次登录者以“MASTER”, 之后注册者以“STAFF”权限进行加入。

※ STAFF无需登记项目/企业信息。

# 加入会员(卖方)

## 邮件认证



① 点击卖家按钮

② 输入电子邮箱后点击  按钮，并输入发送至相应电子邮件的验证码

③ 弹出已完成验证！弹窗后，点击  按钮

# 加入会员(卖方)

## 输入个人信息

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 再次确认电子邮件，输入密码、姓名等必要信息

② 点击下方  按钮



# 加入会员(卖方)

## 输入企业信息

①

**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)

③

②

**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 上传国家、网站、企业标志等必要信息

② 选择感兴趣的领域（按兴趣度进行1~3排序），选择下方希望咨询类型及详细信息

③ 点击  按钮

④ 确认“已完成企业信息登记，转移至项目注册页面”消息

※ 标志、项目照片等所有图像文件务必上传高清图质，否则可能无法识别。

# 加入会员(卖方)

## 项目(IP)管理

**My Projects** ① HOME > My SPP > My Projects

Project Delegate

②

Category\* Animation

Title (KOR)

Title (ENG)\* TEST

Thumbnail Photo / Image\* Upload

Project Media Type\*  Video/Audio  Images

Images\* Upload It will be displayed on 1

Synopsis (KOR)

Synopsis (ENG)\* TEST

Keywords\* TEST

Project Detail Information (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

Year of production-Start\* Completed

Year of production-End\* 2022

Length in Minutes (Format 1)\* T

Temporarily saved at 2023. 8. 8. 오전 9:35:24, expires in 72 hours

Save temporarily Delete temp data

Save Delete

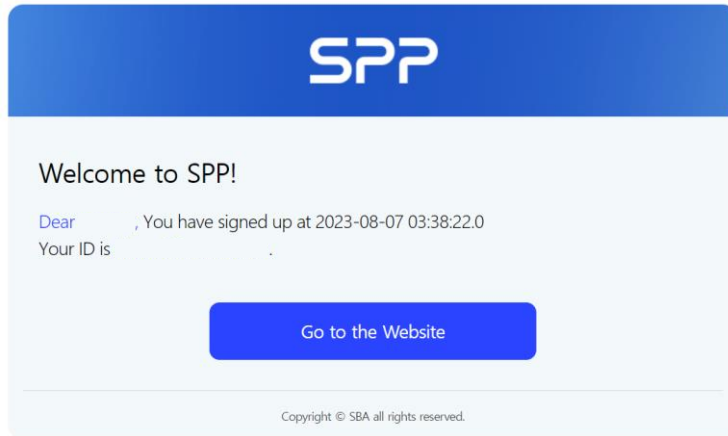
- ① 自动移动至我的主页中项目(IP)管理页面。
- ② 上传选择类别、简介、项目详细信息等必要信息
  - 可通过右上方及下方 Save temporarily 按钮进行临时保存
- ③ 点击 Save 按钮
- ④ 确认“已完成项目注册”消息

