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[www.kocca.kr](http://www.kocca.kr) | [sns.kocca.kr](https://sns.kocca.kr)

한국콘텐츠진흥원  
KOREA CREATIVE CONTENT AGENCY



# Korea Creative Content Agency

Supporting and Promoting  
the K-Content Business

## 한국콘텐츠진흥원 KOREA CREATIVE CONTENT AGENCY

Established to carry forward the promotion plan of the Korean content business  
as per Article 31 of Framework Act on the Promotion of Cultural Industries (May, 2009).

Korea Creative Content Agency (KOCCA) supports production, planning, creation, distribution, overseas expansion, business growth, training, R&D, policy financing, and policy study of many different genres, including broadcasting, video game, music, fashion, animation, character, comics, IP, new technology convergence content.

KOCCA is dedicated to promote the welfare of the people by turning Korea into a major player in the content industry worldwide.

KOCCA plans to systemically and strategically support the industrial infrastructures by closely working with stakeholders, relevant organizations, and local promotion centers.

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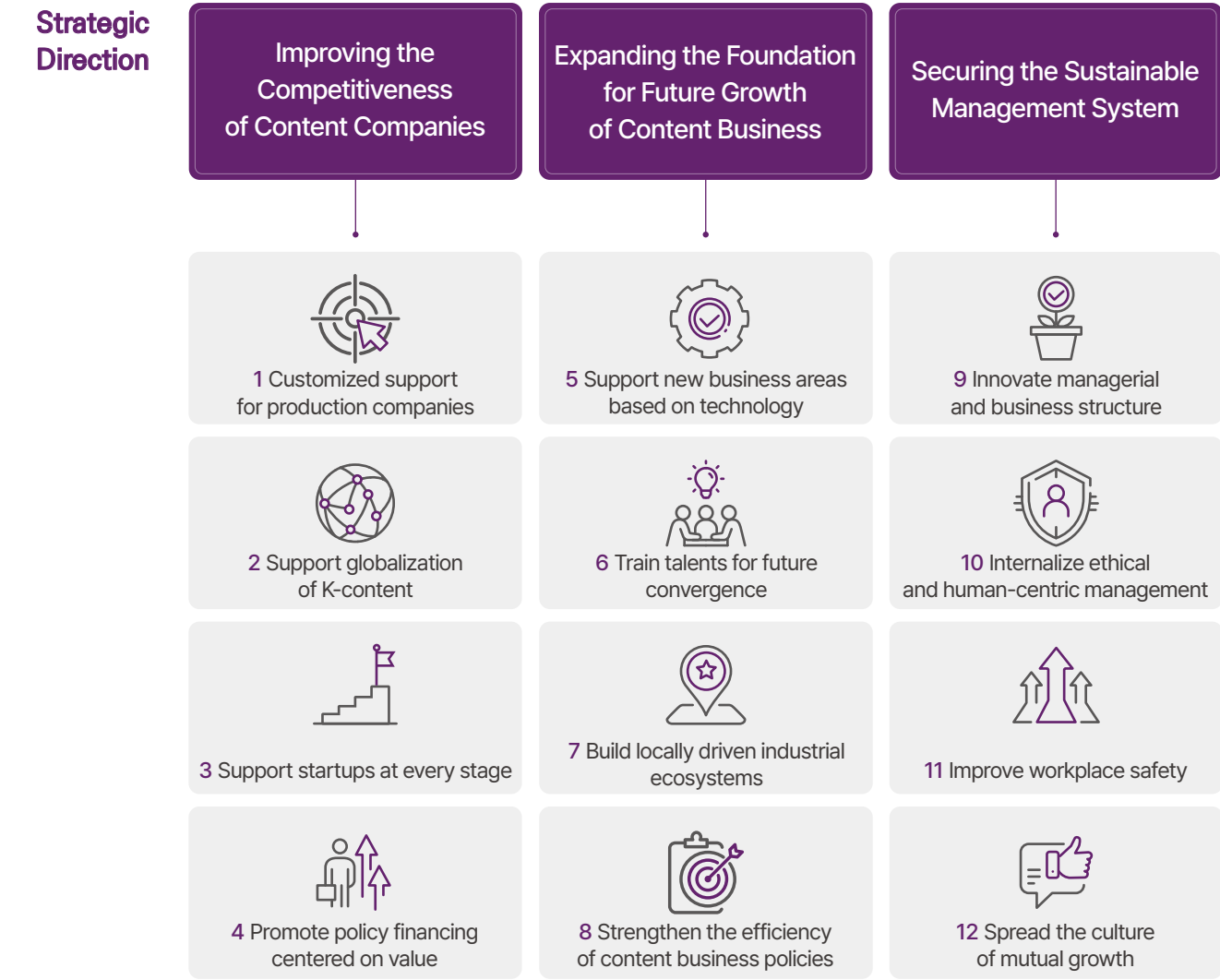
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# Strategies of Operations

Mission	Promote content business to make Korea a cultural powerhouse
Vision	Promotional organization leading the innovation and growth of K-content
Core Value	Creative innovation / Pioneering leader / Embracing growth
2030 Goals	<ul style="list-style-type: none"><li>Support achieving KRW 2 trillion in exports and sales, grant loans and investment of KRW 140 billion</li><li>Fund KRW 60 billion for commercialization of R&amp;D projects, create 50k new jobs (cumulative)</li><li>Best rating in customer satisfaction, best rating in safety evaluation</li></ul>



# Strategies of Driving ESG

ESG Management Vision	Become an organization dedicated to driving the sustainable growth of content business		
Stakeholders	Staff / Content companies / partner companies / partner organizations / Local citizens		
Category	E Environmental	S Inclusive society	G Trusted organization
Direction	Leader of carbon neutrality in content industry	Create an environment in which all participants can mutually grow	Establish ourselves as an organization trusted by people
Objectives (by 2025)	Create 10 eco-friendly production&service guides (+a), Apply eco-friendly guides to 30% of support projects, Reduce green-house gases emitted by organizations by 40%	Grant KRW 100 billion for geographically balanced development of content, Become an organization promoting mutual growth, Achieve zero safety accidents	Reach the highest tier in customer satisfaction, Achieve zero corruption in contracts and hiring, Reach the highest tier in information disclosure evaluation
Strategic Goals per Division	Environmental 1-1 Develop and distribute eco-friendly production&service guide for each content genre 1-2 Find and promote new support projects incorporating eco-friendly values 1-3 Establish eco-friendly management practices and culture in organizations		
	Social 2-1 Support improvement of human rights, working environment, and safety at work for content business 2-2 Expand support for geographically balanced development of content and build a more solid partnership with major local organizations 2-3 Drive and expand joint businesses between leading companies-SMBs, KOCCA-partners, and local communities 2-4 Strengthen support for content diversity, spreading our value globally 2-5 Create a safe and happy workplace for all staff members		
	Governance 3-1 Establish an independent audit system and clean business practices based on integrity and work ethics 3-2 Enhance the system of assessing and announcing non-financial business performances		
Advancement of Management Foundation	Advance the enforcement / monitoring system	Enhance the sharing and reporting of driven performance	Internalize and spread outward

