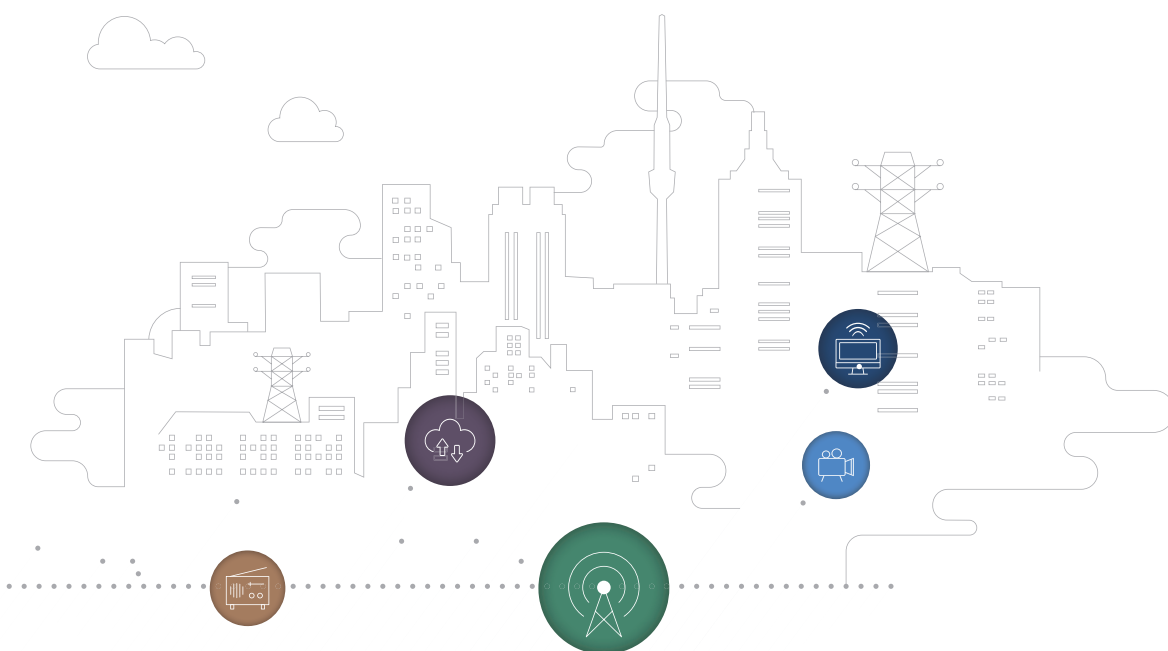


2024 Annual Report

Korea Communication Commission



Korea Communications
Commission

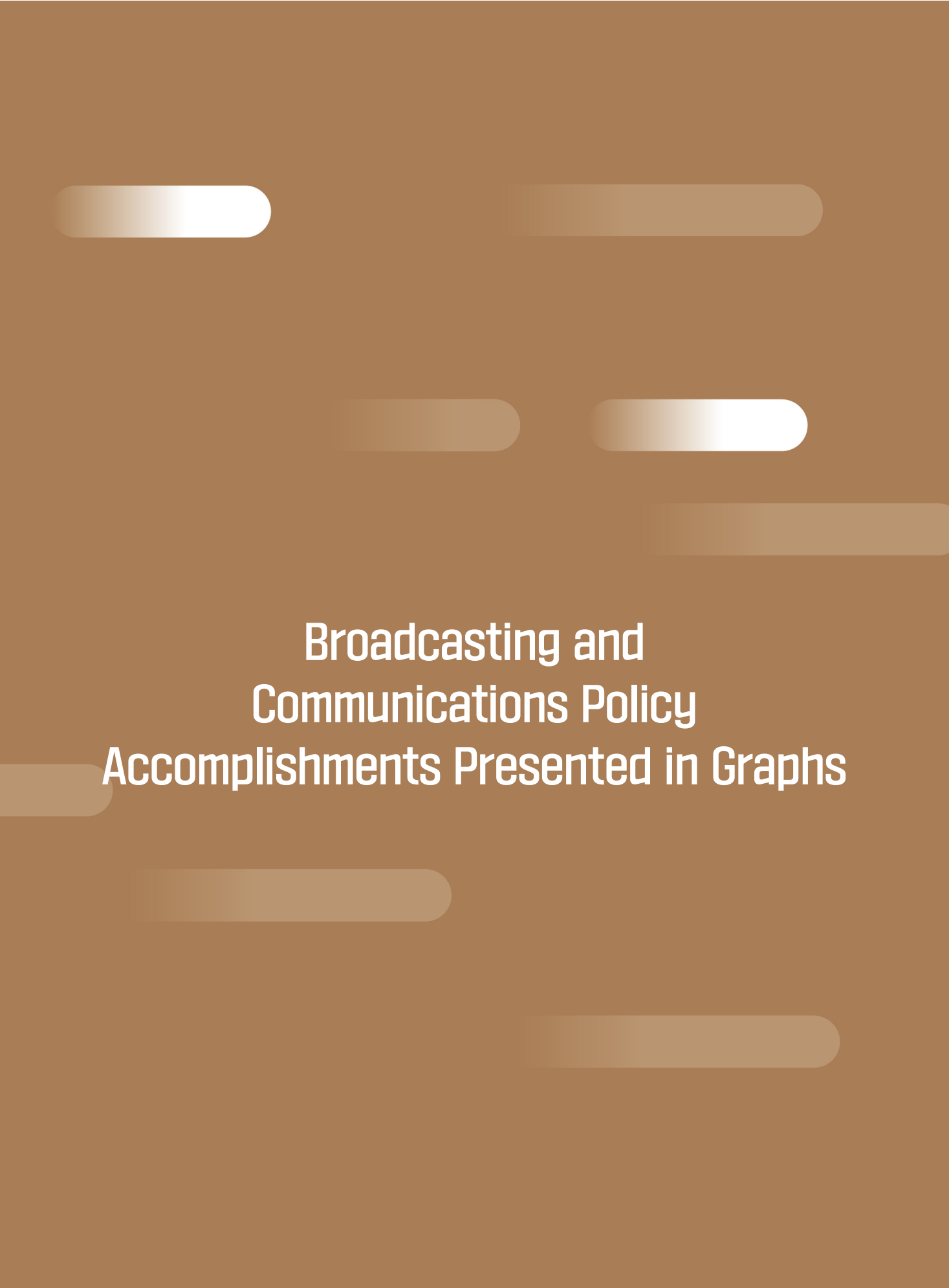
This annual report provides an overview of the principal activities and achievements of the Korea Communications Commission in 2024, Pursuant to Article 16 of the Act on the Establishment and Operation of the Korea Communications Commission. The report has been submitted to the National Assembly and released to the public in accordance with the relevant provisions of the Act.

March, 2025

Korea Communications Commission

KOREA COMMUNICATIONS COMMISSION
ANNUAL REPORT 2024

2024



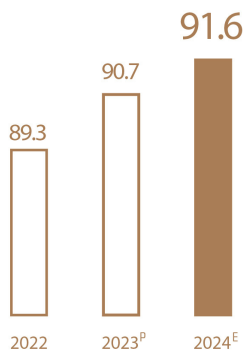
Broadcasting and Communications Policy Accomplishments Presented in Graphs

The broadcasting and communications industry has continued to contribute to national economic growth

In 2024, domestic sales totaled KRW 21.8 trillion for broadcasting services, KRW 39.0 trillion for communications services, and KRW 30.8 trillion for information services. The steady growth of the communications and information service sectors has played a significant role in supporting the national economy.

Sales of the Broadcasting and Communications Service Market

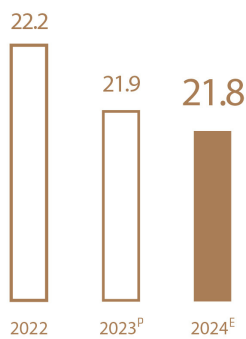
(Unit: KRW trillion)



Note | P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2024)

Sales of the Broadcasting Service Market

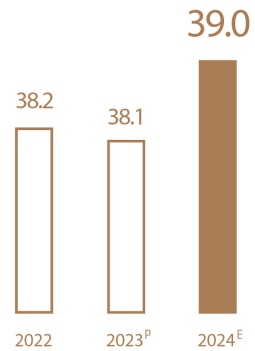
(Unit: KRW trillion)



Note | P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2024)

Sales of the Communications Service Market

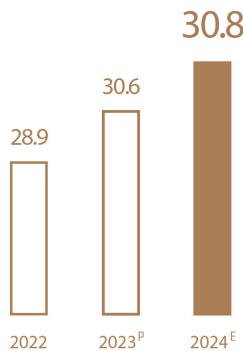
(Unit: KRW trillion)



Note | P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2024)

Sales of the Information Service Market

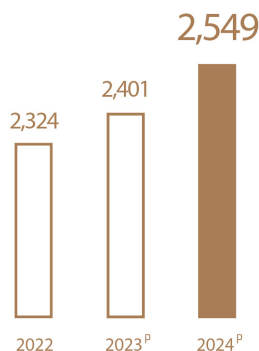
(Unit: KRW trillion)



Note | P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2024)

Gross Domestic Product (GDP)

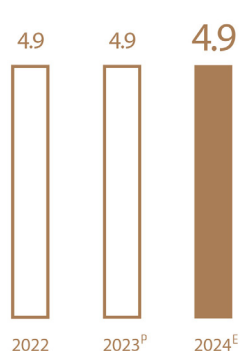
(Unit: KRW trillion)



Note | P: Preliminary, Bank of Korea (2024)
Nominal Gross Domestic Product (GDP)

Sales of Domestic IPTV

(Unit: KRW trillion)



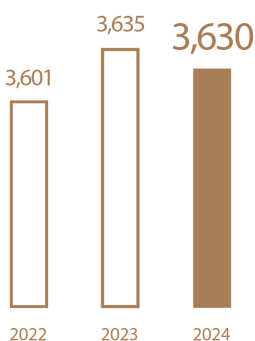
Note | P: Preliminary, E: Estimate, Monthly survey of Information & Communication Technology Statistics, Ministry of Science and ICT (2024)

The continued expansion of broadcasting and communications services has laid a foundation for revitalizing the industry.

The steady increase in the number of IPTV and high-speed internet subscribers has promoted the growth of converged broadcasting and communications services. Wireless data traffic rose by 6.1%, and the number of 5G subscribers reached 35.63 million, reflecting Korea's leadership in the era of ultra-fast wireless connectivity.

Number of Paid Broadcasting Subscribers

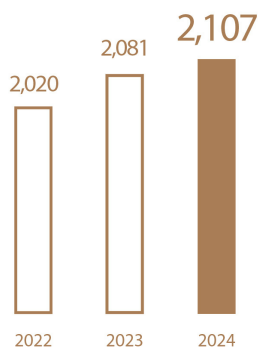
(Unit: 10,000 devices/access lines)



Note | 2024: Based on the number of subscribers to cable TV, satellite, and IPTV services as of the first half of the year, Ministry of Science and ICT (2024)

Number of IPTV Subscribers

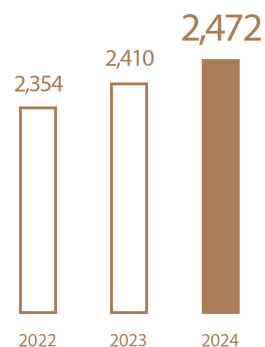
(Unit: 10,000 devices/access lines)



Note | 2024: Based on the number of subscribers in the first half of the year, Ministry of Science and ICT (2022-2024)

Number of High-Speed Internet Subscribers

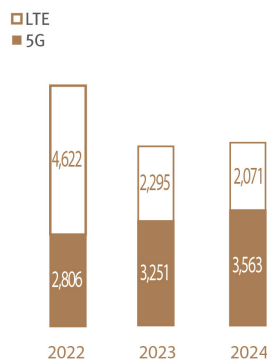
(Unit: 10,000 persons)



Note | Ministry of Science and ICT (2024)
(As of the end of December 2024, wired communication service subscription statistics)

Number of LTE and 5G Mobile Subscribers

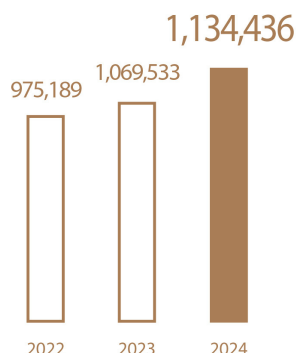
(Unit: 10,000 persons)



Note | Ministry of Science and ICT (2022-2024)
(Wireless communication service subscription statistics as of the end of December 2024) / Standard changed to mobile phone subscribers from December 2023

Wireless Data Traffic

(Unit: TB)



Note | Ministry of Science and ICT (2024)
(Wireless data traffic statistics as of the end of December 2024)

Content competitiveness has been strengthened through support for regional and small broadcasters.

By developing institutional support measures for regional and small broadcasters and enhancing the quality of regional broadcasting, the Commission has worked to promote localism in media and increased viewer satisfaction with subsidized programs offered by regional broadcasters.

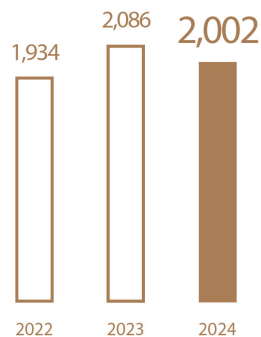
**Production Subsidies
for Small and regional
Broadcasting Programs**

(Unit: KRW 100 million)



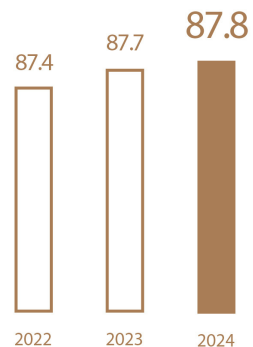
**Production Subsidies for
regional Terrestrial Broadcasting
Programs for Disabled Persons**

(Unit: KRW 1 million)



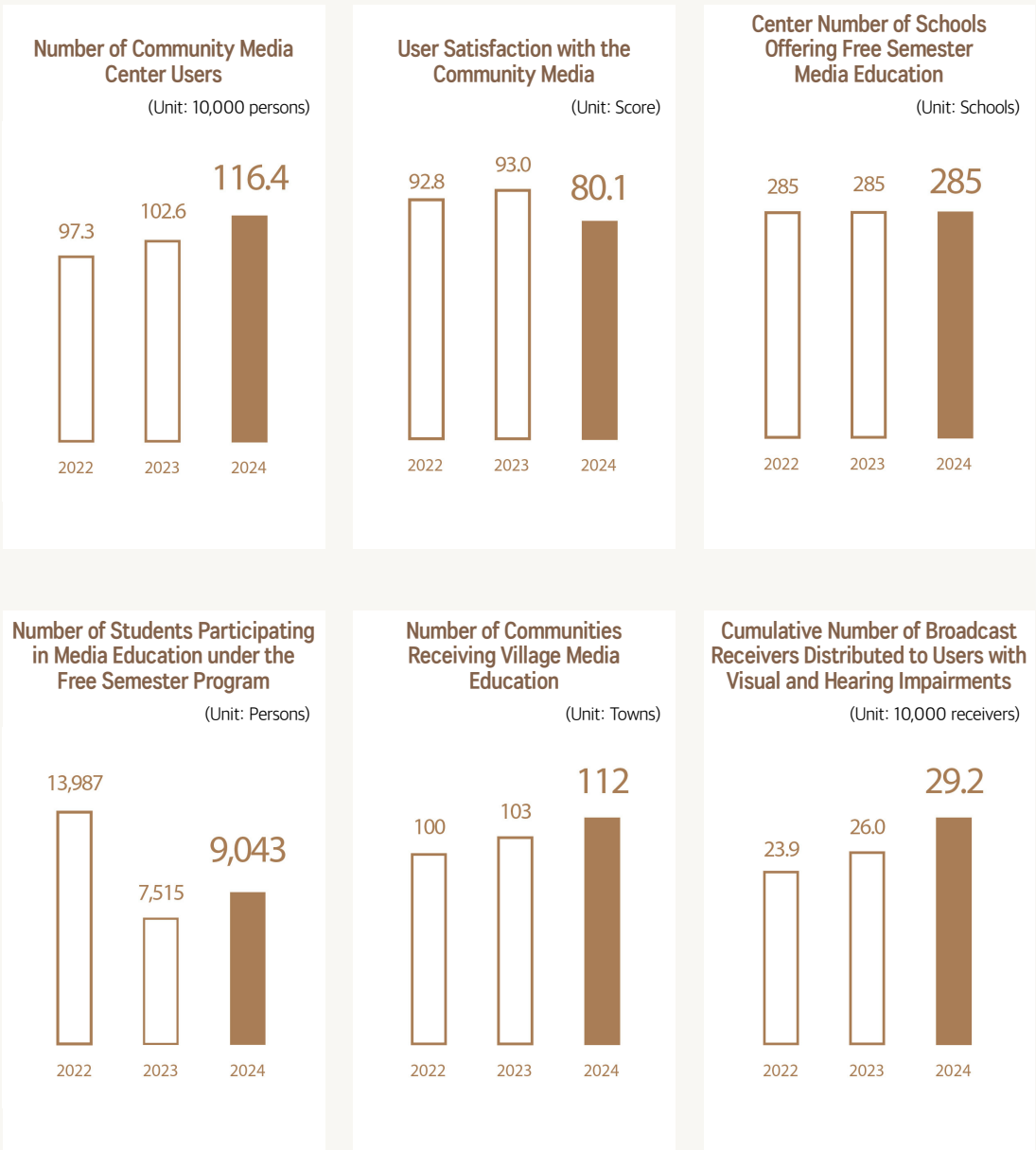
**Viewer Satisfaction
with Subsidized regional
Broadcasting Programs**

(Unit: Score)



Users' greater access to broadcasting services has strengthened viewers' rights and encouraged users to actively participate in media.

To create a media environment that enables viewers to actively participate, the Commission has actively utilized the Community Media Centers and provided tailored media education based on life stages and social groups, including free-semester media education. The Commission has also worked tirelessly to improve broadcasting access for marginalized groups by distributing broadcast receivers for people with visual and hearing impairments and methodically supporting broadcasting for people with various disabilities.

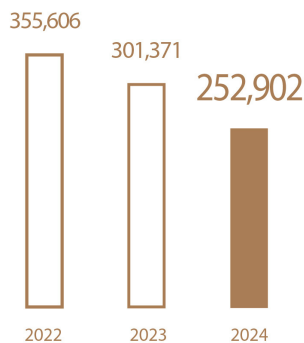


A secure environment for online users has been created, and responses to the adverse effects of the internet were strengthened.

The Commission has provided cyberbullying prevention education to promote a safe internet environment and has encouraged more schools to join the Secure Cyber Zone Program to improve the online environment for teenagers. The Commission has continuously provided Internet ethics education programs, including operating the Korea Digital Dream Star organization.

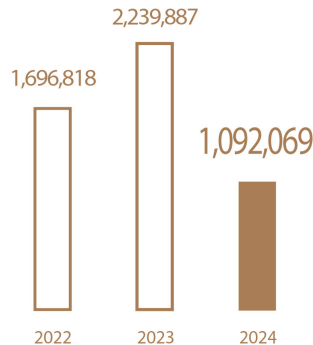
Number of Participants in Digital Ethics and Cyberbullying Prevention Education

(Unit: Persons)



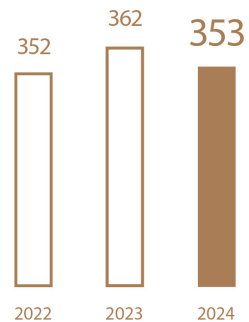
Number of Visitors to the Digital Ethics Experience Center

(Unit: Persons)



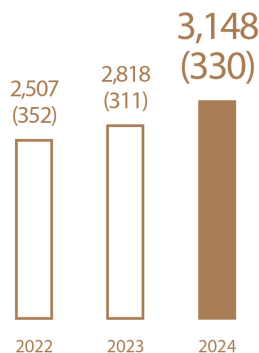
Number of Schools Participating in the Korea Digital Dream Star

(Unit: Schools)



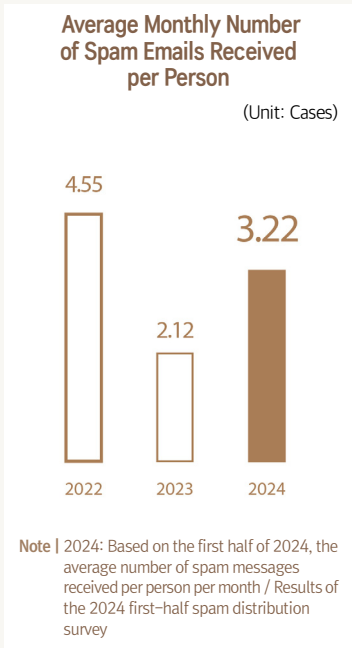
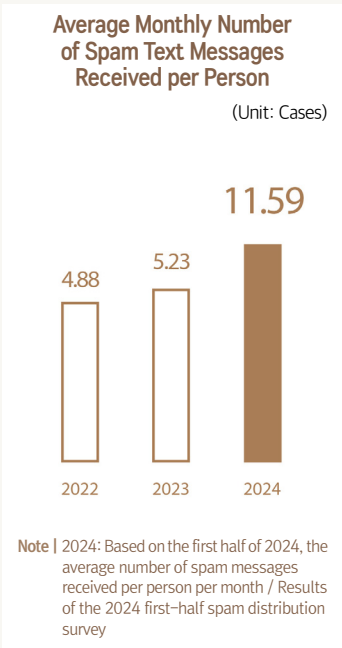
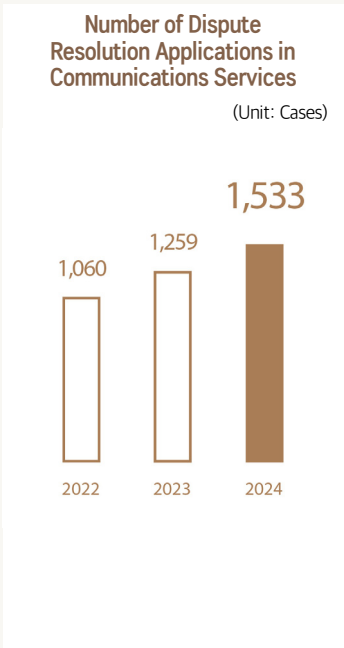
Number of Schools Participating in the Secure Cyber Zone Program (Newly Joined Schools)

(Unit: Schools)



A safer and more convenient environment for broadcasting and communications services was created by addressing user inconveniences.

The Commission has made immense efforts to swiftly and amicably resolve any disputes between users and telecommunications service providers during their use of services, including user inconvenience and complaints. Additionally, we have worked vigorously to prevent users from facing any harm via spam text messages and email.



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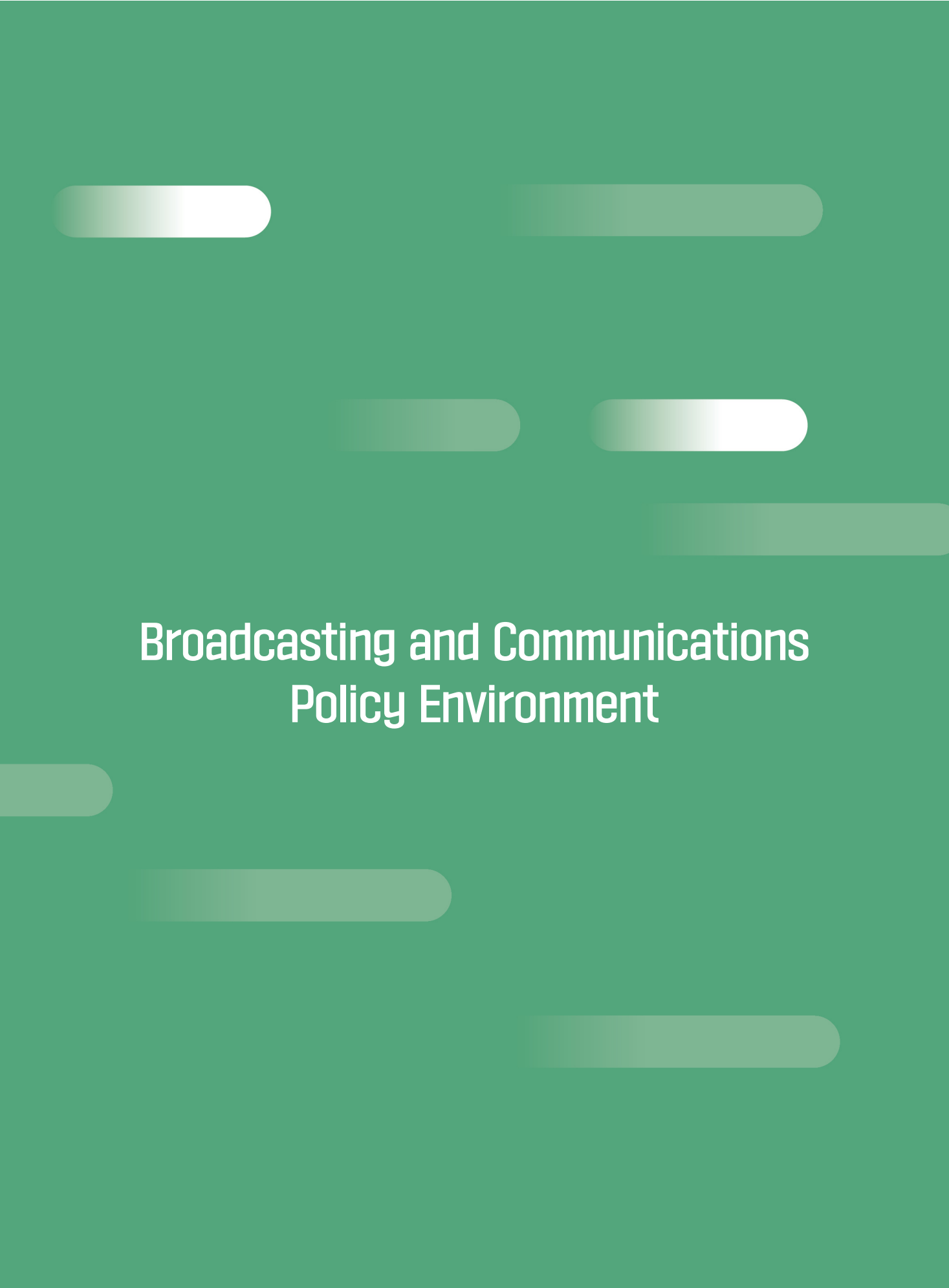
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KOREA COMMUNICATIONS COMMISSION
ANNUAL REPORT 2024

I

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Broadcasting and Communications Policy Environment

I. Broadcasting and Communications Policy Environment

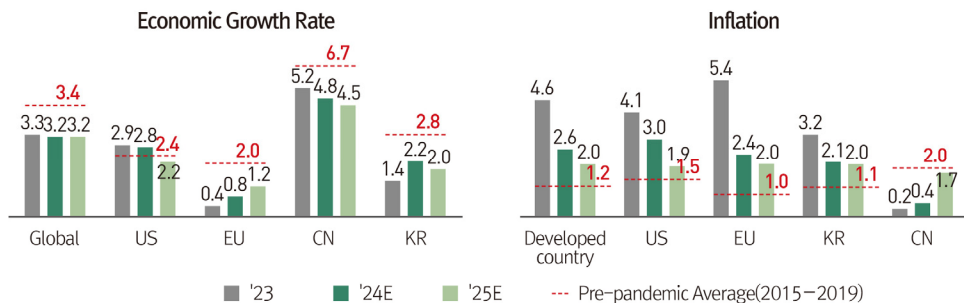
1. Trends in the Global Macro Economy and Broadcasting and Communications Markets

A. Trends in the Global Macro Economy

The global economy is expected to grow at a rate similar to that of 2024, with the policy direction of a second Trump administration projected to affect the global economic landscape. Overall, concerns are mounting over prolonged low growth in major economies. In the United States, while an economic slowdown is anticipated, the U.S.-centered global order is expected to be further reinforced. In China, despite the government's strong stimulus stance, achieving 5% growth is likely to be difficult. Europe is expected to see a degree of recovery, but long-term stagnation remains a concern. In Korea, the economic outlook is weakening due to a slowdown in exports (Samil PwC Management Research Institute, 2024).

Figure I -1. Economic Growth Rate and Inflation Forecasts in 2025

(Unit : %)



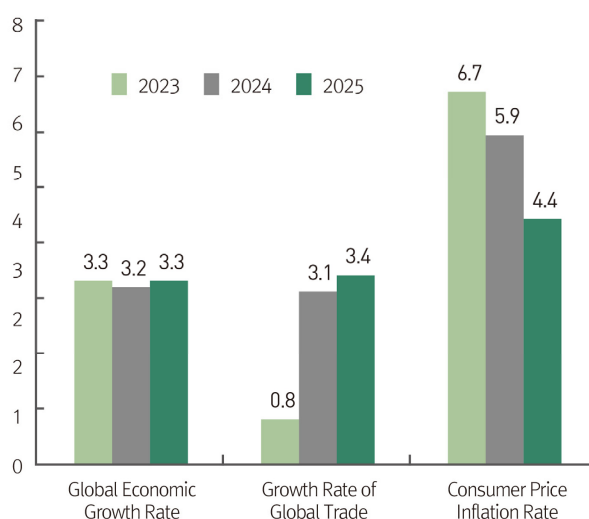
Source | IMF (April 2024). For Korea, revised Figure s released in November 2024; re-cited from Samil PwC Management Research Institute (2024)

The Export-Import Bank of Korea (2024) projected that the global economy would remain relatively stable due to easing inflation. However, it also forecast that continued growth deceleration in China, protectionist trade policies under the second Trump administration, and overall uncertainty would result in global economic growth staying in the low 3% range.

Hana Bank's Hana Institute of Finance (2024) similarly predicted that the global economy is expected to maintain a growth pace similar to that of 2024, driven by softening inflationary pressures and interest rate cuts by major economies. The institute identified geopolitical risks and the "America First" policies under the second Trump administration as key risk factors for 2025.

Figure I -2. Global Outlook for Key Macroeconomic Indicators

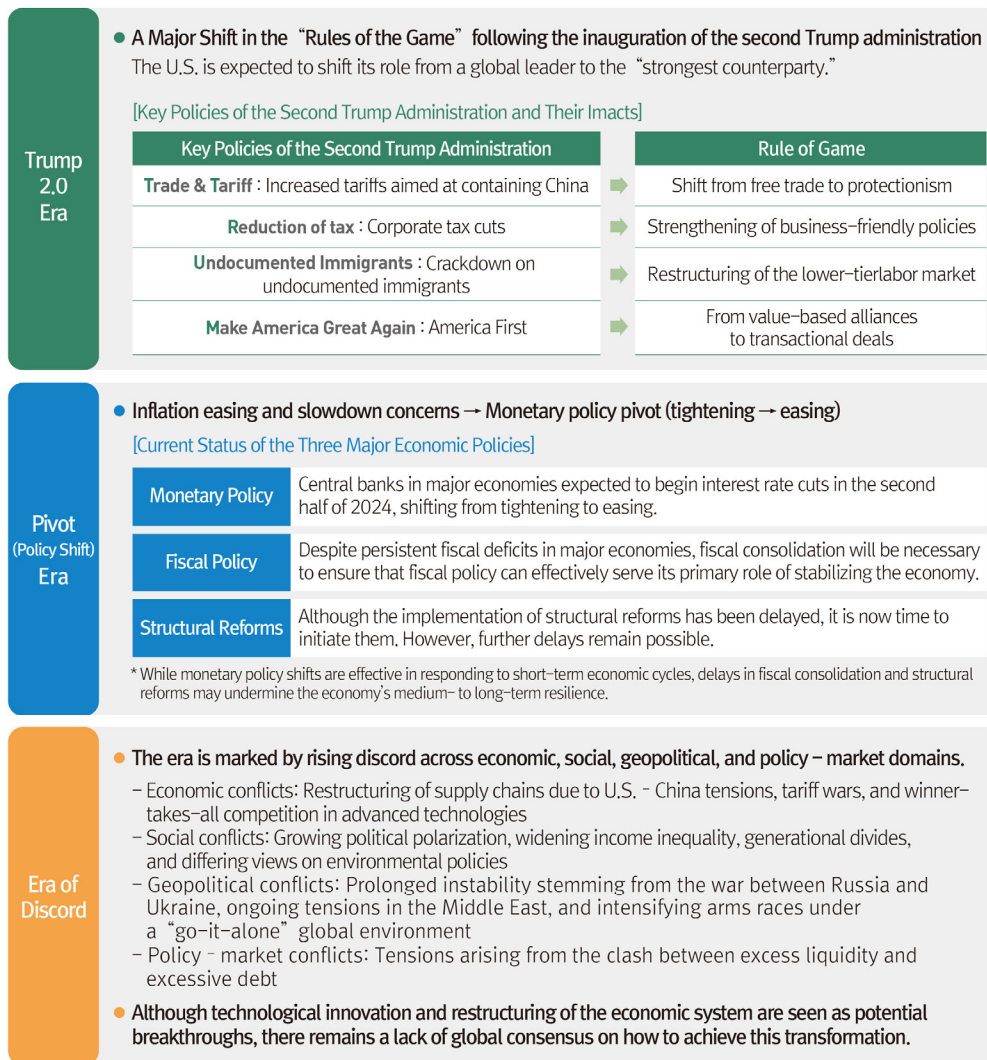
(Unit : %)



Source | IMF, World Economic Outlook, July 2024; re-cited from Hana Bank, Hana Institute of Finance (2024)

Samil PwC Management Research Institute (2024) identified three key narratives for the global economy in 2025: Trump, pivot (policy shifts), and discord. The second Trump administration, with its emphasis on "America First," is expected to shift the United States from a self-proclaimed global leader to a difficult negotiation partner. Such concerns are already becoming a reality. As for policy pivots, a range of shifts is anticipated, including aggressive rate cuts, as well as changes in monetary policy and structural reforms. In addition, the inauguration of the second Trump administration is expected to intensify geopolitical frictions, posing significant risks to the global economy.

