

KOCCA
KOREA CREATIVE CONTENT AGENCY

Enriching
Lives with Creative
Content

KOCCA
KOREA CREATIVE CONTENT AGENCY

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한국콘텐츠진흥원
KOREA CREATIVE CONTENT AGENCY

Introducing Korea Creative Content Agency, KOCCA.

As the umbrella government agency for Korea content industry promotion, Korea Creative Content Agency supports the production of content by genre in the area of broadcasting, games, music, fashion, animation, characters, cartoons, immersive content. KOCCA engages in planning, creative production, distribution, overseas expansion, fostering companies, talent training, research and development of culture technology, financial support and policy research for these content.

With the power of content and culture, KOCCA will lead the innovative growth of Korea.

The content industry extends beyond the realm of culture and is attracting attention as a promising future industry, driving innovative growth in the national economy.

For the sustainable advancement of our content, KOCCA supports the companies with innovative content by providing policy financing and plans to lead the future content market by laying the foundation for innovative growth as we promote leading immersive content.

Moreover, to make our content take place in the daily lives of people around the world beyond Korea, KOCCA will actively support overseas expansion and lead the new Korean Wave.

As a public agency, KOCCA will take the lead in generating social value.

To promote sustainable growth of the content industry, KOCCA will fulfill our responsibilities as a public agency and take the lead in creating social value by fostering fair and mutually sustainable business ecosystem, creating more job opportunities, and by supporting equitable regional development, etc.

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The image shows the exterior of the Korea Creative Content Agency building. The building is a modern, multi-story structure with a facade of large glass windows and white panels. In the foreground, there is a large, white, rectangular sign with a rainbow-colored top edge. The sign features the agency's name in Korean and English: "한국콘텐츠진흥원" and "KOREA CREATIVE CONTENT AGENCY". The sign is set on a circular concrete base with green grass. The background includes several tall, thin trees and a clear blue sky.

한국콘텐츠진흥원
KOREA CREATIVE CONTENT AGENCY

Management objectives

Mission  **Enriching Lives with Creative Content**

Vision Promotion agency leading innovative growth with the power of content and culture

Management Policy

Closer	Deeper	Broader
Drawing closer to the people People-friendly, open agency	Professionalism, efficiency, and fairness Content Promotion Agency	A cultural hub that leads the domestic and global markets

Core Values

Creativity · Innovation ◦ Future · Leading ◦ Inclusive Growth

Response to COVID-19

Restore the industrial ecosystem ◦ Support Online Commerce ◦ Build equitable economy

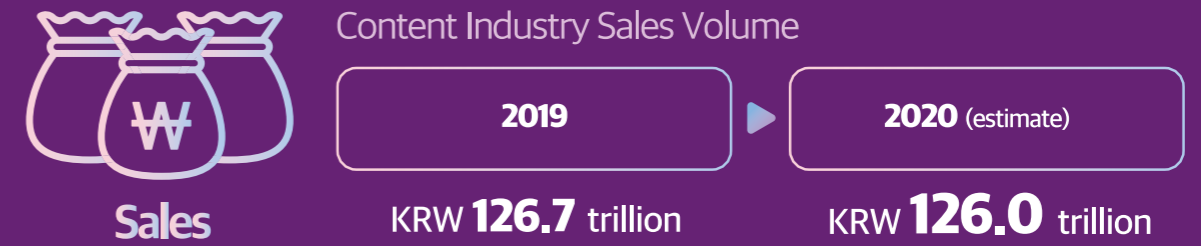
3 Strategic Goals

Strengthening the foundation of the content industry ◦ Securing future growth engines ◦ Enhancing social value

9 Strategic Tasks

- | | | |
|---|---|---|
| 01 Strengthening policy support for industrial innovation | 04 Expansion of investment and financing to lay the foundation for corporate growth | 07 Creation of an ecosystem of fairness and mutual sustainability |
| 02 Creating good jobs and talent development | 05 Fostering pioneering immersive content | 08 Realization of balanced cultural development among regions |
| 03 Support market-driven content creation | 06 Expansion of overseas expansion of the new Korean Wave | 09 Operation of a people-centered agency of integrity |

Scale of the content industry in terms of numbers



Source | 2020 2nd half & Annual Content Industry Trend Analysis Report

Major Achievements of Support Activities



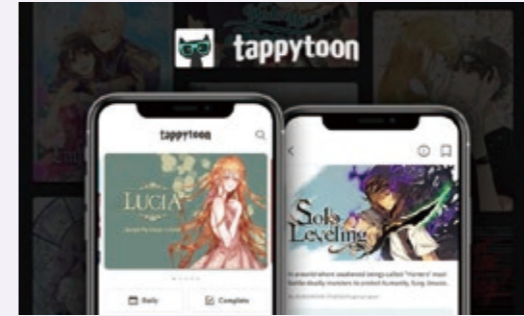
| Broadcasting Record of Youth

- Highest rating 12.1 %, 2049 ratings, 1st in all channels at the same time
- Ranked 8th in Netflix World Ranking in October, 2020
- Provided 2020 Broadcast Video Content Production Support



| Game Eos Red

- 2nd place in Google Play Store sales in Korea and Taiwan
- KRW 33.6 billion in sales over 5 months
- Provided 2019 Next Generation Game Content Production Support



| Comics Tappytoon

- A global webtoon platform that serves Korea's leading webtoons to the world
- 3 million members in 190 countries around the world
- Provided 2020 Manhwa Overseas Platform Establishment and Operation Support



| Culture Technology afun Interactive

- Development of 3D Apoki character and the digital human technology based on real-time rendering
- Selected as 2019 National R&D Excellence Achievements and in top 100 projects, and procured KRW 5 billion investment
- Provided 2017, 2019 culture technology R&D Support



