



# 2020 Annual Report

Korea Communications Commission



Korea Communications  
Commission





This annual report summarizes the main activities and achievements of the Korea Communications Commission during the year 2020, pursuant to Article 16 of the 「Act on the Establishment and Operation of the Korea Communications Commission」.

## Message from the Chairman



The year 2020 saw Covid-19 become the norm in our lives and the transition to a contactless society accelerate, causing an increase in the consumption of online media. Additionally, the quickly blurring boundaries between many industries has heightened competition.

In our response to Covid-19 and the digital transformation, the Korea Communications Commission strived to respond to the public's anxiety and uncertainty. We also proactively identified and addressed public complaints, thus creating a trusted communications environment.

First, we took active measures against disinformation and illegal digital content to ensure that verified information is distributed amidst the Covid-19 pandemic. We also launched 'Fact check net (factchecker.or.kr)' in order to promote a culture of voluntary fact-checking in the private sector. Furthermore, the Commission strengthened rules mandating that ISPs immediately take down digital sex crime content upon request for deletion.

The Commission worked to reinforce the public interest and fairness of broadcasting, as well as improve broadcasting's social responsibility. We imposed conditions to enhance the public nature of broadcasting on broadcasters who apply for license and approval renewal, and rigorously monitored that those conditions were fulfilled. The Commission also enhanced the responsibility of main disaster broadcasters, and amended the standard manual on disaster broadcasting to better deliver disaster information.

The Commission also improved media welfare for viewers while creating a sound broadcasting environment. By supplying TV sets for visually or hearing impaired people and increasing broadcasting for disabled viewers, we reinforced rights for vulnerable audiences. The Commission created a foundation for fair competition by issuing correction orders and imposing penalty surcharges on service providers who commit prohibited practices, as well as by amending relevant laws.

Furthermore, the Commission enhanced media accessibility and communication capacity for the general public. We expanded access to media education through community media centers in metropolitan cities, and increased customized media education and experience programs for the public. The Commission endeavored to address the media divide by drawing up comprehensive, government-wide plans for digital media communication capacity building.

The Commission addressed telecommunication service users' complaints and expanded their right to choose. We opened the Telecommunications Dispute Resolution Counseling Center, establishing a one-stop service that provides both procedures for dispute mediation and remedy from harm. We also reinforced viewers' rights by introducing the one-stop conversion service that allows users to sign up for or terminate bundle products in one step.

As we present this year's annual report, the Commission hopes to share with you the endeavors and progress we have made over the past year through revamping outdated regulations and creating a communications environment based on trust and fair competition under the goal of 'vibrant telecommunications, trusted media'.

The Korea Communications Commission pledges to create a communications and media environment that delivers the values of 'trust', 'growth', and 'engagement' to the public. Thank you.

March 2021

**Han Sang-hyuk**

Chairman, Korea Communications Commission



Korea Communications Commission  
Annual Report

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# 2020

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## Broadcasting and Communications Policy Accomplishments Presented in Graphs

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Broadcasting and Communications Policy  
Accomplishments Presented in Graphs



# The broadcasting and communications industry is making continuous contributions to the growth of the national economy.

## 2020

The sales of the domestic broadcasting, communications, and information services recorded KRW 19.7 trillion, 36.7 trillion, and 23.4 trillion, respectively.

As such, broadcasting services have continuously grown, contributing to the national economic growth.

### Sales of the broadcasting and communications service market

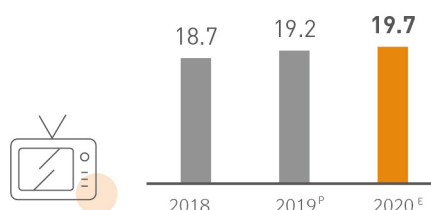
(Unit : KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2021)

### Sales of the broadcasting service market

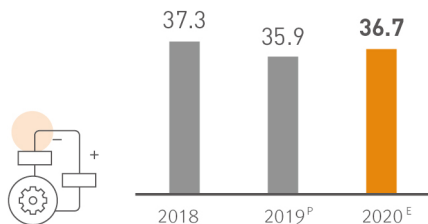
(Unit : KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2021)

### Sales of the communications service market

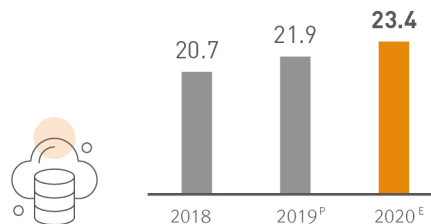
(Unit : KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2021)

### Sales of the information service market

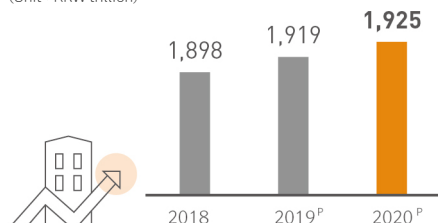
(Unit : KRW trillion)



Note) P : Preliminary, E : Estimate, Ministry of Science and ICT(2021)

### Gross Domestic Product (GDP)

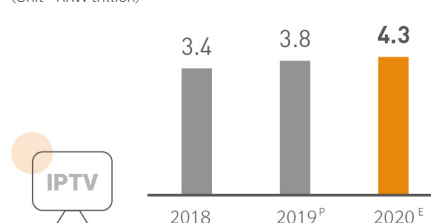
(Unit : KRW trillion)



Note) P : Preliminary, Bank of Korea(2021)

### Sales of domestic IPTV

(Unit : KRW trillion)



Note) P : Preliminary, Bank of Korea(2021)

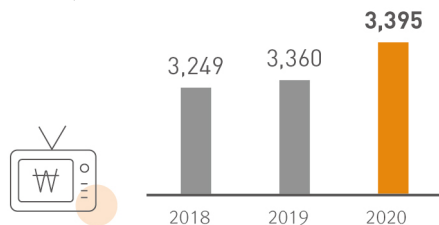
# The expansion of broadcasting and communications services have laid foundations for raising industry vitality.

## 2020

Broadcasting and communications convergence services have been revitalized with a continuous increase in the number of subscriptions to broadband and paid broadcasting, including IPTV. Wireless data traffic has grown by 19.6% from 2019 and the number of 5G subscribers increased to 11.85 million, paving the way forward for the era of high-speed wireless data.

### Number of Paid broadcasting subscribers

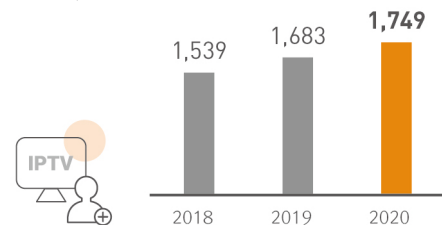
(Unit : 10,000 devices)



**Note)** 2020 : Based on the number of subscribers in the first half of the year, subscribers to CATV, satellite, and IPTV, Ministry of Science and ICT(2020)

### Number of IPTV subscribers

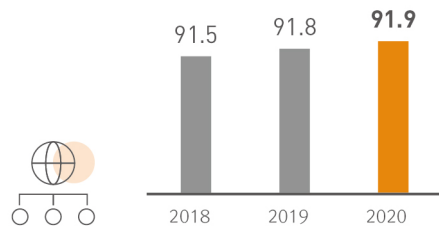
(Unit : 10,000 devices)



**Note)** 2020 : Based on the first half of the year, Ministry of Science and ICT(2020)

### Internet usage rate

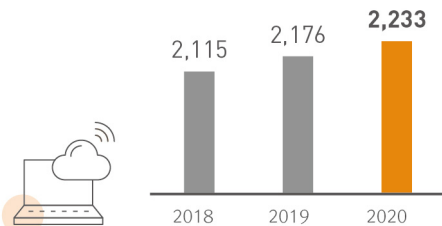
(Unit : %)



**Note)** Ministry of Science and ICT(2021)

### Number of broadband internet users

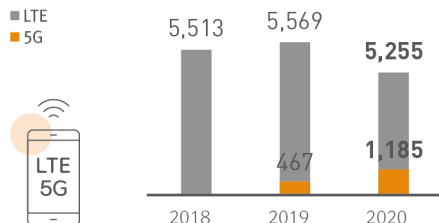
(Unit : 10,000 persons)



**Note)** Ministry of Science and ICT(2021)

### Number of LTE and 5G subscribers

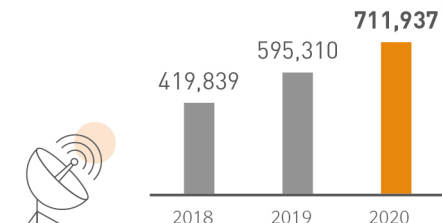
(Unit : 10,000 persons)



**Note)** Ministry of Science and ICT(2021)

### Wireless data traffic

(Unit : TB)



**Note)** Ministry of Science and ICT(2021)



# Assistance towards regional and small broadcasting services strengthened their content competitiveness.

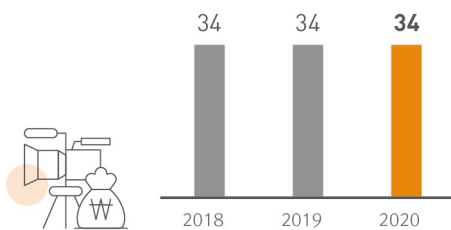
## 2020

By devising institutional support measures for regional and small and medium-sized broadcasting and focusing on internalization of local broadcasting, we have seen an increase in the viewer satisfaction with outstanding works created via the production assistance program.

Expanded subsidies for the program production for the disabled led to a wide variety of quality programs that satisfy the local viewers.

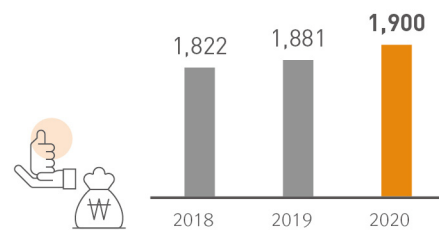
### Production subsidies for small and medium regional broadcasting

(Unit : KRW 100 million)



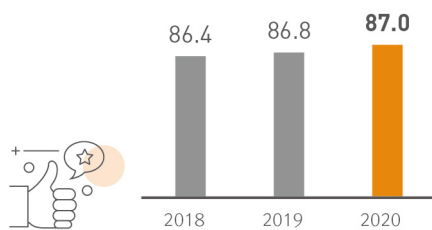
### Production subsidies for regional terrestrial broadcasting programs for disabled persons

(Unit : KRW 1 million)



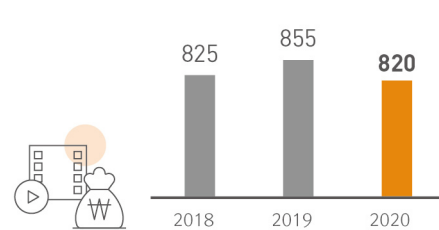
### Viewer satisfaction with regional programs produced through an assistance program

(Unit : Points)



### Sales of outstanding works produced through an assistance program

(Unit : KRW 1 million)



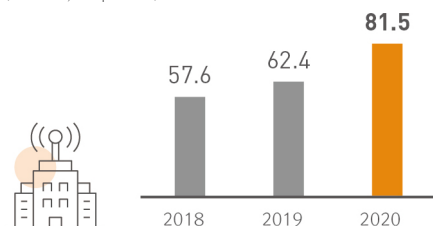
## Greater access to broadcasting services strengthened the viewer's rights and encouraged users to actively participate.

# 2020

The Commission expanded public access to the Community Media Centers to boost viewer engagement and offered customized media education by both life-cycle and classbased free semester media education. Moreover, to increase the vulnerable groups' access to broadcasting services for, the Commission provided broadcasting receivers for the visually impaired and hearing impaired and assistance towards producing programs for disabled persons.

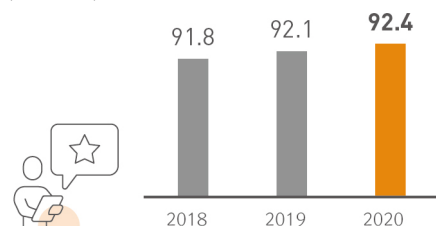
### Number of Community Media Center users

(Unit : 10,000 persons)



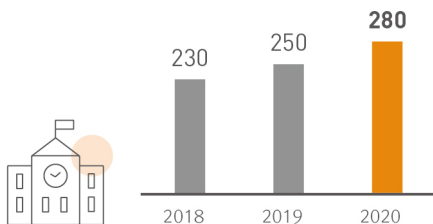
### User satisfaction with the Community Media Center

(Unit : Points)



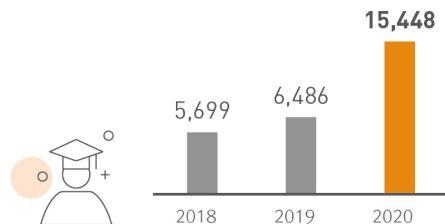
### Number of schools offering free semester media education

(Unit : Schools)



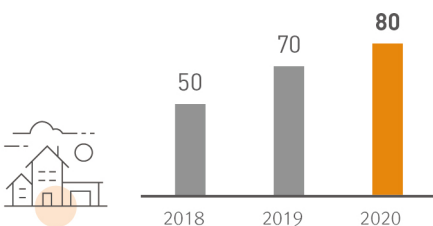
### Number of students attending free semester media education

(Unit : Persons)



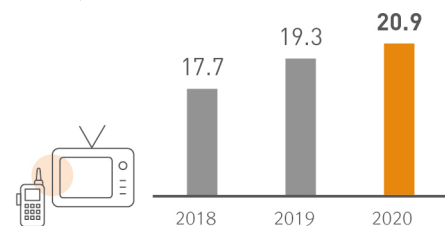
### Number of communities receiving media education

(Unit : Towns)



### Accumulated number of broadcasting receivers distributed to the visually and hearing impaired

(Unit : 10,000 receivers)



We provided a secure environment for online users and actively responded to the adverse effects caused by the internet usage.

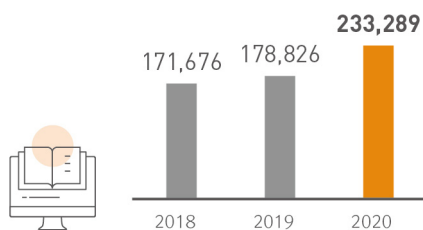
2020

The Commission has offered anti-cyber bullying education and attracted more schools to join the Secure Cyber Zone program to foster a safe internet culture for youth.

The commission has also implemented Internet ethics programs by delivering internet ethics courses and launching the organization called the Korea Internet Dream Star.

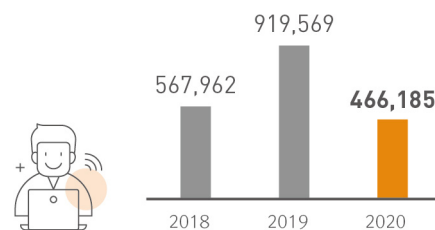
### Number of participants in internet ethics and anti-cyber bullying education

(Unit : Persons)



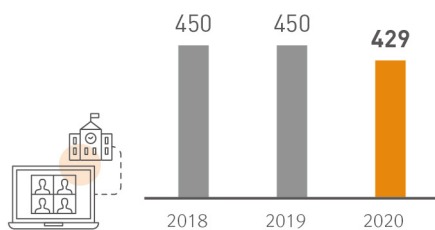
### Number of visitors to the internet ethics education centers

(Unit : Persons)



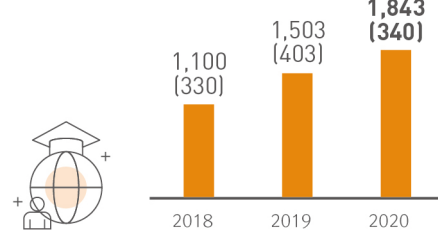
### Number of schools operating the Korea Internet Dream Star

(Unit : Schools)



### Number of schools operating the Secure Cyber Zone (newly joined schools)

(Unit : Schools)



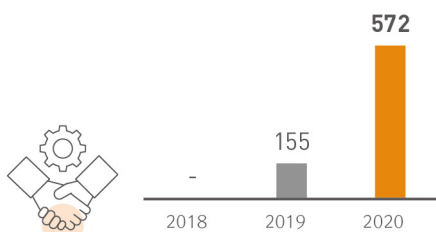
## We have built a more reliable and convenient broadcasting services environment by addressing users' pain points.

# 2020

The Commission has made efforts to resolve disputes between users and the telecommunications business entities such as complaints and grievances arising from communication services. Efforts were also made in preventing spam damages, thus the number of mobile spams recorded 0.61 and that of email spam was a mere of 0.31.

### Number of application cases for dispute mediation in telecommunication services

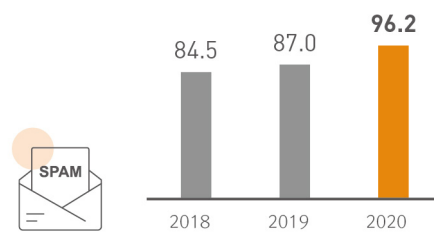
(Unit : Cases)



**Note)** 2019 :Number of application cases reported from June 12-Dec. 31 (Implemented from June 12)

### Average spam text blocking rate for the three major mobile communications business operators

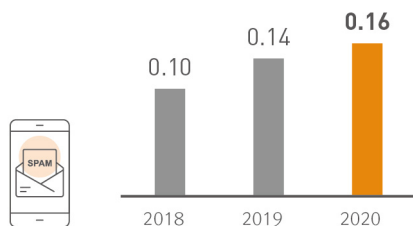
(Unit : %)



**Note)** 2020 : Based on the first half of the year

### Number of mobile phone spam received

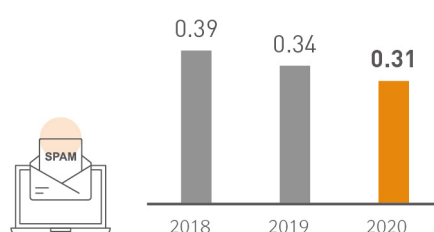
(Unit : Cases)



**Note)** 2020 : Based on the first half of the year

### Number of email spam received

(Unit : Cases)



**Note)** 2020 : Based on the first half of the year

# Contents



## I.

### Broadcasting and Communications Policy Environment

<b>1. Trends in the Global Macro Economy and Broadcasting and Communications Markets</b>	3
a. Trends in the Global Macro Economy	3
b. Trends in the Global Broadcasting and Communications Market	4
<b>2. Status of the Broadcasting and Communications Market</b>	6
a. Domestic Broadcasting and Communications Productions and Export Volume	6
b. Status of the Advertising Market	6
c. Status of the Broadcasting Media by Type	9
d. Status of the Communications Market	11
e. Changes in the Broadcasting and Communications Policy Environment	12

## II.

### Status and Policy Objectives of the Korea Communications Commission

<b>1. Overview</b>	19
<b>2. Organization and Functions</b>	21
a. Organizational Status	21
b. Responsible services of the Commission and Division of Duties	23
c. Public Organizations and Related Organizations Under the Jurisdiction of the Commission	28
d. Budget Expenditure in 2020	28
e. Status of the Government Initiated Legislation in 2020	29
<b>3. Key Policy Achievements in 2019</b>	30
a. Increase Public Trust by Strengthening the Broadcasting Service's Impartiality and Public Nature	30
b. Expand Media Access Rights and Promote User Rights and Interests	31
c. Create a Fair Competition Environment for the Broadcasting and Communications Market	32
d. Expand the Foundation for the Production and Distribution of High-quality Hallyu Content	33
e. Strengthen the Freedom of Expression and Response to Internet Dysfunction	34
<b>4. Major Policy Goals in 2020</b>	34

# Contents

---

---

## **III.** **Broadcasting and Communications Policy Outcomes in 2020**

---

### **Chapter 1 | Creating a Vibrant Broadcasting and Communications Ecosystem ..... 39**

- 1. Securing Growth Engines Through Regulatory Innovation ..... 39**
  - a. Improving broadcasting regulations ..... 39
  - b. Future-oriented system reform ..... 44
  - c. Taking into account environmental changes when implementing policies ..... 45
- 2. Increasing Hallyu content competitiveness ..... 47**
  - a. Enhancing broadcasting content production competency ..... 47
  - b. Promoting broadcasting content distribution ..... 49
  - c. Strengthening domestic OTT industry competitiveness and supporting overseas expansion ..... 52
- 3. Creating a fair competition environment for the broadcasting and communications market ..... 53**
  - a. Enhancing the effectiveness of broadcasting market research ..... 53
  - b. Establishing a fair trade order and mutual cooperation ..... 54
  - c. Creating a fair outsourced production environment ..... 63

### **Chapter 2 | Create a trusted broadcasting environment ..... 65**

- 1. Strengthening the public accountability of broadcasting ..... 65**
  - a. Stringent reviews for the license renewal and reapproval of broadcasting business entities ..... 65
  - b. Enhancing the excellence of broadcasting ..... 72
  - c. Fostering the value of regionality and diversity in broadcasting ..... 75
  - d. Protecting the rights and interest of the vulnerable group in broadcasting ..... 82
- 2. Expanding public participation in shaping broadcasting policy ..... 86**
  - a. Public participation in the appointment of public broadcasting executives ..... 86
  - b. Public hearings on license renewal and reapproval ..... 87
  - c. Public participation in public advertising ..... 87



<b>3. Increasing public trust in disaster broadcasting</b> .....	92
a. Prompt and accurate disaster broadcasting .....	92
b. Strengthening social disaster broadcasting .....	96
c. Improving the delivery of information to vulnerable groups without access to disaster broadcasting .....	96

## Chapter 3 | Promote user rights and interests ..... 98

<b>1. Responding to illegal and harmful information actively</b> .....	98
a. Eradicating the distribution of illegal and harmful information .....	98
b. Support for private fact-checking .....	103
c. User damage prevention .....	105
<b>2. Strengthening the protection for users in the intelligent information     society</b> .....	117
a. Establishing a user policy for the AI era .....	117
b. Enhancing user convenience .....	122
c. Strengthening the viewers' sovereignty .....	139
d. Enhancing education in broadcasting and communications .....	142
<b>3. Increasing assistance towards vulnerable groups</b> .....	147
a. Improving access to TV for disabled people .....	147
b. Promoting internet-based broadcasting for disabled people .....	152
c. Customized advertising for SMEs and small business owners .....	154
d. Enhancing access to the communications services .....	156

## Appendix

<b>1. Financial Statements of 2020</b> .....	167
<b>2. The List of General Meetings and Agenda of the Commission</b> ....	169
<b>3. Monthly Major Achievements of 2020</b> .....	177
<b>4. Acronyms</b> .....	201
<b>5. Status of the Broadcasting and Communications Industry by     Sector</b> .....	204

# Contents

---

## Tables

[Table I -1]	Global economic trends and outlook .....	4
[Table I -2]	Productions of domestic broadcasting and communications .....	6
[Table I -3]	Export volume of domestic broadcasting and communications equipment .....	6
[Table I -4]	Total advertising expenditure growth and its share in GDP (2009–2021) .....	8
[Table I -5]	List of Korean content among the top 10 Asian content on Netflix (as of Dec. 2020) .....	16
[Table II -1]	Laws under the jurisdiction of the Commission .....	19
[Table II -2]	Duties of the Commission's divisions .....	24
[Table II -3]	Public organizations under the jurisdiction of the Commission .....	28
[Table II -4]	Related organizations .....	28
[Table II -5]	Budget expenditure of the Commission in 2020 .....	28
[Table III -1]	Partial amendment bill to the 「Broadcasting Act」 .....	43
[Table III -2]	Main contents of the amendment to the 「Enforcement Decree of the Act on Broadcasting Advertising Sales Agency, etc.」 .....	43
[Table III -3]	Comparison between the standard amount under the current 「Enforcement Decree of the Broadcasting Act」 and the maximum amount under the 「Broadcasting Act」 .....	44
[Table III -4]	Main contents of the policy plan to promote terrestrial UHD .....	47
[Table III -5]	Programs selected for the 2020 Project to Promote Community Radio Broadcasting Content Competitiveness .....	48
[Table III -6]	2019 Assets status of broadcasting business entities in 2019 .....	54
[Table III -7]	Broadcasting business revenue by media (2010–2019) .....	54
[Table III -8]	Council works up to date .....	56
[Table III -9]	Works progress of the Council .....	57
[Table III -10]	Best practices by operators .....	59
[Table III -11]	Regulatory compliance items of separately organized programs .....	61
[Table III -12]	Main contents of the guideline .....	62
[Table III -13]	「Guidelines on the outsourced broadcast program production transaction」 checklist .....	64
[Table III -14]	Results of the license renewal review of the terrestrial broadcasting businesses in 2020 .....	67
[Table III -15]	Reapproval review criteria and points .....	68





[Table III-16] Results of the reapproval review in 2020 .....	70
[Table III-17] Recommendations for Maeil Broadcasting Network .....	72
[Table III-18] Winners of the '2020 KCC Broadcasting Awards' .....	74
[Table III-19] Overview of the winners of the '2020 KCC Broadcasting Awards' .....	75
[Table III-20] 2020 Project to enhance regional, small and medium-sized broadcasting's content competitiveness .....	77
[Table III-21] Programs to receive subsidies in 2020 .....	77
[Table III-22] Content market participation in 2020 .....	78
[Table III-23] Participation in the pitching forums in 2020 .....	79
[Table III-24] Regional broadcasting education and training assistance in 2020 .....	80
[Table III-25] Awards received by the programs supported through the assistance project .....	81
[Table III-26] Main contents of the 「Guidelines on the standards for protecting the rights and interests of children and adolescents in programs」 .....	83
[Table III-27] On-site checklist to protect the rights and interests of children and adolescents in programs .....	84
[Table III-28] Institutional measures to improve the governance structure of public broadcasting .....	86
[Table III-29] Public service advertising aired in 2020 .....	89
[Table III-30] Partial draft amendment to the 「Notice on the programming of broadcast programs, etc.」 .....	91
[Table III-31] Nationwide disaster broadcasting reception survey .....	94
[Table III-32] Results of the disaster broadcasting reception survey .....	94
[Table III-33] Target places of the safety inspection in 2020 (104 locations) .....	95
[Table III-34] Infectious disease disaster broadcasting standards .....	96
[Table III-35] Public DNA DB (registered) .....	100
[Table III-36] Matters deleted according to the progress of voluntary measures by business operators .....	101
[Table III-37] Main contents of the training by type of participants .....	104
[Table III-38] Major contents of the corrective action .....	109
[Table III-39] Main areas for improvement .....	111
[Table III-40] Specification of the practices that restrict the deletion of floating ads .....	112

# Contents

---

## Tables

[Table III-41] Consultation results by channels of communication .....	124
[Table III-42] Consultation results by type .....	125
[Table III-43] Telecommunications Dispute Resolution Committee's mediation meetings .....	126
[Table III-44] Dispute mediation application and processing status .....	126
[Table III-45] Dispute mediation application by type .....	127
[Table III-46] Dispute mediation application by region .....	127
[Table III-47] Dispute mediation application by respondent .....	128
[Table III-48] Spam distribution in the first half of 2020 .....	133
[Table III-49] Spam received in the first half of 2020 .....	134
[Table III-50] Survey on the spam blocking rate of mobile communications business operators .....	134
[Table III-51] Main contents of the evaluation test .....	135
[Table III-52] Result of the quality evaluation on the location information for emergency rescue .....	136
[Table III-53] Result of the Terminal Device Blind Spot Test .....	137
[Table III-54] Final selection of the competition .....	138
[Table III-55] Projects for the Community Media Center .....	140
[Table III-56] Number of users of the Community Media Center .....	140
[Table III-57] Overview of the Internet Ethics Education in 2020 .....	145
[Table III-58] Innovative SME broadcast advertising support in 2020 .....	154
[Table III-59] Production and transmission of small business broadcast advertising (TV) .....	155
[Table III-60] Number of participants for education on the use of communi- cations services and damage prevention in 2020 .....	158
[Table III-61] The 11th Communication Services Users' Week program .....	160
[Appendix Table-1] Execution of the budget in 2020 .....	167
[Appendix Table-2] Budgets and expenses by program .....	167
[Appendix Table-3] Assets and liabilities of the Broadcasting Communications Development Fund .....	168
[Appendix Table-4] Income and expenses of the Broadcasting Communications Development Fund .....	168
[Appendix Table-5] List of general meetings and agenda of the Commission .....	169
[Appendix Table-6] Monthly Major Achievements of 2020 .....	177
[Appendix Table-7] Acronyms .....	201



## Figures

[Figure I -1]	Economic outlook for advanced and developing economies ....	3
[Figure I -2]	Trends of the global industrial production and manufacturing sentiment index .....	4
[Figure I -3]	Global IT markets (spending) forecast .....	5
[Figure I -4]	Domestic advertising markets .....	7
[Figure I -5]	GDP and total advertising expenditure (2009–2021) .....	7
[Figure I -6]	Domestic broadcast advertising market .....	9
[Figure I -7]	Trends of broadcasting business sales by medium .....	9
[Figure I -8]	Share of broadcasting business sales by medium .....	10
[Figure I -9]	Trends of the paid broadcasting subscription .....	10
[Figure I -10]	Trends of broadcasting business sales by PP .....	11
[Figure I -11]	Domestic communications service sales forecast .....	11
[Figure I -12]	Contactless lifestyle after COVID-19 .....	13
[Figure I -13]	Trends of domestic OTT market growth and its share .....	15
[Figure II -1]	The standing commissioners of the fifth-term Commission .....	21
[Figure II -2]	Organizational chart of the Commission .....	22
[Figure II -3]	Vision and policy objectives .....	35
[Figure III -1]	Mid-to-long-term broadcasting system improvement goals and major policy directions .....	40
[Figure III -2]	Collecting opinions on the broadcasting and communications legislation .....	41
[Figure III -3]	Major activities related to the preparation of policy plans to promote terrestrial UHD .....	46
[Figure III -4]	The TV broadcast program on unification that received the production subsidy in 2020 .....	49
[Figure III -5]	International Broadcasting Co-production Conference .....	50
[Figure III -6]	'MIPCOM 2020' County of Honor Showcase .....	52
[Figure III -7]	Meeting with domestic OTT operators .....	53
[Figure III -8]	Visits to distribution stores to hold meetings .....	55
[Figure III -9]	Symposium on the Improvement of the Distribution Structure .....	56
[Figure III -10]	Working Group for the Self-Improvement of Paid Broadcasting meeting .....	62
[Figure III -11]	Grand Prize and Best Excellence Award winners of the '2020 KCC Broadcasting Awards' .....	75

# Contents

---

## Figures

[FigureIII-12] Support for the distribution of regional brong content .....	79
[FigureIII-13] Video and poster for 'The Operator May Hang Up First' campaign .....	85
[FigureIII-14] 'Korea Public Service Advertising Festival 2020' poster and the Grand Prize winner .....	88
[FigureIII-15] Spot video on the National Disaster Preparedness Guideline .....	93
[FigureIII-16] Korean sign language, closed captioning on the screen ....	96
[FigureIII-17] Public DNA DB to block the distribution of illegal videos and photos .....	101
[FigureIII-18] How the body cam damage prevention works .....	101
[FigureIII-19] Promoted on the Gyeonggido Office of Education's Youtube channel .....	102
[FigureIII-20] How to activate the body cam prevention function .....	102
[FigureIII-21] Fact-checking open platform (Fact check Net) website ....	103
[FigureIII-22] Examples of the anlysis on the major issues .....	103
[FigureIII-23] Fact-Checking Contest .....	104
[FigureIII-24] YouTube paid service subscription cancellation page .....	105
[FigureIII-25] 'YouTube Premium' payment page (Android/Website) ....	106
[FigureIII-26] 'YouTube Premium' terms of the service page (Android) ...	106
[FigureIII-27] 'YouTube Premium' subscription page (Android) .....	107
[FigureIII-28] 'YouTube Premium' cancellation restriction and refund policy (link to restrictions) .....	108
[FigureIII-29] Major media reports on the imposition of penalty surcharges and corrective actions against 'YouTube Premium' .....	109
[FigureIII-30] Card news related to improving the notification of paid additional services on the PASS app .....	110
[FigureIII-31] Violations of floating ads .....	111
[FigureIII-32] Main contents of the guidebook (card news) .....	112
[FigureIII-33] Floating Ads Reporting Center on the KCC website and Wise User .....	113
[FigureIII-34] Examples of false and exaggerated advertising in the distribution channels .....	113
[FigureIII-35] Terminal devices fraud prevention poster .....	115
[FigureIII-36] The prior consent certificate for online and offline stores ....	116
[FigureIII-37] Main contents of the illegal spam text message advertising .....	117



[FigureIII-38] Organization of the Intelligent Information Society Policy Center .....	118
[FigureIII-39] International Conference on Ethics of the Intelligent Information Society .....	119
[FigureIII-40] Use of digital devices .....	120
[FigureIII-41] Use of automatic recommendation services by content ..	121
[FigureIII-42] Use of video services, such as OTT .....	121
[FigureIII-43] Opening of the Telecommunications Dispute Resolution Center .....	122
[FigureIII-44] Online counseling and dispute resolution system .....	122
[FigureIII-45] Screen of Telecommunications Dispute Resolution Support System (PC) .....	123
[FigureIII-46] Legal deadline notification (traffic light system) of the Telecommunications Dispute Resolution Support System	123
[FigureIII-47] Consultation results by channels of communication and its distribution .....	124
[FigureIII-48] Consultation results by type and its distribution .....	125
[FigureIII-49] Dispute mediation application and processing status and its distribution .....	126
[FigureIII-50] Dispute mediation application by type and its distribution	127
[FigureIII-51] Dispute mediation application by region, and its distribution .....	128
[FigureIII-52] Dispute mediation application by respondent and its distribution .....	129
[FigureIII-53] Overview of the improvement of the business operator switching system .....	129
[FigureIII-54] Onestop Switching Service meeting and opening ceremony .....	129
[FigureIII-55] Guide to the Onestop Switching Service .....	130
[FigureIII-56] Analysis of complaints related to the license cancellations .....	131
[FigureIII-57] Mobile phone voice spam by channel (July, 2019 – June, 2020) .....	133
[FigureIII-58] International email spam by country (July, 2019–June, 2020) .....	134
[FigureIII-59] Blocking rate of the intelligent spam blocking service over the past five years .....	135

# Contents

---

---

## Figures

[FigureIII-60] Quality evaluation of the location information for emergency rescue .....	136
[FigureIII-61] Promoting the competition .....	138
[FigureIII-62] Video and poster for the 'Accurate and safe subscription to paid broadcasting for the senior citizens' campaign .....	141
[FigureIII-63] Media Sharing Visiting Bus .....	143
[FigureIII-64] Media education online platform 'Medi On' .....	144
[FigureIII-65] Internet Ethics Education by target audience in 2020 .....	145
[FigureIII-66] Winners of the '2020 Internet Ethics Contest' .....	146
[FigureIII-67] Opening of the Seoul Internet Ethics Experience Center ..	147
[FigureIII-68] TVs distributed for visually impaired people and deaf and hard of hearing in 2020 .....	148
[FigureIII-69] Several pages of the website for people with developmental disabilities (DamoA) .....	150
[FigureIII-70] Broadcasting the COVID-19 prevention campaign organized by the government for disabled people .....	151
[FigureIII-71] Diagram of the speech-text conversion application .....	152
[FigureIII-72] Video campaign on broadcasting for disabled people .....	153
[FigureIII-73] Level of digital information by social class .....	156
[FigureIII-74] Educational cooperation institutions for vulnerable groups .....	157
[FigureIII-75] Education on the use of broadcasting and communications services and damage prevention .....	157
[FigureIII-76] Survey on the users' competency in the use of broadcasting and communications services and damage prevention ..	158
[FigureIII-77] Wireless data consumption information open for public ..	159
[FigureIII-78] Telecommunications financial crime early warning cooperation system .....	159
[FigureIII-79] Communication Services Users' Week Ceremony .....	160
[FigureIII-80] Winner of the Best Excellence Award (Chairman of the Korea Communications Commission Award) .....	161
[FigureIII-81] Best practices of user protection by telecommunications service providers .....	161
[FigureIII-82] Talk concert for communication services user protection in the post-COVID-19 era .....	161
[FigureIII-83] YouTube influencer participation event .....	162



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[FigureIII-84] Online education on the use of telecommunications services and damage prevention .....	162
[FigureIII-85] The 11th Communication Services Users' Week events ...	163
[FigureIII-86] Customized Guidebook for the Smart Users of Communication Services .....	164



Korea Communications Commission  
Annual Report

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## I

## Broadcasting and Communications Policy Environment

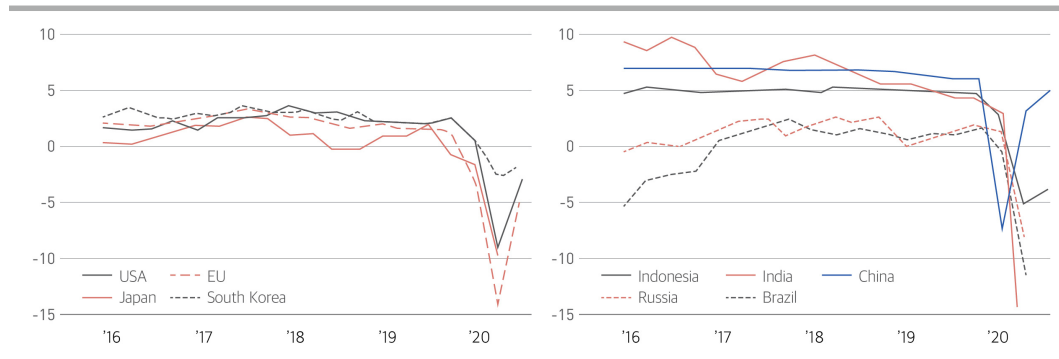
## 1. Trends in the Global Macro Economy and Broadcasting and Communications Markets

## a. Trends in the Global Macro Economy

Following the collapse in global economic activity in 2020 caused by the onset of the COVID-19 pandemic, the global economy in 2021 is projected to recover modestly with global institutions forecasting growth at approximately 4.2% (OECD) and 5.2% (IMF), and a domestic institution at 5.0% (Korea Institute for International Economic Policy)<sup>1)</sup>. An economic rebound is expected in the second half of 2021 with the growing vaccine rollout having an impact in overcoming the pandemic, although it seems difficult to regain the pre-2019 growth momentum in a short period of time. While China, along with few emerging economies and developing countries have served as the key drivers of global economic growth in the past, it is predicted that their recovery will be slower than that of advanced economies.

[Figure I -1] Economic outlook for advanced and developing economies

(Unit : YoY, %)



Source) 2021 World Economic Outlook, Korea Institute for International Economic Policy, 2020

The main factors impacting the global economy in 2021 are as follows: the COVID-19 case decline, the status of vaccine rollout, the US Biden administration's economic policy stance and the US-China diplomatic and trade policy direction, and the international interest rates. The recovery amid the COVID-19 pandemic, the distribution of vaccines in emerging market and developing economies, and achieving herd immunity against COVID-19 are the most critical factors. The 2021 economic growth rates of the major countries that have significant impact on the Korean economy are forecasted as below.

1) In October 2020, IMF projected the 2021 global economic growth rate at 5.2%, but on January 26, 2021, it was raised by 0.3%p to 5.5%.

[Table I -1] Global economic trends and outlook

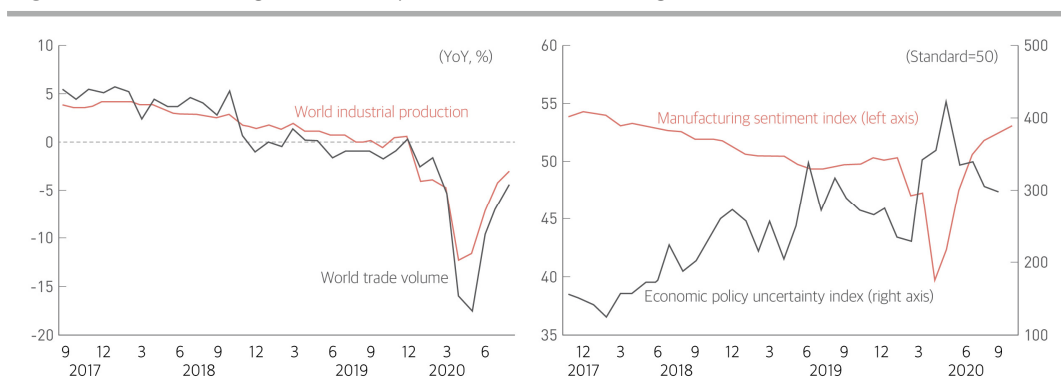
(Unit : %)

Classification	2020	2021
Worldwide	△4.4	5.2
U.S.	△4.3	3.1
China	1.9	8.2
Euro Area	△8.3	5.2
Japan	△5.3	2.3
India	△10.3	8.8
Brazil	△5.8	2.8

Source) 2021 Economic Outlook, Ministry of Economy and Finance, p.11

Since the second half of 2020 when the marked decline in industrial production and trade volume worldwide started to slow down, the manufacturing sentiment and leading economic indicators have improved. Thus, the global economy is prospected to recover rapidly in 2021, although there remains tremendous uncertainty due to the beginning of the third phase of COVID-19 worldwide and the slower than expected vaccine roll-out.

[Figure I -2] Trends of the global industrial production and manufacturing sentiment index



Source) KDI Economic Outlook Second Half of 2020, KDI, p.129

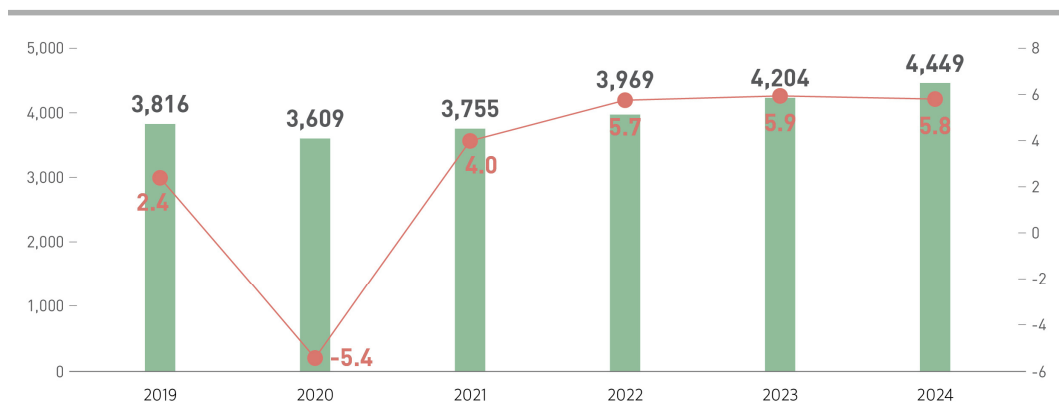
## b. Trends in the Global Broadcasting and Communications Market

Gartner predicted that the global ICT market in 2020 would shrink 5.4% to USD 3.6 trillion compared to the previous year due to the decline in ICT-related trade and production volume amid the COVID-19 outbreak.<sup>2)</sup> In 2021, the market is expected to expand by 4.0% year-on-year to reach USD 3.8 trillion thanks to the global economy's rebound. However, the recovery will highly likely be affected by the recovery pace amid the pandemic, diplomatic and trade disputes between the US-China, Brexit, and the economic growth in emerging markets and developing countries. From a mid-to-long-term perspective, software and ICT services are projected to continuously grow, while the growth of ICT terminals and communications services are expected to slow down to an annual average of approximately 3.1% by 2024, constituting a market of USD 4.5 trillion.

2) IT Spending Forecast, Gartner, Oct. 2020.

[Figure 1-3] Global IT markets (spending) forecast

(Unit : USD 1 billion, %)



Source) IT Spending Forecast, Gartner, Oct. 2020, as cited in 2021-2025 ICT Mid to Long-Term Market Outlook and Response Strategy, Gwon Hoyeol, Oct. 11, 2020.

The communications service and related equipment markets, which have secured a new growth momentum of 5G, are forecast to recover from their muted growth in the post-COVID-19 era. Gartner predicts that in 2021, the global communications market will grow by 3.0% year-on-year (-0.6% in 2019, prior to COVID-19) and the equipment market by 2.4% (-0.3% in 2019, prior to COVID-19). The forecast for the IT service remains positive, with projections for a steady high growth rate, reaching approximately 5.5% to constitute a market worth USD 1.23 trillion.

Looking into investment plans can help predict the global ICT market's development direction in the post-COVID 19 era. Approximately 46% of global ICT companies responded that their existing investment plans would remain unchanged, while 33% of respondents said they intend to increase their investment even in the aftermath of the pandemic.<sup>3)</sup> The fact that up to 80% of companies plan to maintain or increase their investment demonstrates that the ICT sector's growth potential remains high in the post-COVID 19 era. Also, global companies identified accelerated digital transformation as their primary management strategy (44% of respondents)<sup>4)</sup>. Thus, despite its short-lived yet severe downturn, the global ICT market continues to look strong and is expected to follow its digital transformation trend after the pandemic.

3) Survey of 1,073 North American and European Companies, July 2020, SWZD, as cited in 2021 IT Market & Digital Newdeal, Kim, Changhun, p.16.

4) Ibid

## 2. Status of the Broadcasting and Communications Market

### a. Domestic Broadcasting and Communications Productions and Export Volume

The domestic broadcasting and communications equipment and services market is demonstrating signs of stagnation or sluggish growth. The communications equipment market continued to dwindle, from KRW 39 trillion in 2018 to KRW 38.6 trillion in 2020. On the other hand, the broadcasting equipment market grew from KRW 2.5 trillion in 2018 to KRW 2.7 trillion in 2020. While the communications service market decreased from KRW 37.3 trillion in 2018 to KRW 36.7 trillion in 2020, the broadcasting and information services markets continue to increase every year.

[Table I -2] Productions of domestic broadcasting and communications

(Unit : KRW 1 million)

Classification	2018	2019 <sup>P</sup>	2020 <sup>E</sup>
Communications equipment	39,098,212	37,239,532	38,632,293
Broadcasting equipment	2,476,483	2,456,752	2,694,498
Communications service	37,278,335	35,914,057	36,679,271
Broadcasting service	18,708,950	19,182,351	19,707,254
Information service	20,687,205	21,905,673	23,367,581
Total	118,249,185	116,698,365	121,080,897

Note) P : Preliminary, E : Estimate, Information services refer to Internet services

Source) Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2021

The broadcasting and communications equipment export volume is continuously declining. As shown in [Table I -3], the export volume of communications equipment continues to face challenges, while the broadcasting equipment's export volume decreased in 2019, then bounce back in 2020.

[Table I -3] Export volume of domestic broadcasting and communications equipment

(Unit : USD 1000)

Classification	2018	2019 <sup>P</sup>	2020 <sup>P</sup>
Communications equipment	17,150,056	14,054,121	13,246,055
Broadcasting equipment	426,117	387,931	469,251
Total	17,576,173	14,442,052	13,715,306

Note) P : Preliminary

Source) Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2021

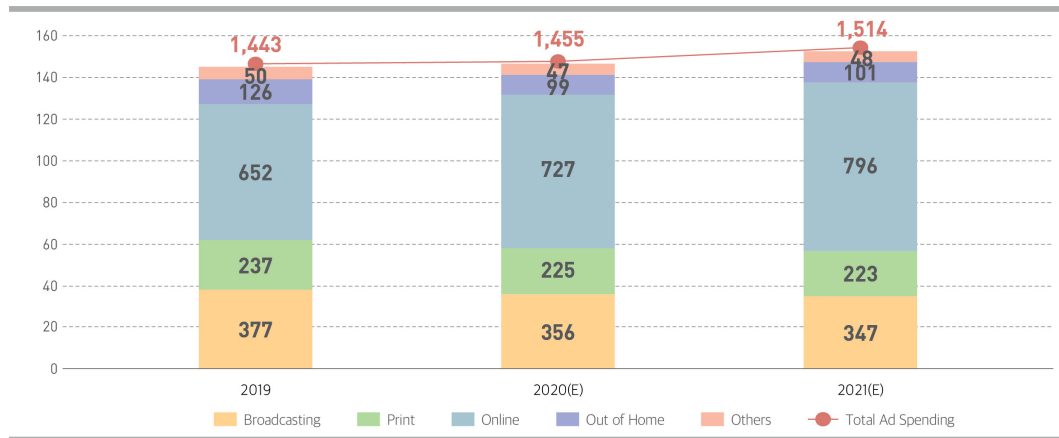
### b. Status of the Advertising Market

The total domestic advertising costs expected in 2020 are approximately KRW 14.55 trillion, increasing by 0.8% from last year. While the changes in the advertising expenses seem to demonstrate a sustained growth rate, advertising costs for legacy media such as TV, radio, DMB, cable, newspaper, magazines, and outdoor ads are expected to decrease as in 2019. The advertising media most likely to hit a noticeable decline in 2020 are outdoor ads and entertainment as the pandemic most influenced them compared to other media. In 2020, outdoor and entertainment ad spending is expected to decrease dramatically by 21.2% and 55.2%, respectively. Some media saw an increase in advertising costs even amid the pandemic. That is mobile advertising thriving in the contactless environment has risen

as much as 18.8%, expected to reach KRW 5.52 in 2020 from a mere of KRW 1.37 in 2015<sup>5)</sup>.

[Figure I -4] Domestic advertising markets

(Unit : KRW 10 billion)

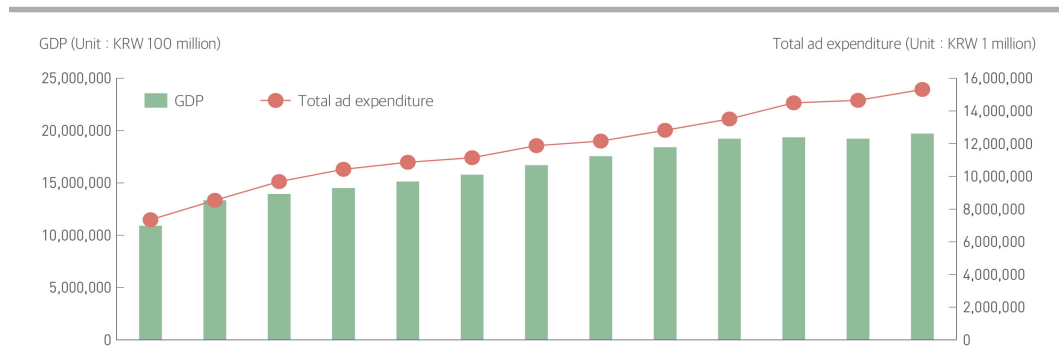


Note) E : Estimate

Source) 2020 Korea Advertising Expenditure Research, Korea Broadcast Advertising Corporation, Dec. 2020

The domestic advertising market's growth trend underwent a fundamental shift during the periods of upheaval in 1998 and 2010 when the economy contracted due to the East Asian economic crisis and the financial crisis caused by the US subprime mortgage. The overall growth slowed, unable to recover its previous rising trend, which led to a change in the growth pattern of the entire advertising market. Although the domestic advertising market accounted for 0.6~0.7% of GDP (nominal), its proportion is on a downward trend, and the overall advertising market's contribution to the nation's economy is on the decline.

[Figure I -5] GDP and total advertising expenditure (2009-2021)



Source) 2020 Korea Advertising Expenditure Research, Korea Broadcast Advertising Corporation, Dec. 2020

5) As cited in Korea Advertising Expenditure Research, Dec. 2020, p.49.

[Table I -4] Total advertising expenditure growth and its share in GDP (2009-2021)

Classification	Total ad expenditure (Unit : KRW 1 million)	Total ad expenditure growth, YoY	GDP (Unit : KRW 100 million)	Share of ad expenditure in GDP	Economic growth rate
2009	7,383,143	△5.3%	10,650,368	0.69%	0.7%
2010	8,620,724	16.8%	13,226,112	0.65%	6.8%
2011	9,560,620	10.9%	13,889,372	0.69%	3.7%
2012	10,526,081	10.1%	14,401,114	0.73%	2.4%
2013	10,795,890	2.6%	15,008,191	0.72%	3.2%
2014	11,167,748	3.4%	15,629,289	0.71%	3.2%
2015	11,790,634	5.6%	16,580,204	0.71%	2.8%
2016	12,162,657	3.2%	17,407,796	0.70%	2.9%
2017	12,753,463	4.9%	18,356,982	0.69%	3.2%
2018	13,755,886	7.9%	18,981,926	0.71%	2.9%
2019	14,426,928	4.9%	19,190,399	0.75%	2.0%
2020(estimate)	14,549,536	0.8%	18,979,305	0.77%	△1.1%
2021(estimate)	15,142,519	4.1%	19,539,684	0.77%	3.0%

Source) 2020 Korea Advertising Expenditure Research, Korea Broadcast Advertising Corporation, Dec. 2020

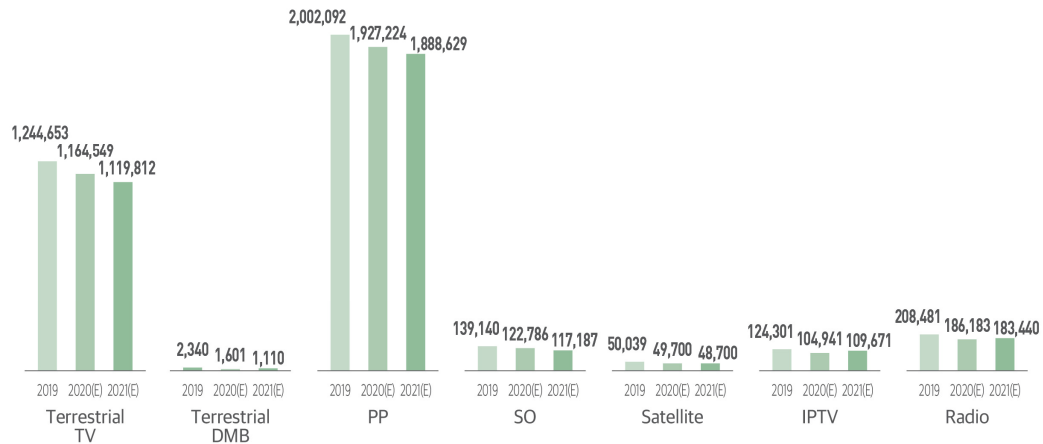
The advertising market is sensitive to ① the consumption demand in the domestic market, ② trade dependence, and ③ the competition in the domestic market. Since it is closely related to consumption demand, it is more resilient compared to the GDP. The key factors determining the advertising market's size and growth are whether the national economy is domestic or export-oriented, the industry's level of competition, and its people's consumption tendency. Meanwhile, the changing media environment had great impact on the domestic advertising trend as it shifted from broadcasting to the internet (PC) and then to mobile-based media, which resulted in the rapid growth of mobile and online ad spending to account for almost half of the total advertising expenditure. Thus, if macroeconomic indicators are the ones to determine the entire advertising market's size, factors driving the changes in the media environment are what determine a media's share of the advertising expenditure.

The continuous contraction in broadcast advertising is accelerating the terrestrial broadcast advertising market. The total market size of the broadcast advertising is estimated at KRW 3.55 trillion in 2020, falling continuously from KRW 3.77 trillion in 2019. Moreover, the paid broadcasting (PP) advertising market, which used to be the key driver of the broadcast advertising market, appears to have started a downward trend from 2020 (decreasing from KRW 2 trillion in 2019 to KRW 1.92 trillion in 2020).



[Figure 1-6] Domestic broadcast advertising market

(Unit : KRW 1 million)



Note) E : Estimate

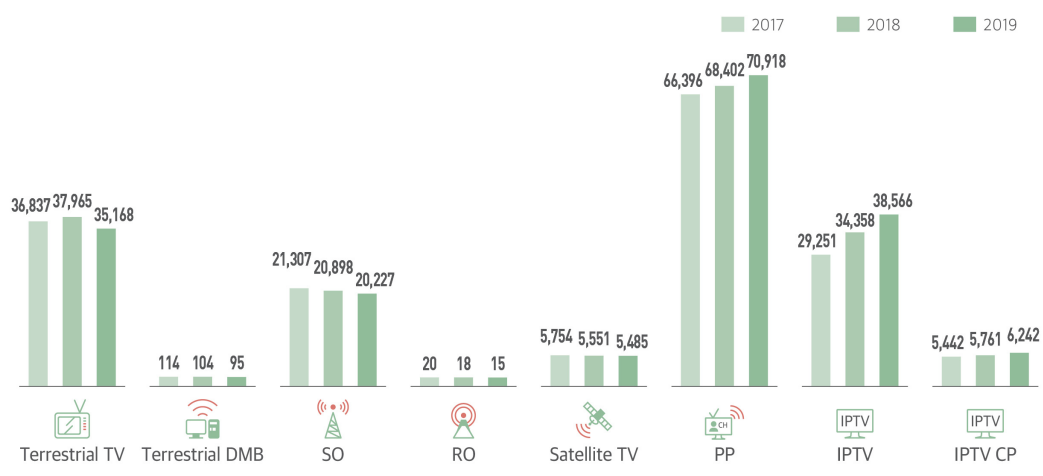
Source) 2020 Korea Broadcasting Industry Survey, Korea Communications Commission, Dec. 2020

### c. Status of the Broadcasting Media by Type

In 2019, the sales of domestic broadcasting business entities increased by 2.1% year-over-year to KRW 17.67 trillion. While CATV relay broadcasting (RO), terrestrial DMB, terrestrial broadcasting, CATV broadcasting (SO), and satellite broadcasting declined, PP (including home shopping PP) and IPTV demonstrated relatively high growth. For example, due to the competition between SO and IPTV in the paid broadcasting market, the former decreased by 3.2% compared to 2018, while the latter rose by 12.2%. As for the PP market, despite the stagnation of advertising sales, program fees and TV home shopping (including data shopping) sales increased, thus growing by 3.7% compared to the previous year.

[Figure 1-7] Trends of broadcasting business sales by medium

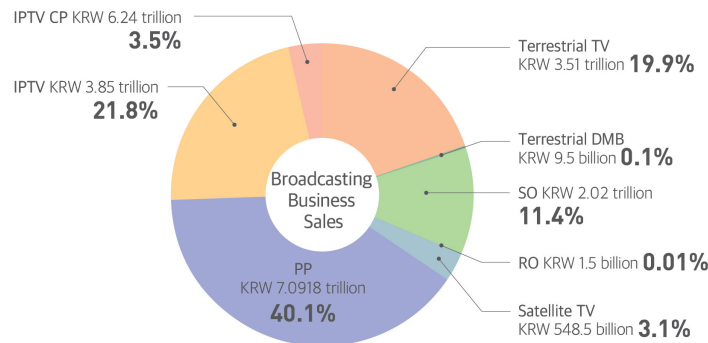
(Unit : KRW 100 million)



Source) 2020 Korea Broadcasting Industry Survey, Korea Communications Commission, Dec. 2020.

Accordingly, the proportion of the medium in the broadcasting market changed. Based on the sales of the broadcasting business in 2019, PP accounted for the largest share (40.1%), followed by IPTV (21.8%), terrestrial(19.9%), and SO (11.4%). The market share of terrestrial and SO has shown a noticeable decline in the last three years, decreasing 2.4P from 22.3% to 19.9%, and 1.5P from 12.9% to 11.4%, respectively.

[Figure I -8] Share of broadcasting business sales by medium

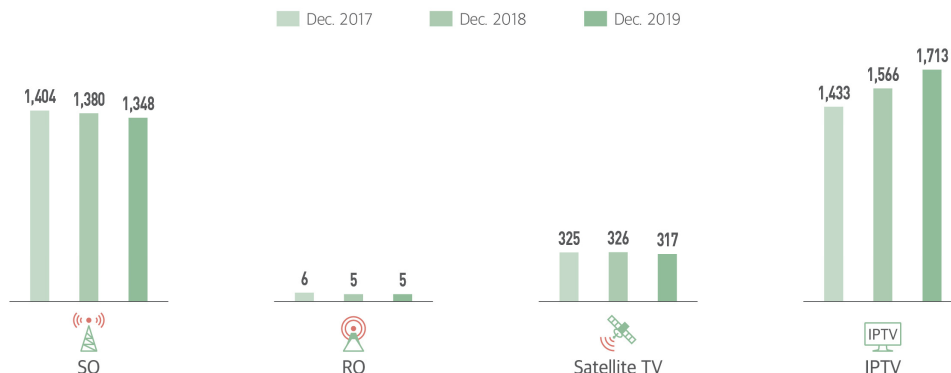


Source) 2020 Korea Broadcasting Industry Survey, Korea Communications Commission, Dec. 2020.

Owing to the intensifying competition in the media environment, different media are experiencing diverging market conditions. Against this background, the main trends of the broadcasting media in 2020 can be summarized as the decline and withdrawal of traditional media, the growth and maturity of new media, and the breaking into the mainstream by IP-based media represented by OTT. In particular, a horizontal M&A between paid broadcasting platforms took place. The IPTV-centered paid broadcasting market is being revamped as IPTVs plan to integrate SOs through mergers and acquisitions. Due to the nature of the platform business, it is crucial to develop the economies of scale by securing subscribers. Thus, the restructuring from SO to IPTV is an external reorganization centered around subscribers. In essence, it is a strategic movement from RF to the IP method, which consists of technological evolution and platform expansion.

[Figure I -9] Trends of the paid broadcasting subscription

(Unit : 10,000 devices)



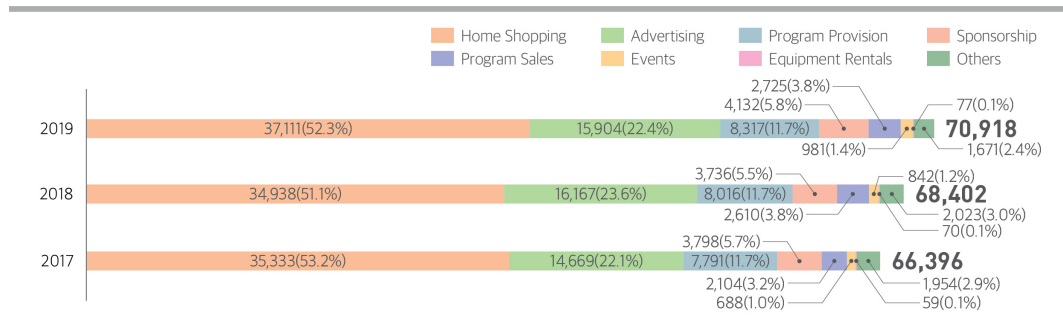
Source) 2020 Korea Broadcasting Industry Survey, Korea Communications Commission, Dec. 2020.

With the advertising market facing a recession, the PP market lost its previous rapid growth yet is still showing solid growth thanks to the increased program fees from platforms and the sales of home shopping operators. Home shopping sales differ from general PP sales (commerce sales vs. content sales) in that although included in PP sales, they can be seen as distribution sales from the viewpoint of broadcasting as a content industry. Nevertheless, home shopping and e-commerce sales increased significantly in 2020 as the contactless industry grew amid COVID-19. The home shopping industry is expected to undergo dramatic changes with the changing media environment. For example, the expansion of live commerce and mobile commerce is expected to have a significant impact on the TV-based home shopping industry.

As for general PP, its proportion from the entire sales is declining due to the stagnant advertising sales. However, the general PP program fee is on the rise. As program fee income is directly related to content competitiveness, it is expected to increase further in the future despite its current small proportion (about 11.7%).

[Figure I -10] Trends of broadcasting business sales by PP

(Unit : KRW 100 million)



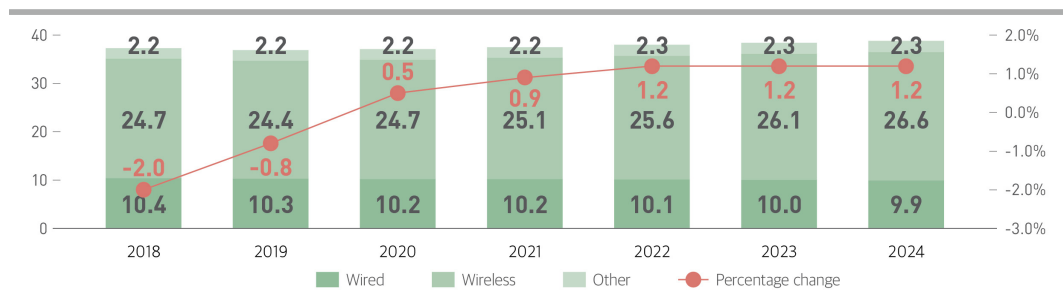
Source) 2020 Korea Broadcasting Industry Survey, Korea Communications Commission, Dec. 2020.

## d. Status of the Communications Market

Thanks to the expanded access to 5G and Internet services, the domestic communications market is expected to grow 0.5% from 2019 to constitute a market worth KRW 37.3 trillion in 2020. Such a trend is projected to continue after COVID-19 with an upward trend in mobile communications services from 2021 to 2024.<sup>6)</sup>

[Figure I -11] Domestic communications service sales forecast

(Unit : KRW 1 trillion, %)



Source) ICT Industry Long-term Forecast (2020-2024) and the Strategy, KISDI, Dec. 2019, p71.

6) ICT Industry Long-term Forecast (2020-2024) and the Strategy, KISDI, Dec. 2019, p71.

The domestic communications service market is expected to provide solid growth, although not a dramatic one, thanks to new and innovative services including IoT, the adoption of local 5G and the improved ARPU following highly advanced service offerings such as the acceleration of 5G expansion and gigabit internet service. The subscription to 5G increased considerably from just 4.67 million in 2019 to approximately 11.2 million at the end of 2020, and 5G has begun its full-scale proliferation with the release of new 5G terminal devices. The spread of 5G is likely to drive the growth of related industries, including the recently announced 5G-related local industries by the Ministry of Science and ICT and various other areas using 5G in the contactless environment.

The total communications service sales are forecast to grow at an annual average of 1.1% from 2020, reaching approximately KRW 38.8 trillion in 2024.<sup>7)</sup> Wireless technologies are expected to increase by 2.0% (the CAGR of 2011-2016 during the proliferation of 4G) after 2022. Further growth depends on the speed of the 5G expansion and the growth of the relevant industries. As for wired technology, although the growth of broadband will offset the decline in fixed-line telephones, the drop is expected to increase gradually with the slowdown of broadband growth.<sup>8)</sup> Moreover, the continuous rise in the subscriptions to unlimited calling from mobile phones will likely lead to the fall of fixed-line service subscriptions and its volume of calls. However, there is a high possibility that wired technologies will see continuous growth in leased line service sales due to the rapid rise of video content use, such as OTT, which drives traffic increase.

Moreover, wireless technology sales in 2020 are projected to increase by 1.0% compared to the previous year to KRW 24.7 trillion as it recovers from the shock of the mobile phone plan reform in 2018 and grows due to the impact of 5G. Thus, from the mid-to-long-term perspective, its sales are forecast to grow at an annual average of 1.9%.<sup>9)</sup> It is expected that wireless technology will recover from its negative growth in 2020 to achieve 2% growth by 2021-2022, which was the annual average growth rate during the 4G proliferation period (2011-2016).