Figure I -3. Key Narratives for the Global Economy in 2025: Trump, Pivot, and Discord



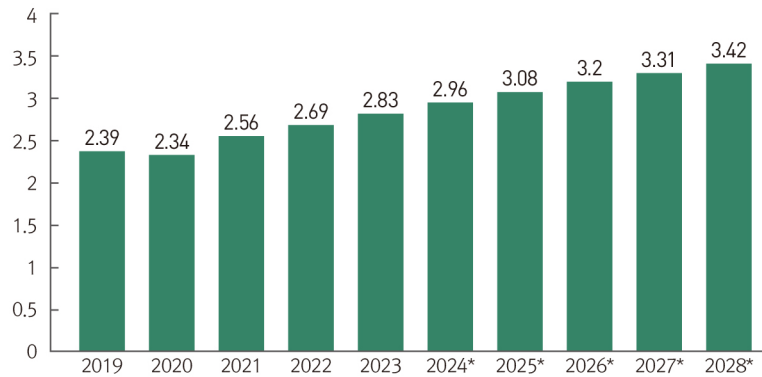
Source | Samil PwC Management Research Institute (2024)

B. Trends in the Global Broadcasting and Communications Market

While global media market sales continue to increase, the pace of growth is expected to remain modest. Although this trend is particularly evident in Korea, the overall volume of financial resources invested in the media market—including content production costs—continues to grow. At the same time, competition within the market is becoming increasingly intense.

Figure I -4. Global Media Market Revenue Status and Forecast

(Unit: USD 1 trillion)

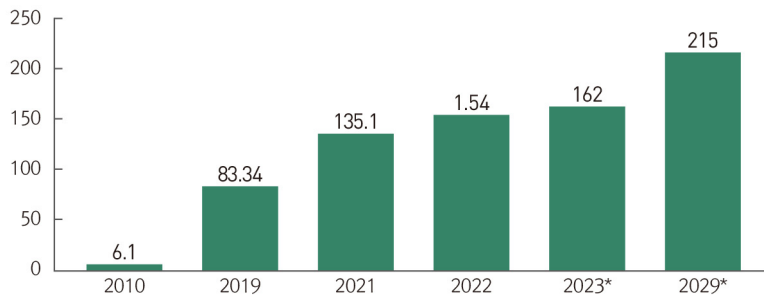


Source | <https://www-statista-com.proxy.cau.ac.kr/statistics/237749/value-of-the-global-entertainment-and-media-market/>

The limitations of the media market are evident in the stagnation of the once rapidly expanding OTT sector. The number of OTT subscribers, which had surged during the COVID-19 pandemic, showed only marginal growth between 2022 and 2023. Among major global OTT providers, Netflix is the only company currently reporting a profit. Due to the nature of OTT services, original content plays a critical role; however, the high costs associated with producing new original content continue to burden OTT companies. This difficult environment is expected to persist through 2025.

Figure I -5. Global OTT Sales Status and Forecast

(Unit : %)



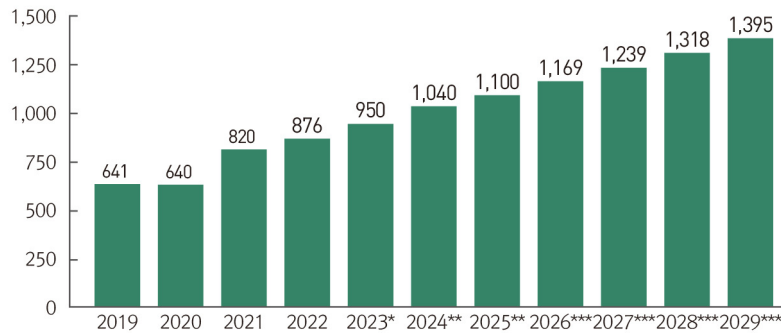
Source | <https://www-statista-com.proxy.cau.ac.kr/statistics/260179/over-the-top-revenue-worldwide/>

As economic conditions deteriorate, the share of advertising in the media market is increasing. With the OTT market shifting from a subscription-only model to a subscription model combined with ad-supported plans, advertising is taking up a growing share of media market funding. In particular, platforms like YouTube—which primarily rely on advertising as their main source of revenue—continue to perform strongly. The share of short-form content consumption in overall media usage is also steadily

rising. From the user's perspective, short-form content quickly offers a highly satisfying experience at no cost. As a result, the growing consumption of short-form content is gradually reshaping the overall structure of the media market.

Figure I -6. Media Advertising Revenue

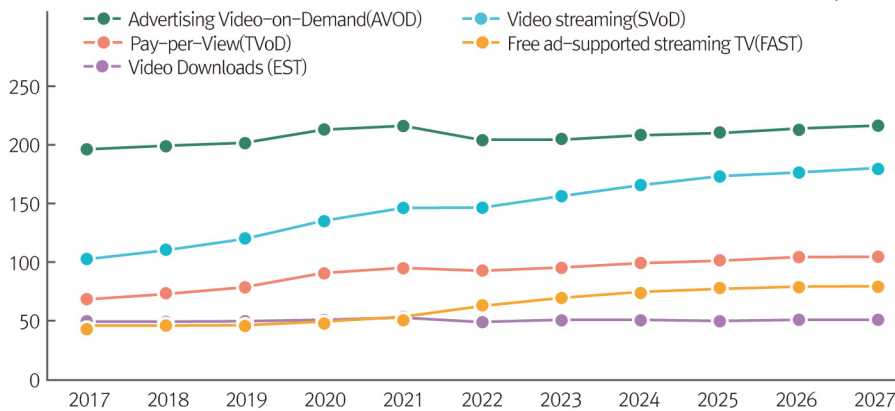
(Unit: USD billion)



Source | <https://www.statista.com/statistics/236943/global-advertising-spending/>

Figure I -7. Number of Users by Type of Video Service in the United States

(Unit: million people)



Source | Statista (2024)

In the United States, the number of pay-TV subscribers is rapidly declining, while the use of ad-supported video services—such as FAST (Free Ad-supported Streaming TV)—is on the rise. The expansion of internet-based video services, combined with economic downturns, is driving a growing preference for advertising-supported platforms. This trend has been further accelerated by the popularity of short-form content.

2. Status of the Broadcasting and Communications Market

A. Domestic Broadcasting and Communications Productions and Export Volume

The overall domestic broadcasting and telecommunications equipment market is projected to shift from a downward trend to an upward trajectory. The production value of telecommunications equipment increased from 33.5 trillion KRW in 2023 to 36.3 trillion KRW in 2024, while the production value of broadcasting equipment declined from 4.1 trillion KRW in 2023 to 3.6 trillion KRW in 2024. The production values of telecommunications services and information services in 2024 are expected to rise compared to 2023, Whereas the broadcasting services market continues to show a slight decline.

Table I -1. Domestic Broadcasting and Communications Production

(Unit: KRW 1 million)

Classification	2022	2023 ^P	2024 ^E
Communications Equipment	36,503,344	33,458,300	36,281,866
Broadcasting Equipment	3,724,598	4,156,214	3,637,075
Communications Service	38,197,455	38,132,157	38,988,637
Broadcasting Service	22,235,001	21,879,856	21,848,338
Information Service	28,873,620	30,645,849	30,792,844
Total	129,534,018	128,272,376	131,548,760

Note | P : Preliminary, E : Estimate, Information services refer to the Internet service

Source | Monthly Survey of ICT Statistics, the Ministry of Science and ICT, 2024

The export volume of telecommunications equipment, which declined in 2023, has shown a rebound in 2024. In contrast, the export volume of broadcasting equipment increased in 2023 but has once again declined in 2024.

Table I -2. Domestic Broadcasting and Communications Equipment Exports

(Unit: USD 1,000)

Classification	2022	2023 ^P	2024 ^E
Communications Equipment	17,573,327	15,243,369	16,726,622
Broadcasting Equipment	74,174	85,087	72,206
Total	17,647,501	15,328,456	16,798,828

Note | P : Preliminary, E : Estimate

Source | Monthly Survey of ICT Statistics, the Ministry of Science and ICT, 2024

B. Status of the Advertising Market

Although the advertising market is experiencing modest growth, its overall growth rate is expected to slow due to the stagnation of legacy media such as broadcasting. After a temporary rebound during the COVID-19 period, broadcast advertising has begun to show signs of a definitive decline. Broadcast viewership is steadily decreasing, while online advertising is gaining competitiveness by offering targeted ads that better meet advertisers' needs. In contrast, broadcast advertising continues to rely on mass advertising formats, failing to adapt, which has further diminished its competitiveness as a medium.

Meanwhile, online advertising is also showing signs of a slowdown in growth. The increasing number of internet-based advertising platforms has intensified competition. In addition, as subscription-based markets face growing challenges, reliance on the advertising market is increasing, which is contributing to the online advertising market's transition into a mature phase.

Table I -3. Advertising Market Status by Sector

(Unit: KRW 1 million)

Classification	2018 (Rate of Change)	2019 (Rate of Change)	2020 (Rate of Change)	2021 (Rate of Change)	2022 (Rate of Change)	2023 (Rate of Change)	2024 (Estimate) (Rate of Change)	2025 (Estimate) (Rate of Change)
Broadcasting	3,931,829 (-0.5%)	3,771,046 (-4.1%)	3,484,137 (-7.6%)	4,053,056 (16.3%)	4,021,190 (-0.8%)	3,389,852 (-15.7%)	3,025,290 (-10.8%)	2,961,509 (-2.1%)
Newspapers & Magazines	2,347,956 (1.6%)	2,372,993 (1.1%)	1,920,054 (-19.1%)	2,020,766 (5.2%)	2,127,737 (5.3%)	2,026,075 (-4.8%)	2,039,377 (0.7%)	2,024,613 (-0.7%)
Online (PC)	2,055,449 (7.7%)	1,871,643 (-8.9%)	1,839,362 (-1.7%)	1,779,736 (-3.2%)	1,902,682 (6.9%)	2,076,573 (9.1%)	2,255,583 (8.6%)	2,337,198 (3.6%)
Online (Mobile)	3,661,755 (27.8%)	4,650,286 (27.0%)	5,689,016 (22.3%)	6,223,908 (9.4%)	6,803,489 (9.3%)	7,288,683 (7.1%)	7,880,233 (8.1%)	8,310,837 (5.5%)
Outdoor	1,329,898 (1.8%)	1,256,765 (-5.5%)	835,759 (-33.5%)	930,197 (11.3%)	1,069,335 (15.0%)	1,220,803 (14.2%)	1,259,140 (3.1%)	1,280,470 (1.7%)
Others	428,999 (4.1%)	504,196 (17.5%)	351,960 (-30.2%)	509,712 (44.8%)	595,842 (16.9%)	539,028 (-9.5%)	541,033 (0.4%)	542,273 (0.2%)
Total	13,755,886 (7.9%)	14,426,928 (4.9%)	14,120,289 (-2.1%)	15,517,375 (9.9%)	16,520,276 (6.5%)	16,541,014 (0.1%)	17,000,656 (2.8%)	17,456,901 (2.7%)

Source | The Ministry of Science and ICT & Korea Broadcast Advertising Corporation (2025).

Broadcast advertising, including terrestrial TV, has been deteriorating across the board, and recovery appears unlikely in the near future. From a mid- to long-term perspective, the continued decline in pay-TV subscriptions is expected to reduce the overall coverage of broadcast advertising, making stagnation in the broadcast advertising market virtually unavoidable.

Table I -4. Advertising Market Status by Sector

(Unit: KRW 1 million)

Classification	2018 (Rate of Change)	2019 (Rate of Change)	2020 (Rate of Change)	2021 (Rate of Change)	2022 (Rate of Change)	2023 (Rate of Change)	2024 (Estimate) (Rate of Change)	2025 (Estimate) (Rate of Change)
Terrestrial TV	1,421,935 (-8.4%)	1,244,653 (-12.5%)	1,106,607 (-11.1%)	1,359,684 (22.9%)	1,376,216 (1.2%)	1,109,433 (-19.39%)	975,660 (-12.1%)	971,662 (-0.4%)
Terrestrial DMB	4,404 (-16.7%)	2,340 (-46.9%)	2,580 (10.3%)	2,195 (-14.9%)	2,203 (0.4%)	1,280 (-41.9%)	1,220 (-4.7%)	1,165 (-4.5%)
Radio	207,309 (-18.1%)	208,481 (0.6%)	232,980 (11.8%)	259,767 (11.5%)	254,022 (-2.2%)	215,956 (-15.0%)	181,029 (-16.2%)	181,251 (0.1%)
PP	1,990,163 (7.4%)	2,002,092 (0.6%)	1,891,678 (-5.5%)	2,182,364 (15.4%)	2,152,390 (-1.4%)	1,852,745 (-13.9%)	1,691,875 (-8.7%)	1,641,169 (-3.0%)
SO	140,775 (1.2%)	139,140 (-1.2%)	114,539 (-17.7%)	109,012 (-4.8%)	109,596 (0.5%)	110,501 (0.8%)	92,504 (-16.3%)	78,807 (-14.8%)
Satellite	51,130 (6.6%)	50,039 (-2.1%)	33,210 (-33.6%)	32,978 (-0.7%)	30,656 (-7%)	27,521 (-10.2%)	20,754 (-24.6%)	20,075 (-3.3%)
IPTV	116,113 (16.9%)	124,301 (7.1%)	102,544 (-17.5%)	107,056 (4.4%)	96,107 (-10.2%)	72,415 (-24.7%)	62,247 (-14.0%)	67,380 (8.2%)
Total	3,931,829 (-0.5%)	3,771,046 (-4.1%)	3,484,137 (-7.6%)	4,053,056 (16.3%)	4,021,190 (-0.8%)	3,389,852 (-15.7%)	3,025,290 (-10.8%)	2,961,509 (-2.1%)

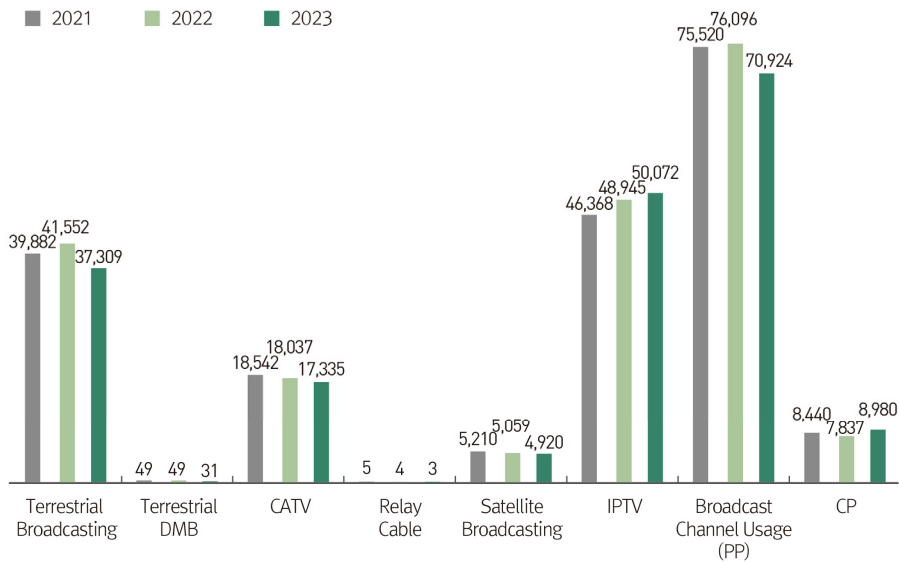
Source | The Ministry of Science and ICT & Korea Broadcast Advertising Corporation (2025).

C. Status of Broadcasting By Medium

Between 2022 and 2023, overall revenue from broadcasting service providers declined compared to the previous year. Although IPTV revenue increased slightly, its growth is slowing, and with the possibility of a reduction in home shopping transmission fees and other factors, IPTV revenues may also begin to decline. The situation for cable TV SOs (System Operators) is also worsening, raising concerns about the overall resilience of the domestic broadcasting industry.

Figure I -8. Trends in Broadcasting Sales by Type of Service Provider (2021–2023)

(Unit: KRW 100 million)



Note 1 | Terrestrial DMB includes YTN DMB (Korea DMB ceased operations in 2023).

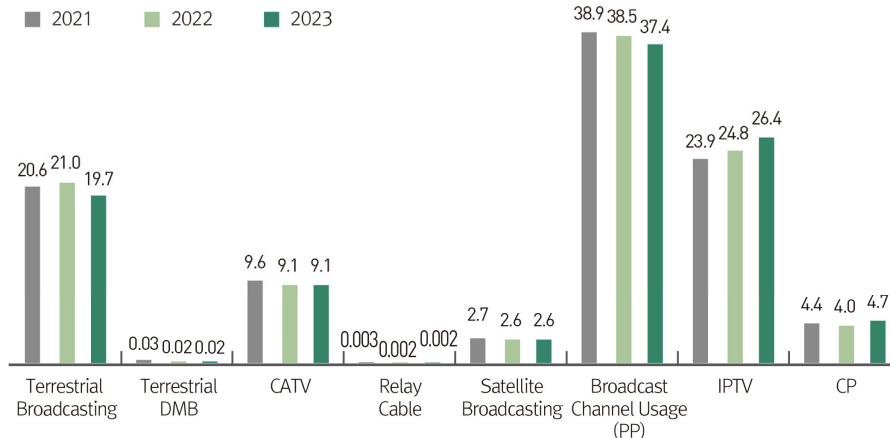
Note 2 | The survey on Content Providers (CPs) began with the 2023 data, but sales Figures for previous years are based on the Broadcasting Service Providers' Financial Status Report.

Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI (2025)

When examining market share by broadcasting platform, the proportion of IPTV has continued to increase, but the overall structure of the market remains largely unchanged. Terrestrial broadcasting saw a rise in both revenue and market share during the COVID-19 pandemic, though it remains uncertain whether this trend will persist. Program Providers (PPs) have shown a slight decline in market share.

Figure I -9. Trends in Broadcasting Revenue Share by Service Provider (2021–2023)

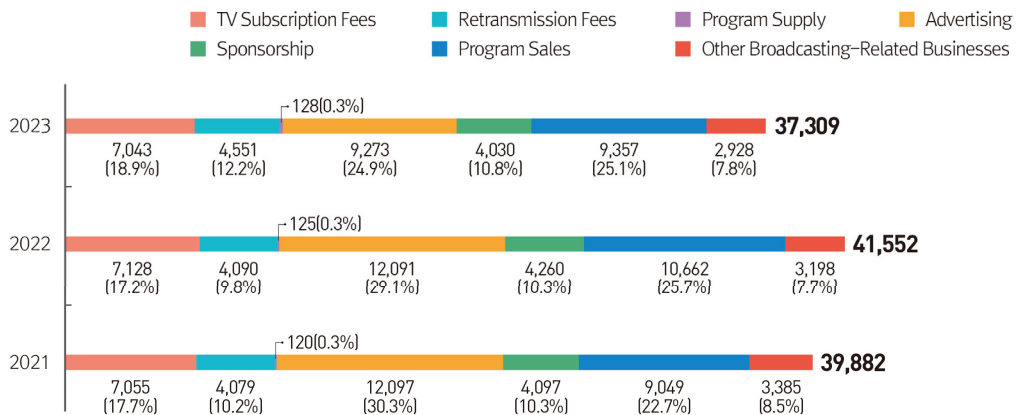
(Unit : %)



Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

Figure I -10. Trends in Terrestrial Broadcasting Sales Share (2021-2023)

(Unit: KRW 100 million)



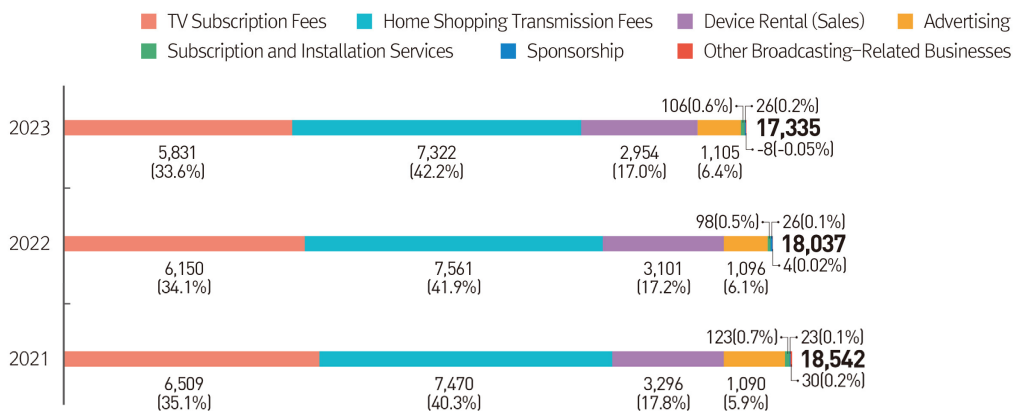
Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

Terrestrial broadcasters are seeing a continued decline in advertising revenue, while revenues related to content—such as retransmission fees and program sales—are increasing. This trend is expected to strengthen going forward.

CATV operators are currently facing a crisis due to major revenue declines, including decreases in subscription fees and home shopping transmission fees. In particular, conflicts with home shopping companies have surfaced in recent years, and disputes over payment arrangements are likely to continue in the future.

Figure I -11. Trends in CATV Broadcasting Sales Share (2021-2023)

(Unit: KRW 100 million, %)

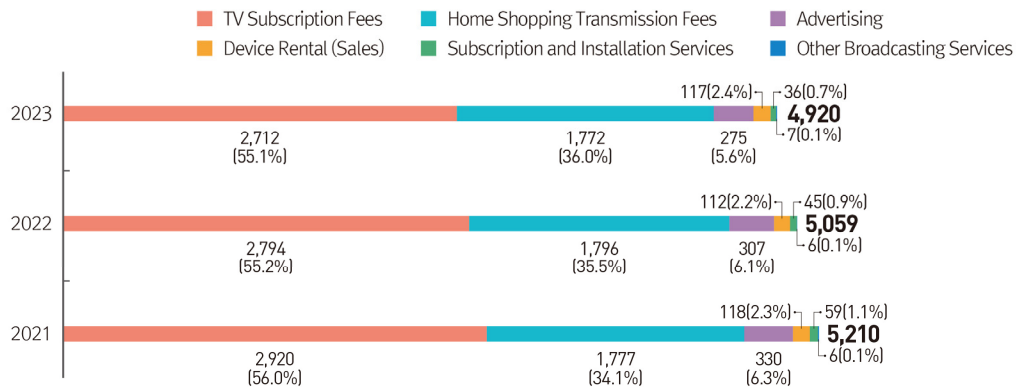


Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

In the CATV sector, overall revenue is declining, and revenue from TV subscription fees—considered the core revenue source for pay-TV services—is also decreasing. As a result, the share of home shopping transmission fees in total revenue is growing. However, as the financial situation of home shopping operators deteriorates, conflicts over transmission fees are intensifying, making it difficult to rule out the possibility that the proportion of such fees in total revenue will decline in the future.

Figure I -12. Trends in Satellite Broadcasting Sales Share (2021-2023)

(Unit: KRW 100 million, %)



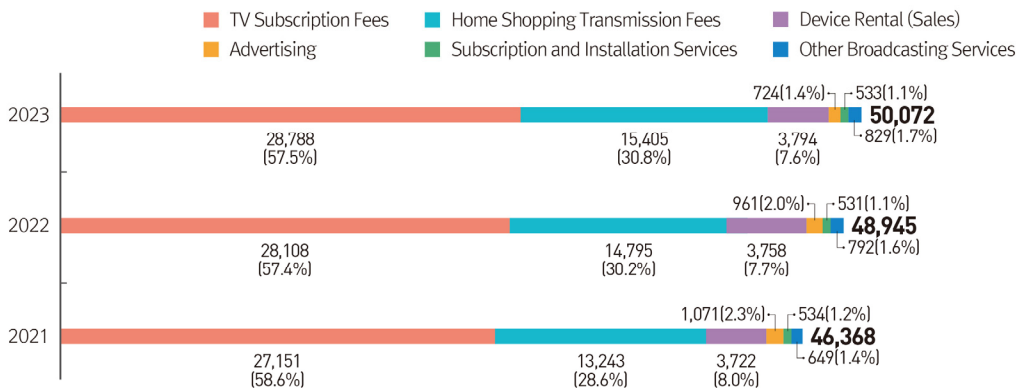
Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

Satellite broadcasting has seen a gradual decline in subscriber numbers, along with a decrease in home shopping transmission fees, resulting in lower overall revenue.

Although IPTV revenue continues to grow, the pace of subscriber growth is slowing, and potential reductions in home shopping transmission fees create uncertainty about future performance.

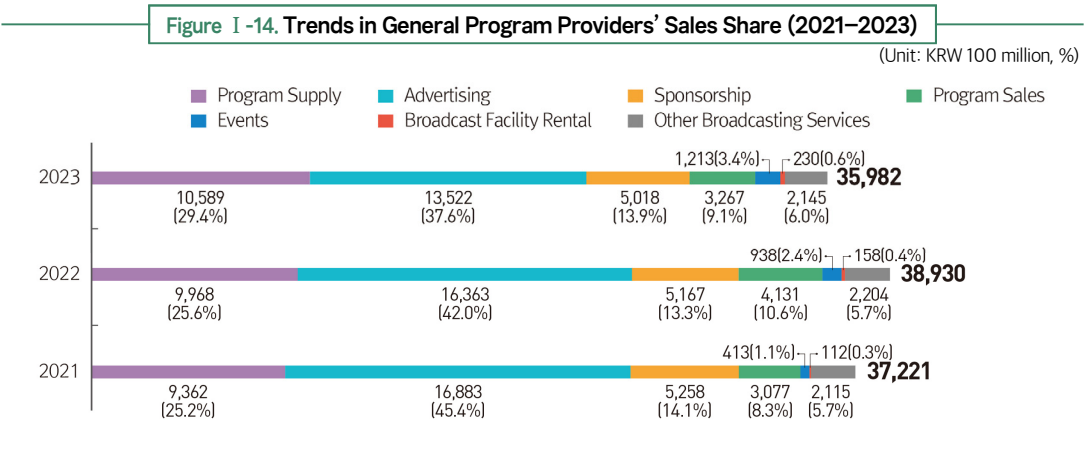
Figure I -13. Trends in IPTV Broadcasting Sales Share (2021-2023)

(Unit: KRW 100 million, %)



Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

Program providers (PPs) are also experiencing a decline in revenue, which can largely be attributed to the downturn in the broadcast advertising market—similar to the situation faced by terrestrial broadcasters. In addition, if the financial capacity of pay-TV platform operators weakens, PPs may see reduced content licensing revenue, which could in turn lead to further financial deterioration across the PP sector.



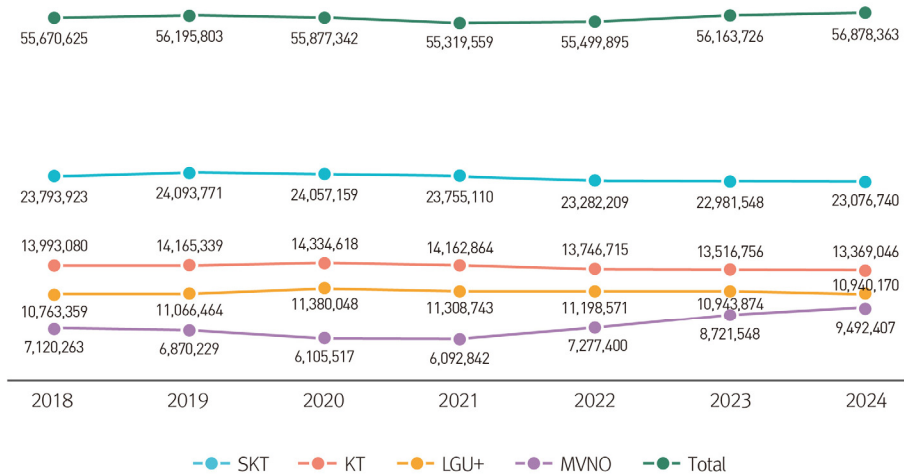
Source | Ministry of Science and ICT, Korea Communications Commission, and KISDI(2025)

D. Status of the Communications Market

The domestic mobile communications market is approaching saturation, driven in part by demographic changes. While the number of MVNO (Mobile Virtual Network Operator) subscribers continues to increase, subscriber growth for other mobile services has either slowed or stagnated. Given that MVNO plans are generally priced lower than standard mobile plans, the average revenue per user (ARPU) in the communications market is likely to decline.

Figure I -15. Status of Mobile Communication Subscribers

(Unit: Lines)

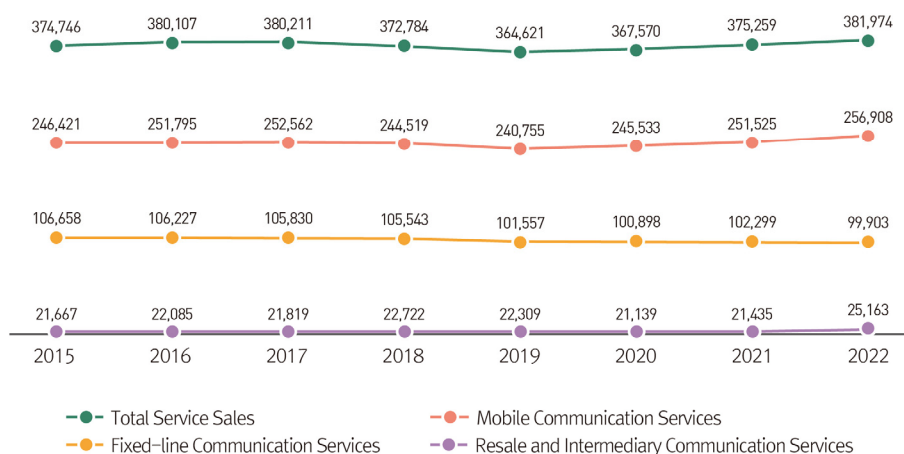


Source | Ministry of Science and ICT (Feb. 4, 2025). <Status of Wired and Wireless Communication Service Subscriptions and Wireless Data Traffic (as of December 2024)>

Wired telecommunications services have seen a decline in subscribers for fixed-line and internet phone services, while high-speed internet subscriptions have been steadily increasing. However, as the number of households is expected to decrease in the future, the number of high-speed internet subscribers may also decline. Overall, telecommunications services are likely to be highly sensitive to future demographic changes.

