



2022

Annual Report

Korea
Communications
Commission



Korea Communications
Commission

This annual report summarizes the main activities and achievements of the Korea Communications Commission during the year 2022, pursuant to Article 16 of the 「Act on the Establishment and Operation of the Korea Communications Commission」.

Chairman's Message



The year 2022 witnessed rapid changes in the broadcasting and communication media sector, including the acceleration of non-contact and digital transformation in the economy and society as a whole. There was also an increased consumption of online media and the proliferation of services that combine online and offline elements.

The Korea Communications Commissions actively responded to the evolving broadcasting and telecommunications landscape by striving to enhance the public responsibility of the industries, foster the development, and promote the rights and interests of users.

The Commission endeavored to create a media innovation market ecosystem. We established the public responsibility of broadcasting to align with the era of media convergence. Additionally, we developed a preliminary basic plan for relicensing and reapproving broadcasters, as well as a detailed plan for reapproving the general service and news public providers that reflect the characteristics of each medium. Furthermore, the Commission organized an international OTT forum to establish a global cooperation system for domestic online video service providers, aiming to innovate the domestic media ecosystem in line with the rapidly changing global market.

In response to the growing number of natural and social disasters, the Korea Communications Commission set up a disaster broadcasting control center to monitor disaster broadcasting around the clock in real-time. We also created and distributed standards(draft) for the readability of disaster subtitle broadcasting.

Furthermore, we signed an agreement with 23 broadcasters including KBS to utilize coastal observation CCTV footages from the Korea Hydrographic and Oceanographic Agency and the ocean research stations, thereby enhancing the promptness and accuracy of disaster broadcasting.

The Commission organized and operated a cross-governmental council involving relevant ministries to discuss the protection policies on platform users where new types of damages have emerged. Additionally, we supported the operation of the consumer and user division within the platform self-regulatory organization. The Commission launched the Online Damage 365 Center, a public service that provides swift and accurate consultation and guidance on various online related incidents.

The Korea Communications Commission made efforts to address any inconveniences experienced by the public. We revamped a system to provide a 100% reduction in the discount refund for residents who move into a building with an exclusive contract that restricts the resident's choice of broadcasting and telecommunications services. In the event of a communication failure, we strengthened the responsibility of telecommunications companies by expanding the criteria for compensation to prevent future occurrences. Additionally, the Commission provided support measures on the disruption of Kakao's services caused by a data center fire.

Under the vision of "Vibrant Broadcasting and Communications, Trusted Media", this Annual Report contains the Commission's efforts and achievements over the past year to create a trusted and vibrant broadcasting environment and contributes to the happiness of all citizens by promoting user rights and interests.

To realize the vision of a "Trusted Broadcasting and Communication Environment", the Commission will continue to enhance the public interest and transparency of broadcasting and media. We will also cope with technological and environmental changes in order to create a broadcasting and communication environment that earns the trust of the public.

Thank you.

March 2023

Korea Communications Commission, Chairman **Sanghyuk Han**





2022

**Broadcasting and
Communications Policy
Accomplishments
Presented in Graphs**

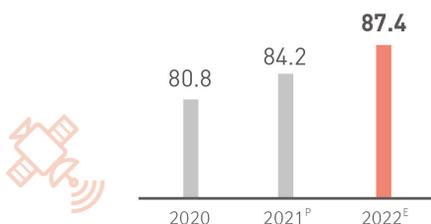
The broadcasting and communications industry is making continuous contributions to the growth of the national economy.

2022

The sales of the domestic broadcasting, communications, and information services recorded KRW 21.8 trillion, 37.6 trillion, and 27.9 trillion, respectively. As such, broadcasting services have continuously grown contributing to the national economic growth.

Sales of the Broadcasting and Communications Service Market

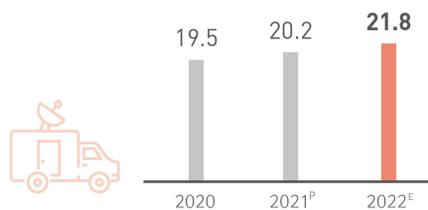
(Unit: KRW trillion)



Note) P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2022)

Sales of the Broadcasting Service Market

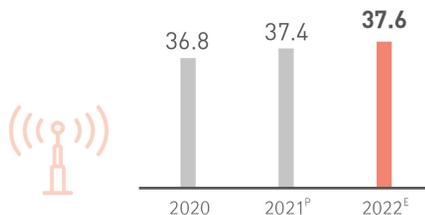
(Unit: KRW trillion)



Note) P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2022)

Sales of the Communications Service Market

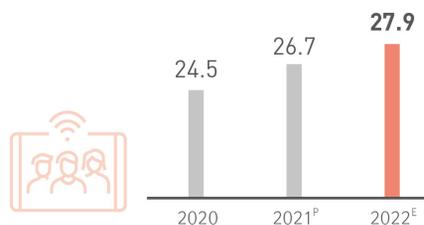
(Unit: KRW trillion)



Note) P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2022)

Sales of the Information Service Market

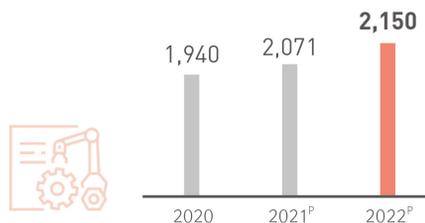
(Unit: KRW trillion)



Note) P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2022)

Gross Domestic Product (GDP)

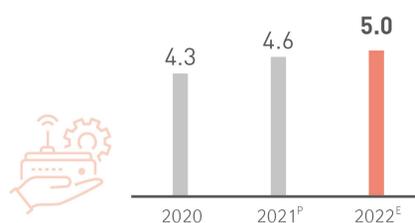
(Unit: KRW trillion)



Note) P: Preliminary, Bank of Korea(2022)

Sales of Domestic IPTV

(Unit: KRW trillion)



Note) P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2022)

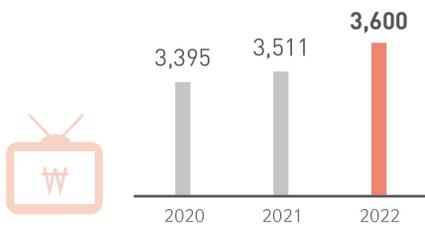
The expansion of broadcasting and communications services have laid the foundations for raising industry vitality.

2022

Broadcasting and communications convergence services have been revitalized with a continuous increase in the number of subscriptions to broadband and paid broadcasting including IPTV. Wireless data traffic has grown by 15.7% from 2021 and the number of 5G subscribers increased to 28.06 million, paving the way forward for the era of high-speed wireless data.

Number of Paid Broadcasting Subscribers

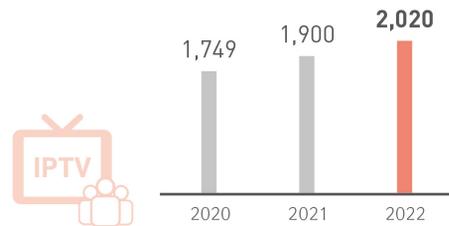
(Unit: 10,000 devices)



Note) 2022: Based on the number of subscribers in the first half of the year, subscribers to CATV, satellite and IPTV, Ministry of Science and ICT(2022)

Number of IPTV Subscribers

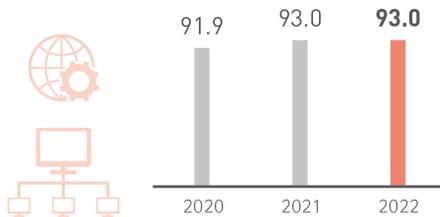
(Unit: 10,000 devices)



Note) 2021: Based on the number of subscribers in the first half of the year, Ministry of Science and ICT (2020-2022)

Internet Penetration Rate

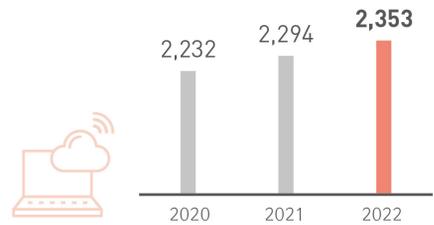
(Unit : %)



Note) Ministry of Science and ICT(2022)

Number of Broadband Subscribers

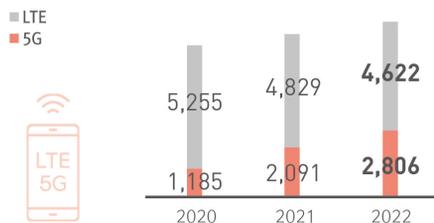
(Unit: 10,000 persons)



Note) Ministry of Science and ICT(2022)

Number of LTE and 5G Subscribers

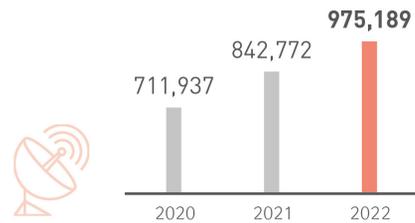
(Unit: 10,000 persons)



Note) Ministry of Science and ICT(2022)

Wireless Data Traffic

(Unit: TB)



Note) Ministry of Science and ICT(2022)

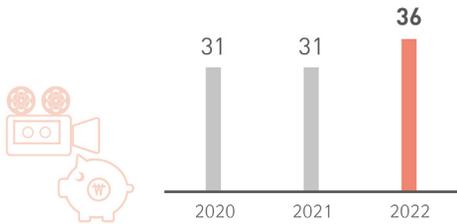
Assistance towards regional and small broadcasting services strengthened their content competitiveness.

2022

By devising institutional support measures for regional and small and medium-sized broadcasting and focusing on the internalization of local broadcasting, we have seen an increase in the viewer satisfaction with outstanding works created via the production assistance program. Expanded subsidies for the program production for disabled persons led to a wide variety of quality programs that satisfy the local viewers.

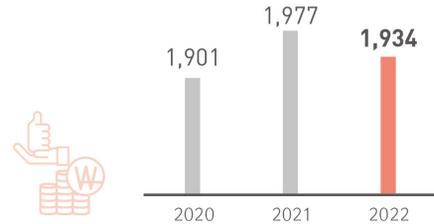
Production Subsidies for Small and Medium Regional Broadcasting

(Unit: KRW 100 million)



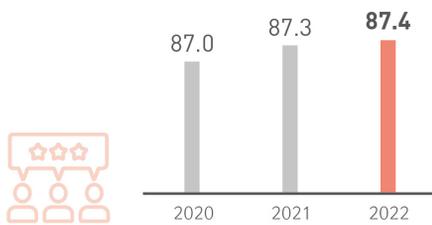
Production Subsidies for Regional Terrestrial Broadcasting Programs for Disabled Persons

(Unit : KRW 1 million)



Viewer Satisfaction with Regional Programs Produced through an Assistance Program

(Unit : Points)



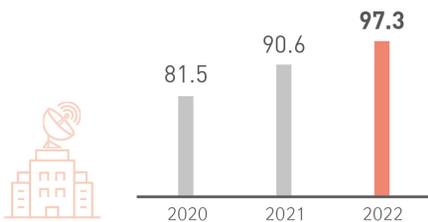
Users' greater access to broadcasting services strengthened the viewer's rights and encouraged users to actively participate.

2022

The Commission expanded public access to the Community Media Centers to boost viewer engagement and offered customized media education by both life-cycle and class-based free semester media education. Moreover, to increase the vulnerable groups' access to broadcasting services, the Commission provided broadcasting receivers for the visually impaired and hearing impaired, and assistance towards producing programs for disabled persons.

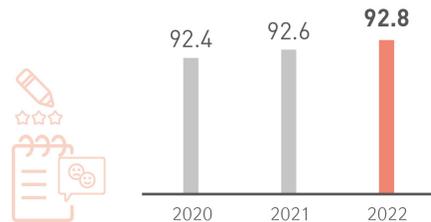
Number of Community Media Center Users

(Unit: 10,000 persons)



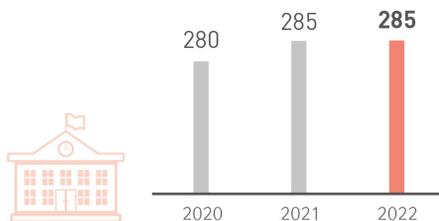
User Satisfaction with the Community Media Center

(Unit: Points)



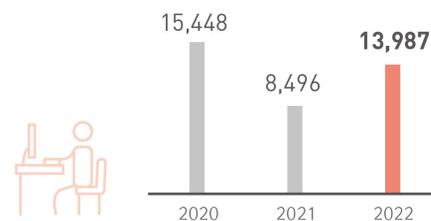
Number of Schools Offering Free Semester Media Education

(Unit: Schools)



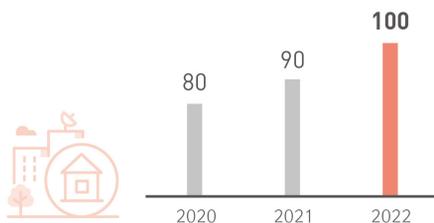
Number of Students Attending Free Semester Media Education

(Unit: Persons)



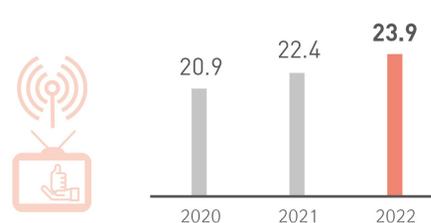
Number of Communities Receiving Media Education

(Unit: Towns)



Accumulated Number of Broadcasting Receivers Distributed to the Visually and Hearing Impaired

(Unit: 10,000 receivers)



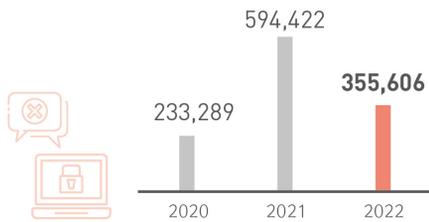
We provided a secure environment for online users and actively responded to the adverse effects caused by the internet usage.

2022

The Commission has offered anti-cyber bullying education and attracted more schools to join the Secure Cyber Zone program to foster a safe internet culture for the youth. The Commission has also implemented internet ethics programs by delivering internet ethics courses and launching the organization called the Korea Internet Dream Star.

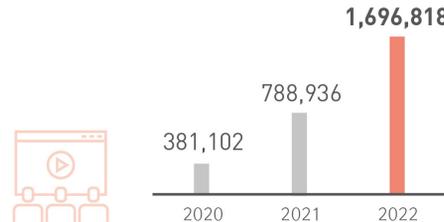
Number of Participants in Internet Ethics and Anti-Cyber Bullying Education

(Unit: Persons)



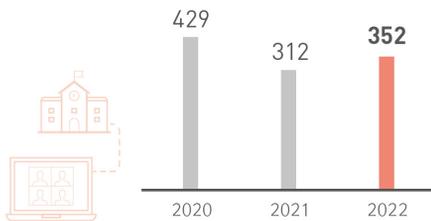
Number of Visitors to the Internet Ethics Education Centers

(Unit: Persons)



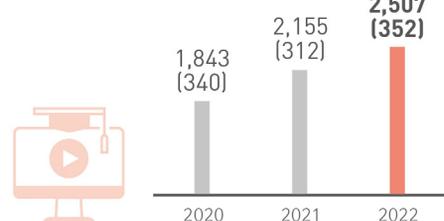
Number of Schools Operating the Korea Internet Dream Star

(Unit: Schools)



Number of Schools Operating the Secure Cyber Zone (Newly Joined Schools)

(Unit: Schools)



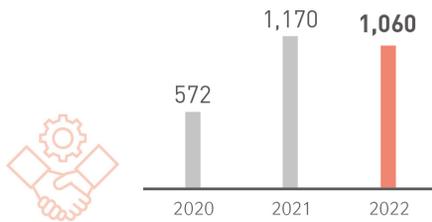
We have built a more reliable and convenient broadcasting services environment by addressing user inconveniences.

2022

The Commission has made efforts to resolve disputes between users and the telecommunications business entities such as complaints and grievances arising from communication services. Efforts were also made in preventing spam damages, thus the number of mobile spam recorded 0.26 and that of email spam was a mere 0.15.

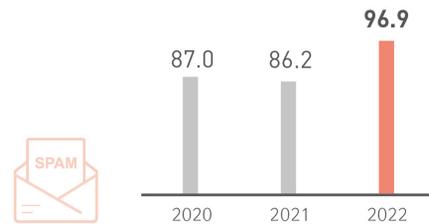
Number of Application Cases for Dispute Mediation in Telecommunication Services

(Unit: Cases)



Average Spam Text Blocking Rate for the Three Major Mobile Communications Business Operators

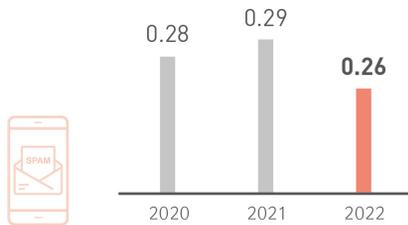
(Unit : %)



Note) 2022 : Based on the first half of the year

Number of Mobile Phone Spam Received

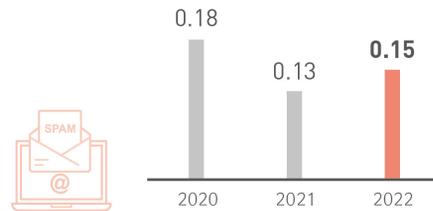
(Unit: Cases)



Note) 2022 : Based on the first half of the year

Number of Email Spam Received

(Unit: Cases)



Note) 2022 : Based on the first half of the year

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CONTENTS

Broadcasting and Communications
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Appendix





I

**Broadcasting and
Communications
Policy Environment**

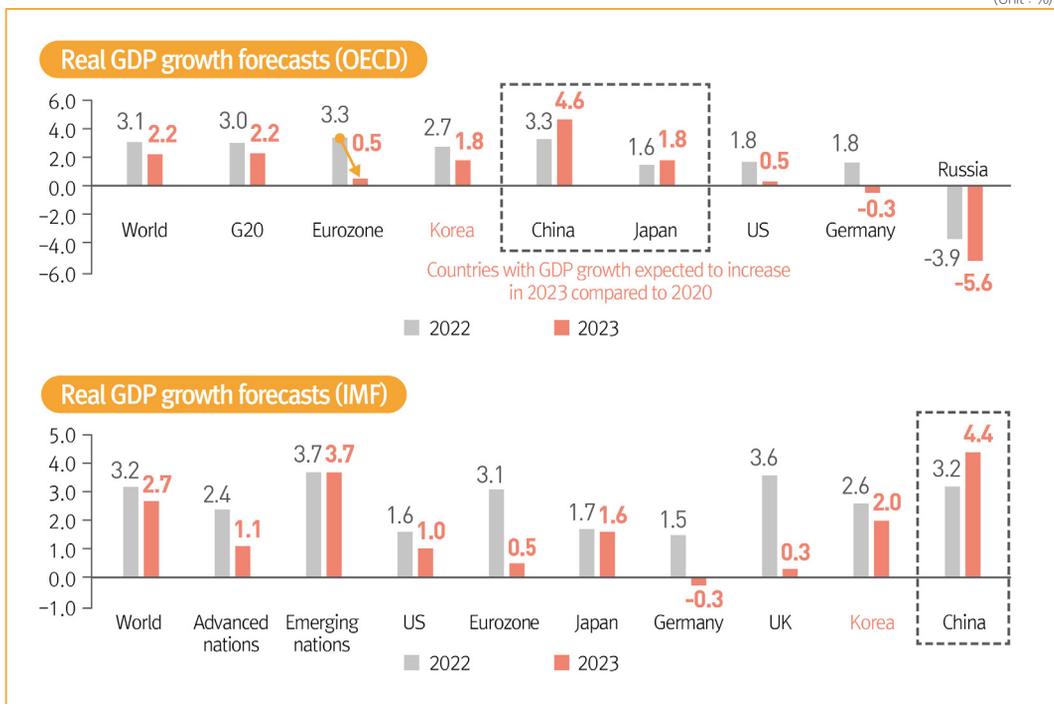
I Broadcasting and Communications Policy Environment

1 | Trends in the Global Macro Economy and Broadcasting and Communications Markets

a. Trends in the Global Macro Economy

In 2023, the global economy is expected to face a slowdown in GDP growth due to the impact of the war in Russia and Ukraine. Additionally, inflationary pressures are expected to persist (Samil PwC Management Research Center, 2023). The international situation remains unstable, with ongoing wars in Russia and Ukraine, as well as tensions between the U.S. and China influenced from Europe, Russia and the Taiwan issues. These factors are anticipated to negatively impact the global economy (Seongwook Hong and Jeongmin Han, 2022).

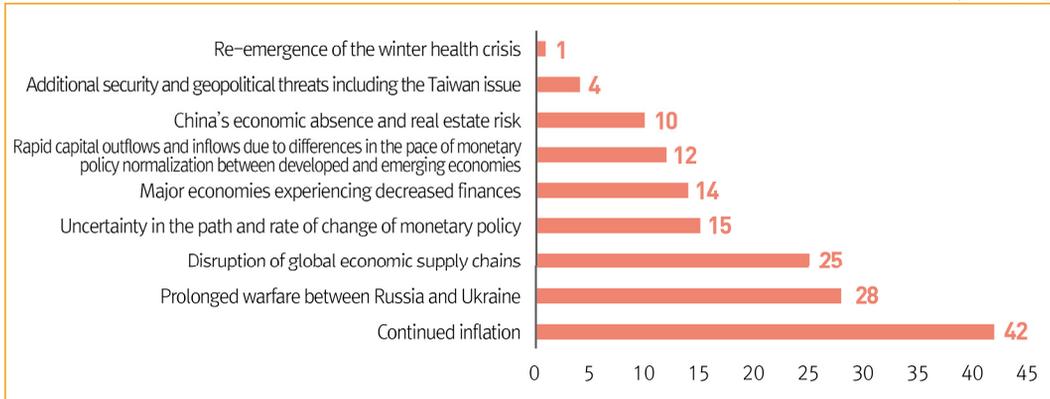
Figure I-1 Global GDP Outlook by the IMF, OECD



Source | Samil PwC Management Research Center(2023)

Figure 1-2 The Most Significant Downside Risks to the Global Economy in 2022 and 2023

(Unit : Persons)



Source | Korea Institute for International Economic Policy(2022)

According to research conducted by the Korea Institute for International Economic Policy (2022), the most significant downside risk to the global economy in 2022 and 2023 is the continuation of inflation, with 42 experts identifying it as a risk factor. The prolonged Russia-Ukraine war was cited as the next major issue. These two factors are expected to have a significant impact on global economic conditions in 2023.

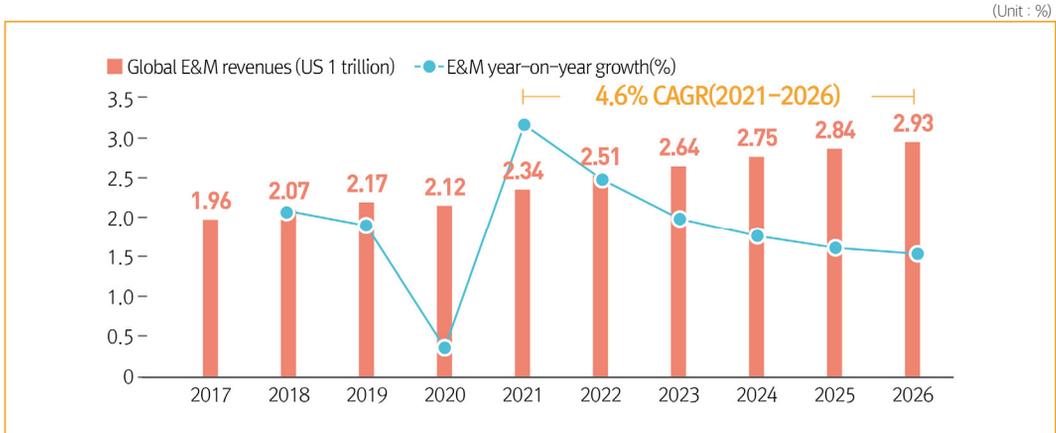
When considering the outlook for major economies, it is expected that the United States will experience the tightening effects of cumulative interest rate hikes. However, instead of a full recovery, the economy is likely to undergo a soft landing. Europe, on the other hand, remains in a recession due to energy consumption curbing policies. Economic activity is anticipated to improve in 2023 as these energy restrictions are eased. In China, the recession was primarily caused by the “Zero corona” policy. However, the abolition of this policy is seen as an opportunity for the economy to rebound (Samil PwC Management Research Center, 2023).

The domestic market, which heavily relied on exports, is sensitive to the global economic situation. Given the significant impact of the domestic economic conditions on the media industry, including advertising, it is crucial for the media sector to closely monitor the global economic situation. Moreover, as the domestic media industry increasingly generates revenue from the global market, the global economic conditions can directly affect the domestic media industry as well.

b. Trends in the Global Broadcasting and Communications Market

After experiencing a decline in 2020, the global media market rebounded in 2021 and is expected to continue growing in 2022 and beyond. The growth of the global media market is primarily driven by the digital space. While the traditional broadcasting market is expected to shrink, the digital market is predicted to continuously expand. However, the growth rate is anticipated to slow down due to the rapid expansion of digital players, including OTT services, amid the Covid-19 pandemic.

Figure I-3 Global Entertainment and Media Industry Forecast

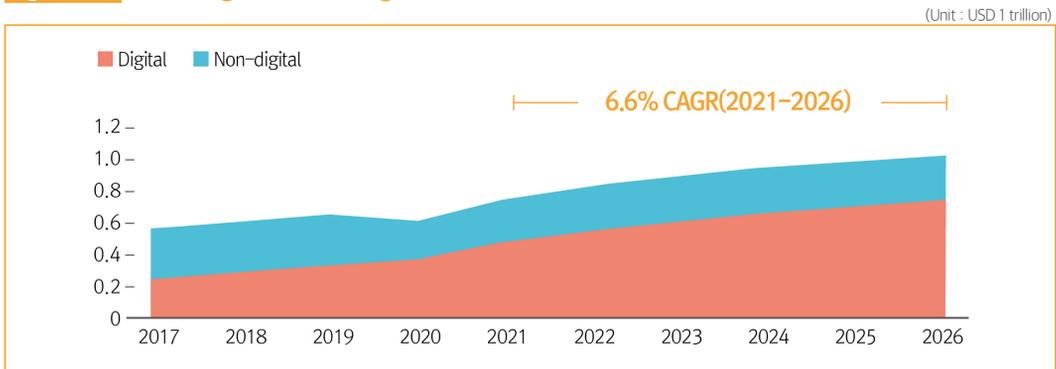


Note | Performance data for 2021, Estimates for 2022-2026

Source | PwC Global Entertainment and Media Outlook 2022-2026, Omdia; from PwC (2022)

As shown in Figure I-4 below, the share of digital media in the total media market is expected to increase in the future. The digital transformation has accelerated due to the pandemic, leading to the widespread utilization of digital media across all areas of society. This trend is likely to intensify further. One notable change that has occurred during the pandemic is the increased reliance on media for public activities, including work and education. Telecommuting and remote education have become more prevalent, resulting in an increased dependence on digital media in the public sphere. This shift has significantly contributed to the growth of the digital market.

Figure I-4 Global Digital and Non-Digital E&M Ad Revenue

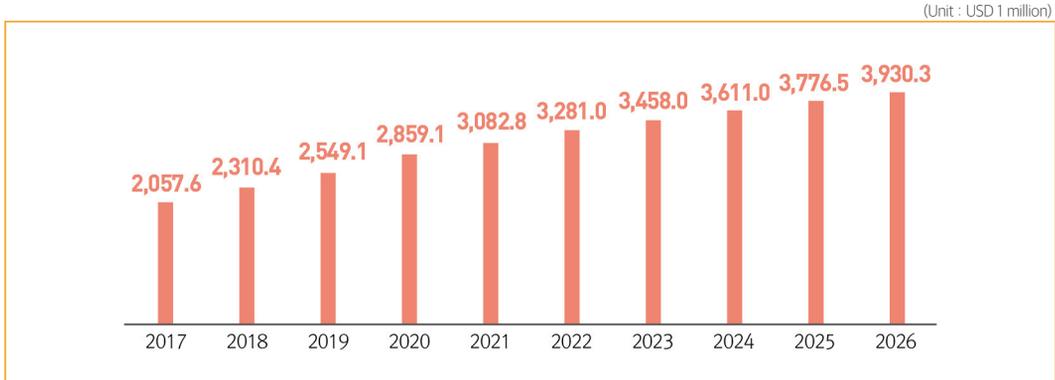


Note | Performance data for 2021, Estimates for 2022-2026

Source | PwC Global Entertainment and Media Outlook 2022-2026, Omdia; from PwC (2022)

One of the fastest-growing sectors during the pandemic has been OTT (Over-the-Top) services. However, recently, subscriber growth in this sector has been slowing down primarily due to increased competition. Even well-established players like Netflix and Disney Plus have experienced subscriber losses.

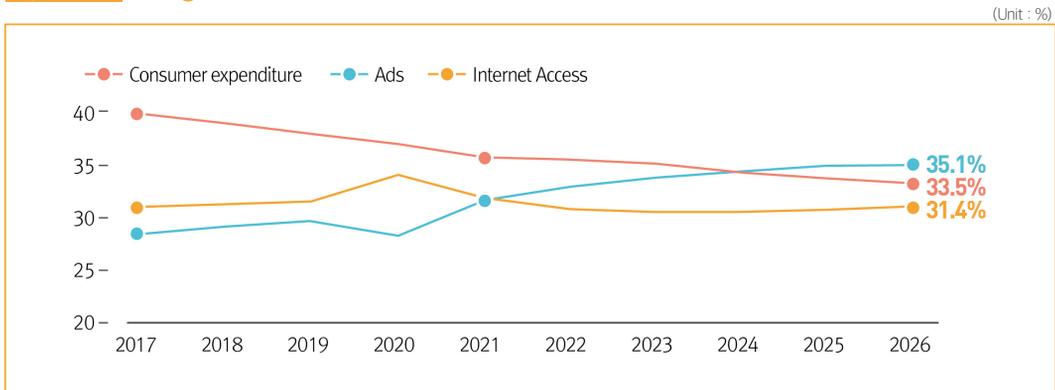
Figure 1-5 Global OTT Subscriber Trends and Outlook



Source | statista (<https://www.statista.com/forecasts/1207843/ott-video-users-worldwide>)

Due to the recession and reduced consumer expenditure, digital sectors that rely on advertising, such as AVOD (Advertising Video on Demand) and FAST (Free Ad-Supported Streaming TV), are experiencing growth, while sectors dependent on consumer spending, such as SVOD (Subscription Video on Demand), are facing challenges. PwC (2022) predicts that the digital landscape will undergo reorganization around the advertising field by 2026, as illustrated in the figure below. However, it is important to note that this trend is subject to change depending on economic trends.

Figure 1-6 Change in the Revenue Share



Note | Performance data for 2021, Estimates for 2022-2026

Source | PwC Global Entertainment and Media Outlook 2022-2026, Omdia; from PwC (2022)

2 | Status of the Broadcasting and Communications Market

a. Domestic Broadcasting and Communications Productions and Export Volume

The domestic telecommunications equipment market, which had been steadily increasing, experienced a decline from KRW 35 trillion in 2021 to KRW 33.8 trillion in 2022. Conversely, the market for broadcasting devices saw growth, rising from KRW 3 trillion in 2020 to KRW 3.9 trillion in 2022. The market size of telecommunication services, broadcasting services, and information services has been consistently increasing each year.

Table I-1 Productions of Domestic Broadcasting and Communications

(Unit : KRW 1 million)

Classification	2020	2021 ^P	2022 ^E
Communications Equipment	34,417,651	35,284,243	33,840,444
Broadcasting Equipment	3,000,045	3,483,212	3,979,497
Communications Service	36,757,033	37,386,325	37,635,037
Broadcasting Service	19,544,081	20,183,493	21,796,996
Information Service	24,519,123	26,662,590	27,948,648
Total	118,237,933	122,999,863	125,200,622

Note | P : Preliminary, E : Estimate, Information services refer to the Internet service

Source | Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2022

The export volume of telecommunications equipment has shown steady growth over the past three years. However, there has been a significant drop in the export volume of broadcasting equipment in 2022.

Table I-2 Export Volume of Domestic Broadcasting and Communications Equipment

(Unit : USD 1,000)

Classification	2020	2021 ^P	2022 ^E
Communications Equipment	13,208,252	16,170,855	17,584,093
Broadcasting Equipment	469,242	570,632	74,524
Total	13,677,494	16,741,487	17,658,617

Note | P : Preliminary

Source | Monthly Survey of ICT Statistics, Ministry of Science and ICT, 2022

b. Status of the Advertising Market

The advertising market is projected to continue its growth, primarily driven by the mobile ad market. After a decline since 2016, broadcast advertising experienced a recovery in 2021 as TV viewing time increased during the pandemic. In 2022, with the easing of distancing measures, broadcast viewing time decreased. However, it is anticipated to continue growing as major events like the World Cup garner significant attention. The future development of the broadcast advertising market in 2023 is yet to be determined.

Table I -3 The Status of the Broadcasting Advertising Market

(Unit : KRW 1 million)

Classification	2016 (Rate of Change)	2017 (Rate of Change)	2018 (Rate of Change)	2019 (Rate of Change)	2020 (Rate of Change)	2021 (Rate of Change)	2022 (Estimate) (Rate of Change)	2023 (Estimate) (Rate of Change)
Broadcast Advertising	4,135,069 (-7.4%)	3,950,057 (-4.5%)	3,931,829 (-0.5%)	3,771,046 (-4.1%)	3,484,137 (-7.6%)	4,053,056 (16.3%)	4,242,410 (4.7%)	4,521,309 (6.6%)
Print	2,319,341 (-0.4%)	2,310,264 (-0.4%)	2,347,956 (1.6%)	2,372,993 (1.1%)	1,920,054 (-19.1%)	2,020,766 (5.2%)	1,975,284 (-2.3%)	1,975,391 (0.0%)
Online (PC)	2,173,087 (21.2%)	1,909,192 (14.9%)	2,055,449 (19.7%)	1,871,643 (14.1%)	1,839,362 (15.4%)	1,779,736 (6.3%)	1,546,585 (0.2%)	1,496,276 (10.2%)
Online (Mobile)	1,981,637 (44.2%)	2,865,945 (44.6%)	3,661,755 (27.8%)	4,650,286 (27.0%)	5,689,016 (22.3%)	6,223,908 (9.4%)	6,476,161 (4.1%)	7,341,392 (13.4%)
Outdoor	1,088,532 (2.6%)	1,305,948 (20.0%)	1,329,898 (1.8%)	1,256,765 (-5.5%)	835,759 (-33.5%)	930,197 (11.3%)	981,931 (5.6%)	1,019,903 (3.9%)
Others	464,991 (-8.4%)	412,056 (-11.4%)	428,999 (4.1%)	504,196 (17.5%)	351,960 (-30.2%)	509,712 (44.8%)	545,448 (7.0%)	543,812 (-0.3%)
Total	12,162,657 (3.2%)	12,753,463 (4.9%)	13,755,886 (7.9%)	14,426,928 (4.9%)	14,120,289 (-2.1%)	15,517,375 (9.9%)	15,767,817 (1.6%)	16,898,084 (7.2%)

Source | Ministry of Science and ICT, Korea Broadcast Advertising Corp. (2022)

When examining broadcast advertising by medium, terrestrial TV advertising, which has been on a continuous decline since 2016, experienced a temporary downturn during the coronavirus pandemic. The outlook for 2023 suggests a slight increase, but the possibility of further decline cannot be ruled out due to the economic downturn and the introduction of Netflix's advertising plan. PP witnessed a slight decline in advertising for 2020 but saw an increase in advertising revenue during the pandemic period. It is expected to continue growing in 2023. However, similar to terrestrial TV, there are several adverse factors such as the recession, which pose a risk of a downward trend in broadcast advertising from 2023 onwards.

Table I-4 The Status of the Broadcasting Advertising Market by Medium

(Unit : KRW 1 million)

Classification	2016 (Rate of Change)	2017 (Rate of Change)	2018 (Rate of Change)	2019 (Rate of Change)	2020 (Rate of Change)	2021 (Rate of Change)	2022 (Estimate) (Rate of Change)	2023 (Estimate) (Rate of Change)
Terrestrial TV	1,745,314 (-9.7%)	1,551,679 (-11.1%)	1,421,935 (-8.4%)	1,244,653 (-12.5%)	1,106,607 (-11.1%)	1,359,684 (22.9%)	1,382,173 (1.7%)	1,427,471 (3.3%)
Terrestrial DMB	7,247 (-29.5%)	5,287 (-27.0%)	4,404 (-16.7%)	2,340 (-46.9%)	2,580 (10.3%)	2,195 (-14.9%)	2,262 (3.1%)	2,545 (12.5%)
Radio	239,915 (-6.6%)	253,015 (5.5%)	207,309 (-18.1%)	208,481 (0.6%)	232,980 (11.8%)	259,767 (11.5%)	254,176 (-2.2%)	262,030 (3.1%)
PP	1,895,123 (-5.5%)	1,853,673 (-2.2%)	1,990,163 (7.4%)	2,002,092 (0.6%)	1,891,678 (-5.5%)	2,182,364 (15.4%)	2,354,356 (7.9%)	2,580,708 (9.6%)
SO	134,585 (-7.3%)	139,124 (3.4%)	140,775 (1.2%)	139,140 (-1.2%)	114,539 (-17.7%)	109,012 (-4.8%)	110,262 (1.1%)	111,853 (1.4%)
Satellite	28,300 (17.8%)	47,972 (69.5%)	51,130 (6.6%)	50,039 (-2.1%)	33,210 (-33.6%)	32,978 (-0.7%)	32,319 (-2.0%)	31,349 (-3.0%)
IPTV	84,586 (-6.3%)	99,307 (17.4%)	116,113 (16.9%)	124,301 (7.1%)	102,544 (-17.5%)	107,056 (4.4%)	106,861 (-0.2%)	105,353 (-1.4%)
Total	4,135,069 (-7.4%)	3,950,057 (-4.5%)	3,931,829 (-0.5%)	3,771,046 (-4.1%)	3,484,137 (-7.6%)	4,053,056 (16.3%)	4,242,410 (4.7%)	4,521,309 (6.6%)

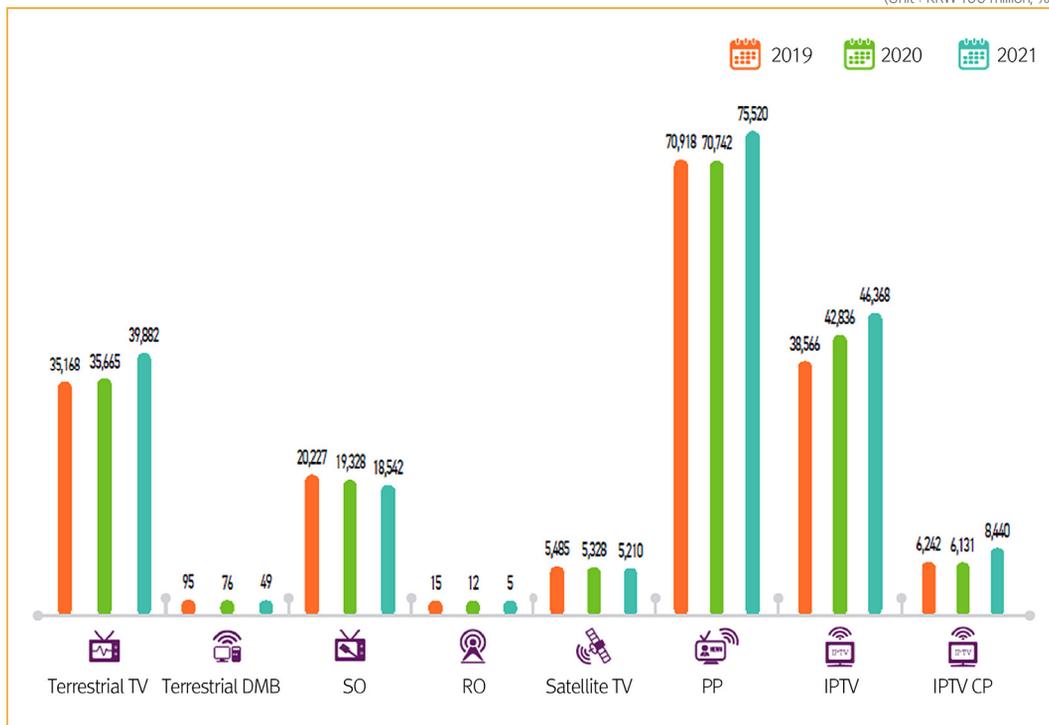
Source | Ministry of Science and ICT, Korea Broadcast Advertising Corp. (2022)

c. Status of Broadcasting by Medium

Between 2019 and 2021, most broadcast media saw revenue growth, except for cable TV operators (SOs) and satellite broadcasting. This trend can be attributed to the overall increase in media consumption during the pandemic, as people were less likely to travel and engaged more with media while adhering to distancing measures. However, CATV SOs and satellite broadcasting continued to witness a decline in subscribers and revenues. This can be attributed to their lack of competitiveness with IPTV services and the widespread availability of OTT platforms. As mentioned in the previous section regarding advertising, the advertising market is likely to deteriorate due to the economic recession in 2023. Furthermore, users' media spending is expected to decrease as a result of the economic downturn. Consequently, the overall environment may have a negative impact on each broadcast medium.

Figure I -7 Trends of Broadcasting Business Sales by Medium(2019-2021)

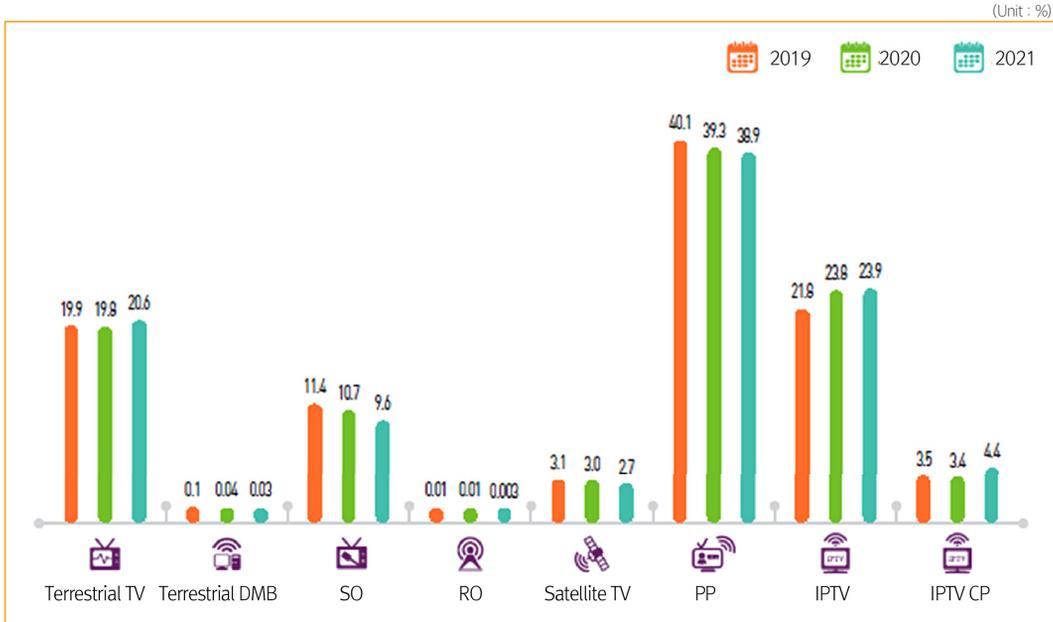
(Unit : KRW 100 million, %)



Note | Terrestrial DMB includes WTN DMB and Korea DMB.

Source | Ministry of Science and ICT·Korea Communications Commission(2022)

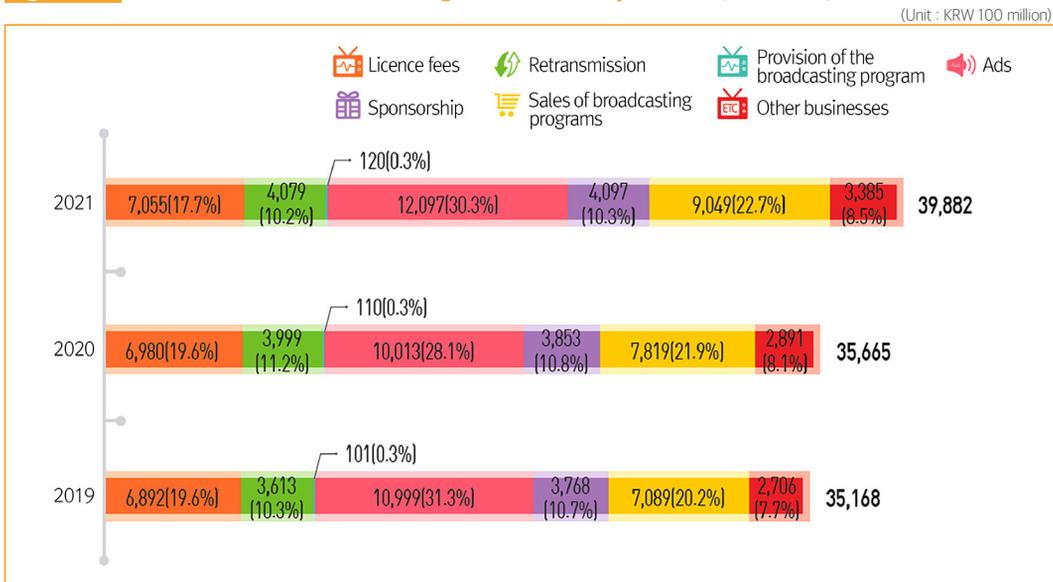
Figure 1-8 Trends of the Share of Broadcasting Business Sales by Medium (2019-2021)



Source | Ministry of Science and ICT·Korea Communications Commission(2022)

When examining the share of each medium, it is evident that IPTV's share is increasing, as indicated by the revenue trend. On the other hand, the share of cable TV operators (SOs) and satellite broadcasting is declining. PPs are experiencing an increase in revenue but a decrease in the share.

Figure 1-9 Share of Terrestrial Broadcasting Business Sales by Medium (2019-2021)

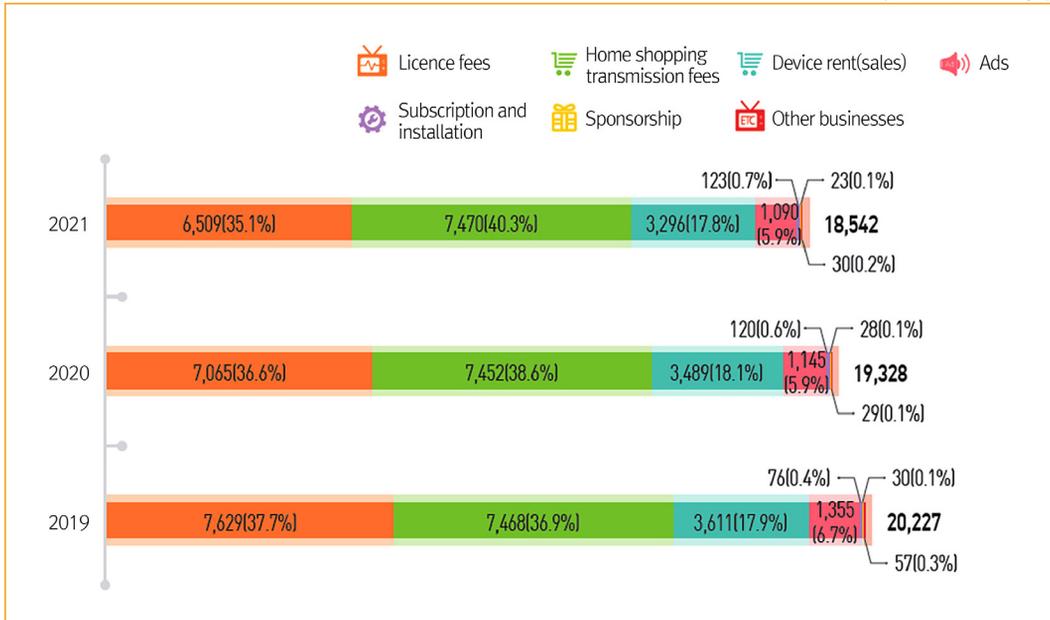


Source | Ministry of Science and ICT, Korea Communications Commission(2022)

I . Broadcasting and Communications Policy Environment

Figure I -10 Trends of the Share of Broadcasting Business Sales of CATV (2019-2021)

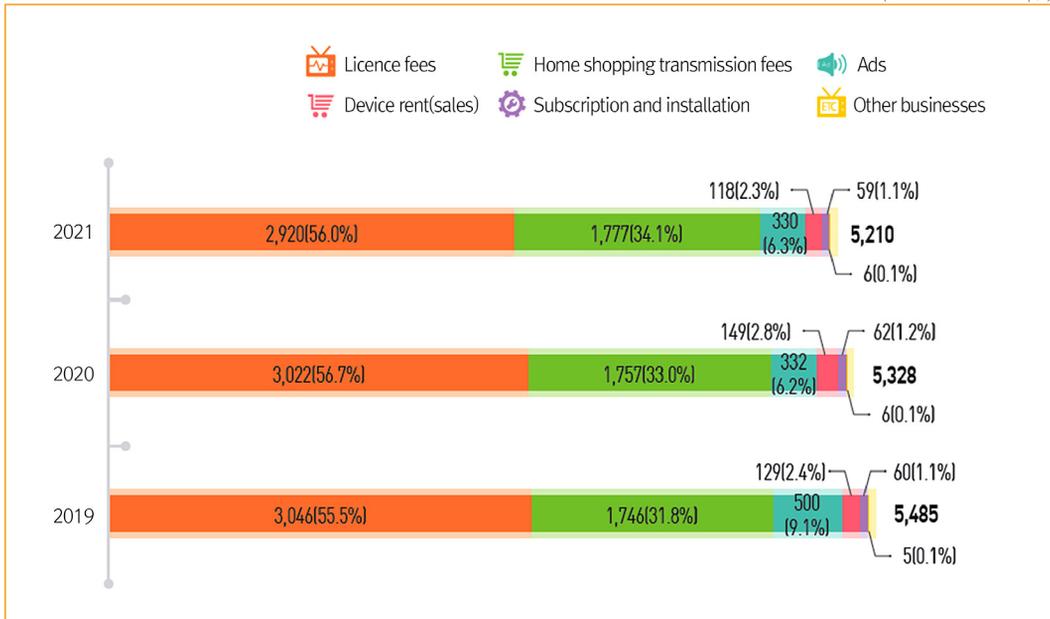
(Unit : KRW 100 million, %)



Source | Ministry of Science and ICT, Korea Communications Commission(2022)

Figure I -11 Trends of the Share of Broadcasting Business Sales of Satellite TV (2019-2021)

(Unit : KRW 100 million, %)



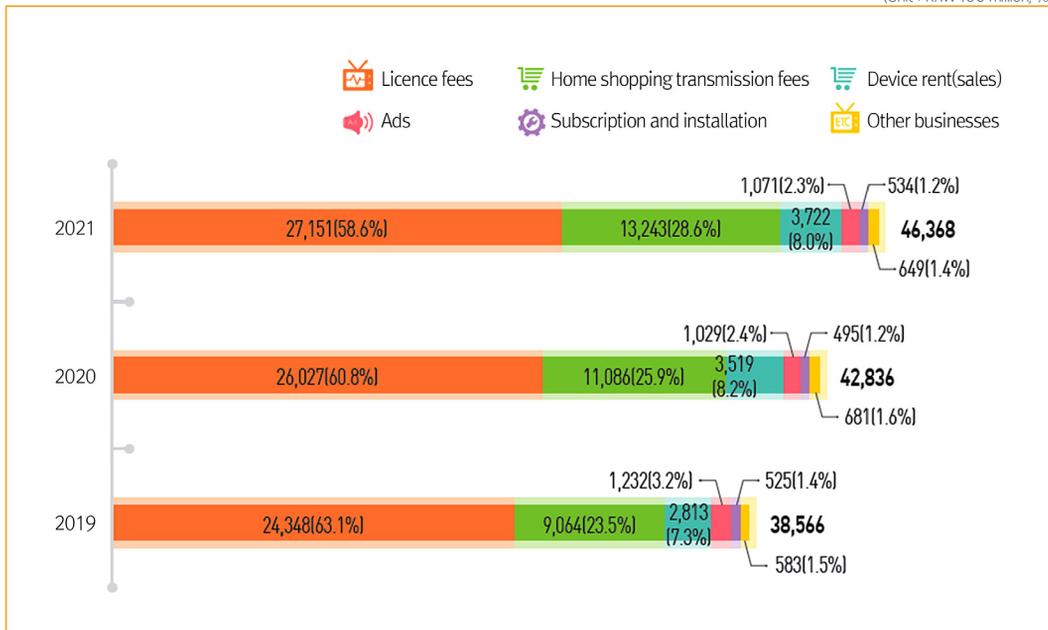
Source | Ministry of Science and ICT, Korea Communications Commission(2022)

In the case of terrestrial broadcasting, as advertising has recovered during the coronavirus pandemic, the proportions of the main revenue streams - broadcast license fee, retransmission, advertising, sponsorship, and program sales - have remained relatively stable over the past three years. However, it is worth noting that the share of program sales has continued to grow. Program sales increased from KRW 700 billion in 2019 to KRW 900 billion in 2021, representing an increase of approximately KRW 200 billion over two years. When examining the composition of the cable TV operator (SO) broadcasting revenue, it is evident that the share of home shopping transmission fees is increasing, while the share of subscription fee revenue is decreasing.

Satellite broadcasting operators, similar to CATV operators, are witnessing a decline in subscription fee revenues, while home shopping fees are accounting for an increasing share of the total broadcasting revenues. In the case of IPTV, both broadcasting fee revenue and home shopping fee revenue are increasing. However, home shopping fee revenue is playing a more significant role in terms of growth and the overall share. It is a common phenomenon across CATV, satellite broadcasting, and IPTV to observe an increase in home shopping transmission fees as a percentage of total broadcasting business revenues.

Figure I-12 Trends of the Share of Broadcasting Business Sales of IPTV (2019-2021)

(Unit : KRW 100 million, %)



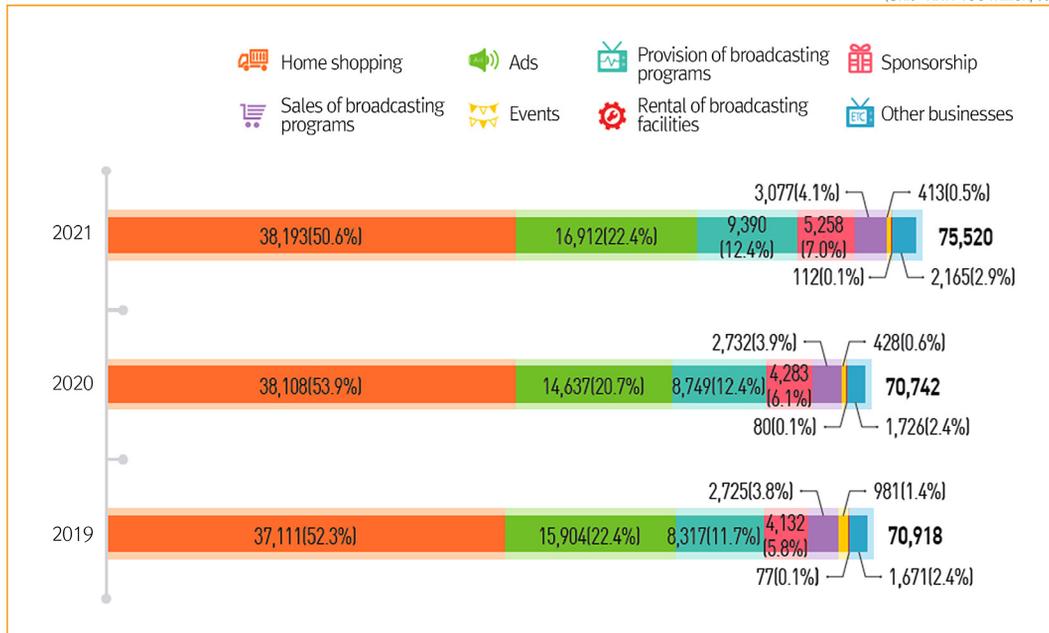
Source | Ministry of Science and ICT, Korea Communications Commission(2022)

I . Broadcasting and Communications Policy Environment

A noteworthy aspect of PP's revenue is the increasing share of broadcast programming revenue and program sales. While PP's advertising revenue has seen growth during the pandemic, there is a likelihood of the advertising market deteriorating due to the recession in 2023. As a result, the share of copyright-based revenue, such as broadcast programming revenue and program sales (which represent the fees for program usage), is expected to increase.

Figure I -13 Trends of the Share of Broadcasting Business Sales of PPs(2019-2021)

(Unit : KRW 100 million, %)

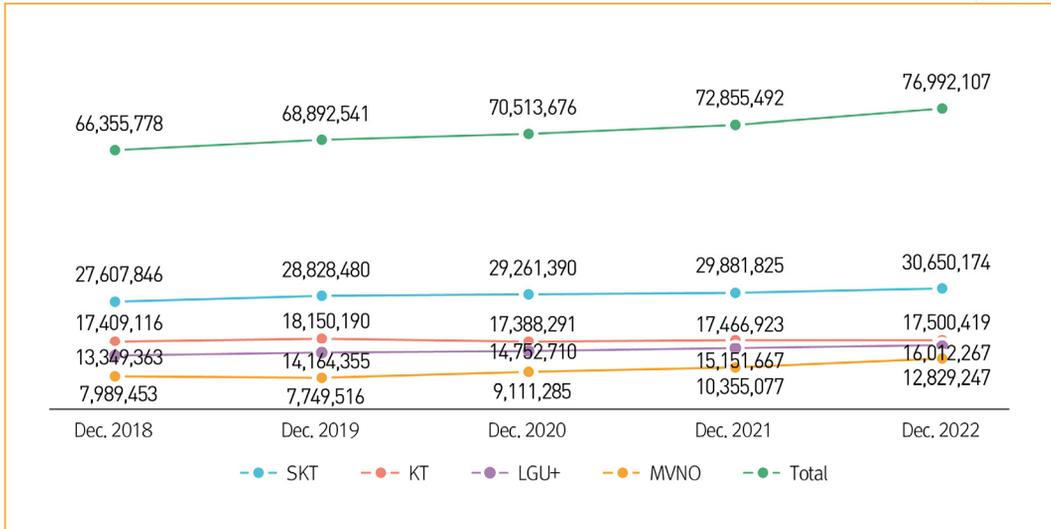


d. Status of the Communications market

The telecommunications market can be categorized into wired telecommunications services, wireless telecommunications services, telecommunications resale, and brokerage services. The domestic mobile phone subscriber market continues to grow. However, the number of mobile phone lines has already surpassed the population, indicating market saturation.

Figure I -14 Trends of the Number of Mobile Subscribers

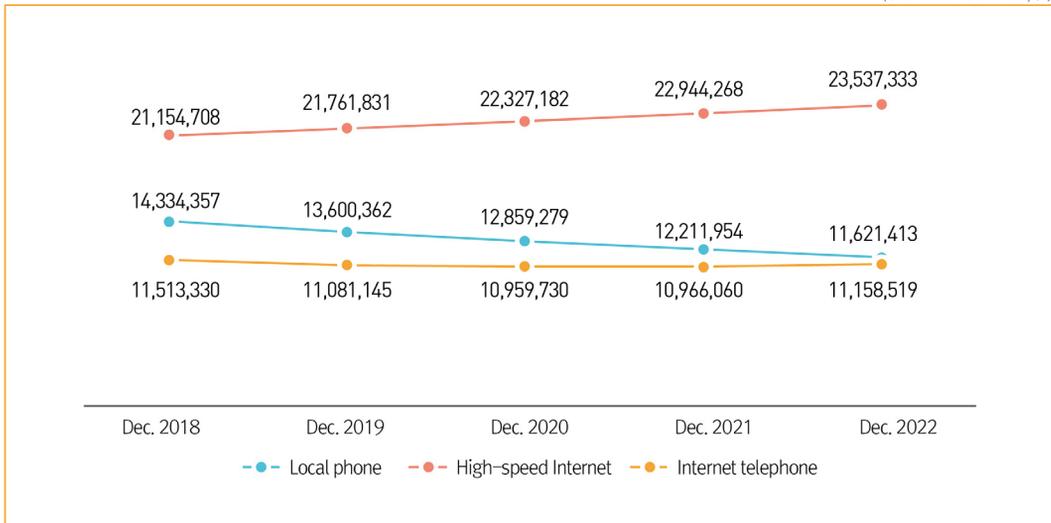
(Unit : Lines)



Source | Ministry of Science and ICT (Feb. 3, 2023) <(As of Dec. 2022) Wireless Communication Service Subscription Status>

Figure I -15 Status of the Wired Telecom Service

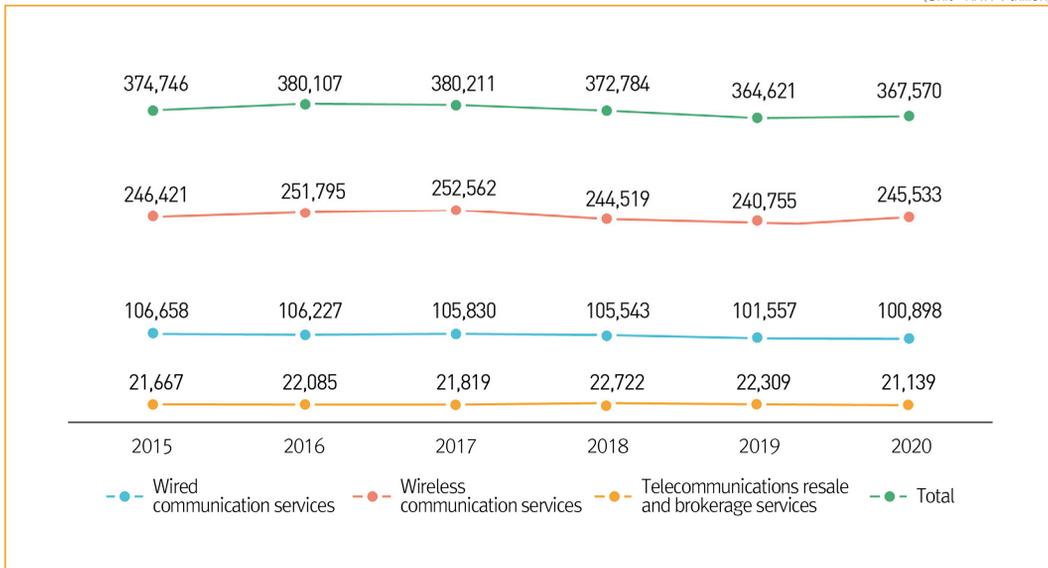
(Unit : KRW 100 million, %)



Source | Ministry of Science and ICT (Feb. 3, 2023) <(As of Dec. 2022) Wireless Communication Service Subscription Status>

Figure I -16 Sales of the Domestic Telecom Service

(Unit : KRW 1 trillion)



Source | Ministry of Science and ICT(2022)

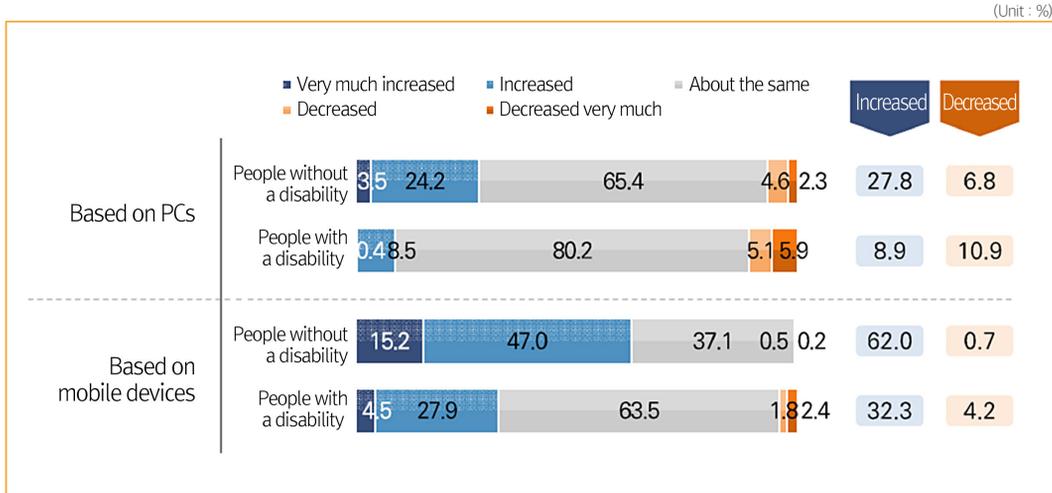
Both the fixed-line telecommunications market and the high-speed internet market are experiencing growth. However, the wired telecommunications market is also approaching saturation due to evolving social structures, including the rise in single-person households. Although the number of mobile and fixed-line subscribers continues to increase, the revenue of domestic telecommunications services has shown a slight decline from 2015 to 2020, with some fluctuations. The lack of growth in telecom services can be attributed to market saturation and the challenge of generating added value following the introduction of 5G technology.

e. Changes in the Broadcasting and Communications Policy Environment

1) Accelerating the Digital Transformation

COVID -19 has expedited the digital transformation that was already in progress. Instead of altering the course of change, the pandemic accelerated its pace (Changhee Noh, 2020). As observed, the OTT market experienced significant growth during the pandemic. This can be attributed to the increased usage of OTT platforms by users during the period when social distancing measures limited outdoor activities. Although the growth rate of OTT has now moderated, the video market is undergoing a reorganization centered around OTT platforms.

Figure I -17 Changes in Internet Use due to COVID -19



Source | Ministry of Science and ICT, National Information Society Agency(2021)

According to the figure presented above, 27.8% of respondents reported an increase in PC usage, while 62.0% of respondents stated that their mobile device usage has increased compared to before the pandemic. These findings indicate a heightened reliance on digital media during the pandemic. Furthermore, the use of emerging digital media formats such as the metaverse has also witnessed growth during the COVID -19 pandemic, further amplifying the ongoing process of digital transformation.

2) Increasing Influence of the Global Platform Operators

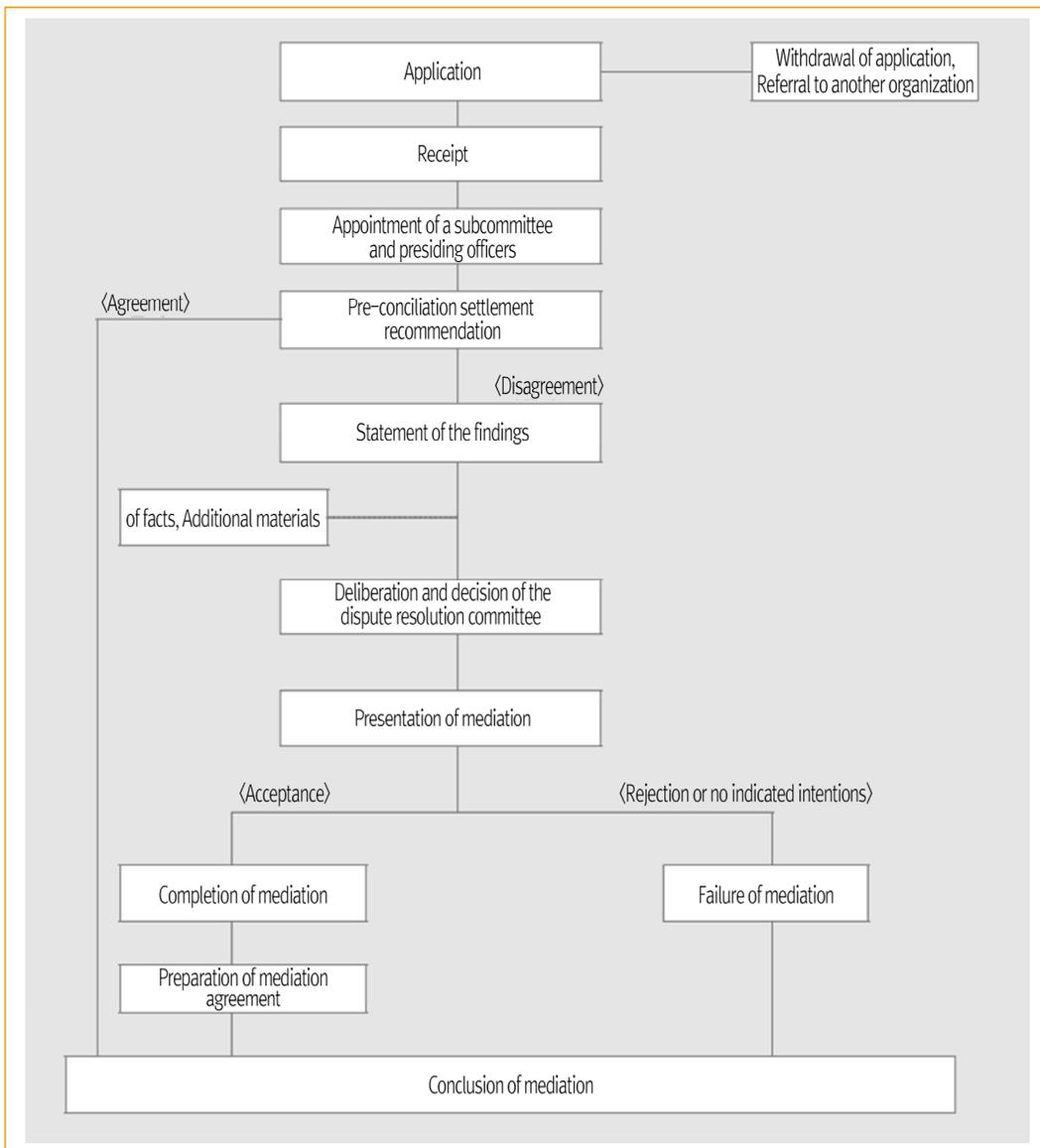
Korea stands out as one of the few countries where domestic content holds a strong competitive edge, and domestic platform operators like Kakao and portals hold a significant share of the digital market. However, the influence of global operators in the digital media market is growing. Similar to the global landscape, Netflix dominates the SVOD market in Korea, while YouTube dominates the AVOD market. Unlike the international scene, domestic operators like TVing and Wave have managed to establish higher competitiveness compared to global operators such as Disney Plus, a global SVOD platform operator apart from Netflix. Consequently, other global operators have faced challenges entering the Korean market since the arrival of Disney Plus. However, domestic operators are experiencing financial challenges in supplying the high costs of content in a fiercely competitive environment.

In the current landscape, SKB and Netflix find themselves in conflict over network fees, resulting in an ongoing lawsuit. Furthermore, there have been claims of underpayment by Google. Additionally, the issue of Netflix acquiring intellectual property rights for domestic content remains a persistent concern. Alongside these mentioned challenges, it is crucial to develop a strategic response to address the increasing influence of global operators.

3) Disputes Between Operators

As the digital media landscape expands and competition becomes more intense, disputes between operators are becoming increasingly common. These disputes manifest in various forms, including conflicts between content and platform providers, disputes between broadcasters and outsourced production companies, and conflicts between telecommunications carriers and global platform operators (Korea Communications Commission, Feb. 2, 2023).

Figure I -18 Flowchart of the Telecommunications Dispute Resolution



Source | Korea Communication Commission, Korea Association for ICT Promotion (2023)

The issue at hand is the limited growth potential in the domestic broadcasting and telecommunications markets. This constraint is expected to lead to an increase in disputes over revenue sharing in the future. Currently, the Korea Communications Commission plays a crucial role in mediating broadcasting and telecommunications disputes through its mediation application process. As the media landscape continues to evolve, the frequency of operator disputes is on the rise, underscoring the growing significance of effective dispute mediation.

4) Need to Establish New Media Regulations and Institutions

With the intensification of digital transformation, the media environment is undergoing a significant reorganization. Consequently, accessing the current media landscape through the legal system designed for the analog era is proving challenging. Although various efforts have been made to address this evolving environment, there is a need to undertake a fundamental restructuring of the system to adapt to the broader picture.

Table I-5 Definition of the “Online Video Service” under the 「Telecommunications Business Act」

Article 2 (Definition) 12-2. “Online video service” means an additional telecommunications service that provides video content such as video products pursuant to Article 2(12) of the Act on the 「Promotion of Motion Pictures and Video Products」 through the information and communication network.

In 2022, a new definition of “Online video service” was made in the 「Telecommunications Business Act」 to lay the groundwork for policies promoting OTT. However, it is challenging to perceive this as a comprehensive institutional improvement that can effectively drive OTT-related policies. There is a need to establish regulatory values that align with the current media landscape and undertake a broader framework review of the system to enhance its efficacy.

5) Increasing Need to Protect Users

In the aftermath of the pandemic, our dependence on media has significantly grown. Consequently, there is a growing concern regarding the repercussions on users if media platforms fail to operate adequately. Instances like the Kakao service outage in Oct. 2022 highlight the challenges users face in their daily lives when there are disruptions in media access.

In the present media landscape, it is crucial to foster an environment that allows operators to innovate freely while also ensuring adequate protection for users in the event of harm. In line with this objective, the Commission has unveiled its work plan for 2023, which encompasses reinforcing measures to prevent the dissemination of digital sexual offenses, enhancing systems to safeguard children and adolescents, and establishing a comprehensive support system to address instances of digital violence. (Korea Communications Commission, Feb. 2, 2023)





II

**Status and Policy
Objectives of the
Korea Communicatio**

II

Status and Policy Objectives of the Korea Communications Commission

1 | Overview

The Korea Communications Commission (hereinafter referred to as “the Commission”) founded pursuant to the 「Act on the Establishment and Operation of the Korea Communications Commission」 is in charge of regulating broadcasting and communications, protecting users, and the matters related to ensuring the independence of broadcasting communications. It aims to promote the freedom, public nature, and publicness of broadcasting by actively responding to the convergence of broadcasting and communications.

The key functions of the Commission include implementing broadcasting policies for terrestrial broadcasting, general programming PP, news reporting PP, advertising programming, and reviews; promoting viewer’s rights and interests; developing media diversification policies; conducting investigations and imposing sanctions against broadcasting communications business entities’ violations; implementing broadcasting and communications’ user protection policies; preventing the distribution of illegal and harmful information; introducing internet ethics; and creating a secure internet environment.

