



Korea Communications Commission

NEWS RELEASE

Date:

September 10, 2020

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KCC REIGNITES BROADCASTING HALLYU ON GLOBAL STAGE

- *Korea to host Country of Honour event at MIPCOM*
- *Event to be held online in light of Covid-19*

The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) announced that it will host the Korea Country of Honour event at MIPCOM 2020*, a global content market held in Cannes from October 12 to 14, 2020.

* MIPCOM: Marché International des Programmes de Communication

The KCC is participating in MIPCOM this year through the Country of Honour to create groundbreaking opportunity for broadcasting *Hallyu* (Korean wave) content to leap beyond the Asian market into the Americas, Europe, and the Middle East.

MIPCOM is the world's largest content market held every autumn and attended by approximately 4,500 broadcasters and 13,000 industry experts from around 100 countries.

This year's MIPCOM will be a hybrid experience of online and offline events. In consideration of participants' health, safety and travel restrictions in Korea, the KCC will host the Korea Country of Honour as an online gathering without having to visit Cannes.

*The KCC originally planned to host the Country of Honour event at MIPTV (global content market) in Cannes at the end of March. With the cancellation of MIPTV due to Covid-19, the Country of Honour event was moved to MIPCOM.

The KCC will showcase the creativity, excellence and production capacity of Korean broadcasting content to content industry insiders from around the world. It will provide support

for opportunities to lead to production investment, content sales, and export contracts.

The Country of Honour program was planned under the slogan of the event: “Korea, Story Connects Us,” which was chosen to signify “Korean content with the world, Korean content meets the world.”

The key programs of the Country of Honour event include a FRESH TV KOREA program by a Swiss consulting company to showcase the most popular and innovative Korean content to global experts. Additionally, a two-day, online conference will be held on topics such as: successful examples of broadcasting Hallyu export overseas; examples of launching content on new platforms such as OTT and proposing a blueprint for the future; and global cooperation strategies. The conference video will be pre-recorded and broadcast at the physical event in Cannes, and then subsequently published on the MIPCOM website at the end of each day.

This year's event will support an online networking program to assist networking and entry into overseas markets for small and medium-sized broadcasters and producers for whom opportunities to expand overseas is more difficult. The program will coordinate 1-on-1 business meetings via teleconference between Korean broadcasters and producers and overseas producers and distribution companies in order to facilitate investment or sales contracts.

Furthermore, MIPCOM will also publish the *Focus on Korea* magazine that will introduce Korean broadcasting content, as well as carry out online publicity, including through social media, to showcase Korea's outstanding content.

The KCC cooperated closely with related ministries such as the Ministry of Culture, Sports and Tourism and the Ministry of Science and ICT. Through solidarity with participating organizations and companies, the KCC will support and provide innovative momentum for broadcasting *Hallyu's* next leap and expansion into the future.

KCC Chairman Han Sang-hyuk commented, "I am very pleased Korea is able to participate in the world's largest content market as the Country of Honour to showcase excellent content. With the rise of new media like OTT in the new non-contact era following Covid-19, broadcasting content represents an area for new opportunity."

He added, "Korean content is rewriting history in various sectors such as drama, K-Pop and movies. Now, just like the slogan of the event, "Korea, Story Connects Us," it is time for Korea to join hands with the world and create a cooperation model for broadcasting content production, distribution, and other areas."

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Attachment: MIPCOM 2020 Country of Honour logo, slogan, MIPCOM 2020 logo

□ Logo



□ Slogan: Country of Honour 2020: Korea, Story Connects US



□ MIPCOM logo