Figure I -16. Sale of the Communications Service Market

(Unit: KRW 100 million)



Source | https://www.index.go.kr/unity/potal/main/EachDtlPageDetail.do?idx_cd=1353#

As shown in the graph above, the domestic communications service market has remained relatively stable in terms of overall market size. However, with a declining population and the lack of new growth drivers, it is difficult to rule out the possibility that the market may shift from stagnation to contraction in the future.

E. Changes in the Broadcasting and Communications Policy Environment

1) Intensifying Crisis in the Broadcasting and Communications Market

As previously discussed, the crisis in the broadcasting and communications market—centered around the broadcasting sector—is deepening and is expected to worsen further. The broadcasting market is currently facing significant financial challenges, including the decline of the broadcast advertising market, limitations in the pay-TV subscriber base, and a reduction in home shopping transmission fees. In Korea, the broadcasting sector has historically offset low ARPU in the pay-TV segment through revenue from home shopping transmission fees. However, this business model is now under strain. In the communications sector, population decline is expected to lead to a shrinking user base, and users increasingly prefer low-cost mobile plans over high-priced ones. As a result, the long-term outlook for the industry is becoming more uncertain. If MVNOs (Mobile Virtual Network Operators) continue to increase their market share, bundled packages that combine telecommunications and broadcasting services may decrease, which could have broader negative impacts across the entire broadcasting and communications market. In response to these challenges, the Commission (as of January 14, 2025) is pursuing regulatory reforms such as relaxing restrictions on advertising categories and expanding the scope of advertising sales.

2) Intensifying Disputes Among Broadcasting Operators

As conditions in the broadcasting industry worsen, disputes among service providers are on the rise. The most prominent recent conflict has been between pay-TV platform operators and TV home shopping companies. CJ OnStyle halted its broadcast transmissions to D'LIVE, CCS Chungbuk Broadcasting, and Arirang Cable TV, citing disagreements over transmission fee reductions (Min Kyung-ha & Kwon Hye-mi, Dec. 5, 2024). In response, CCS Chungbuk Broadcasting filed for an injunction, and the Ministry of Science and ICT issued corrective orders to both CJ OnStyle and the three cable TV system operators (SOs), citing failure to engage in sincere negotiations (Shim Ji-hye, Dec. 27, 2024). Although broadcasts were eventually resumed, such disputes are likely to continue in the future. Conflicts between pay-TV platform operators and content program providers (PPs) may also arise at any time, highlighting the need for active intervention and regulatory oversight by the relevant authorities.

3) Growing Need for Globalization

As previously discussed, the limitations of Korea's relatively small domestic market are becoming increasingly evident. Content production costs remain high, while competition continues to intensify. Although Korea has strong capabilities in content production, particularly in producing high-quality content, its competitiveness in global content distribution platforms remains relatively weak. To ensure the sustainable growth of the domestic media industry and foster a healthy media ecosystem in Korea, it is essential to adopt an active globalization strategy that extends beyond the domestic market and focuses on generating substantial outcomes at the global level.

4) Increasing Need to Respond to the AI Environment

With the rapid advancement of generative AI, the influence of artificial intelligence is growing significantly. Recently, the emergence of DeepSeek has reignited discussions surrounding generative AI. Of course, there is no shortage of skepticism regarding its long-term impact. Some predict that its influence may fall short of expectations, while concerns about its potential side effects continue to mount.

A multifaceted policy response is required to promote AI innovation while also protecting users. In this context, the Commission is preparing user protection measures to address a wide range of emerging issues that may arise from the evolving AI landscape. These include: establishing a comprehensive plan for AI user protection, developing regulatory guidelines for AI use, ensuring the reliability of AI-generated broadcasting content, and building a system for remedying AI-related harms.

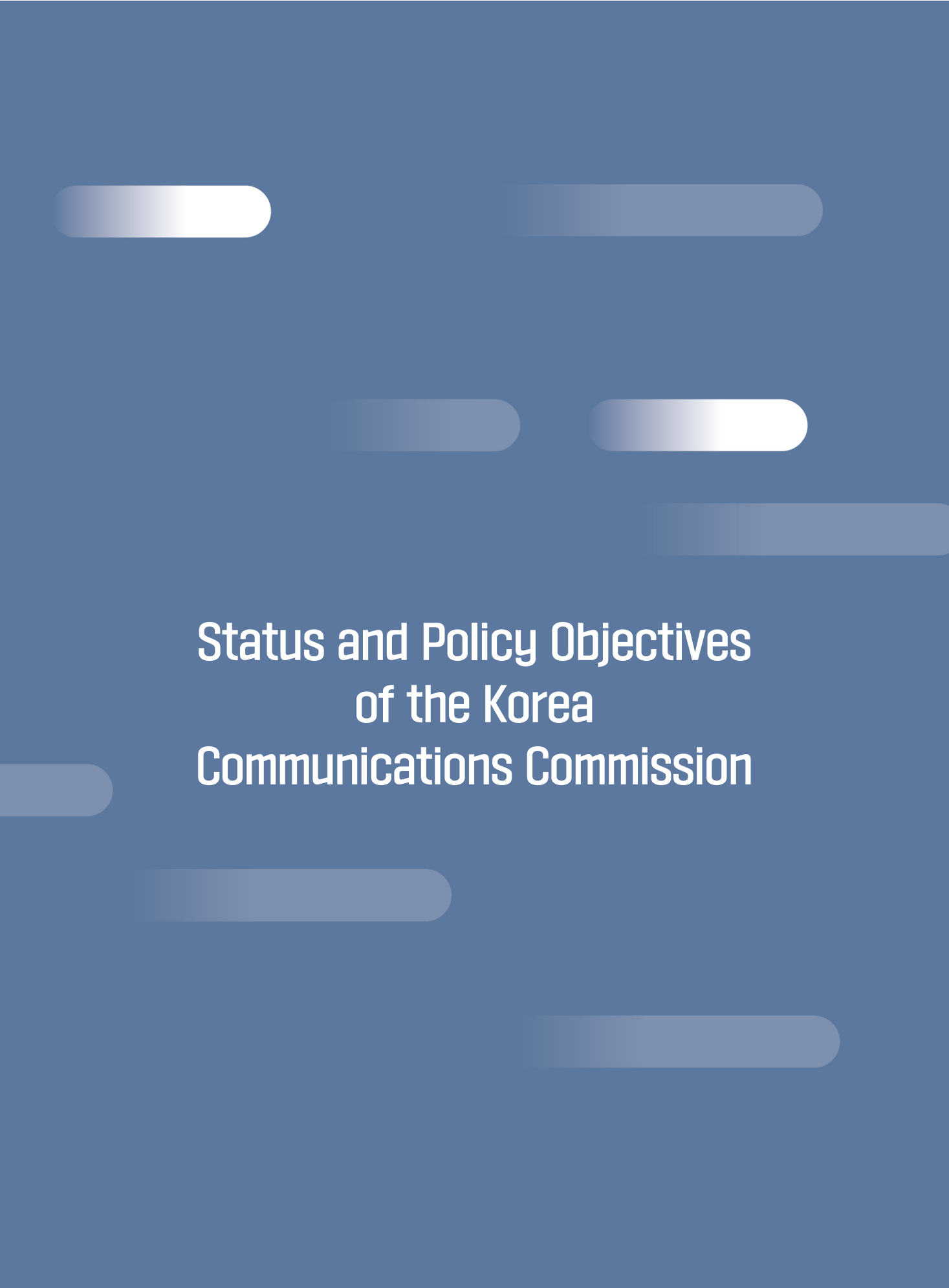
5) Growing Need for Reform of Media Legislation

As content consumption through online platforms such as OTT increases, the boundaries between traditional and new media are blurring. Broadcasting and OTT services now function as substitutes, competing and overlapping in areas such as content production, distribution, and advertising transactions. This has led to intensified competition and conflict, signaling a major shift in the media landscape. While the media ecosystem is rapidly shifting from traditional to new media platforms, legacy regulations continue to apply only to traditional media.

In response, the Commission is pursuing a reform of the media legislative framework. This includes restructuring the fragmented regulatory system currently spread across individual laws, establishing common responsibilities for both traditional and new media, and rationalizing outdated regulations. At the same time, the Commission aims to promote co-prosperity within the media ecosystem by fostering a fair and competitive environment.

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II

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Status and Policy Objectives of the Korea Communications Commission

II. Status and Policy Objectives of the Korea Communications Commission

1. Overview

The Korea Communications Commission (hereinafter referred to as “the Commission”) founded pursuant to the *Act on the Establishment and Operation of the Korea Communications Commission* is in charge of regulating broadcasting and communications, unreservedly protecting users, and the matters related to ensuring the independence of broadcasting communications. Commission aims to promote the freedom, public nature, and publicness of broadcasting by actively responding to the convergence of broadcasting and communications.

The key functions of the Commission include implementing policies for terrestrial broadcasting, general programming PPs, news reporting PPs, and broadcast commercials; and establishing and implementing policies on broadcast programming and evaluation; promoting viewer’s rights and interests; developing media diversification policies; conducting investigations and imposing rigorous sanctions against broadcasting communications business entities’ violations; implementing broadcasting and communications’ user protection policies; preventing the distribution of illegal and harmful information; introducing internet ethics; and creating a secure internet environment.

The Commission is composed of five standing commissioners, including the chairperson and the vice-chairperson. Of the five, two standing commissioners, including the chairperson, are directly appointed by the President of the Republic of Korea. The remaining three are nominated by the National Assembly and appointed by the President. The Commission reviews and resolves the key issues according to the characteristics of the collegiate system.

The laws under the jurisdiction of the Commission are as below.

Table II - 1. Laws under the Jurisdiction of the Commission

Law	Description	Date Enacted and Amended
「Act of the Establishment and Operation of the Korea Communications Commission」	• Legal basis for the establishment of the Commission, its composition, and administrative organization • Responsibilities and operations of the Commission, establishment of Korea Communications Standards Commission	Enacted on Feb. 29, 2008 Amended on Jun. 8, 2021

Law	Description	Date Enacted and Amended
「Framework Act on Broadcasting Communications Development」	- Establishment of the basic policy directions and plans for broadcasting and communications - Disaster management in broadcasting and communications, the establishment of the Broadcasting Communications Development Fund	Enacted on Mar. 22, 2010 Amended on Feb 13, 2024
「Broadcasting Act」	- Freedom and independence of programming and public accountability of the broadcasting - Licensing, renewal, approval and re-approval for broadcasting business	Enacted on Jan. 12, 2000 Amended on Jan. 30, 2024
「Korea Educational Broadcasting System Act」	- Capital and investments of the Korea Educational Broadcasting System - Appointment of officers and the organization of the board of directors	Enacted on Jan. 12, 2000 Amended on Oct. 19, 2021
「Foundation for the Broadcast Culture Act」	- Organization of officers for the Foundation of Broadcasting Culture - Legal basis for the Broadcast Culture Promotion Fund	Enacted on Dec. 26, 1988 Amended on Oct. 19, 2021
「Special Act on Assistance in the Development of Regional Broadcasting」	- Establishment of the plan to assist the development of regional broadcasting - Establishment and the organization of the Regional Broadcasting Development Committee	Enacted on Jun. 3, 2014 Amended on Jun. 9, 2020
「Act on Broadcasting Advertising Sales Agencies, Etc.」	- Licensing of broadcast advertising sales agencies and restrictions on their ownership - Balanced development of broadcast advertising	Enacted on Feb. 22, 2012 Amended on Dec. 29, 2020
「Internet Multimedia Broadcast Services Act」	- Licensing of internet multimedia broadcasting services - Guarantee of fair competition	Enacted on Jan. 17, 2008 Amended on Jan. 23, 2024
「Act on the Protection, Use of Location Information」	- Classification of business operators and the system for market entry - Use of personal location data by the emergency aid agencies	Enacted on Jan. 27, 2005 Amended on Oct. 19, 2021
「Act on the Promotion of Information and Communications Network Utilization and Information Protection, Etc.」	- Restriction of the collection and use of personal data - Guarantee of the information and communications network security	Enacted on May 12, 1986 Amended on Feb 13, 2024
「Mobile Device Distribution Improvement Act」	- Prohibition on discriminatory subsidization and the announcement of subsidies - Restriction on forming independent contracts related to subsidies	Enacted on May 28, 2014 Amended on Jan 13, 2024
「Telecommunications Business Act」	- Classification of services and business operators, competition promotion and a fair competition system - Protection systems for communications service users	Enacted on Dec. 30, 1983 Amended on Jul. 18, 2023
「Radio Waves Act」	- Procedure for the distribution, allocation, the recollection and reallocation of frequency bands - Procedure for the use of radio stations, including licensing and inspection	Enacted on Dec. 30, 1961 Amended on Jan 23, 2024

Note | Includes legislation under the jurisdiction of the Ministry of Science and ICT.

2. Organization and Functions

A. Organizational Status

Figure II - 1. The Standing Commissioners of the Sixth-Term Commission



Chairperson Lee Jin-sook

Chairperson Lee graduated from the Department of English Education at Kyungpook National University in 1983. She previously served as Head of the International News Division at MBC News Bureau (2005), Head of the MBC News Headquarters (2014-2015), CEO and President of Daejeon MBC (2015-2018), Advisor at the White Elephant Foundation (2018-2019), and Visiting Professor at the Minerva College of Liberal Arts, Hankuk University of Foreign Studies (2019-2020).



Vice Chairperson Kim Tae-kyu

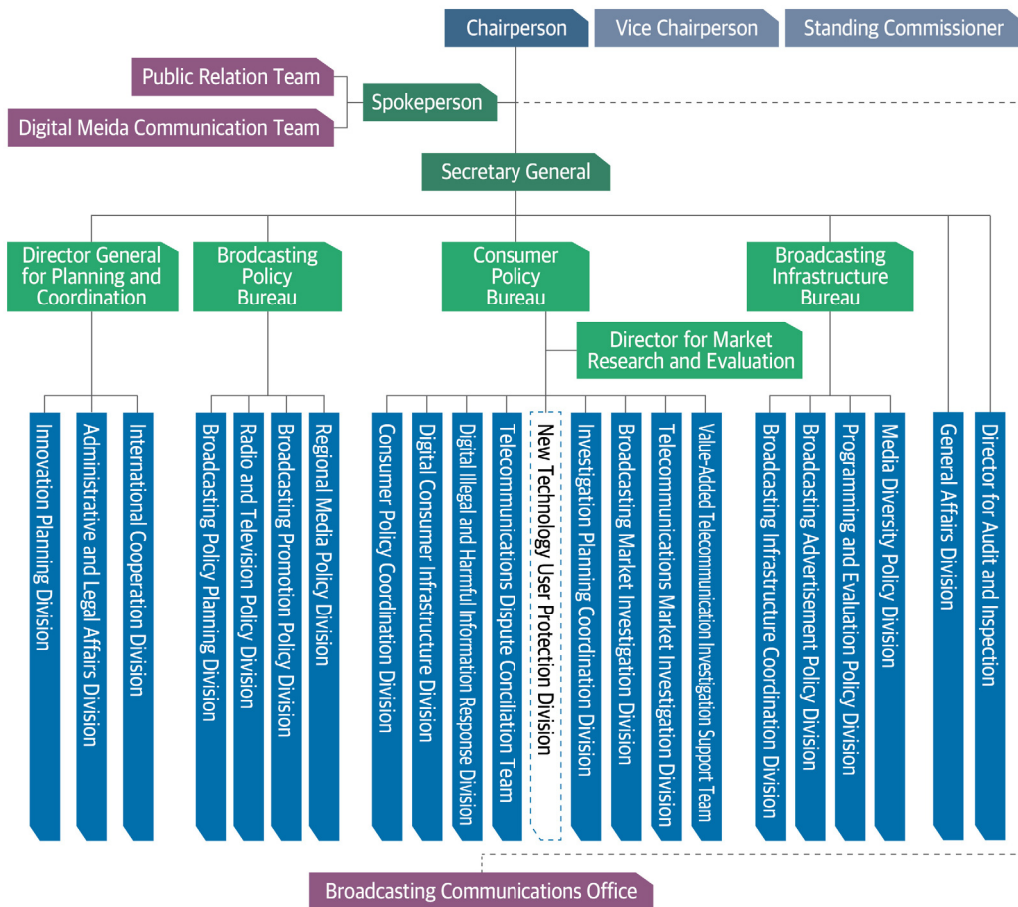
Vice Chairperson Kim graduated from the Department of Law at Yonsei University in 1991 and passed the 38th National Bar Examination in 1996. He previously served as Presiding Judge at Daegu District Court (2015-2016), Ulsan District Court (2017-2018), and Busan District Court (2019-2020), and as Vice Chairperson of the Anti-Corruption and Civil Rights Commission (2022).

Under the *Organizational System of the Korea Communications Commission and its Affiliation* (Presidential Decree No. 35034, enforced on Dec. 31, 2024), the Commission consists of one secretariat, three bureaus, three director generals, 19 divisions (directors), four teams and one affiliate organization. The detailed organization is as shown in [Figure II -2].

In 2024, as part of a government-wide initiative to manage human resources more efficiently under the Integrated Workforce Allocation Plan, the Commission reduced its personnel by two positions (one at Grade 5 and one at Grade 6), reallocating those resources to support national policy tasks and pressing policy priorities (as of December 31, 2024).

In addition, in response to new types of user harm arising from emerging digital technologies and convergence services such as artificial intelligence, the Commission established the User Protection and Innovation Division for Emerging Technologies on December 13, 2024. This division was created to promptly and responsibly carry out the Commission's responsibilities related to establishing a user protection regulatory framework under its jurisdiction and to ensure the successful implementation of relevant outcomes.

Figure II - 2. Organizational Chart of the Commission



B. Mandated Responsibilities and Division of Duties

Pursuant to Article 11 of the 「Act on the Establishment and Operation of the Korea Communications Commission」, the following matters shall be duties under its jurisdiction:

1. Matters concerning policies on broadcasting advertising, policies on the evaluation of programming, planning for broadcasting promotion, planning for broadcasting policies, policies on terrestrial broadcasting and policies on broadcasting channels;
2. Matters concerning the overall control of research and planning, market surveys on broadcasting and communications, protection of the users of broadcasting and communications, promotion of the viewers' rights and interests and ethics relating to personal data protection;
3. Matters concerning the management of frequencies used for broadcasting services; and

4. Other matters stipulated as the functions of the Commission by this Act or other Acts;

Pursuant to Article 12 of the Act, the Commission shall deliberate on and resolve the following matters from duties under its jurisdiction:

1. Matters concerning the basic plans for broadcasting and those on the communications regulations;
2. Matters concerning the recommendation of the directors and appointment of auditors for the Korean Broadcasting System;
3. Matters concerning the appointment of the directors and auditors for the Foundation for Broadcasting Culture;
4. Matters concerning the appointment of the chief executive officer, directors and auditors for the Educational Broadcasting System;
5. Matters concerning the research and assessment of media diversity;
6. Matters concerning the licensing and license renewal granted to terrestrial broadcasting business entities and community radio broadcasting business entities;
7. Matters concerning the approval for the program providing business entities using broadcasting channels for general programming or specialized programming in news reporting;
8. Matters concerning the licensing, license renewal, and permission for a change granted to satellite broadcasting business entities, CATV, and CATV relay broadcasting business entities, and the enactment, amendment, and repeal of the relevant statutes;
9. Matters concerning the permission, revocation, and approval for broadcast advertising sales agencies according to the 「Act on Broadcasting Advertising Sales Agencies, Etc.」;
10. Matters concerning the investigation into and restrictions on prohibited acts by broadcasting business entities;
11. Matters concerning the investigation into and restrictions on prohibited acts by broadcast advertising sales agencies;
12. Matters concerning the investigation into and restriction on prohibited acts by tele- communications business entities;
13. Matters concerning the mediation of disputes between and among broadcasting and telecommunications business entities or disputes between business entities and users, etc.;
14. Matters concerning the mediation of disputes between the broadcast advertising sales agencies, etc.;
15. Matters concerning the response to complaints from viewers as well as the protection of the users of broadcasting and communications;

16. Matters concerning the operation of the Community Media Foundation;
17. Matters concerning the guarantee of universal watching and listening rights;
18. Matters concerning the organization and operation of the Broadcast Review Committee;
19. Matters concerning the restrictions, etc. on the share of the audience of broadcasting business entities;
20. Matters concerning the disciplinary measures pursuant to the deliberation and resolution by the Korea Communications Standards Commission;
21. Matters concerning the organization and operation of the Regional Broadcasting Development Committee;
22. Matters concerning the research on and assistance for broadcasting and communications regulations;
23. Matters concerning the international cooperation with respect to the broadcasting and communications regulations;
24. Matters concerning the management of frequencies used for broadcasting services;
25. Matters concerning the operation, programming, sales, etc. of broadcast programs and broadcast advertising;
26. Matters concerning the organization, management, and operation of funds related to broadcasting and communications;
27. Matters concerning the enactment, amendment, and repeal of the statutes concerned, as well as the regulations of the Commission;
28. Matters concerning the Commission's budget and budget planning;
29. Matters which the Commission has reviewed and approved pursuant to the Act or other Acts.

The detailed division responsibilities by department and office of the Commission is presented in [Table II-2].

Table II - 2. Duties of the Commission's Departments

Departments		Job Description
Spokesperson	Policy Relations Team	• Develop promotion plans for and coordinate the Commission's duties • Manage the matters related to presentations outside the Commission regarding its works, support briefings • Support media activities • General management, inspection and the evaluation of policy communications • Support public relations planning for each division

Departments		Job Description
Spokesperson	Digital Media Communication Team	• Develop and implement the digital policy communications plan • Plan and produce digital policy communications content • Operate a digital policy communications channel • Monitor and evaluate the Commission's digital policy communications activities • Operate an online spokesperson and policy press group, etc.
Director General for Planning and Coordination	Innovation Planning Division	• Establish, coordinate and adjust the major plans and policies • Manage the Commission's organization, personnel, and overall committee operations • Develop mid-term financial operation plans, and organize, allocate, and execute the budget • Execute budget expenditures, distribute administrative operation expenses, manage funds, and finalize expenditure settlements • Manage income and bonds • Manage the Commission and its affiliated organizations' policy tasks and governmental innovations • Develop, manage and coordinate the basic plan and business plan for informatization • Develop plans for, coordinate, and control national emergency situations and disaster management
	Administrative and Legal Affairs Division	• Develop and implement plans for performance management and regulatory reform • Review and coordinate the concerned laws and administrative rules • Appoint officers for the Korean Broadcasting System, the Korea Educational Broadcasting System and the Foundation for Broadcast Culture • File, review and archive the Commission's meeting agendas • Operate the service and information center, develop and implement a comprehensive plan for handling complaints • Responsible for the general management and coordination of works related to the political parties and the National assembly
	International Cooperation Division	• Formulate and implement international cooperation policies related to broadcasting and communications regulations • Matters related to activities and cooperation with international organizations in the field of broadcasting and telecommunications • Conduct negotiations on broadcasting and communications under WTO, FTA, and other international frameworks • Formulate and implement policies on inter-Korean exchange and cooperation in broadcasting and telecommunications
Broadcasting Policy Bureau	Broadcasting Policy Planning Division	• Establish and implement public broadcasting policies • Establish and implement policies regarding the license fees • Develop institutional reform measures for broadcasting, including the enactment of a unified media law • Enact and revise laws and regulations related to broadcasting service providers, including ownership and cross-ownership restrictions
	Radio and Television Policy Division	• Establish and implement the terrestrial broadcasting policy • Establish and implement policies related to the licensing, license renewal and permission for a change of terrestrial broadcasting business entities • Establish and implement policies related to broadcasting disasters and disaster broadcasting

Departments		Job Description
Broadcasting Policy Bureau	Broadcasting Promotion Policy Division	• Establish policies and manage the approval and reapproval of general programming and news channels • Manage broadcasting frequencies, and develop and implement plans for their efficient use • Approve, reapprove, or modify licenses for new media services such as CATV operators, and consent to the enactment and amendment of related laws • Establish policies for public interest and disability welfare channels, and manage their selection and recognition
	Regional Media Policy Division	• Establish and implement the policies related to the development of regional broadcasting • Establish and implement a terrestrial DMB policy, manage its approval and reapproval • Monitor and manage the Community Media Foundation and establish a media education policy • Establish and implement policies for the promotion of viewer rights and interests
Consumer Policy Bureau	Consumer Policy Coordination Division	• Oversee policies related to the protection of broadcasting and telecommunications users • Analyze and amend laws and regulations related to the protection of broadcasting and telecommunications users • Collect, analyze, and utilize information related to the protection of broadcasting and telecommunications users
	Digital Consumer Infrastructure Division	• Develop and promote methods for user identity verification across information and communication networks • Formulate and implement measures to prevent the transmission of illegal advertising information • Formulate and implement measures to promote sound online ethics • Evaluate user protection practices, educate users on harm prevention, and improve relevant systems • Inspect and investigate the implementation of user consent procedures for app access permissions by information and communication service providers • Formulate and implement a master plan to promote the use of location information • Establish a protection framework for location information users and enhance their rights and interests
	Digital Illegal and Harmful Information Response Division	• Implement decisions of the Korea Communications Standards Commission regarding telecommunications • Cooperate with related agencies to block illegal information across information and communication networks • Protect youth across information and communication networks • Formulate policies to prevent the distribution of illegal and harmful information across information and communication networks
	New Technology User Protection Division	• Formulate user protection strategies and establish legal and institutional frameworks related to emerging technologies such as artificial intelligence • Develop user protection policies for the metaverse and other emerging platforms

Departments		Job Description
Consumer Policy Bureau	Telecommunications Dispute Conciliation Team	• Mediate and facilitate telecommunications-related disputes • Handle telecommunications-related financial cases and inspect their implementation • Formulate medium- and long-term development plans for telecommunications dispute resolution procedures and systems
	Investigation Planning Coordination Division	• Formulate comprehensive plans for broadcasting and telecommunications market investigation operations • Establish a system for broadcasting and telecommunications market survey operations • Oversee and coordinate investigations of prohibited activities • Improve laws, systems, and develop guidelines related to prohibited activities
	Broadcasting Market Investigation Division	• Investigate and take corrective measures against broadcasting operators, Internet multimedia broadcasting operators, and broadcast advertising sales agents that violate prohibited activities • Improve systems to ensure fair competition in the broadcasting market • Publish the property status and conduct management analysis of broadcasting operators • Resolve broadcasting-related disputes
	Telecommunications Market Investigation Division	• Investigate and take corrective measures against common carriers that violate prohibited activities • Plan fact-finding investigations into the actions carried out by common carriers that harm user interests • Plan monitoring and investigations for the fair distribution of mobile communication devices
	Value-Added Telecommunication Investigation Support Team	• Investigate and take corrective measures against value-added common carriers that violate prohibited activities • Prepare fact-finding reports on violations of prohibited activities by value-added service providers, and receive and hear statements from interested parties • Plan fact-finding investigations into actions by value-added service providers that harm user interests
Broadcasting Infrastructure Bureau	Broadcasting Infrastructure Coordination Division	• Oversee matters related to the National Assembly, budget, and legislation under the jurisdiction of the Broadcasting Infrastructure Bureau • Legislate and revise laws related to broadcast review and support the operation of the Broadcast Review Committee • Impose sanctions and dispositions against broadcasters that violate broadcast review regulations • Manage and supervise the Korea Broadcast Advertising Corporation • Establish and implement the universal viewing rights guarantee system and revise related laws • Select and award outstanding programs and implement utilization plans for the awards
	Broadcasting Advertisement Policy Division	• Amend the laws and reform regulations related to broadcasting advertisements and sponsorship • Manage policies related to competition in the broadcast advertising sales agency market • Provide broadcast advertising assistance for SMEs, establish and implement the policies to promote public advertisements • Monitor violations related to broadcasting advertisements and sponsorship announcements

Departments		Job Description
Broadcasting Infrastructure Bureau	Programming and Evaluation Policy Division	• Legislate and revise laws related to outsourced production, and formulate and implement relevant policies • Formulate and implement basic plans for broadcast evaluation, and legislate and revise relevant laws • Notify various broadcast program scheduling ratios, and formulate and implement mid- to long-term broadcast scheduling policies • Conduct audience evaluation surveys, and formulate and implement related policies • Support OTT services in expanding overseas
	Media Diversity Policy Division	• Formulate and implement policies to ensure media accessibility for marginalized groups • Distribute TVs for the visually and hearing impaired, and support the production of disability-inclusive broadcasts • Formulate and implement policies to promote media diversity • Formulate and implement basic plans to evaluate the competitive situation in the broadcasting market
General Affairs Division		• Manage personnel, awards, disciplinary actions, training, service status, and salaries for public officials of the Commission and its affiliated institutions • Support policy activities of Commission members, manage protocol, and ensure the security and maintenance of Commission buildings
Director for Audit and Inspection		• Operate the code of conduct for public officials • Register and review assets of public officials of the Commission and its affiliated institutions • Process military service reports of public officials of the Commission and its affiliated institutions • Investigate and handle complaints and misconduct • Conduct audits of the Commission, its affiliated institutions, and subordinate organizations • Handle audit results from other institutions concerning the Commission and its affiliated institutions • Manage matters related to information protection and security
Broadcasting Communications Office		• Investigate and manage the programming ratio • Recognize domestically produced broadcast programs and animations • Recognize outsourced broadcast programs • License Terrestrial Broadcasting Auxiliary Stations • Investigate and take administrative action against illegal spam • Impose administrative fines

C. Public Organizations and Related Organizations Under the Jurisdiction of the Commission

The Korea Broadcasting Advertising Corporation (KOBACO) and Community Media Foundation (CMF) are public organizations under the jurisdiction of the Commission, and the Korea Broadcasting System (KBS), Korea Educational Broadcasting System (EBS) and the Foundation for Broadcast Culture (FBC) are the related organizations under the jurisdiction of the Commission. Their legal basis and key functions are outlined in [Table II-3, 4].

Table II - 3. Public Organizations Under the Jurisdiction of the Commission

Agency	CEO	Name	Legal Basis	Key Functions
(KOBACO) Korea Broadcast Advertising Corporation (KOBACO)	President	Min Yeong-sam	Article 24 of the 「Act on Broadcast Advertising Sales Agencies, Etc.」	Manage projects to promote broadcast advertising sales agencies and the balanced development of broadcast advertising
Community Media Foundation (CMF)	Chairman	Choi Cheol-ho	Article 90(2) of the 「Broadcasting Act」	Promote viewer rights and interests, encourage viewer participation

Note | The Community Media Foundation (CMF) has been designated as a public organization on Feb. 3, 2016

Table II - 4. Related Organizations

Agency	CEO	Name	Legal Basis	Key Functions
Korea Broadcasting System (KBS)	President	Park Jang-beom	Article 43 of the 「Broadcasting Act」	Provide domestic and international broadcasting services as the national key broadcaster, promote broadcasting culture, and conduct related projects
Korea Educational Broadcasting System (EBS)	President	Kim Yu-yeol	Article 7 of the 「Korea Educational Broadcasting System Act」	Provide broadcasting content in the fields of education, knowledge, information, culture, and liberal arts, and conduct research and development related to educational broadcasting
Foundation for Broadcast Culture (FBC)	Chairman	Gwon Tae-seon	Article 5 of the 「Foundation for the Broadcast Culture Act」	Conduct research and offer academic projects to advance and develop the broadcasting culture

D. Budget Expenditure in 2023

The budget expenditure for 2024 is a total of KRW 250.3 billion. By budget, KRW 49.1 billion was allocated to the general accounts, while KRW 201.1 billion went to the Broadcasting Communications Development Fund. By area, KRW 70.5 billion was allocated to communications and KRW 179.8 billion to broadcasting (including culture and tourism). By function, payroll accounts for KRW 24.4 billion, basic expenses were KRW 4.7 billion, and key services cost KRW 221.2 billion. The details are shown in [Table II -5].

