

## **KCC hosts the Central and South American Broadcast Contents Showcase 2011**

### **- Helping domestic broadcast programs enter Central and South American markets (Brazil, Peru and Colombia) -**

To help Korean broadcast programming make inroads into new markets, the Korea Communications Commission (Chairman Choi, See Joong) is planning to host a broadcast content showcase in three Central and South American cities: Sao Paulo, Brazil on August 19, Lima, Peru on August 22, and Bogota, Colombia on August 24.

The 'Central and South American Broadcast Content Showcase 2011' will be the second such showcase held in Central and South America following the one held last year in Mexico. This event was planned to help Korean broadcasters advance into emerging markets in Central and South America in connection with the ever expanding Korean wave.

Under the supervision of KISA (Pres. Simon Suh) and supported by the Korea Communications Commission, five major Korean broadcasters, KBS Media, MBC, SBS International, EBS and Arirang TV, will take part in this event to showcase diverse Korean programs such as dramas, documentaries and more than 30 3D productions.

In particular, popular dramas such as 'Bread, Love and Dreams,' 'Queen of Reversal,' 'Brilliant Legacy,' and high-quality documentaries like, 'The Land of Gods, Angkor' and 'Pops in Seoul,' will be introduced. Eleven companies, including 3D PLAN, Skylife and SK Telecom, will preview 3D contents to publicize Korean 3D capabilities and spread the Korean wave throughout Central and South America.

Also, broadcast screening and export consulting sessions will be held to support various marketing activities. Participants will visit the major broadcasters in each country to better understand the status of Korean wave contents in Central and South America and discuss cooperation in broadcasting, e.g. Korean channels' advance into these markets and joint production.

The KCC expects that this showcase will create new opportunities for Korean broadcast contents in Central and South America where Korean programs have not yet available so much.