

Press

Please do not publish this information until Wednesday 10/02/2013.

Release

[Report Items]

a. Yeol Um (1270), Chief, Broadcasting Advertisement Policy Division

Briefing on the results of the 37th KCC Commission Meeting for 2013

- One agenda item submitted for discussion at today's meeting

[Agenda item reported]

A. Partial amendment of “bundled sale of broadcast advertisements”

(Refer to the attachment.)

- o Reporting was done to resolve issues regarding the average rate of bundled sales (*1) posted by bundled sales agency for 2013;broadcasters entitled to assistance by respective bundled sales agency, size of assistance for respective agencies (*2) in the “public announcement on assistance for broadcast advertisement bundled sale” as per Article 20 (assistance for bundled sale of broadcast advertisements) of the “Act on agency-based sales of broadcast advertisements”

Article 20 (Assistance for bundled sale of broadcast advertisements)

- ① Sales agencies for terrestrial broadcast advertisements shall sell broadcast advertisements of local terrestrial broadcasters of network broadcasters and small and medium-sized terrestrial broadcasters by bundling them with broadcast advertisements of other terrestrial broadcasters.
- ③ To promote the bundled sale of broadcast advertisements, KCC shall announce the following items yearly:
1. Average rate of bundled sales for local terrestrial broadcasters of network broadcasters and small and medium-sized terrestrial broadcasters out of the advertisement sales of terrestrial broadcasters in the most recent five fiscal years
 2. List of local terrestrial broadcasters of network broadcasters and small and medium-sized terrestrial broadcasters entitled to assistance from respective sales agencies in the given year, size of assistance in bundled sales by respective sales agency

- o Going forward, an administrative announcement on the revision will be made (October), to be followed by approval by the Commission (November) and publishing in the government bullet in prior to implementation.

[Attachment]

< Revision of the rate of assistance in bundled sale by respective media

representative and size of assistance to broadcast companies entitled to assistance>

[*1] Average rate of bundled sales posted by respective bundled sales agencies

Sales agency for terrestrial broadcast advertisements of KBS and MBC	12.2964%
Sales agency for terrestrial broadcast advertisements of SBS	7.9598%

[*2]Broadcast companies entitled to assistance by respective bundled sales agency, required minimum size of assistance in bundled sales

Bundled sales agencies	Classification	Companies entitled to assistance	Required minimum size of assistance in bundled sales (%)
Sales agency for terrestrial broadcast advertisements of KBS and MBC	Local terrestrial broadcasters of network broadcasters	Busan MBC Daegu MBC Gwangju MBC Daejeon MBC Jeonju MBC MBC Gyeongnam Chuncheon MBC Cheongju MBC Jeju MBC Ulsan MBC Mokpo MBC Yeosu MBC Andong MBC Wonju MBC Chungju MBC Samcheok MBC Pohang MBC Gangneung MBC	0.6154% 0.4518% 0.3705% 0.4067% 0.3809% 0.6425% 0.3971% 0.4759% 0.4473% 0.3739% 0.2943% 0.3030% 0.3083% 0.3361% 0.3327% 0.3352% 0.3251% 0.3988%
	Small and medium-sized terrestrial broadcasters	EBS OBS Kyungki Broadcast CBS BBS PBC KCC WBS YTN Radio TBS Busan English Broadcasting Foundation Gwangju English Broadcasting Foundation	1.3773% 0.1559% 0.2554% 1.7437% 0.5268% 0.4444% 0.2184% 0.2329% 0.1689% 0.0532% 0.0066% 0.0125%
Sales agency for terrestrial broadcast advertisements of SBS	Local terrestrial broadcasters of network broadcasters	KNN TBC KBC TJB UBC JTV CJB G1 KC TV	1.1368% 0.8896% 0.7421% 0.6226% 0.4148% 0.4132% 0.4280% 0.5644% 0.4035%
	Small and medium-sized terrestrial broadcasters	OBS TV	3.4870%