| Story Red Shoes

- 7th place in the historical animated films (820,000 cumulative audiences)
- Grand Prize for '10 Korea Story Contest' (Original: Seven Dwarfs)
- '19 Presidential Award for Animation Division at the Korea Content Awards



| Animation Zombie Dumb

- Screened in over 230 countries, including Netflix and Disney Asia, exceeded 700 million views in Tencent China
- Awarded the Presidential Award at the 2018 Korea Content Awards
- Provided 2016, 2020 Korean Animation Production Support



| Fashion Minju Kim

- Winner of Netflix's global designer audition program 'Next in Fashion'
- Provided 2019, 2020 Creative Brand Prototype Production Support



| Realism Arte Museum

- Korea's largest immersive media art exhibition hall (Jeju)
- About 130,000 visitors and KRW 1.4 billion in sales during the first two months of opening
- Provided 2020 Immersive content Production Support



| Music New Boy

- "Hello, World" Asia Tour Successfully Held
- Provided 2019 Overseas Tour Hosting Support



| Character Wait for Me Bhang-ah

- Sales of over 120 character products in Korea and global licensing in progress in China, Thailand, Japan, and Hong Kong.
- Awarded the Minister of Culture, Sports and Tourism Award in the character field at the '20 Korea Content Awards
- Provided 2020 Content IP Licensing Support



| Policy Oriented Finance Believer(Movie)

- 5.2 million viewers, sold in 55 countries worldwide



| Policy Oriented Finance Artifact L

- Expected to attract overseas VC, Mission Resource Ventures Series A investment
- Synergy IB investment, attracting Pre-A investment from Big Bang Angels

Strengthening the foundation for the content industry

Strengthening policy support for innovative growth in the content industry

Creating good jobs and fostering talent

Supporting Market-driven content creation

Strengthening policy support for innovative growth in the content industry

Establish policies to rapidly respond to changes in the content industry and strategies to lead the future.



| Responding to policy issues and establishing mid to long-term plans

- In-depth analysis, investigation, and research to respond to issues such as Covid 19 and the introduction of a 52-hour weekly system
- Establish mid to long-term plans based on the vision of the next-generation content industry and follow-up response



| Policy Research and Survey

- Discover major affairs by genre and function, and conduct policy research
- Content industry trend analysis and survey



| Publish white papers and periodicals

- Publish industrial white papers by genre (broadcasting videos, games, music, animations, characters, cartoons)
- Publish periodicals reflecting the latest issues and trends in the content industry



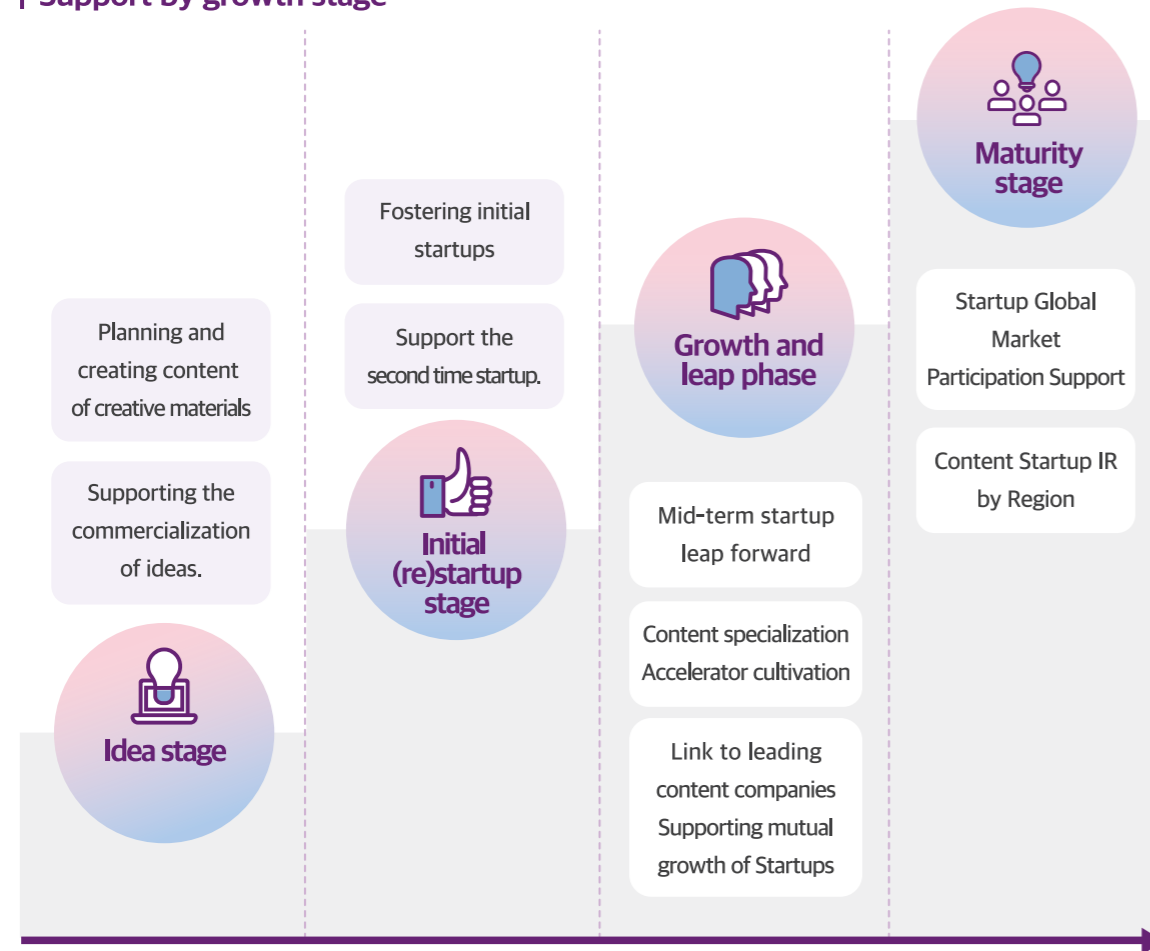
| Policy Forum

- Hosting seminars and forums related to major issues and policies in the content industry (Outcome and forecast seminar, content industry forum, etc.)

