

Press Release

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KCC Chairman Kyung-jae Lee Reiterates Importance of Advertising Industry in Creative Economy Being Pursued by Korea

- Introduces a case wherein a creative ad revived the local economy in his keynote speech at AD STARS -

Chairman Kyung-jae Lee of the Korea Communications Commission delivered a keynote address at a special session titled "Creative Korea" in AD STARS 2013, the 6th annual international ad festival held at BEXCO, Busan, Korea on Thursday, August 22, 2013. During his speech, he cited the close relationship between the advertising industry and a creative national economy and emphasized the roles of the former in the realization of the latter.

He noted that the advertising industry is a creativity-centered industry cherishing creative ideas and imagination more than most other industries do. He added that advertising not just sells products, stressing that it can

also reshape an entire industry in disarray or move innumerable people's hearts so deeply it can contribute to the creation of new social values and affect people's wellbeing in a significant way.

He introduced an ad looking for a person who could manage an island in Australia, which resulted in the revival of the local economy of the island. He then mentioned a local ad about "the Bridge of Life," which encouraged people thinking of jumping to their death at Mapo Bridge in Seoul to think again. The ad shows multiple creative phrases posted along the bridge railings along with lights. Chairman Lee urged the private sector to join forces with the government to work hard to increase creative opportunities for them such as AD STARS, where more advertising professionals can present their creative ideas and solutions to the challenges facing the nation.

According to an official of KCC, they will do their very best to support the development of the local advertising industry through a number of programs including financial support for innovative SMEs' broadcasting advertising expenditures and education and training of ad experts.

Following his participation in AD STARS 2013, Chairman Lee paid a visit to Mt. Hwangnyeong Transmitting Station in Busan to check if the station is fully ready to operate in emergency situations such as war. He also had a meeting with the leaders of the broadcasting industry in the Busan and Ulsan regions to listen to their opinions regarding some pressing issues in broadcasting in the region.