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Diversity of
Cultural Expressions

National roadmap

REPUBLIC OF KOREA

2021

Summary: Outputs of the Roadmap and Key Policy Cases

Output 1: Regulatory frameworks, cultural policies and measures are designed or revised to meet the challenges of the digital environment in an informed and participatory manner

Activity 1.1: Conduct overall mapping of the digital cultural and creative sectors

1.1.1. The Ministry of Culture, Sports and Tourism (MCST) publishes an annual ‘Report on Content Industry Statistics Research’ to monitor changing trends in the contents industry, and to provide an index for rational decision making in formulating government policies and corporate management plans. The report comprises internet and mobile statistics in 11 content sectors including publication, comics, music, game, film, animation, TV, advertisement, character, knowledge information, and content solution.

1.1.2. The MCST publishes an yearly white paper that gathers information on domestic and international trends in the industry, and related policy information on digital content including digital comics, online video and music service, and mobile character. The white paper overviews six genres including, game, TV, comics, animation, character, and music to provide information on trends for the entire content industry. The industry white paper for each genre is available on the MCST website.

1.1.3. The Korean Film Council operates a film information system to provide data on film industry statistics. The information system gathers details on film box office information, including online cinema box office viewership, and provide the statistics through the Korea Box Office Information System (KOBIS).

Activity 1.2: Establish national teams of government officials, private sector and civil society organizations (including women and youth organizations) and hold country-wide consultations

1.2.1. The ‘Immersive Content Council’ was launched in April 2019 with private and public participation including the MCST, mobile carriers, content production and distribution companies, academia and the research sector aiming to expand public access to 5G-based immersive content. The Council discusses

nurturing immersive content businesses, fostering creative talents who can merge content and technology, and research and development of immersive content technology.

1.2.2. The ‘Overseas Copyright Protection Council’ was established in October 2019 as a joint consultative body of government department, public sector and rights holder organizations, and was expanded to the ‘Overseas Intellectual Property Protection Council’ in June 2020. A total of six government ministries including the MCST, eight public institutions and 15 private rights holder organizations participates in this Council. The Council focuses on identifying the state of Korean copyright infringement overseas and preparing joint public-private policy responses.

Activity 1.3: Establish inter-ministerial coordination mechanisms to monitor the impact of the regulatory frameworks, cultural policies and sector strategies

1.3.1. The MCST and related ministries jointly announced the ‘Digital New Deal Cultural Content Industry Growth Strategy’ in September 2020. The strategy aims to ensure content competitiveness by responding quickly to the shift to the contactless environment, promoting investment on development of the next-generation content, restoring content industry ecosystem and enhancing capacity of cultural technology and manpower. To this end, three strategic tasks (digital transition to cope with the contactless environment, development of next-generation content market, strengthening competitiveness of Korean content in the global market) and 11 detailed tasks will be implemented.

1.3.2. In September 2019, the MCST and related ministries jointly announced the ‘3 Innovative Strategies in Content Industry’ to create a momentum to jumpstart the content industry by implementing policies that can respond to future environmental changes preemptively. The three strategic tasks which include supporting jumpstart of innovative companies by expanding policy finance, securing future growth engine by nurturing leading immersive content, and driving growth of related industries with the new Korean Wave, along with 10 detailed tasks are being implemented.

1.3.3. The MCST collaborated with the Korea Communications Commission and the Korean National Police Agency to reinforce action against copyright infringement in the digital environment. The MCST worked with the

Korea Communications Commission to block 3153 illegal websites that violate copyright (2017~2020). By cooperating with the Korean National Police Agency on joint investigation, 50 major violation websites were closed down and 51 operators of 27 websites were arrested(2018~2020).

Activity 1.4: Design, revise or implement regulatory frameworks, cultural policies, sector strategies and action plans to support cultural and creative sectors in the digital environment

1.4.1. In October 2019, the MCST and music industry announced the ‘Measure to Enhance Transparency in Calculating Music Royalties’. It aims to create a sustainable and transparent music ecosystem and to ensure a fair remuneration for creators. To this end, online music service business will expand the range of information provided on royalty calculation, and the MCST will establish an integrated information system for the public sector to collect and share copyright usage information with the market.