Creating good jobs and fostering talent

Build self-sufficiency by supporting content startup companies at each stage of growth

| Support by growth stage



| Operating space for creating content and a startup



Develop customized talent to lead the content industry and bring out creative capabilities.

| Customized on-site professional training

- Young People/Future Talents**
 - Operating one central campus based on the collaboration system among industry, academia, research, and government
 - Support for apprenticeship mentoring to develop the creative abilities of young talent
- Current Workers**
 - Professional training to strengthen the capabilities of the current workers in the content industry
- Convergence Creative Talent**
 - Training of immersive content creators
 - Training professionals in culture and technology



Online Education

- EDU KOCCA












| Providing space for content education and development



Supporting market-driven content creation

We discover and support K-content that will lead the future of the content industries

| Major production support by genre

 <p> Games </p> <p>Mobile, PC, console, arcade, new technology/serious game production support</p>	 <p> Broadcasting </p> <p>TV formats, web dramas, variety shows, documentaries, immersive content, senior cultural content production support</p> 	 <p> Animation </p> <p>Feature length and short independent animations, TV, theater, virtual reality, OTT platform based animation production support</p>	 <p> Comics </p> <p>Discovering outstanding manhwa IP, domestic and international business matching support, overseas platform building and operations support, new technology related production support</p>	 <p> Music </p> <p>Discovering new musicians, global tours, organizing performances in creative spaces, ICT-music content production support</p>	 <p> Fashion </p> <p>Discovering new designers, international buyer events and showroom participation support, social media fashion content creation and distribution support</p>
 <p> Characters </p> <p>New character IP, content IP, licensing related content production support</p> 			 <p> Story </p> <p>Discovering outstanding story IP, domestic and international business matching support, fostering new agents and authors, story contests, operating the Story Creation Powerhouse</p>	 <p> Immersive Content </p> <p>Discovering outstanding immersive content in the area of culture, sports, and tourism and supporting its commercialization, building immersive content infrastructure, global expansion</p> 	

| Organizing Global Events

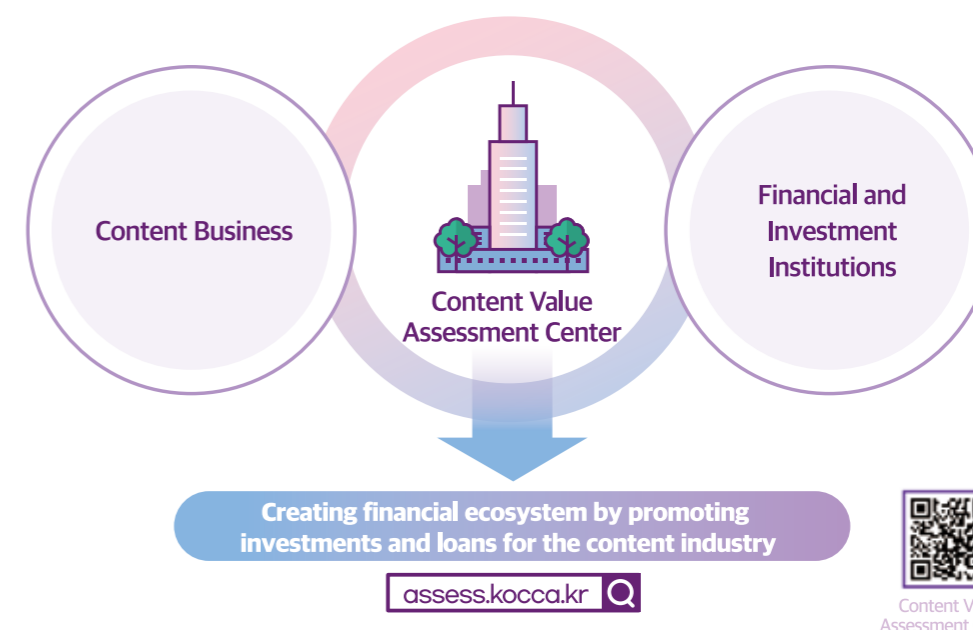
<p>March</p> <p>Fashion KODE Fashion Code</p> <p>Asia's largest fashion culture market introducing fashion as culture</p>	<p>June</p> <p>ITS GAME It's Game</p> <p>Export consultation event supporting outstanding domestic game content's global expansion</p>	<p>July</p> <p>Character Licensing Fair</p> <p>Asia's largest content licensing expo promoting the quality of Korean characters</p>	<p>August</p> <p>B2WW International Broadcasting Video Content Market</p> <p>Asia's largest international broadcasting video content market leading the global reach of K-broadcasting video content</p>	<p>September</p> <p>KNOCK Content Pitching Platform</p> <p>Leading content pitching platform to attract investments in promising Korean content</p>	<p>October</p> <p>MUSICON Seoul International Music Fair</p> <p>Global Music Market to promote global reach of K-pop music</p>	<p>STARTUP CON</p> <p>Startup Con</p> <p>Global conference to revitalize the content startup ecosystem</p>	<p>November</p> <p>IMMERSIVE CONTENT FESTIVAL Immersive Content Festival</p> <p>Festival forecasting immersive content trends and global market</p>	<p>December</p> <p>On: Korean Wave Festival</p> <p>Comprehensive Korean Wave event to promote global sales of merchandises related to Korean Wave content</p>
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Expanding the investment and loan support for business growth