※ 标志、项目照片等所有图像文件务必上传高清图质，否则可能无法识别。

# 加入会员(卖方)

## 接收已完成加入邮件

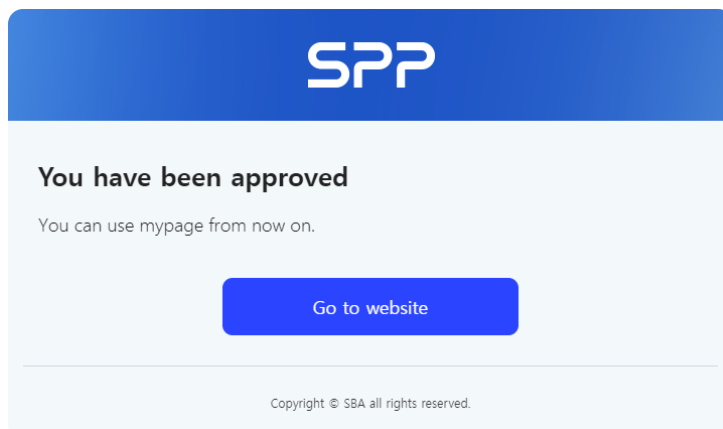
① 收到已完成加入的电子邮件通知后，会员登录即已完成。



※ 首次登录的MASTER及STAFF处于“请求批准”状态。

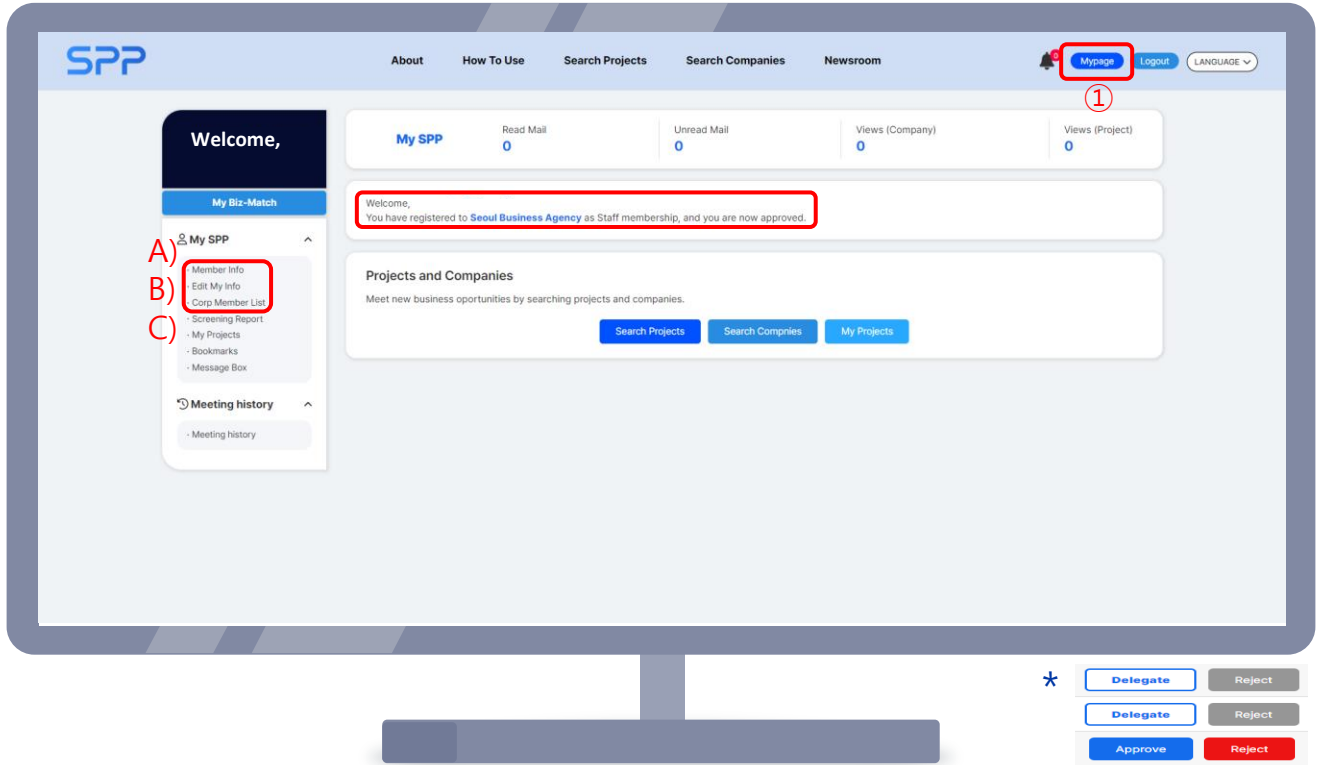
- MASTER：由管理员在管理员页面上进行批准 → 确认批准邮件（大约耗时一天左右。）
- STAFF：由该企业的Master在我的主页“会员目录”中进行批准