### e. Changes in the Broadcasting and Communications Policy Environment

#### 1) The COVID-19 pandemic and the importance of broadcasting and communications

In 2020, the overall broadcasting and communications market shrunk considerably due to the COVID-19 outbreak. As the decline in economic activity occurred because of the pandemic rather than general economic contraction, the traditional face-to-face economy shrunk significantly, while the non-face-to-face economy flourished online. The COVID-19 pandemic extended socioeconomic uncertainty worldwide, causing the global economy to contract rapidly. Socioeconomically, it posed a substantial risk of virus transmission and spread panic that intensified uncertainty and volatility. Fortunately, with the availability of vaccines from 2021, the recovery of the socio-economic system from the pandemic looks probable. The short-term economic contraction caused by the outbreak was inevitable. Now, whether the economy will continue to suffer from recession or recover after 2021 depends on the ① fourth wave of COVID-19 worldwide, ② the effect of vaccines and vaccine roll-out, and ③ the major countries' efforts towards economic recovery.

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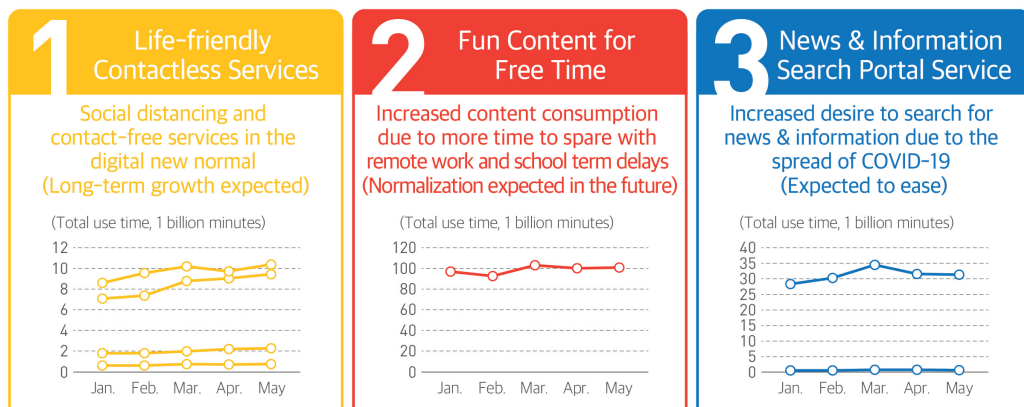
7) ICT Industry Long-term Forecast (2020-2024) and the Strategy, KISDI, Dec. 2019, p71.

8) Ibid, p72.

9) Ibid, p81.

With the spread of contactless trends and services, such as ‘social distancing’ and the ‘untact (un+contact) economy’, the COVID-19 pandemic has brought the global economy, industry, and politics to a tipping point. The demand for data-based ICT services such as remote work, video conferencing, online classes, telemedicine, online content consumption is exploding across society. Also, social awareness and lifestyle changes have become evident with growing economic and social interest in new industries across the sectors.

[Figure 1 -12] Contactless lifestyle after COVID-19



Source) AGB Nielsen, 2020

Accordingly, companies are adopting digital transformation as their vital task for survival and making drastic changes in platforms by taking advantage of diverse ICT technologies such as Cloud, AI, and IoT. Moreover, due to the pandemic, the broadcasting and communications services have become a crucial part of people's lives as they are directly related to public life and survival. In other words, broadcasting and communications play the role of a social safety net necessary for securing basic living standards. As a result, ICT has great impact on the national economy and its people's lives and the public is increasingly reliant on broadcasting and communications. Such a change is likely to remain in our daily lives or become rooted as a lifestyle because broadcasting and communications are becoming increasingly central to public life.

## 2) The impact of the COVID-19 pandemic on the broadcasting and communications industry

The current COVID-19 pandemic brought about new phenomena which can be divided into six categories. First, the use of ICT (e.g. O2O) increased exponentially due to contactless transactions and communications. It encouraged the growth of platform and delivery businesses and advancement of platforms such as AI. Also, it promoted the value and importance of 5G and data as they are infrastructure elements to drive digital transformation. Such a change may have occurred without the pandemic. However, COVID-19 made such a change an essential and urgent task, thus it has policy implications.

Second, as the transition to the platform economy is accelerating, the linear policy processes and systems of the past are changing toward a multifaced platform-based one. Platforms that used to be simple search portals that delivered information and contents are evolving to merge offline and online, to become an intelligent platform, a multifunctional

platform that support remote living. Such multifaceted platform businesses require engagement with different types of stakeholders and have a wide range of impact areas, which result in them being more complex and diverse. Moreover, due to the nature of such multifaceted platform businesses, which engage different stakeholders and have a wide range of impact, consumer damage is becoming more diversified and complex. Thus, it calls for a nuanced policy approach and analysis based on professional competence and understanding.

Third, the use of media and game entertainment (e.g., OTT) increased drastically, introducing a digital-based lifestyle and presenting new opportunities for the media industry to secure a new growth engine. At the same time, it calls for policy changes to address traditional media.

Fourth, COVID-19 highlighted the need for and the importance of network advancement due to the increasing use of media and broadcasting and communications service, which causes traffic to surge. Accordingly, investment incentives for 5G and the broadband network will increase, which will lead to physical investments in the future. Furthermore, the importance of stable network services will come to the forefront.

Fifth, the spread of remote work and online classes are changing the nature of work and education. It calls for the expanded R&D investment of ICT solutions for remote work and online education, better accessibility, and increased investment in cloud technology and big data.

Lastly, concerns about the use and breach of location and personal data were raised. For example, while the public use of personal information can help track confirmed cases, it also posed privacy risks. This issue highlighted a critical policy topic relevant to the future data-centered society, which requires secure and trusted systems. As digital transformation accelerates and deepens, the importance of dealing with personal information, information security, and personal data protection will receive more attention.

### 3) OTT-centered media market and changing hegemony

As the hegemonic transition towards OTT in the domestic broadcasting media market is predicted to accelerate, the competition in the OTT market is intensifying, and in-depth discussions on system reform are taking place. In 2021, with Disney+ launching its service in Korea and the potential entry of Apple TV+ and Amazon Prime, severe competition in the OTT market competition is expected. The main issue in 2021 is that the focus on OTT growth or expansion is shifting towards the OTT partnership, conflicts, and advancement.

First, more OTT operators from overseas are planning to launch their services and create partnerships. Disney+, Apple TV+, and Amazon Prime are expected to enter the domestic market in 2021, intensifying the domestic OTT market competition in which global providers will compete in the local market. Second, M&A deals and partnerships between the domestic providers are expected to increase. The recent agreement between CJ ENM and JTBC and partnerships with NAVER will be followed by many more between domestic OTT operators. Third, OTT and content producers are expanding their production investment and partnerships. Starting with Netflix, there is a possibility that global providers will seek Korea as a production base once they enter the domestic market. Fourth, the demand for the prohibition of reverse discrimination and for regulations to govern global providers is rising. When there is a powerful incentive for global providers to comply with the domestic normative system, there remains a possibility of domestic providers experiencing reverse discrimination. Thus, it calls for a nuanced and careful policy approach. Lastly, major ministries are proposing various policies and legislations to provide policy directions for the relevant markets. For

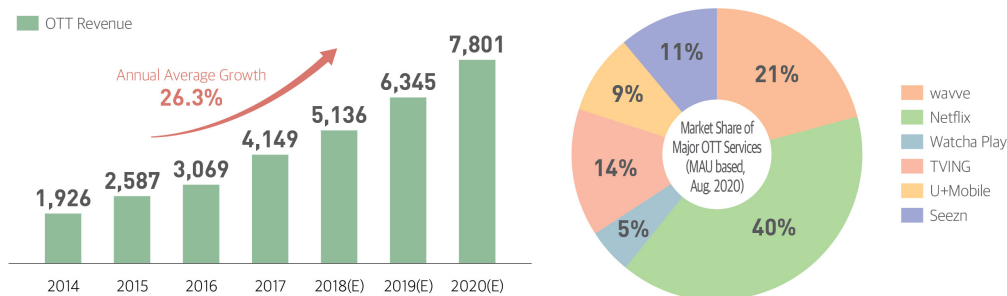
example, the main areas under discussion are protection policies for traditional media and classification system, policy directions, and level of regulations for OTTs. Also, the ministries are reviewing and highlighting the need to connect their current discussion with the related policies on 5G, VR/AR, AI, and data.

#### 4) Market expansion of global OTT operators in the domestic market

The competition between global and domestic OTT intensifies as the domestic OTT market is forecast to grow to KRW 780.1 billion in 2020 (annual average growth of 26.3%) from KRW 192.6 billion in 2014. As mentioned above, stiff competition in the domestic market is expected among global OTT, such as Netflix, which launched its service in 2016, followed by Amazon Prime, Disney+, Apple TV+, and HBO Max. While the broadcasting media paradigm is shifting towards OTT, the domestic market is led by global OTT such as Netflix and Youtube. According to Wise App, an application analysis service provider, Netflix's domestic subscription-based sales (includes payment made by credit card and debit card by Koreans over 20 years old, excluding IPTV, mobile, Apple iTunes payment) in 2020 is expected to reach KRW 517.3 billion, an increase of 108% compared to the previous year (KRW 65.7 billion in 2018 → KRW 248.3 billion in 2019 → KRW 517.3 billion in 2020). Meanwhile, production investment in Korean content increased significantly, contributing to the growth of the domestic production market.

[Figure 1-13] Trends of domestic OTT market growth and its share

(Unit : KRW 100 million)



Source) E : Estimate, as cited in Broadcasting Market Competition Assessment (2019), OTT Service Trend Report, Nielson Korea click.

However, it is difficult to say that the market expansion and increase in production investment is an issue. Although market domination and a growing reliance on foreign OTT operators for domestic content distribution pose problems, it has its positive sides too, such as the growth of the domestic production industry and the advancement of production competencies (e.g., Sweet Home and Space Sweepers). It should be noted that Korean content remains one of the most popular content on Netflix across Asia, which demonstrates that it has its competitive edge on the global stage. It also provides implications that serious consideration regarding international global market penetration strategies is necessary by protecting future content competitiveness and enhancing platform competitiveness.

[Table I -5] List of Korean content among the top 10 Asian content on Netflix (as of Dec. 2020)

Country	Program Title (Ranking)	No. of Content
Vietnam	It's Okay to Not Be Okay(1), The King: Eternal Monarch(3), Goblin(5), Hospital Playlist(6), Twogether(7), Reply 1988(8), Crash Landing on You(9)	8
Thailand	It's Okay to Not Be Okay(1), Mystic Pop-up Bar(2), Goblin(3), The King: Eternal Monarch(4), Twogether(7), Doctor Prisoner(8)	6
Taiwan	It's Okay to Not Be Okay(1), Mystic Pop-up Bar(2), Twogether(3), Hospital Playlist(4), The King: Eternal Monarch(5), Crash Landing on You(9)	6
Philippines	It's Okay to Not Be Okay(1), The King: Eternal Monarch(4), Mystic Pop-up Bar(6), Crash Landing on You(7), Reply 1988(8), Twogether(9)	6
Hong Kong	It's Okay to Not Be Okay(1), Mystic Pop-up Bar(2), Twogether(3), The King: Eternal Monarch(6), Crash Landing on You(10)	5
Singapore	It's Okay to Not Be Okay(1), Twogether(2), Mystic Pop-up Bar(3), The King: Eternal Monarch(5), Hospital Playlist(10)	5
Japan	Crash Landing on You(1), Itaewon Class(2), It's Okay to Not Be Okay(3), The King: Eternal Monarch(10)	4



# II

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## Status and Policy Objectives of the Korea Communications Commission

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Status and Policy Objectives of the Korea  
Communications Commission



## II

# Status and Policy Objectives of the Korea Communications Commission

## 1. Overview

The Korea Communications Commission (hereinafter referred to as ‘the Commission’) founded pursuant to the 「Act on the Establishment and Operation of Korea Communications Commission」 is in charge of regulating broadcasting and communications, protecting users, and the matters related to ensuring the independence of broadcasting communications. It aims to promote the freedom, public nature, and publicness of broadcasting by actively responding to the convergence of broadcasting and communications.

The key functions of the Commission include implementing policies for terrestrial broadcasting, general programming PP, news reporting PP, advertising, programming, and reviews; promoting viewer’s rights and interests; developing media diversification policies; conducting investigation and imposing sanctions against broadcasting communications business entities’ violations; implementing broadcasting and communications’ user protection policies; introducing internet ethics; and creating a secure internet environment.

The Commission is composed of five standing commissioners, including the chairman and the vice-chairman. Of the five, two standing commissioners, including the chairman, are directly appointed by the President of the Republic of Korea. The remaining three are nominated by the National Assembly and appointed by the President<sup>1)</sup>. The Commission deliberates and resolves the key issues according to the characteristics of the collegiate system.

The laws under the jurisdiction of the Commission are as below.

[Table II-1] Laws under the jurisdiction of the Commission

Law	Description	Date Enacted and Amended
「Act of the Establishment and Operation of Korea Communications Commission」	<ul style="list-style-type: none"> <li>• Legal basis for the foundation, organization and administrative structure of the Commission</li> <li>• Duties and operational methods of the Commission, and the organization of the standards commission</li> </ul>	Enacted Feb. 29, 2008 Amended June 9, 2020
「Framework Act on Broadcasting Communications Development」	<ul style="list-style-type: none"> <li>• Establishment of the basic policy directions and plans for broadcasting and communications</li> <li>• Disaster management in broadcasting and communications, the establishment of the Broadcasting Communications Development Fund</li> </ul>	Enacted Mar. 22, 2010 Amended Dec. 10, 2019
「Broadcasting Act」	<ul style="list-style-type: none"> <li>• Freedom and independence of programming and public accountability of broadcasting</li> <li>• Licensing, renewal, approval and re-approval of broadcasting businesses</li> </ul>	Enacted Jan. 12, 2000 Amended Dec. 8, 2020

1) The negotiating group of the political party which the President is or was in recommends one of the three standing commissioners, and other negotiating groups recommend the other two.

## II. Status and Policy Objectives of the Korea Communications Commission

Law	Description	Date Enacted and Amended
「Korea Educational Broadcasting System Act」	<ul style="list-style-type: none"> <li>• Capital and investments of the Korea Educational Broadcasting System</li> <li>• Appointment of officers and the organization of the board of directors</li> </ul>	Enacted Jan. 12, 2000 Amended Dec. 8, 2020
「Foundation for Broadcast Culture Act」	<ul style="list-style-type: none"> <li>• Organization of officers for the Foundation of Broadcasting Culture</li> <li>• Legal basis for the Culture Promotion Fund</li> </ul>	Enacted Dec. 26, 1988 Amended Dec. 10, 2019
「Special Act on Assistance in Development of Regional Broadcasting」	<ul style="list-style-type: none"> <li>• Establishment of the plan to assist the development of regional broadcasting</li> <li>• Establishment and the organization of the Regional Broadcasting Development Committee</li> </ul>	Enacted June 3, 2014 Amended June 9, 2020
「Act on Broadcasting Advertising Sales Agencies, etc.」	<ul style="list-style-type: none"> <li>• Licensing of broadcast advertising sales agencies and restrictions on their ownership</li> <li>• Balanced development of broadcast advertising</li> </ul>	Enacted Feb. 22, 2012 Amended Dec. 8, 2020
「Internet Multimedia Broadcast Services Act」	<ul style="list-style-type: none"> <li>• Licensing of internet multimedia broadcast services</li> <li>• Guarantee of fair competition</li> </ul>	Enacted Jan. 17, 2008 Amended June 9, 2020
「Act on the Protection, Use, Etc, of Local Information」	<ul style="list-style-type: none"> <li>• Classification of business operators and the system for market entry</li> <li>• Use of personal location data by emergency aid agencies</li> </ul>	Enacted Jan. 27, 2005 Amended Dec. 22, 2020
「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」	<ul style="list-style-type: none"> <li>• Restriction of the collection and use of personal data</li> <li>• Guarantee of information network security</li> </ul>	Enacted May 12, 1986 Amended June 9, 2020
「Mobile Device Distribution Improvement Act」	<ul style="list-style-type: none"> <li>• Prohibition on discriminatory subsidization and the announcement of subsidies</li> <li>• Restriction on forming independent contracts related to subsidies</li> </ul>	Enacted May 28, 2014 Amended June 9, 2020
「Telecommunications Business Act」	<ul style="list-style-type: none"> <li>• Classification of services and business operators, promotion of competition, and systems for fair competition</li> <li>• Protection system for network users</li> </ul>	Enacted Dec. 30, 1983 Amended June 9, 2020
「Radio Waves Act」	<ul style="list-style-type: none"> <li>• Procedure for the distribution, allocation, the recollection and reallocation of frequency bands</li> <li>• Procedure for the use of radio stations, including licensing and inspection</li> </ul>	Enacted Dec. 30, 1961 Amended June 9, 2020

Note) Includes legislation under the jurisdiction of the Ministry of Science and ICT.

## 2. Organization and Functions

### a. Organizational Status

[Figure II -1] The standing commissioners of the fifth-term Commission



#### Han Sanghyeok, Chairman

Chairman Han earned his bachelor's degree in Law at Korea University (1989) and master's degree in Journalism at Chung-Ang University (2010). He passed the 40th judicial exam (1998) and served as an Executive Advisor at the Telecommunication Coverage Promotion Committee (2006-2007), Guest Editorial Commissioner at Media Today (2006-2009), Commissioner at Local Press Commission (2007-2010), Policy Commissioner and Co-representative of the Citizens' Coalition for Democratic Media (2008-2019), Chairman of the Foundation for Broadcast Culture (2009-2012), visiting professor of the Department of Media Communication at Chung-Ang University (2013-2019), Special Commissioner at the Special Advertising Committee, Korea Communications Standards Commission (2014-2016) and auditor at the Free Journalism Foundation (2019).



#### Kim Hyeon, Vice-Chairman

Vice-Chairman Kim graduated from the Department of History at Hanyang University (1989), joined the Peace Democratic Party in 1988 as one of the 98 people and served at the Peace Democratic Unification Research Association. Kim served as the Administrative Officer of the Press Support Office during the Roh Moo Hyun administration and then Press Support Officer of the Press Support Office (Director of Communications 2003-2007). Kim became the 19<sup>th</sup> National Assembly member (2012-2016) during which she participated as a member of the National Assembly's Safety Committee, Information Committee and Foreign Affairs and Unification Committee. Kim was the Spokesperson of the Democratic Party of Korea (2017-2018), and the Third Deputy Secretary General of the Democratic Party of Korea (2018- 2020).



#### Ahn Hyeonghwan, Commissioner

Ahn graduated from Seoul National University with a bachelor's degree in Western History (1986), received a master's degree in Public Administration from Harvard University (2005), and Ph.D. in Political Science from Gyeonggi University (2017). Ahn was a reporter at the Korean Broadcasting System (1991-2008), then served as the 18th National Assembly member (2008-2012), the Spokesperson of the Hannara Party (2010-2011), Co-President of the Korean Taxpayers Alliance for Tax Accountability (2012-2017), chair professor at the College of Social Sciences, Danakook University (2015-2017), and research professor at the Graduate School of Journalism and Mass Communication, Hanyang University (2018-2019).



#### Kim Hyojae, Commissioner

Kim earned his bachelor's degree in Sociology at Korea University (1980) and master's degree in Journalism at Korea University (2010) and was a visiting fellow at the School of Foreign Service, Georgetown University (1992). Kim served as the Society Division Vice Editor, International Division Editor, Culture Division Editor, Vice Editor-in-Chief at Chosun Ilbo (1979-2005), and Editorial Writer of Chosun Ilbo (2004). Kim went on to become a member of the 18th National Assembly and served as a member of the Culture, Sports and Tourism Committee, Foreign Affairs and Trade Committee, Information Committee (2008-2011), Senior Secretary to the President for Political Affairs (2011), and visiting professor at the Graduate School of National Security, Korea National Defense University (2013-2014).



#### Kim Changeyong, Commissioner

Kim graduated from Konkuk University with a bachelor's degree in Dairy Science (1985), earned his master's degree from the Department of Journalism at City, University of London (1987) and Ph.D. in Journalism from Cardiff University (1993). Having started his career as a reporter of the editorial bureau at Kukminilbo (1988-1995), Kim went on to serve as a visiting research fellow at the Korean Journalism Research Institute (1997-1999), arbitration commissioner at the Press Arbitration Commission (2003-2009), deliberative commissioner at the Korea Broadcasting Commission (2006-2007), and professor at the Department of Mass Communication, Inje University (1999-2019).

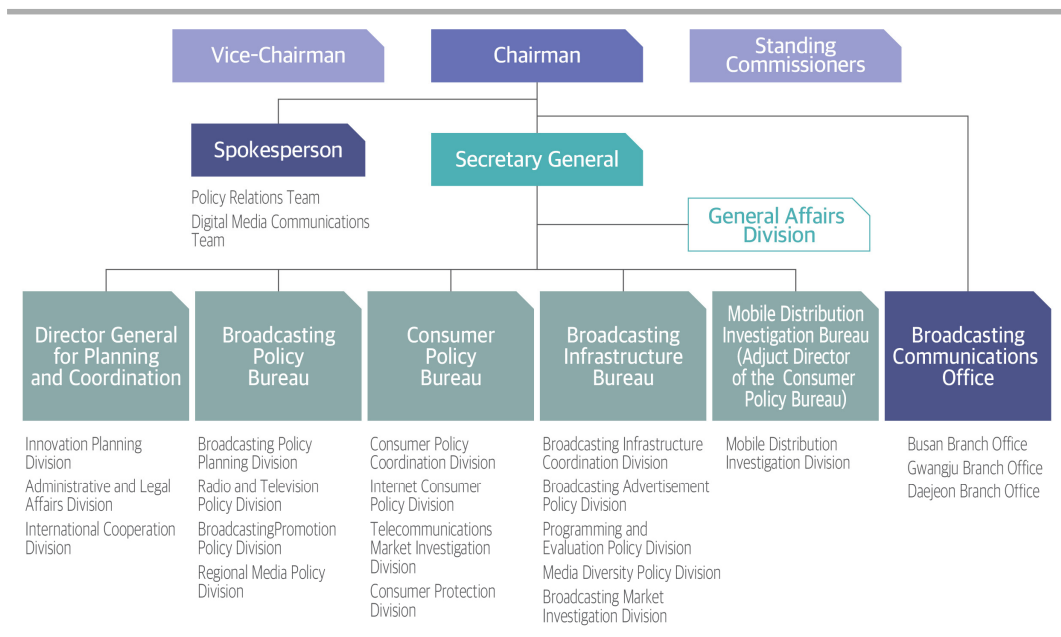
## II. Status and Policy Objectives of the Korea Communications Commission

Under the 「Organizational System of the Korea Communications Commission and its Affiliation」 (Presidential Decree No. 30897, enforced on Aug. 4, 2020), the Commission consists of one secretariat, three bureaus, two director generals, 18 divisions (directors), two teams, and one affiliate organization. The detailed organization is as shown in [Figure II-2].

One of the major amendments for 2020 is the addition of officers including one (Grade 7 civil servant) for the operation of digital forensic equipment, four (two Grade 5, one Grade 6, one Grade 7 civil servants) others for the communications dispute conciliation procedure, one (Grade 6 civil servants) to support the overseas expansion of broadcasting content, and five additional officers (one Grade 6, one Grade 7, three Grade 8 civil servants) to launch a massive crackdown on illegal advertising information at the Broadcasting Communications Office, an affiliate organization of the Korea Communications Commission. Moreover, the Commission newly established the Digital Communication Team to strengthen communication with the people. Also, to increase efficiency, the Commission decided to appoint a Deputy Director General, Director, or Technology Director who can be transferred between the Commission and its affiliate organization, as the head of the Broadcasting and Communications Office, and reorganized the affiliate organization's management and operation personnel (two Grade 7 civil servants) to administration personnel (two Grade 7 civil servants).

Moreover, the 「Personal Information Protection Act」 was revised to unify the personal information protection task, which had previously been carried out separately by the Ministry of Interior and Safety, the Korea Communications Commission, and the Personal Information Protection Commission, so that it becomes one of the function of the Personal Information Protection Commission takes charge. Accordingly, relevant works by the Commission and 14 officers (one Grade 4, five Grade 5, six Grade 6, one Grade 7, one Grade 9 civil servants) who were responsible for the job were transferred to the Personal Information Protection Commission. What was previously named Privacy Protection and Ethics Division became Internet Consumer Policy Division. In order to better promote the broadcasting

[Figure II-2] Organizational chart of the Commission



and communications policy, the Commission brought in a spokesperson by raising the rank (Senior Executive Service) of one officer (Grade 4 civil servant) and partly modified the job description of divisions under the Broadcasting Policy Bureau and Broadcasting Infrastructure Bureau to ensure organizational effectiveness.

## b. Responsible services of the Commission and Division of Duties

Pursuant to Article 11 of the 「Act on the Establishment and Operation of Korea Communications Commission」, the following matters shall be duties under the juris.

1. Matters concerning policies on broadcasting advertising, policies on the evaluation of programming, planning for broadcasting promotion, planning for broadcasting policies, policies on terrestrial broadcasting, and policies on broadcasting channels
2. Matters concerning the overall control of research and planning, market surveys on broadcasting and communications, protection of users of broadcasting and communications, promotion of the viewers' rights and interests and ethics relating to personal data protection
3. Matters concerning the management of frequencies used for broadcasting services
4. Other matters stipulated as the function of the Commission by this Act or other Acts

Pursuant to Article 12, the Commission shall deliberate on and resolve the following matter from duties under its jurisdictions.

1. Matters concerning the basic plans for broadcasting and those on the communications regulations
2. Matters concerning the recommendation of the directors and appointment of auditors for the Korean Broadcasting System
3. Matters concerning the appointment of the directors and auditors for the Foundation for Broadcasting Culture
4. Matters concerning the appointment of the chief executive officer, directors, and auditors for the Educational Broadcasting System
5. Matters concerning the research and assessment of media diversity
6. Matters concerning the licensing and license renewal granted to terrestrial broadcasting business entities and community radio broadcasting business entities
7. Matters concerning the approval for the program providing business entities using broadcasting channels for general programming or specialized programming in news reporting
8. Matters concerning the licensing, license renewal, and permission for a change granted to satellite broadcasting business entities, CATV, and CATV relay broadcasting business entities, and the enactment, amendment, and repeal of the relevant statutes
9. Matters concerning the permission, revocation, and approval for broadcast advertising sales agencies according to the 「Act on Broadcasting Advertising Sales Agencies, etc.」
10. Matters concerning the investigation into and restrictions on prohibited acts by broadcasting business entities
11. Matters concerning the investigation into and restrictions on prohibited acts by broadcast advertising sales

## II. Status and Policy Objectives of the Korea Communications Commission

agencies

12. Matters concerning the investigation into and restriction on prohibited acts by telecommunication business entities
13. Matters concerning the mediation of disputes between and among broadcasting and telecommunications business entities or disputes between business entities and users, etc.
14. Matters concerning the mediation of disputes between the broadcast advertising sales agencies, etc.
15. Matters concerning the response to complaints from viewers as well as the protection of the users of broadcasting and communications
16. Matters concerning to the operation of the Community Media Foundation
17. Matters concerning the guarantee of universal watching and listening rights
18. Matters concerning the organization and operation of the Broadcast Review Committee
19. Matters concerning the restriction, etc. on the share of the audience of broadcasting business entities
20. Matters concerning the disciplinary measures pursuant to the deliberation and resolution by the Korea Communications Standards Commission
21. Matters concerning the organization and operation of the Regional Broadcasting Development Committee
22. Matters concerning research on and assistance for broadcasting and communications regulations
23. Matters concerning international cooperation with respect to the broadcasting and communications regulations
24. Matters concerning the management of frequencies used for broadcasting services
25. Matters concerning the operation, programming, sales, etc. of broadcast programs and broadcast advertising
26. Matters concerning the organization, management, and operation of funds related to broadcasting and communications
27. Matters concerning the enactment, amendment, and repeal the statutes concerned as well as the regulations of the Commission
28. Matters concerning the Commission's budget and budget planning
29. Matters on which the Commission has deliberated on and resolved

Each department of the Commission is responsible for the duties specified in [Table II -2].

[Table II -2] Duties of the Commission's divisions

Departments		Job Description
Spokesperson	Policy Relations Team	<ul style="list-style-type: none"> <li>• Develop promotion plans for and coordinate Commission's duties</li> <li>• Manage the matters related to presentations outside the Commission regarding its works, support briefing</li> <li>• Support media activities</li> <li>• General management, inspection, and evaluation of policy communication</li> <li>• Support public relations planning, etc. for each division</li> </ul>



Departments		Job Description
Spokesperson	Digital Media Communication Team	<ul style="list-style-type: none"> <li>• Develop and implement the digital policy communication plan</li> <li>• Plan and produce digital policy communication content</li> <li>• Conduct a digital policy communication channel</li> <li>• Monitor and evaluate the Commission's digital policy communication activities</li> </ul>
Director General for Planning and Coordination	Innovation and Planning Division	<ul style="list-style-type: none"> <li>• Establish, coordinate, and adjust the major plans and policies</li> <li>• Responsible for the general management of the Commission, and the management of its organization and personnel</li> <li>• Responsible for developing mid-term financial plans and budget organization, allocation, and execution</li> <li>• Responsible for budget expenditure, distribution of administrative expenses, asset management, and settlement of expenditures</li> <li>• Manage income and bonds</li> <li>• Manage the Commission and its affiliated organizations' policy tasks and governmental innovations</li> <li>• Develop, manage, and coordinate the master plan and business plan for promoting information</li> <li>• Develop plans for, coordinate and control national emergency, security and disaster management</li> </ul>
	Administrative and Legal Affairs Division	<ul style="list-style-type: none"> <li>• Develop and implement plans for performance management and regulatory reform</li> <li>• Review and coordinate jurisdiction laws and administrative rules</li> <li>• Appoint officers for the Korean Broadcasting System, the Korea Educational Broadcasting System and the Foundation for Broadcast Culture</li> <li>• File, review, and archive Commission's meeting agendas</li> <li>• Operate the service and information center, develop and implement a comprehensive plan for handling complaints</li> <li>• Responsible for the general management and coordination of works related to the party and the National Assembly</li> </ul>
	International Cooperation Division	<ul style="list-style-type: none"> <li>• Responsible for international cooperation policies such as inter-governmental cooperation in broadcasting and communications regulations</li> <li>• Responsible for WTO, FTA, etc. negotiations on broadcasting and communications</li> <li>• Responsible for policies on international organizations in the field of broadcasting and communications</li> <li>• Responsible for the matters related to concluding co-production international agreements</li> </ul>
Broadcasting Policy Bureau	Broadcasting Policy Planning Division	<ul style="list-style-type: none"> <li>• Establish and implement public broadcasting policies</li> <li>• Establish and implement policies regarding the licence fees</li> <li>• Establish and implement policies to ensure the public interest of broadcasting</li> <li>• Enact and amend the laws relevant to broadcasting business entities under the Commission's jurisdiction</li> </ul>
	Radio and Television Policy Division	<ul style="list-style-type: none"> <li>• Establish and implement terrestrial broadcasting policy</li> <li>• Establish and implement policies related to the licensing, license renewal, and permission for a change of terrestrial broadcasting business entities</li> <li>• Manage and supervise KBS, EBS, FBC</li> <li>• Establish and implement policies related to broadcasting disasters and disaster broadcasting</li> </ul>

## II. Status and Policy Objectives of the Korea Communications Commission

Departments		Job Description
Broadcasting Policy Bureau	Broadcasting Promotion Policy Division	<ul style="list-style-type: none"> <li>• Responsible for the approval and reapproval of the general service program providers, establish policies for the general service program providers</li> <li>• Responsible for broadcasting frequency, develop and implement plans for the efficient use of frequency</li> <li>• Responsible for the approval, reapproval, permission for a change of new media such as CATV broadcasting business entities, and obtaining consent for the enactment and amendment of laws</li> <li>• Responsible for establishing policy on public interest and channels for disabled people, and for the selection and recognition of such</li> </ul>
	Regional Media Policy Division	<ul style="list-style-type: none"> <li>• Establish and implement the policies related to the development of regional broadcasting</li> <li>• Establish and implement terrestrial DMB policy, manage its approval and reapproval</li> <li>• Monitor and manage Community Media Centers, establish media education policy</li> <li>• Establish and implement the policies for the promotion of viewer rights and interest</li> </ul>
Consumer Policy Bureau	Consumer Policy Coordination Division	<ul style="list-style-type: none"> <li>• General management of broadcasting and communications user protection policy</li> <li>• Enact, amend, and analyze laws related to the broadcasting and communications user protection</li> <li>• Manage telecommunications finances and the resolution of disputes</li> </ul>
	Internet Consumer Policy Division	<ul style="list-style-type: none"> <li>• Establish information and communications network user protection policy, enact and amend laws</li> <li>• Develop and distribute user identification method</li> <li>• Develop and adopt measures to prevent the transmission of illegal commercial information, regulate and control illegal commercial information</li> <li>• Develop and adopt measures to promote cyber ethics</li> <li>• Establish industrial policy and location information promotion and protection policy</li> <li>• Responsible for the protection of youths in the information and communications network</li> <li>• Establish policies to prevent the distribution of illegal and harmful information in the information and communications network</li> </ul>
	Telecommunications Market Investigation Division	<ul style="list-style-type: none"> <li>• Improve systems to ensure a fair competition environment for the communications market</li> <li>• Investigate and impose corrective actions against the violations of laws by communications business operators</li> <li>• Analyze communications market trend and conduct market monitoring</li> </ul>
	Consumer Protection Division	<ul style="list-style-type: none"> <li>• Improve the communications service user protection system</li> <li>• Educate and promote the use of communications services and damage prevention</li> <li>• Conduct fact-finding investigation and take corrective action against telecommunications business entities for undermining user interests</li> </ul>
Broadcasting Infrastructure Bureau	Broadcasting Infrastructure Coordination Division	<ul style="list-style-type: none"> <li>• Develop and implement a system to ensure universal access rights, enact and amend laws</li> <li>• Establish and implement policies related to broadcasting language, support the establishment of the broadcast review policy</li> <li>• Select and present awards for outstanding programs, develop the methods to use them</li> <li>• Establish and support children and youth protection policy for broadcasting programs</li> <li>• Establish policies for the promotion and distribution of domestic OTT content, for its overseas expansion, and domestic and foreign cooperation</li> </ul>

Departments		Job Description
Broadcasting Infrastructure Bureau	Broadcasting Advertisement Policy Division	<ul style="list-style-type: none"> <li>• Amend the laws and reform regulations related to broadcasting advertisement and sponsorship</li> <li>• Responsible for the broadcasting advertisement sales agencies' competition policy</li> <li>• Provide broadcast advertising assistance for SMEs, establish and implement policies to promote public advertisement</li> <li>• Monitor violations related to broadcasting advertisements and sponsorship announcements</li> </ul>
	Programming and Evaluation Policy Division	<ul style="list-style-type: none"> <li>• Responsible for matters related to the enactment and amendment of production outsourcing laws, establish and implement the relevant policies</li> <li>• Develop the basic plan for broadcast evaluation, undertake the review, enact and amend relevant laws</li> <li>• Announce the programming ratio of each program, establish and implement the mid-to-long term broadcast programming policies</li> <li>• Conduct surveys of viewer assessment, establish and implement relevant policies</li> </ul>
	Media Diversity Policy Division	<ul style="list-style-type: none"> <li>• Develop and implement the master plan on the diversity of opinions in broadcasting</li> <li>• Develop and implement the basic plan for the broadcasting market competition evaluation</li> <li>• Investigate and determine the share of audience by broadcasting business entities</li> <li>• Develop and implement policies to assist those with limited access to broadcasting such as those with disabilities</li> </ul>
	Broadcasting Market Investigation Division	<ul style="list-style-type: none"> <li>• Investigate the illegal activities of operators and take the corrective measures</li> <li>• Regulatory reform to ensure fair competition in the broadcasting market</li> <li>• Announce broadcasting business entities' asset status and conduct business analysis</li> <li>• Responsible for directing broadcasting related dispute settlement</li> </ul>
Mobile Distribution Investigation Bureau	Mobile Distribution Investigation Division	<ul style="list-style-type: none"> <li>• Monitor the mobile communications terminal devices market and develop investigation plans</li> <li>• Responsible for imposing the emergency suspension order related to the use of mobile communication terminal device subsidies</li> <li>• Investigate and impose sanctions against any unfair practices of mobile communications business operators and distributors under the Mobile Device Distribution Improvement Act</li> </ul>
General Affairs Division		<ul style="list-style-type: none"> <li>• Manage personnel, awards, disciplinary actions, training, employment, and the remuneration of the Commission and its affiliate organizations's civil servants</li> <li>• Responsible for auditing the Commission and its affiliate organizations, investigate and manage complaints and violation of laws</li> <li>• Assist commissioners, manage protocol and the security of the complex</li> </ul>
Broadcasting and Communications Office		<ul style="list-style-type: none"> <li>• Investigate and manage the programming ratio</li> <li>• Operate the advisory committee on domestic product recognition</li> <li>• Responsible for licensing the assistant terrestrial broadcasting station</li> <li>• Conduct an investigation and impose administrative measures against illegal spam</li> <li>• Conduct inspection of information and communications service providers</li> <li>• Impose administrative fines</li> </ul>

### c. Public Organizations and Related Organizations Under the Jurisdiction of the Commission

Under the jurisdiction of the Commission, there are public organizations such as the Korea Broadcast Advertising Corporation (KOBACO) and Community Media Foundation (CMF), and related organizations such as the Korean Broadcasting System (KBS), Korea Educational Broadcasting System (EBS), and the Foundation for Broadcast Culture (FBC). Their legal basis and key functions are outlined in [Table II-3, 4].

[Table II-3] Public organizations under the jurisdiction of the Commission

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcast Advertising Corporation (KOBACO)	President	Kim Gim-an	Article 24, 「Act on Broadcast Advertising Sales Agencies, etc.」	Manage projects to promote broadcast advertising sales agencies and the balanced development of broadcast advertising
Community Media Foundation (CMF)	Chairman	Shin Taeseop	Article 90.2, 「Broadcasting Act」	Promote viewer rights and interest, encourage viewer participation

Note) The Community Media Foundation (CMF) has been designated as a public organization on Feb. 3, 2016

[Table II-4] Related organizations

Agency	CEO	Name	Legal Basis	Key Functions
Korean Broadcasting System (KBS)	President	Yang Seungdong	Article 43, 「Broadcasting Act」	Broadcast home and abroad, promote broadcasting culture, and manage relevant projects as the national key broadcasting service
Korea Educational Broadcasting System (EBS)	President	Kim Myeongjung	Article 7, 「Korea Educational Broadcasting System Act」	Provide broadcasting content on education, knowledge, information, culture, and conduct R&D related to educational broadcasting
Foundation for Broadcast Culture (FBC)	Chairman	Kim Sanggyun	Article 5, 「Foundation for Broadcast Culture Act」	Conduct research and offer academic projects to advance and develop broadcasting culture

### d. Budget Expenditure in 2020

The budget expenditure for 2020 is a total of KRW 255.3 billion. By budget, KRW 56.9 billion was allocated to the general accounts, while KRW 198.4 billion went to the Broadcast Communications Development Fund. By area, KRW 68.1 billion was allocated to communications and KRW 187.2 billion to broadcasting (including culture and tourism). By function, payroll accounts for KRW 22.3 billion, basic expenses were KRW 3.7 billion, and key services cost KRW 229.4 billion. The details are shown in [Table II-5].

[Table II-5] Budget expenditure of the Commission in 2020

(Unit : KRW 100 million)

Classification	2019(A)	2020(B)	Fluctuation (B-A)	%
Total expenditure <I+II>	2,595	2,553	△42	△1.6
(Total=total expenditure+fund management costs+internal transaction+surplus funds)	(13,209)	(13,630)	(421)	(3.2)

Classification		2019(A)	2020(B)	Fluctuation (B-A)	%
By fund source	I. General budget accounts	630	569	△61	△9.7
	II. Broadcast Communications Development Fund	1,965	1,984	19	1.0
	(Total=expenditure+fund management costs+internal transaction+surplus funds)	(12,579)	(13,109)	(530)	(4.2)
	① Expenditure	8,446	11,860	3,414	40.4
	② Korea Communications Commission	1,965	1,984	19	1.0
	③ Ministry of Science and ICT	6,481	9,876	3,395	52.4
	② Fund management costs	43	44	1	2.3
	③ Internal transaction(Commission funds deposited)	3,500	10	△3,490	△99.7
	④ Compensatory expenditure(Fund surplus operated)	590	1,195	605	102.5
By area	□ Communications	733	681	△52	△7.1
	□ Broadcasting (culture and tourism)	1,862	1,872	10	0.5
By function	□ Payroll	256	223	△33	△12.9
	□ Basic expenses	42	37	△5	△11.9
	□ Key service expenses	2,297	2,294	△3	△0.1
	① Broadcasting infrastructure improvement and promotion of viewer rights and interests	1,205	1,137	△68	△5.6
	② Creating a fair competition and secure information use environment	281	287	6	2.1
	③ Promoting media diversity and content competitiveness	732	753	21	2.9
	④ Operational support for broadcasting and communications	79	117	38	48.1

## e. Status of the Government Initiated Legislation in 2020

The Commission submitted the following amendment proposals to the National Assembly (June, July, August, October, and November 2020). Amendment proposals to the 「Act on Broadcast Advertising Sales Agencies, etc.」 to build the basis to shorten the license validity period for broadcast advertising sales agencies; to the 「Radio Waves Act」 and the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」 to rationalize the reporting system; to the 「Internet Multimedia Broadcast Services Act」 to establish a new regulation that ensure the internet multimedia broadcast services businesses entities to submit information related to the violation of prohibited acts; to the 「Broadcasting Act」 which includes the introduction of the system to consider the approval of a license prior to confirmation, the establishment of a provision to require the extent of the KBS' assistance for transmission for EBS to be determined by the enforcement decree of the Act, and the improvement of the broadcasting disputeresolution system to protect the public's access rights; to the 「Telecommunications Business Act」 for the introduction of consent resolution, etc.; to the 「Act on Broadcast Advertising Sales Agencies, etc.」 to alter the legal grounds for disqualification of limited guardians; to the 「Act on the Protection, Use, etc. of Location Information」; and to the 「Broadcasting Act」 to newly establish a legal basis for sponsorship, provide the guidance for sponsorship and the announcement of sponsorship, and to fix the maximum limits of administrative fines for different types of violations.

### 3. Key Policy Achievements in 2019

The Commission aimed to enhance broadcasting and communication media's publicness to play their designated role in forming a democratic public opinion and to create a trusted media environment by improving viewer's rights. To do so, the Commission set the policy direction to increase public trust by strengthening the fairness of broadcasting service and public interests, to expand media access rights, to promote user rights and interests, to create a fair competition environment for the broadcasting and communications business entities, to expand the foundation for the production and distribution of high-quality Hallyu content, and to uphold the freedom of expression and better the response to internet dysfunction. The Commission launched the projects according to the policy directions. Major policy achievements in 2019 are as follows.

#### a. Increase Public Trust by Strengthening the Broadcasting Service's Impartiality and Public Nature

Based on the policy proposal submitted by the Broadcasting Future Development Committee, the Commission organized multiple discussions between standing commissioners to provide a written statement on improvement measures on each policy task, including the governance structure of public broadcasting and autonomy in programming and the production of broadcasting. We secured fairness in the license renewal and reapproval procedure for terrestrial, general programming, and news reporting channels; monitored compliance with the license renewal and reapproval requirements such as content investment and public accountability and improved the relevant systems; conducted license renewal reviews for 36 terrestrial broadcasting business entities and 146 broadcasting stations. Also, we organized a mid-to-long-term broadcasting system improvement group and held discussions to respond to the changing broadcasting environment, strengthen the publicness of broadcasting, and achieve global competitiveness. Efforts were made to enhance impartiality and the publicness of broadcasting by revising the comprehensive manual that establishes the social disaster broadcasting standards and specific plans for fine dust disaster broadcasting. Those efforts were based on enhancing the effectiveness of the mandatory programming of public advertising, hosting an international conference for inter-Korean broadcasting exchange and undertaking projects for the production of unification programs.

In addition, to use the most objective data possible and promote an efficient inter-Korean broadcasting and communications exchange, we conducted a survey on the use of broadcasting and communications in North Korea. As it was our first year of the project in 2019 we focused on surveying the field of broadcasting.

The Commission undertook the '2019 Innovative SMEs Broadcast Advertising Promotion Project' to support innovative SMEs with excellent technologies yet suffering from low awareness in the market and lack of marketing skills. The '2019 Production Support Project to Increase Content Competition of Small and Medium Regional Broadcasting' was carried out to provide production assistance for contents aimed for overseas distribution and the excellent programs of small and medium regional broadcasting business entities. Furthermore, we increased our efforts towards promoting the small and medium regional broadcasting by supporting their participation in domestic and overseas content markets and international pitching forums; supporting content reproduction; hosting an international forum for the exchange and cooperation of regional broadcasting; offering customized training courses for regional broadcasting

employees; offering an expert consulting service; and providing study abroad programs in broadcasting.

## b. Expand Media Access Rights and Promote User Rights and Interests

The Commission expanded media education to improve user participation, understanding, and the use of media by people of all stages of the human life cycle and of all class backgrounds. In November 2019, an additional Community Media Center was built in Gyeonggi (Namyangju) to expand the media access rights of viewers and close the gap in media use.

Also, we sought to improve people's media competency by listening to the media education experts from government agencies, academia, and education to develop the media education policy more efficiently.

Moreover, in response to the changing media environment, the Commission promoted the participation of the public by offering various media education programs, providing free broadcasting equipment and facilities at the Community Media Centers, and increasing production support and programming for audience participation programs. We also pushed forward system improvement by developing the plans to establish a dedicated organization for the protection of viewer rights and interests, and issuing a 「Guideline for Audience Participation Programs」.

In joint efforts with broadcasting business entities and the related ministries, the Commission officially launched the smart sign language service tailored to its users. By deciding on the partial draft amendment to the 「Public Notice on the Guarantee of Broadcasting Access for Disabled Persons, Including the Provision and Programming of Broadcasting for Disabled Persons」, we were able to lay the foundation for the early development of smart sign language broadcasting. Efforts were also made to improve media access rights for the vulnerable groups such as increasing the distribution of TVs for the visually and hearing impaired from low-income backgrounds.

Under the vision of 'Implementing People-Centered Communication Welfare', the Commission prepared a three-year comprehensive plan for user protection. Accordingly, we shifted our policy from business regulations to that of a user-centered one. To establish a user protection system for the intelligent information age, we introduced the principles to follow to create a user-oriented intelligent information society and survey results of an intelligent information society user perception and held user protection conferences.

The Commission officially launched the communication dispute resolution system by establishing the Communication Dispute Reception Center, and prepared measures to protect users in the event of communication failures, such as a reduction of fees, amendment of related enforcement decrees and terms and conditions, and distribution of user behavior guidelines. In joint efforts with businesses, consumer organizations, legal professions, academic experts, etc., we made substantive efforts in user protection and damage relief by developing the 'Standards of customized damage relief in broadband sectors' and offering customized communications services education and related contents. We introduced the Onestop Switching System to resolve user damages caused by business operators' defense against applications for the cancellation or omission of the cancellation and devised plans to improve the exclusive contract system for collective buildings to streamline the cancellation procedure of the combined products.

By improving personal location information laws and systems, the Commission pursued policies to guarantee liability and compensation for damages, designate a domestic agent, protect personal data for children under 14, improve entry regulations, and support de-identification. We also conducted on-site consulting and training to promote

self-regulation, raised awareness of personal data through customized education and campaigns, established a system to foster experts by developing education and introducing a qualification system, and made efforts to strengthen personal data and location information capabilities by operating ISMS-P, etc.

Furthermore, to establish close international cooperation, the Commission participated in multiple international consultative bodies including the APEC SOM meetings, CoE 108, ICDPPC. We provided overall support in response to the EU GDPR, from the GDPR consulting services to specialized training courses on GDPR. Also, to better resolve the damages caused by the transfer of personal data outside the country, we applied to be certified under the APEC CBPR program and conducted test reviews to promote its introduction into the country.

### **c. Create a Fair Competition Environment for the Broadcasting and Communications Market**

To implement the 「Comprehensive measures to improve unfair practices in the outsourced production market for broadcast programs」, the Commission announced the 「Guidelines on the outsourced broadcast program production transaction」, marking a turning point for fair outsourced production transactions.

In addition, we developed the 「Guidelines for the prior consent for wired products sales outlets」 by collecting the opinions of stakeholders including the Korea Mobile Distributors Association, Korea Mobile Store Association, and National Mobile Communications Business Association to prevent the disruption of distribution order and damage to users arising from the covert transactions and illegal business activities in the distribution network of the wired sector. We also made efforts to establish a foundation for fair competition in the ICT ecosystem by establishing the detailed standards for applying the 「Standard for Economic Benefits」 (notification), minimizing fraudulent sales of mobile phones, and developing the 「Guideline on the distribution of unbundling handset-mobile serviced terminal devices」.

In addition, the Commission endeavored to resolve reverse discrimination between domestic and foreign business operators through the 'Internet Mutual Development Council', which discusses regulatory policy improvement and support measures in response to environmental changes, securing global fair competition, and achieving mutual development and fair competition in the internet ecosystem and by developing the 「Guidelines on Fair Internet Network Terms of Use」. Moreover, we developed the 「Guidelines for creating a mutually beneficial environment between home shopping broadcasters and suppliers」 to establish a fair trade order and promote mutual development between home shopping broadcasters and suppliers. We also made efforts to create a win-win environment in broadcasting and communications by conducting inspections on unfair acts in the broadcasting and communications market sectors and strengthening the sanctions against them. For example, we conducted investigations on the personal information infringement cases and the practice of restricting the cancellation of combined products. We inspected false and exaggerated advertising and made system improvements, and investigated the violations of the Mobile Device Distribution Improvement Act to impose sanctions against them.

The changes in the general service PPs, such as the increase in sales and viewership, gave rise to the need to address both the asymmetric regulation and regulatory rationality. Thus, the Commission developed a system improvement plan to unify the collection system of the Broadcasting Communications Development Fund contributions. Also, to alleviate regulatory discrimination against terrestrial broadcasting, we decided to revise the notice of the 「Collection



and imposition of the Broadcasting Communications Fund contribution」 in August 2019. By operating the ‘consultation group for the improvement of the compulsory transmission system for general service PPs’, we abolished the mandatory transmission system after eight years of implementation. In addition, we proposed a partial amendment bill to the ‘Internet Multimedia Broadcast Services Act」 to the National Assembly, newly establishing the regulations for submitting the materials related to the investigation of the prohibited acts of internet multimedia broadcast services providers.

#### **d. Expand the Foundation for the Production and Distribution of High-quality Hallyu Content**

The Commission promoted the improvement of the broadcast advertising system to expand production resources. We amended the ‘Enforcement Decree of the Broadcasting Act」 to allow advertising during the intervals for terrestrial broadcasting, the ‘Broadcasting Act」 to enhance the transparency of sponsorship transactions, and the ‘Act on Broadcast Advertising Sales Agencies, etc.」 to improve the effectiveness of the license renewal system and establish a hearing procedure in the review process.

To promote co-production and the exchange of broadcast programs, the Commission has signed the ‘International Broadcasting Co-Production Agreement’, with Vietnam, Thailand, and Indonesia out of the ten ASEAN countries with a relatively large market size and the potential to create a Hallyu ripple. We also made plans for forging new agreements with Turkey and Canada. Moreover, we held the ‘2019 International Broadcasting Co-production Conference’ joined by the governments, international organizations, and officials from domestic broadcasters and overseas broadcasters from 12 countries, including Turkey, India, Thailand, China, and New Zealand. We also held a ‘Symposium on the Future and Cooperation Strategy of Korea-ASEAN Broadcasting Content’ to promote broadcast content exchange and co-production between the ASEAN countries. To share information on the broadcasting contents market and policy of each country and seek the future vision and policy direction of broadcasting contents, we held the founding ceremony of the ‘Working Group on Broadcasting Content Beyond Borders (BCBB)’. With an aim to lay the foundation for making ways toward overseas market of broadcasting content, the Commission researched and shared the relevant rules and regulations of five countries including the U.S., India, Canada, Turkey and Hungary and also the characteristics of broadcasting market and media service usage those nations have.

To respond to the expansion of OTT services and the full-scale market entry of global operators, the Commission worked towards establishing an institutional foundation and supporting domestic businesses, such as listening to opinions through OTT-business meetings and establishing OTT consortium and forums. Moreover, we organized and operated the ‘Terrestrial UHD Inspection TF’ to revise the ‘UHD program criteria’, thus promoting new broadcasting and communications services and streamlining systems.

In addition, the Commission tried to ensure that the regionality and impartiality of broadcasting are guaranteed in the process of mergers and acquisitions between media companies. As the need to induce content investment increased, the Commission improved market definition and analysis methods related to evaluating the broadcasting market competition to secure impartiality in mergers and acquisitions between companies. We also made efforts to revitalize broadcasting services competition and expand data openness by expanding the provision of statistics related

to broadcasting through websites such as broadcasting statistics portals and broadcasting content value information analysis systems, and disclosing spam and location information to the related organizations.

### **e. Strengthen the Freedom of Expression and Response to Internet Dysfunction**

To increase the freedom of expression on the internet, we refined the temporary measures and cyber defamation system. To spread proper internet usage and prevent cyber violence, we promoted internet education customized to each stage of the life cycle and participatory campaigns, such as the opening ceremony and weekly operation of the 'Beautiful Internet World'. Moreover, to create a safe smartphone environment for youth, we organized the 'Citizen Policy Participation Team' to prepare plans to improve the Cyber Security Zone with aims of expansion and distribution.

The Commission strengthened all cooperation systems with government agencies to block the distribution of illegal and harmful information such as digital sexual crime videos and prepared the 'Webhard Cartel Prevention Plan to Block the Distribution of Illegal Pornography'. The Commission established a new provision to the 'Telecommunications Business Act' that requires value-added telecommunications operators to take actions such as deleting and blocking access for digital content on sex crimes and implementing a fast track system to delete and block digital content on sex crimes. We also imposed administrative fines through intensive inspections such as regular inspections and on-site inspections. Moreover, the Commission strengthened the blocking function against overseas websites to protect the human rights of the victims of digital sex crimes and the rights of creators such as webtoon illustrators. Also, we organized the 'Internet Regulation Improvement Council', to hold discussions on the technical measures, related laws and systems, and user protection methods to prevent the distribution of illegal information.

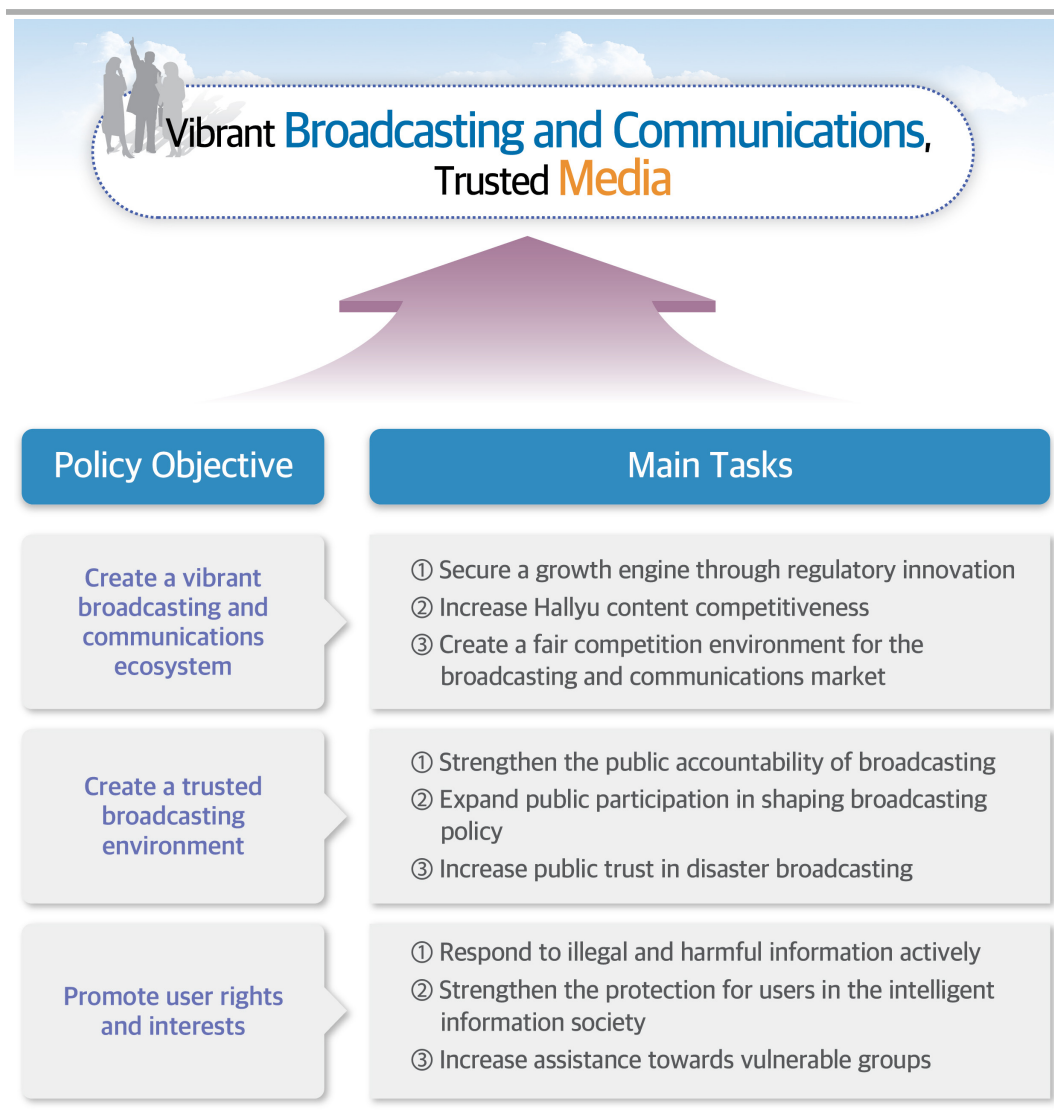
In addition, to develop proper self-regulatory measures for disinformation, the Commission organized and operated the 'Expert Meeting on Disinformation' to prepare and present the 'suggestions for solving the problems of disinformation' for each area, such as platform operators, citizens, and the media, thus contributing to creating a safe internet environment.

## **4. Major Policy Goals in 2020**

The Commission set this year's vision as, 'Vibrant Broadcasting and Communications, Trusted Media' to breathe in vitality to the broadcasting and communications industry, build a trusted media, and respond to the dysfunctions of the AI era preemptively.

We pushed forward with our projects under the three policy goals. First, to 'build a vibrant broadcasting and communications ecosystem' by securing growth engines through regulatory innovation, strengthening Hallyu broadcasting contents, and creating a fair competition environment in the broadcasting and communications market. Second, to 'create a trusted broadcasting environment' by strengthening the public accountability of broadcasting, expanding public participation, and reinforcing the reliability of disaster broadcasting. Third, to 'enhance broadcasting and communications users' rights and interests' by proactively responding to illegal and harmful information, strengthening user protection in the intelligent information society, and improving support for vulnerable groups.

[Figure II -3] Vision and policy objectives





Korea Communications Commission  
Annual Report

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# III

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## Broadcasting and Communications Policy Outcomes in 2020

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Broadcasting and Communications  
Policy Outcomes in 2020



## III

Broadcasting and Communications  
Policy Outcomes in 2020Chapter 1 | Creating a Vibrant Broadcasting and  
Communications Ecosystem

## 1. Securing Growth Engines Through Regulatory Innovation

## a. Improving broadcasting regulations

## 1) Developing a mid-to-long-term regulatory system improvement plan

The intensifying competition between media due to the growth of OTT services and the spread of global media heightened the need to improve the broadcasting regulation and both broadcasting and communications system. To respond to the changing media environment, strengthen the public service nature of broadcasting, and secure global competitiveness, the Commission aimed to develop a mid-to-long-term policy plan by organizing a group of experts in broadcasting, communications, media, and legal areas to form and operate the 'Mid-to-long-term Broadcasting System Improvement Group (hereinafter referred to as 'Group')' from April 2019. For the next ten months after the formation, the Group organized 17 meetings, a discussion with the heads of broadcasting societies (Nov. 28, 2019), a debate (Nov. 28, 2019) and a discussion (Feb. 5, 2020) with the academia, industry, and civic groups, and the public policy proposal contest (from Nov. 29 to Dec. 31, 2019). Based on the opinions collected, the Group outlined the policy proposal.

The Group submitted the proposal at the Commission's plenary meeting on March 11 and proposed 'to restore the public service nature of media and promote user rights and interests in the era of convergence' as the Commission's policy goal. They set ▲the expansion of user rights by strengthening access rights, ▲restructuring the broadcasting regulation system and streamline the regulations, ▲creating a fair competition environment, and promoting the institutional acceptance of technology development, as the three policy directions and suggested two policy areas, 'strengthening the public nature of broadcasting and restoring a healthy media ecosystem' and 'developing a future-oriented regulatory system to respond to the convergence of broadcasting, communications, and internet', followed by ten tasks in two policy areas.

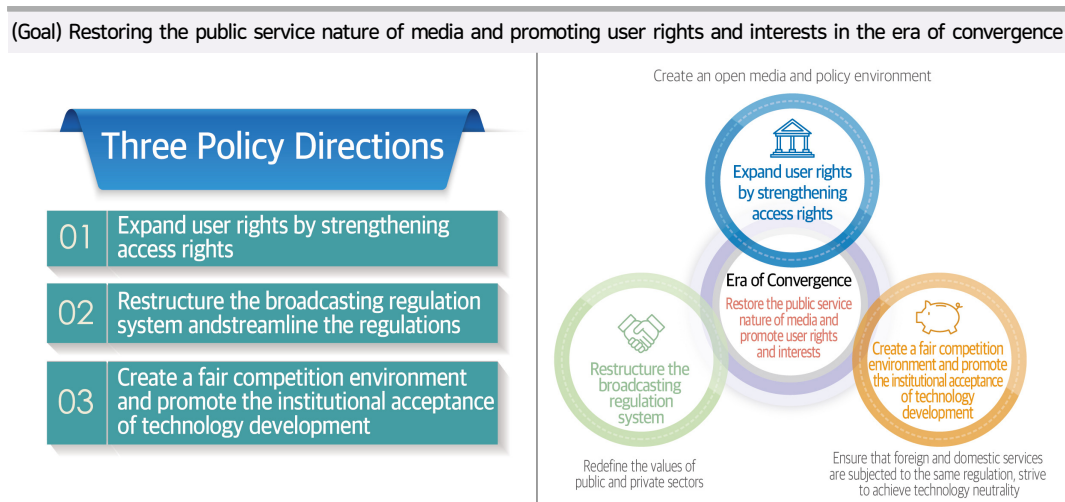
First, the six tasks to 'strengthen the public nature of broadcasting and restore a healthy media ecosystem' are: ▲reform private and public broadcasting systems, ▲secure the public service nature of public broadcasting, ▲set and diversify the status of broadcasting resources, ▲strengthen viewer rights and interests, ▲expand the foundation for realizing regional identity, ▲implement universal services and streamline the network operation. Second, four tasks

to ‘develop a future-oriented regulatory system to respond to the convergence of broadcasting, communications, and internet’ are: ▲refine the broadcasting and communications regulation system, ▲redefine the concept of broadcasting, ▲establish plans for new services such as OTT, ▲come up with ways to promote the future-oriented broadcasting and communications convergence services.

After its submission, the Commission decided to divide the tasks into short and long-term tasks depending on the urgency and need for further discussions. In the short term, we will closely focus on improving individual regulations in advertising, programming, and technology, developing regional broadcasting, and strengthening the user rights and interests in line with the business plan of 2020. As for the tasks requiring public deliberation across the social settings and discussions within the Commission, such as strengthening the public nature of broadcasting and building an integrated regulatory system for broadcasting and communications, we will continue to collect opinions and conduct relevant policy research.

The Chairman found the policy proposal meaningful in that it outlined the mid-to-long term media policy vision and suggested the direction for system improvement to respond to the rapidly changing media environment as seen through the convergence of broadcasting, communications, and internet, the fading public service nature of broadcasting, and the accelerated growth of global media. As the proposal presented a conceptual framework and pointed the direction for the future-oriented media system improvement, the Chairman expressed hope to see it pump the prime for heated discussions in the future. Moreover, the Chairman asserted that the Commission would continue to push forward with policy priorities from the user’s perspective, such as creating a healthy media ecosystem while maintaining media’s public service nature.

[Figure III-1] Mid-to-long-term broadcasting system improvement goals and major policy directions



The advent of OTT in the era of convergence of the internet and mobile blurred the boundary between broadcasting and communications and intensified competition between the services, thereby making it increasingly difficult for broadcasting to maintain its fidelity to pluralistic values, public service, and public interest. To respond to the convergence era, the need for the minimum regulation of audiovisual media services and the improvement of the legal



system for the promotion of the digital media industry was raised. Moreover, as the values and responsibilities of the public and private sectors became vague, it has been difficult to achieve both public values and industrial innovation. Thus, it was found that we needed to differentiate the public and private sectors by their ownership structure and financing methods to create new visions, core values, and policy goals for each area. Therefore, to develop the plans for an integrated legislation for broadcasting and communications, the Commission organized and managed a research team (May–December), collected the opinions of the academia and stakeholders (Cyber Communication Society (June 12), held the Korea OTT Forum (July 23)), and conducted research on foreign and domestic legal systems, and developed the plans for the drafting of the bill of the 「Audiovisual Media Service Act(tentative)」 in December, to be put forward in the future.

[Figure III-2] Collecting opinions on the broadcasting and communications legislation



Furthermore, the need to clarify the role of public broadcasting media to promote the public interest of broadcasting, redefine the rationale behind financial assistance, and secure public resources (e.g., license fees, funds) was raised. Thus the Commission divided terrestrial broadcasting, the core of the free universal service, into public and private and defined the scope of public (including semi-public) broadcasting and separated the responsibilities (basic and special) and evaluation systems so that each business entity can have efficient regulations and support based on its characteristics. Currently, regulatory improvement is underway in public and semi-public broadcasting towards the ex-ante structural regulation (e.g., entry and ownership regulations), while improvements are being made in private broadcasting towards ex-post behavioral regulations (e.g., delivery of broadcasting content, prohibited acts) to improve its autonomy and boost its competitiveness. Looking forward, the Commission plans to improve the overall financial structure of broadcasting to maintain its public value and support the development of the industry. Our initial project would be to improve the license fee system to better explain the rationale for and increase the transparency of the use and determination of license fees and strengthen the role of public broadcasting. Next, we plan to clarify the scope of public broadcasting and develop a system based on the ‘agreement’ with the government in carrying out public duties to replace the license renewal review system.

