

## 1 2021 KCC Broadcasting Awards : This was special

### ◆ Dramas and variety shows: Lighting up Korean broadcasting content



Dramas and variety shows made a strong showing at this year's awards. The spread of non-contact culture due to the pandemic and the growth of OTT helped increase drama's and variety's popularity. After much deliberation, the judges selected a PP's program for the Grand Prize for the first time in the award's history. *Crash Landing on You* was deemed to have reignited *Hallyu* in Japan, which in recent days had been rife with anti-Korea sentiment.



Additionally, *Itaewon Class* showcased a unique topic and drew interest from across generations, even causing the "Park Seroyi" syndrome with the character's hairstyle and clothing. *Dr. Romantic 2* was exported to Japan, China, Southeast Asia, the Middle East and global OTT platforms to great popularity.



Furthermore, *You Quiz on the Block* was well received for offering messages of encouragement to the public, assuring them that together we can overcome the pandemic, and showing viewers what values are important.



### ◆ Documentaries which raised the quality of content



This year's awards were defined by presence of local broadcasters. In particular, Pohang MBC's *Don't use that Molten Metal* covered the occupational hazards workers face and drew attention to the issue of corporate responsibility.



Commemorating the 70<sup>th</sup> anniversary of the Korean war, *Refuge 1023* and *I am a Volunteer Female Soldier* informed postwar generations about forgotten memories and shown a spotlight on the role of female volunteer soldiers.



*Modern Korea* used only archival footage and interviews without narration to recreate a generation, and *Letter from the Water* investigated the Jeju April 3 incident and followed the footsteps of the victims.

### ◆ Creation of Web and App Content Category



This year's awards reflected the broadcasting trend of consuming video through OTT and added a web and app content category. *No, Thank You* was awarded in this category for portraying the standpoint of mothers, wives, daughters in law in their twenties and thirties.

## 2 「2021 KCC Broadcasting Awards」 Winners


### □ 「2021 KCC Broadcasting Awards」 Winners Summary

	Category	Winners		No.	Prize Money	Awarded by (Award level)	
		Company	Program name				
Program	Grand Prize	CJ ENM	Crash Landing on You	1	20 mill KRW	President	
	Top Prize	Pohang MBC	Don't Use that Molten Metal	1	12 mill KRW	Prime Minister	
	Excellence Award	Society Culture Development	CJ ENM	You Quiz on the Block	8	48 mill KRW (6 mill. each)	KCC Chairman
			JTBC	Itaewon Class			
			KBS	70 <sup>th</sup> Anniversary of the Korean War Special Plan 'I am a Female Volunteer Soldier'			
		Creative Innovation	KBS	Modern Korea			
		Hallyu Expansion	SBS	Dr. Romantic 2			
		Regional Development	KNN	Refuge 1023			
			Jeju CBS	Jeju April 3 Special Documentary 'Letter from the Water'			
		Web · App Content	Kakao Entertainment	No, Thank You			
Special Award	Contribution Award	KBS Public Safety News Center, MBC Distribution Infrastructure Department, EBS Online School Broadcasting Operation Team		3	20 mill. KRW (4 mill. each)	KCC Chairman	
	Production Excellence Award	MBC Plus(MBC Every1), Bravo & Media(Billiards TV)		2			

□ 「2021 Korea Communications Commission Broadcasting Awards」 List of Winners

< ① Programs (10 programs) >





○ Grand Prize (1 program)





[CJ ENM] Crash Landing on You		
Broadcast date	December 14, 2019 (21:00~22:30)	
Program type	Drama	
Producers	<ul style="list-style-type: none"> <li>Created by : Studio Dragon</li> <li>Directed by : Lee Jung-hyo</li> </ul>	
Summary	<ul style="list-style-type: none"> <li>South Korean <i>chaebol</i> heiress Yoon Se-ri and North Korean captain of the Korean People's Army Ri Jeong-hyeok meet in this dramatic romance. The cultural and language differences between North and South create an entertaining story which aired in approximately 190 countries around the world on OTT platforms, contributing to the spread of global <i>Hallyu</i> culture.</li> </ul>	

○ Top Prize (1 program)

[Pohang MBC] Don' t Use that Molten Metal		
Broadcast date	December 10, 2020 (22:40~23:40)	
Program type	Report Documentary	
Producers	<ul style="list-style-type: none"> <li>Created by : Kim Hyung-il, Jang Sung-hoon</li> <li>Directed by : Jang Sung-hoon, Yang Jae-hyuk</li> </ul>	
Summary	<ul style="list-style-type: none"> <li>This documentary exposed longstanding social ills such as the occupational illnesses Posco steelworks employees suffered and environmental diseases faced by local residents. By breaking the the culture of silence and cartels that prevailed, it contributed to creating sound public opinion in civic society and strengthening local society's ability to self purify and heal.</li> </ul>	

○ Excellence Awards (8 programs)

