

Press Release

<p>Please publish upon distribution on Thursday, Jan. 23, 2014.</p> <p>[Resolution Items]</p> <p>A. YI Kim, Director of the Broadcasting Promotion Policy Division(1430)</p> <p>B. HS Moon, Head of the Information Security Team(1360)</p> <p>[Report Item]</p> <p>A. HS Moon, Head of the Information Security Team(1360)</p> <p>B. DC Kim, Director of the Broadcasting Infrastructure Coordination Division(1260)</p> <p>C. JH Gwak, Director of the Programming and Evaluation Policy Division(1280)</p> <p>D. JH Gwak, Director of the Programming and Evaluation Policy Division(1280)</p>

Briefing on the Results of the 2nd KCC Meeting 2014

- Two resolution items and four report items tabled at today's meeting.

[Resolution Items]

- A. Matter related to the prior consent to the license renewal for a system operator, etc.
- o In accordance with Article 15.1 and 17.1 of the Broadcasting Act, the meeting has deliberated on whether to give a prior consent to the requests from the Ministry of Science, ICT and Future Planning (MSIP) made on December 31, 2013 regarding the license renewal for the system operator Hana Broadcasting, permissions for the change in facilities sought by seven system operators including Hyundai HCN Gyeongbuk and an change pursued by one relay operator Jangsan.
 - o As a result, the meeting approved the facility change in seven system operators including Hyundai HCN Gyeongbuk and gave a permission for an change in Jangsan Broadcasting.
 - o As for Hana Broadcasting, the meeting has decided to grant a conditional

approval for the company's license renewal application with one more condition added that the company faithfully implements its investment plan for the region for the development of regional channels and submits its performance every half year to the MSIP.

- B. Matter related to the enactment of the notification on the rules for carrying out disaster broadcasting and civil defense alarm broadcasting
- o To make a notification out of the mandated remit under Article 40.4(Disaster Broadcasting, etc.) of the Framework Act on Broadcasting Communications Development and Article 28.4(Disaster Broadcasting, etc.) of the Enforcement Decree of the same Act, the meeting has approved the proposed notification on the rules for carrying out disaster broadcasting and civil defense alarm broadcasting. The proposal aims to designate the KBS as the lead broadcaster and has the details like the duties of the lead broadcaster, rules for disaster broadcasting and privacy protection.

[Report Items]

- A. Matter related to the proposed amendment to the rules for the enforcement of the Emergency Resources Management Act under the remit of the Korea Communications Commission (KCC).
- o The meeting was reported on the proposed amendment to the rules for the enforcement of the Emergency Resources Management Act under the remit of the Korea Communications Commission. The details include the clarification of the matters under the remit of the KCC with regard to the targeted companies and organizations and the deletion of the matters under the remit of the MSIP.
- B. Matter related to the ways to expand community media centers and

strengthen their functions (see the attachment)

- o The meeting was reported on the ways to expand community media centers and strengthen their functions, including building more media centers (to open in Gangwon, Daejeon and Incheon in 2014, and in Seoul Seongbuk and Ulsan in 2015) to enhance viewer rights and reduce the gap between different regions in access to the media; and incorporating the centers and strengthening their functions (consolidating media education and opening a portal).
- C. Matter related to the ways to evaluate the content production capabilities of broadcast operators required to register in 2013 (see a separate press release)
- o The meeting was reported on the ways to evaluate the content production capabilities of broadcast operators required to register in 2013. The purpose includes strengthening the evaluation of the production side of the pay channels for their increased competitiveness of the broadcast content (points for production competitiveness increased from 200 to 350), improving the matters such as the evaluation results made public (additionally make public the 'outstanding' grades or higher in each of the top three categories of competitiveness), and reflecting the evaluation results on the selection of public service channels and the production support project.
- D. Matter related to the results of the 2013 Survey on Broadcast Media Usage Behavior (see a separate press release)
- o The meeting was reported on the results of the 2013 Survey on Broadcast Media Usage Behavior that was conducted to help establish a desirable broadcasting policy by periodically studying the viewers' changing perception of broadcast media including terrestrial and pay broadcasts and their patterns of behavior using them.