1.4.2. Owing to the increasing importance of content and copyright in the contactless society amid the COVID-19 pandemic, the MCST introduced the ‘Measure to Increase Overseas Expansion and Strengthen Protection of Copyright’, which was deliberated and approved by the Presidential Council on Intellectual Property in September 2019. The Measure entails response strategies against overseas copyright infringement such as forming and running a planned investigation team responsible for online scientific investigation against more international and intelligent violation. The strategy also includes strengthening cooperation among overseas institutions of ministries (e.g. core diplomatic missions on intellectual property rights of the Ministry of Korean Affairs, Korean Cultural Centers of the MCST, and KOTRA IP-Desk of the Korean Intellectual Property Office) to provide local support against violation overseas.

Output 2: Policies and measures support digital creativity, enterprises and markets to ensure a diverse digital ecosystem

Activity 2.1: Conduct studies and collect data on the traceability of diverse creative expressions and their accessibility, on the fair remuneration of creators in the digital environment and on the use of metadata in different creative sectors

2.1.1. The Korea Creative Content Agency conducted research projects focused on a ‘Survey on Working Environment of Employees in the Game Industry (2020)’ and a ‘Survey on Webtoon Artists (2018~2020)’ with the aim to enhance the working environment and remuneration for employees and content developers; persons who comprise the core manpower of the digital content industry in the game and webtoon industries.

2.1.2. As the forms of online illegal distribution diversify for both overseas streaming websites and Korean linked websites and mobile applications, novel systematic response measures are required. In this regard, the Korean Film Council runs a yearly ‘Survey on Illegal Distribution of Films Online’ to analyze the current status, trends and scale of damage caused by the illegal distribution of Korean films online with the aim to seek new solutions to mitigate this challenge.

Activity 2: Provide spaces dedicated to digital creativity and innovation that enables artistic experimentation and collaboration

2.2.1. The Korean Film Council launched a public online platform service for independent and art films to diversify opportunities for content distribution and to establish a harmonious support system that combines online and offline platforms. The service categories consist of user training, a library of independent films, a support project, and an independent and art films database. The platform has supported the improvement of the distribution channel pathways for independent films, bridging of the cultural gap between different regions, sharing of social values of independent films, and screening of independent films.

Activity 3: Provide financial or other forms of support to small and medium sized enterprises and entrepreneurs working in the digital cultural and creative sectors

2.3.1. Owing to the significance of the rapidly growing digital-based contactless industry, the MCST raised approximately USD 27 million for the ‘Over-The-Top Media Content Fund’ in order to build competitiveness of over-the-top media service content and to support projects of small and medium enterprises and venture businesses in the media sector.

Activity 4: Design regulations, policies and measures to ensure discoverability of local and diverse cultural content, fair remuneration for creators, greater transparency in the use of algorithms

2.4.1. The MCST runs the ‘Regional Global Game Center’ with the Korea Creative Content Agency to alleviate regional inequality in the game industry. This initiative is a vital for the digital content industry to stimulate regional economy through projects supporting production of specialized regional games. Since the establishment of the first center in 2015, a total 10 global game centers are operating in six regions throughout Korea as of 2020. Each center supports the production of local games and implements incubating support projects tailored to each region.

Output 3: International agreements promote the balanced flow of cultural goods and services and promote equality between countries in the digital environment

Activity 3.1: Conduct an audit of clauses in trade agreements that have an impact on the cultural and creative sectors in the digital environment

3.1.1. The ‘Measure to Increase Overseas Expansion and Strengthen Protection of Copyright’, proposed by the MCST and approved by the Presidential Council on Intellectual Property in September 2020, includes trade law solutions on copyright infringement overseas. The Implementation Committee will raise issues and monitor implementation of agreement for parties to the Free Trade Agreement and examine the violation of international agreements on copyright such as the TRIPS Agreement for the non-parties.

Output 4: Digital literacy Strengthening of digital capacity

Activity 4.2: Establish training programs to strengthen the digital skills and competencies of the cultural and creative sectors to fully participate in the ongoing changes to the cultural value chain

4.2.1. Since 2019, the MCST has been operating a ‘Game Talent Center’ to nurture talents specialized for game genres. This initiative provides training on advanced convergence technology and on-site projects, and supports expert mentoring for gaming companies and prospective employees and entrepreneurs, including game major students.

4.2.2. The MCST has launched the ‘Cultural Technology Experts

Nurturing Project' to cope with the increasing demand for creative and innovative talents following the convergence of advanced technology with the culture, arts and content sectors. The project aspires to nurture leading convergence quality creators and cultural technology developers based on collaborative projects between Korean institutes, companies and creators.