The Commission is composed of five standing commissioners, including the chairman and the vice-chairman. Of the five, two standing commissioners, including the chairman, are directly appointed by the President of the Republic of Korea. The remaining three are nominated by the National Assembly and appointed by the President¹⁾. The Commission deliberates and resolves the key issues according to the characteristics of the collegiate system.

The laws under the jurisdiction of the Commission are as below.

1) The negotiating group of the political party which the President is or was in recommends one of the three standing commissioners, and other negotiating groups recommend the other two.

II. Status and Policy Objectives of the Korea Communications Commission

Table II-1 Laws under the Jurisdiction of the Commission

Law	Description	Date Enacted and Amended
「Act of the Establishment and Operation of the Korea Communications Commission」	<ul style="list-style-type: none"> • Legal basis for the foundation, organization and administrative structure of the Commission • Duties and operational methods of the Commission, and the organization of the standards commission 	Enacted on Feb. 29, 2008 Amended on Jun. 8, 2021
「Framework Act on Broadcasting Communications Development」	<ul style="list-style-type: none"> • Establishment of the basic policy directions and plans for broadcasting and communications • Disaster management in broadcasting and communications, the establishment of the Broadcasting Communications Development Fund 	Enacted on Mar. 22, 2010 Amended on Jun. 8, 2021
「Broadcasting Act」	<ul style="list-style-type: none"> • Freedom and independence of programming and public accountability of the broadcasting • Licensing, renewal, approval and re-approval of broadcasting business 	Enacted on Jan. 12, 2000 Amended on Jun. 10, 2022
「Korea Educational Broadcasting System Act」	<ul style="list-style-type: none"> • Capital and investments of the Korea Educational Broadcasting System • Appointment of officers and the organization of the board of directors 	Enacted on Jan. 12, 2000 Amended on Oct. 19, 2021
「Foundation for the Broadcast Culture Act」	<ul style="list-style-type: none"> • Organization of officers for the Foundation of Broadcasting Culture • Legal basis for the Culture Promotion Fund 	Enacted on Dec. 26, 1988 Amended on Oct. 19, 2021
「Special Act on Assistance in the Development of Regional Broadcasting」	<ul style="list-style-type: none"> • Establishment of the plan to assist the development of regional broadcasting • Establishment and the organization of the Regional Broadcasting Development Committee 	Enacted on Jun. 3, 2014 Amended on Jun. 9, 2020
「Act on Broadcasting Advertising Sales Agencies, Etc.」	<ul style="list-style-type: none"> • Licensing of broadcast advertising sales agencies and restrictions on their ownership • Balanced development of broadcast advertising 	Enacted on Feb. 22, 2012 Amended on Dec. 29, 2020
「Internet Multimedia Broadcast Services Act」	<ul style="list-style-type: none"> • Licensing of internet multimedia broadcast services • Guarantee of fair competition 	Enacted on Jan. 17, 2008 Amended on Jan. 11, 2022
「Act on the Protection, Use of Location Information」	<ul style="list-style-type: none"> • Classification of business operators and the system for market entry • Use of personal location data by emergency aid agencies 	Enacted on Jan. 27, 2005 Amended on Oct. 19, 2021
「Act on the Promotion of Information and Communications Network Utilization and Information Protection, Etc.」	<ul style="list-style-type: none"> • Restriction of the collection and use of personal data • Guarantee of the information network security 	Enacted on May 12, 1986 Amended on Jun. 10, 2022
「Mobile Device Distribution Improvement Act」	<ul style="list-style-type: none"> • Prohibition on discriminatory subsidization and the announcement of subsidies • Restriction on forming independent contracts related to subsidies 	Enacted on May 28, 2014 Amended on Dec. 29, 2020
「Telecommunications Business Act」	<ul style="list-style-type: none"> • Classification of services and business operators, competition promotion and fair competition system • Protection system for network users 	Enacted on Dec. 30, 1983 Amended on Jun. 10, 2022
「Radio Waves Act」	<ul style="list-style-type: none"> • Procedure for the distribution, allocation, the recollection and reallocation of frequency bands • Procedure for the use of radio stations, including licensing and inspection 	Enacted on Dec. 30, 1961 Amended on Nov. 30, 2021

Note | Includes legislation under the jurisdiction of the Ministry of Science and ICT.

2 | Organization and Functions

a. Organizational Status

Figure II-1 The Standing Commissioners of the Fifth-Term Commission

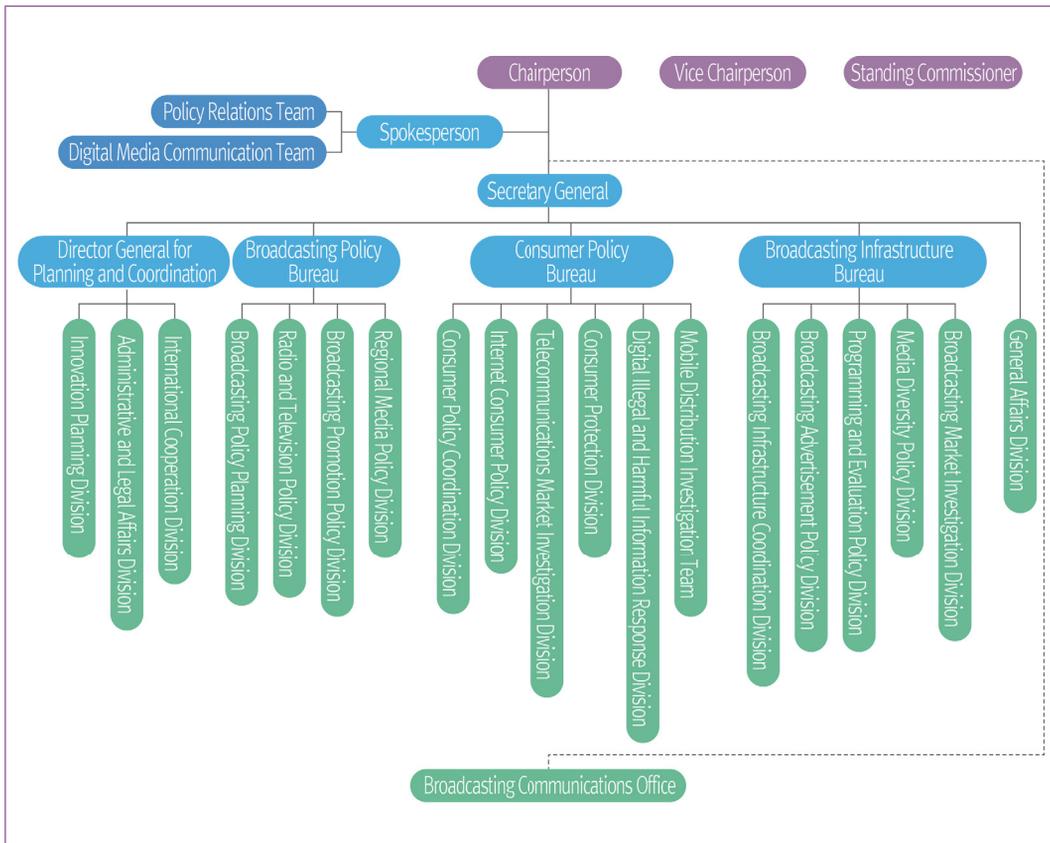
	<p>Sanghyuk Han, Chairman</p> <p>Chairman Han earned his bachelor's degree in Law at Korea University (1989) and master's degree in journalism at Chung-Ang University (2010). He passed the 40th judicial exam (1998) and served as an Executive Advisor at the Telecommunications Convergence Promotion Committee (2006~2007), Guest Editorial Commissioner at Media Today (2006~2009), Commissioner at the local Press Commission (2007~2010), Policy Commissioner and Co-representative of the Citizens' Coalition for Democratic Media (2008~2019), Director of the Foundation for Broadcast Culture (2009~2012), visiting professor of the Department of Media Communication at Chung-Ang University (2013~2019), Special Commissioner at the Special Advertising Committee, Korea Communications Standards Commission (2014~2016) and auditor at the Free Journalism Foundation (2019).</p>
	<p>Hyounghwan Ahn, Vice Chairman</p> <p>Vice-Chairman Ahn graduated from Seoul National University with a bachelor's degree in Western History (1986), received a master's degree in Public Administration from Harvard University (2005), and a Ph. D. in Political Science from Gyeonggi University (2017). Ahn was a reporter at the Korean Broadcasting System (1991~2008), then served as the 18th National Assembly member (2008~2012), the Spokesperson of the Hannara Party (2010~2011), Co-President of the Korean Taxpayers Alliance for Tax Accountability (2012~2017), and research professor at the Graduate School of Journalism and Mass Communications, Hanyang University (2018~2019).</p>
	<p>Hyun Kim, Commissioner</p> <p>Kim graduated from the Department of History at Hanyang University (1989), joined the Peace Democratic Party in 1988 as one of the 98 people and served at the Peace Democratic Unification Research Association. Kim served as the Administrative Officer of the Press Support Office under the Roh Moo Hyun administration and then Press Support Officer of the Press Support Office (Director of Communications 2003~2007). Kim became the 19th National Assembly member (2012~2016) during which she participated as a member of the National Assembly's Safety Committee, Information Committee and Foreign Affairs and Unification Committee. Kim was the Spokesperson of the Democratic Party of Korea (2017~2018), and the Third Deputy Secretary General of the Democratic Party of Korea (2018~2020).</p>
	<p>Hyojae Kim, Commissioner</p> <p>Kim earned his bachelor's degree in Sociology at Korea University (1980) and master's degree in Journalism at Korea University (2010) and was a visiting fellow at the School of Foreign Service, Georgetown University (1992). Kim served as the Society Division Vice Editor, International Division Editor, Culture Division Editor, Vice Editor-in-Chief at Chosun Ilbo (1979~2005), and Editorial Writer of Chosun Ilbo (2004). Kim went on to become a member of the 18th National Assembly and served as a member of the Culture, Sports and Tourism Committee, Foreign Affairs and Trade Committee, Information Committee (2008~2011), Senior Secretary to the President for Political Affairs (2011), and visiting professor at the Graduate School of National Security, Korea National Defense University (2013~2014).</p>
	<p>Changryoung Kim, Commissioner</p> <p>Kim graduated from Konkuk University with a bachelor's degree in Dairy Science (1985), earned his master's degree from the Department of Journalism at City, University of London (1987) and Ph. D. in Journalism from Cardiff University (1993). Having started his career as a Seoul foreign correspondent at Associated Press (1987~1988) and a reporter of the editorial bureau at Kukminilbo (1988~1995), Kim went on to serve as a visiting research fellow at the Korean Journalism Research Institute (1997~1999), arbitration commissioner at the Press Arbitration Commission (2003~2009), deliberative commissioner at the Korea Broadcasting Commission (2006~2007), and the professor at the Department of Mass Communication, Inje University (1999~2019).</p>

II. Status and Policy Objectives of the Korea Communications Commission

Under the 「Organizational System of the Korea Communications Commission and its Affiliation」 (Presidential Decree No. 33065, enforced on Dec. 13, 2022), the Commission consists of one secretariat, three bureaus, two director generals, 18 divisions (directors), three teams and one affiliate organization. The detailed organization is as shown in [Figure II -2].

The major revision in 2022 included the establishment of the Digital Illegal and Harmful Information Response Division (Dec. 22, 2022) to effectively combat illegal harmful content on the Internet, including digital sex offenses. To support this efforts, three additional personnel were allocated, including one in grade 4, one in grade 5, and one in grade 7. Furthermore, we increased the number of personnel responsible for monitoring disaster broadcasts by one (grade 6) to ensure the prompt dissemination of information related to social and natural disasters such as COVID -19, typhoons, and earthquakes. Additionally, one personnel (grade 5) was added to enhance accessibility for the visually and hearing impaired. In line with the gradual recovery of daily life from COVID -19, the Covid-19 Disaster Broadcasting Response Team, which had reached its expiration, was abolished. Instead, the Media Strategy and Planning Division was established as a temporary organization (Dec. 13, 2022- Jun. 12, 2023) to develop future media strategies in response to the rapidly changing media landscape.

Figure II-2 Organizational Chart of the Commission



b. Responsible Services of the Commission and Division of Duties

Pursuant to Article 11 of the 「Act on the Establishment and Operation of the Korea Communications Commission」, the following matters shall be duties under its jurisdiction:

1. Matters concerning policies on broadcasting advertising, policies on the evaluation of programming, planning for broadcasting promotion, planning for broadcasting policies, policies on terrestrial broadcasting and policies on broadcasting channels;
2. Matters concerning the overall control of research and planning, market surveys on broadcasting and communications, protection of the users of broadcasting and communications, promotion of the viewers' rights and interests and ethics relating to personal data protection;
3. Matters concerning the management of frequencies used for broadcasting services; and
4. Other matters stipulated as the function of the Commission by this Act or other Acts.

Pursuant to Article 12 of the Act, the Commission shall deliberate on and resolve the following matters from duties under its jurisdiction:

1. Matters concerning the basic plans for broadcasting and those on the communications regulations;
2. Matters concerning the recommendation of the directors and appointment of auditors for the Korean Broadcasting System;
3. Matters concerning the appointment of the directors and auditors for the Foundation for Broadcasting Culture;
4. Matters concerning the appointment of the chief executive officer, directors and auditors for the Educational Broadcasting System;
5. Matters concerning the research and assessment of media diversity;
6. Matters concerning the licensing and license renewal granted to terrestrial broadcasting business entities and community radio broadcasting business entities;
7. Matters concerning the approval for the program providing business entities using broadcasting channels for general programming or specialized programming in news reporting;
8. Matters concerning the licensing, license renewal, and permission for a change granted to satellite broadcasting business entities, CATV, and CATV relay broadcasting business entities, and the enactment, amendment, and repeal of the relevant statutes;
9. Matters concerning the permission, revocation, and approval for broadcast advertising sales agencies according to the 「Act on Broadcasting Advertising Sales Agencies, Etc.」;
10. Matters concerning the investigation into and restrictions on prohibited acts by broadcasting business entities;

II. Status and Policy Objectives of the Korea Communications Commission

11. Matters concerning the investigation into and restrictions on prohibited acts by broadcast advertising sales agencies;
12. Matters concerning the investigation into and restriction on prohibited acts by telecommunications business entities;
13. Matters concerning the mediation of disputes between and among broadcasting and telecommunications business entities or disputes between business entities and users, etc.;
14. Matters concerning the mediation of disputes between the broadcast advertising sales agencies, etc.;
15. Matters concerning the response to complaints from viewers as well as the protection of the users of broadcasting and communications;
16. Matters concerning the operation of the Community Media Foundation;
17. Matters concerning the guarantee of universal watching and listening rights;
18. Matters concerning the organization and operation of the Broadcast Review Committee;
19. Matters concerning the restrictions, etc. on the share of the audience of broadcasting business entities;
20. Matters concerning the disciplinary measures pursuant to the deliberation and resolution by the Korea Communications Standards Commission;
21. Matters concerning the organization and operation of the Regional Broadcasting Development Committee;
22. Matters concerning the research on and assistance for broadcasting and communications regulations;
23. Matters concerning the international cooperation with respect to the broadcasting and communications regulations;
24. Matters concerning the management of frequencies used for broadcasting services;
25. Matters concerning the operation, programming, sales, etc. of broadcast programs and broadcast advertising;
26. Matters concerning the organization, management, and operation of funds related to broadcasting and communications;
27. Matters concerning the enactment, amendment, and repeal of the statutes concerned, as well as the regulations of the Commission;
28. Matters concerning the Commission's budget and budget planning; and
29. Matters on which the Commission has deliberated on or resolved pursuant to the Act or other Acts.

Each department of the Commission is responsible for the duties specified in [Table II -2]

Table II-2 Duties of the Commission's Departments

Departments		Job Description
Spokesperson	Policy Relations Team	<ul style="list-style-type: none"> • Develop promotion plans for and coordinate the Commission's duties • Manage the matters related to presentations outside the Commission regarding its works, support briefings • Support media activities • General management, inspection and evaluation of policy communications • Support public relations planning for each division
	Digital Media Communication Team	<ul style="list-style-type: none"> • Develop and implement the digital policy communications plan • Plan and produce digital policy communications content • Operate a digital policy communications channel • Monitor and evaluate the Commission's digital policy communications activities • Operate an online spokesperson and policy press group, etc.
Director General for Planning and Coordination	Innovation Planning Division	<ul style="list-style-type: none"> • Establish, coordinate and adjust the major plans and policies • Responsible for the general management of the Commission, and the management of its organization and personnel • Responsible for developing mid-term financial plans and budget organization, allocation and execution • Responsible for budget expenditure, distribution of administrative expenses, asset management and the settlement of expenditures • Manage income and bonds • Manage the Commission and its affiliated organizations' policy tasks and governmental innovations • Develop, manage and coordinate the master plan and business plan for promoting information • Develop plans for, coordinate and control national emergency, security and disaster management
	Administrative and Legal Affairs Division	<ul style="list-style-type: none"> • Develop and implement plans for performance management and regulatory reform • Review and coordinate the concerned laws and administrative rules • Appoint officers for the Korean Broadcasting System, the Korea Educational Broadcasting System and the Foundation for Broadcast Culture • File, review and archive the Commission's meeting agendas • Operate the service and information center, develop and implement a comprehensive plan for handling complaints • Responsible for the general management and coordination of works related to the political parties and the National assembly
	International Cooperation Division	<ul style="list-style-type: none"> • Responsible for international cooperation policies, such as inter-governmental cooperation in broadcasting and communications regulations • International cooperation policy, including intergovernmental cooperation on broadcasting and telecommunications regulations • Responsible for WTO, FTA, etc. negotiations on broadcasting and communications • Inter-Korean broadcasting and communications exchanges • Responsible for the matters related to concluding co-production international agreements
	Media Strategy and Planning Division	<ul style="list-style-type: none"> • Establish and coordinate future media strategies and policies • Establish and coordinate measures to strengthen media industry competitiveness and publicity • Policy research and external consultation on establishing future media strategies and policies

II. Status and Policy Objectives of the Korea Communications Commission

Departments		Job Description
Broadcasting Policy Bureau	Broadcasting Policy Planning Division	<ul style="list-style-type: none"> • Establish and implement public broadcasting policies • Establish and implement policies regarding the license fees • Establish and implement policies to ensure the public interest of broadcasting • Enact and amend the laws relevant to broadcasting business entities under the Commission's jurisdiction
	Radio and Television Policy Division	<ul style="list-style-type: none"> • Establish and implement the terrestrial broadcasting policy • Establish and implement policies related to the licensing, license renewal and permission for a change of terrestrial broadcasting business entities • Approval of mergers and acquisitions of terrestrial broadcasters and changes in majority shareholders, etc. • Establish and implement policies related to broadcasting disasters and disaster broadcasting
	Broadcasting Promotion Policy Division	<ul style="list-style-type: none"> • Responsible for the approval and reapproval of the general service program providers, establish policies for the general service program providers • Responsible for broadcasting frequency, development and implement plans for the efficient use of frequency • Responsible for the approval, reapproval, permission for a change of new media such as CATV broadcasting business entities, and obtaining consent for the enactment and amendment of laws • Responsible for establishing policy on public interest and channels for disabled people, and for the selection and recognition of such like
	Regional Media Policy Division	<ul style="list-style-type: none"> • Establish and implement the policies related to the development of regional broadcasting • Establish and implement a terrestrial DMB policy, manage its approval and reapproval • Monitor and manage the Community Media Foundation and establish a media education policy • Establish and implement policies for the promotion of viewer rights and interests
Consumer Policy Bureau	Consumer Policy Coordination Division	<ul style="list-style-type: none"> • General management of broadcasting and communications user protection policy • Enact, amend and analyze laws related to the broadcasting and communications user protection • Manage telecommunications finances and the resolution of disputes • Establish, operate and improve the system for the Communications Dispute Conciliation Committee • Establish and operate an Internet damage counseling center
	Internet Consumer Policy Division	<ul style="list-style-type: none"> • Establish an information and communications network user protection policy, and enact and amend laws • Develop and distribute a user identification method • Develop and adopt measures to prevent the transmission of illegal commercial information, and regulate and control illegal commercial information • Develop and adopt measures to promote cyber ethics • Establish an industrial policy and location information promotion and protection policy
	Telecommunications Market Investigation Division	<ul style="list-style-type: none"> • Improve systems to ensure a fair competition environment for the communications market • Investigate and impose corrective actions against the violations of laws by communications business operators • Analyze the communications market trend and conduct market monitoring

Departments		Job Description
Consumer Policy Bureau	Consumer Protection Division	<ul style="list-style-type: none"> • Improve the communications service user protection system • Educate and promote the use of communications services and damage prevention • Conduct fact-finding investigations and take corrective action against tele-communications business entities for undermining user interests
	Digital Illegal and Harmful Information Response Division	<ul style="list-style-type: none"> • Implement the determinations on communications by the Korea Communications Standards Commission • Cooperate with other related organizations in blocking illegal information in the information and communications network • Protection of youth in the information and communications network • Establish policies to prevent the distribution of illegal and harmful information in the information and communications network
	Mobile Distribution Investigation Team	<ul style="list-style-type: none"> • Monitor the mobile communications terminal devices market and develop investigation plans • Matters concerning the prohibition on the discriminative subsidy payment for the mobile communications terminal devices, restrictions on excessive payments and operating a system for publicly notifying the terms and conditions of the subsidy payments • Investigate and impose sanctions against any unfair practices of mobile communications business operators and distributors under the Mobile Device Distribution Improvement Act
Broadcasting Infrastructure Bureau	Broadcasting Infrastructure Coordination Division	<ul style="list-style-type: none"> • Develop and implement a system to ensure universal access rights, and enact and amend laws • Establish and implement policies related to the broadcasting language, support the establishment of the broadcast review policy • Select and present awards for outstanding programs and develop the methods to use them • Establish and support children and youth protection policies for broadcasting programs
	Broadcasting Advertisement Policy Division	<ul style="list-style-type: none"> • Amend the laws and reform regulations related to broadcasting advertisement and sponsorship • Responsible for the broadcasting advertisement sales agencies' competition policy • Provide broadcast advertising assistance for SMEs, establish and implement policies to promote public advertisements • Monitor violations related to broadcasting advertisements and sponsorship announcements
	Programming and Evaluation Policy Division	<ul style="list-style-type: none"> • Responsible for matters related to the enactment and amendment of production outsourcing laws, establish and implement the relevant policies • Develop the basic plan for broadcast evaluation, undertake the review, enact and amend relevant laws • Announce the programming ratio of each program, establish and implement the mid-to-long term broadcast programming policies • Conduct the surveys of viewer assessment, establish and implement the relevant policies
	Media Diversity Policy Division	<ul style="list-style-type: none"> • Develop and implement the master plan on the diversity of opinions in broadcasting • Develop and implement the basic plan for the broadcasting market competition evaluation • Investigate and determine the share of audience by broadcasting business entities • Develop and implement policies to assist those with limited access to broadcasting such as those with disabilities

II. Status and Policy Objectives of the Korea Communications Commission

Departments		Job Description
Broadcasting Infrastructure Bureau	Broadcasting Market Investigation Division	<ul style="list-style-type: none"> Investigate the illegal activities of operators and take the corrective measures Regulatory reform to ensure fair competition in the broadcasting market Announce broadcasting business entities' asset status and conduct business analysis Responsible for directing the broadcasting related dispute settlement
General Affairs Division		<ul style="list-style-type: none"> Manage personnel, awards, disciplinary actions, employee training and the remuneration of the Commission and its affiliate organizations' government employees Responsible for auditing the Commission and its affiliate organizations, investigate and manage complaints and the violation of laws Assist the commissioners, manage protocol and the security of the complex Purchasing and procurement for the Commission inventories and more Manage the Commission's facilities and state-owned property
Broadcasting Communications Office		<ul style="list-style-type: none"> Investigate and manage the programming ratio Recognize domestically produced broadcast programs and animations Recognize outsourced broadcast programs Responsible for licensing the assistant terrestrial broadcasting stations Conduct investigations and impose administrative measures against illegal spam Conduct the inspection of information and communications service providers Impose administrative fines

c. Public Organizations and Related Organizations Under the Jurisdiction of the Commission

The Korea Broadcasting Advertising Corporation (KOBACO) and Community Media Foundation (CMF) are public organizations under the jurisdiction of the Commission, and the Korean Broadcasting System (KBS), Korea Educational Broadcasting System (EBS) and the Foundation for Broadcast Culture (FBC) are the related organizations under the jurisdiction of the Commission. Their legal basis and key functions are outlined in [Table II-3, 4].

Table II-3 Public Organization Under the Jurisdiction of the Commission

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcast Advertising Corporation (KOBACO)	President	Baekman Lee	Article 24 of the 「Act on Broadcast Advertising Sales Agencies, Etc.」	Manage projects to promote broadcast advertising sales agencies and the balanced development of broadcast advertising
Community Media Foundation (CMF)	Chairman	Hangye Cho	Article 90(2) of the 「Broadcasting Act」	Promote viewer rights and interests, encourage viewer participation

Note | The Community Media Foundation (CMF) has been designated as a public organization on Feb. 3, 2016

Table II-4 Related Organizations

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcasting System (KBS)	President	Euicheol Kim	Article 43 of the 「Broadcasting Act」	Broadcast home and abroad, promote broadcasting culture and manage relevant projects as the national key broadcasting service
Korea Educational Broadcasting System (EBS)	President	Yuyeol Kim	Article 7 of the 「Korea Educational Broadcasting System Act」	Provide broadcasting content on education, knowledge, information, culture and conduct R&D related to educational broadcasting
Foundation for Broadcast Culture (FBC)	Chairman	Taeseon Kwon	Article 5 of the 「Foundation for the Broadcast Culture Act」	Conduct research and offer academic projects to advance and develop broadcasting culture

d. Budget Expenditure in 2022

The budget expenditure for 2021 is a total of KRW 256.1 billion. By budget, KRW 50.7 billion was allocated to the general accounts, while KRW 205.4 billion went to the Broadcasting Communications Development Fund. By area, KRW 69.3 billion was allocated to communications and KRW 186.8 billion to broadcasting (including culture and tourism). By function, payroll accounts for KRW 23.9 billion, basic expenses were KRW 4.4 billion, and key services cost KRW 227.8 billion. The details are shown in [Table II-5].

Table II-5 Budget Expenditure of the Commission in 2022

(Unit : KRW 100 million)

Classification		2021 (A)	2022 (B)	Change (B-A)	%	
Total Expenditure <I+II>		2,472	2,561	89	3.6	
(Total=Total Expenditure+Fund Management Costs+Internal Transaction+Surplus Funds)		(14,418)	(13,910)	(Δ508)	(Δ3.5)	
By Source	I. General Budget Accounts	521	507	Δ14	Δ2.7	
	II. Broadcasting Development Fund	1,952	2,054	102	5.2	
	(Total=Expenditure+Fund Management Costs +Internal Transaction+Surplus Funds)		(14,418)	(13,910)	(Δ508)	(Δ3.5)
	① Expenditure	Subtotal (㉑+㉒)	12,532	12,497	Δ35	Δ0.3
		㉑ Korea Communications Commission	1,952	2,054	102	5.2
		㉒ Ministry of Science and ICT	10,580	10,443	Δ137	Δ1.3
	② Fund Management Costs	44	43	Δ1	Δ2.3	
	③ Internal Transaction(Commission Funds Deposited)	84	144	60	71.4	
④ Indemnification Expenditure(Fund Surplus Management)	1,758	1,226	Δ532	Δ30.3		

II. Status and Policy Objectives of the Korea Communications Commission

Classification		2021 (A)	2022 (B)	Change (B-A)	%
By Area	☐ Communications	674	693	19	2.8
	☐ Broadcasting (Culture and Tourism)	1,798	1,868	70	3.9
By Function	☐ Payroll	240	239	Δ1	Δ0.4
	☐ Basic Expenses	43	44	1	2.3
	☐ Major Project Costs	2,189	2,278	89	4.1
	① Broadcasting Infrastructure Improvement and Promotion of Viewer Rights and interests	1,018	1,075	57	5.6
	② Creating a Fair Competition and Safe Information Use Environment	239	271	32	13.4
	③ Promoting Media Diversity and Content Competitiveness	787	792	5	0.6
	④ Operational Support for Broadcasting and Communications	145	140	Δ5	Δ3.4

Note | Δ : Decrease

e. Status of the Government Initiated Legislation in 2022

In 2022, the Commission presented an Amendment to the 「Framework Act on Broadcasting Communications Development」(draft) to the National Assembly in Dec. 2022. This Amendment proposed obligations for KBS, the primary broadcaster of disaster broadcasts, to improve the provision of disaster broadcasts in Korean Sign Language, thereby aiding the viewing experience of the hearing impaired. The amendment also included obligations for terrestrial broadcasters like MBC and SBS, as well as the operators of general service and news channels, to make concerted efforts to deliver disaster broadcasts in sign language.

3 | Key Policy Achievements in 2021

The Commission has established a vision of creating a “Happy Media World with the People” where broadcasting, communication services, and media are trusted by the public, foster growth, and contribute to people’s happiness. In order to achieve this vision, the Commission places focus on several key areas. We have strengthened the public responsibility of broadcasting in the era of media convergence, enhanced media publicity, upgraded the disaster broadcasting response system, and reorganized the broadcasting financial structure to “Expand the public service of broadcasting”, support the activation of private voluntary fact-checking, and strengthen the response to false and manipulated information, strengthening the response to illegal information such as digital sex offenses and digital illegal harmful materials; “Supporting the growth of broadcasting and communication” by enhancing the vitality of the media industry, innovating the broadcast advertising regulatory system, and creating a

fair competition environment; and “Building a user-centered digital inclusive society” by resolving public inconveniences one-stop, bridging the gap in media welfare for the underprivileged, strengthening digital media communication capabilities, protecting and empowering users of the intelligent information society, and strengthening the protection of online platform users. The major policy achievements in 2021 are as follows.

a. Expanding the Public Service of Broadcasting

The KCC recognized the need to enhance the relicensing system, which was previously applied to both public and private broadcasters without differentiation. This was driven by the changing broadcasting landscape, including the occurrence of social disasters and the rise of false and manipulated information. These changes raised concerns about public broadcasters potentially neglecting their public responsibilities. To address these concerns and improve the relicensing system, the Commission aimed to establish a new evaluation system specifically tailored to public broadcasting by forming a consultative body comprised of external experts to discuss various aspects, including distinguishing the licensing and approval system based on the characteristics of each medium and operator, improving the review and evaluation methods, and increasing efficiency. Furthermore, the Commission approved a partial amendment to the 「Regulations on Broadcasting Evaluation」 to strengthen the public responsibility of broadcasting in response to changes in the broadcasting environment. They aimed to improve the evaluation method by considering the unique characteristics of each medium. Additionally, the Commission promoted the implementation of the “Public Broadcasting Agreement System” to define the distinct responsibilities of public broadcasting compared to private broadcasting and ensure their proper execution. Moreover, they worked on enhancing the process of appointing executives for public broadcasting.

In addition, to assist local broadcasting in fulfilling its role as a local media and achieving autonomous growth, we established the 「3rd Local Broadcasting Development Support Plan」 and promoted a program production support project to strengthen the competitiveness of local and small broadcasting contents in 2021. The objective was to lay a foundation for generating revenue through local broadcasting and to strengthen the overall competitiveness of local broadcasting content. To further invigorate local broadcasting, new operators were selected to revitalize community radio broadcasting. Similarly, new operators were chosen specifically for local radio in Gyeonggi Province, with a focus on providing community-oriented content. To support the revitalization of community radio broadcasting, a community radio broadcasting revitalization support group was established and actively operated.

In response to recurrent disasters like rainy seasons, typhoons, and infectious diseases, the Commission developed a comprehensive plan to enhance disaster broadcasting. This plan aimed to facilitate an efficient disaster response by establishing a dedicated disaster broadcasting general situation room. The purpose of this situation room is to swiftly disseminate vital disaster information, thereby minimizing the impact on people’s lives and property.

II. Status and Policy Objectives of the Korea Communications Commission

In addition, the Commission actively pursued the reorganization and systemic improvements of the broadcasting financial structure to uphold the public value of broadcasting and facilitate the development of the broadcasting industry. To establish a foundation for the rational calculation of reception fees, an amendment to the 「Broadcasting Act」 was proposed, paving the way for the establishment of the Reception Fee Committee that would be responsible for ensuring a fair and reasonable assessment of the reception fees. The Commission has also organized and operated a “Consultative Body for the Improvement of the System for the Combined Sales of Broadcasting Advertisements” to develop a system to support local small and medium-sized broadcasters.

b. Strengthening the Measures against Disinformation and Digital Piracy

The Commission has taken proactive steps to promote citizen participation in fact-checking through the operation of an open platform called FactCheckNet. This platform enables citizens to actively engage in fact-checking activities and contribute to the prevention of harm caused by false and manipulated information. To enhance the information discernment capabilities of ordinary citizens and strengthen their ability to combat false information, the Commission has developed a customized fact-checking curriculum. This curriculum is designed to provide citizens with the necessary skills and knowledge to evaluate and verify information accurately. Furthermore, the Commission has organized a fact-checking competition known as Fact Checkathon, which serves as a platform for citizens to showcase their fact-checking abilities. Additionally, an international conference on fact-checking has been held to raise awareness among citizens regarding false information and foster interest in fact-checking practices.

In addition, as fake news and false information related to corona such as vaccines caused social unrest, the Commission prepared a 「Comprehensive Plan to Counter Fake News on COVID -19 Vaccines」. As part of this plan, we established a dedicated bulletin board for reporting vaccine falsification information to safeguard the safety and well-being of the public by combating misinformation

To combat digital sexual offenses, the Commission has established standards for technical and administrative measures to prevent the distribution of illegal images and related content. Additionally we have implemented an institutional mechanism to prevent damage caused by the distribution of digital sexual offenses and provide swift assistance to victims by enforcing the obligation to adopt technical and administrative measures against illegal images and other related content. To support internet service providers (ISPs) in their efforts to prevent the distribution of digital harmful content, the Commission has provided standard filtering technology, enabling ISPs to implement technical measures that can effectively identify and block access to digital obscene content.

In addition, a transparency report on the handling of illegal filming submitted by major additional telecommunications providers and web hosting companies in 2020 was released, allowing users to

examine various efforts to prevent the distribution of illegal filming by each company while a support organization for the deletion of digital sexual offenses was designated to respond more swiftly to digital sexual offenses.

In addition, the Commission implemented a measure targeting “Banking Impersonation Illegal spam and Distribution Prevention” to eradicate spam messages impersonating banks, as they can be utilized for criminal activities and strengthened penalties for spam promoting illegal loans and gambling. Furthermore the Commission conducted crackdown operations targeting illegal spam related to adult advertisements, stocks, and insurance sales, arresting 17 operators and 16 suspects. The KCC also announced the results of the spam distribution status survey conducted in the first half of 2022 and strengthened activities to prevent illegal spam and mitigate public harm by promoting new business cooperation with illegal spam-related organizations.

The Commission held a series of events that include the 1st Internet and Telecommunication User Protection Merit Award; the 2021 Internet Ethics Competition Integrated Award Ceremony; 2021 University Student Internet Dream Team Online Launching Ceremony; Kick-off Meeting for the Digital Ethics Competency Enhancement of One-Person Broadcasters to strengthen the digital ethics competency of creators. Also we released the results of the 2020 Cyber bullying Survey, and launched the Jeonbuk Internet Ethics Experience Center with an aim to protect children and youth on the Internet and spread a healthy Internet ethics culture.

c. Supporting the Growth of Broadcasts and Telecommunications

In response to changes in the global media environment, the Commission announced the “Policy Plan to Revitalize the Broadcasting Market” to innovate outdated regulations in the broadcasting market and increase the vitality of the entire media ecosystem. In addition, in order to enhance autonomy and competition in the domestic broadcasting market and support the securing of key growth engines, the Korea Communications Commission improved the broadcasting programming regulations by taking into account the purpose and effectiveness of the regulations, changes in the broadcasting environment and equity among operators. We also changed and promoted plans to build a terrestrial ultra-high definition (UHD) broadcasting network and expand content programming with the evolving needs and realities of the industry, preparing a policy plan to revitalize terrestrial UHD broadcasting. In addition, in order to “revitalize the domestic audiovisual media industry” and strengthen public and public interest in response to the broadcasting and communication convergence environment, we promoted the preparation of the 「Audiovisual Media Service Act (draft)」 to regulate terrestrial radio, pay-TV, and OTT services together. By introducing the concept of “audiovisual media services” that encompasses broadcasting and OTT, the Commission proposed a regulatory and support system that comprehensively considers the purpose of competition activation, public interest, user protection, and public opinion influence for each service.

II. Status and Policy Objectives of the Korea Communications Commission

The Commission organized the “2021 International Conference on Broadcast Co-production” with the theme of “Cooperation Tomorrow, Expanding the Horizon of Co-production”. The Chairperson met with the Ambassador Sripriya Ranganathan, Ambassador of India to Korea, and exchanged views on cooperation on broadcast content exchange, including broadcast co-productions between Korea and India, and signed a Memorandum of Understanding (MOU) with Vietnam’s Minister of Information and Communications Nguyen Manh Hung to strengthen bilateral cooperation in the field of broadcasting and telecommunications, and adopted a 2022 Action Plan for the implementation of the Korea-Vietnam Broadcast Co-Production Agreement, contributing to promoting bilateral co-production exchanges and the overseas expansion of Korean broadcast content.

In addition, the Commission approved a partial amendment to the 「Enforcement Decree of the Broadcasting Act」, which allows mid-program advertisements without distinguishing between broadcasters and eases programming regulations by sector; approved the 「Notice on Detailed Standards for Continuous Programming, etc.」 to strengthen the protection of viewing rights related to mid-program advertisements; and approved amendments to the 「Rules on Sponsorship Notices, etc.」 and the 「Notice on Detailed Standards for Virtual Advertisements, etc.」 to relax some of the format regulations as part of regulatory innovation in response to an ever-changing media environment.

The Commission checked compliance with regulations related to in-program advertisements to protect viewing rights, instructed broadcasters to correct violations, held discussions on the topic of “How to Introduce a Negative Regulatory System for Broadcast Advertising” with aims to revitalize the overall broadcast market and rationalize regulations by innovating outdated regulations and establishing a regulatory system.

The Commission operates the “Broadcasting Channel Pricing Improvement Council”, a specialized council composed of industry, academia, research, and government to encourage a free and fair paid broadcasting channel transaction order, revising the “Guidelines for Paid Broadcasting Channel Contracts and Content Supply Procedures”.

The Enforcement Decree of the Broadcasting Act and IPTV Act and the Detailed Standards for Imposing Fines for the Violations of Prohibited Acts (Notification) were amended to improve regulatory equity and the rationality of imposing fines by improving the standards for calculating fines for the violations of prohibited acts by broadcasting and IPTV operators, and to strengthen the reliability and predictability of regulations by establishing standards for determining the severity of violations.

In addition, in order to create a fair trading environment in the broadcasting market, enhance the publicity of the broadcasting environment and protect the rights and interests of children and adolescents, the Commission implemented guidelines to protect the rights and interests of children and adolescents appearing in broadcasting, announced a “Policy Plan to Revitalize the Broadcasting Market”, formed a study group targeting “Improving the Working Environment of the Broadcasting Market”, and

prepared a “Plan to Improve the Method of Checking the Guidelines for Outsourcing Production Transactions”. The KCC contributed to the creation of a fair competition environment by revising the Guidelines for False and Misleading Advertisements in the Combined Sales of Broadcasting and Telecommunications to ensure that broadcasting companies do not advertise misleading content.

d. Building a User-Centered, Digitally Inclusive Society

The Commission launched the Telecommunications Dispute Mediation Support System, which provides the one-stop handling of all procedures from dispute mediation consultation to case filing and fact-finding, deliberation and mediation, and makes it easy to comprehend the progress, and published and distributed the Telecommunications Dispute Mediation Casebook, which contains major dispute mediation cases that can serve as a reference for users, to improve the convenience of public access to telecommunications dispute mediation and provide sufficient information.

In addition, the Commission announced the status of telecom operators’ response to telecom dispute mediation and disclosed the results in 2021, informing the public of the operators’ response attitude to dispute cases and the extent of their efforts to resolve disputes, and encouraging operators to actively resolve inconveniences related to telecom services.

In addition, the Commission imposed fines and penalties on the three telecommunications carriers and their distributors for violating the Mobile Device Distribution Improvement Act, imposed penalties and passed an order to improve business processing procedures on KT for delaying the opening of newly launched handsets, imposed penalties on high-speed Internet and IPTV subscribers without justification, for imposed overcharges and failing to notify important matters. The Commission has created video content on a total of six topics related to contracting and using telecommunications services, and uploaded them to platforms such as YouTube. While operating inspection teams during the pre-booking and opening periods, we announced the improved measures for high-speed internet speeds and corrective measures for prohibited behavior. We carried out preemptive activities to prevent damages that include passing a partial Amendment to the Mobile Device Distribution Improvement Act which raises the limit for additional subsidies for distributors. In addition, we promoted the amendment of the Telecommunications Business Act to prevent the unauthorized use of communication services such as voice phishing and smishing, setting payment limits to practically prevent damage to the users of Internet personal broadcasting platforms, and strengthening the protection of minors. Expanded user notification obligations for mobile operators and improved terms and conditions to enhance user choice were pursued.

In addition, the Commission set a vision of “Realizing an Inclusive Nation without a Media Gap” and prepared a “Comprehensive Plan for Media Inclusion for Marginalized Groups” for those with disabilities, who have difficulty accessing and using broadcast media due to the rapid transition to a non-face-to-face digital society. By promoting customized TVs with specialized functions for the

II. Status and Policy Objectives of the Korea Communications Commission

visually and hearing impaired who are economically and socially disadvantaged, and supporting the development of technology to equip pay-TV (IPTV) set-top boxes with features optimized for disabled individuals, smart sign language broadcasting services, and VOD production for the disabled persons, the Commission has contributed to closing the media welfare gap for the underprivileged. Additionally, we are expanding our collaboration with participating companies to develop automatic subtitle-to-sign language broadcasting conversion technology using AI and to produce content and educational materials for the developmentally disabled persons

The Commission hosted the 3rd International Conference on User Protection in the Intelligent Information Society via a live online broadcast. The conference aimed to address emerging user protection challenges resulting from the widespread adoption of AI technologies and foster an international agreement on the relevant policies.

Furthermore, the Commission presented the findings of the “Intelligent Information Society User Survey”, which examined user awareness, usage experiences, attitudes, and changes in intelligent information technology and services since the onset of the COVID -19 pandemic in 2020. Additionally, we discussed and addressed the outcomes of the evaluation of telecommunications operators’ user protection efforts in 2021. The aim was to prevent user-related harm related to telecommunications services, handle user complaints promptly and efficiently, and encourage autonomous initiatives for user protection. We held the 12th Communication Service User Week event to spread a user-centered, safe and convenient communication service usage culture.

The Commission organized a debate on the Act on the Protection of the Online Platform User with the aim of fostering a fair competition environment and safeguarding users in the platform market. During the debate, input was gathered from various stakeholders including the National Assembly, government, academia, companies, and user organizations. The focus was on discussing the unique characteristics of the online platform market, analyzing international cases, and gathering opinions from the aforementioned stakeholders. The Commission actively advocated for the establishment of a regulatory framework centered around the 「Act on the Protection of the Online Platform User」. We have formulated guidelines to promote the coexistence of online platforms and content creators while ensuring user protection. These guidelines serve as a framework to address challenges faced by the users, particularly those affected by malicious reviews and star rating manipulation. Furthermore, we have implemented policy measures aimed at safeguarding users in these areas and established the 4th Internet Council for Internet Win-win Development.

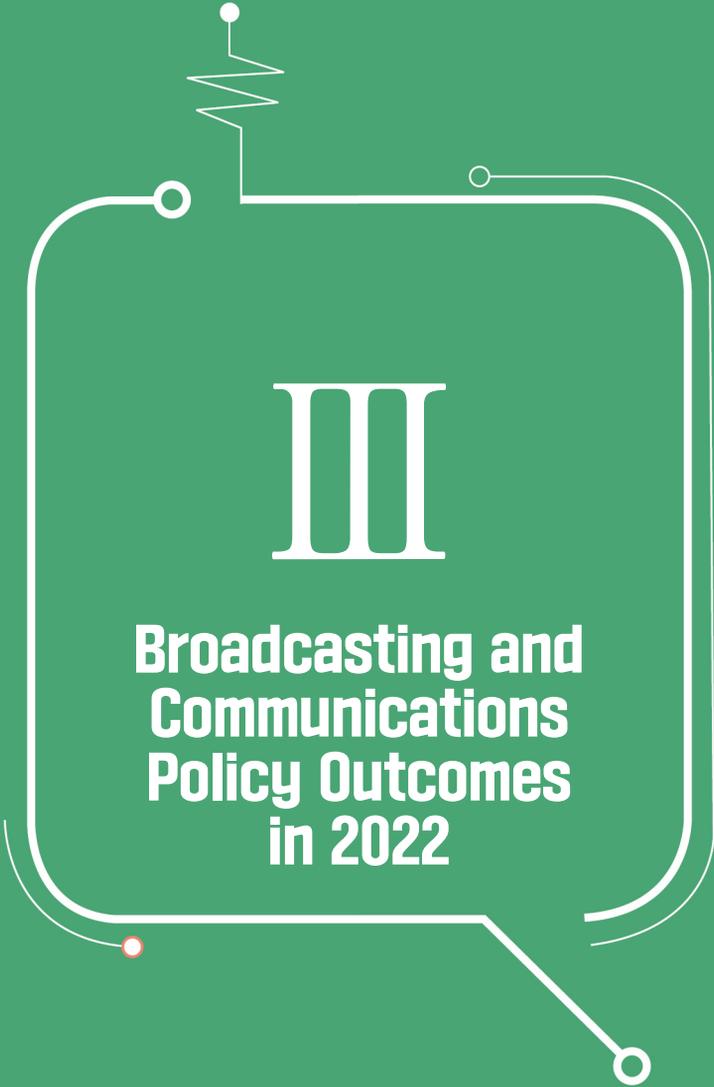
4 | Major Policy Goals in 2022

The Commission has established a vision of creating a “Happy Media World with the People”. This vision aims to foster a media landscape that is dynamic, progressive, and brings joy to everyone involved. Additionally, there are four policy goals outlined as follows: First, “Creating a Media Innovation Market Ecosystem” that involves innovating the existing system to revitalize the broadcasting market, enacting legislation that aligns with changes in the media environment, and establishing a foundation to enhance global competitiveness. Second, “Enhancing the Public Accountability of Broadcasting” that aims to strengthen the public accountability, improve the promptness and accessibility of disaster broadcasting, strengthen the reliability and transparency of media platforms, and enhance the governance of public broadcasting. Third, “Protecting users of digital platforms:” that focuses on establishing a self-regulatory system for digital platforms, strengthening the ecosystem of the app market, and developing a new business system centered around user needs. Forth, “Resolving Public Inconveniences in Broadcasting and Communication” that involves promptly addressing the cases of public inconvenience, strengthening responses to digital violence such as illegal and harmful information, improving media access for all citizens, and enhancing the effectiveness of user damage relief measures.

Figure II-3 Vision and Policy Objectives







III

**Broadcasting and
Communications
Policy Outcomes
in 2022**



Broadcasting and Communications Policy Outcomes in 2022

Chapter 1 Create an Innovative Media Market Ecosystem

1 | Innovate the Current System to Revitalize the Broadcast Market

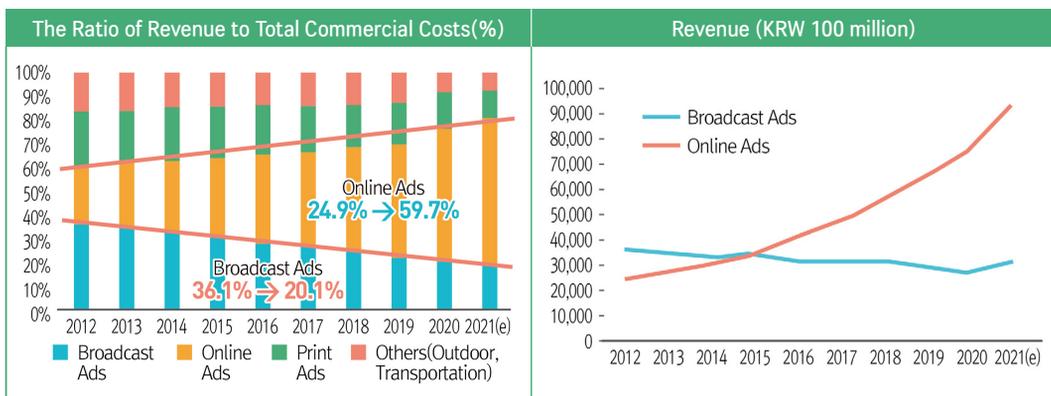
a. Transform the Negative Regulation for Commercials

At its 6th plenary meeting on Feb. 16, 2022, the Commission discussed “Matters relating to the Promotion of Improvements to the Broadcast Advertising System Includes Transforming a Negative Regulatory System for Broadcast Advertising”.

The current regulatory system of the broadcasting law, which permits only the specific types of broadcast advertisements, has faced criticism for its complexity and absence of formal regulations. This has made it challenging to adapt to swiftly evolving media environments.

In addition, as media user behavior diversifies and shifts to online and mobile, online advertising, which is largely unregulated, is growing rapidly, while broadcast advertising revenues continue to decline, making it difficult for the broadcast industry to continue to grow.

Figure III-1 Broadcast Advertisement Revenue



Source | Broadcast Telecom Advertising Costs Survey 2022

III. Broadcasting and Communications Policy Outcomes in 2022

In response, the Commission agreed to move to a negative regulatory system of permissive and prohibitive principles, allowing broadcast advertisements freely unless exceptionally prohibited, while strengthening the post-regulatory system for exceptionally prohibited cases and introducing a viewer impact assessment system to protect viewers.

The Commission emphasized that the reform of the broadcast advertising system marks a significant regulatory innovation, the first of its kind in over 50 years since the implementation of segmented regulations for different types of advertisements in 1973. As a result, it is essential to engage in thorough public discussions regarding each issue related to the reform.

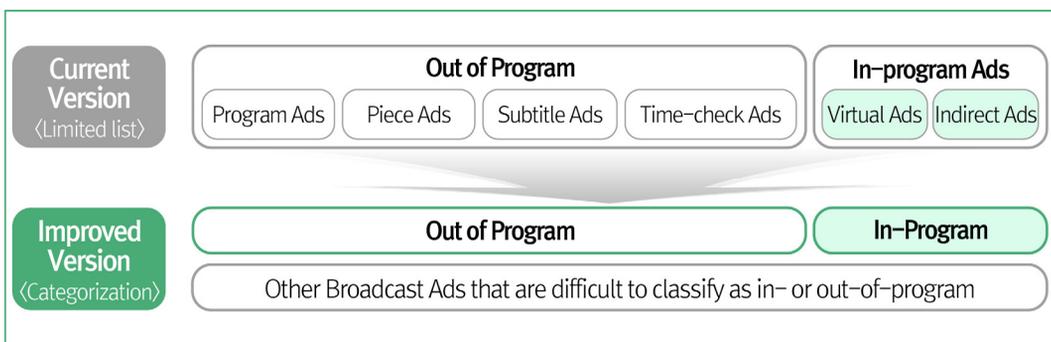
On the agenda for discussion, the first item is to establish the fundamental principles for broadcast advertising that can be universally applied to all types of ads, irrespective of their nature.

Table III-1 Basic Principles on Broadcast Advertising (draft)

① (Autonomy and responsibility of broadcast advertisements) Unless prohibited or restricted, broadcast advertisements operate autonomously and responsibly.
② (Distinction between broadcast advertisements and programs) Clearly distinguishing broadcast advertisements from broadcast programs to avoid confusion.
③ (Ensuring the independence of broadcasting) Prohibiting advertisers from unduly influencing the planning, organization, and production of broadcast programs.
④ (Balanced advertising exposure) Broadcasters must balance the duration and size of broadcast advertisements to ensure that viewers are not exposed to excessive levels of broadcast advertisements.
⑤ (Protection of children and minors) Broadcasters must protect children and minors from the harmful effects of broadcast advertising and ensure that broadcast advertising does not mislead or offend viewers or limit their choices.

Second, it is necessary to comprehensively regulate the limited seven types of broadcast advertisements by categorizing them into in/out of program, and other broadcast advertisements.

Figure III-2 Broadcast Advertisement Types (7 → 3)



Specifically, the Commission plans to consider allowing out-of-program (before, during, and after a program) ads within a range of daily totals (e.g. 17/100 of a day's total programming time) and in-program ads within a range of program genres (e.g. within 10/100 of a day's total programming time) for entertainment, arts and culture, and sports reporting.

Second, in order to protect viewers, current regulations that includes the regulation of interstitials, the fact of inclusion of advertisements, the prohibition of in-program advertisements for items with limited advertising time (e.g. alcohol, loans, etc), and regulations for the protection of children (Ad disclaimers, limiting the number of minutes of advertising per show and prohibiting in-program advertising) need to be maintained as exceptions under the negative regulation system.

Third, the Commission plans to consider applying exemptions to local and small broadcasters that have difficulty securing financial resources for content production with the purpose to enhance their autonomy and creativity to secure competitiveness by exceptionally relaxing regulations on advertising time, sponsorship notification methods, and advertising items.

Table III-2 Social Discussion Required Agenda (draft)

Classification		Key Items	
Direction on Improving the Broadcast Advertising System	Categorizing Broadcast Ads	<ul style="list-style-type: none"> • Categorize the current 7 types of broadcast ads into in-program, out-of-program, and other broadcast ads. • Provide broadcast advertising guiding principles to protect viewers, and allow broadcast advertising to operate within those principles with autonomy. 	
	Broadcast Ad Types	Out-of-Program Ads	<ul style="list-style-type: none"> • Abolish advertising time per hour of programming (up to 20/100) and allow advertising freely within the total amount in principle. e.g. Allow program ads within 17/100 of the daily program time, but separate time slots. • Exceptionally, child protection (commercial breaks, limitations on the number of commercials per hour) and in-program ad regulations are maintained.
		In-Program Ads	<ul style="list-style-type: none"> • Consider allowing virtual and indirect advertising in entertainment, education, sports broadcasting, and sports reporting in light of the current virtual and indirect advertising categories. • Allow in-program broadcast ads within a certain range of program time (e.g. 10/100) • Exceptions include child protection (no ads in the program), ad disclosure, and item restrictions.
		Other Ads	<ul style="list-style-type: none"> • Define other broadcast ad types in case they are both in-program and out-of-program or hard to categorize as either.
	Applying for Regulatory Exemptions	<ul style="list-style-type: none"> • Consider lowering the obligation to comply with the broadcast advertising and sponsorship notice regulations to enhance the autonomy and creativity of local, medium, and small broadcasters or PPs that have difficulty securing financial resources for content production, so that they can gain a competitive edge. 	
Protecting Viewing Rights		<ul style="list-style-type: none"> • Adopt an assessment system on viewer impact to minimize any infringement of viewing rights that may result from the introduction of negative regulation. • With the introduction of the negative regulatory system, measures to strengthen the post-regulatory system for exceptional prohibitions (introduction of fines, correction and cease-and-desist orders for violations) and the addition of prohibited acts of similar broadcast advertisements, etc. 	

III. Broadcasting and Communications Policy Outcomes in 2022

Fourth on the agenda is the implementation of measures to minimize the infringement of viewing rights that may arise as a result of the introduction of a more stringent regulatory system. To address this concern, the Commission plans to establish a viewer impact assessment system that is designed to evaluate the potential effects on viewers caused by new types of broadcast advertising. If a particular form of advertising is found to violate the principles of broadcast advertising, it will be promptly incorporated into the regulatory system, and the appropriate measures will be considered to protect the viewers' rights.

Fifth, in response to the deregulation of broadcast advertising, we will consider strengthening the post-regulation measures of penalties system and others to improve regulatory effectiveness.

The Commission has collected opinions from broadcasters, experts, civil society organizations, and the general public through meetings, consultations, and the KCC's website (People's Thinking Box, <https://www.kcc.go.kr>) on the direction of system improvement and the agenda for social discussion, and plans to submit legislation to the National Assembly through the operation of the consultative committee that have held eight meetings to date and the collection of additional stakeholder opinions.

b. Improve the Regulation on Ownership and Cross-Ownership of Broadcasters

With the rapid growth of new types of media services such as OTT, the influence of traditional media such as terrestrial broadcasting and pay-TV (SO, IPTV, satellite) has significantly weakened, and the media industry structure has diversified around content and platforms. With the inauguration of the new government, it became necessary to lay the groundwork for major policies in the broadcasting sector over the next five years, including preparing legislation that reflects these changes in the media environment and regulating the public accountability of public and private broadcasters. As part of this, in response to changes in the media environment and growth in the size of the national economy, the need for realizing terrestrial ownership regulations (based on large companies (KRW 10 trillion) and cross ownership 7%) and joint operation regulations with pay-TV was raised. The current ownership and cross ownership regulations for terrestrial, broadcast, and news PPs have been in place since 2008, and changes in the media environment, such as economic growth (78.2% increase in GDP) and the revitalization of the OTT industry, have raised the need for improvement. As there are various interests in deregulation as a system to ensure the independence, fairness, and diversity of broadcasting, the Commission promoted the improvement of the ownership regulations of broadcasting conglomerates and the inter-terrestrial and terrestrial-paid broadcasting joint operation regulations to revitalize the domestic media industry.

By improving the ownership and management regulations of broadcasters, the KCC sought to reflect the growth of the national economy and changes in the media environment in the ownership and management regulations and to strengthen the fulfillment of public responsibilities. First of all, the Commission conducted a public consultation (Jul-Aug) with stakeholders such as the broadcasting and media industry and civil society organizations to confirm the positions of various parties on improving

the ownership and operation regulations and to hear their opinions. On Sep. 30, the Commission held a public discussion on “How to Improve Ownership and Management Regulation to Strengthen Competitiveness in the Domestic Broadcasting Media Market” in collaboration with the Korea Association for Broadcasting and Telecommunication Studies to build consensus on the need for regulatory improvement and collect policy suggestions. The Commission also participated in the “Policy Discussion on Broadcasting Regulatory Reform” held by the National Assembly to collect opinions and build consensus on improving the system. We also conducted a policy study (Sep-Dec) to improve the specific ownership and cross ownership regulatory system, supplementing the analysis of overseas cases and arguments for system improvement, and cooperated with the Ministry of Science and ICT to improve the pay-TV ownership and management regulatory system.

As the issue of ownership and cross ownership regulations of broadcasters is highly controversial, the KCC will comprehensively collect opinions from various sectors and prepare appropriate improvement measures, promoting the revision of related regulations. Through this, the Commission plans to contribute to the improvement of the investment environment for major broadcasters and the development of the media industry by appropriately relaxing the ownership regulations without compromising the purpose of their introduction to ensure the independence and diversity of broadcasting.

Figure III-3 Public Hearing on Broadcaster Ownership and Cross Ownership



c. Improve the Broadcaster Licensing and Approval System

The recent proliferation of new media services such as YouTube and OTT platforms has resulted in shifts in market dominance and the influence of public opinion, challenging the existing terrestrial, broadcast, and broadcasting PP’s license and approval system. Recognizing the long-term implications, the Commission aimed to explore the existing broadcasting license and approval system, considering the changes brought about by media convergence. As a result, the Commission sought to establish new

III. Broadcasting and Communications Policy Outcomes in 2022

public responsibilities for broadcasting in this era and develop a license and approval system that takes into account the unique characteristics of each medium. To this end, it has improved the review criteria to apply different review items and scores according to the characteristics of each medium when granting and approving licenses, and promoted the simplification of procedures and methods for the committee's prior consent when licensing paid broadcasting businesses (Ministry of Science and ICT). On Sep. 21, the Commission comprehensively reviewed the policy recommendations of the judges and current issues of the operators, and established the 「Basic Plan for the Relicensing and Reapproval of Broadcasting Businesses for 2023-2026」 and the 「Detailed Plan for the Reapproval of General and New Reporting PPs for 2023-2025」.

The preliminary basic plan, which mainly includes the composition of the review committee, review items and scoring(draft), review process improvement plan, criteria for determining whether to relicense or reapprove, and the criteria for imposing conditions for relicensing or reapproval, reflects various improvements to enhance review transparency and efficiency; minimize the number of documents required to be submitted and conditions, and rationalize evaluation indicators. In particular, long-standing conditions that have been commonly imposed as a matter of practice are now being excluded or reduced to recommendations. This change is based on the assessment that there is minimal likelihood of future violations or the need for re-imposition due to operators having implemented the necessary system improvements. Additionally, matters pertaining to compliance with laws and guidelines are excluded from the conditions to alleviate the burden on operators.

Meanwhile, the Commission decided to relicense two terrestrial broadcasters (KoRoad and OBS Gyeongin TV), 13 stations, and seven community radio broadcasters whose licenses expire at the end of 2022. As a result of the relicensing review, all 20 stations exceeded 650 points out of a total of 1,000, and the relicensing period was determined to be five years in accordance with the validity period of the Basic plan on relicensing. In this review, the Commission enhanced the effectiveness of the review by conducting on-site inspections and hearing the opinions of all broadcasters subject to relicensing, and focused on the public interest and public responsibility of broadcasting, the appropriateness of program production and investment plans, the promotion of listeners' rights, and compliance with the laws and regulations. The Commission imposed the conditions and recommendations in comprehensive consideration of the obligations to be complied with as a broadcaster and the opinions of the review committee for stable broadcasting operations. In the re-licensing review process, certain matters stipulated by the relevant laws and regulations, such as the requirement to have a disaster broadcasting manual, as well as matters that broadcasters have already implemented, such as submitting performance results during relicensing applications, were excluded from the conditions. This approach aimed to streamline and simplify the individual relicensing requirements for broadcasters. Additionally, the deadline for submitting performance results, which previously varied from yearly to quarterly, was standardized to a yearly basis to alleviate the burden on broadcasters in fulfilling relicensing conditions and submitting data.

In addition, the Commission conducted the 2021 inspection on implementation performance (May–Oct. 2022) of the relicensing conditions and recommendations imposed on terrestrial broadcasters to promote public accountability in broadcasting. As a result of the performance review, corrective orders (Dec. 21) and administrative instructions (Nov. 16–17) were imposed on operators with insufficient performance or who failed to fulfill the conditions, taking into account equity among operators. We continuously checked the implementation status of reauthorization conditions by terrestrial broadcasters to encourage operators to fulfill them, and achieved an implementation rate of about 97.2% (445 out of 458 cases). In 2021, we also conducted a performance check (May–Oct. 2022) on the implementation of the reauthorization conditions and recommendations imposed in 2021. The results confirmed that Channel A failed to meet the content investment plan, JTBC and Mael Broadcasting Network (MBN) violated the conditions for the re-approval of the sponsorship notice, and TV Chosun, Channel A, JTBC, and Yonhap News TV partially failed to implement the recommendations. In response, the Commission imposed corrective orders on operators who violated the conditions of reauthorization, urged operators who failed to implement the recommendations to implement the recommendations, and will review the implementation during the next year’s performance inspection. In the future, the Commission plans to conduct thorough performance checks to ensure that broadcasters faithfully implement their business plans during the relicensing and reauthorization period to comply with their public responsibilities and local aspects.

Table III-3 Violation of Re-licensing Conditions and Corrective Orders

Broadcaster	Violation	Corrective Order
KBS MBC SBS	Violating the terms of a sponsorship disclaimer	Not to violate the sponsorship notice and compliance with the number of notices in the future, and to submit an improvement plan to the KCC within one month from the date of notification of the corrective order.
MBC	Failing to fulfill the investment plan on UHD content	Execute the unfulfilled portion of the 2021 UHD content investment amount (KRW 44,688 million) by the end of 2024
KBC	Failing to appoint non-executive directors	Appoint multiple independent directors who are independent of shareholders and related parties by Apr. 2023.

2 | Establish a Media Development Framework and Strategy

a. Operate a Media Policy Discussion Group

The media environment has changed rapidly, including the growth of new types of media services such as OTT and the entry of global media operators into Korea, and as a result, the need to establish a center of gravity responsible for the systematic support and coordination of policy work by ministries has been raised to improve the completeness of policy formulation by encompassing media policy functions distributed among the Korea Communications Commission, the Ministry of Science and ICT, and the Ministry of Culture, Sports and Tourism.

In response, the Commission included “the Establishment of a Media Strategy Control Tower” in the new government work report (Aug. 22) to establish a new media development promotion system, and formed and operated the Media Policy Research Group (Dec. 2022), in which broadcasting, telecommunications, and legal experts and policy research institutes participated, to prepare and discuss the preliminary steps for establishing a new media innovation policy.

On Dec. 8, 2022, the Commission convened the inaugural meeting of the Media Policy Research Group to assess the necessity for a new media law and engage in discussions on a range of topics. The goal was to ensure that the legal and regulatory frameworks keep pace with the dynamic changes in the media environment that encompasses multiple platforms, including terrestrial broadcasting, general broadcasting, IPTV, cable TV, and OTT service providers.

In 2023, the Media Policy Research Group will continue its operations as a dedicated research group focusing on media policy to deal with a wide range of topics related to media, including the formulation of a vision and strategy to address the evolving media environment. Additionally, the group will delve into policy measures aimed at revitalizing the media industry and establishing regulatory systems that foster growth and innovation.

b. Legal Research on Enhancing the Media Industry Vitality

Considering the multifaceted changes in the media market due to the growth of OTT services and intensified global competition, there is a growing need for an integrated legislation covering all media services to enhance regulatory equity between new and old media, establish a fair competition order, and expand user protection. The media industry is undergoing significant diversification in terms of content and platforms, driven by changes in the media landscape. However, the existing broadcasting and telecommunications legislation follows a vertical regulatory system that distinguishes between broadcasting and telecommunications based on the network used to deliver services. It imposes stringent preliminary and technical requirements specific to each medium in the broadcasting sector. As a result, there is growing societal demand for regulatory equity between traditional and emerging media, highlighting the need for a more balanced and equitable regulatory framework that considers

the evolving media environment.

To address these concerns, the Commission has actively advocated for the development of a media integration law with aims to support the long-term growth of the industry by addressing policy gaps and providing greater flexibility through a shift towards an integrated approach in the media sector. As part of these efforts, the Commission organized two public discussions on the media integration legislation on Feb. 17 and 25, 2022. These discussions served to outline the policy direction of the proposed legislation and gather feedback from experts and stakeholders. The Commission also actively engaged in discussions and seminars organized by other ministries and agencies, enabling them to listen to the perspectives, opinions, and requests of academics and industry professionals. In addition, a policy research group was formed and operated (May -Dec. 2022) with broadcasting and legal experts and policy research institutes to discuss the major issues of media integration legislation and to review the relevant overseas cases.

Figure III-4 Discussion on Media Integration Act (draft)



As a result of these efforts, the Commission has drafted a media integration bill aimed at supporting the overall long-term growth of the media industry. The bill seeks to integrate and streamline the fragmented regulatory systems found in the Broadcasting Act, IPTV Act, and Telecommunications Business Act (OTT). By horizontally categorizing media based on platform and content characteristics, the Commission has introduced differentiated regulatory approaches and levels that align with the specific features of each service. This approach ensures policy flexibility and minimizes regulatory risks in the face of emerging technologies and new media types, while enhancing market predictability. Additionally, the Commission conducted a review of outdated and unnecessary regulations within the 「Broadcasting Act」, including ownership regulations, advertising regulations, and distribution regulations while OTT would be regulated under the Media Integration Act(draft) to ensure the consistency.

Table III-4 Keys on the Media Integration Act (draft)

- (Ensuring regulations through the reorganization of the classification system) Establishment of a system based on service functions such as “content” and “platform”, moving away from the partitioned classification system such as terrestrial, SO, and IPTV.
 - Classify “content services” such as selecting and organizing audiovisual programs into channels, and “platform services” such as providing a viewing environment for viewers (users) to watch audiovisual programs and channels, and establish policy goals and regulatory measures based on the functional characteristics of each service.
- (Strengthening competitiveness through deregulation) Reviewing outdated and unnecessary regulations under the Broadcasting Act.
 - Ease the existing regulations such as ownership and cross ownership regulations, program organization and advertising regulations to stimulate investment and lay the foundation for growth
- (Removing uncertainties in OTT regulations and laying the groundwork for support) Unifying and clarifying the legal status of OTT, which has been sporadically granted by various laws and regulations.
 - Establish a legal basis for comprehensive and efficient support and promotion policies for the entire media industry to induce industry growth, and regulate the media characteristics of OTT under the Media Integration Act to enhance legal consistency.

However, as issues such as conflicts between the existing broadcasters and new type service providers including OTT and regulatory equity between domestic and foreign operators continue to be raised, the Commission plans to collect the opinions of the relevant organizations, stakeholders, and experts and reconcile various interests to supplement the Media Integration bill (draft).

3 | Lay the Foundation for Global Competitiveness

a. Host an International OTT forum

The Commission and the Korea Broadcasting and Advertising Corporation (CEO Baekman Lee) held the first 「International OTT Forum」 on Nov. 16, 2022 at the Yeouido Convention Center.

The 「International OTT Forum」 is the first global online video service (OTT) event held in Korea. The primary objectives of the forum were to support the overseas expansion of Korean OTT providers and foster the establishment of a global cooperation system between Korea and other countries worldwide.

Held under the theme of “Leap the Future”, the forum was attended by domestic and international experts who explored the future development direction of the global OTT industry and discussed ways to sustainably grow the domestic OTT industry. The four-session forum kicked off with a keynote presentation on “The Evolving OTT Ecosystem” by Professor Amanda D. Lotz, Queensland University of Technology, Australia. In the first session, Catherine Park, President of Asia at Paramount, presented “How Global Content Providers are Responding to the OTT Market”.

The second session was held under the theme of “How the Asian OTT Market is Changing”. Louis Boswell, President of the Asian Video Industry Association (AVIA) delivered the presentation on “the Potential of the Asian OTT market and ways to cooperate”; Pasu Srihirun, Secretary General of the National Broadcasting and Telecommunications Commission (NBTC), on “the status of OTT regulations and market conditions in Thailand”; and David Chen, CEO of LiTV, Taiwan, on “the status of the Taiwanese OTT market and strategies for localization success”.

In the third session with a theme of “How Do Audiences in Major Overseas Countries Watch OTT”, Brian Fuher, Vice President of AC Nielsen in the U.S. explained how U.S. audiences use OTT, and Kijoo Kim, Managing Director of Korea Research, explained how Taiwanese and Indonesian audiences use OTT.

The final session was a discussion session where experts shared their in-depth opinions on the topic of “What is needed for the sustainable growth of K-OTT”. “In the evolution of OTT platforms, the key to the development of domestic OTT services is to actively explore content supply and demand, capital issues, and subscriber and data strategies,” said Professor Heonyul Lee of Korea University.

Experts from home and abroad participated in the discussion and shared various opinions on how to grow Korean online video services (OTT), including the need for a clear distinction between global OTT and Korean online video services (K-OTT) and the importance of localization strategies for K-OTT.

III. Broadcasting and Communications Policy Outcomes in 2022

Figure III-5 2022 International OTT Forum Program Organization and Poster

Program		Poster																																																	
<p style="text-align: center;">프로그램</p> <table border="1"> <tr> <td>10:00 - 10:25</td> <td>25'</td> <td> 개회사 한상혁 방송통신위원회의 위원장 축사 정청래 국회 과학기술정보방송통신위원회의 위원장 환영사 이백만 한국방송광고진흥공사 사장 </td> </tr> <tr> <td colspan="2" style="text-align: center;">기조연설</td> <td></td> </tr> <tr> <td colspan="2">10:25 - 10:40</td> <td>15'</td> <td> 진화하는 OTT 생태계 Amanda Lotz 호주원조엔드 공과대학 교수 </td> </tr> <tr> <td colspan="2" style="text-align: center;">세션 1. 글로벌 콘텐츠 사업자는 OTT 시장에 어떻게 대응하는가</td> <td></td> </tr> <tr> <td>10:40 - 11:00</td> <td>20'</td> <td> 발표 1 피리마온트와 스트리밍의 미래 Catherine Park 피리마온트 부사장 </td> </tr> <tr> <td colspan="2" style="text-align: center;">세션 2. 아시아 OTT 시장은 어떻게 변하고 있는가</td> <td></td> </tr> <tr> <td>11:00 - 11:20</td> <td>20'</td> <td> 발표 1 아시아 OTT 시장의 가능성과 협력방안 Louis Boswell 아시아비디오산업협회(AVIA) CEO </td> </tr> <tr> <td>11:20 - 11:40</td> <td>20'</td> <td> 발표 2 태국 OTT 규제현황 및 시장상황 Pasu Sirhirun 태국 국가방송통신위원회(NBTC) 사무차장 </td> </tr> <tr> <td>11:40 - 11:55</td> <td>15'</td> <td> 발표 3 대만 OTT 시장과 성공 전략 Ta-Wei Chien LITV Taiwan CEO & Chairman </td> </tr> <tr> <td colspan="2" style="text-align: center;">세션 3. 해외 주요 국가 시청자는 OTT를 어떻게 시청하는가</td> <td></td> </tr> <tr> <td>13:30 - 13:45</td> <td>15'</td> <td> 발표 1 미국 시청자의 OTT 이용행태 및 향후 전망 Brian Fuhrer 미국 AC Nielsen 부사장 </td> </tr> <tr> <td>13:45 - 14:05</td> <td>20'</td> <td> 발표 2 대만, 인도네시아 시청자의 OTT 이용행태 김기주 한국리서치 상무이사 </td> </tr> <tr> <td colspan="2" style="text-align: center;">세션 4. K-OTT의 지속가능한 성장을 위해서는 무엇이 필요한가</td> <td></td> </tr> <tr> <td></td> <td></td> <td> 좌장 윤철수 한신대학교 교수 (한국 OTT 포럼 회장) </td> </tr> <tr> <td></td> <td></td> <td> 발제 이현율 고려대학교 교수 </td> </tr> <tr> <td>14:10 - 15:00</td> <td>50'</td> <td> 이희주 콘텐츠제이브 정책기획실장 고장남 TVING 대표(합리)국장 정민진 lyuno 대표 Jason Bechervaise 박사 </td> </tr> </table>		10:00 - 10:25	25'	개회사 한상혁 방송통신위원회의 위원장 축사 정청래 국회 과학기술정보방송통신위원회의 위원장 환영사 이백만 한국방송광고진흥공사 사장	기조연설			10:25 - 10:40		15'	진화하는 OTT 생태계 Amanda Lotz 호주원조엔드 공과대학 교수	세션 1. 글로벌 콘텐츠 사업자는 OTT 시장에 어떻게 대응하는가			10:40 - 11:00	20'	발표 1 피리마온트와 스트리밍의 미래 Catherine Park 피리마온트 부사장	세션 2. 아시아 OTT 시장은 어떻게 변하고 있는가			11:00 - 11:20	20'	발표 1 아시아 OTT 시장의 가능성과 협력방안 Louis Boswell 아시아비디오산업협회(AVIA) CEO	11:20 - 11:40	20'	발표 2 태국 OTT 규제현황 및 시장상황 Pasu Sirhirun 태국 국가방송통신위원회(NBTC) 사무차장	11:40 - 11:55	15'	발표 3 대만 OTT 시장과 성공 전략 Ta-Wei Chien LITV Taiwan CEO & Chairman	세션 3. 해외 주요 국가 시청자는 OTT를 어떻게 시청하는가			13:30 - 13:45	15'	발표 1 미국 시청자의 OTT 이용행태 및 향후 전망 Brian Fuhrer 미국 AC Nielsen 부사장	13:45 - 14:05	20'	발표 2 대만, 인도네시아 시청자의 OTT 이용행태 김기주 한국리서치 상무이사	세션 4. K-OTT의 지속가능한 성장을 위해서는 무엇이 필요한가					좌장 윤철수 한신대학교 교수 (한국 OTT 포럼 회장)			발제 이현율 고려대학교 교수	14:10 - 15:00	50'	이희주 콘텐츠제이브 정책기획실장 고장남 TVING 대표(합리)국장 정민진 lyuno 대표 Jason Bechervaise 박사	
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Figure III-6 Photos from 2022 International OTT Forum



b. Research on the OTT Overseas Market and Users' Behavior

In recent years, the OTT industry has promoted the globalization of broadcast content. Whereas before the advent of OTT, broadcast content production was primarily designed for local audiences, after the advent of OTT, the potential audience has become global. A wider audience means more profitable content, which in turn means more investment in content production. This suggests that the control of content creation is shifting from broadcast to OTT.

