

Press Release

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Chairman Kyeong-jae Lee urges “shared growth of broadcasters, production firms to realize creative economy”

Calls for “production of high-class dramas”

- Visits outsourced production site of MBC’s “Goddess of Fire,
Jeongi”-

Chairman Kyeong-jae Lee of the Korea Communications Commission is seeking the improvement of systems to realize a creative economy and develop broadcast contents, the core of Hallyu or popular Korean pop culture. Chairman Lee visited Dramia in Yongin, the site of the outsourced filming of MBC’s Monday and Tuesday Drama Series “Goddess of Fire, Jeongi”(screenplay by Soon-gyu Kwon, production by Seong-soo Park) on October 2nd and gave words of encouragement to the actors and actresses, production staff, and others and listened to various views on the development of the contents industry.

The latest visit is his third one to a site of contents production following

that in May and June. Chairman Lee plans to continue his visits to production sites in the second half of the year as part of his efforts to realize administration centered on field sites and to boost communication with the public.

Broadcast contents not only possess high added value in themselves but can also elevate the value of Korea; thus, they are considered a growth engine that will drive the Korean economy. As emphasized by President Geun-hye Park in her speech at the commemorative ceremony of the “50th Broadcasting Day”(September 2, 2013), KCC is seeking to develop a strategy to galvanize broadcast contents as the core of creative economy.

Participants in the event, including the CEO of K Pax, actors and actresses, and production staff, expressed gratitude to Chairman Lee for his far-reaching efforts including the signing of a memorandum of understanding (2012) to distribute profit equally from product placement (PPL) sales between broadcasters and drama producers and signing of MOU to protect the participants in outsourced drama production (2010).

Nonetheless, they also told Chairman Lee that, because of most production companies’ small capital and poor staffing, except for several competitive drama production firms, the production environment is still poor; the conditions of contracts can also often be unfair, with other problems cited including the non-payment of acting fees to performers and unstable job security of staff as revealed through the recent death of producer Jong-hak Kim. They asked the KCC chairman to implement a policy that can be more practical to those engaged in the industry.

According to Chairman Lee, he is visiting a production site once again

to help establish the foundation for shared growth wherein quality work produced by outsourcing producers helps broadcasters generate income, as what he pledged during his first visit to a site of outsourced drama production after his inauguration.

“Through a consultative meeting for shared growth consisting of broadcasters, drama producers, and independent producers, which has been operating since August, we will foster a production environment where they can cheerfully work and produce top-rated work,” he vowed. KCC will seek to improve systems to lay the foundation for a sound ecosystem between broadcasters and outsourcing producers and to create an environment of fair trade in the production market.

“As all family members gather and enjoy broadcast contents together, I hope broadcasters and outsourcing producers make concerted efforts to create high-class contents that can give the people happiness instead of distorting our social norms and reality merely to increase viewership,” Chairman Lee added.