



2023
Annual Report

Overview

Docu+ is the film and impact studio behind award winning film Zero Waste (2023).

2023 was a year of visioneering: our team grew to add a new producer, strategy planner and marketing & PR and signed M.O.U.s with International production companies abroad.

As we strive to gain a foothold in the social impact storytelling ecosystem in Asia, we are pushing our boundaries in align with company's vision of cultural transformation that transcends borders through impactful storytelling.

With the support of KOFIC and KOCCA, we were able to travel to many international film festivals and markets in Asia, North America and Europe. This puts Docu+ in the global radar as a fast growing social impact studio.

This annual report highlights our impact strategy from 2023, as well as our future goals for 2024 and beyond.

We hope you can get a quick glimpse of our work and continue support of us and grow together.

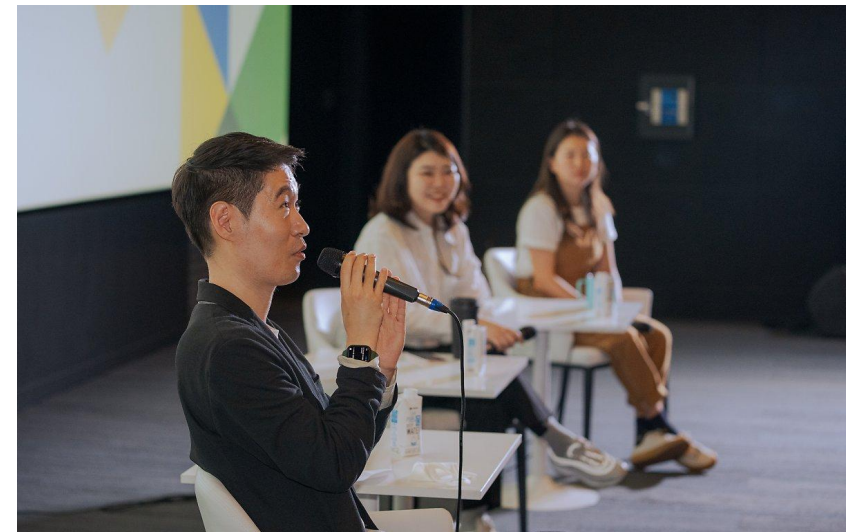


Our Team

Our founder and director Danny Kim always had a vision of assembling the dream team. To quote Coach K from Duke, “Leaders have to search for the heart on a team, because the person who has it can bring out the best in everybody else.”

In 2023, as we assembled our dream team, we strive to work with diverse backgrounds that span film production, communications, business development and more. To strengthen the idea of shared vision and heart-to-heart storytelling, we partnered up with like-minded directors and producers in Korea, Japan and the U.S.

Together we keep exploring the storytelling for the better future and expand our creative portfolio to fiction work beyond documentaries.



