

**NEWS RELEASE**

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**KCC CHOOSES SECOND ROUND OF SME RECIPIENTS FOR BROADCAST AD SUPPORT**

*Support broadcast ad costs for 70 businesses such as small restaurants*

The Korea Communications Commission (KCC, Chairman Sang-hyuk), together with the Korea Broadcast Advertising Promotion Agency (KOBACO), announced that it has selected 70 small businesses for second round support in the 2022 program for broadcast advertising production and broadcast costs.

The recipients of support were selected by dividing the country into seven sections so that benefits are distributed evenly to small business owners across the country. The companies selected include 'J-Oven' (food manufacturer, ad item is walnut pie) and 'Cafe Danyang' (restaurant, ad item is garlic bread/handmade burger). Looking at the companies by category, there were 28 companies categorized as ‘accommodations and food/drink’, eight for ‘wholesale and retail business' and six for 'food production.'

※ The selected companies can be viewed on the application website (http://[www.kobaco.co.kr/smad](http://www.kobaco.co.kr/smad)). In 2022, 177 companies were eligible for support, and the 107 chosen in the first round are currently producing and broadcasting ads.

The companies receiving support are small business owners who faced difficulty with broadcast ads due to cost or lack of information. By receiving support from the KCC\*, they will be able to advertise their products through local broadcasting, promoting their unique products in their local community.

\* Supports 90% of broadcast advertising production and broadcast costs (up to 9 million KRW) and provides customized consulting

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The Korea Communications Commission