TAICCA Manages \$300M USD from the National Development Fund

文策院執行管理 100 億國發基金

To Foster

a New Economy of Creative Content

and Boost Taiwan's Cultural Brand

點火催生 文化內容新經濟 全球市場國家品牌

About TAICCA

文化內容策進院 (簡稱文策院)

於 2019 年六月成立,是由文化部 監督,為了提升內容產業發展的專 業中介組織,我們具有民間跨領域 的專業人才,以及來自政府跨部會 系統支持的雙重優勢,期待成為內 容產業的最佳夥伴。 台灣是成熟又充滿活力的經濟體, 文策院將善用所執行管理的國發基 金、實力堅強的台灣資通訊技術、 新興的 5G 與 AI 未來科技等優勢, 整合運用在台灣原生 IP 開發、高階 文化科技育成、及新創事業的發展, 布局國際通路,協助將台灣文化品 牌行銷國際。

本院支持台灣文化內容產業的發展,包括影視、流行音樂、圖文出版、數位出版、ACG、時尚設計、藝術產業及文化科技應用等。

文策院,以協助台灣文化內容產業 升級,為台灣品牌增值為目標。隨 著科技普及,全球文化力不斷躍升, 文化已成為世界上最具生產力的龍 頭產業之一,無汙染、高產值,各 國無不視為新世紀經濟發展的重要 指標。 The Taiwan Creative Content Agency (TAICCA), established in June 2019, under supervision of Ministry of Culture, is a professional intermediary organization working to promote the development of Taiwan's content industries. TAICCA gains its double advantages from a board of directors comprising professionals from various disciplines in the private and nongovernmental sectors combined with strong governmental interdepartmental support. TAICCA pledges to be the strongest partner for the content industries.

TAICCA supports the development of Taiwan's cultural content industries, including film and television, pop music, graphic publishing, digital publishing, ACG, fashion design, supports for art production and culture technology.

Taiwan is a mature yet dynamic economy. As such, TAICCA aims to leverage its management of the National Development Fund while utilising Taiwan's advanced information and communication technology plus emergent fields such as 5G and AI to develop Taiwan's intellectual property (IP) and advanced culture technology as well as to assist start-ups in financing. Through building and securing international distribution channels, TAICCA strives to promote Taiwan's cultural brand in the world.

TAICCA aims to upgrade Taiwan's cultural content industries and to create new value for Taiwan's national brand. With the advancement of science and technology, every nation in the world now seeks to strengthen the soft power. Today, cultural content production has become one of the most important industries in the world. Lucrative and eco-friendly, the creative industries are now regarded as a crucial indicator of a nation's economic development in the modern era.

Taiwan,

the Ideal Business Partner of Cultural Content Industries

台灣,好山水,好人才,好故事



獨特多元的人文歷史,是發展故事題材的豐富寶庫。

An all-embracing culture boasting a uniquely diverse history and invaluable treasures for creators to explore various subject matters.



高山大海環繞,生態多樣,自然景觀豐富。

Islands consisting of spectacular landscapes, diverse ecosystems, and complex terrain, all of which are easily accessible within a day.







具創意活力與競爭力的專業人才與優質的後 勤支援系統。

Innovative, competent professionals plus a high-quality logistics system.







網路科技普及,工商業發達,普世價值 接軌國際。

Solid, stable nationwide internet infrastructure as well as flourishing industries and businesses in close contact with the globe.



Ranked No. 4 in Global Competitiveness, Taiwan is eco-friendly and enjoys marriage quality, freedom, and democracy.

Optimize Cultural Content Ecosystem

健全文化內容產業生態系

文策院支持文化內容產業發展,從 產製、通路、品牌、異業結盟等四 個面向,進行產業投資布局,接軌 國際,帶動市場。促進產業生態系 健全發展,為產業界提供堅實的後 盾與支援,媒合多元資金點火市場 動能,透過台灣豐富的內容讓世界 更精彩。



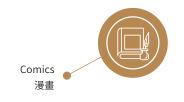




Film & Television 影視



TAICCA supports cultural content industry and its development. From production, distribution, branding, to strategic alliance, we deploy investments, connect worldwide, and facilitate market developments. With consolidated supports and infrastructure, we ensure balanced progresses in the ecosystem. We introduce diverse funding sources increase market momentum, and enrich the world with fascinating contents from Taiwan.







