

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting begins!



Oct. 11(Thurs.), 2012)

Press release	To be reported on or after Oct. 11(Thurs.), 2012
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The Gathering for Sharing and Discussing Communications Services Ends in Great Success.

**- Programs of the 4th Communications Service Users Week
(Oct. 8~11) -**

To promote the convenient and safe use of communications services, the Korea Communications Commission (Chairman Kye-Cheol Lee) designated the period from Oct. 8 to 11, 2012 as the '4th Communications Users Week,' during which a variety of programs had been successfully held.

The user-oriented programs offered include 'Communications Service Use and Damage Prevention Education' (Oct. 8~11), 'Sharing Place for Communications Service Users' (Oct. 8~11), 'Movie Showing for Disabled Users' (Oct. 8~11), 'Donation of Receivers Implementing TV Closed Captioning for the Hearing Impaired Viewers' (Oct. 10), 'the Symposium on the Activation of the Broadcasting Policy for Disabled People' (Oct. 11), 'Commemorative Ceremony for the 4th Anniversary of Communications Service Users Week' and the 'International

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Communications Conciliatory Forum' (Oct. 11).

During the 'Commemorative Ceremony for the 4th Anniversary of Communications Service Users Week,' held on Oct. 11 (Thurs.), the 'Contents Contest Awards Ceremony' and the 'Delivery of Educational Programs about Convenient and Safe Communications Service Use and Damage Prevention for Hearing or Visually Impaired Viewers' were held with the attendance of approximately 150 members of broadcasting and communications-related organizations, including Kye-Cheol Lee, Chairman of the KCC, CEOs of broadcasters, communications service providers and Yeon-Hwa Kim, President of the Korea National Council of Consumer Organizations.

Chairman Kye-Cheol Lee pointed out in his commemorative speech, "Communications services in Korea, boasting of world's top competitiveness, enrich the lives of the Korean people amid the wave of revolutionary smart technologies and devices, but it is also true that such rapid changes in the market environment cause confusion and inconvenience to users." Chairman Lee stressed, "Consumer organizations, companies and the government must cooperate with one another to ensure the soundness of the communications market.

In the commemorative ceremony, awards were given to the grand and first prize winners of the 'Contents Contest for Broadcasting and Communications Users.' The grand prize was

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting begins! awarded to Byeong-Rok Cheon, whose UCC clip entitled, 'Our Mother Has So Many Worries' tells an impressive story about a mother who, with the help of the smart phone, no longer becomes worried about her son living far away in a different region. The educational programs about convenient and safe communications service use and damage prevention for hearing or visually impaired viewers were also introduced and delivered.

For three days beginning on Oct. 8, the 'Communications service use and damage prevention education' was provided for senior citizens living alone, children from multicultural families and elementary kids. On Oct. 10, large digital TVs and receivers implementing closed captioning were donated to Seoul Aehwa School (an educational institution for deaf students), to help hearing impaired students watch TV with greater convenience.

Movies with subtitles and audio description were played in welfare facilities for disabled people and the broadcasting media center in 8 regions (Gwangju, Bucheon, Gangrung, Iksan, Incheon, Daegu, Jeju and Cheonan). The symposium on the broadcasting policy for the required provision of viewing support service for disabled people was held, and businessmen and officials from related organizations participated in the symposium and discussed the progress of and future direction for the broadcasting policy.

In the 'Sharing Place for Communications Service Users,' telecommunication service providers (KT, LGU+ and SKT) held a

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quiz event regarding the protection of broadcasting and communications users in 30 agents in 25 regions across Korea. At the homepage exclusively for users (wiseuser.go.kr), the 'reply relay' event was held which allowed information related to prevention of damages from broadcasting and telecommunications services to be provided and shared more efficiently.

In the 'International Communications Conciliatory Forum,' Ed Richards, CEO of Ofcom, delivered a keynote speech entitled 'User Protection and the Internet in the Digital Age.' Policy experts in national and international communications disputes from the UK, Japan, etc. also participated in the forum. Participants discussed emerging issues, such as dispute cases that occurred in their countries and ideas and ways for developing the dispute settlement system, in order to respond to the change in the broadcasting environment in the age of smart convergence.

An official of the KCC revealed, "The '4th Communications Service Users Week' will serve to create momentum to make more efforts in helping hearing/visually impaired people, multicultural families, senior citizens and general users, as well promoting the enjoyment of communication services safely and conveniently.

Attachments

1. One copy of current status of applications to contents contest for broadcasting and communications users.
2. One copy of the sketch of major programs during the

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Communications Service Users Week.

