

2nd Term KCC Chairman Inauguration Ceremony

Inaugural Address

KCC Chairman See-Joong Choi

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- Date : 2011. 3. 28.(Mon.)
 - Venue : Auditorium, Fl. 14, Korea Communications Commission Office

Respectable colleagues of the broadcasting and communications community

I am given the honor of being appointed to the Chairmanship of Korea Communications Commission again beyond my ineptitude and unworthiness.

First and foremost, I would like to express my deepest appreciation and respect for the 1st term commissioners who have led the KCC with significant success and introduce new commissioners who will lead us in the 2nd term.

Commissioner Seong-Kyoo Hong, Commissioner Chung-Shik Kim, Commissioner Yong-Seop Shin, and, last, but not the least, Commissioner Moon-Seok Yang.

I believe that each and every one of them is best qualified for addressing the challenge of designing the future of communications industry of Korea with professional knowledge and battle-tested insight.

As a matter of fact, I feel much more grave sense of responsibility than 3 years ago, as I am called on to take on the honor again.

That is probably because I am clearly aware of the high expectation of the citizens pinned on the communications sector

deemed to be one of the growth drivers of Korea.

The depth of our mandate is even more weighty since the global IT industry is now undergoing a paradigm shift dubbed as 'Smart Revolution.'

However, I find it greatly reassuring and fortunate that I can keep relying on my colleagues who have demonstrated unprecedented competence and enthusiasm for the past 3 years.

Ladies and gentlemen,

The 1st tenure of KCC that lasted for 3 years was the period when we laid down institutional platform and environmental groundwork for successful convergence between broadcasting and communications.

We did everything in our power to ride along the global tides of rapidly evolving IT industry and media landscape for the past 3 years.

The 2nd tenure of KCC must be a period of time where we harvest benefits one by one on the basis of solid foundation laid for the past 3 years.

I believe that the underlying reason for the President to honor me with the Chairmanship is his expectation of continuity in our business so that we can achieve as many things as possible.

My respectable colleagues of the communications community,
Upon my re-appointment, I thought about the 'mandate bestowed
by our time upon KCC.'

I would like to suggest that Korea evolve from 'IT Power' to
'IT Superpower' and 'Smart Superpower.'

IT Power may have only technology and infrastructure more
competitive than others.

However, IT Superpower in my term refers to a society where
citizens are given equal access to the benefits of IT, as
individual rights and privileges are ensured by IT ethics and IT
security.

It is a concept that encompasses elements of 'welfare' indicating
how much cutting-edge IT technologies can improve the quality
of life for citizens.

Unless we promote IT ethics and deliver a secure IT world, we
may be a technology leader but can never be a technology
superpower.

Not underpinned by IT ethics and security, IT technologies and
networks will no longer serve as facilities of civilization but
backfire as brutal means by which human rights will be violated
and our society destroyed.

In addition, broadcasting and communications services will

contribute to social integration in 'IT Superpower' and 'Smart Superpower.'

Against the backdrop, I would like to propose 'Smart Korea Enjoyed by All' as the vision for the 2nd tenure of KCC.

The vision reflect our commitment to ensuring that each and every citizen enjoys access to secure and convenient smart services, big businesses cooperate with their small partners in harmony and Korea grows together with the rest of the world.

KCC will pay specific attention to enabling the underprivileged to have equal and fair access to the benefits of communications and IT.

KCC will press ahead with deregulation more enthusiastically to enable communications industry to prosper on its own.

KCC will spearhead the Smart Era, defining communications services as means to achieve such basic policy objectives as 'creation of smart growth drivers,' 'promotion of smart competitive arrangement' and 'establishment of smart lifestyle in our culture.'

To that end, we have several priority tasks that we need to focus on in the 2nd tenure of KCC.

Firstly, it is most important to upgrade network infrastructure if

we are to lead the Smart Era.

To that end, we will encourage mobile carriers to launch next-generation communications services on commercial basis from the 2nd annual half and expand the coverage to cover the entire nation by the end of next year.

At the same time, the number of WiFi hotspots will be increased more than 2 fold from 77,000 in 2010.

With expansion of various convergence-based services such as smart work, N-Screen and cloud service, Korea will evolve into a smart society at an accelerated pace.

Secondly, development of media contents industries will be accelerated.

KCC will develop policy packages intended to enhancing the competitiveness of smart contents in order to enable Korea to join the global league of top 5 contents leaders by 2015.

KCC will also accelerate the establishment of Media Lab competition arrangement, lighten up advertising programming regulations and expand the advertising market to account for 1% of GDP by 2015.

As general programming channel operators launch service in the 2nd annual half, they will compete with terrestrial broadcasters and other general PPs to deliver contents of better quality,

triggering positive changes in the broadcasting services market.

In addition, KCC will spare no policy support for broadcasting, communications or Internet service providers bent on enhancing global competitiveness and making a dent in the global market.

If such support requires an element of state diplomacy, I will spearhead such move as I have for the past 3 years.

Thirdly, KCC will continue to encourage reduction of communications charges to the extent of not disincentivizing the businesses.

To that end, we will seek reduction of mobile communications subscription fee and base charge.

In addition, we will encourage mobile carriers to offer a variety of smart charge plan including plans by usage pattern in reference to voice, data or SMS and by age group such as the elderly and the youth in an effort to reduce the burden of consumers.

Fourthly, DTV transition will be wrapped up successfully to ensure that digital broadcasting service of high quality will commence from 2013.

Notably, we will distribute affordable digital TVs and D to A converters to make sure that no one suffers from digital divide.

Fifthly, public nature of broadcasting service will be further

strengthened.

Normalization of EBS has been one of my priority tasks for the past 3 years.

Services of EBS will be further enhanced so that it can contribute to reducing private tutoring expenditures of parents, normalizing public education and promoting lifetime education of citizens.

In addition, proper broadcasting language culture will be promoted and cyber security awareness will be enhanced to elevate the culture of broadcasting and communications service users to a more mature level.

In the meantime, independence and pursuit of public interests are the values to be upheld by the broadcasting sector at all costs.

I will spare no efforts in ensuring political neutrality owned and social benefits delivered by broadcasting services.

Of course, I will rely on the ideas and insight of the other 4 commissioners over time to implement all of the policy initiatives.

My distinguished colleagues in the broadcasting and communications community, last, but, not the least, I would like to talk about KCC organization and you.

Broadcasting and communications sector changes faster than any other sectors.

To respond flexibly to such rapid changes in technological platform and market landscape, we must make KCC a more dynamic and creative organization.

Policies that lack creativity make citizens tired.

We must dream of policy services desired by them and future of broadcasting and communications services to be realized first.

Unless we dream, no change will occur.

Let us not be complacent.

We must not take cover under the umbrella of the commission organization where the commissioners have go or no-go decision making authorities.

Notably, directors and directors general must own their policies.

We must develop policies actively and hold ourselves accountable.

As I said in the confirmation hearing,

I will lead KCC, respecting and caring for other commissioners mutually by putting myself in the other's shoes.

And, I will make sure that the culture of collaboration and mutual respect with other commissioners will be established as our tradition.

Dear my colleagues,
communications services are the heart of national economy and
the blood vein of our society.

Let us join our hands together and press on with refined insight
and unwavering commitment to enable Korea to become one of
the IT superpowers at the heart of the global communications
landscape.

Thank you for your attention.