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**Press Release**

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## Chairman Lee Kyeong-Jae Visits SAPPRFT and CCTV

- to kickstart the content exchange and spread of the Sunfull Movement

Chairman Lee Kyeong-Jae of the Korea Communications Commission (KCC) is going to visit China for three days and two nights from January 16 (Thurs.) to 18 (Sat.), 2014 with the purpose of kickstarting the spread of the Sunfull Movement, the positive online comment campaign, and promoting the exchange of content, one of the industries key to the creative economy.

Chairman Lee is scheduled to meet with Minister Cai Fuchao of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), the Chinese regulatory authority in broadcasting, and President Hu Zhanfan of the China Central Television (CCTV) to talk about the ways to enhance cooperation for the development of the broadcasting sector. To the SAPPRFT in particular, the Chairman has proposed to expand the mutual exchange of content with the prospective conclusion of the memorandum of understanding on cooperation in the field of radio and television. The move is expected to establish a foothold for the renewed take-off of the Korean-Wave which has been somewhat slow recently.

Chairman Lee is also going to meet with Minister Lu Wei of the State

Internet Information Office for the second time and discuss practical ways to strengthen cooperation between the two organizations, building on the discussions the two leaders had when they first met in Seoul last December. In the meantime, the Chairman aims to disseminate the KCC policy of improving online culture such as through the Sunfull Movement throughout the world by attending a ceremony hosted by the Sunfull Movement Headquarters (represented by Dr. Min Byoung-chul) to deliver the collection of positive comments for the earthquake victims in Sichuan Province, China and the fund raised to build a youth culture center for them.