



Korea Communications
Commission

NEWS RELEASE

Date: Tuesday, November 16, 2021

Contact:

International Cooperation Division (02-2110-1342)

KCC Hosts ‘2021 International Broadcasting Co-production Conference’

- *Expanding the potential of broadcasting co-production through technological innovation*

The Korea Communications Commission (KCC, Chairman Han Sang-hyuk) will host the 2021 International Broadcasting Co-production Conference on Wednesday, November 17 under the theme of “Cooperation Tomorrow, Expanding the Horizon of Co-production.”

The International Broadcasting Co-production Conference is an annual event to promote co-production and exchanges between countries and domestic broadcasting content’s entry into overseas markets. It is being held online this year in consideration of the Covid-19 pandemic.

Starting with keynote speeches by Marina Narishkin, general manager of Millimages*, and Yong Ha Suh, chief producer from KBS, this year’s conference also includes a special Country of Honor Session with Canada, as well as sessions titled “New Technologies, New Content,” “New Cooperation, New

Way,” and “Prospect and Challenge of Co-production in the Future.”

* As one of Europe’s oldest independent animation studios, Millimages is a French company which plans and produces a variety of entertainment content, and distributes it globally

As the Country of Honor this year, Canada will present an introduction to the Canadian audiovisual landscape, broadcasting co-production examples and its system of support for co-productions.

The sessions that follow will cover new ways to produce content through digital technologies such as the metaverse or mixed reality; there will also be a discussion on international cooperation using technologies like cloud and AI. Experts will also take part in an in-depth roundtable discussion on the prospects and challenges for co-production in the future.

Chairman Han emphasized the fundamental objective of international broadcasting co-production, commenting that “co-production is where various countries with different cultures come together to create quality content.” He added, “the KCC will lay the foundation to promote international co-production by concluding co-production agreements with key countries. We will actively support co-production by also providing support for co-production costs so that outstanding content can be produced.”

The detailed conference program and pre-registration form can be found on the official conference website or at the KCC or KISDI websites.

* 2021 International Broadcasting Co-production Conference website (www.ibcc.or.kr)

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The Korea Communications Commission

Attachment: 2021 International Broadcasting Co-production Conference Program

Master of Ceremonies: Daye Kim

Time	Programs	Speakers
Opening Session		
10:00 ~ 10:20	IBCC 2021 Introduction Video	
	Opening Speech	Sang-hyuk Han (Chairman, KCC)
	Welcoming Speech	Ho-Yeol Kwon (President, KISDI)
	Congratulatory Remarks	Honored Guests
	2021 International Broadcasting Co-production Awards	- Best Program : 「Jang Dong-gun's Back to the Books」 (INDECOM) - Second-Place Program : 「Korea Never Ending War」 (KBS) - Third-Place Program : 「Asian Top Band」 (Gwangju MBC)
Keynote Speeches		
10:20 ~ 11:20	MOLANG, A Success Story In Transmedia Storytelling	Marina Narishkin (General Manager, Millimages, France)
	The Era of Digital Platforms: Global Documentary Co-Production	Yong Ha Suh (Chief Producer, KBS)
2021 International Broadcasting Co-production Awardee Presentation		
11:20 ~ 12:20	Current Status of Co-production Agreements and Support Systems	Sunghee Joo (Research Fellow, KISDI)
	Best Program : 「Jang Dong-gun's Back to the Books」	Tae Yeong Kim (Chief Producer/President, INDECOM)
	Second-Place Program : 「Korea Never Ending War」	Jeong Joong Kim (Director, KBS)
	Third-Place Program : 「Asian Top Band」	Min Ho Kim (Producer, Gwangju MBC)
The Country of Honor : Canada		
13:00 ~ 14:00	Welcoming Speech	Ramzi Saad (Director General, Department of Canadian Heritage)
	An Introduction to the Canadian Audiovisual Landscape	Andrew Addison (Vice-President, Canadian Media Producers Association) Heaton Dyer (Executive Director, CBC/Radio-Canada) Nathalie Clermont (Vice-President, Canada Media Fund) Nathalie Bourdon (Director, National Film Board of Canada) Francesca Accinelli (Vice-President, Telefilm Canada)
	Canada, Partner of Choice	Ian Wallace (Manager, Department of Canadian Heritage) Susan King (International Coproduction Analyst, Telefilm Canada)
Session 1. New Technologies, New Content		
14:00 ~ 15:05	Introduction of Session 1 & Speakers	Moderator : Sang Won Lee (Professor, Kyung Hee Univ.)
	How to approach Metaverse?	Sang Yeop Kim (Head of Content R&D Center, CJENM)
	Jump Studio, a Mixed Reality Capture Studio	Seung Yoon Baek (Leader, Metaverse Studio, SK Telecom)
	VR Storytelling: New Technology, Old Story	Jong-woo Kim (Executive Producer, MBC)
	Discussion	Moderator and Speakers

Session 2. New Cooperation, New Way		
15:05 ~ 16:25	Introduction of Session 2 & Speakers	Moderator : Joo-Yeun Park (Professor, Hankuk Univ. of Foreign Studies)
	Understanding Cloud-based Broadcast Production with Examples from the Tokyo Olympics	Haemi Kim (Solution Architect, Alibaba Cloud Korea)
	Broadcast Production Technology Trends Using Artificial Intelligence	Gyeong-June Hahm (Senior Researcher, ETRI)
	Collaboration of Global and Local Production	Jeeyoung Lee (SVP, Content Strategy APAC and GM, Korea & Japan)
	Global TV Format Co-developing & IP Share Case Study	Il Joong Kim (Senior Director, SBS)
	Discussion	Moderator and Speakers
Session 3. Prospect and Challenge of Co-production In the Future		
16:20 ~ 17:30	Introduction of Session 3 & Speakers	Moderator : Ju Yong Ha (Professor, Inha Univ.)
	Prospect and Challenge of Co-production In the Future	Konshik Yu (Executive Director, KBS Public Media Institute)
	Roundtable Discussion	Peter Treacher (Sales Director, C21 Media Ltd., UK) Hyunsook Chung (Executive Producer/Director, EBS) Dongkil Kang (CEO, NMedia)
Closing Remark		