



# Korea Communications Commission

## NEWS RELEASE

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### **KOREA CONFIRMED AS MIPTV ‘COUNTRY OF HONOUR’**

*- KCC reignites broadcasting Hallyu on global stage -*

*- Broadcasting content pitches open until February 10 -*

The Korea Communications Commission (Chairman Han Sang-hyuk, KCC) announced that the Republic of Korea was selected as the Country of Honour at MIPTV 2020, which will be held in Cannes, France from March 30 to April 2, 2020.

Held in Cannes every year, MIPTV (Marché International des Programmes de Télévision) is the world’s largest TV content market and is attended by over 10,000 experts and 2,800 broadcasters from around 100 countries. This year, the host organization Reed Midem has chosen the Republic of Korea to be the Country of Honour. The KCC has prepared for the Country of Honour event to support broadcasting Hallyu’s spread and leap into new markets, going beyond Asia to the Americas, Europe, and the Middle East.

At the Country of Honour event, the KCC will showcase the excellence, creativity and production capacity of Korean broadcasting content to experts from around the world, providing support to facilitate material outcomes such as production investment, sales and export contracts.

The slogan for this year’s Country of Honour is “Korea, Story Connects Us.” It was chosen to represent

“Korea with the world, Korea meeting the world” as Korean content’s popularity spreads across the globe.

The KCC will also showcase Korean content, not through a Korean perspective, but through the lens of an international expert in the “Fresh TV KOREA” session hosted by a Swiss broadcasting content consulting company. The event will also highlight cases of Hallyu content’s success overseas, examples of new platforms like OTT in new markets and blueprints for the future, and joint, global cooperation strategies.

The main program of this year’s Country of Honour will be a networking event to assist overseas market entry for SME broadcasters and production companies with little access to global networking, and to help strengthen existing connections. To this end, the KCC will facilitate one-on-one meetings between global producers and distributors and Korean firms to help them secure investment or purchase contracts. It will also host a pitching event to showcase and publicize Korean broadcasters’ proposals to overseas distributors.

Additionally, the KCC will further promote the excellence of Korean content through various activities including the MIPTV 2020 opening event, high-level meetings with domestic and international stakeholders, a magazine introducing Korean content, and online and social media promotion.

The KCC will cooperate closely with other ministries participating in MIPTV 2020 such as the Ministry of Culture, Sports and Tourism and the Ministry of Science and ICT to ensure a successful, global event. Through organic coordination with related ministries, companies and organizations, the KCC will spur innovation and momentum into broadcasting Hallyu’s spread around the world.

Chairman Han Sang-hyuk commented, “I’m very pleased Korea is being celebrated as the Country of Honour at the world’s largest TV content market, and that Korea’s outstanding content can be showcased to the world. Like the event’s slogan, Korea, Story Connects Us, it is our hope that Korea can join hands with the world to create a new cooperation model for various areas including broadcasting content production and distribution.”

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※ The KCC and the Korea Radio Promotion Association(RAPA), in charge of carrying out the event, is holding a pitching event for broadcasters and production companies. More details can be found at the KCC and RAPA websites ([www.kcc.go.kr](http://www.kcc.go.kr) and [www.rapa.or.kr](http://www.rapa.or.kr)).