To address the challenges faced by the domestic OTT industry resulting from the increasing presence of global OTT services in the market, the Commission has taken the measures to support the overseas expansion of domestic OTTs. As part of these efforts, starting from this year (2022), the KCC has conducted comprehensive research on the local market and user preferences, focusing on both the overseas OTT market analysis and user behavior research.

As part of the Overseas OTT Market Research, the Commission conducted surveys in Mexico, China, and Brazil to gain insights into the current state of OTT platforms in these countries. The research focused on several key aspects, including the market size, user base, content preferences, legal and institutional environment, and the implications for the entry of Korean OTT platforms (K-OTT) into these markets.

According to the data from the Overseas OTT Market Research, as of 2021, Mexico has a total of 89 OTT platforms. The market is primarily dominated by Netflix, Disney+, HBO MAX, and Amazon Prime Video. These platforms hold a significant share of the market in Mexico. In Brazil, there is a total of 111 OTT platforms, comprising 56 Subscription Video-On-Demand (SVOD) services and 45 Advertising Video-On-Demand (AVOD) services. Among the paid subscription OTT platforms in Brazil, Netflix holds the highest market share at 40.7%, followed by Disney+ at 10.5%, Amazon Prime Video at 9.5%, and Hulu at 9.4%. In China, the usage ratio between short-form OTT and long-form OTT content is currently 7:3.

When it comes to overseas expansion, domestic OTT companies should also pay attention to each country's OTT-related regulations. Mexico has yet to legally recognize OTT as a separate service, and an OTT-related bill is under discussion in Congress, but has not yet been passed; Brazil does not have specific laws regulating OTT advertising and marketing practices; China is a government-led country where the National Radio and Television Administration (NRTA) manages not only TV and radio, but also Internet audiovisual programs, and began to strengthen its control over OTT content in 2020.

In terms of preference for Korean content, Mexico and Brazil have the highest levels in Latin America and are curious about consuming Korean content because they perceive Korea as a progressive and technologically advanced society. The perceived reputation of Korea, along with the proven success of K-pop and the relatability of Korean dramas, contributes to the increasing demand for Korean content in these regions. In China, Korean dramas have a strong following, mainly due to their detailed story-lines and related themes.

III. Broadcasting and Communications Policy Outcomes in 2022

Figure III-7 The Current Status of the OTT Platform Landscape

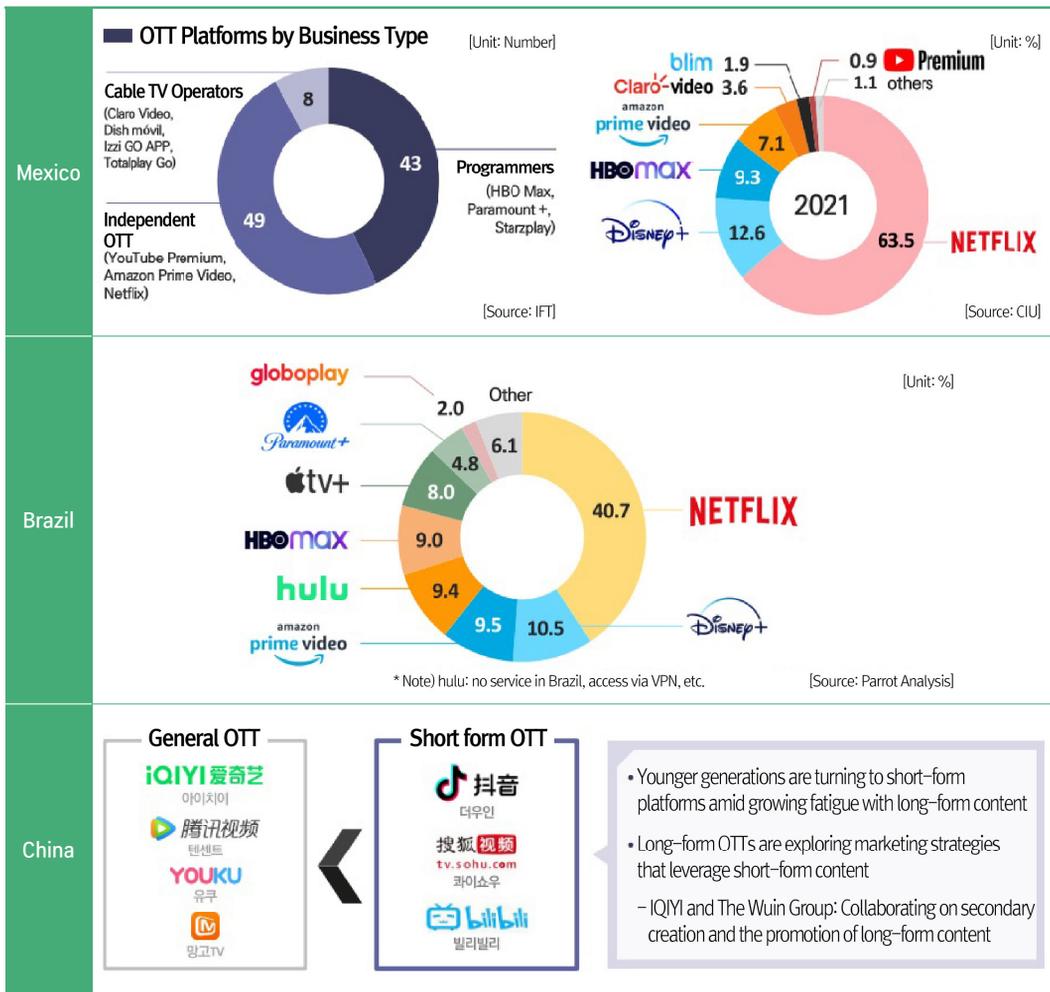
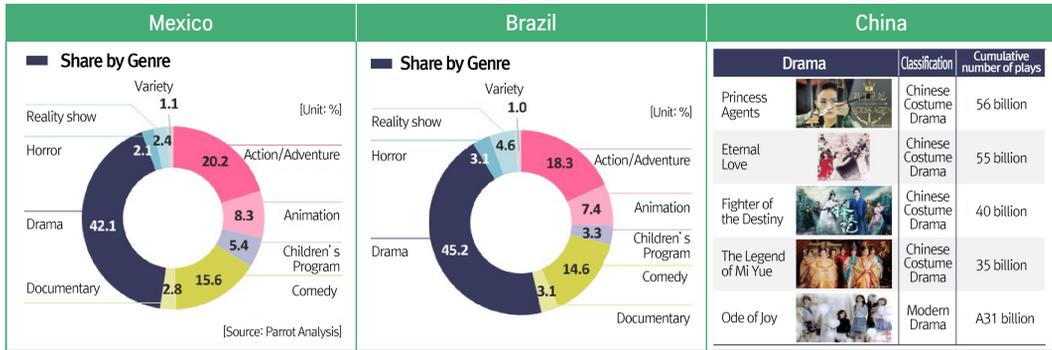


Table III-5 Legal and Institutional Environment on the International OTT

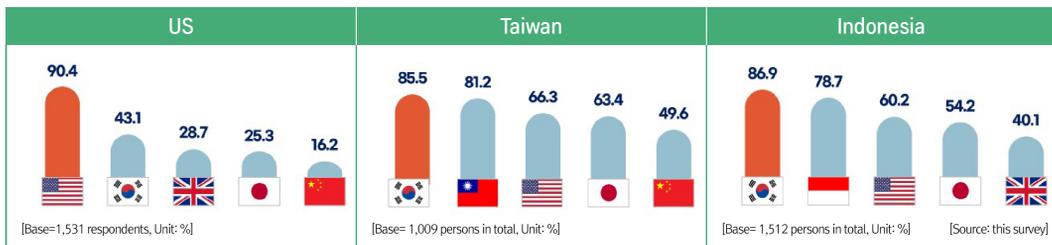
Mexico	Brazil	China
<ul style="list-style-type: none"> • Telecom license required to use the telecom network when providing OTT services • Legislation under discussion to establish an OTT legal status • 30% local content production quota bill under discussion • No OTT advertising regulation law (enforced by the Advertising Contract Fraud Prevention Act of 2021) 	<ul style="list-style-type: none"> • OTT Regulation Bill in Parliament • No OTT content regulations (review, dubbing, etc) for broadcast/radio, etc. • No OTT advertising regulation law • No barriers to entry for foreign OTT Providers 	<ul style="list-style-type: none"> • Content production and broadcasting license required (Chinese companies only) • Strict review and censorship of foreign content (drama/movies) • Recent crackdown on intellectual property infringement

Figure III-8 Preferences on OTT Content



The Overseas OTT User Behavior Survey was conducted in the U.S. Taiwan, and Indonesia, surveying 4,536 local OTT users (2,015 in the U.S. 1,009 in Taiwan, and 1,512 in Indonesia) on their preferred content (by country of production), K-OTT acceptance, and K-content usage.

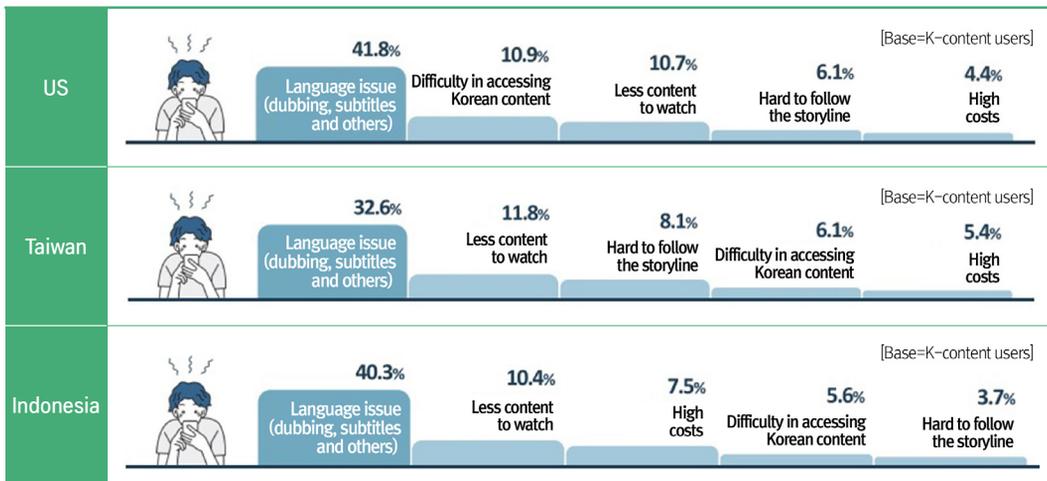
Figure III-9 Preferred Content [Country of Origin of Content Viewed in the Past Year]



In the U.S. there is a considerable level of interest in K-OTT among the respondents, with 36.8% expressing their willingness to use K-OTT if it were available. The acceptance is relatively high among men in their 30s, Hispanics, and Asians. Furthermore, 33.3% of respondents specifically mentioned their desire to watch Korean dramas and shows as soon as possible, indicating a strong demand for this content. In Taiwan, the acceptance of new K-OTT is even higher, with 53.6% of respondents showing a positive attitude towards it. Among this group, acceptance is particularly high among women aged 15-19. Similarly, in Indonesia, the acceptance of new K-OTT is remarkably positive, with 79.4% of respondents favoring it. Women in their 30s showed high levels of acceptance in this market, indicating a strong potential for K-OTT to capture their interest.

On the other hand, it shows the inconvenience of using K-content by country, in order of language problems (dubbing, subtitles, etc), difficulty in accessing Korean content, and less content available for viewing.

Figure III-10 Inconvenience of Using the K-Content



In order to facilitate the successful overseas expansion of Korean OTT companies, it is crucial to conduct thorough research on the infrastructure, legal systems, and cultural preferences of target countries. This research will provide valuable insights into the specific requirements and preferences of overseas users, enabling Korean OTT companies to tailor their services and content accordingly.

c. Support Global Distribution of Local Broadcast Content

1) Support for Local Broadcast Programming

Local broadcasting plays a crucial role as a community communication infrastructure, fostering grassroots democracy and serving the needs of local communities. It serves as a platform for economic development, cultural exchange, and critical functions such as disaster broadcasting. However, the foundation for local broadcasting's existence is facing challenges due to several factors. To address the need for supporting local broadcasting content and strengthening its competitiveness, the committee has taken initiatives to enhance the production support areas and promote regionalism, public responsibility, and an adaptation to new media. These efforts aim to secure local cultural identity, protect viewers' rights and interests, and ensure the sustainability of local broadcasting

To secure local cultural identity and protect the rights and interests of local viewers, the Commission supported the production of regionally customized programs with strong local characteristics (49 programs from 26 broadcasters, KRW 3.6 billion). To strengthen the competitiveness and diversity of local broadcasting content and improve production capabilities, the KCC secured an additional budget for program production support (KRW 500 million) and laid the foundation for strengthening content competitiveness by expanding production support areas and support amounts. In particular, we established a new field of current affairs and report programs to provide local news and information for residents, and expanded support for the production and development of content applying new

platforms (OTT, mobile, etc) and ICT (AR/VR) technologies to raise interest in local broadcasting on various channels in response to the demand for new media content. In addition, the Commission established and strengthened a regional cooperation system for the co-production of local content programs with local governments and related organizations (six programs from five broadcasters).

Table III-6 Result on the Selection of Programming Support in 2022

Classification	Local Characteristics		Enhanced Competitiveness			New types	Total
	Regular	Current affairs-Report	Regular	Special	Pilot		
Operators (number)	7	4	7	13	4	10	26* (45)
Program(number)	7	4	7	15	4	12	49
Subsides(KRW 1 million)	567	401	736	1,239	231	426	3,600

* Exclude broadcasters supported by sector redundancies

Table III-7 Status of the Key Production Support Programs in 2022

Classification	Key Aspects	
Daegu MBC <Big Bunker>		<ul style="list-style-type: none"> Current affairs program tracks taxes paid by the citizens of Daegu and Busan to return them to the citizens ※ Co-production with Busan MBC
KBC <Live Broadcasting Scene Report NAL>		<ul style="list-style-type: none"> New types of disaster broadcasting programs through live coverage of social and natural disasters, on-site coverage of disaster risk areas, and disaster preparedness broadcasting.
OBS Gyeongin TV <Space DQ Encounter>		<ul style="list-style-type: none"> A program that shows the humanistic city story of space and people by organizing the stories of life, culture, and history in our time around space.

2) Boost the Distribution of Local Broadcasts

To strengthen the promotion and distribution system of local broadcasting contents, the Commission supported the re-production of excellent contents in overseas content markets and pitching forums, established overseas partnerships, and expanded the OTT platform services for local broadcasting contents.

The Commission laid the foundation for entering the overseas content market and strengthened the foundation for building a distribution network by participating in overseas content markets and pitching

III. Broadcasting and Communications Policy Outcomes in 2022

forums²⁾. Through participation in the overseas content market, we promoted local broadcasting content and helped build partnerships with overseas broadcasters and buyers, exhibited 185 programs from 25 broadcasters, and held business meetings with overseas buyers (55 broadcasters from 16 countries). At the Vietnam Telefilm Content Market held in June, we operated a local broadcasting content promotion pavilion (172 programs from 25 companies), resulting in sales (12), co-production (3), and the content distribution memorandum of understanding (3). In addition, at the Asia TV Forum & Market (ATF) content market held in Singapore in Dec. the Commission operated the local broadcasting content promotion pavilion (185 programs from 25 companies), resulting in sales (11), co-production (2), and content distribution (6). The KCC supported participation in DMZ Docs for customized consulting by pitching experts, including the observation of actual pitching sites and the transfer of pitching techniques.

Figure III-11 Support for the Revitalization of Local Content



The Commission supported the re-production of contents reflecting overseas markets, including English trailers, translations, subtitles, and re-editing for overseas marketing and the promotion of excellent local broadcasting programs (23 programs from 11 companies). In addition, to respond to changes in the broadcasting environment and media ecosystem, the KCC strengthened the distribution system to expand the viewing base of excellent local broadcasting contents by supporting the production of contents applying new technologies such as high-definition, AI, and AR and expanding OTT platform services.

2) A type of IR event in which the creator introduces the project to potential investors, including the intentions and production plans of the content, in order to gain support and investment for the work.

Table III-8 Status on the Distribution of the Remake Program in 2022

Classification	Program		Key Aspects	Distributor
KNN	Island Grandma (entertainment)		Introducing the lesser-known gems of Korea's islands and local cuisine	OPEN TV (Hongkong)
G1	The Face That Haunted Everyone (Documentary)		Exploring the secrets of the 317 Nahan statues discovered in 2001 at the site of Yeongwol Changnyeongsa Temple	Daai (Taiwan)
Ulsan MBC	Mountain Fortress (Documentary)		Rediscovering the cultural heritage value of one of the greatest structures ever built by man	Docubay (India)
Ulsan MBC	Ironman (Documentary)		A story of three shipyard workers on the brink of layoffs tackle a triathlon.	Docubay (India)
Andong MBC	Hwaom (Documentary)		Understanding Korean Buddhist hwahum and exploring the interrelationships between Korean, Chinese, and Korean Buddhist cultures	Daai (Taiwan)

3) Support for Local Broadcast Education and Workforce Development

To address the evolving broadcasting environment and support local broadcasters in producing high-quality content, the Commission has implemented various initiatives, including customized curricula, expert consulting, and on-site support. First of all, through collecting opinions from local broadcasters, the KCC established and expanded the training courses needed by broadcasters to improve the efficiency of training. In addition, we provided expert consulting and on-site dispatch services for program planning, production, and distribution, including international co-production consulting and UHD content shooting and editing.

Table III-9 Status of Progress on Supporting Local Broadcasting Education and Workforce Training in 2022

Classification		Key aspects	Results
Customized courses	Global content development	Global documentary planning and international pitching strategy training	5 sessions for 84 persons
	Cinematography	UHD and drone filming skills	4 sessions for 81 persons
	Post-production	Theory and practice of post-production, including data management, music, color correction, etc.	3 sessions for 22 persons
	Grant administration and accounting	Accounting training for managing business expenses	1 sessions for 23 persons
	Content distribution and marketing	Pre training for content market, OTT monetization strategy, etc.	5 sessions for 55 persons
Expert consulting		International co-productions, shooting and editing UHD content, etc.	68 sessions for 110 persons

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In addition, the Commission held a meeting with the representatives of local broadcasters in each of the six regions to listen to various opinions from the local broadcasting field and discuss policy issues and development plans for each region.

Figure III-12 Local Broadcasting Revitalization Roundtable



The Commission contributed to the creation of local culture by promoting the production and distribution of local broadcasting programs and supporting education and manpower training, resulting in a continuous increase in local viewer and listener satisfaction (87.0 points in 2020 → 87.3 points in 2021 → 87.4 points in 2022). In addition, 15 local broadcasting production support programs won 30 awards from external organizations, improving the viewing welfare of local residents. The Commission plans to contribute to the sustainable development of local broadcasters and the revitalization of the local economy by creating a self-sustaining foundation for local broadcasters through the establishment of a multifaceted support system to strengthen the competitiveness of local broadcasting contents under the 3rd Local Broadcasting Development Support Plan (2021–2023).

Table III-10 The Awards Given to the Production Support Program in 2022

Classification		Key Items
Daegu MBC, Busan MBC <Big Bunker>		<ul style="list-style-type: none"> • 263rd PD of the Month TV Regional Category (Jan. 2022) • Feb. 2022 Democratic Press and Citizens Alliance (CCDM) Good Report of the Month Award (Mar. 2022) • Five awards, including the 34th Korea PD Awards Regional Regular Work Award (Apr. 2022)
Wonju MBC <War, Remembering Women>		<ul style="list-style-type: none"> • Korea Communications Commission Good Program of the Year Award (Mar. 2022) • Korea Communications Commission Broadcasting Award for Excellence in Social and Cultural Development (Jun. 2022)
MBC Chungbuk <Joseon Peninsula Music Troupe>		<ul style="list-style-type: none"> • Korea Communications Commission Good Program of the Month Award (Jan. 2022)

Classification	Key Items	
KNN <House of the Gods>		<ul style="list-style-type: none"> • Korea Communications Commission Good Program of the Month Award (Feb. 2022) • The 34th Korea PD Award for Regional Specialized Works (Apr. 2022)
G1 <The Face That Haunted Everyone>		<ul style="list-style-type: none"> • Silver Award, 55th Houston International Film Festival, TV Series - Documentary (Apr. 2022)
Catholic Peace Broadcasting Corporation <Our Home, Earth>		<ul style="list-style-type: none"> • Korea Communications Commission Good Program of the Month Award (Jun. 2022)

d. Expand Broadcast Co-production Agreements

1) Best International Co-Production Award in 2022

The Educational Broadcasting System's "Beast of Asia" was awarded the Grand Prize for 「2022 Outstanding Overseas Co-Production Award」, which was announced by the Korea Communications Commission (Chairman Sanghyuk Han) in May. In addition, Dofala's "DinoPowers" was selected as the Top Prize winner and J-Wonder's "Great Legacy" was selected as an Excellence Award winner. 「The Overseas Excellent Co-Production Award」, now in its fifth year, is a competition to discover excellent programs produced in collaboration with overseas operators to promote the overseas co-production of broadcast contents and create creative conditions for broadcasters and production companies, and the winners were awarded at the 「2022 International Conference on Broadcast Co-Production」.

Table III-11 2022 Outstanding International Co-Production Award Winners

Award	Broadcaster/Producer(Co-producer)	Program	Genre
Grand Prize	EBS (India, Mongolia, Butane, Vietnam)	Beast of Asia	Drama
Top Prize	Dofala (China)	DinoPowers	Animation
Excellence Prize	J-Wonder (US)	Great Legacy	Documentary
3 programs in total			

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Table III-12 2022 International Co-Production Award Winning Programs

Grand Prize		
[EBS] Beast of Asia		
Broadcast Date (Channel)	Jun. - Jul. 2021 (EBS)	
Genre	Drama(5 episodes)	
Co-producer	India(Doordarshan), Mongolia(MNB), Butane(BBS), Vietnam(VTV)	
Co-production method	<ul style="list-style-type: none"> India (40% financial contribution, 90% local production staff), Vietnam (28% financial contribution, 50% local production staff), etc. 	
Content	<ul style="list-style-type: none"> A children's drama based on the mythologies of five Asian countries that promotes the understanding of cultural identity and showcases the wisdom of harmonious coexistence between humans and nature. 	
Top Prize		
[Dofala] DinoPower		
Broadcast Date (Channel)	Apr. 2022 (Hunanyingkatung)	
Genre	Animation (52 episodes)	
Co-producer	China (zhejiang Rongjun Animation Tech)	
Co-production method	<ul style="list-style-type: none"> 50:50 production cost sharing with China 	
Content	<ul style="list-style-type: none"> Featuring dinosaurs, mythical creatures, and transforming robots, four heroes join forces with the DinoPowers team to protect the world from menacing monsters. 	
Excellence Prize		
[J-Wonder (US)] Great Legacy		
Broadcast Date (Channel)	Dec. 2021(TAN TV)	
Genre	Documentary (2 episodes)	
Co-producer	US (KBFD TV)	
Co-production method	<ul style="list-style-type: none"> Financial and creative contributions from the US and South Korea 	
Content	<ul style="list-style-type: none"> A documentary focusing on the lives of Korean immigrants over the past 100 years, from the first Korean immigrants to Hawaii in 1903, to the photo brides who came to Hawaii with a single photo, to the Korean farmers who worked in the desert, and the great legacy they left behind. 	

2) International Conference on Broadcast Co-Production in 2022

The Commission held the 「2022 International Conference on Broadcast Co-production」 under the theme “Time to meet and Create Again!” on Sep. 29.

The International Conference on Broadcast Co-Production is an annual event held by the Korea Communications Commission(KCC) and Korea Information Society Development Institute(KISDI) to promote cross-border co-production exchanges and the overseas expansion of domestic broadcast

content. This year, it was held for the first time in three years after the corona pandemic, and participants from various countries in Asia, North America, and Europe discussed broadcast co-production and promoted international cooperation in the content field.

The conference consisted of a keynote speech, a special session for the host country, and three plenary sessions. The keynote address was given by Yooyeol Kim, President of the Educational Broadcasting Corporation, on “Co-production in the Digital Age,” followed by Mr. Robert Franke, Vice President of Drama at ZDF Studios, Germany, on “Successful Financing Structures for International Co-productions”.

In the special session, Thailand participated as the host country, and Pirongrong Ramasoota, Commissioner of the National Broadcasting and Telecommunications Commission (NBTC) of Thailand, delivered a congratulatory speech, followed by a presentation on “Thailand’s Challenges for Broadcast Co-Production”. Presentations on the production flow of Thai broadcasters, and the trend and future of cultural exchange between Korea and Thailand by Professor Hwanseung Jeong (Hankuk University of Foreign Studies) followed on from that.

In the first session with a theme of “What to Create Together,” Yoichiro Takahashi (NHK PD, Japan) spoke about his experience with international co-productions in the Asia-Pacific Broadcasting Union (ABU), and Professor Kisoo Park (Hanyang University) discussed the sharing of participatory experiences. Heedo Jeong (Jeonju Broadcasting) presented on international co-production practices and strategies, and Prof. Yeran Kim (Kwangwoon University) moderated a discussion on creative storytelling for co-production.

In the second session with a theme of “Who to Create with”, Lisa Clarkson from the Canadian Broadcasting Corporation (CBC), Amanda Sun Wenchang from Alibaba YOUKU, and Matthew Trustram from the European Broadcasting Union (EBU) presented via video. This was followed by a discussion on the new topic of “Partners in the Audiovisual Media Content Ecosystem” moderated by Prof. Sejeong Choi (Korea University).

In the third session, the winners of this year’s Outstanding Overseas Co-Production Award presented the production process, and domestic and international broadcasting experts participated in a discussion on the difficulties and revitalization of international co-productions. In addition, there was a discussion on the future of international co-productions that the Millennials and Generation Z will create in the future.

In his opening remarks, Chairman Sanghyuk Han said, “we expect that co-production will increase the overseas expansion of content and provide a valuable opportunity for Hallyu content to secure a leading position in the global market.” He emphasized the revitalization of co-produced content and said, “we will actively support co-production between the countries through program production support projects.”

The detailed schedule and pre-registration for the conference can be found on the official website or the website of KCC or KISDI.

Chapter 2 Promote Fairness, Openness, and Diversity in media

1 | Enhance Publicness in Broadcasting

a. Strengthen the Public Accountability and Role of Public Broadcasting

As media competition intensifies, disasters become more commonplace, and false and manipulated information increases, the importance of providing timely and accurate information, as well as high-quality content, has grown. This necessitates strengthening the public responsibility and role of public broadcasting. The effectiveness of the current relicensing system has been challenged because it does not reflect the characteristics and responsibilities of public broadcasting, which are differentiated from private broadcasting, and it is difficult to revoke the license of a public broadcaster in practice. Under these circumstances, the need to clearly define the public responsibilities of public broadcasting and introduce a system to ensure the effective fulfillment of public responsibilities has increased. In order to strengthen the public responsibility of public broadcasting in response to changes in the media environment, the Commission is promoting the introduction of a public broadcasting convention system that stipulates the responsibilities of public broadcasting that are differentiated from private broadcasting and ensures systematic implementation through the scheduled checks.

First of all, the Commission conducted a “Study on the Introduction of a Public Broadcasting Agreement” in 2021 as a preliminary study for the introduction of a public broadcasting agreement system, reviewed the overseas cases of the United Kingdom, and derived the public responsibility of public broadcasting (draft) and the agreement system (draft). Based on this, a policy research group composed of legal experts operated from Jul. to Sep. 2022 to examine amendments to the Broadcasting Act to introduce a convention system. At the “Public Broadcasting’s Public Responsibility and Convention System Debate” co-hosted by the Korea Information Society Development Institute (KISDI), the Commission presented the significance of introducing the Convention System and key issues, and collected opinions from experts on May 18, 2022.

Figure III-13 Debate on the Public Broadcasting’s Public Accountability and the Convention System



In addition, a public opinion survey on the public responsibilities of public broadcasting was conducted (Oct) to investigate the public perception of the importance of each of the public responsibilities that comprise the draft convention. The Commission has prepared a draft amendment to the Broadcasting Act to introduce a public service broadcasting agreement system, reflecting the results of the Policy Study Group's review and opinion gathering. In order to smoothly introduce the system in the future, we will continue to discuss the specific contents of the agreement based on ongoing discussions with KBS, a counterpart to the agreement. By preparing a plan for the introduction of a convention system, the Commission will clearly define the public responsibilities of public broadcasting and lay the foundation for ensuring effective implementation. The future adoption of the Convention will contribute to the responsible fulfillment of the public responsibilities of broadcasts, raising the profile of public broadcasting and enhancing viewer benefits.

b. Conduct a Assessment on Broadcasters

1) Approval of the 「Basic Plan on the Broadcast Evaluation in 2021」

At the plenary meeting on Feb. 23, 2022, the Commission approved the 「Basic Plan on Broadcast Evaluation in 2021」, which includes an evaluation criteria and procedures for the broadcast performance in 2021 to improve the quality of broadcast programs and enhance the public accountability of broadcasting.

The companies subject to broadcast evaluation in 2021 are companies (terrestrial broadcasters, general service program provider, news reporting companies, CATV, satellite broadcasting companies, and broadcasting channel users that specialize in product introduction and sales) that are relicensed and reapproved under Article 17 (3) of the 「Broadcasting Act」, totaling 154 companies (371 broadcasting stations). The Broadcast Evaluation Committee (Chairman Changryong Kim), composed of nine experts in the fields of broadcasting, law, accounting, and audience, comprehensively evaluated the broadcasting performance from Jan. 1 to Dec. 31, 2021, in the areas of content, organization, and operation.

This year's broadcast evaluation is subject to the 「Rules on Broadcast Evaluation」 revised in Dec. 2020, and the major changes from the previous year are as follows.

In order to ensure that home shopping broadcasters actively resolve consumer complaints, the Korea Consumer Agency(KCA) has changed the evaluation criteria for the complaint handling category from the number of outcomes (number of remedies) to the percentage of remedies (remedy ratio = number of remedies / number of applications for remedies). Remedy means that the home shopping company has implemented measures that include contract fulfillment, cancellation, exchange, compensation, correction, refund, repair, etc. responding to the consumer's application for the damage relief filed with.

In addition, to ensure the gender equality, the Commission has introduced the “Ratio of female executives (= number of female executives / average number of executives)” as an evaluation criterion

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for the employment of those with disabilities and women.

The results of the broadcast evaluation were published in Nov. after deliberation by the Broadcast Evaluation Committee and resolution by the Korea Communications Commission, and a certain percentage (40% for the terrestrial broadcasting program and general service program) is reflected in the relicensing and re-approval review of the broadcasters.

2) Held the 12th Broadcast Evaluation Committee Meeting

The Commission held the first meeting of the 12th Broadcast Evaluation Committee (Chairman Changryong Kim) on Sep. 2, 2022.

At the meeting, the committee deliberated on the evaluation results of terrestrial broadcasting in 2021, the evaluation results of non-terrestrial broadcasting, and improvements to the broadcast evaluation system in 2021.

The Broadcast Evaluation Committee is a statutory committee that comprehensively evaluates the content, organization, and the operation of the broadcasting programs of broadcasting companies in accordance with Article 31 of the 「Broadcasting Act」, and plays a role in deliberating on matters related to broadcast evaluation and proposing amendments to the Rules on Broadcast Evaluation.

c. Introduce Broadcast Evaluation Items on ESG management

The Commission held its 67th plenary session to approve a partial revision of the 「Rules on Broadcast Evaluation」 on Dec. 28, 2022.

This amendment is designed to reflect the broadcasters' environmental, social, and transparent management efforts in broadcasting evaluations under the National Tasks announced in May 2022. From Aug. to Dec. 2022, the Commission conducted the expert discussions, collecting opinions from the operators, deliberation by the Broadcast Evaluation Committee, and administrative notice (Dec. 8, 2022 to Dec. 19, 2022).

In accordance with the amendment, the item “Board Reporting on Environmental, Social, and Transparent Management and Environmental Management Efforts” has been added as an evaluation criterion, and a maximum of 10 points will be awarded based on the evaluation results. The evaluation criteria applies terrestrial TV and general service PP (700 points out of 700 for terrestrial TV and 600 points out of 600 for general service PP).

Prior to the amendment, the Rule included social responsibility (evaluation of employment of people with disabilities and women, evaluation of the adequacy of privacy protection, and an evaluation of the protection of children and youth rights) and transparent management (evaluation of the organization and operation of self-regulations related to compliance with the Code of Ethics, and an evaluation of the measures to secure transparency in management) as evaluation items, but they did not include evaluation items related to environmental management and management efforts for environmental,

social, and transparent management in general, so these items were newly added.

The revised the 「Rules on Broadcast Evaluation」 will be applied from the 2023 broadcast performance evaluation scheduled in 2024.

d. Create a Mutually Beneficial Environment in the Broadcasting Market (Outsourced Production)

The Commission conducted a review (Jul. 2022) after collecting opinions from operators (broadcasters and production companies) on whether the 「Guidelines on Outsourced Broadcasting Program Transaction」, which were enacted (2019) to improve fair trade practices between broadcasters and outsourcing production companies and to establish a foundation for win-win cooperation, and updated the standard production cost calculation criteria and realized the operation of the Win-Win relations. The improved guideline criteria will be applied to the implementation check on the Guidelines on Outsourced Broadcasting Program Transaction in 2023.

※ Operate guideline study group (Apr.-May), collect opinions from the relevant organizations (May-Jun.)

Table III-13 Matters to Check on the Guideline on Outsourced Broadcasting Program Transactions and Changes to Criteria

Inspection Items	Current	Revised
Operate a Win-Win Council	Attendance at Win-Win Councils at the executive level or above	Attendance at Win-Win Councils at the department head level or above
Contract Conclusion in Advance	Recognizing the verifications of the drama genre	Recognizing the verifications of all broadcast genres
Sponsorship Revenue Sharing	Recognizing the submissions related to the sponsorship size	Recognizing the sponsorship revenue sharing in contracts
Additional Points	Recognizing the Win-Win Council improvement results	Granting for attendance at the head of the Win-Win Council or above

In addition, in accordance with the “Comprehensive Plan to Improve Unfair Practices in the Outsourced Production Market for Broadcast Programs” (Dec. 2017), the Commission conducted a survey (Jul-Oct) and in-depth interviews (Aug-Nov) with 18 broadcasters (four terrestrial broadcasters, four general PPs, and 10 other PPs) to create a fair trade environment in the outsourced production market every year.

According to the 2022 survey, most outsourced production companies utilize standard contracts (91.8%), most broadcasters retain the rights to profits such as intellectual property rights, while there are significant differences in perceptions between the broadcasters and production companies regarding the need to improve outsourcing practices and the size of production costs.

※ Standard contract usage rate : 81.6%(2019) → 91.9%(2020) → 89.8%(2021) → 91.8(2022)

Table III-14 Survey Items on the Outsourced Program Transaction

<ul style="list-style-type: none"> • Use of a standard contract • Need to improve outsourced transaction practices • Perceptions of the size of production costs and reasons for them • Inclusion of rights agreements in outsourcing contracts 	<ul style="list-style-type: none"> • Subject of the attributing rights • Percentage of mutual revenue sharing • Share of sponsorship and indirect/virtual advertising in production costs • Degree of trust in the information, etc.
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e. Conduct a Survey on the Audience share

1) Release the Results on the Broadcaster Viewership Share in 2021

On Dec. 14, 2022, the Commission released the 「2021 Broadcasters' Viewership Share Calculation Results」 for a total of 294 broadcasters (legal entities) operating television broadcast channels.

“Viewership share” means “the proportion of viewers’ total viewing time for a particular broadcast channel out of the total viewing time for all television broadcasts”. According to Article 69-2 (Limitation on Viewership Share) of the 「Broadcasting Act」, the viewer share of a single broadcaster may not exceed 30% (except in the case of a company wholly owned by the government or local government).

The Commission calculates the viewership share by adding the viewership share of the broadcasting company, the viewership share of the related parties, and the exchange rate calculated by applying the media exchange rate (the difference between the media influence of television broadcasting and daily newspapers, which is the relative ratio of the daily newspapers to television broadcasting) to the subscription rate of the daily newspapers.

The 2021 media exchange rate for converting daily newspaper subscriptions to viewership is 0.36.

$$\therefore 0.36(\text{Media Exchange Rate}) = (0.30(\text{User Side}) + 0.42(\text{Market Side})) \div 2$$

Table III-15 The Survey Result of 2021 TV and Newspaper Usage

Classification	Response result		Percentage of newspapers to television broadcasts	
	Television broadcasting	Daily newspapers	Television broadcasting	Daily newspapers
Current Events Usage Rate	79.74%	30.26%	1	0.38
Current Events Usage Hours	53.13 mins	11.76 mins	1	0.23
Media Dependency	56.83%	16.11%	1	0.28
Average	-	-	1	0.30

Table III-16 Television and Newspaper Ad Revenue in 2021

Television		Daily newspaper	
Classification	Amount(KRW 100 million)	Classification	Amount(KRW 100 million)
Broadcaster ad revenue	31,220	Newspaper ad revenue	13,050
1		0.42	

※ Excludes radio advertising revenue from terrestrial broadcasters.

The viewership shares of the major broadcasters in 2021 are as follows:

For terrestrial broadcasters, it was 22.555% for KBS, 9.868% for MBC, 7.738% for SBS, and 1.792% for EBS.

Table III-17 Viewership Share of Terrestrial Broadcasters

(Unit : %)

Classification	Broadcasters	Own channel	Special Stakeholder	Equity Ownership	Viewership Share in 2021	Viewership Share in 2020	YOY Increase
Terrestrial	KBS	19.450	3.105	0.000	22.555	22.832	Δ0.277%p
	MBC	3.169	6.699	0.000	9.868	10.169	Δ0.301%p
	SBS	4.467	3.271		7.738	7.463	0.275%p
	EBS	1.746	0.046		1.792	1.882	Δ0.090%p

The viewership share of general service PP and new report channel was TV Chosun 10.677%, JTBC 7.152%, Channel A 4.713%, MBN 4.108%, YTN 3.267%, and Yonhap News TV 3.009%.

Table III-18 Viewership Share of the General Service PPs and the News Reporting PPs

(Unit : %)

Classification	Broadcasters	Own channel	Special Stakeholder	Equity Ownership	Conversion of Viewership share	Viewership Share in 2021	Viewership Share in 2020	YOY Increase
General PP	TV Chosun	6.050			4.627	10.677	11.135	Δ0.458%p
	JTBC	3.170	1.334		2.648	7.152	7.727	Δ0.575%p
	Channel A	2.477			2.236	4.713	5.157	Δ0.444%p
	MBN	3.233	0.089	0.000	0.786	4.108	4.814	Δ0.706%p
New PP	YTN	3.256			0.011	3.267	3.701	Δ0.434%p
	Yonhap News TV	3.009				3.009	3.275	Δ0.266%p

In addition, the viewership share of the major broadcasting channel operators was 11.523% for CJ ENM 11.523%, and 2.556% for Hyundai HCN.

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Table III-19 Viewership Share of the Major Broadcast Providers

(Unit : %)

Classification	Broadcasters	Own channel	Special Stakeholder	Equity Ownership	Conversion of Viewership share	Viewership Share in 2021	Viewership Share in 2020	YOY Increase
Special PP (including SO related)	CJ ENM ¹⁾	10.734		0.786	0.003	11.523	11.368	0.155%p
	Hyundai HCN ²⁾	0.000	2.550	0.006		2.556	1.012	1.544%p
	SK Broadband ³⁾	0.000	0.193	0.144		0.337	0.170	0.167%p
	CMB ⁴⁾	0.001		0.006		0.007	0.009	Δ0.002%p

※ 1) CJ ENM: owns 18 channels including tvN, OCN, and tvN STORY, and 28 equity-owned channels

2) Hyundai HCN: owns 8 channels (Hyundai HCN Seocho, Hyundai HCN Dongjak, etc.), 16 special relationship channels (Drama H, SKY, etc), and 2 equity-owned channels

3) SK Broadband Co. Ltd: owns 22 channels (Gangseo Broadcasting, Seodaemun Broadcasting, etc) 3 special relationships (Channel S, etc), 9 equity-owned channels

4) CMB: owns 11 channels (CMB, CMB Gwangju Broadcasting, etc), 2 equity-owned channels

Satellite broadcaster KT Sky Life had a viewership share of 2.624%.

Table III-20 Viewership Share of the Satellite Broadcaster

(Unit : %)

Classification	Broadcasters	Own channel	Special Stakeholder	Equity Ownership	Conversion of Viewership share	Viewership Share in 2021	Viewership Share in 2020	YOY Increase
Satellite	KT Skylife	0.004	2.546	0.051	0.023	2.624	1.622	1.002%p

The KCC has released the 「2021 Broadcasters' Viewership Share Calculation Results」 to the public through its website (<http://www.kcc.go.kr>) and broadcast statistics portal (<http://www.mediastat.or.kr>).

2) Release the Survey Result of N-Screen Viewing Behavior in 2021

On May 26, 2022, the Commission held the 4th meeting of the Media Diversity Committee (Chairman Hyojae Kim, hereinafter the Committee) to discuss 「N-Screen Viewing Behavior in 2021」 and presented the findings.

The N-screen viewing behavior survey has been conducted since 2017 to understand the usage behavior and viewing status of the broadcast programs that are diversifying into smartphone and PC.

Here are some key findings from 2021

- ① Smartphone viewing: 70.02% of users watched at least one broadcast program on their smartphone in the past month, and the average monthly viewing time was 137.37 minutes, down 5.29 minutes from 2020. The average monthly channel viewing time per individual was 14.33 minutes for tvN (14.16 minutes), MBC (14.16 minutes), SBS (13.03 minutes), JTBC (12.04 minutes), and TV CHOSUN (10.69 minutes), and the most watched broadcast programs by genre were <Running Man (SBS)> for entertainment, <MBC News Desk (MBC)> for news/reporting, and <Vincenzo (tvN)> for drama.

- ② Viewing on PC: 28.59% of users watched at least one broadcast program on their PC within a month, with an average monthly viewing time of 43.05 minutes. This represents a decrease of approximately 28.32 minutes compared to 2020, indicating a greater decline in PC viewing time compared to smartphone. The average monthly channel viewing time for each individual was as follows: OGN (5.61 minutes), Mnet (4.03 minutes), tvN (2.99 minutes), SBS (2.91 minutes), and SBS funE (2.23 minutes). In terms of the most-watched programs by genre, <The Return of Superman(KBS2)> was the top choice for entertainment, the <2020 LoL World Championship (OGN)> dominated the sports category, and <Hospital Playlist 2 (tvN)> emerged as the preferred drama.
- ③ VOD viewing on pay-TV: Approximately 29.13% of households watched at least one minute of VOD on pay-TV per year. The average monthly viewing time for VOD increased to 33.89 minutes, showing a significant growth of 9.69 minutes compared to 2020. This increase can be attributed to the rise in non-live TV viewing. The average monthly channel viewing time per household was tvN (8.1 minutes), SBS (6.47 minutes), JTBC (4.51 minutes), MBC (4.28 minutes), and KBS2 (3.79 minutes), and the most watched programs by genre were <Hangout with Yoo (MBC)> for entertainment, <Vincenzo(tvN)> for drama, and <Unanswered Questions (SBS)> for news/ reports. The Commission disclosed the results of the 「2021 N-Screen Viewing Behavior Survey」 to the public through the report bulletin board of the Broadcasting Statistics Portal (mediastat.or.kr) which also provides the data of the monthly smartphone, PC, and fixed TV VOD basic surveys.

f. Assess the Competition in the Broadcast Market

1) Improvement of the 2022 Broadcasting Market Competition Assessment

On Apr. 28, 2022, the KCC held the second meeting of the Assessment of the Competitiveness in the Broadcasting Market in 2022. The objective of the meeting was to discuss strategies for enhancing the assessment of the competitive situation in the broadcasting market, with a particular focus on strengthening the analysis of Internet video services (OTT). This initiative aims to proactively address the recent changes in the broadcasting market.

As the influence of Over-the-top media service (OTT) on the broadcasting market continues to grow, serving as a new platform for the distribution and consumption of media content, Korea Communications Commission has made the decision to analyze the impact of OTT on the broader broadcasting market. This analysis was based on various data sources, including the revenue generated by OTT providers, changes in user numbers and the usage time of OTT services, as well as in-depth interviews with industry experts.

Furthermore, while analyzing the program transaction market, the focus was previously limited to outsourced production costs. However, this year, the analysis has been expanded to encompass the total production costs. This broader approach allows for a comprehensive understanding of the entire program transaction market and facilitates the identification of issues within the broadcasting industry.

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The policy use of the Competition Situation Assessment Report will be improved by discovering the issues in the broadcasting market.

In accordance with Article 35-5 of the 「Broadcasting Act」 and Article 11 of the 「Framework Act on Broadcasting Communications Development」, the Commission has conducted an annual assessment of the competition situation in the broadcasting market since 2012 to serve as a basis for establishing competition policies to build an efficient competition system and create a fair competition environment, and reports the results to the National Assembly.

2) Results of the 2022 Broadcasting Market Competition Assessment

The Commission released the results of the 「Assessment of the Competitiveness in the Broadcasting Market in 2022」 on Dec. 28, 2022.

This assessment evaluates the competitive situation of the broadcasting market in 2021 by defining the unit market as the paid broadcasting market, broadcast channel transaction market, broadcast program transaction market, and broadcast advertising market.

In the pay-TV market, the product market is segmented into the <Digital Pay-TV Market (including QAM, Satellite, and IPTV)> and the <8VSB Pay-TV Market>. This division takes into account factors such as subscriber characteristics, similarity perception, demand-supply substitutability, and the existing system. Regarding the geographic market, it is divided into specific SO broadcasting areas. However, a nationwide analysis was also conducted to proactively respond to potential future changes in the competitive environment.

In 2021, there were 35.76 million pay-TV subscribers (by number of terminals, the same as the following), an increase of 2.9% compared to 2020. IPTV continued to grow with 19.89 million subscribers (17.13 million in 2019 → 18.54 million in 2020 → 19.89 million in 2021), while the number of SO subscribers decreased to 12.28 million (13.48 million in 2019 → 13.13 million in 2020 → 12.28 million in 2021).

By market, digital pay-TV subscriptions increased to 29.9 million (27.88 million in 2019, 28.91 million in 2020, 29.9 million in 2021), while 8VSB subscriptions continued to decline to 5.77 million (5.87 million in 2019 → 5.84 million in 2020 → 5.77 million in 2021).

As a result of mergers and acquisitions within the pay-TV industry, the market has become highly concentrated, with the three IPTV companies collectively representing 86% of all pay-TV subscribers.

The broadcasting channel trading market has been established to include both a paid broadcasting channel trading market and a channel retransmission rights trading market for each of the three terrestrial broadcasting companies. This division takes into consideration factors such as the similarity of product attributes, the subscribers' intention to switch platforms, channel usage purposes, and viewing behavior.

In 2021, total channel offerings revenue was KRW 1.03 trillion, up 7.5% from 2020 (KRW 1.029

trillion), while PP's channel offerings revenue increased 10.2% year-on-year to KRW 892.8 billion (2019: KRW 753.9 billion → 2020: KRW 810 billion → 2021: KRW 892.8 billion), while revenue from the retransmission of terrestrial broadcasting channels continued to grow slightly (2019: KRW 361.3 billion → 2020: KRW 399.9 billion → 2021: KRW 407.9 billion), up 2.0% from 2020.

In the paid broadcasting channel transaction market, the share of CJ affiliated PPs, the number one operator, was 28.3%, the same as the previous year, and the share of general service related PPs was 20.1%, an increase from 2020 (18.3%), but the share of terrestrial affiliated PPs was 14.6%, a decrease from 2020 (15.7%).

In the market for the retransmission rights of the three terrestrial broadcasting companies, it has been analyzed that both the supply side (the three terrestrial broadcasting companies) with content competitiveness and the demand side (pay TV operators) with a large subscriber base have a high bargaining power.

In the broadcast program trading market, the entire market for outsourced production program trading is defined as the same product market. This classification takes into account various factors, including product characteristics, delivery possibilities, the intention to switch among the demander, the possibility of genre switching, and the similarity of production processes and input factors.

In 2021, the total amount of outsourced production costs for all broadcasters was KRW 900.9 billion, an increase of 1.2% compared to 2020, with CJ affiliated PPs and general service related PPs increasing by 30.8% and 15.4%, respectively.

In the broadcast programming market, the KCC found that the demand side (terrestrial broadcasters, PPs) market concentration is not high, and the increasing demand for content from over-the-top (OTT) providers is intensifying the demand side competition to secure quality content.

Out of the outsourced production companies that have a track record of delivering to broadcasters, approximately 86.7% (470 companies) delivered five or fewer projects per year. Among them, 280 companies delivered only one project. In contrast, only 6.3% (34 companies) managed to deliver 10 or more projects per year. These figures indicate a lack of concentration on the supply side of the industry.

In 2021, the broadcast advertising market experienced a rebound, surpassing its previous decline. It reached a total of KRW 2.991 trillion, representing a significant increase of 19.6% compared to the KRW 2.501 trillion recorded in 2020. Additionally, sponsorship sales continued to rise, reaching KRW 837.7 billion, which reflects a growth of 16.2% compared to KRW 720.8 billion in 2020.

The growth of the broadcast advertising market was analyzed to be influenced by two factors: the implementation of terrestrial interstitial advertising and the delayed execution of advertisements due to the impact of COVID -19. The broadcast advertising revenue of the three terrestrial broadcasting companies, including affiliated program providers (PPs), reached KRW 1.293 trillion, demonstrating a year-on-year increase of 21.9%. Additionally, the general affiliated PPs experienced a growth of 11.9% year-on-year, amounting to KRW 517.2 billion. The CJ affiliated PPs also exhibited a significant growth

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of 27% to reach KRW 464.7 billion. Both CJ affiliated PPs and the three terrestrial broadcasting companies displayed remarkable growth, surpassing the 20% mark.

In the broadcast advertising market, market concentration, measured in terms of advertising revenue, experienced a slight increase but remained at a relatively low level. It was analyzed that competition in the broadcast advertising market remains intense, taking into account factors such as the decline in the share of broadcast advertising in the overall advertising market and the growing similarity of broadcast advertising products between terrestrial and paid broadcast channels.

When examining the impact of Over-the-Top (OTT) services, it has been observed that the overall growth in revenue, user utilization rates, and the proportion of paid users among OTT operators are contributing to an expanding influence on the overall broadcasting market, including the pay-TV sector. The following details provide insights into specific market segments:

In the pay-TV market, there is an upward trend in both subscriber numbers and revenues. However, the competitive pressure stemming from the impact of OTT services is leading to slower growth rates and declining Video-on-Demand (VOD) revenues. As a result, the influence on the pay-TV market is expected to widen. Pay-TV operators are responding to this intensified competition by forming alliances and engaging in mergers and acquisitions.

In the broadcast channel trading market, it was predicted that the bargaining power of PPs as channel providers would change due to OTT, and concerns were raised that the bargaining power of popular broadcast channels that pay-TV operators need to secure to compete with OTT could increase, but the bargaining power of small and medium-sized broadcast channels centered on non-original content could decrease further.

In the broadcast program trading market, it has been observed that the bargaining power of content providers, particularly drama production companies, is strengthening. This is attributed to the increased demand for programs resulting from heightened competition for original content from OTT platforms. Additionally, certain large production companies are adopting new strategies to retain content rights and directly sell broadcasting rights and transmission rights to broadcasters and OTT platforms. This shift signifies a departure from traditional outsourcing production deals with established broadcasters.

In the broadcast advertising market, the entry of global OTT operators into the advertising space has increased the potential for expansion among domestic OTT operators in the long run. The introduction of ad-based low-priced plans by OTT operators has led to changes in subscriber behavior, which can vary depending on the pricing and content composition of these plans, as well as the methods of ad insertion. Therefore, it is crucial to examine the impact of OTT on the overall advertising market.

The Commission has made available the “Assessment of the Competitiveness in the Broadcasting Market in 2022”, key data and graphical files on the Commission’s website (<http://www.kcc.go.kr>) and the Broadcasting Statistics Portal (<http://www.mediastat.or.kr>).

2 | Make Disaster Broadcasts Faster and More Accessible

a. Strengthen the Disaster Broadcast Response System

As the localization and routinization of disasters increase, along with the diversity of disaster types, there is a pressing need to enhance the disaster broadcasting response system. The current disaster broadcasting management system is deemed insufficient to effectively address the evolving nature of disasters. In light of this, the Commission has undertaken efforts to bolster the public responsibility of broadcasting. The primary objectives include averting broadcasting-related disasters, fortifying the timeliness and dependability of disaster broadcasting, and facilitating prompt repair and restoration measures in the aftermath of disasters. By doing so, the aim is to safeguard the lives and assets of the general public. To achieve these goals, a comprehensive plan has been established to streamline disaster response, with disaster broadcasting serving as a central control tower. Collaboration mechanisms have been instituted among broadcasters, relevant organizations, and local governments, while information dissemination to vulnerable populations has been strengthened.

Initially, the Commission focused on enhancing the disaster broadcasting capabilities of KBS, which serves as the primary broadcaster for disaster-related coverage, with the goal of enhancing public convenience. This effort included upgrading the infrastructure and resources necessary for effective disaster broadcasting. Furthermore, the Commission shared the outcomes of this project with other broadcasters and the government, thus contributing to the overall improvement of the disaster broadcasting foundation. Additionally, the KCC worked to upgrade localized disaster broadcasting through collaborative consultations involving local governments, local broadcasters. The aim was to ensure an efficient response and facilitate information sharing during localized disasters.

The Commission worked to strengthen the cooperation system between broadcasters, related organizations, and local governments to share disaster CCTV images, action tips for each type of disaster, and disaster information in disaster risk areas. As part of this, we promoted the sharing and utilization of CCTVs owned by local governments and related organizations so that live disaster broadcasts led by local broadcasters can be carried out quickly and accurately in the event of a localized disaster. In particular, we promoted the sharing and utilization of CCTVs for marine science bases and the coastal observation of the Korea Hydrographic and Oceanographic Agency in the sea and coastal areas across the country, and completed the promotion to be used by 23 broadcasters including KBS (Jun-Oct).

In response to various disaster outbreaks, major broadcasters (nine broadcasters, including terrestrial, broadcast, and news PPs) broadcast a variety of regular news, disaster special reports, and public action tips tailored to their channel characteristics to deliver COVID -19-related prevention information and various disaster information. The Commission produced and supported KBS's public action tips for disaster preparedness, such as how to prevent forest fires in spring and what to do in case of vehicle flooding, and helped them share them with other broadcasters and utilize them in

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conjunction with KBS's disaster portal, social media, and YouTube channel.

Figure III-14 List of CCTV Footage Provided to Broadcasters

Rooftop of the Jeodo Marine Science Station	North Waters of Jeodo Marine Science Station	Rooftop of Ongjin Socheongcho Marine Science Base
		
Sea Fog Observatory: Busan Port(North)	Sea Fog Observatory : Mokpo Port	Sea Fog Observatory: Incheon Port
		
Tidal Observatory: Jindo	Tidal Observatory : Yeosu	Tidal Observatory : Moseulpo
		

In addition, the KCC worked to strengthen the provision of disaster information for disaster-vulnerable groups such as the hearing impaired in order to provide complete information in the event of a disaster. To this end, it promoted the amendment of the 「Framework Act On Broadcasting Communications Development」 to ensure the right of the hearing impaired to access disaster broadcasting by expanding disaster broadcasting using Korean Sign Language (Cabinet resolution on Dec. 30, 22) and submitted the amendment to the National Assembly (Jan. 2, 23). To address the variations in the size, shape, and speed of disaster subtitle broadcasts among broadcasters during emergencies, the Commission took proactive measures. In May 2022, the Commission developed draft standards aimed at enhancing the readability of subtitles from disaster broadcasts. Subsequently, it actively encouraged broadcasters to voluntarily adopt these standards. The objective was to improve the legibility of text displayed during disaster broadcasts, as some broadcasters exhibited significantly lower readability due to various factors.

Table III-21 Standard on Enhancing the Readability of Subtitles from Disaster Broadcasts (draft)

- Subtitle text size: at least 36 pixels wide (1/30 of full screen)
- Subtitle band size: 60 pixels or more (1/18th of the full screen)
- Subtitle aspect ratio: 100% or more, with 0 or more gaps
- Subtitle speed: 300 characters per minute or less
- Use a color that contrasts with the subtitle band to make the subtitle text stand out clearly
- Raise public awareness by explicitly indicating (disaster broadcast)

b. Strengthen the Capability of the Disaster Broadcasting Control Center and Conduct the Safety Inspections

Following the occurrence of various social and natural disasters, such as the COVID -19 pandemic, wildfires in Gyeongbuk and Gangwon, heavy rains in the Seoul metropolitan area, Typhoon Hinnamno, and the Goesan earthquake in Chungcheongbuk-do, there has been a significant surge in requests for disaster broadcasting. In response to this growing demand, the Commission took proactive measures by establishing the Disaster Broadcasting Control Center. This center operates 24/7, serving as a control tower for disaster broadcasting with its main functions include strengthening the monitoring of disaster broadcasts and facilitating the sharing of crucial disaster-related information. Through the full-scale operation of the Disaster Broadcasting Control Center, the Commission has been able to provide immediate feedback to broadcasters who may have overlooked their disaster broadcasting obligations. Particularly during major disasters, the Commission conducts the real-time monitoring of disaster broadcasting for 24 hours via the emergency duty of the Disaster Broadcasting Center that allows for the prompt and accurate delivery of disaster-related information to the public.

To strengthen the disaster broadcasting control center, the Commission developed a disaster broadcasting detection system that utilizes AI to instantly detect and identify operators who do not broadcast disaster broadcasts, enabling feedback on the implementation of disaster broadcasts. The KCC promoted the upgrading of the disaster broadcasting control center by expanding radio reception channels (17→63) and upgrading the disaster broadcasting analysis system using voice recognition (Jun to Dec in 2022). Through this, we improved the detection rate of disaster broadcasts (10% for subtitle recognition → 95% for subtitle + voice recognition) and strengthened in-depth 24-hour monitoring by comparing and analyzing past disaster broadcasts, leading to improved disaster broadcasts.

In order to prevent broadcasting disasters and mitigate potential damage to broadcasting services, the Commission undertook several measures that include establishing a comprehensive plan for broadcasting disaster management, conducting the safety inspections of critical broadcasting facilities, and assessing the implementation of disaster management plans. The objective was to ensure the prevention of broadcasting-related emergencies and facilitate the prompt repair and restoration of services in the event of a broadcasting disaster, thereby safeguarding the lives and property of the public. To prepare for heavy rains during the summer season, the Commission conducted safety

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inspections at important broadcasting facilities, including the Yongmunsan transmitting station, to assess their safety conditions and response systems. This inspection specifically focused on major broadcasters such as KBS, MBC, and SBS. Additionally, on Sep. 5, a meeting was held to evaluate the preparedness for disaster broadcasting in anticipation of Typhoon “Hinnamno” with an aim to minimize the impact of the typhoon and ensure the provision of comprehensive disaster information would be practically beneficial. Broadcasters were urged to actively contribute to minimizing the potential damage to people’s lives and property by providing detailed and practical disaster information.

Figure III-15 Summer Disaster Preparedness Efforts by Inspecting the Broadcast Facility (Yongmunsan Transmission Station on Jun. 9)



The Commission is seeking sector-specific business continuity plans for major broadcasters Business Continuity Planning (BCP)³⁾ (Jan. 28). We contributed to preventing the spread of infectious diseases by preparing and conducting on-site quarantine inspections (21 times in total) at broadcasters. The KCC requested that broadcast production sites strictly follow the COVID -19 prevention field guidelines and recommended voluntary prevention measures that take into account the characteristics of the broadcasting field, such as checking compliance with the prevention guidelines. In Feb. 2022, the Commission developed a COVID -19 Business Continuity Plan to ensure the uninterrupted continuity of core operations in the event of an emergency, such as the spread of an omicron mutation. The plan includes designating and operating essential personnel and alternate personnel to perform core functions, preparing and implementing a work-from-home environment, operating an emergency response headquarters, and maintaining an emergency communication system. In addition, the Commission established and operated the “Covid-19 Disaster Broadcast Response Team” (Aug. 16-) to timely implement urgent measures related to public safety and improve the efficiency of prevention by establishing a systematic response system for the related organizations.

3) Business Continuity Planning (BCP): An emergency response system that is prepared in advance to ensure the continuation of an organization's core business through a rapid and systematic response in the event of a crisis.

3 | Enhancing the Credibility and Transparency of Portal News

1) Launch a Council for Improving the Credibility and Transparency of Portal News

On May 24, 2022, the Commission formed the 「Council for Improving the Credibility and Transparency of Portal News」 and began discussions.

The council was composed of experts in related fields such as media and law and related ministries and operated for about seven months to discuss the ways to strengthen the reliability and transparency of media platforms so that the portal-centered news service ecosystem can be created fairly.

Portal news services, which were launched around 2000, provide articles through media partnerships and expose users to articles through media subscription or recommendation services. The convenience of viewing news from multiple media outlets within a portal has led to a whopping 79.2% usage rate of portal news as of 2021.

Although this portal-centered media ecosystem has positive functions, problems with the way news services are provided and problems with news consumption, such as confirmation bias, have been raised, increasing the need for policy measures to ensure the convenience and rights of users while forming a balanced public opinion.

As part of the new government's national agenda, there is a focus on "Strengthening the Credibility and Transparency of Media Platforms". This initiative aims to address various challenges within the media landscape, such as enhancing the accountability and reliability of article arrangement influenced by news recommendation algorithms. Additionally, it seeks to improve the transparency of news service delivery methods and procedures employed by online portals.

For the specific implementation of the national task, the Commission plans to discuss the ways to improve the transparency of the composition and operation of the news partnership evaluation committee and recommendation of algorithms that cause confirmation bias to strengthen the transparency and fairness of news services so that portals can fulfill their role as news mediators.

The Council for Improving the Credibility and Transparency of Portal News is discussing policy directions to secure the transparency of portal news and strengthen the credibility of portal news partnerships, and plans to collect opinions from stakeholders such as the industry and users after further discussion.

2) Counter Disinformation through Private Self-Regulation

The Commission implemented a citizen-participatory fact-checking platform called "FactCheckNet". This platform facilitates collaboration between professional fact-checkers and citizen fact-checkers to collectively conduct fact-checks. The entire process, starting from topic selection to the publication of results, is carried out transparently, ensuring that the findings are easily accessible to the public.

Table III-22 Status of the FactCheckNet Operations

<ul style="list-style-type: none"> • Key Players <ul style="list-style-type: none"> - (Professional Fact Checkers) Experts in fields such as journalism and law (21 people) - (Citizen Fact Checkers) Citizens such as university students who have received training in fact checking competencies (18 people) • 2022 Milestones (Jan.-Dec. 2022) 				
Key Accomplishments	Number of Users	Page Views	Number of own content	Archive
Status	393,297	1,587,952	195	1,250

To support the revitalization of the fact-checking program, we conducted monthly projects and strengthened content development, including (i) checking the factuality of false suspicious information by ordinary citizens and experts in various fields on a different topic every month and posting it on the platform, (ii) supporting media companies and media-related academies to develop various fact-checking contents such as combating hate speech, addressing discrimination, and evaluating green marketing practices, and (iii) producing videos to improve the awareness of fact-checking in daily life and encourage wider adoption and the utilization of the platform among the public.

Figure III-17 Help Activate the Fact-Checking Program



In addition, to strengthen the fact-checking capabilities, the Commission was (i) conducting various capacity-building projects such as civic education and content development to help citizens correctly discern information on their own, and (ii) promoting customized fact-checking education for youth, adults, and teachers to help them discern and use information correctly, (iii) Providing fact-checking training to foster citizen and professional fact-checkers and supporting the establishment of fact-checking courses at universities such as Sogang University, Hanshin University, Sae Myung University, and Wonkwang University; and (iv) Developing educational online game contents for boys and adults to experience the information discrimination process firsthand.

※ Curriculum: cases of misinformation, fact-checking guidelines, article writing practice, etc.

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Figure III-18 Facilitate Training and Develop Content



In order to strengthen the promotion of fact-checking and conduct research and analysis, (i) the 「2nd Fact-Check Week Event」 (Apr. 4-8, 2022) was held to promote the importance of fact-checking through cooperation with major overseas fact checking organizations; (ii) the 3rd Fact Checkathon (Aug. 27) and the 1st Citizen Fact-Check Contest (Oct. 26) were held to support citizens' fact-checking activities and discover the best; and (iii) major trends in the domestic and overseas fact-checking environment, technologies, and systems were investigated and professional policies were established through systematic research (four times).

※ YouTube views, 680 participants in the anti-disinformation campaign, 259 entries in the anti-disinformation picture and video contest, and 41 media coverage on the event

Figure III-19 Fact-Check PR and Research Analysis



3) Launch the 「2nd Fact-Check Week」 event

The 「2nd Fact-Check Week」 organized by the Commission, Community Media Foundation, and FactCheckNet was held from Apr. 4 to 8, starting with a greeting from the chairman and a keynote lecture by Professor Bill Adair of Duke University in the United States.

Figure III-20 「2nd Fact-Check Week」 Day 1 Event Photos

“I hope that the 「Fact-Check Week」 event, which celebrates its second anniversary this year, will help foster the power of seeing the truth in our society,” said the chairperson. “Through this event, we hope to build a consensus among domestic and foreign experts on the need to counter fake information and develop it into a venue for international cooperation.”

Professor Bill Adair then delivered the keynote address. Professor Adair is a prominent scholar in the field of fact-checking journalism, having worked as a journalist for 24 years. He is also the founder of the Pulitzer Prize-winning fact-checking platform “PolitiFact” and co-founder of the International Fact-Checking Network (IFCN).

On the topic of 「The Future of Fact-Checking」, Prof. Adair first emphasized the importance of fact-checking as recent changes in the media environment that have led to the rapid spread of misinformation online. Against this backdrop, he said, fact-checking has emerged as a unique form of journalism since the 2008 U.S. presidential election.

To make fact-checking easier and more accessible to the public, Professor Adair created a fact-checking website, “PolitiFact”, combined with the “Truth-O-Meter format”, which became the basis for fact-checking platforms in many countries, including Korea.

Professor Adair also pointed to the growth of fact-checking globally. He noted that the number of fact-checking sites globally has grown from 44 in 2014 to 353 in 2021, and the number of active fact-checkers affiliated with fact-checking organizations has grown from less than 50 in 2014 to more than 300 in 2021.

He also introduced an automated fact-checking project underway at Duke University. It is a system that converts politicians’ remarks into text through speech recognition and presents fact-checking results against a list of fact-checking content uploaded to major fact-checking platforms* in real time. However, Professor Adair added that in the future, it is necessary to overcome technical limitations and build a sufficient fact-checking database.

* PolitiFact, Washington Post, Factcheck.org, etc.

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Finally, Professor Adair concluded, “The public should no longer be an audience. When they see something questionable, they should offer to check with a fact-checking organization, and they should actively share fact-checkers’ corrections on social media.” He concluded his talk by emphasizing that correcting misinformation is everyone’s responsibility, and that citizens should become fact-checkers themselves by searching for information from trusted sources and sharing their own corrections.

The 「2nd Fact Check Week」 event included a conference on fact checking media platforms and automated fact checking technology on May 5, followed by a presentation of fact checking cases and educational know-how by the youth and teachers on May 6, and an international seminar on the status of fact-checking at home and abroad on May 7, which was broadcast live on Cheka TV (<https://www.youtube.com/c/chekaTV>), the YouTube channel of the Community Media Foundation.

Figure III-21 Program and Poster of the 2nd Fact-Check Week

Program				Poster	
□ 행사 개요 ○ (일 시) '22. 4. 4(월) ~ '22. 4. 8(금), 5일간 (온/오프라인 개최) ○ (슬로건) 시력(視力) 2.0 진실을 보는 힘, 팩트체크 ○ (주최/후원) 시청자미디어재단, 팩트체크넷 / 방송위					
□ 주요 일정(안)					
일시	시간	행사명	비고		
4.4(월)	9:00 - 12:00	팩트체크 주간 개막식 - '취워킹보' 같은 행동은 세상' 공로한 수상작 상영 및 시상 - 취워킹보 대상 명색인(총체포함) Live 공연 (다카풀라 그룹 디어미) - 기조강연 : 팩트체크의 이해 (윤 하태하, 두근 리포터스 팀 (리재하))	온라인 (유튜브 생중계)		
	4.5(화)	14:00 - 15:30	팩트체크의 수화언어 - 팩트 체크의 중요성(in context) (정준혁, 한양대 교수) - 언론 팩트체크 전문으로 살아남기 (김종필, 뉴스룸 기자) - 한국 최초의 팩트체크 플랫폼, SNU팩트체크의 5년째 통찰과 비전(김은영, SNU팩트체크 센터장) - 국제에서 주목받고 있는 팩트체크 (김서희, 팩트체크넷 이사)		
15:30 - 17:00		팩트체크의 수화언어 - 공적성인턴 AI 기반의 팩트체크 기술 (주병태, 뉴스, Neutral CTO) - 팩트체크하는 인공지능 (이준희, 서울대 교수) - 기술 실용으로 전 세계 팩트체크 확대하기 (앤드류 디드필드, Full Fact 자유허 팩트체크팀 운영)			
4.5(화)		14:00 - 17:00	팩트체크의 수화언어 - 생각의 틀을 깨는 것? 왜 너무 할 수 없다 (여하리, 서울대 학생) - 모두가 투명하게 세상을 바라볼 수 있게 할 (김광호, 사내언어사단) - 미래의 교육 미디어우주를 위하여 (조현진, 어우고등학교 교사) - 미디어교육과 팩트체크 (유승재, 한국미디어강사협회 강사)		
4.7(목)	9:00 - 12:00	메시저 팩트체크 현황 및 과제 - 취워킹보 대응 전략 및 팩트체크 현황 (주한 호주 대사관, 대안 뉴스, 한국 팩트체크넷)	온라인 (유튜브 생중계)		
	14:00 - 17:00	팩트체크의 수화언어 - 팩트체크의 수화언어 (이한기, SBS PD) 팩트체크의 수화언어 - '농기로운 팩트체크' (정태형, 내일신문 기자) - '언기'를 위한 불고기 (박정섭, 작가)			
4.8(금)	9:00 - 17:30	팩트체크의 역할 강화 방안 모색 - 팩트체크의 중요 지도자가 알아야 할 'TR' (카리엔투영, EITA 이사) - 팩트체크의 검증 주제 방송 방송	온라인		

Chapter 3 Protecting Communications Service Users

1 | Build a Self-Regulatory Organization into Digital Platforms

a. Form a Private Self-Regulatory Organization

1) Launch a Public-Private Council for the Voluntary Improvement of Mobile Phone Data Leakage Prevention

The Commission held discussions with relevant companies, organizations, and private experts to establish a safety system to prevent mobile phone data leakage on the market.

To this end, the Commission formed the “Public-Private Council for the Voluntary Improvement of Mobile Phone Data Leakage Prevention” with 16 relevant experts from telecom carriers, distribution associations, Korea National Council of Consumer Organization, the used phone industry, and research institutes to hold a kick-off meeting on Nov. 8 at the Press Center conference room.

Mobile phones are an essential medium for processing and storing sensitive and important information, such as financial and healthcare data, as well as for basic functions such as calling and messaging in modern society. If personal information provided when subscribing to a mobile phone and the data stored on a mobile phone are leaked, it can cause significant economic and psychological damage to users.

In response, related industries, such as mobile operators, have been making self-regulatory efforts to prevent personal data leakage in the mobile phone distribution process by operating autonomous monitoring centers. However, incidents of mobile phone-related data leakage through practices such as copying ID cards, cloning SIM cards, and restoring mobile phone storage information during mobile phone subscriptions and device changes have persisted.

In addition, as the durability and performance of mobile phone devices have improved in recent years, the demand for used handsets has increased among users who seek rational consumption, but it has been pointed out that the distribution of used handsets has not been activated due to concerns about the leakage of stored information on mobile phones.

The “Public-Private Council” launched analyzed data leakage cases, related systems, and overseas cases that can occur at distribution sites throughout the entire process of subscribing, using, and terminating mobile communication services at distribution sites, and discussed policy measures to improve them.