Creating an ecosystem to promote investments and loans for content businesses

I Expanding investments and loans based on content value assessments

Supporting fundraising through evaluations of commercial potential using the value assessment models that reflect the characteristics of the content businesses



I Content Policy Financial Programs

<p>Specialized Guarantee Program for Content</p>	<p>Cultural Industry Completion Guarantee Program</p>	<p>Loan support from Broadcasting Video Promotion Fund</p>	<p>Content Supplementary Support Program</p>
<p>Providing customized guarantees in content planning, production, and commercialization stages</p>	<p>Providing completion funding to a content business that secured a distribution contract with a distributor</p>	<p>Business expense loan support to broadcasting genres</p>	<p>Financial institution loan interest support</p>

I Investment Related Support to Outstanding Content

<p>Content Pitching Platform KNOck</p>	<ul style="list-style-type: none"> - Discovering outstanding content related to the sponsored business - Providing customized IR training and pitching clinic - Organizing pitching events and making investment related recommendations
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Securing the future growth momentum

Expanding the investment and loan support for business growth

Fostering of leading immersive content

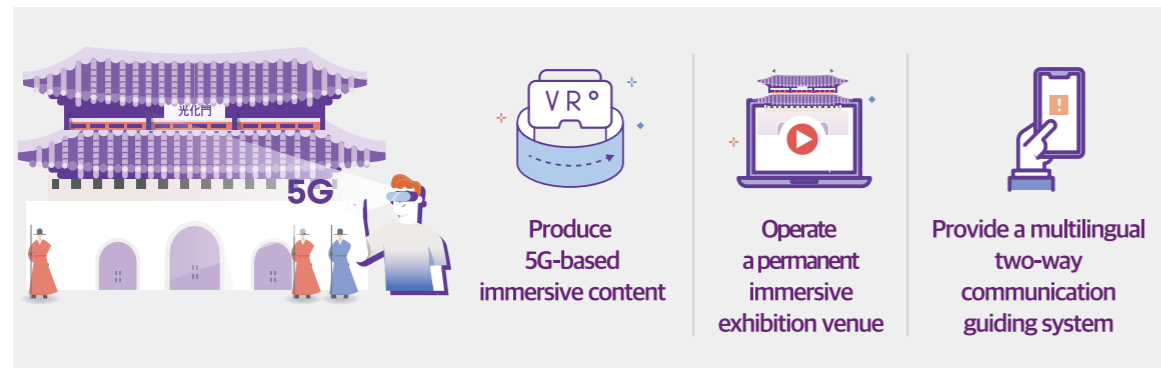
Expanding the global reach of New Korean Wave

Fostering of leading immersive content

Build a growth momentum for promising future industry through immersive content. Turn the historically symbolic Gwanghwamun area into an immersive content cultural experience venue.

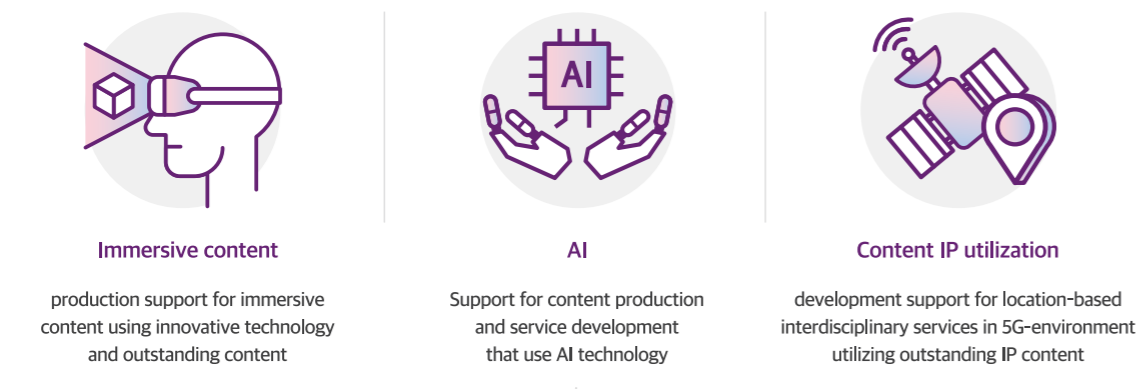
| 5G-Based Leading Immersive Content Project ‘Gwanghwa Era’

Build a 5G-based immersive content cultural experience venue around Gwanghwamun for all citizens to enjoy.

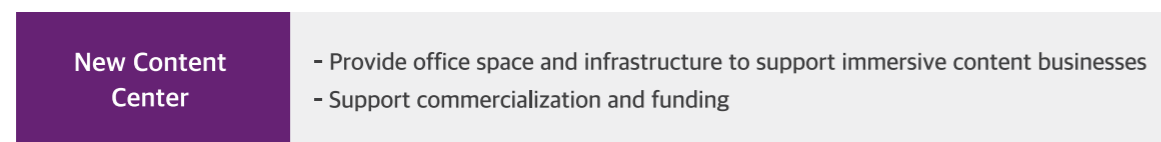


| Discovering and Fostering Immersive Content and New Technology Based Content

Create a leading model and build an innovative growth groundwork through supporting immersive content and new technology (5G, AI)-based interdisciplinary content productions



