

Press Release

Please publish upon distribution on Wednesday, Feb. 19, 2014.

Inquiry:
JW Seong, Director of the Public Relations and Int'l Cooperation Division (1330)
YI Kim, Deputy Director of the same division (1333), paradiso@kcc.go.kr

Arirang TV Available at American Homes

- President Park expresses her hope that the channel will “serve as a precious bridge that further deepens our friendship and our trust.”
- The foundation is laid to promote Korean culture to the mainstream American society.

Arirang TV begins its first broadcasts on DirecTV, the largest US satellite broadcaster, at 06:00, Thursday, February 20, 2014 local time (20:00 the same day Korean time). Previously, Arirang TV had met American viewers but only in the limited areas of Los Angeles, New York and Washington DC on digital terrestrial and cable TV. Now on DirecTV, the channel begins a nationwide service in the United States.

Arirang TV broadcast to the 11 million mainstream American people subscribing to DirecTV is expected to help create a second Korean-Wave boom, spreading Korean culture such as food and history, dramas and K-Pop.

Commemorating Arirang TV’s launching on DirecTV, President Park Geun-Hye is going to deliver a video message to the DirecTV viewers that “I hope that Arirang TV now available on Direct TV will serve as

a precious bridge that further deepens our friendship and our trust. As you tune into Arirang TV, may you enjoy Korea’s natural beauty, its creative and exciting culture, its art.” The message will be aired at 06:28 of February 20, 2014 local time (20:28 of the same day Korean time).

The discussions to carry Arirang TV on DirecTV took momentum when Chairman Lee Kyeong-Jae of the Korea Communications Commission (KCC) met with senior executives of DirecTV and proposed the channel launch last July. As a result of five-month-long negotiations with DirecTV since the meeting, Arirang TV has been finally selected as a public service channel and programmed into a base package of DirecTV.

KCC Chairman Lee Kyeong-Jae said that “I expect the launch of ArirangTV will help raise the brand value of Korea as Americans will get to know more of Korean culture through the channel, and I am going to spare no effort to expand Korean-Wave worldwide by supporting ArirangTV for its carriage on satellite platforms in the regions like India, the United Kingdom and Latin America.”