Table II -5. 2024 Committee Expenditure Budget Details

(Unit: KRW 100 million)

Classification		2023(A)	2024(B)	Change (B-A)	%
Total Expenditure <I+II>		2,607	2,503	△104	△4.0
(Total = Total Expenditure+Fund Management Costs+ Internal Transaction+Surplus Funds)		(15,301)	(12,527)	(△2,774)	(△18.1)
By Source	I . General Budget Accounts	493	491	△2	△0.4
	II. Broadcasting Development Fund	2,114	2,011	△103	△4.9
	(Total = Expenditure+Fund Management Costs +Internal Transaction+Surplus Funds)	(14,808)	(12,527)	(△2,281)	(△15.4)
	Subtotal(㉠+㉢)	11,239	9,012	△2,227	△19.8
	㉠ Expenditure				
	㉠ Korea Communications Commission	2,114	2,011	△103	△4.9
	㉢ Ministry of Science and ICT	9,125	7,001	△2,124	△23.3
	㉡ Fund Management Costs	43	42	△1	△2.3
	㉣ Internal Transaction (Commission Funds Deposit.ed)	275	382	107	38.9
	㉤ Indemnification Expenditure (Fund Surplus Management)	3,251	3,091	△160	△4.9
By Area	□ Communications	684	705	21	3.1
	□ Broadcasting (Culture and Tourism)	1,923	1,798	△125	△6.5
By Function	□ Payroll	240	244	4	1.7
	□ Basic Expenses	44	47	3	6.8
	□ Major Project Costs	2,323	2,212	△111	△4.8
	① Broadcasting Infrastructure Improvement and the Promotion of Viewer Rights and interests	1,109	294	△815	△73.5
	② Creating a Fair Competition and Safe Information Use Environment	278	919	641	230.6
	③ Promoting Media Diversity and Content Competitiveness	816	878	62	7.6
	④ Operational Support for Broadcasting and Communications	120	121	1	0.8

Note | △ : Decrease

E. Status of the Government Initiated Legislation in 2024

In 2024, the Commission submitted an amendment to the *Framework Act on Broadcasting and Communications Development* to the National Assembly (June 2024). The amendment aims to assist hearing-impaired individuals in viewing disaster broadcasts. It imposes an obligation on terrestrial broadcasters like MBC and SBS, as well as general service and news reporting PPs to strive to provide sign language for disaster broadcasts. Additionally, it introduces a provision requiring KBS, the host broadcaster for disaster coverage, to use Korean Sign Language for disaster broadcasts.

3. Key Policy Achievements in 2023

In 2023, the Commission established the vision of Society Advancing Together through Digital and Media Innovation to support innovation-driven growth in response to a changing environment, strengthen fairness and transparency in the digital and media sectors through the establishment of norms and ethics, and restore public trust, and, under this vision, carried out its work based on the following three policy objectives: promoting the policy direction of ‘Pursuing Digital and Media Innovation-Driven Growth’ through the design of a mid- to long-term digital and media policy vision, expansion of financial resources for media content growth, development of a foundation for global media leadership, and support for the activation of new digital industries; enhancing media responsibility under the goal of ‘Advancing Media Accountability’ through reinforcement of the public responsibility of broadcasting, improvement of media fairness and transparency, creation of a user-centered media environment, and enhancement of the accuracy and timeliness of disaster broadcasting management systems; and strengthening digital user protection in line with the initiative of ‘Strengthening Digital User Protection’ through the establishment of a protection framework for digital service users, reinforcement of broadcasting and telecommunications market investigation activities, resolution of user inconveniences in daily life, development of response systems to address illegal and harmful content, and improvement of remedies for digital user harm.

A. Pursuing Digital and Media Innovation-Driven Growth Strategies

In response to the rapidly evolving media environment—marked by the accelerated growth of new media types such as OTT services and their increasing influence in the domestic market—the Commission has been promoting a reform of the media legislative framework to support the balanced growth of both

traditional and new media and to comprehensively advance the domestic media industry. In particular, efforts have been made to restructure the fragmented regulatory framework dispersed across the *Broadcasting Act*, the *IPTV Act*, and the *Telecommunications Business Act (related to OTT)*, in order to establish a comprehensive media law (tentatively named) that can encompass new forms of media such as OTT. To this end, the Commission conducted in-depth reviews through expert consultations and comparative analysis of international media legislation.

Additionally, to contribute to the formulation of development strategies and policy directions for the media content convergence industry, the Commission actively participated in the ‘Media and Content Industry Convergence Development Committee’ (April 2023 – March 2024), which was launched under the Prime Minister’s Office in April 2023. This collaboration led to the joint development-between the government and private sector-of the ‘Media and Content Industry Convergence Development Plan’ (March 2024), which includes proposals for broadcasting regulation reform.

Furthermore, the Commission hosted the *2023 International OTT Forum*, creating a platform for international exchange that included not only domestic OTT providers but also top-tier global OTT companies. The forum, held under the theme ‘Beyond Imagination: Streaming’, consisted of six sessions including a keynote speech and special sessions. It aimed to support the global expansion of Korean OTT service providers, build international networks, and promote co-prosperity and collaboration between OTT operators and content providers by sharing the success strategies of leading global OTT companies and exploring opportunities for partnership and mutual growth.

In addition, the Commission released the findings of the ‘2023 Overseas OTT Usage Behavior and Market Survey’, which focused on industry trends and user characteristics by country, providing foundational data to support the global expansion of domestic OTT service providers. According to the report, in all countries surveyed, Korean content (hereinafter “K-content”) ranked third in viewership, following domestic and U.S. content. In certain countries, such as Taiwan and Indonesia, K-content was viewed more frequently than domestic content, reflecting a broadly positive perception of Korean culture. Domestic OTT companies noted that “the timely insights on not only changes in user behavior but also legal regulations and support policies in foreign markets were particularly helpful,” and stated that they plan to utilize the findings in developing various global expansion strategies, including platform entry and original content distribution.

To promote the broadcasting advertising industry, the Commission implemented two rounds each of the Broadcast Advertising Production and Transmission Support Program for Small Business Owners and the Broadcast Advertising Production Support Program for Innovative SMEs. The *Broadcast Advertising Production and Transmission Support Program for Small Business Owners*, launched in 2020, is designed to help small business owners—who typically face challenges in accessing broadcast advertising—create

and transmit advertisements through regional broadcasting platforms. In 2023, to further promote local startup ecosystems and expand support for youth, the program added youth entrepreneurs participating in the regionally-led youth job program as a priority group. A total of 177 small businesses received KRW 1.59 billion in advertising production and transmission support. Participants in this program reported high satisfaction, citing increased brand awareness and rising sales as major outcomes. The Broadcast Advertising Production Support Program for Innovative SMEs, established in 2015, supports small and medium-sized enterprises with strong technological capabilities but low brand recognition and limited marketing capacity. In 2023, a total of 50 innovative SMEs were selected, and KRW 1.29 billion was provided to support the production of broadcast advertisements. These companies experienced positive results, including enhanced brand and product awareness and increased sales.

In addition, in response to the growing demand for more diverse, user-friendly, and secure identity verification methods driven by the development of the fintech and financial-IT industries, the Commission revised relevant systems and strengthened oversight to establish a safe and reliable identity verification framework. To ensure that all citizens can safely access identity verification services, the Commission conducted inspections of all accredited identity verification institutions from March to December, assessing compliance with 87 evaluation criteria including those related to the security of alternative methods. Corrective measures were taken based on identified areas for improvement. Furthermore, the Commission launched an official website to enhance public awareness of the identity verification system and encourage its use, promoted review procedures for connecting information (CI) conversion, and established a data linkage system for the issuance and usage statistics of alternative identity verification methods. Notably, the Commission supported the legislative proposal for the institutionalization of bulk CI conversion (proposed on January 3, 2023), developed amendments to relevant subordinate statutes and notifications, and finalized the proposed legislation through consultations with relevant ministries, which was passed by the standing committee in September 2023.

B. Enhancing Media Accountability

Reflecting public dissatisfaction and demands for improvement regarding the current method of collecting TV license fees jointly with electricity bills, the Commission pursued amendments to relevant laws and follow-up measures to enable the separate collection of license fees. This initiative gained momentum after the Presidential Committee on Public Proposal Review, following a public discussion on 'Improving the Method of TV License Fee Collection', recommended that the Commission and the Ministry of Trade, Industry and Energy "prepare an implementation plan for amending the relevant laws to allow separate collection of license fees and for subsequent measures." On June 14, following internal discussions on the recommendation, the Commission drafted an amendment to the *Enforcement Decree*

of the Broadcasting Act. On July 5, it deliberated and adopted a partial amendment to the *Enforcement Decree of the Broadcasting Act* to change the current joint collection system—where license fees are collected together with electricity bills—so that license fees would be billed and collected separately. The amended decree was promulgated and came into effect on July 12. Through these actions, the Commission contributed to raising public awareness and reinforcing citizens' sense of rights concerning the license fee.

Recognizing the need to provide reliable public broadcasting content in response to the growth of OTT platforms and the increase in commercial content, the Commission promoted the expansion of free content availability and access to public viewing services. In the case of KBS, the broadcaster expanded free streaming services for content, which it holds the copyright, via its website and mobile app, and launched a free OTT service in September. Similarly, EBS expanded its free content viewing services via its website and app. To help reduce the burden of private education expenses for the public, the Commission jointly implemented a project with the Ministry of Education to make the entire EBS Middle-School Premium Lectures service free of charge. As a result of this change, approximately 1,300 courses (about 30,000 individual lecture videos) are now freely accessible, and existing paid users were provided with refunds for their remaining subscription periods.

In addition, to strengthen the content production capabilities of regional and small broadcasting companies, the Commission supported program production and distribution activities (KRW 4.53 billion in the 2023 budget), thereby enhancing the ability of regional and small broadcasters to produce high-quality content, fostering outstanding talent, and promoting overseas content exports. In 2023 in particular, numerous co-production projects were selected involving regional MBC stations, local private broadcasters, and international broadcasters, laying the groundwork for expanding domestic and international co-productions by regional broadcasters. In addition, collaborative programs produced in partnership with local governments and relevant regional organizations were also selected. The Commission worked to improve the competitiveness of regional and small broadcasters by expanding support for the production of locally-focused high-quality programs and by strengthening responses to new media trends. Furthermore, the Commission supported a variety of initiatives to promote and distribute regional broadcasting content both domestically and abroad, including participation in content markets, re-editing of subtitles in local languages, and customized training programs by broadcaster aimed at improving the capacity of regional broadcasting professionals in response to the post-COVID era and changing broadcasting environments.

Amid intensifying global competition in the broadcasting industry, there has been a growing need to improve the license renewal review system for terrestrial broadcasters in order to enhance their competitiveness and revitalize the terrestrial broadcasting industry. The improvement aims to reinforce the public interest and public responsibility of broadcasting, enhance transparency in the review process,

and reduce administrative burdens. Accordingly, the Commission revised the license renewal criteria and procedures by introducing differentiated evaluation standards that reflect the characteristics of each broadcaster and platform type, and by simplifying documentation requirements and minimizing imposed conditions to reduce the burden on broadcasters and improve procedural efficiency. As a result, the *2023 Detailed License Renewal Plan for Terrestrial Broadcasters* was established, and license renewal evaluations were conducted based on the updated criteria and procedures. In 2023, the Commission conducted focused reviews of public responsibility and fairness in broadcasting, including monitoring compliance with conditions and recommendations for 669 terrestrial broadcaster cases and 79 general programming and news PPs. The Commission thoroughly assessed the performance of each broadcaster in fulfilling these conditions, thereby reinforcing the public responsibility of broadcasting.

To ensure media access rights for marginalized groups, the Commission enhanced and expanded the distribution of customized TVs for the visually and hearing impaired, improved set-top boxes for pay-TV services, supported smart sign language broadcasting services, and assisted in the production of real-time and non-real-time disability-inclusive broadcasting programs.

In addition, by operating *Damoa*, a specialized platform for content targeting individuals with developmental disabilities, and offering tailored content, as well as hosting a media content competition for persons with disabilities, the Commission worked to raise public awareness and build social consensus around media access rights, thereby laying the foundation for an inclusive media environment. Moreover, in response to the advancement of digital technologies and the expansion of non-face-to-face societal structures, the Commission broadened access to media literacy education throughout all life stages of the public. It supported 103 media education initiatives in collaboration with local cultural and civic organizations—such as Haenam’s Neighborhood Culture Research Institute and Suncheon’s Seodong Village Council—to help address local issues through media engagement. Through these efforts, the Commission expanded the nationwide network of Community Media Center, regional media participation infrastructure facilities that help citizens understand media properly and enable them to produce, share, and broadcast their own content. Since the first center opened in Busan in 2005, a total of 12 centers have been operating across the country, with four additional centers under construction in Gyeongbuk, Jeonnam, Jeonbuk, and Chungnam, scheduled to open in 2026.

To protect the lives and property of the public, the importance of advancing the disaster broadcasting system has grown, especially given the need to accurately and promptly deliver disaster information and to build an efficient information delivery system that responds to changes in the digital media environment and to various types of disasters. In response, the Commission undertook a comprehensive improvement initiative focusing on disaster prevention broadcasting, disaster broadcasting management, and support for vulnerable populations. The Commission also strengthened its role as a control tower for disaster broadcasting by establishing and operating a Disaster Broadcasting Situation Room, enhancing

real-time monitoring and information sharing. In cooperation with KBS, the Commission produced 37 disaster-specific action guideline videos and distributed them to broadcasters nationwide to help the public better understand the nature of disasters and respond appropriately in the field. Additionally, the Commission supported inclusive disaster broadcasting services—such as sign language interpretation and English subtitles—conducted emergency response training, and improved reception environments for disaster broadcasts. It also expanded safety inspections of critical broadcasting facilities to ensure timely access to disaster information for all population groups.

C. Strengthening Digital User Protection

To ensure that metaverse users can access services safely and conveniently, the Commission established the *Basic Principles for the Protection of Metaverse Users*, which were announced on November 29, 2023. While the metaverse offers economic opportunities and highly immersive experiences, concerns have arisen over the potential for various issues stemming from the use of anonymous avatars, making user protection an increasingly important issue. To address this, the Commission prepared the basic principles through discussions held by the *Metaverse Ecosystem User Protection Policy Task Force*, which has been operating since 2022 and consists of 29 members including academics, legal experts, and domestic and international industry representatives. The principles comprise six key values: mutual respect and consideration, protection of user rights and interests, resolution of conflicts among users, fairness in digital transactions, assurance of data management rights, and efforts toward sustainable development. In addition, to encourage service providers to voluntarily adopt these principles, the Commission proposed a draft code of conduct that includes specific user protection measures such as restrictions on avatar-based sexual harassment and stalking, countermeasures against cyberbullying and mechanisms for reporting and sanctions, and the protection of transfer rights for purchasers of non-fungible tokens (NFTs).

With the growing use of internet services centered around platforms and the increasing influence of platform companies, the need to strengthen platform operators' accountability and enhance user protection has emerged. In response to the rise of generative AI and the metaverse—and the associated negative effects such as the misuse of deepfake technology and avatar-based sexual harassment—the Commission joined an inter-ministerial council led by the Ministry of Economy and Finance, where relevant ministries jointly discuss platform policies and support measures for self-regulation by platform operators. The Commission also supported the operation of the Users and Consumers Subcommittee, one of four divisions under the self-regulatory organization, and, in cooperation with the Fair Trade Commission, worked with platform operators, industry associations, consumer groups, and experts to develop voluntary platform user protection measures. In addition, in collaboration with the Ministry of

Science and ICT, the Commission contributed to the preparation of the *Partial Amendment to the Telecommunications Business Act*, which establishes a legal basis for platform self-regulation and promotes its expansion to enable swift and proactive responses to civil concerns. The amendment was approved by the Cabinet on November 14.

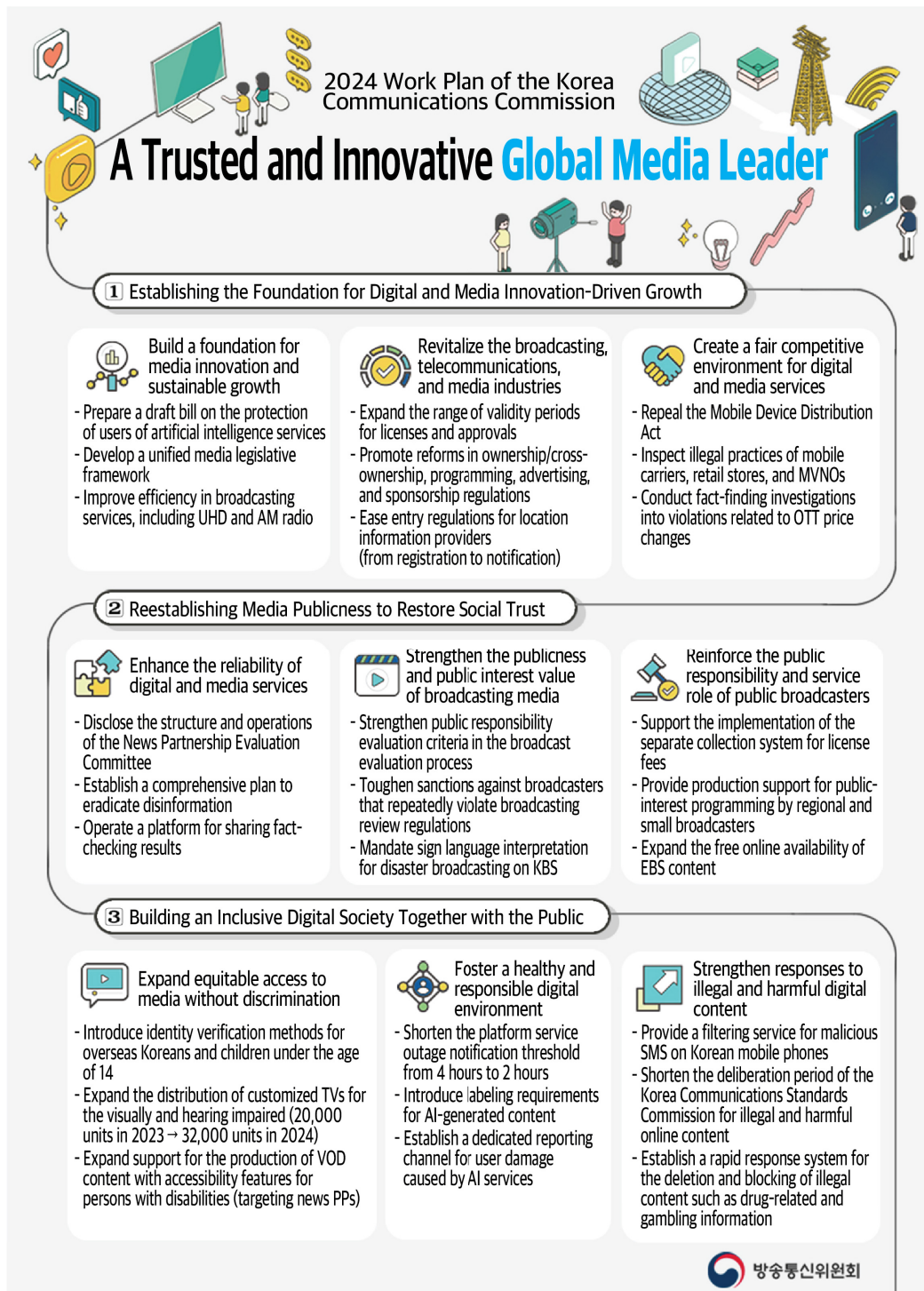
On March 8, 2023, the Commission launched the *Public-Private Council for the Guarantee of the Right to Be Forgotten* to strengthen efforts to prevent the distribution of digital sexual exploitation material and held a separate inter-agency council meeting in June. The Public-Private Council was established in response to increasingly sophisticated methods of digital sexual crimes and ongoing secondary distribution, highlighting the need for collaboration between the public and private sectors in advancing the government's national agenda to guarantee the right to be forgotten. The council, composed of representatives from government bodies, relevant institutions, internet service providers, academia, and legal experts, discussed strategies for strengthening cooperation between the public and private sectors, improving public awareness of digital sexual crimes, and enhancing prevention measures. Topics also included the establishment of an automated voice response (ARS) system for one-stop reporting of digital sexual crimes and the development and distribution of simplified reporting software for children and adolescents. In addition, the Commission pursued a series of policies to establish a response system against illegal and harmful online information in broadcasting and telecommunications. These included the launch of the Cyber Safety Zone to prevent digital crimes targeting children and adolescents, the hosting of a Digital Ethics Family Camp, and the formation of an inter-agency response team to combat illegal online gambling and protect youth.

On June 21, the Commission deliberated and adopted the *2023 Evaluation Plan for User Protection Practices by Telecommunications Service Providers*. A total of 43 service providers in the key telecommunications and value-added service sectors were selected for evaluation, based on factors such as user base and complaint incidence rates. In particular, for digital platform providers—which are used by the vast majority of the public—the Commission conducted a separate pilot evaluation to encourage protection not only for general users but also for business users who rely on the platforms, while also promoting the companies' broader social responsibilities. Key improvements to the evaluation included enhanced assessments of service disruption response systems, user notifications regarding service outages, and compensation procedures for user damages. In the 2023 evaluation, providers with excellent results were rewarded with commendations and offered incentives such as fine reductions under the *Telecommunications Business Act*. The Commission also encouraged service providers to strengthen their user protection practices voluntarily by sharing and disseminating exemplary cases.

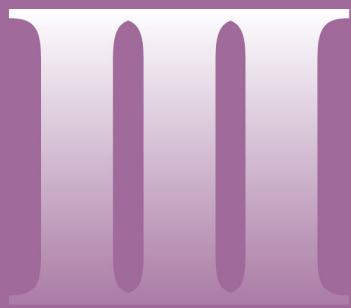
4. Major Policy Goals in 2024

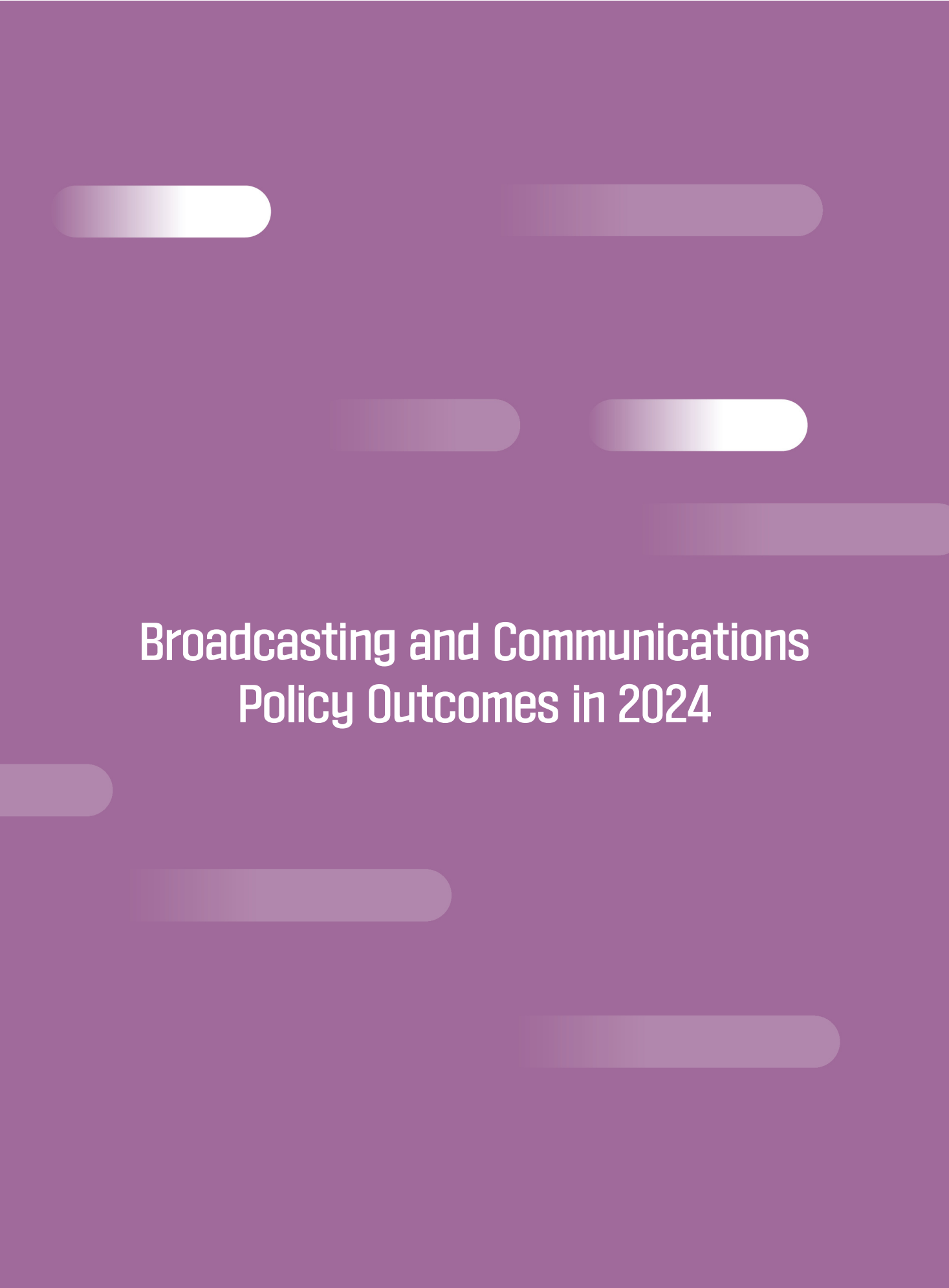
In light of the evolving media environment, including the growing public demand for greater social responsibility in media driven by the normalization and ubiquity of digital media, the Commission adopted the vision of ‘A Trusted and Innovative Global Media Leader’ and pursued the following three core tasks: First, the Commission carried out tasks under the goal of ‘Establishing the Foundation for Digital and Media Innovation-Driven Growth’ by building the basis for media innovation and sustainable growth, revitalizing the broadcasting, telecommunications, and media industries, and promoting a fair competition environment for the digital and media sectors. Second, under the goal of ‘Reestablishing Media Publicness to Restore Social Trust,’ the Commission promoted the reliability of digital and media services, strengthened the public nature and public interest of broadcasting media, and reinforced the public responsibility and service role of public broadcasters. Third, through the goal of ‘Building an Inclusive Digital Society Together with the Public,’ the Commission worked to expand equitable access to media, foster a healthy digital environment, and strengthen responses to illegal and harmful digital content.

Figure II -3. Vision and Policy Objectives



KOREA COMMUNICATIONS COMMISSION
ANNUAL REPORT 2024





Broadcasting and Communications Policy Outcomes in 2024

III. Broadcasting and Communications Policy Outcomes in 2024

Chapter 1 Establishing a Foundation for Digital and Media Innovation-Driven Growth

1. Building a Foundation for Media Innovation and Sustainable Growth

A. Reforming the Legal and Regulatory Framework for Broadcasting, Telecommunications, and Media

1) Advancing a Future-Oriented Reform of the Media Legal Framework

In response to the accelerating convergence of broadcasting and telecommunications and the rapid growth of OTT services, the Commission is promoting the development of a (tentatively named) Integrated Media Act through reform of the media legal framework, with the aim of supporting the co-prosperity of traditional and new media and advancing the comprehensive growth of the domestic media industry.

The (tentatively named) Integrated Media Act aims to reorganize the fragmented regulatory system currently dispersed across the *Broadcasting Act*, the *IPTV Act*, and the *Telecommunications Business Act (OTT)*, and to establish the principle of “same service, same regulation” as a legal foundation. By narrowing regulatory gaps between similar or equivalent services, the Act seeks to enhance the rationality of media policy and drive the co-development of both traditional and emerging media.

Through policy research, expert consultations, and comparative studies of foreign legislation, the Commission is conducting a multi-faceted review. The establishment of the (tentatively named) Integrated Media Act is expected to provide a foundation for promoting the media industry by reassessing outdated and unnecessary regulations and addressing blind spots in current media policies.

2) Establishing a Regulatory Framework for the Protection of Digital Service Users

In response to the rapid proliferation of digital services such as artificial intelligence (AI), the metaverse, and platforms, the Commission is working to establish a regulatory framework to protect users from emerging forms of harm. In particular, to safeguard users from the potential risks and negative effects of AI, the

Commission is pursuing the enactment of the *AI User Protection Bill*. The proposed framework considers the distinctive nature of the AI environment—compared to traditional information and communications services—and includes regulatory approaches such as differentiated rules by type of AI, mandatory labeling of AI-generated content, the right of users to demand explanations, the introduction of a dispute resolution system, and the implementation of performance evaluations for AI user protection practices.

In addition, in response to the widespread use of generative AI technologies, the Commission is developing the ‘Guidelines for the Protection of Users of Generative AI’ to serve as a reference for service providers in establishing specific and effective user protection policies. The guidelines are intended to outline concrete measures such as ensuring the explainability of how services operate and make decisions, as well as technical and administrative safeguards such as filtering and reporting mechanisms for harmful content, including false information and illegal materials.

Figure III-1. Media Policy-Related Discussion Forums and Seminars (By Date)

■ 1st Full Meeting of the Public-Private Council for the Protection of AI Service Users

- Date: July 19, 2024, 14:30
- Topic: Overview of domestic and international AI-related legal frameworks
- Participants: Officials from the Commission, Korea Information Society Development Institute (KISDI), Chairperson Lee Won-u (Seoul National University), and a total of 36 participants from academia, industry, and civil society
- Main agenda: Review of the current status of AI regulations and policy trends in Korea and abroad, and discussion on user protection issues related to AI and potential policy and institutional measures



■ 2024 Conference on the Protection of AI Service Users

- Date: September 30, 2024, 14:00
- Objective: To provide a platform for discussing the shifting role of users in the era of emerging technologies such as generative AI and to explore policy directions for ensuring effective user protection in AI services
- Theme: User Experience and Policy Response in the Age of Artificial Intelligence
- Presentation①: Development of the Guidelines for the Protection of Users of Generative AI and Future Challenges
- Presentation②: Empirical Study on User Experience with Generative AI and Policy Implications
- Presentation③: User Protection Issues in Generative AI Based on Field Practice



■ 2nd Full Meeting of the Public-Private Council for the Protection of AI Service Users

- Date: November 15, 2024, 14:30
- Topic: User Protection in the Era of AI Agents
- Participants: Officials from the Commission, Korea Information Society Development Institute (KISDI), Chairperson Lee Won-u (Seoul National University), and council members from academia, industry, and civil society
- Main agenda: Presentations on how to achieve a balance between innovation and user protection, and discussion on user protection standards and the role of the Commission in the evolving landscape of AI technologies

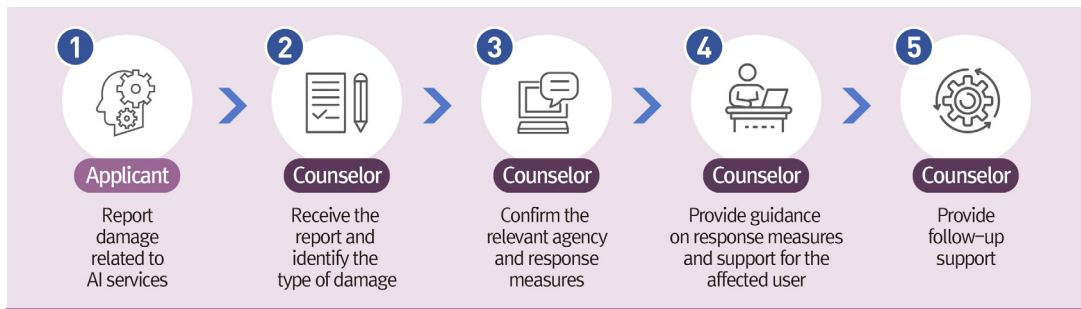


In anticipation of the expanding use of AI-based services, the Commission recognized the need to monitor global regulatory trends and assess the potential economic and social impacts of artificial intelligence. As a result, the existing *Public-Private Council for the Protection of Users in the Intelligent Information Society* was expanded and reorganized into the *Public-Private Council for the Protection of AI Service Users*. The council, chaired by Lee Won-u (Seoul National University) and composed of 36 members from academia, industry, and civil society, held two full meetings in July and November 2024. Through these meetings, the council explored directions for institutional improvements related to AI services and identified key insights based on an analysis of domestic and international regulatory trends.