## 2) Improving the sponsorship system

The Commission prepared a bill to partially amend the 「Broadcasting Act」, including a new legal basis for sponsorship and the permissible range of sponsorship and sponsorship announcement. It was decided at the 52nd State Council Meeting on October 20, 2020, and submitted to the National Assembly on October 23.

While the current 「Broadcasting Act」 stipulates the basis and method of sponsorship announcement, it does not specify 'sponsorship' itself, which makes it somewhat challenging to control unfair acts related to sponsorship and sponsorships that may undermine the fairness of broadcasting.

The bill includes legal measures to increase the transparency of sponsorship to ensure that it can be used soundly as a broadcasting production resource. The main contents are as follows.

First, to increase the transparency of sponsorship transactions and prevent those that may undermine the fairness of broadcasting, the Commission inserted a new provision to define 'sponsorship' as the 'provision of expenses, goods, services, personnel, or places that are needed directly or indirectly for the production of a broadcast program or the events and campaigns of public interest'.

Second, the bill aims to establish standards such as the permissible range and compliance obligations of sponsorship to ensure the fairness of broadcasting and that a broadcasting business entity, etc., does not receive inappropriate sponsorship. It seeks to prohibit sponsorship from organizations representing political parties or other political interests which can affect the fairness of broadcasting and sponsorship for the production of programs on current affairs, news reporting, commentary, and current affairs debate. New provisions were also added to prohibit any unfair acts related to sponsorship, such as producing a broadcast program that recommends purchasing the products and services sold by the sponsor or receiving compensation for the rebroadcasting of a sponsored program. These efforts aim to ensure the fairness of broadcasting programs by establishing rules and regulations on the permissible range of sponsorship and terms of obedience that shall ban the inappropriate sponsorships.

Third, to prevent viewer deception by disclosing sponsored content to viewers, the 'mandatory announcement of sponsorship' was added to require sponsorship disclosure in broadcast programs that discuss the efficacy or effects of the products or services sold by the sponsor. The bill also prohibits sponsorship announcement in the case of receiving sponsorship of products prescribed by the Presidential Decrees, such as the items prohibited for broadcast advertising according to the relevant laws, and requires the Commission to announce detailed standards such as the time, frequency, and method of sponsorship announcement.

Fourth, due to the need to manage and supervise sponsorship, the bill seeks to require broadcasting business entities over a specific size prescribed by the Presidential Decree to store materials on sponsorship for no more than five years. The Commission may request the submission of such material to investigate the violation of sponsorship regulations, and broadcasting business entities must comply with the request. The bill will help build the foundation to monitor sponsorship closely and to manage and supervise them to prevent any unfair acts.

We expect the bill to increase the transparency of sponsorship while prohibiting unfair sponsorship, prevent viewers from being deceived by linked programming, etc., and ensure that sponsorship is used as a sound financial resources for production.

[Table III-1] Partial amendment bill to the 「Broadcasting Act」

Main Content
<ul style="list-style-type: none"> <li>• Legal basis for sponsorship</li> <li>• Prohibits sponsorship by political parties and organizations / of current affairs and news reporting programs</li> <li>• Mandatory sponsorship announcement required when discussing the efficacy or effect of the sponsor's product or service</li> <li>• Requirement to store and submit sponsorship materials</li> </ul>

### 3) Improving the broadcast advertising sales system

The Commission's proposed bill for the 「Enforcement Decree of the Act on Broadcast Advertising Sales Agencies, etc.」 was decided at the 28<sup>th</sup> State Council Meeting in June 2020. It specified the method of and materials for submission by broadcast advertising sales agencies on the violations of prohibited acts.

The bill was proposed as a follow-up measure of the regulation on the submission of materials related to the prohibited acts, which was newly added in the amendment of the 「Act on Broadcast Advertising Sales Agencies, etc.」 on December 10, 2019. The bill was drafted to specify the method of and materials for submission to prevent arbitrary submission requests made by administrative agencies and to create a fair competition environment for the broadcast advertising market by investigating the prohibited acts effectively.

The bill for the 「Enforcement Decree of the Act on Broadcast Advertising Sales Agencies, etc.」, decided at the State Council Meeting, took effect on June 11, 2020.

The amendment added Article 10.2 (Submission of materials) to determine the method of and materials for submission which are essential for investigating the facts related to the prohibited acts as mandated by law and establish the grounds for imposing administrative fines for refusing to submit materials. The main contents of the amendment are as follows.

[Table III-2] Main contents of the amendment to the 「Enforcement Decree of the Act on Broadcasting Advertising Sales Agency, etc.」

□ Method of and materials for submission related to the investigation on prohibited acts (Article 10.2, newly inserted)
<ul style="list-style-type: none"> <li>• (Materials for submission) Books and documents related to business and management, computerized data, audio recording, video materials, etc. (Article 10.2, Paragraph 1)</li> <li>• (Method of requesting material submission) Notify in writing the case name and number related to the prohibited acts, the reason for the request, the person to submit the materials, materials for submission, deadline, location, method, and whether to return the submitted materials (Article 10.2, Paragraph 2)</li> <li>• Submission deadline (Article 10.2, Paragraph 3), submission extension (Article 10.2, Paragraph 4)</li> <li>• Imposition of administrative fines for refusing to submit materials related to prohibited acts (attached table 4)</li> </ul>

### 4) Specifying the amount of administrative fines under the Broadcasting Act

In April 2020, the Commission prepared the amendment bill to the 「Broadcasting Act」 to improve the rationale behind the imposition of administrative fines according to the content and nature of the violation of the Act. Under the current 「Broadcasting Act」, the maximum amount of fines (KRW 30 million) is applied to 69 violations of the Act. In the 「Enforcement Decree of the Broadcasting Act」, a standard amount of KRW 3million to 20million are divided between each violation.

For this reason, it has been pointed out that ▲ it is challenging to accept the validity of the fines as having been imposed according to the content and nature of the violation because the law does not specify, and that ▲ the maximum amount of fines exceeds the standard amount under the Enforcement Decree of the Act considerably, resulting in an unreasonable difference between the regulation and the actual amount of fines imposed.

Therefore, the Commission prepared the bill to divide the maximum amount of fines of KRW 30million in the current Act into four stages of KRW 10 million, KRW 15 million, KRW 20 million, and KRW 30 million depending on the content and nature of the violation.

The bill has been submitted to the National Assembly after the notice of bills, hearing from stakeholders, and being reviewed at the Ministry of Government Legislation. The amendment of the Act overhauls the existing system that used to apply the same maximum amount of fines to all violations for 20 years since the enactment of the integrated 「Broadcasting Act」 in 2000. We expect that it will improve the rationale behind the imposition of administrative fines according to the 「Broadcasting Act」 and enhance public trust in the Commission's law enforcement practice.

[Table III-3] Comparison between the standard amount under the current 「Enforcement Decree of the Broadcasting Act」 and the maximum amount under the 「Broadcasting Act」

<Standard amount in the current 「Enforcement Decree of the Broadcasting Act」>		<Maximum amount in the Amended 「Broadcasting Act」>
① KRW 15 million, 20 million	→	① KRW 30 million, unchanged
② KRW 10 million	→	② KRW 20 million
③ KRW 7 million	→	③ KRW 15 million
④ KRW 3 million, 5 million	→	④ KRW 1 million

#### b. Future-oriented system reform

The public service nature of broadcasting is fading in the competitive environment of broadcasting, communications, and internet convergence, and the demand for active media use and policy participation is increasing due to the spread of participatory media. As the existing media were up against an infinite competition with new services and foreign businesses, the issue of old regulations was raised. Also, it was pointed out that we need the minimum regulatory principles to ensure fair competition and the protection of users by refining the regulatory system that encompasses services such as OTT that blur the distinction between broadcasting and communications services. To respond to the fast-changing media environment, the Commission developed plans for future-oriented system reform to regulate and promote media as a whole, including new convergence services, and strengthen broadcasting's role and function of pursuing public interest.

First, in the face of the broadcasting and communications convergence environment, the Commission aimed to promote the digital media industry by developing plans for the new, mid-to-long-term regulatory system under the 'principle of the same regulation for the same service', to apply the minimum regulation principle for new convergence services and define media from a user-centered perspective. While the EU and other major countries have switched to a horizontal regulatory system, the vertical system was still in place in Korea, raising issues of regulatory imbalance between those providing the same services. For this reason, the Commission introduced plans to adopt the new regulatory system which divides content, platform, and network into tiers to meet the ① principle of the same

regulation for the same service, ② aim of the regulation such as ensuring public interest and user protection, ③ size and impact of businesses.

Next, taking into account the spread of internet video services and technology advancement, it was found that instead of expanding the concept of broadcasting in the 「Broadcasting Act」, we needed to reset the scope of broadcasting. As a result, the Commission formulated plans to shift the idea of 'broadcasting' to that of service-oriented and introduce a new concept ("audiovisual media service", tentative) that expresses media characteristics relevant in the convergence environment. Furthermore, the Commission sought to lay the foundation for broadcasting and communications to achieve mutual growth. To this end, the Commission planned to innovate old regulations ill-fitting in the media convergence environment and implement a future-oriented system while enhancing content competitiveness, the core of global media competitiveness, and creating a fair competition environment. We plan to introduce the definition of the 'audiovisual media services', which includes internet video services, in the law and establish an appropriate regulatory system for the media convergence environment by tearing down the regulations of the analog age. Also, to push forward a future-oriented regulatory system, the Commission will actively engage in the hearing of stakeholders and National Assembly presentations to support the legislation of the system improvement plan.

### c. Taking into account environmental changes when implementing policies

Since formulating the 「Policy plans to introduce terrestrial UHD broadcasting」 in 2015, little action was taken to promote the policy due to the worsening of the terrestrial broadcasting business entities' management conditions and immature market conditions of foreign UHD broadcasting. Thus, the Commission analyzed the foreign and domestic broadcasting and communications environment and industrial and technological conditions that have changed since establishing the terrestrial UHD policy in 2015. Taking the analysis into consideration, we developed plans to promote terrestrial UHD, such as completing the nationwide network establishment, determining a realistic mandatory programming ratio, and supporting the retransmission to paid broadcasting platforms, etc. To this end, we organized a policy task force composed of terrestrial broadcasting business entities (such as KBS·MBC·SBS), research institutions (KISDI, ETRI), with Commissioner Heo Uk as the head, and hosted the kick-off meeting on March 6. The group was organized in response to the requests from the National Assembly and broadcasting business entities to review the policy of 2015 by taking into account the stagnant growth of the broadcasting market and foreign UHD conditions.

The group inspected the progress of major policy tasks based on the UHD policy performance analysis. They held wide-ranging discussions on the possibility of securing financial resources for the use and promotion of the UHD ATSC<sup>1)</sup> 3.0 technology and improving the reception environment. Moreover, in collaboration with the Ministry of Science and ICT, the Commission participated in the next-generation convergence broadcasting demonstration of the terrestrial UHD broadcasting standard (ATSC 3.0) (August) and workshops for discussion (November), and included the results from the hearing of stakeholders such as regional broadcasting business entities, home appliance companies, and mobile communications business operators to the policy plan to promote terrestrial UHD.

1) ATSC(Advanced Television Systems Committee): A private organization for developing broadcast standards in the US

[Figure III-3] Major activities related to the preparation of policy plans to promote terrestrial UHD



After organizing the group, the Commission held hearings for the related ministries and stakeholders such as broadcasting business entities, mobile communications business operators, and home appliance companies to present the 「Policy plan on the promotion of terrestrial UHD broadcasting」 on December 9. This policy plan was developed from the performance evaluation of the 「Policy plans to introduce terrestrial UHD broadcasting」 in 2015 to reflect the new changes in the industry, technology, and policy conditions and prospects. The new policy plan includes the ways to ▲construct a national network of UHD, ▲improve viewers' access to UHD, ▲expand the content supply of UHD, ▲introduce innovative UHD services such as multi-channel, mobile, and broadcasting and communications convergence services, ▲improve legislation and expand investment resources.

The main contents of the new policy plan are as follows. The first plan is to expand the terrestrial UHD broadcasting network currently established in the Seoul capital area and metropolitan cities to Si and Gun by 2023. Compared to the 2015 plan (2020-2021), the completion date has been deferred by up to two years (2021-2023) in the current plan to account for the financial difficulties of regional broadcasting business

entities and resolve the regional differences in access rights. Next is to improve viewers' access to UHD by supporting technology development and distribution, and negotiations and public relations among

businesses to allow viewers to watch terrestrial UHD content conveniently by receiving a direct reception through public viewing facilities and set-top boxes, as well as through paid broadcasting. The minimum ratio of mandatory UHD content programming to expand the supply of content has been adjusted<sup>2)</sup> to meet the national network construction schedule to 20% in 2020-2022, 25% in 2023, 35% in 2024, and 50% in 2025-2026. The minimum ratio after 2027 will be determined at the future policy review (in 2023), considering the content production conditions, status, and prospects at the time.

Since the terrestrial UHD broadcasting standard technology (ATSC 3.0) can provide various innovative services, we plan to expand support in related policies. From 2021, when a terrestrial broadcasting business entity intends to provide innovative and multi-channel services (additional channels) to pursue public interest, we plan to permit pilot broadcasting through a streamlined procedure followed by a revision of laws needed to grant legal permission to broadcast. In the future, by collaborating with the government, broadcasting business entities, and research institutes, the Commission will develop concrete plans to develop UHD innovative services and propose policy plans to improve

2) For regional broadcasting business entities, the mandatory programming ratio is 5% lower than that of broadcasting business entities in the central region, taking into account their own programming obligations, etc.

asymmetric regulations in advertising and programming to build a UHD network and expand financial resources for high-quality content production.

The Commission will review the implementation of this policy jointly with the Ministry of Science and ICT. In particular, obligations such as broadcasting network construction and investment in facilities and content will be established as requirements in the licensing and license renewal of terrestrial broadcasting business entities. After the completion of the nationwide network construction in 2023, we will review the achievements and limitations of the policy plan and make adjustments and corrections where necessary. Through this policy plan, we hope to see Korean broadcasting business entities strengthen their content production capabilities as it will help them ensure viewer's rights to enjoy high-quality content and actively respond to the global media competition.

[Table III-4] Main contents of the policy plan to promote terrestrial UHD

- Gradually expand UHD broadcasting networks to Si and Gun from 2021 to 2023
- Make UHD content programming mandatory, 25% in 2023, 35% in 2024, and 50% in 2025
- Provide support for viewers to watch terrestrial UHD broadcasting conveniently through various receiving facilities
- Expand multi-channel/mobile/broadcasting and communications convergence services using UHD broadcasting frequency and standard technology
- Provide support for next-generation broadcasting transitions including UHD by improving the related laws and regulations and expanding investment

## 2. Increasing Hallyu content competitiveness

### a. Enhancing broadcasting content production competency

#### 1) Strengthening support and the inspection of broadcasting content production

The Commission provided subsidies to excellent programs with high distribution potential to strengthen program competitiveness, increased participation in overseas content markets to discover and expand infrastructure, and offered customized training courses to enhance broadcasting content production capabilities.

To promote the production of unique and high-quality content, the key success strategy in the 'Media Big Bang', the Commission strengthened policy support and inspection. In particular, we increased our production subsidies to EBS (KRW 28.3 billion), regional broadcasting (KRW 4 billion), community radio (KRW 200 million), and unification programs (KRW 340 million) to enhance cultural diversity and public interest in broadcasting, which form the basis of its content competitiveness.

To strengthen the content competitiveness of community radio broadcasting business entities, the Commission provided production subsidies to 21 programs in 2020. The 'Project to Promote Community Radio Broadcasting Content Competitiveness (KRW 200 million)', aims to support the production of broadcast programs, mainly community-based programs such as those pursuing the public interest, by reviewing the proposal of the production devised by community radio broadcasting business entities.<sup>3)</sup> We divided the theme of the programs into two

3) Seven community radio broadcasting business entities: Mapo, Gwanak, Seongnam, Gwangju, Seongseo, Geumgang, and Yeongju.



### III. Broadcasting and Communications Policy Outcomes in 2020

categories. In the public interest realm, 16 programs were selected, including the ‘Youth Project on Expanding Gender Equality Culture’ and ‘Local Community Media Growing Together’. Under the free theme, five programs were chosen, including ‘Grandma Chef’. Other programs with social impact were selected such as ‘Talking About Disaster After a Disaster’, which reflects the recent situation of COVID-19, and those dealing with the climate crisis and gender equality. We aimed to enhance the public interest of community radio broadcasting by supporting programs that contain the voices of vulnerable groups in the region, such as women from multicultural families, migrants, out-of-school youth, and the elderly. We plan to carry out two evaluations per year (intermediate and final evaluations) regarding the production assistance, and reflect the evaluation results in the future selection of programs to receive subsidies.

[Table III-5] Programs selected for the 2020 Project to Promote Community Radio Broadcasting Content Competitiveness

Classification	Public Interest Theme			Free Theme			Total
	Full-length	Short-length	Series	Full-length	Short-length	Series	
Business Entity	4	3	5	1	-	3	7*
Program	5	4	7	2	-	3	21
Subsidy (KRW 1,000)	47,100	18,870	71,480	14,090	-	36,460	188,000

\* Excluding business entities that submitted multiple applications to more than one area

To stimulate content investment, the Commission conducted a thorough check to ensure that terrestrial and general service PPs comply with the conditions for license renewal and reapproval (approximately KRW 900 billion). We also diversified content distribution channels and production capabilities by expanding participation in overseas content markets and offering new media education. We paved the way for new markets by supporting the overseas expansion of small and medium-sized broadcasting business entities and producers with poor overseas networks.<sup>4)</sup> Also, during budget allocation, we divided small and medium-sized broadcasting business entities into groups by genre such as drama, entertainment, animation, education and documentary to provide matching opportunities with major overseas buyers and prepare program promotion sessions. In cooperation with the related ministries, the Commission plans to actively support unique and high-quality broadcasting content production, the core of Hallyu, and OTT operator's production and overseas expansion.

#### 2) Production support for unification broadcasting programs

The Commission provided subsidies for the production of unification-related broadcasting programs to establish a foundation to promote inter-Korean broadcasting and communications exchange and cooperation by raising the public awareness of unification and improving people's understanding of North Korea. We began providing subsidies to TV broadcast programs since 2015, and radio was added in 2019. We now support unification-related broadcast programs in two areas, TV and radio.

For TV programs, an announcement was made through the Nara Marketplace of the Public Procurement Service to ensure the fair selection of broadcasting business entities for production support. The pre-announcement and first

4) The export volume of small and medium-sized businesses (USD \$3.7 million) excluding the four terrestrial broadcasting companies (KBS, MBC, SBS, EBS), four general service PPs (TV Shipbuilding, JTBC, Channel A, MBN), and CJ ENM, accounts for about 1.3% of the total export volume (USD \$285.58 million).



announcement were made from March 11 to March 31. As a result, JTBC was selected, and each episode of the 'Special Documentary on the 70 Years of the Korean War and 30 Years of German Unification 30&70' were aired on October 19 and 26, respectively. In '30&70', four millennials conduct interviews with the older generations to demonstrate their diverging views on unification from different perspectives. The program was selected as a '2020 Good Program of the Month' by the Korea Communications Standards Commission. The reviewers praised the fact that the millennials, who seemed to be uncomfortable with the word unification, conveyed the importance of unification in a realistic way by each going their own way to discover the vision for unification.

[Figure III-4] The TV broadcast program on unification that received the production subsidy in 2020



For radio programs, we aimed to promote the production of unification-related radio broadcasting programs by small business owners. The announcement was made through the KISDI website and Nara Marketplace of the Public Procurement Service from March 2 to April 10, including the pre-announcement period. As a result, Compass Communication was selected to produce a special radio program, 'South and North Korean Language Exploration' with presenters Heo Gyeonghwan and Kim Ara, which was aired through Chuncheon MBC and Gwangju MBC, from September 14 to 18 and on October 2, respectively. The ten radio dramas supported by the Commission were produced as short dramas on the love affairs of men and women, from dating to giving birth, in South and North Korea. Not only were they aired on terrestrial broadcasting but they were also available on the Ullim Channel of the BTN Buddhist Television Network (web) and Naver audio clips, thereby contributing to the promotion of radio production on unification.

## b. Promoting broadcasting content distribution

### 1) International Broadcasting Co-production Conference

The Commission holds the 'International Broadcasting Co-production Conference' every year to strengthen the

### III. Broadcasting and Communications Policy Outcomes in 2020

co-production exchange between countries and promote the overseas expansion of domestic broadcasting content, thus solidifying Korea's status as a broadcasting content powerhouse. Held in November 2020 under the theme of 'New Connection, New Story', the conference was held online this year due to COVID-19.

Prior to the keynote speech, the 'Excellent Overseas Broadcasting Co-production Awards' were presented to three programs to promote the overseas co-production of broadcasting contents and stimulate the creativity of broadcasting business entities and producers. MBC's 'Documentary Bear' was awarded the Grand Prize, KBS' 'Hockey Dream, Toward the Miraculous First Win' the Best Excellence Award, and XrisP's 'Rollercoaster Boy, Nori' the Excellence Award.

The conference began with the keynote speech by Ed Barton, Senior Principal Analyst at OMDIA, the global research and consulting firm in the field of telecommunications, media, and technology in the UK, and MBC President Park Seongje. Next, Turkey, the country of honor presented a special session, followed by other sessions on the role of the joint network for broadcasting cooperation, the leap towards OTT new normal media, and the prospects and challenges of broadcasting co-production in the online era.

In particular, a special sessions for the guest-country of honor was organized in which Turkey presented the current broadcasting environment in the country, examples of international broadcasting co-production, and revealed the secret to the Turkish broadcasting programs' popularity. President Ebubekir Sahin of the Radio and Television Supreme Council in Turkey expressed his hope for content exchange with Korea as he said that he will do his best to cooperate with and support the co-productions of movies and TV series.

Next, KBS and the Asia & Pacific Broadcasting Union (ABU) shared the outcomes and development directions of their co-production program currently underway. Presentations and discussions on OTT platform strategies such as wave and KOCOWA, and content productions continued. Also, in-depth discussions took place among experts from various fields on the ways to promote the co-production of broadcasting between countries in the online era.

We hope that the 'International Broadcasting Co-production Conference' will continue to provide practical matching opportunities between domestic and foreign business entities and become a major step to promote and sell Hallyu broadcasting content.

[Figure III-5] International Broadcasting Co-production Conference



## 2) 'MIPCOM 2020' Country of Honor Showcase

The Commission presented Korea's Country of Honor showcase at the 'MIPCOM (Marché International des Programmes de Communication) 2020', the world's largest broadcasting content video market, held on October 12, 2020. MIPCOM selects one Country of Honor, the 'country of the year', to highlight its content, success stories, and notable programs. Korea participated in MIPCOM as the Country of Honor to provide an opportunity to spread and allow Hallyu to leap beyond Asia to the Americas and Europe and to the Middle East and Latin America.

Initially, the Commission prepared the Country of Honor showcase for the broadcasting content market 'MIPTV', which was scheduled to be held in Cannes, France at the end of March 2020. However, as the event was canceled due to COVID-19, the Commission participated in MIPCOM instead. This year, for the first time in MIPCOM's history, the Country of Honor showcase was presented online due to COVID-19, thus greatly reducing the time and cost required for participation and we were able to showcase high-quality Korean content to a larger audience who joined us online.

The theme of the showcase was 'Korea, Story Connects Us', and we prepared a variety of programs to show the world how attractive Korean broadcasting content can be. The showcase consisted of the Country of Honor conference in which we introduced our broadcasting content, organized one-on-one online network program for participating companies, and promoted the Korea page on the website and our magazine.

The Country of Honor conference can be largely divided into four parts. In Conference 1, we began with 'Fresh TV KOREA' to introduce popular and innovative Korean broadcasting contents. We had a producer introduce entertainment programs such as 'The Masked Singer' and 'I Can See Your Voice', and dramas such as 'Good Doctor' and 'SKY Castle' and explain the reason behind their widespread popularity overseas. In Conference 2, the President of 'wavve' OTT services and others introduced Korea broadcasting content's success strategy in the new media era. In Conference 3, a well-structured lecture was prepared for global broadcasting video experts in which we introduced the examples of international collaboration on broadcasting content in the global era.

Moreover, for small and medium-sized broadcasting business entities and production companies in Korea that have had difficulty communicating with foreign companies, the Commission prepared a contactless (online) network program. We organized online business meetings for 25 companies in Seoul and foreign distributors, and each Korean company participated in more than six meetings. Moreover, the Commission supported each participating company with an 'online booth' to help experts worldwide find Korean companies, major video trailers, and the intention behind the works.

To draw the participants' attention, the Commission prepared a 'Korea only' page on the MIPCOM official website to provide a comprehensive guide to our Country of Honor showcase and Korean companies. We promoted the excellence of Korea's content by introducing the magazine, 'Focus on Korea', which covers Korean content in detail and distributing promotional videos on the MIPCOM's official SNS.

At MIPCOM, the Commission maximized the promotion of Korean content in cooperation with the Ministry of Science and ICT and the Ministry Culture, Sports and Tourism. In the 'Korea only' page mentioned above, a separate link was provided to enable participants visiting the page to search for Korean companies quickly with ease. In addition to the 25 companies that participated in the 'One-on-one online network program', 30 more companies participated through the Ministry of Science and ICT's project, 'Foundation for the Growth of Next Generation Broadcasting' and 59 others

through the 'Assistance for Participation in International Broadcasting Video Markets' and 'Assistance for Participation in International Animation Exhibition Markets' by the Ministry of Culture, Sports and Tourism.

By presenting the Country of Honor showcase, the Commission contributed to the spread of Hallyu by introducing the excellence, creativity, and the production capabilities of Korean broadcasting content to the world's largest broadcasting content market and strengthening cooperation in the broadcasting sector between countries from the Americas and Europe. Moreover, we strengthened our network for opening overseas markets by organizing the one-on-one network business meetings with overseas companies for 25 small and medium-sized broadcasting production companies which previously had difficulty securing overseas cooperation networks.

[Figure III-6] 'MIPCOM 2020' Country of Honor Showcase



#### c. Strengthening domestic OTT industry competitiveness and supporting overseas expansion

To hear from the internet-based video service ('OTT') industry, the Commission organized a meeting with four domestic OTT operators, including wavve, tving, Seezn, and Watcha in August 2020.

As OTT services are growing to the extent that they now account for the largest part of content consumption and cable TV gives way to IPTV as the main media platform, the operators needed a strategic response.

They requested the government's active K-OTT policy support to respond to foreign OTT and improve domestic content competitiveness due to the accelerated growth of major foreign operators such as Netflix and YouTube in the domestic OTT market.

In addition, the domestic OTT operators also highlighted the need to improve the direct subsidy for content production (targeting, funding, revenue guarantee, etc.), and increase indirect subsidy (tax exemption of production cost and R&D expansion on content) to create an original content masterpiece and to streamline the M&A process to revitalize content investment.

[Figure III-7] Meeting with domestic OTT operators



In response, the Commission established the OTT Policy Cooperation Team in August 2020 and organized the 'OTT Working Group' to listen to the difficulties of OTT operators and develop relevant improvement measures. Beginning in August, the Group discussed the ways to raise the music copyright royalty rate which was an issue at the time, and to promote the domestic OTT industry. The Commission conveyed to the Korea Copyright Commission that the rates need to be determined at an appropriate level as a rapid raise of the rates may hinder the development of the domestic OTT industry. To promote the domestic OTT industry, we plan to develop the budgets to arrange and support indirect advertising for OTT contents and support their overseas expansion.

### 3. Creating a fair competition environment for the broadcasting and communications market

#### a. Enhancing the effectiveness of broadcasting market research

According to Article 98.2 (Submission of the status of asset) of the 「Broadcasting Act」, the Commission announced the 'Fiscal Year 2019 Assets Status of Broadcasting Business Entities' of 344 broadcasting business entities including terrestrial broadcasting, paid TV, and PP.

The materials submitted are used as a basic source for establishing broadcasting policies, such as the standards for collecting the Broadcasting Communications Development Fund and evaluating broadcasting and broadcasting market competition. Since 2015, internet multimedia broadcast services were included, enabling us to analyze and gain a comprehensive understanding of the broadcasting market.

[Table III-6] Assets status of broadcasting business entities in 2019

- (Broadcasting business revenue) KRW 17.67 trillion, an increase of KRW 366.3 billion (2.1%) compared to 2018  
 ※ IPTV (KRW 3.85 trillion, up by KRW 420.8 billion), PP (KRW 7.08 trillion, up by KRW 244.7 billion), CP (KRW 631.1 billion, up by KRW 55 billion), Terrestrial (KRW 3.51 trillion, down by KRW 279.7 billion), SO (KRW 2.02 trillion, down by KRW 67.1 billion), Satellite (KRW 548.5 billion, down by KRW 6.6 billion)
- (Advertising revenue) KRW 3 trillion, a decrease of KRW 226.6 billion (Δ7.0%) compared to 2018  
 ※ PP (KRW 1.58 trillion, down by KRW 28.1 billion), terrestrial (KRW 1.09 trillion, down by KRW 200.8 billion), SO (KRW 135.5 billion, down by KRW 5.2 billion), IPTV (KRW 123.2 billion, up by KRW 7.1 billion), Satellite (KRW 50 billion, down by KRW 1.1 billion)
- (Home shopping revenue) KRW 4.65 trillion, an increase of KRW 568.3 billion in TV and KRW 137.3 billion in data compared to 2018  
 ※ Home shopping transmission fee: KRW 1.82 trillion, up by KRW 183.9 billion compared to the previous year
- (Program production cost) KRW 4.90 trillion, an increase of KRW 114 billion (2.4%) compared to 2018

The total broadcasting business revenue stood at KRW 17.67 trillion, an increase of KRW 366.3 billion (2.1%) compared to 2018. IPTV's revenue was at KRW 3.85 trillion, up by KRW 420.8 billion, PP at KRW 7.08 trillion, up by KRW 244.7 billion (home shopping PP at KRW 4.65 trillion, others at KRW 2.42 trillion), CP at KRW 631.1 billion, up by KRW 55 billion, terrestrial at KRW 3.51 trillion, down by KRW 279.7 billion, SO at KRW 2.02 trillion, down by KRW 67.1 billion, and satellite at KRW 548.5 billion, down by KRW 6.6 billion.

Compared to 2018, the ratio of the revenue in terrestrial (21.9% → 19.9%), SO (12.1% → 11.4%) and other PP (16.7% → 13.7%) decreased, while that of IPTV (19.9% → 21.8%) and home shopping PP (22.8% → 26.4%) increased.

[Table III-7] Broadcasting business revenue by media (2010-2019)

(Unit : KRW 100 million)

Classification	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2019 inc/dec compared to 2018		2010-2019 CAGR
											Amount	Percentage	
Terrestrial	36,497	39,145	39,572	38,963	40,049	41,007	39,987	36,837	37,965	35,168	Δ2,797	Δ7.4%	Δ0.4%
SO	19,285	21,169	23,163	23,792	23,462	22,590	21,692	21,307	20,898	20,227	Δ671	Δ3.2%	0.5%
Satellite	3,515	3,739	4,993	5,457	5,532	5,496	5,656	5,754	5,551	5,485	Δ66	Δ1.2%	5.1%
IPTV	-	-	-	-	14,872	19,088	24,277	29,251	34,358	38,566	4,208	12.2%	21.0%
PP	39,602	47,177	55,480	60,756	63,067	62,224	63,801	66,396	68,402	70,849	2,447	3.6%	6.7%
Home shopping	21,616	25,748	30,288	34,145	34,728	32,506	34,264	35,337	39,514	46,570	7,056	17.9%	8.9%
Others	17,986	21,428	25,192	26,611	28,340	29,719	29,537	31,059	28,888	24,279	Δ4,608	Δ16.0%	3.4%
CP	-	-	-	-	613	2,655	3,482	5,442	5,761	6,311	550	9.6%	59.4%
Terrestrial DMB	145	169	116	95	104	108	103	114	104	95	Δ9	Δ8.8%	Δ4.6%
Satellite DMB	1,214	954	189	-	-	-	-	-	-	-	-	0.0%	0.0%
Total	100,258	112,351	123,512	129,063	147,700	153,168	158,998	165,102	173,039	176,702	3,663	2.1%	6.5%

## b. Establishing a fair trade order and mutual cooperation

### 1) Improving the terminal devices distribution market

The Commission held a plenary meeting on July 8, 2020 and decided to impose penalty surcharges of KRW 51.2



billion (SKT KRW 22.3 billion, KT KRW 15.4 billion, LGU+ 13.5 billion) for providing discriminative subsidy in violation of the 「Mobile Device Distribution Improvement Act」. We also decided to impose administrative fines of KRW 272.4 million to 125 distribution stores for violating the prior written consent provision or providing a discriminative subsidy.

According to the Commission's investigation, 119 distribution stores of the three major mobile communications business operators paid an average of KRW 246 thousand more than the publicly announced subsidy. The excessive subsidies were provided not only in cash, but also by deducting cancellation charges, paying the customer's installment payment, and offering free gifts.

We also found discrimination against the users depending on the type of subscription or phone rate. Those who transferred their phone numbers received an additional KRW 222 thousand compared to new subscribers, and those subscribing to a higher rate received KRW 292 thousand more than those using a lower rate.

The Commission determined that the three operators demonstrated a lack of attention and supervision of the distribution stores to prevent them from violating Article 3.1 (Prohibition of discriminative subsidy payment) and Article 4.5 (Restriction on payment of excessive subsidies up to 115% of the public announcement) of the Act. In addition, the three operators violated Article 9.3, inducing distribution stores to pay discriminatory subsidies by offering them unreasonably discriminatory incentives depending on the users' subscription type and phone rate.

The investigation was launched when the violation continued even after a number of administrative guidances. We determined the reduction of the penalty surcharges considering the three operators' efforts to stabilize the market, their active cooperation in the investigation, and their voluntary actions to avoid a recurrence.

The Commission also consider the fact that they promised a large-scale financial assistance such as mutual development subsidies, operating funds, and management funds for small and medium-sized distribution stores and business owners struggling amid the difficult times due to COVID-19 when determining the severity of the sanctions. Thus, in the corrective action determination process, the three operators promised a total of KRW 710 billion in assistance targeting the operating and livelihood funds for distribution stores, subcontract management fund for small and medium-sized businesses, and early investment in network equipment.

[Figure III-8] Visits to distribution stores to hold meetings



The Commission plans to improve the monitoring system for an unfair discriminatory subsidy payment induced by discriminatory incentives, and thoroughly investigate and sanction any violations.

## 2) A strong terminal device distribution market and mutually beneficial cooperation

Since the implementation of the 「Mobile Device Distribution Improvement Act」 in October 2014, the severe discrimination against users according to the purchase time, region, and subscription type has declined, but various violations of the law and user complaints continue to occur in the rapidly changing mobile communications market,

In such a situation, policies need to be continuously adapted to crack down on violations and improve user satisfaction. To enhance the transparency of the mobile communications market by clearly disclosing the financial resources of the subsidy, the Commission organized the ‘Mobile Communications Terminal Device Distribution Improvement Council’ to listen to the opinions of the stakeholders between February-July 2020. Based on the results of the Council’s discussions, we held the ‘Symposium on the Improvement of the Distribution Structure’.

[Figure III-9] Symposium on the Improvement of the Distribution Structure



[Table III-8] Council works up to date

① Works progress
• Feb. 14, 2020 : Held the kick-off meeting to organize the Council
• Mar. 23 - Apr. 10, 2020 : Submission of opinions from stakeholders (19 cases)
• Feb. 14 - July, 2020 : ‘Mobile Communications Terminal Device Distribution Improvement Council’(13 members) organization-management(9 times)
• July 10, 2020 : Held the ‘Symposium of the Improvement of the Distribution Structure’ based on the Council’s discussions
② Key agenda
• Expand user benefits by promoting competition and deregulation
※ Allowing reasonable discrimination of publicly disclosed subsidy, expanding the scope of an additional subsidy, reducing the period of the public announcement of the subsidy
• Establish a healthy mobile communications distribution culture
※ Regulating incentives, strengthening the responsibility of online intermediation service providers, providing better education for the sellers
• Establish market order for the mobile communications distribution network
※ Increasing administrative fines for the violation of the subsidy announcement standards, improving emergency suspension orders

The Commission prepared plans for 18 mutually beneficial agreements, such as expanding close monitoring, reinforcing the management of identification card scanners for six items, and reducing the computation time. Also, a



strict management plan for online distribution stores was devised to improve the business environment of local small and medium-sized distribution stores.

In addition, by improving the prior written consent, we strengthened the screening standards for stores located in officetels and apartments to prevent illegal and expedient stores from entering the market. We also enhanced the identification card scanner system by analyzing the signs of abnormal activities such as illegal software and the removal of the scanner, then developed the 'scanner operation standard', which includes autonomous actions.

### 3) Internet Mutual Development Council

Since July, the Commission organized and operated the 3<sup>rd</sup> 「Internet Mutual Development Council」 to discuss new types of user damage and user rights improvement (subscription economy, live commerce, false and exaggerated advertising, etc.), strengthening the user-centered internet ecosystem (introducing app market-related regulations and right to data portability, etc.), and improving 5G and new services.

The 「Internet Mutual Development Council」, launched in 2018 as a part of government innovation, aimed to resolve reverse discrimination between domestic and foreign companies and establish a foundation for user protection. For the last three years, it has become a public discussion body that listens to the experts' and stakeholders' opinions on various issues arising from the changing internet ecosystem. Based on the works progress and results of the 1<sup>st</sup> and 2<sup>nd</sup> Council and considering the professionalism and representativeness of the members, the 3<sup>rd</sup> Council members were composed of 31 experts from the field of management, economy, ICT, law, consumer organizations and civic groups, domestic and foreign internet companies and communications business entities, related organizations, and government ministries.

[Table III-9] Works progress of the Council

Date	Agenda	Main areas of discussion
1st (Jul. 23)	Council operation plan and keynote presentation	<ul style="list-style-type: none"> <li>Council operation plan and operation regulations</li> <li>Digital economy trends in the post-COVID-19 era</li> <li>Changing the internet use environment followed by the major transition to the digital economy and plans for user protection</li> </ul>
2nd (Sept. 3)	Responding to new types of user damages and strengthening the user-centered ecosystem	<ul style="list-style-type: none"> <li>Current app market, subscription economy and simple payment service and system improvement plan</li> <li>Right to data portability and the right to explanation of automated decision-making</li> </ul>
3rd (Oct. 12)	"	<ul style="list-style-type: none"> <li>Analysis of the amendment bill to the Telecommunications Business Act related to app market regulation and desirable policy directions</li> <li>Major issues and implications of the EU Digital Services Act</li> <li>Policy direction for digital inclusion in response to the revitalization of the contactless industries and technology advancement</li> </ul>
4th (Nov. 5)	Promoting internet ecosystem	<ul style="list-style-type: none"> <li>Policy measures to induce investment in 5G networks and revitalize services</li> <li>Promotion policy to revitalize convergence services</li> </ul>
5th (Dec. 7)	Responding to new types of user damages and strengthening the user-centered ecosystem	<ul style="list-style-type: none"> <li>Policy plans based on the algorithmic economy and introducing new services</li> <li>Big data-related competition and privacy issues</li> <li>Major issues in online advertising, such as hidden advertising and false and exaggerated advertising in live commerce</li> </ul>
6th (Dec. 31)	Reporting the results (Written meeting)	<ul style="list-style-type: none"> <li>Confirmation of the report by the Internet Mutual Development Council</li> </ul>

### III. Broadcasting and Communications Policy Outcomes in 2020

To touch upon new policy issues raised in 2020 and the tasks that require further discussion following the 2<sup>nd</sup> Council, the 3<sup>rd</sup> Council adopted 'Responding to the new types of user damages and enhancing user rights' and the 'Measures to strengthen the user-centered ecosystem and revitalize 5G and new services' as policy agendas and convened six plenary meetings to discuss the agenda.

Through the Council, we expect stakeholders to propose policy issues and mutually beneficial cooperation plans to increase policy acceptance and proactively respond to the changing communications environment.

#### 4) Announcement of the 2020 User Protection Performance Evaluation

At the plenary meeting on November 24, 2020, the Commission deliberated and decided on the results of the 「2020 Telecommunications Business Entities User Protection Performance Evaluation」. This is an annual evaluation conducted according to the 「Telecommunications Business Act」 to prevent user damage related to telecommunications services and handle user complaints in a more timely and efficient manner.

This year we chose 28 companies (21 companies, excluding the companies overlapped) from the five service fields of key and value-added telecommunications for evaluation, considering their user size and complaint rate. In particular, we included the three value-added telecommunications business operators, YouTube (Google), Kakao Talk (Kakao), and Facebook for the first time this year, after conducting a pilot evaluation last year as they began greatly impacting the domestic ICT market and users.

The committee composed of external experts from academia and consumer organizations, etc., conducted written and on-site (video) evaluations on the suitability of the user protection task management system, compliance with laws and regulations related to user protection, user damage prevention activities, user opinions and complaints handling, and other user protection tasks (5 areas). This year, contactless video evaluation, which had only been conducted for the customer management managers of global businesses, was expanded to all business entities.

SKT and LG U+ from the mobile phone area, and SK Broadband, SKT, LG U+, and KT from the broadband area received the 'very good' rating. Among them, SK Broadband received the highest score.

We evaluated the overall level of the user protection of six companies including App Store (app market), Facebook (value-added communications), and Annnextelecom (MVNO), as 'inadequate', requiring improvement in the user protection service management system, damage prevention activities, user opinions and complaints handling, etc.

Among those who were evaluated for the first time this year, Facebook demonstrated a lack of understanding of its obligation to submit the source of each evaluation item and evaluation system in general. As for YouTube (Google), the evaluation result improved compared to the previous year's pilot evaluation, as the customer management manager participated in the interview. Best evaluation went to: ① SKT for making the effort to facilitate smooth communication with customers who are deaf or hard of hearing by using the ringtone service 'Sonnuri Ring', ② LGU+ for connecting visually impaired, deaf or hard of hearing directly to the customer service operator or chat support without them having to go through the ARS authentication, and ③ user protection for vulnerable groups, such as Korea Cable Telecom that provides a data blocking service for disabled persons and low-income families to help them avoid bill shock.

The Evaluation Committee suggested that mobile communications business operators strengthen the promotion of membership and mileage point benefits (payment of fees, expansion of usage, etc.), broadband service providers expand the method of providing information to enable users to check the discount refund amount, and MVNOs

establish damage prevention for vulnerable groups and user guidance on services. The Committee also advised to develop various evaluation index to induce practical improvements in user protection and support the evaluation thereof.

[Table III-10] Best practices by operators

Operator	Best practices
SKT	<ul style="list-style-type: none"> <li>To facilitate smooth communication for customers who are deaf or hard of hearing, 'Sonnuri Ring' informs the recipient of the customer's situation and guides them to use text messages</li> </ul>
KT	<ul style="list-style-type: none"> <li>Provides the current combined product used by a family and communication expenses by analyzing the big data of the customers, helping them to manage and reduce their communication costs</li> </ul>
LGU+	<ul style="list-style-type: none"> <li>Connects customers who are visually impaired, deaf or hard of hearing directly to the customer service operator or chat support without them having to go through the ARS authentication, thus improving the customer service</li> </ul>
SK Broadband	<ul style="list-style-type: none"> <li>Provides 'cyber safe security service' based on security big data to proactively block users' PC/IoT threats and enhance social value</li> </ul>
CMB	<ul style="list-style-type: none"> <li>Provides Q service for customers who have difficulty using the customer support call center (disabled persons, elderly) to immediately resolve customer complaints by visiting them</li> </ul>
LG HelloVision	<ul style="list-style-type: none"> <li>Performs mystery shopper inspections on distribution stores periodically to eliminate mis-selling</li> </ul>
SK Telink	<ul style="list-style-type: none"> <li>Produces and distributes easy-to-understand MVNO subscription guidebooks for the elderly and people with developmental disabilities in collaboration with 'Soso Communication', a preliminary social enterprise for people with developmental disabilities</li> </ul>
Korea Cable Telecom	<ul style="list-style-type: none"> <li>Provides data blocking and unlimited data service for disabled persons and low-income families to help them avoid bill shock.</li> </ul>
kt M mobile	<ul style="list-style-type: none"> <li>To resolve customer complaints and strengthen user protection and convenience, a workshop for the whole company was organized to identify and improve key user protection tasks</li> </ul>

When developing an evaluation plan for user protection in the future, the Commission plans to improve the evaluation system by ① expanding the evaluation targets to include value-added telecommunication business operators such as OTT and MVNOs considering the user size and grievances, ② improving the evaluation criteria for a more thorough evaluation, ③ implementing an evaluation system (Dec. 2022) to improve the evaluation transparency and users' access to information.

The detailed results of the evaluation will be notified to each business entity to induce self-improvement of the insufficient areas related to user protection, which will help improve user rights and interests. Meanwhile, when we impose penalty surcharges according to Article 53 of the 「Telecommunications Business Act」 in 2021, incentives will be given to those who were evaluated higher than 'good', such as within 30% reduction of the penalty surcharges.

Due to the growing importance of user protection tasks such as handling complaints and enhancing access for vulnerable groups in the contactless era, the Commission plans to continue its evaluations to induce businesses to take voluntary actions in user protection and expand the existing policies that have a daily impact on users.

### 5) Intensive monitoring of PCM and broadcasting business entity-home shopping linked programming

When a broadcasting business divides a program into two or three parts and inserts advertising in between, it is called a premium commercial message (PCM). To resolve the discomfort of audiences, the Commission conducted intensive

### III. Broadcasting and Communications Policy Outcomes in 2020

monitoring during the month of February 2020.

We targeted 53 programs with PCM broadcasted by nine channels of terrestrial (KBS2, MBC, SBS, EBS) and paid (TV Chosun, Channel A, JTBC, MBN, tvN) broadcasting in February 2020. The monitoring focused on the total amount of advertising per hour of broadcast time, the total amount of virtual and indirect advertising, and compliance with laws such as the sponsorship announcement.

As some broadcasters began dividing and programming broadcast programs into short units of less than 30 minutes and then inserting advertising in the break time, it raised concerns about infringing on viewers' rights, thus calling for this intensive monitoring.

As a result, we found that the three major broadcasting companies provided PCM for broadcast programs longer than 60 minutes (MBC) or 70 minutes (KBS, SBS), according to the guidelines on PCM prepared by each company. There were no instances of non-compliance with the guidelines.

Terrestrial broadcasters organized a total of 49 PCMs, for 18 SBS, 17 MBC, 13 KBS2, and 1 EBS programs. SBS (<My Little Old Body>, etc.) and KBS2 (<Immortal Songs>, etc.) provided PCMs for programs longer than 100 minutes, MBC (<Movie Trip>, etc.) for mainly 60-minute programs. Mostly, an episode would be divided into two parts, but SBS divided three programs (<My Little Old Body>, <Delicious Rendezvous>, and <Stove League>) into three parts. The minimum broadcast time for each part (first or second part) was 30 minutes or longer in all three broadcasting companies. Prior to the monitoring, the Commission had recommended them to refrain from programming excessively short units of less than 30 minutes through business consultations.

As for paid broadcasters, PCM was provided by four programs, including TV Chosun (<Mr. Trot>, <Taste of Wife>), Channel A (<The Fishermen and the City Season 2>), and tvN (<Friday Joy Package>).

The Commission decided to impose administrative fines on broadcasting business entities who violate the relevant laws, and to continuously monitor the PCMs in the future to strictly apply the laws and devise a policy for PCM to relieve the discomfort of audiences.

Moreover, we conducted an intensive investigation on the so-called 'linked programming', where a product mentioned in a health functional food related program of a broadcaster can also be found from their TV home shopping program around the same time, thus undermining the consumers' rational choice.

We targeted the health functional food related programs of three terrestrial broadcasting business entities, KBS, MBC, and SBS; four general PPs, including Channel A, JTBC, MBN and TV Chosun; and 7 TV home shopping broadcasting (public home shopping, Lotte Home Shopping, Hyundai Home Shopping, Home & Shopping, CJ O Shopping, GS SHOP, NS Home Shopping), delivered between November 1, 2019 to January 31, 2020.

To reduce viewer discomfort and reinforce the public service nature and public interest of broadcasting, the Commission will continue to amend the law requiring sponsorship announcement to notify viewers of a sponsored program. By consulting the Korea Communications Standards Commission, we also decided to strengthen the monitoring for the violation of the communications standards regulations, such as exaggerating the efficacy or effectiveness of health functional foods in broadcast programs.

[Table III-11] Regulatory compliance items of separately organized programs

< Violations of the laws and regulations related to broadcast advertising and sponsorship announcement >	
① (Total amount of advertising per program)	The total amount of broadcast advertising per broadcast time cannot exceed 18/100 for terrestrial and 20/100 for paid broadcasting.
② (Total amount of broadcast advertising)	For terrestrial TV, broadcast advertising (before CM+after CM) cannot exceed 15/100 of the broadcast time of each program
③ (Virtual/indirect advertising announcement)	If virtual or indirect advertising is included in a broadcast program, it must be notified through subtitles before the start of the program (more than 1/16 of the full screen)
④ (Total amount of virtual/indirect advertising)	For terrestrial broadcasting and paid broadcasting they cannot exceed 5/100 and 7/100 of the broadcast program, respectively.
⑤ (Sponsorship announcement)	'Rules on Sponsorship Announcement, etc.' must be observed when receiving a prize or giveaway or when a place, clothing, props, or information is sponsored during the production of a broadcast program
< Compliance with the broadcaster's self-regulatory guidelines >	
⑥ (PCM announcement)	PCM (parts 1, 2) must be specified in the channel schedule and EPG. The start of each part and the following part of the broadcast program must be announced.

## 6) Investigation on the violations of the 「Act on Broadcast Advertising Sales Agencies, etc.」

In June 2020, the Commission decided to take corrective action against Korea Broadcast Advertising Corporation (KOBACO) for violating the 「Act on Broadcast Advertising Sales Agencies, etc.」. KOBACO, a broadcast advertising sales agency, violated Article 15. 1 of the Act by giving a significant advantage to a particular broadcasting business entity's or the advertising agency's terms and conditions. Therefore, the Commission imposed a corrective order and penalty surcharge of KRW 30 million.

## 7) A working group for the self-improvement of paid broadcasting

The Committee organized the 'Working Group for the Self-improvement of Paid Broadcasting' joined by paid broadcasting service operators, Korea Cable Television & Telecommunications Association, Korea IPTV Broadcasting Association, and Community Media Foundation. The working group convened four times in 2020 (February, May, October, and December).

Launched in January 2019, the Working Group was organized to encourage paid broadcasting services operators to share the type of violations that undermine user interests according to the 「Broadcasting Act」 and 「Internet Multimedia Broadcast Services Act」 and establish plans to protect users' rights and interests through voluntary consultations.

Through the Working Group meetings, we also wanted to induce the operators to seek self-improvement by sharing the complaint analysis results and best practices of the operators to protect user rights and interests.

The Working Group produced the 'Infographic for User Protection' and 'Standard Manual for the Protection of the Rights and Interests of Paid Broadcasting Customer Service Workers' in 2020. We expect that they will help prevent user inconvenience and improve the rights and interests of paid broadcasting customer service workers.

[Figure III-10] Working Group for the Self-Improvement of Paid Broadcasting meeting



## 8) Compliance with the Guidelines for Creating a Mutually Beneficial Environment for Home Shopping Broadcasting Businesses and Suppliers

From October to December 2020, the Commission investigated five data home shopping companies' compliance with the 「Guidelines for Creating a Mutually Beneficial Environment for Home Shopping Broadcasting Businesses and Suppliers」.

Enforced on January 1, 2019, the guidelines aimed to establish a fair trade order and promote mutually beneficial cooperation between home shopping broadcasting business operators and suppliers. The details are outlined below.

[Table III-12] Main contents of the guideline

① Prohibiting home shopping broadcasting businesses from unreasonably canceling or modifying broadcast programming to suppliers
② Prohibiting the distribution of fees in a flat or mixed (fixed + flat rate) rate.
③ Prohibiting the unfair transfer of all or part of the production cost for product sales broadcast
④ Requiring home shopping broadcasting business operators to establish a standard for the sharing of pre-production video production cost and to notify the suppliers of the standard in advance
⑤ Prohibiting home shopping broadcasting business operators from changing the contents of the Terms and Conditions to be unfavorable to the suppliers such as unfairly increasing the existing sales commission rate on the grounds that they are bearing the cost of producing pre-production videos.

Through this inspection, we expect home shopping broadcasting business entities to address deficiencies and expand mutually beneficial relationship with suppliers.

## 9) Appointment of the 9<sup>th</sup> Broadcasting Dispute Conciliation Committee

On January 23, 2020, the Committee appointed the members of the 9<sup>th</sup> Broadcasting Dispute Conciliation Committee, chaired by Commissioner Kim Changryong. The members consist of seven experts with great expertise and experience in the fields of broadcasting and law, and the length of the term is two years.

The Committee is a legal committee established in accordance with Article 35. 3 of the 「Broadcasting Act」. It effectively mediates disputes over broadcasting between business entities such as broadcasting businesses entities (broadcasting service providers, CATV relay broadcasting, music broadcasting, electronic sign board broadcasting, transmission network, internet multimedia broadcast services, telecommunications business entities, outsourced productions, etc.)

## 10) Oversight of the implementation of the agreement to reduce the dedicated line usage fees between three IPTV companies and content providers

In May 2020, the Commission reviewed the compliance with the agreement such as the announcement of discounts on multi-channel transmission methods to content providers in connection with the agreement between three IPTV companies (KT, SK Broadband, and LGU+) and content providers to reduce IPTV dedicated line usage fees.

In June 2019, the three IPTV companies signed an agreement to reduce the cost of the dedicated IPTV line.

Content providers pay a dedicated line fee (usually KRW 6.5 million per month) to IPTV operators to transmit their content through a single channel transmission method. If they choose the 'multi-transmission method (multi-channel transmission using a single line)', content providers can reduce their dedicated line usage fee (approximately 10%, based on a three year contract).

The Commission's oversight of the implementation of agreements such as the announcement of discounts on multi-channel transmission methods to content providers contributed to creating a mutually beneficial environment for both IPTV and content providers while the paid broadcasting market is shifting towards an IPTV-centered one.

### c. Creating a fair outsourced production environment

In July 2020, the Commission announced the results of the compliance inspection of the 'Guidelines on the outsourced broadcast program production transaction' performed for the second half of 2019. The guideline was implemented to prevent broadcasting businesses from power tripping over outsourced producers.

A total of six terrestrial broadcasting business entities and general service program providers who are required to comply with the license renewal and reapproval conditions added in 2017, including KBS, MBC, SBS, EBS, Busan Munhwa Broadcasting Corporation, and Maeil Broadcasting Network were subject to the inspection. The guideline was implemented in November 2019, and the inspection was conducted after the implementation between November and December 2019.

The guideline was developed to eliminate unreasonable transaction practices between broadcasting businesses and outsourced producers such as in the distribution of production costs, copyrights, and profits. Specifically, it outlines ▲ the principles of outsourcing production, ▲ organization and method of the contract, ▲ calculation of the production cost and payment, ▲ distribution of the copyright, ▲ and mutual efforts.

We found that all six businesses and operators fully complied with the guidelines during the inspection period. However, all of them performed rather poorly in making a written contract or defining the sponsorship announcement standards before filming.

The Commission plans to conduct a compliance inspection every six months for outsourcing contracts organized by broadcasting businesses in the previous six months. We will continue to encourage compliance with the guideline by promoting and introducing the best practices to create a fair trade environment for the outsourced production market.

[Table III-13] 「Guidelines on the outsourced broadcast program production transaction」 checklist

Classification	Checklist
1. Calculating the standard production cost	① Developing a standard for the calculation ② Suggesting a standard for the calculation
2. Mutual Development Council	① Operational plan for the Mutual Development Council ② Performance of the Mutual Development Council
3. Outsourced production contract (whether to reflect the main contents of the guideline)	① Use of the standard contract ② Pre-contract signing ③ Distribution of copyright profits

※ A 30 day prior written notification must be given for the suspension of production or termination of the contract



## Chapter 2 | Create a trusted broadcasting environment

### 1. Strengthening the public accountability of broadcasting

#### a. Stringent reviews for the license renewal and reapproval of broadcasting business entities

##### 1) Rigorous review of license renewal and compliance inspection

The need to improve the publicness and public interest of broadcasting became imperative amid the growing concerns about its commercialization and deterioration of public interest due to the competition and diversification of broadcasting media intensified by the entry of global media into Korea. Thus, for the license renewal of terrestrial broadcasting, the Commission has strictly reviewed the performance and implementation plans related to broadcasting's impartiality and public accountability and conducts thorough compliance inspections.

A thorough compliance inspection was called for to ensure complete compliance with the conditions imposed on the license renewal of terrestrial broadcasting in 2017-2019. The conditions included, management independence, promoting the programming committee, and UHD programming ratio. Through the inspection of the terrestrial broadcasting businesses' compliance with licensing (license renewal) conditions in 2019 (May-June 2020), the Commission had aimed to raise the public accountability of broadcasting. We took follow-up measures (October 2020), such as corrective orders against those with poor performance or in non-compliance with the conditions, considering the degree of and reasons behind the actions, and risk to impartiality. Continuous monitoring on whether those terrestrial broadcasters follow the given conditions led to a high level of public accountability fulfillment.

In June 2020, the Commission established the 'Detailed plan for the license renewal of terrestrial broadcasting business entities in 2020' for those whose license expires at the end of December 2020, based on the 'Basic plan for the licensing and approval of broadcasting business entities' (May 2019). When developing the major plan, we determined the matters to be specified in the detailed plan, such as the composition of the review committee, points for each review item, limits to the amount of the business plan, etc., and then established a detailed plan to strengthen the review standard for the public accountability of terrestrial broadcasting businesses. On December 18, 2020, the Commission deliberated and decided on the license renewal of 21 terrestrial broadcasting business entities and 162 broadcasting stations, including KBS, whose license expires on December 31. To secure the license renewal review's impartiality, transparency, and expertise, the review went on for eight days (November 23 to December 2, 2020) by a committee composed of 12 experts from five fields, including broadcasting and media.

As a result, 160 broadcasting stations of 21 operators, including KBS 1DTV Broadcasting Station, received higher than the minimum license renewal requirement of 650points, of which 150 broadcasting stations with 650points or above and under 700points were granted a validity period of four years. For nine broadcasting stations, including EBSDTV Broadcasting Station with 700points or more and Daegu MBC UHD Broadcasting Station with 650points or above and under 700, a license of four and three years were granted, respectively, consistent with their issuing of a validity period

for other broadcasting stations. For KBS 2DTV Broadcasting Station and SBSDTV Broadcasting Station with less than 650points, three years were granted.

In contrast, KBS 2DTV Broadcasting Station and SBSDTV Broadcasting Station, which scored below the minimum license renewal requirement of 650, were subject to a 'conditional license renewal' or 'denial of license renewal'. Thus, a hearing was held on December 14, according to Article 22 of the 「Administrative Procedures Act」 and Article 101 of the 「Broadcasting Act」.

As for KBS 2DTV, which had a low reviewpoints and a lot of deductions for violating the 「Broadcasting Act」, the Commission decided to grant a conditional license renewal considering their submission of plans at the hearing to correct and improve in areas such as, 'programming audience evaluation programs when the viewer rating is low' and 'inadequate programming during primetime' and a willingness to make efforts to establish their identity as a public broadcasting channel by improving their public service and public interest and providing differentiated content. The conditions we attached were to fully implement the plans to improve in areas that were evaluated as inadequate and submit plans to improve their publicness and public interest as well as to provide differentiated broadcasting content.

As for SBS, the excessive violations of laws related to broadcast advertising and passive attitude towards content investment prioritizing investment efficiency were pointed out at the review. During the hearing, they submitted plans and showed a willingness to strengthen their self-review standard and improve public accountability, impartiality and public interests of broadcasting. Taking this into consideration, the Commission decided to grant them conditional license renewal, on the ground that broadcasting would not be used privately such as to report on or promote through articles in favor of the largest investor, that they ensure financial soundness and protect future value in case of a governance reorganization in the future, and that they develop a plan to improve content competitiveness such as investment from the the largest investor.

In response to the concerns about terrestrial broadcasting businesses neglecting their public roles and duties due to their business deterioration in the changing media environment, the license renewal review focused on ▲the possibility of realizing and the regional, social, and cultural need for the impartiality and public accountability of broadcasting, ▲the adequacy of the planning, programming, and production of broadcasting programs and plans for securing public interest. And we attached the conditions of license renewal and offered recommendations reflecting the matters pointed out by the review committee.

In particular, for all those subject to license renewal, we added the conditions to develop plans and implement them to improve the unreasonable treatment of irregular workers, such as contract and dispatched workers, and freelancers. Moreover, to prevent broadcast programs from introducing a specific nutrital supplements and through the so-called 'home shopping linked programming', then sell the same product from a TV home shopping channel around the same time, which is deceitful and promotes unreasonable consumption, we attached the condition for KBS, MBC, SBS, and EBS to announce the sponsorship of a product at least three times.

Furthermore, during the review procedure, we listened to the viewers' opinions for a month (August 3 to September 2, 2020), including through the 'People's Questions', newly established in 2020. We analyzed a total of 357 opinions submitted (282 for four major broadcasting companies, 58 for regional broadcasting, 12 for radio, 5 for DMB) and reflected them in the review. 'People's Questions' was introduced from this year's license renewal procedure. It allows the public to submit questions about a company subject to review, and then the committee forwards it to the

representative of the company on behalf of the people.

The Commission plans to conduct thorough compliance inspection to ensure that terrestrial broadcasting businesses follow through their business plans and pursue public accountability and the impartiality of broadcasting during the renewed period. In the future, through hearings and policy research, we plan to improve the overall licensing/approval system for each broadcasting medium, the method of determining the validity period of the license, and broadcasting evaluation.

[Table III-14] Results of the license renewal review of the terrestrial broadcasting businesses in 2020

Score	Broadcasting businesses and broadcasting stations	License validity period
700 or above (1 broadcasting station)	<ul style="list-style-type: none"> <li>EBSDTV Broadcasting Station</li> </ul>	4 years (Jan. 1, 2021 - Dec. 31, 2024)
650 or above - under 700 (159 broadcasting stations)	<ul style="list-style-type: none"> <li>KBS : 31 including 1DTV, 5 UHD, 73 radio, 1 DMB stations</li> <li>MBC : 1 DTV, 3 radio, 1 DMB stations</li> <li>EBS : 1 radio station</li> <li>SBS : 3 radio, 1 DMB stations</li> <li>MBC Gyeongnam Corporation : 2 DTV, 6 radio stations</li> <li>Busan MBC and Daejeon MBC : 1 DTV, 1 UHD, 3 radio stations each</li> <li>Korea New Network : 1 DTV, 1 UHD, 2 radio, 1 DMB station</li> <li>Taejon Broadcasting Corporation: 1 DTV, 1 UHD, 1 radio station</li> <li>Seoul Metropolitan Government Media Foundation TBS : 2 radio stations</li> <li>Korea DMB, YTN DMB : 1 DMB station each</li> <li>Daegu, Gwangju, Ulsan, Wonju Munhwa Broadcasting Corporation, MBC Gangwon Yeongdong Corporation, Taegu Broadcasting Corporation, Kwangju Broadcasting Company, Ulsan Broadcasting Corporation, Jiwon : 1 UHD broadcasting station each</li> </ul>	
under 650 (2 broadcasting stations)	<ul style="list-style-type: none"> <li>KBS 2DTV broadcasting station</li> <li>SBS DTV broadcasting station</li> </ul>	3 years (Jan. 1, 2021 - Dec. 31, 2023)

To adapt to the era of media convergence, the Commission plans to establish new licensing and evaluation systems that reflect each medium's characteristics and newly define broadcasting's public accountability. We also plan to replace the license renewal system with the 'public accountability agreement' between the KCC and public broadcasting in order to strengthen public accountability and conduct thorough compliance inspections.

## 2) A rigorous review of the reapproval and compliance inspection

Although the ratings and advertising sales of general service PPs are on the continuous increase, the National Assembly, civic groups, and the press have pointed out issues such as the impartiality and public accountability of broadcasting and called for a strict and impartial reapproval review. In response, the Commission conducted rigorous reviews of the general service and news reporting PPs whose approval validity period ends in 2020 regarding their realization of public accountability and impartiality. We also inspected compliance with conditions in 2019 and reflected the results in the reapproval review.

We inspected the compliance with the conditions and recommendations added in the reapproval of the general service and news reporting PPs in 2017 and imposed administrative actions against those in non-compliance in 2019.

### III. Broadcasting and Communications Policy Outcomes in 2020

We checked whether they conducted projects related to public accountability of broadcasting, managed to control the number of violations of the broadcasting review regulations to remain below a certain number and operated a verification system, and included diverse areas in their programming. From June to July, an inspection team including an accountant was organized to perform on-site due diligence to confirm and verify the materials submitted by the broadcasting businesses, such as their performance compared to the content investment plan. In September, the team reported the results to the Commission and imposed a corrective order against a broadcasting business (MBN) that failed to comply with the conditions for reapproval, such as to secure management expertise, independence, and transparency. The thorough inspection contributed to enhancing the effectiveness of the conditions and improving the quality of broadcast programs.

Considering the validity period of approvals of the four general service PPs and two news reporting PPs, we formed a review committee consisting of 13 experts from five fields, including broadcasting and media, and reviewed twice in the first half and second half of 2020. The reapproval review focused on ▲the possibility of realizing and the regional, social, and cultural need for the impartiality and public accountability of broadcasting and ▲the adequacy of the planning, programming, and production of broadcasting programs and plans for securing public interest. Also, viewers' opinions were referred to the committee to be reflected in the review, and the committee forwarded the questions submitted through the 'People's Questions' to the company's representative on behalf of the people.

