

WelCon

M A R K E T  
P L A C E

# WelCon Marketplace Registration Manual



Ministry of Culture, Sports  
and Tourism

**KOCCA**  
KOREA CREATIVE CONTENT AGENCY

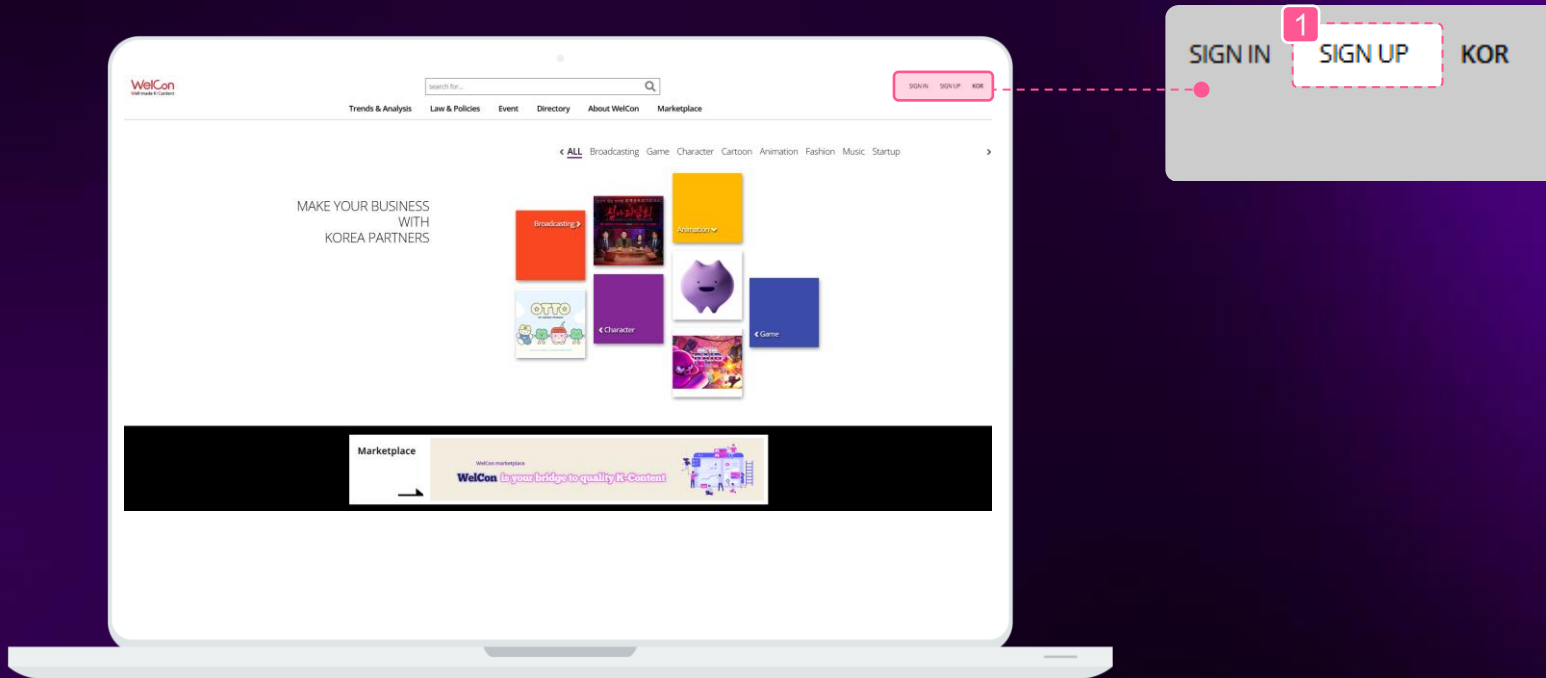
# Content

1. WelCon Sign-Up and Marketplace Access Guide \_ Page 3
2. Registration Method
  - 2-1. Company Information Update \_ Page 8
  - 2-2. Company Information Setup \_ Page 10
  - 2-3. Content Upload \_ Page 11

# 1. WelCon Sign-Up and Marketplace Access Guide

## STEP 01

Click Sign Up at the top right of the WelCon website (<https://welcon.kocca.kr/en/buyer/main>)



# 1. WelCon Sign-Up and Marketplace Access Guide

## STEP 02

Agree to all terms and conditions and click “I Agree”

Home > Sign up

### Sign up - Terms of Service Agreement

Terms of Service Agreement > Member Information Input > Sign-up Completed

**Terms and Conditions**

Chapter 1. General Provision  
Article 1. Objectives  
1. The Terms and Conditions stipulates matters relevant to the conditions and procedures for using the web Services operated by "Korea Creative Content Agency" (hereinafter "KOCCA").  
2. Please make sure you are fully aware of the details before joining us. The Terms and Conditions are applicable to all members using all web Services operated by "KOCCA" and it is your responsibility to read and understand the details.