② 管理员/MASTER在批准该账号后，会通过电子邮件和短信发送相关通知。



# 我的主页

查看我的SPP/过去咨询内容



① 点击右上方 **My page** 按钮

② 我的主页主要功能

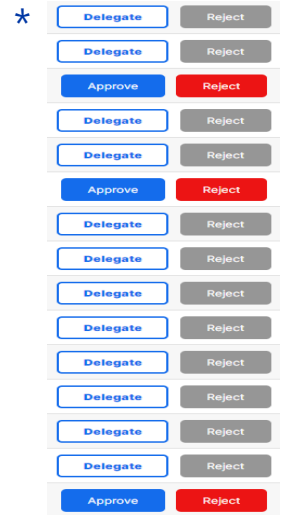
Ⓐ 会员信息管理：可修改密码等个人信息

Ⓑ 参与信息：企业信息修改&查询

- MASTER可进行查询&修改，STAFF只可进行查询。

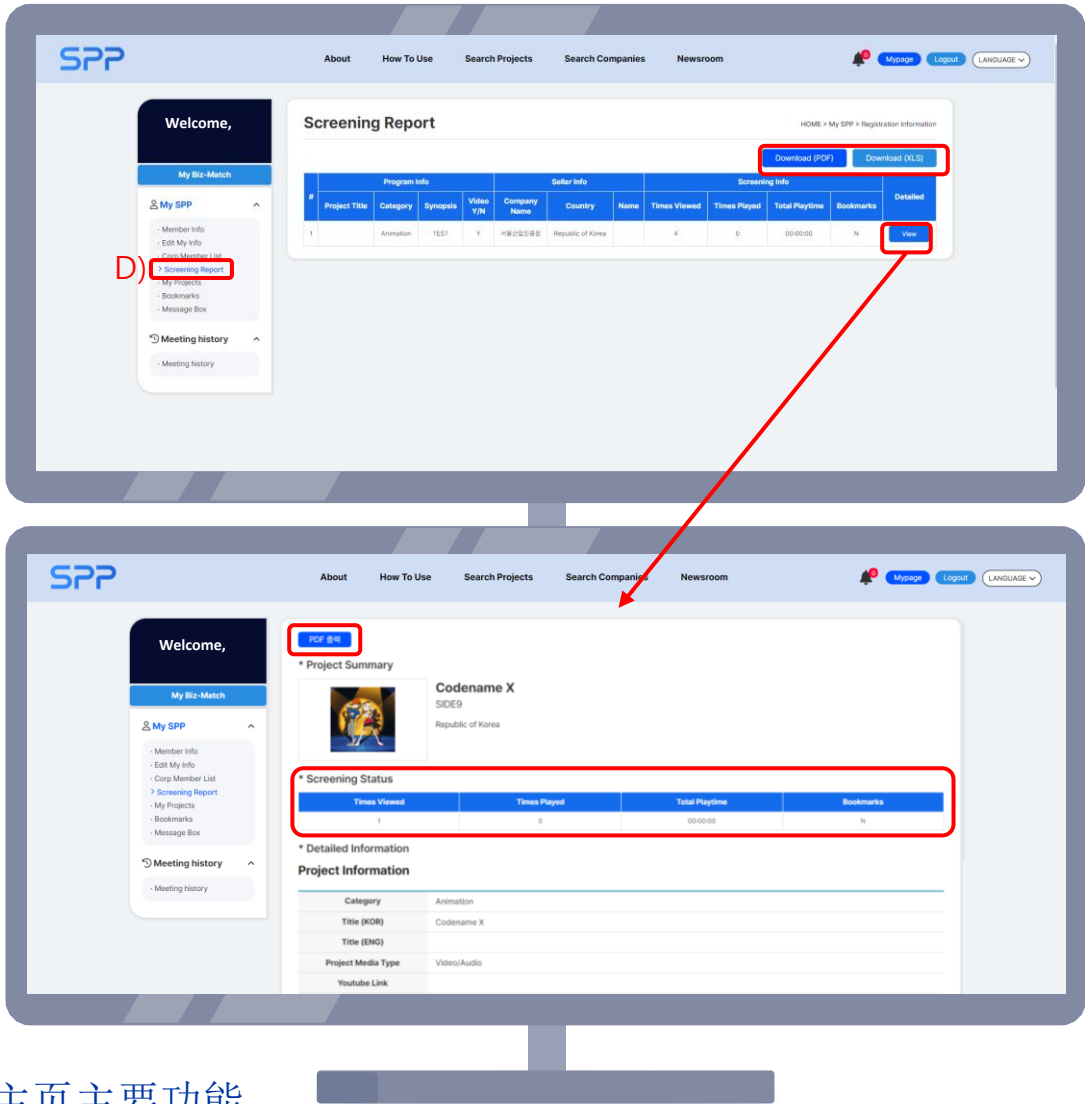