Additionally, there have been discussions on establishing a management system that enables users to safely dispose of and recycle unused mobile devices at distribution sites, with the aim of reducing household communication costs. This system would provide a solution for safely handling and resale

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devices that are no longer in use.

At the launch ceremony, (i) Soohyun Yeom, Policy Director of KISDI, presented “Data Leakage Cases and Prevention Status by Mobile Phone Use Stage”, (ii) Jiyeon Jeong, Secretary General of Consumer Union of Korea, presented “Survey Results on the Consumer Awareness of Personal Information Leakage on Devices”, (iii) Jaegyul Lee, Attorney from Bae, Kim & Lee LLC, delivered “Current Status of Laws and Regulations Related to Data Management in the Industry”, and (iv) distribution associations and the used phone industry presented distribution procedures and status.

Table III-23 Members to the Public-Private Council for the Voluntary Improvement of Mobile Phone Data Leakage Prevention

Classification	Name	Company and Job Title
Businesses Operator	Seokham Seong	Executive Director, Policy Cooperation, SKT
	Youngho Lee	Executive Director, Fair Competition, KT
	Yunho Kim	Executive Director, Fair Competition, LGU+
	Kisung Hong	Director, Korea Mobile Distribution Association (KMDA)
	Youngmin Kim	President, the Korea Association of Mobile Telecommunications Dealers
Consumer Group	Jeongsoo Lee	Secretary General, Korea National Council of Consumer Organizations
	Jeongho Kwak	Professor, Big Data AI, Hoseo University
Expert	Jongyeon Na	Professor, Department of Consumer Studies, Seoul National University
	Jiyeon Jeong	Secretary General, Consumer Union of Korea
	Jaekyu Lee	Attorney, Bae, Kim & Lee LLC
	Sookyung Lee	Attorney, Hwawoo
	Taemin Kwon	Execurive Director, Mintit Business Development
	Byungho Yoo	CEO, K-Forensic Company
	Soohyun Yeom	Policy Director, KISDI
	Commission	Jaechul Kim
Woonghyeon Yun		Head, Mobile Distribution Investigation Team

Jaechul Kim, Director of the Consumer Policy Bureau who attended the event, emphasized, “Considering the characteristics of the domestic mobile communication distribution structure, where mobile phone purchase, disposal, service subscription, and termination are carried out at the same time as carriers and distribution stores, preventive efforts to prevent data leakage related to mobile phones at distribution sites are of the utmost importance”. He requested that the public-private council become the centerpiece for establishing the best system to prevent data leakage in the entire cycle of mobile communication subscription, use, and termination so that citizens can dispose of and recycle mobile phones after subscribing and using mobile communication services with confidence, and said that the government will do its best to support it.

2) Launch the Metaverse Ecosystem User Protection Task Force

A consultation group has been launched to discuss ways to protect the users and realize a mature civil society in the Metaverse*. The Commission formed the 「Metaverse Ecosystem User Protection Promotion Task Force」 on Jan. 27, and began its first discussions.

* Metaverse is a compound word of Meta (transcendence) + (Uni)verse (world), a world where people and things interact in a space where virtuality and reality are converged, creating economic, social, and cultural values.

Recently, with the advancement of technologies such as Web 3.0 (intelligent web), realistic rendering, artificial intelligence, and virtual assets, the metaverse ecosystem has gained significant momentum. As a result, there is a growing recognition of the need for a broader societal dialogue on establishing the principles and norms for communication among platforms, creators, and users within the metaverse.

After releasing the 「Basic Principles for User Protection of the Media Recommendation Services Based on Artificial Intelligence」 (Jun. 2021) and supporting the enactment of the Online Platform User Protection Act, the Commission has been working with experts, academics, research institutes, and industry representatives to prepare a metaverse user policy.

Table III-24 Members to the Metaverse Ecosystem User Protection Task Force (1st Division)

1 st	Name	Company and Job Title
Chair	Haksoo Ko	Professor, Seoul National University School of Law
Assistant administrator	Hyunsu Kim	Research Fellow, Platform Policy Research Center, KISDI
	Eunjeong Kwon	Associate Research Fellow, Center for Intelligence, Information and Society Policy, KISDI
Media (3)	Yongseok Hwang	Professor of Media and Communication at Konkuk University
	Hyunjeong Lee	Professor, Da Vinci College of Liberal Arts, Chung-Ang University
	Sekyung Choi	Research Fellow, Korea Small Business Institute
Law/Lawyer (5)	Kyungjin Choi	Professor, Gacheon University School of Law
	Seungmin Lee	Professor, Sungkyunkwan University School of Law
	Mari Park	Attorney, Kim & Chang Law Firm
	Kyungtae Ma	Attorney, Bae, Kim & Lee LLC
	Jungkwan Park	Specialist, Yulchon Law Firm
Technology (3)	Sangkyun Kim	Professor, Industrial Engineering, Kangwon National University
	Untaek Woo	Professor, Graduate School of Culture and Technology, KAIST
	Wangheon Seok	Senior Fellow, Office of Intelligence Policy, ETRI Technology Policy Institute
Economy Business (2)	Jaehyun Nam	Professor, Economics, Korea University
	Daeho Lee	Professor, Interaction Science at Sungkyunkwan University
Research Institute/Society (3)	Electronics and Telecommunications Research Institute (ETRI)	
	National Information Society Agency (NIA)	
	Korea Society Internet Ethics (KSIE)	

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The task force was composed of two divisions, with a total of 30 participants, including experts and industry. The first division (policy) was composed of 14 experts in media, technology, law, and industrial management, as well as research institutes and societies, and the second division (industry) was composed of nine domestic and international platforms, broadcasters, telecommunications companies, and associations, and was chaired by Professor Haksoo Ko (Seoul National University).

Table III-25 Members to the Metaverse Ecosystem User Protection Task Force (2nd Division)

Name	Company and Job Title
Platform	NAVER
	Kakao
	Meta
	Google
Telecom carrier	SKT
	KT
	LGU+
Broadcaster	KBS
	EBS
Association	Korea Metaverse Industry Association (K-META)
	Korea Communications User Protect Association (KCUP)

During the discussions within the Metaverse ecosystem, the task force focused on various aspects to foster the mature development and growth of a digital civil society. They started by outlining the goals and principles of the Metaverse ecosystem. Subsequently, they delved into important topics such as the recognition of personality rights for virtual subjects (avatars), addressing digital ownership concerns, bridging the digital divide, and enhancing civic capabilities. Furthermore, the group also explored the compatibility of the Metaverse with existing normative systems. This involved discussing the strategies to respond to issues such as violent and sexual crimes, illegal and harmful information, and emerging forms of digital offenses

At the first meeting (video conference) held in conjunction with the launching ceremony, Prof. Woontaek Woo (Graduate School of Culture and Technology, KAIST) presented “Technology and Industry Trends in the Metaverse” and Prof. Kyungjin Choi (Gachon University, School of Law) presented “Proposing a Legal and Social Agenda for Metaverse”.

Since then, they had held the 7th plenary meeting to discuss user protection policies for new ICT services, including artificial intelligence and Metaverse.

Table III-26 Performance of the Metaverse Ecosystem User Protection Task Force

Meeting	Agenda	Key Items
1 st (Jan. 27, 2022)	Discussion on the operation and upcoming agenda	<ul style="list-style-type: none"> • Metaverse technology-industry trends • Examine legal and social issues related to the metaverse and discuss the policy agenda and future challenges
2 nd (Feb. 8, 2022)	How the metaverse-age will evolve and grow	<ul style="list-style-type: none"> • Discussion of the goals and principles of the Metaverse ecosystem for the mature development and growth of civil society
3 rd (Feb. 24, 2022)	Written meeting on how to enhance digital civil society in the metaverse era	<ul style="list-style-type: none"> • Digital ICT technology and industry trends and prospects, key issues in the Metaverse 2.0 era, and countermeasures for the Meta 2.0 era, etc.
4 th (Jun. 22, 2022)	Self-regulation in the Metaverse services	<ul style="list-style-type: none"> • Interim report on issues and responses to the “Growth Strategy for the Digital Civil Society in the Meta-Era” • Metaverse service self-regulation plan
5 th (Sep. 27, 2022)	Metaverse perception survey results and growth strategy direction	<ul style="list-style-type: none"> • Metaverse user survey, creator/expert FGI results report and key takeaways • Recommendations for a strategy to enhance digital civil society in the metaverse age
6 th (Oct. 24, 2022)	Rules for protecting Metaverse users	<ul style="list-style-type: none"> • Metaverse Self-Regulation Operational Plan • Criminal and legal responses to emerging crimes in the Metaverse
7 th (Nov. 28, 2022)	Review a draft report	<ul style="list-style-type: none"> • Discussion on the result report (draft)

① Discussion Results

As the metaverse, a complex of intelligent information technologies, emerges as the core of the next digital paradigm, it brings with it economic growth opportunities and the benefits of expanding user convenience and new service experiences, but it also raises various concerns and challenges.

As the metaverse evolves, it combines the characteristics of anonymity and decentralization found in existing internet services. However, the increasing integration of virtual and real-world elements, along with the interplay of various ICT technologies like advanced AI, XR (extended reality), digital twins, and blockchain, brings forth new challenges regarding the attribution of responsibility for the actions of virtual entities. The interconnectedness of the metaverse and these technologies can complicate the issue of accountability, potentially reducing existing levels of responsibility due to heightened anonymity and the presence of virtual entities. This poses a risk to ensuring proper accountability for actions and behaviors within the metaverse.

Digital assets are created and distributed through blockchain technology, allowing easy participation in the metaverse production and development activities, leading to the emergence of a distinct economic system. However, as the convergence of real and virtual worlds deepens, the traditional notions of physical borders, countries, and legal frameworks for property rights are anticipated to weaken further.

Furthermore, establishing a cooperative system within the digital community is crucial to ensure effective social governance and address the emerging user protection concerns arising from the metaverse. It is anticipated that a collaborative and incremental approach will be necessary to engage

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in discussions on new ethical principles, codes of conduct, laws, and systems. Active partnerships between the government, parliament, and the digital community will play a vital role in shaping these frameworks and fostering a responsible and inclusive metaverse ecosystem.

The government plans to provide effective support for members of the Metaverse community to become digital citizens and actively participate in the decentralized political and economic system.

㉔ Metaverse Awareness Survey Results

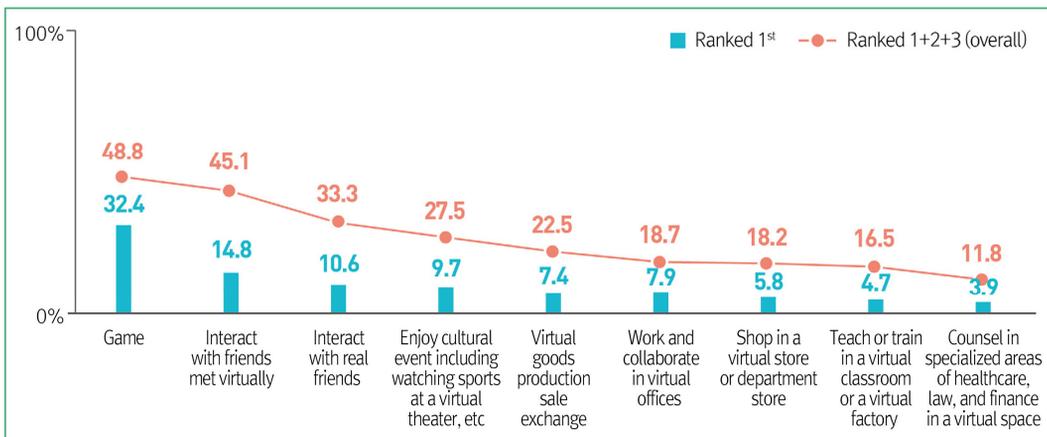
A series of discussions, consisting of the 4th and 5th meetings, were conducted to explore the development of a digital community centered on participants within the Metaverse ecosystem. In order to gather stakeholder opinions on the policy materials presented by members, including the outcomes of a user and creator awareness survey. The survey aimed to understand stakeholder perspectives on the released policy materials, encompassing aspects such as the basic direction, promotion strategy, detailed tasks, and implementation system. The collected feedback from the survey was used as a basis for further discussions on policy measures.

Table III-27 Overview of the Metaverse Awareness Survey

• Subject : Metaverse users aged 13-59 years old
• Survey Area : Nationwide
• Sample size : 909 people
• Method : Online survey
• Period : Aug. 23, 2022 - Sep. 2, 2022 (1.5 weeks)

By type of metaverse, sandbox game types* are more likely to use metaverses for “gaming” and “interacting with friends in the virtual space” than social/lifestyle types, and older users are more likely to use metaverses for “consulting in specialized fields such as medicine, law, and finance in the virtual space”.

Figure III-22 Reason for Using the Metaverse



* Sandbox gaming: Minecraft, Roblox, Fortnite; social/lifestyle: Geppetto, Ifland, Weavers, VRChat, Gethertown, The Sandbox, etc.

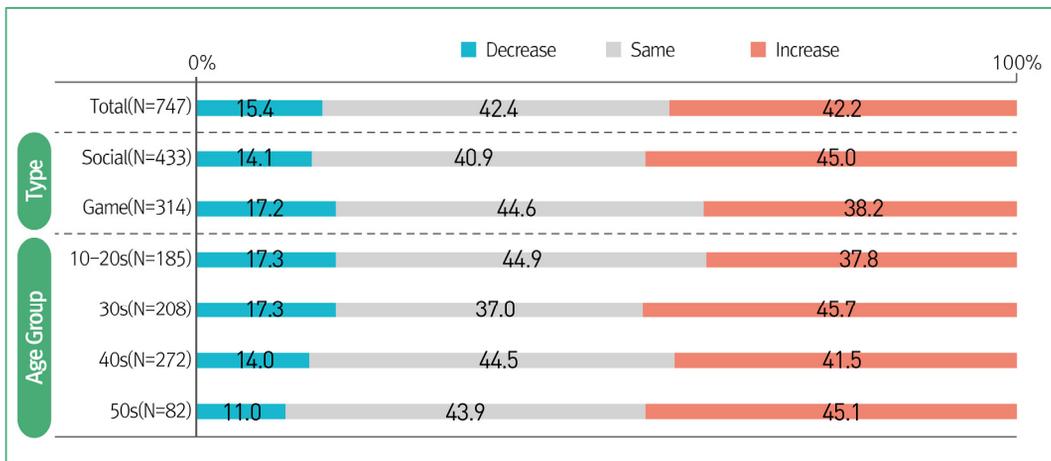
Table III-28 Reason for Using the Metaverse (by respondent characteristics)

(Unit: %)

	Type		Age Group			
	Social	Game	10-20s	30s	40s	50s
Case(persons)	984	816	458	547	560	235
Game	31.6	69.5	50.2	47.0	53.6	38.7
Interact with friends met virtually	46.1	43.9	44.3	44.1	46.4	46.0
Interact with friend	30.9	36.2	30.8	35.8	33.0	32.8
Enjoy culture event virtually	34.0	19.6	24.7	27.4	26.8	34.9
Virtual goods production/ sales/ exchange	24.5	20.1	21.4	22.7	23.8	21.3
Work and collaborate in virtual offices	23.8	12.5	16.4	21.4	18.6	17.0
Shop in a virtual store	22.2	13.4	17.9	17.2	17.0	23.8
Teach or train in a virtual classroom/factory	19.8	12.5	17.7	16.1	16.4	15.3
Expert counseling in healthcare, law and finance virtually	15.3	7.6	9.2	11.7	13.4	13.6

According to the average weekly Metaverse usage and time survey, the average weekly usage of mainstream Metaverse services (rank 1, 2, and 3 combined) was approximately 2.5 times, with an average time spent of around 1.4 hours. The survey also revealed that 42.2% of respondents anticipated an “increase” in their mainstream Metaverse usage time in the future, whereas only 15.4% expected a decrease in the usage time.

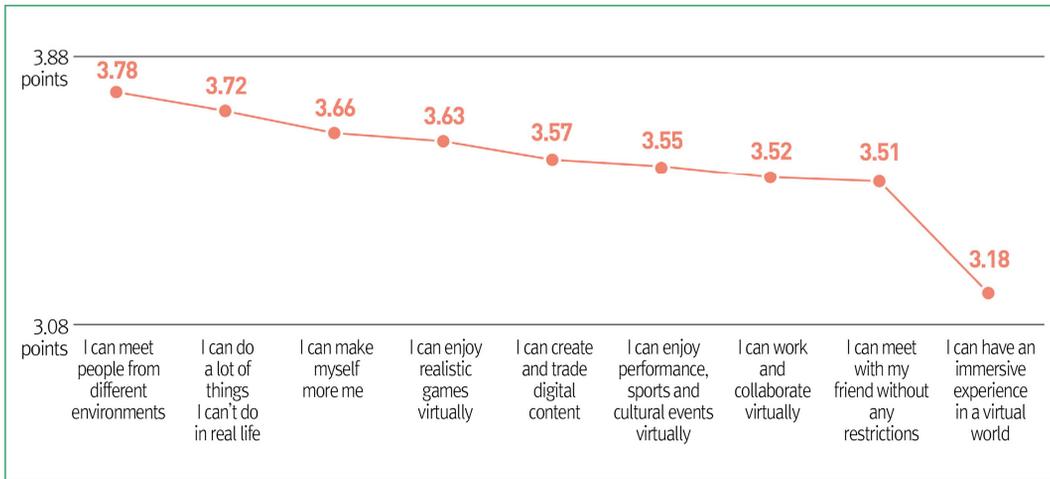
Figure III-23 Estimated Change in the Primary Metaverse Service Hours



In terms of the benefits of the metaverse, according to the survey, the most popular response was “I can meet people from different environments” with a rating of 3.78. It was closely followed by “I can do a lot of things I can’t do in real life” with a rating of 3.72.

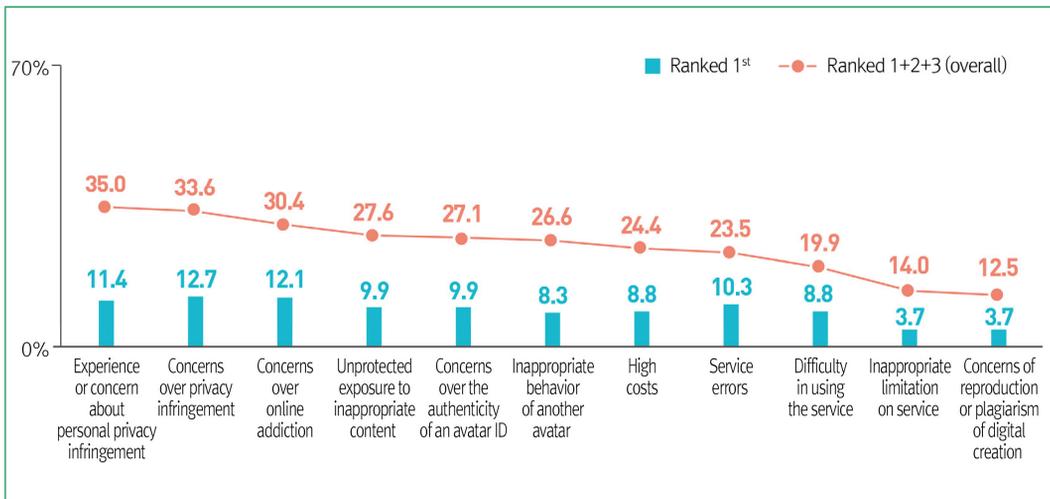
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Figure III-24 Level of Satisfaction on Metaverse Benefits



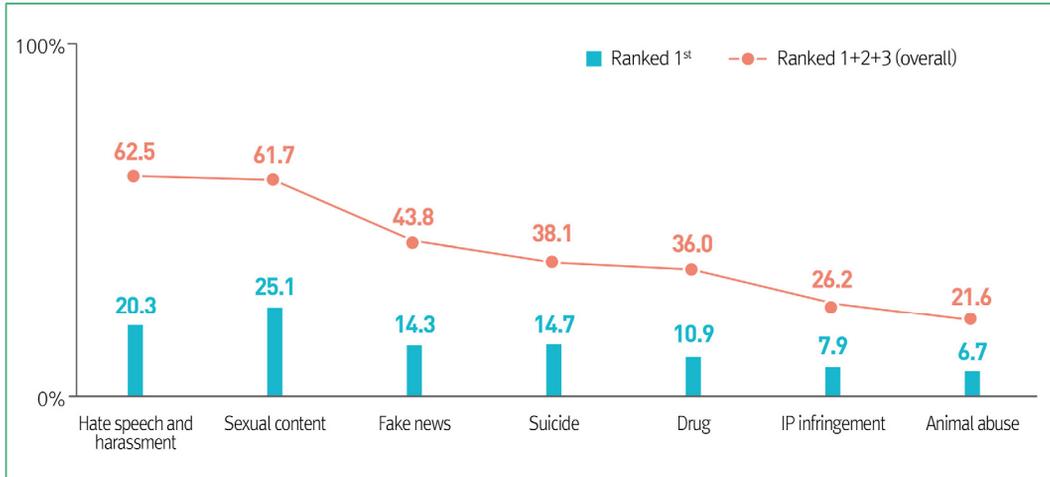
In terms of inconveniences/concerns when using the Metaverse, “Experience or concern about invasion of personal privacy” (35.0% based on 1+2+3 rankings) and “Experience or concern about the leakage of personal information” (33.6%) were relatively high, and the higher the age group, the higher the experience/concern about leakage of personal information, while the lower the age group, the higher the experience/concern about “Unprotected exposure to inappropriate content including pornography and hate speech” and “Inappropriate behavior such as insults and sexual harassment by other avatars”.

Figure III-25 Pain Points and Concerns with the Metaverse



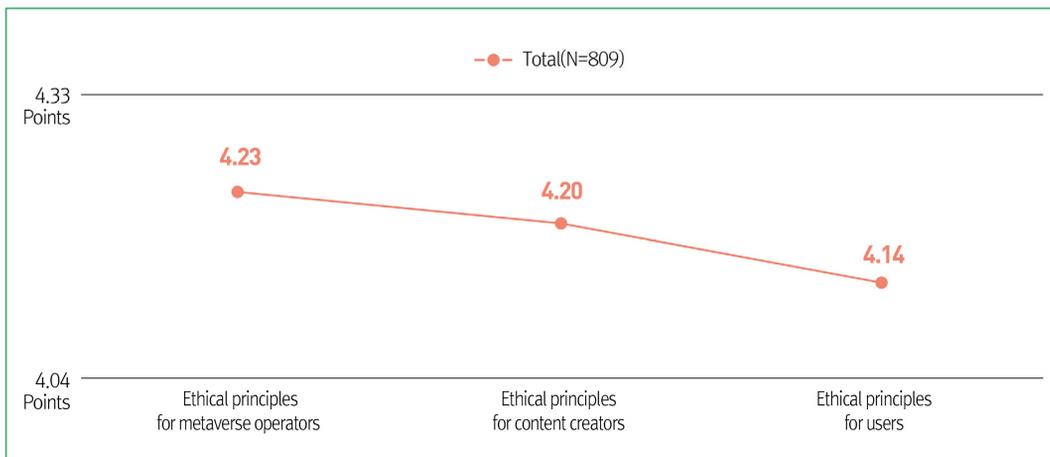
In terms of content that needs to be restricted when using the Metaverse, “Hate speech and harassment” and “Sexual content” were each in 60% (based on ranked 1+2+3), and “Sexual content” was relatively high among younger age groups in the 10s and 20s compared to other age groups.

Figure III-26 Services That Needs to be Restricted in the Metaverse



Based on the survey results, it was found that 7.9% of users have filed a complaint against an operator. The average satisfaction level with the complaint process was reported to be 57.4 out of 100. Additionally, a significant majority of users, 74.5%, expressed the belief that user participation in the creation and implementation of the Metaverse rules is “necessary”, compared to only 2.5% who considered it “unnecessary”.

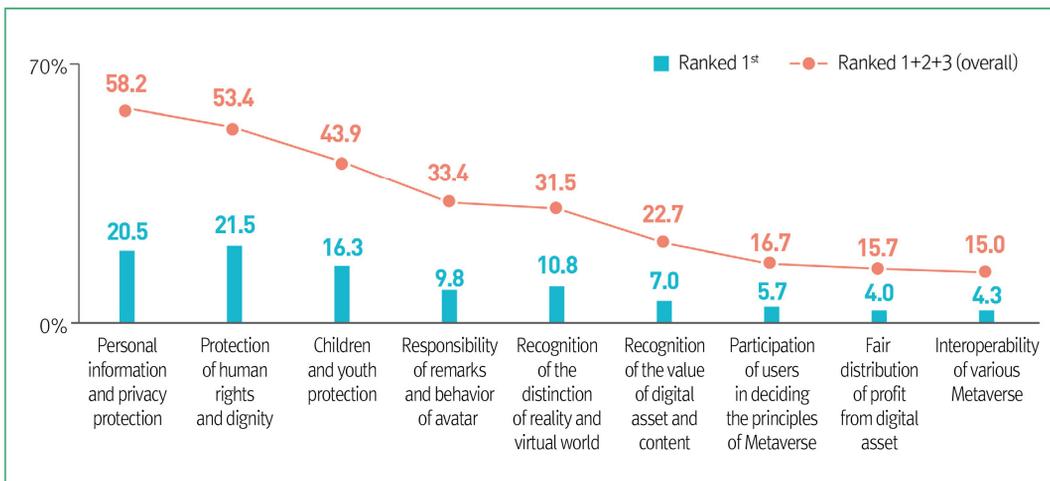
Figure III-27 Need for Ethical Principles



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According to the survey on the need for ethical principles, participants indicated the importance of ethical principles for Metaverse operators (rating of 4.23), creators (rating of 4.20), and end-users (rating of 4.14). When asked about the specific content that should be included in these ethical principles, the top responses were “protecting personal information and privacy” (ranked 1, 2, and 3, with a total of 58.2%), followed by “protecting human dignity and basic rights” (53.4%), and “protecting children and youth” (43.9%).

Figure III-28 Content Included in the Ethical Principle



2) Launch and Operate the 「2nd Public-Private Council for User Protection in the Information Society」

The KCC and KISDI held the inauguration ceremony of the 「2nd Public-Private Council for User Protection in the Information Society」 on Apr. 15, 2022.

Since 2018, the Commission has been actively involved in organizing international conferences and developing principles and voluntary norms for user protection within the Internet of Intelligent Spaces. The objective is to establish appropriate user policy guidelines in line with the nature of the environment. In 2020, the Public-Private Council was established to foster collaboration and facilitate ongoing discussions and the policy sharing among various stakeholders, including experts and companies with aims to develop specific user protection measures applicable to the corporate sector by engaging in continuous consultations and policy discussions.

The first council, which operated for two years, published the “Best Practices for User Protection in the Intelligent Information Society” last year by synthesizing domestic and international policy trends, service development and policy status of companies so that the “Principles for a User-Centered Intelligent Information Society (Nov. 2019)” prepared by the council can be well applied to AI services in the media field.

The second council discussed user policies for platforms that provide various intelligent information services that include metaverses and specialized brokerage services, whose user base has recently expanded significantly. A total of 34 people, including academics and experts, civil society organizations, companies, and the government, participated in the public-private council, which was chaired by Professor Wonwoo Lee (Seoul National University School of Law).

Under the theme of “Ways to Develop a Platform Service User Policy in the Media Sector”, the first plenary session (video conference) was held in conjunction with the launching ceremony. Professor Namki Park (Yonsei University, Faculty of Media and Public Relations) shared his view on “Research Results and Policy Implications of AI Service Users” and Professor Yongseok Hwang (Konkuk University, Department of Media and Communication) presented “Intelligent Information Technology and Platform Policy Trends: Media Sector”.

Subsequently, during the operation of the 2nd Public-Private Council, the need for user protection and the establishment of policies and norms in the field of new types of services in the “Platform Era” were discussed.

Table III-29 Members to the “2nd Public-Private Council for User Protection in the Information Society,”

1 st Division	Name	Company and Job Title
Academia- Professionals (11 people)	Wonwoo Lee (Chair)	Professor, Seoul National University (Law)
	Sangyong Lee	Professor, Konkuk University (Law)
	Hyeeseon Yun	Professor, Hanyang University (Law)
	Sangwook Lee	Professor, Hanyang University (Philosophy)
	Suyong Lee	Professor, KAIST (Engineering)
	Hyeon Oh	Professor, KAIST (Engineering)
	Namki Park	Professor, Yonsei University (Media)
	Yongseok Hwang	Professor, Konkuk University (Media)
	Kyungtae Ma	Attorney, Bae, Kim & Lee LLC
	Sangdeok Kang	Attorney, Barun Law Firm
	Jungkwan Park	Specialist, Yulchon Law Firm
Civic Organizations (3 people)	Yun Myung	Secretary General, ConsumersKorea
	Minsu Shin	Co-president, National Council of the Green Consumers Network in Korea
	Seokhyun Han	Team Leader, Seoul YMCA Viewers for Civic Engagement
Company (16 people)	Naeun Lee	Attorney, Google Korea
	Wook Huh	Officer, Meta
	Seungbeom Kim	Manager, Netflix
	Jiyun Son	Director, Naver
	Daewon Kim	Executive Director, Kakao CDR Lab
	Hyunjae Lee	Director, WOOWABROS.
	Yuyoung Park	Attorney, Samsung Electronics
	Sanghun Han	Team Leader, SKT

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1 st Division	Name	Company and Job Title
Company (16 people)	Jungseok Park	Executive Director, KT Institute of Convergence Technology
	Seongjin Jeong	Deputy Director, LGU+
	Jangrae Cho	Managing Director, MS Korea
	Jinho Cho	Executive Director, Intel Korea
	Kyungil Lee	CEO, Saltlux
	Geun Kim	CEO, BSA Korea
	Younghun Kim	Director, AWS Office of Policy Affairs
	Donghwan Noh	Deputy Director, wavve
Public Sector (4 people)	Jaechul Kim	Director, KCC Consumer Policy Bureau
	Nakjun Ko	Head, KCC Consumer Policy Coordination Division
	Jeongwook Mun	Head, KISDI Intelligence and Information Society Policy Center
	Eunjeong Kwon	Associate Research Fellow, KISDI

Table III-30 Performance of the Metaverse Ecosystem User Protection Task Force

Meeting	Agenda	Key Items
1 st (Apr. 15, 2022)	Discussion on the operation and policy direction	<ul style="list-style-type: none"> Highlights of research on user responses and perceptions of AI services Policy cases of IOT and platform services in the media sector
2 nd (Jun. 17, 2022)	Discussion on user policy issues in digitally expanded virtual worlds	<ul style="list-style-type: none"> Content and technical development of Social Media-type metaverse service in progress in “Meta” Reviewing the need for legal and policy responses to issues of user rights and interests infringement that have occurred or are expected to occur in the Metaverse
3 rd (Sep. 20, 2022)	Examples of operating a specialized brokerage service domestic platform and user protection	<ul style="list-style-type: none"> The main services of “Rotok”, which provides a legal consultation connection service for lawyers, and the status of rights protection on each user Discussion on legal and policy measures to categorize platform services and protect users
4 th (Oct. 13, 2022)	User policies to align user rights with algorithmic news services	<ul style="list-style-type: none"> New consumption landscape the algorithmic journalism has brought and the ways to protect users Highlights of the revised Kakao’s news service and the prospects for its development from a business and user perspective
5 th (Dec. 7, 2022)	Discussions by plenary session agenda and upcoming policy tasks	<ul style="list-style-type: none"> Overview of user policy issues in emerging services, including metaverses, professional intermediation, and algorithmic journalism, addressed at this year’s Public-Private Council Discussion on user policy and institutionalization challenges in a platform-driven media production and consumption environment

3) Meeting on Preparing the Policy Base for Protecting Online Platform Users

The Commission formed a policy council with participation from the relevant ministries of a platforms to discuss the direction of platform self-regulation (from Jul) and started piloting a private voluntary organization composed of private stakeholders including platforms, service providers, and end users (from Aug).

Table III-31 Meeting on Preparing the Policy Base for Protecting Online Platform Users

Date	Meeting	Key Items
1 st (May 27, 2022)	Online platform meeting with relevant government offices	<ul style="list-style-type: none"> Discussion on legislative plans by ministries related to online platform self-regulation, and plans to form a pan-ministerial council and a private voluntary organization
2 nd (Jul. 6, 2022)	The first meeting of pan-ministerial policy council platform	<ul style="list-style-type: none"> Discussion on the establishment of a cross-ministerial platform policy council and self-regulatory organization and the status of the in-app payment response and future plans
3 rd (Aug. 19, 2022)	Online platform self-regulatory organization launch ceremony	<ul style="list-style-type: none"> Sharing opinions on the creation of a private self-regulatory organization and the operation of its subcommittee
4 th (Sep. 20, 2022)	The first meeting of the consumer and user subcommittee of the self-regulatory organization	<ul style="list-style-type: none"> Discussion on the operational plan on the consumer and user subcommittee and priority agenda
5 th (Oct. 14, 2022)	The second meeting of the consumer and user subcommittee of the self-regulatory organization	<ul style="list-style-type: none"> Discussion on the priority agenda of self-regulation and detailed objectives
6 th (Nov. 18, 2022)	The third meeting of the consumer and user subcommittee of the self-regulatory organization	<ul style="list-style-type: none"> Prioritizing the tasks on self-regulatory
7 th (Dec. 12, 2022)	The forth meeting of the consumer and user subcommittee of the self-regulatory organization	<ul style="list-style-type: none"> Discussion on expanding platforms' information obligations and rapid response to collective consumer damages

b. Improve and Evaluate the Systems for User Protection

1) Prepare a「Smartphone App Pre-Installation Guideline」

As a result of an inspection of compliance with the 「Telecommunications Business Act」 for apps pre-loaded on smartphone by manufacturers, the Commission issued administrative guidance to four applications that restrict users from deleting apps that are not essential for the implementation of smartphone functions.

The Commission has been conducting inspections since Jun. 2019, when the Enforcement Decree of the Telecommunications Business Act was amended into law to prohibit unreasonable restrictions on the removal of software that is not essential to the functioning of a telecommunications terminal device.

The KCC checked the apps on five smartphones, including the Galaxy and iPhone, and found that 63 apps were preloaded with restrictions on deletion. Through two technical and legal expert meetings, we determined that four apps, including Samsung Electronics's AR Zone, AR Doodle, Weather, and Samsung Visit In, required deletion or measures equivalent to deletion.

In the course of the expert review, Samsung Electronics stated that in the case of the Samsung Visit In-AR doodle app, it would proceed with measures equivalent to deletion, focusing on devices with a

high sales volume (Galaxy S22), and in the case of the AR Zone-weather app, it submitted an improvement plan to delete or take measures equivalent to deletion from the next device (Galaxy S23).

In response, the Commission provided administrative guidance by comprehensively considering (i) the fact that the Act does not specify the types and criteria for determining whether pre-loaded apps are essential or non-essential; (ii) the fact that the degree and likelihood of the infringement of the users' interests related to pre-loaded apps are decreasing compared to the time of the legislation due to the increase in smartphone capacity; and (iii) the fact that operators have submitted and are implementing their own improvement plans.

In addition, the Commission published and distributed the 「Guide to Prohibition in the Telecommunications Business Act Related to the Pre-loading of Smartphone Apps」.

Figure III-29 Highlights on the Smartphone App Pre-Loading Guide

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주요내용 알아보기

스마트폰 앱 선택재 안내서를 만든 이유는요?

현재 전기통신사업법에서는 통신단말장치에 기능을 구현하는데 필수적이지 않은 소프트웨어의 삭제 또는 삭제에 준하는 조치를 부당하게 제한하는 행위를 금지하고 있는데요

오토카: 앱 선택재와 관련하여 보다 명확한 가이드를 제공함으로써 스마트폰 선택재에 대한 이용자의 선택권 보장과 이용자의 권익 증진에 기여하기 위해 스마트폰 앱 선택재 안내서를 만들었습니다.

선택재 앱이란?

스마트폰을 한 번도 사용하지 않은 상태에서 앱을 실행할 수 있는 기반환경 (운영체제 소프트웨어)과 함께 스마트폰에 미리 설치된 앱입니다

필수 앱이란?

선택재 앱 중 스마트폰 기능과 기술을 구현하는데 필요하거나 운영체제의 원활한 설치 및 운용에 요구되는 앱입니다.

필요한 이용자의 스마트폰 이용을 위한, 일반 이용자의 인식, 전기통신사업법 제10조 제1항 제2호에 따른 조치의 필요성, 스마트폰 이용자의 안전성 등 기타 제반 사항을 고려하여 판단

필수 앱에 해당하는 경우는?

- ☑️ 이용자가 임의로 삭제할 경우 선택재에 제공자의 주요 서비스 제공을 위한 통신단말장치의 시스템 및 앱 구동이 저해되는 경우
- ☑️ 높은 수준의 시스템 접근 권한이 요구되어 이용자가 임의로 삭제할 경우 보안 문제가 발생하는 경우
- ☑️ 앱 마켓에서 재설치가 불가능하거나 재설치 시 시스템 연계 기능이 구동이 제한되는 경우

삭제에 준하는 조치는?

스마트폰에 설치된 앱이 이용자의 의사 표시가 없는한 실행 또는 업데이트되지 않도록 하는 조치로서 다음 요건을 모두 충족해야 합니다.

- ☑️ 조치된 앱의 아이콘이 이용자의 스마트폰 바탕화면에 표시되지 않을 것
- ☑️ 조치된 앱에 대한 데이터가 웹 (RAM, 휘발성 기억장치)에서 삭제될 것
- ☑️ 이용자가 명시적인 의사표시가 없는 한 조치가 해제되지 않을 것

Operators must comply with this guide in order to resolve user inconveniences caused by the pre-loading of smartphone apps, such as an exhaustion of smartphone memory, data, and battery, as well as restrictions on consumers' app choices.

This guide was prepared to induce business self-regulation and secure regulatory effectiveness by providing clearer standards related to pre-loading apps, such as (i) criteria for judging essential apps, (ii) requirements for measures similar to deletion, (iii) criteria for judging unfairness, (iv) criteria for exceptions to unfairness, and (iv) criteria for judging whether to restrict deletion, etc.

In addition, the company has opened a window on the "Online Damage 365 Center" and the "User Information Portal (wiseuser.go.kr)" to receive reports from citizens who experience inconveniences with pre-loaded apps.

2) Unveil the Results of the 「2022 User Protection Assessment」

At its plenary meeting on Nov. 16, the Commission deliberated and resolved on the results of the 「Evaluation of the User Protection Work of Telecommunications Service Providers in 2022」.

Table III-32 Telecom Providers to be Evaluated for User Protection Efforts in 2022

	Classification	Business(Service)
Telecommunications (21)	Mobile(3)	SKT, KT, LGU+
	High-speed(8)	KT, LGU+, SKT, SK Broadband, LG Hellovision, D'Live, HCN, CMB
	Resale Phone (10)	KMT Mobile, LG HelloVision, MediaLog, SK Telink, Ennexteleom, Korea Cable Telecom, KB Kookmin Bank, ghconnect, Free Telecom, KT SkyLife
Value-added (21)	App Market(4)	Google LLC(Play store), Apple Inc(App store), ONE store(ONE store), Samsung Electronics Galaxy store)
	Search(3)	Naver (search), Kakao (Daum), Google LLC (search)
	SNS(3)	Kakao (KakaoTalk), Meta Platforms Inc (Facebook), Naver (Band)
	OTT(3)	Google LLC (YouTube), Netflix Services (Netflix), ContentWave (Wave)
	Personal Broadcasting (2)	Twitch Korea (Twitch), Africa TV (Africa TV)
	Shopping(3)	Coupang Corporation (Coupang), 11th Avenue Corporation (11th Avenue), Naver (Naver Shopping)
	Delivery(1)	WOWAHAN (Baedaleuiminjok)
	Mobility(1)	Kakao Mobility (KakaoT)
	Used Trading (1)	Carrot Market

According to Article 32 of the 「Telecommunications Business Act」, the evaluation of user protection efforts by telecommunications operators is conducted annually. The purpose of this evaluation is to prevent user damage related to telecommunications services, facilitate a quicker and more efficient handling of user complaints, and encourage voluntary user protection measures by operators. The evaluation results reflect the level of user protection achieved by telecommunications operators during the previous year (2021).

III. Broadcasting and Communications Policy Outcomes in 2022

The 2022 evaluation was conducted for a total of 42 companies across 12 service areas, encompassing fixed and supplementary telecommunications. The evaluation considered factors such as the user base size and complaint volume. Due to the increasing variety of service types offered by additional telecommunications providers, the four service areas in 2021 were further divided into nine services this year. Additionally, Kakao Mobility and Carrot Market were included as new evaluation targets, although the results of the pilot evaluation were not disclosed.

Figure III-30 User Protection Evaluation Committee Meeting



While the ratings of the telecom operators have generally improved year-on-year, the results for most of the Mobile Network Operators (MNOs) have either declined or remained the same compared to the previous year, indicating a need for improvement.

In the mobile sector, SK Telecom was rated Excellent, up one grade from the previous year, while KT and LGU+ were rated Very Good, maintaining the same rating as the previous year.

In the telecommunications high-speed internet sector, four operators, HCN, LGU+, SK Telecom, and SK Broadband, were rated Excellent, up one grade from the previous year, and three operators, KT, LG HelloVision, and D'Live, were rated Very Good, up one grade from the previous year.

In the value-added communication app market, Samsung Electronics Co. was rated Very Good, up one grade from the previous year, while Google LLC and One Store Co. were rated Good, down one grade from the previous year. On the other hand, Apple Inc was rated Unsatisfactory once again, making it

the lowest-rated company for the fifth consecutive year.

In addition, in the field of additional communication search and social network services (SNS), Naver (Search) was rated Very Good, up one grade from the previous year, and Kakao (Daum, KakaoTalk) was rated Moderate for both services, maintaining the same rating as the previous year.

Google (YouTube) is rated Good in the OTT category, down one notch from last year.

Figure III-31 Media Coverage of the User Protection Practice Assessment

Kakao T and Carrot Market to be Evaluated <Yonhap News, (Mar. 30, 2022)>	User Protection be Evaluated <ET Newspaper, (Mar. 31, 2022)>	User Protection Work Assessment Results <NEWSIS (Nov. 16, 2022)>
		

In the future, the Commission plans to enhance the evaluation system by (i) expanding the scope of evaluation to include additional telecommunication services, (ii) refining the evaluation criteria to encourage practical user protection measures, such as strengthening services for vulnerable information recipients, notifying telecommunication service suspensions, and enhancing the operation of user damage prevention systems, (iii) increasing briefings and expert consultations to enhance the operators' understanding of the evaluation process, and (iv) promoting the use of operator self-checklists.

The detailed evaluation results of this user protection work will be communicated to each business operator in a comprehensive manner, aiming to encourage them to enhance their user protection activities. This approach will contribute to the improvement of user rights

“To ensure that the evaluation of user protection work does not stop at evaluation, we recognize the importance of user protection and strive to induce voluntary user protection competition among telecom operators so that a virtuous cycle for user protection can be established,” the commission said.

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Table III-33 2022 User Protection Practices Rating

Classification	Excellent (Above 950points)	Very Good (900-950points)	Good (850-900points)	Moderate (800-850points)	Unsatisfactory (Below 800points)
Mobile	SK Telecom (▲Grade 1)	KT(-) LGU+(-)	-	-	-
High-Speed Internet	HCN (▲Grade 1) LGU+ (▲Grade 1) SK Broadband (▲Grade 1) SK Telecom (▲Grade 1)	KT (▲Grade 1) LG Hellovision (▲Grade 1) D'Live (▲Grade 1)	CMB(▲Grade 1)	-	-
Resale Phone	SK Telink (▲Grade 1) Korea Cable Telecom (▲Grade 1)	KTM Mobile (-) LG Hellovision (▲Grade 1)	MediaLog(-)	-	Enex telecom(-)
Additional Communication App Market	-	Samsung Electronics (▲Grade 1)	Google LLC (▼Grade 1) 원스투어(주) (▼Grade 1)	-	Apple Inc(-)
Additional Communication Search	-	Naver Search (▲Grade 1)	Google LLC(Google)(-)	Kakao(Daum)(-)	-
Additional Communication SNS	-	-	-	Kakao (Kakao Talk)(-)	Meta Platforms Inc (Facebook)(-)
Additional Communication OTT	-	-	Google LLC (Youtube) (▼Grade 1)	-	-
Total	0(2021)⇒ 7(2022)	13 ⇒ 9	9 ⇒ 6	3 ⇒ 2	3 ⇒ 3

2) Beware of Scam Texts Impersonating Courier and Financial Transactions for the Chuseok Holiday

The Commission, the Ministry of Science and ICT, the Financial Services Commission, the National Police Agency, the Korea Internet and Security Agency, and the Financial Supervisory Service have warned users to be on the lookout for an increase in messenger smishing* disguised as courier deliveries, financial support information, and holiday greetings from acquaintances ahead of the Chuseok holiday.

* Smishing: A combination of text messaging (SMS) and phishing, the practice of sending a cell phone text message with a malicious app address to trick a user into installing a malicious app or making a phone call to steal financial and personal information (widely used in a variety of scams, including voice phishing and e-commerce fraud).

Figure III-32 Collaboration on the Early Warning of Telecom Financial Crime



Looking at the trend of smishing over the past three years, the Commission analyzed that the percentage of cases occurring during the holiday season (Jan, Feb, and Sep) each year reached 42.2% of the total cases, and in 2021, it was over 50% of the total cases.

The majority of smishing attacks are of the courier impersonation type (94.7%), and it has been observed that smishing attempts impersonating couriers have significantly increased during the holiday season, taking advantage of the surge in gift deliveries. Therefore, the public needs to exercise heightened caution this year. Smishing attempts that mimic public services, such as scheduling COVID-19 vaccinations, regular health checkups, and inquiring about traffic violations, still persist (4.3%). Additionally, new forms of smishing are emerging, such as sending text messages impersonating government agencies to apply for disaster assistance and distributing malicious apps that steal personal financial information.

The number of victims falling prey to messenger phishing, where scammers impersonate family members or acquaintances through messenger apps and urgently demand money, gift certificates, personal information, or financial transaction details, continues to rise. If victims unknowingly install a remote control app and hand over control, it can lead to property damage. Therefore, it is crucial not to respond to such requests without first verifying the other party's identity through a phone call or video call.

Table III-34 Security Tips on Avoiding Text Scams (Smishing, Messenger Phishing, etc.)

- Refrain from clicking on unclear Internet addresses (URLs) or phone numbers in texts about tracking packages, holiday greetings, mobile gift cards, tickets, or show tickets, or acquaintances.
- Strengthen smartphone security settings to prevent the unauthorized installation of apps from unknown sources, and install apps from authorized open marketplaces, not from links in the texts you receive.
- Install an antivirus program to keep it updated and under real-time surveillance.
- Refrain from entering or providing identification or personal or financial information when asked, such as to verify your identity or to access disaster assistance or vaccine appointments.
- Verify the person whether by phone or video, if the person asks for personal or financial information, money, or to install an app.

In order to prevent text scam cases (smishing, messenger phishing), it is necessary to follow the following security tips.

Figure III-33 10 Smartphone Security Tips

Please keep it in your daily life

Smartphone Security Tips



<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">01</p> <p>Update the smartphone OS and mobile vaccine</p> 	<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">02</p> <p>Refrain from installing apps not from the official market (Unknown source)</p> 
<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">03</p> <p>Refrain from installing apps that require excessive authorization and permissions</p> 	<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">04</p> <p>Do not click URL included in text messages or social media</p> 
<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">05</p> <p>Set up a security lock (passcode or pattern)</p> 	<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">06</p> <p>Do not access the unclear wifi with a smartphone</p> 
<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">07</p> <p>Prohibit tampering with the structure of the smartphone platform through rooting, or jail breaking</p> 	<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">08</p> <p>Prohibit storing private information (social security number, security card)</p> 
<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">09</p> <p>Complete deletion or initialization of personal data when replacing a smartphone</p> 	<p style="text-align: center; background-color: #0056b3; color: white; border-radius: 50%; width: 40px; margin: 0 auto;">10</p> <p>Set up two-factor authentication for smartphone account sign-in</p> 


National Intelligence Service

Ministry of Science and ICT

KISA Korea Internet & Security Agency

The government collaborated with the relevant ministries to establish a 24-hour safety response system, aiming to provide people with a secure and pleasant Chuseok holiday. The primary focus was on monitoring text scams and cracking down on cybercrime

MSIT and KISA operated a full-time surveillance system to quickly respond to the spread of text scams during the Chuseok holiday, analyzed reported and received text scam information, and took prompt measures to minimize the damage to the public, including blocking the distribution of malicious apps.

The Commission, in cooperation with the three mobile operators (SKT, KT, and LGU+) and the Korea Association of ICT Promotion (KAIT), sequentially sent out 『Beware of smishing texts』 messages to subscribers in the name of each carrier from Sep. 1, and provided damage prevention information to resale phone subscribers in their bills.

During the Chuseok holiday, the Financial Services Commission and the Financial Supervisory Service collaborated with the financial industry to actively promote the prevention of voicemail fraud. They advised people to exercise caution against fraudulent texts that pretend to be delivery confirmations for Chuseok gifts and courier services, as well as texts impersonating holiday greetings from parents, children, and relatives during the holiday season.

The National Police Agency plans to strengthen crackdowns on cyber malicious fraud that infringes on the lives of the common people, such as text fraud and direct transaction fraud, which occur before and after the Chuseok holiday period, by providing preventive measures and damage warnings through the NPA's website and mobile app, "Cybercop", and urged victims of cybercrime to file a report using the Cybercrime Reporting System (ECRM).

If you receive a suspicious text scam or suspect a malicious app infection during the holiday season, you can contact the 118 Help Center, 24-hour free consultation by dialing the number without an area code

3) Beware of Fraudulent Cell Phone Sales

The Commission advised users to exercise caution regarding the fraudulent sales of mobile phones that involve false and exaggerated advertisements on online platforms. Examples include the Galaxy S22 and Z Flip 3 being falsely advertised as "clearance stock" or "wholesale special price" with prices as low as 20,000 won or 30,000 won.

In cases of false and exaggerated advertising, the device is presented as if the Galaxy S22, valued at 1 million won, is being sold at a discount of 20,000 won. However, in reality, the advertised subsidy (approximately 500,000 won) is subject to conditions such as a 24-month usage agreement and subscription to a high-priced plan (costing over 8 to 9 million won). The subsidy also includes a credit card discount (480,000 won), which reflects the maximum amount of card usage over 24 months.

In addition, there are cases where users are deceived by explaining the 25% discount on the optional contract (24 months, KRW 530,000*) as if it reduces the price of the device, which is subject to a fine

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under the Mobile Device Distribution Improvement Act (violation of Article 7) because it is an act of “misleading users about the cost of purchasing a device by explaining, displaying, or advertising the amount of the discount applied to the service contract as a subsidy”.

* When subscribing to the 89 plan (89,000 won/month×25%=22,250 won/month, 22,250 won×24 months=530,000 won)

There have been instances where personal information, such as copies of ID cards and family relationship certificates, provided by users, was used to fraudulently open mobile phone accounts and conduct micro-payments, resulting in significant economic losses amounting to millions of won for the affected users.

Figure III-34 False and Misleading Advertising by Online Advertisers

The figure illustrates a video advertisement for Samsung Galaxy S22 series smartphones. The video content shows a close-up of the phone with a text overlay: "90% 할인가 지금 바로 예약하세요!" (90% discount, book now!). Below the video is a promotional banner for the "Galaxy S22 series" with prices: Galaxy S22 (199,000 won to 19,000 won), Galaxy S22+ (1,119,000 won to 99,000 won), and Galaxy S22 Ultra (1,452,000 won to 299,900 won). To the right is a "Online Pre-order Application" form with fields for name, address, phone number, and carrier selection.

To prevent such fraud, it is advisable to verify the seller's information by checking if there is a pre-approval form provided, to be cautious of unreasonable cash offers or unconventional deals that involve depositing the sales price upfront and receiving the cash back later, and to carefully read the final contract. It is essential to exercise special care in not disclosing personal information, such as sharing or collecting ID cards

Ahead of the launch of the premium Galaxy Z series (Fold 4, Flip 4), the Commission is concerned about device fraud damage due to competition for subscribers, and is requesting mobile operators to take strict measures against the sellers of illegal and unfair advertising sites, and plans to further strengthen the inspections of online false and exaggerated advertisements.

4) Revamp the Homepage Including Expanding the Availability of Pricing Information for Major Devices by Country

The Korea Communications Commission (KCC) and the Korea Association for Information and Communication Technology (KAIT) have reorganized the website (www.wiseuser.go.kr), which provides a comparative analysis of domestic and foreign terminal prices, effective Aug. 1.

The website has been operated since May 2018 to provide information on domestic and foreign prices of major devices to reduce the prices of mobile communication devices and encourage rational consumption by users.

The reorganization first improved the convenience of the homepage to make it easier to understand. In the past, it has been pointed out that it was somewhat inconvenient to use the information, such as terminal price information by distribution channels such as carriers, manufacturers, and open markets being provided separately. Accordingly, we have provided major terminal price information by country and distribution route in the form of a graph on the first screen, and established a menu that allows users to compare and check domestic and foreign terminal price information at once, so that users can easily check the information.

In addition, we added a function that allows users to automatically sort terminal price information by country and distribution route to help them better understand the information they need.

Second, we have provided additional information to help users purchase handsets in addition to domestic and overseas handset prices. While we have been providing domestic and overseas handset prices, we expect to contribute to improving user convenience by providing additional information such as “announced subsidies” for major handsets by carriers and “additional subsidies” that can be discounted at retail stores.

We are collecting various opinions from the public on the information related to domestic and foreign terminal price comparison and the operation of the website, and the method of submitting opinions can be found on “Wise User” (www.wiseuser.go.kr), a portal site for broadcast communication users.

5) Recommendation on the Notice of Major Paid Add-on Services in Partnership with Telecom Companies and Improving the Termination Process

The Commission has improved the procedures for the subscription and termination of major paid add-on services in partnership with telecommunications companies that are paid through telecommunications companies by notifying important information via text message and providing the ability to terminate through telecommunications companies.

Carrier-affiliated add-on services can be subscribed to without users realizing it, often through inadvertent clicks on ads while using apps or websites. These services are not easily noticeable, and the charges are added to users' mobile phone bills. Consequently, there have been cases of user damage and numerous complaints associated with this issue

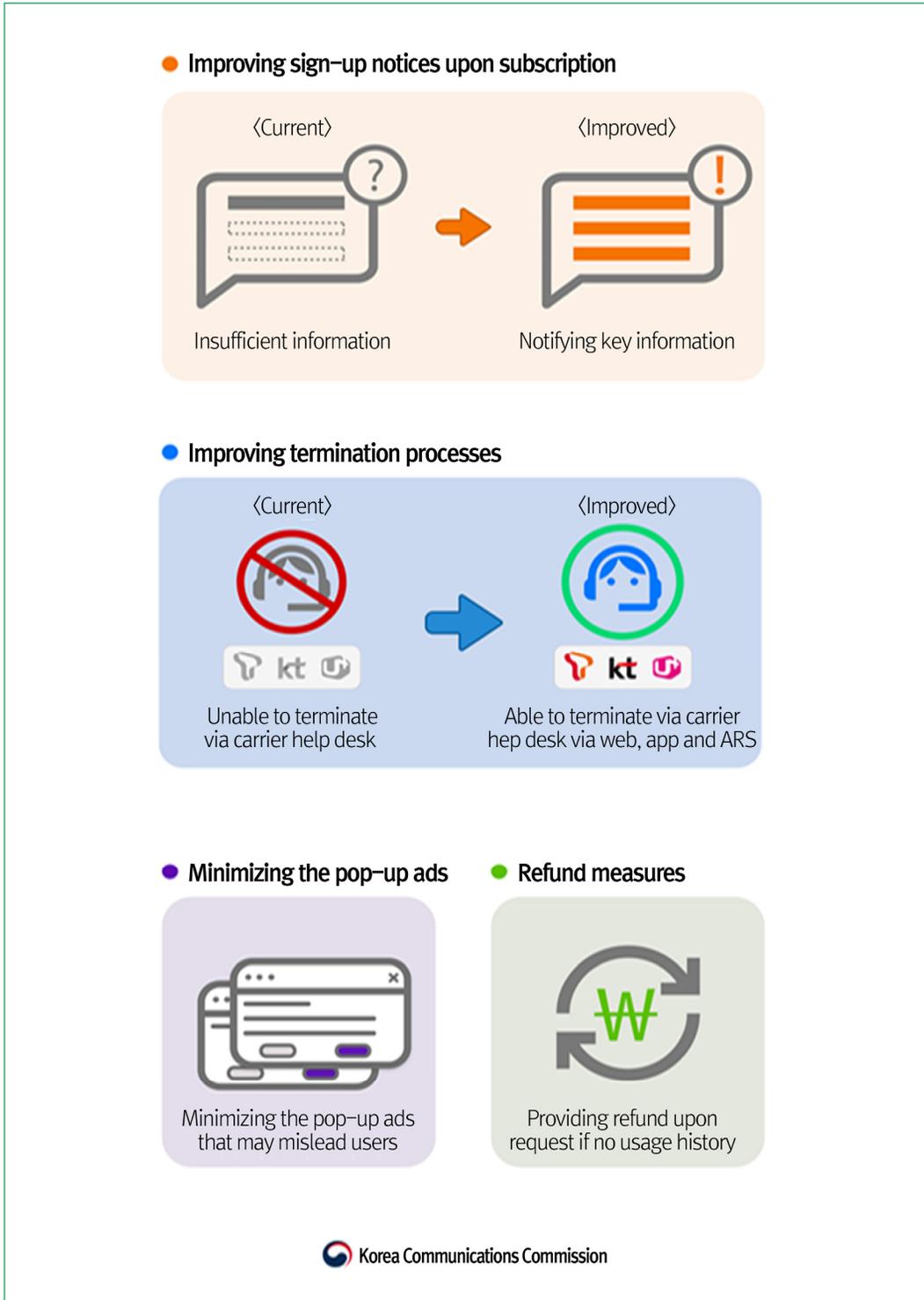
In response, the Commission inspected the subscription and usage procedures of 21 paid add-on services (11 operators) in partnership with three telecommunications companies, as well as the termination and refund procedures, and made the following corrective recommendations to the operators.

The Commission recommended that the three telecommunications companies and major paid value-added service providers: (i) minimize pop-up advertisements that cause user confusion; (ii) provide the text notifications of important information such as service name, fee, and termination procedures after completing the subscription; (iii) provide termination functions not only for value-added service providers but also for telecommunications companies (customer center, website, and apps); (iv) refund fees if there is no usage history when requesting a refund; and (v) not to charge fees after seven months if there is no usage history. In addition, the three telecommunications companies completed system improvements to implement the corrective recommendations by the end of Jun.

Figure III-35 Media Coverage on Keeping User Notices Clear, and Making Cancellations and Refunds Simple



Figure III-36 This is How Carrier-Affiliated Paid Value-Added Services are Improved.



6) Strengthen User Damage Relief Measures in Case of Communication Service Interruption

The Commission has recently improved the terms and conditions of major telecommunications companies (SKT, SKB, KT, and LGU+) to ensure the effectiveness of user damage relief as a result of a series of large and small telecommunications service interruption incidents.

Currently, under the terms and conditions of major telecommunications companies, if the service is interrupted for more than three consecutive hours (six hours cumulatively in one month), the company is required to compensate six times the service fee in the case of high-speed internet* and eight times the service fee in the case of mobile phone. Since Nov. last year, the Commission has been consulting with major telecommunications companies to improve the system, including the standards for compensation for damages under the terms and conditions, and has reflected them along with collecting expert opinions.

* High-speed Internet : ('02) base time 4→3 hours, ('18) base amount 3→6 times

Mobile phone : ('01) base time 6→3 hours, ('12) base amount 3→6 times, ('19) 6→8 times

The major carrier redress improvements include the following

First, the threshold time for damages is shortened and the amount is increased. If the provision of high-speed Internet and mobile phone services is interrupted for more than two consecutive hours, damages can be awarded at 10 times the rate of the service interruption.

This is based on the comprehensive consideration of the sophistication of telecommunications networks, the introduction of smartphones and changes in the way telecommunications services are used, as well as the recovery time required when telecommunications services are interrupted, consistency with the provisions of the Telecommunications Business Act*, and domestic and international cases. In addition, the threshold amount has been significantly expanded to compensate users for a wide range of damages caused by interruptions in the provision of telecommunications services.

* Under the Enforcement Decree of the Telecommunications Business Act, notifications are made “without delay” in the case of critical communication facilities and “for more than 2 hours” in the case of other communication facilities, and the notification of interruption facts and damages standards and procedures (Article 37-11 ① No. 5).

Table III -35 Improved Matters on the Damages for Communication Failures under the Terms of Service (summary)

Classification		Before	After
High-speed Internet	Compensation Standards Downtime	More than 3 hours in a row or more than 6 hours cumulatively in a month	More than 2 hours in a row or more than 6 hours cumulatively in a month
	Compensation Standards Amount	6 times the downtime rate	10 times the downtime rate
Mobile phone	Compensation Standards Downtime	More than 3 hours in a row or more than 6 hours cumulatively in a month	More than 2 hours in a row or more than 6 hours cumulatively in a month
	Compensation Standards Amount	8 times the cost of downtime (monthly and add-on fees)	10 times the cost of downtime (monthly and add-on fees)

Second, if the communication service is interrupted, the fee refund is automatically made in the following month without the user’s application. Unlike damages, for which the user must apply directly, fee refunds are required to return (or reduce and charge) a pro rata amount of the monthly fee according to the number of days the communication service is interrupted without the user’s application, but there is an unclear aspect, so it is stated in the Terms of Use that it is “automatically returned as of the following month”.

Third, in the event of a telecommunications service interruption incident, it is not easy to find information about the service interruption on the telecommunications company’s homepage or customer center app, and there is no guidance on the procedure or form for claiming damages. In response to this, a separate menu has been created on the homepage and customer center app so that users can easily check for service interruption incidents and respond quickly.

In the case of revising the terms and conditions of use, the Commission improved the computer system of major telecommunications companies through a notification process to the Ministry of Science and ICT and implemented it in Jul, and the website reorganization was completed in Aug.

Meanwhile, the Commission plans to continue to improve the system for securing the effectiveness of user damage relief by revising the Enforcement Decree of the Telecommunications Business Act to improve the current notification method in which telecommunications companies choose one of various notification methods when telecommunications services are interrupted, so that users are notified first in a way that is easy to understand.

Figure III-37 Four Telecom Companies Revise their Terms and Conditions, Release Press Release on Homepage and App Improvements

Yonhap News(Jun. 24, 2022)	Korea Economic Daily(Jun. 25, 2022)	News1(Jun. 24, 2022)
		

7) Encourage Competition in the Telecom Market by Revising the Mobile Device Distribution Improvement Act and Improving the System

The Korea Communications Commission (KCC) has proposed an amendment to the Mobile Device Distribution Improvement Act to double the limit of additional subsidies that can be paid by distributors from 15% to 30% of the current published subsidy. The amendment was submitted to the National Assembly on Dec. 17, 2021, and was subsequently referred to the National Assembly’s Science, ICT, Broadcasting and Communications Committee on Mar. 30, 22, and discussed once at the Subcommittee on Bill on Apr. 21, 22, and is currently pending in the National Assembly.

Furthermore, to enhance law enforcement effectiveness and provide operators with clearer guidelines regarding fines for the violations of the Mobile Device Distribution Improvement Act, we undertook the revision of the “Notice on Detailed Standards for Imposing Fines for Violations of the Mobile Device Distribution Improvement Act”. The revision process involved analyzing cases of violations from Jul. to Sep. 22, preparing the necessary revision, collecting feedback from stakeholders such as telecommunications companies between Oct. and Nov. 22, and subsequently following the required revision procedures, including a regulatory review by the Office of the Prime Minister, administrative notice, and consultations with the relevant ministries, which commenced in Dec. 22.

8) Support the Operation of a Process System to Strengthen the Self-regulation of Businesses and Provide Training to Retailers

The Commission has implemented a self-regulatory system that utilizes a reporting mechanism involving operators and distribution outlets to address unfair practices that occur at distribution sites where the direct regulation of telecommunications distribution outlets is challenging.

Figure III-38 Work Flow

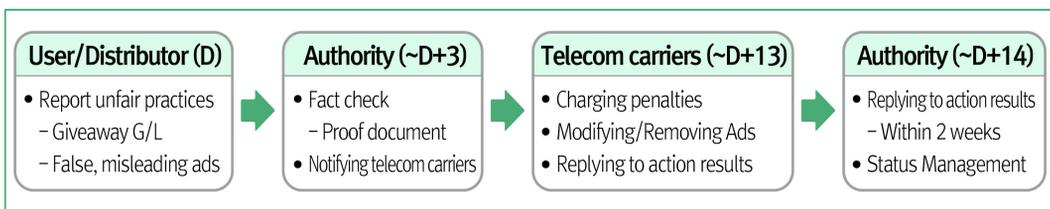
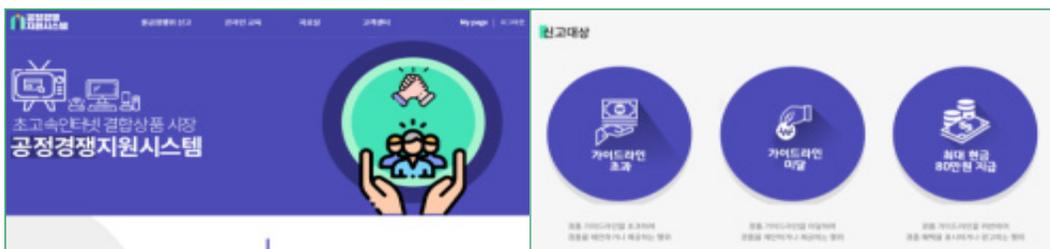


Figure III-39 Fair Competition System (Operated by KAIT)



Furthermore, the Commission has enhanced mutual reporting and action among operators concerning retailers who surpass the upper and lower monthly prize payment guidelines established by each operator, as well as retailers who publish advertisements that violate the guidelines for false and misleading advertising of the bundled products.

Table III-36 Violations on Giveaway Guideline and False Advertising Reports

Classification		KT	LGU+	SKB	SKT	KT Skylife	LG Hellovision	D'Live	Others	Total
2021	Report a giveaway guideline violation	274	250	215	7	1	0	0	8	755
	Report False and misleading ads	208	204	200	6	0	0	1	7	626
2022	Report a giveaway guideline violation	406	302	184	476	48	49	0	0	1,465
	Report False and misleading ads	144	160	113	180	47	41	0	4	689

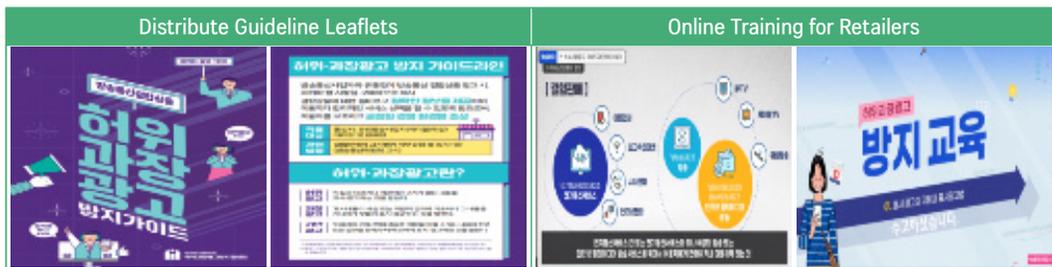
Furthermore, the Commission conducted training sessions on the laws and regulations pertaining to the sale of bundled products, reaching approximately 16,000 individuals (as of the end of Dec. 2022). The training covered guidelines for preventing false, misleading, and deceptive advertisements in bundled sales, notable cases of false and misleading advertising, as well as detailed standards addressing unfair discrimination against users in terms of economic benefits.

Table III-37 Completion of Anti-Fraud Retailer Training by Business (as of Dec. 31, 2022)

(Unit: Cases)

Classification	KT	LGU+	SKB	SKT	KTSL	LGHV	D'LIVE	HCN	CMB	SO	Distributor	Others	Total
2021	740	696	313	380	-	71	-	13	126	50	125	45	2,559
2022	5,244	2,572	2,614	3,399	576	258	1	40	268	21	1,133	270	16,396

Figure III-40 Promote Education to Address False and Misleading Ads



2 | Sound App Market Ecosystem

a. Increase Market Surveillance to Enforce Bans on Certain Payment Methods

1) Establishment of a Subordinate Legislation for Specific Payment Methods for the App Market Operators

The Commission amended the Enforcement Decree of the Telecommunications Business Act and the Notification (effective from Mar. 15, 2022) to establish a regulatory system that prohibits app market operators from forcing certain payment methods. To improve regulatory clarity and predictability, the Commission specified the types of prohibited acts that may occur in the course of app market operations and services, and delegated the criteria for judging the illegality of prohibited acts to a notice.

Table III-38 Highlights of the Telecommunications Business Act Amendment Act

- (Telecommunications Business Act) ① Obligation of app market operators to protect users (Article 22-9(1)) and survey on app market operation (Article 22-9(2)) ② Establishment of new types of prohibited behavior by app market operators
 - Forcing mobile content providers to use a specific payment method (Article 50 Subparagraph 9 newly stipulated)
 - Unreasonably delaying or deleting the review of mobile contents by an app market operator (No. 10 and 11)
- (Enforcement Decree) ① Details of app market operators' obligations to prevent user damage and protect rights and interests (Article 30-9 newly stipulated)
 - ② Establishment of object, contents, and procedures for app market operation survey (Article 30-10 newly stipulated)
 - ③ Establishment of the types and standards of Prohibited acts such as the compulsory prohibition of specific payment methods (Article 42 (1), [Attached form 4] revised)
 - ④ Regulation of the upper limit for imposing fines for newly prohibited acts (Article 46 (1), [Attached form 6] revised)
- (Notice) 「Criteria for Judging the Illegality of Prohibited Acts of App Market Operators」 ① Detailed judgment criteria for specific payment method coercion (business status, coercion, unfairness)

2) Disclosure of Commission Decisions on Out-Linking Restrictions

The Commission published (Apr. 5, 2022) the decision regarding the offense of restricting web payment out-links.

In terms of web payment out-linking restrictions, the Commission may identify the following actions by an app market provider as potential violations: (1) restricting or removing updates for an app that includes out-links to external webpages enabling payments; (2) suspending app developers who employ alternative payment methods, such as web payment out-linking, from using the app market; (3) preventing the use of other payment methods by blocking API authentication; (4) imposing restrictions on the rates and terms of use for alternative payment methods that are less favorable than a specific payment method within a reasonable range; and (5) unfavorably treating app developers in

terms of exposure or search results within the app market. These actions may constitute an “act of forcing a particular payment method” under Article 50(1)(9) of the 「Telecommunications Business Act. However, the final determination of whether a violation of the law has occurred and the specific sanctions to be imposed will be based on the findings of the relevant offense, taking into account factors such as the transaction status, coercion, and unfairness in a comprehensive manner.

3) Respond to Violations by App Market Providers

On Apr. 13, 2022, the Commission established the “App Market Unfair Practices Reporting Center” both online and offline, with the aim of gathering and analyzing the cases of damages reported by app developers. App developers were encouraged to promptly report any instances of damage, and the center also conducted self-monitoring to address cases where reporting might be hesitant. Furthermore, for the identified damage cases, the Commission formed an “App Market Expert Advisory Group” consisting of external experts in the legal and technical domains to conduct a review and assess if any violations occurred.

The KCC conducted a reality check (May 17, 2022 - Aug. 4, 2022) on app market operators (Google, Apple, and One Store) for violations of prohibited acts under the Telecommunications Business Act. The inspection was conducted not only on the newly prohibited act of forcing certain payment methods, but also on the existing unfair acts of operators under the Act, including the prohibition of the unfair imposition of unreasonable or discriminatory conditions and restrictions.

Through the inspection, the Commission determined that Google, Apple, and One Store imposed restrictive conditions to accept only certain payment methods and refused to allow app developers using other payment methods to register or renew their apps, which may constitute coercion of a particular payment method.

In addition, Google and Apple’s imposition of discriminatory conditions on payment methods (third-party payments) offered by app developers or inconvenient use procedures may constitute coercion of a particular payment method.

The Commission also found problems with the app review process, such as Google and Apple’s failure to notify app developers of the app review period or specific reasons for delays.

As a result of the inspection, all three app market companies (Google, Apple, and One Store) were found to be engaging in prohibited conduct. Consequently, the KCC initiated a fact-finding investigation on Aug. 16, 2022. The Commission intends to implement stringent measures, including issuing corrective orders and imposing fines, if violations of prohibited behaviors such as coercing a specific payment method are confirmed through the fact-finding process

b. Enable Fair Competition in the App Market

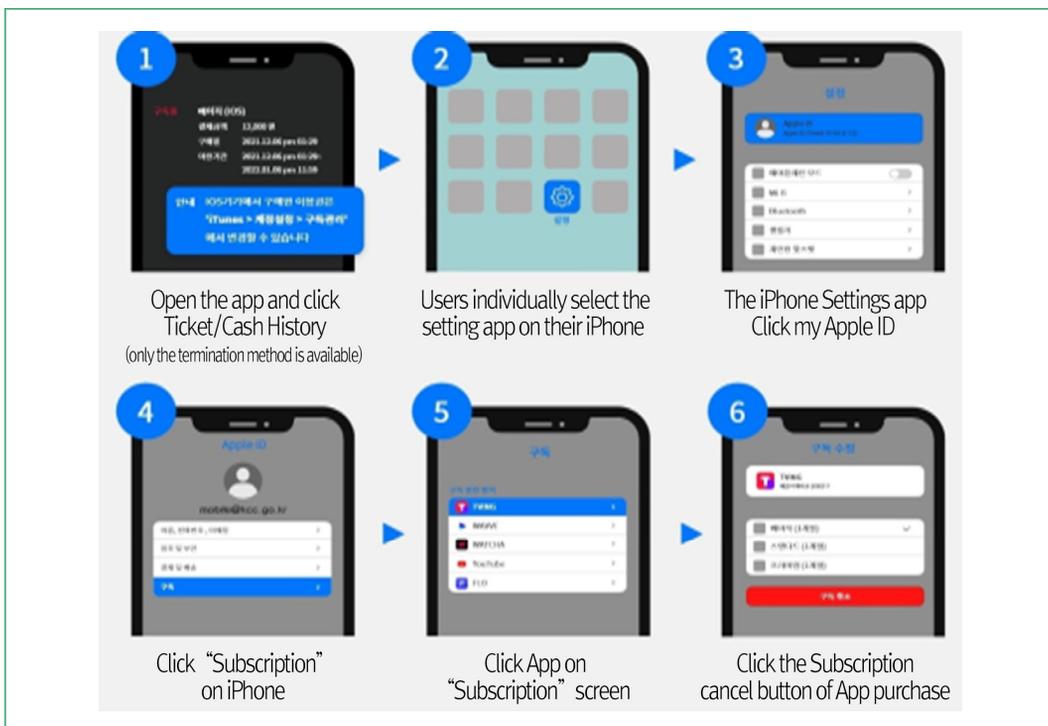
1) Improve the Mobile App Subscription Termination Process

If you have subscribed to a service through an in-app purchase, it is generally easier to cancel the subscription within the app. The Commission has recommended that the Apple app store and mobile apps offering significant subscription services review their procedures for canceling in-app purchases and incorporate an in-app cancellation feature

Recently, the use of mobile apps has increased rapidly with the spread of online and non-face-to-face services, and the number of users of subscription services is also increasing. According to the results of a complaint analysis on the use of apps (Jan. 2021, Korea Consumer Agency), the most common request for improvement from users was to do with termination procedures (40.5%), followed by difficulties in withdrawing or canceling subscriptions (23.3%), and unrecognized free-to-pay conversions. In response, the Commission reviewed the subscription service termination procedures of 13 major mobile apps* that offer subscription services such as music, books, and videos, as well as the Apple app store, which offers in-app purchases.