| Discovering and Fostering Immersive Content and New Technology Based Content

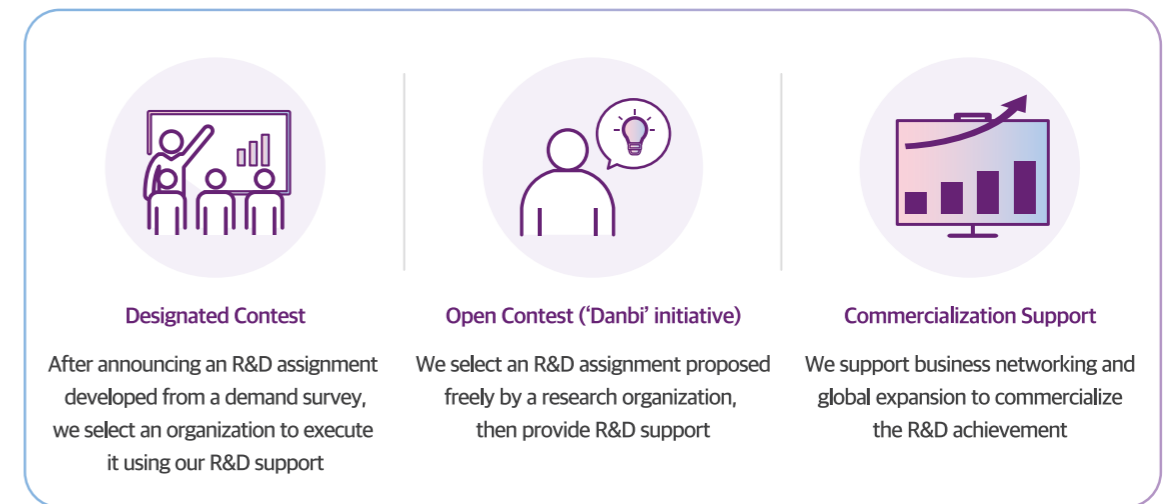


Create new industries through Culture Technology (CT) R&D that leads the interdisciplinary and innovative growth

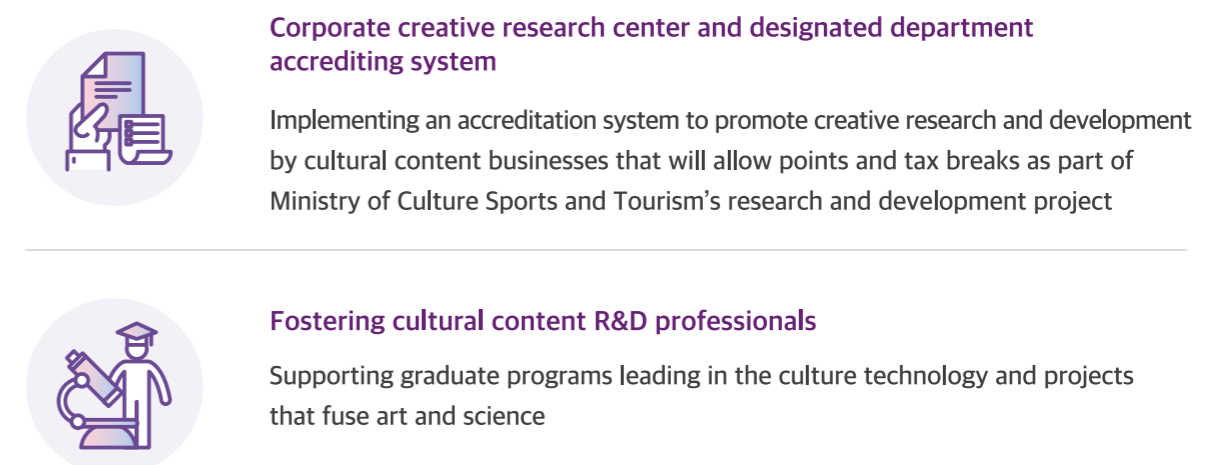
| Culture Technology and Tourism R&D Support

Culture Technology (CT)

Technology that advances the cultural industry and improves quality of life through integrating cultural industry with other industries

