



Korea Communications Commission

NEWS RELEASE

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PROMOTING USER RIGHTS AND CREATING A FAIR COMPETITION ECOSYSTEM

The Korea Communications Commission announces key plans for 2019

GWACHEON, March 8, 2019 – The Korea Communications Commission (KCC, Chairman Lee Hyo-seong) today announced its key plans for 2019. Guided by the vision of “communications centered on the people,” the plans for 2019 include specific policies to strengthen the fairness and public interest of broadcasting, expand the public’s access to media and strengthen users’ rights, create a fair competition environment for broadcasting and communications, support the production and distribution of high-quality *Hallyu* (Korean wave) broadcasting content, and respond to adverse effects of the Internet. The major points of the KCC’s 2019 plans are below.

- In order to improve the fairness, public interest, and societal responsibility of broadcasting, review license renewals based on the criteria of public responsibility, simplify the process for license fee exemption for recipients of basic living security, support production for SMEs’ broadcast advertising, and diversify distribution of captioned broadcasting for emergency broadcasting.
- To expand the public’s access to media, there will be a cross-ministry effort to legislate a “Media Education Support Act.” Additionally, expand the number of Community Media Centers from seven to ten, promote village media education (50 to 70 villages), distribute TVs for visually impaired viewers (15,000 TVs) and increase related content.
- Carry out the “Communications Dispute Mediation Process” for swift remediation for users, mandate that operators have liability insurance for compensation related to personal data, strengthen companies’ responsibility to provide compensation in the case of disruptions due to disaster in communications services.

- Implement the “Outsourced Production Guidelines” to create a fair and reasonable outsourcing production environment, and reflect safety measures of the production environment in the broadcasting evaluation.
- Draw up the “Network Use Guidelines” to rectify the issue of reverse discrimination against domestic operators compared to foreign operators, require overseas operators designate a domestic representative, pursue introducing a system that would temporarily suspend services in case of violations.
- Pursue broadcasting co-production agreements with hub countries like Vietnam in line with the New Northern and Southern policy to expand entry of broadcasting content into overseas markets.
- Strengthen response to adverse effects of the Internet in order to promote a sound Internet environment and protect victims’ human rights. Furthermore, swiftly review cases of digital sexual crime material and require portal sites and social media operators to put measures in place to prevent distribution of illegally filmed material.

1. Strengthen fairness and public interest of broadcasting and fortify the public’s trust

- First, strengthen the independence and impartiality of public broadcasters by pursuing legislative amendments to improve the public broadcasting structure and differentiate license fees from other types of revenue in accounting records. Additionally, improve the license fee reduction scheme to alleviate the burden on users by simplifying the exemption process for recipients of basic living security or persons of distinguished service to the State. Furthermore, strengthen the public responsibility of public broadcasters while allowing them to respond to the convergence environment through operating the “Broadcasting System Improvement Team,” and draw up mid-to long term plans to improve broadcasting regulations.
- When licenses are renewed, give strong weight to the broadcaster’s business strategy which has taken into account the changing broadcasting environment and its public responsibility. Include promoting fairness and content investment in the conditions for license renewal. Furthermore, plan to differentiate the duration of renewed licenses for broadcasters according to the results of the renewal evaluation. Additionally, strengthen the evaluation of impartiality in broadcasting, taking into account any confirmations of cases of misreporting.
- Strengthen broadcasting’s social responsibility to contribute to an inclusive society. Support SMEs’ broadcast advertising, expand public service announcement programming, and expand surveys of broadcasting and communications use in North Korea. Furthermore, diversify the distribution channels for captioned broadcasting during emergency broadcasting and install emergency radio broadcasting at the entrance of tunnels when there is an accident in a tunnel in order to swiftly and more safely relay emergency information.

2. Expand the public's access to media, promote user rights

- As broadcasting and communications media has become integral to daily life, it is important to raise the public's capacity to use and interact with media. First, support inter-ministerial efforts to create a "Media Education Support Act" in order to improve the media education structure. Additionally, increase the number of community media centers from seven to ten in the Gyeonggi Province, North Chungcheong Province, and Sejong City areas, and double the number of Media Sharing Buses from two to four in remote areas so all Koreans can have equal access to education on media use and understanding. Furthermore, to promote community building and dialogue, seventy villages will receive education and training on media production and use.
- To facilitate media accessibility by marginalized classes, including the visually and hearing impaired, distribute customized TVs with audio description and caption capabilities, and promote production and distribution of broadcasting content customized for visually, hearing and developmentally impaired users.
- Draw up and implement a new user protection scheme, including the "Comprehensive User Rights and Protection Plan" to protect communications users in a changing, intelligent information society. Operate a "Communications Dispute Mediation Process" so users can swiftly receive remedial services faster and more conveniently than through lawsuits. Create legal measures to ensure user protection when devices are recalled. Additionally, strengthen the operators' responsibility in case of communications disaster and/or disruption to minimize harm to users in a hyper connected environment, and draw up a user response manual for cases of disaster-related disruption in communications.
- Operators will be required to have liability insurance regarding personal data, and the government will pursue implementing a national certification system to foster experts in personal data protection. At the same time, consider deregulation measures for location-based industries' market entry, moving from an approval-based system to a registration one, in order to support job creation in new industries through safe use of personal data.