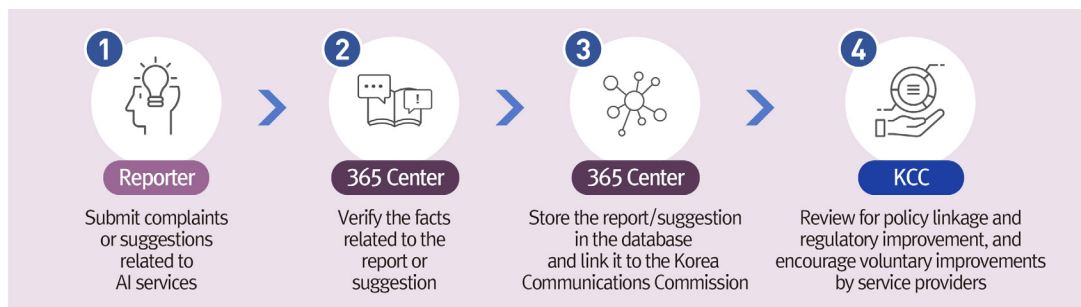
In addition, members presented ideas on how innovation and user protection can coexist, and engaged in broad discussions on user protection standards that should be considered as AI technology evolves, as well as the role of the Commission in this context.

The Commission also hosted the 2024 Conference on the Protection of AI Service Users, where it presented the development process and key contents of the ‘Guidelines for the Protection of Users of Generative AI’ and introduced perspectives from academia and industry on user protection policies. Based on the suggestions made during the Public-Private Council meetings and the conference, the Commission plans to actively reflect expert opinions and establish a regulatory framework for user protection that ensures the sustainable and sound development of the AI industry. In addition, the Commission promoted the establishment and operation of a system that enables users to report damages incurred while using AI services online and to receive prompt assistance. Amid growing public concern over issues such as infringement of portrait rights and digital sex crimes related to AI services, the need for a user protection response system has become increasingly urgent. As a result, on December 20, 2024, the Commission, together with the Korea Association for ICT Promotion (KAIT), launched the ‘AI Service User Damage Reporting Center’ on the *Online Harm 365 Center* website (www.helpos.kr). The ‘AI Service User Damage Reporting Center’ serves as a one-stop consultation channel for users who experience damages from AI services online, particularly for new types of harm or cases that are difficult to resolve individually. Once a report is submitted, a counselor at the 365 Center will review the case and provide guidance on appropriate responses and support measures according to the type of damage, as well as offer follow-up services such as progress tracking and additional support if needed. The *Online Harm 365 Center* website also features a ‘Report’ function, which allows any individual to anonymously submit complaints, inconveniences, or suggestions for improvement related to AI services. The Commission plans to analyze the accumulated cases of user damage and recurring complaints received through the reporting center and use the findings to inform future user protection policies and systems for AI services.

Reference. AI Service Damage Reporting and Processing Procedure



Reference. AI Service Complaint Reporting and Handling Procedure



3) Passage of the *Bill to Repeal the Mobile Device Distribution Act* in the National Assembly Plenary Session

On December 26, 2024, the Chairperson of the Commission and the Minister of Science and ICT announced that the *Bill to Repeal the Act on Improving the Distribution Structure of Mobile Communication Devices* (commonly known as the “Mobile Device Distribution Act”) and the *Amendment to the Telecommunications Business Act* had been passed by the National Assembly in a plenary session.

According to the bill passed by the National Assembly, provisions in the current *Mobile Device Distribution Act* that restricted competition among service providers will be repealed, and necessary provisions for protecting user rights and fostering a sound distribution environment will be transferred to the *Telecommunications Business Act*. This revision is expected to create conditions that allow for more active and competitive subsidy offerings among service providers, ultimately reducing the financial burden on consumers when purchasing mobile devices.

The *Mobile Device Distribution Act* was introduced in 2014 to prevent excessive user discrimination stemming from subsidy wars and to establish a fair and transparent distribution order. However, it has been criticized for limiting competition among service providers in terms of subsidies, thereby reducing opportunities for consumers to purchase devices at lower prices and generally diminishing consumer

welfare.

In this context, the government decided to fully repeal the *Mobile Device Distribution Act* and actively supported its passage through the National Assembly. Even prior to the repeal, the government worked to ease the financial burden on consumers when purchasing mobile devices by introducing a switching subsidy system for number portability users (March 14) and laying the foundation for a certification system for safe transactions involving used mobile devices (July 30). The *Mobile Device Distribution Act* was officially repealed in the National Assembly after ten years since its enactment.

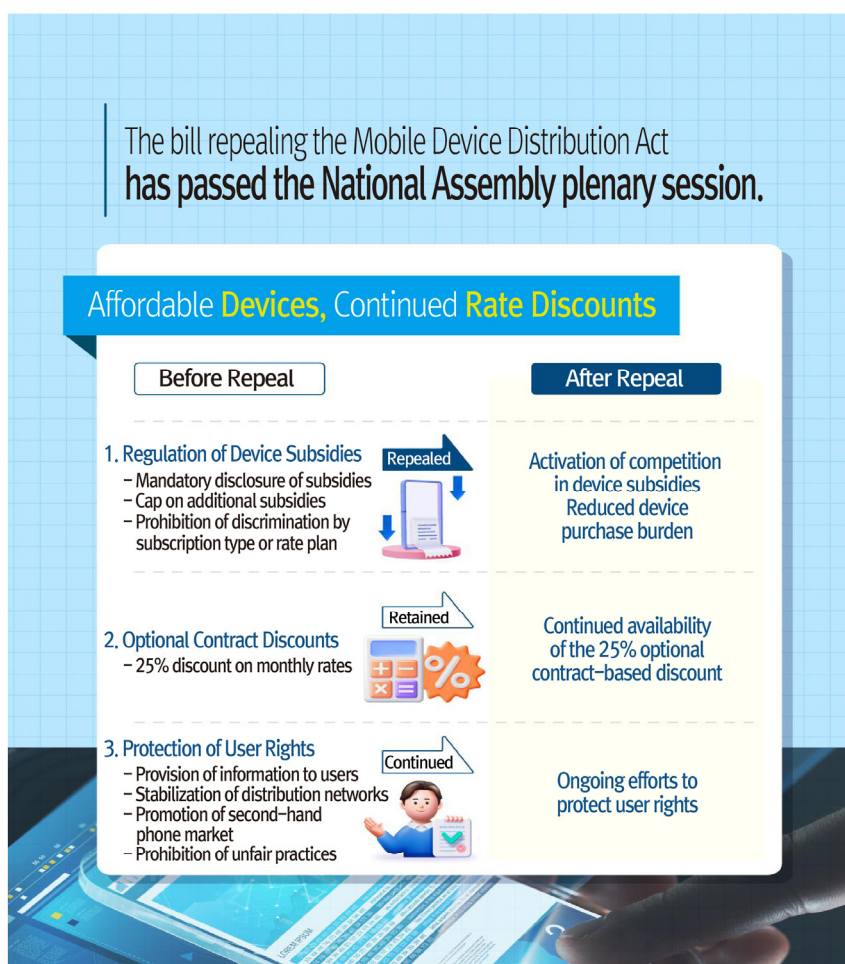
A closer look at the bill reveals that the repeal of mandatory disclosure requirements for device subsidies by mobile carriers and the regulation capping additional subsidies from retail stores at 15% of the officially disclosed amount has created an environment more conducive to competitive subsidy offerings among service providers. Furthermore, the removal of provisions that prohibited unfair discrimination in subsidies based on subscription type or rate plan is expected to allow mobile carriers greater flexibility in marketing strategies, enabling them to offer diverse and user-oriented benefits.

Meanwhile, the optional contract discount system—which provides a rate discount to users who do not receive device subsidies—will remain in place, and the government plans to ensure that the current level of discount (25%) continues to be available to consumers. In addition, provisions necessary to stabilize the market and protect user rights will be retained under the *Telecommunications Business Act*. These include: prohibiting misleading practices that cause users to misunderstand the actual cost of devices; introducing a prior approval system for mobile retail stores to promote fair distribution; banning mobile carriers and manufacturers from directing or inducing discriminatory subsidy practices; implementing a certification system for safe transactions of used mobile devices; and restricting the export of lost or stolen devices.

To prevent discrimination against digitally vulnerable groups such as the elderly and persons with disabilities, the provision prohibiting unfair discrimination based on a user's age, place of residence, or physical condition will continue to be maintained under the Telecommunications Business Act even after the repeal of the Mobile Device Distribution Act. Additionally, with the inclusion of a new provision outlining the Commission's responsibility to establish policies for fostering a fair and healthy distribution environment, the Commission plans to strengthen monitoring of unfair practices in the market and take proactive measures to prevent user harm.

The Commission expects that the repeal of the Mobile Device Distribution Act will lead to greater competition in the mobile telecommunications market and bring positive effects such as reducing household communication costs for the public. To prevent potential market confusion and user harm, the Commission will faithfully implement necessary follow-up measures and closely monitor relevant developments to ensure that the mobile device distribution market remains sound and stable.

Figure III-2. Changes Following the Repeal of the Mobile Device Distribution Act



4) Preparation of the Draft Amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection* to Eliminate Blind Spots in Blocking Access to Illegal Websites

The Commission has prepared a draft amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.* that clearly defines the scope of ‘telecommunications service providers that install and operate servers temporarily storing data within Korea’ and the necessary measures to prevent the distribution of illegal information. This is intended to address the ‘blind spot in access blocking’ that enables operators of illegal overseas websites to circumvent regulations and distribute unlawful content through domestic temporary storage servers.

This draft amendment follows the establishment, in January 2024, of a legal basis requiring

telecommunications service providers that install and operate servers temporarily storing data within Korea to implement technical and managerial measures to prevent the distribution of illegal information.

<Key Provisions of the Partial Amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection*>

First, the scope of ‘telecommunications service providers that install and operate servers temporarily storing data within Korea’ has been defined as Content Delivery Network (CDN) providers with an annual revenue of at least KRW 1 billion in the telecommunications service sector, thereby clarifying the subjects to which the amended Act applies.

Second, the retention period for records regarding the operation and management of measures to restrict access to illegal information by CDN providers has been set at two years.

Third, in order to prevent the distribution of illegal information by CDN providers, the amendment stipulates: the designation of a person responsible for preventing the distribution of illegal information; the preparation of internal guidelines defining the responsibilities and duties of the designated person; and the establishment of procedures for receiving and handling reports on illegal content on a regular basis. Furthermore, it requires that terms and conditions include the procedures and details regarding such preventive measures.

The Commission plans to continue its efforts to close the blind spots in access blocking of illegal content and to foster a healthy internet environment through this amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection*.

Table III-1. Comparison of Current and Amended Provisions

Current	Amended
	Article 35-2 (Technical and Managerial Measures for the Prevention of Distribution of Illegal Information, etc.)
	① The term ‘those who meet the criteria prescribed by Presidential Decree in consideration of the type and scale of business,’ as referred to in Article 44-7 (5) of the Act, means persons who operate and manage telecommunications facilities primarily for the purpose of storing copies of data provided by original servers in domestic temporary servers and promptly delivering such data to those who request it, and whose annual revenue in the telecommunications service sector exceeded KRW 1 billion in the previous fiscal year (or the previous business year in the case of a corporation).
	② The term ‘period prescribed by Presidential Decree,’ as referred to in Article 44-7 (5) 3 of the Act, means two years.
(New Provision)	③ The term ‘measures prescribed by Presidential Decree necessary to prevent the distribution of information falling under any subparagraph of paragraph (1) (hereinafter referred to as “illegal information”),’ as referred to in Article 44-7 (5) 4 of the Act, means all of the following: 1. Designation of a person responsible for preventing the distribution of illegal information and preparation of internal guidelines that stipulate the responsibilities and duties of such person 2. Establishment of procedures for continuous reception and handling of reports concerning illegal information 3. Inclusion of the content and procedures concerning the necessary measures for preventing the distribution of illegal information in the terms and conditions

5) Cabinet Approval of the Promulgation Draft of the Partial Amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection*

The Commission announced that the promulgation draft of the partial amendment to *the Information and Communications Network Act (officially the Act on Promotion of Information and Communications Network Utilization and Information Protection)*, which provides a legal basis to enable the continued provision of services such as mobile electronic notifications and MyData services that had been temporarily allowed through regulatory exemptions, was approved by the Cabinet on Tuesday, January 16, 2024.

Since the use of resident registration numbers on online platforms was prohibited in 2012, a form of connecting information (CI)* — encrypted values of resident registration numbers — has been used to identify individuals. When users request services such as website sign-ups, their resident registration numbers are converted into connecting information for provision and use.

*** Connecting Information (CI) refers to a value that has been encrypted in a non-reversible, non-reconstructable manner from a resident registration number to identify specific individuals online.
(Example: 981214-1234567 → one-way encryption → (Connecting Information) xa32djtoe#%edik...)**

However, in order to facilitate innovative services such as mobile electronic notifications and MyData, it is necessary to allow the batch conversion of resident registration numbers held by administrative and public institutions and financial companies (which are legally authorized to collect such numbers) into Connecting Information (CI). Nevertheless, due to the absence of a legal basis, such services had been provided only temporarily under regulatory exemptions.

With the recent amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection* (source: Korea Law Information Center), it is now institutionalized that resident registration numbers held by administrative agencies and other entities can be batch-converted into Connecting Information (CI) for user identification in the provision of mobile electronic notifications and MyData services. This ensures that such services can be provided continuously and stably.

The key contents of the recently approved amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection* are as follows:

First, the definition of Connecting Information (CI) has been newly established. In principle, the generation, provision, use, comparison, or linkage of CI is prohibited unless it is performed by an identity verification agency for the purpose of providing identity verification services, e-Government services, or MyData services.

Second, when it is unavoidably necessary to batch-convert resident registration numbers into CI for the provision of services designated by Presidential Decree (such as mobile electronic notifications and

financial MyData services), both the identity verification agency and the telecommunications service provider must jointly obtain approval from the Commission.

※ **The Commission will determine whether to grant approval after reviewing the innovativeness of the service and the adequacy of CI processing procedures. Approval may be revoked if it was obtained through false or otherwise improper means.**

Third, dual safeguards have been established to prevent the indiscriminate misuse or abuse of Connecting Information (CI). Identity verification agencies that convert resident registration numbers into CI with the Commission's approval, as well as entities receiving and using such CI (CI-using institutions), are required to implement physical, technical, and managerial measures (for identity verification agencies) and safety measures (for CI-using institutions).

The amended Act, having passed the Cabinet meeting, will be promulgated with presidential approval and will enter into force six months after the date of promulgation. The Commission plans to ensure the timely preparation of subordinate regulations—such as the Enforcement Decree and public notifications—necessary for implementing the amended Act, and to support the stable rollout of innovative services such as mobile electronic notifications and MyData services in the market.

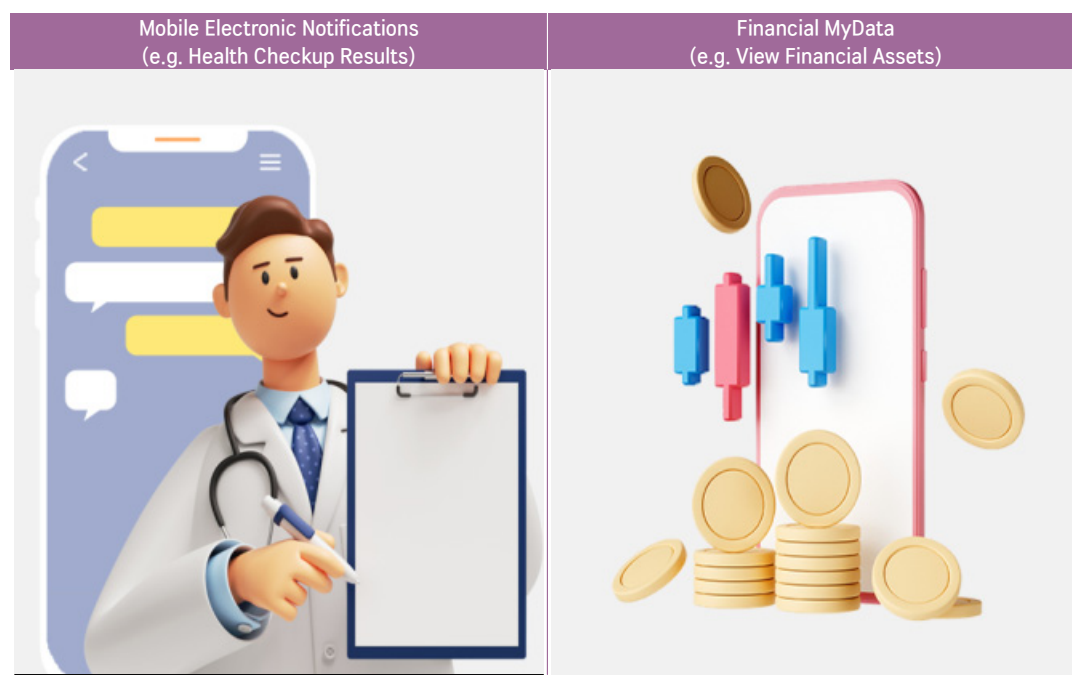
6) Ensuring Both Utility and Security in the Use of 'Connecting Information'

The Commission has prepared a draft amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection* (the Information and Communications Network Act) to clearly define the scope of applicable services—such as mobile electronic notifications and financial MyData—and the corresponding management standards, in order to ensure that services using Connecting Information (CI) can be safely operated online for public convenience.

Connecting Information (CI) refers to an encrypted value derived from a resident registration number and is used to identify users online and to link online and offline services.

This draft amendment to the Enforcement Decree was prepared as a follow-up measure to the January 2024 amendment to the *Information and Communications Network Act*, which provided a legal basis for services such as mobile electronic notifications that had previously been temporarily permitted under regulatory exemptions.

Figure III-3. Public Services Based on Connecting Information



The key content of the partial amendment to the *Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection* is, first, the definition of the scope of services eligible for batch conversion of Connecting Information (CI) as mobile electronic notifications and financial MyData. This ensures the stable provision of public convenience services that were previously permitted only on a temporary basis.

Second, in order to provide services that require the batch conversion of Connecting Information (CI), the relevant entities—namely, identity verification agencies and CI-using institutions—must obtain prior approval from the Commission. To enhance fairness and transparency, detailed procedures and criteria for the approval review process have been established.

Third, to ensure the security of CI processing, specific obligations have been stipulated: identity verification agencies that convert resident registration numbers into CI must implement physical, technical, and managerial measures, while CI-using institutions that receive such information must implement appropriate safety measures.

In addition, the criteria for selecting entities subject to inspections have been specified, allowing for the assessment of the actual operation and management of Connecting Information (CI) by identity verification agencies and CI-using institutions. This measure aims to facilitate the early establishment of a safe and sound culture for the use of CI across the industry following the enforcement of the law in July

2024.

The Commission emphasized that CI is an essential tool for delivering innovative services in both the public and private sectors, and that its secure management is of critical importance. Through this amendment to the Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection, it is expected that an environment will be created in which the public can use innovative services with greater confidence.

7) Cabinet Approval of the Promulgation Draft of the Partial Amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection*

The Commission announced that the promulgation draft of the partial amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection*, which includes provisions to strengthen penalties against illegal spam senders and telecommunications service providers that violate their obligations to prevent such spam, was approved by the Cabinet on Tuesday, January 16, 2024.

There has been growing criticism that the penalties for violations by senders of advertising information for commercial purposes and by telecommunications service providers have been too lenient compared to the potential gains obtained through spam transmissions. As a result, the continuous generation of illegal spam has persisted.

In particular, large-scale transmission of illegal spam has become a serious social issue, as it not only causes inconvenience to users but also leads to secondary crimes such as illegal gambling and predatory lending, ultimately resulting in significant financial harm to the public.

Accordingly, the recently approved amendment strengthens the penalties for illegal spam senders from imprisonment of up to one year or a fine of up to KRW 10 million to imprisonment of up to three years or a fine of up to KRW 30 million. In addition, the administrative fine imposed on telecommunications service providers that fail to take necessary measures against illegal spam has been increased from KRW 10 million to KRW 30 million.

This amendment to the *Act on Promotion of Information and Communications Network Utilization and Information Protection* was passed by the National Assembly in December 2023, subsequently submitted to the government, and approved by the Cabinet. It took effect six months after the date of promulgation.

The Commission plans to strictly enforce the amended Act by strengthening inspections of illegal spam senders and telecommunications service providers. In parallel, it will pursue various measures to eradicate illegal spam, including the establishment of a self-regulatory framework for businesses operating in the bulk SMS market.

8) Reduced Device Purchase Burden Through Porting Incentives!

On Wednesday, March 13, 2024, the Commission approved the enactment of the *Regulations on the Criteria for Providing Porting Incentives When Switching Mobile Telecommunications Operators* and the amendment to the *Detailed Standards on the Disclosure and Posting of Subsidies*, in accordance with the amendment to the *Enforcement Decree of the Act on Improving the Distribution Structure of Mobile Communication Devices* (commonly referred to as the “Mobile Device Distribution Act”).

These newly enacted and amended notifications are follow-up measures to the March 8 amendment to the Enforcement Decree, aimed at establishing conditions that can encourage marketing competition among mobile telecommunications operators even before the repeal of the Mobile Device Distribution Act takes effect.

The newly enacted *Regulations on the Criteria for Providing Porting Incentives* aim to reduce the burden of device purchases for consumers by setting detailed standards for porting incentives, thereby revitalizing voluntary subsidy competition among mobile telecommunications operators.

In addition, the amendment to the *Detailed Standards on the Disclosure and Posting of Subsidies* improves the system by allowing operators to change their disclosed subsidies daily, rather than twice a week (currently Tuesdays and Fridays), thereby enhancing marketing autonomy.

Going forward, when switching mobile telecommunications operators, consumers will be eligible to receive up to KRW 500,000 in porting incentives, in addition to existing standard and additional subsidies. This is expected to significantly lower the cost of purchasing new, high-demand mobile devices.

The key contents of the newly enacted and amended notifications are as follows:

① Regulations on the Criteria for Providing Porting Incentives When Switching Mobile Telecommunications Operators (Draft Articles 3-4)

Mobile telecommunications operators may provide porting incentives to users who switch operators via number portability, taking into account expected revenue, contract termination fees, SIM card issuance costs, and the loss of benefits associated with long-term subscriptions.

Operators are allowed to autonomously offer such incentives up to a maximum of KRW 500,000.

② *Detailed Standards on the Disclosure and Posting of Subsidies* (Draft Article 4)

Mobile telecommunications operators are now permitted to change their disclosed subsidies on a daily basis.

※ Disclosure cycle: (Before) Twice a week (Tuesdays and Fridays) → (After) Once per day permitted

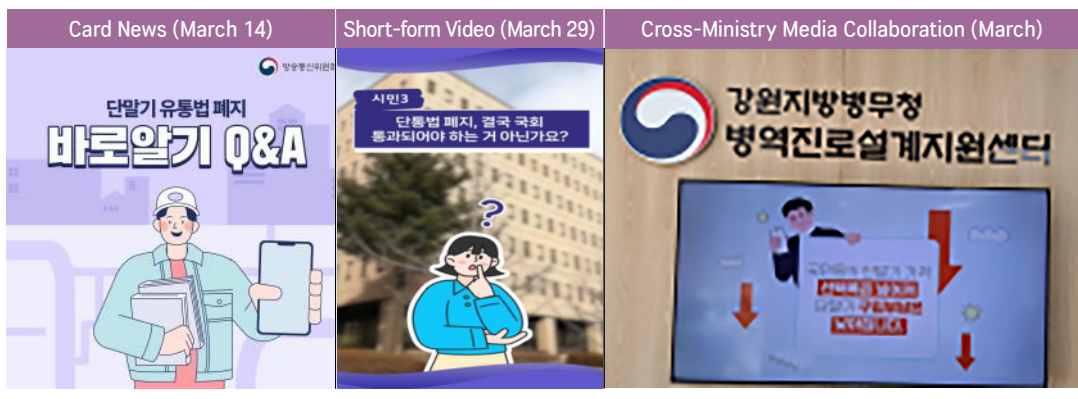
The newly enacted and amended notifications took effect immediately upon their publication in the

Official Gazette on Thursday, March 14, 2024. As the system was implemented without delay, the Commission plans to closely monitor the market to prevent confusion that may arise from the payment of porting incentives and to respond promptly. For this purpose, a Market Monitoring Task Force—headed by the Director-General for Market Research at the Commission—will be established and operated in collaboration with the three major telecommunications operators and the Korea Information Society Development Institute (KISDI).

In addition, during the administrative notice period for this notification amendment, the Korea MVNO Association and others submitted opinions. The Commission plans to work closely with the Ministry of Science and ICT and the Korea MVNO Association to address related concerns during the implementation of the policy.

Through this newly enacted and amended notification, the Commission expects to promote autonomous subsidy competition among telecommunications service providers and thereby significantly reduce the burden of device purchases for the public. Going forward, the Commission will continue its efforts to resolve telecommunications-related consumer issues that people can tangibly experience. In parallel, the Commission will also work with the Ministry of Science and ICT to prepare and implement protective measures for MVNO (mobile virtual network operator) providers.

Figure III-4. Promotional Activities Regarding the Repeal of the Mobile Device Distribution Act



B. Presentation of a New Strategy for Digital Media

1) Establishment of a Media Innovation Promotion Framework

To establish the ‘Strategy and Policy Direction for the Convergence and Development of the Media and Content Industry’, the Media and Content Industry Convergence Development Committee was launched under the Office of the Prime Minister in April 2023. The Commission also participated in the committee’s

plenary sessions, subcommittee meetings, and policy forums to review proposals from various stakeholders and explore policy measures for industrial development in collaboration with relevant ministries. As a result, in March 2024, a joint public-private initiative titled 'Media and Content Industry Convergence Development Plan' was announced at a plenary session presided over by the Prime Minister. The plan, jointly developed by relevant ministries, aims to promote regulatory innovation and industrial growth in the domestic media market. Key tasks proposed by the Commission and reflected in the 'Media and Content Industry Convergence Development Plan' are as follows:

First, the maximum validity period following the licensing or approval of terrestrial broadcasters and general programming or news channels will be extended from five to seven years. It was also decided to specify the principle that conditions shall be attached in the basic plan for licensing and approval (including renewals), and to disclose the grounds for attaching such conditions at the time of re-licensing or re-approval. In addition, the current standard for defining large enterprises, which has remained fixed at KRW 10 trillion in assets despite economic growth, will be revised to be linked to a certain ratio of GDP. Furthermore, in order to enhance the autonomy and vitality of the broadcasting advertising market, the current seven complex types of broadcast advertisements will be simplified into three categories: in-program, out-of-program, and other advertisements. Regulations restricting the proportion of programs imported from a single country and the scheduling of entertainment content will also be abolished to expand autonomy in content production and programming.

The 'Media and Content Industry Convergence Development Plan' is a comprehensive strategy jointly developed by private-sector experts from industry and academia together with relevant ministries. It aims to strengthen the competitiveness of the domestic media and content industry and to establish a foundation for mutually beneficial growth. To enhance the effectiveness of each detailed policy, follow-up efforts by the relevant ministries will be essential.

The Commission operated the 'Digital and Media Reform TF' from January to December 2024 to proactively identify and rapidly advance reform agendas in the digital and media sectors. The Reform TF discussed various reform issues closely tied to people's everyday lives, including the review of the Mobile Device Distribution Act and the restructuring of broadcasting regulations. In particular, on March 29, 2024, a meeting of the 'Digital and Media Reform TF' was held with the participation of the Commission's 2030 Advisory Group and young working-level officials, in order to actively incorporate the younger generation's policy ideas into the digital and media agenda. The meeting was organized to share innovative ideas from younger generations and to expand and build upon the discussions held in the Reform TF thus far. It focused on identifying practical inconveniences experienced by the public with the aim of producing policy outcomes beneficial to citizens. The 2030 Advisory Group led the discussion by sharing vivid experiences and ideas, while Commission staff exchanged thoughts on how to translate these ideas into actionable policy.

Figure III-5. Digital and Media Reform TF Meeting (March 29)



2) Broadcasting Service Efficiency

The Commission has designated the broadcasting innovation strategy—including policy reforms for terrestrial broadcasting—as a key initiative to ensure sustainable and innovative growth of next-generation broadcasting. Accordingly, efforts are underway to enhance the operational efficiency of UHD, DMB, and AM radio services, taking into account service demand and infrastructure aging.

Due to the absence of additional revenue from UHD broadcasting and mounting financial difficulties of regional broadcasters, there have been limitations in expanding nationwide UHD networks and increasing mandatory programming ratios. However, the Commission is currently promoting improvements to terrestrial UHD policy through the establishment and operation of a public-private consultative body, including setting a rational schedule for UHD network deployment and revising mandatory programming requirements. Additionally, the Commission is reviewing improvement measures for terrestrial DMB services, which serve public functions such as emergency broadcasting, but are facing declining usage due to changes in the media environment, such as a reduction in reception devices. Improvement plans, including DMB service optimization, will be developed in consultation with relevant ministries and stakeholders. As for AM radio, pursuant to the *Adjustment Plan for AM Radio and Standard FM Radio Function* (November 2021), a total of 22 AM stations have been closed following the verification of safeguards for listener rights, phased closure of inactive stations, and the first and second rounds of restructuring. A third round of functional restructuring of AM stations is planned, along with ongoing verification of the feasibility of using standard FM broadcasts as a substitute, based on actual measurements of reception environments.

2. Revitalizing the Broadcasting, Telecommunications, and Media Industries

A. Easing Broadcasting Regulations to Strengthen the Competitiveness of the Broadcasting Industry

Despite the rapid shift in the media ecosystem from traditional media to new forms such as OTT platforms, regulations on traditional broadcasters have remained unchanged. As a result, the need to ease broadcasting regulations to enhance the competitiveness of the broadcasting industry has been raised. In response, the Commission pursued the extension of the maximum validity period for licensing and approval of terrestrial broadcasters, general programming channels, and news PP (program providers), in order to support the stable business operations and improved competitiveness of broadcasters. To extend the validity period of broadcasting licenses and approvals (from the current five years to seven years), the Commission collected feedback from stakeholders and prepared the *Draft Amendment to the Enforcement Decree of the Broadcasting Act* and the *Draft Amendment to the Enforcement Decree of the Radio Waves Act*. The Commission also actively reviewed the amendment of the *Enforcement Decree of the Broadcasting Act* to strengthen the global competitiveness of domestic broadcasters, promote investment, and create jobs. In particular, with the growing need to improve regulations on ownership and cross-ownership of broadcasters that have been maintained since 2008, the Commission promoted amendments to the *Enforcement Decree of the Broadcasting Act* to ease restrictions on large corporations owning broadcasters and to relax cross-ownership rules between terrestrial broadcasters and between terrestrial and pay-TV broadcasters. Going forward, the Commission will comprehensively collect opinions from various stakeholders and prepare reasonable reform measures to proceed with the amendment of the relevant regulations. By easing ownership and cross-ownership restrictions, the Commission aims to improve the broadcasting investment environment, realize economies of scale, and enhance the competitiveness of the domestic broadcasting industry.

1) Temporary Easing of Mandatory Programming Ratio for Independently Commissioned Programs by Regional Broadcasters

On June 28, 2024, the Commission held its 32nd plenary session and approved the amendment to the *Notification on the Programming of Broadcasting Programs*, which temporarily eases the mandatory programming ratio for independently commissioned programs by regional broadcasters for a period of two years. The amended notification entered into force on July 3.

The key content of the amendment is the temporary easing of the mandatory programming ratio for independently commissioned broadcasting programs applied to regional private broadcasters—from the current 3.2% to 2.6%—and for regional affiliates of Munhwa Broadcasting Corporation (regional

MBC)-from the current 20% to 14%. These revised requirements will apply for a two-year period, from July 2024 through June 2026.

This amendment is part of the temporary regulatory relief measures being implemented to boost the people's livelihood economy. Its aim is to reduce the production cost burden on regional broadcasters, promote in-house production, and revitalize regional broadcasting.

2) Meeting with Broadcasting-Related Organizations

On April 26, 2024, the Commission held a meeting with major broadcasting-related organizations—including the Korea Broadcasters Association, the Korea Cable TV Broadcasting Association, the Korea IPTV Association, and the Korea Association of Regional Private Broadcasters—at the Korea Broadcasting Center to hear opinions on ways to strengthen the competitiveness of the broadcasting industry.