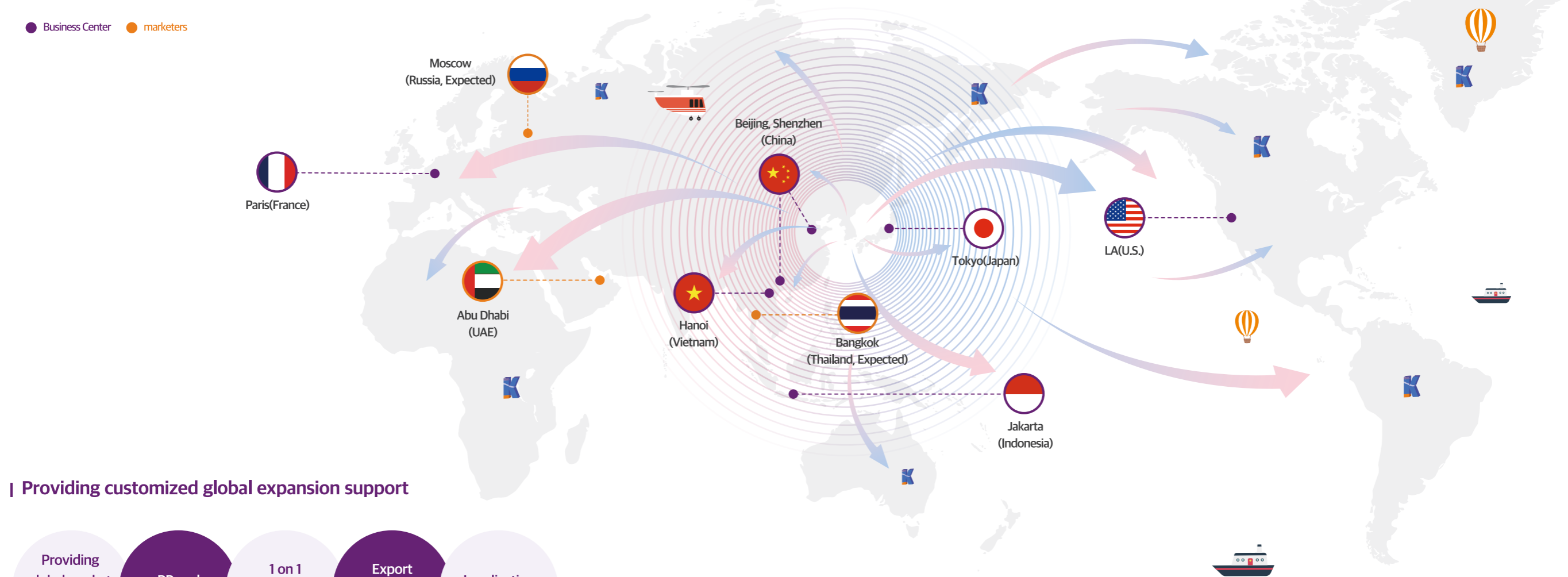


| Building a Culture Technology R&D Ecosystem



Expansion of New Korean Wave's global reach

We support Korea's content businesses' global expansion endeavors, in order to increase the value of K-content worldwide beyond Korea



| Providing customized global expansion support



| Overseas Business Center

We support global expansion by operating overseas business centers in major hubs and by delegating marketers.

Business Centers (7 locations)	U.S. Center (LA); Beijing Center, China; Shenzhen Center, China; Japan Center (Tokyo); Europe Center (Paris); Indonesia Center (Jakarta); Vietnam Center (Hanoi)
Marketer (1 location)	UAE Marketer (Abu Dhabi)

| Content Export Marketing Platform Welcon welcon.kocca.kr



Welcon

- Building a virtual export consulting system to minimize the global export vacuum as part of the post-Covid-19 response
- Supporting exhibitions, business matching, fundraising, and conferences at all times by improving online marketing

| Overseas online and offline market participation support

- Supporting participation in Korean exhibition halls by genre in major overseas markets
- Discovering emerging or potential markets and supporting market participation

Enhancing Social Values

Building an ecosystem of fairness and mutual sustainability
 Regionally balanced cultural development
 People-Centered Transparent Institutions


Building an ecosystem of fairness and mutual sustainability

As a public agency, we are a leader in generating social values and strive for the content industry's sustainable growth


| Operation of the Center for Social Value Generation (Yeoksam)

A hub where we direct social value projects including improvement of working conditions for content industry workers, and the protection of the socially disadvantaged and human rights




- 


Comprehensive Content Support Center (Ieum)

Provides problem solving in content planning, production, and distribution
- 


Business Growth Response Center

Provides problem solving and civil complaint resolutions related to content business regulations of KOCCA policy and projects
- 


Content Fairness and Mutual Responsibility Center

Provides complaint filing and consulting support to ensure fair trade practices within the content industry
- 

Content Industry Gender Equality Center (BORA)

Provides complaint filing, education, and consulting support to create a gender equal environment within the content industry
- 

Popular Cultural Art Support Center

Registers and educates popular culture and art planning enterprises. Protects the rights and interests of workers and provides legal and counseling support
- 

Content Industry Dispute Resolution Committee

Creates a fair content trading and distribution environment. Provides mediation support to protect users

Regionally balanced cultural development

We contribute to the balanced regional development and the expanded cultural enjoyment by citizens through supporting the local content industry

| Local hub institution management

Designated 16 metropolitan and provincial district local hub institutes in order to support locally driven content industry growth



Local Content Industry Infrastructure

Operate Content Business Promotion Center to promote the local content industry and Content Korea Lab to promote creative work and start-ups



Locally Based Game Industry Promotion

Operate Global Game Center to discover local game businesses and built and operate a permanent E-Sports Arena



Region-Specific Content Development

Developed domestic and overseas business outlets connecting distribution channels by promoting region-specific materials

People-Centered Transparent Institutions

We will step closer to our citizens by operating a human centered institution respected by all



Examples of Stories of Generating Social Value



Proposal of countermeasures and tasks for the content industry that is being noted as the next generation growth momentum

Announcement of Digital New Deal Cultural Content Industry Growth Strategy to prepare for the no-contact environment

'Digital New Deal Cultural Content Industry Growth Strategy' was announced, proposing countermeasures and tasks for the content industry in response to the rapidly digitizing environment after Covid-19. Accordingly, KOCCA is planning to secure foundations for the online performance production, distribution, and access in no-contact environment and to foster the creation of high-value added content through pioneering the immersive and intellectual content market. Furthermore, we are making various efforts to expand digital content-related jobs and to foster mutual expansion of related industries.



Contribution to the improved national image beyond the Korean Wave content expansion

K-Content Expo to expand cultural enjoyment opportunities for the socially disadvantaged

KOCCA is providing opportunities for local underprivileged individuals to enjoy the Korean Wave content through various programs within K-Content Expo, including <Making Hope T-Shirts>, <Invitation to the Local Underprivileged>, <CSR Event Hall>, <Korean Cultural Experience Support>, etc.



The 3 Content Industry Innovation Strategies, investment for South Korea's future

The 3 Content Industry Innovation Strategies, key to South Korea's innovative growth

Following the 3 Content Industry Innovation Strategies, KOCCA is constantly preparing measures to strengthen the competitiveness in infrastructure, technology, and systems across the industry and to prepare for future environment changes. We will secure future growth momentum by expanding policy financing, through a KRW 450 billion 'Content Venture Investment Fund Establishment' and 'Content Business Guarantee Expansion', and foster leading immersive content by building cultural tourism immersive content and immersive venues. We will also drive Korea's content industry growth by supporting the global expansion of promising content businesses and contributing to the growth of the New Korean Wave.