3. Create a fair competition market for broadcasting and communications

- Implement the "Outsourcing Production Guidelines" which includes rules for rational distribution of profits from outsourced transactions to facilitate a transparent and fair exchange environment for broadcasters and contracted companies. Furthermore, account for safety measures at the broadcasting production site, including accident insurance for workers, in the broadcasting evaluation. Create a voluntary "Content Coexistence Consultative Body" in the private sector to improve the work environment for workers.
- With the Internet removing barriers between nations and competition with global operators intensifying, strive to alleviate the rising issue of reverse discrimination against domestic operators versus global ones. First, determine grounds for regulating unfair activity regarding Internet companies' use of the network and draw

up “Guidelines on Contracts for Fair Network Use” in order to prevent unfair discrimination between domestic and global operators regarding network use. Along with this, overseas operators are required to designate a domestic representative responsible for personal data. Furthermore, pursue strengthening regulatory execution over global operators, including measures to temporarily suspend services if an Internet operator does not redress activities which violate regulations.

- In order to create a fair and rational regulatory system between different broadcast mediums, general programming PPs will be exempt from the transmission requirement for pay TV broadcasting, and applying outsourced production programming requirements will be pursued. Additionally, there are plans to require IPTV operators to submit materials regarding prohibited practices to the standard prescribed in the Broadcasting Act.

4. Promote high quality *Hallyu* broadcasting content production and distribution

- Given intensifying competition and declining advertising revenues in the broadcasting market, actively support overall improvements in the advertising system, institutionalize sponsorships, and expand the scope of sales for media labs in order to support financing for broadcasting content production.
- Actively support operators’ entry into overseas markets to sustain broadcasting *Hallyu*. Expand opportunities for promoting broadcast content through concluding co-production agreements with countries like Vietnam under the New Northern and New Southern policies, studying key *Hallyu* markets and holding international co-production conferences.
- Emphasize institutional improvements to new media services. Lay institutional groundwork for OTT and support the creation of a broadcasting-communications OTT consortium to prevent any harm to users from new media services and respond to the rise of global operators. Additionally, reevaluate UHD policies by operating a UHD Task Force team considering current technical conditions and changes, both domestic and international.
- Support sound competition in the broadcasting and communications market. In discussions regarding mergers or acquisitions, consider guarantees of fairness and regional character, and encourage content investment during the merger/acquisition process. Additionally, actively support sharing material on content value evaluations, spam data and other public broadcasting and communications information to facilitate their use by companies and research institutions.

5. Promote freedom of expression, strengthen response to adverse effects of Internet

- In order to maximize protection of the public’s freedom of expression, draw up rebuttal rights for posters’ whose Internet comments were temporarily blinded. Pursue legislative amendments to create an “Online Conflict Mediation Committee.” Additionally, allow a wider scope for recognizing reasons for cases which appear to

be cyber libel, but may not actually be libel.

- Implement diverse measures to create a sound Internet environment which earns the public's trust. First, shorten the review process for digital sexual crime videos to within 24 hours in order to further protect the rights of victims of illegally filmed videos. Strengthen the supervision and monitoring of major distribution networks of illegal and harmful material, such as webhard operators. When Internet service operators like portal sites and social media platforms clearly recognize distribution of illegally filmed material, mandate they remove the material and support their efforts.
- In order to end the close relationship between webhard and filtering operators, seek to prohibit mutual share-holding or ownership amongst these operators. Furthermore, expand measures to designate a person responsible for youth protection to protect children from harmful material, and require individual creators on the Internet to fulfill their responsibility to protect youth.
- Support a voluntary regulatory system regarding disinformation. Create a consensus body composed of representatives from academia, media, and operators and support making a voluntary guideline.

Under the leadership of the Korea Communications Commission chairman, the KCC will support the rights of communications users and strive to create a broadcasting and communications environment that supports fair competition for operators. Furthermore, we will listen to voices of the public and on the ground to create effective and tangible policy results.

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