[Table III -15] Reapproval review criteria and points

Criteria	General service PP	News reporting PP
1. Broadcasting evaluation by the Broadcast Review Committee	400	400
2. Possibility for realizing and the regional/social/cultural need for the impartiality and public accountability of broadcasting	210	260
3. Adequacy of the planning/programming/production of broadcast programs and plans for securing public interest	190	160
4. Management/financial/technical capabilities	100	80
5. Implementation of the plans to support broadcasting development and compliance with broadcasting regulations	100	100
6. Other matters related to business - implementation of disaster broadcasting	50	50
Total	1,050*	1,050*

\* After the review, the total score of 1,050 is converted to 1,000 to decide on whether to grant reapproval

YTN and Yonhap News TV, whose approval validity expires on March 31, 2020, received 654.01 points and 657.37 points out of 1,000 points, respectively. Reflecting on the review results of the committee, the validity period of four years was granted from April 1, 2020, to March 31, 2024. Also, we attached the reapproval conditions to prevent the recurrence of the issues pointed out by the committee and to ensure they implement their business plans.

As for YTN, the committee found their business plans related to impartiality and public accountability non-specific and the implementation methods insufficient. Thus, they were required to submit to the Commission additional plans that detail the criteria, 'impartiality and public accountability' and 'planning/ programming/production of broadcast programs', and be subject to an annual compliance inspection.

In the fifth review criteria (Implementation of the plans to support broadcasting development and compliance with

broadcasting regulations) under the ‘compliance with the conditions and recommendations of reapproval’, Yonhap News TV scored less than 50%. Thus, we decided to detail the matters related to management independence, which had previously been recommended, and attach it as a condition this time.

Next, on April 21, 2020, Chosun Broadcasting and Channel A Corporation, general service PPs whose approval validity expires on April 21, 2020, scored 653.39 and 662.95 out of 1,000, respectively. The former received less than 50% in the second review criteria (Possibility for realizing and the regional/ social/ cultural need for the impartiality and public accountability of broadcasting).

For having failed critical criteria which leads to the ‘rejection of reapproval’ or ‘conditional reapproval’, the Commission organized a hearing according to Article 22 of the 「Administrative Procedures Act」 and Article 101 of the 「Broadcasting Act」 on April 10. Reflecting on the results of the review committee and the opinion submitted by the presider of the hearing, the Commission decided to grant Chosun Broadcasting conditional reapproval, with the conditions and recommendations to ensure the implementation of the reapproval project plan. The validity period is three years, from April 22, 2020, to April 21, 2023.

Taking account of the fact that they failed the key review criteria related to the impartiality and public accountability of broadcasting, we decided that the reapproval may be revoked if the major conditions related to the key criteria (No. 2-4) are not implemented. If, in the next reapproval review, they fail to fulfill the same key review criteria, or if the total score is less than the reapproval standard of 650, their application may be rejected since they have already received a rejection of reapproval or conditional reapproval on two occasions.

As for Channel A Corporation, reapproval was decided on considering the review result of the committee and the expiry date of the validity period. However, we added the condition that we reserve the right to revoke reapproval if Channel A Corporation representative’s statement before the Commission at the hearing of the reapproval (April 9, 2020) is different from the facts, or if in the future, the fact-finding committee and external advisory committee’s investigation and verification results and investigative agency’s results confirm there were issues of grave concern that could affect the impartiality and public accountability of broadcasting.

The Commission requested the committees for a prompt and transparent investigation and to submit the results immediately after completion. To Channel A Corporation, we added the conditions to improve the overall system to raise the public accountability of news reporting such as adopting an internal verification procedure, retraining employees and strengthening the disciplinary regulations. Considering the 「Preliminary master plan for the license renewal and reapproval of broadcasting businesses」 and the results of the review committee, we granted them the validity period of four years from April 22, 2020 to April 21, 2024.

In addition to the condition of five or fewer legal sanctions for the violation of the broadcasting review regulations added in this reapproval review, the Commission also had Chosun Broadcasting Corporation and Channel A Corporation comply with the condition that legal sanctions imposed for the violation of the special regulations for the election broadcast review be no more than two for each nationwide local electoral district.

Lastly, the Commission reviewed and decided on the reapproval of the general service PPs (JTBC Co., Ltd. and Maeil Broadcasting Network) whose validity period expires on November 30, 2020. We decided to reapprove the former and grant the validity period of five years from Dec. 1, 2020 to Nov. 30, 2025, according to the 「Preliminary master plan for the license renewal and reapproval of broadcasting businesses」, decided by the Commission on May 10, 2019. A

### III. Broadcasting and Communications Policy Outcomes in 2020

‘conditional reapproval’ was granted to the latter, with the validity period of three years from December 1, 2020 to November 30, 2023.

JTBC Co., Ltd. scored 714.89 out of 1,000, whereas Maeil Broadcasting Network scored 640.50, less than 650, thus being subject to the ‘conditional reapproval’ or ‘rejection of reapproval’. For this reason, on November 23, a hearing was conducted according to Article 22 of the 「Administrative Procedures Act」 and Article 101 of the 「Broadcasting Act」.

Considering Maeil Broadcasting Network’s submission of additional improvement plans on and the willingness to implement management transparency such as to have an outside director for the board of directors and mutually beneficial relationship with external producers, the opinion of the presider of the hearing, as well as the potential damage being done to viewers in the event of the rejection of the reapproval, we decided to grant them conditional reapproval. However, they are subject to the condition that they develop a plan to require the largest shareholder to take economic responsibility for the damages incurred by the administrative measure of business suspension and prepare innovative management plans that prevent the largest shareholder from being involved in the business operation and personnel and includes the opinions of the employee representative and the results of management consulting by an external organization.

The Commission, when Maeil Broadcasting Networks would fail to comply with parts of conditions attached to the reapproval and recommendations, is able to revoke the previously approved reapproval and monitor whether they follow the aforementioned conditions and recommendations every six months.

For JTBC, which met the reapproval requirements, reapproval was granted under the condition that they prepare a plan to resolve the issue of dispatched reporters from JoongAng Ilbo to strengthen the independence of broadcasting by separating ownership and management.

The Commission plans to thoroughly inspect compliance with the conditions and recommendations to ensure that the reapproved general service and news reporting PPs fulfill their business plans, comply with the conditions of reapproval, and enhance the impartiality and public accountability of broadcasting and impose strict sanctions, such as corrective orders to those in non-compliance.

[Table III-16] Results of the reapproval review in 2020

Classification	TV Chosun	Channel A	JTBC	MBN	YTN	Yonhap News TV
Review points	653.39	662.95	714.89	640.50	654.01	657.37
Status	Conditional reapproval	Reapproval	Reapproval	Conditional reapproval	Reapproval	Reapproval
Validity period	Apr. 22, 2020–Apr. 21, 2023 (3 years)	Apr. 22, 2020–Apr. 21, 2024 (4 years)	Dec. 1, 2020–Nov. 30, 2025 (5 years)	Dec. 1, 2020–Nov. 30, 2023 (3 years)	Apr. 1, 2020–Mar. 31, 2024 (4 years)	Apr. 1, 2020–Mar. 31, 2024 (4 years)

### 3) Severe penalties for violations related to licensing and approval

On October 30, 2020, the Commission decided at the plenary meeting to impose on the general service PP, Mael Broadcasting Network (channel: MBN) a six-month full suspension of business according to Article 18 of the 「Broadcasting Act」 and Article 17 of the 「Enforcement Decree of the Broadcasting Act」 for having obtained the initial approval in 2011 and reapproval in 2014 and 2017 by fraud or other improper means.

When selected as a general service PP to be approved in 2011, Mael Broadcasting Network paid part of the paid-in capital (KRW 395 billion) with company funds through a nominee executive shareholder and submitted false materials. Through such fraudulent and socially accepted unfair behavior, they were approved as a general service PP. They also submitted a false list of shareholders and financial statements in 2014 and 2017 to be reapproved as a general service PP.

The Commission found the offense to apply to Article 18 of the 「Broadcasting Act」 as having obtained approval or reapproval through fraud or other improper means and decided to impose a six-month full suspension of business. However, to minimize the damages to the viewers and subcontractors, such as outsourced production, a six-month grace period was granted.

To prevent the infringement of viewer rights and interests due to the suspension of business, the Commission recommended that they notify their business suspension through broadcast subtitles and websites and transmit a still image notifying the suspension of broadcasting. We recommended that they prepare management innovation measures, including the ways to protect and stabilize the subcontractors' employment, such as outsourced producers, to ensure that management is held accountable for misconduct and establish a system to secure management transparency. Also, we recommended that they develop the plans to restore the capital decreased from the retirement of borrowed shares corresponding to treasury shares to find ways to fully pay the capital they promised (KRW 395 billion) at the time of the initial approval.

We believed in the strict penalization under broadcasting laws because Mael Broadcasting Network committed illegal acts even though they are a media organization based on people's trust and a broadcasting business operator responsible for reporting and monitoring any unlawful activities or corruption in society. However, considering that before being approved as a general service PP they had already been operating in the business for about 26 years since 1995; the damages and employment issues of subcontractors, such as outsourced producers; and the damages to viewers; we decided to reduce the penalty from the revocation of approval to imposing a six-month business suspension by applying the reasons for the reduction in the 「Enforcement Decree of the Broadcasting Act」.

Furthermore, according to Article 105 of the 「Broadcasting Act」 (Penalty Provisions) and Article 137 of the 「Criminal Act」 (Obstruction of Performance of Official Duties by Fraudulent Means), we decided to file criminal charges against the Mael Broadcasting Network and the representatives who committed the violations at the time. To prevent any illegal activities from recurring during the licensing and approval procedure, the Commission will carry out the licensing and approval system strictly in accordance with the laws and principles.

[Table III-17] Recommendations for Mael Broadcasting Network

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- To prevent the infringement of viewer rights and interests due to the suspension of business, we recommend that the Mael Broadcasting Network notify the business suspension through broadcast subtitles and websites 14 days prior until the end of the suspension. Regarding the notification methods and contents, consult the Commission one month before the start of the business suspension
  - To protect viewer rights and interests, we recommend that the Mael Broadcasting Network transmit still images notifying the interruption of broadcasting during the business suspension period. Regarding the details related to transmission during suspension periods, consult the Commission one month before the start of the business suspension
  - We recommend that the Mael Broadcasting Network prepare a plan for the protection and employment stabilization of production subcontractors following the suspension of business, submit it to the Commission within three months and thoroughly implement them
  - We recommend that the Mael Broadcasting Network prepare a management innovation plan, including a plan for the management to take responsibility for this matter and a system to secure management transparency, and submit them to the Commission within three months and thoroughly implement them
  - We recommend that the Mael Broadcasting Network develop a plan to increase capital by more than the amount of treasury stocks canceled in 2020. Consult the Commission within six months from the date of receiving the notice of measures. Submit the relevant plans to the Commission within three months after the conclusion of the consultation and thoroughly implement them
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## b. Enhancing the excellence of broadcasting

Every year, the Commission selects and awards the 'KCC Broadcasting Awards' ('Broadcasting Awards') to motivate broadcasting producers and contribute to the spread of Hallyu by enhancing the excellence of broadcasting. The 'Broadcasting Awards', which marks its twelfth year in 2020, rewards the excellent programs produced and broadcast in Korea and individuals and organizations that have contributed to broadcasting throughout the year. It aims to inspire creative practice in broadcasting and promote broadcast content production, which will lead to improving viewer satisfaction and promoting the development of the broadcast content industry.

The '2020 KCC Broadcasting Awards Online Ceremony', held on September 28, 2020, was organized to allow viewers to enjoy and share the winners of the Broadcasting Awards online due to COVID-19.

A total of 263 broadcast programs applied for the '2020 Broadcasting Awards', and through fierce competition, the final 14 were chosen after the preliminary and final evaluation. Of the winners, many were creative and well-produced documentaries, and it was significant that the regional broadcasting programs, covering a range of topics and promoting regional characteristics, made it into the finals even under challenging circumstances.

The 'Grand Prize' went to EBS Docuprime's documentary, <Anthropocene> (Producer: Kim Hyeongjun, Director: Choi Pyeongsun). It introduces a little-known scientific concept (a new geological period in which the global environmental system has rapidly changed due to the destruction of the natural environment by humans. As a result, humans need to fight against the global environment) to explain the impact of human beings, which is comparable to that of an asteroid and warns us that time is running out for the earth and humans. It has received favorable reviews for its high public value and flawless production.

The winner of the 'Best Excellence Award' was KBS' <When the Camellia Blooms> (Producer: Lee Geonjun and Noh



Sanghun, Director: Cha Yeonghun, Kang Mingyeong, and Choi Yeonsu), which had a message about living together, as the people of Ongsan, ordinary citizens, change and grow as they mingle with each other.

Moreover, eight programs were awarded the 'Excellence Awards'. ▲SBS' <Joahn, Sondol, Yonghyun, the Man Who Lived the Life> in Social Integration, ▲Gwangju MBC's <Pink Fish> in Cultural Diversity, ▲EBS' <Giant Peng TV>, KNN's <The Memory of Water>, and MBC Chungbuk's <I am Venus> in Creativity and Innovation, ▲CJ ENM's <Hotel Del Luna> in Hallyu, ▲Daegu MBC's <Island of Conservatives> and Andong MBC's <Imcheonggak> in Regional Development.

To award those who have contributed to the development of broadcasting, the 'Achievement Award' went to EBS PD Lee Seulyena for successfully achieving the TV and mobile content convergence through the production of <Giant Peng TV> and MBC's eXerverPLUS Development Team for developing the file-based video server (eXerver), thus contributing to the localization of broadcasting equipment.

From Nov. 6 to 29, the Commission opened the 'Special Theater' for the free screening of the award-winning programs of the '2020 KCC Broadcasting Awards'. A total of ten programs, including the Grand Prize winner, EBS' Docuprime <Anthropocene> are available from the 'TV Replay' on paid broadcasting services. Replays of the award-winning works became available thanks to the active cooperation between the award-winning broadcasters and the paid broadcasters providing VOD services.

Like the air we breathe, broadcasting has become an inseparable part of our daily lives. People watch and listen to broadcasts every day, laugh and cry, find solace, and obtain the necessary information. This year, particularly as social distancing continued due to the COVID-19 outbreak, people spent more time watching broadcast programs than ever before.

Broadcast programs created out of the enthusiasm and passion of broadcast production crews are bringing considerable hope and comfort to the people who are exhausted from the COVID-19 outbreak. Thus, the Commission plans to continue its support to provide high-quality broadcasting programs.

### III. Broadcasting and Communications Policy Outcomes in 2020

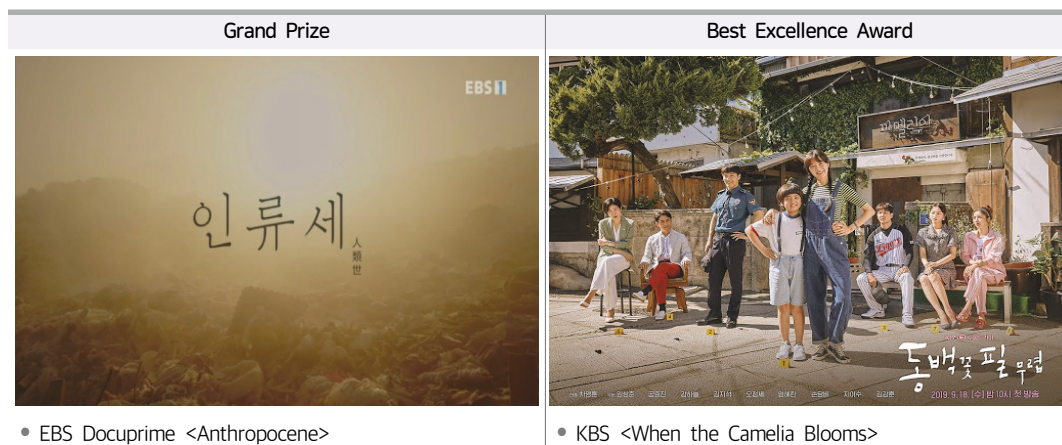
[Table III-18] Winners of the ‘2020 KCC Broadcasting Awards’

Documentaries that enhanced the excellence of broadcasting	
	<p>A number of documentaries, including the winner of the Grand Prize, were awarded this year. With its ingenious producing and directing, the well-made programs also achieved popularity, successfully entertaining and touching the viewers at the same time.</p> <p>In particular, there were many original works; some dealt with the region's political and social issues in a genuine and informative manner. Others explored the theme of nature and rural life from a fresh perspective.</p>
	
	
	
	
Regional broadcasting programs covering a range of topics	
	<p>Regional broadcasters made significant progress this year by receiving five Excellence Awards. Those with novel ideas and covering a variety of topics were honored with awards.</p>
	
Outstanding work of well-made contents	
	<p>The program gained popularity on TV, mobile, and offline, and not only among children but also adult viewers. The originality of the production and the cast were exceptional.</p>
	<p>Dramas that have gained popularity domestically and abroad received awards this year as well. KBS' &lt;When the Camellia Blooms&gt;, which won the Best Excellence Award, recorded the highest rating in drama in the second half of 2019 from both terrestrial and non-terrestrial broadcasting, reaching 23.8%. All of the episodes received the highest rating out of all the dramas in a similar time slot.</p>
	<p>The fantasy horror romance drama CJ ENM's &lt;Hotel Del Luna&gt; covers a novel story between a male manager and a female boss in charge of the 'hotel where ghosts come to stay'. Exported worldwide, including the US, Europe, Southeast Asia, Japan, and India, it helped raise the status of Hallyu content.</p>

[Table III-19] Overview of the winners of the '2020 KCC Broadcasting Awards'

Classification	Awards		Award Winners	
			Broadcaster	Program
Program	Grand Prize		EBS	EBS Docuprime <Anthropocene>
	Best Excellence Awards		KBS	<When the Camelia Blooms>
	Excellence Awards	Social Integration	SBS	SBS Special <Joahn, Sondol, Yonghyun, the Man Who Lived the Life>
		Cultural Diversity	Gwangju MBC	<Pink Fish>
		Creativity and Innovation	EBS	<Giant PengTV>
			KNN	<The Memory of Water>
			MBC Chungbuk	<I am Venus>
		Hallyu	CJENM	<Hotel Del Luna>
		Regional Development	Daegu MBC	<Island of Conservatives>
			Andong MBC	<Imcheonggak>
Special Awards	Achievement Awards		EBS / Lee Seulyena (PD)	
			MBC / eXerverPLUS Development Team	
	Excellence in Production Awards		MBC Plus / MBC Sports Plus	
			Korea Baduk Broadcasting / K Baduk	

[Figure III-11] Grand Prize and Best Excellence Award winners of the '2020 KCC Broadcasting Awards'



### c. Fostering the value of regionality and diversity in broadcasting

#### 1) Content production support for regional, small and medium-sized broadcasting

As it becomes increasingly challenging for regional broadcasting due to the rapidly changing broadcasting environment, such as the recent growth of IPTV and OTT and reduction of the advertising market, the need to strengthen support towards the localness and diversity of regional media was made clear as concerns about them losing their regional characteristics were raised. Thus, the Commission endeavored to redefine regionality and review the easing of concurrent business ownership regulations, the allocation of public resources, and programming/regional

### III. Broadcasting and Communications Policy Outcomes in 2020

division regulations. Moreover, we established adequate policies and support systems required by regional, small and medium-sized broadcasters to create a foundation for sustainable development and self-reliance.

On December 30, the Commission announced the 「Third Regional Broadcasting Development Support Plan (2021-2023)」 which aims to diversify support for the content production and distribution of programs including local materials, strengthen the response to regional disasters, and improve advertising and programming regulations to help regional broadcasters grow independently, fulfilling the role of regional media. The support plan includes the Commission's vision to create a happy community through regional broadcasting and the five strategies<sup>5)</sup> and 12 policy tasks we plan to adopt to achieve our vision.

First, to strengthen the content competitiveness of regional broadcasting, we will increase our support towards the production and distribution of programs that include local material, ease the ownership and concurrent business regulations for regional broadcasting, and improve regulations on the advertising and sponsor announcement time. When reviewing the prior consent for the M&A of paid broadcasting, we will conduct an extensive review of the plans for the independent operation of regional channels and content investment plans, to enhance the localness and diversity of broadcasting. And we will conduct a compliance inspection of license renewal conditions to help regional broadcasting increase management transparency and support the establishment of a regional disaster broadcasting system and resolve the blind spots to better respond to regional disasters.

Moreover, to assist regional broadcasters in responding to new media, we plan to lay the foundation for entry into new media platforms by helping them strengthen the content production skills using new technologies, such as AR and VR, and by offering subsidies primarily to content co-produced with OTT operators. To ensure that regional broadcasters fulfill the role of regional media, we will help them collaborate in content production by building a regional cooperation network with the local governments and relevant regional organizations. To do so, we plan to create a virtuous cycle by establishing a cooperative system among regional broadcasters (producing programs with local material), local governments (supporting regional content production), and the Community Media Centers (supporting the production of viewer participation programs). The Chairman said, "We hope this support plan will help regional broadcasters overcome the challenges of decreasing sales and viewer ratings and contribute to creating a foundation of self-reliance. Also, we hope to see regional broadcasters actively respond to the changing broadcasting environment by making self-improvement efforts, such as facilitating management innovation."

The 「Third Regional Broadcasting Development Support Plan (2021-2023)」 was developed according to the 「Special Act on Assistance in Development of Regional Broadcasting」, enforced on December 12, 2014. The Commission establishes and implements support plans every three years to develop regional broadcasting and strengthen its foundation as a broadcasting industry. Through the plan, the Commission plans to reinforce the function of regional media as a regional public opinion platform that embodies localness and diversity.

Furthermore, to enhance the content production capacity of regional, small and medium-sized broadcasting, we offered production assistance to high-quality, outstanding programs with global competitiveness through the 'Project to Enhance Regional, Small and Medium-sized Broadcasting's Content Competitiveness' in 2020. On March 23, the

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5) The five strategies: strengthening the content competitiveness of regional broadcasting, improving the regulations for regional broadcasting, enhancing the public accountability of regional broadcasting, assisting regional broadcasting's response to new media, creating a regional cooperation network

Commission selected and announced the final 33 programs to receive production support. A total of 144 programs from 33 broadcasters applied for the project. The judging committee composed of external members, such as content experts and Regional Broadcasting Development Committee members evaluated (written, interview) and selected 33 programs, including eight programs from seven companies in the regular area; 12 programs from nine companies in the special area; six programs from six companies in the overseas distribution area; three programs from three companies in the pilot area; four programs from four companies in the new media area.

[Table III-20] 2020 Project to enhance regional, small and medium-sized broadcasting's content competitiveness

Classification	Medium and Subsidy	Maximum subsidy per program	Details
Regular and special programs	TV, radio, DMB KRW 2 billion	KRW 200 million or less	Supported programs including localness and competitiveness to promote programs of various genres and topics
Overseas distribution programs	TV KRW 1 billion	KRW 300 million or less	Supported programs that considered the overseas distribution from the production stage, intending to penetrate the overseas market
Pilot programs	TV, radio KRW 200 million	KRW 100 million or less	Supported pilot programs to encourage the development of new regular programs, genres, and topics and to bring the pilot program into the regular program in the future
New media contents	TV, radio, DMB KRW 200 million	KRW 50 million or less	Supported clip video series of no longer than 30 minutes serviceable on SNS, portal, and mobile to enhance the response to new media

[Table III-21] Programs to receive subsidies in 2020

Classification	Regular	Special	Overseas distribution	Pilot <sup>6)</sup>	New media <sup>7)</sup>	Total
Broadcaster	7	9	6	3	4	18*(29)
Program	8	12	6	3	4	33
Subsidy (KRW 1 million)	980	730	1,100	150	140	3,100

\* Excluding duplication of application

The Commission offered production subsidies for pilot and regular programs to encourage the voluntary discovery of new genres and topics and content serviceable in the new media to actively respond to the multimedia era. This year, in particular, we improved the support system by establishing two-year production support for content improvement to help regional broadcasters secure content competitiveness, regionality, and diversity. We also added a small amount of subsidies to lift the burden off of the broadcasters. Since 2014, the project has contributed to promoting regional broadcasting by helping them secure content competitiveness and producing high-quality broadcasting content. Through the production and broadcasting of various high-quality regional programs, we plan to improve the welfare of regional viewers and promote regional culture.

6) Pilot : 1-2 sample episodes of a program broadcast before regular programming

7) New media : Clip videos between 1-10 minutes serviceable on SNS, portal, mobile, etc.

## 2) Promoting the distribution of regional broadcasting content and offering customized education

To promote and distribute the programs produced through the project, the Commission supported participation in global content markets and pitching forums. We also offered diverse, systematic support, including customized training courses by making visits and professional consulting for the employees of regional broadcasters so that they can continue to produce well-made, excellent programs.

For regional, small, and medium-sized broadcasting's excellent programs, we helped them participate in content markets at home and abroad and global pitching forums, reproduce contents, and establish cooperative systems with OTT operators. By promoting and ensuring the distribution of regional broadcasting content, we could secure a foothold for entry into the domestic and foreign content markets.

The Commission promoted and marketed regional broadcasting contents through the regional broadcasting exhibition hall, the Korea Content Village, and regional broadcasting content conference sessions at the domestic and overseas online content markets (ACE Fair, BCM, MIP Cancun, ATF). At the Gwangju Contents Market (ACE Fair), we made arrangements in sales (10 cases) and co-production (1 case) through as many as 11 bilateral buyer meetings with ten companies from eight countries. At the Busan Contents Market (BCM), we also made arrangements in sales (3 cases) and co-production (1 case) through a total of 13 one-on-one buyer meetings with six companies from six countries. At the Mexico Contents Market (MIP Cancun), sales (16 cases) and co-production (3 cases) were arranged through 48 one-on-one buyer meetings with 33 companies from 14 countries. At the Asia Television Forum (ATF) we completed sales (6 cases) and co-production (1 case) arrangements through a total of 23 one-on-one buyer meetings with 18 companies from 12 countries.

[Table III-22] Content market participation in 2020

Events	Details	Achievements
2020 Gwangju ACE Fair (Gwangju) Nov. 5 - 8	<ul style="list-style-type: none"> <li>Organized the Korea Content Village to display and promote 146 excellent regional broadcasting programs of 24 broadcasters</li> </ul>	<ul style="list-style-type: none"> <li>Sales arrangement of Mokpo MBC's &lt;The Fermented Food&gt; with Aeroplay Entertainment, Singapore</li> <li>Co-production of a documentary program discussed between Busan MBC-Say Whisy, Mexico</li> </ul>
BCM 2020 (Busan) Nov. 11 - Dec. 11	<ul style="list-style-type: none"> <li>Organized the Korea Content Village to display and promote 146 excellent regional broadcasting programs of 24 broadcasters</li> <li>Regional broadcasting content promotion session (100 min)</li> </ul>	<ul style="list-style-type: none"> <li>Sales arrangement of MBC Gangwon Yeongdong's &lt;East Coast&gt; and &lt;Octopus&gt; with Bomanbridge Media, Singapore</li> </ul>
MIPCANCUN 2020 (Mexico) Nov. 17 -20	<ul style="list-style-type: none"> <li>Organized the Korea Content Village to display and promote 146 excellent regional broadcasting programs of 24 broadcasters</li> <li>Regional broadcasting content promotion session (30 min)</li> </ul>	<ul style="list-style-type: none"> <li>Co-production of a music program discussed between Daejeon MBC-TurkCell TV, Turkey</li> <li>Co-production of MBC Chungbuk's &lt;I am Venus&gt; with Globo TV Format, Brazil</li> </ul>
ATF Online+ 2020 (Singapore) Dec. 1 - 12	<ul style="list-style-type: none"> <li>Organized the Korea Content Village to display and promote 146 excellent regional broadcasting programs of 24 broadcasters</li> <li>Regional broadcasting content promotion session (30 min)</li> </ul>	<ul style="list-style-type: none"> <li>Sales arrangement of Busan MBC's &lt;Awesome Backpackers&gt; and Daejeon MBC's &lt;Only You&gt; with Encore Inflight Limited, Hong Kong</li> <li>Co-production discussed between MBC Gangwon Yeongdong-Boat Rocker Media, Canada</li> </ul>



We provided a 1:1 customized consulting on pitching plans and supported online participation in pitching forums at home and abroad (DMZ Docs, Tokyo Docs, and Guangzhou Docs). At the pitching forums, we organized regional broadcasting content promotion sessions and opened a YouTube channel to promote regional broadcasting content (27 programs of 18 broadcasters), and built partnerships with global broadcasters and buyers, etc. To promote the sales and distribution of regional works, we also assisted in the reproduction, including translation, dubbing, subtitles, and re-editing, for the overseas marketing and promotion of outstanding regional broadcasting programs (23 programs of 15 broadcasters). Through such efforts in distribution, excellent regional broadcasting contents were sold to domestic and international broadcasters and distribution companies, resulting in a total sales revenue of approximately KRW 820 million.

[Table III-23] Participation in the pitching forums in 2020

Forum	Details	About the forum
DMZ Docs (Goyang, Paju)	<ul style="list-style-type: none"> <li>• (Title) DMZ International Documentary Film Festival</li> <li>• (Date) Sept. 17-24</li> </ul>	<ul style="list-style-type: none"> <li>• Exchanges among Asian documentary creators</li> <li>• Education related to the entire process of planning, development, production, investment attraction, post-production, distribution, etc.</li> </ul>
Tokyo Docs (Japan)	<ul style="list-style-type: none"> <li>• (Title) Tokyo Docs</li> <li>• (Date) Nov. 3-6</li> </ul>	<ul style="list-style-type: none"> <li>• Showcase to examine opportunities for overseas broadcasting, distribution, and the screening of the finished works</li> <li>• Opportunity to observe project-related discussions with buyers</li> </ul>
Guangzhou Docs (China)	<ul style="list-style-type: none"> <li>• (Title) Guangzhou International Documentary Film Festival</li> <li>• (Date) Dec. 14-17</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of the selected documentary content trend</li> <li>• Opportunity to observe documentary film pitching and enhance presentation ability</li> </ul>

[Figure III-12] Support for the distribution of regional brong content



Moreover, the Commission made efforts to expand the tools for viewing regional broadcasting contents beyond the traditional platforms such as TV, by promoting regional broadcasting channels to domestic and foreign OTT operators such as wave. Now, outstanding regional broadcasting content produced through the assistance project (58) can be accessed through VOD services at wave. To establish the cooperation system with OTT operators, we convened with Netflix and the wave policy managers and Commissioners (twice), working-level meeting with wave (four times), working-level meeting with Watcha (once), and occasional discussions with the content program providers.

To better respond to the changing media environment, the Commission pushed forward with customized training

### III. Broadcasting and Communications Policy Outcomes in 2020

and professional consulting for the employees of regional broadcasting to develop human resources and production competencies of regional broadcasting. To this end, we visited the areas to provide 17 training courses tailored to regional broadcasting, including regular courses on new media, post-production, and UHD broadcast, and special courses requested by broadcasters. We also tried to strengthen the response to new media and offer training on new technologies by offering professional consulting (14 times) covering the planning, production, and distribution of programs such as planning an overseas documentary program and YouTube channel know-hows. In 2020, 289 participants completed the course, including the customized training course (220 participants) and expert consulting (69 participants). The level of satisfaction of the courses increased continuously to reach 92.1 points (89.5 points in 2017, → 90.1 points in 2018, → 91.8 points in 2019, → 92.1 points in 2020). We have created a virtuous cycle that strengthens content competitiveness in which one would participate in the training course to develop a plan, becomes a recipient of the production assistance, and then participates in reproduction and content markets for production and sales.

[Table III-24] Regional broadcasting education and training assistance in 2020

Classi- fication	Customized education						Professional consulting
	New media	Accounting	Post- production	Global content development	UHD broadcast vehicle	Special courses	
Detail	New media channel operation and monetization	Training in accounting for the smooth execution of project expenses	Post-production practices, such as editing and color correcting	Teaching pitching skills catered to regional broadcasting	Live broadcast production practices using UHD broadcast vehicles	Content marketing and collaboration, etc.	Applying for international awards, translation, etc.
Course	4 times, 42 participants	3 times, 43 participants	3 times, 27 participants	2 times, 35 participants	2 times, 15 participants	3 times, 58 participants	14 times, 69 participants

The Commission established the basis for securing content competitiveness and producing high-quality broadcasting content by supporting excellent regional, small, and medium-sized broadcasting programs. Our intensive support towards enhancing the content competitiveness of regional broadcasting has produced tangible results, such as increased regional broadcasting content sales and a growing number of works receiving awards. The viewers turned out to be the ultimate beneficiaries of our efforts; the audience satisfaction level increased continually (85.6 points in 2016 → 86.1 points in 2017 → 86.4 points in 2018 → 86.8 points in 2019 → 87.0 points in 2020), and we have contributed to promoting regional culture. Moreover, the excellence of the programs produced through the assistance project was recognized, and 12 programs were awarded 25 times, including KNN's <Independence Army Rhapsody>, which won the Best Documentary Award at the Korea Broadcasting Prizes (September 2020). The Commission plans to expand support for regional broadcasting by promoting co-production between regional broadcasters for programs with local content, the production of new types of content, and the cooperation model between regional broadcasting and local governments.



[Table III-25] Awards received by the programs supported through the assistance project

Regional Broadcasters	Program	Awards	Remarks
Mokpo MBC	The Fermented Food	<ul style="list-style-type: none"> <li>The 3<sup>rd</sup> Korean Directors of Photography Society, Best Film (March)</li> <li>2020 Foundation for Broadcast Culture Regional Program Awards, Grand Prize (October)</li> <li>2020 Korean Directors of Photography Society, Grimae Awards, Best Picture (December)</li> <li>The 33<sup>rd</sup> National MBC-TV Contest, Silver Prize (November)</li> </ul>	
Daejeon MBC	The Concert: Only You	<ul style="list-style-type: none"> <li>The 32<sup>nd</sup> Korea PD Awards Ceremony, TV Awards, Regional (April)</li> </ul>	
Gwangju MBC	Pink Fish	<ul style="list-style-type: none"> <li>The 32<sup>nd</sup> Korea PD Awards Ceremony, TV Awards, Regional, Special (April)</li> <li>2020 KCC Broadcasting Awards, Cultural Diversity (October)</li> </ul>	
Jeonju Television	Discovery of Jeonju	<ul style="list-style-type: none"> <li>2020 Korea Commercial Broadcasting Awards, Best Excellence Award (April)</li> </ul>	
Jeonju Television	Time of the Region	<ul style="list-style-type: none"> <li>2019 Korea Communications Standards Commission, Best Program of the Year (April)</li> </ul>	
KNN	Independent Army Rhapsody	<ul style="list-style-type: none"> <li>2019 Korea Communications Standards Commission, Best Program of the Year (April)</li> <li>The 47<sup>th</sup> Korea Broadcasting Prizes, Regional Documentary (September)</li> </ul>	
Busan MBC	Budget Tracking Project BIC Bunker	<ul style="list-style-type: none"> <li>The 10<sup>th</sup> Forum for Public and Democratic Media, Journalism (February)</li> <li>2020 Korea Communications Standards Commission, Best Program of the Month (July)</li> <li>The 30<sup>th</sup> Democratic Press Awards, Special Activity (November)</li> </ul>	
MBC Chungbuk	I am Venus	<ul style="list-style-type: none"> <li>KCC Broadcasting Awards, Creativity and Innovation, Excellence Award (October)</li> <li>The 22<sup>nd</sup> Gender Equality Media Awards, Broadcasting, Best Excellence Award (December)</li> </ul>	
Ulsan MBC	Action Cam	<ul style="list-style-type: none"> <li>The 246<sup>th</sup> PD of the Month Award, TV Current Affairs (October)</li> <li>The 33<sup>rd</sup> National MBC-TV Contest, Bronze Prize (November)</li> </ul>	
KNN	Refuge 1023	<ul style="list-style-type: none"> <li>2020 Korea Communications Standards Commission, Best Program of the Month (September)</li> <li>The 5<sup>th</sup> Korean Directors of Photography Society, Best Film (September)</li> <li>The 247<sup>th</sup> PD of the Month Award, TV Current Affairs (November)</li> <li>2020 Korean Directors of Photography Society, Grimae Awards, Regional (December)</li> </ul>	

Regional Broadcasters	Program	Awards	Remarks
MBC Gyeongnam	Bulldog	<ul style="list-style-type: none"> <li>• 2020 Foundation for Broadcast Culture Regional Program Awards, Silver Prize (October)</li> <li>• The 22<sup>nd</sup> Gender Equality Media Awards, Broadcasting Excellence Award (December)</li> </ul>	
Jeonju MBC	Gwangdaeje on 2020	<ul style="list-style-type: none"> <li>• The 249<sup>th</sup> PD of the Month Award, TV Entertainment (November)</li> </ul>	

### 3) Selection of public-interest channels and channels for the welfare of persons with disabilities

At the plenary meeting on December 16, 2020, the Commission newly selected (recognized) public-interest channels and welfare channels for disabled persons whose validity period expires on Dec. 31. Since 2006, the Commission has selected public-interest channels every two years to enhance the diversity and public interest of broadcasting according to Article 70. 8 of the 「Broadcasting Act」 to require paid broadcasting platforms such as SO, IPTV, satellite, etc. to transmit one or more channels from each public-interest category. The Commission also has required paid broadcasting platforms to transmit the channel for the welfare of persons with disabilities that the Commission recognizes since 2013 according to Article 70. 3 of the 「Broadcasting Act」.

The review committee was composed of the external experts of diverse fields according to the 「Notice on selecting public-interest channels and recognizing channels for the welfare of persons with disabilities」, and the review was conducted for three days (Dec. 8-10). ① In the social welfare category, Work TV, Yestv, and Multicultural tvM, ② in science and culture promotion, Arirang TV and Science TV, ③ in education and region, EBS Plus 1, EBS English, EBS Plus 2, and MBC NET were selected as public-interest channels. WBC Welfare TV was recognized as a welfare channel for disabled persons.

The validity period for the channels selected (recognized) this time is two years (Jan. 1, 2021 - Dec. 31, 2022), and the Commission plans to check whether they are fully implementing the plans they submitted and complying with the selection conditions and recognition recommendations. Also, we hope to contribute to enhancing the rights and interests of viewers by securing diversity and public interest in broadcasting content through the stable transmission of public-interest channels. Furthermore, we plan to develop improvement plans by reviewing the overall system, including the professional programming of public-interest channels and the method of selecting public-interest and welfare channels for disabled persons, as well as policy recommendations proposed by the review committee.

## d. Protecting the rights and interest of the vulnerable group in broadcasting

### 1) Protecting the rights and interests of children and adolescents in programs

The Commission prepared the 「Guidelines on the standards for protecting the rights and interests of children and adolescents in programs」(the 'Guidelines') in December 2020, which went into effect on January 18, 2021.

The need to improve the broadcast production process was raised recently due to the cases of children and youth filming for an extended period without any breaks or being exposed to violent and obscene scenes without protection.

Since October 2019, the Commission held meetings on protecting the rights and interests of children and adolescents with a consultation group composed of broadcasters, related associations, and ministries. This year, we prepared the final guidelines (draft) after gathering the opinions of stakeholders.

While respecting the autonomy of broadcasting production as much as possible, the guidelines focus on protecting the human rights of children and adolescents, including the right to health, learn, and rest, sex-related protection, physical contact, and language expression in the broadcasting production process.

We also prepared a separate 'On-site Compliance Checklist' to help people use it more conveniently at broadcast production sites.

The guidelines include ▲ 'preliminary actions for production', to explain the intention of the production and filming format, etc. to the children, adolescent actors and guardians in advance and ask for consent; ▲ 'production process and follow-up actions', to protect the human rights of children and adolescents, such as the production and filming hours and the right to learn, provide sex-related protection, and offer guidance on physical contact and language; ▲ 'safety and protection', to protect them from cyberbullying and ensure privacy protection.

We hope broadcast producers and officials will voluntarily use the guidelines on-site to help protect the rights and interests of children and adolescents involved in the production.

[Table III-26] Main contents of the 「Guidelines on the standards for protecting the rights and interests of children and adolescents in programs」

Main contents
<ul style="list-style-type: none"> <li>• (General principle) The protection of children and adolescents should be of top priority throughout the entire production process.</li> <li>• (Preliminary actions for production) Explain the intention of the production, filming format, key points, etc. to the children and adolescent actors and guardians in advance and ask for consent</li> <li>• (Production process and follow-up actions) Protect the human rights of children and adolescents, such as the production and filming hours and the right to learn, health, and rest; provide sex-related protection, offer guidance on physical contact and language expression             <ul style="list-style-type: none"> <li>- (① Production/filming hours of children and adolescents) The production and filming hours of children and adolescents should be established according to the relevant laws, including the 「Popular Culture and Arts Industry Development Act」</li> <li>- (② Protecting human rights, such as the right to learn, health, rest) Efforts should be made to protect the basic human rights, such as the right to physical and mental health, learn, and rest</li> <li>- (③ Sex-related protection, etc.) Any sexual comment or action that may cause distress and forcing excessive bodily exposure are prohibited.</li> <li>- (④ Physical contact and language) Any inappropriate physical contact is prohibited; children and adolescents should be respected as an individual, and appropriate language must be used.</li> </ul> </li> <li>• (Safety and protection) The safety of children and adolescents takes precedence over the production of the program; should ensure not to place the performer in danger by exposing any information about them</li> <li>• (Responsibilities and duties of the production team) If the production team becomes aware of the infringement of the rights and interests of the children or adolescent performers, they should take the appropriate measures to protect the victims.</li> </ul>

[Table III-27] On-site checklist to protect the rights and interests of children and adolescents in programs

On-site compliance checklist
<ul style="list-style-type: none"> <li>• The protection of children and adolescents is a shared responsibility of the country, society, and individuals. The production team should self-check this list during the production process to protect children and adolescent performers.</li> </ul> <ol style="list-style-type: none"> <li>1. Have you read the broadcaster's guideline on the production of programs involving children and adolescents?           <ul style="list-style-type: none"> <li>※ Please take a moment out of your busy schedule to read the guidelines to protect children and adolescent performers who are like our sons, daughters, brothers, and sisters.</li> </ul> </li> <li>2. Did you take preliminary actions and ask for consent to involve the child or adolescent performer?           <ul style="list-style-type: none"> <li>- Explain the production intentions, etc., to the child or adolescent performer and their guardian before the production and seek consent.</li> </ul> </li> <li>3. Are you aware of the legal production and filming hours for children and adolescents?           <ul style="list-style-type: none"> <li>- According to the Popular Culture and Arts Industry Development Act, ①35 hours per week for those under 15 years of age, no more than 40 hours per week for 15 years or older. Where both parties agree, the hours may be extended by one hour per day and up to six hours per week for 15 years of age or older. ②Filming during night time(10 pm to 6 am) is prohibited. However, for those under 15 years of age, if the day following the production or filming day is a school holiday, the hours may be extended to midnight with the consent of the performer and the guardian. It is permitted for those aged 15 or older with the consent of the performer and the guardian.</li> </ul> </li> <li>4. Are you protecting the human rights of children and adolescents, including the right to learn, health, and rest?           <ul style="list-style-type: none"> <li>- Make efforts to protect basic human rights, such as the right to physical and mental health, learn, and rest.</li> </ul> </li> <li>5. Are you aware of the sex-related protections for children and adolescent performers?           <ul style="list-style-type: none"> <li>- Sexual comments and actions that may cause distress and forcing excessive bodily exposure are prohibited.</li> </ul> </li> <li>6. Are you aware of the physical contact and languages related to children and adolescent performers?           <ul style="list-style-type: none"> <li>- Except for emergencies, inappropriate physical contact is prohibited. They should be respected as an individual, and appropriate language must be used.</li> </ul> </li> <li>7. Is there someone from the production team who can consult the issues related to the protection of children and adolescent performers?</li> </ol>

## 2) Protecting the rights and interests of paid broadcasting customer service call operators

From Nov. 6, 2020, the Commission launched a campaign called, 'The operator may hang up first!' for a month to resolve malicious complaints against paid broadcasting and protect the rights of call operators. Also, we aimed to inform the practitioners and raise public awareness of the 「Standard manual to protect the rights and interests of paid broadcasting customer service call operators」.

The standard manual includes step-by-step actions to be taken by operators who have suffered from verbal abuse, sexual harassment, or business obstruction, and the right to suspend work, support for legal action, and protective measures.

The Commission launched online and offline promotion through Community Media Centers nationwide and uploaded posters and videos on the paid broadcaster's websites and social medias. Also, we distributed the manuals with the Community Media Foundation to prevent employees from suffering illness, and thus improve the quality of customer service over the phone.

[Figure III-13] Video and poster for 'The Operator May Hang Up First' campaign

Video	 <p><a href="https://www.youtube.com/watch?v=AQYdvi1sajM">https://www.youtube.com/watch?v=AQYdvi1sajM</a></p>
Poster	
Standard Manual and Preliminary Training for Business Operators (Oct. 15, 2020)	

## 2. Expanding public participation in shaping broadcasting policy

### a. Public participation in the appointment of public broadcasting executives

The need to improve the governance structure, such as the appointment of directors and presidents of public broadcasters, was raised continuously. Thus, to respond to the public's desire for media reform, the Commission pushed forward with the system improvement by placing the independence, impartiality, and autonomy of public broadcasting as the top priority of the broadcasting policy. We believe that governance structure should not be affected by the political environment to secure public broadcasting's independence and impartiality. Therefore, we proposed that ▲the Commission recommends (appoints), but to ensure public broadcasting is not affected by political influence, more than one-third (or a certain number) of directors should be recommended by the public; ▲public hearings should be mandatory for the appointment of a president; ▲the board of directors should be given the discretion to decide whether to introduce the president recommendation committee and special multiple system to improve the board, such as by adopting the national director recommendation system; ▲when implementing the special multiple system, regulations should be introduced to switch to a majority system after a specific time has elapsed to prevent delays in decision-making.

[Table III-28] Institutional measures to improve the governance structure of public broadcasting

- 
- (Composition of the board of directors) The Commission is to recommend (appoint) according to the current procedure, but more than one third (or a certain number) of directors are to be recommended through the national director recommendation system\* to ensure public broadcasting is not affected by political influence
    - \* Candidates compete or are recommended by organizations from the field of media, law, accounting, etc., and elected through a unanimous agreement by all Commissioners of the KCC.
  - (Appointment of the president) Once the appointment of the board of directors is improved, the board is to decide on the introduction of the president recommendation committee; a public hearing should be mandatory for the appointment of a president.
    - The board is to decide on introducing the special multiple system, yet should switch to a majority system after a specific period has elapsed to prevent delays in decision-making.
  - (Establishment of the programming committee) Require terrestrial and general service/news reporting PP to organize and operate a programming committee composed of the same number of operators and employee representatives and establish a mediation process to settle disputes
- 

The Commission helped the policy proposal submitted to the National Assembly in December 2018, which includes the national director recommendation system, mandatory public hearings for the appointment of presidents, and the mandatory establishment of a joint labor-management programming committee, to be reflected in the amendment bill to the relevant law. To build a governance structure supported by the people by rationalizing the appointment procedure of the directors and presidents of public broadcasters and securing the independence and autonomy of broadcasting, we supported the discussion of the policies to be reflected in the legislative bill of the National Assembly. Thus, various amendment bills to the 「Broadcasting Act」 have been initiated by the 21<sup>st</sup> National Assembly, including those with the aim to allow the public to participate in the appointment procedure of the directors and presidents of public broadcasters, and will be discussed further in the future.

## b. Public hearings on license renewal and reapproval

Beginning with the review of broadcasting business entities in 2020, the Commission introduced the 'People's Questions' to strengthen the review of license renewal and reapproval for broadcasters and increase the transparency of the reviews by expanding public participation. It is a system that allows the general public to submit to the Commission inquiries about the business under review. During the review procedure, the committee forwards the received inquiries to the business' representative on behalf of the people. Considering the limited time-frame and efficiency of the review, the committee combined similar questions and left out those that were irrelevant but decided to expand audience participation.

A total of 27 businesses were subject to the license renewal and reapproval review in 2020, including 21 terrestrial broadcasting business entities (validity period until December), four general service PPs (validity period until April and November), and two news reporting PPs (validity period until March). Regarding the reapproval review of the general service and news reporting PPs in the first half of the year, the Commission listened to the viewers' opinions and received inquiries through the 'People's Questions' for a month (from December 20, 2019 to January 19, 2020). We received 32,355 of them in total (TV Chosun 17,133, Channel A 8,154, YTN 2,950, Yonhap News TV 4,118), 32,211 opinions were submitted via the website, 99 by email, 41 by fax, and four by post. We analyzed the contents of all 32,355 opinions to provide them to the review committee to be considered in the reapproval procedure in the first half of the year. Later, we announced whether the viewers' opinions were reflected in the reapproval review.

Regarding the license renewal review, we also listened to the viewers' opinions and received inquiries through the 'People's Questions' for a month (from August 3 to September 2, 2020). We received 357 opinions in total (282 for four major companies, 58 for regional broadcasters, 12 for radio, and five for DMB) and analyzed them to be reflected at the review. The Commission announced that by conducting case studies and research on global practices, it would make mid-to-long-term plans to expand public participation, such as by broadcasting the hearings of business representatives.

## c. Public participation in public advertising

### 1) Korea Public Service Advertising Festival 2020

On Oct. 21, 2020, the Commission and the Korea Broadcast Advertising Corporation jointly held the 'Korea Public Service Advertising Festival 2020', which marked its 12<sup>th</sup> year. The festival began in 2009, intending to form a public consensus on and raise awareness of social issues by holding a public service advertising contest.

The theme of this year's festival was 'Heart, Connecting the World', to send the message that even if we are physically apart due to social distancing, our hearts can still go out to each other and that we should be considerate of others as we try to overcome the COVID-19 crisis.

The festival's awards ceremony was held online to prevent the spread of COVID-19. The emcees for the ceremony were Munhwa Broadcasting announcer Son Jeongeun and comedian Seo Gyeongseok, and they tried to communicate with online viewers throughout the event by holding quiz events in real-time.

A total of 1,363 works were submitted in TV, print, UCC, and emoticon, which were then differentiated into general



### III. Broadcasting and Communications Policy Outcomes in 2020

participants, college students, and youth participants. After rigorous preliminary and final reviews, 27 works were awarded.

'The Eyes You Are Stepping On', submitted in print by Park Yuhyeon from Seoul Design High School, was awarded the Grand Prize (President's Award). It was highly evaluated as a work that reminds us of the value of human dignity in everyday life with the message that your act of stepping on the braille blocks in the street may affect the safe guidance of the visually impaired.

The Gold Prize (Chairman of the Korea Communications Committee Award) went to five works including 'Face Reading', which is about the importance of wearing face masks; 'How to Stand Still', which captured social distancing in a fun way; 'I am Not a Doctor', which tries to raise the awareness of organ donation; 'Same History, Wrong Interpretation', which covers Japan's distorted perception of history; 'Easy to handle', which emphasizes the human rights of workers.

Some of the main works of the festival were available on the Korea Public Service Advertising Festival website (<https://psa.kobaco.co.kr>) until the end of 2020, and various public service advertising works, including the award-winning ones, were exhibited in a total of nine exhibition halls, such as special halls and themed halls.

[Figure III-14] 'Korea Public Service Advertising Festival 2020' poster and the Grand Prize winner



Public service advertising serves as a guide to help us recover from the hardships of the prolonged COVID-19 outbreak. In cooperation with the Korea Broadcast Advertising Corporation, the Commission produces and broadcasts ten public service advertising per year covering diverse topics to attract public interest in various social issues. We plan to make constant efforts to promote public service advertising the public could relate to.



[Table III-29] Public service advertising aired in 2020

Topic	Broadcast date	Production intentions and main contents
Mutual respect and integration -Republic of Korea Listening Test	Jan. 6, 2020 onwards	To lay the foundation for a harmonious society of mutual development and help people improve their ability to resolve conflicts by fostering a culture of communication in which people listen to each other and respect the opinions of others.
Youth issues (school violence) -I Only Hit It	Feb. 14, 2020 onwards	To emphasize the issue and seriousness of cyberbullying, encourage adolescents to become healthy members of society without being exposed to violence, and send the message that improving school violence can lead to resolving social issues
Safe dog etiquette -My Dog is Gentle	Apr. 16, 2020 onwards	To promote proper dog etiquette by raising the awareness of pet owners and teach the proper way to greet dogs, thus forming a consensus by showing what it is like to walk in someone else's shoes.
My first election -My First Election(Pengsu)	Mar. 16, 2020 onwards	To illustrate how 18-year-old first-time voters and adults share the memory full of excitement for their first vote, promote elections as a festival, encourage voters to learn about and evaluate policies, and convey the message that your participation in elections through voting can contribute to developing a democratic society
Rooting for your recovery -It's OK	May 16, 2020 onwards	To actively support small business owners to regain strength during challenging times due to the COVID-19 and promote a culture of recovery in which business owners leap forward
Multiculturalism -Today's Culture	June 16, 2020 onwards	To raise public awareness to accept foreign residents in our society, such as multicultural families and foreign workers, not as strangers but as members of our society and neighbors from diverse cultural backgrounds
Child protection -Driver, the Guardian	July 22, 2020 onwards	To help people recognize children as vulnerable beings to be protected, to keep children safe on the road, and promote a mature driving culture that protects children and adheres to the principle of prioritizing pedestrians.
Social integration and conflict resolution -Heart to Heart	Sept. 1, 2020 onwards	To deliver the message that we can overcome social conflicts arising from the COVID-10 outbreak through Korea's unique culture centered on community
Response to and overcoming disaster -Daily Disinfection Practice	Sept. 28, 2020 onwards	To emphasize the importance of basic precautions in daily lives, such as social distancing and wearing face masks to respond to disasters like the COVID-19 outbreak.
Cheering -Confirmed cases	Nov. 20, 2020 onwards	To cheer for the nurse from the negative pressure isolation room who took the initiative to self-isolate upon being confirmed, a job seeker who did not go to the final interview when they felt unwell, and a confirmed couple who donated plasma

## 2) Draft amendment of the notice on programming to improve the public service advertising system

In March 2020, the Commission decided on a partial draft amendment to the 「Notice on the programming of broadcasting programs」 to improve the public service advertising system, which was enforced on October 1, 2020.

We defined matters delegated to the notice (establishment of standards for giving weight according to the public service advertising time slot and the exemption from mandatory programming of public service advertising) according to the amendment to the 「Enforcement Decree of the Broadcasting Act」 (promulgated on December 10, 2019, enforced on March 11, 2020) and adjusted the mandatory programming ratio of public service advertising to alleviate asymmetric regulations. The details are as follows.

First, to ensure that a large audience watches public service advertising, a weight of 150/100 will be given when determining the programming ratio if the broadcasters provide public service advertising during the prime time zone (Weekdays: 19:00-23:00; Saturdays, Sundays, and holidays: 18:00-23:00, Article 50 Paragraph 3, Enforcement Decree of the Broadcasting Act).

Meanwhile, as the prime time zone of news reporting channels differs from that of other channels, we set a separate time zone to which a different weight will be given (Weekdays: 11:00-15:00; Saturdays, Sundays, and holidays: 11:00-16:00).

Second, to ease the burden on small business operators, we decided to exempt broadcasting business entities with less than KRW 2 billion in sales from the mandatory provision of public service advertising.

Third, we reduced the difference between terrestrial TV and general service PP in the mandatory programming ratio of public service advertising from the current fourfold to twofold to resolve the asymmetric regulation. We raised the mandatory programming ratio of public service advertising for general PP, news reporting PP, and those with more than KRW 40 billion in sales from 0.05% of the total monthly broadcasting time for each channel to 0.1%, while the mandatory ratio for terrestrial TV remained unchanged at 0.2%.

We believe this revision of the notice will ease the burden of small broadcasters suffering under the COVID-19 outbreak and promote public service advertising from broadcasters with significant media influence, thus helping to promote the social value of public service advertising and the public service nature of broadcasting.

[Table III-30] Partial draft amendment to the 「Notice on the programming of broadcast programs, etc.」

Current	Draft amendment
Article 10 (Programming ratio of non-commercial public service advertising) Broadcasting business entities shall provide non-commercial public service advertising as follows. However, this is not the case for broadcasters whose broadcast area is overseas, or who provide for overseas foreigners or overseas Koreans, or who provides broadcasting by programs which the viewer selects to watch.	Article 10 (Programming ratio of non-commercial public service advertising) ----- ----- ----- -----broadcasting, for broadcasts provided by broadcasting business entities whose sales in the preceding two years is less than KRW 2 billion based on the announcement of the asset status according to Article 98-2 Paragraph 2 of the 「Broadcasting Act」-----.
1. (Omitted)	1. (As is)
2. Broadcasting business entities other than in Paragraph 1 : more than 0.5/1000 of the total monthly broadcasting time for each channel	2. General service program providers, news reporting program providers, and other program providers whose sales for the two preceding years is more than KRW 40 billion based on the announcement of the asset status according to Article 98-2 Paragraph 2 of the 「Broadcasting Act」 : more than 1/1000 of the total monthly broadcasting time for each channel
<New provision>	3. Broadcasting business entities other than described in Paragraph 1 and 2 : more than 0.5/1000 of the total monthly broadcasting time for each channel
Article 11 (Calculation of the programming ratio and broadcasting time excluded from calculation) ① ~ ⑦ (omitted)	Article 11 (Calculation of the programming ratio and broadcasting time excluded from calculation) ① ~ ⑦ (As is)
<New provision>	⑧ When calculating the programming ratio of non-commercial public service advertising in Article 10, if providing non-commercial public service advertising during the prime time zone according to Article 50, Paragraph 3 of the 「Enforcement Decree of the Broadcasting Act」 it shall be recognized as 150/100 of the program time. If news reporting program providers program non-commercial public service advertising during the time specified in the following, it shall be recognized as 150/100 of the program time. 1. Weekdays : 11:00 - 15:00 2. Saturdays, Sundays, and holidays : 11:00 - 16:00

### 3. Increasing public trust in disaster broadcasting

#### a. Prompt and accurate disaster broadcasting

After the Sewol ferry accident, the national disaster and safety management naturally increased in importance. As disasters continued, such as earthquakes in Gyeongju and Pohang, wildfires in Gangwon-do, and the COVID-19 outbreak, it became ever more imperative to promptly and accurately deliver disaster information to minimize the damage to people's lives and properties. Thus, the Commission endeavored to deliver reliable disaster prevention and quarantine information through disaster broadcasting to enable the public to respond quickly to natural and social disasters, such as typhoons and COVID-19. In particular, in the early phase of the COVID-19 outbreak, the Commission conducted expert group meetings and on-site visits to request broadcasters to practice self-regulation and provide accurate reporting and information to eliminate the so-called horseracing reporting of some broadcasters. In line with the special quarantine measures during the New Year holidays, we strengthened compliance with the quarantine guidelines during broadcast productions. We also requested cooperation from broadcasters to transmit the active quarantine measures of the broadcasters to the public on screen, thereby contributing to preventing the further spread of the COVID-19. Furthermore, to strengthen disaster information delivery, we improved the role and responsibility of KBS, the host broadcaster for disaster broadcasting and revised the standard manual that specifies when to request disaster broadcasting related to infectious diseases and which criteria to consider. Thanks to the broadcasters' disaster prevention and disaster preparedness, we managed to provide stable broadcasting services, thus protecting the lives and assets of the people in the event of a disaster through the prompt and accurate delivery of disaster information.

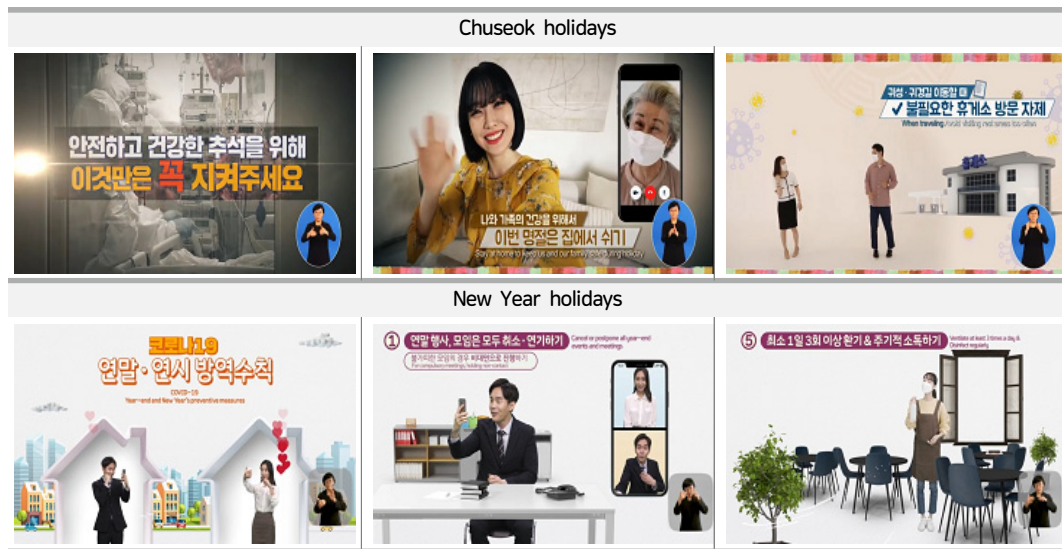
The Commission provided prompt disaster information to the public by building an infrastructure for KBS, the host broadcaster for disaster broadcasting, to deliver disaster broadcasting. Also, for vulnerable groups, such as deaf or the hard of hearing, we offered a broadcast sign language interpreter re-training program, thus increasing the public service nature of broadcasting. To strengthen the role of KBS, we facilitated the development of graphic technology for disaster situations using geographic information, and had disaster CCTV videos owned by KBS to be shared with other broadcasters. We also prepared the support measures to improve the infrastructure related to disaster broadcasting, such as linking the disaster broadcasting system using GIS (Geographic Information System), sharing CCTV for disaster broadcasting, and supporting the production of a national disaster preparedness guideline. Our efforts to provide essential safety information through disaster broadcasting to respond to disasters that have become a daily part of our lives, such as damage prevention and national disaster preparedness, helped improve the reliability of disaster broadcasting.

The Commission also strengthened the public accountability of broadcasting, such as protecting the lives and property of the people, by improving the speed and accuracy of disaster broadcasting to prevent broadcasting disasters and, in case of disasters, to respond and recover rapidly. In a broadcast disaster, we will quickly respond and recover by ensuring cooperation between the broadcasters and emergency equipment mobilization. A strict review is to be conducted on the 'compliance with disaster broadcasting' when reviewing for licensing (reapproval) to provide a stable service. We have increased accountability by including the 'appropriate programming of disaster broadcasting' in the broadcasting evaluation criteria. Inspections for compliance with the strengthened 「Standards for Disaster Broadcasting」 will be carried out as well. Through such intensive monitoring, we strengthened inspection for disaster

broadcasting.

In particular, from the early phase of the COVID-19 outbreak, the Commission has made efforts to provide disaster information from reliable organizations promptly to prevent the spread of the infectious disease and various programs including in-depth analyses, etc. to prevent unnecessary confusion and anxiety among the public. Major broadcasters including KBS, provided informative programs related to COVID-19, such as infectious disease prevention tips, and breaking news on COVID-19 (3,814 times between January 28 - December 31). The regular news highlighted COVID-19 related information through news flash. KBS produced and broadcast a spot video on the national disaster preparedness guideline for quarantine and disaster prevention, such as COVID-19, heavy rains, typhoons, etc. (3,670 times between January 23 - December 31) and shared it with major broadcasters (MBC, SBS, general service and news reporting PP) and regional, small, and medium-sized broadcasters. The Commission contributed to preventing the spread of COVID-19 by producing and broadcasting videos related to the special quarantine measures (refrain from long distance travel and unnecessary gathering, etc.) during the Chuseok and New Year's holidays. The Commission provided production subsidies (KRW 880 million) to KBS to broadcast documentaries and expert interview programs, and introduce the Korean quarantine system worldwide through the KBS World Channel. Furthermore, we requested for and supported the transmission of sign language interpretation during the COVID-19 briefings and the addition of sign language broadcasts during the COVID-19 campaigns.

[Figure III-15] Spot video on the National Disaster Preparedness Guideline



Moreover, to improve the disaster broadcasting reception environment, a measurement system was installed on a vehicle (train and subway cabins) to measure while driving the reception of FM radio and DMB from roads, railroad tunnels, and subways. The Commission later disclosed the results and offered a technical consulting service, technical support and maintenance guidance to 300 (198 roads, 62 railways, and 40 subways) locations out of the applications submitted (497 locations) from 18 facility management agencies nationwide. For the agencies having difficulty determining the reasons for defects, we offered technical support inspections and maintenance guidance to help them improve their disaster broadcasting reception.

### III. Broadcasting and Communications Policy Outcomes in 2020

On April 27, 2020, the Commission completed and disclosed the results of the ‘Disaster broadcasting reception survey’ for a total of 4,371 roads, railways, and subway tunnels. We measured the broadcasting reception of KBS 1Radio FM and DMB at 2,716 road tunnels, 685 railway tunnels, and 970 subway tunnels. The result indicated that the reception of FM improved by 5.0%p (22.4% → 27.4%), and DMB by 16.4%p (19.3% → 35.7%) compared to 2017. Although the total number of tunnels increased by 515 (13.4%) compared to 2017, we found that the reception improved because ▲efforts were made to improve the reception of the shadow area within the existing tunnels and ▲disaster broadcasting relay facilities were installed in new tunnels built after 2017.

If the reception was poor, DMB became unavailable; however, there were places where FM radio could be heard despite mixed noises. There were 967 such locations, which is about 30.5% of the total 3,173.

The Commission plans to continue working with local governments and facility management agencies to improve the disaster broadcasting reception by providing technical consulting services, etc.

