

Now you can cancel your IPTV Optional channel/additional service by using a remote controller !

- **KT will offer this service starting November 1st, 2011, SKB on December 16th, 2011 and LGU+ on March 1st, 2012. -**

- After thorough and long-standing discussions with the three major cable service providers, the KCC (Chairman, Choi Si Jung) has devised a plan to address complaints of subscribers that cancellation procedures for services are far more difficult than subscription procedures.

< Current status and problems >

- According to an analysis of actual services provided by the three major IPTV service providers, KCC discovered that as of June 2011, among the total of 52 services offered, cancellation procedures for 35 Optional channels* and additional services** are intentionally made more difficult than the subscription procedures causing undue inconvenience upon the subscribers.

* Optional channels : Non-free content channels that subscribers are to additionally select depending on their needs or preferences (ex : certain movie & sports channels)

** Additional services : Optional services made available to subscribers at an additional fee (ex : karaoke, fortune telling, or cartoons)

o In other words, if a subscriber wishes to subscribe to an optional channel or additional service, he or she may do so very conveniently simply by using the remote controller and selecting the service using the TV screen. However, when the same subscriber wishes to cancel the same channel or service, he or she is forced to visit the local agency or phone the call center and undergo a lengthy and cumbersome cancellation procedure.

※ Number of products that cannot be cancelled by a remote controller per each company : KT: 15; SKB: 10; LGU+: 10.

< Improvement plan >

Due to the inconveniences imposed upon subscribers, KCC discussed the issue with the three major IPTV service providers and then developed a system that enables subscribers to cancel optional channels or additional services by using their remote controller.

※ Completion of improvement by each company: KT October 31, 2011; SKB December 15, 2011; LGU+ February 29, 2012.

o From the individually specified date, KT, SKB and LGU+ subscribers will be able to cancel their optional channels/additional services by using their remote controller. (KT: October 31, 2011; SKB: December 15, 2011; LGU+: February 29, 2012.)

< Expected outcomes and future plans >

IPTV subscribers are expected to be able to use their remote controllers to cancel optional channels and additional services beginning on November 1, this year. As a result, it is expected that this will resolve subscriber complaints regarding this issue.

- KCC will also investigate the current subscription and cancellation procedures for additional services provided by the comprehensive system operators (SO) in the second half of the year. If a problem is found, it will establish an improvement plan for cancellation procedures.

Attachment

1. Subscription and cancellation procedures for the products provided by each company: 1 copy
2. Status of optional channels and additional services provided by each company: 1 copy. End.

< Attachment 1 >

Status of subscription and cancellation procedures for products provided by each company

Classification		Target services	Subscription procedures	Cancellation procedures	Remarks
KT	B a s i c products	5	Arranged in-person via an authorized agent or call center.	Same as the subscription procedures	Improvement unnecessary
	Optional channels	6	Can be selected using the TV remote controller, authorized agent or call center.	Can only be done through an authorized agent or call center.	<u>Improvement necessary(5)</u> (VOD excl.)
	Additional services	10	Can be selected using the TV remote controller, authorized agent or call center.	Can only be done through an authorized agent or call center.	<u>Improvement necessary(10)</u>
	Total	21	-	-	Improvement necessary(15)
SKB	B a s i c products	4	Arranged in-person via an authorized agent or call center.	Same as the subscription procedures	Improvement unnecessary
	Optional channels	12	Can be selected using the TV remote controller, authorized agent or call center.	Can only be done through an authorized agent or call center.	<u>Improvement necessary(10)</u> (VOD excl.)
	Additional services	-	-	-	-
	Total	16	-	-	Improvement necessary(10)
LGU+	B a s i c products	4	Arranged in-person via an authorized agent or call center.	Same as the subscription procedures	Improvement unnecessary
	Optional channels	8	Can be selected using the TV remote controller, authorized agent or call center.	Can only be done through an authorized agent or call center.	<u>Improvement necessary(7)</u> (VOD excl.)
	Additional services	3	Can be selected using the TV remote controller, authorized agent or call center.	Can only be done through an authorized agent or call center.	<u>Improvement necessary(3)</u>
	Total	15	-	-	Improvement necessary(10)
Total		52	-	-	Improvement necessary(35)

< Attachment 2 >

Status of optional channels and additional services provided by each company
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KT

< **Optional channels** >

- o Catch on demand : Optional package providing Korean and foreign movies and dramas in both scheduled channel format or VOD (monthly fee: 10,000Krw).
- o Spice : Adult channel (monthly fee: 7,800Krw)
- o Midnight channel : Adult channel (monthly fee: 6,500Krw)

< **Additional services** >

- o Games : Subscribers can purchase and use game items, avatars, tickets, etc. via the IPTV video screen (monthly fees: 1,000Krw~15,000Krw).
- o Karaoke : Subscribers can purchase songs, singing lessons and other non-free music-related contents via the IPTV video screen (monthly fees: 3,000Krw~4,000Krw).
- o Fortune telling : By directly using the IPTV video screen, subscribers can purchase and use non-free contents such as Saju, tarot cards, etc. (monthly fees: 3,000Krw ~ 8,000Krw).
- o Cartoons : Subscribers can purchase and enjoy popular cartoons directly from the IPTV video screen (monthly fees: 3,000Krw ~ 9,000Krw).

SKB

< **Optional channels** >

- o Catch on & plus : Two premium channels (monthly fee 7,800Krw)
- o Spice TV : Adult channel (monthly fee: 7,500Krw)
- o Sports/business package: 11 sports and business related channels (monthly fee: 1,000Krw)

- o Additional services : Karaoke, TV news periodicals use (monthly fee: 1,000Krw ~ 16,000Krw)

LGU+

< Optional channels >

- o Catch on demand : Optional package providing Korean and foreign movies and dramas in both scheduled channel format or VOD (monthly fee: 10,000Krw).
- o Women & kids package : Kids/education/women-specific/entertainment channels (17 channels) (monthly fee: 2,000Krw)
- o Movie/leisure package : 17 movie/sports/hobby channels (monthly fee: 2,000Krw)
- o Midnight : Adult channel (monthly fee: 6,500Krw)

< Additional services >

- o Karaoke : Karoke on IPTV (monthly fee: 3,000Krw)
- o TV Go game : Oriental “Go” online game on IPTV (monthly fee: 3,000Krw)
- o Cartoon : Subscribers can purchase entire comic books directly using the IPTV video screen and view them by turning the pages with a remote controller (monthly fee: 2,000Krw ~ 9,000Krw).