Providing cultural enjoyment to everyone across the world to appreciate the content

K-Drama distribution to citizens abroad with no access to the Korean Wave

KOCCA is providing cultural enjoyment to ex-pats and Koreans abroad with little access to content by distributing K-dramas to emerging markets including Africa, CIS, Middle East, and the Balkans, etc. Additionally, we are working hard to provide access to our content to more people across the world by adding subtitles and dubbing.



KOCCA start-up second chance success rate of 87%

Work on the failure to create success, content start-ups' second leap

KOCCA has introduced a start-up second chance program to improve shortcomings of businesses and to foster entrepreneurship based on analyses of 35,000 businesses with start-up experiences. Through this program we achieved an 87% second chance success rate in participating businesses in 2019, 90 new jobs, KRW 8.3 billion in total sales, and KRW 1.1 billion in domestic investments.



45% increase in standardized contracts over last year

Guaranteeing human rights and labor rights to broadcasting production workforce by way of standardized contract

We mandated broadcasting productions that received our support to use standardized contracts in order to improve poor working conditions in the field that have previously resulted in the enforcement of 100 hours of drama shooting per week, producer suicides, and deaths. We are also leading the working condition improvements in the content industry through the complete inspection of standardized contract implementation and follow-up measures.

Covid-19 Response

We led the effort to overcome the crisis despite Covid-19 through the power of content and helped the content industry to grow continuously.

Thanks To You Challenge

“Appreciation and Respect to Covid-19 Medical Staff”



Participated in ‘Thanks To You Challenge’ supporting the people and medical staff who worked hard to fight Covid-19 and gave voluntary contributions to the disaster fund.

K-content virtual export consultation

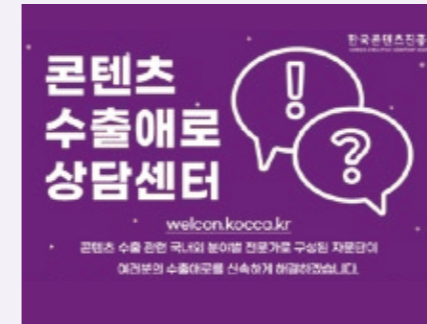
“K-content global expansion virtual support”



Supported global expansions of Korean content businesses by transitioning the global expansion support projects to a virtual system to prepare for the post-Covid-19 era

Launching of Online Content Export Problem Solving Consultation Center

“Offering customized solutions to businesses facing challenges in export”



Offered solutions online to domestic content businesses trying to expand overseas when they faced problems exporting

Delivering healing content boxes to medical staff

“Cheering for the medical staff exhausted from the prolonged Covid-19 pandemic”



To support burned out medical staff, KOCCA delivered office supplies and cold weather supplies including knee blankets and hand warmers using content IP licensing.

Online Music Tour

“Online concert makes worldwide Korean Wave fans cheer”



Organized online K-pop concert <Trip to K-pop> enabling the fans to meet the musicians despite Covid-19.

Online Forum

“Covid-19 era, searching for opportunities in the content industry”



Moderated a forum with industry experts in order to turn Covid-19 challenges into new opportunities for growth.

Publishing Specialization Report

“Covid-19 era global content market changes”



Provided information to help find future directions in global market reach, including post-Covid-19 global content consumer trends and how it changed production and distribution.

