
Press Release

Please do not publish this information until Monday 08/05/2013.

Inquiry : Bong-jin Jang, Chief, Broadcasting Policy Bureau, Radio and Television Policy Division
Seong-hwan Kim, Official, Radio and Television Policy Division (Tel. 2110-1421)
openkey@kcc.go.kr

KCC Hears Viewers' Opinions for its Evaluation of Terrestrial Broadcasting Businesses

◆ Monday, Aug. 5 ~ Friday, Aug. 30 (4 weeks) ◆

- Diversification of publicity means and reflection of publicity efforts of
broadcasters on their evaluation -

Korea Communications Commission (Chairman Kyung-jae Lee) openly heard the opinions of the viewers from Monday, August 5 to Friday, August 30, 2013 in relation to its reevaluation of 262 broadcasting stations -- whose licenses are set to expire at the end of December 2013 -- and which are run by 38 broadcasting business operators including KBS (Korean Broadcasting System).

The viewer opinion hearing is a legal requirement stipulated in Article 10(2) of the Broadcasting Act: "KCC shall, when conducting an evaluation, openly hear the opinions of the viewers and make a public announcement on whether their opinions have been reflected."

Last May when it finalized the basic plan for the reapproval of terrestrial

broadcasting businesses, KCC chose the public interest nature and public responsibility of broadcasting and enhancement of viewer's rights and interests as the focal points of its evaluation. To collect viewers' opinions more effectively, KCC has added the websites of broadcasting stations and regional governments to the list of resources available for publicizing the event in addition to Gwanbo (Official Gazette), KCC website, and relevant broadcasting stations. Furthermore, for the first time, KCC will encourage the relevant broadcasting stations to participate actively in the collection of viewers' opinions through the reflection of their performance (TV or radio notices more than twice a day) on its reevaluation of the stations.

Viewers will be asked to express their opinions about the relevant broadcasting stations' fulfillment of public responsibility, impartiality, pursuit of public interest, quality of broadcast programs, appropriateness of broadcasting station management, and contributions to the development of broadcasting and local communities as stipulated in Articles 10 and 17 of the Broadcasting Act. Viewers' opinions can be presented to KCC by individuals or by groups via mail, fax, or e-mail.

According to KCC, it would actively reflect viewers' opinions on its reevaluation of broadcasting business operators. It urged viewers not to hesitate in expressing their opinions on the relevant broadcasting stations but to present ideas for improvements in order for the country to have a better broadcasting environment.

Attachment: Viewer Opinion Collection Schedule and Methods

<Attachment >

**For KCC to perform its evaluation of terrestrial broadcasting businesses better,
KCC asks for your valuable input on the country's major broadcasting stations.**

▶ Your interest and feedback - no matter how trivial they may seem - will help realize better broadcasting in the country.

**What is the evaluation for the reapproval of
terrestrial broadcasting businesses?**

◆ Broadcasting businesses such as KBS and MBC can broadcast only within their license period and must renew their licenses prior to their expiration dates by passing KCC's reevaluation procedures.

※ Broadcasting stations subject to reevaluation in 2013: 262 stations run by 38 broadcasting businesses

- KBS, MBC, SBS, regional MBC (Busan, Daegu, Gwangju, Daejeon, Jeonju, Chuncheon, Cheongju, Jeju, Ulsan, Gyeongnam, Mokpo, Yeosu, Andong, Wonju, Chungju, Samcheok, Pohang, and Gangneung), local commercial broadcasters (KNN, Daegu, Gwangju, Daejeon, Ulsan, Jeonju, Cheongju, G1, Jeju) OBS Gyeongin TV, Gyeonggi Broadcasting, Christian Broadcasting Station, Pyeonghwa Broadcasting, Buddhist Broadcasting System, WBS, FEBC, and YTN Radio

How can I turn in my opinions?

◆ Period (4 weeks): Monday, August 5 ~ Friday, August 30, 2013

◆ Possible Major Topics

- Comments on broadcasting stations' fulfillment of public responsibility, maintenance of impartiality, and pursuit of public interest
- Comments on the broadcast programs of broadcasting stations
- Comments on broadcasting stations' management, financial situations, and technical competence
- Comments on broadcasting stations' contributions to the development of broadcasting and local communities

◆ Opinion Submission: by mail, fax, or e-mail

- o Mail: (427-700) Reapproval Official, Radio and Television Policy Division, Broadcasting Policy Bureau, KCC, Building No. 2, Gwacheon Government Complex, 47 Gwanmun-ro, Gwacheon, Gyunggi-do
- o Fax: 02-2110-0136
- o e-mail: tvradio@kcc.go.kr

For inquiries, contact: Radio and Television Policy Division,
Broadcasting Policy Bureau, KCC ☎ 02-2110-1422