

Choi See Joong, Chairman of the Korea
Communications Commission, discusses the future of
the Internet and media industries with industry
leaders

-Microsoft to consider data center implementation in Korea-

Mr. Choi See Joong, Chairman of the Korea Communications Commission, visited Google, e-Bay and Microsoft in San Francisco on September 8 and Dreamworks Animation and Walt Disney in Los Angeles on September 9 to discuss cooperation plans and the direction of Internet and media industry development in the future.

As the first stop in San Francisco, Chairman Choi visited Google, the world's No. 1 Internet service provider, and exchanged opinions about Google's management philosophy and future service strategies. At the meeting, Vice President Rachael Whetstone of Google explained that "openness" through mutual information sharing and "outstanding human resources" were the factors that helped Google advance into a global enterprise.

Following Google, Chairman Choi visited e-Bay, a leader in global Internet e-commerce, and discussed the latest Internet e-commerce trade and privacy issues. Explaining that the company predicts a shift in consumer trends to MSLD (mobile, social, local, digital) and

therefore is strengthening its mobile commerce, Vice Chairman Tod Cohen of e-Bay especially emphasized the necessity of cooperation with Korea because Korea is a country with a top-level network and high level of openness and therefore is important in establishing strategies for global market entry.

In addition, Chairman Choi visited Microsoft and discussed the future strategies of Microsoft in relation to cloud services and smart platforms. In particular, Chairman Choi requested cooperation with Microsoft to implement a data center in Korea stating that Korea has a competitive edge in this area. Vice President Mark Russel responded that Microsoft would seriously examine a plan to implement its data center for the Asian region in Korea since Korea offers highly advantageous conditions in terms of human resources, network implementation, operational costs and political stability.

Prior to this, Chairman Choi traveled to Palo Alto to visit the Institute of the Future where he discussed the policy direction and prospects of the digital society of the future. There he met with Director Marina Gorbis who explained that rapid technological advancement will expand individual competencies and collective intelligence and therefore perform as an engine that drives explosive social changes.

In Los Angeles, Chairman Choi visited Dreamworks Animation and had successive talks with CEO Jeffrey Katzenberg and Vice President John Batter. At the talks, opinions were exchanged regarding Dreamworks Animation's management strategies and the direction of 3D development in the future.

At the talks with Chairman Choi, CEO Katzenberg explained that 3D is a technology that is highly beneficial in terms of not only business opportunities, but also creativity and expressed his intention to continue with 3D productions. CEO Katzenberg asked for increased cooperation with Korea through personal exchange stating that Korea is a country possessing outstanding human resources.

Chairman Choi also met and encouraged Director In-Yeong Yeo and Director Yong-Deok Jeon, Korean producers working at Dreamworks Animation, and asked them to strive further to be a role model for the contents industry in Korea.

As the last stop in the U.S., Chairman Choi visited Walt Disney and talked with Chairman Andy Bird to share opinions on the management strategies of Walt Disney as a global media enterprise and about the future of the media industry.

At the talks, Chairman Andy Bird explained that the company's continuous growth was possible because, in terms of content, Walt Disney has been imprinting a uniform brand by exchanging "emotions" with consumers that transcend generations and social classes and, in terms of media strategy, it has been actively participating in the introduction of new technologies and platforms and therefore has been continuously creating new opportunities.

In the MOU previously concluded between I3DS (USA) and I3DS Korea and between both I3DS's and the Korea Radio Promotion Association concerning 3D industry promotion and human resources development between Korea and the U.S., Chairman Choi stated that 3D would drastically change the broadcasting and communications landscape in the future and requested efforts for 3D promotion through close cooperation between the countries.