

Press release

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Building the infrastructure to ensure that broadcasting guarantees diversity of public opinions

- The Media Diversity Committee prepared a cross-media aggregate impact index (draft) -

The Media Diversity Committee* (Chairman Taek-Seop Oh), a statutory committee under the Korea Communications Commission, prepared a ‘cross-media aggregate impact index’ (draft) to systematically measure and evaluate broadcasters’ impact in TV, radio, daily newspapers and the Internet.

* Formed according to Article 35-4 of the Broadcasting Act (end of March 2010), the committee investigates and calculates broadcasters’ share of audience, determines the standard and method of converting daily newspaper readership into share of audience, and develops the cross-media aggregate impact index.

According to the Broadcasting Act revised in July 2009, the Media Diversity Committee is to develop a ‘cross-media aggregate impact index’ by December 31, 2012.

The purpose of the legislation is to comprehensively evaluate the impacts

that broadcasters have on the general public in the multimedia environment through cross-media operations, and reflect the results into media policies for ensuring that broadcasting guarantees the diversity of public opinions.

The Media Diversity Committee referenced overseas indexes developed by Germany and the U.S., and carried out empirical studies of media to conduct in-depth discussions with the aim of developing a rational index that reflects the environment and characteristics of Korean media. The Committee also held workshops, open debates and seminars to collect opinions.

The cross-media aggregate impact index (draft), prepared by the Media Diversity Committee, consists of an ‘index measuring the impacts of operators’ by media type, and a ‘weighted index’ representing the weights of impacts of different media types.

In the ‘impact measurement index’ media types included in the index calculation are divided into the following 4 types, where each type is the share of each media type by operator.

Type of media	Impact measurement indexes
T V broadcasting	Each operator’s share of the audience
R a d i o broadcasting	Each operator’s share of the audience
D a i l y newspapers	Each daily newspaper’s share of paid subscriptions
Internet	Each Internet site operator’s share of user time (limited to broadcasters, daily newspapers and Internet news media)

The 'weighted index' showing the difference in impact between media types will be modeled so that it can show the quantitative and qualitative differences between media types. It is calculated by surveying the general public.

The Media Diversity Committee will supplement the details of the index (draft) including the weighted model, and hold a public hearing around June to listen to various opinions and review them. The Committee hopes to submit the report to the Korea Communications Commission by the end of this year.

Attachment: How the weighted model (draft) and aggregate impact are calculated.

<Attachment>

How to calculate the weighted model (draft) and aggregate impact

Weighted calculation model (draft)

○ (Alternative 1) media use rate × media attributes integrated value

- Media use rate (quantitative difference): the proportion of people who used media in the past week

- Media attribute integrated value (qualitative difference): The average of the aggregate of the importance of attributes that influenced their use of the media

※ The importance of media attributes is the degree to which users are led to use the media according to 'media attributes' as measured by the survey.

○ (Alternative 2) media use rate + media dependency

- Media use rate (quantitative difference): the proportion of people who used media in the past week

- Media dependency (qualitative difference): The average of the aggregate dependency on the media for 'acquisition of information about current events' and 'attitude formation'

※ Media dependency is a measure of the media users reliance on media 'to know what is going on in the world (acquisition of information about current events)' and 'need to determine their position on important social issues (attitude formation)' as measured by the media survey.

□ Broadcasters' 'cross-media aggregate impact' calculation diagram (example)



Impact measurement index

Weighted index

Aggregate impacts

TV broadcasting (share of audience)

Radio broadcasting (share of audience)

Daily newspaper (share of paid subscriptions)

Internet (share of use time)