



# Korea Communications Commission

## NEWS RELEASE

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## **FUTURE OF ASEAN-ROK BROADCASTING, MUTUAL COOPERATION DISCUSSED**

*Opening of KOREA-ASEAN Symposium: Cooperation of Broadcasting Content  
- Special Event of ASEAN-ROK Commemorative Summit -*

BUSAN, November 25, 2019 – The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) and the Media Future Institute (MFI, Chief Director Kim Kook Jin) opened the “KOREA-ASEAN Symposium – Cooperation of Broadcasting Content” at the Busan Community Media Center as a special event of the ASEAN-ROK Commemorative Summit. Attendees discussed measures for exchange and expansion of broadcasting content between Korea and ASEAN, and ways to promote co-production.

KCC Chairman Han Sang-hyuk commented in his welcoming remarks, “I am confident this symposium will serve as an occasion to promote Korea-ASEAN broadcasting content exchange and cooperation. Following the outcome of today’s discussion, the government will consider its role, and deepen communication with broadcasting stakeholders.”

In his congratulatory speech, Director-General of ASEAN Culture House Ham Seunghoon added, “I hope we can develop new cultural content which converges Korean *Hallyu* with ASEAN culture, and promote two-way exchange between Korea and ASEAN in the area of broadcasting content.”

Symposium attendees, including media and broadcasting content experts and academics from Korea and ASEAN countries, such as Thailand, Vietnam and Cambodia, participated in a vibrant discussion about the state of broadcasting and its future.

Director-General of Furmo DT Kim Shin Seok presented on “Case studies on co-production of broadcasting content between Korea and Vietnam,” Partner of TIME Consulting Jackkit Sangkittiwon from Thailand shared a presentation on “Present and future of the Korea-ASEAN broadcasting content market and co-production,” and KBS Producer Bae Kihyung presented on “Ways for cooperation in broadcasting content co-production between Korea-ASEAN.”

Following the presentations, Professor Choi Sejung of Korea University moderated a discussion with: Ranking Secretary of State Advisor to MPTC (Cambodia), Geo Rim; Director of International Content Bureau, NETVIET (Vietnam), Hieup Nguyen; Chairman of Korea Broadcasting Channel Promotion Association, Kim Mun Yeon; Professor of Dong-Eui University, Lee Joon Ho; and Special Advisory Officer of AIBD, Bae Jung Seob.

Attachment: Program of Korea-ASEAN Symposium: Cooperation for Broadcasting Content

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Korea Communications Commission

## **Korea-ASEAN Symposium: Cooperation for Broadcasting Content**

*This Korea-ASEAN Symposium was held as a special event of the ASEAN-ROK Commemorative Summit in order to promote exchange and co-production of broadcasting content between Korea and ASEAN countries, and encourage interest and participation by ASEAN countries.*

### **Overview**

- Event Name: Korea-ASEAN Symposium: Cooperation for Broadcasting Content

- Date/Time: Monday, November 25, 2019 (14:00 – 17:00)

- Location: Busan Community Media Center, Busan, Korea

-Content: Presentations by Korean and ASEAN broadcasting experts on Korea-ASEAN co-production cases, discussion on how to promote future cooperation and exchange

\* Special event of ASEAN-ROK Commemorative Summit (19.11.24 – 26) and Mekong-Korea Summit (19.11.27)

## **Korea-ASEAN Symposium: Cooperation for Broadcasting Content**

Time	Event	Program
14:00~14:05(5')	Opening	Kim Kook Jin, President of Media & Future Institute
14:05~14:10(5')	Welcoming Remarks	Han Sang-hyuk, Chairman of Korea Communications Commission
14:10~14:15(5')	Congratulatory Speech	Ham Seunghoon, Director-General of ASEAN Culture House
14:15~14:20(5')		Commemorative Photograph
14:20~14:45(25')	Presentation 1	“Case studies on co-production of broadcasting content between Korea and ASEAN” Kim Shin Seok, Director-General of Furmo DT
14:45~15:00(15')		2019 International Broadcasting Content Co-production Awards Winner
15:00~15:25(25')	Presentation 2	“Present and future of the Korea-ASEAN broadcasting content market and co-production” Jackkit Sangkittivan, Partner of TIME Consulting
15:25~15:50(25')	Presentation 3	“Ways for cooperation in broadcasting content co-production between Korea-ASEAN” Bae Kihyung, KBS Producer
15:50~17:00(70')	Discussion and Q&A	Moderator: Professor Choi Sejung (Korea University) Panelists: Geo Rim (Ranking Secretary of State Advisor to MPTC, Cambodia), Hieup Nguyen (Director of International Content Bureau, NETVIET, Vietnam) Kim Mun Yeon (Chairman of Korea Broadcasting Channel Promotion Association), Lee Joon Ho (Professor of Dong-Eui University) and Bae Jung Seob (Special Advisory Officer of AIBD).
17:00		Closing