The Commission emphasized that, despite the rapidly changing media environment, broadcasting remains the foundation of the media industry. It stated its intention to pursue improvements to regulations on broadcast advertising and programming so that broadcasters can actively fulfill their role in producing high-quality content that forms the basis of K-content and in delivering essential information to the public.

In the area of broadcast advertising, the Commission announced plans to simplify advertisement types and to revise rigid regulations on the form and methods of advertisements in a more reasonable manner. In terms of broadcast programming, it intends to provide more flexible programming opportunities by abolishing restrictions on entertainment programs and content imported from a single country.

The Chairperson stated, “For the healthy and sustainable development of the media industry, the growth of the broadcasting sector is essential,” and added, “We will contribute to strengthening the competitiveness of the broadcasting industry by improving regulations on advertising and programming.”

Heads of the participating organizations expressed, in unison, the difficulties faced by the broadcasting industry due to changes in the media landscape, and highlighted the need to reform outdated legal systems that apply only to broadcasters. They urged the Commission to take an active role in promoting policies for the sustainable growth of the broadcasting industry.

The Commission and the participating organizations agreed to continue discussions on strategies to enhance the competitiveness of Korea's broadcasting industry and to work together to foster its healthy growth and development.

After the meeting, the Chairperson visited the SBS Mokdong Broadcasting Center to hear directly from field personnel and was briefed on the overall broadcasting system—including planning, scheduling, production, and transmission—while also listening to challenges faced at the production site.

Figure III-6. Photographs from the Meeting with Broadcasting-Related Organizations



3) Joint Seminar by the Korean Society for Media Policy Studies, Korean Association for Broadcasting & Telecommunication Studies, and Korean Society for Journalism and Communication Studies

On November 27, the Commission held a seminar at the Kwanhun Club (Insadong) under the theme of institutional design for revitalizing the broadcasting market and measures to enhance the integrity of online content.

This seminar was jointly hosted by the Korean Society for Media Policy Studies, the Korean Association for Broadcasting & Telecommunication Studies, and the Korean Society for Journalism and Communication Studies. Recognizing the characteristics of the converged media environment in which a single piece of content is distributed across both broadcasting and online platforms, the Commission supported the seminar, emphasizing the need to establish content-centered policy measures.

The first session focused on improving the production environment in the broadcasting content market. The keynote presentation was delivered by Jong-Kwan Lee, Senior Advisor at Shin & Kim LLC, followed by a panel discussion with Shin-Kyu Kang, Senior Research Fellow at the Korea Broadcast Advertising Corporation; Hee-Soo Kwon, Director of Broadcast Advertising Policy Division at the Commission; Chang-Hee Roh, Director of the Digital Industry Policy Institute; Se-Jin Park, Professor at Hanyang University; and Jin-Eung Choi, Legislative Researcher at the National Assembly Research Service.

The second session discussed strategies to improve the integrity of online content. After a presentation by Gwon Heon-yeong, Professor at Korea University, a panel discussion was held with Yun Ho-sang, Attorney at Shin & Kim LLC; Lee Byeong-jun, Professor at Korea University; Jeon Hye-seon, Director General of User Policy Coordination at the Commission; Ha Ju-yong, Professor at Inha University; and Heo Seung-jin, Attorney at Yulchon LLC.

In his congratulatory remarks, Vice Chairperson Tae-kyu Kim stated, "Given the contrasting environments

and complex issues faced by the broadcasting and telecommunications sectors, there is a need to explore policies that can effectively address both. I expect this seminar to serve as a valuable policy milestone.”

He further added, “The Commission will continue to ease regulations on broadcast advertising and programming to ensure stable funding for broadcasting content production, pursue measures to enhance the soundness of telecommunications content and prevent user harm, and ultimately promote the sustainable development of the broadcasting and telecommunications content markets. The Commission will also take into careful consideration the discussions held at this seminar for future policymaking.”

Table III-2. Detailed Seminar Schedule

Time	Program
14:00~14:10	Proceedings Professor Lee Seung-hyeon(Secretary General, Korean Association for Media Policy Studies; Dong Seoul University)
	Opening Remarks Professor Ha Ju-yong(President, Korean Association for Media Policy Studies; Inha University)
	Congratulatory Address Vice Chairperson Kim Tae-kyu(Korea Communications Commission)
	Welcome Address Professor Choi Yong-jun(President, Korean Broadcasting Association; Jeonbuk National University)
14:10~15:40	[Session 1] Institutional Improvements for the Broadcasting Content Production Environment: From the Perspective of Traditional Media Regulation Reform
	Moderator Professor Do Jun-ho(Sookmyung Women's University)
	Presentation 1 Senior Research Fellow Lee Jong-gwan(Shin & Kim LLC)
	Panel Discussion · Senior Research Fellow Kang sin-gyu(Korea Broadcast Advertising Corporation) · Director Gwon Hui-su(Broadcast Advertising Policy Division, Korea Communications Commission) · Director Noh Chang-hui(Digital Industry Policy Institute) · Professor Park Se-jin(Hanyang University) · Investigator Choi Jin-eung(National Assembly Research Service)
15:40~16:00	Break Time
16:00~17:30	[Session 2] Public-Private Policy Measures for Online Content Integrity: From the Perspective of Online Distribution of Broadcasting Content
	Moderator Professor Choi Yong-jun(Chonbuk National University)
	Presentation 2 Professor Gwon Heon-yeong(Korea University)
	Panel Discussion · Attorney Yun Ho-sang(Shin & Kim LLC) · Professor Lee Byeong-jun(Korea University) · Director Jeon Hye-sun(User Policy Coordination Division, Korea Communications Commission) · Professor Ha Ju-yong(Inha University) · Attorney Heo Seung-jin(Yulchon LLC)
17:30~17:40	Q&A and Closing

B. Easing Regulations on Broadcast Advertising

On Tuesday, September 24, the Vice Chairperson visited the Korea Advertising Culture Hall in Jamsil, Seoul, and met with key officials, including Yeong-Sam Min, President of the Korea Broadcast Advertising Corporation (KOBACO), to listen to current issues and discuss KOBACO's future vision, including strategies for the development of the advertising industry in the digital era.

During the meeting, KOBACO presented its management strategies to overcome the structural stagnation of the broadcast advertising market and contribute to the growth of the advertising industry. The corporation explained its plans to expand advertising operations into the digital domain, develop new businesses in the digital media sector—such as over-the-top (OTT) services and artificial intelligence (AI)—improve management performance by enhancing asset efficiency and reducing costs, and expand the scope of its public interest advertising business to strengthen its public service role.

In response, the Vice Chairperson emphasized, “We will actively work on institutional improvements, including easing broadcast advertising regulations, to revitalize the stagnant broadcast advertising market,” and added, “We will support KOBACO in proactively preparing for the digital media environment through the development of new AI-based digital businesses, and will closely monitor its efforts to foster advertising talent and expand its role in the public interest advertising sector.”

After the briefing, the Vice Chairperson toured advertising promotion facilities inside the Korea Advertising Culture Hall and visited a training session on AI-based advertising content production, where he offered words of encouragement to university students majoring in advertising and public relations (PR) who were participating in the session.

C. Supporting Global Expansion of Media Content and Revitalization of Emerging Industries

1) Hosting of the Global OTT Forum

On Thursday, October 31, 2024, the Commission held the “2024 Global OTT Forum” at the Ambassador Seoul Pullman Hotel.

The Global OTT Forum, launched in 2022, is an annual event organized by the Commission to support the successful entry of Korean online video service (OTT) providers into overseas markets. The forum invites both domestic and international OTT companies, including top-tier global OTT firms, with the aim of fostering global networking and sharing the latest industry information and success stories.

Now in its third year, the 2024 event was attended by Korean OTT providers such as Wavve, TVING, and Coupang Play, as well as global companies including The Walt Disney Company, friDay (Taiwan), multinational advertising and public relations firms, leading OTT research institutions, and content

localization and subtitling companies.

The forum began with a keynote speech by Carol Choi, Head of Content Strategy for Asia-Pacific at The Walt Disney Company, on “Creative Storytelling and Building the Next Generation of Global Franchises.” It featured seven sessions that explored a wide range of in-depth topics, including OTT success and response strategies of global companies, market trends in target regions such as the Middle East, new directions in artificial intelligence (AI), unique business strategies of domestic and international OTT and media industry players, and collaborative development between platforms and content through discussion-based formats.

Table III-3. 2024 Global OTT Forum – Program Overview

Category	Speaker	Position	Presentation Title
Keynote Address	Carol Choi	Head of Content Strategy, Asia-Pacific, The Walt Disney Company	Creative Storytelling and Building the Next Generation of Global Franchises
Session 1	Gary Tsai	Chief Operating Officer, FET (Taiwan's Largest Telecom Company)	The Fierce Streaming Competition in Taiwan
Session 2	Paul Wallis	Director, Publicis Groupe (Global Marketing Firm)	Content and OTT Market Trends in the Middle East
Session 3	Vivek Couto	Co-Founder & Managing Director, Media Partners Asia (MPA)	VOD Streaming Trends and Outlook in the Asia-Pacific Region
Session 4	Lee Ji-Yeong	CEO, Sony Music Entertainment Korea	The Crisis and Strategies for Survival in the Media Industry from the Perspective of the Music Business
	Park Geun-Hui	CEO, Wavve Americas	Strategies for Expansion into Europe and Oceania
Session 5	Choi Yong-hun	Vice President, Samsung Electronics	The Present and Future Strategy of Samsung's Ad-Supported Free Streaming TV
Session 6	Jang Min-Jin	Country Manager, IYUNO Korea	New Directions in Content Localization and the Possibilities of AI
Session 7	(Topic) 'What Is Needed for the Co-Prosperity of Platforms and Content?' 'Professor Noh Dong-Ryeol (Presenter), Sungshin Women's University; Professor Mun Cheol-su(Moderator), Hanshin University; and five additional experts from the OTT industry'		

Vice Chairperson Tae-kyu Kim, who attended the event, stated, “The greatest challenge facing Korea's OTT industry is the distribution of our internationally acclaimed content to a wider global audience. Based on the discussions at today's forum on fostering mutual growth between OTT platforms and the content ecosystem, we will actively support the global expansion of K-OTT.”

Figure III-7. Program Composition and Poster of the 2024 Global OTT Forum



Figure III-8. Photographs of the 2024 Global OTT Forum



2) Hosting of the Domestic OTT Industry Meeting

On Tuesday, May 28, the Commission held a meeting at the Government Complex Gwacheon with representatives from four major domestic online video service ('OTT') companies-TVING, Wavve, Coupang Play, and Watcha-to listen to their views on strategies for revitalizing the domestic OTT industry.

In his opening remarks, the Chairperson stated, "The growth of domestic OTT services has significantly contributed to enhancing the competitiveness of Korean content," and added, "We appreciate that, despite operating on a smaller scale than global companies and under difficult business conditions, domestic providers have continued to invest in the production of high-quality content."

The participating companies expressed their commitment to continued investment, saying, “Despite the challenging market conditions, we are determined to strengthen our investments.” They requested, “We hope the Commission will actively pursue protective and supportive policies for the domestic industry, so that Korean OTT providers can overcome financial hardships and respond effectively to the growing dominance of global OTT players.”

In addition, the companies suggested that, “If the Commission proceeds with reforms to the media regulatory system overall, it should apply a principle of minimal regulation and maximum support to OTT services,” and stressed the need for “more active government support for the overseas expansion of Korean OTT platforms.”

In response, the Chairperson emphasized, “The OTT industry not only serves as the foundation for creative and competitive content production capabilities but also functions as a major distribution channel for promoting Korean Wave (Hallyu) content globally.” He added, “To emerge as a global media leader in the digital era, the Commission will actively support the OTT industry through policy assistance in global networking and overseas expansion. In terms of unified media legislation, we will formulate a reasonable legal framework based on the principle of minimal regulation and through thorough consultation with industry stakeholders.” The Chairperson also urged, “We hope service providers will make efforts to ensure that changes to subscription pricing plans do not cause inconvenience to the public.”

The Commission plans to continue gathering feedback from the industry and reflect those views in policies to support the ongoing development of the domestic OTT sector.

Figure III-9. Photographs from the the Domestic OTT Industry Meeting



3) Release of the 2024 Overseas OTT Market and User Behavior Survey Results

On Friday, December 27, the Commission announced the results of the 2024 overseas online video service (‘OTT’) ‘Market Survey’ and ‘User Behavior Survey’.

Since 2022, the Commission has conducted separate market and user behavior surveys targeting overseas OTT markets. These surveys serve as foundational data for domestic OTT platform providers in formulating effective strategies for entering international markets.

For the market survey, countries were selected through prior consultation with domestic OTT providers to assess the potential for overseas expansion. The survey analyzed industrial trends in each country, including the size and outlook of the OTT market, the current legal and regulatory landscape, and the level of infrastructure. In the user behavior survey, countries deemed promising for market entry were selected. The survey examined local user characteristics, including frequency of media device usage and consumption of K-content, current subscription plans, and preferences or intent to use Korean OTT platforms.

The key findings of each survey are as follows.

<Key Findings of the Overseas OTT Market Survey>

The 2024 Overseas OTT Market Survey was conducted using professional field researchers who carried out in-depth expert interviews targeting global and local OTT operators, legal professionals, and industry experts in Saudi Arabia, Türkiye, Spain, and Portugal.

Overview of the Overseas OTT Market Survey

- Survey Countries: Saudi Arabia, Türkiye, Spain, Portugal
- Respondents: OTT service providers, content producers, legal experts, and related industry professionals in each country
- Methodology: Desk research and in-depth interviews
- Survey Topics: Legal and institutional regulatory environments, OTT market conditions, internet infrastructure, etc., by country

Saudi Arabia is a youthful country where nearly 60% of the population is under the age of 40. With a 100% internet penetration rate and high purchasing power, the OTT market is expected to continue growing steadily. However, to operate an OTT service, it is mandatory to obtain licenses from the General Authority of Media Regulation (GAMR) and the Communications, Space & Technology Commission (CST). In addition, content regulation is known to be strict, reflecting the country’s conservative culture and rigorous religious codes.

Due to recent economic instability, including inflation and currency depreciation, the burden of OTT subscription fees is rising in Türkiye. Internet speeds are also reported to be below the global average. Similar to Saudi Arabia, OTT providers must obtain authorization from the Radio and Television Supreme

Council (RTÜK) and designate a legal representative within Türkiye. While content restrictions apply to topics such as religion and criticism of the state, the country offers production subsidies, including reimbursement of up to 30% of production costs.

Spain has a highly diverse linguistic landscape, making high-quality dubbing into standard Spanish essential for OTT platforms. Regulations require that over 30% of the total content on a platform must consist of European works, and at least 15% must be in the Spanish language. Although regulatory standards are relatively strict, OTT consumption is expanding, particularly among the younger, more open-minded generation.

In Portugal, global OTT platforms account for over 93% of the market share, and users tend to prefer foreign content over domestic productions. While there are no specific regulations for OTT services, strict compliance with personal data protection laws is required. Similar to Spain, at least 30% of the total content must consist of European works. Given that the average income level in Portugal is lower than the European average, pricing strategies that attract users via ad-supported video-on-demand (AVOD) and then transition them to subscription-based video-on-demand (SVOD) are considered to be effective.

<Key Findings of the 2024 Overseas OTT User Behavior Survey>

In the 2024 Overseas OTT User Behavior Survey, over 1,600 respondents in each of four countries—Saudi Arabia, Thailand, Malaysia, and Australia—participated in an online survey using a structured questionnaire. Respondents were selected through demographic sampling techniques based on gender and age distribution proportional to the characteristics of OTT users in each country.

※ 1,600 respondents in Saudi Arabia, 1,700 in Thailand, 1,600 in Malaysia, and 1,604 in Australia (total: 6,504)

Overview of the Overseas OTT User Behavior Survey

- Countries surveyed: Saudi Arabia, Thailand, Malaysia, Australia
- Respondents: Over 1,600 paid and unpaid OTT users per country (total: 6,504)
- Methodology: Online survey using a structured questionnaire
- Topics surveyed: Platform preferences, consumption behavior of domestic and foreign content, willingness to pay for K-OTT services

In Saudi Arabia, individuals use an average of 3.4 OTT platforms, with the local service Shahid* recording a usage rate of 68.1%, ranking second after Netflix (78.3%) and demonstrating strong market presence. A high proportion of users reported watching content with family (60.9%) and showed strong interest in using K-OTT services (70.1%). These results suggest that K-OTT content strategies focusing on family-oriented themes, reflecting Islamic cultural and religious values, may be particularly effective in this market.

* Shahid is an OTT service operated by Saudi Arabia's MBC Group.

In Thailand, users access an average of 4.4 OTT platforms, with Netflix (88.0%) and TrueID* (60.5%) ranking first and second, respectively. Smartphones (54.3%) are the primary devices used for viewing OTT

content, and willingness to use K-OTT services was exceptionally high at 83.1%. Notably, 90.7% of respondents indicated that translation quality is an important factor when watching foreign content.

*** TrueID is a digital platform provided by Truemove, a major telecommunications provider in Thailand.**

In Malaysia, users access an average of 4.2 OTT platforms. Netflix (79.5%), iQIYI* (39.7%), and Astro GO** (37.7%) ranked as the top three most-used platforms. K-content usage stood at 72.5%, and 61.9% of respondents expressed willingness to use K-OTT services. Notably, respondents rated K-content higher than domestic content in key areas such as storyline, originality, and acting performance. Both monthly subscription-based (69.3%) and ad-supported free (68.2%) pricing models were used at similar levels, indicating a balanced preference.

*** iQIYI is a Chinese video platform launched with investment from Baidu.**

**** Astro GO is an OTT platform launched in 2012 by Malaysia's leading broadcaster, Astro.**

In Australia, users access an average of 4.6 OTT platforms. Netflix (78.3%), Disney+ (48.0%), and Prime Video (46.6%) showed the highest usage rates. Based on video consumption patterns, there was a clear preference for domestic content (92.9%) and U.S. content (71.6%), while the usage rate for Korean video content remained relatively low at 16.6%. Television was the most commonly used viewing device (47.3%), highlighting a distinctive trend compared to other surveyed countries, where smartphones (25.6%) were the primary devices.

Detailed survey results are available on the Commission's Broadcast Statistics Portal (mediastat.or.kr) under Statistics > Reports > OTT.

Figure III-10. Publication of Overseas OTT Usage Behavior and Market Research

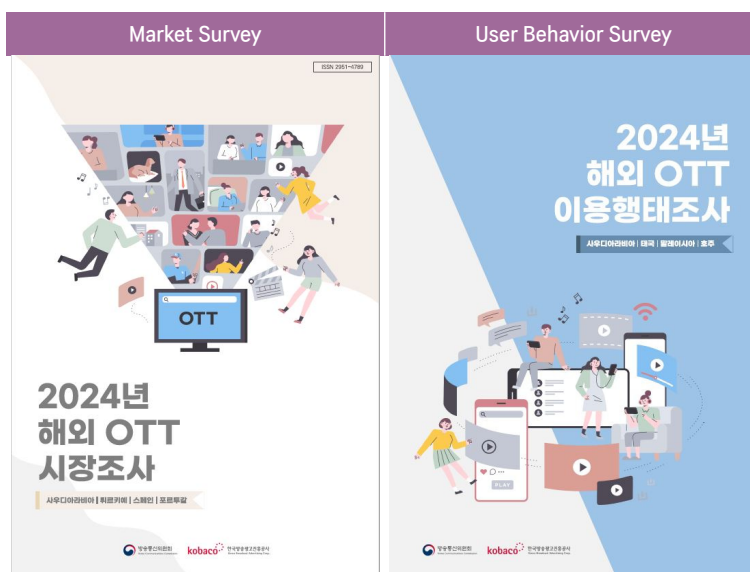
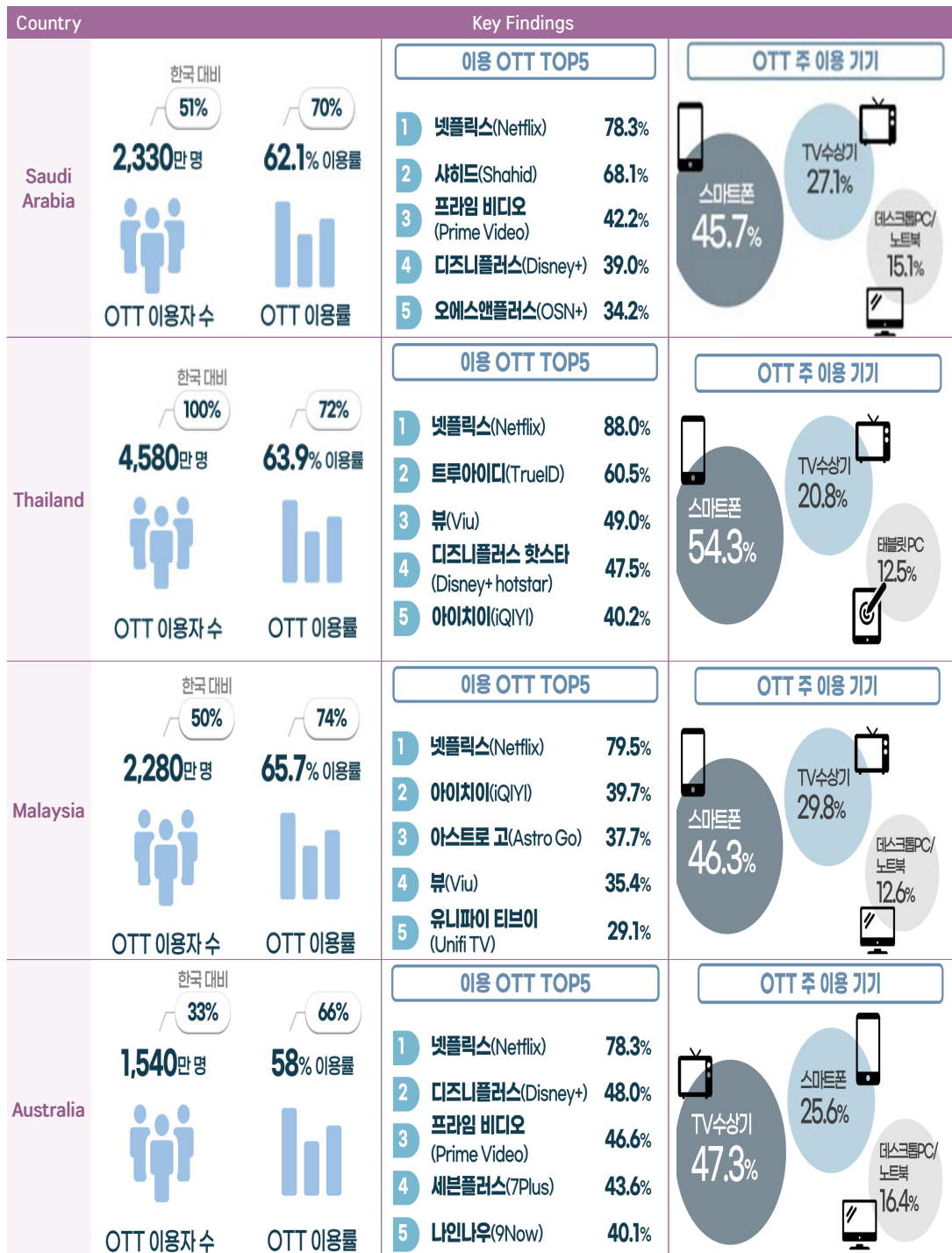


Figure III-11. Summary of 2024 Overseas OTT Market Survey Results

Country	Key Findings	
Saudi Arabia	High entry barriers for global OTT service providers entering Saudi Arabia	
	 License required to operate services OTT services can only be offered with a GAMR* license *GAMR: General Authority of Media Regulation	 Strict content regulations for OTT platforms Content is heavily censored and regulated based on Islamic Sharia law, including prohibitions on depictions of homosexuality, alcohol, gambling, etc. *Sharia: Islamic legal system that governs the lives of Muslims
Türkiye	 Taxation: 20% corporate tax + religious tax In addition to corporate tax, companies are required to pay ZAKAT*, a religious levy *ZAKAT: Mandatory charity contribution for Muslims based on their assets	 Safe Harbor Law OTT service providers may be exempt from legal liability if they clearly outline illegal content reporting procedures and respond promptly to such reports
Spain	OTT operators are required to obtain a license from the Radio and Television Supreme Council (RTÜK)	
	 OTT Operator License Global OTT providers must apply for a license from the Radio and Television Supreme Council* and designate a legal representative within Türkiye *RTÜK: Radio and Television Supreme Council (Radyo ve Televizyon Üst Kurulu), the regulatory authority for all broadcast media including TV, radio, and OTT	 Content regulation and censorship Sensitive topics such as religion, criticism of the state, and LGBTQ-related content may be subject to censorship
Portugal	 Taxation: 25% flat corporate tax VAT ranges from 1% to 20% depending on the industry	 Social Media Law* applies OTT services are subject to regulations and censorship under the Social Media Law* concerning content publication *Social Media Law (Sosyal Medya Yasası): A law that mandates the appointment of local legal representatives and imposes obligations for managing illegal content
Portugal	OTT services are subject to relatively strict regulations	
	 Mandatory registration with CNMC* To provide OTT services in Spain, providers must register as telecommunications operators *CNMC: Comisión Nacional de los Mercados y la Competencia (National Commission on Markets and Competition)	 Obligatory quota for Spanish and European content At least 30% of the entire content catalog must consist of content produced in Spain or the EU
Portugal	 Mandatory investment in European content OTT providers must invest 5% of their annual revenue (excluding VAT) in European content production	 Supervision and regulation by AEPD* Providers must comply with strict regulations regarding the collection and processing of user data under the supervision of Spain's data protection authority *AEPD: 스페인 데이터 보호국(Agencia Española de Protección de Datos) *AEPD: Agencia Española de Protección de Datos (Spanish Data Protection Agency)
Portugal	No specific regulations targeting global OTT providers, but EU-level regulations apply	
	 Compliance with AVMSD* At least 30% of the total content catalog must consist of content produced in Europe *AVMSD: Audiovisual Media Services Directive - EU directive regulating European content quotas and consumer protection for broadcasting and OTT services	 1% of annual revenue must be paid to ICA* OTT service providers are required to contribute 1% of their annual revenue to ICA (Instituto do Cinema e do Audiovisual) *ICA: Instituto do Cinema e do Audiovisual - Portugal's national body responsible for supporting and regulating the production, distribution, and promotion of Portuguese films and audiovisual content
Portugal	 Compliance with GDPR* Strict compliance with data protection laws is required under the EU's GDPR *GDPR: General Data Protection Regulation - EU regulation governing the processing and protection of personal data within the European Union	 No country-specific regulations targeting foreign OTT providers Portugal is actively promoting foreign investment and market competition to support industry growth

Figure III-12. Summary of 2024 Overseas OTT User Behavior Survey Results



4) Release of the OTT Market Overview and Broadcasting Market Impact Analysis Results

On Friday, December 13, the Commission and the Korea Information Society Development Institute (KISDI), represented by Acting President Kim Jeong-Eon, jointly announced an analysis of major trends in online video services (hereinafter ‘OTT services’) and their impact on the broadcasting market.

Typically, the impact of OTT services is included in the Broadcasting Market Competition Assessment (hereinafter ‘Competition Assessment’). However, considering the growing influence of OTT services on the broadcasting sector, this analysis was released in advance of the 2024 Competition Assessment (scheduled for publication in 2025) to provide timely insights.

This analysis utilized data from the Public Disclosure of Broadcasting Operators’ Financial Status, the Survey on Broadcasting Media Usage Behavior, audit reports and IR materials from service providers (all based on 2023 data), as well as a user and business survey conducted in July 2024.

<Key Trends in OTT Services>

- ☐ The influence of OTT services on the broadcasting market has continued to grow.
 - In 2023, total revenue in the broadcasting industry declined by 4.7% compared to the previous year, while revenue from major OTT services (Netflix, Wavve, TVING, Watcha) increased by 6.4% over the same period.
 - The usage rate of OTT services has steadily increased (69.5% in 2021 → 72.0% in 2022 → 77.0% in 2023), and the proportion of paid OTT users has also shown continuous growth (50.1% in 2021 → 55.9% in 2022 → 57.0% in 2023).
- ☐ According to the 2024 survey, paid OTT users subscribed to an average of 2.8 services, indicating continued active multi-subscription behavior. A majority of respondents reported that their payment amount increased (40.0%) or remained about the same (52.5%) compared to the previous year, indicating an overall upward trend.
 - Smartphones remain the most used devices for OTT viewing, but the share of viewing via TV has been steadily rising (Smartphone: 50.1% in 2023 → 45.6% in 2024; TV: 25.6% in 2023 → 29.36% in 2024).
- ☐ Meanwhile, the monthly active users (MAU)* of major paid OTT services showed rapid growth until 2021 but have seen moderate fluctuations and a slower growth rate since 2022. In contrast, YouTube, a free ad-based service, has continued to experience steady increases in both MAUs** and daily average usage time***.

* MAUs of major paid OTT services (Netflix, Wavve, TVING, Watcha, Coupang Play, Disney+): 30.39 million (Dec 2021) → 30.19 million (Dec 2022) → 34.58 million (Dec 2023) → 32.39 million (June 2024)

** YouTube MAUs: 43.65 million (Dec 2021) → 45.14 million (Dec 2022) → 45.65 million (Dec 2023) → 46.25 million (June 2024)

*** Daily average time spent on YouTube: 68.7 minutes (Dec 2021) → 72.1 minutes (Dec 2022) → 79.7 minutes (Dec 2023) → 80.8 minutes (June 2024)

<Impact of OTT Services on the Pay-TV Market>

- As OTT usage becomes more widespread, it is exerting significant competitive pressure on the pay-TV market, leading to declines in pay-TV subscriptions, viewing time, and the number of channels viewed.
- The number of individual pay-TV subscribers (primarily general households) has been steadily declining since 2021*, and revenues from pay-TV VOD services—which offer content similar to OTT platforms—dropped sharply from KRW 815.1 billion in 2018 to KRW 484.5 billion in 2023.

* **Average number of individual pay-TV subscribers (second half): 16.56 million (2021) → 16.50 million (2022) → 16.43 million (2023)**

- According to the 2024 survey, 40.5% of respondents said their real-time TV viewing time through pay-TV services decreased after using OTT services, while 33.9% reported a reduction in the number of TV channels they watch.
- Moving forward, the substitution effect of OTT services on pay-TV is expected to increase, driven by differentiated content offerings, exclusive sports broadcasting rights, and the expansion of real-time OTT programming.
- Free ad-supported OTT services such as YouTube are more likely to be chosen as alternatives to paid OTT services than traditional pay-TV platforms.
- When asked what they would use if their current paid OTT service became unavailable, only 0–5.9% of respondents indicated they would switch to pay-TV, depending on the service. In contrast, 24.4–46.8% of respondents said they would switch to YouTube, indicating that ad-supported free OTT platforms should be considered when analyzing paid OTT usage patterns.

<Impact of OTT Services on Video Content Production Transactions>

- As OTT providers increasingly offer original content, competition between broadcasters and OTT platforms to secure high-quality content has intensified.
- There are now more cases where OTT original content is scheduled for broadcast, or broadcast programs are made available via OTT platforms. This has increased the similarity between OTT originals and traditional broadcast programming.
- According to the 2024 survey, among 34 production companies that transact with OTT providers, 38.2% also conduct business with broadcasters. This indicates increased flexibility for production companies to switch between platforms.
- Furthermore, production companies responded that if supplying content to terrestrial broadcasters is not an option, they prefer OTT providers over program providers (PPs). This suggests a high degree of substitutability between broadcasters and OTT providers from the demand side in video content

distribution.

※ Preferred platforms when content cannot be supplied to terrestrial broadcasters: <Drama> OTT (75.5%), PP (12.5%) / <Non-drama> OTT (42.1%), PP (34.2%)

- Meanwhile, Korean content accounted for the second-highest share of Netflix's total viewing time for TV series globally, following the United States. This indicates that demand for Korean content on Netflix is likely to remain high in the near term. Combined with the recent decline in content production demand among domestic providers, Netflix's influence in the Korean video content transaction market is expected to strengthen.