Ⓒ 会员目录：可查询已加入会员（MASTER&STAFF）目录、STAFF批准及退回，可向已批准STAFF赋予MASTER权限。

- 得到MASTER授权后成为STAFF。



# 我的主页

## 查看我的SPP/过去咨询内容



## ②我的主页主要功能

### ① 筛选报告

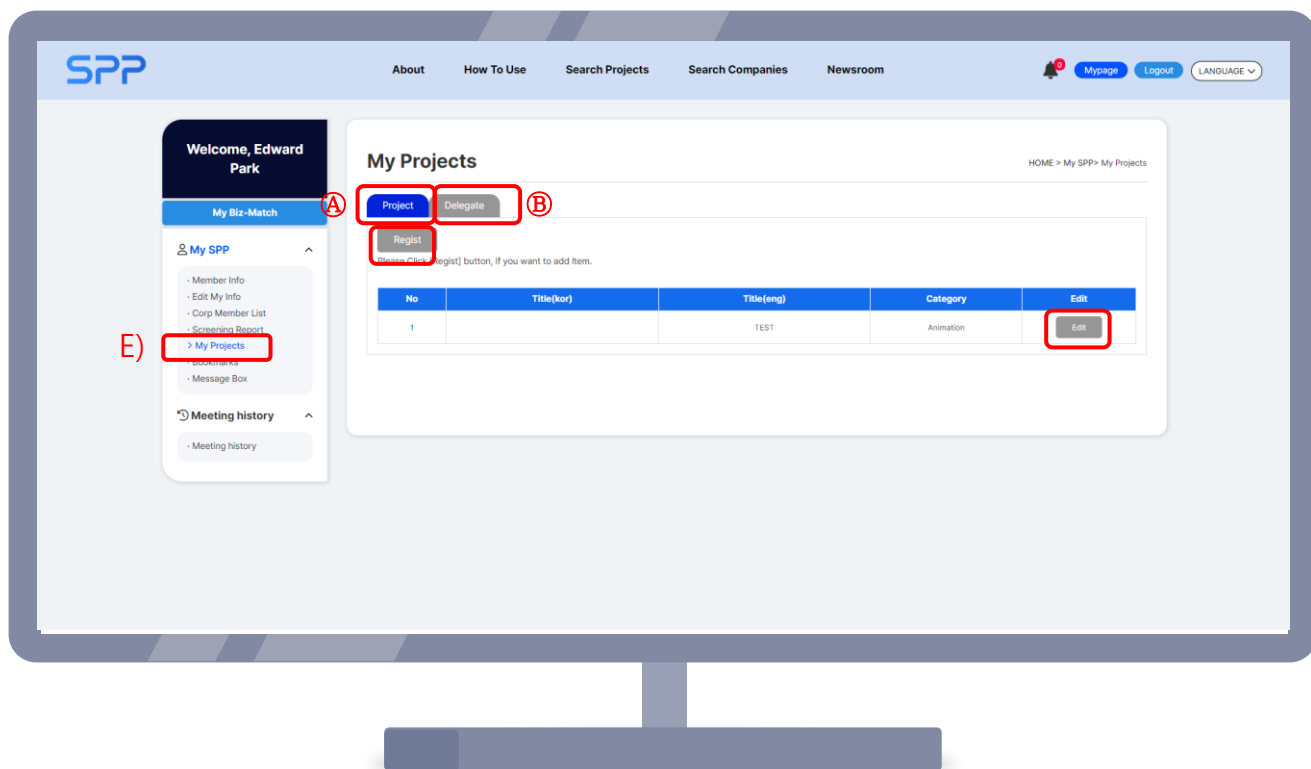
- 确认买家本人所查询的作品明细

(查询明细可以Excel、PDF文件形式进行下载。)