Society Culture Development Category	[CJ ENM] You Quiz on the Block		
	Broadcast date	March 11, 2020 (20:40~22:30)	
	Program type	Variety	
	Producers	<ul style="list-style-type: none"> <li>Created by : Park Hee-yun</li> <li>Directed by : Kim Min-seok</li> </ul>	
	Summary	<ul style="list-style-type: none"> <li>This program interviews people from all walks of walk to entertain and inspire viewers tired from the Covid-19 pandemic, showing the meaning behind different kinds of lives and reminding us what is important in life.</li> </ul>	
	[JTBC] Itaewon Class		
	Broadcast date	January 31, 2020 (23:00~24:10)	
	Program type	Drama	
	Producers	<ul style="list-style-type: none"> <li>Created by : Showbox, JTBC</li> <li>Directed by : Kim Sung-youn</li> </ul>	
	Summary	<ul style="list-style-type: none"> <li>Set in Itaewon, the melting pot neighborhood of Seoul, this drama follows a group of young adults who seek freedom according to their own values. It features unique characters, including sociopaths, transgender and mixed race characters, representing marginalized classes and showing how people from all walks of life live.</li> </ul>	
[KBS] 70 <sup>th</sup> Anniversary of the Korean War Special Plan 'I am a Female Volunteer Soldier'			
Broadcast date	June 25, 2020 (15:30~15:58)		
Program type	Educational documentary		
Producers	<ul style="list-style-type: none"> <li>Created by : Lee Yeon-Hee</li> <li>Directed by : Park Dae-Sick</li> </ul>		
Summary	<ul style="list-style-type: none"> <li>For the first time on terrestrial radio, seventy years after the outbreak of the Korean war, this documentary spotlighted the female volunteer army's role and sacrifices in the Korean war, which has usually been remembered as a man's war.</li> </ul>		
Creative Innovation	[KBS] Modern Korea		
	Broadcast date	February 6, 2020 (22:00~22:50)	
	Program type	Educational Documentary	
	Producers	<ul style="list-style-type: none"> <li>Created by : Lee Tae-woong</li> <li>Directed by : Youm Jisun, Leem Jongyoun, Jeon Jin, Gu Sangmo</li> </ul>	
	Summary	<ul style="list-style-type: none"> <li>Forgoing narration, this documentary weaves together archival footage with lines from a drama, news anchor's reporting and show variety situations with whistle blower programs to create an innovatively edited program which breathes new life into archival video.</li> </ul>	

Hallu Expansion	<b>[SBS] Dr. Romantic 2</b>		
	Broadcast date	January 6, 2020 (21:40~22:50)	
	Program type	Drama	
	Producers	◦ Created by: Hong Sung-chang ◦ Directed by : Yoo In-sik	
Summary	◦ Set against the backdrop of the rural Doldam hospital, this drama is an account of "real doctor" stories, showing which values are important to us and what makes us human, transcending barriers to reach and move audiences around the world.		
Regional Development	<b>[KNN] Refuge 1023</b>		
	Broadcast date	August 17, 2020 (8:25~8:35)	
	Program type	Cultural Documentary	
	Producers	◦ Created by: Oh Sang-min ◦ Directed by: Eom Sang-jun, Im Hyuk-kew	
	Summary	◦ This documentary revives the history of our parents and region of seventy years ago. It approaches the memories and life experience of those who lived as refugees in Busan during the war through oral history, teaching postwar generations what happened seventy years ago in a realistic manner.	
	<b>[ Jeju CBS] Jeju April 3 Special Documentary 'Letter from the Water'</b>		
Broadcast date	April 3, 2020 (17:05~17:48)		
Program type	Documentary		
Producers	◦ Created by: Lee In, Ko Sang-hyun ◦ Directed by: Kim Young-mi		
Summary	◦ This documentary tracked down those who were slaughtered and disappeared in the Jeju uprising of 1948 in order to remember and respect the dead. The production followed the footsteps of those lost and also visited the graves and crematoriums on Tsushima Island, drawing public interest.		
Web and App Content	<b>[Kakao Entertainment] No. Thank You</b>		
	Broadcast date	November 21, 2020	
	Program type	Drama	
	Producers	◦ Created by : Shin Jong-soo ◦ Directed by : Lee Kwang-young	
Summary	◦ Based on the webtoon of the same name, this drama follows the the relationship between a mother and daughter-in-law. It goes beyond the typical Korean topic of the conflict between the two to say it is a topic which all family members should consider, igniting conversation between genders and generations.		

## < ② Special Awards (5) >

Contribution Award	<b>KBS Public Safety News Center</b>
	◦ Played a critical role in operating an disaster broadcasting system 24/7. Using GIS, the center analyzed predicted typhoon paths and affected regions, and preemptively reported the information. The center used around 12,000 CCTVs, including the KBS emergency monitoring CCTV and connecting with CCTV of public agencies, to broadcast the sites of disasters and emergencies.
	<b>MBC Distribution Infrastructure Department</b>
	◦ Changed the core technology in large-capacity archive systems to be domestic-made, reducing the cost of building/maintaining systems compared to foreign solutions, and enabled using archive content for broadcasting production, distribution and promotion.
	<b>EBS Online School Broadcasting System Operation Team</b>
	◦ After normal schooling became impossible due to the pandemic, internally EBS created an online school broadcasting infrastructure and network, as well as NPS system and non-contact online educational broadcasting service system for the start of school.
Production Excellence Award	<b>MBC Plus / MBC Every1</b>
	◦ MBC Plus / MBC Every1, as a variety channel that the whole family can watch, was given an excellent rating among affiliated PP groups according to the 2020 broadcasting content production capacity assessment given to broadcasting channel operators.
	<b>Bravo &amp; Media / Billiards TV</b>
	◦ As a billiards channel, Billiards TV was given an excellent rating among affiliated PP groups according to the 2020 broadcasting content production capacity assessment given to broadcasting channel operators.