



# Korea Communications Commission

## NEWS RELEASE

### **The Fourth KCC Term announces its vision, 'Broadcasting and Telecommunications To Center on the Public'**

#### **- Four goals and ten agendas announced -**

- ▷ **To eradicate unfair relationships based on power dynamics** between broadcasting companies and contracted production companies, such as in terms of payment of production costs and copyright distribution, **and organize/operate a "win-win council on the Internet industry"** to discuss and handle the social responsibilities of Internet business operators and reverse discrimination against domestic and overseas business operators
- ▷ **To strengthen substantial protection** against personal information leakage, such as by upwardly adjusting the criteria for fine impositions, and **support new data-based businesses** by increasing the use of de-identification measures and international cooperation
- ▷ To activate new services by stably introducing terrestrial UHD broadcasting, **improving OTT/VOD service systems, and enhancing competition evaluation methods in the broadcasting market**
- ▷ **To improve the impartiality of and public interest in broadcasting** by enhancing the governance of public broadcasting companies, defining the roles of public and private broadcasting, improving the license fee collection system, and **strengthening criteria for re-permit/re-approval reviews**
- ▷ To bolster freedom of expression by **improving the Internet posting temporary moderation system** and strictly blocking illegal and harmful information by **making it mandatory to delete and block access to pornographic materials**
- ▷ To broaden the base for national participation through the **advancement of community radio**, etc., **expanding community media centers to metropolitan areas**, and strengthening customized media education
- ▷ **To introduce a communication dispute mediation system** to swiftly and effectively resolve disputes, **introduce a separate terminal subsidy disclosure system**, and alleviate the burden of communication costs by **comparing and publishing the factory prices of domestic and foreign-made terminals**
- ▷ To secure financial resources for content production by **comprehensively reorganizing broadcasting advertising**, and **promote the continuous growth of broadcasting Hallyu (Korean Wave) media** by exporting high-quality broadcasting content

- On December 6 (Wed.), the Fourth Korea Communications Commission (KCC, Chairman: Lee Hyo-seong) Term presented its vision, "Broadcasting and Telecommunications To Center on the Public," and announced four goals and ten agendas in line with the new vision.
  
- In order to establish the vision and agendas, the Fourth KCC Term, which began in August of last year, extensively discussed the rapidly changing broadcasting and telecommunications technologies and user environments, how broadcasting and communications services contribute to national unity and communication under the circumstances where competition is intensifying at home and abroad, and whether or not these services can function as a growth engine for society in the future.
  - o Forums and meetings by broadcasting and telecommunications field players, as well as collections of opinions from interested parties and a national idea contest, were held in order to reflect the voices of people from all walks of life. The commissioners also discussed the issues several times before finalizing the vision and agendas.
  
- To actively respond to changes and key issues in the broadcasting and telecommunications environment, the Fourth KCC Term established four goals and ten agendas, as listed below.

**<Goal 1> The KCC will create a fair and free broadcasting and telecommunications environment.**

**Agenda ① Strengthen impartiality of and public interest in broadcasting**

- o The KCC will realize future-oriented broadcasting by improving the governance of public broadcasting companies and autonomy of production and programming, and defining the roles of public and private broadcasting. In addition, to strengthen the financial transparency and stability of public broadcasting, the KCC will create a committee on public broadcasting license fees, and thus improve the license fee collection system.
  
- o The KCC has also established a policy to strengthen the criteria for re-permit and re-approval reviews of broadcasting companies and increase the effectiveness of the re-permit and re-approval system by improving the broadcasting evaluation system, which is currently insufficient at assessment.

**Agenda ② Improve media diversity and regional characteristics**

- o In order to reflect changes in the patterns of media use, the integrated viewing rates will be estimated by including smartphones and PCs to set an example (Dec. 2017), and the laws for the enforcement of the viewing rate estimation system will be enhanced.
  
- o Considering the aggravated business conditions for local broadcasting companies, the regulations on ownership and combined business operations will be relaxed. In addition, local broadcasting will be stimulated by improving regulations on the compulsory rate of independent programming, which are currently applied to local private broadcasting companies only.

**Agenda ③ Promote freedom of expression on the Internet and strengthen response to adverse effects**

- o In relation to the temporary moderation of Internet postings by portal sites, the publisher will be provided with an opportunity to present a counter-argument. In addition, freedom of expression will be guaranteed by applying the circumstances precluding wrongfulness to cyber-defamation cases.
- o As for illegal and harmful information, such as pornographic materials and illegal films, which have become a social issue as of late, it will be made mandatory for Internet broadcasting business operators to delete and block access to such information when made aware of its distribution. At the same time, real-time blocking technologies using artificial intelligence will be developed to strictly block illegal and harmful information. In addition, a nationwide Internet ethics education program will be provided to increase the public's capacity for self-corrective behaviors.