The Process of Change

The Problem

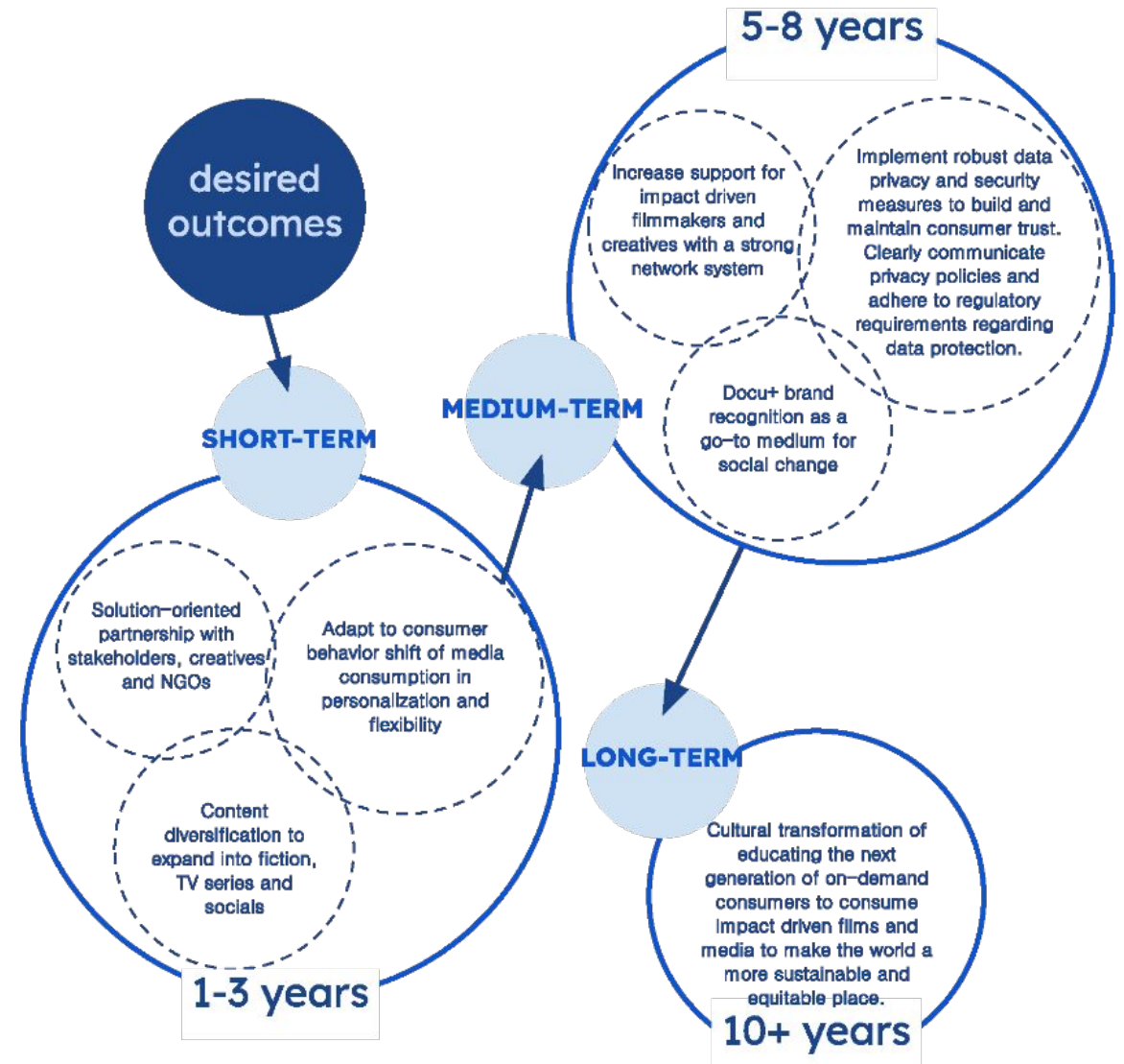
The film and media landscape is undergoing a profound transformation as it steadily shifts away from traditional theatrical releases and television networks towards Streaming Video on Demand (SVOD) and Free Ad-Supported Streaming Television (FAST) platforms. This paradigm shift presents a multifaceted challenge that industry stakeholders must address to stay relevant and thrive in the evolving landscape.

Assumptions

- Streaming Video on Demand (SVOD) and Free Ad-Supported Streaming Television (FAST) services will continue to gain popularity, displacing traditional theatrical and TV network viewership.
- Consumer behavior is shifting towards on-demand content consumption due to factors like convenience, flexibility, and personalized viewing experiences.
- The media and entertainment industry is undergoing a digital transformation, with a significant audience preference for digital platforms over traditional content delivery.
- Traditional revenue models based on box office sales and cable subscriptions are becoming less sustainable, requiring a reevaluation of monetization strategies in the face of emerging SVOD and FAST business models.
- The success of streaming services relies on exclusive and original content, and the ability to differentiate from competitors based on the quality and uniqueness of offerings.
- The shift towards digital platforms is not limited to specific regions, creating a more interconnected global media landscape that requires adaptation to diverse cultural preferences and regulatory environments.

Interventions

- Content diversification
- Strategic partnerships
- Audience analytics
- Global market research
- Data privacy measures
- Educational initiatives
- Regulatory compliance



Our Work

Developing originals & sharing our experience

From the early stage, Docu+ has believed in the power of impactful storytelling that can move individuals, communities and society as a powerful change. Our first feature documentary film 'Zero Waste' has become a beacon of hope and guide us through the catastrophic environmental shifts we are currently experiencing today.

