



Korea Communications Commission

NEWS RELEASE

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2021 KOREA COMMUNICATIONS COMMISSION BROADCASTING AWARDS ARE HELD ONLINE

–15 programs including “Crash Landing on You” are awarded–

September 13, 2021 – The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) held the 2021 Korea Communications Commission Broadcasting Awards online today to recognize the excellent programs which were produced and aired in Korea and the individuals and groups who contributed to the development of broadcasting culture over the past year.

The Broadcasting Awards have been held every year since 2008 to encourage broadcasting staff who have contributed to broadcast production and award those who deserve recognition in order to improve the quality of broadcast programs.

More than 160 works were submitted for this year's awards, and a total of 15 programs, including the Grand Prize, Top Prize, Excellence Award, and Special Award, were selected through preliminary and main consideration.

The honor of the Grand Prize went to CJ ENM's Crash Landing on You, which contributed to the

spread of *Hallyu* culture. This fantasy drama followed the story of a South Korean conglomerate heiress who crash-lands in North Korea and falls in love with North Korean military officer. It aired in around 190 countries, and in particular was noted to have reignited *Hallyu* in Japan.

The Top Prize was awarded to Pohang MBC's *Don't Use That Molten Metal*, a documentary about workers' industrial accidents.

Additionally, a total of eight Excellence Awards were given to the following: in the society and culture development category, *You Quiz on the Block* (CJ ENM), *Itaewon Class* (JTBC), and *70th Anniversary of the Korean War Special Plan 'I am a Female Volunteer Soldier'* (KBS); in the creative innovation category, *Modern Korea* (KBS); for the *Hallyu* expansion category, *Dr. Romantic 2* (SBS); for regional development category, *Refuge 1023* (KNN) and *Jeju April 3 Special Documentary 'Letter from the Water'* (CBS); and finally *No, Thank You* (Kakao Entertainment) took the award for the web and app category.

The Contribution Award, which selects and awards broadcasters and organizations that have contributed to the development of broadcasting, was given to the following: <KBS Public Safety News Center>, which disseminated practical disaster information through weather warnings for an average of 10 hours during the monsoon season in 2020, and <MBC Distribution Infrastructure Department>, which developed core technology for large-capacity content archives to transform systems into domestic-made ones; and the <EBS Online School Broadcasting System Operation Team> who supported the start of non-contact online school broadcasting during the pandemic by establishing an online school broadcasting system.

At the ceremony, Chairman Han Sang-hyuk said, "Our broadcasting is a great help and comfort to those having a hard time because of the Covid-19 pandemic, supporting them in overcoming the current difficulty," and he praised the hard work of broadcasters working diligently behind the scenes.

He added, "In the current media environment which is undergoing a digital transformation, Korea's excellent content is capturing the hearts of people all over the world. The KCC will continue to actively support the industry so that quality content can continue to be produced and the content industry can grow."

The award-winning works can be viewed on the KCC website (www.kcc.go.kr). There will be a prize event for viewers who watch the winning programs and leave comments.

Attachment 1. "2021 KCC Broadcasting Awards: This was special

Attachment 2. 「2021 Broadcasting Awards」 Winners.

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