

**NEWS RELEASE**

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**CREATING A DIGITAL WORLD FOR ALL**

*KCC pursues ‘Wise Digital Life for the Elderly’ campaign in 2022*

*Publishes video on how to use map apps, and to raise awareness to reduce digital divide*

Starting on July 31, the Korea Communications Commission (KCC, Chairman Han Sang-hyuk) will start the campaign <Wise Digital Life for the Elderly> to garner the public’s interest and consideration for the use of digital devices by the elderly.

The KCC released an educational video that explains how to use mobile map apps to the elderly, as well as on the need for understanding that everyone's participation is necessary to create a warm, digital environment.

The KCC began the <Wise Digital Life for the Elderly> campaign in 2020 in order to bridge the digital divide for the elderly; this year marks the third year of the campaign.

In order to help the elderly use digital devices more proactively in their daily life, last year the campaign covered topics such as online shopping, QR code usage and kiosk usage, which were widely used last year during the Covid-19 pandemic. This year introduced explanations on using map apps. In collaboration with the Ministry of Land, Infrastructure and Transport, the campaign published two videos: one on how to use Naver Maps, the representative map app, to find a route by foot; and the second used Kakao Maps to search for routes using public transportation. In particular, Park Ye-rin, the child actress who rose to fame in the movie *Seungri-ho* appears as granddaughter helping her grandfather (actor Kim Jeong-nam, 74 years old) to use the app in a fun and helpful way.

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The Korea Communications Commission