

**NEWS RELEASE**

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**Contact:**

Broadcasting Advertisement Policy Division (02-2110-1270, 1274)

**KCC CHOOSES 17 FIRMS IN SECOND ROUND FOR INNOVATIVE SME BROADCAST ADVERTISING**

* *Support broadcast ads, including TV ads, to increase awareness for SMEs –*

The Korea Communications Commission (KCC, Chairman Han Sang-hyuk Han), together with the Korea Broadcast Advertising Promotion Agency (KOBACO), selected a total of 17 companies to support during the second round of support of the 2022 Broadcast Advertising Production Support project for innovative SMEs.

Among 17 SMEs, 12 companies including RBH (cosmetics manufacturer, ad category is hair oil) were chosen for TV ad support, and five including Korea Display and Communication Corp. (TV manufacturer, advertising item is table order display) were chosen for radio advertising support. The chosen firms will produce and broadcast advertisements for various SME products such as health foods and security services.

※ The selected companies can be viewed on the application website (http://[www.kobaco.co.kr/smad](http://www.kobaco.co.kr/smad)). In 2022, 47 companies were eligible for support, and the 30 chosen in the first round are currently producing and broadcasting ads.

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The Korea Communications Commission