In 2023 has been a year of growth for us, we scaled up to work on multiple film and TV projects at once: fiction, docu-series and documentary feature. To continue our momentum, we will develop and produce original films and TV series that align with our mission of telling socially impactful stories to our global audience and share our knowledge to the audience, organizations, corporations, NGOs that seek to utilize storytelling as a tool to communicate and deliver messages across their respective communities.

In summary, we continue to aim high, entering new productions for the upcoming year and beyond.



Our Work

Expanding our business to fiction and docu-series in 2024

Doc.
Feature

Fragments of Fallout: The
Nuclear Diaspora *(In development)*

Winner of KCA OTT Development Awards
Co-Production w/ Japan

Narrative
Feature

Flavor Odyssey *(Pitch)*

K CONTENT EXPO Mexico
Platform Busan

Docu-
Series

Asia Mafia Chronicles

(In development)
Co-Production w/ Japan

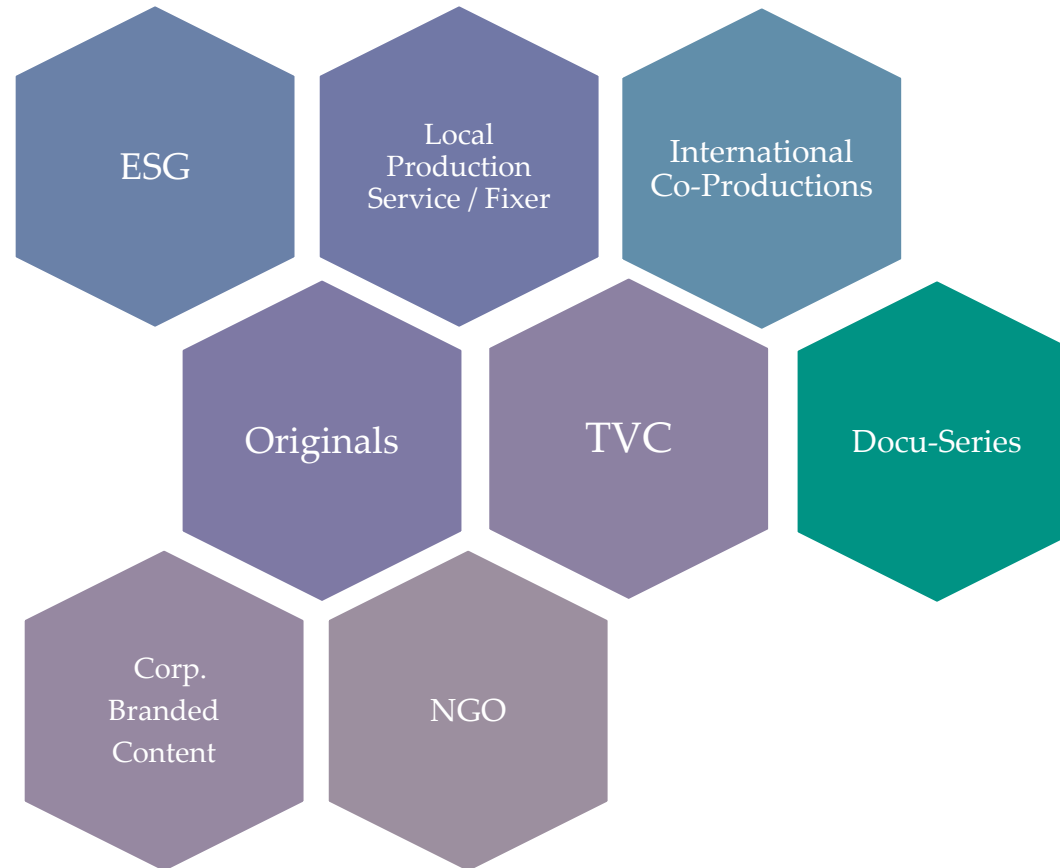


Our Work

Launching our next phase in 2024 and beyond

FULLY INTEGRATED STUDIO:

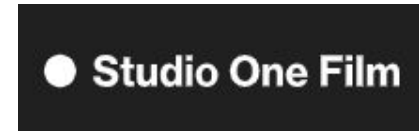
- *Award Winning Films*
- *Major Brands*
- *Digital Platform*
- *Diverse genres*



Thank You

to our partners, funders, film and impact community for believing our mission and support to tell our captivating narratives that transcend borders.

2023 PARTNERS



2023 FUNDERS

