
Press release

To be reported on February 2, (Thursday) upon the distribution time.

Inquiry: Seong-Bae Jeon, Broadcasting & Communications Convergence Policy Office (☎750-2110)

Hye-Jin Woo, Policy Coordination Division (☎750-2116) hjwoo@kcc.go.kr

‘2012 broadcasting & communications industry forecast conference’ is held.

- Industries, universities, research institutions, government agencies, and broadcasting & communications experts are gathered together to diagnose the crises and opportunities in the smart age -

On February 2, 2012 (Thursday), in the Crystal Ballroom on the 2nd floor of Lotte Hotel, the Korea Communications Commission held its ‘2012 broadcasting & communications industry forecast conference’ to look at the trends in the broadcasting & communications industry during the past year and seek development directions.

The Korea Communications Commission, relevant organizations, associations, research institutes, and operators in the broadcasting, communications, Internet and manufacturing areas participated in this event, which is the third such conference, and gave presentations on the forecast for the ever-changing broadcasting & communications convergence environment, management strategies and policies.

※ Participating organizations: relevant agencies (Korea Association for ICT Promotion, Electronics and Telecommunications Research Institute, Korea Information Society Development Institute, Korea Internet & Security Agency, Korea Communications Agency, Telecommunications Technology Association), broadcasting,

communications, Internet, manufacturers (KT, SKT, LGU+, KBS, Samsung Electronics, Google Korea and Dart Media), related associations (Korean Broadcaster Association, Korea Cable television & Telecommunications Association and Korea Digital Media Industry Association), and research institutes (Hyundai Research Institute, Samsung Economic Research Institute, Media & Future Institute and Gartner)

At the opening ceremony, Seong-Gyu Hong, Vice-Chairman of the Korea Communications Commission said in his congratulatory message, “Crises and opportunities coexist this year what with global economic recession, unemployment, and the advent of the smart age. So the broadcasting & communications industry will take the lead in creating a new smart industry.”

In the morning session, four keynote presentations were given titled, ‘the 2012 economic forecast for the Korean economy,’ ‘the 2012 forecast for the broadcasting & communications industry,’ ‘the current status of and forecast for broadcasting & communications convergence technology,’ and ‘global ICT trends.’

The afternoon session was divided into three tracks: ▲ convergence (smart service) ▲ broadcasting (contents) and ▲ communication (network).

< Conference schedule >

Classification	Description		Presenter
10:00~10:05	Opening address		Seong-Min Ha, President of the Korea Association for ICT Promotion
10:05~10:10	Congratulatory speech		Seong-Gyu Hong, Vice-Chairman of the Korea Communications Commission
10:10~10:20	Words of encouragement		Hae-Seok Oh, special IT aide
<Keynote speech>			
10:20~10:50	2012 forecast for the Korean economy		President of Hyundai Research Institute
10:50~11:20	2012 forecast for the broadcasting & communications industry		Dong-Wook Kim, President of Korea Information Society Development Institute
11:20~11:50	Current status and forecast for broadcasting & communications convergence technology		Heung-Nam Kim, President of the Electronics and Telecommunications Research Institute
11:50~12:20	Global ICT trends		Yoon-Seok Choi, CIO of Gartner
Broadcasting & communications policy direction (Korea Communications Commission policy presentation)			
13:30~13:50	2012 broadcasting & communications convergence policy direction (Seong-Bae Jeon, Policy Coordination Division)	2012 broadcasting promotion policy direction (Broadcasting and Communications Promotion Policy Division)	2012 Telecommunication policy direction (Sang-Hak Lee, Telecommunications Policy Planning Division)
13:50~14:10	2012 radio wave policy direction (No-Ik Park, Radio Policy Coordination Division)	Broadcasting policy direction in the age of social media (Jeong-Su Lee, Broadcasting Policy Planning Division)	2012 network policy direction (Seong-Wook Huh, Network Planning and Protection Division)
Forecast for market trends (research institutions and experts' forecast)			
14:10~14:40	C-P-N-T ecosystem competitive dynamics and forecast Gye-Yeong Choi, KISDI	Development of broadcasting contents Gi-Cheol Jeon, KCA broadcasting contents research department	Global telecommunication market trends Seong-Hyeon, Head of the Telecommunications Policy Research Group, KISDI
14:40~15:10	Smart TV technology and advertising market forecast Jin-Woo Hong, Next Generation Smart TV Department, ETRI	Key issues and forecast of the broadcasting industry Jong-Gwan Lee, Media & Future Institute	Efficient frequency utilization policy trends and forecast Seung-Hoon Lee, Director of the Radio Resource Development Center, KCA

15:10~15:40	Marketing strategy in the age of big data Seung-Byeong Chae, Chief researcher, SERI	Terrestrial broadcasting market trends and forecast Sang-Ho Park, Korean Broadcaster Association	Smart mobile communication technology forecast Dong-Seung Kwon, Next Generation Communication Research Department, ETRI
Broadcasting & communications operators' management strategy (broadcasting, communications and Internet operators' presentations)			
15:50~16:20	Smart terminal trends and strategy Gwang-Gi Lee, Samsung Electronics	Current issues and tasks of terrestrial broadcasting Yeong-Woo Suh, Chief Researcher, KBS	KT's telecommunication market strategy 2012 Hee-Yoon Kim, Managing Director, KT
16:20~16:50	Changes in and forecast for the advertising market in the age of smart media Jong-Yoon Lee, VP, Dart Media	Digital cable TV market forecast Myeong-Ho Hong, CATV Association	SKT's telecommunication market strategy 2012 Jong-Dae Lim, head of the technical policy support TFT, SKT
16:50~17:20	Mobile service strategy Jae-Gyu Jeon, Managing Director, Google Korea	3 years of IPTV, changes and development strategy Won-Jo Jang, Business Development Department, KODIMA	Telecommunication market strategy 2012 Jong-Wook Park, Managing Director, LGU+ (in charge of strategic planning)

In the convergence track, the diffusion of smart devices and LTE service, the expansion of web-based contents and cloud computing, and the importance of massive data storage were introduced in depth, and it was predicted that the core services of 2012 will be the mobile advertising/games and smart advertising markets.

Broadcasting & communications technology will aim at sustainability (environmental sensors), mobility (M2M · NFC), intelligence (voice and gesture recognition), reliability (information security), reality (augmented reality) and is evolving into smart technology.

In the broadcasting track, the expansion of online media services and social TV, the use of cloud and 3D technology to bring about changes in contents production, consumption and distribution, the rapid changes in the external environment due to the implementation of the Korea-US

FTA, the subsequent reformation of broadcasting standards, and the necessity of fair competition in the multi-dimensional market were discussed.

In the communications track, the topics included the explosion of traffic due to the expansion of LTE, domestic common carriers' network enhancement strategy in response to global platform competition, and the strategy for convergence among cloud services, IT and other industries.

The Korea Communications Commission expects that this conference will become an opportunity to diagnose the crises and opportunities of the smart age, and pull the combined wisdom of the broadcasting & communications industry together, and said it would post relevant data on its website (<http://kcc.tv>) so that more people working in the broadcasting & communications industry and the general public can share it.