



Korea Communications Commission

NEWS RELEASE

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Contact:

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EXPANDING OVERSEAS MARKET ENTRY THROUGH BROADCASTING CO-PRODUCTION

- KCC hosts 2020 International Broadcasting Co-Production Conference online –

On November 24, the Korea Communications Commission (Chairman Han Sang-hyuk, KCC) will hold the 2020 International Broadcasting Co-Production Conference (IBCC) under the theme of “New Connection, New Story.” The IBCC is held annually to promote co-production between countries and support Korean broadcasting content’s entry in overseas markets. This year it will be held online in light of Covid-19.

This year’s conference will begin with keynote speeches from Ed Barton, senior principal analyst from OMDIA*, and Sung Jae Park, president of MBC. Following the keynote will be the Country of Honor: Turkey session, as well as sessions on “Roles of Global Cooperative Network for Broadcasting Co-production,” “OTT, Takeoff to the New Normal Media Platform,” and “Prospects & Challenges of Broadcasting Co-production in the Age of Online Media.”

* OMDIA: Global research and consultancy firm headquartered in London, specializing in global coverage of telecommunications, media and technology

This year, Turkey will present on the current status of Turkish broadcasting and cases of international broadcasting co-production in the Country of Honor session. The event will be an opportunity to learn more about the secrets behind Turkish programs' success. In his welcoming remarks, Radio and Television Supreme Council(RTUK) Chairman Ebubekir ŞAHİN commented, “our support, as well as our enthusiasm will always be at the highest level regarding the expansion of international cooperation through such organizations for increasing our co-productions which are not many now in the feature movie and TV series industry.”

Afterwards, KBS and the Asia-Pacific Broadcasting Union(ABU) will discuss the outcomes and direction for their co-production project, and there will be a presentation and discussion on strategies and content production cases for OTT platforms like WAVVE and KOCOWA. Additionally, industry experts will discuss measures to promote broadcasting co-production between countries in the online era.

* KOCOWA : an OTT service in the US created through joint-venture by the top three Korean broadcasters

Chairman Han emphasized, “Co-production, as the meeting of different cultures, is a quick path to producing excellent and creative content.” He added, “I hope this conference can serve as an occasion for broadcasting experts to share their experiences and expand cultural and personal connections to promote co-production.”

The detailed schedule and pre-registration can be found on the 2020 IBCC website at www.ibcc.or.kr, or the homepages of the KCC and Korea Information Society Development Institute (KISDI)

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Attachment: 2020 International Broadcasting Co-Production Conference Program

TIME	PROGRAMS	SPEAKERS
Opening Session 10:00~10:20	IBCC 2020 Introduction Video	
	Opening Speech	Sang-hyuk Han (Chairman, KCC)
	Welcoming Speech	Ho-Yeol Kwon (President, KISDI)
	Congratulatory Remarks	Honored Guests
	2020 International Broadcasting Co-production Awards	Sang-Hyuk Han (Best Program) Ho-Yeol Kwon (Second-Place & Third-Place Programs)
Key Speeches 10:20~11:00	The Future of TV and OTT: the Evolution of Entertainment Distribution and Audience Consumption	Ed Barton (Senior Principal Analyst, OMDIA, UK)
	MBC's Global Market Strategies for International Co-Production of TV Programs	Sung Jae Park (President, MBC, Korea)
The Country of Honor : Turkey 11:00~12:00	Welcoming Remarks	Ebubekir Şahin (President, RTÜK, Turkey)
	Historical and Cultural Encounters between Korean and the Turks.	Hee Soo Lee (Distinguished Prof., Sungonghoe Univ., Korea)
	Understanding the Dynamics of Turkish TV Broadcasting	Mehmet Fatih Oztarsu (Ph.D Researcher, Hankook Univ. of Foreign Studies, Turkey)
	International Broadcasting Co-Productions in TRT	Faruk Guven (Head of Production, TRT, Turkey)
Showcase of 2020 International Broadcasting Co- production Awards 12:00~13:00	Best Program 「Bears」	MBC (Korea)
	Second-Place Program 「Hockey Dreams」	KBS (Korea)
	Third-Place Program 「RollerCoaster Boy, NORI」	XrisP Co. (Korea)
	Break Time & Notice for Continuing Sessions	
Session 1 Roles of Global Cooperative Network for Broadcasting Co- production 13:00~14:20	Introduction of Session 1 & Speakers	Moderator: Sanghyun Moon (Prof., Kwangwoon Univ., Korea)
	ABU as Multi-lateral Platform for Co-production	Hanizah Hamzah (Head of Television at ABU, Malaysia)
	Take CARE from the Initiative to the Reality!	Kenny Kihyung Bae (Senior Producer, KBS, Korea)
	Optimize Corporate Resources: Afraid of Failing	Fabio Mancini (Commissioning Editor, RAI, Italy)
	The Necessity and Direction for the International Collaborations in the Pandemic Era	Kyung Soo Hong (Prof., Aju Univ., Korea)
	Discussion	Moderator and Speakers
Session 2 OTT, Takeoff to the New Normal Media Platform 14:20~16:00	Introduction of Session 2 & Speakers	Moderator: Chulsoo Moon (Prof., Hanshin Univ., Korea)
	New Normal in the Digital Era: The Cases of Global OTT Video Streaming Services	Shin-Ae Yoon (CEO/EP, Studio 329, Korea)

	Global OTT Platform Strategy and Experience–KOCOWA’s Overseas Market Development	Kunhee Park (CEO & President, Korea Content Platform, Korea)
	The Global Media War and K-OTT	Heejoo Lee (Director of Policy Planning, Content Wavve Corp., Korea)
	Starting Point and Vertex: Changes of the Competitive Situation in the Broadcasting Industry and Tipping	Dong-Ryul Roh (Prof., Sungshin Univ., Korea)
	Discussion	Moderator and Speakers
Session 3 Prospects & Challenges of Broadcasting Co- production in the Age of Online Media 16:00~17:20	Introduction of Session 3 & Discussion Panels	Moderator: Sang Min Shim (Prof., Sungshin Univ., Korea)
	Roundtable Discussion	Dae Gyun Sohn (CEO, XrisP Co., Korea) Lisa Clarkson (Executive Director, CBC, Canada) Jung Ho Oh (Executive Producer, EBS, Korea) Neil R. Tobing (Director, PT. Visi Media Asia Tbk, Indonesia) Jungsu Yim (Prof., Seoul Women’s Univ., Korea)
Closing Remarks 17:30	Master of Ceremonies : Sori Moon	