[Table III-31] Nationwide disaster broadcasting reception survey

Classification	Key contents
Compiling information on the tunnels and implementation plans	<ul style="list-style-type: none"> <li>Learn about road tunnels, railway tunnels, and subway tunnels nationwide</li> <li>Compile information on the installation status of and implementation plans for transmission relay facilities in facility management agencies, including tunnels.</li> </ul>
Conducting the survey	<ul style="list-style-type: none"> <li>Implement nationwide survey on tunnels                             <ul style="list-style-type: none"> <li>Conduct a nationwide survey based on the installation status of and implementation plans for repeaters submitted by facility management agencies</li> </ul> </li> </ul>
Notifying the results and re-measurement	<ul style="list-style-type: none"> <li>Notify the agencies of the survey results, compile requests for re-measurement, and re-measure tunnels to comply with the requests</li> </ul>
Reporting the final result	<ul style="list-style-type: none"> <li>Come up with final report of the nationwide disaster broadcasting reception survey</li> </ul>

[Table III-32] Results of the disaster broadcasting reception survey

Classification	No. of tunnels		KBS FM				KBS DMB			
			Good(%)		Poor(%)		Good(%)		Poor(%)	
	2017	2019	2017	2019	2017	2019	2017	2019	2017	2019
Road tunnel	2,350	2,716	455 (19.4%)	628 (23.1%)	1,895 (80.6%)	2,088 (76.9%)	371 (15.8%)	1,038 (38.2%)	1,979 (84.2%)	1,678 (61.8%)
Railroad tunnel	623	685	9 (1.4%)	24 (3.5%)	614 (98.6%)	661 (96.5%)	8 (1.3%)	34 (5%)	615 (98.7%)	651 (95%)
Subway	883	970	401 (45.4%)	546 (56.3%)	482 (54.6%)	424 (43.7%)	366 (41.4%)	490 (50.5%)	517 (58.6%)	480 (49.5%)
Total	3,856	4,371	865 (22.4%)	1,198 (27.4%)	2,991 (77.6%)	3,173 (72.6%)	745 (19.3%)	1,562 (35.7%)	3,111 (80.7%)	2,809 (64.3%)

※ Tunnels without repeaters FM : 1,383 / DMB : 3,233

The Commission prevented broadcast disasters by guiding and inspecting the implementation of the 2020 Broadcast Disaster Management Plan and conducting the safety inspections of key broadcast facilities. We also made sure to provide disaster broadcasting smoothly even amid broadcast disasters by responding and recovering rapidly, thus, protecting the lives and property of the people. We inspected key broadcast facilities(the main control room, news

production facility, transmission/relay station, etc.) preparing for the thawing season (March 27–April 10), summer season (June 10–June 30), winter season (November 18–December 4), to check the broadcasters' disaster prevention and preparedness, and their response to and recovery from disasters to help prevent broadcast disaster and damages. During the thawing season and summer season, we requested broadcasters to conduct self-inspection instead of our on-site inspection in compliance with the social distancing (and in daily life) measures due to COVID-19. During the winter season, we conducted inspections on the matters related to the entry into the highest COVID-19 alert level, the broadcasters' broadcast disaster prevention and response activities (e.g., emergency succession plan in the case of the broadcaster closing), natural disaster prevention inspection, such as preparedness for heavy snow and extreme cold. Moreover, we required broadcasters to take the necessary measures according to the Broadcast Disaster Management Plan. We then performed compliance inspections and advised to work on areas evaluated as inadequate (for ten major broadcasting companies between November 18–December 4).

[Table III-33] Target places of the safety inspection in 2020 (104 locations)

Classi- fication	Master control room	News production facility	Transmission and relay facility
Thawing season (34)	KBS(Daejeon, Gwangju, Jeonju, Jeju, Mokpo, Suncheon, Chungju, Gyeongin) (8)	KBS(Daejeon, Gwangju, Jeonju, Jeju, Mokpo, Suncheon, Chungju, Gyeongin) (8)	KBS(Gwanggyo, Yongmun, Mudeung, Gyeryong, Moak, Gyeonwol, Sikjang, Heukseong, Wonhyo, Nogo, Sammae, Daedun, Mangun, Gayeop), MBC(Gwanggyo, Yongmun, ), SBS(Gwanggyo, Yongmun, ) (18)
Summer season (35)	KBS(Busan, Changwon, Cheongju, Chuncheon, Gangneung, Wonju, Pohang, Ulsan, Jinju) (9)	KBS(Busan, Changwon, Cheongju, Chuncheon, Gangneung, Wonju, Pohang, Ulsan, Jinju) (9)	KBS(Gwanak, Hwangnyeong, Bulmo, Uam, Hwaak, Daeryong, Muryong, Mangin, Gamgak, Johang, Gwaebang, Bonghwang, Hambaek, Baegun, Taegi), MBC(Gwanak), SBS(Gwanak) (17)
Winter season (35)	KBS(1·2·Daegu·Andong), MBC, SBS, EBS, JTBC, MBN, TV Chosun, Channel A, Yonhap News TV, YTN (13)	KBS(1·2·Disaster ST·Daegu·Andong), MBC, SBS, EBS, JTBC, MBN, TV Chosun, Channel A, Yonhap News TV, YTN (14)	KBS(Palgong, Hakga, Ilwol, Namsan, North Gamaksan), MBC(Namsan, North Gamaksan), SBS(Namsan) (8)
104	30	31	43

In September 2020, the Committee established an efficient broadcasting disaster management system and disaster broadcasting system by developing the master plan for broadcasting disaster management and providing prompt and accurate disaster broadcasting. To prevent damage to broadcasting facilities from large-scale disasters, such as earthquakes and typhoons, and to quickly respond and recover from the damage, we developed and implemented the master plan for broadcast disaster prevention and response (securing recovery supplies). Moreover, to quickly provide reliable information for each type of disaster, such as COVID-19, heavy rains, and typhoons, we strengthened the cooperation system with relevant organizations and broadcasters. We also secured the budget for establishing a disaster broadcasting control room (KRW 1.5 billion). The Commission plans to establish the 'Disaster Broadcasting Control Room' to strengthen the disaster broadcasting control tower's function and respond efficiently to various disasters in the future.



## b. Strengthening social disaster broadcasting

Due to the recent increase in social disasters, the existing disaster broadcasting management system was inadequate to respond to diverse disasters effectively. Thus, to minimize public anxiety caused by social disasters, including the emergence of new infectious diseases such as COVID-19, the need to prepare a response system that can provide accurate information to the public on time was raised. First, the Commission organized and operated an emergency preparedness task force to respond to new infectious diseases and social disasters, provide a systematic response, and deliver prompt and accurate information to the public, thereby minimizing social anxiety.

In addition, the Commission revised the notice and manuals related to strengthening social disaster broadcasting and clarified the timing and criteria for requesting disaster broadcasting for forest fires and fine dust, etc., according to social urgency and risks.

[Table III-34] Infectious disease disaster broadcasting standards

Title		Current		Draft amendment			
		Optional	Mandatory	Optional	Mandatory	Notification agency	Agency that requests disaster broadcasting
Infectious diseases	Alert	-	-	-	○	Ministry of Health and Welfare, Korea Disease Control and Prevention Agency	Ministry of the Interior and Safety

## c. Improving the delivery of information to vulnerable groups without access to disaster broadcasting

In order to eliminate the blind spot in disaster information, the Commission provided Korean sign language and foreign language subtitling services for the vulnerable groups (hearing impaired, and foreigners). First, we provided Korean sign language production support regarding the new infection prevention campaign for COVID-19 launched by the government (e.g., Korea Disease Control and Prevention Agency) to ensure that disabled people are informed of specific prevention rules. We also requested that the sign language interpreter be placed in the front center during government briefings and through consultation with broadcasters (terrestrial, general service and news reporting PPs), managed to deliver the briefings on to TV for disabled people.

[Figure III-16] Korean sign language, closed captioning on the screen





By revising the standard manuals and notices on disaster broadcasting, the Commission established new standards for delivering disaster broadcasting related to infectious diseases and strengthened the delivery of disaster information to the vulnerable groups. On March 2, 2020, the Commission revised the 「Standard for the implementation of the disaster broadcasting and civil defense alerts (Notice)」 to ensure that Korean sign language interpretation and English subtitling can be quickly implemented (mandatory for the host broadcaster) during disaster broadcasting.

Moreover, to improve the delivery of disaster broadcasting services to the vulnerable group, the Commission offered a disaster broadcasting training program for sign language interpreters. In 2020, we offered a retraining program catered to disaster broadcasting and expanded the number of sign language interpreters who can interpret in case of an emergency for emergency disaster broadcasting (109 interpreters). By doing so, KBS established a system to have sign language interpreters work in shifts during nights and holidays and always have interpreters prepared for emergency disaster broadcasting. Furthermore, we produced national disaster preparedness guidelines (40) related to natural and social disasters with sign language interpretation, foreign language subtitles, and CG and shared them with other broadcasters.

## Chapter 3 | Promote user rights and interests

### 1. Responding to illegal and harmful information actively

#### a. Eradicating the distribution of illegal and harmful information

##### 1) Complete implementation of the revised laws to prevent the distribution of digital content on sex crimes

In line with the implementation of the amended 「Telecommunications Business Act」 and 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」(December 10, 2020), which significantly strengthens the responsibility of the internet service providers for preventing the distribution of illegal footage<sup>8)</sup>, the Commission completed the enactment and amendment of the enforcement decree to the laws and relevant notices and fully implemented them.

After the government's announcement of the 「Eradication of Digital Sex Crimes」 on April 23, 2020, the National Assembly passed the amendment bill that aimed to significantly strengthen the internet service providers' responsibility in preventing the distribution of illegal videos and photos on May 20. Thus, the Commission revised the enforcement decree of the relevant laws and enacted notices to specify entrusted matters and outline the details necessary for implementing the system.

The main contents of the amendment to the 「Telecommunications Business Act」 and 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」 to prevent the distribution of digital content on sex crimes are as follows.

First, the provision to expand the subject that can request the deletion of illegal footage (Article 22-5, Paragraph 1 of the 「Telecommunications Business Act」, Article 30-5 Paragraph 1 of the Enforcement Decree of the aforementioned Act) includes not only general users, but also the Women's Human Rights Institute of Korea, counseling centers under Article 10 Paragraph 1 of the 「Sexual Violence Prevention and Victims Protection Act」, and any other agencies or organizations determined and notified by the Commission, and allows them to request the internet service provider to delete or block access to illegal videos and photos.

Second, the provision to request a review by the Korea Communications Commission upon facing difficulties with determining illegal videos and photos, etc. (Article 30-5 Paragraph 2-5 and the attached form of the 「Enforcement Decree of the Telecommunications Business Act」) requires the development of a legal form to ensure a smooth reporting and deletion request procedure. It also stipulates that when a business finds it difficult to determine whether the information received through the report or deletion request falls under illegal videos or photos, etc., they may request a review by the Commission's review committee.

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8) 「Telecommunications Business Act」 and 「Act on Promotion of Information and Communications Network Utilization and Information Protection」 specify 'illegal videos and photos' as "① illegal photography or videos under Article 14 of the 「Act on Special Cases Concerning the Punishment, etc. of sexual crimes」, ② its duplicates under Article 14-2 of the 「Act on Special Cases Concerning the Punishment etc. of sexual crimes」, ③ child or youth pornography under Article 2 Paragraph 5 of the 「Act on the Protection of Children and Youth Against Sex Offenses」, among the information provided and distributed to the general public"

Third, according to the provision (Article 22-6 of the 「Telecommunications Business Act」, Article 30-7 and attached table 3-3 of the Enforcement Decree of the same Act, and the Notice of the 「Standards for imposing penalty surcharges against the violation of the regulation to prevent the distribution of illegal videos and photos, etc.」) penalty surcharges may be imposed for intentional non-compliance with the deletion and access control measures. It stipulates that if the internet service provider fails to implement the deletion or access control measures on purpose, penalty surcharges may be imposed within 3% of sales considering the seriousness of the violation.

Fourth, according to the provision to designate a person in charge of the standards for imposing penalty surcharges against the violation of the regulation to prevent the distribution of illegal videos and photos, etc., and require the submission of transparency reports (Article 44-9 and Article 64-5 of the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」 and Article 35-2 and Article 69-2 of the Enforcement Decree of the same Act), internet service providers with an average daily user of 100,000 or more, or annual average sales of KRW 1 billion or more that provide SNS, community, chat rooms, internet personal broadcasting, and search services, and webhard operators shall designate the executive or the head of the relevant department as the person in charge of preventing the distribution of illegal videos and photos, etc., and then submit transparency reports every year. The person in charge shall complete annual training of two hours or more.

Fifth, the provision for the technical and managerial measures (Article 22-5 Paragraph 2 of the 「Telecommunications Business Act」, Article 30-6 and attached table 3-2 of the Enforcement Decree of the same Act) applies to internet service providers with average daily users of 100,000 or more, or annual average sales of KRW 1 billion or more that provide SNS, community, chat rooms, internet personal broadcasting, and search services. According to the provision, they shall adopt technical and managerial measures preemptively, no later than the end of 2021, to prevent the distribution of illegal videos and photos, etc., by restricting the transmission of search results and filtering.

To support the early implementation of the revised laws, the Commission distributes official notices to agencies and organizations responsible for accepting the reports and deletion requests of illegal videos and photos. We also examine whether the person in charge of preventing the distribution of illegal videos and photos, etc., has been designated by those companies subject to the obligation and distribute the guidelines related to the submission of the transparency reports.

Moreover, the Commission plans to prepare a draft notice to regulate the details of the technical and managerial measures, which will be enforced on December 10, 2021. We are making every effort to be fully prepared to implement the technical and managerial measures, such as creating a public database (DB) of all the information reviewed and decided as illegal videos and photos, etc., and designating a filtering performance evaluation agency. We are also focusing on the follow-up measures to the revised laws to help the victims suffering from illegal videos and photos.

## 2) Designating the ten agencies and organizations to support the deletion of digital content on sex crimes

On December 30, 2020, the Commission held the 72<sup>nd</sup> plenary meeting to designate and notify ten organizations, including Gyeonggido Women & Family Foundation, as 'Agencies and Organizations Accepting Reports and Deletion Requests of Illegal Videos and Photos'.

A total of ten agencies and organizations were designated according to Article 30-5 Paragraph 1 and 3 of the

### III. Broadcasting and Communications Policy Outcomes in 2020

「Enforcement Decree of the Telecommunications Business Act」, including Gyeonggido Women & Family Foundation, Namu Women's Rights Counseling Center, Daegu Women's Hot Line Affiliated Women's Rights Counseling Center Piora, Busan Counseling Center Against Sexual Violence, Sexual Violence Prevention & Care Center Affiliated Sexual Violence Relief Center, Stand Up Against Sex-Trafficking of Minors, Women's Emergency Helpline 1366 Gyeongnam Center, Women's Emergency Helpline 1366 Chungnam Center, Jeju YWCA, Pohang Womens' Association Affiliated Gyeonbuk Women's Intergration Counseling Center, serving from Jan. 1 to Dec. 31, 2021.

Thus, a total of 11 agencies and organizations were selected to accept the reports and deletion requests of illegal videos and photos according to the amended 「Telecommunications Business Act」, including Women's Human Rights Institute of Korea(Support Center for Digital Sex Crime Victims) that is a legal institution under Article 46-2, Paragraph 1 of 「Framework Act on Gender Equality」.

For the designation of agencies and organizations, the Ministry of Gender Equality and Family and 17 cities and provinces submitted a list of agencies and organizations that receive subsidies from the local governments to participate in projects to delete illegal videos and photos. We plan to designate other agencies and organizations in the first half of 2021 when new organizations are selected to receive subsidies from local governments to conduct the deletion of digital content on sex crimes.

We expect that the distribution of illegal videos and photos will decrease as the requests for the monitoring and deletion of illegal videos and photos become more active due to the designation of agencies and organizations with expertise in deleting digital content on sex crimes. As much as we have put into developing the system to prevent the distribution of digital content portraying sexual exploitation, we are also dedicated to delivering practical support towards damages.

#### 3) Reinforce stronger access control of obscene information

To prevent the distribution of illegal, obscene materials and illegal videos and photos by 'special value-added telecommunications business operators (webhard and P2P)', the Commission conducted technical due diligence on 72 websites by 36 operators on four occasions as of the end of December 2020. We imposed administrative measures such as administrative fines and corrective orders for the operators whose violation we discovered. We also deleted the 126 illegal videos and photos found on webhards and commissioned the Korean National Police Agency to investigate into repeat infringements.

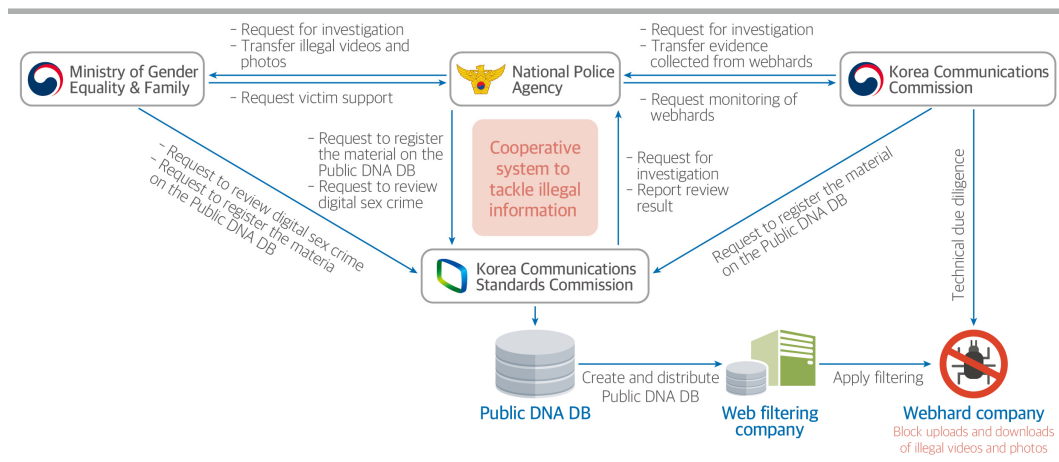
[Table III -35] Public DNA DB (registered)

Classification	Korean National Police Agency (Including the Ministry of Gender Equality & Family)	Korea Communications Commission	Korea Communications Standards Commission	Others (e.g., Prosecution Service)	Total
No. of cases registered	3,295	20,510	2,846	448	27,099

[Table III-36] Matters deleted according to the progress of voluntary measures by business operators

PC Webhard			Mobile Webhard			Total			Deleted
Illegal obscene materials	Illegal videos and photos (Estimate)	Total	Illegal obscene materials	Illegal videos and photos (Estimate)	Total	Illegal obscene materials	Illegal videos and photos (Estimate)	Total	
107,500	125	107,625	106,169	1	106,170	213,669	126	213,795	44,218

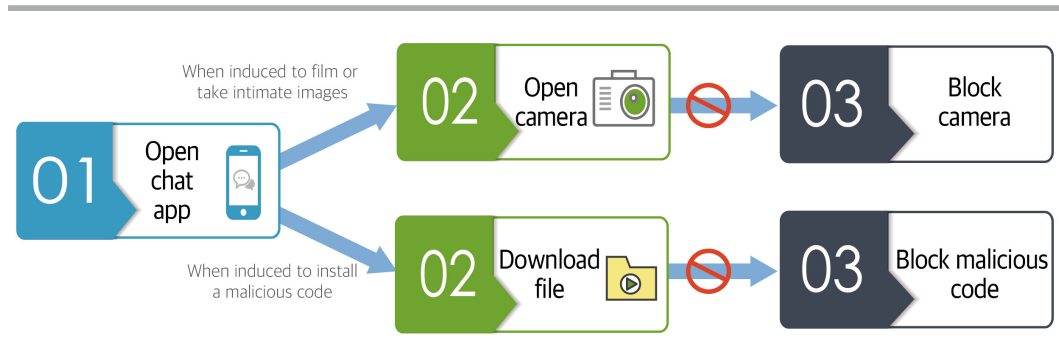
[Figure III-17] Public DNA DB to block the distribution of illegal videos and photos



#### 4) 'Body cam' phishing prevention services for youths

To protect children and youth from digital sextortion, the Commission provided the 'body cam phishing'<sup>9)</sup> protection on the Cyber Security Zone application. Cyber Security Zone is a smartphone management app for youth distributed by the Commission to prevent the overdependence on mobile phones and block access to harmful information.

[Figure III-18] How the body cam damage prevention works

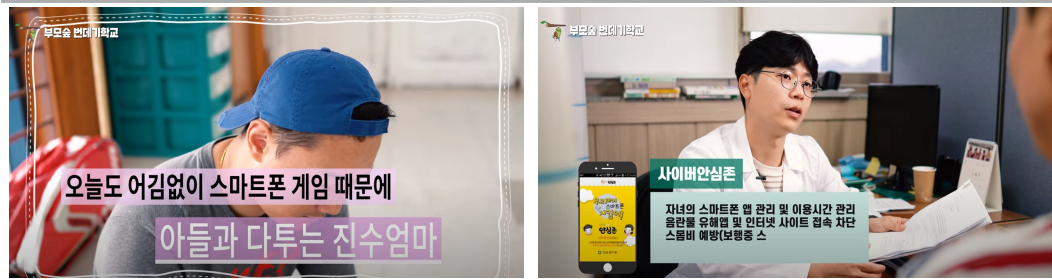


9) The sextortion scammer approaches the victim through chat room apps, etc., to lure the victim into shooting videos or taking photos of themselves naked or their body parts. They plant malicious codes in the victim's electronic devices to access the body cam files and contact information to extort sexual favors, money, or goods, blackmailing to distribute the body cam files, etc.

### III. Broadcasting and Communications Policy Outcomes in 2020

The body cam phishing prevention blocks the camera when the teenager using the phone opens the camera within the chat app and blocks file downloading to prevent the malicious code from the chat partner. The parents can select the apps to turn on the body cam phishing prevention.

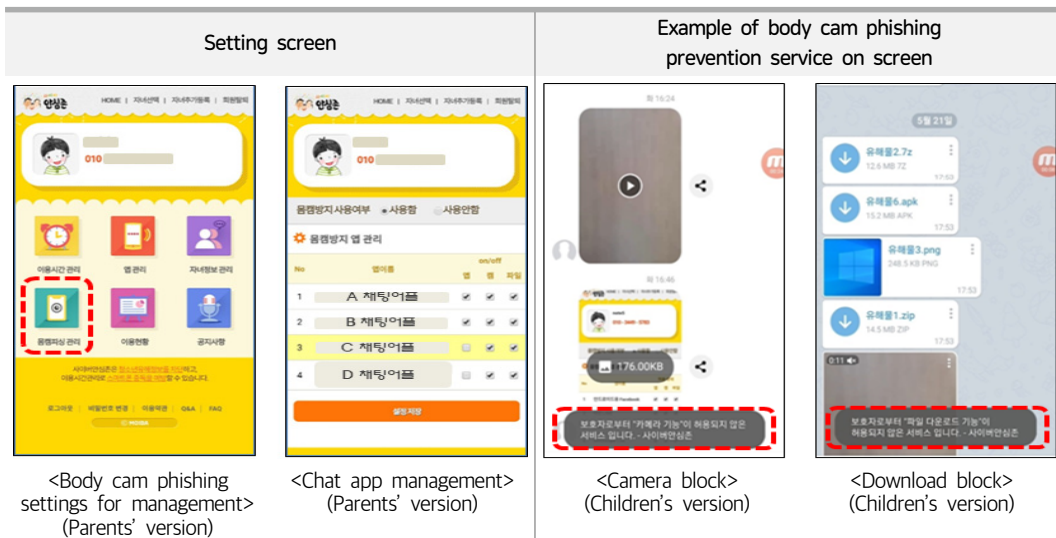
[Figure III-19] Promoted on the Gyeonggido Office of Education's Youtube channel



Users who have already installed the Cyber Security Zone app can immediately use the function by updating through the App Market (One Store), and new users can download to use the Cyber Security Zone in parents' or children's version from the App Market.

As in the N<sup>th</sup> room case, sexual exploitations of youth through body cam phishing have emerged as a severe social issue. In response, the Commission brought a rapid completion to the development of the software to protect youth, and we will continue to consult with schools and metropolitan and provincial offices of education to provide the services actively.

[Figure III-20] How to activate the body cam prevention function



## b. Support for private fact-checking

### 1) Fact-checking open platform

While the use of digital media, such as SNS (social network service) and OTT (online video service) increased rapidly since the onset of COVID-19, the disadvantages have been increasing continuously due to the accelerated social isolation of individuals and community, intensifying the social and economic inequality of vulnerable groups, and the spread of false information and cyber violence.

To respond to this, the Commission established the fact-checking open platform (Fact Check Net) in November 2020 to promote the fact-checking practice in the private sector to prevent disinformation by verifying facts.

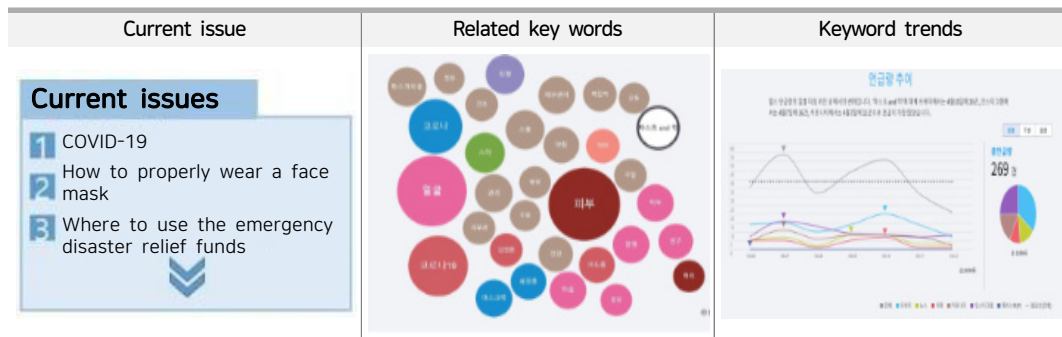
Fact-Check Net is a comprehensive fact-checking platform that verifies facts through the collaboration between citizens and experts, such as journalists, discloses procedures and results transparently, and provides training materials in a DB for public use. The fact-checking results will be disclosed through the fact-checking service of the media to contribute to the spread of correct information for the future.

[Figure III-21] Fact-checking open platform (Fact check Net) website



In addition, a fact-checking system was established to improve the speed and efficiency of the fact-checking process. It analyzes major issues by collecting information on the internet and determines the facts of specific phrases automatically. We expect it to be widely adopted by private fact-checkers to improve the speed and accuracy of fact-checking.

[Figure III-22] Examples of the analysis on the major issues





### III. Broadcasting and Communications Policy Outcomes in 2020

We expect that encouraging private fact-checking through the open platform and fact-checking system will help create a reliable internet environment as a platform for a democratic public debate. Moreover, we believe that by mitigating the negative impact of disinformation undermining the online space, we will build the foundation for a healthy online environment that allows candid discussions to unfold.

#### 2) Enhancing fact-checking skills

The Commission offered public training on fact-checking to enable the citizens to determine and use information on the internet properly. Primary, middle, and high school students, teachers, and adults participated and we ran the programs catered to different types of participants.

Simultaneously, we offered professional fact-checker training to help experts in each field, such as the media, society, and economy, become expert fact-checkers. The training covered fact-checking principles, topic selection and case analysis, fact-checking related legal issues, and practice using fact-checking verification tools.

[Table III-37] Main contents of the training by type of participants

Participant		Main contents
1	Youth	Introduction to the social role and function of information, media usage habits, disinformation damage cases, practice writing fact-checking articles
2	Adult	Introduction to the value of fact-checking and journalism, analysis of disinformation and its features, fact-checking principles and guidelines, practice writing fact-checking articles
3	Senior Citizen	Introduction to the adverse effects of news, such as gatekeeping and confirmation bias, and a checklist for verifying information (e.g., evidence, reference, source)
4	Teacher	Damage of disinformation, fact-checking teaching curriculum, fact-checking guidelines, fact-checking teaching method

#### 3) Promoting fact-checking and enhancing fact-checking expertise

To discover and promote the best practices in fact-checking, the Commission created and transmitted promotional content and held a contest.

In the Fact-Checking Contest, we selected 11 teams each from fact-checking and news/information criticism. We then provided professional training on fact-checking principles and topic selection, news literacy-news criticism, source collecting and analysis method, introduction to Google and major websites, using wikis (Wikipedia), etc., and evaluated the final project of each team in September 2020.

[Figure III-23] Fact-Checking Contest



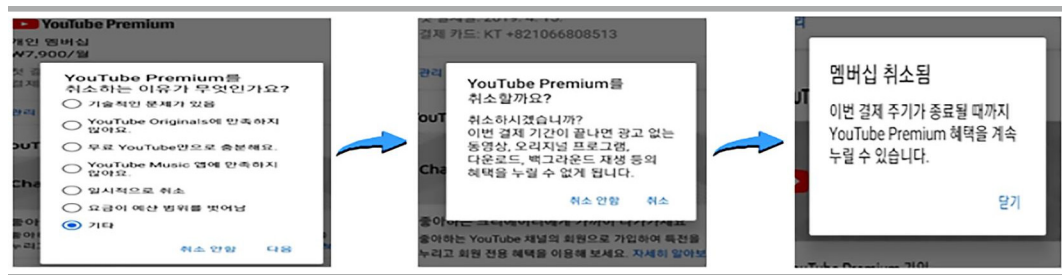


## c. User damage prevention

### 1) Imposing penalty surcharges against Google LLC and remedial orders on its business procedures

The Commission imposed a total of KRW 867 million against Google Limited Liability Corporation for having restricted the users' cancellation without good cause and violating the obligation to inform essential matters, such as service fees and ways to exercise the right to withdraw, while providing the 'YouTube Premium' services. We also imposed remedial orders on its business procedures to correct the violations. Against the act of inducing free trial subscriptions and then rolling over to paid service subscriptions without an explicit consent procedure, we decided to impose a corrective recommendation.

[Figure III-24] YouTube paid service subscription cancellation page



In response to media reports on the 'YouTube Premium' services, such as users being converted to a paid subscription without consent when the one-month free trial ends and complaints about the payment refund and service cancellation, the Commission conducted a fact-finding investigation on whether Google LLC has violated the prohibited acts according to the 「Telecommunications Business Act」.

We found that when a user requests for cancellation in the middle of using the 'YouTube Premium' service, Google LLC did not process it immediately and that the cancellation took effect on the payment day of the following month. Also, Google LLC did not refund the payment when the user stopped using the service after requesting for cancellation.

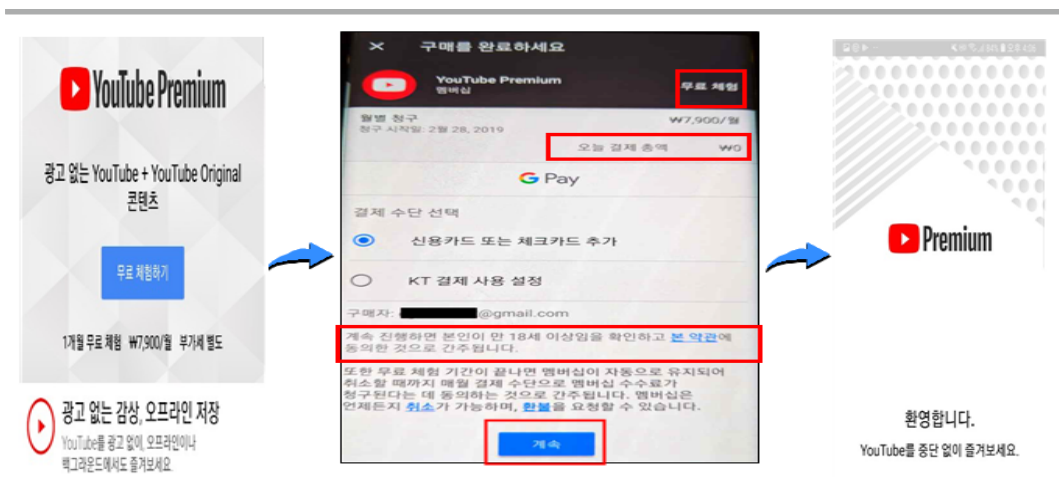
Regarding Google LLC's restriction against the users' right to terminate the contracts, the Commission decided, based on the following, that they violated the provisions of the 「Telecommunications Business Act」, which prohibits 'the act of refusing, delaying, or restricting the termination of the contract without good cause'. ① When a user applies for the termination of the contract, the contract loses its effect immediately; thus, providing a refund for the remaining period would be consistent with the principles of the Civil Act. ② Although we considered the characteristics of the 'YouTube Premium' service and whether there was any risk of distortion in the related market or the possibility of loss that would be difficult to recover from had Google LLC not restricted the termination of the contract, we could not find that they had reasonable ground to restrict termination of the contract. ③ Domestic mobile communications service providers and many music and video streaming service providers do not limit early termination, and they provide refunds for the remaining periods. ④ Google LLC limited the effectiveness of refunds by treating a user who applies for cancellation and stops using the service for one day and another user who stops using the service for 29 days equally, which results in a definite financial loss for the user and is contrary to common practices.

[Figure III-25] ‘YouTube Premium’ payment page (Android/Website)

By conducting the fact-finding investigation, we found that for Android O/S and website users, Google LLC informed that VAT is excluded only in the pop-up ads, although the monthly payment to the 'Youtube Premium' service is KRW 8,690. On the purchasing page, they omitted the VAT indication or set it to '0 won' and notified the monthly payment as KRW 7,900, failing to notify the users of the accurate subscription fee.

Moreover, while other regular online service subscription withdrawal period is ‘within seven days from the payment date’, subscription could not be canceled once the payment was completed for the paid subscription after the free trial of the ‘YouTube Premium’ service. Users could not have predicted this, and despite it being unfavorable to the user, Google LLC did not explain or notify the user during the subscription stage.

[Figure III-26] ‘YouTube Premium’ terms of the service page (Android)

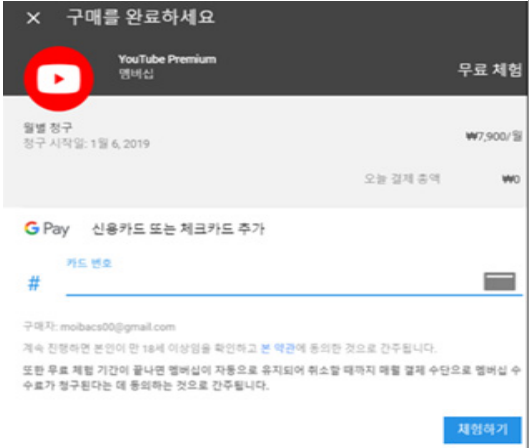
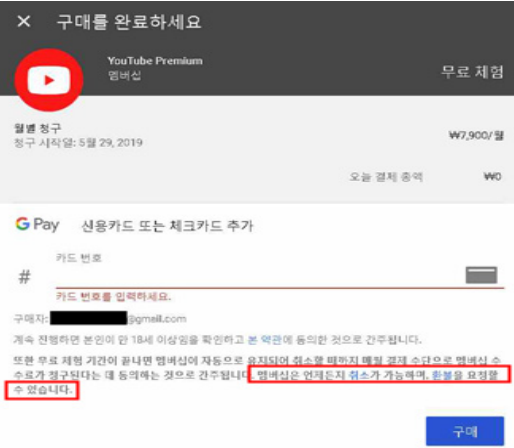


From July 20, 2018 - December 20, 2018, Google LLC did not provide the users of Android O/S of the link that explains that the users' requests for the early cancellation of the service will be restricted until the payment date of the following month.

Regarding the matter, the Commission decided that Google LLC ‘failed to explain or notify users about important matters’ such as accurate service charges, withdrawal period, and service cancellation, and the refund policy during the

subscription stage, which is a prohibited act according to the 「Telecommunications Business Act」.

[Figure III-27] 'YouTube Premium' subscription page (Android)

During the period of investigation	Phrase added after the investigation(Jan. 5, 2019)
	

Through the extensive marketing of the 'YouTube Premium 1 Month Free Trial', Google LLC induced subscription to the service and regarded the act of signing up for a free trial as a willingness to sign up for a paid subscription service without obtaining explicit consent from the users.

However, considering the fact that they provided the billing price, the first billing date, and the payment method on the subscription page, it is difficult to say that Google LLC did not confirm the users' intention to subscribe to the paid service. Therefore, we decided that it was not a violation of Article 50 Paragraph 1 Subparagraph 5 of the 「Telecommunications Business Act」, but that the paid service subscription procedure was inadequate, to which we decided to impose a corrective recommendation.

According to Article 53 of the 「Telecommunications Business Act」 and Article 46, attached table 6 of the Enforcement Decree of the same Act, the Commission considered the degree of the violation and pertinent aggravating and mitigating factors and imposed against Google LLC a penalty surcharge of KRW 435 million for restricting the termination of the contract without good cause (Article 50 Paragraphs 1 Subparagraph 5 of the 「Telecommunications Business Act」 and Article 42[attached table 4]5-b-4 of the Enforcement Decree of the same Act).

[Figure III-28] 'YouTube Premium' cancellation restriction and refund policy (link to restrictions)



For failing to explain or notify users about important matters, such as the service charge (Article 50 Paragraphs 1 Subparagraph 5-2 of the 「Telecommunications Business Act」 and Article 42 [attached table 4] 5-2-b of the Enforcement Decree of the same Act), the Commission imposed a penalty surcharge of KRW 432 million; thus the total amount imposed came to KRW 867 million.

Also, according to Article 52 Paragraph 1 of the 「Telecommunications Business Act」 and Article 44 of the Enforcement Decree of the same Act, we imposed corrective recommendations, including the obligation to publicly announce the fact that corrective action has been ordered for prohibited acts, improve the business procedures related to the telecommunications service within three months, submit a corrective action plan within one month, and report the implementation result within ten days after implementing the corrective action.

The Commission decided to impose the corrective orders and penalty surcharges under the principle that the intent

and standards of domestic laws on user protection should be equally applied to global video content providers as domestic providers. As gaining user trust is essential to revitalizing the digital economy, the Commission will continue to implement the policies to prevent damages and protect the internet and mobile service users' rights and interests while taking strict action against any violations of laws.

[Figure III-29] Major media reports on the imposition of penalty surcharges and corrective actions against 'YouTube Premium'



[Table III-38] Major contents of the corrective action

- ① When the user applies for the cancellation of paid services, it should take effect immediately if there is no reasonable cause, and the company should offer a pro-rata refund, excluding an appropriate amount of penalty
- ② The company should provide a clear explanation of important matters for the users, such as the service charge, cancellation and refund policy, and service withdrawal period and method, and place them on the service subscription page.

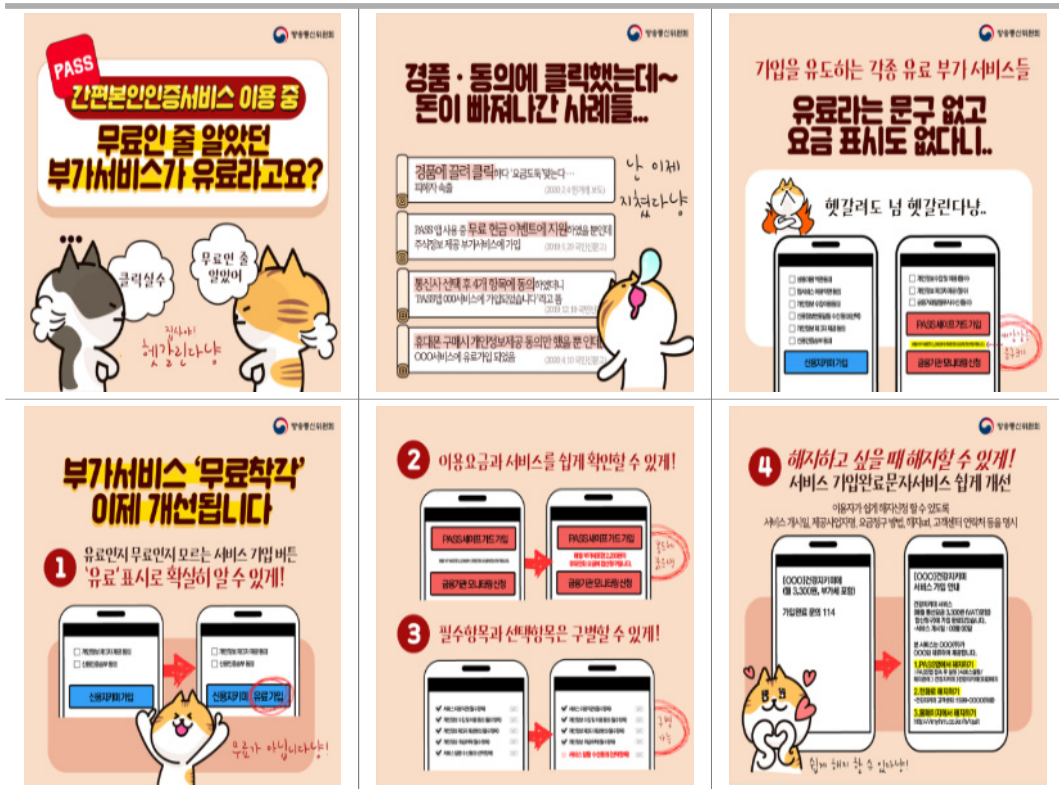
## 2) Improving the notification of paid services and the cancellation procedure of the PASS app

On May 19, 2020, the Commission consulted with the major three mobile communications business operators to fully clarify the essential matters, such as monthly fees when subscribing to additional paid services on the PASS apps, a simplified personal authentication service. After subscription, we had the operators inform the services start date and URL for termination by sending text messages to the users.

In addition to the PASS apps, we also recommended that they prepare a separate cancellation method on the 'mobile communications service providers' customer service app' by August 2020 to make it easier for the users to cancel the additional services they no longer use.

PASS apps offer a free simplified personal authentication service provided by the mobile communications business operators as well as various paid additional services from content providers (seven from SKT, six from KT, and nine from LGU+), such as services on health, real estate, and stocks. The additional paid services fee (KRW 1,100 – 11,000 per month) is charged in addition to the phone bill. However, it was pointed out that there were many cases where the user subscribed to the paid additional services by clicking on the wrong button or where the user subscribed without knowing that the monthly fee was charged and mistakenly believed it to be a free service related to the personal authentication service.

[Figure III-30] Card news related to improving the notification of paid additional services on the PASS app



To rectify this situation, the Commission checked 22 additional services on the PASS apps of the three major mobile communications business operators from February 17 to March 6, 2020, focusing on 19 items, including the confirmation procedure of the subscription, paid service notification, notice on service charges, sending text messages upon completing the subscription, and whether there were in-app cancellation methods.

We found that the operators generally went through the procedure to confirm the user's intention to subscribe to the paid service. However, we found that the notification was difficult to find or was not notified clearly in some cases, causing users' misunderstanding. For example, as paid additional services are provided immediately after subscription, it is difficult to apply the withdrawal period (7 days) guaranteed in general online transactions. However, such a prior notification was found to be lacking.

Furthermore, we recommended all three operators to enable users to cancel services from the PASS apps and their 'customer service apps' that provide users all the services they have subscribed to and the service charges.



[Table III-39] Main areas for improvement

- ① Add the word 'paid' to the subscription buttons to prevent them from being mistaken for 'free' services
- ② Improve the subscription page by writing the monthly fee and the name of the service in bold, red letters to make it easier to identify
- ③ For the terms and conditions agreement, highlight the optional features, such as consent to receiving notifications, in bold, red letters, to prevent users from consenting to the features unintentionally
- ④ Send a text message to the user upon completing the subscription procedure specifying the services start date, name of the provider, billing method, URL for cancellation, and the customer service contact information to make cancellation convenient for the users

### 3) Resolving user complaints related to floating ads

The Commission imposed corrective actions according to the 「Telecommunications Business Act」 against 21 online newspaper business entities that provide or supply internet news services online (PC and mobile) for restricting the deletion of inconvenient advertising on the internet.

We surveyed the practice of restricting the deletion of online 「advertising that covers information other than advertising while distributing, posting, and transmitting advertising ('floating ads）」 (taken into effect on January 31, 2017) and found that 21 businesses violated by creating ads that expand when the cursor is placed on the close button (✕), which can only be removed after being expanded (expandable ads). Also, 11 businesses created 'expandable ads' and 'ads without a close button', only displaying the close button when the cursor moves. Therefore, we imposed corrective orders against those businesses to develop measures and implement them and provide legal compliance training to prevent any recurrence.

[Figure III-31] Violations of floating ads



Moreover, we amended the 「Enforcement Decree of the Telecommunications Business Act」 (enforced on Jan. 31, 2017) to prohibit the practice of restricting the deletion of floating ads and added a specification for the types of these practices (May 2017). However, due to the increasing number of new types of violations that continue to inconvenience the users, we published and distributed a guidebook that includes a new classification of violation types from what had been just a list and specific examples of violations by type so that it can be easily applied in the field. In particular, we included many new types of violation, such as (i) ads that create new pop-up ads when clicking on the close button and (ii) ads without a close button that only displays the button when the cursor is placed on the ad.

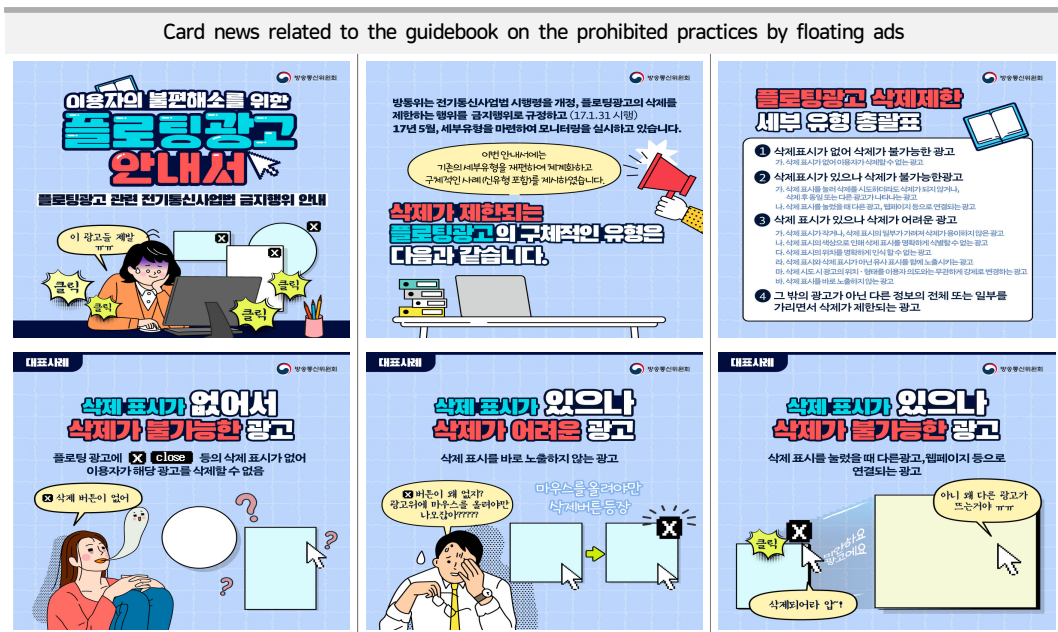
The specification includes four types of ① ads that cannot be deleted because it does not have a close button, ②

ads with a close button that cannot be deleted, ③ ads with a close button but difficult to delete, ④ ads that restrict deletion and others (4 types), and violations detailed by type (9 cases).

[Table III-40] Specification of the practices that restrict the deletion of floating ads

1. Ads that cannot be deleted because it does not have a close button
  - a. Ads that users cannot delete because it does not have a close button
2. Ads with a close button that cannot be deleted
  - a. Ads that cannot be deleted even when clicking on the close button, or ads that reappear or display other ads after deletion
  - b. Ads that link to other ads or websites
3. Ads with a close button but difficult to delete
  - a. Ads with a small-sized close button, or ads that are difficult to delete because part of the close button is hidden
  - b. Ads with a close button that is difficult to identify because of their color
  - c. Ads with a close button that is difficult to find
  - d. Ads that display the close button with a button of similar design that is not a close button
  - e. Ads that change in shape and location on their own regardless of the user's intention when the user attempts to delete them
  - f. Ads that do not display the close button immediately
4. Ads that restrict deletion by covering the entire or part of other information

[Figure III-32] Main contents of the guidebook (card news)



To resolve user complaints against floating ads, the Commission opened the reporting centers on our website ([kcc.go.kr](http://kcc.go.kr)) and Wise User ([wiseuser.go.kr](http://wiseuser.go.kr)). Users can visit our website and click on the 'Floating Ads Reporting Center' on the top right-hand corner or visit Wise User ([Information]→[Floating Ads Reporting Center]) to file a report on floating ads.



[Figure III-33] Floating Ads Reporting Center on the KCC website and Wise User



#### 4) Imposing corrective orders against the false or exaggerated advertising of mobile communications business operators and promoting the revision of guidelines

At the plenary meeting on Sept. 9, 2020, the Commission decided to impose penalty surcharges totaling KRW 870 million (KRW 264 million on KT, KRW 279 million on LGU+, KRW 251 million on SKB, KRW 76 million on SKT) against four wired communications business operators for the false and exaggerated advertising of the combined products.

In the survey we conducted on the 2,099 online and offline advertising by the four operators, we found that in 526 cases (25.1%), their advertising undermined the users' rights by limiting the rational choices of the users and inducing excessive competition among the operators.

The rate of violation by operators was in the order of KT 28.7%, SKB 27.3%, LGU+ 26.0%, SKT 8.3%. By type, 39.4% were misleading advertising that omitted or reduced the specific content which may have a significant impact on the users' choices, such as only presenting the important benefits without mentioning the terms and conditions, as in 'Sign up for Internet+TV to get a 55-inch TV', 'Get KRW 1.06 million off'. Next, 36.6% were exaggerated advertising that presented the maximum amount of assistance or the total discount rate as if it was provided to all, as in 'Benefits worth KRW 1.37 million', 'Save KRW 44,000 a month for Internet+TV'. We found 23.9% of the violations to be false advertising containing statements that are different from the facts or have no objective evidence, as in 'Maximum assistance', '100% no penalty fee'.

[Figure III-34] Examples of false and exaggerated advertising in the distribution channels



When the Commission first surveyed false and exaggerated advertising, the rate of violations by the four operators was higher than 90%. However, under the Commission's leadership, the 'voluntary consultative group' was formed in 2016 to eradicate false and exaggerated advertising. Since then, the rate decreased continuously, thanks to the operators' voluntary participation in monitoring and improving false and exaggerated advertising, distributing guidebooks, and offering education in false and exaggerated advertising.

Since the Commission's action in 2015, the rate of violations decreased by organizing and operating the voluntary consultative group. However, the violations continued, and we needed to strengthen the management of retail stores and the operators' efforts. Therefore, reflecting on the results of the fact-finding investigation on false and exaggerated advertising and the various opinions of policy officials, advisers, and business operators, we revised the false and exaggerated advertising guideline to include new violation types, strengthen the self-regulatory measures of the operators, and improve the classification and glossary related to false and exaggerated advertising.

#### 5) Imposing corrective measures and a penalty surcharge of KRW 390 million against KT Powertel for violating the prohibited acts

At the plenary meeting on October 7, 2020, the Commission decided to impose a corrective order and a penalty surcharge of KRW 390 million against KT Powertel Co., Ltd. for violating Article 50 Paragraph 1 Subparagraph 5 and Subparagraph 5-2 of the 「Telecommunications Business Act」 while providing mobile radio communications services<sup>10)</sup>.

When signing a contract with the Ministry of Health and Welfare for the 'Emergency Medical Wireless Communications Networks' project, KT Powertel and MGT (KT Powertel's distributor) imposed excessive services charges by offering to agree on the monthly service charge of KRW 30,000 for a service worth 22,000; undermined the users' interests by discriminating against them and violating the procedures under the terms of use and conditions; and falsely notified the essential matters of the terms and conditions.

Moreover, on other occasions, KT Powertel undermined the users' interests by discriminating against them, such as applying discount rates differently for each business operator. They also violated the procedures of the terms of use and conditions, such as filling out subscription forms and checking identification cards.

Furthermore, while facilities-based telecommunications business entities must provide telecommunications services according to the terms of use reported to the Minister of Science and ICT, KT Powertel violated the terms of use by providing services different from those reported. Finding such a violation to be of a severe offense, the Commission imposed a corrective order against KT Powertel to improve the services charge program and a penalty surcharge of KRW 390 million.

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10) It is a combination of radio and mobile communication services. As it allows multiple people to use a single channel, the service is used by companies that require simultaneous calls, such as those in security, transportation, and distribution.

## 6) Preventing frauds and resolving complaints related to the distribution of terminal devices

The Commission endeavored to prevent damages in fraud cases, such as from false and exaggerated advertising, by distributing promotional and press materials on damage prevention.

Recent damages reveal different methods and types of fraud other than direct fraud, such as asking for an upfront payment and withholding terminal devices. Some would promise and then fail to pay the legal subsidy (payback) or recruit pre-booked subscribers on the condition of handing out free phones only to fail to do as promised, and others would induce the users to purchase terminal devices through a long-term installment payment.

In particular, users need to take caution when subscribing through both online and offline shops, as there have been cases where a seller without the prior consent certificate (unqualified person) recruited people interested in purchasing phones through online open chat rooms and online communities and stole the money people have paid for terminal devices.

Users need to watch out for the following to prevent mobile phone fraud when replacing a terminal device or subscribing to a mobile communications service. ① If the distribution store (offline and online store) does not have the prior consent certificate that contains the information of the seller, ② if the amount of the cash assistance (payback) they are offering is ridiculously higher than the price of the mobile phone, ③ if they request identification cards through a courier, etc., ④ if they agree to sell new mobile phones at a low price on the condition that you hand in the old mobile phone (to sell the user's terminal device secondhand and acquire the profit), it is highly likely to be fraudulent. In such cases, users need to pay special attention to the contract and the seller's identity.

As part of the promotion to prevent frauds, we distributed the fraud prevention posters to the distribution stores (June), delivered notices on damages during the subscription procedure, and sent text messages to users who opened a mobile phone. To assist the victims of fraud, we delivered information to them through the dedicated counselors and provided counseling services.

[Figure III-35] Terminal devices fraud prevention poster



[Figure III-36] The prior consent certificate for online and offline stores

For online stores	For offline stores
 <p>※ Clicking on the mark or URL link will display the prior consent certificate on the right</p>	

## 7) Detected companies sending large numbers of spam text messages on false or exaggerated advertising related to COVID-19

From May to August 2020, the branch offices of the Commission conducted an intensive crackdown, in joint efforts with the Ministry of Food and Drug Safety, to control the dissemination of deceptive commercial advertising during the COVID-19 outbreak, misleading consumers to believe that certain products can prevent and treat diseases. We detected and imposed administrative measures against six companies and 21 sellers who sent large numbers of spam text messages on false or exaggerated advertising of food and cosmetics and referred them to the prosecution.

The branch offices of the Commission and the Ministry of Food and Drug Safety established a collaboration system to conduct the crackdown, where the branch offices focus on monitoring text message advertising and determining the sender's identity and their transmission location, and the Ministry of Food and Drug Safety focus on deciding the appropriateness of the contents of the advertising and labels and conducting the on-site investigation of the sellers.

We found that the main contents of the text message advertising were ( i ) ads unrelated to the effects of the product, such as the prevention of and treatments for COVID-19, vascular diseases, cancer, hair loss, arteriosclerosis, myocardial infarction, ( ii ) ads that deceive or mislead consumers by including the user experience to advertise the efficacy and effects of a product, ( iii ) ads with claims about shampoo, a functional cosmetic, that can help prevent cancer and maintain blood pressure, thus misleading the consumers to believe the product to be a drug.

The act of sending misleading commercial advertising or false or exaggerated advertising of the efficacy of health functional foods may be penalized according to Article 50 Paragraph 8 of the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」 (Prohibition on Transmission of Advertising Information for Unlawful Acts) and Article 8 of the 「Act on Labeling and Advertising of Food」 (Prohibition of False Labeling or Advertising).

[Figure III-37] Main contents of the illegal spam text message advertising

Exaggerated claims about the effects of disease prevention and treatment	Deceptive advertising
(Case 1) Wuhan, China - Take lactobacillus to <b>prevent coronavirus</b> . Boost your immunity with lactobacillus. It affects <b>vascular health, skin diseases, cancer, obesity, weight loss, fighting viruses</b> , and even hair loss.	(Case 3) To boost our immunity and keep our family healthy, we are <b>taking krill oil to fight off COVID-19</b> - Review by Park
(Case 2) Recently added efficacy of lance asiabell. 1. Bronchial health - <b>prevents cough, phlegm, and cold</b> . 2. Vascular health-improves blood circulation to help <b>prevent lifestyle-related diseases such as arteriosclerosis and myocardial infarction</b> . 3. Removal of inflammation-used to <b>reduce inflammation</b> as it is effective in removing toxins. It also helps <b>prevent skin diseases, laryngopharyngitis, tonsillitis, and bronchitis</b> .	(Case 4) (Ad) Krill Oil Time Sale "I am 72, and my wife is 67. It is easy to take because you only have to take one tablet a day. It has helped <b>boost our vitality</b> " -Review by Kim Young "I bought this because I felt like, the older I get, I was feeling more tired because of my liver. But, <b>after taking it, my liver feels young again!</b> " -Review by Choi Young.
Misleading advertising of a product as a drug	
<p><b>BLACK FOOD COMPLEX = 5EX</b></p> <p>Black beans, blueberries, black rice, black sesame, mulberry extract</p> <div> <ul style="list-style-type: none"> <li>+ Suppresses active oxygen in the body</li> <li>+ Ingredients good for preventing cancer</li> <li>+ Strong antioxidant activity increases immunity and has an anti-aging effect</li> <li>+ Helps maintain normal blood pressure</li> <li>+ Prevents hair loss and protects the scalp</li> </ul> </div> <p><b>Functional shampoo that helps reduce heat</b></p>	

The branch offices will strengthen the crackdown on illegal spam activities and damage prevention promotion by actively collaborating with the relevant agencies.

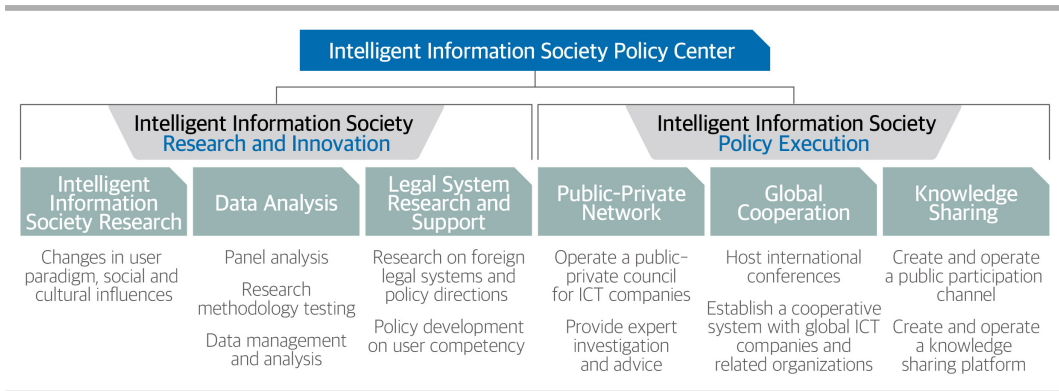
## 2. Strengthening the protection for users in the intelligent information society

### a. Establishing a user policy for the AI era

#### 1) Establishment of the Intelligent Information Society Policy Center

On January 2, 2020, the Commission established the 'Intelligent Information Society Policy Center' within the Korea Information Society Development Institute (KISDI). The Center aims to establish a comprehensive, mid to long-term response system for user protection policies amid the increasing impact of intelligent information technologies, such as AI, on our society and the rapid rate of the global community's response to it. The organization has two main axes: the research and innovation section that supports user-centered policy development in the era of intelligent information, and the other is the policy execution section that operates the policy network with various stakeholders.

[Figure III-38] Organization of the Intelligent Information Society Policy Center



First, the research innovation section conducts mid to long-term research projects to predict the social and ethical issues and impact of intelligent information technologies, such as AI and big data. To track changes in the users' perceptions of intelligent information services, they also conduct panel analysis to collect and analyze data and study foreign legal systems on user protection. Then, based on the research results, they propose government policy directions and system improvement plans to protect users in the intelligent information society.

Second, the policy execution section operates a multi-dimensional cooperation network to collect opinions and form a consensus on the user-related policy directions. They run a public-private council in which users, business operators, and experts participate to discuss policy implementation and measures to develop self-regulation standards on user protection. The policy execution section also organizes an annual international conference to encourage the global community to discuss ethical norms in the intelligent information society. Moreover, they are responsible for operating an open platform for knowledge sharing (Policy Archive Concerning Users of the Intelligent Information Society) to allow the public to share opinions and deliver the latest domestic and foreign policy and research trends.

In April 2020, the Commission launched a public-private council to protect users in the intelligent information society to form a consensus on the user protection policy direction and raise the awareness of accountability of stakeholders. The policy network is composed of 30 participants, including users, experts, and the government. The network endeavored to identify concrete plans to implement the 'Principles for a User-Centered Intelligent Information Society' announced by the Commission in November 2019.

This year, we published a book of best practices in user protection, focusing on three of the seven user protection principles (human-centered services provision, transparency and description possibility, and impartiality and non-discrimination), and we plan to focus on the other principles in the second book in 2021.

In addition, we are pushing forward with the 'Basic Principles for Improving the Transparency of AI Algorithm Recommendation Services' to enhance user rights and interests in the AI algorithm-based recommendation services. The spread of intelligent information technology has increased the social influence of AI algorithm-based recommendation services, and concerns have been raised about the growing adverse functions of the services, such as the polarization of public opinion, confirmation bias, and discrimination. In response, we plan to announce the basic principles for the sound development and improvement of the AI algorithm-based recommendation services.





## 2) International Conference on the Ethics of the Intelligent Information Society

On December 3, 2020, the Commission and Korea Information Society Development Institute (KISDI) held the 2<sup>nd</sup> 'International Conference on Ethics of the Intelligent Information Society' online to prevent the spread of COVID-19.

The Conference was held for the first time last year to discuss new types of user protection issues arising from the proliferation of artificial intelligence technology and to form a consensus with the global community on related policies.

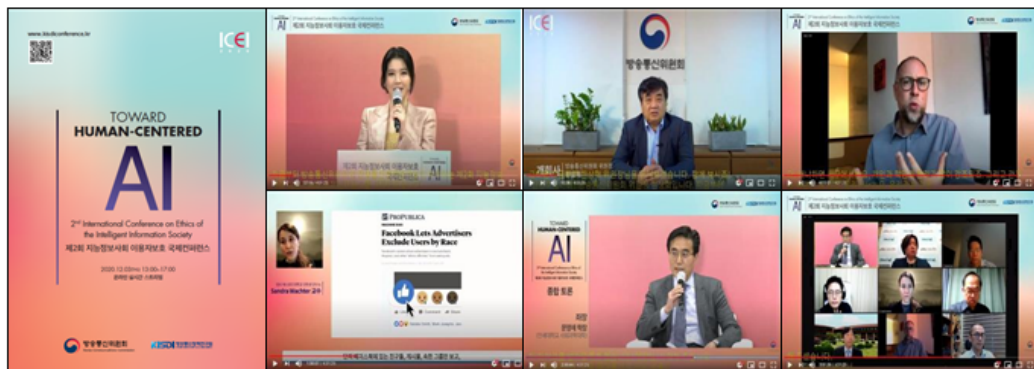
Held under the theme of 'Toward Human-Centered AI', the conference was joined by experts from home and abroad to discuss the efforts of the global community to create human-centered artificial intelligence policies and the ways to protect users to cope with the spread of artificial intelligence technology.

[Figure III-39] International Conference on Ethics of the Intelligent Information Society

Program (draft)			Poster
시간	내용	발제자	<div>www.kisdconference.kr</div>  <div>ICEI 2020</div> <div> <h2>TOWARD HUMAN-CENTERED AI</h2> <p>2nd International Conference on Ethics of the Intelligent Information Society</p> <p>제2회 지능정보사회 이용자보호 국제컨퍼런스</p> <p>2020. 12.03(목) 13:00~17:00 온라인 실시간 스트리밍</p> <div>  방송통신위원회 KISDI 지능정보정책연구소 </div> </div>
13:00~13:15 (15분)	개회식	진행 : 김혜미 아나운서(경기방송) 방송통신위원회 위원장 정보통신정책연구원장	
13:15~13:45 (30분)	기조 발제(영상) • 인공지능 윤리 : 글로벌 도전의 관점에서 본 책임성 Ethics of Artificial Intelligence: Responsibility in Light of Global Challenges	• Mark Coeckelbergh 교수 (오스트리아 국립 비엔나대학)	
13:45~15:15 (90분)	발표(영상) • (발제 1) 유럽의 알고리즘 공정성 Algorithmic Fairness in Europe • (발제 2) AI 윤리원칙을 넘어 : 현실적 과제와 전망 Beyond Ethics Principles for AI: How to Make it Work • (발제 3) 인공지능과 법의 지배 AI and Rule of Law	• Sandra Wachter 교수 (영국 옥스퍼드대학 인터넷 연구소) • 고학수 교수 (서울대학 법학전문대학원) • Daniel Li Chen 수석 경제학자 (세계은행)	
15:15~15:30 (15분)	휴식		
15:30~17:00 (90분)	종합 토론(실시간 Zoom) 인간 중심의 AI를 향하여 Toward Human-Centered AI • 전문가 토론 (70분) • 질의 및 응답 (20분)	• 좌장 : 문명재 교수(연세대 사회과학대학) • 토론 : 국내외 전문가(5인) 및 발제자(4인) - 김병필 교수 (KAIST 기술경영학부) - 이재신 교수 (중앙대 미디어커뮤니케이션학부) - 이호영 본부장 (KISDI 디지털경제사회연구본부) - 오성탁 본부장 (NIA 지능데이터본부) 윤명 사무총장 (소비자시민모임)	
17:00	폐회		

Online conference

Online conference



### III. Broadcasting and Communications Policy Outcomes in 2020

Prof. Dr. Mark Coeckelbergh from University of Vienna gave a keynote presentation on the 'Responsibility of Artificial Intelligence from the Perspective of Global Challenges', which was followed by Professor Sandra Wachter's (Oxford University) 'Reasonable European Algorithm', Professor Go Haksu's (Seoul National University) 'Beyond the Ethics Principles of Artificial Intelligence: Practical Tasks and Prospects', and Lead Principal Investigator Daniel Lee Chen's (World Bank) 'Artificial Intelligence and the Rule of Law'.

Experts from home and abroad shared their opinions on the policy direction for human-centered artificial intelligence in the panel discussion, which was chaired by Professor Mun Myeongjae (Yonsei University), and joined by Professor Kim Byongpil (KAIST), Lee Jeasin (Chung-Ang University), Director Lee Hyeon (KISDI), Director Oh Seongtak (NIA), and Secretary General Yun Myeong (Consumers Korea).

#### 3) Announcement of the result of the Intelligent Information Society User Panel Survey in 2019

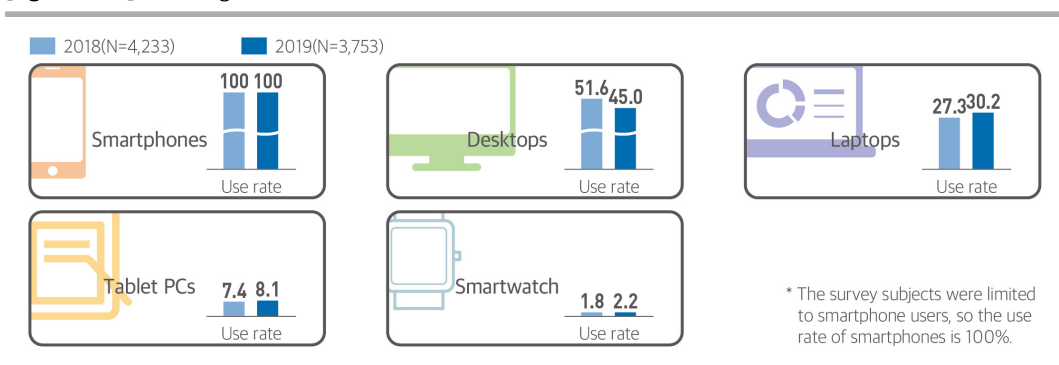
The Commission and Korea Information Society Development Institute (KISDI) announced the results of the 'Intelligent Information Society User Panel Survey' in its second year, which examines the users' experience and attitudes about the intelligent information services.

