

**NEWS RELEASE**

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**KCC DISCUSSES INTRODUCING NEGATIVE REGULATION FOR COMMERCIALS**

*- Forms consultative body with experts, industry members, civic groups; discusses relaxing regulations and measures for introducing new types of advertisements -*

On June 15, the Korea Communications Commission (KCC, Chairman Han Sang-hyuk) launched the ‘Consultative Body for the Introduction of Negative Regulation System on Commercials’ (hereinafter “Consultative Body”) and began the first discussions.

The consultative body consists of 11 members, including broadcasting, advertising, and legal experts, related industries, and civic groups, and will operate until the end of this year. The KCC plans to discuss and review the amendment to the Broadcasting Act which will significantly ease regulations on commercials so broadcasters can autonomously produce and air commercials, and introduce new types of ads according to developments in technology.

In February, the KCC announced its plan to promote the broadcast advertising market by changing the current regulations on commercials. It will change the current system, which allows only seven types of commercials\*, to a negative regulation one that allows all types other than those expressly prohibited.

\* Broadcasting program commercials, spot commercials, time signal commercials, commercial captions, commercial breaks, interim advertisement, virtual commercials, product placements

The relaxation of regulations on commercials is also included in the new government's task of 'becoming a global media powerhouse' through innovating media regulation and supporting growth.

The KCC announced that during the operation of the consultative body it would draw up a balanced amendment to the Broadcasting Act in consideration of deregulation and protection of viewer rights by comprehensively gathering opinions on key issues from stakeholders such as broadcasters and civic groups.

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The Korea Communications Commission