

**NEWS RELEASE**

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**The KCC’s open recruitment for broadcast advertisement production support for innovative SMEs**

*The KCC will select 47 SMEs, advantaging youth-friendly small businesses*

The Korea Communications Commission (KCC, chairman Han Sang-hyuk) is initializing the open recruitment for innovative SMEs for broadcast advertisement vitalization support with Korea Broadcast Advertising Corporation (KOBACO, chairman Lee Baek-man).

The KCC’s broadcast advertisement vitalization support for innovative SMEs support production cost for SMEs that struggle due to low profile and lack of marketing capability despite their outstanding technologies since 2015.

This year, it will provide 1.4 billion 40 million won worth of support to 47 companies including 31 TV advertisements, and 16 radio advertisements. Certified innovative companies are eligible for the support. The selected SMEs will get up to 45 million won within 50 percent of the production cost for a TV advertisement and up to 3 million won within 70 percent of the production cost for a radio advertisement.

In addition, the selected SMEs will have a free one-on-one consultation with advertisement experts regarding overall broadcast advertisement production and transmission.

Companies with outstanding employment practices and companies located outside Greater Seoul have got extra points to strengthen the support for innovative SMEs. This year youth-friendly companies and companies with outstanding youth employment practices will be benefitted as well to expand the support for youth and job creation for youth.

Furthermore, the selected SMEs will become eligible for broadcast advertisement transmission fee discounts initiated by broadcasting stations including KBS and MBC, and Korea Broadcast Advertising Corporation, and can get up to 70 percent discount if selected.

Through production support, the SMEs had higher profiles and recorded higher revenues. The SMEs that received the support in 2022 saw an average 24 percent increase in revenue and an average 7.5 percent increase in employees year on year despite the tough economic environment at home and abroad.

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The Korea Communications Commission