# Major Support Activities

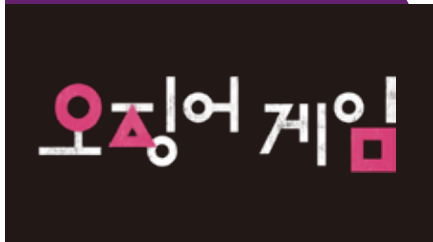
## Policy Financing



### The Roundup

- Proven as an excellent IP in 2020 by content evaluation Recommended to invest (B.A. Entertainment)
- Promoted investment through the first high-value asset fund
- Box office sales: KRW 131.3 billion, tickets sold: 12.7 million

## Broadcasting Infrastructure



### Squid Game

- Provided filming locations for the drama (Studio Cube) in 2020
- The most watched Netflix drama in all countries

## Animation



### Bigfoot Family

- Received support as a domestically produced animation in 2022 (Campfire Aniworks)
- Broadcasted on EBS in August, 2022 and season 2 is already scheduled
- License contracted with Yarun Toys of China for licensed toys
- Attracted KRW 5 billion external investment (Jan 2023)

## Training



### Extraordinary Attorney Woo

- Participated as a mentee (writer Ji-won Moon) in Content Creative Talent Partner Business 2013
- The most watched non-English show for 7 consecutive weeks on Netflix
- Estimated to have created an economic impact approximately worth KRW 1 trillion

## Character



### KartRider: Drift

- Supported content IP licensing for Samjin International Co., Ltd. in 2022
- Manufactured RC cars and mini karts of KartRider: Drift
- Distributed through major domestic distributors (e-Mart, Lotte Mart, Home Plus, etc.)

## New Technology Convergence Content



### Arte Museum

- New Technology Convergence Content Production Grant recipient (District) from 2020 to 2022
- Provided support for Overseas New Technology Convergence Content Exhibition from 2021 to 2022
- Gross: KRW 2.56 billion, viewers: Approx. 1.88 million

## Broadcasting



© RaemongRaein, SSL

### Reborn Rich

- Received broadcast video content production support (RaemongRaein) in 2022
- TV viewing rate: 26.9%, the most watched drama in 2022
- Simultaneously released on Netflix, Disney+, and Viu
- Served in 170 countries worldwide, including Asia, Middle East, North and South America

## Story



### The Owl

- The Owl Boy, written by Bo-hyun Kim, won the runner-up prize in 2013 Korea Story Contest
- The most watched movie for three consecutive weekends by box office sales, achieving 3.32 million cumulative viewers
- Provided filming locations for the movie by Studio Cube

## Game



### Idle Moon Rabbit

- Applied for GSP Plus in the first half of 2022 (Able Games Co., Ltd.)
- Globally released on May 2022, netted an overseas sales worth KRW 9.9 billion
- Received the excellent startup award in Korea Game Award 2022

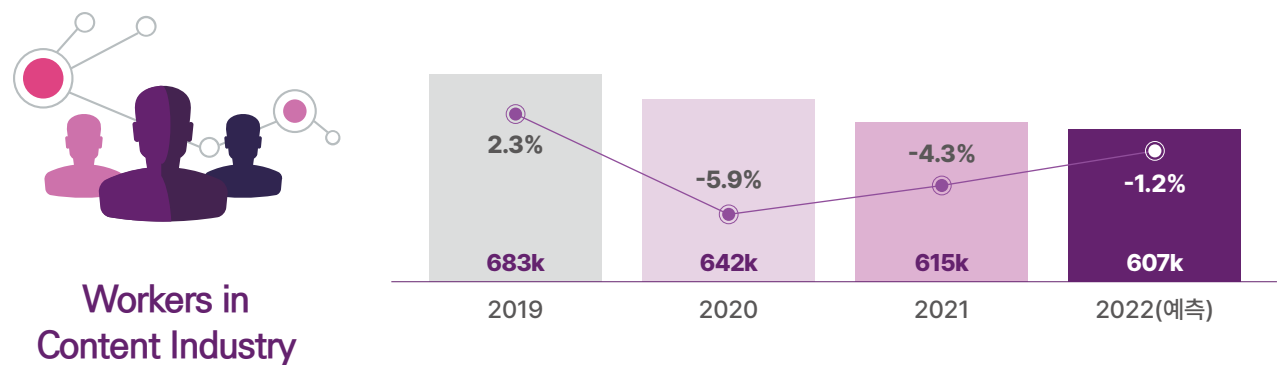
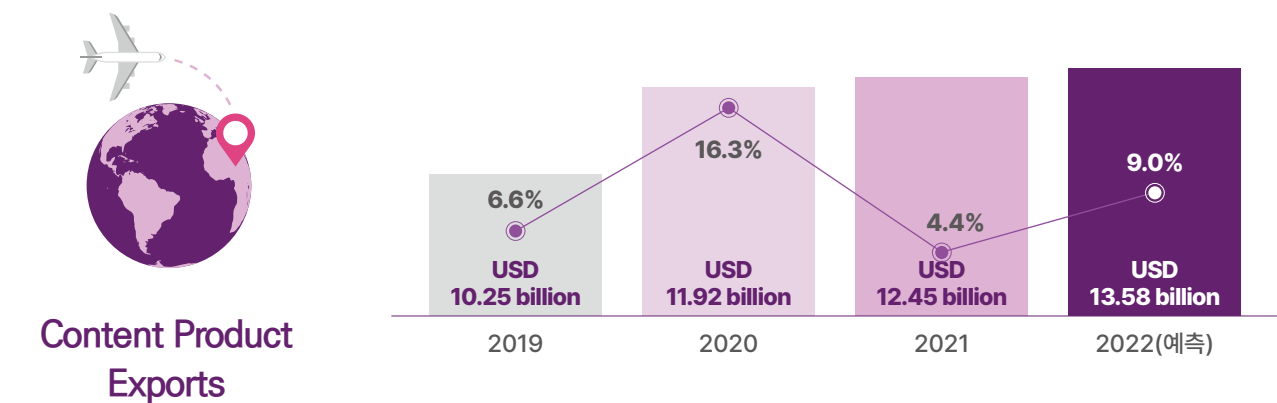
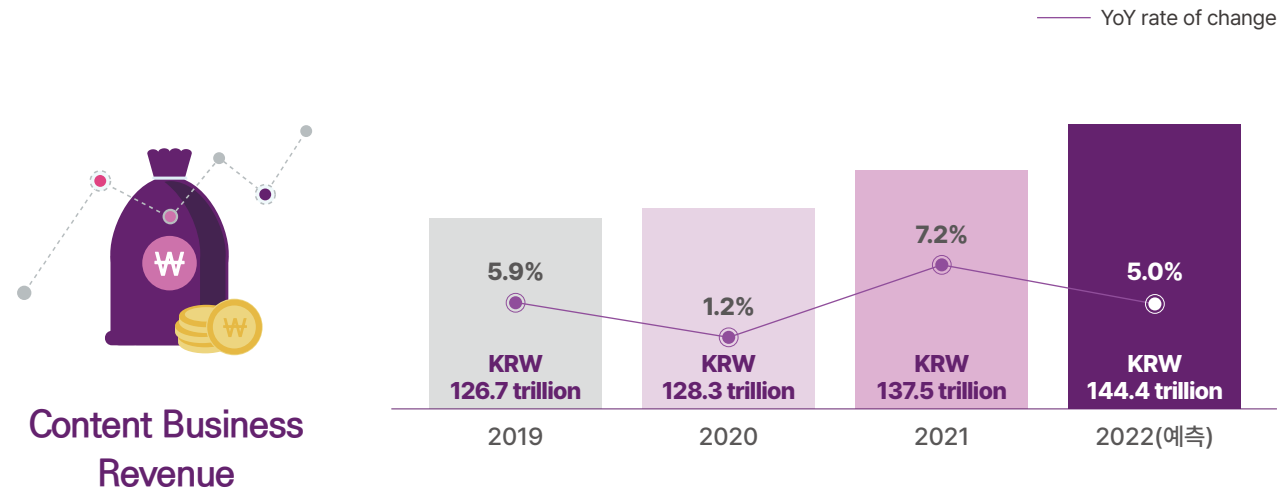
## Fashion