* Target: Apple (App Store) / Music apps (Melon, Genie Music, Flo, Bucks, Vibe, Kakao Music, YouTube Music), Book apps (Millie’s Bookstore, Willa Audio Books), Video (YouTube, Whatcha, Tving, Wavve)

Figure III-41 Examples of not Providing a Cancel Link on Subscription

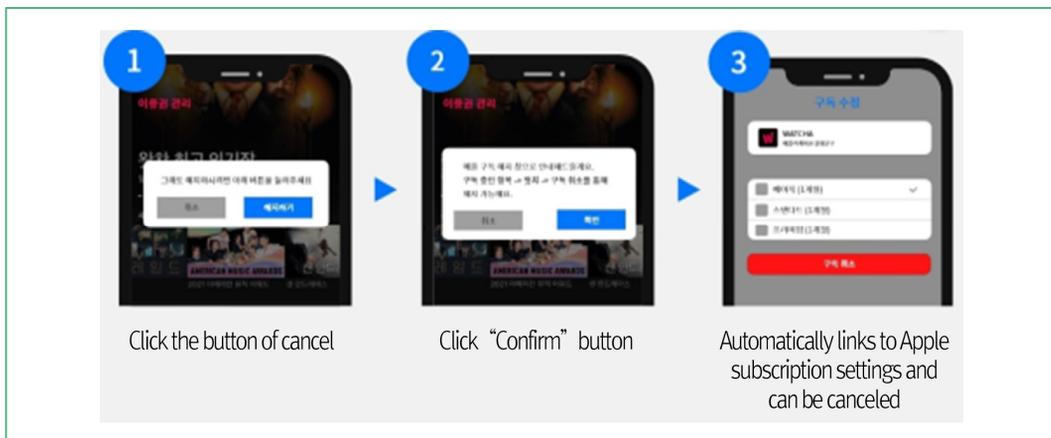


※ Tving completed remedial action to provide termination link during Commission inspections.

As a result of the inspection, when an iPhone user subscribes to and uses seven mobile app subscription services in the Apple App Store, including Melon, Genie Music, Flo, Bucks, Kakao Music, Tving, and Wavve, it is easy to subscribe through the menu inside the app and in-app payment, but it is virtually impossible to cancel the subscription within the app. In other words, in order to cancel a mobile app subscription service, iPhone users had to go through five steps outside the app: “Settings” menu → “My Information (Apple ID)” menu → “Subscription Management” menu → “Subscription Items” menu → “Cancel Subscription”, or apply for cancellation by phone (customer center) or website. As a result, users who were not familiar with in-app payment management had to rely on individual searches to confirm the cancellation process or failed to cancel in a timely manner, resulting in unnecessary service charges.

On the other hand, Apple has provided a direct link to the subscription management screen in the “Settings” menu from within the mobile app (the so-called “cancel link”), but this feature was not properly communicated to mobile app developers, making it difficult for app developers to use it. However, six subscription services - Vibe, YouTube Music, Millie’s Library, Willa Audiobooks, YouTube, and Whatcha - have implemented this feature, meaning that users can tap the “Cancel” menu in the mobile app to go directly to the “Subscriptions” menu on the iPhone’s “Settings” screen to cancel their subscription.

Figure III-42 Examples of Providing an Cancel Link on Subscription



In order to resolve user inconvenience and prevent damage caused by untimely termination, the Commission has taken the following actions against Apple’s app store and app operators that have not properly implemented the mobile app termination feature, requiring them to provide the mobile app termination feature for in-app purchases.

III. Broadcasting and Communications Policy Outcomes in 2022

First, we recommended that Apple, an app marketplace and provider of in-app purchases, implement the necessary functionality to allow users to easily cancel subscription services within mobile apps and provide guidance to mobile app operators. We also recommended that Apple strengthen its guidance to mobile app operators (first half of 2022).

※ Apple improved features to cancel in mobile apps during the inspection (Sep. 2021)

Second, to make it easier for users to cancel subscription services, the Commission recommended that mobile app developers (i) provide a cancellation feature in their mobile apps, (ii) make the cancellation process easy to understand regardless of the payment method, such as webpage or mobile, and (iii) minimize the steps leading up to cancellation. Mobile app developers have indicated that they intend to implement Apple's enhanced in-app cancellation features in the first half of this year.

2) Conduct a Survey of App Market Operations

With the amendment* of the Telecommunications Business Act in Mar. 2022 to provide a basis for investigating app market operations and safeguarding app developers and end-users utilizing app markets, the Commission formulated a plan for surveying app market operations in Jul. 2022 in consultation with the Ministry of Science and ICT. The Commission gathered input from stakeholders, including app market companies and app developers, during the months of Jul. and Aug. Subsequently, the survey of app market companies commenced in Sep. 2022. The survey covered various aspects such as the financial status of the app market operators, the provision and utilization of the app market and payment services, app market operators' usage contracts, and the implementation of user protection measures.

* Article 22-9 of the Act (Obligations and Actual Survey of the App Market Operators) and Article 30-10 of the Enforcement Decree (Objects and Contents of the Actual Survey on App Market Operation)

The KCC conducted a survey of 1,000 app market operators and 1,000 end users to assess the actual usage of the app and identify the instances of unfair practices. The survey aimed to gather information about their reliance on app market platforms and their experiences with unfair practices, which can serve as valuable references for the fact-finding process concerning app market companies

Table III-39 Highlights from the 2022 App Market Operations Survey

- Subject : Apple(Apple Inc.), Google(Google LLC), One Store, Samsung Electronics
※ Selected from the app market providers based on app market revenue and user size
- Period : Sep. 2022 - Dec. 2022
- Methods: Written research (statistical and literature research), interviews if necessary
- Contents: Financial status of the app market operators, provision and use of the app market and payment services, app market operators' use contracts, status, user protection measures, etc.

Table III-40 Survey on App Market Providers and End Users

<ul style="list-style-type: none"> • Subject : 1,000 app market users and 1,000 end users <ul style="list-style-type: none"> - (Businesses) Survey subjects were selected by focusing on paid content app developers and categorized by the app market and content type. - (End users) Survey centered on users who purchased paid content • Period : Oct. 2022 - Dec. 2022 • Method: Survey via online and wire ⇒ in-depth interview (face-to-face) • Contents: App market usage status and unfair cases related to user damage, such as app registration and screening, payment and settlement, content purchase method, content price comparison, etc.
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3) Identify and Monitor Additional Communication Markets including Internet Platforms

The Commission conducted a survey of a total of 1,000 companies (250 companies by sector) in major new platform sectors including transportation, Metaverse, real estate, and job search to identify unfair practices in the new platform sector.

Table III-41 Online Platform Providers and Users by Industry (examples)

Classification	Transportation	Metaverse	Real estate	Others (Job market)
Service	KakaoT, UT	Geppetto, Ifland, etc.	Zigbang, Naver Real Estate, Dabang etc.	Job search, hospital and doctor appointments, Interior, etc.
Provider	Taxi drivers, Chauffeurs	Metaverse Creators	Real estate agents	Firms, hospitals, clinics, contractors

In addition, the Commission conducted a star rating and review survey for delivery, accommodation, and shopping platform users (300 companies by sector) to identify the unfair behavior of the platform providers and users, and the status of the review and star rating system.

Table III-42 Overview of Research on Identifying and Monitoring the Situation of the Additional Communication Market Including Internet Platforms

Classification	New types of platforms	Star review platforms
Subject	• 250 users each in transportation, metaverse, real estate, and recruitment platforms, for a total of 1,000 companies	• 300 companies on each of the delivery, lodging, and shopping platforms, for a total of 900 companies.
Period	Sep. - Dec. 2022	Sep. - Dec. 2022
Contents	<ul style="list-style-type: none"> • Platform usage • Contract status • Profit settlement/Commission fee • Service protection policy • Platform usage plan 	<ul style="list-style-type: none"> • Illegal act by platform providers • Unfair act by users • Review and rating system status • Improvement activities of the users • Response of operators • System improvement plan

3 | Create a User-Centered New Industry System

a. Amend the Telecommunications Business Act

1) Amendment to the Notice of Penalty Imposition for the Violation of the Mobile Device Distribution Improvement Act

The Commission held its 65th plenary meeting on Dec. 21, 2022, to revise the 「Detailed Standards for Imposing Fines for Violations of the Mobile Device Distribution Improvement Act」 to enhance the effectiveness of law enforcement and the predictability of operators when imposing fines related to the Act.

The main item of the amendment is that in the case of the current “20% reduction for an active cooperation” clause, the method of cooperation is specified as “submitting materials or making statements that are helpful in determining the facts and illegality”, and the maximum limit of the reduction is set differently depending on the degree of cooperation, so that mobile operators and distribution networks can actively cooperate in the investigation. (Imposition Criteria [Attached form 4] III. No. 1)

In addition, the provision related to “reduction within 10% when introducing and operating an educational program for self-compliance” was amended to consider the content and effectiveness of self-compliance, and the upper limit of the reduction was set differentially in cases where the deterrence effect of violations is high or substantial, so that the effectiveness of the self-regulation of mobile operators can be improved. (Amendment of Imposition Criteria [Attached form 4] III. No. 5)

Finally, the “reduction within 30% if necessary measures have been taken to prevent a recurrence of the violation” has a differential upper limit of 10%, 20%, and 30% depending on the degree of effectiveness of the recurrence prevention measures, so that the effectiveness of the recurrence prevention measures can be strengthened. (Amendment of the Imposition Criteria [Attached form 4] III. 6)

“With this amendment, we expect to apply stricter penalty standards for the future violations of the Mobile Device Distribution Improvement Act, which will reduce repeat offenses and increase the reliability of the enforcement,” the commission said.

2) Order the Resubmission of Materials for Fact-Finding and Enforcement

On Apr. 20, 2022, the KCC will implement a system that enables the ordering of data and document resubmission for the purpose of conducting fact-finding investigations to determine if a telecommunications provider has engaged in prohibited conduct. Additionally, the Commission has introduced an enforcement penalty system that will be imposed in cases where a carrier fails to comply with a resubmission order.

This is a follow-up to the amendment of the 「Telecommunications Business Act」 (published on Oct. 19, 2021) and the amendment of the Enforcement Decree of the same Act, the main contents of which are as follows.

First, if a telecommunications provider fails to comply with an order to submit data and documents pertaining to a fact-finding investigation of prohibited behavior, the KCC may issue a resubmission order. In the event that the carrier continues to defy the resubmission order, the Commission has the authority to impose and collect an enforcement penalty based on the carrier's "average daily turnover". This approach is expected to be effective in ensuring the submission of data and documents, as the Commission can calculate the daily amount of the enforcement penalty and impose it every 30 days until the business operator complies with the submission requirement. (Article 51-2 of the 「Telecommunications Business Act」, Article 43 of the Enforcement Decree of the Telecommunications Business Act, and [Attached form 4(2)] newly stipulated)

Second, the amount of fines imposed on large companies will be increased if they refuse or avoid submitting or temporarily storing materials or documents necessary for fact-finding on prohibited acts. Previously, a fine of up to KRW 10 million was imposed regardless of the size of the company, but in the future, a fine of KRW 50 million will be imposed on large companies, affiliates of large companies, or persons entrusted with their work. (Amendment to the Enforcement Decree of the Telecommunications Business Act [Attached form 11])

"Through this system overhaul, we will be able to enhance the implementation of fact-finding and data acquisition on prohibited activities," the commission said, emphasizing that we will do its utmost to protect users through thorough fact-finding on whether telecom operators are engaged in prohibited activities.

Figure III-43 Criteria for Imposing Performance Penalties under Article 43 of the Enforcement Decree of the Telecommunications Business Act

- ◇ Average revenue per day: Calculated as the average revenue per day based on the year in which the resubmission order end date falls (revenue for the previous three years ÷ total days)
※ In case there is no revenue or can't estimate the revenue: \$200 or less
- ◇ Charges per day: Calculate the amount of charges per day based on the average daily sales volume (revenue volume)

〈Penalty rates and amounts per day〉

Daily sales volume	Rate	Charges per day
KRW 1.5 billion and less	2/1,000	Average revenue per day × 2/1,000
More than KRW 1.5 billion less than KRW 3 billion	2/1,500	KRW 3 million + KRW 1.5 billion over × 2/1,500
Over KRW 3 billion	2/2,000	KRW 5 million + KRW 3 billion over × 2/2,000
In case there is no revenue or can't estimate the revenue	-	KRW 2 million and less

3) Publish 「Basic Principles for Protecting the Users of Media Recommendation Services Based on Artificial Intelligence」

The Korea Communications Commission(KCC) and the Korea Information and Communications Policy Institute (KISDI) have published a commentary on the 「Basic Principles for the Protection of the Users of Media Recommendation Services Based on Artificial Intelligence」, which was released in Jun. 2021.

“The Basic Principles for Recommendation Services” are proposed as a self-regulatory principle to protect the rights and interests of media users at a time when digital platforms are emerging as popular media. It is composed of three core principles and five implementation principles, each of which contains normative values and measures to be observed in “AI-based recommendation services”.

Table III-43 Key Aspects on the “Basic Principles of Media Recommendation Services”

- 3 Core Principles
 - ① Transparency, ② Fairness, ③ Accountability
- 5 Implementation Principles
 - ① Disclosure of information to users, ② Ensuring users' right to choose, ③ Implementing self-checks,
 - ④ Handling complaints and resolving disputes, ⑤ Establishing internal rules

This commentary has been prepared to address various questions and opinions raised by academia and industry regarding the “Basic Principles of Recommendation Services”. Its purpose is to enhance the understanding of users and practitioners in this field. Additionally, the commentary provides interpretive guidance for operators in establishing user protection policies and implementing effective protection measures based on the “Basic Principles for Recommendation Services”.

The commentary consists of a brief explanation of the purpose and main contents of each item and references to domestic and international laws, guidelines, and policies.

Transparency, one of the core principles, was defined as a broad concept that encompasses “accessibility of information” about the recommendation service and “explainability” of the process leading up to the recommendation. In addition, fairness is described as a principle that is emphasized in terms of preventing bias and ensuring “pluralism” and “diversity” as a general value to be pursued in the digital media space.

On the other hand, the concept of “Ensuring the user’s right to choose”, proposed as a measure to promote fairness in the guiding principles, is recommended based on the recognition of the normative protection value of the end user. The aim is to secure the end user’s reasonable choice and control of information, even at the expense of the recommendation service provider’s freedom of business activities. This approach acknowledges the passive position of the end user and prioritizes their rights over the recommendation service provider’s interests

The Commission has posted the commentary on its website and distributed it to relevant operators to encourage the voluntary implementation of the “Basic Principles of Recommendation Services” so that the Principles can serve as a normative force in the digital media space, and has also prepared implementation guidelines that include specific measures, application examples, and caveats for each of the five guiding principles.

Figure III-44 「Basic Principles for Protecting the Users of Media Recommendation Services Based on Artificial Intelligence」 Commentary

Cover page	Contents
	

4) Held the 4th 「International Conference on User Protection in the Intelligent Information Society」

The KCC and the KISDI held the 4th 「International Conference on User Protection in the Intelligent Information Society」 at 2 pm on, Dec. 1.

「International Conference on User Protection in the Intelligent Information Society」 is now in its fourth year since it was first held in 2019, with the goal of discussing new types of user protection issues due to the spread of artificial intelligence technology and building an international consensus on related policies.

In the third session, the speakers, domestic experts, and consumer organizations held a comprehensive discussion via video.

The conference is open to the public and participants can register in advance at <https://kisdconference/2022>. The conference was live-streamed on the day of the event on the Commission's and ICT Policy Institute's YouTube channels.

5) Amend the Enforcement Decree of the Telecommunications Business Act to Prohibit Forced In-app Payments

Following the Amendment of the Telecommunications Business Act, which prohibits app market companies from forcing certain payment methods, the Enforcement Decree of the Telecommunications Business Act, which specified the user protection obligations of app market companies, the survey of app market operations, the types and standards of newly prohibited acts, and the criteria for imposing fines, came into effect on Mar. 15, 2022.

The Commission conducted extensive consultations with stakeholders, including app market operators and app developers, both before and after the legislative notice period (Dec. 1, 2021 - Jan. 10, 2022). These consultations were carried out during the review process, which included the Regulatory Reform Committee. The Commission also engaged in an in-depth discussion with relevant experts to prepare the amendments to the Enforcement Decree, taking into account the feedback collected from stakeholders

During this process, we recognized the necessity of explicitly prohibiting app marketplaces from restricting the app developers' ability to reference or promote other payment methods through outlinks. As a result, we have included this prohibition within the definition of "forcing a particular payment method".

In addition, the scope of prohibited acts has been expanded by adding that app market operators may not impose unreasonable or discriminatory conditions or restrictions on app developers who use other payment methods in the course of processing data such as purchase history and usage status.

The highlights of the Amendments to the Enforcement Decree of the Telecommunications Business Act are as follows:

First, in order to improve regulatory clarity and predictability, the Amendment specified the types of prohibited acts that may occur in the course of app market operations and services, and delegated the criteria for judging the illegality of prohibited acts to a notice.

In particular, the detailed types of acts that enforce a specific payment method are defined as follows, taking into account the step-by-step nature of app market use and services, direct and indirect restrictions on the use of other payment methods, and the prevention of regulatory circumvention.

③ Denying, delaying, restricting, deleting, or blocking registration, renewal, or the inspection of mobile content, etc.

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- ㉞ Denying, delaying, suspending, or restricting access to the App Market
- ㉟ Technically restricting the use of the App Market
- ㊱ Making access and use procedures difficult or inconvenient
- ㊲ Restricting the ability to set different terms of use based on payment methods within a reasonable range
- ㊳ Imposing unreasonable or discriminatory conditions or restrictions on exposure, search, advertising, data processing, fees, or other economic benefits

Second, the Amendment imposes obligations on the app market operators to prevent user damage and protect their rights and interests.

In order to prevent user damage due to the payment and refund of mobile contents, the KCC has established the terms and conditions of the app market operators, how to change them, how to handle complaints, and user protection regulations for in-app payments.

Third, the Amendment establishes the object, content, and procedure of the app market operation surveys.

Considering the purpose of amending the law to protect mobile content providers, we prepared the object and content of the survey, such as app market sales and app market service provision and utilization status, and stipulated the survey method and procedure by applying the existing survey.

Fourth, the Amendment stipulates the maximum amount of fines for newly prohibited acts.

Considering the scale of the business and the gravity of the offense, which are the criteria for imposing fines for each existing offense, the Act stipulates that certain payment method coercion acts shall be subject to a fine of no more than 2% of sales.

The Commission stated that its focus was on fully realizing the objectives of the revised law, which establishes clear obligations for app market operators, making it the first of its kind in the world. The aim is to create a fair mobile ecosystem by addressing the unjust infringements of the rights and interests of the app developers and users. Particularly, the Commission has carefully prepared the types and standards of the prohibited acts within the scope mandated by the law to prevent any circumvention of regulations. It emphasized its commitment to strictly enforce the revised law and make practical changes that will be noticeable within the app ecosystem.

6) Enact the 「Criteria for Determining the Illegality of Prohibited Acts of App Market Operators (Notice)」

With the Amendment to the Enforcement Decree of the Telecommunications Business Act, detailed criteria were established to determine whether an app market operator engages in prohibited conduct. These criteria, including factors such as “transaction status”, “coercion”, and “unfairness”, were prepared and implemented on Mar. 15, 2022.

The key items of the 「Criteria for Determining the Illegality of the Prohibited Acts of the App Market Operators (Notice)」 are as follows:

First, the Commission have established detailed criteria for determining whether an app market operator can be forced to use a particular payment method, including “transaction status”, “coercion”, and “unfairness”.

“Transaction status” is determined by comprehensively considering the sales and number of users of the app market, market conditions, the gap in business capabilities between the app market operator and the mobile content provider, the characteristics of the mobile content, and the degree of dependence of the mobile content provider on the app market operator.

“Coercion” is determined by comprehensively considering whether the mobile content provider is free to choose other payment methods and whether there is an objective situation in which the provider has no choice but to use a particular payment method.

“Unfairness” is determined by comprehensively considering whether it hinders the profits of mobile content providers, hinders fair competition in the app market, and increases the convenience of users.

Second, we have established a detailed criteria for “unfairness” to determine whether mobile contents are subject to unreasonable delays in review or deletion.

“Unfairness” is determined by comprehensively considering the reasons for delaying or deleting mobile contents, whether the same or similar mobile contents are provided, whether prior notice of the review and deletion criteria is provided, and the adequacy of the means of notice.

The Commission stated that the Notice, which is the standard for judging illegality, was prepared following the Enforcement Decree on the detailed types and standards of prohibited acts in the app markets after many discussions with various stakeholders and experts, including app market operators and app developers, and emphasized that it will strictly respond to illegal acts by app market operators, such as delaying or circumventing compliance with the law, to create a fair app market ecosystem.

b. Improve the Regulations on Location Information

1) Resolution of the National Assembly to Amend the Enforcement Decree of the Act on the Protection and Use of Location Information to Implement the Location Information Business Registration System

At the 17th Council meeting held on Apr. 12, 2022, the Commission approved a partial amendment to the 「Enforcement Decree of the Location Information Act」, which establishes matters necessary for the implementation (scheduled for Apr. 20, 2022) of the 「Act on the Protection and Use of Location Information」 (Location Information Act), which was amended in Oct. last year.

The Amendment to the Enforcement Decree is a follow-up to the amendment to the 「Location Information Act」, which relaxed the entry regulation of the location information business to a registration system and strengthened the post management of location information protection, specifying the registration and actual inspection procedures and the criteria for imposing fines and penalties.

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The main contents of the amendments to the Enforcement Decree approved are as follows:

First, matters related to registration and the change registration applications for location information businesses, applications for authorization such as mergers and acquisitions, business plans for registration and authorization, and detailed examination standards have been revised.

Second, the Act clarified the criteria for imposing fines and penalties, including specifying the reasons for aggravation and the reduction of fines, and established procedures for issuing corrective orders, such as specifying that the “revenue related to the violation” of fines imposed on businesses that violate location information protection measures is the average annual revenue for the three preceding business years of service revenue related to the violation.

Third, as the 「Location Information Act」 stipulates the Commission’s obligation to conduct periodic actual inspection on matters such as the registration of location information businesses, the Commission specified the actual inspection of registration and established inspection procedures such as inspection methods and notification of inspection plans.

The Commission said, “With the passage of this amendment to the Enforcement Decree, it is expected that the location information industry will be revitalized and used more safely, as the regulations for entry into the location information business will be relaxed and the post-management procedures for protecting location information will be specified”.

2) Publish the Revised Commentary on the 「Location Information Act」

The Commission has revised and published a commentary that provides an itemized explanation of the 「Act on the Protection and Use of Location Information」, which came into effect on Apr. 20, 2022.

The commentary was drafted in Apr. to collect opinions from industry, related organizations, and the legal community, and was comprehensively reviewed and reflected through the operation of an advisory group that held two meetings.

This commentary summarizes the amendments to the Location Information Act since the publication of the 「Commentary on the Act on the Protection and Use of Location Information (2010)」 and the 「Commentary on Recommendations for Administrative and Technical Protection Measures for Location Information (2015)」, and explains the purpose and main contents of each item in detail with examples. In particular, the KCC has prepared interpretation guidelines that users and practitioners can refer to in practice, including contents on matters and issues that have been frequently inquired about by users and businesses.

Figure III-47 Legal Commentary on Act on the Protection and Use of Location Information

Cover page	List of Content	Content

The main contents of the commentary include:

- (I) Regarding the scope of “location information”, one of the core concepts of the Location Information Act, which has been the subject of many inquiries from operators, it is clarified that information that is incidentally obtained from services without the purpose of collecting location information is excluded as location information.
- (ii) Next, as the entry regulations for the personal location information business have been relaxed (from a permit system to a registration system), matters related to the registration system have been presented in detail. The revised form for registration has been excerpted from the 「Commission Regulations on the Protection and Use of Location Information», which is a sub-notification of the 「Location Information Act», in order to help operators understand it in a concrete and practical manner.
- (iii) In addition, with the enactment of the 「Administrative and Technical Protection Measures for Location Information (Notification)」, we introduced the implementation methods for each protection measure in detail to help businesses establish and implement protection measures that fit their environment.
- (iv) In addition, by comparing the disclosures in the personal location information processing policy and the statutory provisions in the terms of use, we aimed to minimize the difficulties of legal interpretation experienced by operators in the field, and prepared the terms and conditions for the location information business and location-based service business(draft) for operators to refer to.

As we enter a “hyper-connected” society, the importance of protecting and utilizing location information, which has become an essential infrastructure for future industries, is growing, and the revised Commentary will provide important guidance on the application and interpretation of the Location Information Act, including suggestions on how to exercise the rights of personal location

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information subjects and clearly set out the standards required for operators to utilize location information.

The Commission will post the revised Commentary on the Commission’s website (<https://www.kcc.go.kr>) and on the website of the Location Information Support Center (<https://www.lbsc.kr>) to encourage voluntary implementation by users and businesses subject to the Location Information Act.

Meanwhile, the Commission will operate a six-month grace period from Apr. 20, 2022 to Oct. 20, 2022 to allow operators to prepare for the amendments to the Location Information Act and to establish a stable system.

3) Held an Award Ceremony for the 「2022 Location-based Service Competition」

The Commission selected and awarded 30 excellent business models as part of the 「Excellent Business Model Discovery Project for Location Information」 on Dec. 14, 2012.

Figure III-48 Promote the Excellent Business Model Project for Location Information



Together with the Korea Internet & Security Agency, the Commission has been promoting the 「Excellent Business Model Discovery Project for Location Information」 to support the commercialization of small, medium, and startup companies with excellent location-based service models.

A total of 171 applications were submitted to the “2022 Korea Location-based Service Competition” held from May 9 to Jun. 17, 2022, and a total of 30 teams, including one grand prize, five first prizes, 10 second prizes, 10 third prizes, and four special prizes, were selected through a document review and presentation review.

The grand prize, worth KRW 20 million, was awarded to Crazy Alpaca, a company that introduced a service that provides ultra-personalized real estate analysis information called “Budongbudong”. Based on the user’s location information, the service displays real estate properties that fit the user’s situation on a map in consideration of preferred factors such as the financial situation, transportation, education, profit, and living environment, and was highly evaluated for its business model growth, differentiation, and technology.

The top prize (Korea Internet & Security Agency President’s Award), worth 10 million won, was awarded to five companies, including “Cheonggaeguri”, “Don’t Get Sick”, “The Grit”, “Ipinlabs”, and “Storyforyou”.

“Cheonggaeguri” is a group discount membership service that connects group customers with local small businesses in their neighborhoods, “The Grit” is a community-based multi-container circulation platform for reducing disposable waste, and “Don’t Get Sick” is a location-based hospital-specific non-payment medical item price inquiry service that has received high praise.

Table III-44 Winners of the 2022 Korea Location Based Services Competition

Classification	Prize	Recipient	Details
Grand Prize (KRW 20 million)	KCC Chairman’s Award	Crazy Alpaca	Provide hyper-personalized real estate information based on GPS.
Top Prize (KRW 10 million)	KISA President’s Award	Cheonggaeguri	Group discount membership service that connects group customers with nearby small businesses based on location.
		Don’t Get Sick	Location-based price inquiry and comparison platform service for non-benefit medical items by hospital.
		The Grit	Multi-container circulation platform services to reduce waste.
		Ipinlabs	Deep learning-based indoor location service.
		Storyforyou	Construction worker safety management service using smart safety equipment.
Excellence Prize (KRW 5 million)	KISA President’s Award	Nature Combine	GPS-based emergency dispatch transportation platform services.
		Mangosoft	A service that manages your family’s schedule and protect their safety, including managing their arrival and departure times to and from destinations.

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Classification	Prize	Recipient	Details
Excellence Prize (KRW 5 million)	KISA President's Award	Onit	GPS-based nearby store search and curation services that analyze offers by payment method.
		Eastern Sky	A service that shares risky situations that may occur during leisure activities with the related organizations.
		Joycom Media	A localized outing curation app that solves weekend getaway pain points.
		GoCamp	A service that uses GPS to move a shared camper to a customer's desired location.
		Daily Funding	Neighborhood financial services that connect small businesses with investors looking to invest in the area.
		Stellavision	Providing social and economic indicators using machine learning-based satellite big data.
		GPS Family	A service that uses GNSS to provide real-time location guidance and personalized ads, even underground.
		SolarMe	Customized energy management service that fuses data on home electricity, gas, etc. with location-based weather data.
Participation Prize (KRW 3 million)	KISA President's Award	KeepersKorea	A platform service that connects the deceased's remaining items with local planners, vendors, and buyers.
		UNSOFT	An O2O platform service that connects mobile phone sellers and buyers face-to-face.
		Di	A space subscription service that lets users virtually experience life in their favorite spaces through maps.
		Realmaker	Mobile-based indoor and outdoor continuous AR spatial information delivery service
		Mobiligent	Eco-friendly ship sharing platform service incorporating electric ships
		Wondermove	Communication services that manage all aspects of customer and dealer location-based vehicle test drives, purchases, and repairs.
		DCStech	"FIS Forest Survey" service using GPS and high-precision DGPS.
		Snowman Innovation	AR-based O2O platform service that lets you virtually try on glasses and make purchases from nearby stores.
		Peritus	A service that matches a home repair technician in your neighborhood in real time.
		DongseongITECH	Parking management solution service with ultra-precise location information, vehicle entry/exit, and automatic payment functions.
Special Prize (KRW 2 million)	KISA President's Award	Zeroweb	In-building population control service for the real-time disaster safety response.
		Mugler	Short form video-based big data restaurant recommendation platform service.
		DotExpander	A service that detects and alerts you to all forms of voice phishing through changes in your location information.
		Way	Family safety communication service for parents living separately, checking on their children's location and activity.

“Ipinlabs” is a service model that can track the indoor location information of people and objects indoor where GPS is not available, and “Storyforyou” introduced a safety management system for construction site workers using smart safety equipment based on location and sensor information.

Nature Combine, Magosoft, Onit, Eastern Sky, Joycom Media, GoCamp, Daily Funding, Stellavision, GPS Family, and SolarMe were selected for the Excellence Award (Korea Internet & Security Agency President’s Award) with a prize of 5 million won.

“The proliferation of location-based technologies has led to the emergence of a wide variety of mobility services, diversifying users’ needs for location-based services and increasing competition among operators to satisfy them”, said the Commission. “We will continue to support startups and small and medium-sized enterprises to respond effectively to these new developments and enter the market quickly.”

4) Release the Results of the 2021 Emergency Response Location Information Quality Measurement

The Commission measured the quality of personal location information utilized for emergency rescue by emergency rescue agencies (National Fire Agency and Korea Coast Guard) and police stations, and found that the success rate* and accuracy of the emergency rescue location by the three telecom companies improved.

* Location success rate: Percentage of locations received within 50m accuracy and response time within 30 seconds

Table III-45 Measurement Target

Classification		Target Device
3 Telecom carriers(2 types)		Samsung Galaxy S21 Ultra, LG Electronics VELVET
Other devices	Foreign phones (3types)	Apple iPhone 13 Pro Max, Xiaomi Mi 11, Huawei P50 Pro
	Self-sufficient phones(2types)	Self-sufficient Samsung Galaxy S21 Ultra, self-sufficient LG VELVET
	Reused phones (3types)	(Eyes Mobile) Samsung Galaxy A32, (A-Mobile) Samsung Galaxy A32, (S-One Safe Mobile) Samsung Galaxy M12
	Multiple USIM phone(3types)	SKT-oriented Samsung Galaxy S21 Ultra, LG VELVET for SKT, KT-oriented Samsung Galaxy S21 Ultra, LG Electronics VELVET, LGU+-oriented Samsung Galaxy S21 Ultra, LG Electronics VELVET

Table III-46 Measurement Methods

- (Measurement method) Measuring how quickly the device provides accurate location information with the GPS (location) and Wi-Fi functions set to “off”.
 - (Carrier terminals) A total of 111 points were selected in consideration of various (urban, terrain, indoor, outdoor, etc.) measurement environments and measured 30 times by each positioning technology (base station, GPS, Wi-Fi) (location success rate, location accuracy, location response time).
 - (Other terminals) One random point in the metropolitan area was selected and measured 10 times by each positioning technology (whether the location information is provided).

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The quality of the emergency rescue location information is a measure of how quickly and accurately the positioning technology (base station, GPS, Wi-Fi) of the three major carriers and other devices is able to provide location information when the device's GPS and Wi-Fi functions are "off" and the device's functions are temporarily "on" in the event of an emergency from Sep. to Dec. 2021.

The Commission measures the quality of the emergency rescue location information to support the rapid and accurate rescue activities of the emergency rescue organizations and police officers, and has been disclosing the results every year since 2019 to encourage the improvement of the quality of the emergency rescue location information of the three telecom operators.

As a result of this quality measurement, the location success rate and location accuracy of each positioning method, including GPS and Wi-Fi base stations, has improved* compared to the previous year, with the success rate of the emergency rescue location being 86.5 for the GPS method and 86.6 for the Wi-Fi method.

* Location success rate : GPS 82.9%→86.5%, Wi-Fi 82.3%→86.6%

Location accuracy : GPS 60.3m→53.8m, Wi-Fi 61.9m→56.1m, base station 225.5m→146.3m

① Results of the Quality of the Emergency Rescue Location Information on Devices of the Three Mobile Operators

According to GPS, the location success rate was 98.6% for SKT, 96.3% for KT, and 64.5% for LGU+, and the location accuracy was 27.2m for SKT, 29.8m for KT, and 77.8m for LGU+. On the other hand, LGU+'s location success rate and location accuracy were found to need improvement. Compared to 2020, the average GPS location success rate of the three carriers increased from 82.9% to 86.5%, and the location accuracy improved from 60.3 meters to 53.8 meters.

The results of the Wi-Fi method showed that the location success rate was 97.7% for SKT, 95.7% for KT, and 66.5% for LGU+, and the location accuracy was 29.4m for SKT, 37.9m for KT, and 76.9m for LGU+, which is good for SKT and KT, but needs improvement for LGU+. Compared to 2020, the Wi-Fi location success rate increased from 82.3% to 86.6% and the location accuracy improved from 61.9m to 56.1m.

According to the base station method, the location accuracy was 82.0m for SKT, 168.4m for KT, and 157.7m for LGU+, and the location response time was 1.2 seconds for KT, 1.7 seconds for SKT, and 11.8 seconds for LGU+, which is good for SKT and KT, but LGU+ needs improvement. Compared to 2020, location accuracy improved from 225.5m to 146.3m, but the location response time decreased from 1.9 seconds to 4.9 seconds.

※ The location success rate measurement is excluded due to the nature of the base station positioning technology, it is difficult to satisfy the distance (within 50M).

② The Results of the Quality of the emergency rescue location information on other devices

As a result of measuring the quality of the location information for devices other than the three major carriers, it was confirmed that base station location information is available for major foreign (foreign manufacturer) devices, self-supplied (general market sales) devices, reused phones (mobile phone resale) devices, and USIM (USIM) portable (carrier change) devices.

However, GPS-Wi-Fi location information is partially available depending on whether the device is equipped with positioning technology, but it has gradually improved from 2020.

Table III-47 Quality Measurement Results (GPS)

Operator	① Location success rate(%)		② Location accuracy(m)		③ Location Response Time(sec)	
	2021	2020	2021	2020	2021	2020
SKT	98.6	94.4	27.2	39.5	8.8	10.8
KT	96.3	93.1	29.8	34.5	10.2	11.6
LGU+	64.5	61.1	77.8	82.2	18.4	11.8
Total	86.5	82.9	53.8	60.3	12.4	11.4

① Success rate: The ratio of the number of requests for the location information that satisfy the distance (within 50 meters) and location response time (within 30 seconds) out of the total number of requests for location information.

② Accuracy: Distance error corresponding to the 90% ranking from the smallest distance error among all distance error values between the actual location coordinates of the test point and the positioned location coordinates.

③ Response time: The difference between the time when the location information is requested and the time when the location information is received.

Table III-48 Quality Measurement Results (Wi-Fi)

Operator	① Location success rate(%)		② Location accuracy(m)		③ Location Response Time(sec)	
	2021	2020	2021	2020	2021	2020
SKT	97.7	97.2	29.4	30.2	2.5	5.0
KT	95.7	97.4	37.9	33.0	7.1	7.6
LGU+	66.5	52.3	76.9	90.2	12.9	8.1
Total	86.6	82.3	56.1	61.9	7.5	6.9

Table III-49 Quality Measurement Results (Base Station)

Operator	① Location success rate(%)		② Location accuracy(m)		③ Location Response Time(sec)	
	2021	2020	2021	2020	2021	2020
SKT	-	-	82.0	70.0	1.7	1.6
KT	-	-	168.4	142.4	1.2	1.9
LGU+	-	-	157.7	485.6	11.8	2.3
Total	-	-	146.3	225.5	4.9	1.9

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In the case of Apple (iPhone 13 Pro Max), GPS provides location information only during emergency calls, and Wi-Fi does not provide location information because it is not equipped with a third-party positioning module. In the case of Xiaomi (Mi11) and Huawei (P50 Pro), both GPS and Wi-Fi are not equipped with the positioning modules of the three major carriers. Accordingly, in the case of foreign phones, most of them do not provide GPS-Wi-Fi positioning except for base stations, so it is judged that there are difficulties in precise positioning in case of an emergency rescue.

Table III-50 Results of Other Device Quality Measurements

Classification	Base station		GPS		Wi-Fi	
	2021	2020	2021	2020	2021	2020
Foreign phone	Available	Available	Not available	Not available	Not available	Not available
Self-sufficient phone	Available	Available	Available	Partially available	Partially available	Partially available
Reused phone	Available	Available	Available	Partially available	Not available	Partially available
USIM portable phone	Available	Available	Partially available	Available	Partially available	Partially available

Figure III-49 Quality Indicator on the Emergency Rescue Location Information

- (Emergency Rescue Location Success Rate) The distance error ratio of the number of requests for location information from emergency rescue organizations to the total number of requests for location information * Target (50 meters) and the location response time target (30 seconds) (Unit: %)

$$\text{First responder location success rate} = \frac{\text{Number of location receipts that meet distance error targets and location response targets}}{\text{Total number of location requests}} \times 100$$

* Distance between the test point's location coordinates and calculated location coordinates

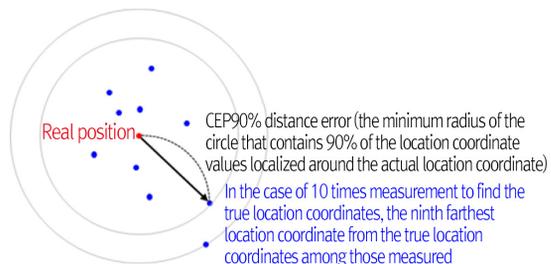
- (Location Response Time) The difference between the time first responders requested location information and the time they received a response containing location information, in seconds (Unit: %)

$$\text{Location response time} = \text{Location information response time} - \text{Location information request time}$$

- (Positioning accuracy) Distance error between the actual position coordinates of the test point and the location coordinates, ranked 90/100* from the smallest distance error among all distance error values (unit: m).

* Distance error with a CEP (Circular Error Probable) of 90% (the minimum distance that contains 90% of the error in the position coordinates used to measure the actual position coordinates),

- A circle with a CEP of 90% centered on the actual coordinates will contain 90% of the localized coordinates (90% confidence that the localized coordinates will be contained in the circle).



“Based on the results of this emergency rescue location information quality measurement, we will continue to promote technology development and system improvement in consultation with the relevant ministries and operators so that the rescuers’ location information can be provided more quickly and accurately to emergency rescue organizations in emergency situations,” the Commission said.

c. Diversify the Methods of Identification

1) Revision of the Notice of the 「Standards for the Designation of an Verification Service Providers」

At its first plenary meeting on Jan. 5, the Commission approved the revision of the 「Standards for the Designation of Identity Verification Service Providers」(Notice), which improved the screening criteria and evaluation method to secure various means of identity verification as the use of identity verification services continues to increase in fintech and IT services.

The main revisions include, first, the revised criteria (evaluation criteria). The existing 92 items were reorganized into 87 items to reflect the latest technology and security issues. In addition, the evaluation method for identity verification organizations has been improved as follows.

Previously, only those businesses that have received an “adequate” rating for all 92 criteria set out in the Notice were designated as an ID verification organization, but a scoring system has been introduced to take into account the weight of the criteria.

In other words, the Commission will designate a business as an ID verification organization if it receives an “adequate” rating on the 21 critical criteria and two quantitative assessment items that evaluate the core business of an ID verification organization, and a score of 800 points or more out of 1,000points for the remaining 64 criteria. However, the Commission may designate an applicant as a verification organization with conditions attached if the applicant has received an “adequate” assessment in the critical and quantitative assessment items, but the assessment score is less than 800points.

Table III-51 Standards for the Designation of Identity Verification Service Providers

- Critical Criteria and Quantitative Assessment items “adequate” + 800points or more → Assigned
- Critical Criteria and Quantitative Assessment items “inadequate” + 800points or less → Unassigned
- Critical Criteria and Quantitative Assessment items “adequate” + 800points or less → Unassigned or Conditionally assigned

In addition, the revised notice includes a number of measures to improve the predictability and convenience of the applicants’ operations, including requiring the Commission to publish a schedule for reviewing the designation of an identity verification organization by Mar. 31 of each year and establishing the procedures for changing the business plans. The revised notice took effect on Mar. 1.

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“As various personalized online services such as fintech are being launched, the stability of the identity verification services is becoming increasingly important,” said the Commission. “With the revision of this notice, we have improved regulations in line with the trend of technological advancement, and we will implement various measures at the commission level, such as thoroughly conducting designation examinations and strengthening regular inspections, to provide stable identity verification services in the future.”

Figure III-50 Changes in the Review Items and Scoring of an Identity Verification Authority

3개 심사사항 (합)	16개 세부 심사기준(시행령)	92개 평가기준(고시) → 87개로 축소	배점
1. 물리적·기술적·관리적 조치 체계	1-1. 본인확인업무 관련 설비의 관리 및 운영	물리적 출입 및 접근 통제 화재·수해 등 재해 대비 등(총 7개)	90
	1-2. 정보통신망 침해행위의 방지	침입차단·발차방지 시스템 시스템 접근 통제 등(총 11개)	220
	1-3. 시스템 및 네트워크의 운영 보안 및 관리	본인확인시스템 보안 네트워크 및 시스템 안정성 점검 등(총 8개)	160
	1-4. 이용자 보호 및 불만처리	개인정보 처리방침 공개 개인정보 수집에 대한 고지 및 동의 등(총 11개)	130
	1-5. 긴급상황 및 비상상태의 대응	비상계획 및 재난복구절차 백업계획 및 복구계획 등(총 4개)	80
	1-6. 본인확인업무를 위한 내부 규정의 수립 및 시행	개인정보보호 조직의 구성·운영 개인정보처리자 교육 등(총 4개)	50
	1-7. 대체수단의 안전성 확보 (중요심사 항목)	대체수단의 발급 대체수단의 변경·관리 등(총 21개)	적합/ 부적합
	1-8. 접속정보의 위조·변조 방지	접속정보의 저장 및 확인·감독 접속정보의 백업 보관(총 2개)	60
	1-9. 본인확인업무와 다른 인터넷 서비스와의 분리	대체수단 발급시 다른 서비스 가입요구 금지 시스템 및 DB의 물리적·논리적 분리·운영(총 2개)	60
2. 기술적·재정적 능력	2-1. 기술적 능력(개발평가 항목)	기술인력 8인 이상(총 1개)	적합/ 부적합
	2-2. 재정적 능력(개발평가 항목)	자본금 80억원 이상(총 1개)	적합/ 부적합
3. 설비 규모의 적정성	3-1. 이용자 개인정보를 검증 관리 및 보호 설비	이용자 등록정보를 관리하기 위한 설비 신원확인을 수행하기 위한 설비(총 2개)	20
	3-2. 대체수단 생성·발급 및 관리 설비	대체수단의 관리 및 제공하기 위한 설비 본인확인 시설 및 장비의 보호설비(총 2개)	20
	3-3. 출입통제 및 접근제한을 위한 보안 설비	본인확인업무 시스템을 위한 별도의 통제구역 본인확인업무 시스템의 출입통제 및 감시·감시 등(총 4개)	40
	3-4. 시스템 및 네트워크의 보호 설비	이중화된 네트워크 설비 침입차단시스템 침입탐지시스템 등 네트워크 보안설비 등(총 3개)	30
	3-5. 화재·수해 및 정전 등 재난 방지 설비	화재발생 시 조기감지 및 진화하는 설비 수재 예방 설비 등(총 4개)	40
총 계			1,000점

2) Designate Four Identity Verification Service Providers Including Kookmin Bank

On the 29th, the Commission voted to designate four companies – Kookmin Bank, Kakao Bank, Shinhan Bank, and KEB Hana Bank – as identity verification agencies.

According to Article 23-2 of the Act on the Promotion of Information and Communications Network Utilization and Information Protection, an identity verification agency is an organization that verifies the identity of a person online using alternative means such as an i-pin, mobile phone, credit card, or

certificate rather than a resident registration number.

The demand for identity verification has increased significantly as new IT services such as fintech have been activated, and the number of applications for the designation has recently increased.

In early 2022, four companies, including Kookmin Bank, applied for designation as a certificate-based identity verification organization. From late Mar. to early Jun. the Commission conducted a document review, on-site inspection, and comprehensive examination.

According to the 「Standards for the Designation of the Identity Verification Service Providers」 (Notice), which was revised in Jan. this year, an applicant can be designated as an identity verification service provider if it receives an “adequate” decision in 21 of the 87 critical evaluation items and 2 quantitative evaluation items, and a total score of 800points or more out of 1,000points for the remaining 64 evaluation items.

As a result of the review, all of the applicants were rated as an “adequate” in both the material consideration and quantitative evaluation sections, with Kookmin Bank scoring 923.25points, Kakao Bank 876.75points, Shinhan Bank 856points, and KEB Hana Bank 837.38points. On the other hand, during the review process, eight items for Kookmin Bank, 12 for Kakao Bank, 15 for Shinhan Bank, and 16 for Hana Bank were required to be improved.

Figure III-51 **Criteria for Designation of the Identity Verification Service Providers and the Screening Results of Applicant Entity**

Classification	Score(1000points in total)	Key Screening Items(21)	Quantitative Evaluation Items(2)	Items to be Improved	
Standards	800point and more	Adequate	Adequate	Completed	
Companies	Kookmin Bank	923.25 points	Adequate	Adequate	8 items
	Kakao Bank	876.75 points	Adequate	Adequate	12 items
	Shinhan Bank	856.00 points	Adequate	Adequate	15 items
	KEB Hana Bank	837.38 points	Adequate	Adequate	16 items

Based on this, the Commission imposed a condition on the applicant corporations to “improve the complementary needs” for the stable operation of the identity verification service, and the applicant corporations can be issued an identity verification organization designation through the Commission’s confirmation if they fulfill the conditions within 90 days after the notification of the examination results.

In addition, the Commission added the following conditions to the designation: (i) sincere implementation of business plans, (ii) compliance with relevant laws, and (iii) cooperation with regular inspections by the Commission. “The designation of a new ID verification organization is expected to further enhance service competition in the existing market,” the KCC said, adding, “In order to provide smooth and stable services in the future, the applicant companies should do their best to implement the supplementary measures within the deadline.”

Chapter 4 Address Public Inconvenience in Broadcasting and Telecommunications

1 | Resolve Cases of Public Inconvenience Swiftly

a. Be more Informative upon Pay Broadcasting Subscription

1) Implement Prevention Measures on Pay-per-view Complaint

The KCC held the first meeting of the “Pay Broadcasting Voluntary Improvement Working Group” (hereinafter referred to as the “Group”) in 2022 (Mar. 17), and recommended that pay-TV providers notify users of the key details via text when subscribing, changing, or re-contracting products to prevent repeated user complaints.

The Pay Broadcasting Voluntary Improvement Working Group is a public-private voluntary council that has been operating quarterly since 2019 with 18 pay broadcasting operators (MSOs, IPTV, satellite broadcasting, individual SOs, etc) and related associations to improve broadcasting market issues.

The Group analyzed the complaints received from the IPTV, MSO, and satellite broadcasters and found that users were unaware of or were not properly informed of the main contents such as the company name, subscription date, subscription product, contract period, and total fee when subscribing, changing, or re-subscribing to a product. In addition, to resolve these issues, some operators in the council proposed a plan to send a notification letter providing subscription, change, and re-subscription information.

In order to resolve the recurring complaints, the Commission requested that all pay-TV operators cooperate in sending notices to provide a subscription, change, and re-contract information at the Mar. 17 meeting and emphasized the need for preventive efforts. All pay-TV operators have been sending texts since the second half of this year to improve user convenience.

The Commission plans to actively operate the Group in the future to prepare various policy measures to improve user convenience.

2) Run a Campaign to Improve the User Experience with Pay-Per-View Broadcasters

The Commission launched the “My Home Pay TV Subscription Information, Now Confirm it with Text Message” campaign for one month starting on Aug. 11, 2022.

In the past, there have been continuous complaints that users are unaware of the key information or are not properly guided when subscribing (changing or re-subscribing) to paid broadcasting (IPTV, cable TV). In Mar. 2022, the Commission recommended that key information (product name, contract period, fee, etc.) be notified via text when users subscribe (change or re-subscribe) to a product, and a total of 18 pay-TV operators agreed to implement this through a meeting of the “Pay Broadcasting

Voluntary Improvement Working Group” (a public-private voluntary consultative group that the Korea Communications Commission and the Korea Media Foundation have been operating since 2019 with 18 pay-TV operators including MSOs, IPTV, satellite broadcasting, individual SOs, etc) and related associations to improve problems such as user inconvenience in the broadcasting market).

Figure III-52 Video and Poster of “My Home Pay TV Subscription Information, Now Confirm it with Text Message”

(Link) https://www.youtube.com/watch?v=_nyMQHVyGXs

Video Clip		
Poster		

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The Commission posted promotional posters and video contents on online channels such as YouTube, 10 viewer media centers, and the sales offices of pay-TV providers nationwide, as well as advertisements in movie theaters to inform users.

The Commission will continue to work on various policy measures to minimize the inconvenience to pay-TV subscribers.

b. Expanded the Eligibility for Internet and Pay Broadcasting Subscription and Cancellation

1) One-stop Switching Service, Expanding to Include CATV PPs

On Sep. 5, the Commission expanded the one-stop switching service introduced to KT, SK Telecom, SK Broadband, and LGU+ in Jul. 2020 to include LG HelloVision, SK Broadband (formerly known as Tbroad), D'Live, HCN, and CMB.

Figure III-53 Media Coverage of the Expansion of One-Stop Transition Services



One-stop switching service means a service that allows the service users of combined high-speed Internet and paid broadcasting (IPTV, satellite broadcasting) products to apply for service subscriptions to the new operator when changing operators, and to process termination and opening at once without making a separate termination application to the existing operator. With the expansion of one-stop switching service providers, the proportion of subscribers to fixed-line combined products with one-stop switching has increased to approximately 98% of the total high-speed Internet market.

Whether you want to switch your service from a fixed-term telecommunications provider to a general fixed-line broadcaster or vice versa, you can now conveniently change providers by simply applying for the one-stop switching service at the customer center, online store, or your nearest agent or dealer.

Figure III-54 How to use the One Stop Transition Service

Tip. “원스톱 전환 서비스” 신청 전 확인하세요!!

✓ 첫째, 현재 가입되어 있는 통신사는?
 ⇒ KT, LG유플러스, SK브로드밴드, SK텔레콤, KT 스카이라이프, LG헬로비전, SK브로드밴드(舊, 티브로드), 딜라이브, HCN, CMB 중 어느 사업자인지 확인



Tip 변경할 사업자에 원스톱전환서비스 신청 시 현재 가입되어 있는 사업자 확인도 가능

✓ 둘째, 해지할 서비스의 정확한 주소 확인!
 ⇒ 통신사 홈페이지나 고객센터 등을 통해 상세 주소 확인



✓ 셋째, 해지 신청을 할 상품은?
 ⇒ 1) 인터넷
 2) 인터넷 + 유료방송(IPTV, 위성방송, CATV)
 ※ 유료방송상품 단독 전환은 불가

✓ 넷째, 해지할 서비스의 할인반환금(위약금) 확인!
 ⇒ 약정기간 만료전 해지하는 경우 할인받은 요금의 일부가 청구되므로 신청 전, 통신사 홈페이지나 고객센터를 통해 할인반환금(위약금) 반드시 조회

Tip 남변경할 사업자에게 서비스 신청 시 기존 사업자가 문자 혹은 전화를 통해 할인반환금(위약금) 안내시 반드시 확인 필요

✓ 다섯째, 해지확인 문자메시지(SMS) 인증 또는 전화 반드시 수신!
 ⇒ 가입자 본인 확인 및 할인반환금 등 해지에 따른 안내 절차를 통과하여야 사업자를 변경할 수 있으므로 반드시 기존 사업자의 **해지확인 문자 인증 또는 전화 수신 必**



Tip

1. 이용자의 가입상품에 따라 해지확인 문자 혹은 전화로 진행
2. 문자 인증 고객은 인증시간 초과 시 관리기관(KTOA)에서 확인 전화를 발신하니 가입자는 반드시 수신
3. 반드시 전화를 수신하여 전환 의사를 밝혀야 함

※ 해지확인 문자 인증 또는 전화 미 진행 시 전환신청이 취소될 수 있음

< 각 사업자별 해지확인 대표번호 >

KT	LG유플러스	SK브로드밴드 (구 티브로드 포함)	SK텔레콤	KT 스카이라이프
100	101	1877-7000	1600-2000	1588-3002
LG헬로비전	딜라이브	HCN	CMB	KTOA
1855-1000	1644-1100	1877-8000	1544-3434	1588-4009

The one-stop switching service, which was applied to mobile phone services, was expanded to Internet and pay-TV services from Jul. 2020, and the number of customers using the service increased year by year to 26,886 in 2020, 87,552 in 2021, and 218,707 as of Dec. 2022.

Table III-52 One-Stop Transition Services by Year

(Reference date: Jul. 1, 2020 - Dec. 31, 2022 Unit: cases)

Classification	KT	LGU+	SKT	SKB	KTSL	MSO	Total
2020(5 months)	14,887	4,710	5,592	2,639	1,378		29,206
2021(12 months)	57,936	6,662	10,341	6,774	5,839		87,552
2022(12 months)	131,277	50,715	23,197	5,611	6,052	1,855	218,707
Total	204,100	62,087	39,130	15,024	13,269	1,855	335,465

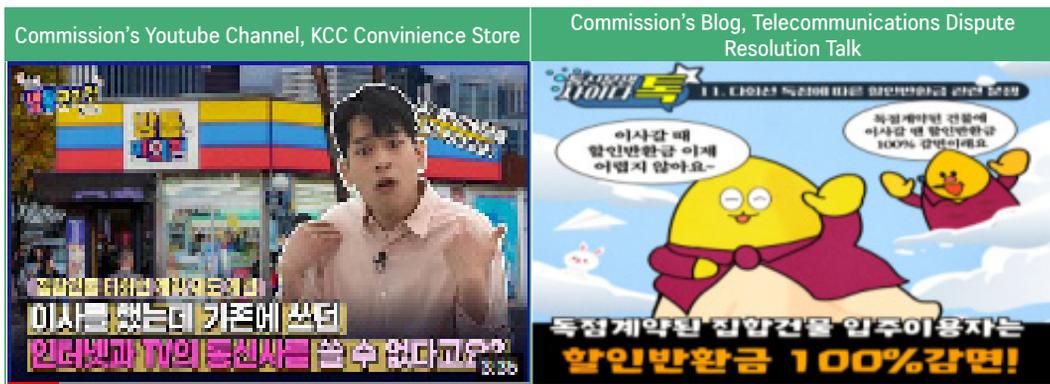
III. Broadcasting and Communications Policy Outcomes in 2022

Through the one-stop switching service, it has been identified that user inconvenience and double billing problems caused by difficulties in cancellation, which have been a chronic problem in the wired communication market, are being resolved and user convenience is increasing, and it is expected that user inconvenience will be dramatically resolved if it is expanded to CATV operators.

2) 100% discounted refund for the residents of exclusively contracted collective buildings

In the future, the damage and inconvenience of users who were forced to terminate their existing services and pay discount refunds due to the exclusive contract of broadcasting and communication services while moving to collective buildings such as offices, studios, and knowledge industry centers will be resolved.

Figure III-55 Promote the Refund of Collective Building Discounts



Regarding the multi-line monopoly contract for collective buildings, which has been pointed out by a number of complaints, the National Assembly, and the media, the Commission said that it will prepare and implement a system improvement plan to protect users and create a fair competition environment among operators, and promote the revision of related laws.

Table III-53 Examples of major complaints

Mr. A, who moved into an office building, applied to transfer the internet and pay-per-view service of the ○○ provider he was currently using, but the office building had an exclusive contract between the △△ provider and the office building management team, so the transfer was not possible. In response, Mr. A requested to terminate the contract with ○○ for the reason that it was not possible to install the transfer, but ○○ demanded 50% of the discount return based on the terms and conditions, and Mr. A filed a complaint that it was unfair to pay the discount return even though there was no fault.

Since Aug. 1, 2019, the Commission has implemented a system to reduce the inconvenience to users related to the contract for broadcasting and telecommunications services provided to collective buildings by reducing 50% of the discount refund by the existing operator and 50% of the usage fee by the monopoly operator when the existing broadcasting and telecommunications service is terminated by moving into a collective building with an exclusive contract.

However, in order to apply the system, users must sign up in their own name, but in most collective buildings, the management entity* has already signed a group contract with a specific business operator, so there are cases where many users cannot benefit from the system improvement, so the need for further system improvement was required.

* Management entities such as building owners, managing directors of apartment buildings, housing managers, and leasing companies, and companies, organizations, and individuals who have delegated or entrusted housing management-related tasks to them.

In response, the Commission formed the 「Study Group on the Improvement of the Collective Building System*」 from Apr. 2021, including the Ministry of Science and ICT, telecommunications and broadcasting operators and associations, and experts, to discuss in-depth major issues such as easing the burden of discount refunds for users and establishing a type of prohibited behavior that restricts user choice, and prepared the following improvement plans.

* Commission, MSIT, external experts (policy, legal, consumer), related operators (telecommunications companies, CATV broadcasters and satellite broadcasters), related associations (KAIT, KTOA, KCTA), etc.

First of all, the discounted return of broadcasting and telecommunication services generated by the user moving to the collective building will be fully reduced, and the discounted return will be handled by mutual settlement between the existing operator and the monopoly operator.

To this end, 18 operators have been conducting technical tests since the end of last year, and on Jan. 20, they signed an agreement to reduce user discount refunds and mutual settlement between the operators under the exclusive contract for collective buildings. Since then, it was implemented on Apr. 1st after self-preparation such as revising the terms and conditions for each operator by Mar. and preparing business procedures, and preliminary checks on mutual settlements between the operators.

Table III-54 Details on User Discounted Refunds

Item	Details
Eligibility for Reduction	• Users who canceled their existing service due to moving to an exclusive contract collective building
Period	• Effective for install requests made on or after Apr. 1, 2022
Target	• Term discount returns, Combined discount returns, Equipment lease discount returns ※ Excludes penalties for affiliate services such as security, CCTV, etc. and prizes
Application	• Apply to the existing provider within 14 days of your termination request, with supporting documentation
Documents to submit	• Consent to use personal information and provide it to third parties, lease agreement (copy of resident registration card showing address after moving)

III. Broadcasting and Communications Policy Outcomes in 2022

In addition, in order to fundamentally solve the problem of restricting users' free choice of broadcasting and telecommunication services in collective buildings, the KCC will revise the Enforcement Decree of the Telecommunications Business Act to create new types of prohibited acts and clarify the details.

Specifically, operators are prohibited from entering into multi-line contracts with management entities and forcing residents to use only certain services, as well as restricting the entry of other operators so that only certain operators can provide services. However, accommodation facilities such as hotels, resorts, motels, and government offices that are temporarily used by users are excluded from the regulation.

The Commission plans to revise the Enforcement Decree of the Telecommunications Business Act in the first half of the year and continue to consult with operators on the revised terms and conditions and protection measures for existing multi-line users to ensure that the system improvement plan is effectively implemented.

“We are grateful that the broadcasting and telecommunications operators have actively participated in the full reduction of discount refunds to relieve user damage”, said the Commission. “We will pay close attention to this improvement plan for fair competition and user protection, and will continue to improve it by carefully examining the inconveniences of broadcasting and telecommunications service users.”

c. Revamp the Used Phone Reward Program

1) Used Phone Reward Program Eliminates Hassles, Increases Benefits!

The Commission has developed measures to improve plans to prevent harm to users and expand the benefits of the “Used Phone Reward Program*” run by mobile operators.

* A service that allows users to purchase a specific device on a 48-month installment plan and guarantee up to 50% of the original price of the device in case of purchasing a new device from the same manufacturer with the same carrier after 24 months.

This is in response to ongoing complaints from retailers about the lack of explanation of the product contents and the actual benefits of the used phone compensation program, and that the contract terms are unfavorable to users due to the strict compensation conditions.

As a result of discussions with the three carriers since Sep. last year, the Commission has prepared a system improvement plan that includes (i) strengthening Notices, (ii) expanding compensation rates and compensated terminals, and (iii) clarifying compensation standards and improving procedures, and applied it to the Galaxy S22, which opened its service in advance on the 22nd.

First, the user notification process has been significantly strengthened.

In the current subscription application form, the product description is densely written in fine print,

making it difficult for users to understand the main points, and the product description is also insufficient at the distribution site, leading to complaints from users who signed up due to misunderstanding the subscription and compensation conditions. Therefore, the Commission has selected the main points that users must know when signing up, such as compensation conditions and rates, and separately displayed them in bold letters at the top of the application form, and strengthened user notifications by explaining them verbally and obtaining signatures.

In particular, the KCC clearly explained that the reward rate varies depending on the time of return and the condition of the device, and that the actual reward rate will decrease when considering the monthly fee, and included the reward rate by time of return and the fact that it can be canceled within seven days in the SMS to make it easier to cancel in case of mistaken subscription.

Second, the Commission has increased user benefits by increasing the minimum compensation rate and significantly expanding the number of devices that can be selected when exercising the right.

The current used phone compensation program has a structure that reduces the compensation amount by a certain percentage every month until the 36th month after 24 months, which was rather detrimental to users considering the service fee paid for 24 months.

In addition, there have been issues related to the selection of devices when exercising the right to change providers. Some users experienced limitations in selecting a different device, or faced delays in receiving the device due to discontinuation or delays. These problems resulted in delays in executing their rights and a decrease in the amount of compensation. To address these concerns, the KCC has made several improvements. Firstly, we have shortened the period to 30 months or less, ensuring a minimum compensation rate of 30%. To ensure that users do not miss the designated period, we now notify them via SMS notifications, similar to when they initially signed up. Furthermore, the Commission has increased the frequency of these notifications to ensure users receive them more frequently.

In addition, when users exercise their rights, they are compensated not only for the same type of device, but also for choosing a different type of device, and the three carriers have greatly expanded the number of devices that can be selected, although there are differences depending on the existing contract conditions, and have retroactively applied them to existing subscribers as much as possible.

※ In the case of S22 (Samsung Galaxy S22) devices, there is a co-reward system in place when selecting premium devices such as the S-series, Z-flip, and Folder models from the three carriers. Specifically, SKT includes low- and mid-range devices alongside these premium options, while KT offers low- and mid-range devices from other manufacturers in addition to the premium choices.

Third, the Commission has expanded user convenience by improving demanding compensation conditions and standardizing compensation standards. In the current program, even if compensation is possible after repair, users are informed that they cannot return the device (compensation is not possible), or if some functions of the device are damaged, they must return the device after repair, which prevents them from exercising their rights, thus causing inconvenience to users. Therefore, if the user

III. Broadcasting and Communications Policy Outcomes in 2022

wants to return the device after repair, the compensation procedure has been improved so that the user does not give up the right to exercise the right even if some functions of the device are broken by compensating the user after deducting the repair cost in principle, except in cases where repair is impossible, such as unauthorized modification or unidentified mobile phone information.

Furthermore, the Korea Communications Commission has implemented a unified terminology and deduction classification system to address the varying deduction standards used by different carriers. This system ensures that users are not disadvantaged by the deduction standards applied to the purchase of general used phones by carriers. The aim is to prevent user discrimination and establish fair standards across the board.

※ SKT (T-Security Compensation) and KT (Green Phone) apply the same criteria as the company's used phone purchase deduction policy, and LGU+ applies some favorable criteria compared to the company's used phone purchase policy (such as not deducting device screen scratches and residuals).

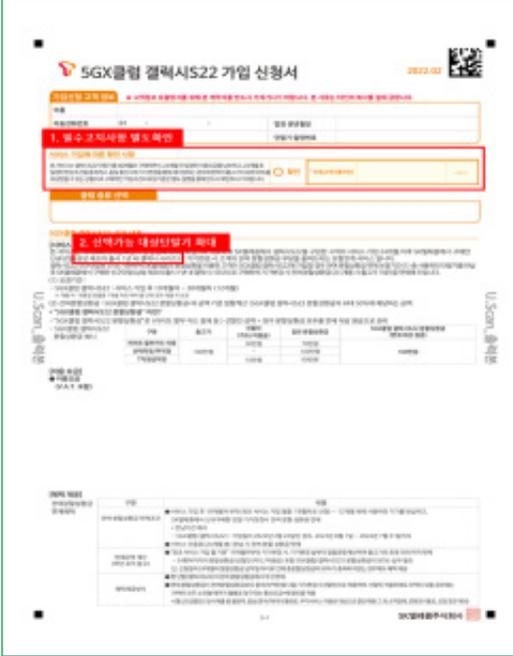
"With this improvement, it is expected that users will fully understand the terms and conditions of the used phone compensation program, preventing user damage and enhancing benefits and convenience," the Commission said, adding, "Users should carefully check the contract details when signing up for the used phone compensation program, as the contract period may be extended."

Table III-55 Highlights on Institutional Improvement

- (Confirmation of required notifications) Required disclosures are displayed separately at the top of the subscription application form, and verbal explanations and separate confirmation of receipt of the disclosures are required.
- (Ensuring the actual compensation rate information) The actual compensation rate after deducting the usage fee and the compensation amount that varies depending on the return time and terminal status are clearly notified.
- (Reinforcing the subscription information SMS) Including the compensation rate by return time and immediate cancellation information.
- (Expanding the minimum compensation rate) Shortening the period for executing rights to 30 months and expanding the minimum compensation rate to 30%.
 - ※ Considering that after 30 months, used phone sales are favorable, and more than 90% of right holders exercise their rights in 24 to 27 months.
- (Strengthening notification of the end of the right exercise period) Strengthening the contents and procedures for sending texts to prevent the lapse of the right exercise period, and recommended sending additional right exercise texts (SKT and KT will send one more additionally.).
- (Expanding compensable terminals) Expanding the number of terminals that can be selected when exercising rights.
 - ※ SKT, KT: No premium restrictions, and in the case of KT, you can also choose a device from another manufacturer.
- (Compensation after deducting repair costs) Compensation will be provided after deducting repair costs, except in situations where calculating the exact repair costs is challenging or not feasible.
- (Clarification of "uncompensable" condition) Clearly distinguishing between "uncompensable" and "compensable after repair".
- (Standardization of compensation criteria) Standardizing the terms, order of listing, etc. that differed between the three carriers.
- (Application of used phone purchase policy standards) The same or higher standards as the used phone purchase policy will be applied to the calculation of A, B grade standards and after-sales service costs.

Figure III-56 Three Telecom Carriers' Application Form for Used Phone Compensation Program

SKT
KT



5GX클럽 갤럭시S22 가입 신청서

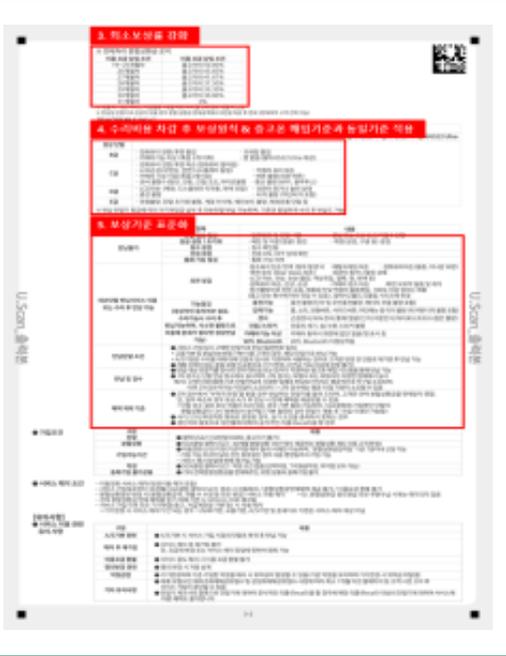
1. 필수 기재사항 반드시 확인

2. 선택가능한 대안신청기 확대

3. 최소보정률 강화

4. 수려리본 차감 후 부당할칙 적용은 해당기준과 동일기준 적용

5. 부당기준 미준허



KT 가입 신청서

4. 수려리본 차감 후 부당할칙 적용은 해당기준과 동일기준 적용

5. 부당기준 미준허



5GX클럽 갤럭시S22 가입 신청서

1. 필수 기재사항 반드시 확인

2. 선택가능한 대안신청기 확대

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4. 수려리본 차감 후 부당할칙 적용은 해당기준과 동일기준 적용

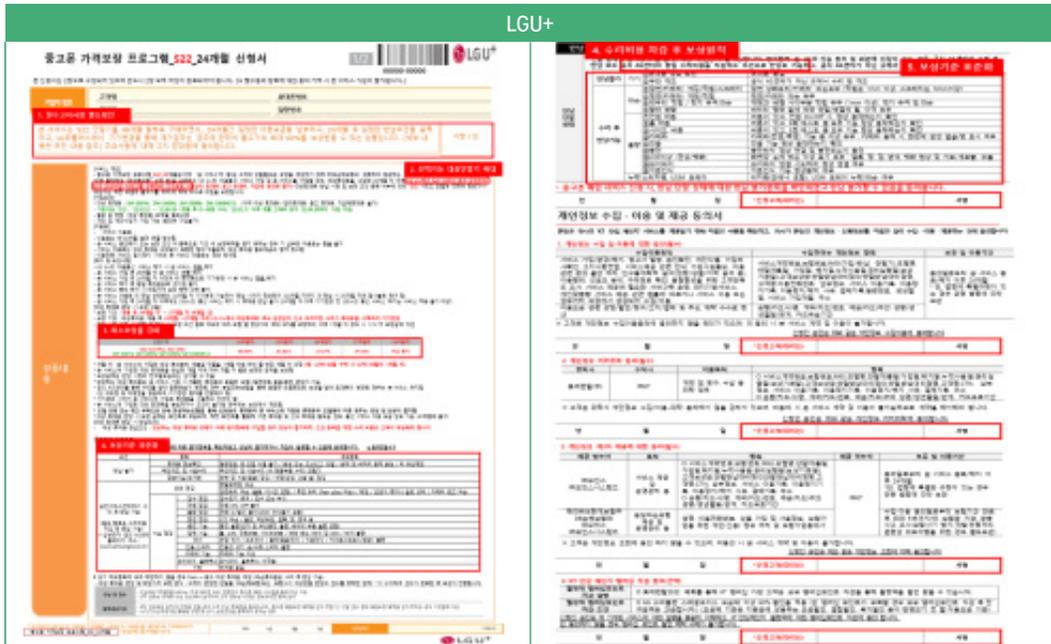
5. 부당기준 미준허



KT 가입 신청서

4. 수려리본 차감 후 부당할칙 적용은 해당기준과 동일기준 적용

5. 부당기준 미준허



※ The actual application may differ from the above.

d. Investigate and Correct Unfair Practices in the Broadcast Marketplace

1) Impose a Fine of KRW 10.5 billion for Engaging in Discriminatory Giveaways

On Jun. 15, 2022, the Commission conducted a plenary session and made the decision to impose a total fine of KRW 10.56 billion on seven broadcasting and telecommunications companies. These fines were levied due to the companies engaging in discriminatory practices by offering “prizes and reductions not specified in the terms and conditions” selectively to users during the sale of bundled products. Additionally, a corrective order was issued along with the fines.

The fines by the operator were KRW 4.96 billion for KT, KRW 3.63 billion for LGU+, KRW 1.09 billion for SK Broadband, KRW 632 million for SK Telecom, KRW 108 million for LG HelloVision, KRW 49.4 million for D’Live, and KRW 79.3 million for KT-Skylife.

The practice of operators offering discriminatory prizes to users while selling combined Internet and pay-TV services may distort the competition through service fees and quality, hinder the fair competition order, and transfer the cost burden to other users.