- 点击 **View** 按钮，可确认对该作品的本人点击率、查询时间、是否标有书签等内容 (详细页面可以PDF文件形式进行下载。)

# 我的主页

查看我的SPP/过去咨询内容



②我的主页主要功能 点击登录

⑤ 项目 (IP)管理

① Project : 对加入会员时所登录的项目进行确认、修改及添加

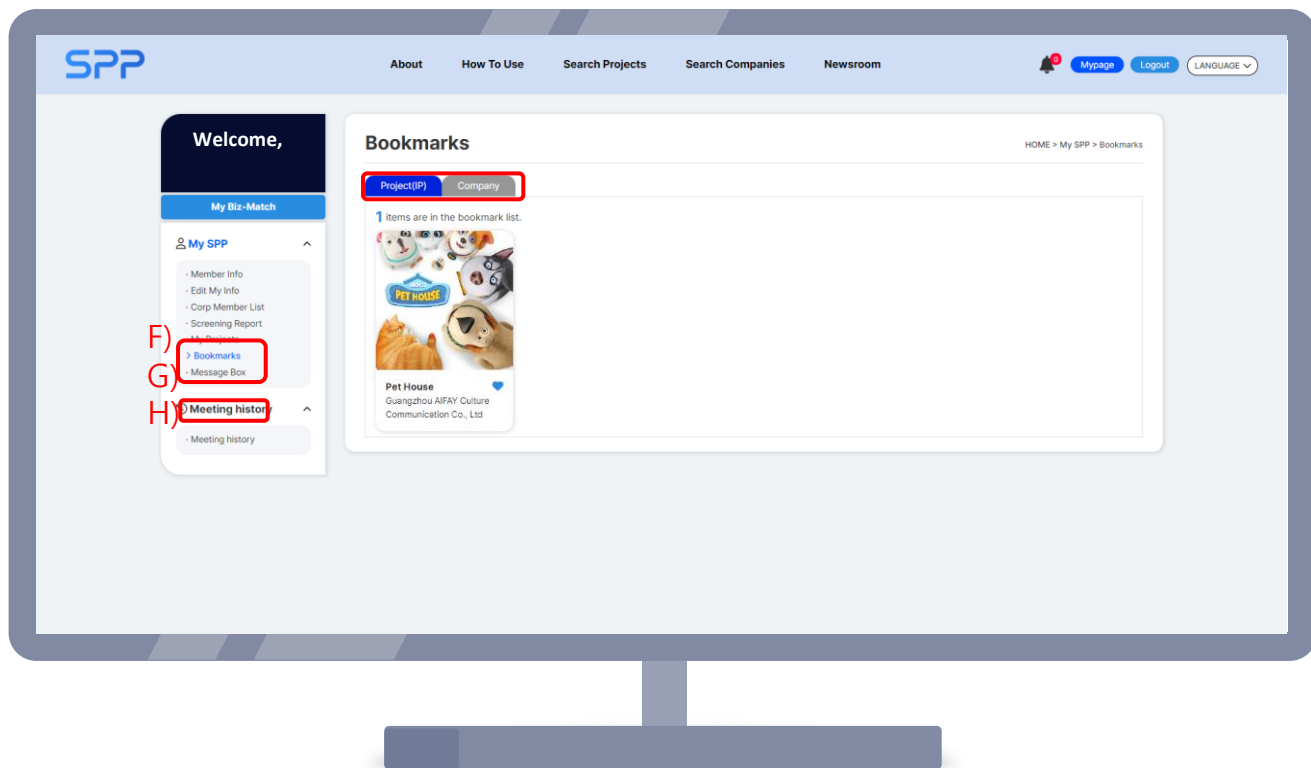
-点击登录  按钮即可修改现有项目

-点击修改  按钮即可登录新项目

② Delegate : 选择要授权的会员, 按下  按钮即可赋予 MASTER权限。

# 我的主页

查看我的SPP/过去咨询内容

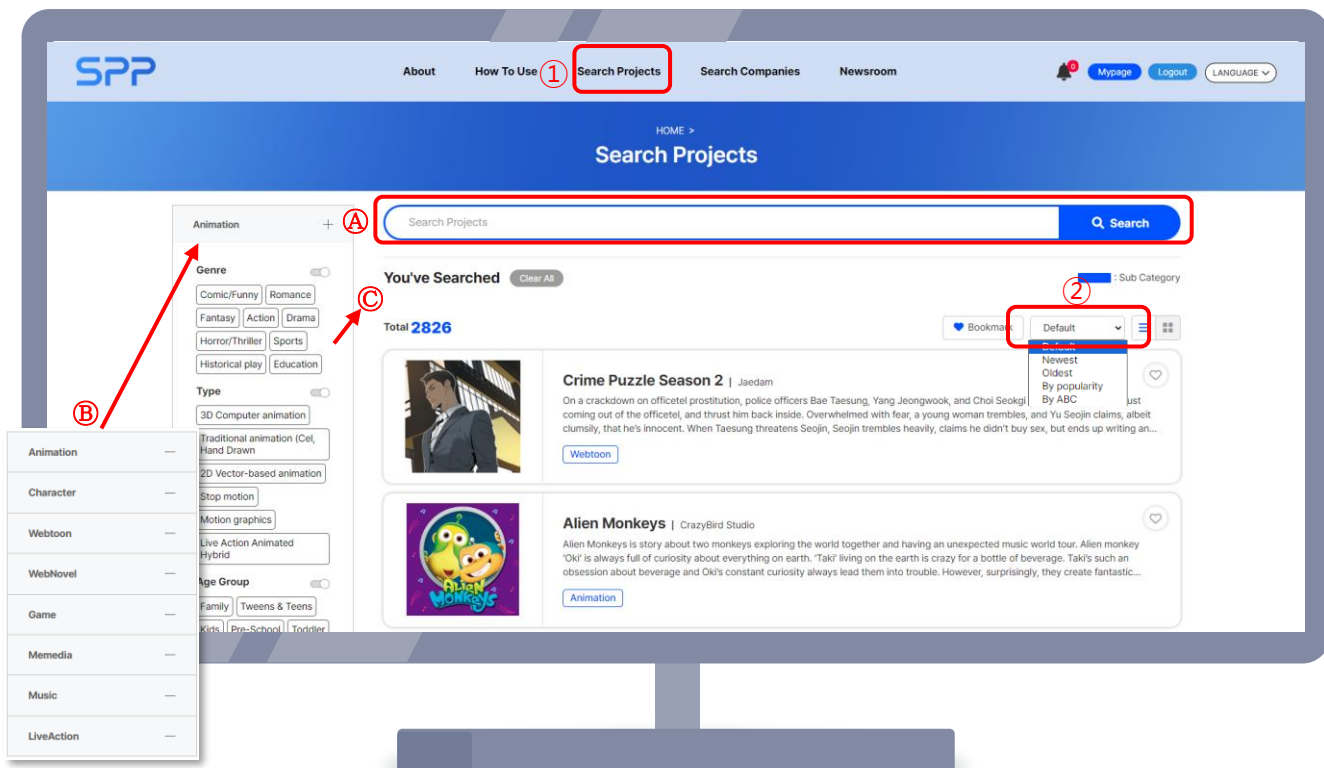


## ② 我的主页主要功能

- ⑥ 书签目录：在各类项目及企业详细信息页面点击按钮  时可变为  ，并添加至目录
- ⑦ 我的信息箱：可以通过 Search Projects/Companies，确认收发信息及匹配状态。
- ⑧ 查询过去咨询内容：可确认已过日期的集中咨询明细。

# 查看项目

## Search Projects, 搜索过滤



① 通过上方菜单中的“项目搜索”，可查看所有已登记作品(项目IP/内容)

Ⓐ 输入项目名、企业名、关键词进行搜索

Ⓑ 按动画片、角色、网络漫画等内容类型进行分类搜索

Ⓒ 经类型、体裁、年龄层等多重过滤的详细搜索

② 排序(Random、登录正序、登录反序、人气排名，

“ABC”序)/查看类型(排序，棋盘)