### UI:kin

- Participated in Concept Korea New York 2022 S/S as one of the Korean brands
- Received the Best Designer award in Korea Designer Fashion Awards 2022
- Achieved 78% eco-friendliness for new collections

# Content Business Size in Numbers



Source: final figures, 2019-2021 (State of Content Industry in 2021 by Ministry of Culture, Sports and Tourism)  
Estimates for 2022 (applied average yearly growth rate from 2017 to 2021)

## Improving the Competitiveness of Content Companies

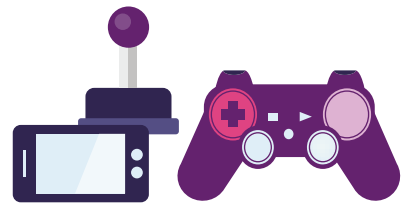
- Customized support for production companies
- Supporting Globalization of K-content
- Supporting Startups at Every Stage
- Promote Policy Financing Centered on Value



# Customized Support for Production Companies

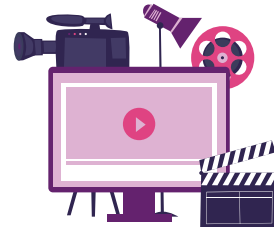
Drive customized support and distribution projects considering the nature of content in each category.

## Supporting Production for Key Genres



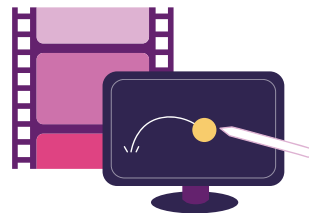
### Game

Support the production of mobile, PC, console, arcade, new technology, serious games, etc.



### Broadcasting

Support OTT specialization, broadcast video, new media, broadcast format, international joint production, etc.



### Animation

Domestic, IP utilization, next generation, and independent animation production support



### New Technology Convergence Content

Find and support commercializing new technology convergence content, build new technology infrastructure, support global expansion



### Comics

Find promising comics IP, support domestic and overseas business matching, host content IP exhibition, support building and managing overseas comics platform, support and promote webtoon companies



### Story

Find promising story IP, matchmake domestic and overseas businesses, train next generation story writers, host Korea Story Contest, manage Story Creation Factory, matchmake and support promising stories



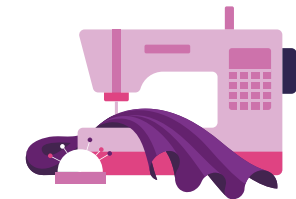
### Character

Support developing new character IP, support content IP licensing, etc.



### Music

Find new musicians (MUSE ON), ICT music content, online concert and video content, album production support, spatial projection type concert, help touring overseas and joining festivals



### Fashion

Find new designers, develop prototypes, support sustainable fashion, support fashion content production, sponsor fashion and cultural exhibitions, participate in overseas events

## Hosting Events in and out of the Country

Mar



### Fashion Code

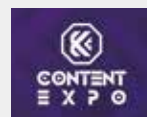
The largest fashion/cultural market in Asia, Introducing fashion as culture (held in March (F/W) and October (S/S))

Jul



### Character Licensing Fair

Content Licensing Exhibition demonstrating competitive domestic characters



### K-Content Expo

A comprehensive B2B and B2C event to support exporting domestic content (held in July, September, and November)

Aug



### Content Pitching Platform

One of the key content pitching platforms attracting investors to promising domestic content (all year round)



### BroadCast WorldWide

The largest content market in Asia to lead globalization of K-content

Sep



### Seoul International Music Fair

A global music market to facilitate the global expansion of K-pop

Oct



### Startup CON

A global conference to help startups with competitive content to go global and promote content ecosystem



### K-EXPO

A comprehensive joint Korean Wave event among relevant organizations to promote and support exporting promising content and consumer goods



### Korean Popular Culture and Arts Awards

The largest government-sponsored awards to enhance the social status of pop culture and arts

Nov



### Content IP Biz-Fair

A comprehensive business event to build an ecosystem including content IP businesses, media, and platforms



### Game Levelup Showcase

An event to introduce and expose excellent indie games to users, and to gather player feedback on these games