In the intelligent information society, issues such as the fairness of algorithms, data bias, and privacy are expected to arise with the advancement of artificial intelligence technology and increased automated decision-making. In response, the Commission has been collecting panel data by surveying the same sample every year from 2018<sup>11)</sup> to collect the users' perceptions and behavioral changes due to the spread of the intelligent information technology and services. We plan to use the result as a primary material for devising user protection plans.

The survey items are primarily divided into ① the use of intelligent information services, ② changes in the future society and user attitudes, ③ awareness of personal information protection in the intelligent information society, and ④ user rights and dysfunctions in the intelligent information society. This year, we added the use of OTT services, particularly relevant in today's communications environment.

[Figure III-40] Use of digital devices

(Unit : %)



11) Based on the first year's panel data, in the second year, 1:1 interviews were conducted for 3,753 men and women (from 2,227 households) aged 17 to 64 years old from 17 cities and provinces nationwide. As the survey is about user experience with intelligent information services, the survey targeted users who use smartphones and the internet at least once a day.

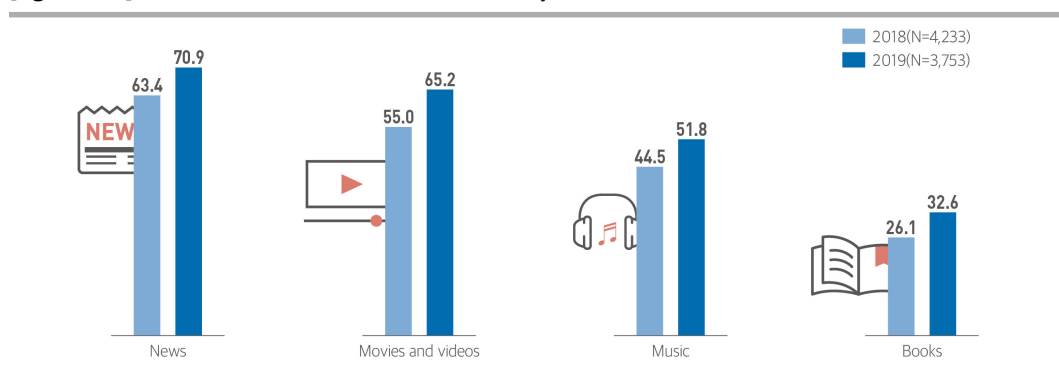


On the use of digital devices based on the smartphone users surveyed, we found that the use rate of desktop computers decreased compared to the previous year (2018 : 51.6% → 2019 : 45.0%), while that of laptops increased (2018 : 27.3% → 2019 : 30.2%). The use rate of tablet PCs (2018 : 7.4% → 2019 : 8.1%) and smartwatches (2018 : 1.8% → 2019 : 2.2%) also increased slightly compared to the previous year (0.4%P), which demonstrates that the use rate of digital devices with high mobility increased.

Moreover, we found that the usage rate of automatic recommendation services for each type of content increased in all content types compared to the previous year, which indicates that automatic recommendation services are becoming more prevalent. In particular, the rate of increase in the use of recommendation services for movies and videos was the highest at 10.2%P (2018 : 55.0% → 2019 : 65.2%), and the usage rate of news recommendation services also increased by 7.5%P compared to the previous year (2018 : 63.4% → 2019 : 70.9%).

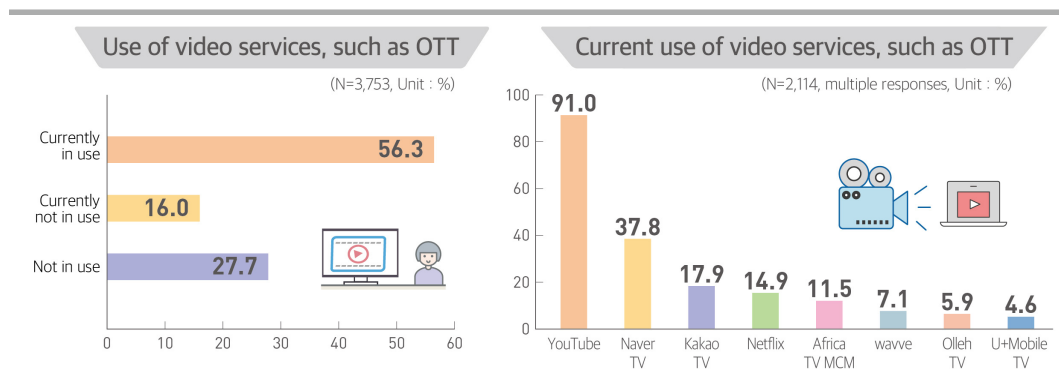
[Figure III-41] Use of automatic recommendation services by content

(Unit : %)



As for video services, such as OTT, which was newly included this year, we found 56.3% of all respondents were currently using the services. Among them, YouTube (91.0%), Naver TV (37.8%), Kakao TV (17.9%), Netflix (14.9%), and Africa TV (11.5%) were most commonly used.

[Figure III-42] Use of video services, such as OTT



## b. Enhancing user convenience

### 1) Operation of the telecommunications dispute resolution system

Since implementing the telecommunications dispute resolution system on June 12, 2019, the Commission opened the ‘Telecommunications Dispute Resolution Center’, established the ‘Telecommunications Dispute Resolution Support System’, and published ‘A Casebook on the Telecommunications Dispute Resolution’ with aims to effectively resolve disputes between telecommunication carriers and users, offer convenience and opportunity to relieve damage and improve the predictability of the resolution results.

First, the Commission opened the ‘Telecommunications Dispute Resolution Center’ in April 2020, which provides extensive support for user complaints from consultation to the dispute resolution.

At the opening ceremony, the Chairman examined the Center’s preparedness for COVID-19, and at the meeting with the Telecommunications Dispute Resolution Committee members, discussed various policy improvements by touching upon issues raised by users and experts, such as inspecting the dispute sites, disclosing the dispute resolution process, and sharing damage relief cases.

[Figure III-43] Opening of the Telecommunications Dispute Resolution Center



Moreover, to support smooth communication between the mediator, users, and business operators and resolve the grievances regardless of time and region, the Center adopted a contactless counseling and dispute system to take into account the COVID-19 outbreak.

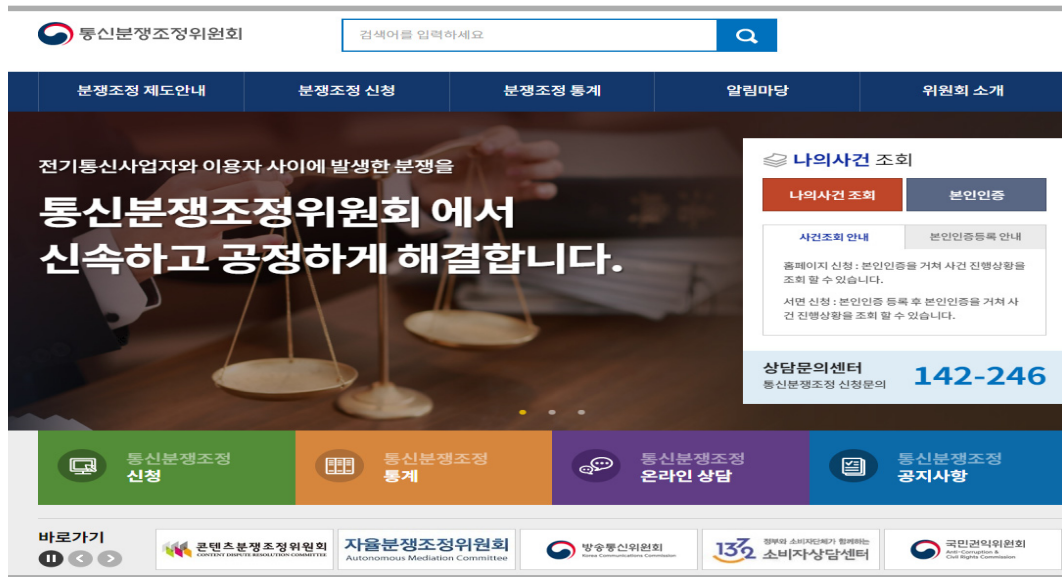
[Figure III-44] Online counseling and dispute resolution system



Second, the Commission completed the establishment of the 「Telecommunications Dispute Resolution Support System (www.tdrc.kr)」 in October 2020 to handle and resolve grievances and disputes that arise during the use of telecommunication services and between users and operators. After the pilot operation between November and December, the service will be fully open to the public on January 18, 2021.

From the early stages of the system design, we listened to the expert opinions and opinions of the Telecommunications Dispute Resolution Committee and communications service providers on system stabilization and convenience of use.

[Figure III-45] Screen of Telecommunications Dispute Resolution Support System (PC)



The 'Telecommunications Dispute Resolution Support System' is a one-stop service that allows users to conveniently follow all procedures including, counseling, filing a case, fact-finding, deliberation, and resolution. We adopted the traffic light system (green, yellow, red) to help applicants and respondents easily check the progress and we also provide text message notification services to improve the convenience for the public and facilitate a more efficient work environment.

[Figure III-46] Legal deadline notification (traffic light system) of the Telecommunications Dispute Resolution Support System

**■ 할당 사건별 현황**

● 30일 이상 ● 30일 미만 ● 15일 미만(기한초과 포함) ● 종료

번호	기한상태	사건번호	신청방법	신청일자	상태	처리기한	연장여부	조정안	잔여일수
1	●	TDRC_DM_20210107_0006	온라인	2021-01-07	요건/서류검토	2021-03-08	-	-	56일
2	●	TDRC_DM_20210107_0003	온라인	2021-01-07	분쟁조정통괄-조정심의/결정	2021-03-09	-	-	57일
3	●	TDRC_DM_20201113_0001	온라인	2020-11-13	조정심의/결정	2021-01-12	-	-	1일
4	●	KAIT_TM_20201103_0005	오프라인	2020-11-03	요건/서류검토	2021-01-23	-	-	18일

### III. Broadcasting and Communications Policy Outcomes in 2020

In addition, to protect the users' rights and interests by disclosing information and strengthening communication with users, we ensured that applicants could check their dispute settlement process, provided a database related to damage relief cases on common complaints and grievances, and automated the procedure of self-diagnosis, Q&A, and online dispute application. The Commission will continue to improve the Telecommunications Dispute Resolution Support System to make the telecommunications dispute resolution procedure more accessible and convenient for the users.

Third, we are planning to publish 「A Casebook on the Telecommunications Dispute Resolution」 in January 2021 to provide grievance resolution opportunities for users with similar communication services experiences and increase the predictability of the dispute resolution. The Casebook will be published annually in January with an introduction to the Telecommunications Dispute Resolution Committee, dispute resolution procedure, current status of the dispute resolution and counseling, and telecommunications dispute resolution cases that may be helpful to users. This year, the Casebook will introduce a number of cases submitted and handled from June 2019 to December 2020, including ▲ compensation for damages, ▲ provision of telecommunications services different from the terms of use, ▲ the process of signing, using, and terminating the telecommunications services terms of use, ▲ quality of telecommunications services, and ▲ essential matters being unannounced. The Casebook will be available from the 'Telecommunications Dispute Resolution Support System', which will start its service on January 18, 2021.

We expect that the Casebook will help the telecommunications dispute resolution system become more accessible for users. We also hope that the Casebook will present the opportunities for operators to enhance the users' rights and interests and become a guide for the users to enable them to actively participate in the damage relief system.

The Telecommunications Dispute Resolution Center received 11,041 applications for consultation in 2020, increasing by 65% compared to the previous year. By channel of communication, telephone counseling accounted for the largest portion with 10,909 cases (98.8%), and others, such as e-mail counseling was relatively smaller with 132 cases (1.2%). With the opening of the 'Telecommunications Dispute Resolution Support System', we hope to diversify our counseling services, such as online counseling.

[Table III-41] Consultation results by channels of communication

(Unit : cases)

Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
Telephone (rate)	6,602	(98.7%)	10,909	(98.8%)	17,511	(98.8%)
Others (rate)	87	(1.3%)	132	(1.2%)	219	(1.2%)
Total (rate)	6,689	(100%)	11,041	(100%)	17,730	(100%)

[Figure III-47] Consultation results by channels of communication and its distribution



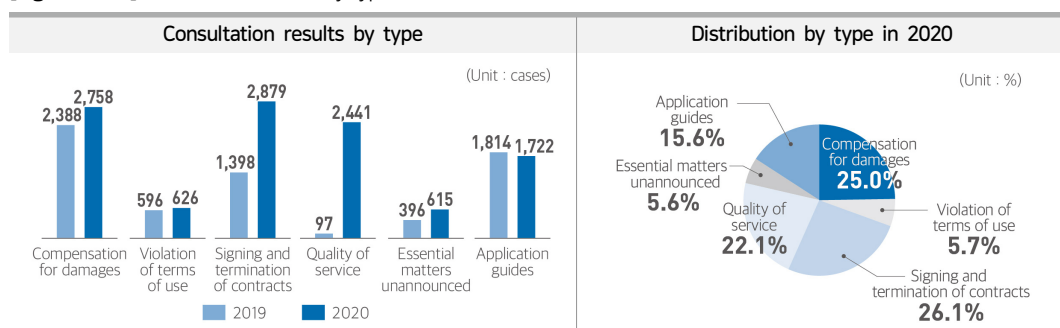
In 2020, there were 2,879 cases related to 「signing and terminating contracts」 arising in the process of signing, using, and terminating the terms of use, accounting for 26.1% of the total number of counseling. Next, 2,758 cases (25%) were about 「compensation for damages」 related to damages to users, such as the interruption of the telecommunications services. Counseling for 「quality of service」 followed, with 2,441 cases (22.1%) related to the disputes arising due to the quality of telecommunications services. Moreover, 1,722 cases (15.6%) were about 「Application Guides」 related to filing a case for the dispute resolution to the Telecommunications Dispute Resolution Committee and submission materials.

[Table III-42] Consultation results by type

(Unit : cases)

Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
	Case	Rate	Case	Rate	Case	Rate
Compensation for damages	2,388	35.7%	2,758	25.0%	5,146	29.0%
Violation of terms of use	596	8.9%	626	5.7%	1,222	6.9%
Signing and termination of contracts	1,398	20.9%	2,879	26.1%	4,277	24.1%
Quality of service	97	1.5%	2,441	22.1%	2,538	14.3%
Essential matters unannounced	396	5.9%	615	5.6%	1,011	5.7%
Application guides	1,814	27.1%	1,722	15.6%	3,536	19.9%
Total	6,689	100.0%	11,041	100.0%	17,730	100.0%

[Figure III-48] Consultation results by type and its distribution



Mediation meetings are divided into plenary meetings and subcommittee meetings. The plenary meeting decides on the amendments to administrative rules and basic plans for dispute mediation, and the subcommittee meeting is convened to share individual mediation cases and strengthen the capacity of mediators. In 2020, 16 meetings were held to discuss dispute mediation plans and an extension of the processing period, listen to the mediation progress shared by the 5G Special Subcommittee, and review the Telecommunications Dispute Resolution Support System and the publication of A Casebook on the Telecommunications Dispute Resolution. In 2019, we convened 14 meetings.

### III. Broadcasting and Communications Policy Outcomes in 2020

[Table III-43] Telecommunications Dispute Resolution Committee's mediation meetings

(Unit : cases)

Classification	Plenary meeting			Subcommittee meeting		
	Total	Attending	Written	Total	Attending	Written
2019	14	5	9	4	4	0
2020	16	5	11	0	0	0
Total	30	10	20	4	4	0

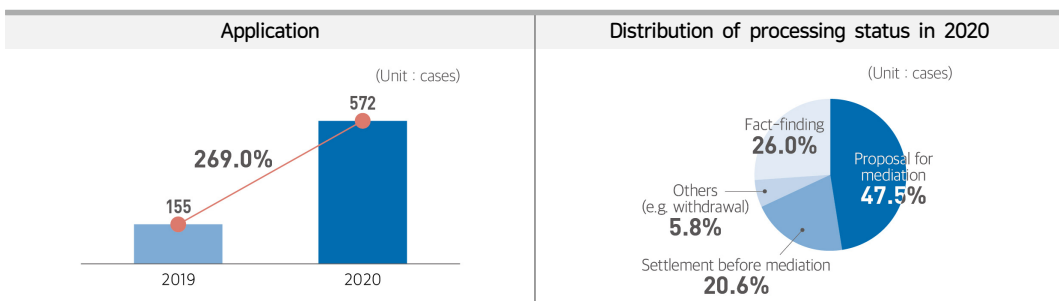
The number of dispute resolution applications submitted to the Telecommunications Dispute Resolution Committee in 2019 was 155. In 2020, it increased by 269.0% to reach 572 applications. The total number of applications received since implementing the telecommunications dispute resolution system is 727. The number of cases closed, having reached a 'settlement before mediation' through the Secretariat's recommendation before convening the mediation meeting, was 64 in 2019 and 118 in 2020, totaling 182 cases. Out of the cases that received the mediator's proposal through the Committee's deliberation, the number of cases where both parties accepted the proposal was 31 in 2019 and 59 in 2020, totaling 90 settled cases. The number of cases where the two parties objected or did not express their intentions was 47 in 2019 and 173 in 2020, totaling 220 cases, and 40 cases are in progress with the proposed mediation as of the end of 2020. The number of cases that were terminated due to other reasons such as withdrawal reached 13 in 2019 and 33 in 2020, totaling 46 cases. As of the end of 2020, 149 cases are currently progressing through fact-finding.

[Table III-44] Dispute mediation application and processing status

(Unit : cases)

Classification			2019 (June 12 - Dec. 31, 2019)		2020		Total	
			Case	Rate	Case	Rate	Case	Rate
Application for mediation			155	100.0%	572	100.0%	727	100.0%
Processing	Proposal for mediation	Accepted	31	20.0%	59	10.3%	90	12.4%
		Canceled	47	30.3%	173	30.2%	220	30.3%
		In progress	-	0.0%	40	7.0%	40	5.5%
	Settlement before mediation		64	41.3%	118	20.6%	182	25.0%
	Other (e.g., withdrawal)		13	8.4%	33	5.8%	46	6.3%
	Total		155	100.0%	423	74.0%	578	79.5%
Fact-finding (e.g. in progress)			-	-	149	26.0%	149	20.5%

[Figure III-49] Dispute mediation application and processing status and its distribution



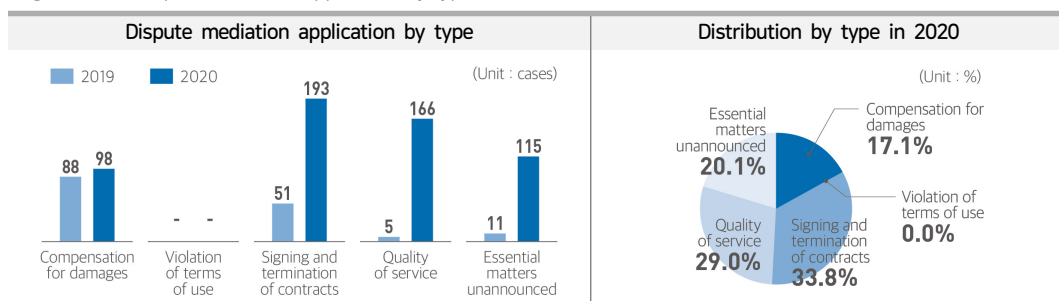
While the most common type of cases filed in 2019 was compensation for damages at 56.8%, signing and the termination of contracts was the most common type in 2020 at 33.8%, followed by the quality of services and unannounced essential matters. Cases related to the signing and termination of contracts were the second most common type of cases in the previous year, at approximately 32.9%.

[Table III-45] Dispute mediation application by type

(Unit : cases)

Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
	Case	Rate	Case	Rate	Case	Rate
Compensation for damages	88	56.8%	98	17.1%	186	25.6%
Violation of terms of use	-	0.0%	-	0.0%	-	0.0%
Signing and termination of contracts	51	32.9%	193	33.8%	244	33.6%
Quality of service	5	3.2%	166	29.0%	171	23.5%
Essential matters unannounced	11	7.1%	115	20.1%	126	17.3%
Total	155	100.0%	572	100.0%	727	100.0%

[Figure III-50] Dispute mediation application by type and its distribution



When applications submitted to the Telecommunications Dispute Resolution Committee in 2020 are analyzed by region, 293 cases are from Seoul and Gyeonggi area, accounting for 51.3% of the total applications. The remaining 48.7% are distributed evenly by region, indicating that disputes over telecommunications services occur nationwide.

[Table III-46] Dispute mediation application by region

(Unit : cases)

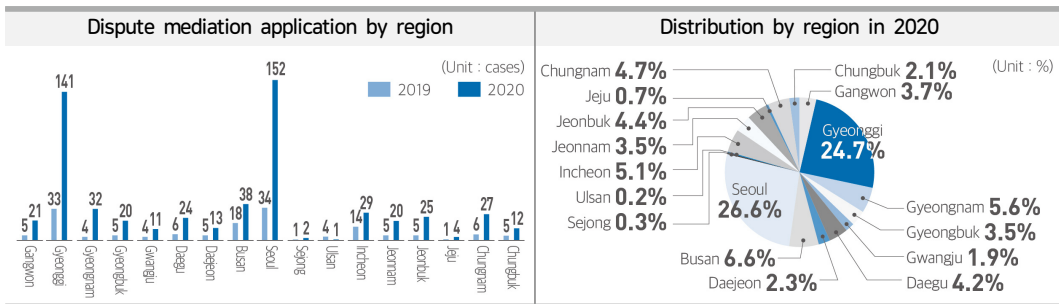
Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
	Case	Rate	Case	Rate	Case	Rate
Gangwon	5	3.2%	21	3.7%	26	3.6%
Gyeonggi	33	21.3%	141	24.7%	174	23.9%
Gyeongnam	4	2.6%	32	5.6%	36	5.0%
Gyeongbuk	5	3.2%	20	3.5%	25	3.4%
Gwangju	4	2.6%	11	1.9%	15	2.1%
Daegu	6	3.9%	24	4.2%	30	4.1%
Daejeon	5	3.2%	13	2.3%	18	2.5%
Busan	18	11.6%	38	6.6%	56	7.7%



### III. Broadcasting and Communications Policy Outcomes in 2020

Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
	Case	Rate	Case	Rate	Case	Rate
Seoul	34	21.9%	152	26.6%	186	25.6%
Sejong	1	0.6%	2	0.3%	3	0.4%
Ulsan	4	2.6%	1	0.2%	5	0.7%
Incheon	14	9.0%	29	5.1%	43	5.9%
Jeonnam	5	3.2%	20	3.5%	25	3.4%
Jeonbuk	5	3.2%	25	4.4%	30	4.1%
Jeju	1	0.6%	4	0.7%	5	0.7%
Chungnam	6	3.9%	27	4.7%	33	4.5%
Chungbuk	5	3.2%	12	2.1%	17	2.3%
Total	155	100.0%	572	100.0%	727	100.0%

[Figure III-51] Dispute mediation application by region, and its distribution



Out of the dispute mediation applications submitted to the Telecommunications Dispute Resolution Committee, the most common respondents were the mobile network operators (MNO) SKT, KT, and LGU+, accounting for 489 (85.5%) disputes, of which the number of cases related to KT were the highest, reaching 222 (38.8%).

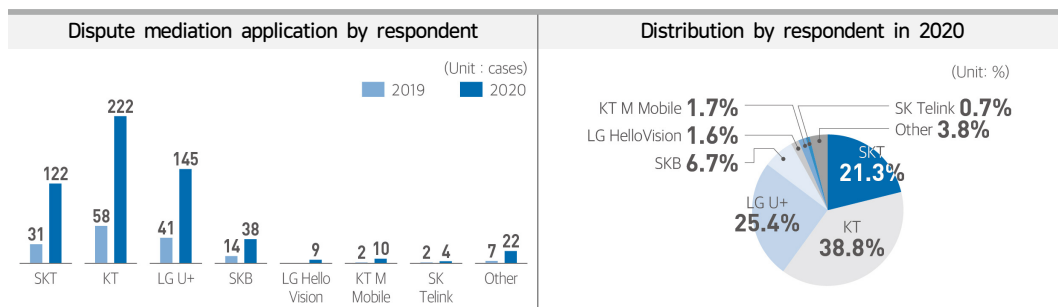
[Table III-47] Dispute mediation application by respondent

(Unit : cases)

Classification	2019 (June 12 - Dec. 31, 2019)		2020		Total	
	Case	Rate	Case	Rate	Case	Rate
SKT	31	20.0%	122	21.3%	153	21.0%
KT	58	37.4%	222	38.8%	280	38.5%
LGU+	41	26.5%	145	25.4%	186	25.6%
SKB	14	9.0%	38	6.7%	52	7.2%
LG HelloVision	0	0.0%	9	1.6%	9	1.2%
kt M mobile	2	1.3%	10	1.7%	12	1.7%
SK Telink	2	1.3%	4	0.7%	6	0.8%
Other	7	4.5%	22	3.8%	29	4.0%
Total	155	100.0%	572	100.0%	727	100.0%



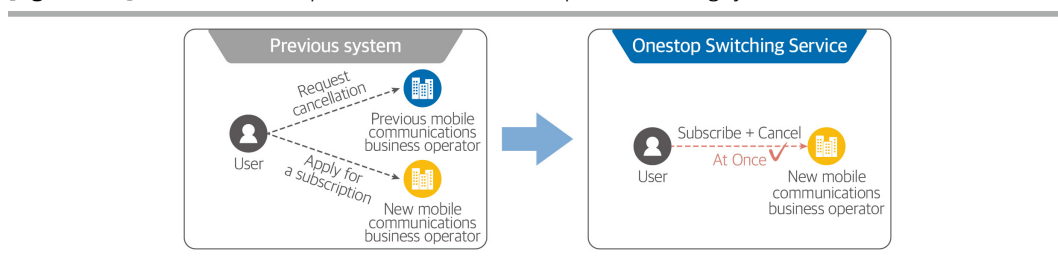
[Figure III-52] Dispute mediation application by respondent and its distribution



## 2) Full implementation of the Onestop Switching Service for wired services such as broadband

The Onestop Switching Service was implemented on July 27, 2020 to allow the users to change the combined services of paid broadcasting (IPTV, satellite broadcasting) or broadbands by applying for the subscription to an operator who would cancel the user's existing services at the same time.

[Figure III-53] Overview of the improvement of the business operator switching system



[Figure III-54] Onestop Switching Service meeting and opening ceremony



With the introduction of the Onestop Switching Service, users can now conveniently apply to switch businesses, including paid broadcasting combined services at the service provider's customer center, online seller, or a nearby telecommunications distributor or sales outlets.

In the afternoon of July 27, 2020, the Commission held the opening ceremony of the Onestop Switching Service Management Center to celebrate the successful implementation of the Onestop Switching Service and a meeting with business leaders at the Korea Telecommunications Operators Association, where the counseling center for users is located. As the service, which had previously been applied to mobile phones, is now expanded to the internet and paid

broadcast, we expect it will reduce the problems arising from the operators' practice of restricting cancellations and double billing while increasing user convenience.

[Figure III-55] Guide to the Onestop Switching Service

### OneStop Switching Service Checklist

✓ **First, who is your current mobile communications business operator?**  
☞ Check whether you are subscribed to KT, LG U+, SK Broadband, SK Telecom, or KT Skylife  
 \* SK Broadband and SK Telecom subscribers must call 106 (SK Broadband Customer Center) to check their operator

**Tip** Check the name you used to register






✓ **Second, make sure you have the correct address to cancel your service!**  
☞ Visit your operator's website or customer center to confirm your address.

✓ **Third, which service are you canceling?**  
☞ 1) Internet  
 2) Internet+paid broadcasting

✓ **Fourth, check your cancellation penalty!**  
☞ Check your cancellation penalty by visiting your operator's website or customer center before requesting to cancel. If you cancel your service before the end of the contract term, the amount discounted will be partially charged.

**Tip** If the remaining contract term is less than 30 days, request to cancel the service the day after the end date to switch services without the cancellation penalty.

✓ **Fifth, get a call to confirm your cancellation!**  
☞ You will receive a confirmation of service cancellation call from your existing operator to check the subscriber's name and calculate your cancellation penalty.  
 ※ If you do not receive the cancel confirmation call, your request to switch services may be cancelled.

< Business number for cancellation confirmation >

KT	LG U+	SK Broadband	SKT	KT Skylife
100	101	106	1600-2000	1588-3002

Check whether you are subscribed to KT, LG U+, SK Broadband, SK Telecom, or KT Skylife

Since the implementation of the service, we have been making efforts to stabilize the service in the beginning by operating a situation response group with participating companies. Looking forward, we plan to improve the system to enhance user convenience by conducting user surveys and inspecting the operation of businesses. Moreover, as business operators' interest and efforts are crucial to revitalizing the system, we plan to cooperate with the participating businesses to devise the plans to strengthen the Onestop Switching Service.

### 3) Expanding insurance coverage to more terminal devices

Recognizing the difficulty of obtaining mobile phone insurance covering the loss for SKT's no-contract iPhones, the Commission surveyed the insurance policies for no-contract terminal devices. We requested SKT to provide insurance that covers the loss for no-contract iPhones, and from December 4, 2020, users who subscribed to SKT with a no-contract iPhone purchased in Korea can obtain mobile phone insurance that covers the loss of their phones.

SKT decided to provide mobile phone insurance that covers the loss of phones by consulting with insurance companies. Now, SKT no-contract iPhone users can purchase the insurance by visiting SKT's distributors or branch offices with a receipt within 60 days of purchasing the no-contract terminal device. More information can be found from the SKT Customer Service Center (114).

Due to the increasing number of no-contract terminal devices, the Commission plans to enhance user convenience by expanding insurance to cover no-contract phones and continue making efforts to prevent the discriminatory treatment of no-contract terminal devices.

#### 4) Conducting the on-site inspection of the exclusive contract system for collective buildings and promoting system improvement

The Commission conducted two on-site inspections in February and September focusing on the payment of cancellation penalties after improving the damage relief system for the users of the exclusive contract system for collective buildings.

We reviewed the effectiveness of the system improvement by analyzing the cancellations made between October and December, 2019 before the inspection. We assessed the number of cancellations due to the collective building exclusive contract, the number of confirmations issued for the cancellation penalty payment, and the number of payments made for the cancellation penalty. For the cancellations made between January and August 2020, we also analyzed the number of cancellations due to the collective building exclusive contract, the number of confirmations issued for the cancellation penalty payment, and the number of payments made for the cancellation penalty. We then reviewed the efficacy of the system improvement through the time series method.

[Figure III-56] Analysis of complaints related to the license cancellations

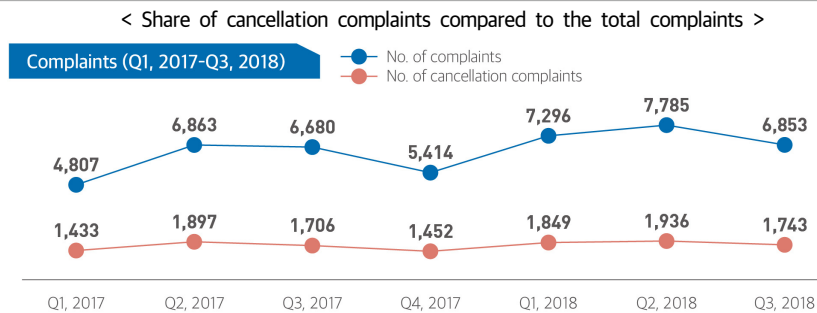
##### □ Analysis of complaints related to cancellations

- (Purpose) To evaluate the damage type and degree of damage to users caused by the practice of restricting termination by analyzing the complaints received by the Korea Communications Commission and business operators so that the results can be used for improving the cancellation procedure
  - Subject : Telecommunications business operators (4 communications business operators, 5 MSOs)
  - Method : By analyzing the complaints received by the Korea Communications Commission and business operators from 2017 to the third quarter of 2018
- Analysis
  - From the approximately 45,000 complaints analyzed, about 25% were related to complaints in the cancellation stage. Among them, 3,020 cases, approximately 25% were related to the restriction of cancellations

##### < Complaints received by the Korea Communications Commission and business operators >

(Unit : cases)

Classification	2017					2018				Total
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Total	
Total complaints	4,807	6,863	6,680	5,414	23,764	7,296	7,785	6,853	21,934	45,698
Complaints on cancellation	1,433	1,897	1,706	1,452	6,488	1,849	1,936	1,743	5,528	12,016
Cancellation rate (%)	29.8	27.6	25.5	26.8	27.3	25.3	24.9	25.4	25.2	26.3



■ Plans for future use

- The analysis of complaints arising from the combined product cancellation stage will help identify the types of user inconveniences. The result will be used as a supporting material to determine the direction of the system (automatic business operator switching system) and the timing of its introduction (July 2020).

To listen to the opinions of business operators for system improvement, the Commission held meetings with them and requested their implementation status and related materials for submission. We gathered the opinions of business operators on the types of exclusive contracts, plans to improve such exclusive contracts, amendments of laws, and additional plans to improve the system. Next, to listen to the opinions of the stakeholders who are the consumers of the policy, we made on-site visits to officetels and knowledge industry centers with whom business operators have signed the exclusive contract, and interviewed the management such as the management office to identify matters such as the reasons for and method of establishing the exclusive contract, the current telecommunications service, and doubling billing. We also made efforts to assess the problem of the exclusive contracts by making on-site visits and conducting telephone interviews with the telecommunications business operators against whom complaints about collective buildings are filed repeatedly, telecommunications business operators that have established exclusive contracts with knowledge industry centers, representative of the management, and users.

### 5) Results of the survey on spam distribution for the first half of 2020

The Commission and the Korean Internet & Security Agency presented the results of the 「Survey on Spam Distribution for the First Half of 2020」, which surveyed the amount of mobile phone and email spams received, sent, and blocked in the first half of 2020 (from January 1 to June 30).

In the first half of 2020, the total amount of spam sent to mobile phones was 14.7 million, down by 4.6% compared to the second half of 2019, and 20.66 million email spam was sent, down by 30.7% from the second half of 2019.

By spam type, the number of mobile phone voice spam in the first half of 2020 (8.21 million cases) decreased by 9.7% compared to the second half of 2019, and the largest number of spam was made through landline phone services. Spam using landline phone services (4.39 million cases) accounted for 53.4%, internet phone services (2.33 million cases) 28.3%, and mobile phone services (1.5 million cases) 18.3%. Compared to the second half of 2019, spam through landline phone services increased by 15.2% (3.81 million → 4.39 million), internet phone service decreased by 40% (3.88 million → 2.33 million), and mobile phone services increased by 6.4% (1.41 million → 1.5 million).

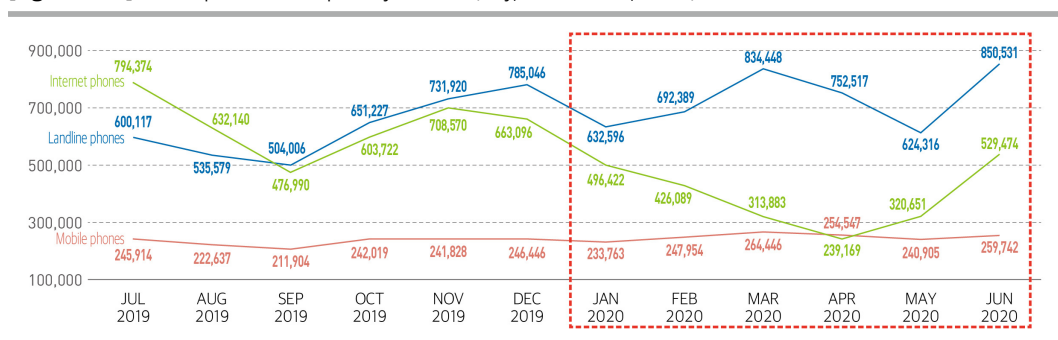
[Table III-48] Spam distribution in the first half of 2020

Classification		2H 2019	1H 2020	Increase/Decrease
Mobile phone spam	Voice	9.10 million	8.21 million	9.7%↓ (890,000↓)
	Text	6.31 million	6.49 million	2.8%↑ (180,000↑)
Total		15.41 million	14.70 million	4.6% (710,000) decrease
Spam email	Domestic	320,000	97,000	69.3%↓ (220,000↓)
	International	29.49 million	20.56 million	30.3%↓ (8.93 million↓)
Total		29.81 million	20.66 million	30.7% (9.15 million) decrease

Mobile phone spam texts sent in the first half of 2020 (6.49 million) increased by 2.8% compared to the second half of 2019, and mostly through the bulk text message services.<sup>12)</sup> Spam distribution through the bulk text message services (5.68 million) was 87.5%, followed by mobile phone services (650,000) at 10.0%, and landline/internet phones (160,000) at 2.5%. Compared to the second half of 2019, the number of spam texts sent through bulk text message services increased by 2.9% (5.52 million → 5.68 million). Also, spam sent through mobile phone services increased by 1.7% (640,000 → 650,000), and landline/internet phone services increased by 5.5% (150,000 → 160,000). Among the mobile phone spam texts, financial spam such as loan frauds and stock advertising increased 396% compared to the second half of 2019 (220,000 → 1.12 million).

[Figure III-57] Mobile phone voice spam by channel (July, 2019 - June, 2020)

(Unit : cases)



Compared to the second half of 2019, the amount of domestic email spam (97,000) and international email spam (20.56 million) in the first half of 2020 decreased by 69.3% and 30.3%, respectively. While the number of email spam sent from China in the second half of 2019 recorded 24.27 million, accounting for 82.3%, in the first half of 2020, it decreased to 13.48 million, down by 44.5% from the second half of 2019. We found that efforts to respond to scams such as the international cooperation with the Internet Society of China (ISC)<sup>13)</sup> to block email spam have paid off.

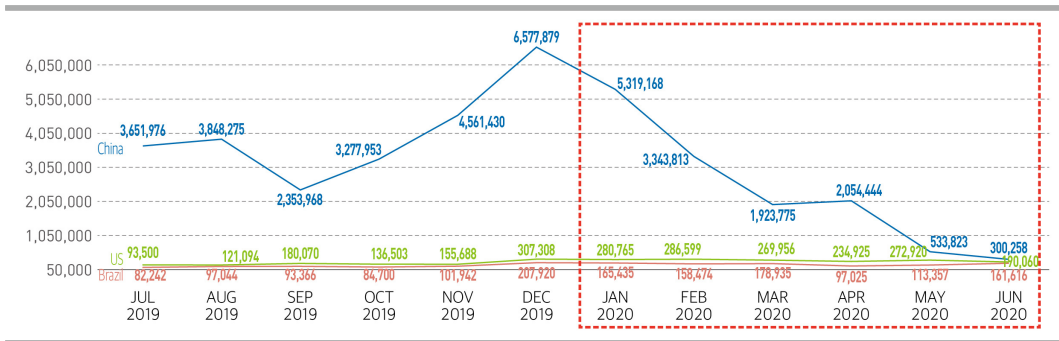
12) It sends text messages to mobile phone users from information systems such as computers by using the wireless communication network of mobile communications business operators. It falls under the category of 'special value-added telecommunications service' under the Telecommunications Business Act.

13) Internet Society of China (ISC): A non-profit organization under the Ministry of Industry and Information Technology of China, operating a reporting center for illegal spam and hacking.

### III. Broadcasting and Communications Policy Outcomes in 2020

[Figure III-58] International email spam by country (July, 2019 – June, 2020)

(Unit : cases)



In the first half of 2020, the number of voice spam received per day was 0.07 per person, increased by 0.01 from the second half of 2019. The number of spam texts received per day was 0.09 per person, an increase of 0.02 from the second half of 2019. The amount of email spam received per day was 0.31 per person, an increase of 0.02 from the second half of 2019.

[Table III-49] Spam received in the first half of 2020

Classification			2H 2019	1H 2020	Increase/Decrease
Mobile phone spam	Voice	Received	0.06	0.07	0.01↑
	Text	Received	0.07	0.09	0.02↑
Spam email		Received	0.29	0.31	0.02↑

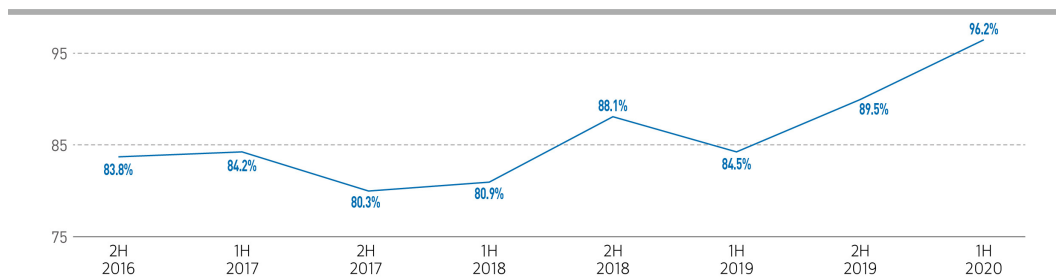
Regarding the amount of spam received by each telecommunications service provider, voice spam was received the most by KT subscribers at 0.11, and text spam was received the most by SKT subscribers at 0.10. A survey on the blocking rate of the 'intelligent spam blocking service' offered by the three mobile communications business operators found that the spam text message blocking rate was on average 96.2%, which increased by 6.7%P (89.5% → 96.2%) compared to the second half of 2019.

[Table III-50] Survey on the spam blocking rate of mobile communications business operators

Average rate of the three mobile carriers	1H 2019	2H 2019	1H 2020	Increase/Decrease
	84.5%	89.5%	96.2%	6.7%P↑

We believe that mass illegal spam was sent on illegal gambling, loan frauds, and stock advertising as leisure activities decreased and people's interest in investment techniques grew due to the prolonged COVID-19 pandemic. To prevent illegal spam, such as loan frauds and stock advertising, from causing damage to the users, the Commission will develop AI-based spam blocking technology and actively cooperate with the related organizations.

[Figure III-59] Blocking rate of the intelligent spam blocking service over the past five years



## 6) Quality evaluation results of the location information for emergency rescue in 2019

The Commission presented the result of the quality evaluation on location information for emergency rescue in 2019. Currently, when a person makes an emergency call such as 119, 122, or 112 to escape from the imminent health or life-threatening danger, the three mobile communication business operators (SKT, KT, LGU+) provide the Fire Agency, Coast Guard, and Police Agency with location information for emergency rescue (personal location information for emergency rescue) according to Article 29 of the 「Act on the Protection, Use, etc., of Location Information」.

[Table III-51] Main contents of the evaluation test

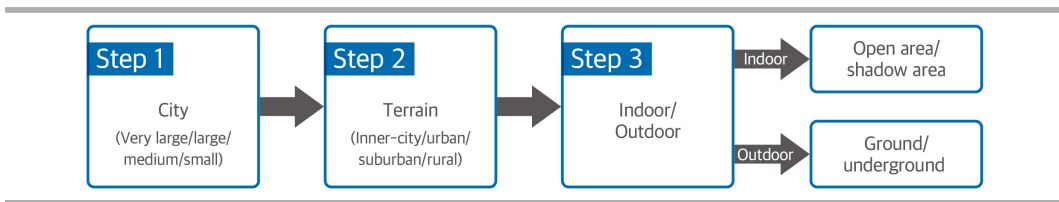
- The quality evaluation of the location information for emergency rescue consists of the ‘Quality Measurement Test’ of the base station, GPS, and Wi-Fi location information provided to emergency rescue agencies and the ‘Terminal Device Blind Spot Test’.
  - (Quality Measurement Test) The evaluation of the location success rate, location accuracy, and location response time of the location information positioned by each mobile communications terminal device of the three mobile communications business operators in various communication environments, including urban, terrain, indoors, and outdoors.
  - (Terminal Device Blind Spot Test) The evaluation of the location response rate of the location information for emergency rescue positioned by foreign, non-contract, MVNO, and USIM changed mobile terminal devices.

To encourage location information providers to improve the quality of location information for emergency rescue and support more rapid and accurate rescue activities conducted by emergency rescue agencies, the Commission conducted a quality evaluation of the location information for emergency rescue and disclosed the results to the public.

The 2019 quality evaluation of the location information for emergency rescue was conducted from September 2019 to February 2020 after discussions on the test method and subject with the Fire Agency, Coast Guard, Police Agency, the three major mobile carriers, relevant experts, and terminal device manufacturers including Samsung and LG Electronics from March to August 2019.

The evaluation focused on the base station, GPS, Wi-Fi location information currently provided by three mobile communications business operators for emergency rescue. We selected 69 locations in 22 regions nationwide, reflecting various communication environments, such as population density, building density, indoor and outdoor environments. Then we conducted the ① ‘Quality Measurement Test’ to measure the speed and accuracy of the location information provided by the location information provider upon request by emergency rescue agencies, and the ② ‘Terminal Device Blind Spot Test’ to determine areas where location information is not smoothly provided through GPS and Wi-Fi positioning, except through the base station.

[Figure III-60] Quality evaluation of the location information for emergency rescue



Moreover, we measured how fast and accurate location information is provided when the GPS and Wi-Fi functions of the mobile terminal device, which were turned “off”, is temporarily turned “on”. According to the location success evaluation index, successful location information strives for both ① ‘horizontal distance error (within 50m)’ and ② ‘location response time (30 seconds)’. The GPS location success rate for SKT was 91.24%, KT 90.95%, and LGU+ 59.74%. The Wi-Fi location success rate for SKT was 93.87%, KT 90.68%, and LGU+ 57.41%.

[Table III-52] Result of the quality evaluation on the location information for emergency rescue

Location information (Positioning technology)	Location information providers	Location success rate (%)	Location accuracy (m)	Location response time (sec)
Base station	Total	-	263.95	2.76
	SKT	-	117.52	1.95
	KT	-	167.76	3.85
	LGU+	-	459.10	2.47
GPS	Total	80.64	62.54	13.11
	SKT	91.24	43.17	10.40
	KT	90.95	42.73	17.26
	LGU+	59.74	81.16	11.60
Wi-Fi	Total	80.65	65.15	8.48
	SKT	93.87	33.32	5.68
	KT	90.68	46.15	9.52
	LGU+	57.41	87.47	10.34

We excluded the location success rate of the base stations because, unlike GPS and Wi-Fi location information, base stations are installed at a certain distance, and it is difficult to achieve one of the location success evaluation indexes, the horizontal distance error within 50m.

In addition, the results of the Terminal Device Blind Spot Test showed that ① base station location information is provided to foreign (foreign manufacturer), no-contract (released in the open market), MVNO (reseller), and USIM changed terminal devices (switching mobile phone carriers). However, ② GPS and Wi-Fi location information was partially provided, depending on the types of terminal device and mobile communications business operator.

For example, all base stations provided location information to the foreign terminal device Apple iPhone 11 Pro Max, but neither GPS nor Wi-Fi was available. Unlike Korea, where GPS and Wi-Fi emergency rescue location information must always be provided along with base station information to prevent suicides, in the US, GPS is provided in addition to the base station information for emergency calls (Call 911). For this reason, location information was partially available



on Apple iPhones.

Also, to measure the location information on no-contract and USIM changed terminal devices, we evaluated Samsung Electronics' Galaxy S10+ and LG Electronics' G8. As a result, all base stations provided location information, but GPS was partially available, and Wi-Fi was not provided or partially available. We found that when emergency rescue location information is requested, the emergency positioning module is set to perform GPS positioning with the mobile operator's positioning server. However, some mobile communications business operators do not have their own positioning server, thus unable to provide GPS information.

We believe that the speedy and accurate provision of location information to emergency rescue agencies is crucial for effective rescue activities. Thus, based on the results of this evaluation, we will make sure to improve the quality of service where emergency rescue location information is available and address the insufficient areas. To do so, we will make consistent efforts in a wide range of areas, such as organizing and operating a consultative group between the government agencies and related organizations, promoting the application of technical standards, and reorganizing the related systems. Moreover, to guarantee users' right to choose and support emergency rescue activities efficiently, we will conduct the quality evaluation of emergency rescue location information annually and disclose the results to the public to achieve transparency.

[Table III-53] Result of the Terminal Device Blind Spot Test

Classification	Location information (Positioning technology)	Location information availability	Remarks
Foreign terminal devices	Base station	Available	Made by foreign manufacturers
	GPS	Unavailable	
	Wi-Fi	Unavailable	
No-contract terminal devices	Base station	Available	Released to the open market by the manufacturer and not intended for a specific telecommunication carrier
	GPS	Partially available	
	Wi-Fi	Partially available	
MVNO terminal devices	Base station	Partially available	MVNO (Mobile Virtual Network Operator) that provides communications service by leasing (line usage fee discount for wholesale use) mobile communications network from mobile carriers (KT, SKT, LGU+)
	GPS	Available	
	Wi-Fi	Unavailable	
USIM change	Base station	Available	Subscribing to another mobile communications business operator with the old terminal device (intended for a specific mobile communication and not a no-contract terminal device) by replacing the USIM
	GPS	Partially available	
	Wi-Fi	Unavailable	

## 7) New business model competition to promote the location information industry

The Commission held a competition for businesses in the commercialization stage and prospective entrepreneurs with prototypes based on location information to revitalize the location information industry. Through the two stages of application and presentation reviews, 20 winners were selected on August 20, 2020.

Moreover, we offered consulting and business networking for the winners of the competition. We convened meetings with the award-winning companies and provided customized consulting on the legal system, management,

### III. Broadcasting and Communications Policy Outcomes in 2020

and technology and networking support depending on the commercialization progress and demand for the business model by each company. Furthermore, we organized a customized consulting program based on a survey of each company's current status and their need for a commercialization support program and regularly conducted 1:1 consulting, managing the progress of the commercialization of the winners' projects.

[Figure III-61] Promoting the competition

Chosun Biz
Communications Service User Week

## 2020 K-스타트업\* 위치정보 우수비즈니스 모델 발굴 프로젝트

# 대한민국 위치기반 서비스 공모전

**공모 대상**  
온·오프라인에서 구현 가능한 위치기반 서비스 및 상품에 대한 아이디어가 있고 사업계획서를 제출한 비즈니스 모델 (사업제보 포함)

**참가 자격**  
서비스를 통해 공공안전에 관철되는 사업자 또는 예비창업자 (대학원생, 창업의 의무 부담 가능)

**공모 방법 및 기간**  
www.kororbiz.or.kr 에서 09.29(금) 접수  
예선 9월 3일 ~ 7일 12:00까지 접수

**주요 일정**

구분	비고
예선	9월 3일 ~ 7일 12:00까지 접수
본선	9월 30일 ~ 10월 10일

\* 참가 일정은 주최 측의 사정에 의해 일부 변동될 수 있음

**사업 부문**

사업 부문	기업 부문	대학원생 부문
오전방	서비스의 도입/서비스자	서비스의 도입/서비스자
오후방	17개	3개

**유망사업**

- 신산업 고도화/비즈니스모델 고도화-19로 전체 프로그램 내용 및 일정 등이 반영될 수 있음
- 조직 관리/인사관리/인프라 및 서비스, 위치기반서비스, 공공안전 등 여러 지원에 가능하나, 최종 선정 시에는 중개 선정 불가
- ※ 자세한 사항은 모집요강 참고

**문의처**  
\*2020 K-스타트업 위치정보 우수비즈니스 모델 발굴 프로젝트, 운영 사무국  
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· 페이스북 : https://www.facebook.com/tbskorea

## 2020 K-스타트업\* 위치정보 우수비즈니스 모델 발굴 프로젝트

# 클라우드 인프라 지원 사업

**공모 대상**  
온·오프라인에서 구현 가능한 위치기반 서비스 및 상품에 대한 아이디어를 가지고 개발하기 위해 인프라가 필요한 일반인 (두두 참가 가능)

**참가 자격**  
서비스를 기반으로 서비스를 개발하고 상품화 하고자 하는 사업자 또는 스타트업(주주 1명 이상)을 제해당분야에서 해당분야에 일한인 (두두 참가 가능)

**공모 방법 및 기간**  
www.kororbiz.or.kr 에서 09.29(금) 접수  
예선 9월 3일 ~ 7일 12:00까지 접수

**주요 일정**

구분	비고
예선	9월 3일 ~ 7일 12:00까지 접수
본선	9월 30일 ~ 10월 10일

\* 참가 일정은 주최 측의 사정에 의해 일부 변동될 수 있음

**유망사업**

- 신산업 고도화/비즈니스모델 고도화-19로 전체 프로그램 내용 및 일정 등이 반영될 수 있음
- 조직 관리/인사관리/인프라 및 서비스, 위치기반서비스, 공공안전 등 여러 지원에 가능하나, 최종 선정 시에는 중개 선정 불가
- ※ 자세한 사항은 모집요강 참고

**문의처**  
\*2020 K-스타트업 위치정보 우수비즈니스 모델 발굴 프로젝트, 운영 사무국  
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· 페이스북 : https://www.facebook.com/tbskorea

[Table III-54] Final selection of the competition

Classification	Winners		Awards
Grand Prize	Mobiltech		Chairman of the Korea Communications Commission Award
Best Excellence Award	OWiN, Rocket View, AIMS		
Excellence Award	Company	Livestock, Movements, WATA, Nature Mobility, freeT	President of the Korea Internet & Security Agency Award
	Prospective entrepreneur	Rochain	
Participation Award	Company	Ace Development, SGMA, Hotsunny, Ars Parking, WheelSidekick, Story4you, Wondermove, PastBeeKorea	
	Prospective entrepreneur	HANKKI, LOGIST	

## c. Strengthening the viewers' sovereignty

### 1) Expanding the Community Media Center and promoting regional media

The demand for enhancing viewer sovereignty and expanding the viewers' rights and interests increased, going beyond viewer complaints resolution to guarantee the active use of media and participation in policy decisions. In response, the Commission made efforts to strengthen viewer sovereignty by creating an active viewer participation model that includes the viewers' perspectives and considers viewers' rights in line with the values of participation and sharing. For example, we discussed the ways to improve the operation of the Viewers Committee of each broadcaster through the Citizen Policy Participation Team composed of the general public, media experts, and related organizations. We also held the 'Community Media Awards Ceremony' to award excellent works produced by viewers, thus contributing to the enhancement of the viewers' rights and interests.

In addition, the Commission promoted a comprehensive and systematic policy to enhance broadcasting and communications user rights that will help close the digital divide and prevent new types of infringement of user rights with the advancement of AI and the intelligent information society. To include the user's point of view, we pushed forward with the ways to strengthen public participation in the media policy decision-making process, normalize and strengthen the evaluation of Viewer Committees, and expand media education. We contributed to developing a healthy media environment by enhancing viewers' media literacy and capability to close the gap in media use. We also encouraged broadcast production and the participation of viewers to promote viewers' rights and interests. Furthermore, we contributed to creating a viewer-centered broadcasting environment and achieving the publicness and public interest of broadcasting by expanding the opportunities for viewers to participate in media.

To provide viewer support services without discriminating one region from another, the Commission established Community Media Centers in new regions. We also provided a stable and systematic basis for promoting viewer rights and interests through the Community Media Foundation, which was established to promote user rights and interests and realize the viewers' participation in broadcasting. To ensure that all citizens can understand, use media center and create their own product equally, we are pushing forward with the projects to improve media competency at Community Media Centers, such as providing media education and experience and providing broadcasting production facilities and equipment free of charge.

In 2020, the Commission established two regional Community Media Centers (Sejong and Chungbuk) by reinforcing the cooperation system with the local governments and plans to continue the consultation with other local governments for further expansion. The Chungbuk Community Media Center and Sejong Community Media Center, which opened in December, are equipped with broadcasting production facilities such as a broadcasting production studio, a screening hall, a media experience hall, a media production room, individual production room, a recording room, and an editing room, as well as broadcasting equipment such as camcorders and drones. Using the latest broadcasting facilities and equipment and inviting professional instructors, we will bring various media education services to Chungbuk and Sejong residents. The Commission increased the number of Community Media Centers in metropolitan cities to bridge the media gap between regions and improve access to media education for local citizens. The number of users of Community Media Centers increased from 624,000 in 2019 to 815,000 in 2020.

[Table III-55] Projects for the Community Media Center

Main function	Details
Media education for all citizens	<ul style="list-style-type: none"> <li>• Provide media education to enhance the people's understanding and use of media</li> <li>• Provide media education and experience to foster future talents in media</li> </ul>
Support for viewer content production	<ul style="list-style-type: none"> <li>• Provide media content production education for viewers to participate in broadcasting</li> <li>• Provide assistance to audience content creation, such as production mentoring and community management</li> </ul>
Strengthening viewer rights and interest	<ul style="list-style-type: none"> <li>• Support small groups of media instructors, organize and support the media center network</li> <li>• Host local audience participation events and raise awareness of viewer rights and interests</li> </ul>
Media education for vulnerable groups	<ul style="list-style-type: none"> <li>• Provide media education for the disabled, refugees, and multicultural families</li> <li>• Provide support for vulnerable groups' social participation through media, such as organizing media volunteer groups</li> </ul>

[Table III-56] Number of users of the Community Media Center

(Unit : persons)

Classification	Facilities	Equipment	Education	Experience	Total
2019	161,287	175,761	228,273	59,349	624,670
2020	67,010	258,104	437,658	52,148	814,920

The Commission has provided experience and education on the understanding, use, and production of media by stages of the life cycle and target audience. We also supported the production of broadcast programs with viewer participation, thus reinforcing the creative use of media and improving media welfare. Also, by supporting the broadcast adoption fee for the broadcaster that organized viewer participation programs, we helped viewers exercise their sovereignty and secured the public interest and diversity of broadcasting. Moreover, we supported the expenses of the Viewer's Assessment Board, operated by the general service and news reporting PPs, to perform their functions smoothly, which is to evaluate and analyze broadcasts and present opinions on audience evaluation programs.

On June 17, the Commission, Ministry of the Interior and Safety, and the Community Media Foundation signed a 'Business Agreement to Revitalize Community Media'. The role of community media, such as local newspapers and radio broadcasts that bring residents together to share local issues, is becoming more critical than ever as contactless communications are becoming more common due to the COVID-19 outbreak. Through this agreement, the Commission plans to expand community media education so that residents can communicate and create media content that contains the community's opinions. We also plan to expand support in various fields, such as support for media content production and customized media education that reflects the needs of residents. Since 2017, the Commission and Community Media Foundation have been selecting rural areas to offer media production training and lend production facilities and equipment. We have expanded our support every year (21 rural areas in 2017, → 50 in 2018, → 70 in 2019 → 80 in 2020) and contributed to the recovery and vitalization of the community by holding community media festivals and providing follow-up support for production activities.

## 2) 'Accurate and safe subscription to paid broadcasting for the senior citizens' campaign

Since September 2020, the Commission launched the 'Accurate and safe subscription to paid broadcasting for the senior citizens' campaign for two months.

The main contents of the campaign are that when an elderly person signs up for a paid broadcasting service, it is essential to 'confirm the total fee and contract period and clearly state the consent to sign up'. When it is difficult to understand the information on the phone call, the campaign advises to 'ask again or request a slower explanation, or ask them to explain it to your family and friends instead'.

This campaign was promoted on social media and through ten Community Media Centers nationwide. The posters and videos were available on the homepages of the paid broadcasting service providers and branch offices to promote them to the users.

[Figure III-62] Video and poster for the 'Accurate and safe subscription to paid broadcasting for the senior citizens' campaign

Video		
Video		
<a href="https://youtu.be/5hsVccniZzs">https://youtu.be/5hsVccniZzs</a>		
Poster		

## d. Enhancing education in broadcasting and communications

### 1) Expanding media education and enhancing media communications capabilities

The Commission strengthened media education to enhance broadcasting and communications understanding, use, and production capabilities of the people and promoted media welfare by expanding the opportunities for public participation in broadcasting and communications. To ensure equal access to media for all citizens, we expanded the Community Media Centers to be established in 17 metropolitan areas (8 in 2019 → expanded to 10 in 2020) and increased the number of Internet Ethics Experience Centers (4 in 2019 → 5 in 2020). In addition, we developed and offered educational programs in response to media dysfunctions for vulnerable groups such as children and the elderly. We also extended media education tailored to students, the underprivileged, and rural residents and provided Internet ethics education for all citizens.

The ability to produce and use media and understand media critically is crucial for improving the quality of life and participating in society. Thus, to bridge the media gap between regions and generations, it has become imperative to expand media education for all citizens. In response, the Commission provided customized online and offline media education through the Community Media Centers nationwide, such as production education, production practice using broadcast production facilities and equipment, and enhancing the critical understanding of media. In 2020, those who participated in the media education and experience was 489,000, of which online education accounted for about 64.8%. Therefore, we contributed to strengthening communication competency through media by providing broadcast production facilities and equipment at the Community Media Center for free and expanding customized media education nationwide.

To teach the youth to have an accurate and critical understanding of media, we delivered customized media education to selected schools through the Free-Semester Media Education (130 schools) and Club Media Education (84 schools). It helped the youth improve their understanding of media and gain career exploration opportunities. In addition, we supported community media education to help residents in rural areas operate daily media (e.g., videos, radio) to share the community's interests.

When 'online schools' began in April this year due to the COVID-19 outbreak, the Commission supported the remote learning of students by offering available resources such as media education facilities, equipment, and human resources from eight Community Media Centers. We laid the groundwork for stabilizing remote learning by supporting the production of online class content and offering online class technology education for elementary, middle, and high school and special school teachers who have difficulty preparing online classes (3,099 participants from 326 schools).

In addition, the Commission contributed to narrowing the regional media disparities and encouraged social participation through media by organizing home-visiting services for vulnerable groups. Through the 'Media Sharing Visiting Bus', furnished with broadcasting production facilities and equipment, we visited residents in the remote towns of rural, mountain, and seashore areas and for those who are unable to visit Community Media Centers, such as the elderly and disabled people to offer them media production and experience (182 visits to the community child care centers, welfare centers for senior citizens, and military units in 2020). We also supported organizations who will be responsible for offering media education programs for the underprivileged, such as the elderly and disabled people (16 organizations).



[Figure III-63] Media Sharing Visiting Bus



In addition, we plan to develop a mid-to-long-term comprehensive plan to strengthen media access rights for the underprivileged so that broadcasting and communications media can help alleviate economic and social inequality and contribute to national integration. We plan to push forward the enactment of the 「(tentative) Ensuring the Right to Access Media for the Deaf or Hard of Hearing and Visually Impaired Persons」 to systematically support media access of the deaf or hard of hearing and visually impaired people. In addition, we plan to achieve 100% distribution of customized TVs to low-income visually impaired people and severely disabled people by 2021 and expand it to all the deaf and hard of hearing and visually impaired people after 2022. We are also planning to support the development of voice-subtitle-sign language conversion using AI technology.

As the ability to use media is becoming more important in the non-face-to-face era, the Commission announced the 「Comprehensive Plan to Strengthen Digital Media Communication Competency」 on August 27, in collaboration with the relevant ministries including the Ministry of Culture, Sports and Tourism to support media education at the national level systematically. The comprehensive plan was developed as part of the government's 「Key Tasks of the Post-COVID-19 Era」 (July 2) and prepared through continuous discussions and cooperation with the relevant ministries, including the Ministry of Education, Ministry of Science and ICT, and the Ministry of the Interior and Safety. The contactless communications expanded after COVID-19, and the use of digital media at homes such as TV, OTT (internet-based video services), and SNS (social network service) increased significantly, which demonstrate that contactless services are convenient and safe and that it presents an opportunity to revitalize the digital economy.

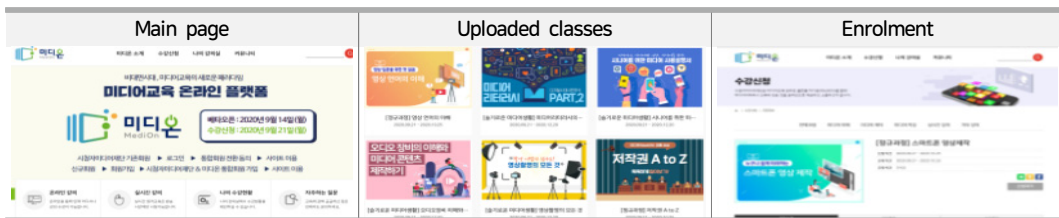
However, behind it lies concerns, such as the intensifying social isolation of the individual and the dissolution of communities, deepening socio-economic inequality for vulnerable groups, and dysfunctions such as the spread of disinformation and cyber violence. To improve this situation, we need to implement fundamental solutions such as imposing post-regulation on false information or cyber violence, showing consideration and respect between individuals in the digital space, using proper communication, and developing a sense of community. In response, the government prepared and implemented a comprehensive plan to enhance digital media use and production capabilities to ensure that everyone enjoys the development of digital media and that everyone is included in the digital society regardless of age, class, and region. Under the goal of 'Developing a new digital community that encourages communication and consideration', the government promoted the four strategic tasks to ▲ expand online and offline media education infrastructure, ▲strengthen people's digital media production ability, ▲improve media information

### III. Broadcasting and Communications Policy Outcomes in 2020

discernment, ▲promote consideration and participation within the digital community as four strategic tasks, and 12 detailed tasks.

In response to the contactless era after COVID-19, the Commission established the media education online platform 'Medi On' on October 17 to offer media education anytime and anywhere. Prepared as a follow-up measure to the 「Comprehensive Plan to Strengthen Digital Media Communication Competency」 announced in August by the relevant ministries, it offers online education and management to help students learn at their convenience. 'Medi On' offers a diverse range of useful programs, including special lectures that explain media in a fun way, programs that teach critical thinking about media and contents, media in daily lives, video production using smartphones or drones, and introduce careers in media industry. In particular, we expect the platform to contribute significantly to resolving the media gap. It will be helpful for the underprivileged, such as the elderly, disabled people, and residents of the rural and fishing villages who may have difficulty visiting educational facilities. Search 'Medi On' (edu.kcmf.or.kr) on portal websites or visit the Community Media Foundation homepage (kcmf.or.kr) to sign up and start using the platform free of charge.

[Figure III-64] Media education online platform 'Medi On'



The Commission plans to expand Community Media Centers (10 currently) to 17 metropolitan cities and provinces by 2023 to foster them as a hub facility for media education. We also plan to share media education content through the online media education platform and expand media education for community members to communicate smoothly through media.