# 查看项目

## 项目详细信息

**Search Projects**

Pet House ⑤ 书签功能

**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 项目影像

② 该项目的详细图片

③ 项目详细信息

④ 点击项目负责人，可进行  
信息咨询。

\* 通过该功能可咨询企业和商品，  
将通过加入时登记的电子邮箱发送通知，  
其邮件内容可在我的主页中进行确认。

메일 문의

Message

Attachment

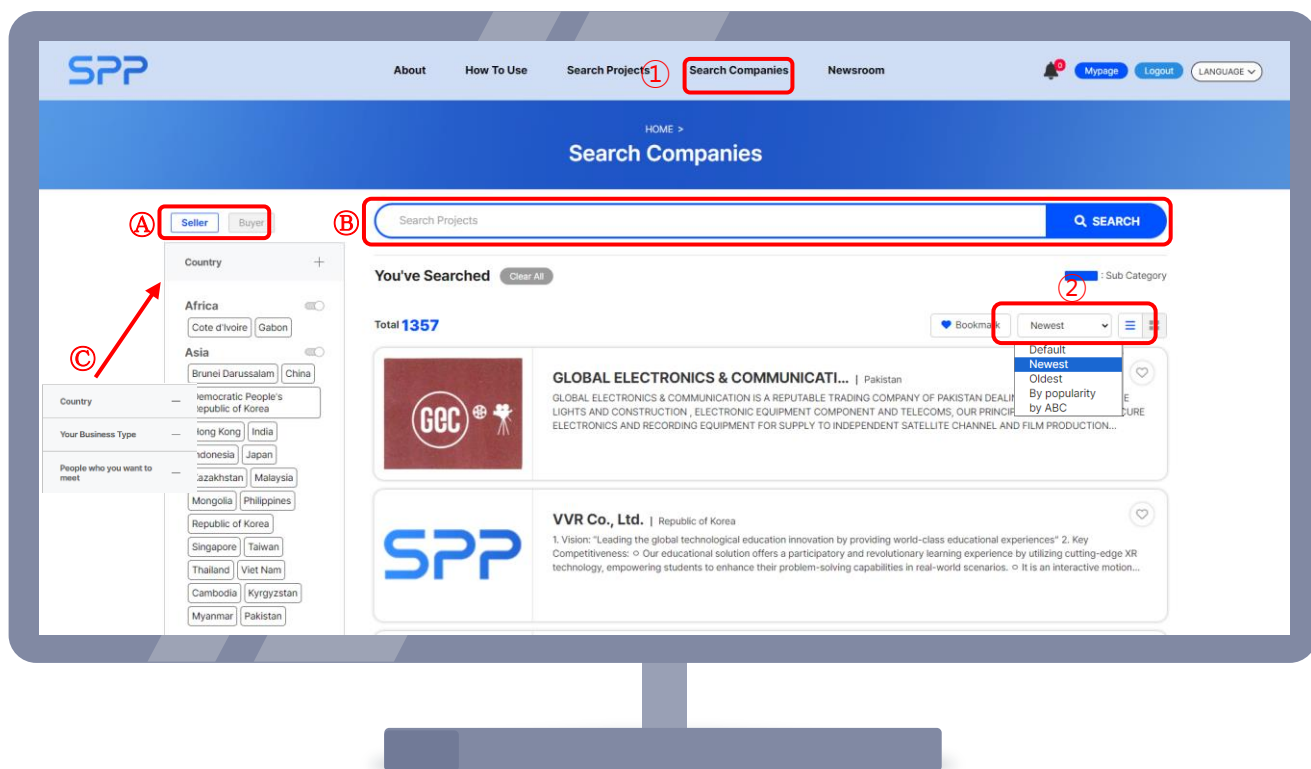
파일 첨부

보내기

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

# 查看项目

Search Companies, 搜索过滤



① 通过上端菜单的“企业搜索”，可查看所有已登记作品的制作及流通企业

① 按卖方/买方进行分类搜索

② 输入项目名、企业名、关键词进行搜索

③ 按照国家、商业类型（发行公司、投资公司、平台等）  
设置多重过滤器进行详细搜索

④ 排序(Random、登录正序、登录反序、人气排名,  