**<Goal 2> The KCC will encourage users' active participation and improve their rights.**

**Agenda ④ Strengthen user's media capabilities and expand participation**

- o The KCC will promote the increase of viewer participation-style programs and operation of an organization to protect viewers' rights and interests. It will also support the advancement of community radio services by increasing radio output and extending license validity, and thus gradually expand the basis for public participation.
- o Community media centers, which are currently installed in seven locations, will be expanded to metropolitan areas across the country. In addition, media education programs that are customized to each area, such as a village media education class, for example, will be provided. The KCC will also strive to narrow the media gap for the disadvantaged by commercializing a "smart sign language broadcasting service" and "voice information service" for people with hearing impairments.

**Agenda ⑤ Strengthen user protection in an intelligent information-based society**

- o For swift and effective dispute settlement, the KCC will introduce its "communication dispute mediation system" and suggest "guidelines for damage relief by the communication service field." At the same time, the KCC will encourage the downward adjustment of the upper limit amounts on Internet broadcasting paid items in order to mitigate users' damage and inconvenience.
- o The KCC will also introduce a separate terminal subsidy disclosure system, and compare and publish factory prices for terminals both in Korea and abroad, thus alleviating the burden of communication costs.

**<Goal 3> The KCC will establish a broadcasting and telecommunications ecosystem that enables sustainable growth.**

**Agenda ⑥ Eradicate unfair relationships based on power dynamics and establish a win-win environment**

- o The KCC will extensively inspect the status of production cost payments and copyright distribution between broadcasting companies and contracted production companies, and thus establish improvement plans

within the year. In addition, the KCC plans to inspect and improve upon the matter of unfair relationships based on power dynamics that exist in the broadcasting and telecommunications industry, such as between home shopping companies and suppliers, and between platform business operators and small- and medium-scale CPs.

- o For issues that require a social consensus, such as the social responsibilities of Internet business operators and reverse discrimination against domestic and overseas operators, the KCC will discuss the solutions by organizing a "win-win council on the Internet industry."

**Agenda 7 Prepare a foundation for high-quality content production to spread the broadcasting of Hallyu (Korean Wave) media**

- o For balanced media development and protection of viewing rights, the KCC plans to comprehensively reorganize the broadcasting advertising system, with efforts ranging from the simplification of broadcasting advertising types (7 → 2) to sponsoring its systemization, and thus secure stable financial sources for content production.
- o The KCC will support Hallyu's continued growth by diversifying the current broadcast markets for Hallyu, China and Japan, to include Southeast Asia and even the Islamic World, and expanding opportunities for exchange with countries in the Asia - Pacific region by participating in the international broadcasting contents market and hosting international events that target these countries.

**Agenda 8 Resolve regulatory imbalances between media**

- o To resolve the ongoing issue of reverse discrimination against domestic and overseas Internet business operators, the KCC will block or shut down overseas websites that repeatedly commit illegal acts. The KCC has also established a policy to strengthen the application of regulations by joining international treaties, promoting joint responses with overseas governments, and conducting international cooperative investigations.
- o In addition, with respect to comprehensive programming channels, which have entered a period of stable growth, the KCC will re-examine and improve upon asymmetrical regulations, such as the mandatory inclusion of outsourcing production programs and mandatory broadcasting transmission systems.

**<Goal 4> The KCC will introduce new businesses in preparation for the future.**

**Agenda 9 Introduce new broadcasting and telecommunications services and improve the system**

- o The KCC will introduce a nationwide terrestrial UHD broadcasting system by 2021 and administer continuous inspections in terms of the status of high-quality content production, programming, and interactive services.
- o In line with the diffusion of convergence-type cross-platform media services, such as OTT and VOD, the KCC will systemize the classification system and legal statuses for new services and improve the broadcasting market's competition evaluation methods, such as market analysis criteria, by reflecting

changes in the conditions of competition in the market.

**Agenda 10 Achieve harmony between personal information protection and fourth industrial revolution policies**

- o As the collection and utilization of personal information has increased considerably, the KCC will develop and apply substantial policies to protect personal information, which includes strengthening the criteria for penalty imposition in cases of personal information leakage, reinforcing users' rights to control their own information, and introducing a temporary service suspension system in cases where violation of the related laws continues.
  - o In addition, the KCC will actively support the institution of new businesses, such as big data services, by providing legal support for and promoting a social consensus on the application of de-identification measures, alleviating regulations on position information businesses, and improving international cooperation.
- Through these ten agendas, the Fourth KCC Term will improve the impartiality of and public interest in broadcasting and telecommunications services so that it can contribute to the formation of healthy and diverse public opinions. At the same time, the KCC will actively support new services and establish an environment of fair competition in order to ensure that broadcasting and telecommunications services function as a key infrastructure component for society in the future. The KCC will also dedicate the utmost effort to creating an environment where all people can enjoy broadcasting and telecommunications services safely and conveniently.
- In addition, the KCC will successfully prepare the related legislations and budget and strengthen cooperation with the relevant authorities, such as the Ministry of Science and ICT, the Ministry of Strategy and Finance, and the Ministry of the Interior and Safety.