Article 2. Notification and Effect of the Terms and Conditions  
1. The details of the Terms and Conditions take effect by notifying members via posting the details on the web Service screen or other methods.  
2. "KOCCA" may make changes to the Terms and Conditions, and the changes take effect by notifying the details as in Paragraph 1.  
3. Membership refers to joining the web Service offered by "KOCCA" and agreeing to the conditions and regulations of the web Service. "KOCCA" has the right to make overall

**1** I agree to terms and conditions

WelCon(Well-made Kcontent) is KOCCA's online marketing service platform for the business exchange between Korean content sellers and overseas buyers. On WelCon, not only can you access information on a variety of Korean contents such as broadcasting contents, games, animation characters, comics, music, fashion, and immersive content as well as the seller's business information, but also contact the company of your interest with a click of a button any time you wish. For those who wish to be contacted by Korean content sellers via WelCon, we plan to upload your business information and contact info on WelCon to help ensure a smooth and constant communication. Please be assured that WelCon will continue to be your reliable and resourceful platform for your business.



Do you agree to provide personal information to a third party?  YES

**2**

I do not agree I agree

# 1. WelCon Sign-Up and Marketplace Access Guide

## STEP 03

After entering the company information, click “Sign Up” at the bottom to finish registration

Sign up - Member Information

Terms of Service Agreement > **Member Information Input** > Sign-up Completed

※Please enter basic information of buyer in English.

▶ Member Information

ID *	<input type="text"/>
Password *	<input type="password"/> ※ Please enter up to 9-16 characters including letters, numbers, special characters. The same or consecutive characters cannot be used consecutively in a password.
Password Confirm *	<input type="password"/>
Company Name *	<input type="text"/>
Area *	-- Select --
Country *	-- Select --
Company Address	<input type="text"/>
Company Introduction	<input type="text"/>