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<Attachment 1>

Contents Contest for Communications Service

Users

From June 18 to July 18, ideas about communications service use were solicited to seek excellent practices. A total of 302 ideas (32 in the video sector and 270 in the image sector) were received, and 22 ideas (1 grand prize, 3 first prizes, 8 excellence prizes and 10 encouragement prizes) were finally selected after passing the preliminary, semi-final and final examinations. The grand prize winner received a certificate of merit and a prize of 5 million won, the first prize winner 1~2 million won and excellence and encouragement prize winners 200,000~800,000 won, respectively. Soon-Seon Hwang, Professor of Sookmyung Women's University, led the screening committee. Information about the prizewinning ideas is available on the homepage (wiseuser.go.kr) of communications users.

o Grand Prize: 1 Winner

Sector	Name	Title	Description
UCC	Byeong-Rok Cheon (Adult)	Our Mother Has So Many Worries.	This clip shows impressive scenes of a son sending his photos and talking to his mother who worries about whether her son, who lives far away alone, has meals on time. They communicate on the video phone using smart phone applications to ease her worry about him.

o First Prize: 3 winners (1 winner for each sector)

Sector	Name	Title	Description
UCC	Gi-Hyeo	Smart	A young man chases and catches a man who has

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Adult	ng Lee (Adult)	Phone, a Partner of My Life	snatched a lady's handbag and fled on foot. In the end, the young man and lady fall in love. The use of 3D animation technology supports the voluminous effect of the scenes.
Image	Si-An Song (Adult)	Are You Sure You Are Really Smart?	The image shows a person relaxing near the smart phone-shaped pool, which sends the warning message about modern people's addiction to a smart phone, carrying the phone with them even when they need to take a rest.
UCC Student	Ji-Hyeon Shin (High School Student)	SF (Smart Family)	This clip shows how families of this age use their smart phones through a one-man finger puppet play.

The Forum was held under the title of 'Types of New Disputes and User Protection in the Age of Smart Convergence' in the presence of Ed Richards, CEO of Ofcom, Jeong-Won Kim, Director of the Investigation, Planning, and Coordination Division of the KCC, Helmut Schadow from the German Federal Network Regulation Authority, Nei Kato from the Japanese Telecommunications Dispute Settlement Commission, and Gi-Jun Lee, researcher at the Korea Information Society Development Institute. The participants who are responsible for settling communications disputes in their countries said that the forum provided an important opportunity for them to present and discuss the dispute settlement systems and dispute cases that had actually occurred in their countries.

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<Attachment 2>

Sketch of Major Programs during the Communications Service Users Week

[Sharing Place for Communications Service Users (Oct. 8~11)]

The sharing place was held for 30 telecom agents in 25 regions across the nation. A lot of information necessary for users was provided in quiz form. This event let users rethink about basic knowledge that could be neglected easily and offered free gifts, such as cell phone accessories, moisturized tissue, etc., to event participants. The users were glad to receive gifts and to learn of issues of which they were unaware, and said that they would tell what they learned to their friends to promote the healthy use of communications services.

[Movie Showing for Local Viewers and Isolated People (Oct. 8~11)]

The recent movie 'Architecture 101' was shown in 8 locations, including the Gwangju Community Media Center, across the nation. The movie was supported with subtitles and sign language for disabled people to watch comfortably. As the viewers left the center after watching the movie, they asked for the providing of more frequent opportunities to watch movies.

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[Commemorative Ceremony for the 4th Anniversary of Communications Service Users Week - Ripple Relay (Oct. 8~11)]

The ripple relay was an opportunity for users to share ideas about communications service use or damage prevention. The participants shared their expertise about how to report illegal TMs and spam, how to agree at personal information, how to use fax machines with cell phones and how to transfer to forwarding calls.

[Communications Service Use and Damage Prevention Education-KAIT (Oct. 8~10)]

From Oct. 8 to 10, the Communication Users Protection Authority of the Korea Association for ICT Promotion provided lectures on communications service use and damage prevention methods for those taking care of senior citizens living alone, multicultural families, elementary kids and consumer counselors in Incheon Woman Cultural Center, Seoul Shinsung Elementary School and the Korea Consumer Agency. Every group of the participants listened to the lecture carefully to gain information about the rate system, spam messages, protection from ID theft and voice phishing, digital convergence of news media, etc., which would be next to impossible to gain elsewhere.

[Donation of Receivers Implementing TV Closed Captioning for Hearing Impaired Viewers and Media Education (Oct. 10)]

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Large TVs and receivers implementing closed captioning were donated to Seoul Aehwa School, an educational institution for deaf students, in the presence of Moon-Seok Yang, a standing commissioner of the KCC to help students use communications services conveniently. Various media experience programs, such as delivering news with sign language and writing video letters using the blue screen, were offered to participating students who enthusiastically enjoyed the programs.

[Symposium on the Activation of the Broadcasting Policy for the Required Provision of Viewing Support Services for Disabled People (Oct. 11)]

One year after the introduction of the broadcasting policy for the required provision of viewing support service for disabled people, the symposium was held at the Mokdong Broadcasting Center to present the results of and the better direction for the policy. Experts in the field of broadcasting service, including Jeong-Min Ju, Professor at Jeonnam University, Jong-Hyeon Song, Professor at Seonmun University, Deok-Kyeong Hwang, Center Head of the Korea Blind Union, and Mi-Hye Lee, Secretary-general of the Korea Association of the Deaf, and officials from organizations for disabled people, engaged in a heated discussion about the progress of the policy and the ideas for reactivating the broadcasting policy for disabled people in the future.

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[International Communications Conciliatory Forum (Oct. 11, Westin Chosun)]