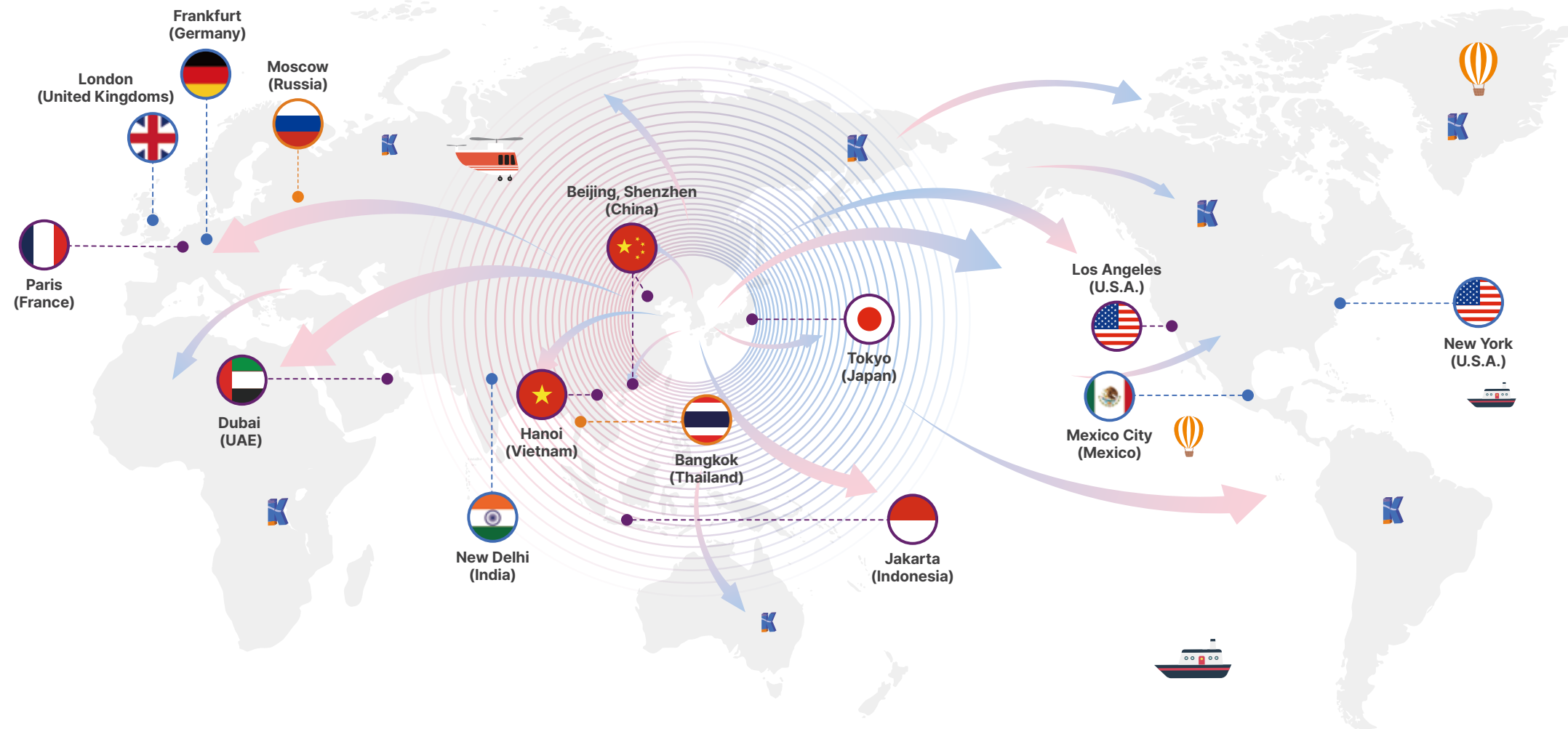
# Diversified Support for Overseas Expansion

KOCCA helps Korean content businesses going abroad to raise the value of K-content.

## Operation of Business Centers Overseas

KOCCA operates overseas business centers and marketers at key strategic locations to support exports

● Business Centers ● Marketers ● Newly Scheduled



### Business Centers (8 Branches)

U.S.A. (Los Angeles), China (Beijing, Shenzhen), Japan (Tokyo), Europe (Paris), Indonesia (Jakarta), Vietnam (Hanoi), UAE (Dubai)

### Marketers (2 Offices)

Russia (Moscow), Thailand (Bangkok)  
\* Becoming a Business Center in 2023

### Newly scheduled (5 Branches)

U.S.A. (New York), Germany (Frankfurt), U.K. (London), Mexico (Mexico City), India (New Delhi)

Improving the Competitiveness of Content Companies

## Customized Support for Overseas Expansion



## Content Export Support

- Operate WelCon (content export marketing platform), operate domestic and overseas business matchmaking agents, provide companies with customized in-depth overseas information, overseas expansion consulting service, foster content export experts
- Support global online platform expansion
- Support market joint-booth participation, pioneer new markets, support market participation

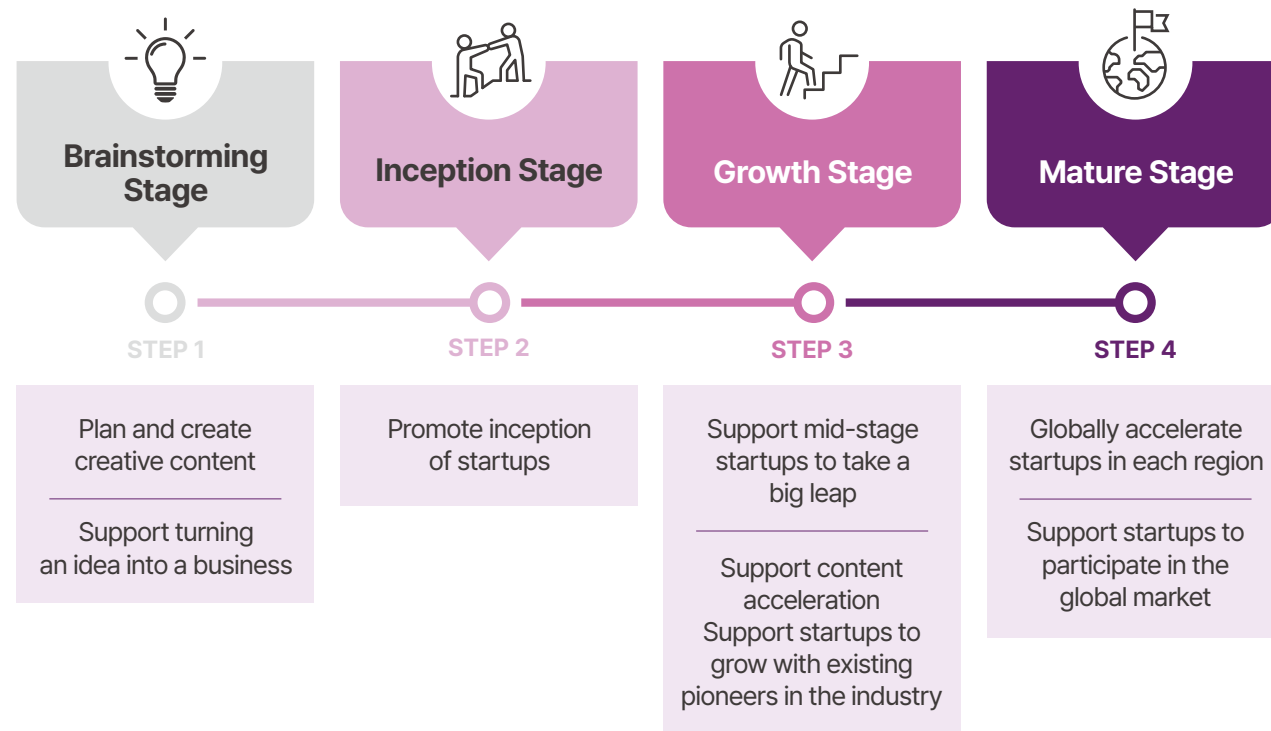
## Korean Wave-related Business Support and Intergovernmental Cooperation