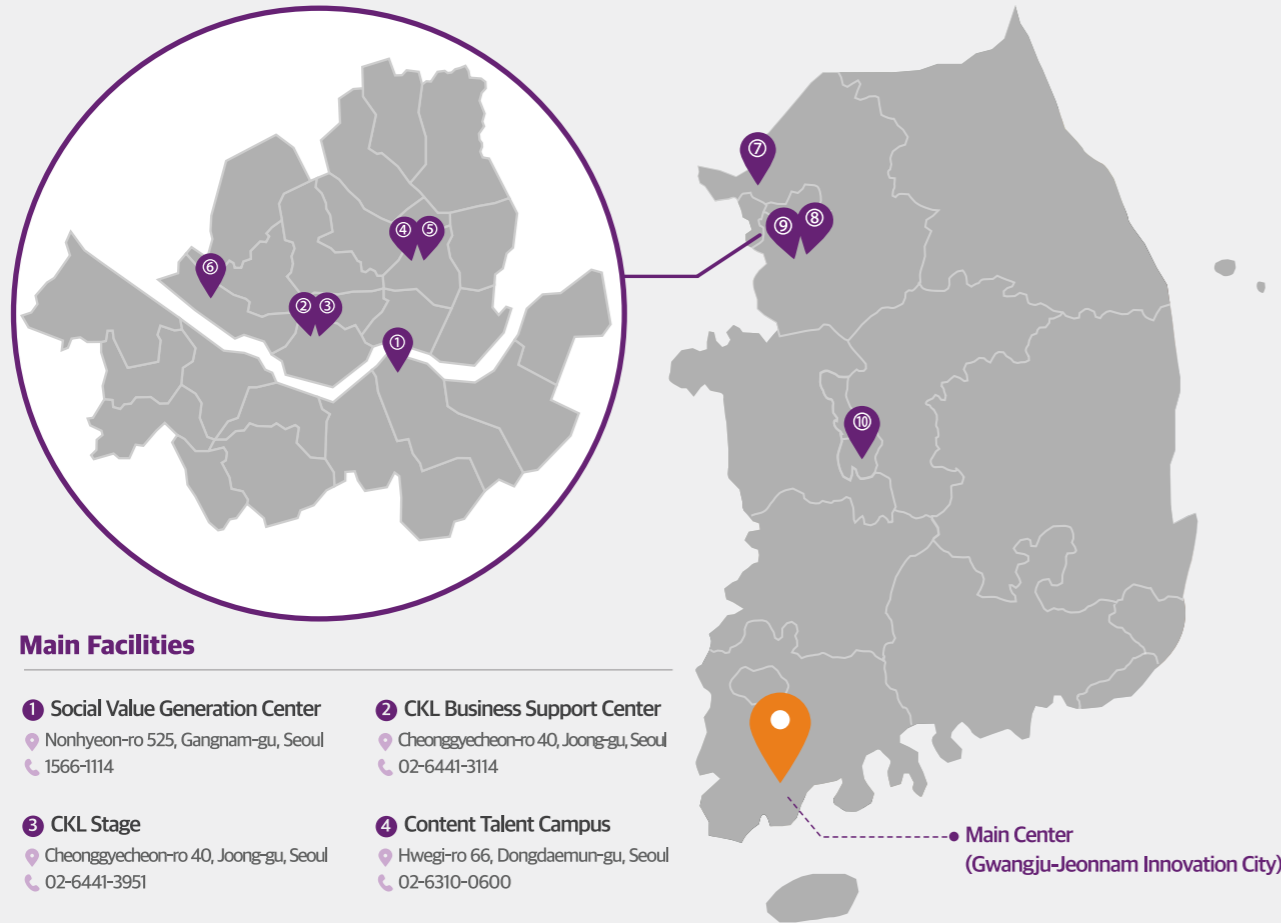
Hosting On: Korean Wave Festival

Hallyu event that brings the world together online



Comforted Korean Wave fans in and outside Korea by hosting <On: Korean Wave Festival>, an online Korean Wave event, and contributed to the New Korean Wave expansion by stimulating consumption of content and related industry products.

Agency main facilities



Main Facilities

- | | |
|---|--|
| <p>1 Social Value Generation Center
 Nonhyeon-ro 525, Gangnam-gu, Seoul
 ☎ 1566-1114</p> | <p>2 CKL Business Support Center
 Cheonggyecheon-ro 40, Joong-gu, Seoul
 ☎ 02-6441-3114</p> |
| <p>3 CKL Stage
 Cheonggyecheon-ro 40, Joong-gu, Seoul
 ☎ 02-6441-3951</p> | <p>4 Content Talent Campus
 Hwegi-ro 66, Dongdaemun-gu, Seoul
 ☎ 02-6310-0600</p> |
| <p>5 Content Cultural Plaza
 Hwegi-ro 66, Dongdaemun-gu, Seoul
 ☎ 02-6310-0720</p> | <p>6 DMS
 Worldcupbuk-ro, 54 Gil 12, Mapo-gu, Seoul
 ☎ 02-300-5902</p> |
| <p>7 New Content Center
 Taegeug-ro 60, Ilsandong-gu, Goyang, Gyeonggi-do
 ☎ 031-926-3493</p> | <p>8 Content Multi-Use Lab
 Daewangpangyo-ro 815, Sujeong-gu, Seongnam, Gyeonggi-do
 ☎ 031-602-1242</p> |
| <p>9 Global Game Hub Center
 Changeop-ro 54, Sujeong-gu, Seongnam, Gyeonggi-do
 ☎ 031-759-2028</p> | <p>10 Studio Cube
 Daedeokdae-ro 480, Yuseong-gu, Daejeongwangyeok
 ☎ 042-719-6114</p> |

Main Facilities(World)

- | | | | |
|---|--|--|---|
| <p>U.S. Business Center
 5509 Wilshire Blvd. Los Angeles, CA 90036, United States
 ☎ +1-323-935-2070</p> | <p>Europe Business Center
 Centre Culturel Coreen A Paris 20 rue la Boetie, 75008 Paris, France
 ☎ +33-1-42-93-02-84</p> | <p>Beijing Business Center
 3rd Floor, Korea Center, No.1 Guanghua Xili, Guanghua Rd, Chaoyang District, Beijing, China, 100020
 ☎ +86-10-6501-9971</p> | <p>Indonesia Business Center
 APL Tower 11th Floor Suite T3, JLS. Parman kav 28, Kel. Tanjung Duren Selatan, Jakarta Barat, Indonesia, 11470
 ☎ +62-21-2256-2396</p> |
| <p>Shenzhen Business Center
 702, Shenzhen Software Industrial Base 1A, NanShan District, Shenzhen, China, 518000
 ☎ +86-755-2692-7797</p> | <p>Vietnam Business Center
 Unit 6, 10th Floor, Charmvit Tower, 117 Tran Duy Hung Str., Cau Giay Dist., Hanoi, Vietnam
 ☎ 070-7669-2303</p> | <p>Japan Business Center
 Korea Center B/D 7F, 4-4-10, Yotsuya, Shinjuku-ku, Tokyo 160-0004, Japan
 ☎ +81-3-5363-4511</p> | <p>UAE Marketer
 2nd Floor Building 5, twofour54 Campus, Khalifa Park, Abu Dhabi, UAE
 ☎ +971-2-491-7227</p> |

Social Media Hubs and Websites

- ① Korea Creative Content Agency: www.kocca.kr
- ② Content Industry Information Portal: portal.kocca.kr
- ③ Korea Creative Content Agency Social Networking Site: sns.kocca.kr
- ④ Content Export Marketing Platform: welcon.kocca.kr
- ⑤ CKL Business Support Center: www.ckl.or.kr
- ⑥ Content Value Assessment Center (Application-based system): assess.kocca.kr
- ⑦ Korea Content Academy: edu.kocca.kr
- ⑧ Content Dispute Resolution Committee: www.kcdrc.kr
- ⑨ Global Game Hub Center: www.gamehub.or.kr
- ⑩ Storyum: www.storyum.kr
- ⑪ Content Gender Equality Center Bora: bora.kocca.kr
- ⑫ Popular Cultural Art Comprehensive Information System: ent.kocca.kr

KOCCA
KOREA CREATIVE CONTENT AGENCY

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 PR Team

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