※ Share of Netflix TV series viewing time by country (first half of 2024): United States (54.5%), Korea (11.4%), United Kingdom (6.6%), Japan (5.6%), Spain (3.4%), France (1.9%)

<Key Issues in the Advertising Market>

- In the domestic advertising market, the share of online advertising* has continued to rise, while the share of broadcast advertising** has steadily declined.

* Online advertising share: 51.6% (end of 2021) → 52.7% (end of 2022) → 56.3% (estimated end of 2023) → 57.1% (estimated end of 2024)

** Broadcast advertising share: 26.1% (end of 2021) → 24.3% (end of 2022) → 20.7% (estimated end of 2023) → 19.8% (estimated end of 2024)

- According to the 2024 survey, an increasing number of advertisers perceive OTT advertisements—such as those on YouTube—as more effective than real-time broadcast ads (34.3% in 2016 → 40.2% in 2024). This indicates that the proportion of advertisers choosing OTT advertising over traditional broadcast advertising is likely to continue rising.
- The introduction of ad-supported pricing models by paid subscription-based OTT services such as Netflix and TVING is expected to accelerate the competitive pressure OTT advertising places on broadcast advertising. As the distribution channels for ad-inserted content become more diversified, the influence of traditional broadcast advertising is anticipated to further decline.

<Trends in Free Ad-Supported Streaming TV (FAST) Services>

- Considering factors such as usage rate (34.5% among pay-TV users), usage frequency (47.7% of FAST users use the service 1–2 times per month), and perceived service quality (lower than other services in terms of content quality, diversity, and resolution), the current influence of FAST services in the domestic market appears to be limited.
- However, if FAST platforms begin offering more diverse and higher-quality content, and the pricing of alternative services such as pay-TV continues to rise, the influence of FAST in the Korean market could expand.

□ In addition, FAST is emerging as a channel through which Korean platforms and content providers are entering overseas markets, suggesting that its long-term growth potential warrants close attention.

The Commission plans to incorporate the results of this OTT impact analysis into the 2024 Broadcasting Market Competition Assessment. The results of the 2024 assessment will be reviewed by the Competition Assessment Committee and approved by the Commission, and are scheduled to be published in the first half of 2025.

D. Protection of Location Information and Promotion of Industry

1) Release of the 2023 Emergency Rescue Location Information Quality Assessment Result

The Commission announced the results of its assessment of the quality of emergency rescue location information provided by the three major mobile carriers to emergency response agencies (the National Fire Agency and the Korea Coast Guard) and police stations. The assessment revealed that, compared to the previous year, there were overall improvements in ① standard compliance rate, ② accuracy, and ③ response time.

Table III-4. “Location Standard Fulfillment Rate,” “Location Accuracy,” and “Location Response Time” in Quality Measurement

- ① Location Standard Fulfillment Rate: The percentage of location data that meets both the distance error criterion (within 50 meters) and the response time criterion (within 30 seconds)
- ② Location Accuracy: The distance error between the actual rescue location and the provided location information
- ③ Location Response Time: The time taken from when a rescue agency requests location information from a telecom provider to when the response is received

Since 2019, the Commission has been measuring the quality of emergency rescue location information and disclosing the results to support swift and accurate rescue operations by emergency rescue agencies and police stations. This initiative encourages the three major telecommunications companies to invest in and improve their precise location technologies for emergency rescues.

Table III-5. Overview of Measurement

- (Measurement Period) : August to November 2023
- (Measurement Target) The assessment was divided into two parts: measuring the quality of emergency rescue location information provided by the three major mobile carriers, and evaluating the emergency location information provision function of mobile devices released in the domestic market.

Category		Target Devices
Quality Measurement by Three Major Mobile Carriers		Samsung GalaxyS23 Ultra
Device Functionality Measurement	Foreign Phones (2 types)	Apple iPhone 15 Pro Max, Xiaomi Poco F5 Pro
	OMD Phones (7 types)	Samsung GalaxyS23(S23, S23 Plus, S23 Ultra), A24, A34, Z flip5, Z fold5
	USIM Mobile Phones (22 types)	(SKT-specific)Samsung GalaxyS23(S23, S23 Plus, S23 Ultra), A24, A34, Z flip5, Z fold5, Quantum4 (KT-specific)Samsung GalaxyS23(S23, S23 Plus, S23 Ultra), A24, A34, Z flip5, Z fold5 (LG U+ -specific)Samsung GalaxyS23(S23, S23 Plus, S23 Ultra), A24, A34, Z flip5, Z fold5

※ Most mobile devices released in Korea as of October 2023 were included in the measurement.

- (Measurement Method) The devices' 'GPS (location)' and 'Wi-Fi' functions were set to "off" to measure how quickly and accurately they could provide location information.
 - (Three Major Mobile Carriers) A total of 140 locations were selected, reflecting various environments (urban, terrain, indoor and outdoor). Each location technology (base station, GPS, Wi-Fi) was measured 50 times (fulfillment rate with location standards, location accuracy, response time)
 - (Device) At two randomly selected locations, each positioning technology was tested 10 times to determine whether location information was successfully provided.

This quality assessment, conducted from August to November 2023, was divided into two parts: the measurement of the quality of emergency rescue location information provided by the three major mobile carriers, and the evaluation of the emergency location information provision functionality of mobile devices released in the domestic market.

The quality measurement of emergency rescue location information provided by the three major mobile carriers was conducted at 140 locations, simulating emergency situations across various environments including urban areas, terrain, and both indoor and outdoor settings. The measurement method involved turning the GPS and Wi-Fi functions of the test devices temporarily 'on' from an 'off' state during simulated emergencies, to assess how quickly and accurately each carrier's network could provide location information to emergency agencies using different positioning technologies (base station, GPS, and Wi-Fi).

The measurement of emergency rescue location information provision functionality in mobile devices is conducted using two randomly selected locations. The test targets include USIM-switched devices*, open market devices, and foreign devices, to assess whether each can provide emergency location information.

*** Devices originally manufactured for a specific mobile carrier, with the USIM replaced to use a different carrier's network.**

The results of this quality assessment showed that the location standard fulfillment rates for the three major mobile carriers—defined as meeting both the distance criterion (within 50 meters) and the response time criterion (within 30 seconds)—remained at a generally favorable level. For GPS-based positioning, the rate slightly decreased from 98.2% to 97.7%, while for Wi-Fi-based positioning, the rate increased from 93.6% to 96.8% compared to the previous year.

Table III-6. Average Emergency Rescue Location Information Quality Measurement Results of the Three Major Mobile Carriers

		2022		2023
○ Location Standard Fulfillment Rate(%)	GPS	98.2%	⇒	97.7%
	Wi-Fi	93.8%		96.8%
○ Location Accuracy(m)	GPS	21.6m		11.3m
	Wi-Fi	34.2m		20.1m
	Base Station	107m		52.3m
○ Location Response Time(s)	GPS	5.8s		4.6s
	Wi-Fi	4.1s		4.2s
	Base Station	3.2s		3s

In addition, location accuracy—defined as the distance error between the actual location of the measurement site and the determined position—showed significant improvement: from 21.6m to 11.3m for GPS, from 34.2m to 20.1m for Wi-Fi, and from 107m to 52.3m for base station positioning. Response time, which refers to the time taken to receive the requested location information, was either shortened or remained similar compared to the previous year: from 5.8 seconds to 4.6 seconds for GPS, from 4.1 seconds to 4.2 seconds for Wi-Fi, and from 3.2 seconds to 3.0 seconds for base station positioning.

In terms of quality evaluation by mobile carrier, the location standard fulfillment rate for GPS-based positioning was highest with LG U+ at 98.1%, followed by SKT at 97.6% and KT at 97.4%. For Wi-Fi-based positioning, SKT recorded the highest rate at 99.8%, followed by KT at 97.5% and LG U+ at 93.0%.

For location accuracy, GPS-based positioning showed the best performance with SKT at 10.5 meters, followed by LG U+ at 11.3 meters and KT at 11.6 meters. In the case of Wi-Fi-based positioning, SKT was most accurate at 13.2 meters, followed by KT at 20.6 meters and LG U+ at 32.3 meters. For base station positioning, KT recorded the highest accuracy at 34.3 meters, followed by SKT at 54.6 meters and LG U+ at 55.1 meters. As for location response time, SKT was the fastest across all positioning methods, recording 3.0 seconds for GPS, 2.4 seconds for Wi-Fi, and 1.5 seconds for base station positioning, with KT and LG U+ following behind in each category.

Table III-7. Emergency Rescue Location Information Quality Measurement Results of the Three Major Mobile Carriers

Category	Operator	① Location Standard Fulfillment Rate (%)		② Location Accuracy (m)		③ Location Response Time (s)	
		2022	2023	2022	2023	2022	2023
GPS	SKT	97.6	97.6	29.4	10.5	6.7	3.0
	KT	99.0	97.4	12.7	11.6	4.3	3.7
	LGU+	98.0	98.1	20.2	11.3	6.2	7.2
	Total	98.2	97.7	21.6	11.3	5.8	4.6
Wi-Fi	SKT	94.9	99.8	37.0	13.2	2.1	2.4
	KT	95.3	97.5	25.2	20.6	4.9	4.4
	LGU+	91.1	93	35.5	32.3	5.3	5.7
	Total	93.8	96.8	34.2	20.1	4.1	4.2
Base Station	SKT	-	-	86.0	54.6	1.6	1.5
	KT	-	-	72.7	34.3	3.4	3.7
	LGU+	-	-	338.4	55.1	4.5	3.9
	Total	-	-	107.0	52.3	3.2	3.0

According to the results of functionality measurements for mobile devices released in the domestic market, USIM-switched devices, which in last year's measurements only provided location information via base station positioning in some models, were found this year to support all three positioning methods-base station, GPS, and Wi-Fi.

Open market devices (OMDs) showed the same results as in 2022, providing location information via all three methods: base station, GPS, and Wi-Fi. As for foreign devices, Apple (iPhone) only provides GPS-based location information when the user initiates an emergency call, while Xiaomi (Poco F5) does not provide any location information, as neither GPS nor Wi-Fi-based positioning functions from domestic mobile carriers are supported.

The Commission noted that efforts to address the issue of devices being left in a blind spot for precise emergency positioning have yielded results. Since February 2022, most Korean-made devices released have been equipped with positioning functions compatible with mobile carriers' systems, enabling precise location information to be provided. Furthermore, for major domestic devices released since 2020-but prior to February 2022-that originally lacked such functionality, the Commission has worked in collaboration with mobile carriers and manufacturers to enable precise positioning through firmware and system updates.

In light of the results of this quality assessment, the Commission will continue to improve the quality of emergency rescue location information and promote both technological development and institutional enhancements. The aim is to ensure that location information can be provided quickly and accurately to emergency rescue agencies in various disaster and emergency situations, thereby protecting the lives of citizens. The Commission also intends to make precise positioning available on as many devices as possible

by addressing technological limitations and blind spots.

Figure III-13. Quality Evaluation Indicators for Emergency Rescue Location Information

- (Emergency Rescue Location Standard Fulfillment Rate) The ratio of location information requests from emergency rescue agencies that meet both the distance error* target (50 meters) and the location response time target (30 seconds) (Unit: %)

$$\text{Emergency Rescue Location Fulfillment Rate} = \frac{\text{Number of location information received that meets the distance error target and location response target}}{\text{Total number of location requests}} \times 100$$

- (Location Response Time) The difference between the time an emergency rescue agency requests location information and the time a response containing the location information is received (Unit: seconds)

$$\text{Location Response Time} = \text{Location Information Response Time} - \text{Location Information Request Time}$$

- (Location Accuracy) 90th percentile distance error from all distance errors between the actual location coordinates of the test point and the determined location coordinates (Unit: meters)

*** CEP (Circular Error Probable) 90%**:** The distance error that includes 90% of the location coordinates determined relative to the actual location coordinates within a minimum radius, this means that 90% of the determined location coordinates are within a circle with the actual location coordinates at the center and a radius equal to the CEP 90% value (with 90% confidence that the determined location coordinates will fall within that circle)

2) Hosting of 2024 Korea LBS Day

The Commission and the Korea Internet & Security Agency (KISA) hosted *2024 Korea LBS (Location-Based Services) Day* on Monday, December 16, 2024.

Figure III-14. Activities to Promote the Location Information Industry and Strengthen User Rights



This year's *2024 Korea LBS Day* expanded upon the annual awards ceremony for the location-based services competition jointly hosted by the Commission and KISA. The event brought together domestic location information providers, startups, public institutions, private companies, and investors to share innovative business models based on location information technologies and to foster collaboration and growth. It was designed to promote the discovery of new business opportunities leveraging location-based technologies and to support the growth of startups in the field.

The event featured a variety of programs, including an awards ceremony for outstanding location-based business models, a business meet-up session, an investor relations (IR) showcase, and promotional booth exhibitions.

The Meet-up session served as a platform to explore business opportunities and cooperation through networking among public institutions, large corporations, and SMEs. It provided business meeting opportunities between public and private sector organizations with a demand for innovative location-based services and startups seeking to participate in such projects. The session was divided into two tracks: the private sector* and the public sector**, to facilitate more targeted discussions.

* Private sector participants: KT Corp., Mercedes-Benz Korea, LG Science Park, Hyundai Motor Group

** Public sector participants: Korea Environment Corporation, Korea Water Resources Corporation, Korea Asset Management Corporation, Korea Airports Corporation, Korea Racing Authority

Figure III-15. Hosting of 2024 Korea LBS Day



In the IR showcase, startups delivered investor relations presentations and held Q&A sessions with major domestic investors, including Shinhan Venture Investment. Through these presentations, they showcased various location-based business models and secured valuable opportunities for investment attraction.

In addition, the event featured legal and institutional education sessions for location information service providers, covering topics such as location information protection measures. A promotional booth

exhibition was also held, sharing success stories from previous contest-winning companies* and offering visitors the opportunity to experience firsthand the innovative services developed using location-based technologies by public institutions and private enterprises**.

*** Past contest-winning companies: Dr. Now (CEO Jiho Jang), WeMeet Mobility (Director Sanghyun Son), and Mobiltech (CEO Jaeseung Kim)**

**** Participating institutions and companies: SK Telecom, Korea Land and Geospatial Informatix Corporation (LX), Korea Tourism Organization, Mercedes-Benz Korea, Hoban Construction, Hana Tour**

The event also included an awards ceremony for the 30 winning teams of the ‘2024 Korea Location-Based Business Model Discovery Contest’, which was held from July 11 to August 14, 2024.

In the Idea category, the Grand Prize was awarded to the ‘BaekGuide’ team. ‘BaekGuide’ is a short-form video-based tourism content service designed for foreign tourists visiting Korea. By linking the popular social trend of short-form content with location-based services, the platform provides user-generated video recommendations and experiential content. It was highly praised for its potential to create new markets and positively influence related industries.

In the Commercialization Support – Public & Safety category, the Grand Prize was awarded to Mobawheel Co., Ltd. for its EG-Way Road Information Platform. This service provides real-time road surface condition data using sound wave and AI-based sensors. The company was recognized for its original technology development and for concretely planning and implementing its commercialization strategy.

In the Commercialization Support – Everyday Life category, the Grand Prize was awarded to LBSTech Co., Ltd. for its Door Scanner service. This mobile application collects information on building entrance types, access routes (such as stairs and curbs), and the location of restrooms inside buildings to assist individuals with mobility challenges, such as persons with visual or physical disabilities and the elderly. The service was highly evaluated for its potential to enhance mobility rights.

The Commission’s Grand Prize was awarded to the three Grand Prize-winning teams, while the President of KISA presented Excellence and Merit Awards to 27 other teams. A total of KRW 163 million in prize money was awarded

The Commission stated that the goal of this event was to discover innovative business models based on location information and support their commercialization, with a particular focus on promoting startup growth and investment attraction. The event also aimed to strengthen cooperation between large and small businesses, and to connect public sector needs with innovative startup technologies in order to build a sustainable location-based business ecosystem.

Table III-8. Winners of the 2024 Korea Location Information Business Model Contest (Idea Category)

Rank	Team Name	Service	Description	Award
1	BaekGuide	BaekGuide	A service that provides short-form tourism content based on the user's location	Grand Prize (Chairman's Award)
2	Gosirock	Gosirock	A lunchbox delivery platform that collaborates with small businesses	Top Excellence Award (KISA President's Award)
3	Team Eosip	Eosip (Location-based outdoor escape game using IoT electric bicycle)	A location-based outdoor escape game that strengthens player interaction using IoT electric bicycles	Excellence Award (KISA President's Award)
4	ProSeed	Smart Pole Model Linking PV-ESS-BSS	An integrated urban energy and transportation infrastructure model that enhances smart poles with photovoltaic generation, incorporates ESS, and integrates BSS	
5	Own Your Tox	'Own Your Tox' - A MAP-Based ESG Toxic Chemical Tracking Service	An integrated ESG management support platform that tracks emissions of hazardous chemicals using a MAP-based RSEI methodology	

Table III-9. Winners of the 2024 Korea Location Information Business Model Contest (Commercialization Support – Public & Safety Category)

Rank	Team Name	Service	Description	Award
1	Mobawheel	EG-Way Road Information Platform	Provides real-time road surface condition data with over 98% accuracy using sound wave and AI-based sensors	Grand Prize (Chairman's Award)
2	TJ Labs	Flow	A BLE signal-based spatial management service that collects and analyzes movement data from smart devices, without apps, cameras, or privacy concerns	Top Excellence Award (KISA President's Award)
3	AM Autonomy	MapTorch	A mobile 3D mapping system that can be handheld or mounted on robots/drones for flexible spatial use	
4	JiaSoft	Help Me Safety App	"Help Me" app-linked safety ring that allows quick emergency requests, even when detached from the phone	
5	CAMBER	Smart Camping AI Platform	AI-based platform for safe and easy smart camping for everyone	Excellence Award (KISA President's Award)
6	Owls	Owl's eyes for safe driving	FMS system for two-wheel vehicles providing accident alerts, habit analysis, and predictive driving risk warnings	
7	Studio Galilei	Baro DRT	AI-based dynamic transport service that generates optimal real-time routes based on user demand, without fixed routes	
8	SloT Infotech	Festival Visitor & Impact Analysis Solution	Analyzes visitor patterns and local economic impact for local festivals and public events	Encouragement Award (KISA President's Award)
9	TechTree Innovation	AROUND Platform	High-precision, high-resolution 3D metaverse spatial platform with customizable solutions	

Rank	Team Name	Service	Description	Award
10	FestivalOn	Dafe Care Dvice Package	Wi-Fi sensing + AI safety care package that collects behavioral data without identifying personal information	Encouragement Award (KISA President's Award)
11	A-Tech	Location-Based eSOP Emergency Response System	Real-time integrated command system using field responder location data for complex disaster situations	
12	Erop Robotics	Smart City Fire Monitoring Robot	Autonomous AI robot for fire detection and suppression, transmitting real-time video, temperature, and location	
13	Tayson	Drone + Station Integrated Control Solution	An autonomous drone patrol system integrated with drone stations for scheduled flights and monitoring	
14	Flowork Lab	Smart Leak Detection & Job Creation Solution	Smart leak management solution combining senior job creation and pipeline monitoring using location data	
15	C-Air Hub	igital Solution for Import/Export Logistics Management: G-Help	A digital solution for tracking international logistics and improving visibility in import/export cargo management	

Table III-10. Winners of the 2024 Korea Location Information Business Model Contest (Commercialization Support – Everyday Life Category)

Rank	Team Name	Service	Description	Award
1	LBSTech	Door Scanner	A location-based accessibility information app service using VPS technology to support pedestrians such as the visually impaired, physically disabled, and elderly	Grand Prize (Chairman's Award)
2	DNC Biotechnology	URINE CHEKCER (Cup-Type Personal Urine Analyzer)	A personal urine analyzer in cup format that improves upon the conventional strip-type testing process	Top Excellence Award (KISA President's Award)
3	PIPS Dimension	3D Indoor Navigation Service	A 3D indoor navigation service using precision indoor positioning technology based on geomagnetic data, certified as a NET (New Excellent Technology)	
4	L&DC	LANDUP	An automated real estate development feasibility solution utilizing big data and AI	Excellence Award (KISA President's Award)
5	Z City	Location-Based Pop-Up Store Info for MZ Generation	A location-based solution providing real-time pop-up store information for MZ generation users	
6	REFEED	REFEED App	A data collection solution for the traceability of used cooking oil (UCO), a main feedstock for sustainable aviation fuel (SAF)	Encouragement Award (KISA President's Award)
7	OneLoop	On-Demand Office Service	A location-based brokerage service for hourly workspaces such as cafés, shared offices, and studios	

Rank	Team Name	Service	Description	Award
8	Parking Makers	Location-Based EV Charging Information and Shared Charging Platform Service 'Jumansa'	A shared EV charging station platform that provides information on nearby charging stations based on user location and integrates parking and charging through a shared model	Encouragement Award (KISA President's Award)
9	PetON	Pet-Friendly Location Info Platform	A big data-based platform and database updated monthly, providing information on places where pets are allowed	
10	JAUS	AI-Based Travel Map Generator	A generative AI service that creates personalized travel maps with restaurant and trip content based on user questions and preferences	

3) Imposition of Penalties and Corrective Orders on Location Information Service Providers Including Apple and Google

On Tuesday, May 14, and Wednesday, June 12, the Commission held a written meeting and a full committee meeting, respectively, during which it imposed corrective orders, administrative fines totaling KRW 856 million, and penalty surcharges of approximately KRW 355 million on 188 location information service providers that were found to have violated location information protection regulations.

These administrative actions were based on the findings of the *2022 Annual Inspection of Location Information Service Providers*, which was conducted in accordance with the amendments to the *Act on the Protection and Use of Location Information* enacted in 2022. The inspection assessed compliance with obligations such as the implementation of protection measures for location information, the deletion of personal location information, and proper registration of location information businesses. The total number of businesses inspected was 1,287, consisting of 278 personal location information providers, 32 object location information providers, and 977 location-based service providers.

Table III-11. Violations by Inspection Item and Service Provider Type

Inspection Item	Personal Location Info Providers	Object Location Info Providers	Location-Based Service Providers	Total
1. Notification of changes in business name or address	15	2	25	42
2. Notification of changes to location information system	-	-	1	1
3. Approval/reporting of transfer, acquisition, merger, or division	3	-	3	6
4. Reporting or approval of business suspension/closure	23	1	126	150
5. Disclosure of terms of service	9	1	6	16
6. Inclusion of required items in terms of service	28	-	17	45
7. Disclosure of changes to terms of service	2	-	1	3

Inspection Item	Personal Location Info Providers	Object Location Info Providers	Location-Based Service Providers	Total
8. Disclosure of personal location information policy	10	-	14	24
9. Non-cooperation in submitting inspection materials	-	-	6	6
10. Implementation of administrative/technical protection measures	23	3	28	54
Deletion of personal location information	4	-	2	6
Total	117	7	229	353

As a result of the inspection, a total of 353 violations were identified. By type of service provider, there were 229 violations by location-based service providers, 117 by personal location information providers, and 7 by object location information providers. In terms of violation types, the most frequent was failure to report or obtain approval for business suspension or closure (150 cases), followed by failure to implement administrative and technical protection measures (54 cases), and failure to include required items in the terms of service (45 cases).

Table III-12. Status of Administrative Sanctions by Type of Service Provider

Service Provider Type	Penalty Surcharges (KRW)		Administrative Fines (KRW)		Corrective Orders
	No. of Providers	Amount	No. of Providers	Amount	
Personal Location Information Providers	23	196,432,330	59	143,250,000	5
Object Location Information Providers	2	19,921,320	4	6,000,000	2
Location-Based Service Providers	27	639,675,300	100	205,500,000	7
Total	52	856,028,950	163	354,750,000	14

The Commission imposed a penalty surcharge of KRW 856 million on 52 location information service providers, including Apple and Google, for violations of location information protection regulations. It also imposed administrative fines of approximately KRW 355 million on 163 providers and issued corrective orders to 14 providers.

Regarding these administrative actions, the Commission stated that strict measures were necessary to protect user privacy in cases where providers failed to implement adequate location information protection measures. However, it also emphasized that in cases where providers voluntarily corrected their violations, penalties were reduced to encourage proactive compliance and self-correction.

Looking ahead, the Commission plans to further strengthen protections for location information subjects and, in addition to regulatory enforcement, will actively pursue policies that support service providers—such as measures to enhance user convenience and promote the growth of the location information industry.

3. Creating a Fair Competition Environment in Broadcasting, Telecommunications, and Media

A. Establishing a User-Centered Order in the Broadcasting and Telecommunications Market

1) Fraud alert issued for Galaxy S24 users

On Tuesday, January 30, the Commission issued a consumer advisory warning that users may fall victim to mobile phone fraud through false or exaggerated advertisements surrounding the release of Samsung's new Galaxy S24 smartphone series.

So-called "hotspot stores" operate discreetly through online communities such as forums, blogs, and group chats, claiming to offer the latest smartphones at significantly discounted prices. In reality, they often mislead users by presenting discount programs—such as optional contract discounts or credit card partnership discounts—as if the device itself is being sold at a lower price by the distributor.

There are also cases in which consumers are lured into subscribing to expensive rate plans or add-on services under the pretext of receiving a "free phone" or complimentary devices such as smartwatches or tablets.

To prevent harm caused by these deceptive practices, consumers should carefully review discount conditions, remaining installment balances, and total cost obligations whenever a deal appears suspiciously inexpensive.

The Commission urged the three major mobile carriers to help stabilize the market and prevent consumer harm due to intense competition during the launch of the new device. It also designated a three-week 'Special Stabilization Period' from Friday, January 19 to Thursday, February 8, during which market monitoring and on-site inspections were intensified.

2) Issuance of Fraud Alert for Galaxy Fold & Flip 6 Users

On Wednesday, July 24, the Commission issued a consumer fraud alert warning that the release of Samsung's Galaxy Fold and Flip 6 may be accompanied by deceptive advertising and fraudulent mobile phone sales, urging users to exercise caution.

Online 'hotspot stores' discreetly promote smartphone sales through channels such as online forums, blogs, and social media groups, claiming to offer the latest devices at unusually low prices. In reality, they may deceive consumers by presenting telecom subsidies, optional contract discounts, or credit card partnership discounts as if they are direct discounts provided by the store itself, or by requiring the signing of additional contracts to receive such benefits.

Figure III-16. What are 'Hotspot Stores'?



In some cases, consumers are enticed to subscribe to expensive mobile plans or additional services with offers of free devices such as smartwatches or tablets.

To prevent damage caused by these deceptive sales practices, consumers are advised to thoroughly check the conditions of discounts and the actual installment price when offered deals that seem excessively cheap.

As the release of a new smartphone approaches-and with the upcoming amendment to the Mobile Device Distribution Act (effective July 24), which will allow administrative fines to be imposed for failing to display pre-consent forms online-the Commission plans to strengthen monitoring and inspections. Working together with mobile carriers and the Korea Communications Consumer Federation (KCCF), the Commission will focus on identifying whether pre-consent forms are properly displayed on online 'hotspot stores' and will conduct field inspections to detect false, exaggerated, or misleading advertisements and other legal violations.

3) Fraud Alert Issued for iPhone 16 Users

In anticipation of the upcoming release of Apple's iPhone 16 in September, the Commission issued a warning that users may fall victim to fraudulent mobile phone sales involving false, exaggerated, or misleading advertisements, and urged consumers to exercise caution.

So-called 'hotspot stores' operate discreetly through online communities such as forums, blogs, and social media groups, claiming that the latest smartphones are available at unusually low prices. In reality, they may deceive consumers by presenting optional contract discounts or credit card partnership discounts provided by mobile carriers as if they are direct discounts from the store.

To prevent consumer harm from these deceptive practices, users are advised to carefully verify the terms of any offered discount, remaining installment balances, and to request further explanation if anything

is unclear—especially when the price seems suspiciously low.

The Commission urged mobile carriers to refrain from offering illegal subsidies and to help stabilize the market. Together with mobile carriers and the Korea Communications Consumer Federation, the Commission will monitor whether required pre-consent forms are properly posted by retail stores involved in online sales and consumer complaints. It will also strengthen field inspections to prevent user harm from fraudulent sales tactics, including false or misleading advertisements.

4) Blocking Hazardous Cross-Border E-Commerce Products at the Source to Ensure Public Safety

On Thursday, May 16, 2024, the government announced the *Plan to Strengthen Consumer Safety and Enhance Corporate Competitiveness in Response to the Surge in Cross-Border E-Commerce* at a Cabinet Ministers' Meeting on Major National Issues, presided over by Prime Minister Han Duck-soo, held at Incheon Airport Customs.

This initiative was established to respond to various emerging issues, such as the recent surge in cross-border e-commerce and the inflow of hazardous products. Since March, the government has formed an inter-ministerial task force led by the Office for Government Policy Coordination to assess the situation and discuss countermeasures.

*** The task force includes 14 ministries and agencies, such as the Korea Customs Service, Ministry of Trade, Industry and Energy, Ministry of Environment, Ministry of Food and Drug Safety, Fair Trade Commission, Korean Intellectual Property Office (KIPO), Commission, and the Personal Information Protection Commission.**

The pan-government task force reviewed and prepared policy measures across multiple areas, including securing consumer safety, strengthening consumer damage prevention and redress, enhancing corporate competitiveness, and reforming duty-free and customs clearance systems.

① Ensuring Consumer Safety

<Strengthened Management of Hazardous Products>

Until now, products directly affecting public safety and health have been entering Korea through cross-border e-commerce without adequate safety measures.* Going forward, the government will strengthen the management of hazardous products to ensure that only safe products are allowed into the country.

*** Products officially imported through standard customs procedures are subject to safety measures such as KC certification before being distributed in the domestic market.**

First, cross-border purchases of high-risk products that pose significant threats to public safety and health will be prohibited unless they are certified for safety. For example, 34 types of children's products

used by those aged 13 and under—such as strollers and toys—will be banned from overseas direct purchase if they do not have KC certification, in order to ensure strict safety management. Similarly, 34 types of electrical and household items with a high risk of causing fire, electric shock, or other accidents—such as electric water heating mats—will also be prohibited if uncertified. Additionally, 12 categories of household chemical products, such as disinfectants and preservatives for humidifiers, will be banned from cross-border purchase unless they have been reported and approved, as the use of products containing hazardous substances may lead to serious physical harm.

Second, the government will thoroughly strengthen post-market surveillance to prevent the indiscriminate import of products containing hazardous substances. Cosmetics and hygiene products that come into direct contact with the skin will be monitored for harmful ingredients—including 1,050 prohibited substances—and imports will be blocked if safety risks are confirmed. Furthermore, products containing hazardous substances that have recently been entering Korea in large volumes, such as accessories and household chemicals (including 32 types like air fresheners), will also be subject to monitoring and inspections, and imports will be blocked if they exceed safety standards.

*** Example: cadmium found in rings at up to 700 times the permissible limit; asbestos exceeding 1% in motorcycle brake pads.**

Third, the government will strengthen enforcement on currently banned items such as pharmaceuticals and medical devices, as the number of annual violations has sharply increased.

*** Number of illegal medical devices detected: 678 (2021) → 849 (2022) → 6,958 (2023)**

For pharmaceuticals and veterinary drugs, amendments to the Pharmaceutical Affairs Act will clearly establish the ban on cross-border purchases. Until the law is revised, the government will continue focusing on blocking high-risk products. In addition, illegal drug sales websites will be shut down, and public awareness campaigns will be strengthened. For medical devices such as digital blood pressure monitors and hearing aids, special inspections will be enhanced during customs clearance through collaborative checks and data analysis, and overseas platforms will be encouraged to voluntarily block such products.

Faucets that may pose a risk of lead leaching and food waste disposers that could negatively impact wastewater quality will be subject to additional certification checks at customs, and their import procedures will be strictly controlled.

<Strengthening the Prevention of Counterfeit Goods and Protection of Personal Information>

With a sharp increase in the import of counterfeit goods through cross-border e-commerce*, there is growing risk to both K-brands and domestic consumers. Concerns over personal information breaches by overseas platforms are also mounting. In response, the government will strengthen measures to block

counterfeit goods and enhance the protection of personal information.