Fashion 時尚設計

素材或題材透過符號、文字、圖像、色彩、聲音、形象與影像等表現形式,不 斷衍生創作與累積價值,進而造就龐大 內容商機,並帶動周邊產業發展。

文化內容為文化創意產業之核心,在地



Future Content and Culture Technology 未來內容體驗經濟

Content lies at the very heart of the cultural and creative industries. Through the use of symbols, texts, images, colours, sounds, figures and pictures, native materials and local subject matters will generate new works and accumulate value, and in turn will open up huge business opportunities and propel the development of the industries.



Industrialized Development 產業化發展





OUIT 我們的服務 Services

媒合資金、投資布局、異業整合

Capital Matchmaking, Investment Strategies, Cross-discipline Integration

02 布局全球

Global Business & Marketing 13

03 開發內容發展產業

IP Development

04

策略研究

Strategy & Research

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未來內容:內容力 × 技術力

Future Content & Cultural Tech

O1 Capital Capital Matchmaking Investment Strategies

Investment Strategies Cross-discipline Integration

媒合資金、投資布局、異業整合

媒合產業友善資金和商業諮詢支持系統

TAICCA facilitates business matchmaking and establishes a reliable consulting system.







文策院 TAICCA



____ 策院



資 金 Funding

附註:詳細投資計畫申請流程請參考文策院網站 taicca.tw

Note: For more detailed information of our investment plans and the application process, please refer to our website taicca.tw

投資 Investment

導入**國發基金**與民間資金共同投資,催生市場動能

With the financial support from the National

Development Fund, TAICCA co-invests with the private sector to generate momentum and enthusiasm in the market.



文策院與 CATCHPLAY 共同投資「影響原創」 TAICCA and Catchplay co-invest in Screenworks Asia

融資 Financing

協助業者排除融資障礙,建立版權及無形資產資金融通機制 Helps the industries to remove barriers to financing while establishing a mechanism for intangible assets such as copyright.

多元資金與異業整合 Diversified Funding and Cross-discipline integration

鼓勵企業異業結盟,從代工製造到品牌經營轉型,發展文化經濟綜效與國家品牌,媒合內容產業多元化資金,倡議企業社會責任,催生健全的文化內容產業生態系。 Encouraging companies to integrate across disciplines with diverse capital sources and to commit to corporate social responsibility by donation and forming cross-disciplinary alliances. To transform our content industries from manufacturers into brands for the establishment of Taiwan's cultural economy and national brand.

產業諮詢 Consultation

單一窗口提供業者創業和營運相關諮詢, 包括財務、法務、版權、經營

A one-stop service providing business entrepreneurship and operational-related consulting covering finance, legal, copyright, and management issues.

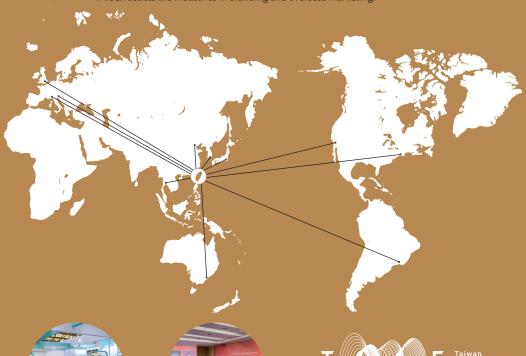


文策院推動文化創意產業青年創業貸款 TAICCA launches loan program with favorable terms to encourage youth entrepreneurship in creative industries

O2 Global Business & Marketing

協助產業深化國際布局,形塑品牌行銷國際

TAICCA assists the industries in branding and overseas marketing.