- Co-host a Korean Wave exhibition with businesses and organizations related to the industry, Korean Wave marketing support, drive collaboration business with KOREA 360 (a permanent promotion center)
- Operate an intergovernmental channel, drive content/ODA businesses

# Startup Support at Every Stage

Strengthen the ecosystem by supporting content startups in every growth step.

## | Support at Every Growth Stage



## | Operation of Content Creator Inception Space

**CKL Business Center**  
Operate workspace and production facilities for content startups

**CKL Biz Center**  
Train content startups (ones registered to the center), provide business consulting services, support for HR and networking

**New Content Business Center**  
Assess and manage business performance of new technology-based content startups, provide customized acceleration, support promotion

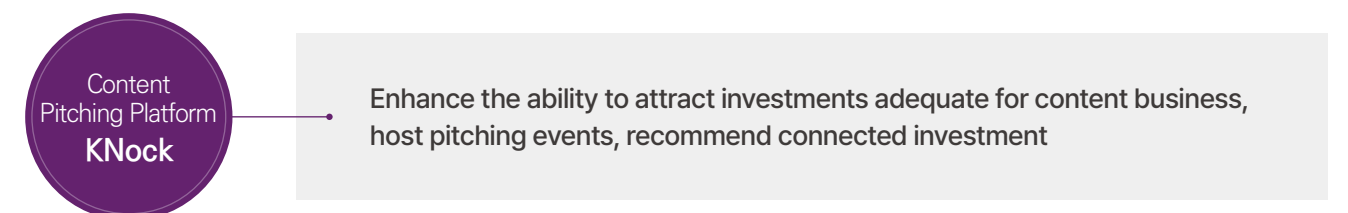
# Value-driven Policy Financing

Build an ecosystem that encourages lending and investment to content business.

## | Expand the Scope of Loans and Investments based on Content Value Assessment



## | Investment-related Support for Promising Content





## Future Infrastructure of Content Business

- Support New Business Areas based on Technology
- Train Talents for Future Convergence
- Creation of Locally Driven Industry Ecosystem
- Enhanced Efficiency of Content Industry Policies

## Technology-based New Industry Support

KOCCA helps enhancing national competitiveness by promoting new technology convergence content businesses.

### | Support for New Technology Convergence Content Industry Promotion



#### New Technology Convergence Content Production Support

Support new technology convergence content based on innovative technology and promising content



#### Metaverse-related Production Support

Provide support for the production of genre-based metaverse content, including game and animation



#### Global Expansion Support

Support businesses with new technology convergence content to participate in global market

### | Establishment of Infrastructure to Foster New Technology Convergence Content Industry



#### Operation of a Permanent Exhibition Center in Gwanghwamun Area (K-Culture Square)



#### Operation of Exhibitions inside Incheon International Airport, Targeting Domestic and International Tourists (Vivid Space)



#### Overseas Exhibition Center Utilizing New Technology Convergence Content

## Supporting the Culture, Sports, and Tourism R&D Ecosystem in Every Stage

Establish governance and foundations for innovative growth by comprehensive R&D supports for content(culture), copyrights, sports and tourism.

### Culture, Sports, and Tourism Technology Promotion Center

Consolidated content (culture), copyright, sports, and tourism R&D into a single auxiliary organization under KOCCA (Nov 2021) based on the policy of "one dedicated R&D organization per department"



#### Core Technology R&D (Contest with Specifications)

Improve competitiveness and develop new service models by supporting advanced mid- and long-term technology development based on the content (culture), copyright, sports, and tourism industry



#### Customized R&D for Industrial Site (Contest with No Specifications)

Promote the SMB industry by developing technology creating ESG values, follow-up support for excellent projects and others



#### Local Innovation R&D

Promote local R&D ecosystem by vitalizing local public cultural spaces and content



#### R&D Training

Train dedicated core R&D personnel and field staff in arts, science, video game, and copyrights

## Fostering Future Convergence Talent

Enhance industry competitiveness by training specialized talents who will lead content industry in the future.

### Support of Convergence Creative Talents Training Based on New Technology

#### Creative Talents Tailored to the Field

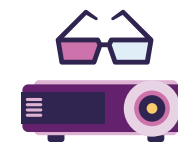
- Support industry-university collaborated convergence project training
- Help young talents develop creativity and participate in the content industry
- Train creative talents for a variety of genres for industry demand
- Develop the capabilities of workers by reflecting the changes in the industry environment and alleviate veducational gap

#### Talents Specialized in New Technology Convergence

- Train core talents who can plan and produce content and ability to utilize cutting-edge technologies
- Manage project-based mid and long term new technology convergence training courses to prepare participants ready to work in the fields of metaverse, NFT, AI, digital human, and others.

