



Korea Communications Commission

NEWS RELEASE

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KCC ESTABLISHES NEW GLOBAL CONSULTATIVE BODY BROADCASTING CONTENT BEYOND BORDERS

- Founding ceremony kicks off with 25 member countries in attendance -

BUSAN, November 25, 2019 – The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) and the Media Future Institute (MFI, Chief Director Kim Kook Jin) opened the founding ceremony of Broadcasting Content Beyond Borders (BCBB) at the Busan Community Media Center.

BCBB was first proposed by the KCC as a think tank comprised of members from the public and private sectors, as well as research and academia to exchange information on the broadcasting content market and policies and explore policy directions for the future of broadcasting content.

BCBB aims to promote broadcasting content diversity and an inclusive vision for broadcasting content in the current media environment where global OTT platforms like YouTube and Netflix are leading content production and distribution, and also strives to facilitate joint-responses to the rapidly changing media landscape.

There are approximately 100 founding members from 25 countries, representing government ministries responsible for broadcasting, broadcasters, international organizations and academia. The founding member organizations include OFCOM (the United Kingdom), RTUK (Turkey), RAI (Italian public broadcaster) and the Asia Broadcasting Union (ABU).

Members will choose one of the three sub-groups (Social Contribution of Broadcasting,

Local Friendly Broadcasting Content, Co-production and Distribution) to attend, develop agendas and facilitate dialogue.

Interim chairman of BCBB, KCC Standing Commissioner Pyo Chul-soo expressed his hope that “BCBB will transcend borders to lay the groundwork for producing globally loved broadcasting content” as he gave the official declaration of the founding ceremony.

Ranking Secretary of State Advisor to the Ministry of Posts and Telecommunications (MPTC) Geo Rim gave a special speech, and members discussed activities and plans during the sub-group meetings.

In his congratulatory speech, KCC Chairman Han Sang-hyuk commented, “I hope that BCBB will be a space to explore diverse broadcasting content from various cultural backgrounds and promote dialogue in producing quality broadcasting content.

More information on the founding ceremony will be released on the BCBB’s official website.*

*BCBB official website: <http://bcbbnet.org>

Attachment: BCBB Founding Ceremony Program

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BCBB Founding Ceremony

Overview

- Date/Time: Monday, November 25, 2019 (17:00 – 18:00)

- Location: Busan Community Media Center, Busan, Korea

What is BCBB? BCBB shares information on the broadcasting content market and policies and discusses the future vision and policy directions of broadcasting content. It was first proposed by the KCC as a global think tank encompassing public, private sectors as well as academia and research institutions to secure leadership in the global broadcasting market.

How is BCBB Operated? BCBB is comprised of a diverse pool of experts from government ministries, broadcasters and academia throughout the world. Three sub-groups (Social Contribution of Broadcasting, Local Friendly Broadcasting Content, and Co-production and Distribution) are operated within BCBB.

* The KCC first proposed the creation of BCBB at the 2019 International Broadcasting Co-Production Conference in June 2019. It was established following unanimous agreement by representatives of the twelve governments and operators present.

BCBB Founding Ceremony Schedule

Time	Event	Program	Note
17:00~17:05(10')	Registration		
17:05~17:10(5')	Introduction	Kweon, Osang Chief Director, Media & Future Institute	
17:10~17:15(5')	Congratulatory Speech	Han, Sang-hyuk Chairman, KCC	
17:15~17:20(5')	Declaration of Foundation (video)	Pyo, Chul-soo Commissioner, KCC	Interim chairman
17:20~17:40(20')	Special Speech	Cooperation Beyond Borders, Future of Broadcasting - Geo Rim, Ranking Secretary of State Advisor to MPTC, Cambodia	
17:40~17:50(10')	Members' Speeches	Sub-group: Social Contribution of Broadcasting Sub-group: Local Friendly Broadcasting Content Sub-group: Co-production and Distribution	Sub-group participants
17:50~18:00(10')	Signing Ceremony	BCBB Foundation Declaration	Participant representatives