

The 2nd Korea Communications Commission Term presents a blueprint for a “Smart Korea for All”

- Concentrates on enhancing broadcasting and communication welfare benefits providing quality and reliable service at an affordable price
- 13,000 jobs to be created by promoting a smart ecosystem and tech-savvy venture startups

As a key part of its 2nd Term initiatives, the Korea Communications Commission (KCC, Chairman Choi, See Joong) has finalized its vision for a “Smart Korea for All” and announced its plan to reinforce broadcasting and communication welfare benefits so that everyone in the nation may have access to quality and reliable IT and communication services at an affordable price.

Since its launch last March, the 2nd Term Commission of the KCC has conducted a series of in-depth discussions concerning the directions of the policies it will carry out over the next three years through its plenary strategy meeting (May) and standing committee members workshop (July). On July 20 the KCC finally announced its ‘Directions for Main Policies of the 2nd Term Commission.’

Five standing committee members including Chairman Choi agreed that everyone should be able to use broadcasting and communication services without discrimination, and particularly there must be special policy considerations for socially vulnerable groups such as the disabled and low-income families. In this context the Commission chose its guiding motto, “Smart Korea for All” to express its vision.

To accomplish this vision, KCC selected 4 core projects: (1) leveraging of the existing world-class network infrastructure to make Korea a global ICT Hub where people, enterprises and investments may flock from all quarters and cutting-edge services are born, (2) promotion of a smart ecosystem to create new industries that will take advantage of the emerging “smart age” and lead the creation of new jobs

and future economic growth, (3) implementation of an advanced digital broadcasting infrastructure that will lead the global competition for contents in the age of digital broadcasting, and (4) reinforcing of broadcasting and communication user welfare benefits so that no one will be neglected and everyone may enjoy the benefits of broadcasting and communication safely and conveniently.

① Global ICT Hub Korea

The Commission is planning to commercialize a Giga Internet service by 2012 that will be 10 times faster than the current Internet and eventually provide a 10Gbps service by 2020 that will be 100 times faster.

The Commission will not stop at that level but will continue to look for ways to improve speeds, access and reliability of the network. Furthermore, to respond to rapidly increasing mobile traffic, the Commission will establish by the end of the year a 'Mobile Gwanggaeto Plan' to discover a new frequency with up to 668MHz bandwidth, twice wider than the current frequency (270MHz bandwidth) owned by the three common carriers, and radically expand the frequency territory.

② Promoting a smart ecosystem and creating new industries

To stimulate the "7 smart services" having great growth potential, (cloud technology, Internet infrastructure, Near Field Communication, Smart TV, T-Commerce, location-based services and 3D broadcasting) KCC plans to provide active support.

KCC also plans to contribute to creating jobs for youths by actively supporting small tech-savvy startups, even one-man companies, developing promising technologies and services such as mobile apps, broadcasting & communication contents and smart advertising, etc.

The Commission will also strive to promote a healthy ecosystem in which the contents, platforms, networks and devices of the broadcasting & communication industry can grow in a virtuous circle, and make legal preparations for expanding successful policies that have focused on competition in the network sector into the entire ecosystem.

③ Advanced digital broadcasting

The Commission will also work to bolster the legal system by ensuring that the Integrated Broadcasting Act that unifies the IPTV Act and the Broadcasting Act will be enacted, and work hard to help individual broadcasting channels make inroads into overseas markets.

To successfully bring terrestrial analog TV broadcasting to an end in 2012, KCC is planning to establish a supplementary viewer support plan including expansion of government support for socially vulnerable people and draw up a plan to digitalize radio broadcasting as well.

④ Reinforcing broadcasting and communication user welfare

KCC will accelerate the autonomous rates cut based on competition among service providers by fast-tracking the entry of 4th mobile carriers and MVNOs, and promote inexpensive pre-paid plans with a view to make rates less burdensome to low volume users.

Additionally, the Commission is planning to introduce a blacklist system to the handset distribution market and promote competition to encourage lower prices.

To help the disabled, the sick and the elderly to be able to use broadcasting & communication services conveniently, KCC will develop diverse user interface (UI) technologies, enable everyone to watch the Olympics and World Cup without any additional expense, and reduce Internet phone rates for low-income families with a view to reinforcing the provision of a universal broadcasting & communication service.

And to protect people from harmful electromagnetic waves, the Commission will establish a 'Korea Electromagnetic Wave Cultural Foundation' (tentatively named) that will take charge of research on the influence of electromagnetic waves upon humans and publicize results to the general public.

In a manner befitting a country possessing one of the world's best ICT infrastructures, the Commission will take the lead in spreading healthy Internet ethics and culture and play a leading role with the OECD in establishing global cyber safety.

By promoting the major policy directions of the 2nd Term Commission, KCC expects not only to secure world-class broadcasting & communication competitiveness, but also help Korea go beyond being a powerhouse in IT technology and become a smart advanced country where everyone can enjoy the benefits of broadcasting & communication.

Meanwhile, KCC will harness the key policy directions of the 2nd Term Commission it has just announced to establish a 'broadcasting & communication master plan' that takes into account the required budgets and Action Plans.