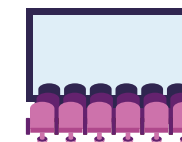


### Operating Infrastructure of Content Training and Demonstration



#### Content Institute Campus

Operate infrastructure for training and educating convergence talents



#### Content Culture Square

Rent infrastructure for demonstrating convergence content



#### Game Institute

Offer hand-on training and operate infrastructure to foster talents in the video game industry

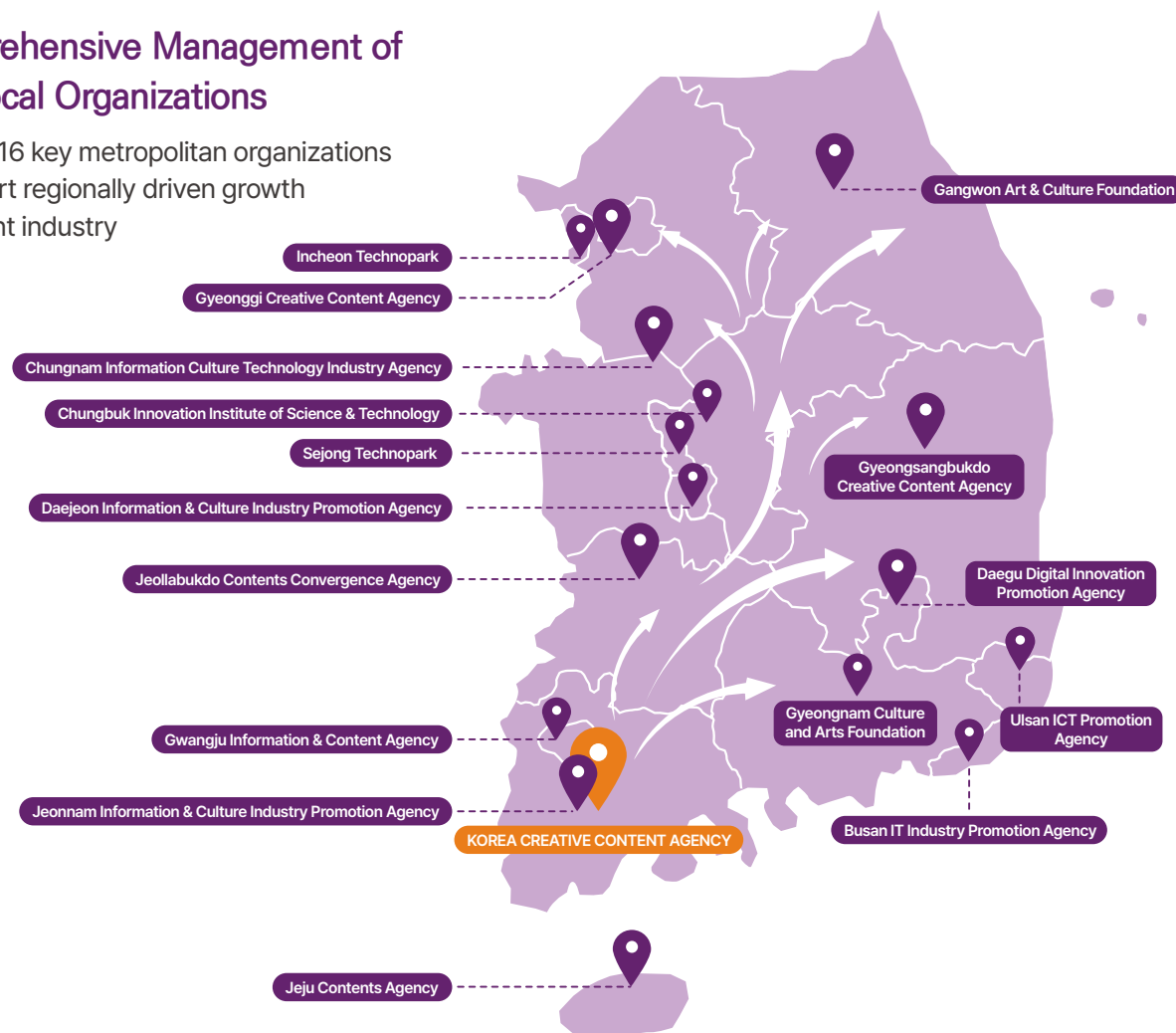


# Creation of Locally Driven Industry Ecosystem

Contribute to geographically balanced development and public appreciation of culture.

## Comprehensive Management of Key Local Organizations

Operate 16 key metropolitan organizations to support regionally driven growth of content industry



### Establishment and Management of Locally Fostered Governance

- Establish localized growth strategies and find new policies for 16 key local sites
- Build and support local support facilities for the growth of local content creators and businesses
- Find and promote cooperative and collaborative business opportunities to create local content growth ecosystem

### Promote Local Creative Startups

- Run 15 Content Korea Lab Business Centers to train and promote local content creators and startups
- Build 2 content business support centers and operate 9 of them to help startups enter the market and survive in early stage
- Help local content businesses increase revenue and create new jobs by supporting the growth of local businesses

### Promote Local Video Game Industry

- Promote local video game business by building and supporting a global game center for each of the 11 regions
- Continuously yield success cases by supporting local video game businesses to produce, distribute, and expand overseas
- Expand the e-sports industry base by building regional e-sports stadiums and supporting their operation

### Promotion of Local Content

- Support creating and commercializing localized content based on unique regional culture and materials
- Find and foster local musicians by operating 17 regional music creation centers
- Host and support Community Character Award to vitalize iconic local characters

# Enhanced Efficiency of Content Industry Policies

Establish policies and strategies to pro-actively respond to upcoming changes and risks based on future trends in the content industry.



## Respond to Current Policies and Establish Mid and Long-term Plans

- Provide fundamental data to establish policies and analyze current agenda in-depth
- Research mid- and long-term development direction to respond to rapidly changing content industry and its environment



## Policy Research and Factual Survey per Functional Genre

- Find key issues in each functional genre and conduct policy research
- Analyze trend and conduct survey targeting the content industry



## Publish of White Papers

- Publish white papers for each genre (broadcasting image, video game, music, animation, character, and comics)
- Release a periodic publication featuring new issues and trends in the content industry



