

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting starts!



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Press release

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KCC Works to Improve the Regulatory System in Response to the Changing Media Environment.

- A study group gathered for a kick-off meeting. -

A regulatory review process began in order to respond to the rapidly changing media environment represented by the appearance of new hybrid services and combinations of various media technologies.

The Korea Communications Commission (KCC, Chairman Kye-Cheol Lee) held the kick-off meeting of a study group to work on the broadcasting regulatory system in the medium conference room of the KCC at 15:00 on September 21.

The study group is composed of 9 outside experts from areas such as broadcasting, communications, law, management and technology, as well as representatives of key stakeholders, who will be allowed

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to attend the meetings flexibly according to the agenda.

In consideration of the importance of the study group, the KCC put Chung-sik Kim, one of its Standing Commissioners, in charge of the study group, and appointed Joon-sang Kim, Director-General of the Broadcasting Policy Bureau, as president of the study group responsible for the working-level operations.

The study group plans to identify projects and find ways to improve laws and regulations taking into account foreign cases, viewer convenience, fair competition and development of broadcasting. For reasonable conclusions, it will collect as many opinions of stakeholders as possible, and operate itself in an open fashion.

The study group means to identify urgent projects by year end and find ways to implement them. From a mid-to-long-term perspective, it aims to study ways to streamline laws and systems to fit the convergence trends between broadcasting and communications, and between different media.

If the study group is successful and a conclusion is reached all stakeholders agree to, it will accelerate the introduction of new hybrid services by existing broadcasters and carriers, as well as give birth to general rules for the media and telecoms sector, which will be universally applied to each new service that will newly appear following advances in technology.

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Meanwhile, the KCC recently concluded that DCS service was illegal and decided to form a study group that would review how to accommodate the trends in technological advances in the broadcasting and telecommunications sector.

Attachment: Experts participating in the study group by area and a list of the stakeholder representatives.

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Attachment

Experts in the broadcasting system study group and representatives of stakeholders

Experts by Area

Area	Name	Affiliation
Broadcasting	Myeong-hyeon Kang	Prof., Department of Mass Communication, Hallym University
	Eun-mi Kim	Prof., Department of Communication, Seoul National University
	Dong-wook Park	Head of the Broadcasting Media Research Division, KISDI
Communication	Chang-wan Kim	Researcher, Telecommunications and Spectrum Research Division, KISDI
Law	Hyeon-soo Lee	Prof., Konkuk School of Law (Administrative Law)
	Sang-woon Ahn	Attorney, Jeil Law Firm
	Yong Yoon	Attorney, Yulchon LLC.
Management & accounting	Gyeong-woo Wi	Prof., Department of Business Administration, Sookmyung Women's University
Technology	Soo-in Lee	Head of the Broadcasting System Research Department, ETRI

Representatives of Stakeholders

Media	Name of Organization	Participant
Terrestrial broadcasting	Korea Broadcasting Association	Secretary-General Jae-man Park
Cable TV	Korea Cable Television & Telecommunications Association	Secretary-General Jong-sam Choi
IPTV	Korea Digital Media Industry Association	Secretary-General Jin-woo Jeong
Telecommunication operator	Korea Telecommunications Operators Association	Secretary-General Gi-seok Park