上海國際品牌授權展臺灣原創館 2019 Licensing Expo Shanghai Fresh Taiwan Pavilion



文策院舉辦威尼斯影展國際線上論壇 TAICCA hosts the Venice Film Festival Venice Production Bridge (VPB) online panel



TCCF 創意內容大會 Taiwan Creative Content Fest



Stronger Connection to the World 升級國際展會

○ 以內容力策展

Content-driven Curation Establishing a Taiwan brand identity at international exhibitions

促進國際合製架構
 Promoting international co-production models

多元資金Diverse Funding建立國際夥伴關係

布建跨國策略連結Building international partnership and coproduction strategies

文策院坎城影展 XR Day 暨沉浸式內容國際合資合製記者會 TAICCA X Cannes Film Festival XR Day and Immersive Content Grant Press Conference

Building international partnership and co-production strategies. 合作雙贏共同面向未來

 形塑品牌行銷國際 擴大海外合作推介
 Strengthening international branding and marketing initiatives; expanding cooperation for overseas promotion

布建國際合作網絡 掌握最新產業動態 Participating in global forums and matchmaking events; maintaining a

matchmaking events; maintaining an international cooperation network; keeping on top of the latest industries trends

● 創意內容大會:年度文化內容產業盛會以市場展為核心Taiwan Creative Control

○ 參與全球論壇或媒合交流

Taiwan Creative Content Fest: An annual celebration of Taiwan's cultural content industry anchored in international market exhibitions



香港國際影視展策畫臺流圖書館,提倡文本一源多用 TAICCA presents TaiWAVEs Library at the HK FILMART to encouage publishing IP adaptation.



2020 安錫動畫影展臺灣館 Taiwan Animated at the 2020 Annecy International Animation Film Festival

03 IP Development

文策院內容開發,啟動 IP 孵化 TAICCA supports content development and initates IP cultivation.

臺灣具多元文化,創意自由開展實現,善用有形無 形之台灣文化資產及文史資料,提煉創作素材發 展故事包,以協助原生文本開發,發展越在地越 國際之品牌優勢

Leveraging Taiwan's tangible and intangible cultural assets as well as historical data

Taiwan is gifted with cultural diversity and embraces creative freedom to extract native inspirations for IP development; promoting Taiwan in the world by telling our amazing local stories.

加速內容創作之產業化,對接國際市場的產製規格

Accelerating the industrialization of content development to reach the standards required within the international market.



出版與影視媒合原創文本招募 Books-to-Screen Adaptation Matchmaking Open Call



文化元素提煉

Mining Cultural Materials



媒合製作

Matchmaking in Production

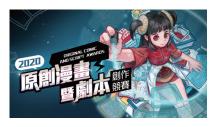
推動改編和創作協力計畫,催生原生內容文本以及系統性開發方法

Launching collaborative projects for content adaptations, incubating original IP and devising systematic development models.





4DViews 攝影棚 4DViews Studio



文策院原創漫畫暨劇本創作比賽 Original Comic and Script Awards



投資端與創作端媒合機制

Matchmaking Platform for Investors and Creators

協助打入國際媒合

Present projects to international matchmaking opportunities



沉浸式內容國際合資合製評選會議 Immersive Content Grant international jury presentation session via video conference

04 \$\frac{\pmax}{\pmax}\$\$\$ **Strategy** & **Research**

協助產業人才培育,提供產業趨勢分析與洞察

TAICCA assists in the cultivation of industrial talents while providing analysis of industry trends.



關鍵人才培育課程 Key Talent Training

培育產業橫向能力人才, 強化 IP 開發、中介經紀、 統籌規劃、財務調配能力

Cultivating industries-level talents; strengthening IP development, intermediary agents, project management, and expertise in financial allocation.

產業調研 Industries Po

Industries Research

產業數據研究分析,提供業者 市場發展,以及開發之規劃評 估的依據

Conducting data analysis to provide the content industries with hard evidence of market trends and prospects for planning and evaluation.