## 2) Internet ethics education

With the view of spreading healthy internet use and preventing cyberbullying, the Commission, in cooperation with the National Information Society Agency (NIA), provided customized internet ethics education not only for young children, elementary, middle, and high school students, teachers, but also for parents, soldiers, adults, and vulnerable groups including disabled youth.

Internet ethics education was provided in April after the application procedure, which begins in January each year. In 2020, a total of 1,728 institutions joined to provide training for 233,289 participants.

In particular, as the educational environment changed due to COVID-19, such as the increase in online schools and remote classes, we developed and introduced new non-face-to-face internet ethics education programs such as two-way, real-time interactive distance education and provided video contents. In addition, we developed and distributed self-educational multimedia contents to institutions that do not have educational materials such as mini-documentaries, short films, digital teaching aids, and remote training materials to expand access to all.

We measured the improvement of internet ethics awareness among 754 teenagers who participated in the program



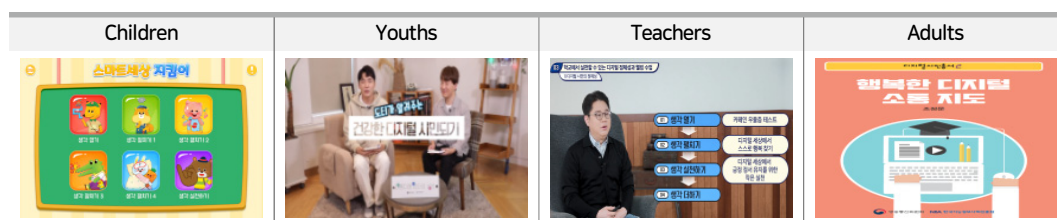
in 2020. We found that internet ethics awareness rose 6.6 points after education, and internet abstinence improved the most at 8.7 points, demonstrating that education can help improve the youth's internet ethics and sense of self-control.

To respond to the changing education environment towards non-face-to-face, the Commission and NIA will offer internet ethics education to up to one million people by 2022 and provide customized training courses for one-person creators and those whose indictment has been suspended.

[Table III-57] Overview of the Internet Ethics Education in 2020

Name of education(subject)	Main contents
Barun Internet Preschool (Infant)	Puppet show performance for infants and education using digital teaching aids on the topic of using internet properly
Korea Internet Dream Team (Elementary, middle, and high school)	Club activities to help students understand internet ethics by promoting ethical internet culture through campaigns in and outside of school
Special lecture tour (Elementary, middle, and high school)	Special lectures on healthy internet use taught by professional instructors
Arts performance education (Elementary, middle, and high school)	Visiting musical education based on cyber violence cases
Cyber violence prevention education using tools (Elementary school)	Hands-on experiences and activities to prevent cyber violence
Internet ethics education for parents, adult, soldiers	Teaching parents to deliver internet ethics in homes and raising awareness of internet ethics to adults and soldiers
Internet ethics education for vulnerable groups	Internet ethics education tailored to vulnerable groups such as for community child care centers and youth with disabilities
Leadership training for teachers	Training for elementary, middle, and high school principals (vice-principals), officers of education
Online training for teachers	Education to strengthen teachers' leadership to prevent and respond to cyber violence

[Figure III-65] Internet Ethics Education by target audience in 2020



### 3) Internet Ethics Competition

The Commission held the '2020 Internet Ethics Competition' on December 10, 2020, held annually since 2010. In the Competition, we discover and encourage excellent contents that include people's direct participation in planning and production and congratulate those who have contributed to and promoted internet ethics education. This year the awards ceremony was held online due to the COVID-19 outbreak.

At the '2020 Internet Ethics Competition', the awards ceremony for the 'Internet Ethics Creative Content Contest'

### III. Broadcasting and Communications Policy Outcomes in 2020

was held. Including the Grand Prize (President's Award), 67 works were awarded. Also, the awards ceremony for the 'Beautiful Internet World Creative Music Festival' was held where 11 songs were awarded, including the Grand Prize (Chairman of the Korea Communications Commission Award). Moreover, at the 'College Dream Team Club', three teams were selected, including the Best Excellence Award winner (Chairman of the Korea Communications Commission Award).

[Figure III-66] Winners of the '2020 Internet Ethics Contest'



First, recognized for its importance for creating a proper internet usage culture, the 'Internet Ethics Creative Content Contest' began awarding the President's Award this year. The Grand Prize went to "I Know What You Did in the Past", a lesson plan for remote learning by the Gildongmu Team (Teacher: Kim Huihyeon, Lee Jinuk, and Park Seonyu) from Gunja Digital Science High School. The Best Excellence Award (Prime Minister's Award) went to the webtoon, "Everyone on the internet is someone else's family, so let us treat them with respect!" submitted by Cho Huijin from Gyeongin Middle School. The Prize money of KRW 3 million was awarded to the President's Award winners with a certificate, and KRW 1.5 million to the Prime Minister's Award winner.

At the 'Beautiful Internet World Creative Music Festival', the children's song "A Day at School with Welly" (Lyrics and music by Lee Myeongseon) won the Grand Prize (Chairman of the Korea Communications Commission Award), which contains the message that with 'Welly' (Beautiful Internet World's character) you can enjoy non-face-to-face classes although it may be unfamiliar.

At the 'College Dream Team Club', Hyupsung University's 'SSUM (Social Start-Up Making)' won the Best Excellence Award (Chairman of the Korea Communications Commission Award) for planning, producing, and exhibiting their idea online and offline to raise awareness of internet ethics. In addition, the Commendation Award was awarded to Jeong Miran, Vice-Principal of Incheon Electronic Meister High School with four others, and Gwangju National Science Museum, which has been operating the Internet Ethics Experience Center within their Science Center since 2017.

The awards ceremony video of the '2020 Internet Ethics Creative Content Contest' is available on the 'Beautiful Internet World' YouTube channel ([www.youtube.com/c/ Beautiful Internet World](http://www.youtube.com/c/BeautifulInternetWorld)), and award-winning works and outstanding works are available on the Beautiful Internet World's homepage ([www.아인세.kr](http://www.아인세.kr)).

#### 4) Opening of the 'Seoul Internet Ethics Experience Center'

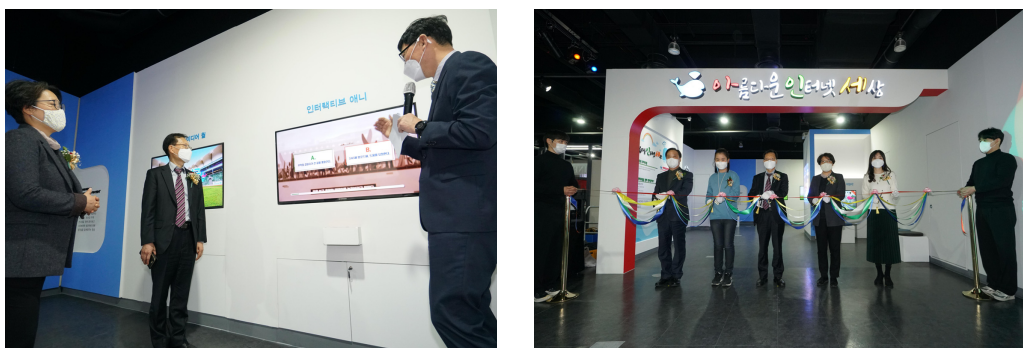
On November 25, 2020, the Commission opened the 'Seoul Internet Ethics Experience Center' within the Seoul

Science Center in Hageyong, Nowongu, Seoul. The Internet Ethics Experience Center is a playground for learning internet ethics from infants to adults. It is a space where you can play fun games while learning about and experiencing the proper internet usage.

There are currently four Internet Ethics Experience Centers in four regions, including Seongnam, Gyeonggi (established in 2013, Korea Job World), Busan (established in 2012, Busan National Science Museum), Gwangju (established in 2012, Gwangju National Science Museum), and Daejeon (established in 2019-, National Science Museum). The fifth center, Seoul Internet Ethics Experience Center, is located within the Seoul Science Center in Nowongu, Seoul. The location was selected to improve access, considering accessibility, school density, and the number of users.

Moreover, in December, the Commission opened the cyber ethics experience center where users can access and experience online whenever and wherever. The opening of the Internet Ethics Experience Center in Gangwondo is currently underway, to be established in 2022. With the increase in the use of digital media due to COVID-19, it has become more important than ever to promote proper internet use. Thus, we plan to actively support the public to help create a healthy internet culture through the Internet Ethics Experience Centers.

[Figure III-67] Opening of the Seoul Internet Ethics Experience Center



### 3. Increasing assistance towards vulnerable groups

#### a. Improving access to TV for disabled people

##### 1) Improving access to broadcasting for disabled people

As part of our digital inclusion policy, the Committee actively consulted with broadcasters and disabled persons' organizations, including the Korea Association of the Deaf, Those tearing down the wall of disability and Various sign language center to improve access to broadcasting. As a result, the Korean Broadcasting System began delivering Korean sign language broadcasting on <News 9> from Broadcasting Day on September 3, 2020, and Munhwa Broadcasting Co., Ltd. at <News Desk> on August 31, 2020, and SBS Co., Ltd. at <8 News> on September 21, 2020.

The Commission plans to prepare a mid-to-long-term comprehensive plan for media inclusion policies for the underprivileged, such as disabled people, and actively promote the revision of the 「Notification on access to broadcast

material for disabled people by providing programs for disabled people.

We organized a research group with the Community Media Foundation, the Korea Communications Agency, and experts in broadcasting media, social welfare, technology, and law and convened the first meeting in August 2020. Through the research group, we plan to develop a comprehensive plan for policies to support the underprivileged, including disabled people, reflecting on the changes in the internet-based media environment.

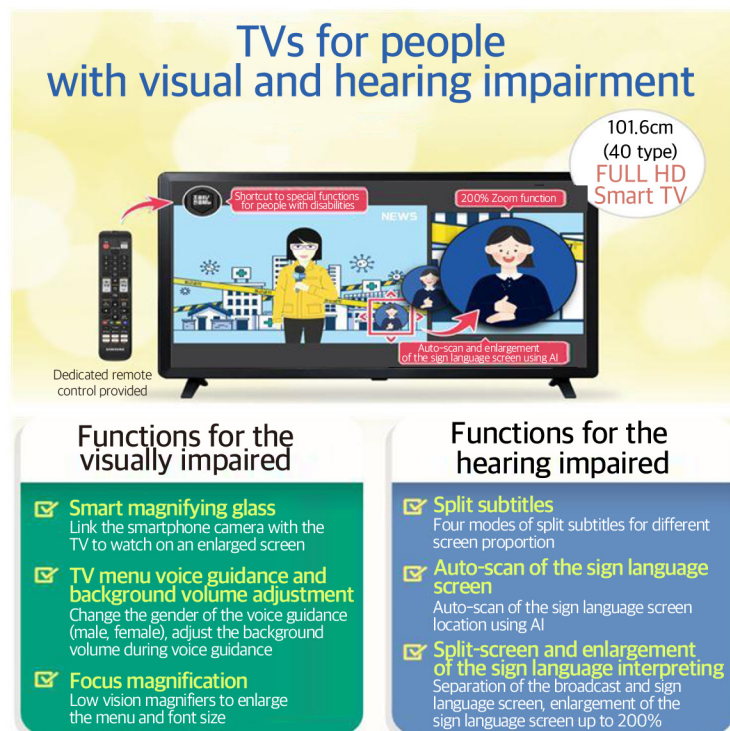
#### 2) Distributing TVs for free to the visually impaired and deaf or hard of hearing

The Commission and the Community Media Foundation (Chairman Shin Taeseop, 'Foundation') began receiving applications for the free distribution of customized broadcast receivers (TVs) developed for the visually impaired and deaf or hard of hearing to improve their access to broadcast material.

Since July 2020, we have screened and selected subjects according to the income level (social benefit recipients, those in the second-lowest income bracket) and level of disability and distributed 16,067 TVs for those most in need.

The distribution of TVs for the underprivileged visually impaired and deaf or hard of hearing is a key government innovation project. By cooperating with 17 metropolitan cities and provinces across the country to distribute TVs to low-income groups, we have improved access to broadcasting for vulnerable groups.

[Figure III-68] TVs distributed for visually impaired people and deaf and hard of hearing in 2020



TVs provided for the visually impaired and deaf or hard of hearing this year differs from last year's 32-inch (FULL HDTV), as it is better equipped with ▲40-inch (FULL HD Smart TV), ▲ assistance voice selection (male, female), ▲ automatic search of sign language screen location, ▲ separation of the broadcast screen and sign language screen and the enlargement of the sign language screen (up to 200%).

We received applications for TVs for the visually impaired and the deaf or hard of hearing through the post, Eup, Myeon, and Dong community centers, and the TV distribution website(tv.kcmf.or.kr) between May 11 to June 5, 2020. For inquiries, contact the Community Media Foundation (1688-4596) or visit the website (tv.kcmf.or.kr).

### 3) Website with contents for those with developmental disabilities

The Commission opened the 'specialized website for people with developmental disabilities (damoa.or.kr)' in December 2020 to help those with developmental disabilities access the contents easily using the internet and mobile.

'Damo' is a website that collects content catered to the people with developmental disabilities in one place. It has more than 700 contents produced by the Korea Educational Broadcasting System, Korean Parents' Network for People with Disabilities, and Korea Disabled People's Development Institute.

Anyone can easily use the homepage without having to sign up, and it is accessible via all devices such as PCs, tablets, and smartphones. The screen and font size and background color are adjustable for people with hearing or visual impairments.

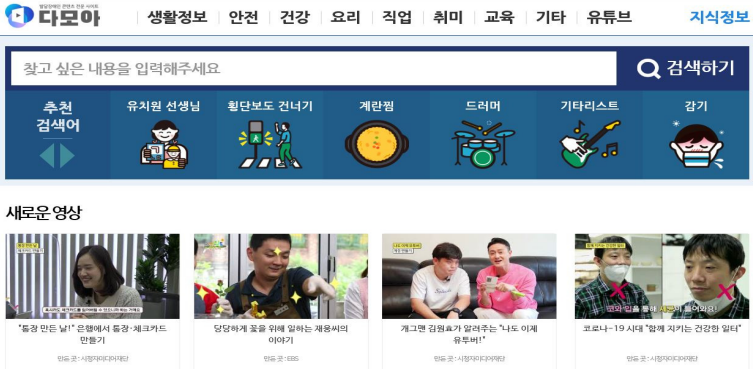
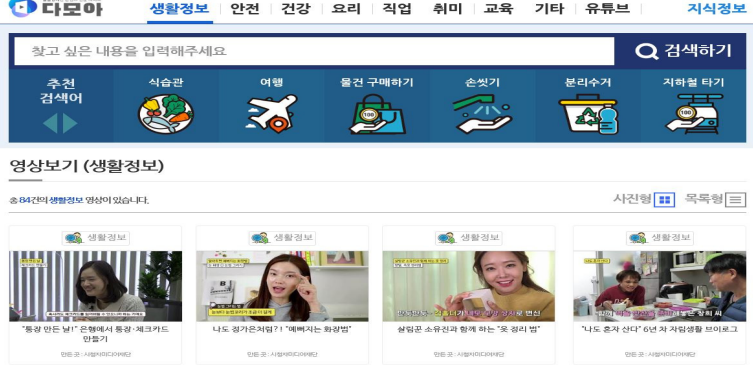
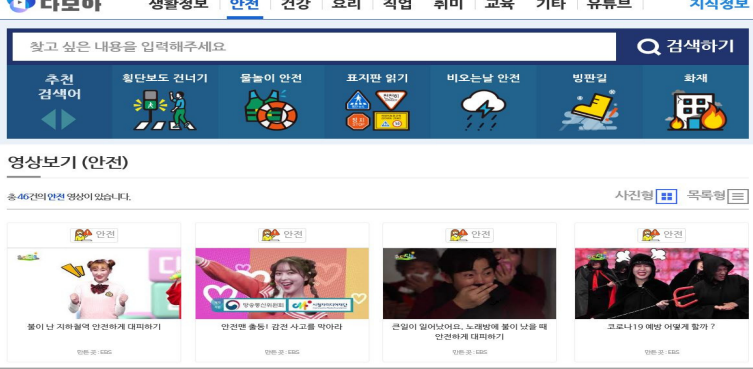
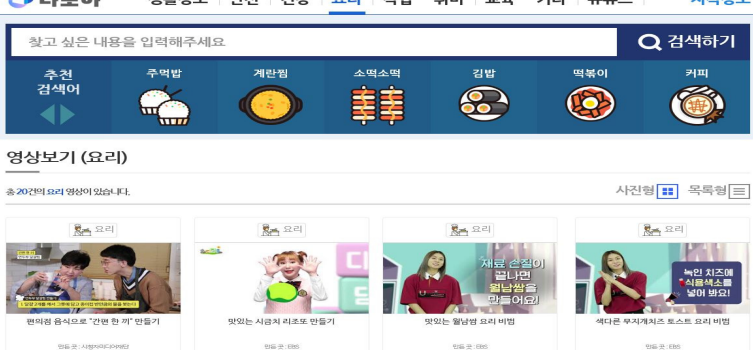
The homepage increased accessibility by applying UX/UI design catered to the needs and characteristics of people with developmental disabilities. For people with severe developmental disabilities who have difficulty entering search terms, augmentative and alternative communication (a method of communication using photos, figures, icons, etc.) is provided by placing the recommended icons on the main screen of the homepage.

Along with an opening ceremony to celebrate the website's opening, an MOU signing ceremony was held to exchange content for people with developmental disabilities. The MOU was signed with six organizations, including the ▲Community Media Foundation, ▲National Library for the Disabled, ▲Korean Parents' Network for People with Disabilities, ▲Korea Organization For Parents Of The Disabled, ▲Korea Association on Intellectual & Developmental Disabilities, ▲The Autism Korea.

The website created an opportunity for disabled people and non-disabled people to come together to communicate, and we will continue to cooperate with the organizations related to developmental disabilities to improve access to broadcasting for the underprivileged.



[Figure III-69] Several pages of the website for people with developmental disabilities (Damoa)

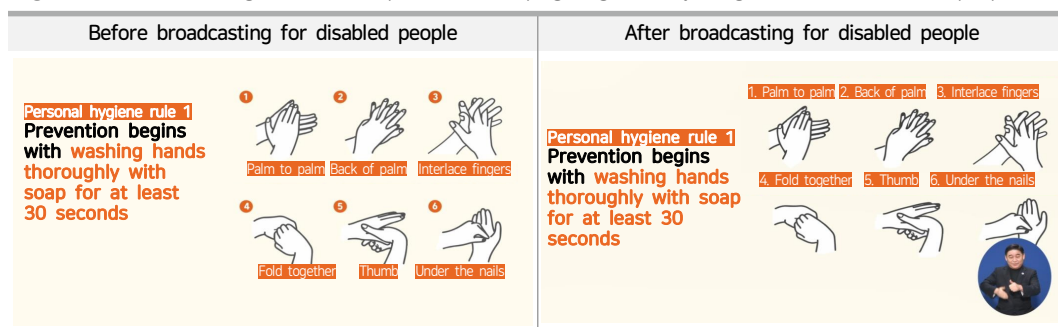
<p>Main page</p>	
<p>Daily information</p>	
<p>Safety</p>	
<p>Cooking</p>	

#### 4) Expanding broadcasting related to COVID-19 for disabled people (sign-language)

To ensure the accurate and speedy delivery of information related to the new infectious COVID-19 for disabled people, the Commission expanded broadcasting for disabled people (Korean sign-language).

First, we provided Korean sign language production support to the new COVID-19 infection prevention campaign organized by the government (e.g., Korea Disease Control and Prevention Agency) to inform them of the specific prevention rules.

[Figure III-70] Broadcasting the COVID-19 prevention campaign organized by the government for disabled people



Second, we requested the relevant ministries to arrange a sign language interpreter at the front center during briefings and, after consulting with broadcasters (terrestrial, general service PP and news reporting PP), had them transmit government briefings through the TV for disabled people.

We will continue to monitor broadcasts for disabled people and support the Korean Broadcasting System, the host broadcaster for disaster broadcasting, to provide programs for disabled people during disaster broadcasting.

Third, in February, we promoted consultation with the related organizations and broadcasters to transmit government-led campaigns and major briefings with sign language interpretation.

Lastly, this year, we will mainly focus on reinforcing sign language interpretation during disaster broadcasting for the deaf and hearing impaired. Thus, we decided to revise the notification (「Standard for the implementation of the disaster broadcasting and civil defense alerts」) and nurture sign language interpreters for disaster broadcasting.

We must ensure that broadcast access rights for disabled people are guaranteed in emergencies such as national disasters. For this reason, the Commission will closely examine limitations in broadcasting for disabled people and continue to cooperate with the related ministries, broadcasters, and organizations.

## b. Promoting internet-based broadcasting for disabled people

The Commission developed an artificial intelligence (AI) ‘voice-subtitle automatic conversion application’ to help the deaf or hard of hearing access broadcasts without restrictions on mobile and the internet. The pilot service was provided from September to November 2020.

The application uses AI-based voice recognition technology to automatically convert the voice from mobile devices (smartphones, tablet PCs) into subtitles and display them on the screen. We have been working on the project since 2019 with the Telecommunications Technology Association (TTA) to help the deaf and hard of hearing.

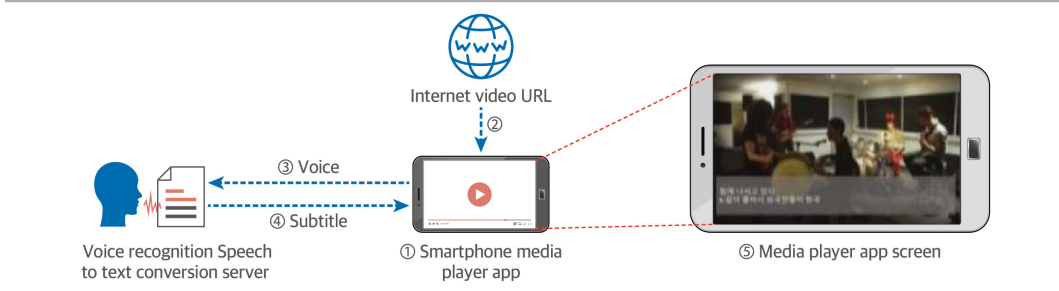
For the pilot service, the Korea Association of the Deaf recommended 300 people with hearing impairments to participate. When the application is installed on the mobile device (Android), the installed news reporting program (Yonhap News TV) plays in real-time with subtitles.

Based on the results of this pilot service, the Commission plans to support the commercialization of related technologies in the future by collecting user opinions and reflecting on the improvements. Moreover, we launched a public campaign to help change the perception of broadcast access by vulnerable groups, such as disabled people, and create a social consensus. Through the cooperation of 132 broadcasters (terrestrial broadcasters, general service PP, news reporting PP, and paid broadcasting service providers), the campaign was transmitted from September 2020.

The campaign symbolically expressed that broadcasting for disabled people is not a special service for the visually impaired and the deaf or hard of hearing, but a right that viewers should enjoy. The actor Park Hasun who sympathized with the purpose of the campaign, decided to participate.

The Commission plans to promote technology development and improve services to ensure that disabled people can use broadcasting and communications media more conveniently in the expanding internet-based media environment. We will continue to create a world where disabled people and non-disabled people can live together, supporting each other.

[Figure III-71] Diagram of the speech-text conversion application





[Figure III-72] Video campaign on broadcasting for disabled people

<p>You laugh</p>	<p>You cry</p>
<p>You get upset</p>	<p>and you fall in love</p>
<p>You may watch TV differently</p>	<p>but we're all viewers</p>
<p>It's not a special service for some</p>	<p>It just shows how different we all are</p>
<p>We're creating an equal viewing experience for all through broadcast programs for disabled people.</p>	<p>Korea Communications Commission and Community Media Foundation's logo</p>

### c. Customized advertising for SMEs and small business owners

#### 1) Support for the revitalization of innovative SME broadcast advertising

In joint efforts with the Korea Broadcast Advertising Corporation, the Commission pushed forward the ‘Supporting Innovative SMEs’ Broadcast Advertising in 2020’ to induce the growth of SMEs and revitalize the broadcast advertising market.

We have been supporting this project since 2015 to provide assistance to SMEs that have excellent technology but have difficulty accessing broadcast advertising due to the burden of expenses.

Innovative SMEs eligible for support include venture, Inno-Biz (technology innovation), main biz (management innovation), green biz (excellent green management), green-certified SMEs, global intellectual property (IP) star companies, intellectual property management certified SMEs, social enterprise, preliminary social enterprise, and K-Brain Power. Selected companies can receive support up to 50% of the production cost, and up to KRW 45 million for TV advertising and up to 70% of the production cost, and up to KRW 3 million for radio.

In 2020, we supported a total of 68 companies (35 TV and 33 radio advertising) and assisted KRW 1.57 billion in production through the project.

[Table III-58] Innovative SME broadcast advertising support in 2020

Company	Korea Beauty & Healthcare	Tasty9
Advertising screen		
Product	Health functional food	Home Meal Replacement
Content	lactic acid bacteria patented for the mineral coating with Jeju lava seawater	Every day is delicious and different with a ready meal
Period	July-September 2020	October-November 2020
Company	Jaranda	Blink Project
Advertising screen		
Product	Teacher matching service	Herbal Shampoo
Content	Matching the best teacher for a child	Herbal ingredients that can soothe all the way to the inside of the scalp
Period	November-December 2020	October-November 2020

For selected companies, we provided consulting services where the advertising experts provided support throughout the entire process of planning, production, and the execution of broadcast advertising. We also ran a program for selected companies to provide up to 70% discount from broadcast advertising transmission fees through a separate screening procedure.

Companies such as Kurlly Co., Ltd. (Market Curly), Milly's Library, and Hogangnono grew immensely from receiving support for their broadcast advertising through this project. As for companies that received support in 2020, we found that their sales increased by 24.6%, and the number of employees increased by 19.1% compared to the previous year.

## 2) Support for the production and transmission of community broadcast advertising for small business owners

The Commission launched the 'Community broadcast advertising promotion project' to help small business owners grow and revitalize the regional broadcast advertising market.

We launched this project in 2020 to support small business owners to produce broadcast advertising and transmit them through regional broadcasting media.

[Table III-59] Production and transmission of small business broadcast advertising (TV)

<b>Momsee Life &amp; Health Care</b> <b>(Soap for pets 'Bubble Dangdang')</b>	<b>Yoon Taeuyun Gallery</b> <b>('Almanhan Furniture')</b>
 <ul style="list-style-type: none"> <li>• Busan, Gyeongnam/Manufacturing</li> <li>• Transmission media : IPTV</li> </ul>	 <ul style="list-style-type: none"> <li>• Daejeon, Chungcheong/Wholesale and retail</li> <li>• Transmission media : KBS2(regional), MBC(regional), IPTV</li> </ul>
<b>Haemalgeumfarm</b> <b>(Raw oats / processed product 'Mr. Oats')</b>	<b>Shinhwa Technology</b> <b>(Mower pump 'Wingsen Water Pump')</b>
 <ul style="list-style-type: none"> <li>• Gwangju, Jeolla/Agriculture</li> <li>• Transmission media : KBS2(regional)</li> </ul>	 <ul style="list-style-type: none"> <li>• Daegu, Gyeongbuk/Manufacturing</li> <li>• Transmission media : MBC(regional)</li> </ul>

### III. Broadcasting and Communications Policy Outcomes in 2020

Eligible businesses are small manufacturers and small traders who have received the small business confirmation from the Ministry of SMEs and Startups. For small business owners who have been screened and selected to receive assistance, we covered up to 90% of the cost of production and the transmission of broadcast advertising, up to KRW 9 million. We also provided systematic support for the overall marketing process through 1:1 customized consulting including the production and transmission of broadcast advertising.

In 2020, we supported 133 small business owners and provided a total of KRW 1.2 billion in broadcast advertising production and transmission costs. The selected companies showed that they grew significantly despite difficulties posed by the COVID-19 outbreak as their sales increased by 13.5% compared to 2019, and the number of employees increased by 27.2%.

We plan to continue to actively support small businesses and SMEs to grow through broadcast advertising because they are the basis of national competitiveness. Through this project, they will be able to access broadcast advertising, thus creating a virtuous cycle for revitalizing the broadcast advertising market

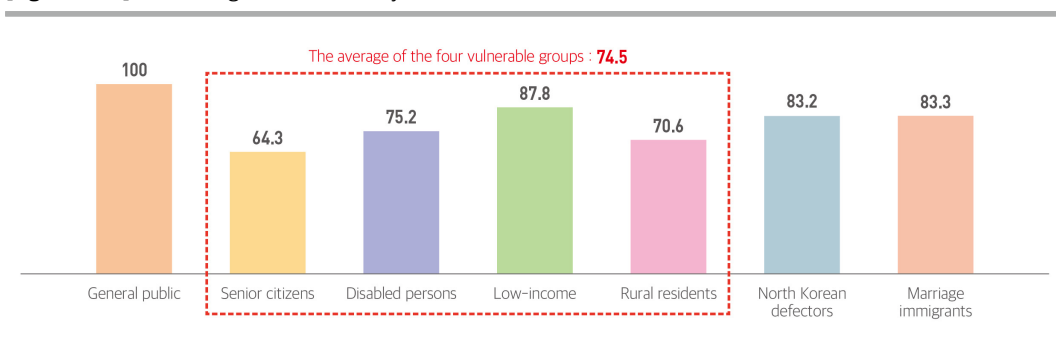
#### d. Enhancing access to the communications services

##### 1) Providing education and information to prevent damages from communications services

The Commission promoted to provide education and information to prevent damages from communications services. Due to the technological development of the ICT industry, communication services are becoming more complex and diversified, such as the new 5G services. For this reason, user inconveniences and damages are increasing continuously. In addition, it was found that the vulnerable groups' level of knowledge in digital information is 74.5% compared to the general public. As information asymmetry continues with the introduction of artificial intelligence, big data technologies, and automatic systems such as automatic information terminals (kiosks), it is crucial to strengthen user competency.

[Figure III-73] Level of digital information by social class

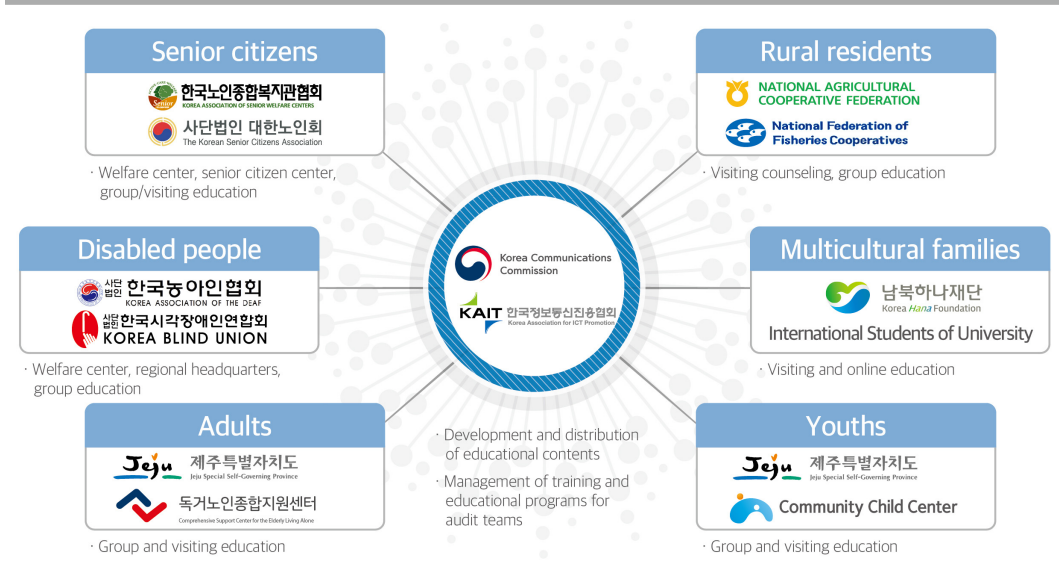
(Unit : %)



Source) 2019 The Report on the Digital Divide, Ministry of Science and ICT, Mar. 2020.

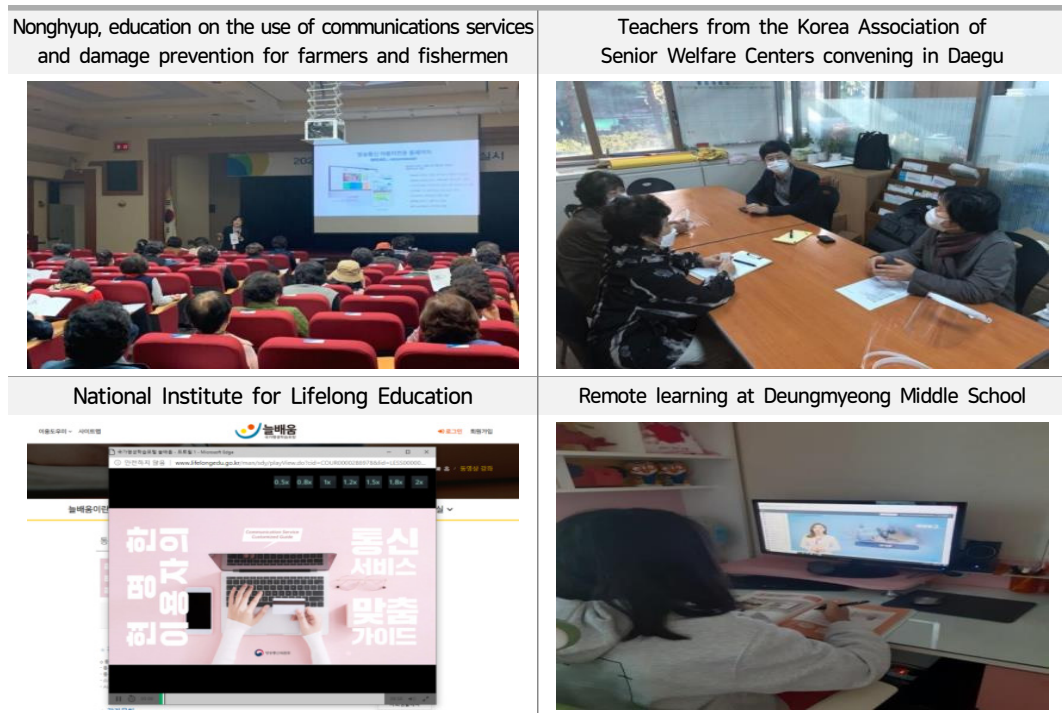


[Figure III-74] Educational cooperation institutions for vulnerable groups



By signing MOUs with the relevant agencies, the Commission cooperated with the Korean Senior Association and the Korea Association of Senior Welfare Centers to organize the 'Broadcasting and Communications Visiting Classroom' and provide face-to-face education for 25,970 people.

[Figure III-75] Education on the use of broadcasting and communications services and damage prevention



### III. Broadcasting and Communications Policy Outcomes in 2020

We also provided non-face-to-face education for a total of 13,977 people in cooperation with the Korea Support Center for the Elderly Living Alone, middle schools, high schools, and universities, Seoul Lifelong Learning Portal, edstudy, and the National Institute for Lifelong Education. In addition, we developed, produced, and distributed customized textbooks for different classes such as e-books and educational contents including Braille books for the visually impaired, large handwritten books for the elderly, multilingual (Korean, English, Chinese, Japanese, Vietnamese, and Filipino) booklets for multicultural families.

[Table III-60] Number of participants for education on the use of communications services and damage prevention in 2020

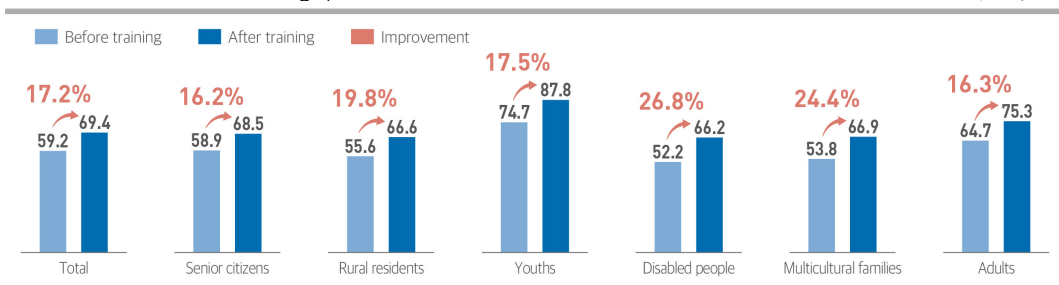
(Unit: persons)

Classification	Senior citizens	Adults	Youth	Rural residents	Multicultural families	Disabled persons	Online participation	Total
Face-to-face	22,418	512	85	2,518	19	418	0	25,970
Non-face-to-face	1,588	0	1,403	0	1,256	0	9,730	13,977
Total	24,006	512	1,488	2,518	1,275	418	9,730	39,947

After providing the training, we conducted an off-line survey comparing the level of competency and satisfaction before and after the training and analyzed the results. The result demonstrated that while the level of awareness of broadcasting and communications services and damage prevention was 59.2 points before training, it increased to 69.4 points afterwards. We found this to indicate that the education was effective as it improved the users' competency by 17.2%.

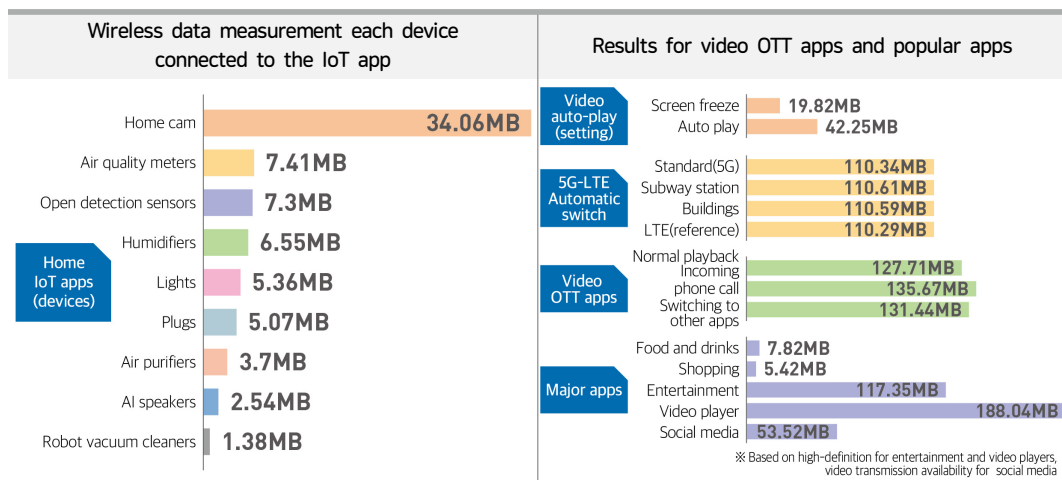
[Figure III-76] Survey on the users' competency in the use of broadcasting and communications services and damage prevention

(Unit: points)



Moreover, through the Wise User website, we provided information related to the use of communication services, such as wireless data consumption rate for IoT devices (9 types) including air quality meters, home cam, and AI speakers, video autoplay, during the automatic switch between 5G-LTE, video OTT apps, and other major apps.

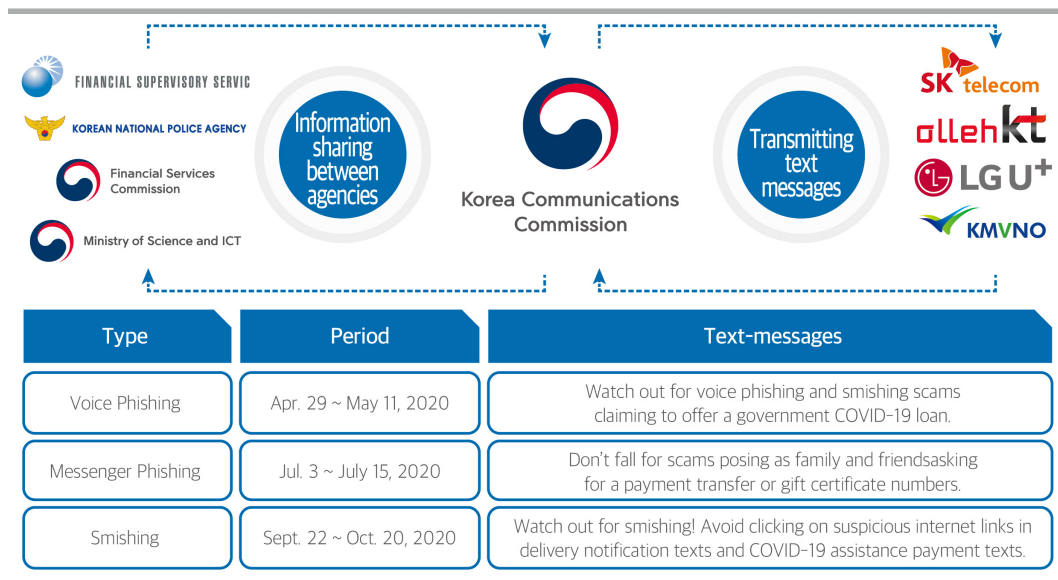
[Figure III-77] Wireless data consumption information open for public



## 2) Providing information to the public to prevent damage from telecommunications financial frauds

The Commission established and operated an early warning system for the public through the public-private partnerships between the Commission, mobile communications business operators, and related organizations to prevent damages from new telecommunications financial crimes such as voice phishing and smishing.

[Figure III-78] Telecommunications financial crime early warning cooperation system



The cooperation system is promoted as part of the government's 「Comprehensive measures against telecommunications financial frauds (voice phishing)」 announced in December 2018. As voice phishing may cause damage to anyone regardless of gender, age, or region, we notified telecommunications service users to watch out as anyone can become victims.

### 3) The 11<sup>th</sup> Users' Week Event

The Commission and the Korea Association for ICT Promotion (KAIT) held the '11th Communication Services Users' Week' for two days from November 4 to 5, 2020, to spread user-centered, safe, and convenient communication services.

Under the slogan, 'Contactless Era! A Safe World for Users', this year's event consisted of various programs, including the 'ceremony', 'presentations on the best practices of user protection', 'education on the use of communication services and damage prevention', and 'a talk concert for communication services user protection in the post-COVID-19 era'. All side events, including commemorative ceremonies, were held online to prevent the spread of COVID-19.

[Table III-61] The 11th Communication Services Users' Week program

Date	Time	Main content	Production	Sign language
Nov. 4 (Wed)	14:00~ 14:20	<ul style="list-style-type: none"> <li>Users' Week ceremony</li> <li>Awards for outstanding damage prevention institution and instructor</li> <li>Awards for damage prevention works</li> </ul>	Pre-shooting/ transmission	○
	14:40~ 15:55	<ul style="list-style-type: none"> <li>Presentations on the best practices of user protection (7 companies)</li> </ul>	Streaming	
	16:30~ 17:00	<ul style="list-style-type: none"> <li>YouTube influencer participation event</li> <li>Pre-loaded apps and subscription apps (smart reader)</li> <li>Introduction to the refund of the non-refundable amount, notes on small amounts and in-app payments (Nuna IT)</li> </ul>	Pre-shooting/ transmission	X
Nov. 5 (Thur)	13:30~ 14:00	<ul style="list-style-type: none"> <li>Online education on the use of telecommunications services and damage prevention</li> <li>Online education for vulnerable groups</li> </ul>	Streaming	○
	14:30~ 16:30	<ul style="list-style-type: none"> <li>Talk concert</li> <li>Presentation on the user protection policy and panel discussion</li> </ul>		

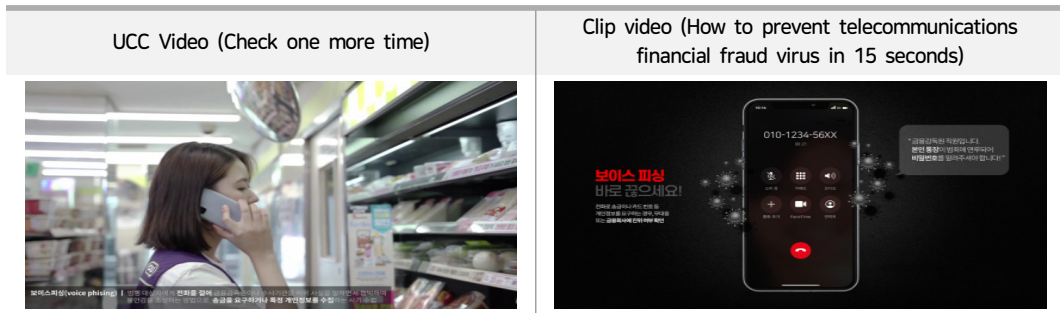
[Figure III-79] Communication Services Users' Week Ceremony



Moreover, for contributing to the promotion of the rights and interests of communication service users, we awarded the Korea Blind Union (damage prevention education institution) and instructor Choi Seonhui (damage prevention education instructor) and awarded outstanding works selected from the entries to the 'Damage Prevention Works Contest'.

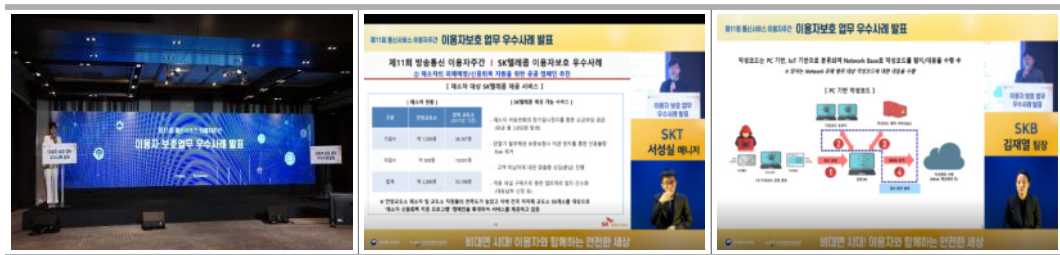


[Figure III-80] Winner of the Best Excellence Award (Chairman of the Korea Communications Commission Award)



Following on from that was a presentation of the best practices in user protection by telecommunications service providers. Then a session was led by YouTube creators specializing in IT, who warned the participants to take caution when using pre-loaded apps and explained the procedures for obtaining the refunds of non-refundable amounts in broadcasting and communications services.

[Figure III-81] Best practices of user protection by telecommunications service providers



On November 5, at 2 pm, instructors specializing in damage prevention training conducted online training for vulnerable groups, followed by a talk concert with experts on user protection policies discussing ways to strengthen user capabilities in the post-corona era and create a user-centered ecosystem.

[Figure III-82] Talk concert for communication services user protection in the post-COVID-19 era

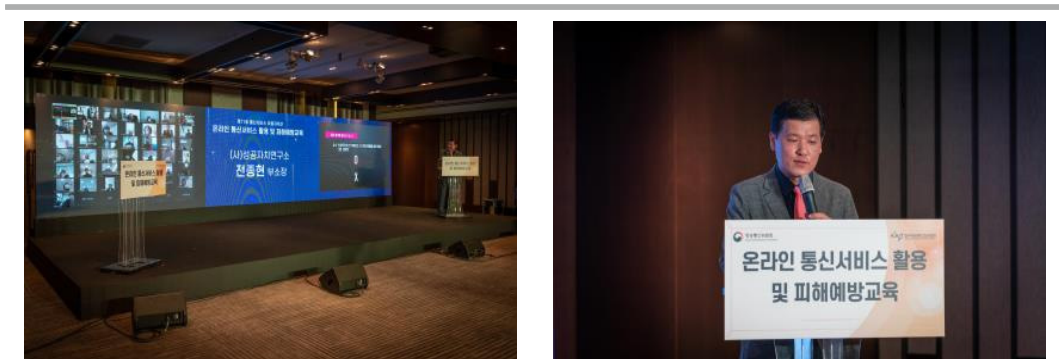


[Figure III-83] YouTube influencer participation event



In addition, we prepared various side events to promote the users' participation directly online, such as asking users' opinions on the policy of pre-loaded smartphone apps, asking users to check and share their non-refundable amounts, inviting users to write acrostic poems on the ways to block harmful media for youth, and lucky dip with comments.

[Figure III-84] Online education on the use of telecommunications services and damage prevention



In the congratulatory speech, the Commissioner explained that when non-face-to-face suddenly becomes commonplace, communication that connects each other is invaluable. He added that we must strengthen support for the underprivileged to ensure that everyone can enjoy the benefits of communication services and make the efforts to avoid unexpected damages. Accordingly, the Commission plans to devote a lot of attention and effort to create a communication ecosystem owned by users.

[Figure III-85] The 11th Communication Services Users' Week events

### User opinions on pre-loaded apps

### Acrostic poems

구분	주제	내용	비고
주제	스마트폰 또는 유해물 차단	주제와 관련된 내용	20%
내용	스마트폰 또는 유해물 차단	내용과 관련된 내용	20%
비고	스마트폰 또는 유해물 차단	비고와 관련된 내용	20%

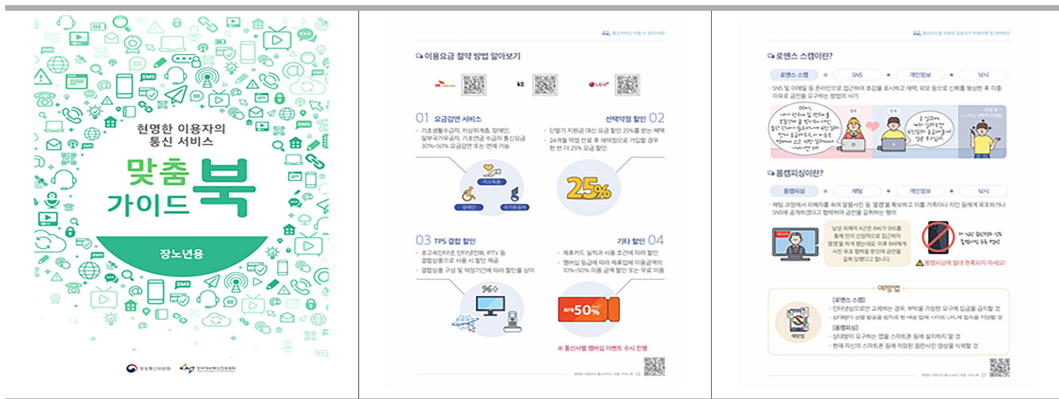
#### 4) 'Guidebook for communication services damage prevention'

The Commission published the 「Customized Guidebook for the Smart Users of Communication Services」 to prevent communication services damage and strengthen the competencies of the vulnerable group and held a ceremony for the 11th 「Broadcasting and Communications Visiting Classroom」 instructors in the conference room of the Korea Association for ICT Promotion on Wednesday, May 20.

The guidebook is used as a teaching material in the 「Broadcasting and Communications Visiting Classroom」, which has been provided since 2010 to bridge the digital gap between classes and promote the safe use of communication services. The guidebook has been revised and published annually, reflecting the changes of the telecommunication services.

This year's guidebook details the precautions when signing up, using, or terminating communication services, such as the ways to choose the most suitable plan among complex plans, fee reductions and exemptions for vulnerable groups and senior citizens aged 65 or older, and penalty (refund of the amount discounted) exemption methods, to contribute to the reduction of household communication costs.

[Figure III-86] Customized Guidebook for the Smart Users of Communication Services



In addition, as communication services are increasing due to COVID-19, new types of frauds using communication media are also occurring. Thus, we included explanations on preventing and responding to such damages using the images and examples of communication financial frauds such as voice phishing, smishing, fraudulent and exaggerated advertising, and identity theft. We also added the precautions against AI speakers, which have increased in use recently.

In particular, we published an e-book version of the guidebook this year to make it available on all PCs and smartphones. It also comes with a voice book function that reads out the guidebook, convenient for the visually impaired and the elderly. Moreover, we provided separate customized booklets catered to the characteristics of different classes, making them easier to carry and more useful. The booklet for multicultural families comes in six languages, Korean, English, Chinese, Japanese, Vietnamese, and Filipino, which we newly added. We also provided booklets in Braille for the visually impaired.

We commissioned the Korea Association for ICT Promotion to be responsible for the operation of the 「Broadcasting and Communications Visiting Classroom」 and selected 149 instructors to carry out training on-site in cooperation with the relevant organizations including the Korea Blind Union, Korea Association of the Deaf, Korea Senior Citizens Association, Korea Association of Senior Welfare Centers.

# 2020

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## Appendix

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Appendix



# Appendix

## 1. Financial Statements of 2020

### a. Execution of the Budget

[Appendix Table-1] Execution of the budget in 2020

(Unit : KRW 1 million, %)

	Category	Budget (A)	Real Budget (B)	Actual (C)	Execution Rate (C/B)
Income	Total	1,458,212	1,456,812	1,374,672	94.4
	General Accounting	42,288	40,888	63,738	155.9
	Broadcasting Communications Development Fund	1,415,924	1,415,924	1,310,934	92.6
Expense	Total	261,043	258,728	255,310	98.7
	General Accounting	62,788	59,715	56,917	95.3
	Broadcasting Communications Development Fund	198,255	199,013	198,393	99.7

Note) The income from the Broadcast Communications Development Fund is the total amount and expenses exclude the services, internal expenditure, and surplus funds under the Ministry of Science and ICT.

### b. Budgets and Expenses by Program

[Appendix Table-2] Budgets and expenses by program

(Unit : KRW 1 million)

Program	Budget	Expenses
Total	258,728	255,310
<General Accounting>	59,715	56,917
Item 2100: Fair and Secure Broadcasting and Communications Environment	27,279	27,253
Item 7100: Administrative Support for Broadcasting and Communications	32,435	29,664
<Broadcasting Communications Development Fund>	199,013	198,393
Item 3100: Satisfactory Broadcasting and Communications Environment	187,770	187,150
Item 3200: Fair and Secure Broadcasting and Communications Environment	11,243	11,243

## c. Broadcast Communications Development Fund

### (1) Assets and Liabilities

[Appendix Table-3] Assets and liabilities of the Broadcasting Communications Development Fund (Unit : KRW 1 million, %)

Classification	2020 (A)	2019 (B)	Changes (A - B)	
			in amount	in % rate
Assets	477,710	739,951	△262,241	△35.4
Liabilities	680,931	663,673	17,257	2.6
Net Assets	△203,221	76,277	△279,498	△366.4

Note) The table refers to the total amount of the Fund (as of Dec. 31, 2020), △ : reduction

### (2) Income and Expenses

[Appendix Table-4] Income and expenses of the Broadcasting Communications Development Fund (Unit : KRW 1 million, %)

Classification	2020 (A)	2019 (B)	Changes (A - B)	
			in amount	in % rate
Net Program Costs ( I )	1,128,091	793,655	334,436	42.1
Operation Expenses ( II )	4,353	4,305	48	1.1
Non-distribution Costs ( III )	1,223	49	1,174	2395.9
Non-distribution Revenue ( IV )	675,468	714,790	△39,322	△5.5
Net Financial Management Costs ( V = I + II + III - IV )	458,199	83,219	374,980	450.6
Non-exchange Revenue ( VI )	178,725	179,254	△529	△0.3
Asset Management Result ( VII = V - VI )	279,474	△96,035	375,509	391.0

Note) The fiscal management table refers to the total amount of the Fund (as of Dec. 31, 2020), △ : reduction



## 2. The List of General Meetings and Agenda of the Commission

[Appendix Table-5] List of general meetings and agenda of the Commission

Session	Date	Type	Agenda
1	Jan. 7 (Tue)	Decision	Broadcasting review deliberation -Seoul Traffic Broadcasting <Kim Oujoon's News Factory>-
		Report	Plan for the 「2020 KCC Broadcasting Awards」 (draft)
2	Jan. 8 (Wed)	Decision	Major review plan for the approval of the change of the largest investor (draft)
		Decision	Review plan regarding the prior consent of the permission for change procedure of t-broad and t-broad Dongdaemun Broadcasting Corporation
3	Jan. 20 (Mon)	Decision	Prior consent of the permission for change of t-broad and t-broad Dongdaemun Broadcasting Corporation
4	Jan. 22 (Wed)	Decision	Corrective action against the 'YouTube Premium' service for violating the 「Telecommunications Business Act」
		Decision	Corrective action against the violation of the personal information protection regulations
		Report	Partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」, 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
5	Jan. 23 (Thu)	Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulation
		Decision	Agreement on the appointment of the Broadcasting Dispute Conciliation Committee members
6	Jan. 29 (Wed)	Decision	Imposition of administrative fines against broadcasting operators that have failed to provide disaster broadcasting in the 1 <sup>st</sup> and 2 <sup>nd</sup> quarter of 2019.
		Decision	Newly licensing personal location information services
		Decision	Corrective action against special value-added telecommunications business operators for violating the 「Telecommunications Business Act」
7	Feb. 6 (Thu)	Decision	Recommendation of the Vice-Director of Korean Broadcasting System
8	Feb. 11 (Tue)	Decision	Approval of the foreign capital contribution application by the Far East Broadcasting Company
		Decision	Agreement on the appointment of the Viewers' Rights Protection Committee members
9	Feb. 12 (Wed)	Decision	Approval of the change of the largest investor of Ulsan Broadcasting Corporation
		Decision	Approval of the change of the largest investor of TBC
		Decision	Matters on the master plan for the license renewal of broadcast advertising sales agencies (draft) -SBS M&C-
		Report	Partial amendment bill to the 「Enforcement Decree of the Act on Broadcast Advertising Sales Agencies, etc.」
10	Feb. 19 (Wed)	Decision	Matters on the prior consent of the license renewal procedure of CATV broadcasting business entities
		Decision	Matters on the recommendation of the Vice-Director of the Korean Broadcasting System
		Report	Matters related to the results of the 2019 Performance Information submitted by general service program providers and news reporting program providers
		Report	Matters related to the results of the 2019 Broadcasting Market Competition Evaluation
		Report	Matters on partial amendment bill to the 「Enforcement Decree of the Framework Act on Broadcasting Communications Development」

Session	Date	Type	Agenda
11	Feb. 25 (Tue)	Decision	Matters on partial draft amendment to the 「Standard for the implementation of the disaster broadcasting and civil defense alerts」
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulation
12	Feb. 26 (Wed)	Decision	Review plan for the approval of the change of investors (draft) of Daegu Munhwa Broadcasting Corporation
		Decision	Newly licensing personal location information services
		Report	Matters related to a bill to establish 「Standards for bringing a charge, etc. against the violations of personal information protection regulations」
13	Mar. 11 (Wed)	Decision	Corrective action against the violation of the personal information protection regulations
		Decision	Partial amendment to the 「Notice of the programming of broadcast programs, etc.」
		Report	‘Suggestions for resolving the issue of disinformation’ prepared at the ‘Expert Meeting on Disinformation’ in 2019
		Report	Improvement plan for surveying and determining the audience share
		Report	Policy proposal submitted by the 「Mid-to-long-term Broadcasting System Improvement Group」
14	Mar. 18 (Wed)	Report	Partial amendment bill to the 「Enforcement Decree on the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
15	Mar. 26 (Thu)	Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Decision to modify matters related to the imposition of corrective action against the ‘YouTube Premium’ service for violating the 「Telecommunications Business Act」
		Decision	Prior consent of the license renewal procedure of CATV broadcasting business entities
		Decision	Reapproval of the general service program providers and news reporting program providers in 2020
		Report	Confirmation of the minutes and transcripts of the Korea Communications Commission
		Report	Closer and maintenance of Kyeonggi Broadcasting Corporation
16	Apr. 1 (Wed)	Decision	Election of the auditor of the Korea Educational Broadcasting System
		Decision	Matters related to whether to accept the recommendations regarding the lawsuit for the cancellation of the license renewal rejection of the CATV broadcasting business entities
17	Apr. 8 (Wed)	Decision	Basic review plan for the prior consent of the largest investor change of SBS Media Holdings Co., Ltd. (draft)
		Report	Partial amendment bill to the 「Broadcasting Act」
18	Apr. 9 (Thu)	Other	Hearing regarding the reapproval of the Channel A Corporation
19	Apr. 14 (Tue)	Decision	Prior consent of the permission for change of CATV broadcasting business entities
		Decision	Partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」, 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
		Decision	Agreement on the appointment of the General Viewing and Listening Rights Guarantee Committee members
		Decision	Second broadcast review -Chosun Broadcasting Company <News 9, News Parade>-
		Decision	Second broadcast review -Chosun Broadcasting Company <News 9>-

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
20	Apr. 20 (Mon)	Decision	Reapproval of the general service program provides in 2020
21	Apr. 21 (Tue)	Decision	Extension of the 'YouTube Premium' service's implementation period of corrective action regarding their violation of the 「Telecommunications Business Act」
22	Apr. 28 (Tue)	Decision	Prior consent of the permission for change of CATV relay broadcasting business operators -Hwangkang CATV and Gyodong CATV-
		Decision	Second broadcast review -Channel A Corporation <News A>-
		Decision	Administrative measures on business entities for violating broadcast advertising regulations -SBS Corporation-
23	Apr. 29 (Wed)	Decision	Election of the Korea Communications Commission vice-chairman
		Decision	Corrective action against the violation of the personal information protection regulations
		Decision	Corrective action against NAVER Corporation for the violation of the personal information protection regulations
		Decision	Basic plan for the broadcasting evaluation in 2019 (draft)
24	May 4 (Mon)	Decision	Review plan for the approval of the change of investors by Daegu Munhwa Broadcasting Corporation and the change of the master plan regarding the prior consent of the change of the largest investor by SBS Media Holdings Co., Ltd.
25	May 12 (Tue)	Decision	Second broadcast review -Korean Broadcasting System <KBS News 9>-
		Decision	Second broadcast review -Chosun Broadcasting Company <News Parade>-
26	May 14 (Thu)	Decision	Amendment bill to the repealed laws in the 20 <sup>th</sup> National Assembly
27	May 18 (Mon)	Report	Second pre-announcement of the partial amendment bill to the 「Broadcasting Act」
28	May 19 (Tue)	Decision	Partial amendment bill to the 「Enforcement Decree of the Framework Act on Broadcasting Communications Development」
		Decision	Corrective action against the violation of the personal information protection regulations
		Decision	Prior consent of the permission for change of CATV broadcasting business entities -SK broadband, Hyundai HCN, CMB Broadcasting-
		Decision	Approval of the change of investors by Daegu Munhwa Broadcasting Corporation
		Decision	Prior consent of the change of the largest investor by SBS Media Holdings
29	May 21 (Thu)	Decision	Partial amendment bill to the 「Enforcement Decree of the Act on Broadcast Advertising Sales Agencies, etc.」
		Decision	Reduction and suspension of the obligation to program broadcasts for disabled persons
		Decision	Agreement on the recommendation of the Korean Broadcasting System vice-director
30	May 26 (Tue)	Decision	Administrative measures on business entities for violating the sponsorship announcement regulation
31	May 27 (Wed)	Decision	Corrective action against the violation of the prohibited acts according to the 「Act on Broadcast Advertising Sales Agencies, etc.」
		Decision	2021 budget and Broadcasting Communications Development Fund management plan (draft)
		Decision	Matters on newly licensing personal location information services
		Decision	User protection performance evaluation plan for telecommunications business entities in 2020 (draft)

Session	Date	Type	Agenda
32	June 1 (Mon)	Decision	Prior consent of the change of the largest investor by SBS Media Holdings Co., Ltd.
33	June 4 (Thu)	Decision	Corrective action against the violation of the prohibited acts according to the 「Act on Broadcast Advertising Sales Agencies, etc.」
		Decision	Corrective action against the violation of the personal and location information regulations
34	June 9 (Tue)	Decision	Appointment of the Media Diversity Promotion Committee members
		Decision	Agreement on the appointment of the Appointment of the Media Diversity Promotion Committee members
		Report	Enactment and repeal of notices under the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
35	June 12 (Fri)	Decision	Partial amendment bill to two laws to revamp the limited guardian disqualification criteria
36	June 17 (Wed)	Decision	Prior consent of the permission for change of CATV broadcasting business entities -LG HelloVision, Broadband Nowon, Green Cable Television Station, Keumgang Cable Network-
		Decision	Partial amendment bill to the 「Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
		Decision	Partial amendment bill to the 「Broadcasting Act」
37	June 23 (Tue)	Report	Announcement of the 2019 Assets Status of Broadcasting Business Entities
38	June 25 (Wed)	Decision	Detailed plan for the license renewal of terrestrial broadcasting businesses in 2020 (draft)
		Decision	Corrective order regarding Mageum's application for the approval of the change of investor in Daegu Munhwa Broadcasting Corporation and Daegu Munhwa Broadcasting Corporation's disposition of Mageum's shares
		Decision	Corrective action against business operators who have reported personal data leakage for violating the personal information protection regulations
		Decision	Corrective action against business operators etc. who have been reported for violating the personal and location information regulations
39	July 1 (Wed)	Decision	Basic plan on granting a new license to Traffic Broadcasting Network(TBN) Chungbuk FM Radio Broadcasting (draft)
		Report	Submission of the 「Policy proposal for the promotion of radio broadcasting」
40	July 8 (Wed)	Decision	Corrective action against the three major mobile communications business operators and distribution stores for violating the 「Mobile Device Distribution Improvement Act」
		Report	Basic plan for the 2020 Broadcasting Content Production Capability Evaluation
		Report	Performance evaluation of the obligation to provide broadcasting for disabled persons in 2019
41	July 15 (Wed)	Decision	Newly licensing Traffic Broadcasting Network(TBN) Chungbuk FM Radio Broadcasting
		Decision	Corrective action against TikTok Pte. Ltd for violating the personal information protection regulations
42	July 22 (Wed)	Decision	License renewal of a broadcast advertising sales agency (SBS M&C)
		Report	Partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」
		Report	Partial amendment bill to the 「Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
43	July 28 (Tue)	Decision	Second broadcast review -Chosun Broadcasting Company<TVCHOSUN Breaking News>-
		Decision	Second broadcast review -Public Home Shopping<[PN Poongnyun][Mega IH Frying pan set>-
		Decision	Administrative measures on business entities for violating broadcast advertising regulations -Chosun Broadcasting Company-
		Decision	Administrative measures on business entities for violating broadcast advertising regulations -Turner Broadcasting System, Inc.-
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulation -Two companies including Jeonju Television Co., Ltd.-
44	July 29 (Wed)	Decision	Enactment and repeal of notices under the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
		Report	Report on the result of the investigation on the implementation of the 「Production Outsourcing Guideline」 in the second half of 2019
45	July 31 (Fri)	Decision	Prior consent of the permission for change of CATV relay broadcasting business operators
		Report	Confirmation of the minutes and transcripts of Korea Communications Commission
46	Aug. 26 (Wed)	Decision	Election of Korea Communications Commission vice-chairman
47	Aug. 28 (Fri)	Decision	Prior consent of the permission for change of CATV broadcasting business entities -Hana Broadcasting, corporate merger-
48	Sept. 8 (Tue)	Decision	Submission of opinions by business entities subject to administrative action for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulation
49	Sept. 9 (Wed)	Decision	Corrective action against false or exaggerated advertising of broadcasting and communications combined products and services related to the infringement on user interests
		Decision	Audience share determination of broadcasting businesses in 2019
		Decision	Agreement on the appointment of the members of the legal committee
		Report	Partial draft amendment to the 「Notice of the broadcast advertising combined sales support」
50	Sept. 16 (Wed)	Decision	Permission for personal location information services
		Report	Results of the investigation into the performance of general service program providers and news reporting program providers in 2019
51	Sept. 23 (Wed)	Decision	Prior consent of the permission for change of CATV broadcasting business entities -Hyundai HCN, split-off-
		Decision	Partial amendment bill to the 「Broadcasting Act」
		Report	Plans for the review of the designation of the personal authentication service provider
		Report	Matters on the pre-announcement of the second partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」
		Report	Matters on the pre-announcement of the second partial amendment bill to the 「Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」