Therefore, the KCC determined that it was an act that harmed the interests of users through prize discrimination and conducted a fact-finding investigation in accordance with the Telecommunications Business Act and the 「Detailed Standards for Unfair User Discrimination in the Provision of Economic Benefits」, and ordered corrective measures such as imposing fines, stopping prohibited acts, and improving business processing procedures.

According to the KCC's findings, the average percentage of violations of the prize notice for providing prizes outside the upper and lower 15% limits of the average prize amount for each operator, was 47.5%, with LGU+ 53.6%, KT 51%, SKB 45.8%, and SKT 40%, and LGHV 53%, D'Live 51.1%, and KT-Skylife 20.3% for broadcasters.

Broadcasting companies offer more giveaways to subscribers when they sell a combination of Internet, Pay-TV, and mobile service products than to Internet subscribers.

In addition, operators actively offered prizes to attract new subscribers, while they were less likely to offer prizes to re-subscribers.

"This survey is significant in that it is the first to examine user discrimination based on the average prize amount," the Commission said, and "the Commission will continue to actively promote policies to eliminate user discrimination, including strengthening monitoring to minimize user discrimination and ensure that all users benefit equally."

2) Launch a Fact-finding Inspection on Google, Apple, and Other

On Aug. 16, 2022, the KCC began a fact-finding investigation to identify violations of prohibited practices by app market operators, such as forcing certain payment methods.

Since May 17, the KCC has been conducting fact-finding inspections to determine whether Google, Apple, and One Store have violated the revised Telecommunications Business Act.

As a result of the inspection, the Commission determined that all three app marketplaces, Google, Apple, and One Store, may have violated the prohibited conduct and initiated a fact-finding investigation.

According to the Commission's findings, Google, Apple, and One Store have been found to impose restrictive conditions by accepting only specific payment methods under their control. Additionally, they have refused to allow app developers to register or renew their apps using alternative payment methods. The Commission suggests that such actions may be considered as coercion in favor of a particular payment method.

In addition, Google and Apple's imposition of discriminatory conditions on payment methods (third-party payments) offered by app developers or inconvenient procedures for their use may constitute coercion in favor of a particular payment method.

In addition, the Commission found that Google and Apple's app review process was flawed in that they did not inform app developers of the length of the app review period or the specific reasons for the delay.

The KCC has outlined its plans to conduct a fact-finding investigation to determine whether the act of forcing a specific payment method constitutes a violation. If it is concluded that such practices do indeed constitute coercion in favor of a particular payment method, the KCC intends to take strict measures that include issuing corrective orders and imposing fines as necessary.

3) Appointment of the Members of the 10th Broadcast Dispute Resolution Committee

Through a written meeting on Jan. 20, 2022, the Commission appointed the members of the 10th Broadcast Dispute Resolution Committee, chaired by the Commissioner, Hyunghwan Ahn.

The members of the Broadcasting Dispute Resolution Committee are composed of a total of seven people with expertise and experience in the fields of broadcasting, management, accounting, and law, and are appointed for a term of two years (Jan. 21, 2022 to Jan. 20, 2024).

The Broadcasting Dispute Resolution Committee is a statutory committee established by Article 35-3 of the 「Broadcasting Act」, and plays a role in efficiently mediating disputes regarding the operation of the broadcasting business, including disputes related to the supply and demand of broadcasting programs between broadcasting companies (broadcasters, cable operators, music broadcasting cable operators, billboard broadcasters, network companies, Internet multimedia broadcasters, telecommunications companies, and outsourced production companies).

4) Corrective Action and Imposition of Fines on the EBS Insurance Counseling Broadcast

At its plenary meeting on Feb. 23, 2022, the KCC decided to impose a fine of KRW 24.7 million on EBS for improperly using viewer information obtained during the production of an insurance consultation program, and to order it to improve its business processing procedures to correct the violation.

This administrative action was taken as a result of the KCC's fact-finding investigation into whether EBS violated the prohibited conduct provisions of the Broadcasting Act, following media reports that viewer information obtained through insurance counseling programs was being provided to insurance agents.

As a result of the Commission's fact-finding, it was confirmed that EBS signed a sponsorship agreement with Kiwoom Asset Planner, a corporate insurance agency, to support the production costs of a total of 52 programs (Feb. 19, 2020) for the production of the "Money Talk Show-Money Talk" program, and also signed a personal information processing consignment contract on the same day for "telephone consultation and complaint handling for the program".

During the period when the program was broadcast (Apr. 27, 2020 to Oct. 24, 2020), as many as 20,101 consultations were received through the call center, and 10,280 consultation applications were made through the homepage banner, and a total of 30,381 viewer information (28,428 excluding 1,953 collected from the sponsor's server) was collected and provided to Kiwoom Asset Planner.

In this process, the consultation line was opened and operated by the sponsor Kiwoom Asset Planner, but EBS directed viewers to the EBS MoneyTalk call center through the broadcast, causing viewers to mistake it for a call center operated by the broadcaster itself (Apr. 27, 2020 - Oct. 24, 2020).

Figure III-57 Screen with Consultation Application Subtitle



- (2) EBS did not explain to viewers the relevant facts, such as the fact that viewers' personal information would be provided to a specialty insurance agent and the purpose of using the personal information, and did not obtain consent when viewers submitted consultation applications (Apr. 27, 2020 - Jun. 21, 2020).
- (3) In addition, in the process of collecting viewers' information through the Internet by linking the program's homepage to the sponsor's banner, the program vaguely explained the purpose of using the collected personal information (Apr. 24, 2020 - Sep. 16, 2020) or allowed viewers to mistake the screen directly collected and managed by the insurance agency for the screen operated by EBS (Sep. 16, 2020 - Oct. 8, 2020).

The KCC determined that EBS violated Article 85-2 (1) (6) (Prohibited Acts) of the Broadcasting Act and Article 63-5 [Attached Form 2- 3] VI.1 of the Enforcement Decree of the same Act by improperly providing viewer-related information to a third party in the course of providing broadcasting services.

In addition, it was found that EBS signed a production fee sponsorship agreement under the condition of "faithfully fulfilling the sponsor's requests, such as securing a consultation database", and the KCC determined that EBS collected and provided viewer database to the sponsor to induce insurance consultations through broadcast programs and to be used directly by the sponsor in its business activities in order to fulfill the terms of the sponsorship agreement.

Given the fact that the act of inducing consultation by informing the phone number and website where insurance consultation can be received was designed to bypass the insurance sales activities of a particular corporate insurance agency, it was determined that it violated Article 85-2(1)(6) (Prohibited Acts) of the 「Broadcasting Act」, and Article 63-5 [Attached Form 2] VI.2 of the Enforcement Decree of the same Act, which stipulate that it is a prohibited act to improperly use information related to viewers learned during the production of broadcasting services for one's own business activities (sponsorship).

At the meeting, in addition to imposing a fine, the Commission also decided to take corrective measures pursuant to Article 85-2(2) of the 「Broadcasting Act」, including △ Publication of the fact that corrective measures were ordered, and △ an order to improve the procedures for handling personal information and sponsorship-related business.

5) 2021 Broadcaster Financial Disclosures

In accordance with Article 98-2 (Announcement of the Financial Status) of the 「Broadcasting Act」, the Commission has published the “Financial Status of Broadcasters for 2021” for 352 broadcasters, including terrestrial, Pay-TV, and PPs.

① Broadcast Revenues Continue to Grow Overall

Total broadcasting revenue increased by KRW 1.396 trillion, or 7.4%, from 2020 to KRW 19.35 trillion. IPTV increased by KRW 353.2 billion to KRW 4.636 trillion, terrestrial by KRW 421.7 billion to KRW 3.988 trillion, PP by KRW 416.3 billion to KRW 7.488 trillion, satellite decreased by KRW 11.8 billion to KRW 521 billion, CP increased by KRW 241.5 billion to KRW 856.3 billion, and SO decreased by KRW 78.6 billion to KRW 1.854 trillion.

Compared to 2020, the share of broadcasting business revenue decreased for home shopping PP (21.2% → 19.7%) and SO (10.7% → 9.6%), and increased for terrestrial (19.8% → 20.6%), IPTV (23.8% → 24.0%), and general service PP (18.1% → 19.0%).

Table III-56 Broadcasting Business Revenue by Medium (2017-2021)

(Unit: KRW 100 million)

Classification	2017	2018	2019	2020	2021	2021 compared to 2020	
						Variation	Rate of Change
Terrestrial	36,837	37,965	35,168	35,665	39,882	4,217	11.8%
SO	21,307	20,898	20,227	19,328	18,542	△786	△4.1%
Satellite	5,754	5,551	5,485	5,328	5,210	△118	△2.2%
IPTV	29,251	34,358	38,566	42,836	46,368	3,532	8.2%
PP*	66,396	68,402	70,849	70,725	74,888	4,163	5.9%
Home Shopping PP	35,337	34,948	37,118	38,118	38,204	85	0.2%
General PP	31,059	33,454	33,731	32,607	36,684	4,077	12.5%
CP	5,442	5,761	6,311	6,148	8,563	2,415	39.3%
Terrestrial DMB	114	104	95	76	49	△27	△35.6%
Total	165,102	173,039	176,702	180,106	193,502	13,396	7.4%

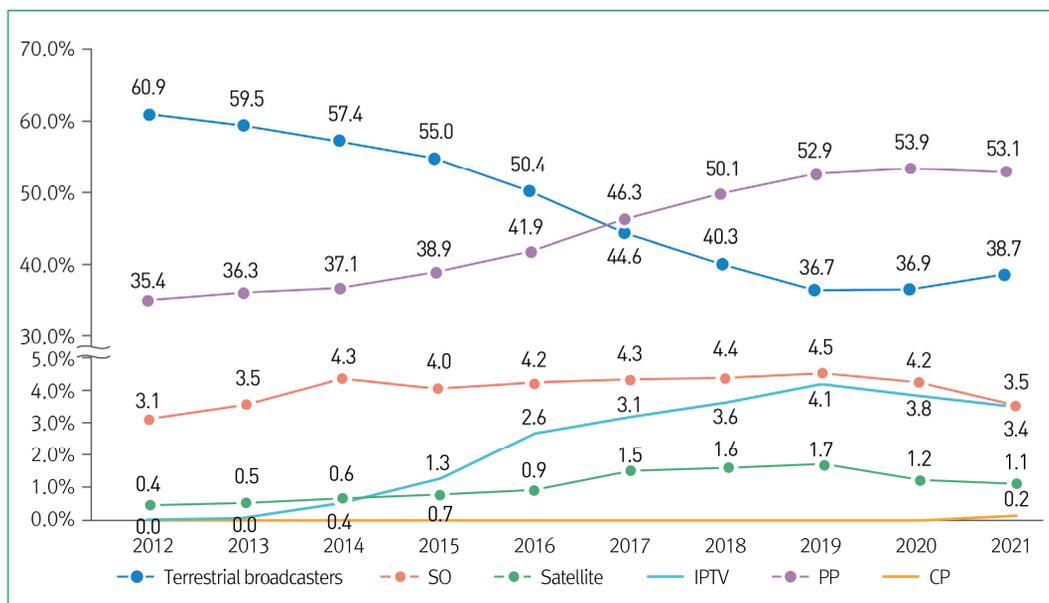
* CJ O Shopping (home shopping PP) and CJ E&M (general service PP) merged and changed their names in Jul. 2018 to become CJ ENM, but the sales of CJ general PP and home shopping PP are reflected separately.

② Turning a Decline in Broadcast Ad Revenue into an Upward Trend

Broadcast advertising revenue increased by KRW 407.5 billion, or 15.0%, to KRW 3.124 trillion compared to 2020. PP increased by KRW 196.5 billion (13.4%) to KRW 1.659 trillion, terrestrial increased by KRW 208.4 billion (20.8%) to KRW 1.209 trillion, SO decreased by KRW 5.5 billion (4.8%) to KRW 109 billion, IPTV increased by KRW 4.2 billion (4.0%) to KRW 107.1 billion, and satellite decreased by KRW 200 million (0.7%) to KRW 33 billion. In the advertising market by medium, the trend of decreasing the share of terrestrial (60.9% in 2012 → 38.7% in 2021) and increasing the share of PP (35.4% in 2012 → 53.1% in 2021) has eased (terrestrial increased by 0.8% compared to 2020, PP decreased by 0.8%

compared to 2020).

Figure III-58 Change in the Ad Market Share by Medium (2012-2021)



㉓ Operating Profit Increases, Platform Operator Operating Profit Declines Excluding IPTV

Broadcasters' operating income increased by KRW 710 billion, or 23.2%, from 2020 to KRW 3.769 trillion. IPTV increased by KRW 360.3 billion to KRW 2.252 trillion, terrestrial by KRW 210.4 billion to KRW 209.1 billion, PP by KRW 112.2 billion to KRW 1.35 trillion, satellite decreased by KRW 9.7 billion to KRW 57.4 billion, SO decreased by KRW 42.9 billion to KRW 151.8 billion, and CP increased by KRW 89 billion to KRW 64.4 billion.

Table III-57 Operating Income by Medium (2017-2021)

(Unit: KRW 100 million)

Classification	2017	2018	2019	2020	2021	2021 compared to 2020	
						Variation	Rate of Change
Terrestrial	△368	△2,237	△2,140	77	2,091	2,014	2616.0%
SO	3,486	3,105	2,400	1,947	1,518	△429	△22.0%
Satellite	743	633	650	671	574	△97	△14.4%
IPTV	19,237	18,795	15,580	18,924	22,527	3,603	19.0%
PP	9,520	6,369	8,213	9,228	10,350	1,122	12.2%
Home shopping	7,005	6,675	7,910	8,939	8,703	△236	△2.6%
General service	2,515	△306	303	290	1,646	1,356	467.7%
CP	5,664	1,565	1,302	△246	644	890	Turning a profit
Terrestrial DMB	17	12	14	△4	△4.9	△0.9	22.5%
Total	38,298	28,243	26,021	30,599	37,699	7,100	23.2%

※ Operating income includes revenues and expenses for businesses other than broadcasting

III. Broadcasting and Communications Policy Outcomes in 2022

④ Overall Home Shopping Broadcast Revenue Up Slightly Despite a Decline in TV Home Shopping Revenue

Home Shopping PP's broadcast business revenue increased by KRW 8.5 billion (0.2%) from 2020 to KRW 3.82 trillion. TV home shopping decreased by KRW 77.1 billion (2.5%) from 2020 to KRW 3.171 trillion, and data home shopping increased by KRW 85.5 billion (11.9%) to KRW 803.2 billion. In addition, transmission fees paid by home shopping PPs to pay broadcasters increased by KRW 219.5 billion (10.8%) to KRW 2.249 trillion, of which IPTV increased by KRW 215.7 billion (19.5%) to KRW 1.324 trillion, SO increased by KRW 1.8 billion (0.2%) to KRW 747 billion, and satellite increased by KRW 2 billion (1.1%) to KRW 177.7 billion.

Table III-58 Home Shopping PP's Broadcasting Business Revenue (2017-2021)

(Unit: KRW 100 million)

Classification	2017	2018	2019	2020	2021	2021 compared to 2020		
						Variation	Rate of Change	
TV	Total	32,900	30,704	31,501	30,942	30,171	Δ771	Δ2.5%
	CJ*	6,458	6,260	6,683	6,401	5,605	Δ796	Δ12.4%
	GS	6,312	5,643	5,224	4,738	4,671	Δ67	Δ1.4%
	Hyundai	7,087	6,669	6,686	6,566	6,407	Δ159	Δ2.4%
	Lotte	6,259	5,858	6,143	6,234	6,437	203	3.3%
	NS	3,825	3,670	3,595	3,584	3,616	32	0.9%
	Home and Shopping	1,793	1,405	1,930	1,893	1,958	65	3.4%
Gongyoung	1,165	1,199	1,240	1,526	1,477	Δ49	Δ3.2%	
Data	Total	2,438	4,244	5,617	7,177	8,032	855	11.9%
	KT Alpha	953	1,165	1,435	1,741	2,039	298	17.1%
	ShoppingNT**	421	224	-	-	-	-	-
	Shinsegae Live	608	959	1,108	1,508	1,606	98	6.5%
	W shopping	415	507	629	776	982	206	26.5%
	SK store	40	952	1,504	1,977	2,063	86	4.4%
	TRN	-	438	941	1,175	1,343	168	14.3%
Total	35,337	34,948	37,118	38,119	38,204	85	0.2%	

* General service PP-related sales of CJ's merged entity (Jul. 2018) are excluded from home shopping PP sales.

** ShoppingNT was acquired by TRN in Apr. 2018

⑤ Broadcast Production Costs Continue to Rise

Broadcasters spent KRW 5.243 trillion on programming, up KRW 460.1 billion from 2020. Terrestrial broadcasters accounted for 52.7% of the total broadcasters' programming expenditure, up KRW 124.6 billion or 4.7% from 2020 to record KRW 2.762 trillion, while PP accounted for 40.7%, up KRW 183.5 billion or 9.4% from 2020, to KRW 2.136 trillion.

Table III-59 Program Production Costs by Medium (2017-2021)

(Unit: KRW 100 million)

Classification	2017	2018	2019	2020	2021	2021 compared to 2020			2017-2021 CAGR
						Share	Variation	Rate of Change	
Terrestrial	26,410	28,296	27,564	26,378	27,624	52.7%	1,246	4.7%	1.1%
- KBS	9,379	10,245	9,788	9,273	9,938	19.0%	665	7.2%	1.5%
- MBC	5,097	5,934	5,442	4,905	4,749	9.1%	△156	△3.2%	△1.8%
- SBS	5,233	5,183	5,442	5,333	5,511	10.5%	178	3.3%	1.3%
- Others	6,702	6,934	6,892	6,868	7,426	14.2%	558	8.1%	2.6%
SO	778	803	822	746	903	1.7%	157	21.1%	3.8%
Satellite	-	-	-	-	-	0.0%	-	-	-
PP	16,734	18,299	19,977	19,529	21,364	40.7%	1,835	9.4%	6.3%
- General service PP	5,287	5,991	6,622	7,158	7,936	15.1%	778	10.9%	10.7%
- KBS affiliated	465	523	278	287	352	0.7%	65	22.6%	△6.7%
- MBC affiliated	230	235	261	263	226	0.4%	△37	△14.0%	△0.4%
- SBS affiliated	1,021	1,117	1,226	1,090	1,104	2.1%	14	1.3%	2.0%
- CJ affiliated*	3,801	4,431	4,881	3,986	4,432	8.5%	446	11.2%	3.9%
- Others	5,929	6,002	6,709	6,746	7,314	13.9%	568	8.4%	5.4%
CP	735	437	620	1,128	2,503	4.8%	1,375	121.9%	35.9%
Terrestrial DMB	55	61	53	53	42	0.1%	△11	△21.4%	△6.7%
Total	44,713	47,896	49,037	47,835	52,436	100.0%	4,601	9.6%	4.1%

* CJ Home Shopping PP's broadcast production costs are classified as CJ affiliated along with general PP broadcast production costs.

※ CAGR(Compound Annual Growth Rate)

4) Corrective Action to Protect Users from Excessive Penalties when Canceling Business-to-Business (B2B) Contract

The KCC held a plenary session on Jun. 29, 2022, and imposed a fine of KRW 13 million, along with a corrective order, on D'Live for imposing excessive penalties on subscribers of its business-to-business (B2B) products, which prevented them from switching to other providers.

The KCC conducted a “fact-finding investigation on the imposition of excessive penalties for terminating business service contracts” from late 2021 to May 2022.

The Commission determined that the imposition of excessive penalties is an act that prevents other broadcasters from concluding service provision contracts and falls under the prohibited act of Article 85-2 of the 「Broadcasting Act」, and imposed a fine and issued a corrective order to improve business processing procedures so that user protection measures can be taken in business product contracts.

With this corrective action, the subscribers of operator products will not be subject to excessive penalties in the event of termination and will have the same freedom of choice to switch to another operator as regular subscribers.

In addition, there were 256 cases in which a terrestrial or broadcast program was linked to one home shopping channel, and 191 cases in which it was linked to two or more (up to six) channels. The average number of health information programs per day of the week was 17.8, with the highest number on Saturdays, and the most common time slot was between 6 pm and 7 pm.

In terms of major sales products, 53 health (supplementary) foods were organized as product sales broadcasts in home shopping, and the most frequently sold product was protein (163 times), followed by lactic acid bacteria (148 times) and collagen (70 times).

6) Corrective Actions and Penalties for Insurance Counseling Broadcasts

The KCC held a plenary meeting on Nov. 16, 2022, and imposed a total fine of KRW 103.1 million on 16 broadcasters for improperly using viewer information in insurance consultation programs, along with a corrective action order.

This is an administrative action following the KCC's monitoring of terrestrial broadcasters, general-purpose channels, and economic channels for two weeks in Apr. 2021, which revealed that "viewer information obtained from insurance consultation programs is being provided to insurance agents" through national audits and media reports, and the results of a fact-finding investigation into 20 broadcasters that were found to have transmitted insurance broadcasts.

The KCC imposed a fine and a corrective action order after conducting a fact-finding investigation on EBS for broadcasting an insurance consultation program in Feb. and the fact-finding investigation on the 20 companies was an expansion of the investigation to major broadcasters after the EBS investigation, which began at the end of 2021 and ended in Jun. 2022.

As a result of the fact-finding, 16 companies, including 10 local private broadcasters such as TVC, 5 economy channels (PP) such as SBS Media Net, and 16 companies such as Channel A, a general service channel, signed contracts with sponsors including corporate insurance agencies and received a certain amount of money every month in the name of sponsorship, production support, and transmission in exchange for broadcasting insurance consultation programs.

In addition, it was found that viewers' personal information collected during the consultation process was ultimately provided to a corporate insurance agency by forwarding the consultation calls announced on the broadcast to a sponsor (corporate insurance agency, etc.).

Although the consultation lines announced in the broadcast were all opened by the broadcasters, the broadcasters arranged for corporate insurance agents or call counseling agencies to receive viewer consultation calls through call forwarding, and the agents introduced the consultation centers using the names of the broadcasters and programs, leading viewers to mistakenly believe that the broadcasters directly operated the consultation centers or at least operated them under the management of the broadcasters.

In response, the KCC determined that the company had violated Article 85-2(1)(6) (Prohibited Acts) of the 「Broadcasting Act」 and Article 63-5 (Types and Standards of Prohibited Acts)[Attached Form 2-3]

III. Broadcasting and Communications Policy Outcomes in 2022

VI.1* · VI.2** of the Enforcement Decree of the same Act by improperly providing viewer information learned in the course of providing broadcasting services to a third party, and imposed a fine and passed a corrective action order requiring the company to take measures to protect viewer information when producing viewer consultation programs.

* VI.1. Unreasonably disclose or provide viewer-related information such as viewer usage performance learned in the process of concluding contracts and providing broadcasting services to third parties

** VI.2. Unreasonably utilizing viewer-related information, such as viewers' usage performance, learned in the process of concluding contracts and providing broadcasting services, for one's own business activities

Table III-60 Penalty Charges on Business

(Unit: KRW 1,000)

Broadcaster	Amount
KBC	4,900
TJB	3,200
UBC	700
OBS Gyeongin TV	16,800
JTV	2,100
G1TV	1,200
KCTV	600
CJB	2,200
KNN	6,000
TBC	7,300
NBN TV	1,000
MTN	3,800
SBS Medianet	22,500
WowTV	9,500
PaxeTV	2,500
Channel A	18,800

2 | Enhance Measures against Digital Violence Including Illegal and Harmful Information

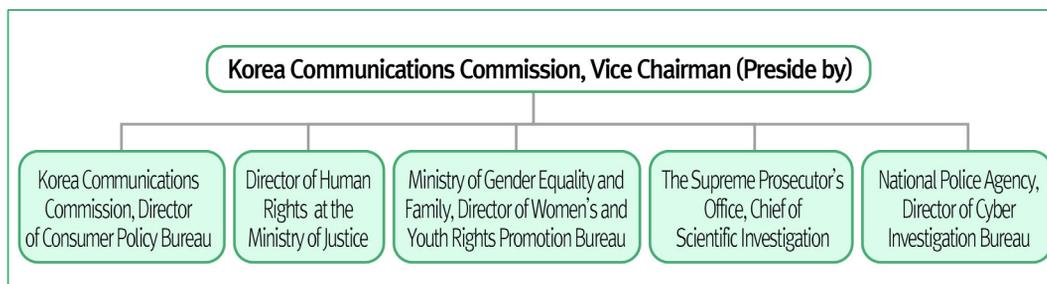
a. Preventing the Distribution of Digital Footage on Sex Crimes

1) Interagency Consultation on the “Right to be Forgotten” for Victims of Digital Sex Crimes

The Commission, together with the Ministry of Justice, the Ministry of Gender Equality and Family, the Prosecutors’ Office, and the National Police Agency, held a high-level stakeholder consultation on ensuring the “Right to be Forgotten” of victims of digital sex crimes at the Government Complex in Gwacheon on Dec. 7.

The high-level consultation was organized to discuss each ministry’s initiatives and cooperation for the government’s national task of “ensuring the right of victims of digital sex crimes to be forgotten”. Since the “Room N” incident, measures to eradicate digital sex crimes have been prepared at the pan-governmental level and implemented by each ministry, but the evolution of criminal methods has called for quick and effective responses through organic cooperation between ministries.

Figure III-60 Establishment of a High-Level Interagency Consultation to Ensure the “Right to be Forgotten” for victims of digital sex crimes



At the first meeting, the Commission discussed the status and plans of each Ministry on (I) support for the removal of digital sex crime videos, (II) prevention of the distribution of digital sex crime videos, (III) protection and support for victims of digital sex crimes, and (IV) prevention education and the awareness of digital sex crimes.

Based on the results of the discussions, the Commission said it plans to organize and operate a “public-private council” next month, which will also include private platform operators, to further strengthen the prevention and response to digital sex crimes in cooperation with the government and the private sector.

2) Release the 2021 Transparency Report on the Handling of Illegal Films

The Commission released the 2021 Transparency Report on the Handling of Illegal Films submitted by major Internet service providers and web hosting companies on its website.

In Jun. 2020, the Telecommunications Business Act and Act on Promotion of Information and Communications Network Utilization and Information Protection were amended to prevent the deletion and distribution of digital sex offenses by internet service providers, making it mandatory for additional telecommunications providers and web hosting companies with sales of more than KRW 1 billion or 100,000 average daily users to submit transparency reports, including social networking sites (SNS), communities, online personal broadcasting, and search portals.

This year's transparency report includes 87 companies, including not only domestic companies such as Naver and Kakao, but also major overseas companies such as Google, Meta, and Twitter.

The Transparency Report describes various distribution prevention efforts, including the status of technical and administrative measures such as strengthening the reporting function for illegal filming by each operator last year, the results of processing requests for reporting and deleting illegal filming, and the deployment and training of distribution prevention officers.

Table III-61 Businesses' Efforts to Combat the Distribution of Illegal Footage

- Operation of 24-hour emergency response channels: Twitter, Naver, SK Communications
- Establishment and operation of their own separate filtering system: Africa TV, Google, Twitch TV, etc.
- Establishment of various pre-warning methods (announcement, upon the entry of open-chat room, upon file posting) : Kakao
- Partnering with NGOs and others on sex trafficking review and classification technology: Google
- Real-time text notification to the person in charge when receiving reports and automatic blinding of posts: Cetizen
- Providing a hub and toolkit to support victims of illegal filming: Meta
- Providing helpful information such as digital sex crime prevention campaigns and report screens when searching for illegal filming keywords: Naver, Pompous, SK Communications
- Providing "There'sHelp" feature to guide users to help organizations when searching for keywords related to violence against women such as digital sex crimes: Twitter
- Providing a "Safe Search" function for adult content: Twitter, Microsoft
- Operating special protection measures such as limiting direct messages to youth: TikTok

According to the Transparency Report, last year, Internet service providers removed and disconnected a total of 27,587 illegal images, false videos, and child and adolescent sexual exploitation in response to user reports.

"The 2021 Transparency Report is significant in that it demonstrates the progress that internet service providers have made in preparing and implementing technical and administrative measures to protect the victims of digital sexual offenses, despite many challenges, such as equipment shortages," said the Commission. "While much progress has been made over the past year, we encourage providers to continue their efforts to fulfill their social responsibilities."

In the future, the Commission plans to conduct training for those responsible for preventing the distribution of illegal images of domestic and foreign operators, and to conduct continuous on-site inspections on the implementation of technical and administrative measures including filtering measures for illegal footage.

3) Discussion on Technical and Administrative Measures to Prevent the Distribution of Digital Sexual Footages

The Commission held a discussion on 「Technical and Administrative Measures to Prevent the Distribution of Digital Sexual Footages」 on May 11th at 3:00 pm in the Press Center's 19th Floor, Press Room.

The purpose of the discussion was to check the implementation status of technical and administrative measures against illegal filming imposed on internet service providers and to hear the voices of the field to prevent cases like “the Room N” which outraged the entire nation from happening and experts from academia, industry, and civil society organizations participated.

Hyeseon Cheon a researcher at the Institute of Digital Industry Policy gave a presentation on the 「Status of the Implementation of Technical and Administrative Measures」, followed by a discussion with experts from various fields, moderated by Kyungjin Choi, a professor at Gachon University.

The panelists included Mansu Hwang, professor at Shinhan University, Yonghyuk Choi, director of the Korea Institute for Legal Studies, Yongseong Choi, head researcher at the Electronics and Telecommunications Research Institute, Yeongah Park, attorney at Kim & Chang Law Firm, Jiyun Son, head of policy and strategy at Naver, and Yeojin Kim, activist at the Korea Cyber Sexual Violence Response Center, and the public opinions were also collected through a YouTube broadcast.

“Measures to prevent distribution, such as strengthening the social responsibility of platform operators for digital sexual offenses and prompt deletion to ensure the right of victims to be forgotten, are one of the government’s national priorities,” said the Commission. “We will reflect the opinions gathered through the discussion and promote policies that are practical for victims and take into account the views of users.”

Figure III-61 Poster of the Discussion on Technical and Administrative Measures

**디지털성범죄물 유통방지 관련
기술적·관리적 조치에 대한 토론회**

- 일 시 | 2022. 5. 11. (수) 15:00-17:00
- 장 소 | 한국프레스센터 19층 (기자회견장)
- 주 최 | 방송통신위원회
- 주 관 | 디지털산업정책연구소

프로그램

14:30-15:00	등록	Registration	
제 1 부			
15:00-15:05	개회사	안형환	부위원장 (방송통신위원회)
15:05-15:25	발제	천혜선	연구위원 (디지털산업정책연구소) "기술적·관리적 조치 시행현황"
15:25-15:40	휴식	Break Time	
제 2 부			
15:40-16:40	좌장	최경진	교수 (가천대학교)
	토론	김여진	활동가 (한국사이버성폭력대응센터)
		박영아	변호사 (김연장 법률사무소)
		손지윤	이사 (네이버 정책전략총괄)
		조용성	책임연구원 (한국전자통신연구원)
		조용희	센터장 (한국법제연구원)
		황만수	교수 (신한대학교)
		* 가나다 순	
16:40-16:55	질의응답		
폐회 17:00			

본 토론회는 온라인중계 플랫폼 유튜브 채널, [youtube.com/user/KCCwif0](https://www.youtube.com/user/KCCwif0)를 통해서도 시청하실 수 있습니다.

2) Deploying Apps to Block Digital Sexual Predators for Children and Teens

To protect children and adolescents from digital sexual crimes, the Commission has deployed the 「Smart Safe Dream」 application equipped with a digital sexual crime* prevention function. 「Smart Safe Dream」 is a smartphone application distributed by the Commission to prevent cyber verbal abuse, and this time, it has been added to prevent digital sexual crimes.

* Digital Sexual Crimes: Various sexual offenses that violate the sexual autonomy and personality rights of others in cyberspace. Examples include shooting, distributing, and blackmailing illegal sexual images and false images, body cam, sexual exploitation and the grooming of children and adolescents, sexual harassment, and inducement to meet with strings attached.

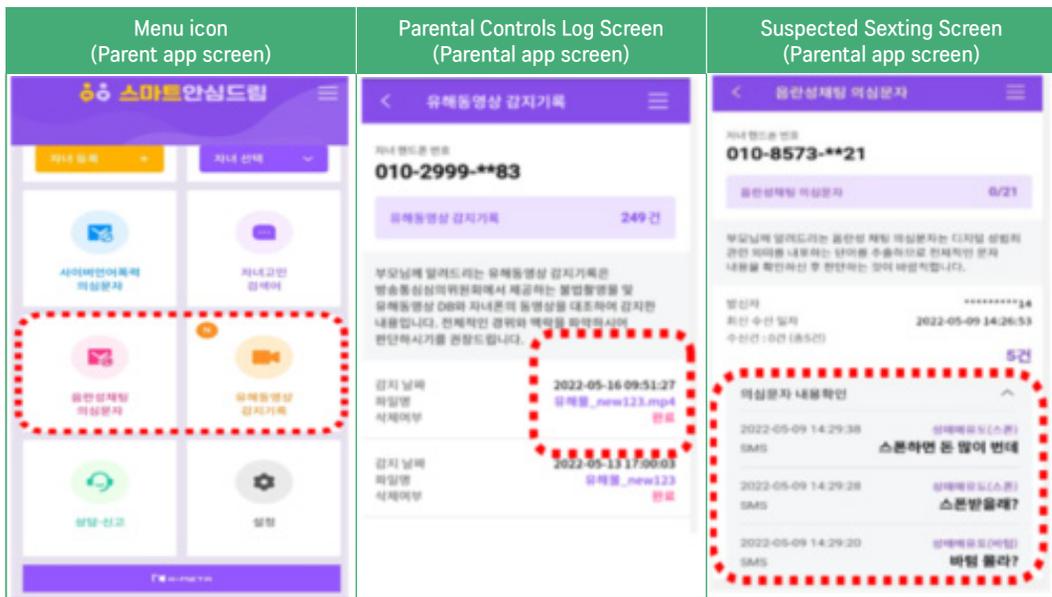
Although the penalties for digital sexual crimes have been strengthened and awareness has been raised since the “Room N” incident, there are still an increasing number of cases of digital sexual crimes such as sexual harassment*, especially among children and adolescents, who are accustomed to digital culture from early childhood and spend more time using the smartphone due to the prolonged COVID-19, many children and adolescents are exposed to digital sexual crimes such as sending sexual language and images and requesting unilateral contact and meeting up.

* Approximately 17% increase from 14,380 cases in 2019 to 16,866 cases in 2020 (2021 Prosecutor’s Yearbook)

* About 21.2% of children and adolescents have experienced digital sexual crimes, such as sending sexual language and images, unilateral contact, and requests to meet (Digital Sexual Crime Survey Results for Children and Adolescents, Seoul Foundation of Women and Family, 2021)

“Digital Sexual Crime Prevention” is a feature that deletes illegal and harmful videos from children’s phones and sends notifications to parents when keywords related to digital sexual crimes are used, so that parents can recognize and respond immediately if a perpetrator solicits a child for a meeting or sends an obscene video through SNS.

Figure III-62 Digital Sexual Assault Protection Screen



Users who have installed the 「Smart Safe Dream」 app will be able to use the feature immediately after updating through the App Market (One Store), and new users can download the Smart Safe Dream app from the App Market.

The Commission emphasized that “early response is important as it is difficult for children and adolescents to recognize or directly deal with digital sexual crimes.” “The Digital Sexual Crime Prevention Function is expected to achieve practical prevention effects by enabling parents to deal with

III. Broadcasting and Communications Policy Outcomes in 2022

digital sexual crimes together.”

For more information on the 「Smart Safe Dream」 service, which includes a function to prevent exposure to digital sexual crimes, please visit the Cyber Safe Zone website (www.Cyber Safe Zone.kr) and call the customer center (1566-8274).

b. Overhaul Illegal Spam Response Systems

1) Announce the Results of the 「Spam Distribution Status in the First Half of 2022」

The Korea Communications Commission and the Korea Internet & Security Agency analyze and review the distribution status of spam received by mobile phones and emails twice a year (first half: Sep. second half: Mar. of the following year) and publish it. Based on this, they released the 「Spam Distribution Status for the First Half of 2022」 to promote the public right to know by disclosing the distribution status of the mobile phone and email spam (reporting, detection, and reception status) and inducing voluntary spam reduction efforts by information and communication service providers (carriers, portals, etc.).

According to the survey, a total of 28.18 million incidents received as mobile phone and email spam were reported to KISA by users or detected by KISA itself, a decrease of 0.45% from the previous year (28.31 million).

Table III-62 Spam Distribution Summary Table for the First Half of 2022

Classification		First half of 2021		Second half of 2021		First half of 2022		Comparison (previous half year)	
① KISA Reported and detected cases	Mobile	19.66 million		18.16 million		17.41 million		4.1%↓(750,000↓)	
		Voice	12.59 million	Voice	11.82 million	Voice	9.42 million	Voice	20.3%↓ (2.4 million↓)
	Text	7.07 million	Text	6.34 million	Text	7.99 million	Text	26.0%↑(1.65 million↑)	
	email	14.89 million		10.15 million		10.77 million		6.1%↑(620,000↑)	
Total	34.55 million		28.31 million		28.18 million		0.45%(130,000) decrease		
② Average daily spam received by users	Mobile	0.35		0.29		0.26		10.3%↓(0.03↓)	
		Voice	0.11	Voice	0.11	Voice	0.10	Voice	9.0%↓ (0.01↓)
	Text	0.24	Text	0.18	Text	0.16	Text	11.1%↓(0.02↓)	
	email	0.10		0.13		0.15		15.4%↑(0.02↑)	
Total	0.45		0.42		0.41		2.4%(0.01) decrease		

The results of mobile phone spam reporting and detection totaled 17.42 million cases, a decrease of 4.1% (750,000 cases) from the second half of 2021.

Of this total, 9.42 million were mobile phone voice spam, a decrease of 20.3% (2.4 million) year-on-year. By type of spam, illegal loans (79.0%), adult advertisements (6.5%), finance (4.3%), and gambling (2.1%), and by type, landline (48.2%), Internet (34.8%), mobile phones (14.7%), and international calls (2.3%).

A total of 7.99 million cases of mobile phone text spam were reported and detected, an increase of 26.0% (1.65 million cases) compared to the previous year. By type of spam, it was gambling (39.9%), finance (23.5%), illegal loans (15.8%), and adult advertisements (8.4%), and by delivery method, it was most often sent through mass texting services (95.1%).

Email spam totaled 10.77 million (domestic: 230,000, international: 10.54 million), an increase of 6.1% (620,000) from the previous year. China (78.1%) was the largest source of spam, followed by the United States (4.4%) and Brazil (1.3%).

In addition, the Commission surveyed 3,000 users about the amount of spam they receive on their cell phones and emails, and found that the average daily spam rate was 0.41 (about 2 every 5 days), a decrease of 0.01 from the previous year.

Figure III-63 Statistics of Spam Distribution from the First Half of 2022



Table III-63 About the Spam Distribution Sample Data

Classification		Sample Data	Analysis-Research Data Items
Report Detection	Mobile	<ul style="list-style-type: none"> KISA spam report receipt and mobile phone spam trap* detection data (twice a year, KISA's own analysis) <p>* A system that collects and detects text and voice spam that flows into a spam trap created with a fictitious cell phone number.</p>	<ul style="list-style-type: none"> Sender number, reply number, sender carrier, spam type, spam content and others
	email	<ul style="list-style-type: none"> KISA email spam trap detection* data (twice a year KISA's own analysis) <p>* A system that collects and detects email spam coming into spam traps created with fictitious email addresses.</p>	<ul style="list-style-type: none"> Spam origin IP, Spam reception time, Spam origin ISP, Spam origin country and others
Daily Average received per person	Mobile	<ul style="list-style-type: none"> KISA cell phone spam survey* data (from a specialized research firm) <p>* Selected 1,500 mobile phone users nationwide, aged 12-69, and examined the actual amount of spam they received via mobile phone apps during the first and second half of the study period (7 days).</p>	<ul style="list-style-type: none"> Response number, recipient carrier, spam type, spam content and others
	email	<ul style="list-style-type: none"> KISA email spam volume survey* data (from a research firm) <p>* Selected 1,500 email users aged 12 to 69 nationwide and examined the actual amount of spam received by users through email-only programs (installed on PCs) during the first and second half of the study period (7 days).</p>	<ul style="list-style-type: none"> Spam hours, subject line, sender, destination portal and others

2) Double the Efforts to Combat Illegal Spam and Prevent Harmful Implications

To prevent illegal spam and prevent damage, the Commission's Broadcasting and Communications Office held an online briefing session on the Act on the Promotion of Information and Communications Network Utilization and Information Protection and cases of illegal spam administrative penalties in collaboration with the Korea Internet & Security Agency (KISA). In addition, the Commission promoted cooperation with the related organizations to respond to policy loan fraud for small businesses and illegal spam related to real estate, which have been occurring continuously in recent years.

The KCC cooperated with the Korea Broadcasting Association, the Korea Cable TV Broadcasting Association, the Korea IPTV Broadcasting Association, and general PP (4 companies) and news reporting PP (2 companies) to broadcast subtitle broadcasts to prevent illegal spam transmission and damage prevention for two weeks from Jun. 15 to Jun. 28, 2022, through the broadcast channels of each member company.

※ Broadcast with subtitles embedded to promote the prevention of illegal spam damage in 2021: Jun. 21-Jul. 4, 2021

Table III-64 Subtitled Broadcast Content in 2022

- Recently, there has been an increase in reports of spam texts related to illegal loans, gambling, and illegal drugs.
- Sending illegal spam can result in criminal penalties and fines.
- If you receive illegal spam, please report it through the "Mobile Phone Report", "Illegal Spam Response Center (spam.kisa.or.kr)", or "118 without an area code".

The Commission, together with KISA, and the Broadcasting and Communications Office, held two online briefings* on Jun. 16 and Nov. 24 on the "Act on the Promotion of Information and Communications Network Utilization and Information Protection to Prevent the Transmission of Illegal Spam" for businesses that need to transmit advertising information for commercial purposes and interested citizens.

* YouTube, Naver TV "KISA_STREAMING" channel broadcasting

To enhance the understanding of spam-related laws and regulations and prevent illegal spam transmission, the briefing session introduced (i) the policy direction for responding to illegal spam in 2022, (ii) guidance on the correct transmission of advertising information based on the Act, and (iii) cases of illegal spam violations and administrative penalties.

The Commission and the Korea Internet & Security Agency (KISA) conducted "Education on Prevention of Illegal Spam" and publicity activities for the general public reflecting social issues (such as card news production and distribution and spam blocking app installation events) to prevent illegal spam damage to youth, seniors, and the digitally vulnerable.

Table III-65 Develop Relevant Content and Promote Education to Protect the Public from Harmful Spam

Examples of Spam Prevention Education	Card News Stories	Educational Content Development	Public Action Certification Events
			

Due to the high rate of illegal loan-related spam reports*, such as disaster assistance spam impersonating the Seoul Credit Guarantee Foundation for small businesses, the Federation of Credit Guarantee Foundation, KOREG (Chairman, Sanghun Lee) and 17 regional foundations posted the Act on the Promotion of Information and Communications Network Utilization and Information Protection Guide on their websites, and signed a business cooperation agreement to post educational videos on illegal spam transmission and damage prevention on the KOREG TV (YouTube).

* Spam rates related to illegal loans in the second half of 2021: 78.3% of mobile phone voice spam (3.43 million out of 4.38 million) 19.4% of mobile phone text spam (750,000 out of 3.87 million)

※ Federation of Credit Guarantee Foundation (affiliated with the Ministry of SMEs and Startups): KRW 28.50 trillion in guarantee supply for small and medium-sized enterprises (about 3.24 million businesses) in 2020

Table III-66 Develop Relevant Content and Promote Education to Protect the Public from Harmful Spam

Classification	Details
Anti-spam and awareness briefings 	<ul style="list-style-type: none"> • Online briefing sessions for businesses to prevent illegal spam transmission (Jun. and Nov.) <ul style="list-style-type: none"> - Introducing the policy direction for responding to illegal spam in 2022, the spam provisions of the Information and Communication Network Act, administrative penalty procedures, and major cases by type of violation, and answering questions. ※ Simul-cast online via YouTube webinar, with over 490 total attendees
Community outreach and spam prevention efforts for vulnerable populations 	<ul style="list-style-type: none"> • (For vulnerable persons) Conducted "Illegal spam damage prevention education" for the residents of permanent rental apartments in Gwangju (welfare recipients, disabled, elderly, etc.) (1 time, 12 participants) <ul style="list-style-type: none"> ※ Realizing social value through communication with local residents who are vulnerable to informatization and damage prevention education activities • (For seniors) Conducted spam damage prevention education for seniors in conjunction with the Korea Consumer Agency "Senior Consumer Guardian Activity" (180 people) <ul style="list-style-type: none"> ※ Collaborating with the Korea Labor Development Institute for the aged to create jobs for seniors • (Coexistence with the locals) Conducted spam damage prevention education for residents in Naju (96 people) <ul style="list-style-type: none"> ※ Promoted as part of our local win-win activities since 2019

III. Broadcasting and Communications Policy Outcomes in 2022

Classification		Details
<p>Quickly respond to illegal spam that becomes a social issue</p>		<ul style="list-style-type: none"> Prevent spam damage to the public by creating and distributing promotional content in response to social issues
		<p style="text-align: center;">Theme</p>
		<p>Jun. [Card News] Small Business Support Fund (Loss Prevention Fund, Loss Compensation Fund) Caution spam</p>
		<p>Sep. [Card News] Beware of Chuseok Spam, Voice Phishing, and Smishing</p>
		<p>Oct. [Card News] Beware of Kakao Service Failure Fake Emails/Spam Texts</p>
		<p>Nov. [Card News] Beware of Spam/Smishing Exploiting the Itaewon Tragedy</p> <p>Dec. [Card News] Watch out for spam texts targeting holiday celebrations with family and friends</p>
<p>Use online media to raise awareness</p>		<ul style="list-style-type: none"> Creating and distributing anti-spam online educational content for small and medium-sized businesses (Nov. W Concept Korea, Woongjin) <ul style="list-style-type: none"> ※ Lesson 1 Understanding the Information and Communication Network Act for the Correct Transmission of Advertising Information Lesson 2 Spamming Violations, Administrative Penalty Procedures, and Cases
		<ul style="list-style-type: none"> Promote carrier spam blocker app installs and spam blocker settings verification events to encourage users to actively participate in anti-spam efforts (Nov. 7-20) <ul style="list-style-type: none"> ※ KCC, KISA and related organizations Facebook, YouTube, mobile carrier websites, etc.

In addition, the Commission posted the Act on the Promotion of Information and Communications Network Utilization and Information Protection Guide and an educational video on illegal spam transmission and damage prevention on the website of the Korea Real Estate Parcel out Association (Chairman, Yunsang Lee), with which the KCC has been cooperating since 2021, and continued to conduct real estate-related illegal spam prevention and damage prevention activities by continuing to provide education on illegal spam transmission prevention in the statutory compulsory education course for sales agents (3,070 people).

The Commission said, “We will continue to expand activities to prevent illegal spam damage to the public while preventing cases where businesses in each field, including small businesses, violate the related laws and regulations due to their lack of familiarity with the Act on the Promotion of Information and Communications Network Utilization and Information Protection.”

Figure III-64 Highlights on the Information and Communication Network Act Briefing Session and Related Organization

Briefing Session	Partnerships and key collaborations															
<p>참고 1 불법스팸 전송 방지를 위한 정보통신망법 집행의 개요</p> <p>□ 주요 목적</p> <ul style="list-style-type: none"> 영리목적의 광고성 정보 전송을 필요로 하는 사업자 및 일반인을 대상으로 스팸관련 법규 이체도 체크 및 불법스팸 전송 예방을 위한 설명회 개최 <p>□ 주요 계획</p> <ul style="list-style-type: none"> 일시 : 2022. 6. 16.(목), 오후 2시 ~ 3시 30분 장소 : 온라인 생중계 <ul style="list-style-type: none"> * 유튜브, 네이버TV 'KISA_STREAMING'채널 활용 대상 : 영리성 광고 전송 사업자 및 관심 있는 일반인 주최/주관 : 방송통신위원회 / 한국인터넷진흥원 프로그램 <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="font-size: small;">내 용</th> <th style="font-size: small;">시간(분)</th> <th style="font-size: small;">발표자</th> </tr> </thead> <tbody> <tr> <td style="font-size: x-small;">■ 22년도 불법스팸 대응 정책 방향</td> <td style="font-size: x-small;">14:00~14:10</td> <td style="font-size: x-small;">방송통신위원회</td> </tr> <tr> <td style="font-size: x-small;">■ 올바른 광고성 정보 전송을 위한 스팸관련 정보통신망법 안내</td> <td style="font-size: x-small;">14:10~14:40</td> <td style="font-size: x-small;">한국인터넷진흥원</td> </tr> <tr> <td style="font-size: x-small;">■ 스팸전송 위반 및 행정처분 사례</td> <td style="font-size: x-small;">14:40~15:10</td> <td style="font-size: x-small;">방송통신사우주</td> </tr> <tr> <td style="font-size: x-small;">■ 사전 질의 및 기존 FAQ 답변</td> <td style="font-size: x-small;">15:10~15:30</td> <td style="font-size: x-small;">한국인터넷진흥원 방송통신사우주</td> </tr> </tbody> </table> <p>○ 관련문의</p> <ul style="list-style-type: none"> 방송통신위원회 방송통신사우주 이용자지원과 02-6735-8132 한국인터넷진흥원 불법스팸방지교육 운영사무과 070-4849-4557 	내 용	시간(분)	발표자	■ 22년도 불법스팸 대응 정책 방향	14:00~14:10	방송통신위원회	■ 올바른 광고성 정보 전송을 위한 스팸관련 정보통신망법 안내	14:10~14:40	한국인터넷진흥원	■ 스팸전송 위반 및 행정처분 사례	14:40~15:10	방송통신사우주	■ 사전 질의 및 기존 FAQ 답변	15:10~15:30	한국인터넷진흥원 방송통신사우주	<p>참고 2 불법스팸 예방활동 업무연락 기관 현황 및 주요 협력내용</p> <p>□ 신용보증재단중앙회</p> <ul style="list-style-type: none"> 설립일 : 2000. 8. 전국신용보증재단연합회 설립 <ul style="list-style-type: none"> * 2004. 4. 청부신사기금(홍승기합창)으로 시작 재단현황 : 신용보증재단중앙회, 강원신용보증재단 등 지역신용보증재단 분할 17개 및 지점 140개 주요 사업 <ul style="list-style-type: none"> - 17개 지역신용보증재단의 공동 이익 증진과 건전한 발전으로 - 당분대의 특화된 지역 내 소기업, 소상공인 등 개인의 재무를 보충 * 2022년 기준 총 보증금액 23조 8,069억원(소식관련 사업비추 약 3249억) 주요 협력내용 <ul style="list-style-type: none"> - 중앙회 및 17개 지역신용보증재단 홈페이지에 정보통신망법 안내서 게시 - 중앙회TV 유튜브 채널에 불법스팸 전송 예방 교육 영상 업로드 * 교육 영상(20.12.1. 방송통신사우주- KISA 공동 제작) : 정보통신망법 주요 내용(KISA, 2019), 불법스팸 수사 및 행정처분 사례(방송통신사우주, 23년) <p>□ (사)한국부동산분양서비스협회</p> <ul style="list-style-type: none"> 설립일 : 2018. 10. 16. * 국토교통부 분양대행자 시선평가기관 지칭(2020. 12. 29.) * 회원사(159개사) : ㈜유성, CJLSM, ㈜엘비엔홈딩스 등 분양대행업(108개사) 및 광고회사(11개사) 주요 사업 <ul style="list-style-type: none"> - 아파트 분양대행 등 부동산 마케팅 관련 법령정책 및 제도개선 연구 - 부동산 마케팅 분야에 종사하는 인력 교육 및 지도 주요 협력내용 <ul style="list-style-type: none"> - (사)한국부동산분양서비스협회 홈페이지에 정보통신망법 안내서 게시 - 분양서비스협회 유튜브 채널에 불법스팸 전송 예방 교육 영상 업로드 - 분양대행자(1,079명) 대상 법정 의무교육 과정 중 개인정보보호 및 준수 사항 스터디교육 시 불법스팸 전송방지 관련 교육 실시
내 용	시간(분)	발표자														
■ 22년도 불법스팸 대응 정책 방향	14:00~14:10	방송통신위원회														
■ 올바른 광고성 정보 전송을 위한 스팸관련 정보통신망법 안내	14:10~14:40	한국인터넷진흥원														
■ 스팸전송 위반 및 행정처분 사례	14:40~15:10	방송통신사우주														
■ 사전 질의 및 기존 FAQ 답변	15:10~15:30	한국인터넷진흥원 방송통신사우주														

3) Operate an Open System for Spam Data

There has been a steady demand for spam data to be provided by regulators for criminal response, academics for research, and related industries for software development.

In response to the government policy of strengthening the opening of public data and the demand for providing spam data from the private and public sectors, the Commission has established a cooperation system to share spam data with various organizations such as the National Police Agency, the Korea Racing Authority, and KT IS, and analyzes and processes about 40 million spam data per year to provide customized information for demanding organizations.

Table III-67 Key Partners in Spam Data Openness

Organization	Details on Using Data
1 Korea Racing Authority	• Measures to block domestic and foreign illegal horse racing sites utilizing gambling spam (horse racing) data
2 National Gambling Control Commission	• Providing gambling spam data to operate the “Illegal Online Gambling Monitoring System”
3 Financial Supervisory Service	• Collaborating with agencies to block numbers to combat loan scams and illegal loan spam texts
4 Korea Exchange	• Monitoring the stock market, including manipulative behavior, and identifying investment opportunities
5 KT IS	• Leveraging the “1140n” phone directory service to provide a spam check for numbers
6 Korea Association for ICT Promotion	• Telecom subscription solicitations and false and misleading advertisements used to monitor the telecom market

III. Broadcasting and Communications Policy Outcomes in 2022

	Organization	Details on Using Data
7	Ministry of Food and Drug Safety	• Providing information and coordinating enforcement against spam, including illegal drugs
8	Gangwon National Police Agency	• Voice phishing abuse (e.g. loan scam impersonating financial institutions) Spam data utilization number suspension
9	Korea Sports Promotion Foundation	• Measures to block illegal sites utilizing gambling spam (bicycle race, race, sports betting Toto) data
10	Dongheng Lottery	• Blocking illegal sites utilizing gambling spam (lotto, powerball, etc) data
11	Seoul Metropolitan Police Agency	• Sharing spam data related to financial crimes and joint inspections of illegal spam senders
12	KAIST	• Collaborating on research to leverage spam data to combat voice phishing
13	Sungkyunkwan University	• Collaborating on research to fight illegal gambling using spam data

The Commission held the “2022 Spam Data Openness Performance Sharing Meeting” for partner organizations to expand data utilization, inspection, and opening through spam data opening in Nov.

The “Spam Data Openness Performance Sharing Meeting” presented the cases and achievements of (i) eradicating illegal gambling sites utilizing spam data (National Gambling Control Commission), (ii) responding to spam for telephone financial fraud (Gangwon National Police Agency), (iii) monitoring the telecommunications market, including telecommunications subscription solicitations and exaggerated advertisements (Korea Association for ICT Promotion), and (iv) public-private partnership online illegal drug inspection (Ministry of Food and Drug Safety), and served as an opportunity to strengthen inter-agency cooperation.

4) Increase Spammer Checks and Penalties

In order to strengthen the punishment of spammers, the Commission conducted on-site inspections (105 locations) with the related organizations such as KISA, the Seoul Metropolitan Police Agency, and local governments on information and communication service providers and illegal spammers, and imposed 777 administrative penalties (totaling KRW 3.43 billion in fines), including 52 administrative penalties and 20 referrals to prosecutors, and referred a total of 100 illegal spammers to prosecutors in 2022.

Table III-68 Status of Illegal Spam Investigations (Referral to Prosecutors) (Jan.-Dec. 2022)

Classification	Administrative Enforcement	Investigative Referrals	No violations	Total
Number of Cases	22	16	48	14

Table III-69 Illegal Spam Administrative Enforcement (Fines) (Jan.-Dec. 2022)

(Unit : Cases, KRW million)

Classification	Real estates	Stocks	Chauffeur service	Telecom subscription	Loan	Adult ads	Others	Total
Cases	198	112	13	19	7	4	424	777
Amount	751	707	71	107	21	17	1,765	3,439

In a joint inspection of 53 information and communication service providers (including five text relay companies (two of which were duplicates) and 48 resale-VoIP-MVNOs, measures were taken to prevent spam damage caused by mass texting. As a result, administrative penalties amounting to KRW 167 million were imposed on 33 text relay companies and resellers that were found to have committed violations. These violations included the failure to verify the identity of subscribers sending illegal spam (related to loans, gambling, medicine, etc) and failure to implement measures to monitor and block such illegal spam.

In detail, the Commission detected and imposed fines on LGU+ (Apr), Dow Technology (Apr), and KT (Aug) through monitoring and blocking measures, identity verification, and sanction standards for sub-resellers for the top five text messaging service providers in spam volume.

In addition, the Commission strengthened joint inspections and crackdowns in cooperation with the police on companies involved in sending illegal spam (24 companies) leading to financial damages such as voice phishing, and took administrative penalties (15 companies) against text resellers that allowed illegal loan texts to be sent after being provided with forged telecommunication subscription sources and IDs through messengers such as Telegram.

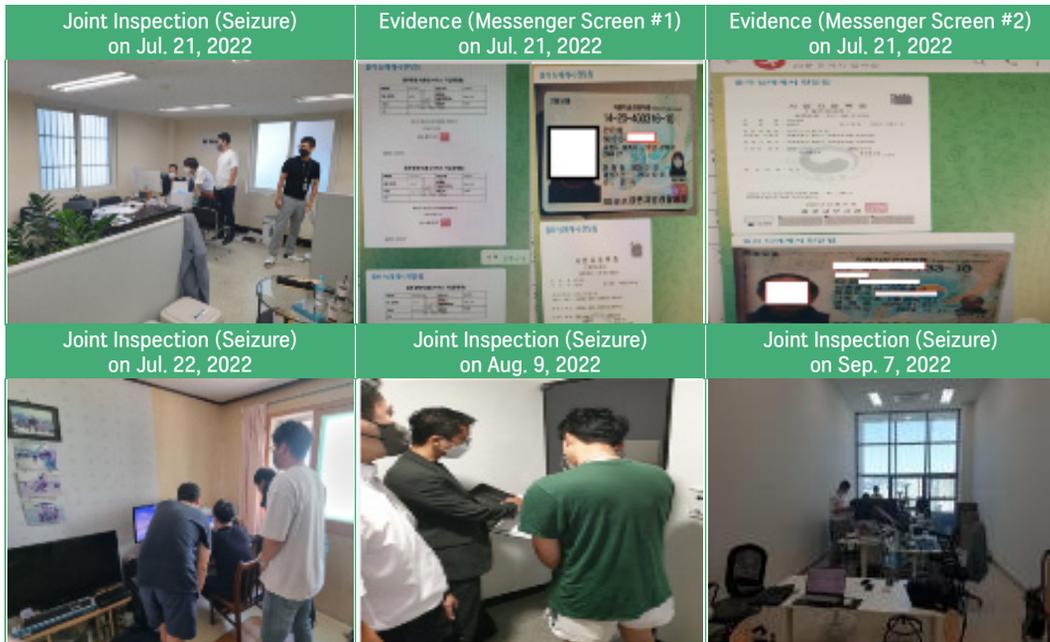
Out of the 105, 40 companies that underwent on-site inspections in 2022, the KCC referred 16 of the top spam reporting companies including those involved in pseudo-investment advice, lotto number recommendation, and insurance sales(TM) to the prosecution. The Commission also imposed fines totaling KRW 150 million on 17 companies for violations such as a failure to receive advertisements and non-compliance with labeling obligations. Furthermore, we conducted a joint crackdown on loan brokerages (at 12 companies) associated with illegal loan advertisements, collaborating with four local governments, including the Seoul Metropolitan Government. As a result, four cases were sent to the prosecutors, and fines amounting to KRW 15 million were imposed on two companies

※ A total of 16 joint inspections of telecommunications providers and police related to voice phishing (Broadcasting Communications Offices, KISA, Seoul Metropolitan Police Agency, etc.)

Table III-70 Joint Inspection of Illegal Spam by Related Organizations and Crackdowns by Type

Classification	Subject to Inspection	Administrative Enforcement	Referral to prosecutors	Total
Telecommunications service providers	53	33	0	33
Telephone solicitation business	40	17	16	33
Planning inspection (loan brokerage)	12	2	4	6
Total	105	52	20	72

Figure III-65 Inspections on Mass Text Message Senders and Cases



c. Strengthen Digital Ethics Education

1) Creator Dotty, Choihee, Sistryell, and Jonathan named as Digital Ethics Ambassadors

The Commission, together with the National Institute for Intelligence and Information Society (NIA), published the 「Guidebook on Digital Ethics Competency」 (Jan. 22), which creators should know, and appointed creator digital ethics ambassadors to strengthen digital ethics competency.

The Commission appointed Dotty (real name: Heesun Na), Choihee, Sistryell (real name: Yerin Choi), and Jonathan as Creator Digital Ethics Ambassadors on Apr. 13, at the Sandbox Network headquarters to raise awareness of the importance of digital ethics for creators.

The new ambassadors have been working to promote the importance of digital ethics from a creator’s perspective in a fun and easy-to-understand way, using examples.

Ambassador Dotty (Heesun Na) is a creator and co-founder of Sandbox Network with 2.35 million subscribers who communicates with elementary school students through Minecraft and animated situational dramas, and she strongly believes in the importance and necessity of digital ethics.

Choihee is a creator who produces content on the daily life of women in their 30s, the lifestyle of working mothers, and parenting, and became an ambassador last year after participating in the Commission’s digital ethics promotion content for creators.

Table III-71 Ambassador List

Classification	Biography and Activities
 Heesun Na (Dotty TV)	<ul style="list-style-type: none"> • Co-founder, Sandbox Network • Mobile games and game content creation <ul style="list-style-type: none"> ※ Korea Make-A-Wish Foundation Ambassador and Minister of Science and ICT Award (2020) <hr/> [Introduction to YouTube Channels] <ul style="list-style-type: none"> • (YouTuber debut) Started operating in 2012 • (Main content) The main content is to cover contents such as game reviews and animated situational dramas aimed at younger people.
 Hee Choi (Choihee)	<ul style="list-style-type: none"> • Announcer, MC • Beauty, unboxing and parenting, daily life, and more <hr/> [Introduction to YouTube Channels] <ul style="list-style-type: none"> • (YouTuber debut) Started in 2019 • (Main content) Before marriage, she mainly produced self-improvement and freelance vlogs, and after marriage, she mainly produced contents covering parenting life, child development process, and the introduction of parenting products.
 Yerin Choi (Sisteryell)	<ul style="list-style-type: none"> • Kid & Teen Creators • Create everyday content <hr/> [Introduction to YouTube Channels] <ul style="list-style-type: none"> • (YouTuber debut) Started in 2013 • (Main content) Produced content such as an eating show from around the world, homemade mini-games, TikTok trends, figure reviews, etc.
 Jonathan(Jonathan)	<ul style="list-style-type: none"> • University student creators from Congo • Create content for an eating show, daily life, and more <hr/> [Introduction to YouTube Channels] <ul style="list-style-type: none"> • (YouTuber debut) Started in 2018 • (Main content) vlogs mainly about his daily life such as school, episodes with his sister, etc.

Yerin Choi (Sisteryell) is a creator who is active on various platforms such as TikTok and YouTube, and is loved by children and teenagers for her playful and diverse expressions. She has been supporting children through donations and other initiatives, and joined the ambassador program because she understands the importance of digital ethics and wants to share it with aspiring creators.

Jonathan is a college student YouTuber from the Democratic Republic of Congo, and he is active in various topics ranging from daily content to comedy content that display his good chemistry with his sister and friends, and his frank and witty mouth has recently appeared on a range of broadcast programs.

On the day of the appointment ceremony, the KCC Chairman toured major sites such as studios and training centers with Sandbox Network CEO Pilsung Lee and the ambassadors, and held on-site

III. Broadcasting and Communications Policy Outcomes in 2022

meetings. Dotty and the other four ambassadors vowed to “promote the importance of digital ethics as solo creators and spread a positive impact by creating healthier and more beautiful content”.

“The activities of the Creator Digital Ethics Ambassadors are expected to serve as a good example for those who aspire to become independent creators”, said the Commission. “Digital ethics competency is a basic skill that not only creators but also anyone who uses the Internet should have, and we will continue to promote policies and projects without blind spots to raise the digital ethics competency of all of us”.

2) Held the 2022 Digital Ethics Competition and the Ceremony of the 2nd Government Award for Excellence in User Protection

On Dec. 2, the Commission and the National Information Society Agency (NIA) held a combined awards ceremony for the 「2022 Digital Ethics Competition」 and the 「2nd Government Award for Excellence in User Protection」 at the SETEC Convention Center.

Figure III-66 2022 Digital Ethics Competition and the Ceremony of the 2nd Government Award for Excellence in User Protection



The ceremony was held offline for the first time since the COVID-19 pandemic, and with roughly 180 people in attendance, including not only the winners but also their families and friends.

The event was organized under the slogan “A beautiful digital world starts with me” to emphasize the importance of users’ actions to spread a culture of respectful and caring digital usage.

To this end, we held a “Digital Ethics Practice Pledge Ceremony” with various participants, including representatives from the public and private sectors and award winners, as a pledge to realize a beautiful digital world for all of us.

The pledge ceremony was attended by Chairman Sanghyuk Han, NIA Director Jongseong Hwang, Defense Ministry’s Seunghee Han, Barracks Culture and Innovation Officer, digital ethics ambassadors (Dotty and Sistryell), and winners of the digital ethics creative content contest, Sampo Elementary School teacher Jungseop Sim and Yeongdeok Yasung Elementary School students Seungjoo Song,

Minjoo Ko, and Yewon Kim.

At the awards ceremony, the government awards were handed out to those who have contributed to the protection of users of the Internet and communication services, and the Digital Ethics Competition Awards Ceremony was held.

First, the ceremony honored those who have contributed to the creation of a safe and convenient user environment. A total of nine people received the new government awards, including one medal, one badge, three presidential citations, and four prime ministerial citations.

The medal was awarded to Hyoil Park, Head of KT Customer Experience Innovation. He was awarded the National Medal of Science and Technology (Ungbijang) in recognition of his contributions to providing 24-hour customer response services by introducing cutting-edge technologies such as artificial intelligence (AI) voice bots and opening a dedicated customer center for foreigners and the disabled persons.

The badge was presented to Eunjeong Ko, Senior Vice President of LGU+ CV. Ms. Ko was recognized for her efforts in field-oriented user protection, such as establishing standards for handling complaints by contact point and managing complaints received by the National Newspaper Report as performance indicators based on her long experience in the field.

The Presidential Citation was awarded to Professor Yongjae Kim of Hankuk University of Foreign Studies, KT Executive Vice President Youngho Lee, and SK Telecom Team Leader Sangguk Choi. Professor Yongjae Kim has contributed to strengthening the platform user protection system by improving the evaluation indicators of user protection work for digital platform operators.

In addition, Youngho Lee was recognized for leading the way in resolving user inconveniences by introducing a one-stop switching service for internet and paid broadcasting, while Sangguk Choi was recognized for his efforts in establishing a text messaging system to prevent spam damage and providing a means to block harmful materials for the youth.

Meanwhile, the Prime Minister's Citation was awarded to Byunghee Han, Team Leader of the Korea Association for ICT Promotion, Yoonkyung Joo, Team Leader of the Korea Information Society Agency, Heeseok Jeong, Head of the Department at Coupang and Kyungho Kim, Team Leader of SK Broadband, for their contributions in the field of user protection.

Mr. Han contributed to the protection of user rights and interests by contributing to the operation of the Telecommunication Dispute Mediation Consultation Center and the Online Damage 365 Center, and Ms. Joo was recognized for her contribution to the prevention of digital dysfunctional damage through customized digital ethics education for the entire nation.

Mr. Chung improved the user protection system in the delivery and shopping sectors by establishing a one-stop complaint handling system for returns and refunds, and Mr. Kim contributed to resolving user inconveniences caused by exclusive internet and broadcasting contracts in collective buildings such as office buildings.

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Table III-72 2022 Internet and Telecommunications Service User Protection Honorees List

Classification	Name	Affiliation and Job Title	Major Accomplishments
National Medal of Science and Technology (Ungbijang)(1)	Hyoil Park	Head, KT Customer Experience Innovation, Head of CS	<ul style="list-style-type: none"> Adopting cutting-edge technologies such as AI voice bots to respond to customers 24/7 Established a dedicated customer center for foreigners and people with disabilities
Science Technology Badge (1)	Eunjeong Ko	Senior Vice President, LGU+ CV	<ul style="list-style-type: none"> Establishment of standards for handling complaints from the customer's perspective by contact point Field-oriented user protection, including performance index management for complaints received by the National Newspaper Report
The Presidential Citation (3)	Yongjae Kim	Associate Professor, Hankuk University of Foreign Studies, School of Business	<ul style="list-style-type: none"> Evaluation committee for user protection(Improvement of evaluation indicators for platform operators, etc.) Policy research and consultation on improving the distribution structure of the telecommunications market and improving the 5G pricing system
	Youngho Lee	Executive Vice President, KT	<ul style="list-style-type: none"> Promoted the adoption of a one-stop switching service for internet and paid broadcasting (No. 1 in the industry) Actively responded to telecommunication disputes related to 5G quality and incomplete sales
	Sangguk Choi	Team Leader, SK Telecom	<ul style="list-style-type: none"> Establishing a text messaging system to prevent spamming and providing measures to block harmful content for young people. Implementing an internal user protection compliance program
Prime Minister's Citation (4)	Byunghee Han	Team Leader, the Korea Association for ICT Promotion	<ul style="list-style-type: none"> Development of customized textbooks and educational contents to prevent damage to telecommunication users Operation of telecommunication dispute mediation counseling center and an online damage 365 center, etc.
	Yoonkyung Joo	Team Leader, the Korea Information Society Agency	<ul style="list-style-type: none"> Customized digital ethics and cyberbullying prevention training for the entire nation Empowering digital ethics for independent creators
	Heeseok Jeong	Head, Department, Coupang	<ul style="list-style-type: none"> Early establishment of a user protection system for delivery and shopping Establishment of a one-stop complaint handling system for returns and refunds, etc.
	Kyungho Kim	Team Leader, SK Broadband	<ul style="list-style-type: none"> Improving the system to ensure the right to choose telecommunication services for the residents of collective buildings Prevention of user damage due to false and misleading advertisements of wireline products

At the 2022 Digital Ethics Competition Awards Ceremony, awards were given to outstanding works selected from the Digital Ethics Creation Contents Competition and recognition was given to those who contributed to the creation of a digital ethics culture.

The Grand Prize (Presidential Award) was won by Jungseop Shim, a teacher at Sampo Elementary School, who introduced the types of digital dysfunctions in the metaverse and submitted an experiential learning lesson plan on how to deal with them.

The top prize (Prime Minister's Award) was awarded to Hyunjeong Choi and Hyecheon Kim, who submitted webtoon content emphasizing the need to be alert to the phenomenon of mindless witch-hunting on the Internet.

Table III-73 Winners of the Digital Ethics Creative Content Competition

Classification	Prize	Name	School	Highlights	
Learning Content	(Grand Prize) Presidential Awards	Jungseop Shim	Sampo elementary	<ul style="list-style-type: none"> An experiential learning lesson on the types of Metaverse dysfunction and how to deal with them 	
	(Top Prize) Prime Minister's Award	Hyunjung Choi Hyecheon Kim	- Incheon City Office of Education	<ul style="list-style-type: none"> Raise awareness of internet witch hunts and forgetfulness. 	
	(Excellence Prize) Chairman Award		Soyeon Yoon	-	<ul style="list-style-type: none"> Emphasize that digital ethics is just as important as health
			Jang Hyuk	-	<ul style="list-style-type: none"> Send a message that we are wary of a disrespectful, mindless, hateful society
			Woojun Jeong	-	<ul style="list-style-type: none"> Express that the weight of one comment is never light
			Uicahn Jeong	Korea university of media arts	<ul style="list-style-type: none"> Express that one bad word about someone can be a weapon for someone else
			Chan Jeong Sejin Oh	Daegu Dongil elementary Cheongsong Bunam elementary	<ul style="list-style-type: none"> Raise awareness of the seriousness of copyright theft on the internet
			Eunsol Cho Hyecheon Ye	Samyuk University	<ul style="list-style-type: none"> Infographics and animated videos to illustrate social media abuse cases
	(Excellence Award) Defense Minister Award	Aran Kim Namhyuk Kwon Jio Shin	Korean Army (Capital Defense Command)	<ul style="list-style-type: none"> Raise awareness of the harmful nature of internet use in the military by comparing it to internet warfare. 	
	(Excellence Award) Chairman Award		Minjae Lee Sumi Cha Kwangsu Huh	Daejeon Wonang elementary	<ul style="list-style-type: none"> Learn about digital identity by creating a metaverse avatar and becoming a citizen.
			Wooseok Jin	Sannae Nammyeong elementary	<ul style="list-style-type: none"> Learn digital ethics by linking various activities such as Google Trends and making short videos on times of ,morality.
			Dongmin Choi	Songwoo High	<ul style="list-style-type: none"> Foster ethical awareness through theories on hate speech and hands-on activities that address hate speech issues
	(Excellence Award) Education Minister Award		Seulki Kim	Yongdam elementary	<ul style="list-style-type: none"> Learn the importance of your online reputation to strengthen your ability and responsibility to manage your digital footprint
			Donghan Lee	Daedeok elementary	<ul style="list-style-type: none"> Strengthen self-regulation skills by discussing actual cases of cyberbullying conflicts through videos, presentations, etc.
			Seoyeon Jeon	Taejongdae elementary	<ul style="list-style-type: none"> Became a creator and practice digital ethics by producing work and publishing to the metaverse.

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Finally, the “Digital Ethics Meritorious Commendation” was awarded to eight individuals who have been active as the Commission’s “Creator Digital Ethics Ambassadors”, including Heesun Na (Dotty), Hee Choi, Choi Yerin (Sisteryell), and Jonathan, who have been working to create a culture of digital usage in education.

“It was a great opportunity to meet and congratulate the winners and their families in person, as daily life has been restored with the lifting of social distancing,” said the Commission. “As digital has become an integral part of our lives, the Commission will do its best to create a broadcasting and communication ecosystem where users are the owners and create a beautiful digital world.”

