

## **Choi, See Joong, Chairman of the Korea Communications Commission, reinforces policy cooperation with the U.S.**

### **- Searching for a policy direction for the 2nd-term Commission -**

Mr. Choi, See Joong, Chairman of the Korea Communications Commission, will tour the U.S. on September 5 and stay there until September 11 in order to reinforce the KCC's cooperation in broadcasting and communications policy with the U.S., and to discuss the operational strategy of major global broadcasting and communication companies. It is expected that the trip will help the KCC form a direction for future development of the Korean broadcasting and communication industry.

During this visit, Mr. Choi is planning to meet with futurists as well as broadcasting and communications policy agencies, global media groups, Internet companies, advertising companies and research institutes, and exchange opinions about the future of the broadcasting and communications environment with a view to finding a policy direction suitable for the emerging "smart ecosystem" after the inauguration of the 2nd Commission.

To this end, Mr. Choi is especially going to discuss cloud computing and network neutrality policies with Julius Genachowski, Chairman of the FCC (Federal Communications Commission), and exchange opinions on major broadcasting and communications issues, such as public frequency policies with the NTIA (National Telecommunications and Information Administration), and discuss ways to reinforce mutual cooperation.

Mr. Choi also plans to visit Time Warner, Walt Disney and Dreamworks Animation to discuss the development strategy of global media groups and industry forecasts, and then he will visit Optimedia, a major globally integrated advertising agency, to discuss ways to promote the advertising industry in order to ensure that advertising will lead the broadcasting and communications industry.

Mr. Choi will discuss global trends of the Internet industry and developmental directions of the future of information technology with representatives of Google, Microsoft and eBay, and also visit Bell Laboratories, the world's first broadcasting and communications research institute, to find ways to cooperate on R&D.