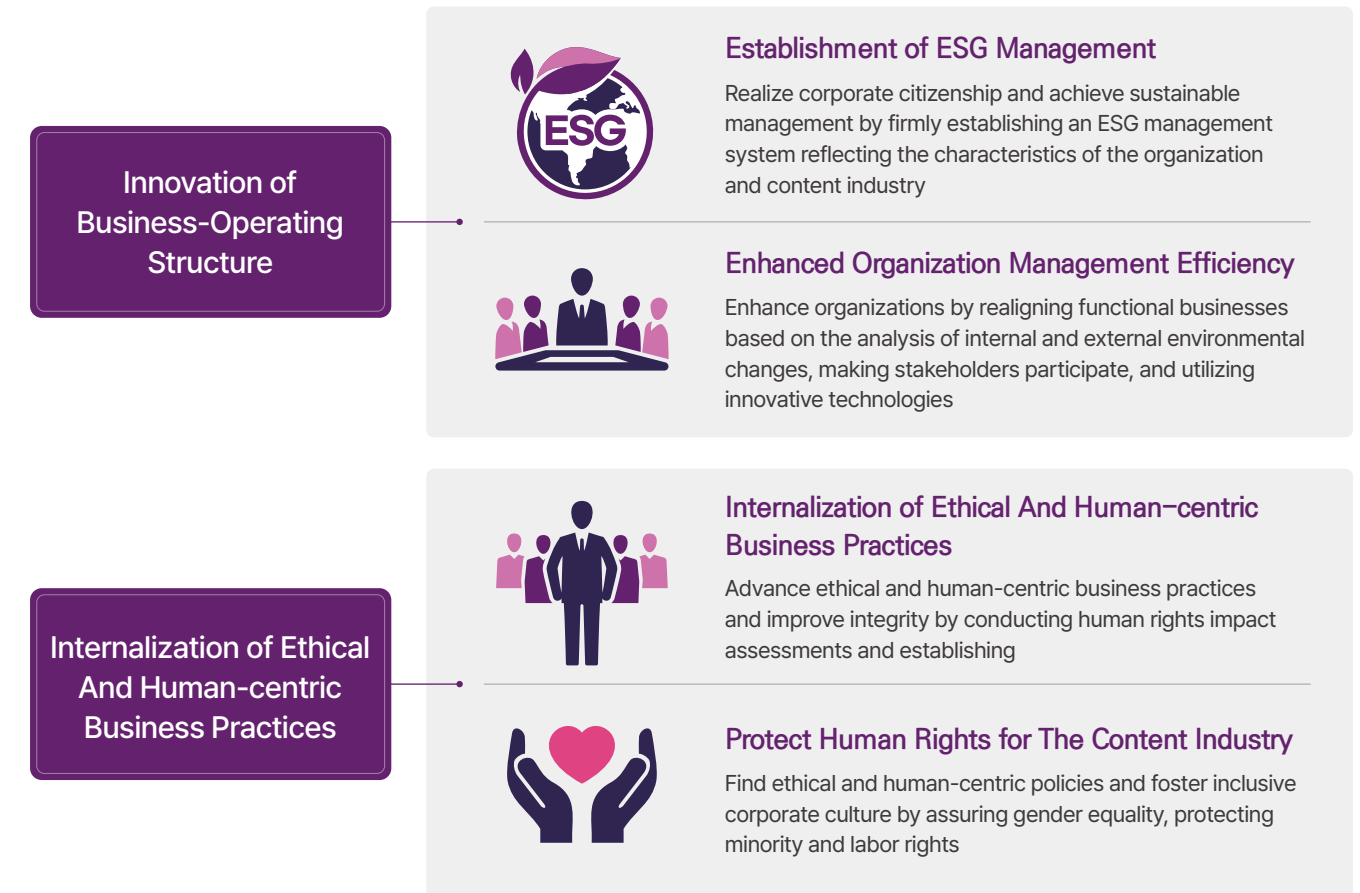
## Discovery and Promotion of Policy-level Projects

- Host seminars and forums related to the major issues and policies of the content industry (seminars for the settlements and projections of the content industry, content industry forums, etc.)
- Operate a policy discussion network for collecting comments from the field and planning policies

# Securing the Sustainable Management System

## Establishment of Sustainable Management System

KOCCA will make itself sustainable by establishing an ESG management system reflecting the characteristics of the content industry and internalizing ethical and human-centric business practices



Securing the Sustainable Management System

### | Internalization of Ethical And Human-centric Business Practices





# Establishment of Sustainable Management System

Exert efforts to maintain sustainable growth by enhancing workplace safety and spreading mutual growth culture



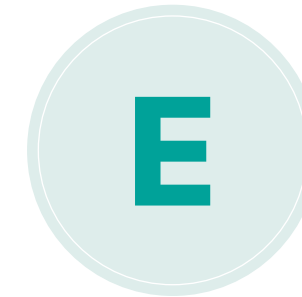
## Operation of Social Value Creation Center (Yeoksam)

Comprehensively manage ESG values including improving working conditions of content industry workers, protecting human rights and minorities

## Operation of Civil Affairs Center

<b>Content Support Center (Ieum)</b> (1566-1114) Support resolving issues arising out of planning, production, and distribution of content	<b>Business Growth Response Center</b> Support resolving civil complaints related to regulations bound on content business	<b>Information Disclosure Claim Portal</b> (www.open.go.kr) Work closely with information disclosure officer and business departments by establishing a cooperation system	<b>The Voice of the People</b> Quickly process civil complaints by automatically routing content-related disputes to the relevant dispute mediation committee through online system
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# Exemplary ESG Performance & Management Case



## Support of Content Production that Promotes Eco-friendliness

Support production of functional games such as Forest Island and Plant World, publish Earth Body Scrub Towel Accident, a children's story featuring eco-friendliness, created by an elementary school student, etc.



## Support of Sustainable Fashion Production

Support eco-friendly fashion brands, 58% sales growth in 2021, successfully commercialized in 2022



## Creation of Sustainable Jobs

Signed an MOU for finding and supporting jobs in the online content industry with the "Future Jobs for the Young 2022" project, create new jobs in the video game industry through the Game Institute



## Operation of ESG Academy

Improve ESG management awareness, share strategic approaches to achieve ESG performances