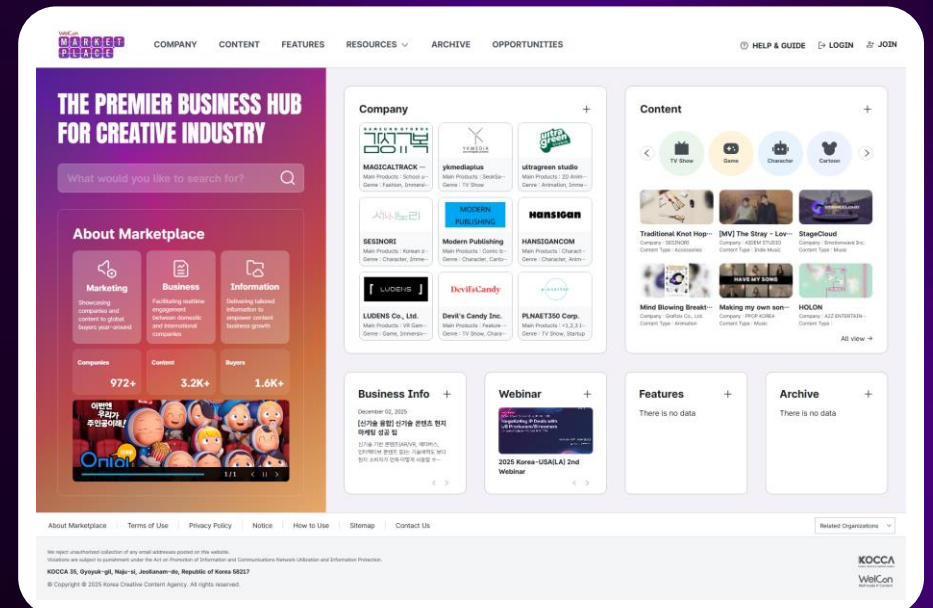
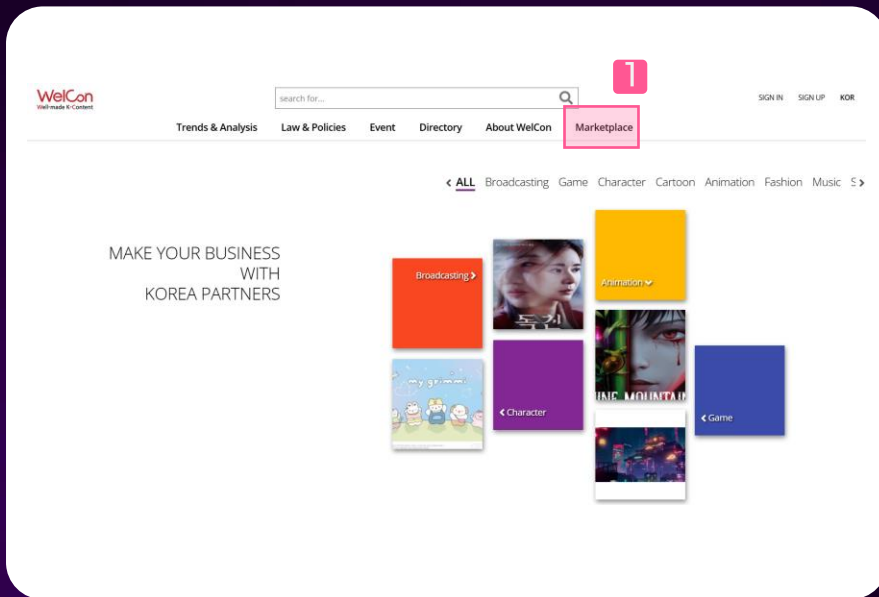
Site Url	<input type="text"/>
Name *	First(Given) Name <input type="text"/> Family Name <input type="text"/> <input type="checkbox"/> Public
Department / Position	<input type="text"/> <input type="checkbox"/> Public
Office	+ Country Code <input type="text"/>
Mobile	+ Country Code <input type="text"/> <input type="checkbox"/> Public
Email *	<input type="text"/> <input type="checkbox"/> Public ※ If you forgot your ID or password, we will send an e-mail to the e-mail you have entered.
Newsletter *	<input type="radio"/> I agree <input type="radio"/> I disagree ※ If you agree, send a newsletter with your registered mail.
Buyer Photo	※ Recommended image size: 218 x 205 <input type="button" value="Upload a Image"/>
Attachments	※ Only PDF, ZIP and HWP files below 10M can be registered. <input type="button" value="Upload"/>
▶ Genre	
Genre *	<input type="checkbox"/> Broadcasting <input type="checkbox"/> Game <input type="checkbox"/> Character <input type="checkbox"/> Cartoon <input type="checkbox"/> Animation <input type="checkbox"/> Fashion <input type="checkbox"/> Music <input type="checkbox"/> Startup <input type="checkbox"/> Immersive Content <input type="checkbox"/> Story <input type="checkbox"/> Other

1

# 1. WelCon Sign-Up and Marketplace Access Guide

## STEP 04

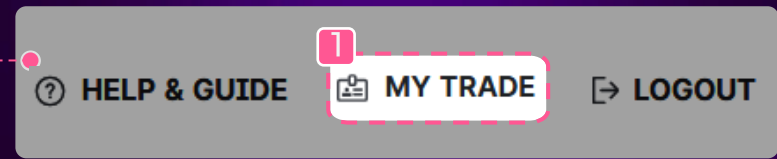
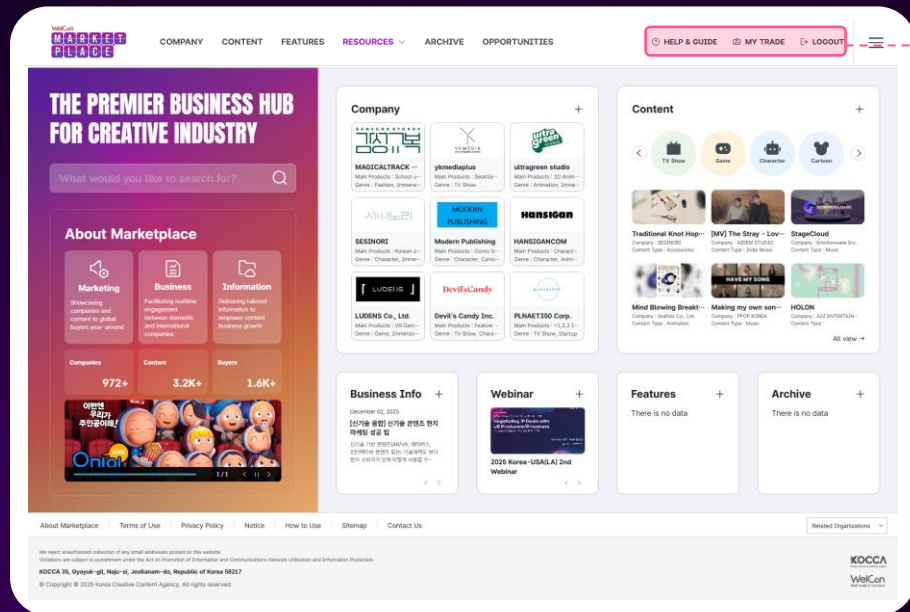
Click “Marketplace” on the right side of the WelCon website