<Attachment>

Details

A. Build more community media centers

Gangwon, Daejeon and Incheon Centers (2014)

- (Setting up and Operation) The local governments provide the building and the KCC sets up interior facilities and equipment.
 - The KCC takes the whole responsibility for the operation, while the local governments take up 40 percent of the operational expenses including rent and personnel expense (for three employees out of 13).
- (Opening) The Gangwon and Daejeon centers are going to open in April 2014, while Incheon will come into operation in July the same year.
 - The Incheon center opens in the second half of the year because of the delay in the construction of the building, which is due to complete in May.
- (Organization) 13 people will work in each center comprising one center chief and two teams (for planning and viewer support).

< Overview of Gangwon, Daejeon and Incheon media centers >

classification	Gangwon	Chungcheong	Metropolitan area
location	Gangwon Creation Center in Seo-meon, Chuncheon	Daejeon CT Center in Yuseong-gu, Daejeon (inside Expo Park)	Songdo Multi Cultural Complex in Songdo, Incheon
size	B1~2F (2,328m ²)	1F, 4F (2,926m ²)	3F, 4F (2,584m ²)
facilities	digital education room, general education room, media experience room, equipment rental room, imagery data room, broadcasting room for the disabled, voice recording studio, studio, theater, edition room, TV control room, etc.		
			

② Seoul Seongbuk and Ulsan Centers (2015)

- (Budget) 2.5 billion won is secured for the Seongbuk (Seoul) and Ulsan centers each.
- New centers will be built in two phases, where a center initially opens in a similar size to existing centers and facilities are equipped as the budget is additionally secured.
- (Schedules) MOUs will be concluded with the local governments in the first half of the year on how to build and operate the centers. In the second half of the year, constructors will be selected and construction starts with the goal of opening the first-phase centers in June 2015.
- Additional funds will be secured this year to complete the second phase work by the end of 2015

B. Incorporation of community media centers & strengthening their functions

① Plan to incorporate community media centers

- There are limitations for the Korea Communications Agency (KCA) as a consigned operator to run the community media centers that are expanding into seven centers nationwide. The KCA has been established with the main goal of promoting spectrum issues.
- The plan is to push for the amendment to the Broadcasting Act at the National Assembly to incorporate community media centers, based on which necessary funds are secured during this year.
- After incorporation, a yearly comprehensive plan for the development of the media centers will be drawn up and implemented, establishing a solid status as a public cultural infrastructure essential to the community they are located in.

② Strengthening functions of the community media centers

- (Strengthening media education) Enhance the educational function to increase media literacy of ordinary citizens and to nurture media specialists targeting young students
- Identify and nurture creative and talented children at an early age by providing systematic media educational programs, including the operation of base media schools targeting elementary, middle and high school students, providing a broadcasting mentorship program participated by those with the current and former working experience in the broadcasting field, and initiating a college-linked media education course.
- Provide media literacy education in an active manner for ordinary citizens and

the socially disadvantaged such as the elderly, the disabled and those living in a multi-cultural household to help them understand and use the media properly.

- (Opening a portal) Open a ‘viewer supporting portal’ to have the effect of a virtual incorporation for the purpose of a systematic operation of the community media centers scattered around the nation in an integrated manner
- Provide a database of all kinds of information to promote the duties the media centers do and raise the media literacy.
- (Media fair for viewers) Integrate the ‘contests for viewer-participated programs’ implemented by each media center and expand them as a national contest where all seven centers take part in, making it a comprehensive media festival encompassing contests, seminars and exhibits all together.
- (Support creative economy) Provide new services such as educational supports and consultations for startups to facilitate entrepreneurship in the broadcasting image field that best fits the purpose of the creative economy.
- (Export the media center model) Pursue international exchanges with the countries in Southeastern Asia, Africa and Middle East by inviting or visiting them to disseminate the success model of the community media center and hold an international seminar to discuss the factors that made the media center a success.