



Korea Communications  
Commission

## **NEWS RELEASE**

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# **KCC Chairman Han Sang-hyuk meets with Ambassador of India to Korea**

November 2, 2021 – Today Korea Communications Commission Chairman Han Sang-hyuk met with Ambassador of India to Korea, Ms. Sripriya Ranganathan, to exchange views on cooperation in broadcasting content, including broadcasting co-production, between Korea and India.

During the meeting, Chairman Han Sang-hyuk noted how India successfully produces a large quantity of outstanding video content every year, enough to warrant the title of ‘Bollywood.’ He emphasized that Korea is playing the role of a content hub by creating popular content such as ‘Squid Game,’ which is extremely popular in countries around the world, including India.

Additionally, Chairman Han noted, “our two countries have created the foundation for cooperation and exchange in broadcasting, for example by signing the Audio-Visual Co-Production Agreement\* in 2015. If we can further cooperation based on our respective strengths, we will be able to produce outstanding, creative content that is recognized around the world.” In this respect, he asked for the Indian government’s continued interest and support.

\* The Co-Production Agreement includes broadcasting and film, and when each country's financial and creative contributions are at least 30%, the co-productions are afforded various benefits including national treatment.

In response, Ambassador Sripriya Ranganathan said, "Korea and India have a special strategic partnership under which we actively pursue cooperation in various areas," adding that India will continue to cooperate for successful exchange in broadcasting and communications between the two countries.

Furthermore, Ambassador Ranganathan emphasized "both countries are strong in terms of content, and Korea's cultural influence is spreading not only in India, but around the world." She added, "I recognize the impact broadcasting and content can have, and in this respect the 2015 Audio-Visual Co-Production Agreement can be a foundation for future cooperation."

At the conclusion of the meeting, Chairman Han commented, "Considering how our two countries have maintained a strong cooperative relationship in various areas, I hope in the future Korea-India broadcasting and communications exchange and cooperation, including broadcasting co-production, can be more vitalized."

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