



Korea Communications Commission

NEWS RELEASE

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KCC HIGHLIGHTS FESTIVAL FOR HALLYU

- KCC organizes Korea Country of Honour Event at MIPCOM -

On Monday, October 12, 2020, the Korea Communications Commission (KCC, Chairman Han Sang-hyuk) will open the Korea Country of Honour event at MIPCOM* 2020, the world's largest content market. The five-day event will conclude on Friday, October 16.

***MIPCOM**(Marché International des Programmes de Communication): The world's largest content market with approximately 13,000 broadcasting experts from around 100 countries in attendance.

***Country of Honour**: Every year MIPCOM selects a country to showcase that country's content, success stories and noteworthy programs.

The KCC is organizing the Country of Honour at MIPCOM in order to create opportunity for broadcasting *Hallyu*(Korean wave) to go beyond the Asian market and take off in the Americas, Europe and the Middle East.

In light of the Covid-19 pandemic, this year's Country of Honour event will be held online for the first time. It's expected the considerable time and cost savings this year will enable more attendees to experience high-quality Korean content.

The KCC will support this event to publicize Korea's outstanding and creative content and production capacity to broadcasting content experts from around the world, with the aim of realizing production investment, sales and contracts.

The theme of this year's Country of Honour is "Korea, Story Connects Us," and there are various programs in line with this theme to highlight the appeal of Korean broadcasting content: a Country of Honour conference to introduce Korean broadcasting content; 1:1 online networking program for Korean firms; and a dedicated Korea Country of Honour website and magazine.

Country of Honour Conference

The Country of Honour conference is largely divided into four parts. The first is the Fresh TV KOREA* program, which will introduce popular and innovative Korean broadcasting content.

***Fresh TV KOREA:** Planned by MIPCOM for the Country of Honour to showcase Korean broadcasting content from an international expert's perspective (hosted by a Swiss consulting company).

Next, in Conference 1, program producers will directly introduce the reasons and background behind why Korean variety show hits like *Masked Singer*, *I Can See Your Voice* and dramas like *Good Doctor* and *Sky Castle* were successful overseas.

In Conference 2, the CEO of Korea's OTT platform WAVVE and other presenters will speak on the successful strategy for Korean broadcasting content in the age of new media. Afterwards, Conference 3 will cover case studies of international cooperation in broadcasting content through informative lectures for global broadcasting experts.

Networking Sessions for Participants

From October 12 to 14, the KCC also will support small and medium-sized Korean broadcasters and producers by setting up online networking sessions with potential overseas partners. Twenty-five

Korean firms from Seoul and international companies, such as distributors, from their home countries will hold business meetings online. Each Korean firm will have at least six meetings.

Potential international partners will be able to watch trailers, see the intent behind production and other information about the participating Korean firms in “online booths” prepared for each firm.

Spotlighting the Republic of Korea

To further spotlight the Republic of Korea, the KCC has also prepared a dedicated Country of Honour page within the MIPCOM website. This webpage includes information about the overall event and Korean firms.

In addition, MIPCOM will publish a *Focus on Korea* magazine covering Korean content in detail. Publicity videos will also be shared on MIPCOM’s official social media channels to further introduce the excellence of Korean broadcasting content.

In his welcome address, KCC Chairman Han Sang-hyuk stated, “the world is taking notice of Korean content’s excellence and creativity, and Korean content is experiencing a turning point. I am pleased that we are organizing the Country of Honour event at this time to share Korea’s success stories in broadcasting content with the rest of the world.”

He continued, “based on compelling stories, Korea aims to create a cooperation model in various areas, from production to distribution of broadcasting content. I hope people from around the world can discover the ‘hidden gems’ of excellent Korean content.”

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Attachment 1: MIPCOM Country of Honour Conference Program

Program	Speaker
Fresh TV KOREA	
Opening address by KCC Chairman Han Sang-hyuk	KCC Chairman
Fresh TV Korea*	Virginia Mouseler (Managing Director of The WIT, France)
Conference 1 : Best from Korea - UP & COMING CONTENT SHOWCASE FROM KOREA	
<Good Doctor>, Korea's Bridge to the World	Yoojin Lee (Manager, KBS Media)
How the Masked Singer traveled the world?	Aidan Eunsung LEE (Deputy Director, MBC)
Global Success of <I Can See Your Voice>	Diane Min (Head of Format Sales, CJ ENM)
Success Story of JTBC Drama : <SKY Castle>	Sunhyun Lee (Manager, JTBC)
Conference 2 : Next from Korea - STREAMING STRATEGY FROM KOREA	
The Positioning Strategy of Wavve in the Domestic Media Market	Taehyun Lee (CEO, WAVVE)
How a sassy penguin Pengsoo made it in South Korea	Seulyena Lee (PD, EBS)
The CJ ENM's Crossing Strategy of Digital and Media Content	Junwoo Yang (PD, CJ ENM)
Conference 3 : Making with Korea - CO-PRODUCTION WITH KOREA CASE STUDY	
Three Benefits of Co-production with Korean documentary producers - Story, Technology and Government funding	Jinman Kim (Chief Producer, MBC)
International Co-Production of TV Documentary - Case studies of <EBS Documentary on World Civilization>	Jaeung Jeong (Producer, EBS)
Case presentation of international Co-production	Eun Lim (Producer, FILLCON MEDIA)
Asia Contents Awards Overview	Munyeon Kim (Chairman, Korea Broadcasting Channel Promotion Association)