“ABC”序)/查看类型(排序, 棋盘)

# 查看企业

## 企业详细信息

**Dongwoo A&E**

① 书签功能

② 企业详情

③ 事业项目详情  
: 可确认企业的商务类型及想要匹配的业务信息。

④ 点击企业负责人, 可进行信息咨询。

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, 이벤티&AMD 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

**Inquiry Message**

Message

Attachment

Attachment Upload

Send

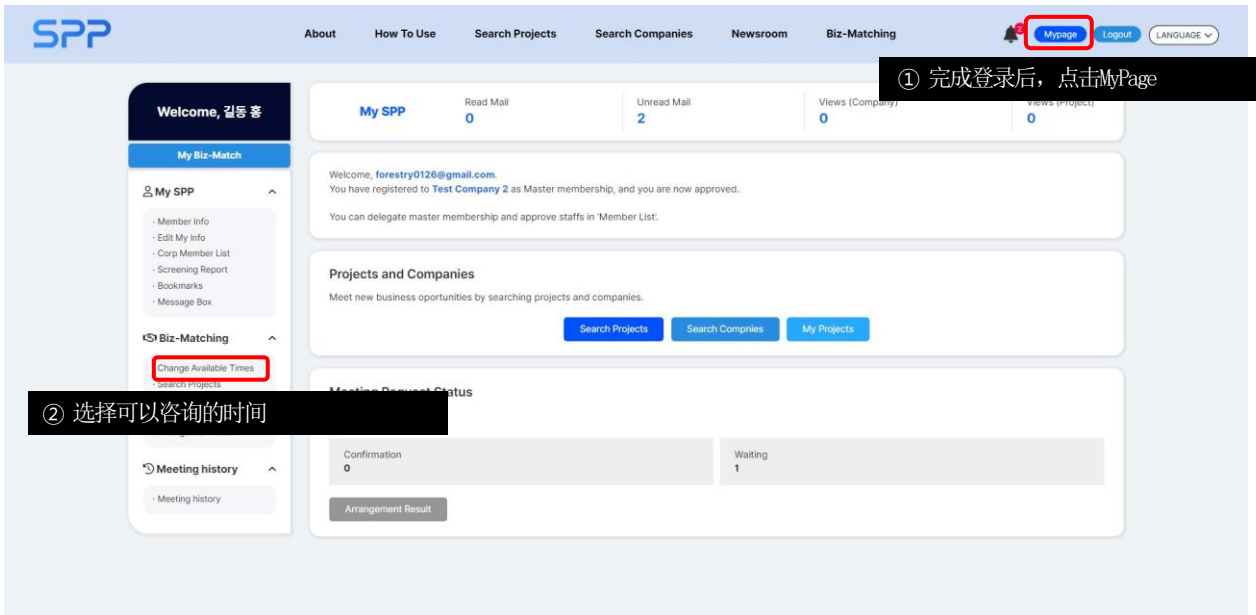
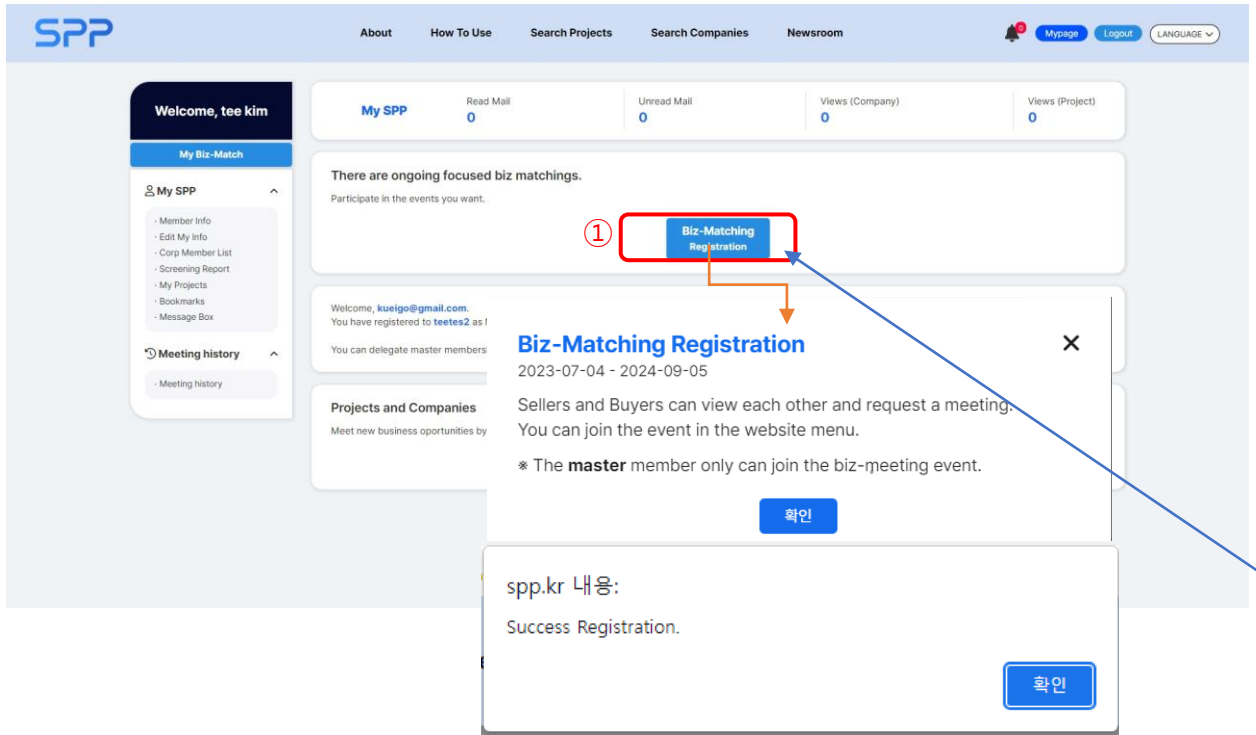
This function is for making inquiries about companies or projects. You can check the sent and received emails on My Page.

