



Korea Communications
Commission

NEWS RELEASE

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**KCC, VIETNAM MIC CONCLUDE AGREEMENT ON
CO-PRODUCTION OF TV PROGRAMS**

Represents first step in New Southern Policy in area of broadcasting

Launch of Joint Committee, Broadcasting Content Global Working Group, EBS-VTV MoU

March 26, 2019 – The Korea Communications Commission (KCC, Chairman Lee Hyo-seong) concluded an MoU today with the Ministry of Information and Communication (MIC) of the Socialist Republic of Vietnam in Hanoi, Vietnam.

Discussions with Vietnam on a Co-Production Agreement on TV Programs began in 2016 with a proposal by the KCC. Following five DG-level meetings between the two parties and continuous working-level dialogue, the formal agreement was finalized last July and initialed by director generals from both sides.

Significance of a Broadcasting Co-Production Agreement

- A broadcasting co-production agreement is concluded between two governments to promote co-production of broadcast programs and exchange between countries which have concluded an FTA.
- Once a broadcasting co-production agreement is concluded, programs which have investment or personnel from one country are considered a domestic program in both signatory countries, thus removing them from being subject to regulations or programming restrictions on overseas content in the other country.

With the conclusion of this agreement, programs co-produced by Korea and Vietnam will not be subject to the programming regulations on overseas programs in either country, allowing for easier

programming. It represents a meaningful and important step in helping Korean broadcasters and producers enter the Vietnamese broadcasting market.

Immediately following the signing ceremony of the co-production agreement, EBS and VTV signed an MoU for the co-production program “My Happy House” (tentative title), making it the first program backed by the Korea-Vietnam co-production agreement.

Additionally, during his high-level bilateral meeting with MIC Minister Nguyen Manh Hung, KCC Chairman Lee Hyo-seong suggested specific measures and exchanged views with the minister, emphasizing the need for expedient, concrete results after the MoU.

Speaking on forward-looking agendas for broadcasting content, the two leaders agreed to pursue the formation of a joint committee which includes senior officials from the government and broadcasters, and to include members from the Vietnamese government, industry, and academia in the “Broadcasting Content Global Working Group” (temporary name) that the KCC is seeking to form.

Chairman Lee announced that there will be a special Vietnam exhibit at the 2019 International Conference on Broadcasting Co-Production to showcase “all things Vietnamese,” and asked for the MIC’s proactive support and cooperation to successfully prepare for the exhibit and have it lead to concrete results.

In the afternoon, Chairman Lee will visit Prime Minister Nguyen Xuan Phuc and ask for the Vietnamese government’s increased support in promoting the broadcasting co-production agreement in order to expand the favorable relationship between the two countries to the broadcasting field. Additionally, the chairman plans to meet with broadcast content producers, OTT operators, home shopping businesses and other Korean firms that have entered the market in Vietnam to learn more about the challenges they face and offer encouragement.

On Thursday, March 28, Chairman Lee will visit Indonesia, a country which ranks fourth in the world in terms of population and accounts for 40% of the ASEAN population, to continue New Southern Policy activities in the area of broadcasting.

Indonesia represents great potential for Korean broadcasting content as the people of Indonesia show significant interest in Korea and the *Hallyu* (Korean wave) fanbase there is growing.

*According to an online survey of Indonesian viewers by the KCC in December 2018, 58.8% of respondents answered they have seen Korean broadcast programs before, and 87.3% of total respondents said that a co-production agreement between the two countries would contribute to the broadcasting industry.

In his meeting with Komisi Penyiaran Indonesia (KPI) President Juliandre Darwis, Chairman Lee will recommend renewing discussions on follow up measures to the broadcasting content MoU signed between the

two organizations in 2017, and suggest forming a DG-level group to pursue concluding a co-production agreement at the working level.

Additionally, in a meeting with Liliana Tanoesoedibjo, head of the MNC Group (the largest broadcasting group in Indonesia), and MNC board members, the KCC chairman will suggest expanding the genres in which Korean broadcasters and MNC are working on co-productions, and propose MNC become a platform that introduces quality Korean broadcasting content.

Building upon the fruitful visits in Indonesia and Vietnam, the Korea Communications Commission will continue expanding the New Southern Policy in broadcasting, which had been centered on Southeast Asia and India, to China, Russia, the Middle East, North America, and the rest of the world.

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