# 2. Registration Method\_Company Information Update

## STEP 01

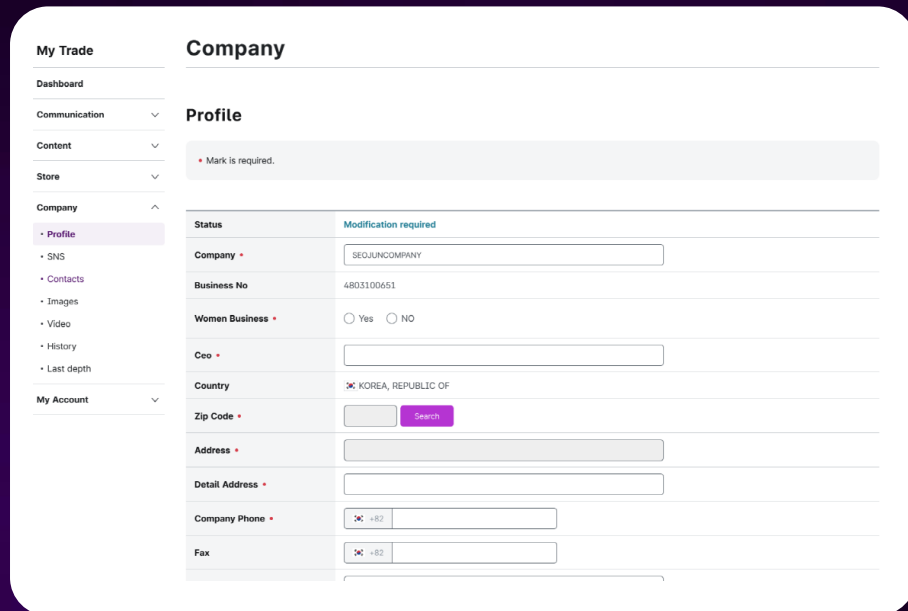
After accessing WelCon Marketplace, click “My Trade”



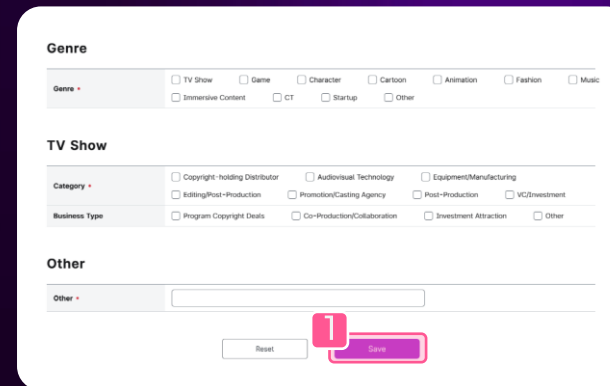
## 2. Registration Method\_Company Information Update

### STEP 02

Select Profile under the Company menu, complete any missing information, and save



The screenshot shows the 'Company Profile' registration form. On the left is a navigation menu with 'Company' expanded to show 'Profile'. The main form area has a 'Status' of 'Modification required'. Fields include: Company (SEOJUNCOMPANY), Business No (4803100651), Women Business (radio buttons for Yes/NO), Cco (empty), Country (KOREA, REPUBLIC OF), Zip Code (with a search button), Address (empty), Detail Address (empty), Company Phone (+82), and Fax (+82).



The screenshot shows the 'Genre' and 'TV Show' selection form. Under 'Genre', there are checkboxes for TV Show, Game, Character, Cartoon, Animation, Fashion, Music, Immersive Content, CT, Startup, and Other. Under 'TV Show', there are checkboxes for Copyright-holding Distributor, Audiovisual Technology, Equipment/Manufacturing, Editing/Post-Production, Promotional/Casting Agency, Post-Production, VCD/Investment, Program Copyright Deals, Co-Production/Collaboration, Investment Attraction, and Other. At the bottom, there is an 'Other' text input field, a 'Reset' button, and a 'Save' button with a red '1' above it.

※ For Main Market, please select the countries you plan to enter.