④ 点击企业负责人, 可进行信息咨询。

\* 通过该功能可咨询企业和商品, 将通过加入时登记的电子邮箱发送通知, 其邮件内容可在我的主页中进行确认。

# 商务配对

确认现可参与的商务配对后申请参与



# 商务配对

确认现可参与的商务配对后申请参与

**My SPP**

- Member Info
- Edit My Info
- Corp Member List
- Screening Report
- My Projects
- Bookmarks
- Message Box

**Biz-Matching**

- Change Available Times**
- Search Companies
- Request Status
- AI argument Feature

**Meeting history**

- Meeting history

teetes2 (teetest2)

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

**Meeting Schedule**

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10					15	16
17					22	23
24	25	26	27	28	29	30

Available Times for 2023-09-04

[Unblock All](#) [Block All](#)

AM				PM			
9:00	9:30	10:00	10:30	12:00	12:30	13:00	13:30
11:00		11:30		14:00	14:30	15:00	15:30
				16:00	16:30	17:00	17:30

③ 设置可进行咨询的日期

④ 设置可进行咨询的时间

When you click the meeting time, the changes will be saved in real time.

**Legends**

- Meeting Unavailable
- Available Time
- Arranged Time

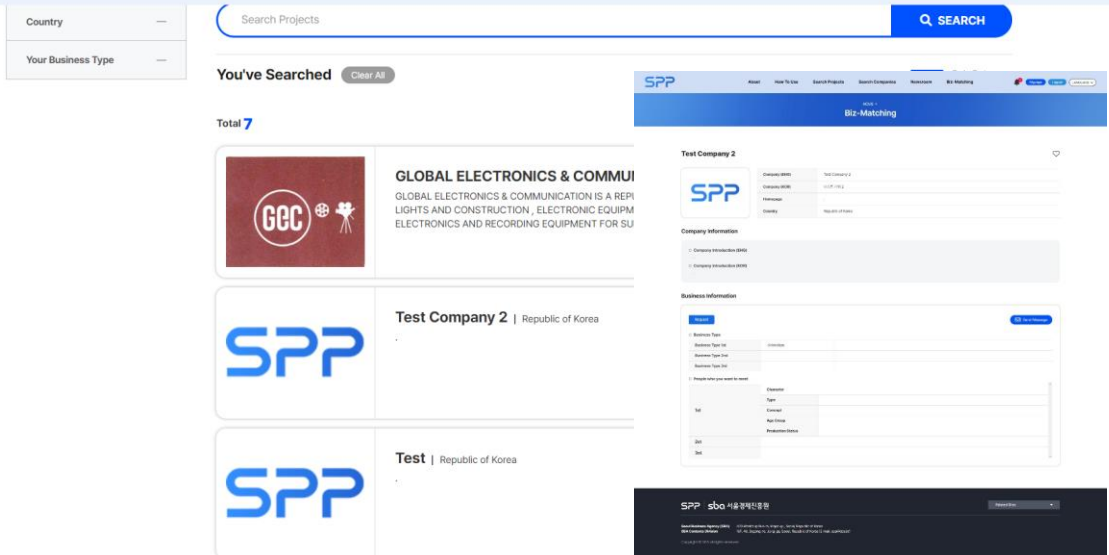
SPP | sba 서울경제진흥원

Seoul Business Agency (SBA) 400 Worldcup Buk-ro, Mapo-gu, Seoul, Republic of Korea  
SBA Contents Division 78r, 4th, Sogong-ro, Jung-gu, Seoul, Republic of Korea (E-mail: spp@sba.kr)

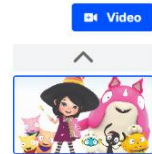
Copyright © SBA all rights reserved.

# 商务配对

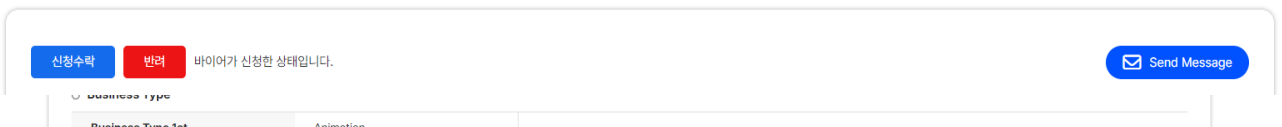
## 搜索感兴趣的企业及项目 (IP)



DeeDee the Little Sorceress ♡



### Business Information



# 商务配对

向感兴趣的企业及项目(IP)提出咨询申请

**Business Information**

⑦ 可向对方企业申请咨询  ⑧ 可发送信息告知对方需要进行咨询

○ 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

申请咨询弹窗

spp.kr 내용:

Your request has been processed.

확인

已完成申请咨询弹窗

# 商务配对

## 确认会议申请现状

Home > Biz-Matching > Request status

비즈매칭

Test Company 2 (테스트 기업 2)

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

Meeting Arrangement List

#	Date/Time	Company Name	Contact Name	Request Status	Action	Priority
1	Waiting..	teetes2 teetes2		Partner's Request	Accept Decline	-
2	Waiting..	Test Company 테스트 기업		Partner's Request	Accept Decline	-

Meeting Arrangement Waiting List  
Available request left: 50  
Total 50 requests at most

Cancelled request is not displayed.

spp.kr 내용:  
Are you sure to cancel your meeting request? .  
확인 취소

spp.kr 내용:  
Buyer has requested a meeting.  
Status will be changed to Mutual Request if you accept this request.  
확인 취소

spp.kr 내용:  
Are you sure to cancel your refusal?  
The meeting request will move into your waiting list of meeting requests.  
확인 취소

取消咨询时的弹窗信息

对方批准咨询申请时的弹窗信息

对方拒绝咨询申请时的弹窗信息



# 商务配对

## 确认最终会议日程

The screenshot displays the SPP Biz-Matching interface. The top navigation bar includes 'About', 'How To Use', 'Search Projects', 'Search Companies', 'Newsroom', and 'Biz-Matching'. The user is logged in as '길동 홍' (Gildong Hong). The main content area is titled '비즈매칭' (Biz-Matching) and shows a meeting request for 'Test Company 2 (테스트 기업 2)'. The meeting details table is as follows:

#	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>

A red box highlights the 'write result' button in the table. Below the table, there is a 'Show waiting list' button and a black box with the text '10 确认最终日程' (10 Confirm final schedule).

The footer contains the SPP | sba 서울경제진흥원 logo, contact information for the Seoul Business Agency (SBA) Contents Division, and a copyright notice: 'Copyright © SBA all rights reserved.'


# 商务配对

## 确认最终会议日程

비즈매칭

Home > Biz-Matching > Meeting Request status

Test Company 2 (테스트 기업 2)

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

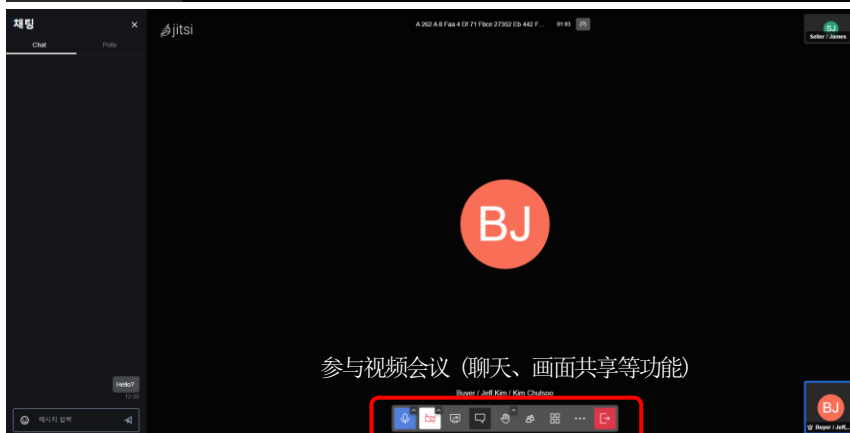
### Meeting Details

#	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>

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① 进行网上视频会议

② 进入视频会议房间





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