

Jeju entering the age of high quality digital broadcasting

- At 2PM today, Jeju terminates its old analog TV broadcasting -

The KCC (Chairman, Choi Si Jung) announced that the special self-governing province of Jeju has become the first among all the self-governing bodies in Korea to enter the world of high quality digital broadcasting at 2PM, on June 29, 2011, by terminating its obsolete analog TV broadcasting service.

Through the digital broadcasting test project operating since September last year, the KCC has worked very hard to support a successful transition to digital broadcasting. To achieve this, the government helped low income working families to pay for distribution-type Digital TV's by offering them either krw100,000 in direct subsidies or providing free digital converters. Officials involved in the project also directly visited the homes of those without an understanding of technology such as elders and the handicapped and provided technical support such as converter installation.

< Government support for households directly receiving terrestrial broadcasting in test areas of Jeju >

Target of support		Content of government supports
Directly receiving households	General households	Rental of one digital converter (Deposit krw10,000, after three years the unit is handed over to the household.)
	Low income families	① Free rental of one digital converter or, ② Subsidy for purchasing a digital TV (krw100,000)
	Elders, handicapped	Support for digital converter installation

Starting with Uljin, Gyeongsangbuk-do, the digital broadcasting test was spread to Gangjin, Cheollanam-do, then to Danyang, Chungcheongbuk-do and finally to the Jeju special self-governing province. As the test was completed, national interest in digital transition arose greatly. From December 31, 2012, national transition to digital broadcasting will commence with very high expectations.

Vice Chairman of KCC, Hong Seong Gyu mentioned in a speech to celebrate the 'digital transition in Jeju' held at the Stone Culture Park of Jeju that the digital broadcasting transition in Jeju is the most memorable moment of Korean broadcasting history and added that he sincerely thanked all the citizens in Jeju who provided support and showed genuine appreciation for the successful execution of the project. Finally, he revealed his intention to invest all his best effort to ensure that everyone in Jeju will be able to watch digital broadcasting without any inconvenience.

The Vice Chairman also said that as the broadcasting companies, manufacturers and relevant organizations joined in their efforts since the digital transition in Jeju, all political efforts will be made until every Korean including low income families and the handicapped can enjoy the benefits of digital broadcasting. He also stated that strengthening the global capability of broadcasting contents will help Korea become a country producing advanced contents beyond being a simple IT advanced country.

For one month after termination of the analog broadcasting service (June 29 to July 28), KCC will broadcast a digital transition announcement in

closed caption on KBS-1TV so that households not yet prepared for digital broadcasting will know of its availability and benefits. KCC will also provide various services such as digital converter rentals, consulting, etc.

<End>