## 2. Registration Method\_Company Page Setup

\*\* You must create a company page to upload content.

### STEP 01

Click My Trade > Settings > Templates  
Set the URL (required) and video

The screenshot shows the 'Settings' page for 'My Trade'. The left sidebar contains navigation options: Dashboard, Settings (expanded), Communication, Content, Store, Company, and My Account. The main content area is titled 'Settings' and 'Templates'. Under 'Templates', there is a 'URL' field with the value 'https://welcon.kocca.kr/emp/store/' and a 'DUPLICATE CHECK' button. Below this is a 'video' dropdown menu with 'Select' as the current selection. At the bottom, there are 'Reset' and 'Save' buttons. Red annotations highlight the 'URL' field and 'video' dropdown, and the 'DUPLICATE CHECK' and 'Save' buttons.

This close-up shows the 'URL' field with the text 'https://welcon.kocca.kr/emp/store/'. To the right of the field is a 'DUPLICATE CHECK' button. A red circle highlights the 'URL' label, and a red '1' is placed above the button.

※ URL (required): Enter the desired English word in the URL suffix field and click “DUPLICATION CHECK”

This close-up shows the 'video' dropdown menu with 'Select' as the current selection. A red circle highlights the dropdown arrow, and a red '2' is placed above the 'Save' button in the previous image.

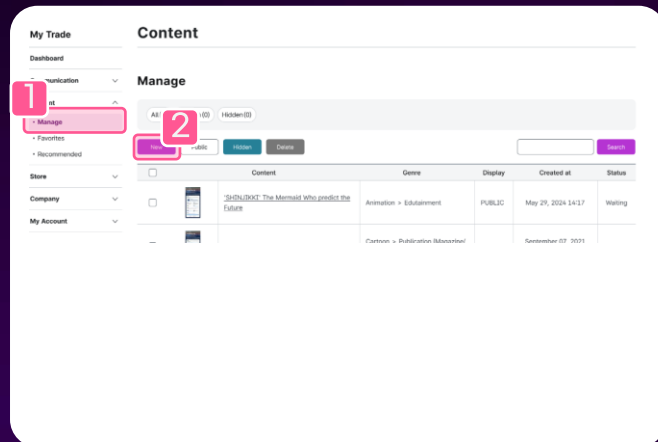
※ Video (optional): If videos are registered, select one from the list, or you may proceed without selecting one.

## 2. Registration Method\_Content Upload

\*\* Uploaded content will be displayed in the Marketplace Content section.

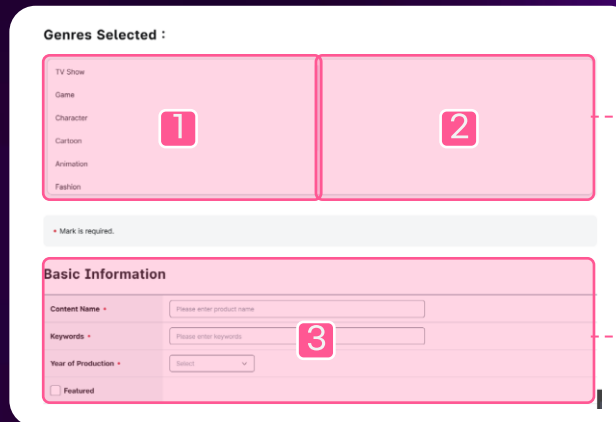
### STEP 01

Click My Trade > Content > Manage  
Select New



### STEP 02

Enter your information and complete the business verification, then select “Next”



**Genre Selected:**  
Select the content genre (1),  
then select a Sub-Genre in (2)

**Basic Information:**  
Select content title, keywords,  
year of production, etc.

## 2. Registration Method\_Content Upload

\*\* When content is uploaded, it will be displayed in the Marketplace Content section.

### STEP 03

Enter the detailed content information and save


**Detail Information**

Product Short Description \*  1

Product Description \* 

2

Image \*  Please select a representative image.

 3

Video

※[My Trade > Company > Videos] Select after registering information from the menu.

Display \*  PUBLIC 4  DDEN

If you save it, you may be restricted from using it until the administrator approves it.

5

**Content (Short Description):**  
Enter a brief description of the content

**Content Description:**  
Enter a detailed description of the content

**Image:**  
Click Upload Image to upload a content image  
Select the radio button next to the image (set as representative image)

**Display:**  
Select Public and save

※ Uploaded content will be published on the Marketplace after approval by the system administrator. Approval may take some time.

## WelCon Marketplace Contact Information



welcon@kocca.kr