Table III-74 Creating a Culture of a Healthy Digital Environment (5 winners)

Name		Affiliation (Job title)	Achievement
1	Ryeowon Kim	Cheongju Nae Deok Elementary School(Teacher)	• Contributing to the development of proper digital ethics awareness among youth with disabilities by acting as a tutor for digital ethics education for youth with disabilities.
2	Minseon Kim	Jejudong Elementary School(Teacher)	• Contributing to raising the awareness of digital ethics among youth by serving as a tutor for the Youth Internet Dream Team
3	Kicheol Seong	TMD Education Group(Director)	• Contributing to raising the awareness of digital ethics by spreading digital ethics education to toddlers, teens, parents, military personnel, and adults in general.
4	Seoul Science Center (Group)	Seoul Metropolitan Government	• Built and operated the Internet Ethics Experience Center at the Seoul Science Center (2020-), contributing to the prevention of cyberbullying and raising the awareness of sound digital ethics among citizens.
5	Heesun Na (Dotty)	Sandbox Network(Creator)	• Contributing to strengthening digital ethics capabilities and spreading awareness and spreading a culture of digital ethics among the citizens ※ Creator Digital Ethics Ambassadors

Table III-75 Recognized for Promoting and Spreading Digital Ethics (3 winners)

Name		Affiliation (Job title)	Achievement
1	Jonathan	Sandbox Network(Creator)	• Contributing to strengthening creator digital ethics capabilities and spreading awareness and spreading a culture of digital ethics among the citizens ※ Creator Digital Ethics Ambassadors
2	Hee Choi		
3	Yerin Choi (Sisteryell)		

3) Digital Ethics Week 2022 (Nov. 27-Dec. 2)

The Commission and the NIA designated and operated “Digital Ethics Week” for six days from Nov. 27 to Dec. 2.

The 13th edition of Digital Ethics Week, which is held annually to promote the importance of digital ethics among all Koreans, featured a variety of online and offline events for all citizens to participate.

With the theme of “A beautiful digital world starts with me”, the event promoted the importance of the active participation of individuals to spread digital ethics, which is a basic skill in the digital age.

Figure III-67 Digital Ethics Week 2022 Card News



During the weekly event, six Internet Ethics Experience Centers across the country, including Seoul, Busan, Daejeon, Gwangju, Gyeonggi, and Jeonbuk, held various events such as stamp tours, goodwill messages, and social networking (SNS) events for families visiting the experience centers.

In addition, at Cheonggyecheon Square in Gwanghwamun, Seoul (Nov. 28-Dec. 1), an event was organized for office workers to reflect on their digital usage habits while drinking a cup of coffee by providing free coffee engraved with the rules to follow in digital life.

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Meanwhile, on Nov. 29, Anjin Elementary School in Dongnae-gu, Busan, held a 「Challenge! Digital Ethics Golden Bell」 event as part of a special digital ethics education program. The event was organized to foster the youth’s awareness of digital ethics and their willingness to practice it by combining education from professional lecturers and quiz solving to arouse the students’ interest.

On Dec. 2, the Digital Ethics Week concluded with the “2022 Digital Ethics Competition”, where key participants and the entire nation pledged to actively participate in strengthening digital ethics capabilities at the “Digital Ethics Vision Launching Ceremony”.

The Commission said, “The Digital Ethics Week campaign, which was slowed down by social distancing, can be carried out in various ways this year with the gradual return of daily life, so we expect it to be a good opportunity to inform many people about digital ethics”. “We will continue to actively support the establishment of a healthy digital usage culture in the daily lives of the people.”

Table III-76 Internet Ethics Experience Centers

Area	Address	Area	Address
Seoul	3F, Seoul Science Center, 160 Hangeulbisok-ro, Nowon-gu, Seoul, Korea	Busan	2F, Busan National Science Center, 59 Dongbusan Gwangjang 6-ro, Gijang-eup, Gijang-gun, Busan, Korea
Daejeon	1F, National Science Center, 481 Daedeok-daero, Yuseong-gu, Daejeon, Korea	Kwangju	2F, Gwangju National Science Center, 235, Cheonggwa-ro, Buk-gu, Gwangju, Korea
Gyeonggi	1F, Korea Job World, 501 Bundangsu-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea	Jeonbuk	Jeollabuk-do Children’s Creativity Experience Center, 258-18, Chokeoungdan-ro, Deokjin-gu, Jeonju-si, Jeollabuk-do, Korea

4) Results of the 2021 Cyberbullying Survey

The Commission and the NIA released the results of the 2021 Cyberbullying Survey (Nationally Approved Statistics No. 164003), which surveyed a total of 16,500 youth and adults. The results of the survey are as follows:

Table III-77 Survey Subjects

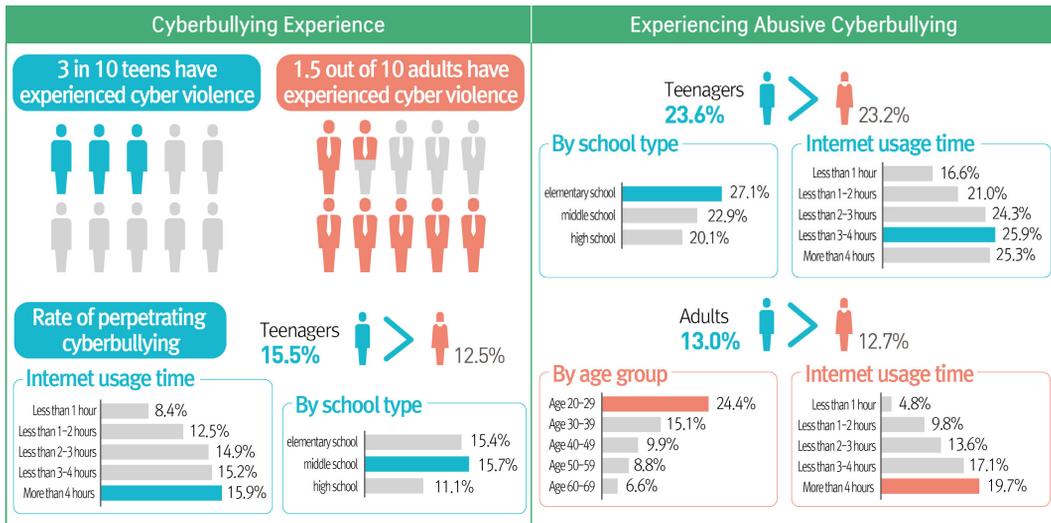
Youth	Adults
Elementary school students (grades 4-6), middle and high school students (3,000 students per grade) in 17 cities and provinces across the nation	Age 20 or older in 7,500 households, age 69 or younger at least once in the past month Internet or smartphone user (one person per household) in 17 cities and provinces nationwide

Table III-78 Survey Method

Teenagers	Adults
Group interviewing In case of the refusal to be interviewed due to COVID-19, conduct both mail and online surveys	Visit households in person after distributing surveys, conduct a self-completion survey

In Korea, 29.2% of youth and 15.7% of adults have experienced cyberbullying, with the youth being nearly twice as likely as adults. Youth reported 5.8% perpetration, 15.1% victimization, and 8.3% both perpetration and victimization, while adults reported 2.9% perpetration, 8.7% victimization, and 4.2% both perpetration and victimization, indicating that the majority of both youth and adults experienced victimization at the same time.

Figure III-68 Experience with Cyberbullying-Perpetration and Victimization Rates



For both teens and adults, texting and instant messaging* is the primary way cyberbullying occurs.

* Instant messaging: messaging services that allow you to communicate in real time (KakaoTalk, Facebook, Zoom Messenger, etc.)

Table III-79 Methods of Cyber Violence

(Unit: %)

Classification	Subjects	Text and Instant Messages	SNS	Online Game	Community Clubs	Email	Personal Homepage	Others
Attacker	Teenagers	52.2	30.3	22.8	9.8	4.0	2.6	1.9
	Adults	58.3	32.5	12.3	11.4	1.6	0.6	0.9
Victim	Teenagers	55.6	34.5	18.4	6.3	2.7	2.3	1.7
	Adults	64.2	30.5	11.0	9.8	9.3	1.5	0.1

Unlike the youth, who overwhelmingly experience “verbal abuse” over other types of abuse, adults experience a variety of types of abuse, including cyber defamation, stalking, and sexual violence.

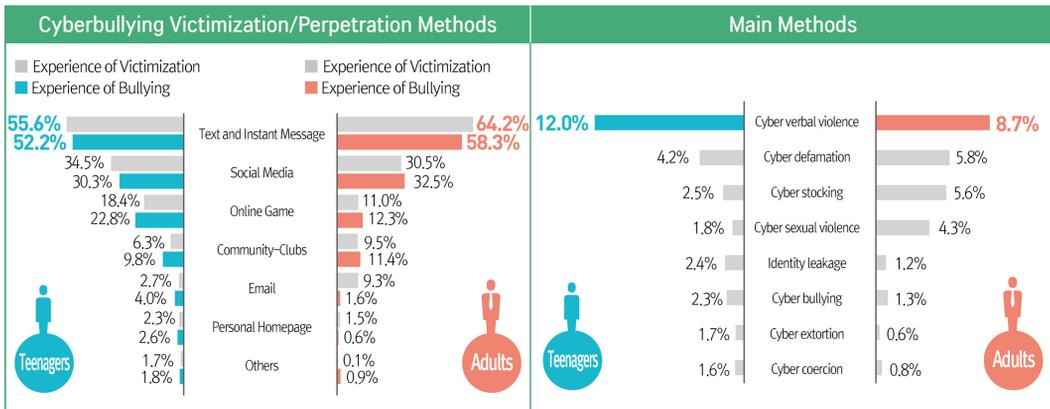
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Table III-80 Student-Adult Experience Rates by Type of Cyberbullying

(Unit: %)

Classification	Subjects	Cyber verbal abuse	Cyber defamation	Cyber stocking	Cyber sexual assault	Identity Leakage	Cyber bullying	Cyber extortion	Cyber coercion
Attacker	Teenagers	12.0	4.2	2.5	1.8	2.4	2.3	1.7	1.6
	Adults	5.9	2.0	1.7	0.9	0.3	0.6	0.2	0.3
Victim	Teenagers	16.4	10.8	8.3	5.1	4.4	4.0	3.5	3.4
	Adults	8.7	5.8	5.6	4.3	1.2	1.3	0.6	0.8

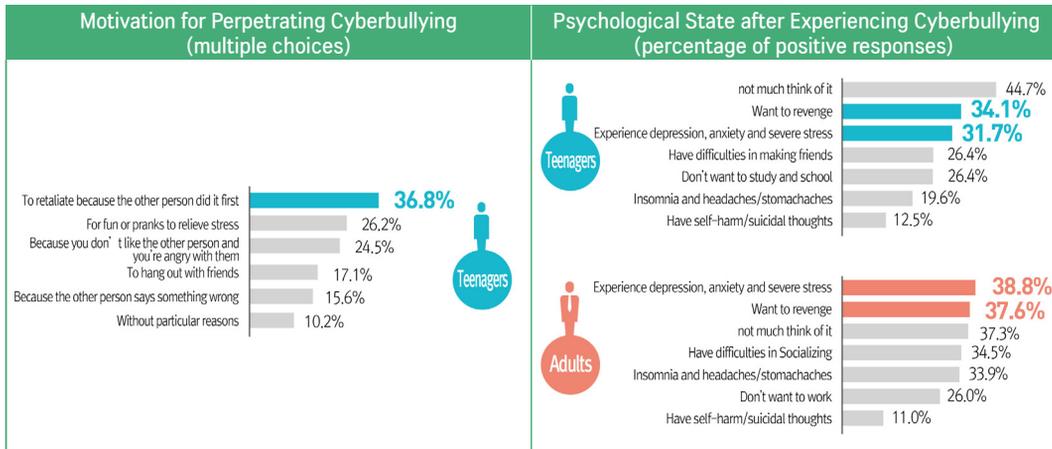
Figure III-69 Cyberbullying Victimization/Perpetration and Main Methods



About 69.9% of students and 73.0% of adults reported perpetrating cyberbullying behaviors alone, with a higher victimization rate than perpetration rate. This indicates that cyberbullying is perpetrated by a small number of individuals against a large number of people. Among students, the most common reasons for perpetrating cyberbullying are retaliation (36.8%) and enjoyment (26.2%). In contrast, adults are more likely to engage in cyber bullying due to dislike or anger towards the other person (32.7%) or because of disagreement (26.9%).

Both student victims and adult victims of cyberbullying report various negative effects. Students commonly experience feelings of depression, anxiety, and stress (31.7%), as well as a desire for revenge against the perpetrator (34.1%). Similarly, adults also suffer from depression, anxiety, and stress (38.8%) and encounter relationship difficulties (34.5%). These difficulties include a desire for revenge against cyberbullying (37.6%). These findings indicate that cyberbullying not only causes mental distress but also has a negative impact on social relationships.

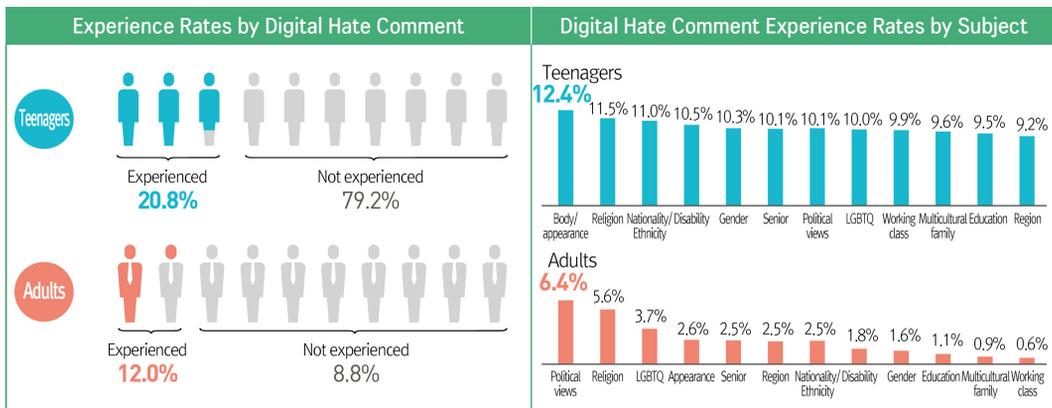
Figure III-70 Characteristics of Cyber Attacks



For the first time, the survey addressed the phenomenon of “digital hatred”, which is the expression of prejudice and discrimination against a person or group of people in digital spaces based on their gender, disability, religion, etc. The results show that digital hate is a serious problem on the internet, with 20.8% of youth and 12.0% of adults saying they have experienced digital hate speech.

In particular, adolescents were nearly twice as likely as adults to have experienced digital hate speech, and while adults focused their experiences on politics, religion, and LGBTQ people, adolescents expressed a wider range of prejudice and discrimination against specific individuals or groups than adults, including body image, religion, nationality, and race.

Figure III-71 Digital Hatred Awareness Level

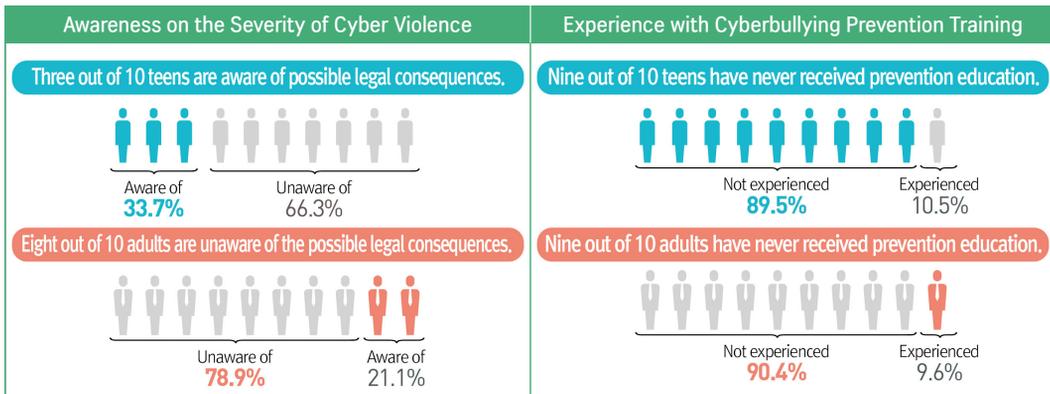


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About 9.3% of youth and 14.9% of adults reported having witnessed a digital sex crime, with the most common types being “illegal video distribution”, “acquaintance insult”, and “hidden camera”.

As many as 89.5% of teens have never received cyberbullying prevention education, while only 9.6% of adults have, and 33.7% of teens are aware of the legal consequence of cyberbullying, while only 21.1% of adults are, highlighting the importance of cyberbullying prevention education.

Figure III-72 Public Awareness on Cyber Violence



In light of the results of the survey, the Commission will expand targeted and customized digital ethics education to raise the awareness of cyberbullying, and diversify the content of cyberbullying prevention education, especially for adults.

In addition, to prevent digital hate and digital sex crimes, which are serious digital dysfunctional phenomena, the Commission will strengthen education for all levels of society, including youth and adults, and to effectively promote the importance of digital ethics, focusing on one-person media with a high social influence, the KCC plans to actively promote awareness-raising activities in collaboration with famous creators, following in Jan. the publication of the “Creator Digital Ethics Competency Guidebook”.

5) Publish a 「Creator Digital Ethics Competency Guidebook」

The Commission announced that it has published the “Creator Digital Ethics Competency Guidebook” to strengthen digital ethics competencies for creators.

With the recent advancement of digital technology, the activities of one-person media are rapidly spreading to all areas of society, and the influence of one-person media is expected to increase with the development of innovative technologies such as the metaverse. However, most of the creators have little experience in digital ethics education and feel that they need more education in the future.

※ A survey of 112 creators with over 1000 subscribers found that 85.7% had never taken digital ethics training and 91.9% felt a need for training (NIA, 2021)

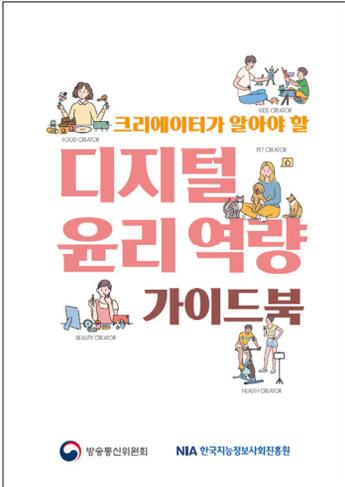
In response, the Commission published the “Creator Digital Ethics Competency Guidebook” to help creators plan and produce content.

The guidebook is designed in a question-and-answer format, using real-life examples of copyright infringement, cyberbullying, and defamation that creators can easily understand. The Commission released the guidebook to the public through the Commission, the NIA, and Ains homepage, and distributed it to related organizations such as the Korea MCN Association, Sandbox, Treasure Hunter, and Travelai.

Based on the guidebook, the Commission will also organize pilot digital ethics trainings for young people and adults who are aspiring or already active creators.

“We hope that creators will be able to learn and master digital ethics more conveniently as content producers and create a healthier online space,” the Commission said, adding, “The Commission will strive to promote policies and projects without blind spots to strengthen the digital ethics capabilities of the entire nation.”

Figure III-73 Creator Digital Ethics Competency Guidebook Cover and Highlights

Cover Page	Key items																								
	<table border="1"> <thead> <tr> <th style="background-color: #e0e0e0;">구분</th> <th style="background-color: #e0e0e0;">주요 내용</th> </tr> </thead> <tbody> <tr> <td rowspan="3">디지털윤리</td> <td>슬기로운 크리에이터 생활을 위한 디지털윤리</td> </tr> <tr> <td>온밀하게, 치명적으로 바이러스보다 위험한 사이버 폭력</td> </tr> <tr> <td>새로운 문학 권력 크리에이터와 1인 미디어</td> </tr> <tr> <td rowspan="10">저작권</td> <td>유행하는 커버송, 커버댄스는 상업적 목적만 아니라면 자유롭게 게시해도 된다고요?</td> </tr> <tr> <td>누구나 알고 있는 ‘행사’, 누구나 가져다 쓸 수 있다고요?</td> </tr> <tr> <td>30초 미만의 짧은 음원 이용한 저작권 침해에 해당하지 않는다고요?</td> </tr> <tr> <td>인터넷 방송에서 공익을 위해 인터넷 기사를 읽어주는 건 괜찮다고요?</td> </tr> <tr> <td>무료 음악이나 이미지도 자막으로 출처를 표시해야 한다고요?</td> </tr> <tr> <td>CCL 표시가 있으면 언제 어디서든 자유롭게 이용해도 된다고요?</td> </tr> <tr> <td>이미 공표된 저작물을 인문해 자료희문으로 사용하는 건 괜찮다고요?</td> </tr> <tr> <td>제품과 완전히 똑같은 광고용 실사는 누구나 사용할 수 있는 거 아닌가요?</td> </tr> <tr> <td>동물에게는 저작권이 없으니 동물이 나오는 콘텐츠에도 저작권이 없다고요?</td> </tr> <tr> <td>저작권을 침해하지 않았는데도 신고를 받으면 무조건 내려야 한다고요?</td> </tr> <tr> <td rowspan="5">인격권 (명예훼손/개인정보 유출권 침해/형요표한)</td> <td>공공연한 사실을 인터넷에서 이야기하는 건 명예훼손이 아니라고요?</td> </tr> <tr> <td>댓글로 모욕을 당했는데 아는 건 익명인뿐이라 해결 방법이 없다고요?</td> </tr> <tr> <td>라이브 방송일 때 길에 지나가는 사람 정도는 영상에 넣어도 된다고요?</td> </tr> <tr> <td>지인의 전화번호 일부를 가리고 영상에 내보내는 건 괜찮다고요?</td> </tr> <tr> <td>초등학교 4학년이 T.O.L에 대해 예기하는 방송을 내보내면 안 된다고요?</td> </tr> <tr> <td>영화가 발의 일상을 공개하는 것도 문제가 될 수 있다고요?</td> </tr> </tbody> </table>	구분	주요 내용	디지털윤리	슬기로운 크리에이터 생활을 위한 디지털윤리	온밀하게, 치명적으로 바이러스보다 위험한 사이버 폭력	새로운 문학 권력 크리에이터와 1인 미디어	저작권	유행하는 커버송, 커버댄스는 상업적 목적만 아니라면 자유롭게 게시해도 된다고요?	누구나 알고 있는 ‘행사’, 누구나 가져다 쓸 수 있다고요?	30초 미만의 짧은 음원 이용한 저작권 침해에 해당하지 않는다고요?	인터넷 방송에서 공익을 위해 인터넷 기사를 읽어주는 건 괜찮다고요?	무료 음악이나 이미지도 자막으로 출처를 표시해야 한다고요?	CCL 표시가 있으면 언제 어디서든 자유롭게 이용해도 된다고요?	이미 공표된 저작물을 인문해 자료희문으로 사용하는 건 괜찮다고요?	제품과 완전히 똑같은 광고용 실사는 누구나 사용할 수 있는 거 아닌가요?	동물에게는 저작권이 없으니 동물이 나오는 콘텐츠에도 저작권이 없다고요?	저작권을 침해하지 않았는데도 신고를 받으면 무조건 내려야 한다고요?	인격권 (명예훼손/개인정보 유출권 침해/형요표한)	공공연한 사실을 인터넷에서 이야기하는 건 명예훼손이 아니라고요?	댓글로 모욕을 당했는데 아는 건 익명인뿐이라 해결 방법이 없다고요?	라이브 방송일 때 길에 지나가는 사람 정도는 영상에 넣어도 된다고요?	지인의 전화번호 일부를 가리고 영상에 내보내는 건 괜찮다고요?	초등학교 4학년이 T.O.L에 대해 예기하는 방송을 내보내면 안 된다고요?	영화가 발의 일상을 공개하는 것도 문제가 될 수 있다고요?
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3 | Enhance Media Education and Accessibility

a. Expand Media Education across the Lifespan

As digital media literacy has emerged as an essential national competency due to the development of digital technologies and the entry into a non-face-to-face society, there is a need to expand state support to enable all citizens to easily access and utilize media and grow as digital citizens. With the goal of improving people’s media communication skills, the Commission promoted various support such as ▲ implementing life cycle-customized media education, ▲ expanding online and offline infrastructure for media education, ▲ expanding media welfare for socially vulnerable groups, and ▲ strengthening media education expertise. Through this, the Commission continued to expand customized media education for each life cycle, including infants, adolescents, adults, and the elderly, contributing to strengthening the media literacy capabilities of the public in the non-face-to-face era and promoting social participation through media.

The Commission provided school-based media education to 50 organizations such as kindergartens and nurseries, and 429 elementary, middle, and high schools and universities, while promoting the purpose of media education, necessary competencies, and the development of teaching materials and teaching methods by life cycle from infants to the elderly. In addition, we provided more than 640 media education courses for adults, including young and old, through local audience media centers and “Medion”, an online platform for media education. As a result, the number of participants in media education and experience increased from 48.3 thousand in 2021 to 48.5 thousand in 2022. In addition, as a result of measuring the media literacy competency of 890 students of the Community Media Foundation’ media education in 2022 by comparing their scores before and after media education, the competency score improved significantly (4.4 points) from before (75.6 points) to after (80points), demonstrating the effectiveness of improving media communication skills through media education.

Table III-81 Personalized Media Training across Lifecycle

Classification	Key Items
Toddler	• Providing playful education such as using smartphones and creating rules for media use to build healthy media habits (50 organizations in 2022)
Teens	• Providing education in conjunction with school curriculum and clubs (elementary, middle and high school), free semester system (middle), high school credit system (high), and universities to explore careers in the media field (429 schools in 2022)
Young Adults	• Provide training for media professionals such as solo media content planning, shooting, and editing, as well as employment and startup linkage training (continuous training through regional centers and online)

Meanwhile, the Commission continued to expand its online and offline infrastructure to address blind spots in media welfare such as marginalized areas and classes. In order to enable all local residents to access and utilize media and experience content creation, the Commission decided to establish additional regional audience media centers⁴⁾ in Daegu and Gyeongnam in addition to the existing 10 regions. In addition, we built six additional “Visiting Media Sharing Buses” (number of buses were 2 in 2021 → 8 in 2022), which are operated for the underprivileged and mountainous regions, and provided students and residents of island regions such as Shinan-gun, Jeollanam-do, and Yeonpyeong-do, Incheon, with opportunities to learn and experience new technologies such as one-person media and radio production and drones and VR. In May, in line with the media environment, where the use of smartphones and OTTs has increased significantly, we added an app service function to “Medion”, an online platform for media education in the form of a web service. At the same time, we added 110 new lectures suitable for the app as well as existing “Medion” lectures, providing a cumulative total of about 600 lectures, resulting in an increase of 2,000 subscribers (10,000 members in Dec. 2022), or about 24% of users, who can benefit from easy and convenient media education.

Figure III-74 Featured Lectures on Media Education Online Platform “Medion”



Lifelong education without a digital divide targeting vulnerable groups who may have difficulty adapting to the digital environment was also active. Through relevant organizations and institutions, the Commission provided “outreach media education” tailored to the individual characteristics of the elderly, disabled persons, multicultural, low-income, and out-of-school youth, and supported them to create their own content and present it through media or events. In addition, the KCC held various media education participation events such as the Youth Media Festival (Aug) the Disabled Media Festival (Oct) and the Island Village Media Festival (Nov) so that various groups such as the youth, people with disabilities, and islanders could communicate with society through media education, experience, and competitions. In addition, we implemented six virtual viewer media centers in the Metaverse space to prevent digital marginalization that may occur in the process of emerging and spreading new technologies such as Metaverse, and expanded Metaverse-related education and experiences (10 times in 2021 → 20 times in 2022) to enhance people’s understanding and utilization of new digital media technologies.

4) p166 “I. Strengthening Access to Media Education”

III. Broadcasting and Communications Policy Outcomes in 2022

Table III-82 Supporting Media Education for Vulnerable Populations

Classification	Key Items	Classification	Key Items
Disabled	<ul style="list-style-type: none"> Teaching self-expression through media to students with developmental disabilities, special schools, etc. 	Youth Not Attending School	<ul style="list-style-type: none"> Rebuilding self-esteem and teaching v-logging to youth who have dropped out of school.
Seniors	<ul style="list-style-type: none"> For seniors 65+, retirees, etc. Training to utilize digital devices (kiosks, etc.) 	Low-income Family	<ul style="list-style-type: none"> Holding a video production and screening event in cooperation with local children centers and other organizations.
Multicultural family	<ul style="list-style-type: none"> Media training for newcomers, foreign workers, etc. to adapt to Korean society 	Remote Island Locals	<ul style="list-style-type: none"> Media experiences through the traveling media sharing bus and island media camps.

Table III-83 Host a Media Education Event

Classification	Key Items
Youth Media Festival (Daejeon)	<ul style="list-style-type: none"> Holding a media festival including competitions, discussions, and special lectures to expand media education and experience for the youth (Aug. 10-12)
Media Festival for the Disabled (Busan)	<ul style="list-style-type: none"> Holding a media festival including barrier-free movie screenings, exhibitions, special lectures, and experiences that both people with and without disabilities can enjoy without discrimination (Oct. 27-28)
Media Education Best Practices Contest (Nationwide)	<ul style="list-style-type: none"> Holding a competition to discover and award the excellent educational practices of teachers and lecturers in the field of media education and to share and spread them through case presentations (Sep. 15-Oct. 16)

Meanwhile, the Commission promoted a media literacy index survey, instructor training and education, and related research to further improve the quality and internalization of media education. In establishing the 2022 media education plan, the Commission reflected the recommendations presented in the “Study on Measuring Media Literacy Competency for Media Education Support”. In addition, we developed media education curricula and teaching aids (4 cases in 2022) tailored to the target characteristics of media education participants (infants, multicultural families, the elderly, etc) by reflecting the evaluation opinions of policy field officials and shared them with the related organizations. To discuss the ways to improve and develop media education, the KCC held the “Media Education Committee” composed of government, public institutions, and private experts (4 times), and reflected the collected opinions in the operation of the related projects. In addition, we contributed to strengthening media expertise by providing media education contents and materials to the related organizations and publishing a media education magazine containing media education trends and best educational practices.

Table III-84 Support for Media Education Expertise

Classification	Key Items
Survey the Media Literacy Index	• Developed an index to measure the level of media literacy competency of the public (2020-) and analyzed the difference in competency before and after taking media education (Dec)
Instructor Training	• Specialized formation (4 times) and training (16 times) courses for media education instructors by selecting focused competencies required for media education instructors
Media Education Studies	• Research on media literacy education by life cycle, research on measuring media literacy competency the users of the Community Media Foundation, and research on promoting consumer-centered media education (3 cases in total)
Lesson Plan Development	• Developed the customized media education teaching materials and teaching aids considering the characteristics of each educational target including infants, the elderly, multicultural families, and disabled youth (4 cases in total)
Publication	• Published a media education specialty magazine containing media education trends and the best educational practices for teachers, lecturers, and others in the media education field (3 times)
Advisory Boards	• Discussed policy directions and development plans for media education through the “Media Education Committee” composed of government, public institutions, and private experts (4 times)

b. Make Media Training Accessible

The Commission promoted a project to strengthen access to media education so that all citizens can understand, utilize, and create media without disparity. As part of this, it promoted the establishment of the Community Media Center, which provides services such as customized media education and experience and free access to broadcast production facilities and equipment, and further established the Media Sharing Bus, which visits schools and organizations that have difficulty accessing the center and provides various media experience opportunities such as TV, announcers, reporters, and radio DJs to strengthen the media capabilities of the entire nation.

In accordance with the Broadcasting Act, the Community Media Center provides media-related education, experience, and promotion, supports viewer-produced broadcast programs, and provides free rental of various broadcast production facilities and equipment. In addition, the center is expanding its functions as a hub for community revitalization and the empowerment of service users by supporting local residents in leading and participating in various media events and creating jobs in the media field through various collaborations with educational institutions and companies. As a result, the number of users of the center (815K in 2020 → 906K in 2021 → 973K in 2022) and satisfaction (92.4 points in 2020 → 92.6 points in 2021 → 92.8 points in 2022) have steadily increased, and it has grown into a media service organization representing the local community. However, some local governments have not yet established viewer media centers, so the Commission promoted the nationalization of Community Media Centers to expand media education and provide media education without regional discrimination.

The Community Media Center built in Busan in 2005 was expanded to 10 regions in 2020, and the

III. Broadcasting and Communications Policy Outcomes in 2022

Daegu-Gyeongnam regional media center is being built with the goal of opening in 2023, while the Pohang, Gyeongbuk, Yeosu and Jeonju regions are in the process of securing budgets, purchasing land, and designing according to their respective opening schedules until 2026. Once the construction of the Daegu-Gyeongnam regional audience media center is completed, the number of audience media centers nationwide will expand to 12 centers.

Table III-85 Community Media Center Initiatives

Key Features	Details
Media Education for All	<ul style="list-style-type: none"> • Media education to improve people’s media understanding and utilization skills • Operate media education and experiences to foster future media talent
Support for Audience Content Creation	<ul style="list-style-type: none"> • Media content creation training for viewer participation in broadcasts • Support for viewer content creation, including production mentoring and community management
Viewer’s Right Empowerment	<ul style="list-style-type: none"> • Support for the media instructor study groups and the organization and operation of the media center network • Hosting local audience engagement events and raising awareness about viewer empowerment
Media Education for Marginalized Groups	<ul style="list-style-type: none"> • Fostering media literacy among people with disabilities, newcomers, and multicultural families • Support for social participation through media for marginalized groups by organizing media volunteers

Table III-86 Viewer Media Center Status by Living Area and Metropolitan Government

Area	Local Government	Center(Location)	Area	Local Government	Center(Location)
Metropolitan Area	Seoul	Seoul (Seongbuk-gu)	Gyeongnam	Ulsan	Ulsan (Buk-gu)
	Incheon	Incheon (Yeonsu-gu)		Busan	Busan (Haeundae-gu)
	Gyeonggi-do	Gyeonggi (Namyangju)		Gyeongsangnam-do	Gyeongnam (planned)
Gangwon	Gwangwon-do	Gangwon (Chuncheon)	Jeonbuk	Jeollabuk-do	Jeonbuk (planned)
Chungbuk	Chungcheongbuk-do	Chungbuk (Cheongju)	Jeonnam	Gwangju	Gwangju (Seo-gu)
Chungnam	Sejong	Sejong (Eojindong)		Jeollanam-do	Jeonnam (planned)
	Daejeon	Daejeon (Yuseong-gu)	Jeju	Jeju Island	-
	Chungcheongnam-do	-			
Gyeongbuk	Daegu	Daegu (planned)			
	Gyeongbuk-do	Gyeongbuk (planned)	9 regions	17 organizations	15 centers

In addition, the Commission expanded the construction and operation of the Media Sharing Bus. The Media Sharing Bus is a mobile experience studio vehicle equipped with broadcast production facilities and equipment that can produce TV news and record radio, and visits schools and organizations that are difficult to visit the Community Media Center to provide various media experience opportunities such as TV announcers, reporters, and radio DJs. About 80% of the users of the Viewer Media Center are residents near the center, and there was a need to improve access to media education and experience services for residents in remote areas, but the two vehicles built in 2017 were limited. In response, the Commission built six additional media sharing buses in 2022 to expand opportunities for visiting media education and experience.

In order to provide viewer support services without discrimination between regions, the Commission will continue to promote the establishment of centers in areas where viewer media centers are not operated and expand the operation of media sharing buses, and will contribute to the development of healthy media by providing stable and systematic media welfare services through the Community Media Foundation to enhance the viewers' ability to understand and use media, bridge the gap in media use, activate broadcast production and participation, and promote viewer rights.

c. Expand Media Access for the Marginalized Groups

1) Distributed 15,300 TVs to the Blind and Visually Impaired

The Commission recruited applicants from May 2, 2022, to supply customized TVs that would help the visually and hearing impaired conveniently watch broadcasts, and supplied 15,300 units by the end of the year.

The TV distribution project for the visually and hearing impaired began in 2000 with subtitle broadcasting receivers and on-screen description broadcasting receivers, and through continuous functional improvement with the development of an integrated TV type receiver in 2013, a total of 239,793 units were distributed free of charge by 2022.

Until 2021, it has contributed to the improvement of broadcasting access rights for the marginalized by distributing it mainly to low-income groups (basic living recipients and second-income citizens), but it has been expanded to the visually and hearing impaired to improve the convenience of watching broadcasts for the visually and hearing impaired.

The customized TV product for the visually and hearing impaired is a full HD 40-type smart TV, which basically is comprised of functions for viewing disabled broadcasts, such as voice guidance for operation menus, separation of closed captioning and sign language screens, and the expansion of a sign language broadcasting ratio.

The customized TVs that distributed in 2022 provides new functions such as ▲ voice guidance for the disabled broadcasting type of the program being broadcast when changing channels ▲ change the font of the closed caption ▲ warning text for high volume settings.

Figure III-75 Implementing Personalized TV Product Features for the Visually and Hearing Impaired in 2022



2) Established the 「2022 Media Inclusion Plan for the Underprivileged」 to Realize Digital Media Welfare

The Commission has announced a detailed plan for 2022 to implement the “Comprehensive Plan for the Media Inclusion of Marginalized Groups” (Five year plan, Oct. 2021) established last year.

The plan includes 13 major projects under each of the four pillars of the 「Comprehensive Plan for Media Inclusion for the Marginalized」, with a budget that has increased by 27.5% from the previous year (KRW 12.761 billion in 2021 → KRW 16.268 billion in 2022, including R&D).

The main contents of the 2022 Action Plan are as follows:

First, the revision of the Disabled Broadcasting Notice ensures equal access to broadcasting for the visually and hearing impaired by increasing the mandatory broadcasting ratio for the Korean Sign Language (5% to 7%) and reducing the rebroadcasting ratio for on-screen description (30% to 25%).

The Commission expanded production support so that subtitles and on-screen commentary can be used in non-real-time broadcasting (VOD) to bridge the digital information gap for people with disabilities. Until 2021, we supported the four terrestrial broadcasting companies (KBS·MBC·SBS·EBS), and in 2022, the KCC expanded our support to general PPs such as JTBC and TV Chosun in consideration of the preferences and viewership rates of disability organizations.

In addition, the KCC distributed customized TVs for the visually and hearing impaired, mainly to low income people, until 2021, but from 2022, we expanded the distribution to all visually and hearing impaired people, achieving a cumulative distribution rate of 35% for all visually and hearing impaired people.

※ Number of people who are visually and hearing impaired as of 2021 (Department of Health and Welfare): 663,369 for overall, 143,019 for low income family

To facilitate the viewing experience of visually and hearing impaired people who subscribe to pay-TV (IPTV), KT in 2020 and SKB in 2021 completed the development of specialized functions for the disabled on set-top boxes, followed by LGU+ in 2022.

An avatar language generation system based on artificial intelligence (AI) for the hearing impaired was developed and a pilot service for the voice-to-subtitle conversion system that we have been

promoting since 2019 for the hearing impaired was also conducted.

To improve the quality of broadcasting for the disabled persons, the Commission proposed the evaluation items for monitoring the quality of broadcasting for the disabled persons and promoted monitoring with the direct participation of the disabled persons.

In addition, the KCC held public participation events such as barrier-free content contests and media accessibility conferences in which both the people with and without disabilities participated, and produced and distributed content to improve the awareness of accessible broadcasting.

3) 「2022 Media Festival for Those with Disabilities」

On Oct. 27 and 28, 2022, the Korea Communications Commission and the Community Media Foundation held the “2022 Media Festival for Those with Disabilities” at the Busan Community Media Center.

Table III-87 Program of the 2022 Media Festival for Those with Disabilities

Classification	Details	Venue
◆ Opening Ceremony Oct. 27, 15:00	<ul style="list-style-type: none"> Opening Ceremony “Live stand-up comedy” in a barrier-free celebration 	Busan Community Media Center 2F Hall
◆ Jangmi Garden Oct. 27-28, 10:00~18:00	<ul style="list-style-type: none"> Exhibition of media works by people with disabilities (photos, paintings, etc.) Disability empathy experience (indirectly experience the process of disability through VR and AR) Broadcasting experience of those with disability (demonstration of TV functions for the visually and hearing impaired, introduction of a subtitled sign language broadcasting system, etc.) Broadcasting production experience (sign language news production, movie viewing in the dark) 	Busan Community Media Center 1F Lobby
◆ Jangmi Class Oct. 27-28	<ul style="list-style-type: none"> Relay lecture on scaling the infrastructure for Barrier-Free content Barrier-free joint job training between special education teachers and media education instructors ※ Pre-production of documentary programs on the process of barrier-free content production and dissemination to schools as online content 	Busan Community Media Center 3F Lecture Room
◆ Jangmi Theater Oct. 26-29	<ul style="list-style-type: none"> Show barrier-free movies <ul style="list-style-type: none"> - 2022 Busan PDFF (Barrier Free Film Forum) - 11 films in 4 days (Listen, Decision to leave, etc.) 	Cinematheque
◆ Jangmi Bus Oct. 24-28	<ul style="list-style-type: none"> Operated “Visiting Media Sharing Bus” for special schools in the Busan area 	Hyeowon School Hammaroo School Solbit School
◆ Jangmi Broadcaster Oct. 24-28	<ul style="list-style-type: none"> KBS 3 <Making a World Together> KNN Radio <Museum by Sound> 	KBS-KNN Radio

※ Note: Busan declared a barrier-free zone (Oct. 18, 2018)

- Declared the Busan Centum City area* as a barrier-free zone, a place for communication and empathy between people with and without disabilities, and implemented barrier-free access across cultural contents such as broadcasting movies, musical, plays, and rock concerts.

* KNN, Cinema Center, Dongseo University, Centum Campus, Busan Film Commission, Busan Creative Economy Innovation Center, Busan Design Council, Busan Community Media Center, etc.

III. Broadcasting and Communications Policy Outcomes in 2022

The 16th festival in 2022 was held under the slogan “Fortunate - For Happiness without Barriers, in Everyday Life” and offered a variety of programs that both people with and without disabilities could enjoy without discrimination. The two-day event featured various events including “Barrier-free” movie screenings, exhibitions, special lectures, education, and experiences to remove barriers between the disabled and non-disabled persons.

At the Busan Community Media Center, people with disabilities could experience disability empathy and participate in watching and producing disability broadcasts, and at the Busan Cinema Center Cinematheque, 11 films (“Decision to leave”, etc) were provided free of charge, including on-screen explanations and subtitles.

In addition, a special lecture by a celebrity on communication and disability awareness for the deaf and hard-of-hearing was held, and a media sharing bus event was held to visit special school students who have difficulty visiting the venue.

4) Appointed to the 8th Committee on the Universal Right to Watch

On Nov. 22, 2022, the Commission appointed the members of the 8th Committee on the Universal Right to Watch and held its first meeting.

The members of the Committee are seven experts with expertise and experience in the fields of broadcasting and culture, law, audiences, and sports, and will serve for a term of two years (Oct. 8, 2022 to Oct. 7, 2024).

The Committee is a statutory committee established under Article 76-2 of the 「Broadcasting Act」 and performs duties such as selecting the events of national interest and recommending the sequencing of relay broadcasts.

5) 2022 Inaugural Barrier-Free Content Competition Awards Ceremony

The Commission and the Community Media Foundation held an award ceremony for the 2022 Barrier-Free Content Competition on Dec. 7, 2022.

Held for the first time in 2022, the 「2022 Barrier-Free Content Competition」 was organized under the theme of “A media world where people with disabilities and people without disabilities can live together” to encourage both people with disabilities and people without disabilities to enjoy and communicate with media content they have created.

For two months from Sep. to Oct. 2022, the contest was held in the following categories: △content for people with disabilities (video), △content created by people with disabilities (video), and △content created by people with disabilities (photo), and a total of 146 works were received. The grand prize for the contest was won by “Challenging the World’s Unheard of Photo Model (Produced by Yoojung Lee)”, a video created by a person with a disability, a Deaf sign language interpreter, and a Deaf editor. The film was well-received because it conveys the message that the disability can be treated as a positive and subjective subject rather than a negative and distorted subject.

Table III-88 2022 Barrier-Free Content Competition Awards Ceremony and Conference

Time	Mins	Content	Ref.
< 2022 Barrier-Free Content Competition Awards Ceremony and Conference >			
10:30~10:35	5'	Celebration performance(Song and lab with sign language)	Hand speak
10:35~10:37	2'	Announcing the opening ceremony and introduce the guests	MC
10:37~10:40	3'	Opening remarks	Chairman of KCC
10:40~10:43	3'	Greetings	President of Korea Association of Deaf
< 2022 Barrier-Free Competition Awards Ceremony >			
10:43~10:47	4'	Competition reviews	Jury president
10:47~10:52	5'	Content Created by People with Disabilities (Photos) - Top prize(1points), Excellence prize(2points), Participation prize(5points)	Director of Foundation, Team Leader of SBS Regulatory Affairs
10:52~10:55	3'	Introducing the selected works video	VCR
10:55~11:13	18'	Content Created by People with Disabilities, Content Created for People with Disabilities (video) - Top prize(2points), Excellence prize(4points), Participation prize(6points)	Director of Foundation, Head of the KBS Viewer Center, Director of MBC Public Media Bureau
11:13~11:16	3'	Barrier-free content awards	Chairman of KCC
11:16~11:18	2'	Interview the grand prize winner	Winners
11:18~11:22	4'	Closing ceremony and group photo	Winners and guest of honor
11:22~14:00		Break	
< 2022 Media Access Conference of People with Disability>			
14:00~14:05	5'	Opening remarks and the introduction of the guest of honor	MC
14:05~14:10	5'	International conference opening remarks	Director of Foundation
[Part 1] The media accessibility for people with disabilities and the ways to improve			
14:10~14:15	5'	Introducing sessions and speakers	MC
14:15~14:25	10'	(Presentation) Current Status of the Broadcasting Policy on People with a Disability and Development Plan	Academia
14:25~14:35	10'	(Video) Changes in Broadcasting Policies on People with a Disability in Major Countries (UK, Japan)	Ofcom, General Affairs ※ Online mini conference (pre-organized)
14:35~15:25	50'	(Discussion) Current Status of Broadcasting Services for People with a Disability on Domestic and Overseas OTT Platforms and Development Plans	Academia, OTT providers, disability organizations, legislative research offices
15:25~15:40	15'	Break	
[Part 2] Making media more accessible and diverse for people with disabilities			
15:40~15:45	5'	Introducing sessions and speakers	MC
15:45~16:05	20'	(Presentation) Making Media Accessible for People with Disabilities - Examples of media literacy training for people with disabilities	Special education teachers
16:05~16:55	50'	(Discussion) How to diversify media access for people with disabilities	Academia, foundations, and people with disability(lawyers)

III. Broadcasting and Communications Policy Outcomes in 2022

The Commission also held the Conference People with the Disability's Media Access under the theme "Beyond Inclusion and Care to Digital Companion" to discuss the current status of policies for media access for people with disabilities and the ways to strengthen them.

Experts from various fields such as academia, disability organizations, broadcasters, and the legal community participated in the conference, and the first session presented the current status of changes in disability broadcasting policies in major countries (UK and Japan) due to changes in the digital usage environment, and held discussions on policy measures for disability broadcasting services on online video service (OTT) platforms.

The second session presented examples of increased media access for people with disabilities and discussed diversity measures.

Figure III-76 2022 Photos from the Barrier-Free Competition Awards Ceremony



6) Expansion of a Mandatory Broadcasting Ratio for People with Disabilities Including Korean Sign Language Broadcasting and Screen Description Broadcasting

On Dec. 13, 2022, the Commission approved a partial Amendment to the 「Notice on Guaranteeing the Right to Access to Broadcasting for Persons with Disabilities Including Broadcasting and the Provision of Broadcasting for Persons with Disabilities」, which mainly includes the expansion of the mandatory broadcasting ratio for Korean sign language broadcasting and screen description broadcasting.

The main Amendments include expanding the mandatory broadcasting ratio of Korean sign language broadcasting from 5% to 7% for terrestrial, general broadcasting channel operators and news reporting channel operators, and reducing the broadcasting ratio of the rebroadcasts of on-screen commentary from 30% to 25% (Upper threshold for reruns to qualify as programming for the disabled persons) to improve the broadcasting rights of the visually and hearing impaired.

The mandatory broadcasting ratio system for the disabled persons was first introduced in Korea in 2011, and since then, the government and broadcasters have been working together to increase the ratio, and in 2016, the current mandatory broadcasting ratio for the disabled persons was established.

This revision is the result of discussions with a study group composed of relevant experts and disability organizations, and was promoted as part of the action task (expanding media access rights for all citizens) in the national task "Digital and Media World Accompanying the People".

4 | Establishing a Foundation and Enhancing the Effectiveness of Prompt Relief for Broadcast Telecommunications Users

a. Opened a Viewers' Rights Information Center

As commercial competition among various broadcasting and communication media has increased concerns about the violations of viewers' rights and interests, the need for an organization to respond quickly and provide convenient viewer support has been raised. In response, the Commission has been considering the establishment of a dedicated organization to protect the viewers' rights and interests since 19, and in 2022, it established the Viewers' Rights Information Center within the Community Media Foundation, which was established to promote the viewers' rights and interests. The center's main tasks include ▲ education, promotion, investigation, and research on viewer rights and damage prevention, ▲ collecting and analyzing viewer opinions, ▲ guiding viewer complaint procedures, ▲ supporting viewer participation in broadcasting and evaluator activities, and ▲ operating a dedicated online platform, "MidiIn", for smooth communication with viewers. With understanding, communication, and participation as keywords, "MidiIn" provides integrated services such as ▲ providing useful information for viewers, ▲ collecting the viewers' opinions and handling complaints, and ▲ supporting the viewers' participation in broadcasting, and has a pilot operation period from Dec. 22 to Sep. 23. The Commission plans to fully collect and reflect the viewers' opinions on "MidiIn" during this period and launch the viewer-friendly viewer rights information center service from Sep. 2023.

Figure III-77 Viewers' Rights Information Center(MidiIn) and Main Page



b. Improving the Telecommunications Dispute Resolution System and Enhancing Services

1) “Faster Telecom Dispute Resolution”

The National Assembly passed an Amendment to the 「Telecommunications Business Act」 (proposed by Jaeil Byun, member of the National Assembly in Aug. 2021).

III. Broadcasting and Communications Policy Outcomes in 2022

The Amendment aims to increase the number of dispute arbitrators and enable the ex officio arbitration of disputes related to the use of telecommunications services in order to expedite dispute resolution.

The main contents of the Amendment bill approved by the plenary session of the National Assembly, are as follows: First, the number of members of the Telecommunications Dispute Resolution Committee is expanded from 10 to 30, and some members will be the standing member of a Committee. (Article 45-2(2))

Second, it allows for the establishment of a secretariat under the Commission to support the work of the Committee. (Article 45-2(5))

Third, if the parties cannot reach an agreement or if the applicant's claim is deemed to have an argument, the Committee may make an ex officio arbitration decision after the resolution. (Article 45-6)

Figure III-78 Plenary Session of Telecommunications Dispute Resolution Committee



“The passage of the law will enable a faster and more effective dispute resolution, which will greatly help alleviate public inconvenience,” said the Commission, adding that “we will continue to listen to the public's voice and take the lead in protecting the rights and interests of the public”.

Figure III-79 On-site Verification of Telecommunication Quality

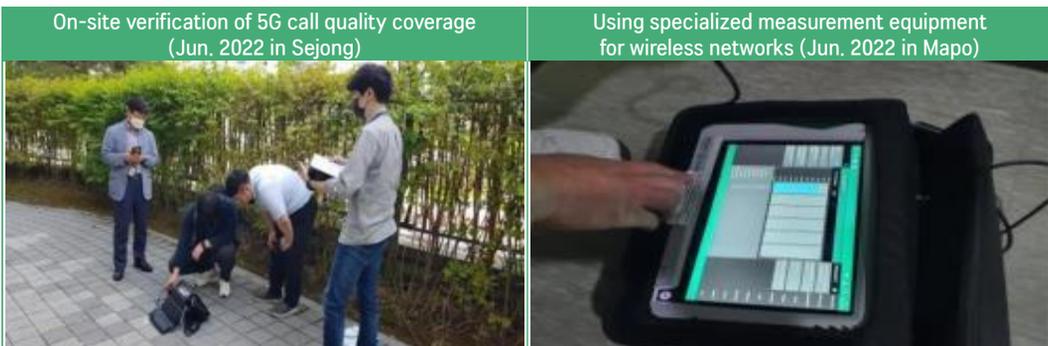


Table III-89 On-site Verification Measurement Items for Telecommunication Quality Disputes

Measurement Item	Definitions and Criteria
① Signal Noise(dB)	<ul style="list-style-type: none"> • (Definition) Signal-to-noise ratio (SINR) of received signal power to interference • (Baseline) 0dB or more communicable / Negative (-) value non-communicable area
② Signal Intensity (dBm)	<ul style="list-style-type: none"> • (Definition) The strength of the communication signal received by the terminal (RSRP). • (Baseline) -100 dBm or more is good / the higher the measurement, the better
③ Upload speed (Mbps)	<ul style="list-style-type: none"> • (Definition) Data upload transfer rate (megabits per second) • (Baseline) Average 65.97Mbps for residences without 5G base stations, Average 90.76Mbps for residences with 5G base stations / The higher the measurement, the better
④ Download speed (Mbps)	<ul style="list-style-type: none"> • (Definition) Data download transfer rate (megabits per second) • (Baseline) Residential areas without 5G base stations average of 609.34Mbps, Residential areas with 5G base stations average of 913.54Mbps / The higher the measurement, the better
⑤ Latency(ms)	<ul style="list-style-type: none"> • (Definition) The time between requesting a signal and receiving a response from that signal. • (Baseline) average three telecom carriers of 18.61ms / Lower measurements are better
⑥ Loss Rate(%)	<ul style="list-style-type: none"> • (Definition) The percentage of data lost from the base station that failed to reach the terminal, measured as a percentage • (Baseline) 100% value communicate unavailable area / The lower measurement is better

The Amendments to the Telecommunications Business Act approved will take effect six months after they are promulgated by the National Assembly.

Table III-90 Operation of the Telecommunications Dispute Resolution Committee

<p>□ Operation of the Telecommunications Dispute Resolution Committee</p> <ul style="list-style-type: none"> • (Establishment) Jun. 12, 2019 • (Legal Basis) Telecommunications Business Act Article 45-2 • (Mediation Process)
<pre> graph LR A[Application for Dispute Resolution] --> B[Notice of Dispute Resolution Application (Requested person)] B --> C[Recommendation of Settlement between Parties] C --> D[Finding Facts and Opinion of Parties] A --> E[Resolution of the Committee] E --> F[Mediation Plan] F --> G[Accept within 15 days Mediation Plan Received] G --> H[Completion of Mediation/Incompletion] </pre>
<ul style="list-style-type: none"> • (Operation Affairs) Secretariat Telecommunications Dispute Resolution Team (5 people) <ul style="list-style-type: none"> - Receive the telecommunications dispute resolution case and take the statistics - Support for legal reform, fact-finding, and mediation - Establish and operate a telecommunications dispute mediation support system - Telecommunications dispute resolution counseling center management - Promote the dispute resolution system - Other tasks required for the Committee service • Telecom dispute resolution applications: (2019) 155 → (2020) 572 → (2021) 1,170 → (2022) 1,060 • Telecommunication dispute mediation consultation: (2019) 6,689 cases → (2020) 11,041 cases → (2021) 10,080 cases → (2022) 9,817 cases • Telecom dispute resolution rate: (2019-20) 53% → (2021) 75.6% → (2022 H1) 84.3% • Review period: 60 days (30-day extension available) • Membership: No more than 10 members, including one chairperson (9 members for the first term, 10 members for the second term) • Meetings: 24 plenary sessions and 133 subcommittee meetings, including the App Market Task Force (2022)

III. Broadcasting and Communications Policy Outcomes in 2022

2) Telecommunications Dispute Resolution Committee, 84.3% of Telecom Disputes Resolved in the First Half of 2022

The Commission has announced the results of the handling of telecommunications disputes in the first half of 2022. The Committee received a total of 477 applications for telecommunications dispute mediation, processed 312 cases, and resolved 263 cases, or 84.3%, by agreement or acceptance.

Table III-91 Telecom Dispute Mediation Applications in the First Half of 2022

(as of Jun. 30, 2022)

Classification		KT	LGU+	SKT	SKB	Others	Total	
Wireless Communication Services	Number of applications	Case#(Case)	194	80	110	24	69	477
		Rate(%)	141	56	102	-	54	353
	Number of subscribers	Subscriber (10,000 persons)	39.9	15.9	28.9	-	15.3	100.0
		Share(%)	1,749	1,556	3,030	-	1,140	7,475
Applications per 100,000 people (cases)		23.4	20.8	40.5	-	15.3	100.0	
Wireline Telecommunications Services*	Number of applications	Case#(Case)	0.8	0.4	0.3	-	0.5	2.0
		Rate(%)	53	24	8	24	15	124
	Number of subscribers	Subscriber (10,000 persons)	42.7	19.4	6.4	19.4	12.1	100.0
		Share(%)	1,921	533	327	521	213	3,515
Applications per 100,000 people (cases)		54.7	15.2	9.3	14.8	6.0	100.0	

※ Source: Status of the wired and wireless telecommunication service subscribers of the Ministry of Science and ICT (as of May 2022) / *High-speed Internet and local phone subscribers

The telecommunications dispute resolution rate, the most important indicator of the Committee, was 84.3% in the first half of 2022, up 11.6 percentage points from 72.7% in the first half of 2021, and the rate of unresolved cases closed without mediation (15.7%) also improved significantly compared to the first half of 2021 (27.3%).

Table III-92 Comparison of the Type of Telecom Dispute Resolution Application

(as of Jun. 30, 2022) (Unit: Cases/%)

Year	Dispute Type	Application	619
		Explanation of Important Points, Notice Related	190(30.7)
		Services Quality-Related	121(19.5)
		Others	40(6.5)
2022 H1	Dispute Type	Terms of Service	477
		Explanation of Important Points, Notice Related	198(41.5)
		Services Quality-Related	198(41.5)
		Others	66(13.8)
	Share(%)		15(3.2)

※ Source: Status of wired and wireless telecommunication service subscribers of the Ministry of Science and ICT (as of May 2022) / *High-speed Internet and local phone subscribers

In the wireless sector, KT had the highest number of applications with 141 (39.9%) and the highest number of applications per 100,000 subscribers with 0.8. In the wired sector, KT filed the most cases with 53 (42.7%), while SK Broadband filed the most cases per 100,000 subscribers with 0.5.

Table III-93 Comparison of the Type of Telecom Dispute Resolution Application (as of Jun. 30, 2022) (Unit: Cases/%)

Classification		KT	LGU+	SKT	SKB	Others	Total	
Cases (A+B)		194	80	110	24	69	477	
Wireless Communication Services	Application (A)	141	56	102	-	54	353	
	Dispute Type	Terms of Service	37 (26.3)	22 (39.3)	22 (21.6)	-	31 (57.4)	112 (31.7)
		Explanation of Important Points, Notice Related	77 (54.6)	21 (37.5)	56 (54.9)	-	15 (27.8)	169 (47.9)
		Services Quality-Related	25 (17.7)	11 (19.6)	21 (20.6)	-	-	57 (16.2)
		Others	2 (1.4)	2 (3.6)	3 (2.9)	-	8 (14.8)	15 (4.2)
Wireline Telecommunications Services	Application (B)	53	24	8	24	15	124	
	Dispute Type	Terms of Service	37 (69.8)	20 (83.3)	4 (50.0)	17 (70.9)	8 (53.3)	86 (69.4)
		Explanation of Important Points, Notice Related	11 (20.8)	3 (12.5)	4 (50.0)	5 (20.8)	6 (40.0)	29 (23.4)
		Services Quality-Related	5 (9.4)	1 (4.2)	-	2 (8.3)	1 (6.7)	9 (7.2)
		Others	-	-	-	-	-	-

By type of dispute (wired and wireless), the most common were related to the terms of service (41.5%) and the explanation and notice of important matters (41.5%), followed by service quality (13.8%), and 197 (41.3%) of the total number of applications (477) requested compensation.

※ The wireless sector had the highest number of cases related to explanations and the notices of important matters (47.9%), while the wired sector had the highest number of cases related to service contracts (69.4%).

In the wireless sector, KT (87.5%) had the highest dispute resolution rate, followed by SKT (77.4%) and LGU+ (76.3%), while in the wireline sector, KT (93.7%) and LGU+ (93.7%) had the highest rates, followed by SKT (83.4%) and SKB (78.9%).

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Table III-94 Comparison of Telecom Disputes Resolutions by Year

(as of Jun. 30, 2022) (Unit: Cases/%)

Classification		KT	LGU+	SKT	SKB	Others	Total	
2021 H1	Application	250	147	109	40	73	619	
	Resolved	Pre-mediation settlement ^①	81 (32.4)	57 (38.8)	15 (13.8)	13 (32.5)	23 (31.5)	189 (30.6)
		Acceptance of an adjustment ^②	42 (16.8)	27 (18.4)	14 (12.8)	5 (12.5)	13 (17.8)	101 (16.3)
		Withdrawal, etc. ^③	50 (20.0)	32 (21.7)	42 (38.5)	11 (27.5)	25 (34.3)	160 (25.8)
		Subtotal	173 (69.2)	116 (78.9)	71 (65.1)	29 (72.5)	61 (83.6)	450 (72.7)
	Unresolved	Rejecting an adjustment	77 (30.8)	31 (21.1)	38 (34.9)	11 (27.5)	12 (16.4)	169 (27.3)
2022 H1	Application	194	80	110	24	69	477	
	Resolved	Pre-mediation settlement ^①	75 (58.6)	3 (5.5)	13 (19.1)	6 (31.5)	14 (32.5)	111 (35.6)
		Acceptance of an adjustment ^②	8 (6.3)	7 (13.0)	6 (8.8)	4 (21.1)	7 (16.3)	32 (10.2)
		Withdrawal, etc. ^③	31 (24.2)	34 (63.0)	34 (50.0)	5 (26.3)	16 (37.2)	120 (38.5)
		Subtotal	114 (89.1)	44 (81.5)	53 (77.9)	15 (78.9)	37 (86.0)	263 (84.3)
	Unresolved	Rejecting an adjustment	14 (10.9)	10 (18.5)	15 (22.1)	4 (21.1)	6 (14.0)	49 (15.7)

※ For 2022, the status ratio (resolved/unresolved) is calculated by subtracting “the number of cases in process” (offer of settlement, fact-finding, etc.) “from the number of cases filed”.

※ Based on the number of resolutions: pre-mediation settlement^① + acceptance of the adjustment^② + withdrawal, etc.^③ Others

① Pre-mediation settlement: settlement between the parties (applicant and respondent) before the case is referred to a mediation meeting

② Acceptance of an adjustment: The parties (claimant and respondent) accept the settlement proposal and the case is closed.

③ Withdrawn, etc. Other: If the adjustment process was terminated due to the withdrawal of the application, the rejection of the application, dual application, etc.

Table III-95 Telecom Dispute Mediation Processing in the First Half of 2022

(as of Jun. 30, 2022) (Unit: Cases/%)

Classification		KT	LGU+	SKT	SKB	Others	Total	
Wireless Communication Services	Application	141	56	102	-	54	353	
	Resolved	Pre-mediation settlement ^①	58 (60.4)	1 (2.6)	9 (14.5)	-	9 (25.7)	77 (33.3)
		Acceptance of an adjustment ^②	6 (6.3)	6 (15.8)	6 (9.7)	-	7 (20.0)	25 (10.8)
		Withdrawal, etc. ^③	20 (20.8)	22 (57.9)	33 (53.2)	-	13 (37.1)	88 (38.1)
		Subtotal	84 (87.5)	29 (76.3)	48 (77.4)	-	29 (82.8)	190 (82.2)
	Unresolved	Rejecting an adjustment	12 (12.5)	9 (23.7)	14 (22.6)	-	6 (17.2)	41 (17.8)

Classification		KT	LGU+	SKT	SKB	Others	Total	
Wireline Telecommunications Services	Pending	4	2	7	-	1	14	
	Application	Adjustment Proposal	41	16	33	-	18	108
		Fact finding, etc.	53	24	8	24	15	124
		Pre-mediation settlement①	17 (53.1)	2 (12.4)	4 (66.8)	6 (31.5)	5 (62.5)	34 (42.0)
		Acceptance of an adjustment②	2 (6.3)	1 (6.3)	-	4 (21.1)	-	7 (8.6)
	Resolved	Withdrawal, etc.③	11 (34.3)	12 (75.0)	1 (16.6)	5 (26.3)	3 (37.5)	32 (39.5)

Meanwhile, the number of 5G-related telecommunications dispute applications increased significantly from 76 in the first half of 2021 to 218 in the first half of 2022, and the resolution rate of 5G telecommunications disputes increased from 44.7% in the first half of 2021 to 84.7% in the first half of 2022, a significant increase of 40.0 percentage points year-on-year.

※ The resolution rate of fifth-generation (5G) telecommunications disputes by operator (2022 H1) is KT (88.1%), LGU+ (81.8%), and SKT (80.0%).

Table III-96 Telecommunication Dispute Resolution Processing in the First Half of 2022 (as of Jun. 30, 2022) (Unit: Cases/%)

Classification		KT	LGU+	SKT	SKB	Others	Total	
2021 H1	Application	39	16	21	-	-	76	
	Resolved	Pre-mediation settlement①	2 (5.1)	2 (12.5)	1 (4.8)	-	-	5 (6.6)
		Acceptance of an adjustment②	3 (7.7)	4 (25.0)	5 (23.8)	-	-	12 (15.8)
		Withdrawal, etc.③	6 (15.4)	3 (18.7)	8 (38.1)	-	-	17 (22.3)
		Subtotal	11 (28.2)	9 (56.2)	14 (66.7)	-	-	34 (44.7)
	Unresolved	Rejecting an adjustment	28 (71.8)	7 (43.8)	7 (33.3)	-	-	42 (55.3)
2022 H1	Application	109	31	70	-	8	218	
	Resolved	Pre-mediation settlement①	49 (64.5)	1 (4.6)	6 (15.0)	-	3 (50.2)	59 (41.0)
		Acceptance of an adjustment②	3 (3.9)	3 (13.6)	4 (10.0)	-	1 (16.6)	11 (7.6)
		Withdrawal, etc.③	15 (19.7)	14 (63.6)	22 (55.0)	-	1 (16.6)	52 (36.1)
		Subtotal	67 (88.1)	18 (81.8)	32 (80.0)	-	5 (83.4)	122 (84.7)
	Unresolved	Rejecting an adjustment	9 (11.9)	4 (18.2)	8 (20.0)	-	1 (16.6)	22 (15.3)

III. Broadcasting and Communications Policy Outcomes in 2022

In order to improve the reliability of dispute mediation, the Telecommunications Dispute Resolution Committee has been conducting on-site inspections of communication quality disputes since Jun. 2022 if the applicant wants, and as disputes related to the use of app markets are included in the scope of telecommunications dispute mediation (Amendment to the Telecommunications Business Act, Sep. 14, 2021), the App Market Special Committee has been formed and operated, and is also conducting app market dispute mediation.

“The resolution of telecommunications disputes is meaningful in that it was achieved through the active participation of both users and operators,” said the Commission. “We will continue to strengthen our expertise so that the Committee can become a reliable stepping stone for the public, and promote system improvements to contribute to the convenience of the public.”

3) Published 「2021 Telecommunications Dispute Resolution Casebook」

The Commission published the 「2021 Telecommunications Dispute Resolution Casebook」 on Feb. 3. The Commission has been publishing casebooks containing similar mediation cases since last year to help resolve disputes between telecommunications service users and telecommunications providers.

The first chapter of the casebook introduces the Telecommunications Dispute Resolution Committee and the mediation process, the second chapter describes the status of dispute counseling and mediation cases, and the third chapter contains telecommunications dispute mediation cases that can serve as a reference for users.

The telecommunications dispute resolution cases were selected from 100 major cases received and handled by the Telecommunications Dispute Resolution Committee in 2021, and consisted of case outlines, positions of the parties, reasons for mediation based on factual findings and legal judgments, and pre-mediation agreements.

Figure III-80 「2021 Telecommunications Dispute Resolution Casebook」

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In addition, as the Telecommunications Business Act was amended in Sep. 2021, disputes regarding payment, cancellation, or a refund of usage fees in the app market were included in the scope of mediation, and “app market-related disputes” was added to the casebook.

※ Types of telecommunication dispute mediation cases △Terms of Service Disputes △Quality Disputes △Disputes related to the Explanation of Important Points or Notices △Disputes related to App Market △Other Disputes

Figure III-81 「Major Dispute Cases」

Contract Related		Service Related	
<p>□ 유료 부가서비스(중고 휴대전화 보상 관련) 요금 증폭으로 기기변경 시, 기존 단말기 환불금 면제를 약속하였으나 일부 환불금만 면제처리한 사항에 대해 문제해결 요청</p>		<p>□ 휴대전화 신규 개통 시, 기존에 사용하고 있던 휴대전화 서비스를 하지 처리하지 않아, 약 87개월 동안 이용요금에 청구된 사항과 관련하여 기납부 요금 환급 요청</p>	
구분	주요 내용 (손해배상인)	구분	주요 내용 (손해배상인)
사건개요	<ul style="list-style-type: none"> • 유료 부가서비스(중고 휴대전화 보상 관련) 적용 요건을 충족하여 기기변경을 진행하였는데, 피신청인측에서 기존 휴대전화 단말기 기가값을 지속적으로 청구하고 있는 사항에 대해 문제해결 요청 	사건개요	<ul style="list-style-type: none"> • 신청인 배우자가 신청인 명의로 개통된 휴대전화를 이용하고 있었는데, 단말기가 고장 나서 '14년 5월 22일 신규 개통을 진행하였을. 하지만 피신청인 영업점에서 신청인 명의로 개통되었던 기존 휴대전화 서비스를 하지하지 않아 약 87개월 동안 이용요금에 청구되었으므로, 부당하게 인출된 이용요금 전액 환급 요청
신청인의 주장	<ul style="list-style-type: none"> • '20년 말 유료 부가서비스(중고 휴대전화 보상 관련) 적용 요건을 충족하여 휴대전화 기기변경을 진행하였음 • 개통 대리점에서는 기존 단말기 상태를 확인하나, 단말기 상태가 영호하여 잔여 환불 금액 보상이 가능하다고 고지하였음 • 하지만 기기변경 후, 요금청구서를 확인하나, 기존 단말기 잔여 환불금 중 일부 금액만 면제처리 되어 있었음 • 신청인이 해당사항에 대해 문제를 제기하나, 피신청인 대리점에서는 개통을 담당했던 직원이 실수를 한 것 같으며, 신청인이 피해 입은 금액에 대해서는 보상을 진행할 것을 약속하였음 • 그러나 피신청인 대리점에서는 약속한 사항을 몇 달째 이행하지 않고 있음 • 이에 신청인에게 지속적으로 기존 단말기 기가값이 청구되고 있는 사항과 관련하여 피해구제 요청 	신청인의 주장	<ul style="list-style-type: none"> • '08년 8월 28일, 신청인(대리인의 명)은 피신청인 휴대전화 1회선을 개통하였음 - 해당 회선의 명목자는 신청인(대리인의 명)이고 실사용자는 신청인의 배우자(대리인의 명)였음 • '09년 4월 23일, 신청인이 피신청인 영업점을 방문하여 특정 부가서비스 가입을 진행한 적이 있었음 - 피신청인 영업점에서는 특정 부가서비스 이외에도 이용자가 신청하지 않은 ‘혁신형서비스’를 임의로 가입시켰음 • '14년 5월 22일, 신청인 배우자가 실사용 중인 휴대전화 고장 나서 - 피신청인 영업점을 방문하여 신청인 배우자 본인 명의로 휴대전화 신규 개통을 진행함 • 그런데, 신규개통(14.5.22) 당시, 피신청인 영업점에서 신청인 명의로 개통된 휴대전화 회선을 하지하지 않아, - 이용하지도 않은 휴대전화 이용요금에 약 87개월 동안 청구되었고, 요금 청구 관련 고지도 알릴 않았음 • 이에 신청인-대리인은 피신청인측에 해지 처리를 부탁하고 부당한 요금을 청구한 사항에 대해 문제를 제기하고 기납부 요금 전액 환급을 요청하였으나, - 피신청인측에서는 정당한 사유 없이 이를 거부하고, 기납부 요금 50%에 대해서만 환급이 가능하다는 입장을 고수하고 있음 • 따라서 휴대전화 해지 처리를 부탁하여 요금을 부당하게 청구한 행위, 이용자 동의 없이 부가서비스를 임의로 가입시킨 행위와 관련하여, 기납부한 이용요금 전액 환급을 요청함
피신청인의 주장	<ul style="list-style-type: none"> • 피신청인 대리점 담당자의 퇴사로 인해 객관적인 사실관계 확인이 어려운 상황임 • 또한 유료 부가서비스(중고 휴대전화의 보상 관련) 혜택 적용 관련 증명자료, 신청인의 기존 단말기 번납 및 중고보 보상 관련 증명자료도 확인되지 않음 • 피신청인 대리점은 퇴사한 담당자를 상대로 소송을 준비 중인 상황으로, - 신청인에게는 소송 결과에 따라 피해금액을 보상할 것을 안내하였으며, 일정 기간이 소요될 수 있다는 점 또한 고지하였음 • 신청인의 주장에 대한 객관적인 증명이 확인되지 않은 상황으로, 소송 결과에 따라 보상 처리가 가능할 것으로 사료됨 	피신청인의 주장	<ul style="list-style-type: none"> • 신청인(대리인)은 피신청인측에서 신청인의 잔여 휴대전화기 환불금 중 00만원을 면제한다. (조정 성향)
조정안	<ul style="list-style-type: none"> • 피신청인은 이용자보호 차원에서 신청인의 잔여 휴대전화기 환불금 중 00만원을 면제한다. (조정 성향) 	조정안	<ul style="list-style-type: none"> • 신청인의 주장이 객관적인 증명을 모두 갖추었다고 볼 수는 없으나, 대리점 담당자의 과실을 배제할 수 없고, 대리점 역시 담당자를 상대로 소송을 준비중이라는 사실을 밝힌 점, - 대리점측 잘못을 피신청인에게 모두 전가할 수는 없으나, 이용자보호 차원에서 선제적 조치가 필요성이 있다는 점을 감안하여 공평한 해결을 위해 주문과 같이 결정한다.
조정 이유	<ul style="list-style-type: none"> • 신청인의 주장이 객관적인 증명을 모두 갖추었다고 볼 수는 없으나, 대리점 담당자의 과실을 배제할 수 없고, 대리점 역시 담당자를 상대로 소송을 준비중이라는 사실을 밝힌 점, - 대리점측 잘못을 피신청인에게 모두 전가할 수는 없으나, 이용자보호 차원에서 선제적 조치가 필요성이 있다는 점을 감안하여 공평한 해결을 위해 주문과 같이 결정한다. 	조정 이유	<ul style="list-style-type: none"> • 신청인의 주장이 객관적인 증명을 모두 갖추었다고 볼 수는 없으나, 대리점 담당자의 과실을 배제할 수 없고, 대리점 역시 담당자를 상대로 소송을 준비중이라는 사실을 밝힌 점, - 대리점측 잘못을 피신청인에게 모두 전가할 수는 없으나, 이용자보호 차원에서 선제적 조치가 필요성이 있다는 점을 감안하여 공평한 해결을 위해 주문과 같이 결정한다.