產業資料庫

Industries Database

建置與盤點產業人才、IP 資料庫,便利內容產製與跨國合製Establishing an inventory of industries talents and an IP database to facilitate seamless content production and crossborder cooperation.





文策院攜手 Netflix 舉辦國際劇本工作坊 TAICCA and Netflic co-organized a workshop for Taiwanese scriptwriters

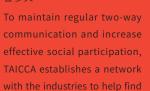


文策學院「音樂經紀學程計畫」 TAICCA School Music Management Progam



合作平台 Collaboration Platform

建立產業交流聯絡網,定期諮詢,了解業界需求,協助提供解決方案,達成雙向溝通的社會參與





05 未來內容:內容力 × 技術力

Future Content



VR 單元首度落地臺灣 The 77th Venice Film Festival VR EXPANDED Satellite Program in Taiwan

加速文化科技應用,催生未來內容產業商業模式 Enhancing the application of culture technology; exploring new business models for future content.

文化界定技術的深度

Culture defines the depth of technology, and technology enriches the vitality of the cultural content.



文化發展

Cultural Development

產業升級 Industries Upgrading

-> 國際合作策略聯盟

Forming strategic international alliances

VR 動畫《星際大騙局》獲「威尼斯創投」國際資源 The VR film, "Great Hoax: The Moon Landing," chosen at The 2019 Venice Production Bridge, is seeking international partners.

Expanding future content and experimenting new business models

technology

TAICCA

Builds an Ecosystem for Taiwan Creative Industries

催生全球熱愛的文化內容

播種 Sow



台灣 IP 開發 Developing Taiwan IP

內容產業支持系統 Creating a support system for content industries



灌溉 Nurture

文化內容產業升級 Upgrading the cultural content industries

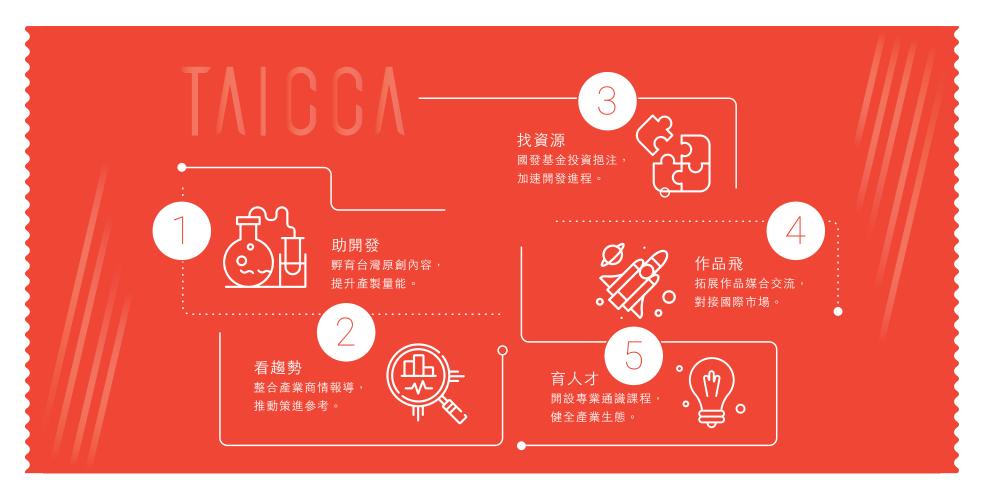
- o 內容產製質與量提升 Improving the quantity and quality of content
- 布局國際市場Planning for international marketing



豐收 Harvest

全球熱愛的文化商品 Presenting cultural content that fascinates the world

內容品牌國際化 Globalizing Taiwan brand



Taiwan

Cultivates the Cultural Content that Fascinates the World



用文化內容產業打造世界新台流 —>

歡迎與我們聯絡洽詢,瞭解更多

If you would like to know more, please contact us!

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