## Announcement of Innovation Strategies Customized to the Content Industry

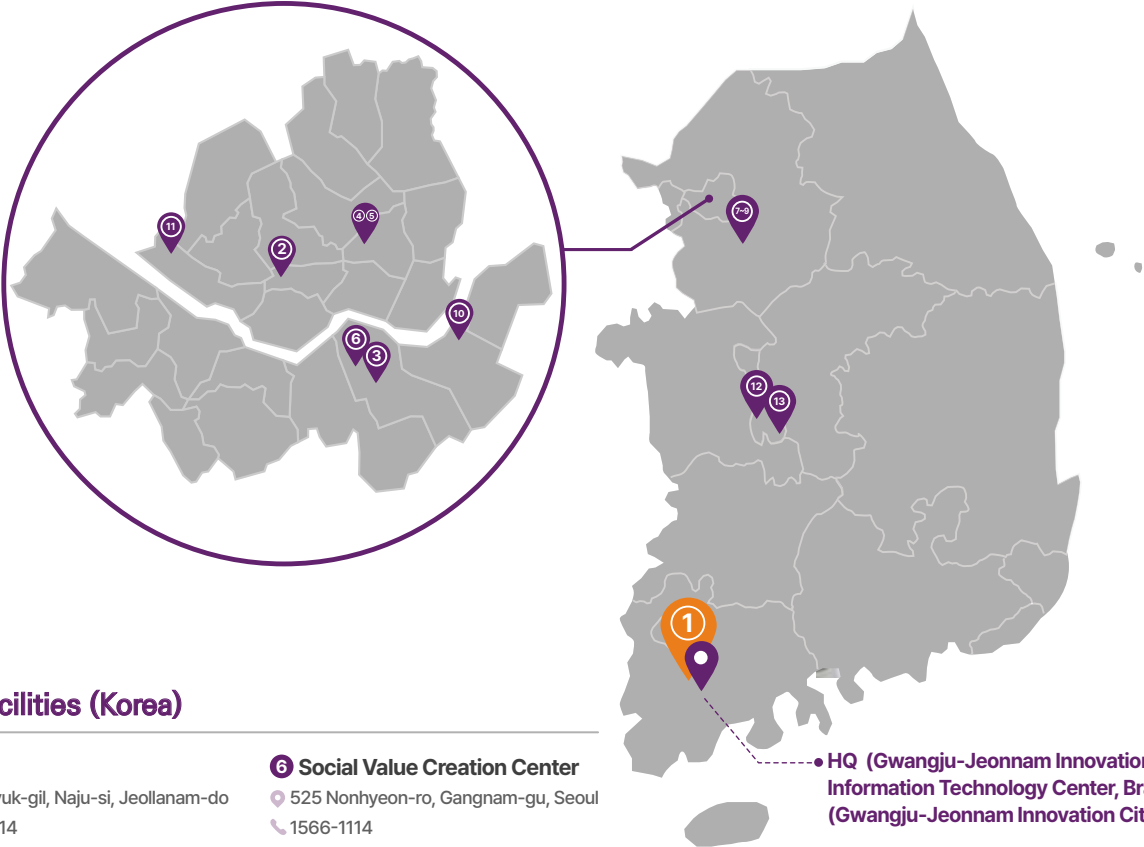
Improve assessment system to screen content businesses to support by overhauling organizational management and projects, increase the size of policy grants, allowing more participation of younger generations, etc.



## Operation of Social Media for Public Communication

Improve public accessibility of KOCCA's information

# Key Facilities of KOCCA



## Key Facilities (Korea)

- 1 HQ**  
35 Gyoyuk-gil, Naju-si, Jeollanam-do  
1566-1114
- 2 CKL Business Support Center**  
40 Cheonggyecheon-ro, Jung-gu, Seoul  
02-6441-3114
- 3 New Content Business Support Center**  
217 Yeoksam-ro, Gangnam-gu, Seoul  
02-6291-7000
- 4 Content Institute Campus**  
66 Hoegi-ro, Dongdaemun-gu, Seoul  
02-6310-0776
- 5 Content Culture Square**  
66 Hoegi-ro, Dongdaemun-gu, Seoul  
02-6310-0776
- 6 Social Value Creation Center**  
525 Nonhyeon-ro, Gangnam-gu, Seoul  
1566-1114
- 7 Global Game Hub Center**  
54 Changeop-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do  
031-759-2092
- 8 Game Institute Campus**  
54 Changeop-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do  
031-757-1500
- 9 Game Institute Campus 2**  
815 Daewangpangyo-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do  
031-757-1500
- 10 KOCCA Music Studio**  
K-Art Hall, 424 Olympic-ro, Songpa-gu, Seoul  
1566-1114
- 11 DMS**  
12 World Cup buk-ro 54-gil, Mapo-gu, Seoul  
02-300-5902
- 12 Studio Cube**  
480 Daedeok-daero, Yuseong-gu, Daejeon  
042-719-6114
- 13 Culture, Sports, and Tourism Technology Center**  
85 Jungang-ro, Jung-gu, Daejeon  
1566-1114

• HQ (Gwangju-Jeonnam Innovation City)  
Information Technology Center, Branch  
(Gwangju-Jeonnam Innovation City)

## Key facilities (Overseas)

- Business Center in USA**  
5509 Wilshire Blvd. Los Angeles, CA 90036, USA  
+971-4-582-6010
- Business Center in Beijing**  
3rd Floor, Korea Center, No.1 Guanghua Xili, Guanghua Rd, Chaoyang District, Beijing, China, 100020  
+86-10-6501-9951
- Business Center in Shenzhen**  
Room 2318, 23F, Ying Feng Zhong Xin, No. 3378, Binhai Avenue, Yuehai Street, Nanshan District, Shenzhen, China, 518000  
+86-15013754010
- Business Center in Japan**  
KOCCA Japan Office, Korea Center B/D 7F, 4-4-10, Yotsuya, Shinjuku-ku, Tokyo 160-0004, Japan  
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- Marketer in Thailand**  
Unit 3065, Level 30, Bhairaj Tower at EmQuartier, 689 Sukhumvit Road(Soi 35), Klongtan Nuea, Vadhana, Bangkok, 10110, Thailand  
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- Marketer in Russia**  
Cultural Center of the Embassy of the Republic of Korea 24 Arbat Street, Moscow, 119002  
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## Key websites

- ① KOCCA : [www.kocca.kr](http://www.kocca.kr)
- ② KOCCA Social Media : [sns.kocca.kr](https://sns.kocca.kr)
- ③ Content Dispute Resolution Committee : [www.kcdrc.kr](http://www.kcdrc.kr)
- ④ Content Gender Equality Center (BORA) : [bora.kocca.kr](http://bora.kocca.kr)
- ⑤ Pop Culture and Arts Information System : [ent.kocca.kr](http://ent.kocca.kr)
- ⑥ Content Assessment Center : [assess.kocca.kr](http://assess.kocca.kr)
- ⑦ Well-made K-Content : [welcon.kocca.kr](http://welcon.kocca.kr)
- ⑧ CKL Business Center : [www.ckl.or.kr](http://www.ckl.or.kr)
- ⑨ Storyum : [www.storyum.kr](http://www.storyum.kr)
- ⑩ EDUKOCCA : [edu.kocca.kr](http://edu.kocca.kr)

## Official Social Media of KOCCA



**KOCCA**  
KOREA CREATIVE CONTENT AGENCY

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58326, 35 Gyoyuk-gil, Naju-si, Jeollanam-do  
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[sns.kacca.kr](https://sns.kacca.kr)

**Planning / Production** Communications & PR Team,  
KOCCA

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