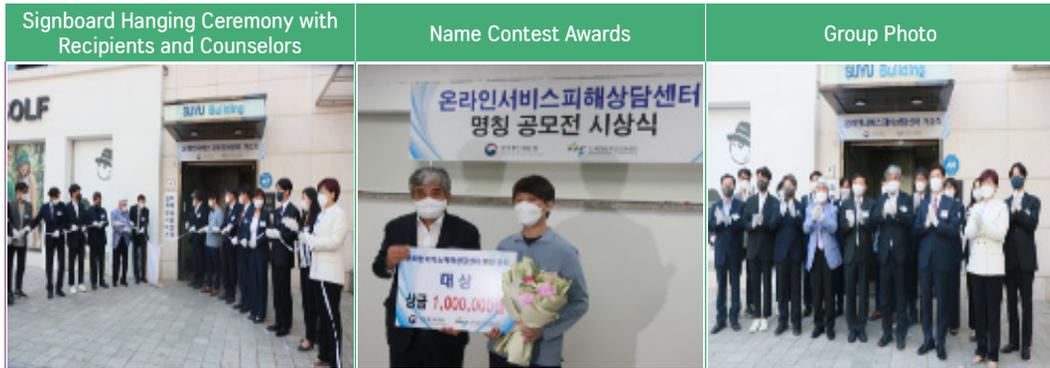
“We expect that various cases of dispute mediation will be used as a guide to reach a settlement between users and operators, which will help to relieve the public”, said the Commission. “We will continue to compensate for institutional deficiencies so that the telecommunications dispute mediation system can fulfill its role as a communication channel to resolve public inconveniences.”

c. Launch a 365 Service for Online Damage

1) Establish the 「Online Service Damage Consultation Center」

The Commission and the Korea Association of ICT Promotion (KAIT) held an opening ceremony of the 「Online Service Damage Consultation Center」 on May 31, 2022.

Figure III-82 Opening Ceremony of the 「Online Service Damage Consultation Center」



Representatives from related organizations such as the Korea Communications Standard Commission, Content Dispute Resolution Committee, Korea Internet & Security Agency, Telecommunication Dispute Resolution Committee, Korea Legal Aid Corporation, and the Voice of Consumers attended the event, and the winners of the consultation center name contest were also present, adding to the meaning of the launch of the public service.

In recent years, as the use of online-based services has increased rapidly and new types of damage have spread, the need for systematic user damage support has emerged. In response, the Commission has been promoting the establishment of a one-stop consultation center as a public participation budget project.

The counseling center provides one-stop counseling by directly consulting and supporting victim complaints or providing expert legal advice, and in cases under the jurisdiction of other ministries and agencies, it cooperates with those agencies to serve as a victim support assistant.

The consultation service is available by phone (142-235, toll-free), KakaoTalk channel, or mail, and the main types of damage, countermeasures, related laws, and information on damage support organizations are provided on the consultation center’s website (www.helpos.kr).

Meanwhile, the opening ceremony also included an award ceremony for the name contest held from May 9 to 24. A total of 361 people applied for the contest, and the grand prize (“Online Damage 365 Center”), top prize (“Online Damage Help E”), and excellence prize (“Online Damage Zero Center”) were selected and cash prizes were also awarded.

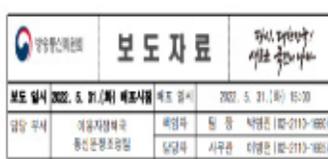
Figure III-83 Naming Contest

Announcing a Naming Contest (May 4)	Online 365 Service Center CI
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> 방송통신위원회와 한국정보통신진흥협회는 온라인서비스 이용 중 발생하는 모든 피해에 대해 이용자들이 신속하게 대처할 수 있도록 2022년 5월 31일 온라인서비스피해상담센터를 개소합니다. 본 상담센터가 국민들에게 보다 쉽고 친근하게 다가갈 수 있도록 명칭을 공모하여 개선코자 하오니 많은 신청 바랍니다. </div> <ul style="list-style-type: none"> □ 공모주제 : 온라인서비스피해상담센터 명칭 공모 □ 공모기간 : 2022년 5월 9일(월) ~ 5월 24일(화) □ 신청자격 : 제한없음 (전 국민 대상) □ 신청방법 : 신청서류 다운로드 → 작성 및 날인 → 스캔 또는 사진 → 이메일로 제출 <ul style="list-style-type: none"> ○ 신청서류 : ① 공모 신청서, ② 개인정보 수집 및 이용 동의서 (붙임 참조) 	

The Commission and the Korea Association for ICT Promotion will form the “Online Service Damage Support Council”(proposed) with the related organizations to share the status of damage relief by organizations and come up with solutions for complex or new types of service damage.

At the opening ceremony, the Commission asked, “Please work closely with related organizations to establish the consultation center as an effective user damage support organization, and strive to systematically respond to all online service damages so that there are no blind spots in damage relief.”

Figure III-84 Media Coverage

Press Release	MBN (Chairman, Jun. 1)	Money Today (Contributed by Chairman on Jun. 14,)
 <p>방송위원회, 「온라인서비스피해상담센터」 개소</p> <ul style="list-style-type: none"> - 온라인 상 피해, 전화 한 통으로 해결 - 상담센터 명칭공모 당선작은 '온라인피해365센터' 	 <p>김동호 방송통신위원회 위원장 한 곳에서만 신청하면 국민들의 불편함을 해결해줄 수 있고 국민들 풀어들 수 있는 시스템을 갖춰야 한다는 생각으로</p>	 <p>「기대」온라인 피해 '통합지원' 가능해졌다 여객 객실과 승무원의 안전을 위한 객실 내 3D 프린터로 만든 비상 탈출 도구... 한 곳에서만 신청하면 국민들의 불편함을 해결해줄 수 있고 국민들 풀어들 수 있는 시스템을 갖춰야 한다는 생각으로</p>

2) Operate the 「Online Damage Consultation Center」

The Commission established and operated the 「Online Damage 365 Center」 as the related systems and policies for online damages were scattered by agencies under their jurisdiction and some blind spots existed, and the need for comprehensive and systematic damage relief support emerged, leading to the opening of the Online Service Damage Consultation Center.

In order to provide professional and efficient counseling services to the public, the Commission created a work environment for the counseling center, including leasing space (152m², Gangnam, Seoul)

III. Broadcasting and Communications Policy Outcomes in 2022

and the interior, introducing a counseling call center system, and establishing a national representative number (142-235) to operate professional counselors.

Figure III-85 Office Area of the Online Service Damage Consultation Center



The Commission secured specialized counseling personnel in the fields of telecommunications, internet, insurance, and finance (6 counselors) and promptly guided and connected with the relevant organizations in the case of simple damages with clear responsibilities, but conducted in-depth counseling in the case of unclear or complex damages, and operated a one-stop counseling window to improve user accessibility and convenience by counseling all damages across online services without distinguishing between the responsibilities.

Table III-97 Operate a One-stop Consoling Service

Damage Type	Details
Goods and services	Damages related to general consumer goods and tangible & intangible service subscriptions, quality, A/S, price, etc.
Telecom	Damages related to wireless and wired communications service subscriptions, rates, quality, termination, identity theft, etc.
Content	Damage related to subscriptions, prices, quality, advertising/display, etc. related to video games, knowledge information, apps, etc.
Infringement	Damages related to privacy infringement · defamation, IP infringement, Private information breach, rights to use, etc.
Illegal Content	Harmful information, banned content, illegal advertising, illegal spam, etc.
Cyber Crime	Information and communication network infringement (hacking), information and communication network utilization crime (phishing and smishing), cyber fraud, etc.
Digital Sexual Crime	Illegal video recording and distribution, pornography, prostitution, etc.
Creators	Unfair contracts, failure to protect child/youth creators, etc.

Among the complaints received, the Commission made efforts to raise the public awareness of the consultation center by holding a sit-down meeting to explore institutional and legal measures to deal with cases of damage in blind spots that are unclear or difficult to deal with, and possible damage in the future.

Figure III-86 Roundtable Discussion on Countering Online Rights Violations



Figure III-87 Media Coverage on Online Damage 365 Center



In order to connect online damage-related consultations, the Ministry of Science and ICT and the Commission's public service center, Seoul Metropolitan Government' 120 DASAN Call Center, and damage support organizations* are in the process of registering the "Online Damage 365 Center" consultation database in their internal consultation systems, and providing guidance by counselors.

* Content Dispute Resolution Committee, KISA, Korea Communications Standards Commission, KISO, National Police Agency, The Voice for Consumers, Korea Legal Aid Corporation, Korea National Council of Consumer Organizations, etc.

Table III-98 Details on Cooperation with the Dasan 120 Call Center

<ul style="list-style-type: none"> • (Progress) <ul style="list-style-type: none"> - Commission-120 Dasan Call Center (Foundation Planning Team), Business Consultation (Early Jul. 2022) <ul style="list-style-type: none"> · Discussion on how to link online damage-related consultation cases among complaints received by the Dasan Call Center - 120 Dasan Call Center, reviewing departments within the foundation and registering the consultation database, training guide (end of Jul. 2022) <ul style="list-style-type: none"> * Delivered materials and displayed the "Online Damage 365 Center" on the system when searching for the Keyword related to "online victimization"
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• (Details on Cooperation)

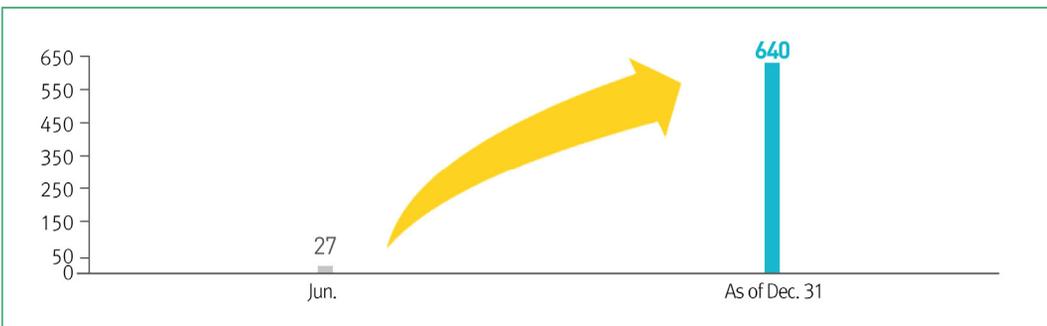
- Prior to the opening of the Online Damage 365 Center (May 31), the Commission visited the “Seoul 120 Dasan Call Center” to benchmark the operation method of the consultation center and strengthen the capacity of agents.
- 120 Dasan call center* operation status and consultation methods, introduced the background and main roles of the Online Damage 365 Center, and discussed future mutual cooperation plans (May 2022)
- * Opened in 2007, consultation on all aspects of Seoul’s administrative affairs, 380 counselors, and an average of 20,000 consultations per day (based on a consultation database for the major tasks of each agency such as transportation, public offices and health centers)

As of Dec. 31, 2022, the main types of damage received by the consultation center were communication (28.8%), other cybercrime (28.6%), goods and services (14.8%), rights infringement (14.8%), C2C (7.7%), content (3.1%), digital sex crimes (1.1%), and illegal content (0.6%). The number of damage consultations at the Online Damage 365 Center increased due to continuous policy promotion, and until the end of Dec. 640 cases were received from the opening date (May 31).

Figure III-88 Promotion on the Online Damage Counseling System



Figure III-89 Counseling Reception Trends on the Online Damage 365 Center



The Online Damage 365 service offers user damage support and provides comprehensive information to protect the public from secondary and tertiary online damage. It aims to quickly block and minimize online damage that is challenging to recover from. Furthermore, it will facilitate policy cooperation in the future by offering professional damage support and system improvements through case analysis, joint response by relevant organizations, and legal assistance for damages that are difficult for users to address. This includes multi-ministry issues, dead zones, and emerging forms of online damage.

Figure III-90 Before and after the establishment of the Online Damage 365 Center



Figure III-91 Before and after the establishment of the Online Damage 365 Center



d. Strengthened Support for Victims of Broadcast Communication Services

1) Report a Kakao Service Outage

Table III-99 Status of Kakao's Response to the Breach

- (Background) Kakao service failure due to SK C&C data center fire at 15:30 on Oct. 15, 2022
 - Kakao launched an emergency measure and Commission established a damage report channel (-Oct. 19), and accepted damage consultations through the Online Damage 365 Center.
- (Main contents) ① Causes of service failure and recovery status, ② Ways to use the Kakao Customer Center, ③ Ways to report damage through Kakao's damage report channel, and ④ Ways to handle disputes related to damage recovery and compensation in the future
- (Total number of applications) 41 applications (15 via phone, 21 via KakaoTalk, 5 via website)

In accordance with the presidential directive (Oct. 16, 2022), the discussion of user protection measures at the meeting of the Standing Committee of the Korea Communications Commission (Oct. 17, 2022), and the meeting of the relevant ministries (Oct. 19, 2022), the Commission provided prompt consultation support for damage relief through the 365 Center as a damage reception window and transferred damage cases to Kakao.

After the outage of Kakao's service (Oct. 15), Hyojae Kim, a Commissioner, visited the site to check the status of Kakao's damage report channels and linkages, and to launch the "Online Damage Support System".

Figure III-92 Hyojae Kim, Commissioner, on-site inspection of Kakao damage response (Oct. 20, 2022)



2) Support for the Damage Relief of Users

The Korea Communications Commission requested Kakao to establish a damage compensation council (Oct. 25, 2022) to support the relief of the users' damages related to the Kakao service failure, and accordingly, Kakao organized and operated the "1015 Damage Support Council" (Nov. 21, 2022- Dec. 29, 2022), in which the representatives of the Federation of Small Businesses, Korea Startup Forum, Consumer Federation, and related experts participated,

In addition, by establishing and operating a consultation channel between the KCC and Kakao (Nov. 3, 2022-), we continued to demand that appropriate compensation standards and methods be established so that the actual damage suffered by the public can be relieved, even if a free service is offered.

After reaching an agreement with the council, Kakao implemented compensation for the damage caused by the suspension of the free service (Jan. 6, 2022-) by distinguishing between general users and users (small businesses, etc). For general users, emoticon and vouchers were provided to all citizens who use KakaoTalk regardless of whether they reported damage, and for small business owners who reported damage, flat-rate compensation (KRW 30,000 to KRW 50,000) and vouchers were provided, and evidence was accepted on the website of the Small Business Association from Jan. 2023 to Apr. 2023 (for a total of 10 weeks) in order to make additional payments according to the scale of damage.

Although it may have been somewhat below the level of the public, it was meaningful that a compensation plan was prepared by a private council composed of the representatives of small businesses, consumer organizations, and experts through consensus, and it was a precedent for preparing a compensation plan for free services beyond the scope of the terms and conditions.

In the future, the Commission will continue to consult and inspect relevant measures such as the situation of user damage with the Kakao emergency committee to relieve user damage, and will promptly improve the overall system for user damage relief by strengthening the responsibility of operators in the event of the interruption of supplementary communication services and expanding the means of notification to users so that user damage relief can be practically realized.





2022

Appendix

Appendix

1 | Financial Statements of 2022

a. Execution of the Budget

Appendix Table-1 Execution of the Budget in 2022

(Unit: KRW 1 million, %)

Category		Budget(A)	Real Budget(B)	Actual(C)	Execution Rate(C/B)
Income	Total	1,404,260	1,404,260	1,439,047	102.5
	General Accounting	31,109	31,109	22,349	71.8
	Broadcasting Communications Development Fund	1,373,151	1,373,151	1,416,698	103.2
Expenses	Total	255,904	256,054	252,936	98.8
	General Accounting	50,526	50,676	47,980	94.7
	Broadcasting Communications Development Fund	205,378	205,378	204,955	99.8

Note) The income from the Broadcasting Communications Development Fund is the total amount and expenses excluding the services, internal expenditure and surplus funds under the Ministry of Science and ICT

b. Budgets and Expenses by Program

Appendix Table-2 Budgets and Expenses by Program

(Unit: KRW 1 million)

Program	Budget	Expenses
Total	256,054	252,936
<General Accounting>	50,676	47,980
Item 2100: Fair and Secure Broadcasting and Communications Environment	17,335	17,109
Item 7100: Administrative Support for Broadcasting and Communications	33,341	30,871
<Broadcasting Communications Development Fund>	205,378	204,955
Item 3100: Satisfactory Broadcasting and Communications Environment	186,777	186,354
Item 3200: Fair and Secure Broadcasting Communications Environment	18,601	18,601

c. Broadcasting Communications Development Fund

(1) Assets and Liabilities

Appendix Table-3 Assets and Liabilities of the Broadcasting Communications Development Fund (Unit: KRW 1 million, %)

Classification	2022(A)	2021(B)	Changes (A - B)	
			Amount	Rate
Assets	580,040	572,321	7,718	1.3 %
Liabilities	1,507,439	1,117,033	390,406	35.0 %
Net Assets	△927,400	△544,712	△382,688	△70.3 %

Note) The table refers to the total amount of the Fund (as of Dec. 31, 2022), △:Reduction

(2) Incomes and Expenses

Appendix Table-4 Income and Expenses of the Broadcasting Communications Development Fund (Unit: KRW 1 million, %)

Classification	2022(A)	2021(B)	Changes (A - B)	
			Amount	Rate
Net Program Costs (I)	1,155,225	1,175,622	△20,397	△1.7 %
Operating Expenses(II)	4,191	4,360	△169	△3.9 %
Non-Distribution Costs(III)	16,163	8,304	7,859	94.6 %
Non-Distribution Revenue(IV)	600,012	655,863	△55,851	△8.5 %
Net Financial Management Costs (V= I + II + III - IV)	575,568	532,424	43,144	8.1 %
Non-Exchange Revenue(VI)	193,149	182,998	10,151	5.5 %
Asset Management Results(VII= V - VI)	382,419	349,425	32,994	9.4 %

주) 재정운영표는 방송통신발전기금 전체 금액임(2022년 12월 31일 기준), △ : 감소

2 | The list of General Meetings and Agenda of the Commission

Appendix Table-5 The List of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
1	Jan. 5	Decision	Partial Amendments to the 「Standards for Designating Identity Verification Service Providers (Notice)」
		Report	Matters on reporting the results of the subscription termination process
2	Jan. 12	Decision	Matters on the Amendment to 「Guideline on Imposing Penalties of Broadcast Ads and Sponsorship」
		Report	Regarding the partial Amendment of the Broadcasting relations Act
3	Jan. 20	Decision	Appointment of members of Broadcast Dispute Resolution Committee
4	Jan. 25	Decision	Matters to elect a KCC Vice Chairman
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
			Submission of opinions on the administrative dispositions to violating the sponsorship announcement regulations
5	Feb. 8	Decision	Matters on the selection of the president candidate of EBS
			Prior consent of the license renewal and changes of CATV relay broadcasting operators Bansong CATV, Jinsan Cablenet, Gurim CATV, Daehap CATV
			Regarding the reconsideration of broadcasting programs - CJ ENM
6	Feb. 16	Decision	Partial Amendments to the 「Enforcement Decree of the Telecommunications Business Act」
		Report	Matters on introducing the Negative Regulatory System for Broadcast Ads and other regulations
7	Feb. 21	Decision	Matters on the selection of entities to be licensed for the radio broadcasting business in Gyeonggi province
8	Feb. 22	Decision	Matters to appoint a member to the Viewers' Rights Protection Committee
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
9	Feb. 23	Decision	Matters on the 2021 Broadcast Evaluation Basic Plan (draft)
			Corrective measures for the violations of the Broadcasting Act by EBS
10	Mar. 2	Decision	Matters to appoint the president of EBS
11	Mar. 8	Decision	Approval of the foreign capital contribution application by the Far East Broadcasting Company
		Report	Regarding the 2022 review plan for identity verification entity designations
12	Mar. 10	Decision	Proposed Amendments to the Notices and Ordinances pursuant to the 「Enforcement Decree of the Telecommunications Business Act」
		Report	Amendment to the Notice to implement the 「Act on the Protection and Use of Location Information」

Appendix

Session	Date	Type	Agenda
13	Mar. 23	Decision	Regarding the exemption of reception fees in the Gyeongbuk and Gangwon wildfire affected areas
			Partial Amendment to the Broadcasting related Act
			Prior consent of the license renewal procedure of CATV broadcasting business operators -KCTV Jeju, KCTV Gwangju, NIB
			Re-licensing of the broadcasting advertising sales agency - JTBC Media Com, TV Chosun Media rep., Media Rep A, Inc.
14	Mar. 29	Decision	Administrative measures on business entities for violating the broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
15	Mar. 30	Decision	Regarding the partial Amendment of the 「Enforcement Decree of the Telecommunications Business Act」 (draft)
			Partial Amendment to the 「Enforcement Decree of the Act on the Protection and Use of Location Information」 (draft)
			Regarding the 2022 Telecommunications Company User Protection Evaluation Plan (draft)
16	Apr. 6	Decision	Regarding a corrective order to Mageum's dispose of shares of the Daegu MBC
		Report	Matters concerning the enactment of the 「Detailed Standards for Imposing Penalties for Failure to Comply with an Order to Resubmit Investigation Materials」
17	Apr. 12	Decision	Regarding business opinions on administrative measures for broadcast advertising violations -SBS
18	Apr. 13	Decision	Amendment to the Notice to implement the 「Act on the Protection and Use of Location Information」
19	Apr. 26	Decision	Application for the retrial of election broadcasting deliberation
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
20	Apr. 27	Decision	Administrative measures on Samra for the violation of terrestrial broadcaster ownership restrictions
			Changes to the business plan for the UHD TV re-licensing for MBC
21	May 10	Decision	Matters concerning the enactment of the 「Detailed Standards for Imposing Penalties for Failure to Comply with an Order to Resubmit Investigation Materials」
		Report	Partial Amendment to the 「Guideline on Violations on the Advertisements of Broadcasting and Communications Combined Sales」
22	May 11	Report	Partial Amendment (draft) to the 「Rules of the Korea Communications Commission on Enforcement of the Broadcasting Act」
			Developing a detailed plan for media inclusion for marginalized groups in 2022
23	May 17	Decision	Matter on the selection of businesses to be licensed for the radio broadcasting business in Gyeonggi province
24	May 24	Decision	Prior consent of the license renewal procedure of the relay operators -Yangseo, Munsan, Deajigoam, Youah RO
		Report	Amendment to the KCC Notice of Maintenance of the Sunset System (draft)

2. The list of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
25	May 30	Decision	Approval of the 2023 budget and plan for the operation of the Broadcasting and Telecommunications Development Fund
			Administrative measures on business entities for violating the broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
			Appointment of the members to the Media Diversity Committee
26	May 31	Decision	Detailed plan for the re-licensing of terrestrial broadcasters and community radio broadcasters in 2022 (draft)
			Regarding the administrative measures on TBC for not complying with the correction order
		Report	Amendment to the Notice to implement the 「Act on the Protection and Use of Location Information」
27	Jun. 8	Decision	Partial Amendments to the 「Act on the Collection and Imposition of Broadcasting and Telecommunications Development Fund Contributions, etc.」
		Report	Regarding the application of a grace period for new proactive measures obligated operators in relation to technical and administrative measures to prevent the distribution of illegal filming, etc.
28	Jun. 14	Decision	Regarding the evaluation of the performance of the obligation to provide broadcasting for the people with disabilities in 2021
		Report	Amendment to the KCC Notice of Maintenance of the Sunset System (draft)
29	Jun. 15	Decision	Matters to disclose broadcasters' financial status in 2021
30	Jun. 28	Decision	Corrective measures for unfair user discrimination in the provision of prizes for combined broadcasting and telecommunications products
			Partial Amendment (draft) to the 「Rules of the Korea Communications Commission on the Enforcement of the Broadcasting Act」
			Partial Amendment to the 「Guideline on Violations on the Advertisements of Broadcasting and Communications Combined Sales」
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
31	Jun. 29	Decision	Matters to appoint members of the Broadcasting Market Competition Evaluation Committee
			Prior consent of the re-licensing of CATV - ABN, Seokyeong cable television
		Report	Designation of a new verification authority
32	Jul. 6	Report	Regarding corrective measures against D'live, etc. for violating the prohibited acts of the 「Broadcasting Act」
			Regarding the partial Amendment of the 「Enforcement Decree of the Broadcasting Act」 (draft)
32	Jul. 6	Report	Regarding the results of the telecom carrier-affiliated paid add-on subscription and cancellation inspection
			Regarding the results of the 1 st round of floating ad removal restrictions in 2022

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Session	Date	Type	Agenda
33	Jul. 12	Decision	Regarding the application of a grace period for new precautionary operators in relation to technical and administrative measures to prevent the distribution of illegal filming, etc.
		Report	Matters to appoint members to the Broadcast Evaluation Committee
34	Jul. 13	Report	Matters concerning the enactment of the 「Regulations on the Operation of the Petition Hearing Committee of the KCC」
			Matters concerning the 2022 Basic Plan on the Broadcast Content Production Capacity Assessment
35	Jul. 19	Decision	Matters to appoint a member of the Broadcasting and Advertising Balanced Development Committee
			Submission of opinions on the administrative dispositions to violating the sponsorship announcement regulations
36	Jul. 26	Decision	Administrative measures on broadcasters who violate the Broadcasting Act in relation to those in charge of the broadcast organization
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on companies that violate the sponsorship notice
37	Aug. 2	Decision	Prior consent on the permission of changes of CATV - SK Broadband merging with Broadband Nowon
			Partial Amendments to the 「Guidelines for the Imposition of Penalties for Broadcast Advertisements and Sponsorship Notices」
38	Aug. 16	Report	Regarding the partial Amendments to the 「Broadcasting Act」
39	Aug. 23	Decision	Partial Amendments to the 「Act on the Collection and Imposition of Broadcasting and Telecommunications Development Fund Contributions, etc.」
40	Aug. 25	Decision	Matter on the selection of businesses to be licensed for the radio broadcasting business in Gyeonggi province
		Report	Regarding administrative measures on Keangnam Enterprises, Ltd for violation of the restrictions on the ownership of a terrestrial broadcasting company (DMB)
41	Aug. 26	Decision	Regarding the partial Amendments to the 「Framework Act on Broadcasting Communications Development」
			Matters concerning the verification results of the sales report of broadcast advertising sales agencies and the partial amendment to the 「Notice of the Broadcasting Advertisements Combined Sales」
			Partial Amendment to the 「Broadcasting Act」
42	Aug. 30	Report	Prior consent on the permission of changes of CATV- D'live Seoul Cable TV relocated the main transmitter
			Corrective measures for violations of the Mobile Device Distribution Improvement Act by retail stores, including complaints.
42	Aug. 30	Report	Regarding the 「Bill for the Partial Amendment of Five Laws, Including the Law on Broadcast Advertising Sales Agency, etc. for the Establishment of Committees Affiliated to Administrative Agencies」

2. The list of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
43	Aug. 31	Report	Regarding measures for the violations of foreign capital investment restrictions
		Other	YTN, listening to the opinions of representatives of the Viewers' Committee
44	Sep. 6	Decision	Matters concerning the enactment of the 「Regulations on the Operation of the Petition Hearing Committee of the KCC」
			Administrative measures for businesses that violate broadcast advertising regulations
			Administrative measures on business entities for violating the sponsorship announcement regulations
45	Sep. 7	Decision	Corrective order for the violation of ownership restrictions against a broadcast advertising sales agency
46	Sep. 14	Decision	Regarding the imposition of fines on operators who violate location information protection laws
47	Sep. 19	Decision	「Bill for the Partial Amendment of Five Laws, Including the Law on the Broadcast Advertising Sales Agency for the Establishment of the Committees Affiliated to Administrative Agencies, etc.」
48	Sep. 21	Decision	Regarding the preliminary basic plan for the re-licensing and re-approval of broadcasters for 2023-2026
			Proposed plan for the reauthorization of general service PPs and news PPs
49	Sep. 27	Decision	Partial Amendments to the 「Notice of Support for the Combined Sales of Broadcast Advertising」
			Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating sponsorship regulations
			Submission of opinions on the administrative dispositions to violating broadcast advertising laws
		Report	Regarding the results of the 2021 performance review of the Broadcast Program Outsourcing Transaction Guidelines
50	Sep. 28	Decision	Appointment of a by-election Director of EBS
		Report	Partial amendment bill to the 「Enforcement Decree of the Broadcasting Act」
51	Oct. 4	Decision	Matters to appoint members to the 8 th Committee on Viewer's Universal Rights
			Regarding fee waivers for areas affected by severe rainstorms and typhoons
52	Oct. 12	Decision	Prior consent to the re-licensing of satellite broadcasters - KT Skylife, KOREASAT-7 (#19-24)
53	Oct. 25	Decision	Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating sponsorship regulations
54	Oct. 26	Decision	Partial Amendment to the 「Framework Act on Broadcasting Communications Development」
			Corrective order for violation of ownership restrictions on the broadcast advertising sales agency

Appendix

Session	Date	Type	Agenda
55	Nov. 2	Decision	Matters on the evaluation results for 2021 broadcasts Corrective measures for broadcasters who violate the prohibited acts of the 「Broadcasting Act」
		Report	Regarding the partial revision of the 「Standards for the Calculating Viewership Share」 (draft)
56	Nov. 8	Report	Regarding the enactment of the 「Guidelines for Handling Litigation Affairs of the Korea Communications Commission」 (draft)
57	Nov. 15	Decision	Prior consent to the re-licensing of CATV - Soan CATV -
58	Nov. 16	Decision	Regarding the results of the evaluation of the user protection of telecommunications companies in 2022
			Changes to SBS MNC's broadcast advertising sales agency, re-licensing business plan, etc.
		Report	Regarding the results of the inspection of the implementation of the conditions and recommendations for the (re) licensing of terrestrial broadcasters in 2021 Regarding the results of the inspection of the implementation of the conditions and recommendations for the 2021 reauthorization of general service PPs and news PPs
Other	Listened to the opinion on the violations of ownership restrictions of terrestrial broadcasters		
59	Nov. 24	Decision	「Matters on the 「Regulations on the Establishment and Operation of the Media Strategy Planning Division, Autonomous Organization (Draft)」
			Re-licensing of the broadcast advertising sales agency - MBN Media rep. Regarding the determination of organizations and materials for calculating the subscription rate of daily newspapers
60	Dec. 6	Decision	Regarding the partial revision of the 「Standards for Calculating the Viewership Share」 (draft)
61	Dec. 7	Decision	Re-licensing of Community Radio Broadcasters in 2022 Matters on the selection of a public channel and the recognition of channels for people with a disability in 2023-2024
		Report	Regarding the results of the 2 nd round of floating ad removal in 2022 Regarding the partial Amendments to the 「Rules on Broadcast Evaluation」
62	Dec. 13	Decision	Administrative measures on business entities for violating broadcast advertising regulations
			Administrative measures on business entities for violating sponsorship regulations
			Submission of opinions on the administrative dispositions to violating broadcast advertising laws
			Submission of opinions on the administrative dispositions to violating the sponsorship announcement regulations Regarding the proposed Amendments to the 「Notice on Guaranteeing the Right to Access to Broadcasting for Persons with Disabilities, including Broadcasting and Provision of Broadcasting for Persons with Disabilities」

2. The list of General Meetings and Agenda of the Commission

Session	Date	Type	Agenda
63	Dec. 14	Decision	Matters on the re-licensing of terrestrial broadcasters in 2022
			Matters on the prior consent for the re-licensing of CATV broadcasters
		Report	Regarding the 2021 broadcaster viewer' share calculation
64	Dec. 20	Report	Results of the inspection on the smartphone pre-installed app deletion and publishing guidance
			Matters concerning the "2023 Korea Communications Commission Broadcasting Awards" award plan (draft)
65	Dec. 21	Report	About the results of the 2022 broadcast content production competency assessment
			Matters on the corrective order on the violation of re-licensing terms on terrestrial
66	Dec. 27	Decision	Regarding the Partial amendment to the 「Detailed Standards for Imposing Fines for Violations of the Act on Improving the Distribution Structure of Mobile Devices」
			Regarding the reception fee waiver for those affected by disaster
		Report	Notice of the designation of organizations and organizations to report and request the deletion of illegal films
67	Dec. 28	Decision	Corrective measures for the violations of the Mobile Device Distribution Improvement Act on retail stores, including complaints
			Regarding the results of the 3 rd round of floating ad removal restrictions in 2022
		Report	Regarding new licenses for terrestrial UHD stations
			Partial Amendments to the 「Rules on Broadcast Evaluation」
			Regarding the result of the 2022 broadcasting market competition assessment

3 | Monthly Major Achievements of 2022

Appendix Table-6 Monthly Major Achievement of 2022

❖ January 2022

Date	Description
Jan. 5	Revised the Notice of Standards for the Designation of Identity Verification Service Providers
Jan. 5	Improved mobile app subscription process
Jan. 9	Public announcement of recruiting the EBS president
Jan. 20	Implemented improvements to multi-line contracts for collective buildings
Jan. 20	Appointment of members of the 10 th Broadcast Dispute Resolution Committee
Jan. 20	Announced the results of the 2021 Broadcast Media Usage Survey
Jan. 21	Held the “2022 Broadcasters New Year’s Greeting Ceremony”
Jan. 21	EBS Presidential Candidate Applications Closed
Jan. 23	Published the 「Creator Digital Ethics Competency Guidebook」
Jan. 25	Elected Commissioner Hyunghwan Ahn as Vice Chair
Jan. 26	Launched the Strategy for an Expanding Digital Civil Society in the Meta-Era
Jan. 29	Broadcast Statistics Portal Expands to the Media Data Knowledge Platform

Held the “2022 Broadcasters New Year’s Greeting Ceremony”



Launched the Strategy for an Expanding Digital Civil Society in the Meta-Era



❖ February 2022

Date	Description
Feb. 3	Published the '2021 Telecommunications Dispute Resolution Casebook'
Feb. 8	Held the Examination Information Session on the 2022 Identity Verification Provider Designation
Feb. 11	First terrestrial UHD service for city and county areas launched on Jeju Island
Feb. 14	Held the "Global Technology Trends Meeting" to identify broadcasting and media trends
Feb. 15	Strengthened user notifications, expanding minimum compensation rates and compensated device types, and improved compensation standards
Feb. 16	Transformed the broadcast advertising regulatory system
Feb. 17	Recruitment of a National Screening Panel for Broadcast Programs by the Korea Communications Commission in 2022
Feb. 17	Held a discussion on <Ways to Reform the Audio-Visual Media Regulatory System to Respond to the Global Convergence Environment>
Feb. 17	Staffing and balancing talent to strengthen policy capabilities
Feb. 22	Appointments to the 14 th Board of Viewers' Rights and Privacy Commissioners
Feb. 22	Held a conference on 'Strategies for an Expanding Digital Civil Society in the Meta-Era'
Feb. 23	2021 Broadcast Evaluation
Feb. 23	Imposes corrective measures and fines on EBS for insurance counseling broadcasts

Held a discussion on <Ways to Reform the Audio-Visual Media Regulatory System to Respond to the Global Convergence Environment>



Held a conference on Strategies for an Expanding Digital Civil Society in the Meta-Era



❖ March 2022

Date	Description
Mar. 2	Google, One-Store sign deal to resolve Android auto compatibility issues
Mar. 4	Hosted a lecture by Sungho Park, Chairman of the Internet Business Association
Mar. 7	Results of the 「2021 Emergency Rescue Location Quality Measurement」 showed YOY improvement in location success rate and accuracy
Mar. 8	Decision of the Cabinet on the Enforcement Decree of the Telecommunications Business Act on the Prohibition of Compulsory In-App Payments
Mar. 8	Announced a plan to designate an identity verifier
Mar. 15	Enforcement of the Enforcement Decree of the Telecommunications Business Act and the Criteria for Determining Illegality (Notice) regarding the prohibition of forced in-app payments
Mar. 17	Advise providers to implement prevention measures pay-per-view repeat complaint
Mar. 23	Provided six month fee waivers to people affected by the wildfires in Gangwon, Korea
Mar. 23	Resolved to reauthorize three comprehensive PP broadcast advertising sales agencies
Mar. 28	Selected SMEs for broadcast advertising support
Mar. 30	Resolved the 2022 User Protection Work Evaluation Plan
Mar. 31	Announced the results of the 「State of Spam Distribution 2021 H2」 survey
Mar. 31	Chair Han visits media education and community radio sites

Chairman Han visits media education and community radio sites



Provided six month fee waivers to people affected by the wildfires in Gangwon and Gyeongbuk



❁ Apr. 2022

Date	Description
Apr. 4	Held “The power of seeing the truth. Fact-Check”, the “2 nd Fact-Check Week”
Apr. 5	Disclosure of a comprehensive action plan, including the inspection of outlink restriction practices
Apr. 7	Released 2021 Cyber bullying Survey Results
Apr. 12	Resolved the to Amendment to the Enforcement Decree of Act on the Protection, Use, etc. of Location Information to implement the location information business registration system at the National Assembly
Apr. 13	Appointed creator digital ethics ambassadors
Apr. 15	Launched the 2 nd Public-Private Council for User Protection in the Intelligent Information Society
Apr. 20	Ordered the resubmission of materials for prohibited conduct fact-finding and implementing enforcement penalties
Apr. 28	Improved the 2022 Broadcasting Market Competition Assessment
Apr. 28	Published “Basic Principles for Protecting the Users of Media Recommendation Services Based on Artificial Intelligence”



❖ May 2022

Date	Description
May 1	Expanded reach to low-income families and the entire visually and hearing impaired
May 8	Patent, management, and marketing consulting for location-based service startups
May 9	Public contest for the name of the 「Online Service Damage Consultation Center」
May 10	Announced the Registration Examination Plan for 「Personal Location Information Business in 2022」
May 11	Established a detailed plan for media inclusion for the underprivileged in 2022 to realize digital media welfare
May 11	Launched the Media app service “Midion” for 「media in your hand」
May 12	Send a text alerting people to a 「messenger phishing」 scam posing as a family member or acquaintance.
May 17	Started inspecting the app market operators for prohibited activities under the Telecommunications Business Act
May 17	Hosted a discussion on 「Public Broadcasting Public Accountability and the Convention System」
May 24	Launched the 「Council for Improving Credibility and Transparency of Portal News」
May 26	Released the 2021 N-Screen Viewing Behavior Survey Results
May 30	Appointed members to the 7 th Media Diversity Council
May 31	Opened the 「Online Service Damage Consultation Center」

Launched the Media app service “Midion” for 「media in your hand」



Opened the 「Online Service Damage Consultation Center」



❖ Jun 2022

Date	Description
Jun. 9	Chairman Han inspects broadcasting facilities for summer disaster preparedness
Jun. 10	Local Broadcasting Development Committee, held a Roundtable on Local Broadcasting
Jun. 10	Held a meeting on the 2022 User Protection Evaluation Committee
Jun. 14	Released the 2021 broadcaster financial status
Jun. 14	Expanded efforts to combat illegal spam and prevent public harm
Jun. 15	Imposed KRW 10.5 billion in fines for discriminatory giveaways
Jun. 15	Discussion on the Broadcast Ad Negative Regulation
Jun. 16	Released a revised location information act commentary
Jun. 19	Deployed an app that targets digital sexual offenses against youth
Jun. 20	Hosted the 2022 KCC Broadcasting Awards
Jun. 24	Improved telecom carrier terms and conditions to ensure the effectiveness of user redress
Jun. 28	Appointed members of the 6 th Broadcasting Market Competition Evaluation Committee
Jun. 29	Designated 4 identity verification agencies including Kookmin Bank
Jun. 29	Imposed a correction order and penalty on D'live for excessive penalties
Jun. 29	Held a special lecture on the latest trends in broadcasting and telecommunications on the topic of "Artificial Intelligence (AI) Code of Ethics"
Jun. 29	Released the 2021 Transparency Report on the Handling of Illegal Filming, etc.

Chairman Han inspected broadcasting facilities for summer disaster preparedness



Hosted the 2022 KCC Broadcasting Awards



KCC, Held a meeting on the 2022 User Protection Evaluation Committee



❖ July 2022

Date	Description
Jul. 6	Held the 「2022 Viewer Media Award Broadcast Video Competition」
Jul. 6	Recommendation to strengthen the Notice of major paid add-on services in partnership with telecommunications companies and improved the termination process
Jul. 12	Commissioner Hyun Kim visited the media education site in Yeonpyeong Island
Jul. 13	Announced the 2022 Basic Plan on Broadcast Content Production Capacity Assessment
Jul. 15	Selected 17 SMEs for the 2 nd round support of broadcast advertising
Jul. 18	Accepted applications for the 2 nd round of personal location information business registration in 2022
Jul. 21	Discussed mobile app user protection policies
Jul. 22	Held a special lecture on “Understanding and Utilizing Data-Driven Administration”
Jul. 22	Held the Sejong FM Community Radio opening ceremony in Sejong
Jul. 26	Telecommunication Dispute Resolution Committee, resolved 84.3% of telecom disputes in 1H 2022
Jul. 28	Appointed members of the 4 th Broadcasting and Advertising Balanced Development Committee
Jul. 28	Revamped the homepage, including expanding the availability of pricing information for major devices by country

Commissioner Hyun Kim visited the media education site in Yeonpyeong Island



Appointed members of the 4th Broadcasting and Advertising Balanced Development Committee



❖ August 2022

Date	Description
Aug. 3	Held a nationwide 「Digital Ethics Creative Content Contest」
Aug. 8	Announced the screening for public interest and disability welfare channels
Aug. 9	Launched fact-finding on Google, Apple, and other app market giants
Aug. 11	Launched the 「My Pay TV Subscription, Now Available via Text」 campaign
Aug. 12	Held the 「2022 Youth Media Festival」
Aug. 16	Launched fact-finding investigation into the violations of the Telecommunications Business Act against app market operators
Aug. 23	Reported the 2022 Business Plan
Aug. 23	2022 Eulji Drill (Emergency Broadcast Production and Transmission Drill) filed guidance
Aug. 25	FM 99.9MHz, OBS Gyeongin FM station license
Aug. 29	Meeting with Commissioner Hyunghwan Ahn, and Vice Chairman of the NBTC, Thailand's National Broadcasting and Telecommunications Commission



❖ September 2022

Date	Description
Sep. 1	Interagency council on ensuring the “right to be forgotten” for victims of digital sex crimes
Sep. 2	Announced the winner of the 2022 Outstanding Overseas Co-Production Award, “Beasts of Asia”
Sep. 2	Held the first meeting of the 12th Broadcast Evaluation Committee
Sep. 5	Checked the disaster broadcast readiness for Typhoon Hinamno
Sep. 5	Expanded a one-stop conversion service for combined products
Sep. 20	Held the 「2022 Barrier-Free Content Contest」
Sep. 20	Held the first meeting of the Consumer-user subcommittee of the platform private organization
Sep. 21	Established a 2023- 2026 Basic Plan on Relicensing and Reauthorization
Sep. 26	Provided disaster broadcasters with disaster broadcasting and a video of the ledo marine science base
Sep. 27	Held a meeting of the Metaverse ecosystem user protection policy steering group
Sep. 27	Held on-site visits and talks at the 「Online Damage 365 Center」
Sep. 28	Released the results of the 22 nd annual linked broadcasting programs
Sep. 28	Appointed the board of directors of EBS
Sep. 29	Hosted the 2022 International Conference on Broadcast Co-Production
Sep. 29	Hosted a special lecture by experts on the “EU Digital Market Act and Digital Services Act”
Sep. 30	Announced the results of the 「Spam Distribution in H1 of 2022」



KCC, checked the disaster broadcast readiness for Typhoon Hinamno



Held on-site visits and talks at the 「Online Damage 365 Center」



Hosted the 2022 International Conference on Broadcast Co-Production



❖ October 2022

Date	Description
Oct. 6	2022 Inter-Korean International Conference on Broadcasting and Telecommunications
Oct. 12	Two-month fee waiver for those affected by heavy rains and typhoons
Oct. 13	Accepted applications for the third location information business registration in 2022
Oct. 17	Opened a Kakao reporting channel and utilized the KCC's Online Damage 365 Center to quickly receive complaints
Oct. 20	Commission Hyojae Kim, visits the 「Online Damage 365 Center」 to support Kakao users' complaints
Oct. 27	Held the 「2022 Media Festival for People with Disability」
Oct. 31	Checked the response of the Itaewon incident

2022 Inter-Korean International Conference on Broadcasting and Telecommunications



❖ November 2022

Date	Description
Nov. 2	Announced the evaluation results for 2021 broadcasts
Nov. 8	Discussion with operator organizations and private experts to prevent cell phone-related data breaches
Nov. 11	Commissioner Hyun Kim, attended the opening ceremony of Hanbadang FM community radio in Seo-gu, Daejeon, Korea
Nov. 16	Revealed the results of the 2022 User Protection Assessment
Nov. 16	Imposed a corrective action and fines on broadcasters' insurance counseling programs
Nov. 16	Hosted the first International OTT Forum
Nov. 19	Held the 2022 Korea-Japan Media and Information Literacy Forum
Nov. 21	Conducted a disaster response drill for broadcasting
Nov. 22	Appointed the members of the 8 th Committee on the Universal Right to Watch
Nov. 24	Held the 「Media Sharing Bus」 delivery and test drive event
Nov. 25	Hosted the 2022 Korea Public Ad Festival
Nov. 25	Hosted the 2022 "Spam Data Openness Achievement Sharing Meeting"
Nov. 28	Conducted fire prevention and CPR training
Nov. 30	Held the 4 th International Conference on User Protection in the Intelligent Information Society

Appointed the members of the 8th Committee on the Universal Right to Watch

「Media Sharing Bus」 delivery and test drive event



Hosted the 2022 Korea Public Ad Festival



❖ December 2022

Date	Description
Dec. 1	4 th International Conference on User Protection in the Intelligent Information Society
Dec. 2	Held the 2022 Digital Ethics Competition and the 2 nd User Protection Government Award Ceremony
Dec. 7	2022 Inaugural Barrier-Free Content Competition Awards Ceremony
Dec. 7	The relevant government meeting on the “right to be forgotten” for victims of digital sex crimes
Dec. 7	Resolved to reauthorize community radio broadcasters
Dec. 7	Selected public channels and welfare channels for the disabled persons in 2023-2024
Dec. 8	Held the 「2022 Viewer Media Awards Ceremony」
Dec. 9	Voted on amendments to the Telecommunications Business Act to expedite dispute resolution
Dec. 14	Resolved to reauthorize terrestrial broadcasters
Dec. 14	Announced the 「2021 Broadcaster Audience Share Calculation Results」
Dec. 14	Smartphone-free app administrative maps
Dec. 16	Namhae FM Community Radio Opening Ceremony
Dec. 20	Announced the results of the 2022 Broadcast Content Production Competency Assessment
Dec. 21	Amended the Notice of Penalty Imposition for the Mobile Device Distribution Improvement Act
Dec. 23	Chairman, Sanghyuk Han visits troops at the end of the year
Dec. 27	Amendment to the Notice of the Designation of Organizations and Organizations Requesting Reporting on the Deletion of Illegal Films, etc.
Dec. 27	Announced the results of the 2022 Broadcast Media Usage Survey
Dec. 28	Announced the results of the 2022 Broadcast Market Competition Assessment
Dec. 28	Voted on partial amendments to the Rules on Broadcast Evaluation

4th International Conference on Ethics in the Intelligent Information Society

Held the 2022 Digital Ethics Competition and the 2nd User Protection Government Award Ceremony



KCC, 2022 Inaugural Barrier-Free Content Competition Awards Ceremony



The relevant government meeting on the "right to be forgotten" for victims of digital sex crimes



Held the 「2022 Viewer Media Awards Ceremony」



Chairman Sanghyuk Han visits troops at the end of the year



4 | Acronyms

Appendix Table-7 Acronyms

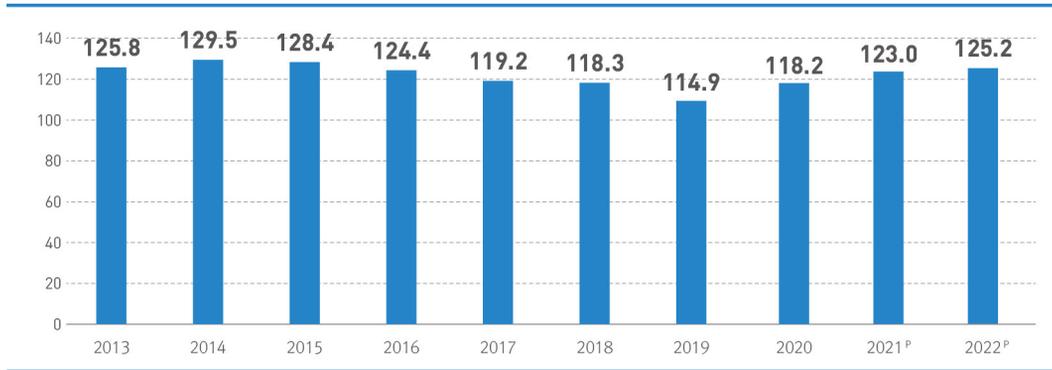
Acronyms	Description
8VSB (8-Level Vestigial Sideband)	An 8-level residual sideband transmission method that allows analog subscribers to receive high-definition broadcasts on cable
ABU (Asian Broadcasters Union)	Asian Broadcasters Union
AI (Artificial Intelligence)	Artificial Intelligence
AR (Augmented Reality)	A computer graphic technique that synthesizes virtual objects or information to place them in an actual environment to make it look like an object belongs in the environment
ATF (Asia TV Forum)	Asia TV Forum
AVOD (Advertising-based Video On Demand)	Advertising-based Video On Demand
CAGR (Compound Annual Growth Rate)	Compound Annual Growth Rate
CCTV (Closed Circuit Television)	Closed Circuit Television
CP (Contents Provider)	Contents Provider
DB (Database)	A set of data that is organized, integrated, and managed for the purpose of being shared and used by multiple people
DMB (Digital Multimedia Broadcasting)	Digital Multimedia Broadcasting
DMZ (Demilitarized Zone)	Demilitarized Zone
EU (European Union)	A political and economic union between 27 member states located in Europe.
FAST (Free-Ad-Supported TV)	Free-Ad-Supported TV
FM (Frequency Modulation)	A frequency modulation method in which the amplitude of the carrier wave does not change with the modulation signal, but only the frequency changes.
FTA (Free Trade Agreement)	Free Trade Agreement
GDP (Gross Domestic Product)	Gross Domestic Product
GPS (Global Positioning System)	Global Positioning System
HD (High Definition)	High Definition
ICT (Information and Communications Technology)	Information and Communications Technology
IMF (International Monetary Fund)	International Monetary Fund
IoT (Internet of Things)	Internet of Things
IP (Internet Protocol)	Internet Protocol
IP (Intellectual Property)	Intellectual Property
IPTV (Internet Protocol Television)	Interactive television service delivered over a high-speed Internet connection.
IT (Information Technology)	Information Technology
LLC (Limited Liability Corporation)	Limited Liability Corporation
LTE (Long Term Evolution)	A step toward fourth-generation wireless technology (4G), designed to increase the capacity and speed of cell phone networks.
MNO (Mobile Network Operator)	Mobile Network Operator
MOU (Memorandum of Understanding)	Memorandum of Understanding
MMS (Multi Mode Service)	Digital TV Multi Mode Service

Acronyms	Description
MCN (Multi Channel Network)	Multi Channel Network
MVNO (Mobile Virtual Network Operator)	Mobile Virtual Network Operator
O2O (Online to Offline)	Online to Offline
OECD (Organization for Economic Cooperation and Development)	Organization for Economic Cooperation and Development
OS (Operating System)	Operating System
OTT (Over The Top)	Services that provide media content, such as broadcast programs and movies, over the open Internet
P2P (Peer to Peer)	Peer to Peer Network
PC (Personal Computer)	Personal Computer
PCM (Premium Commercial Message)	Premium Commercial Message
PD (Producer)	Producer
PP (Program Provider)	Broadcast Channel Licensee
PwC (Price Waterhouse Coopers)	UK multinational accounting and consulting firm
QAM (Quadrature Amplitude Modulation)	A digital modulation method that simultaneously modulates the amplitude and phase of the carrier.
R&D (Research and Development)	Research and Development
SNS (Social Network Service)	Social Network Service
SO (System Operator)	Cable Broadcast Operator
SVOD (Subscription Video on Demand)	Subscription Video on Demand
SW (Software)	One or more computer programs for a specific purpose stored on a storage device.
TF (Task Force)	A temporary organization built up separately from an existing department to accomplish a certain business plan.
TV (Television)	Television
UHD (Ultra High Definition)	Ultra High Definition
UI (User Interface)	A physical or virtual medium created for temporary or permanent access to enable communication between things or systems, especially machines, computer programs, etc.
URL (Uniform Resource Locator)	Conventions for communicating where resources are on the network
US (United States of America)	United States of America
USIM (Universal Subscriber Identity Module)	IC card with subscribers identification module
UX (User Experience)	The total experience a user has with a system, product, or service, both directly and indirectly.
VOD (Video on Demand)	Video service business that provides video-based services over telephone lines or cables
VR (Virtual Reality)	An environment or situation that resembles the real world but is not real, created by artificial technology using computers, or the technology itself.
WTO (World Trade Organization)	World Trade Organization
Wi-Fi (Wireless Fidelity)	A technology that allows electronic devices to connect to a wireless local area network (WLAN)

5 | Status of the Broadcasting and Communications Industry by Sector

Total Sales in the Broadcasting and Communications Industry

(Unit: KRW trillion)



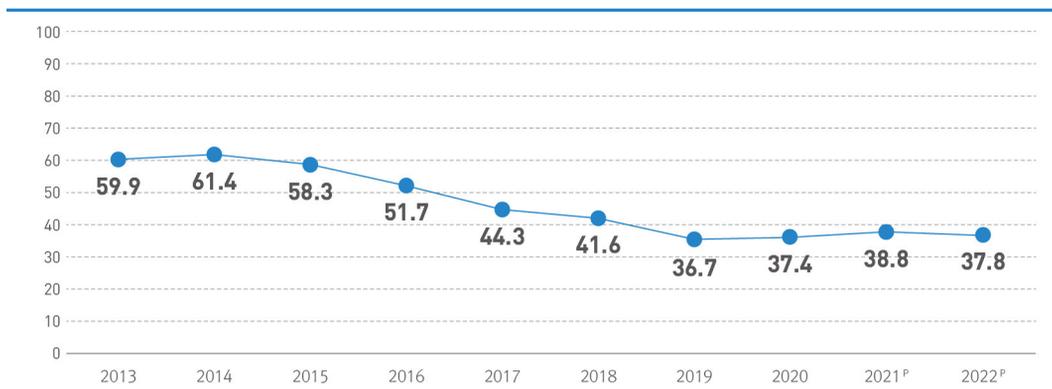
Broadcasting and Communications Service Sales

(Unit: KRW trillion)



Broadcasting and Communications Device Sales

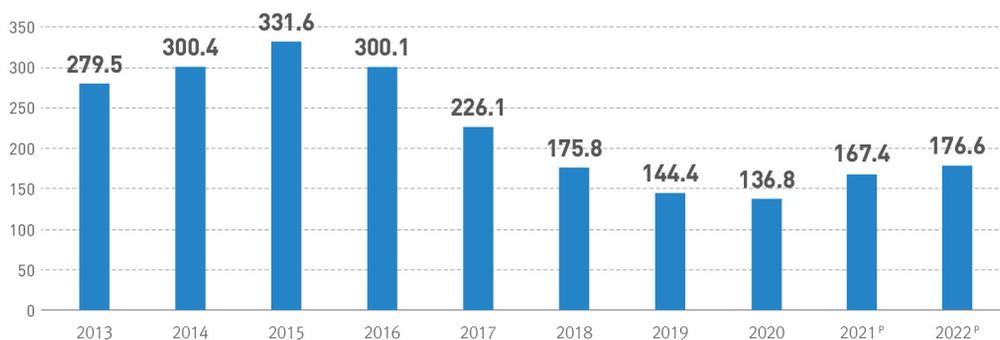
(Unit: KRW trillion)



Note) P : Preliminary, E : Estimate, Broadcasting and communications services refer to communication, broadcast and information services
 Source) Monthly survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

Broadcasting and Communications Exports

(Unit: USD 100 million)



Communications Devices Exports

(Unit: USD 100 million)



Broadcasting Devices Exports

(Unit: USD 100 million)

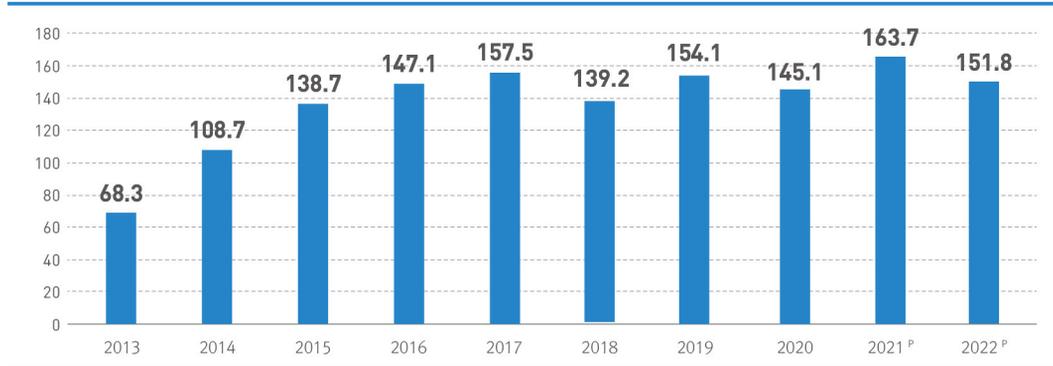


Note) P : Preliminary

Source) Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

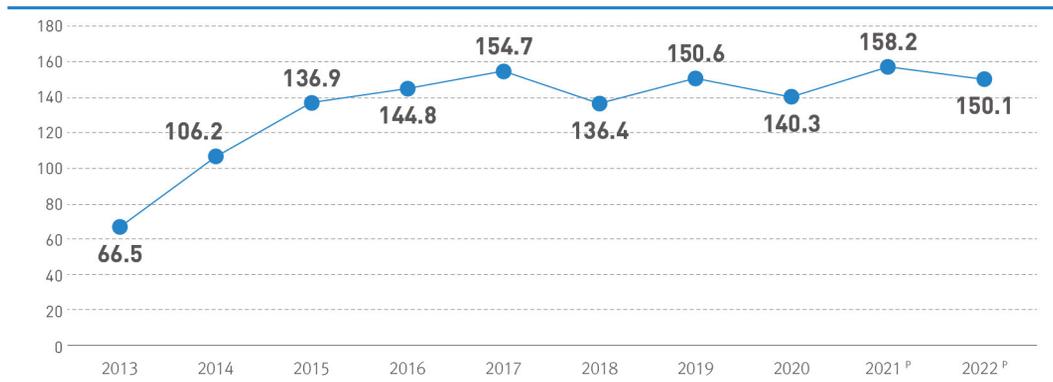
Broadcasting and Communications Devices Imports

(Unit: USD 100 million)



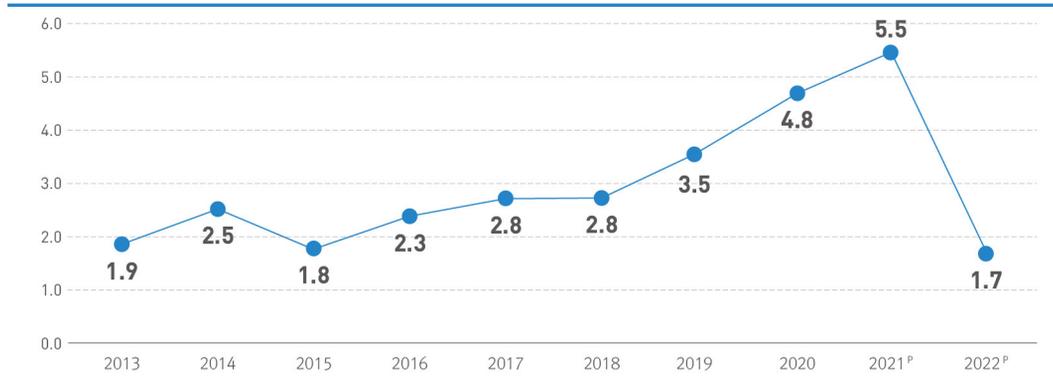
Communications Devices Imports

(Unit: USD 100 million)



Broadcasting Devices Imports

(Unit: USD 100 million)

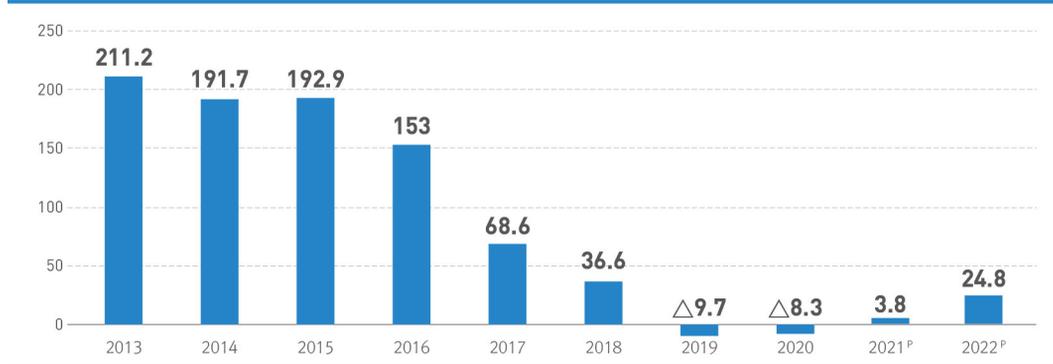


Note) P : Preliminary

Source) Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

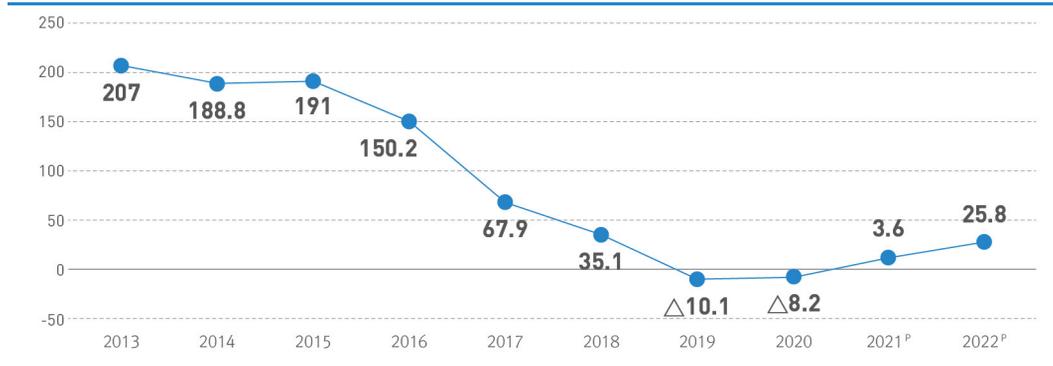
Broadcasting and Communications Devices Trade Balance

(Unit: USD 100 million)



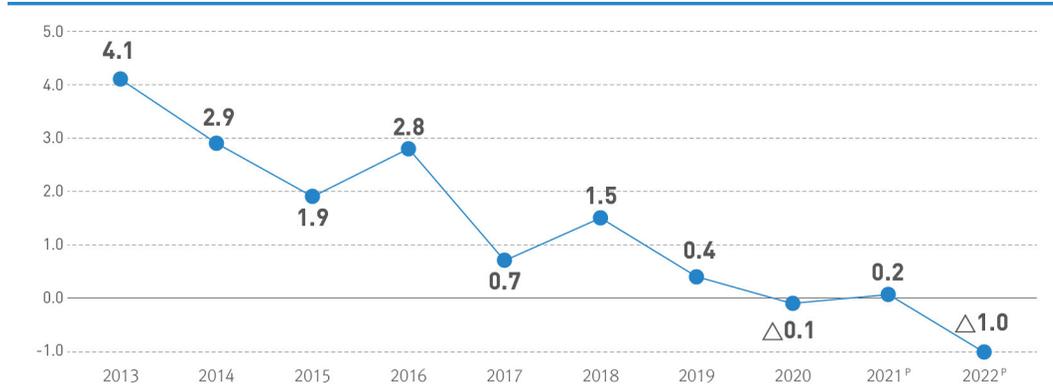
Communications Devices Trade Balance

(Unit: USD 100 million)



Broadcasting Devices Trade Balance

(Unit: USD 100 million)

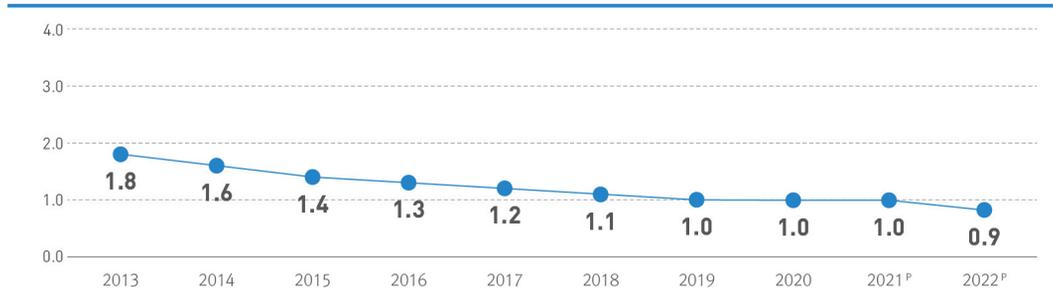


Note) P : Preliminary

Source) Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

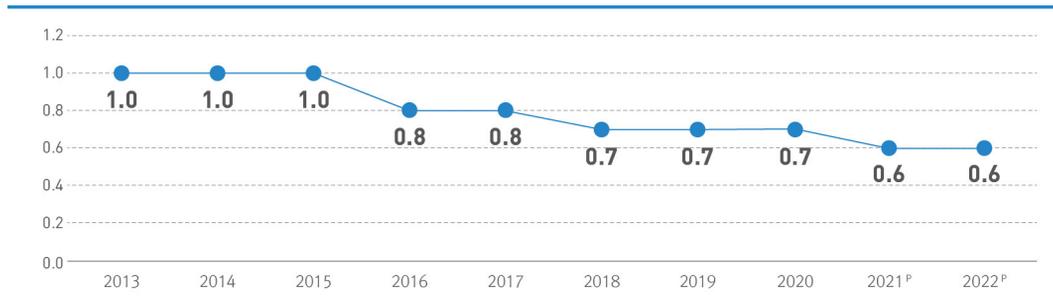
Local Telephone Service Sales

(Unit: KRW trillion)



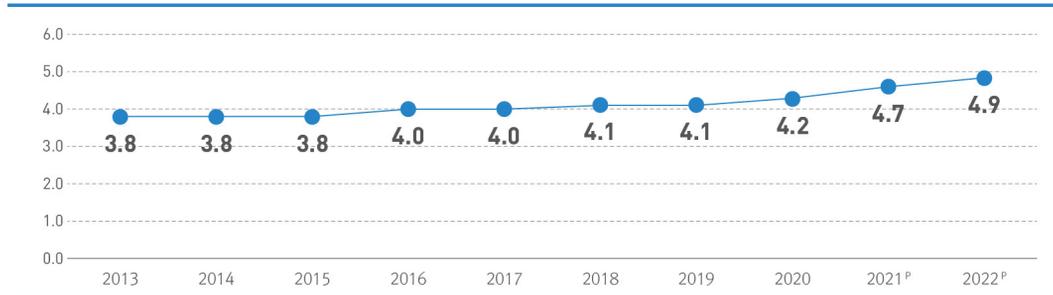
Internet Telephone Service Sales

(Unit: KRW trillion)



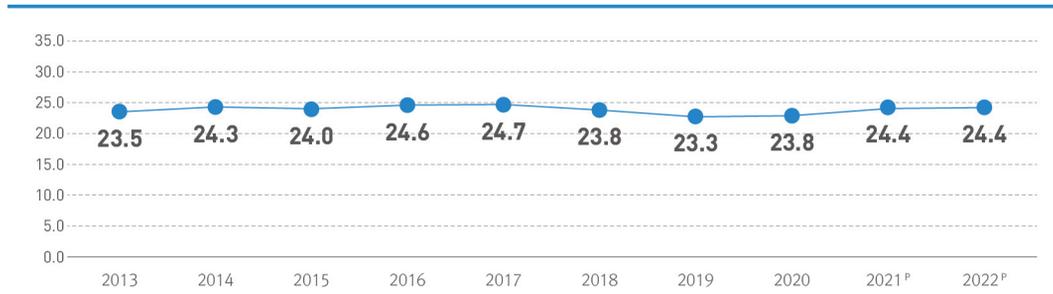
Broadband Communications Service Sales

(Unit: KRW trillion)



Mobile Communications Service Sales

(Unit: KRW trillion)



Note) P : Preliminary E : Estimate

Source) Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

5. Status of the Broadcasting and Communications Industry by Sector

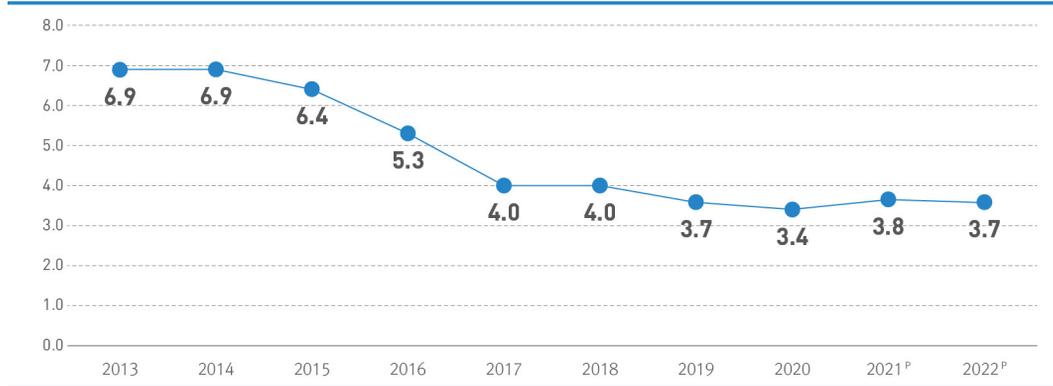
Mobile Terminal Device Production

(Unit: KRW trillion)



DTV Production

(Unit: KRW trillion)



Set-Top Box Production

(Unit: KRW trillion)

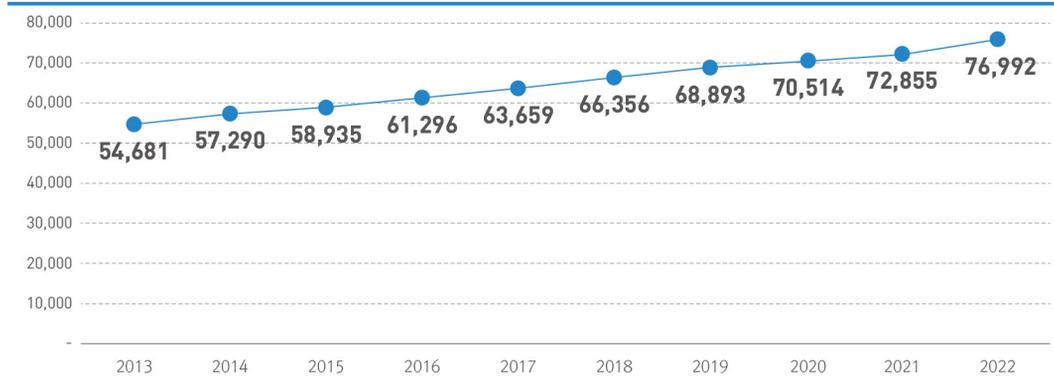


Note) P : Preliminary E : Estimate

Source) Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2022

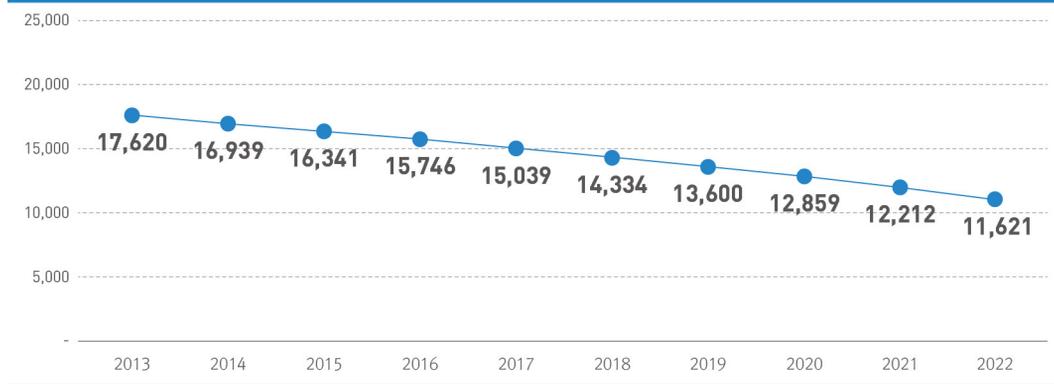
Number of Mobile Subscribers

(Unit: 1,000 persons)



Number of Local Telephone Subscribers

(Unit: 1,000 persons)



Note) As of Dec. of each year, mobile phone includes tablet PC, wireless data modem and M2M, etc.

Source) The Ministry of Science and ICT, 2022

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Building 2, 47 Gwanmum-ro
Tel : 02)500-9000
E-mail : webmaster@kcc.go.kr
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