Session	Date	Type	Agenda
52	Sept. 29 (Tue)	Decision	Agreement on the appointment of the General Viewing and Listening Rights Guarantee Committee members
		Report	Repeal of notices under the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
53	Oct. 7 (Wed)	Decision	Corrective action against kt powertel Co., Ltd. for violating the prohibited acts according to the 「Telecommunications Business Act」
		Decision	Corrective order against general service program providers for violating the reapproval conditions
		Decision	Imposition of administrative fines against businesses that violate the programming ratio of broadcast content genuinely produced by external producers
		Report	Partial draft amendment to the 「Notice of the programming of broadcast content, etc.」
54	Oct. 13 (Tue)	Decision	Prior consent of the permission for the changes of CATV broadcasting business entities -Permission for the change of facilities by Green Cable Television Station-
		Decision	Prior consent of the permission for the changes of CATV relay broadcasting business operators -Seosang Cable Television, Dongducheon Cable System, Jinnam Cable Network-
55	Oct. 14 (Wed)	Decision	Administrative action against the violation of the disaster broadcasting regulations -3 <sup>rd</sup> and 4 <sup>th</sup> quarter of 2019-
		Decision	Permission for the change by radio broadcasting (FM)
		Report	Partial draft amendment to the 「Standard specifications for unfair behaviors regarding the imposition of unreasonable or discriminatory conditions and restrictions between telecommunications business entities」
56	Oct. 27 (Tue)	Decision	Partial draft amendment to the 「Notice of the broadcast advertising combined sales support」
		Decision	Submission of opinions by business entities subject to administrative action for violating broadcast advertising regulations
		Decision	Administrative measures on the business entities for violating broadcast advertising regulations
57	Oct. 28 (Wed)	Decision	Corrective order against terrestrial broadcasting business entities for violating the licensing (license renewal) conditions
		Decision	Designation of new personal authentication service providers
		Report	Partial draft amendment to the 「Notice of the programming of broadcast content, etc.」
		Other	Hearing regarding the administrative action against the Maeil Broadcasting Network
58	Oct. 30 (Fri)	Decision	Administrative action against the Maeil Broadcasting Network
59	Nov. 9 (Mon)	Report	Result of the general service program providers' reapproval review
60	Nov. 12 (Thu)	Decision	Corrective order against the Maeil Business Newspaper for violating the 「Broadcasting Act」
		Report	Partial draft amendment to the 「Standard specifications for the imposition of penalty surcharges against the violation of prohibited acts according to the Broadcasting Act」
		Report	Partial draft amendment to the 「Standard specifications for the imposition of penalty surcharges against the violation of prohibited acts according to the Internet Multimedia Broadcast Services Act」

## 2. The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
61	Nov. 16 (Mon)	Decision	Permission for the change made by radio broadcasting (FM)
		Decision	Corrective order against businesses for violating the ownership restrictions according to the 「Act on Broadcast Advertising Sales Agencies, etc.」
		Decision	Partial amendment bill to the 「Enforcement Decree of the Telecommunications Business Act」
		Decision	Partial amendment bill to the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
		Report	Draft amendment to the 「Rules on the Broadcasting Evaluation」
		Report	Matters on a bill to establish 「Notice on the standards for imposing penalty surcharges against the violations of regulations to prevent the distribution of illegal digital contents, etc.」
62	Nov. 24 (Tue)	Decision	Prior consent of the permission for change of CATV broadcasting business entities -CCS Chung buk CableTV System Co., Ltd-
		Decision	Corrective action against the violation of the 「Telecommunications Business Act」 related to 'floating advertising'
		Decision	Performance evaluation of the telecommunication business entities' user protection tasks in 2020
63	Nov. 25 (Wed)	Report	Partial amendment bill to the 「Enforcement Decree of the Mobile Device Distribution Improvement Act」
		Report	Partial draft amendment to the 「Rules for the Korea Communications Commission on the Enforcement of the Broadcasting Act」
64	Nov. 27 (Fri)	Decision	Reapproval of the general service program providers in 2020
65	Dec. 2 (Wed)	Decision	Results of the 「Broadcasting Evaluation in 2019」
		Decision	Partial draft amendment to the 「Notice of the programming of broadcast content, etc.」
66	Dec. 3 (Thu)	Decision	Repeal of notices under the 「Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.」
		Report	Partial draft amendment to the 「Regulations on business processing regarding emergency suspension orders」
67	Dec. 9 (Wed)	Decision	Policy measures to promote terrestrial UHD broadcasting
68	Dec. 10 (Thu)	Decision	Prior consent of the permission for change of CATV relay broadcasting business operators
		Decision	Enactment of the 「Notice on the standards for imposing penalty surcharges against the violations of regulations to prevent the distribution of illegal digital contents, etc.」
		Decision	Administrative measures on business entities for violating broadcast advertising regulations
		Decision	Administrative measures on business entities for violating the sponsorship announcement regulation
		Report	Partial draft amendment to the 「Regulations on the Operation and Management of the Broadcasting Communications Development Fund」(Notice)
69	Dec. 16 (Wed)	Decision	Selection of public-interest channels and recognition of welfare channels for disabled persons in 2021-2022
		Decision	Designation of new personal authentication service providers
		Decision	Newly licensing personal location information services
		Decision	Partial draft amendment to the 「Rules on the Broadcasting Evaluation」
		Report	Result of the 2020 Broadcasting Content Production Capability Evaluation

Session	Date	Type	Agenda
70	Dec. 18 (Fri)	Decision	License renewal of terrestrial broadcasting business entities in 2020
		Decision	Changes of conditions in program production cost investment for regional broadcasting business entities
		Decision	Prior consent of the permission for change of terrestrial broadcasting business entities -KT Skylife Co., Ltd.-
		Report	Establishment of the 「Guidelines on the standards for protecting the rights and interests of children and adolescents in programs」
71	Dec. 22 (Tue)	Decision	Partial draft amendment to the 「Regulations on the Operation and Management of the Broadcasting Communications Development Fund」(Notice)
		Decision	Decision to modify matters related to the imposition of corrective action against businesses for violating regulations on broadcast advertising
		Decision	Partial draft amendment to the 「Standard specifications for the imposition of penalty surcharges against the violation of prohibited acts according to the Broadcasting Act」
		Decision	Partial draft amendment to the 「Standard specifications for the imposition of penalty surcharges against the violation of prohibited acts according to the Internet Multimedia Broadcast Services Act」
72	Dec. 30 (Wed)	Decision	Approval of the additional submission plans of Chosun Broadcasting Company and Channel A Corporation
		Decision	Changes to the 「Basic plan regarding the prior consent of licensing (license renewal) of paid broadcasting business entities」
		Decision	Third Regional Broadcasting Development Support Plan
		Decision	Designation and announcement of agencies and organizations accepting reports and requests for the deletion of illegal filming
		Report	Establishment of a guideline to outline the prohibited acts related to 'floating advertising' according to the 「Telecommunications Business Act」



### 3. Monthly Major Achievements of 2020

[Appendix Table-6] Monthly Major Achievements of 2020

#### January 2020

Date	Events
Jan. 2	Establishment of the Intelligent Information Society Policy Center
Jan. 7	Announcement of the plan for the 2020 KCC Broadcasting Awards
Jan. 14	Announcement of the big data spam project
Jan. 16	Announcement of the Korea Communications Commission's plans on major projects for 2020
Jan. 16	Introduction and establishment of the quick and easy communication dispute mediation system
Jan. 20	Implementation of the project to assist innovative SMEs' broadcast advertising
Jan. 22	Chairman Han Sanghyeok organized a visit to a mobile communications business operator's service center
Jan. 22	Imposition of penalty surcharges against Google LLC for undermining user interest, etc.
Jan. 22	Commissioner Kim Changryong organized a visit to the Community Media Center in Gyeonggi
Jan. 23	Appointment of members of the 9 <sup>th</sup> Broadcasting Dispute Conciliation Committee
Jan. 28	Chairman Han Sanghyeok organized a visit to the disaster broadcasting stations due to COVID-19
Jan. 30	Korea confirmed to host MIPTV guest countries
Jan. 30	Presentation of the 2019 Survey on the Broadcasting Media Usage
Jan. 30	Chairman Han Sanghyeok organized a visit to domestic portal companies (Naver and Kakao) to discuss issues related to COVID-19
Jan. 31	Chairman Han Sanghyeok organized a visit to a disaster broadcasting station (YTN) due to COVID-19
Jan. 31	Presentation of the 2019 Survey on Cyber violence

Chairman Han Sanghyeok organized a visit to a mobile communications business operator's service center



Chairman Han Sanghyeok organized a visit to disaster broadcasting stations (KBS, Yonhap News TV) due to COVID-19



Chairman Han Sanghyeok organized a visit to domestic portal companies (Naver and Kakao) to discuss issues related to COVID-19



Chairman Han Sanghyeok organized a visit to a disaster broadcasting station (YTN) due to COVID-19



## February 2020

Date	Events
Feb. 3	Implementation of the 2021 Korea Communications Commission participatory budget project
Feb. 4	Chairman Han Sanghyeok hosted a meeting on COVID-19 with the representatives of program providers
Feb. 5	Implementation of the project to build the foundation for the promotion of regional broadcast advertising
Feb. 6	Intensive monitoring of PCM and broadcasting-home shopping linked programming
Feb. 10	Presentation of the 2 <sup>nd</sup> Internet Mutual Development Council's Report
Feb. 11	Expansion of the COVID-19 related broadcasting for disabled persons (Korean sign language)
Feb. 11	Appointment of the 12 <sup>th</sup> Viewer's Rights Protection Committee members
Feb. 13	Chairman Han Sanghyeok organized visits to Daejeon and Chungcheong policy area
Feb. 18	Chairman Han Sanghyeok organized a visit to the Korea Information Society Development Institute
Feb. 19	Presentation of the 2019 Broadcasting Market Competition Evaluation
Feb. 20	Chairman Han Sanghyeok organized visits to Gwanju and Jeolla policy area
Feb. 20	Improvement of COVID-19 related services by overseas platform business entities (Facebook, Google, etc.)
Feb. 25	Provision of broadcast advertising production assistance towards 70 innovative SMEs
Feb. 27	Presentation of the 2019 Survey on the Internet Response to Broadcasting Content

Chairman Han Sanghyeok hosted a meeting on COVID-19 with the representatives of program providers





Chairman Han Sanghyeok organized visits to Daejeon and Chungcheong policy area



Chairman Han Sanghyeok organized a visit to the Korea Information Society Development Institute



Chairman Han Sanghyeok organized visits to Gwanju and Jeolla policy area



### March 2020

Date	Events
Mar. 5	Presentation of the results of the 2019 Korea Communications Commission Index (KI)
Mar. 5	Chairman Han Sanghyeok hosted a meeting on the COVID-19 disaster broadcasting
Mar. 6	Preparation of policy plans to promote terrestrial UHD that reflect the changing media environment
Mar. 11	Emergency inspection to mobile communications business operators' service centers due to COVID-19
Mar. 12	Chairman Han Sanghyeok organized visits to the mobile communications sales and distribution sites
Mar. 17	Chairman Han Sanghyeok conducted an on-site inspection at EBS to respond to COVID-19
Mar. 23	Selection of programs to receive production assistance to strengthen the content competitiveness of regional, small and medium broadcasting services
Mar. 25	Presentation of the current status of spam distribution in the second half of 2019
Mar. 25	Expansion of the service platform for EBS live special lecture
Mar. 26	Decisions made regarding the reapproval of news reporting program providers
Mar. 31	Presentation of the results of the quality evaluation on the 2019 Emergency Rescue Location Information

Chairman Han Sanghyeok hosted a meeting on the COVID-19 disaster broadcasting



Organization of a team to prepare plans for the promotion of terrestrial UHD that reflect the changing media environment and the holding of a kickoff meeting



Chairman Han Sanghyeok organized visits to the mobile communications sales and distribution sites



Chairman Han Sanghyeok conducted an on-site inspection at EBS to respond to COVID-19

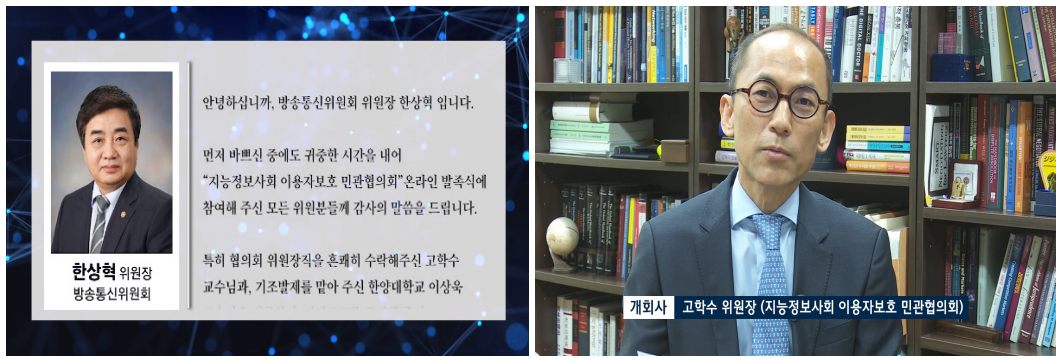




## April 2020

Date	Events
Apr. 1	Selection of programs to receive production assistance to strength the content competitiveness of community radio broadcasting
Apr. 1	Presentation of the results of the close monitoring of the broadcast programs with PCM
Apr. 2	Selection of 136 companies to receive assistance within the project to build the foundation for the promotion of regional broadcast advertising
Apr. 7	Provision of support for an online school with its remote learning in response to COVID-19
Apr. 10	Emergency programming of EBS infant's and children's programs and increased access to EBS kids' premium channels
Apr. 14	Announcement of preventative actions against smishing due to the COVID-19 Emergency Disaster Support Fund
Apr. 20	Implementation of public competition for the 1 <sup>st</sup> National Real-name Application System in 2020
Apr. 20	Decisions made regarding the reapproval of general service program providers in the first half of 2020
Apr. 23	Announcement of measures to eradicate digital sex crimes (in joint efforts with the related ministries)
Apr. 24	Inauguration ceremony of the Intelligent Information Society User Protection Public-Private Council (online)
Apr. 24	Chairman Han Sanghyeok shared the experience on using Korean ITC in response to COVID-19 with the French Ambassador to Korea
Apr. 27	Presentation of the Survey on the Disaster Broadcasting Reception Environment
Apr. 28	Presentation of the 2019 N-Screen Viewing Type
Apr. 29	Announcement of preventative actions against increasing cases pretending the relevant government officers in loan voice phishing and smishing and its real examples of damages
Apr. 29	Announcement of the 2019 Basic Plan for Broadcasting Evaluation
Apr. 29	Conclusion of a business agreement with the Korean Bar Association for user protection such as eradicating digital sex crimes

Inauguration ceremony of the Intelligent Information Society User Protection Public-Private Council (online)



Chairman Han Sanghyeok shared the experience on using Korean ITC in response to COVID-19 with the French Ambassador to Korea



Conclusion of a business agreement with the Korean Bar Association for user protection such as eradicating digital sex crimes





## May 2020

Date	Events
May 6	Provision of support for the vulnerable groups and farming families producing environmentally friendly agricultural products
May 11	Submission of application for broadcast receivers (TV) customized for the visually and hearing impaired
May 18	2020 Outstanding Overseas Co-production Awards Competition
May 19	The notice on charging the premium additional services and the improvement of cancellation procedures related to the simplified personal authentication service (PASS application)
May 20	Publication of a guidebook for the prevention of communications services damage
May 21	Inauguration of the 2020 Broadcasting and Communications Public Participation Group
May 22	Selection of best practices on administrative efforts in response to COVID-19
May 24	Launched an executive-level policy council (Korea Communications Commission and the Ministry of Science and ICT) on telecommunications
May 27	Deliberations and decisions regarding the 2020 Telecommunications Business Entities' Plan on the User Protection
May 28	Presentation on the 2019 Intelligent Information Society User Panel Survey
May 28	Policy dialogue held among broadcasting and communications content practitioners
May 29	Announcement of the system improvement of the Korean name authentication on the alien registration card

Provision of support for the vulnerable groups and farming families producing environmentally friendly agricultural products



Inauguration of the 2020 Broadcasting and Communications Public Participation Group



Policy dialogue held among broadcasting and communications content practitioners



## June 2020

Date	Events
June 2	Presentation of the report on the Changes in the Use of Smartphones and PCs Due to COVID-19
June 4	Imposition of penalty surcharges against KOBACO for violating the prohibited acts according to the 「Act on Broadcast Advertising Sales Agencies, etc.」
June 9	Appointment of the 6 <sup>th</sup> Media Diversity Promotion Committee and the 5 <sup>th</sup> Broadcasting Market Competition Evaluation Committee members
June 11	Opening ceremony of the Telecommunications Dispute Resolution Center
June 17	Conclusion of the Korea Communications Commission-Ministry of the Interior and Safety-Community Media Foundation Business Agreement to promote the Participant Network of Community Media
June 19	Chairman Han Sanghyeok participated in the 20 <sup>th</sup> anniversary ceremony of EBS
June 22	Announcement of the digital inclusion plan (jointly with the related ministries)
June 22	Announcement of the digital media ecosystem development plan (jointly with the related ministries)
June 23	Announcement of the 2019 Broadcasting Entities' Asset Status
June 24	Announcement to strengthen cooperation to eradicate messenger phishing
June 25	Announcement of Google LLC to comply with the Commission's corrective actions
June 29	Holding of the Creative Internet Ethics Content Contest
June 30	Announcement of the children's and adolescent's online privacy protection guideline

Opening ceremony of the Telecommunications Dispute Resolution Center



Korea Communications Commission-Ministry  
of the Interior and Safety-Community  
Media Foundation Business Agreement



Chairman Han Sanghyeok participated in the  
20<sup>th</sup> anniversary ceremony of EBS



## July 2020

Date	Events
July 1	Submission of the 「Policy Proposal for the Promotion of Terrestrial Radio Broadcasting」 to the Commission by the Terrestrial Radio Promotion Advisory Committee
July 8	The 9 <sup>th</sup> Information Security Day Ceremony
July 8	Imposition of penalty surcharges against three mobile communications business operators for violating the 「Mobile Device Distribution Improvement Act」
July 8	Announcement of the basic plan for the 2020 Broadcasting Content Production Capability Evaluation
July 10	Chairman Han Sanghyeok conducted a video interview with Neal Mohan, Senior Vice President, Google
July 15	Decisions made on the licensing of TBN Chungbuk Transportation FM Broadcasting Station
July 23	Launching of the 3 <sup>rd</sup> Internet Mutual Development Council
July 27	Implementation of the One-stop Switching Service
July 28	Presentation of the Survey result on the Internet Response to Broadcasting Content in the first half of 2020
July 29	Appointment of the 8 <sup>th</sup> Self-Evaluation Committee members

The 9<sup>th</sup> Information Security Day Ceremony



Appointment of the 8<sup>th</sup> Self-Evaluation Committee members





Chairman Han Sanghyeok conducted a video interview with Neal Mohan, Senior Vice President, Google



Meeting with the One-stop Switching Service providers and participation at the opening ceremony



## August 2020

Date	Events
Aug. 3	Chairman Han Sanghyeok organized an on-site visit to inspect disaster broadcasting (KBS) and its preparation for heavy rain
Aug. 14	Youth Media Festival 2020
Aug. 14	Chairman Han Sanghyeok, organized on-site visits to inspect disaster broadcasting (KBS Cheongu, HCN Chungbuk) and their response to heavy rain
Aug. 18	Chairman Han Sanghyeok hosted a meeting with domestic internet-based video service (OTT) business entities
Aug. 25	Announcement of the Commission's strict response to COVID-19 disinformation hindering quarantine efforts
Aug. 25	Request for strengthened disaster broadcasting to respond to disasters such as typhoons and COVID-19
Aug. 27	Announcement of the comprehensive plan for increasing digital media communication capabilities
Aug. 31	Launching of the pilot service for the automatic audio to subtitle conversion application

Chairman Han Sanghyeok organized an on-site visit to inspect disaster broadcasting (KBS) and its preparation for heavy rain



Opening Ceremony of the 2020 Youth Media Festival





Chairman Han Sanghyeok, organized on-site visits to inspect disaster broadcasting (KBS Cheongu, HCN Chungbuk) and their response to heavy rain



Chairman Han Sanghyeok hosted a meeting with domestic internet-based video service (OTT) business entities



Announcement of the comprehensive plan for increasing digital media communication capabilities



## September 2020

Date	Events
Sept. 1	Promotion of campaigns to improve awareness of broadcasting for disabled persons
Sept. 1	Launching of the campaign to ensure an accurate and safe subscription to paid broadcasting for senior citizens
Sept. 4	Inspection of the mobile communications business operators' collection and use of location information
Sept. 9	Imposition of corrective action against false or exaggerated advertising
Sept. 9	Presentation of the 2019 Audience Share of Broadcasting Business Entities
Sept. 10	Announcement of the MIPCOM Country of Honor showcase
Sept. 14	Detection of companies sending out COVID-19 related false or exaggerated food advertising spam text messages
Sept. 21	Promotion of damage prevention activities to ensure a safe response to telecommunications financial fraud during Chuseok holidays
Sept. 22	Online ceremony to celebrate the launching of the Korea Communications Commission Policy Reporter Group
Sept. 23	Chairman Han Sanghyeok participated in the Chuseok Holiday Sharing Culture Project
Sept. 27	2020 KCC Broadcasting Awards (online)
Sept. 28	Presentation of the report on the improvement of the protection of rights and interests of underage entertainers, etc. to the Government Performance Evaluation Committee (jointly with the related ministries)
Sept. 29	Appointment of the 7 <sup>th</sup> General Viewing and Listening Right Guarantee Committee members
Sept. 29	Inspection of Google in-app purchase policy's compliance with the prohibited acts according to the 「Telecommunications Business Act」
Sept. 29	Presentation of spam distribution in the first half of 2020
Sept. 29	Provision of COVID-19 quarantine support during the Chuseok holiday

Online ceremony to celebrate the launching of the Korea Communications Commission Policy Reporter Group



Chairman Han Sanghyeok participated in the Chuseok Holiday Sharing Culture Project



Launching of the campaign to ensure accurate and safe subscription to paid broadcasting for senior citizens



2020 KCC Broadcasting Awards (online)





## October 2020

Date	Events
Oct. 12	Presentation of the MIPCOM Country of Honor Showcase (online)
Oct. 12	Holding of the 2020 Broadcasting and Communications Public Idea Contest
Oct. 15	Presentation of an outstanding cases on administration
Oct. 16	Official launching of the online media education platform, 'Medi On'
Oct. 21	Korea Public Service Advertising Festival 2020 (online)
Oct. 30	Decisions taken to order the suspension of business against business entities violating the 「Broadcasting Act」
Oct. 30	Decisions taken to order the suspension of business against the general service program provider (Maeil Broadcasting Network) for violating the 「Broadcasting Act」

Presentation of the MIPCOM Country of Honor Showcase (online)



Korea Public Service Advertising Festival (online)



## November 2020

Date	Events
Nov. 4	The 11th Communications Service User Week (online)
Nov. 5	Opening of the special theater for the free screening of the award-winning programs of the 2020 Korea Communications Commission Broadcasting Award
Nov. 6	Conducted the 'The operator may hang up first!' campaign
Nov. 9	Announcement of the review committee's decision on the reapproval of program providers (JTBC, MBN)
Nov. 18	Selection of the winner of the 2020 Outstanding Overseas Co-production Awards Competition
Nov. 23	International Broadcasting Co-production Conference 2020 (online)
Nov. 24	Announcement of the 2020 User Protection Performance Evaluation
Nov. 24	Imposition of corrective action against floating advertising that restricts its removal
Nov. 25	Opening of the Seoul Internet Ethics Center
Nov. 27	Decisions made regarding the reapproval of general service program providers in the second half of 2020

The 11<sup>th</sup> Communications Service User Week (online)



### International Broadcasting Co-production Conference 2020 (online)



### Opening of the Seoul Internet Ethics Center

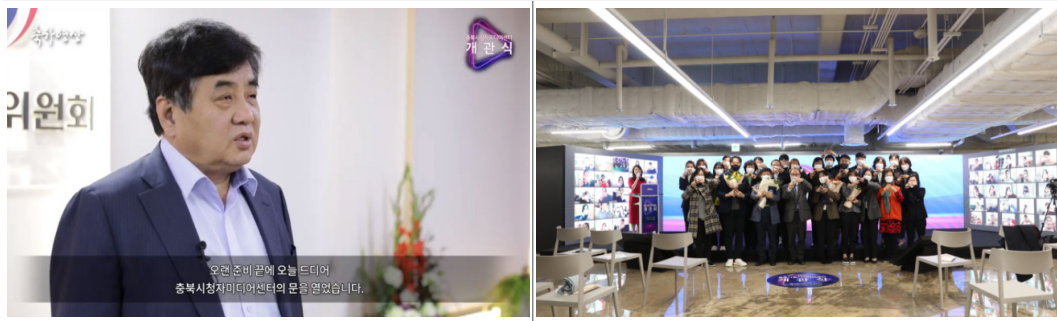


## December 2020

Date	Events
Dec. 1	Opening of the Community Media Center in Chungbuk
Dec. 2	Presentation of the 2019 Broadcasting Evaluation
Dec. 3	Announcement of measures to improve the SKT insurance covering the loss of no-contract iPhones
Dec. 3	Announcement of the review committee's decision on the license renewal of terrestrial broadcasting business entities
Dec. 3	The 2 <sup>nd</sup> International Conference on Ethics of the Intelligent Information Society (online)
Dec. 8	Opening of the website for persons with developmental disability (DamoA)
Dec. 9	Announcement of policy plans to promote terrestrial UHD broadcasting (jointly with related ministries)
Dec. 10	2020 Internet Ethics Contest
Dec. 13	Launching of the campaign to promote a smart digital life for senior citizens
Dec. 14	Preparation of the master plan for improving the transparency of AI-based recommendation services
Dec. 16	Selection of new public interest channels and welfare channels for disabled persons
Dec. 16	Presentation of the 2020 Broadcasting Content Production Capability Evaluation
Dec. 17	Presentation of the 2020 Korea Broadcasting Industry Survey
Dec. 17	2020 Community Media Awards Ceremony (online)
Dec. 18	Decisions made regarding the license renewal of terrestrial broadcasting business entities in 2020
Dec. 18	Introduction of amendments to the 「Enforcement Decree of the Telecommunications Business Act」 seeking to strengthen the obligations of business entities related to the suspension of communications services
Dec. 18	Announcement of the guidelines on the standards for protecting the rights and interests of children and adolescents in programs
Dec. 22	Opening of the Community Media Center in Sejong
Dec. 24	Establishment of a new section for reporting on the violations of the 「Mobile Device Distribution Improvement Act」
Dec. 24	Encouragement of broadcasting business entities' active cooperation in special quarantine measures during COVID-19
Dec. 30	Announcement of the Third Regional Broadcasting Development Support Plan
Dec. 30	Designation and announcement of agencies and organizations accepting reports and requests for the deletion of illegal videos and photos, etc.
Dec. 30	Publication of a guidebook on the prohibited acts related to floating advertising according to the 「Telecommunications Business Act」
Dec. 31	Provision of information on using new systems such as reporting digital sex crimes and requesting the deletion of digital contents on sex crimes



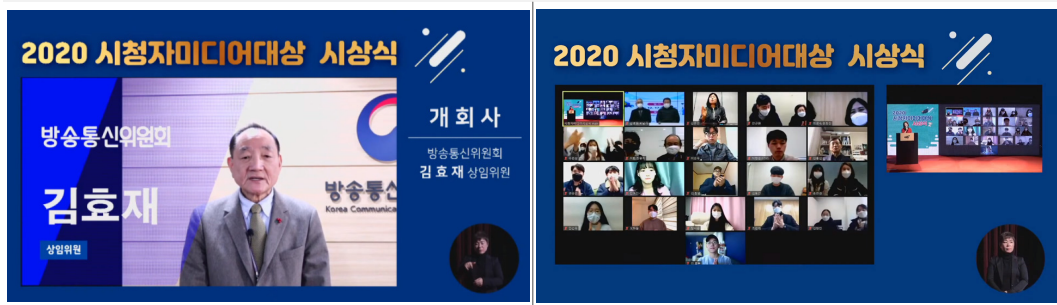
### Opening of the Community Media Center in Chungbuk



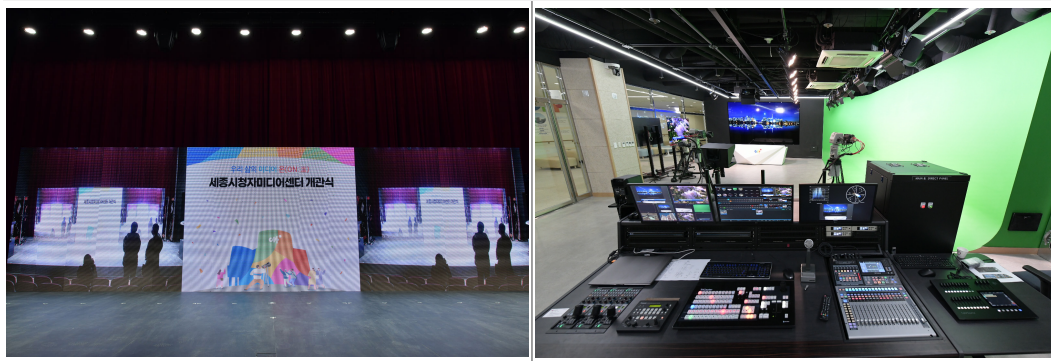
### 2020 Internet Ethics Contest



### 2020 Community Media Awards Ceremony (online)



Opening of the Community Media Center in Sejong



## 4. Acronyms

[Appendix Table-7] Acronyms

Acronyms	Description
<b>ABU</b> (Asian Broadcasters Union)	Asian Broadcasters Union
<b>ACE Fair</b> (Asia Content & Entertainment Fair)	Gwangju ACE Fair
<b>AI</b> (Artificial Intelligence)	Artificial Intelligence
<b>APEC</b> (Asia-Pacific Economic Cooperation)	Asia-Pacific Economic Cooperation
<b>AR</b> (Augmented Reality)	A computer graphic technique that synthesizes virtual objects or information to place them in an actual environment to make it look like an object belongs in the environment.
<b>ARPU</b> (Average Revenue Per User)	Average Revenue Per User
<b>ARS</b> (Automatic Response Service)	Automatic Response Service
<b>ASEAN</b> (Association of South-East Asian Nations)	Association of South-East Asian Nations
<b>ATF</b> (Asia Television Forum)	Asia Television Forum
<b>ATSC</b> (Advanced Television Systems Committee)	A private organization for developing broadcast standards in U.S.
<b>BCBB</b> (Broadcasting Content Beyond Borders)	Broadcasting Content Beyond Borders
<b>BCM</b> (Busan Contents Market)	Busan Contents Market
<b>CAGR</b> (Compound Annual Growth Rate)	Compound Annual Growth Rate
<b>CBPR</b> (Cross-Border Privacy Rules)	Cross-Border Privacy Rules
<b>CCTV</b> (Closed Circuit Television)	Closed Circuit Television
<b>CG</b> (Computer Graphics)	Computer Graphics
<b>CoE</b> (Council of Europe)	Council of Europe
<b>CP</b> (Contents Provider)	Contents Provider
<b>DB</b> (Data Base)	A set of data organized, integrated, and managed to be shared among multiple people
<b>DMB</b> (Digital Multimedia Broadcasting)	Digital Multimedia Broadcasting
<b>DMZ</b> (Demilitarized Zone)	Demilitarized Zone
<b>DNA</b> (Data-Network-AI)	Data-Network-AI
<b>DTV</b> (Digital Television)	A TV receiver used to receive digital broadcasting
<b>EU</b> (European Union)	Political and economic integration among 27 member states in Europe
<b>FM</b> (Frequency Modulation)	A method in which the frequency rather than the amplitude of the carrier wave is made to vary in proportion to the modulating signal
<b>GDP</b> (Gross Domestic Product)	Gross Domestic Product
<b>GDPR</b> (General Data Protection Regulation)	General Data Protection Regulation
<b>GPS</b> (Global Positioning System)	Satellite positioning system

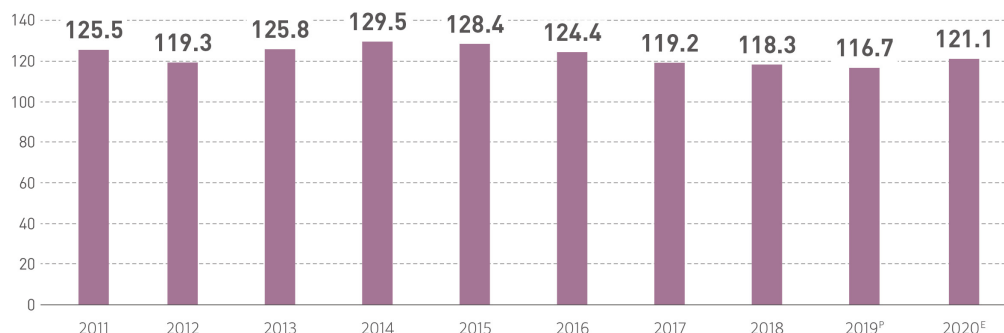
Acronyms	Description
<b>HD</b> (High Definition)	High Definition
<b>ICDPPC</b> (International Conference of Data Protection and Privacy Commissioners)	International Conference of Data Protection and Privacy Commissioners
<b>ICT</b> (Information and Communications Technology)	Information and Communications Technology
<b>IMF</b> (International Monetary Fund)	International Monetary Fund
<b>IoT</b> (Internet of Things)	Internet of Things
<b>IP</b> (Internet Protocol)	Internet Protocol
<b>IP</b> (Intellectual Property)	Intellectual Property
<b>IPTV</b> (Internet Protocol Television)	Interactive television service provided through broadband
<b>ISC</b> (Internet Society of China)	Internet Society of China
<b>ISMS-P</b> (Personal information & Information Security Management System)	Personal information & Information Security Management System
<b>IT</b> (Information Technology)	Information Technology
<b>LLC</b> (Limited Liability Corporation)	Limited Liability Corporation
<b>LTE</b> (Long Term Evolution)	A step towards the 4 <sup>th</sup> generation wireless technology (4G) designed to increase the capacity and speed of mobile phone networks
<b>M&amp;A</b> (Mergers And Acquisitions)	Mergers And Acquisitions
<b>MIP Cancun</b> (Marché International des Programmes de Cancun)	Mexico contents market
<b>MIPCOM</b> (Marché International des Programmes de Communication)	International television program fair
<b>MIPTV</b> (Marche International des Programmes de Television)	International video contents market
<b>MNO</b> (Mobile Network Operator)	Mobile Network Operator
<b>MOU</b> (Memorandum Of Understanding)	Memorandum Of Understanding
<b>MVNO</b> (Mobile Virtual Network Operator)	Mobile Virtual Network Operator
<b>O2O</b> (Online to Offline)	Online to Offline
<b>OECD</b> (Organization for Economic Cooperation and Development)	Organization for Economic Cooperation and Development
<b>OS</b> (Operating System)	Operating System
<b>OTT</b> (Over The Top)	A service that provides media contents such as broadcast programs and movies through the open Internet
<b>P2P</b> (Peer to Peer)	Peer to peer communication network
<b>PC</b> (Personal Computer)	Personal Computer
<b>PCM</b> (Premium Commercial Message)	Premium Commercial Message
<b>PD</b> (Producer)	Producer
<b>PP</b> (Program Provider)	Program Provider

Acronyms	Description
<b>Q&amp;A</b> (Question and Answer)	Question and Answer
<b>R&amp;D</b> (Research and Development)	Research and Development
<b>RO</b> (Relay Operator)	Relay Operator
<b>RTUK</b> (Radio and Television Supreme Council)	Turkey Radio and Television Supreme Council
<b>SNS</b> (Social Network Service)	Social Network Service
<b>SO</b> (System Operator)	System Operator
<b>SOM</b> (Senior Officials' Meeting)	Senior Officials' Meeting
<b>SW</b> (Software)	One or more computer programs for a specific purpose stored on a storage device
<b>SWZD</b> (Spice Works Ziff Davis)	A global online market that connects buyers and sellers across industries such as IT, marketing, HR, finance, etc.
<b>TF</b> (Task Force)	A temporary organization established separately from the existing department for the purpose of achieving a business plan
<b>TV</b> (Television)	Television
<b>UCC</b> (User Created Contents)	User-created content such as videos, articles, and photos
<b>UHD</b> (Ultra High Definition)	Ultra High Definition
<b>UI</b> (User interface)	A physical or virtual medium created to allow temporary or permanent access for communication between objects or systems, especially machines and computer programs, etc.
<b>URL</b> (Uniform Resource Locator)	A protocol for locating resources on network
<b>US</b> (United States of America)	United States of America
<b>USIM</b> (Universal Subscriber Identity Module)	An IC card with the subscriber identification module
<b>UX</b> (User Experience)	The total experience of users such as what they feel and think about when using a system, product, or service directly or indirectly
<b>VOD</b> (Video on Demand)	A video service business that provides video-based services through telephone lines or cables
<b>VR</b> (Virtual Reality)	A specific environment or situation created by artificial technology using computers, etc to make it similar to reality, or the technology itself
<b>Wi-Fi</b> (Wireless Fidelity)	A technology that enables electronic devices to connect to WLAN

## 5. Status of the Broadcasting and Communications Industry by Sector

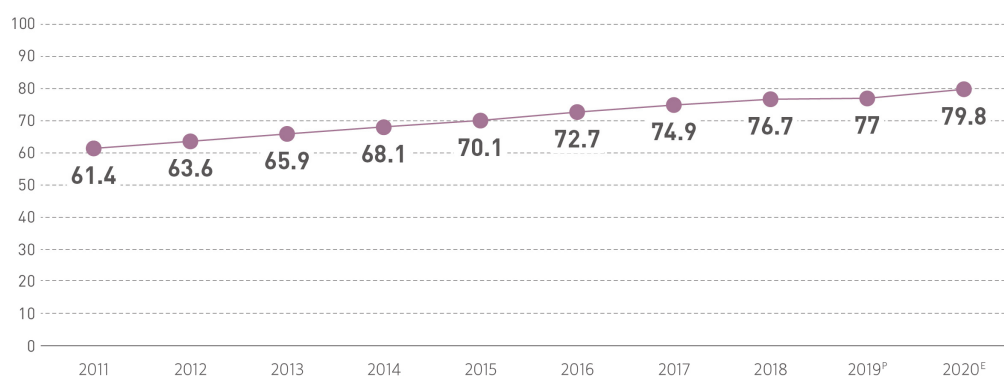
Total Sales in the Broadcasting and Communications Industry

(Unit : KRW trillion)



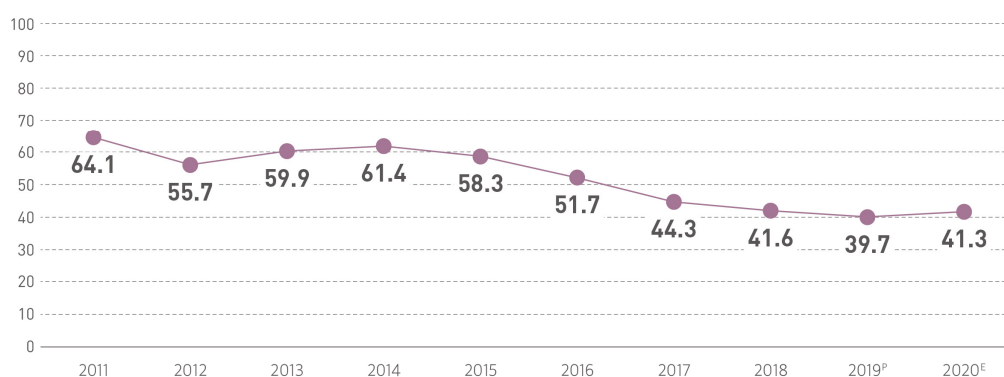
Broadcasting and Communications Service Sales

(Unit : KRW trillion)



Broadcasting and Communications Device Sales

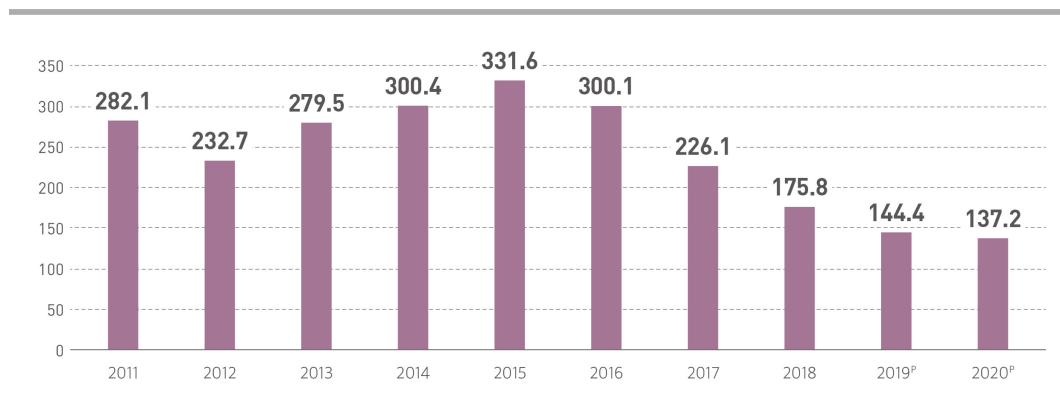
(Unit : KRW trillion)



Note) P : Preliminary, E : Estimate, broadcasting and communications services refer to communication, broadcast, and information services  
 Source) Monthly Survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021.

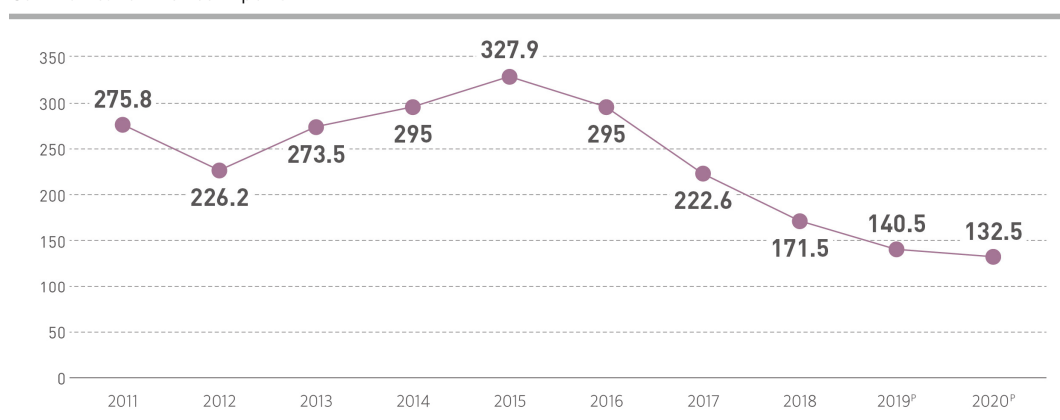
Broadcasting and Communications Device Exports

(Unit : USD 100 million)



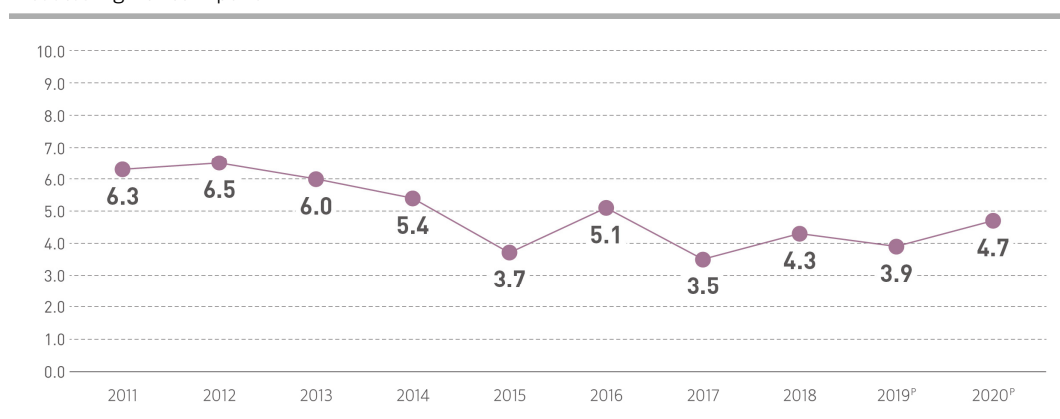
Communication Device Exports

(Unit : USD 100 million)



Broadcasting Device Exports

(Unit : USD 100 million)



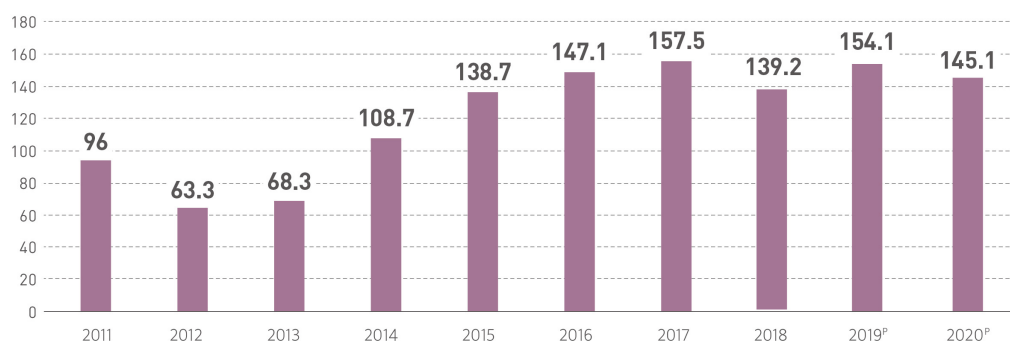
Note) P : Preliminary

Source) Monthly Survey of Information &amp; Communication Technology Statistics, Ministry of Science and ICT, 2021.



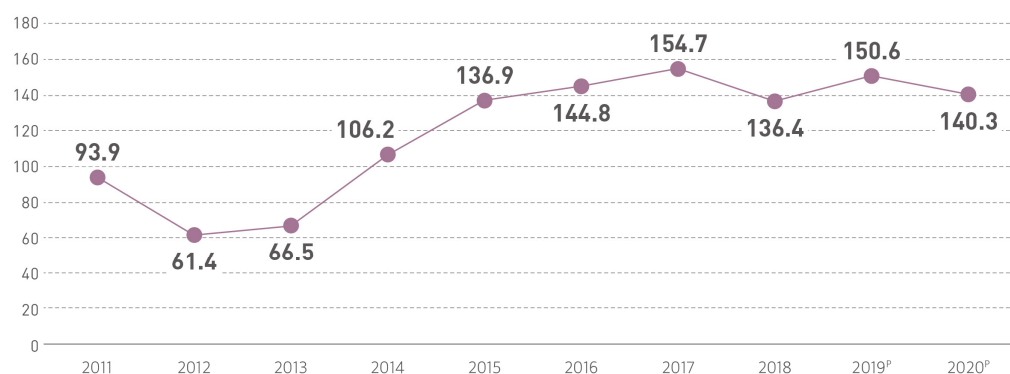
## Broadcasting and Communications Device Imports

(Unit : USD 100 million)



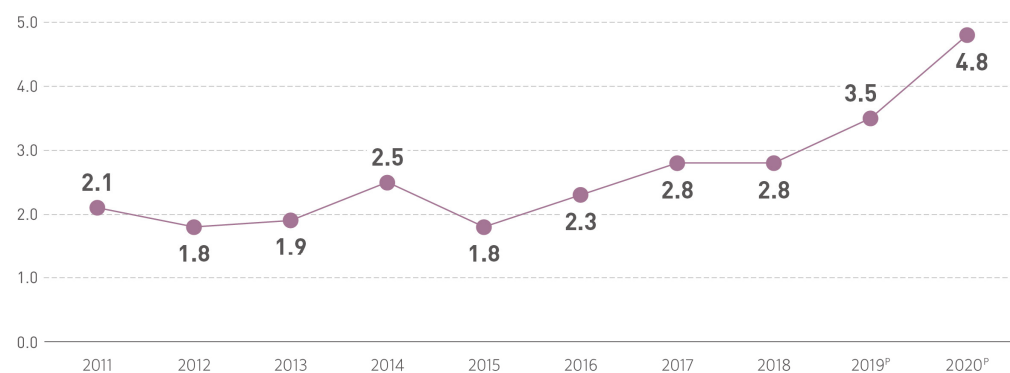
## Communication Device Imports

(Unit : USD 100 million)



## Broadcasting Device Imports

(Unit : USD 100 million)

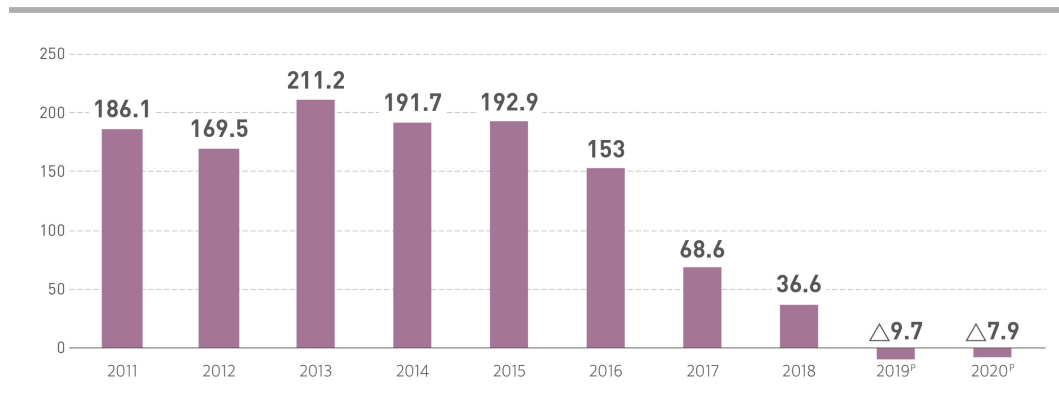


Note) P : Preliminary

Source) Monthly Survey of Information &amp; Communication Technology Statistics, Ministry of Science and ICT, 2021.

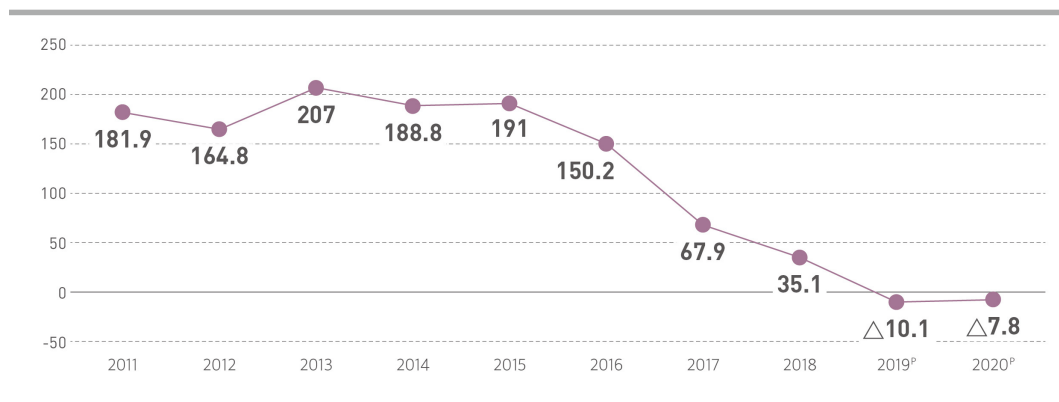
Broadcasting and Communications Device Trade Balance

(Unit : USD 100 million)



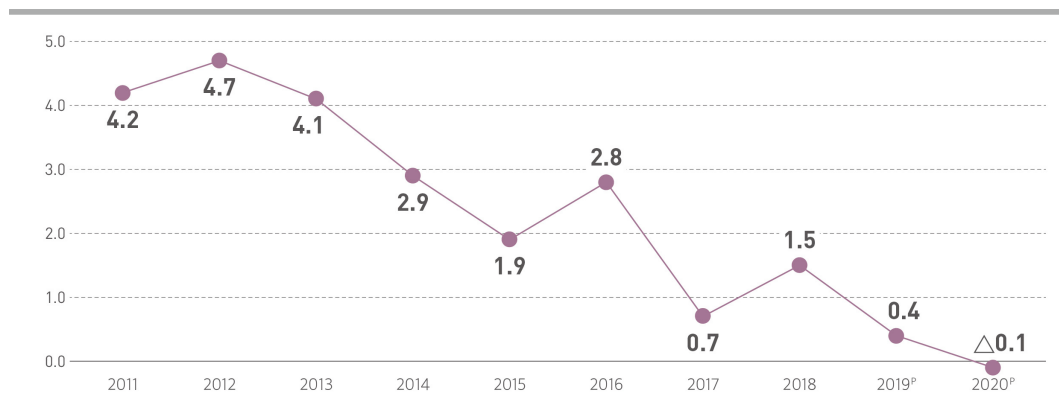
Communications Device Trade Balance

(Unit : USD 100 million)



Broadcasting Device Trade Balance

(Unit : USD 100 million)

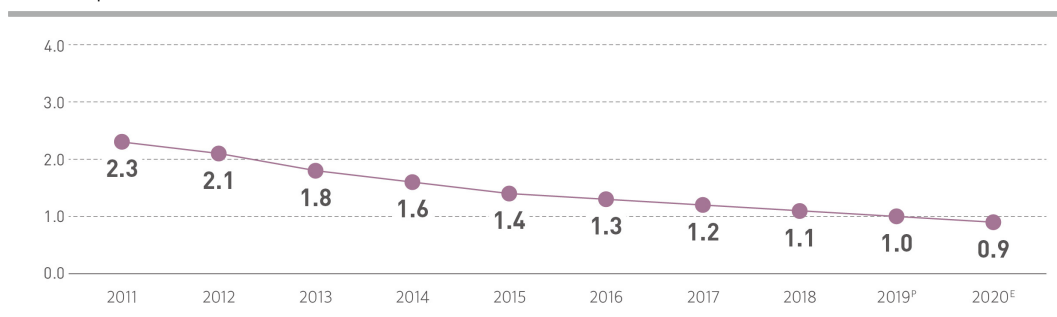


Note) P : Preliminary

Source) Monthly Survey of Information &amp; Communication Technology Statistics, Ministry of Science and ICT, 2021.

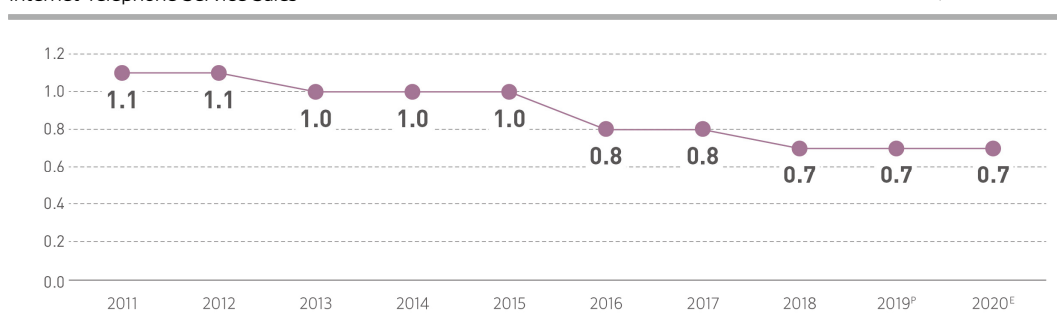
Local Telephone Service Sales

(Unit : KRW 1 trillion)



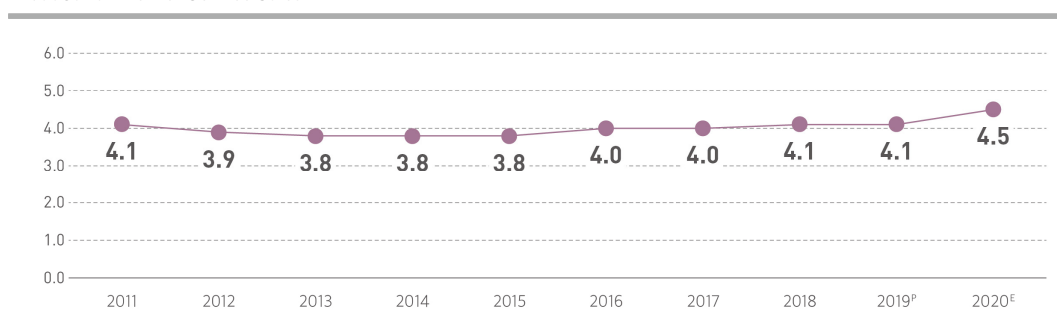
Internet Telephone Service Sales

(Unit : KRW 1 trillion)



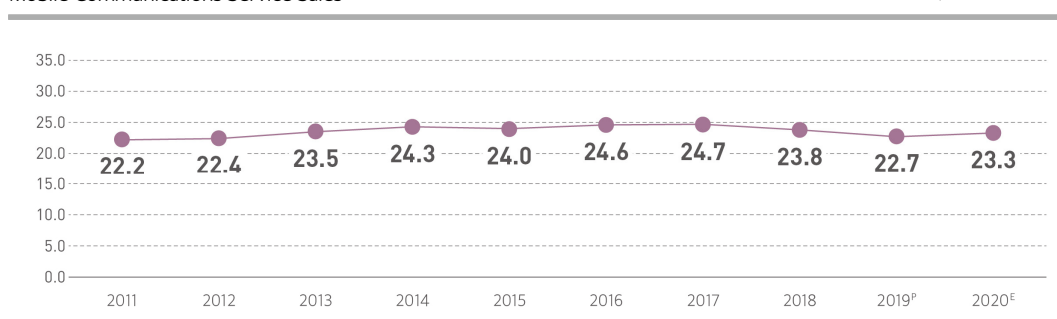
Broadband Internet Service Sales

(Unit : KRW 1 trillion)



Mobile Communications Service Sales

(Unit : KRW 1 trillion)



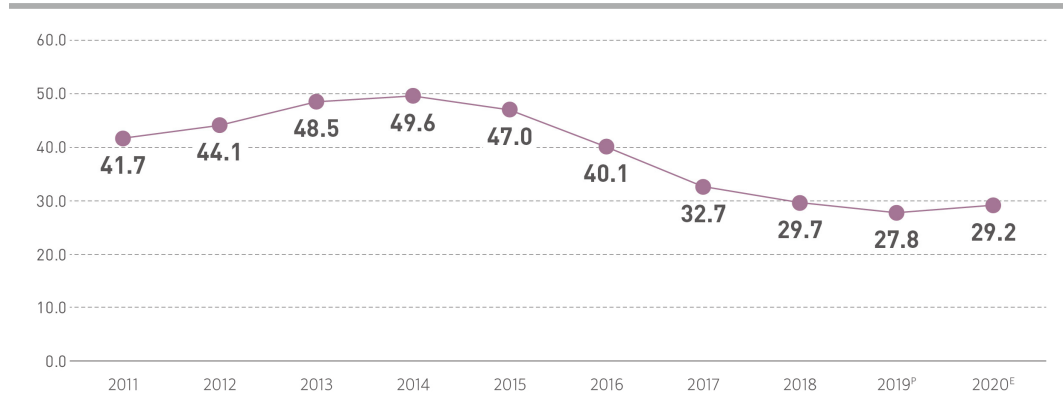
Note) P : Preliminary, E : Estimate

Source) Monthly Survey of Information &amp; Communication Technology Statistics, Ministry of Science and ICT, 2021.

## 5. Status of the Broadcasting and Communications Industry by Sector

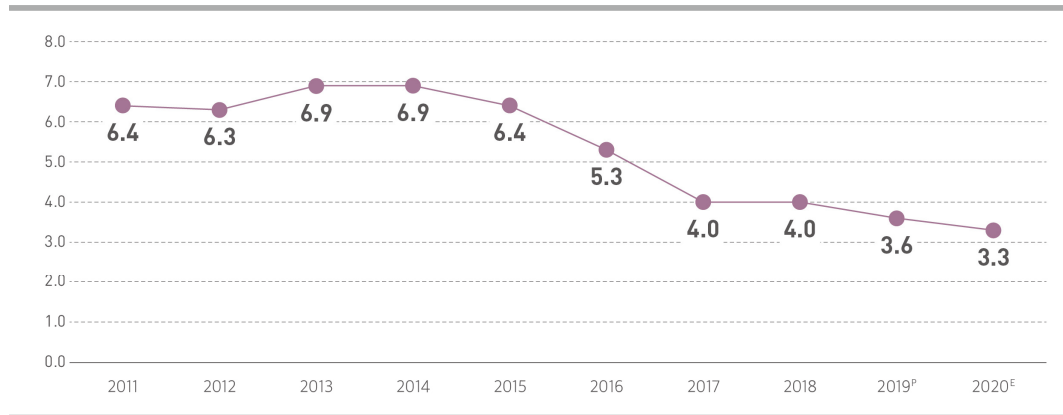
Mobile Terminal Device Production

(Unit : KRW 1 trillion)



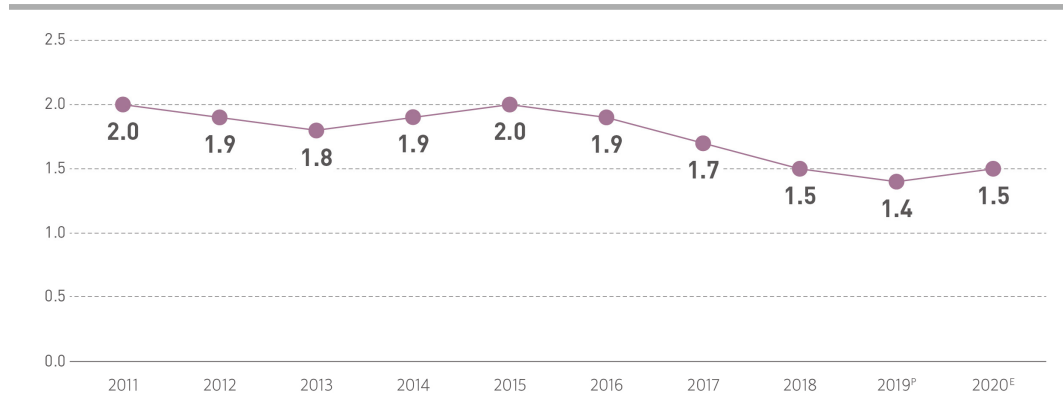
DTV Production

(Unit : KRW 1 trillion)



Set-top Box Production

(Unit : KRW 1 trillion)

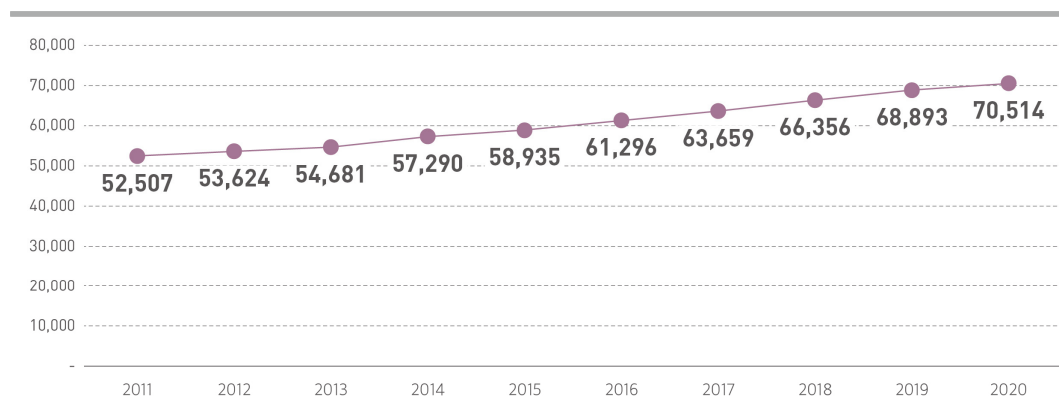


Note) P : Preliminary, E : Estimate

Source) Monthly Survey of Information & Communication Technology Statistics, Ministry of Science and ICT, 2021.

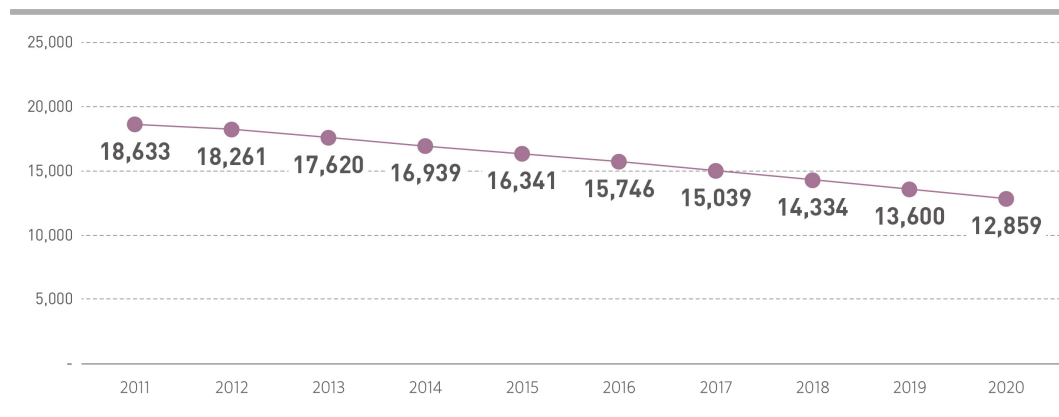
Number of Mobile Subscribers

(Unit : 1,000 persons)



Number of Telephone Subscribers

(Unit : 1,000 persons)



Note) As of Dec. each year, mobile phone includes tablet PC, wireless data modem, and M2M, etc.

Source) Ministry of Science and ICT, 2021

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