*** Number of customs seizures related to intellectual property rights infringement (Korea Customs Service, in 10,000s): 29,000 cases (2021) → 45,000 cases (2022)**

First, to block counterfeit goods, AI-based monitoring using big data will be strengthened for overseas platforms, and a real-time matching system will be introduced (from May 2024) that links data held by the Korean Intellectual Property Office and Korea Customs Service.

In addition, an amendment to the Trademark Act is planned in 2024 to allow sanctions—such as public disclosure—against platform companies that fail to take appropriate actions to block counterfeit goods.

Second, to prevent personal information breaches, the government is currently investigating and inspecting whether platform operators are violating the Personal Information Protection Act, including failing to notify users of app access permissions. The results will be made public in the first half of the year, and corrective actions will be taken against non-compliant businesses.

In parallel, as incidents involving the misuse and identity theft of personal customs clearance codes required for cross-border purchases continue to rise, the government will also strengthen protective measures in this area.

*** These measures include stricter pre-verification procedures and consideration of expanding the application of identity lending criminal liability.**

② Strengthening Prevention and Redress of Consumer Harm

As the number of cross-border purchases increases, so too do consumer complaints, inconveniences, and disputes. In response, the government is promoting both preventive and remedial measures to protect consumers.

First, to assess the current state of consumer protection obligations by overseas online platforms and the safety of products sold, a comprehensive government-wide investigation and inspection is being conducted. Ten ministries and agencies* are participating in the effort. Once the results are available, they will be made public, and appropriate measures will be taken.

*** Areas of responsibility: Fair Trade Commission (consumer protection obligations), Korea Customs Service (management of e-commerce sellers and distribution of illegal imports), Ministry of Trade, Industry and Energy / Ministry of Environment / Ministry of Food and Drug Safety / Korean Intellectual Property Office / Ministry of Gender Equality and Family (hazardous products), Ministry of Science and ICT / Personal Information Protection Commission / Commission (information management)**

Second, to ensure the effectiveness of consumer redress and legal enforcement against overseas platforms, those platforms will be required to designate domestic representatives. These representatives will be responsible for handling consumer claims, removing information on products without KC certification, blocking the distribution of illegal or counterfeit goods, and implementing other corrective

actions. Relevant ministries including the Fair Trade Commission, Ministry of Trade, Industry and Energy, and the Korean Intellectual Property Office are working to amend related laws* to establish this requirement.

*** Laws under amendment: E-Commerce Act (Fair Trade Commission), Electrical Appliances and Consumer Products Safety Control Act / Children's Products Safety Special Act (Ministry of Trade, Industry and Energy), Trademark Act (KIPO)**

Third, to prevent consumer harm in advance and ensure enforcement effectiveness, the government is pursuing voluntary agreements with overseas platforms and discussing the establishment of hotlines. In addition, platforms are being encouraged to set up domestic customer service centers.

Voluntary agreements are currently being promoted by the Fair Trade Commission, Commission, Ministry of Food and Drug Safety, and Ministry of Science and ICT to facilitate autonomous consumer protection efforts by overseas platforms. These agreements will cover actions such as preventing the distribution and sale of hazardous products, restricting youth access to harmful content, blocking illegal distribution of food and medical products, and disclosing criteria for product search and recommendation algorithms.

※ A voluntary product safety agreement was signed between the Korea Consumer Agency (under the Fair Trade Commission) and AliExpress/Temu on Monday, May 13.

Next, to improve consumer access and convenience, information on cross-border purchases—previously scattered across various ministries—will be consolidated and provided through the integrated platform 'Consumer24*'.

*** www.consumer.go.kr(operated by the Fair Trade Commission)**

The newly upgraded Consumer24 platform became operational on May 16. Through Consumer24, consumers can access key information such as pre-purchase checklists for overseas direct purchases, lists of prohibited items, fraud alerts, overseas recall information, and real-world dispute resolution case studies.

③ Enhancing Corporate Competitiveness

The government will strengthen its support efforts to mitigate the impact of the surge in cross-border e-commerce on related industries and to enhance corporate competitiveness.

First, it will support the advancement of distribution platforms by building high-tech logistics infrastructure and developing related technologies, while also promoting new business opportunities for small-scale distributors and self-employed retailers. By expanding the adoption of fulfillment* services and developing advanced technologies**, and by establishing a digital integrated logistics system, the government will extend high-tech logistics infrastructure to small and medium-sized retailers.

*** Fulfillment: infrastructure that automates and streamlines the entire process from product intake to**

management, packaging, and delivery

**** Examples include: promoting a standard fulfillment model for small retailers and developing AI-powered unmanned logistics centers**

Additionally, to shorten delivery times and improve logistics efficiency, the government will promote the sharing of logistics centers where goods are shipped directly to consumers from storage facilities owned by manufacturers and suppliers.

*** In the current model, products stored in manufacturer or supplier warehouses are delivered to consumers by platform companies.**

(Current) Manufacturer/Supplier → Platform Company → Consumer

(Improved) Manufacturer/Supplier → Consumer

To further expand business opportunities for small retailers and distributors, the government will also support brand incubation, product diversification, and sourcing from a broader range of countries.

Next, to boost global online sales (reverse direct purchases), support for entry into global e-commerce platforms will be strengthened. Overseas joint logistics centers will also be expanded, particularly in regions with high levels of cross-border e-commerce activity, to help small businesses overcome logistical challenges.*

*** 261 in 2023 → 270 in 2024**

The government is also laying the groundwork to invigorate the online retail industry ecosystem. To ensure fair competition with overseas online platforms, distribution regulations such as the restriction on early morning deliveries by large retailers will be revised. In addition, the *Future Forum on the Distribution Industry*, jointly led by academia, industry, and government, will continue identifying and resolving regulations that do not align with global standards.

Building on these measures, the government will continue to roll out initiatives aimed at strengthening the competitiveness of the online retail sector and small businesses, including the *Comprehensive Small Business Support Plan* (June 2024), the *Basic Plan for the Development of the Distribution Industry* (September 2024), and the *AI-Based Strategy for Distribution and Logistics* (October 2024).

④ Reforming Duty-Free and Customs Clearance Systems

To address reverse discrimination against domestic businesses, the government is reviewing potential revisions to the duty-free exemption system for low-value imports. Additionally, to prevent the misuse of this system through intentional order splitting aimed at duty-free clearance, post-entry data analysis and continuous monitoring and enforcement will be strengthened. To block the import of hazardous goods, the customs clearance system will also be improved. First, customs declaration forms will be revised to include essential details such as product model and specifications necessary for detecting hazardous items. Moreover, by 2026, the government will build a customs clearance platform optimized

to block the entry of hazardous goods via e-commerce using data-driven algorithms. In parallel, the government will reinforce personnel for X-ray inspections, physical inspections, and customs reviews. It will also expand collaborative inspections led by experts in key product categories such as children's products, electrical goods, and household items.

⑤ Future Plans

The government will push for the swift amendment of relevant laws within the year to introduce mandatory designation of domestic representatives and strengthen the management of hazardous products. Until those legislative changes take effect, the government will rely on the Customs Act to block the import of hazardous goods.

※ (Article 237 of the Customs Act) Import of hazardous products may be blocked if deemed harmful to public health, etc.

The newly revamped 'Consumer24' platform, launched on May 16, will provide integrated information on cross-border purchases. It will help consumers easily access warnings, product safety information, and purchasing guidelines. The government will intensify public awareness efforts to ensure consumers are well-informed and will encourage more cautious purchasing decisions, especially for products with unclear safety information.

Table III-13. Items Restricted from Cross-Border E-Commerce

Category		Item
Ministry of Trade, Industry and Energy (Korean Agency for Technology and Standards)	Children's Products * Special Act on the Safety of Children's Products	Children's water play equipment, children's playground equipment, child restraint systems for vehicles, BB guns for children, infant textile products, synthetic resin children's products, children's sports protective equipment (protective gear and helmets), children's skateboards, bunk beds for children, toys, tricycles for infants, chairs for infants, bicycles for children, school supplies, baby walkers, strollers, infant beds, heating packs for children (including pocket warmers), infant carriers, children's life vests for sports, leather products for children, children's eyewear frames and sunglasses, swimming goggles for children, umbrellas and parasols for children, wheeled shoes for children, roller skates for children, skis for children, snowboards for children, shopping cart accessories, children's accessories, kick scooters for children, inline roller skates for children, children's furniture, textile products for children + ∞ (All children's products)
	Electrical and Household Products (34 items) * Electrical Appliances and Consumer Products Safety Control Act	Wires, cables and cords, switches, electronic switches, capacitors and power filters, electrical accessories and connectors, fuses, circuit breakers, electric heating pads and foot warmers (AC-powered), battery chargers, primary batteries, lamp holders, general lighting fixtures, ballasts and lamp control gear, lithium secondary batteries, control components for electrical equipment, compressors, electric water heating mats, heat recovery ventilators, pipe freeze prevention devices, electric water purifiers, electric fitness equipment, bubble generators, wet towel dryers and packaging machines, fluid pumps, electric bathtubs, power supplies for computers, batteries, power converters, lithium secondary battery systems, reused battery modules, reused battery systems, retreaded tires for automobiles, gas lighters, BB guns

Category	Item
Ministry of Environment Household Chemical Products (12 items) * Consumer Chemical Products and Biocides Safety Control Act	Preservative-treated products for humidifiers, general household chemical products for humidifiers, disinfectants and preservatives for humidifiers, disinfectants and sanitizers for infectious disease prevention, insecticides for public health use, repellents for public health use, insecticides for infectious disease prevention, rodenticides for infectious disease prevention, sterilizers, algacides, repellents, wood preservatives

Table III-14. Cyber Fraud Prevention Activities by Institution Ahead of Chuseok

Institution	Key Activities	Partner Organizations
Ministry of Science and ICT	- Operation of a 24/7 detection system, smishing verification service, emergency blocking of phishing sites and malicious app distribution sources, and public awareness campaigns on cyber fraud via social media	Korea Internet & Security Agency
Commission	- Sending of warning messages titled <i>Smishing Alert</i> via text message	Three Major Mobile Carriers (SKT, KT, LGU+), Korea Association for ICT Promotion
Financial Services Commission	- Cyber fraud prevention campaigns using parcel and delivery box visuals, and promotion of secure lending transaction blocking services and mobile device security feature usage guides	Financial Supervisory Service, financial institutions, Korea Post, Korea Merchant Association
Korean National Police Agency	- Provision of cyber fraud prevention guidelines, access to a verification service for suspicious bank accounts used in online scams, and channels for reporting cybercrime (via 112 or the Korean National Police Agency Cybercrime Reporting System)	

Even after the announcement of these measures, the government will continue to monitor implementation progress through the inter-ministerial task force and will develop additional and complementary measures as needed.

5) Government Issues Warning on Cyber Fraud and Voice Phishing Ahead of Chuseok

Ahead of the Chuseok holiday, the Commission, the Ministry of Science and ICT, the Financial Services Commission, the National Police Agency, the Korea Internet & Security Agency (KISA), and the Financial Supervisory Service (FSS) jointly issued a warning urging the public to exercise caution against various forms of cyber fraud. These include voice phishing, fraudulent messages (smishing) impersonating public agencies regarding traffic violation fines or illegal waste disposal penalties, and scam text messages impersonating online shopping malls to extort payments for holiday gifts.

With the widespread use of smartphones, the number of smishing messages designed to steal personal information or financial assets has been rapidly increasing. A particularly high proportion of these messages impersonate public institutions or acquaintances, making them harder for users to detect as fraudulent.

According to data collected by relevant agencies on smishing activity between 2022 and the first half of

2024, messages impersonating public institutions accounted for approximately 1.16 million cases (71.0%), while those impersonating acquaintances—such as wedding invitations or funeral notices—reached around 270,000 cases (16.8%) and have been steadily increasing. Notably, in 2024, smishing cases impersonating investment schemes or digital gift card payments (e.g., stocks, virtual assets, coupons) surged to around 20,000 cases (1.3%), marking a significant increase from the previous year.

Table III-15. Status of Reported and Blocked Smishing (Text Message Fraud) Cases

Category	2022	2023	August 2024	Total
Total	37,122	503,300	1,092,838	1,633,260
Impersonation of Public Institutions (%)	17,726(47.8%)	350,010(69.5%)	792,496(72.5%)	1,160,232(71%)
Impersonation of Acquaintances (%)	4(0.0%)	59,565(11.8%)	214,589(19.6%)	274,158(16.8%)
Investment/Gift Card Scams (%)	110(0.3%)	164(0.1%)	20,975(1.9%)	21,249(1.3%)
Parcel Delivery Scams (%)	19,214(51.8%)	91,159(18.1%)	7,304(0.7%)	117,677(7.2%)
Others (%)	68(0.2%)	2,402(0.5%)	57,474(5.3%)	59,944(3.7%)

The government has warned the public to exercise particular caution during and after the Chuseok holiday, as text messages impersonating sources such as traffic violation fines, penalty notices, funeral announcements from acquaintances, or gift delivery services may be widely circulated, taking advantage of the festive atmosphere to deceive people more easily.

In addition to smishing messages, there has been a growing trend of messenger phishing attacks, in which fraudsters initially send normal-looking text messages and then redirect recipients to messenger apps, where they demand money, gift cards, or financial transaction information.

Table III-16. Security Guidelines for Preventing Cyber Fraud

- ① Do not click on any internet links (URLs) or phone numbers included in text messages related to parcel tracking, holiday greetings, mobile gift certificates, train/bus tickets, or event tickets, or from messages impersonating acquaintances, if the source is unclear.
- ② Strengthen smartphone security settings to prevent the installation of apps from unknown sources. Do not install apps via links in text messages—only use official open markets (app stores) for downloads.
- ③ Install antivirus software on your smartphone, keep it updated regularly, and ensure real-time protection is always enabled.
- ④ Never enter or disclose personal or financial information, such as ID cards, if requested under the pretense of identity verification, disaster relief funds, or vaccine reservations.
- ⑤ If a conversation partner asks for personal or financial information, money, or app installation, always verify their identity via a phone or video call.
- ⑥ To prevent identity document leaks, immediately delete photos of your resident registration card, driver's license, or passport stored on your smartphone.

In particular, if a malicious app capable of remote control is installed on a smartphone via a bait message, it may lead to serious financial damage. Therefore, users should never respond to requests to install apps unless the sender has been clearly verified via a phone or video call.

The government emphasized the importance of practicing the following cybersecurity habits to help prevent losses from increasingly diverse and sophisticated forms of cyber fraud.

To ensure that the public can enjoy a safe and secure Chuseok holiday, the government announced that relevant ministries would cooperate to operate a 24-hour cyber safety response system, with a strong focus on monitoring various types of cyber fraud such as smishing and enforcing cybercrime crackdowns.

① Cyber Fraud Awareness Campaign

The Ministry of Science and ICT and the Korea Internet & Security Agency (KISA) have operated a 24-hour detection system throughout the Chuseok holiday period to promptly respond to smishing attacks. Through the 'Smishing Verification Service'*, they analyzed smishing reports and supported emergency blocking measures for phishing websites and malicious app distribution sources to minimize harm to the public.

*** The 'Smishing Verification Service' is available through the KakaoTalk app by adding the '보호나라' ('Boho Nara') channel. Users can input suspicious text messages via the 'Smishing' menu and receive an automated response-classified as 'Caution', 'Malicious', or 'Safe'-within 10 minutes based on message analysis.**

The Commission, in cooperation with the three major mobile carriers (SKT, KT, LGU+) and the Korea Association for ICT Promotion (KAIT), began sending out text messages titled *Smishing Alert* to subscribers under each carrier's name starting from September 2.

The Financial Services Commission and the Financial Supervisory Service, in collaboration with Korea Post, Hanjin Co., Ltd., and the Korea Merchant Association, are supporting public awareness of smishing risks by printing smishing warning messages on 100,000 parcel boxes delivered from post offices in Seoul and the metropolitan area. In addition, 10,000 smishing prevention stickers have been attached to delivery boxes sent from 66 traditional markets nationwide so that parcel and delivery users can more easily recognize the risks in their daily lives.

They are also promoting the use of *Safe Lending Transaction Blocking* (implemented from August 23)* and in-device mobile security features** as effective tools to prevent voice phishing. Financial institutions are providing active guidance to customers at bank branches on how to use these services, broadcasting promotional videos on in-branch monitors, and disseminating the information through the financial app 'AlimTalk' and their official social media channels

*** A service that allows consumers to block new credit transactions in advance-such as unsecured loans and card loans-to avoid losses from unauthorized lending**

**** A smartphone feature that restricts the installation of apps from unknown sources to prevent malicious app infections**

Figure III-17. Examples of Smishing (Text Message Fraud) Messages

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The Korean National Police Agency plans to strengthen crackdowns on cyber fraud and smishing crimes occurring during and around the Chuseok holiday, and will provide fraud prevention tips through its website and social media. In particular, since courier services may not operate during the holiday period—delaying the detection of fraudulent activity—the public is advised to avoid non-face-to-face transactions and to check for scam-related records using the *Online Fraud Suspicion/Account Number Lookup* service available on the police agency’s website before proceeding with any transaction.

② What to Do in the Event of Suspected or Actual Cyber Fraud

If a malicious app is suspected to have been installed or financial information may have been compromised, victims are advised to visit their financial institution’s branch or call the customer service center to request a temporary suspension of payments from their account to minimize losses. In particular,

if funds have been transferred to a scammer's account due to voice phishing, victims should immediately report the incident to the Korean National Police Agency (☎112) and apply for a payment hold* to prevent the scammer from moving the funds.

*** Victims may also contact the call center of the bank that received or sent the money to request a payment hold.**

If you fall victim to cybercrimes such as smishing during the holiday period, you can report the incident by calling the police at ☎112 or by submitting an online report through the *Cyber Crime Reporting System (ECRM)* of the Korean National Police Agency.

※ Refer to the Korean National Police Agency website (<https://www.police.go.kr>) and Cyber Crime Reporting System (<https://ecrm.police.go.kr>).

If you receive a suspicious smishing message or suspect your device has been infected with a malicious app, you can report it to 'Voice Phishing Guard' or call the 118 Hotline (operated by KISA), where free consultations are available 24/7.

Table III-17. Cyber Fraud Prevention Activities by Institution Before Chuseok

Category	Key Activities	Partner Organizations
Ministry of Science and ICT	- Operation of 24-hour detection system, Smishing Verification Service, emergency blocking of phishing sites and malicious app distribution sources, promotion of cyber fraud prevention via social media	Korea Internet & Security Agency (KISA)
Commission	- Sending of text messages titled <i>Smishing Alert</i>	Three Major Mobile Carriers (SKT, KT, LGU+), Korea Association for ICT Promotion (KAIT)
Financial Services Commission	- Cyber fraud prevention campaign using parcel and delivery boxes, promotion of <i>Safe Lending Transaction Blocking</i> service and methods to utilize in-device mobile security features	Financial Supervisory Service, financial institutions, Korea Post, Korea Merchant Association
Korean National Police Agency	- Provision of cyber fraud prevention tips, <i>Online Fraud Suspicion / Bank Account Number Lookup</i> service, cybercrime reporting via ☎112 and the Cyber Crime Reporting System	

6) Recommendation to Strengthen User Guidance to Prevent Double Payments for Pay-TV Services

At the second meeting of the 'Pay-TV Voluntary Improvement Working Group'* held on June 27, 2024, the Commission recommended that pay-TV service providers enhance user guidance to prevent double billing.

*** A public-private consultative body launched in 2019 by the Commission and the Korea Foundation for Media and Culture, together with 18 pay-TV providers (including MSOs, IPTV, satellite broadcasters, and individual SOs) and relevant associations, aimed at addressing issues in the broadcasting market.**

Some users of stand-alone broadcasting services mistakenly believed that their previous pay-TV subscriptions would be automatically terminated upon subscribing to a new provider, leading to cases of

double payment. To prevent such issues, the Working Group agreed to introduce voluntary measures to enhance user guidance through public-private consultation.

Accordingly, the Commission recommended that pay-TV providers strengthen their guidance for new subscribers to stand-alone broadcasting services by notifying them-via text messages or other means-that they must cancel their previous subscriptions themselves.

This measure will be implemented sequentially starting in July by providers who have completed the setup of their notification systems. All pay-TV providers participating in the 'Pay-TV Voluntary Improvement Working Group' are expected to complete implementation by the end of the year.

The Commission anticipates that this enhanced user guidance will reduce the number of double billing cases and related complaints. It also plans to continue working with the Working Group to explore additional policy measures that improve convenience for pay-TV users.

Table III-18. Implementation Schedule for Notification Message Systems by Pay-TV Provider

Implementation Period	Service Providers
July 2024	• IPTV:KT, LG U+ • Cable TV:LG HelloVision, D'Live, Seokyeong Cable Television Co., LTD., JCN Ulsan Jungang Broadcasting, KCTV Gwangju Broadcasting, KCTV Jeju Broadcasting • Satellite:KT Skylife
September 2024	• IPTV:SK Broadband (IPTV) • Cable TV:SK Broadband (CATV), HCN, Keumgang Cable Network (KCN), NIB Incheon Broadcasting, Chungbuk Cable System (CCS), Green Cable Television Station, Areum Broadcasting Network (ABN)

7) Publication of the 2023 financial status of broadcast operators

The Commission announced the *2023 Financial Status of Broadcast Operators* on Wednesday, June 19, covering a total of 361 broadcasters, including terrestrial broadcasters, pay-TV providers, and program providers (PPs).

The total broadcasting industry revenue was recorded at KRW 18.9734 trillion, a 4.7% decrease compared to 2022. This marks the first decline in a decade, following a continuous upward trend over the past ten years.

By operator type, terrestrial broadcasters experienced the largest decrease, with a 10.2% decline from the previous year. All sectors, except IPTV, saw a reduction in broadcasting revenue, including home shopping PPs, general PPs, and content providers (CPs).

The broadcast advertising revenue amounted to KRW 2.4983 trillion, a KRW 584.7 billion decrease (-19.0%) from 2022-marking the lowest level in the past decade.

Although program sales revenue had been rising until 2022, it also declined in 2023 by KRW 52 billion (–2.5%), totaling KRW 2.0457 trillion.

The total broadcasting industry revenue amounted to KRW 18.9734 trillion, a decrease of KRW 940.3 billion (4.7%) compared to 2022. While IPTV revenue increased by KRW 112.7 billion, reaching KRW 5.0072 trillion, all other sectors experienced a decline in revenue. Terrestrial broadcasters saw a decrease of KRW 424.2 billion, totaling KRW 3.7309 trillion; program providers (PPs) fell by KRW 518.1 billion to KRW 7.1087 trillion; satellite broadcasters declined by KRW 13.8 billion to KRW 492 billion; content providers (CPs) dropped by KRW 25 billion to KRW 898 billion; and system operators (SOs) declined by KRW 70.2 billion to KRW 1.7335 trillion.

Compared to 2022, the share of total broadcasting revenue in 2023 decreased for home shopping PPs (from 18.6% to 18.4%), terrestrial broadcasters (from 20.9% to 19.7%), and general PPs (from 19.7% to 19.1%), while IPTV increased (from 24.6% to 26.4%) and SOs remained unchanged at 9.1%.

Table III-19. Broadcasting Revenue by Media Type (2019–2023)

(Unit : KRW 100 million)

Category	2019	2020	2021	2022	2023	Change from 2022 to 2023	
						Amount of Change	Rate of Change
Terrestrial TV	35,168	35,665	39,882	41,551	37,309	Δ4,242	Δ10.2%
SO	20,227	19,328	18,542	18,037	17,335	Δ702	Δ3.9%
Satellite	5,485	5,328	5,210	5,058	4,920	Δ138	Δ2.7%
IPTV	38,566	42,836	46,368	48,945	50,072	1,127	2.3%
PP	70,849	70,725	75,405	76,268	71,087	Δ5,181	Δ6.8%
Home Shopping PP*	37,118	38,118	38,204	37,113	34,933	Δ2,180	Δ5.9%
General PP	33,731	32,607	37,201	39,155	36,154	Δ3,001	Δ7.7%
CP	6,311	6,148	8,563	9,230	8,980	Δ250	Δ2.7%
Terrestrial DMB	95	76	49	48	31	Δ17	Δ35.4%
Total	176,702	180,106	194,019	199,137	189,734	Δ9,403	Δ4.7%

* CJO Shopping (home shopping PP) and CJ E&M (general PP) merged in July 2018 to become CJ ENM. However, their broadcasting revenues have been recorded separately by segment.

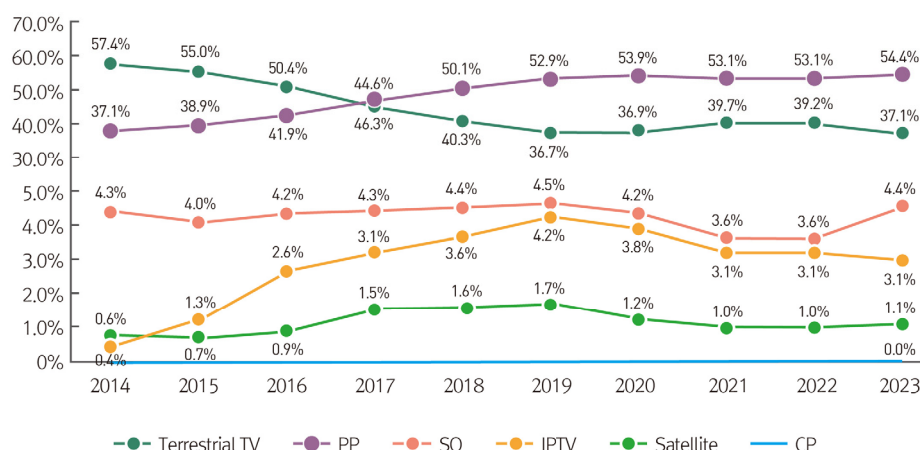
Broadcast advertising revenue in 2023 amounted to KRW 2.4983 trillion, representing a decrease of KRW 584.7 billion (19.0%) compared to 2022. While there had been a temporary increase in advertising revenue in 2021, the downward trend resumed in 2022 and continued in 2023, with most business sectors recording declines.

Terrestrial broadcasters recorded a decrease of KRW 281.7 billion (23.3%) to KRW 927.3 billion; program providers (PPs) fell by KRW 276.2 billion (16.9%) to KRW 1.36 trillion; IPTV decreased by KRW 23.7 billion (24.7%) to KRW 72.4 billion; and satellite broadcasters declined by KRW 3.2 billion (10.4%) to KRW 27.5

billion. In contrast, system operators (SOs) posted a slight increase of KRW 900 million (0.8%), reaching KRW 110.5 billion.

In terms of market share by media type, terrestrial broadcasters' share in the advertising market fell from 57.4% in 2014 to 37.1% in 2023, whereas PPs saw their share rise from 37.1% in 2014 to 54.4% in 2023.

Figure III-18. Trends in Advertising Market Share by Media Type (2014–2023)



The aggregated revenue by major income source for broadcast operators revealed that while revenue from license fees, retransmission fees, program provision, and home shopping channel carriage fees increased, revenue from advertising, sponsorship, and program sales declined. In particular, revenue from program sales-generated by content producers such as terrestrial broadcasters and PPs through sales of individual programs to platforms like VOD and OTT operators-increased in 2022 but decreased by KRW 52 billion (2.5%) in 2023, totaling KRW 2.0457 trillion.

Table III-20. Year-on-Year Change in Revenue by Major Income Source for Broadcast Operators (2022–2023)

(Unit : KRW 100 million)

Category	Broadcast Revenue	License Fee Revenue	Retransmission Revenue	Program Provision Revenue	Advertising Revenue	Sponsorship Revenue	Home Shopping Channel Carriage Fees	Device Rental Revenue	Program Sales Revenue	Home Shopping Sales Revenue	Other Broadcasting Revenue
2022	199,137	44,178	4,089	10,844	30,830	9,659	24,151	6,971	20,977	37,094	10,344
2023	189,734	44,372	4,550	11,162	24,983	9,125	24,494	6,865	20,457	34,903	8,823
Change	Δ9,403	194	461	318	Δ5,847	Δ534	343	Δ106	Δ520	Δ2,191	Δ1,521
	Δ4.7%	0.4%	11.3%	2.9%	Δ19.0%	Δ5.5%	1.4%	Δ1.5%	Δ2.5%	Δ5.9%	Δ14.7%

The total revenue from basic channel subscription fees for all pay-TV service providers—including SOs, satellite, and IPTV operators—amounted to KRW 3.0689 trillion in 2023, marking an increase of KRW 130 billion (4.4%) compared to 2022.

By provider type, SOs recorded KRW 477 billion, a decrease of KRW 13.5 billion (2.8%) from 2022, and satellite operators posted KRW 244 billion, down KRW 10.3 billion (4.1%). In contrast, IPTV operators saw a revenue increase of KRW 153.8 billion (7.0%), reaching KRW 2.3479 trillion.

Table III-21. Changes in Basic Channel Subscription Fee Revenue by Pay-TV Operators(2019-2023)

(Unit : KRW 100 million)

Category	2019	2020	2021	2022	2023	Change from 2022 to 2023	
						Amount of Change	Rate of Change
SO	5,672	5,336	5,105	4,905	4,770	△135	△2.8%
Satellite	2,660	2,624	2,614	2,543	2,440	△103	△4.1%
IPTV	17,290	19,075	20,994	21,941	23,479	1,538	7.0%
Total	25,622	27,035	28,713	29,389	30,689	1,300	4.4%

The operating profit of broadcasting operators in 2023 totaled KRW 3.005 trillion, marking a decrease of KRW 817.7 billion (21.4%) compared to 2022. Operating profits (or losses) by business type were as follows: IPTV increased by KRW 12 billion to KRW 2.5211 trillion; terrestrial broadcasters decreased by KRW 216.8 billion to an operating loss of KRW 28.9 billion; PP operators declined by KRW 498.5 billion to KRW 307.8 billion; satellite broadcasting decreased by KRW 6.3 billion to KRW 44.2 billion; SO operators fell by KRW 67.8 billion to KRW 63.1 billion; and CP operators decreased by KRW 40.5 billion to KRW 93.4 billion, respectively.

Table III-22. Operating Profit and Loss by Broadcasting Platform (2019-2023)

(Unit : KRW 100 million)

Category	2019	2020	2021	2022	2023	Change from 2022 to 2023	
						Amount of Change	Rate of Change
Terrestrial	△2,140	77	2,091	1,879	△289	△2,168	△115.4%
SO	2,400	1,947	1,518	1,309	631	△678	△51.8%
Satellite	650	671	574	505	442	△63	△12.5%
IPTV	15,580	18,924	22,527	25,091	25,211	120	0.5%
PP	8,213	9,228	10,350	8,063	3,078	△4,985	△61.8%
Home Shopping PP	7,910	8,939	8,703	7,147	4,430	△2,717	△38.0%
General PP	303	290	1,646	916	△1,352	△2,268	△247.6%
CP	1,302	△246	644	1,339	934	△405	△30.2%
Terrestrial DMB	14	△4	△5	△4	△2	2	Continued Deficit
Total	26,021	30,599	37,699	38,182	30,005	△8,177	△21.4%

※ Operating profit and loss include revenues and expenses from businesses other than broadcasting.

The broadcast revenue of home shopping PP operators in 2023 decreased by KRW 218.0 billion (5.9%) compared to 2022, totaling KRW 3.4933 trillion. The broadcast revenue from TV home shopping fell by KRW 170.8 billion (5.9%) to KRW 2.7290 trillion, while that from data home shopping decreased by KRW 47.2 billion (5.8%) to KRW 764.3 billion.

In addition, the carriage fees paid by home shopping PP operators to pay-TV service providers increased by KRW 46.0 billion (1.9%) to KRW 2.4561 trillion. Of this amount, IPTV providers received KRW 1.5404 trillion, an increase of KRW 60.9 billion (4.1%); SO providers received KRW 731.8 billion, a decrease of KRW 24.3 billion (3.2%); and satellite providers received KRW 177.2 billion, a decrease of KRW 2.3 billion (1.3%).

Table III-23. Operating Profit and Loss by Platform (2019–2023)

(Unit : KRW 100 million)

Category	2019	2020	2021	2022	2023	Change from 2022 to 2023	
						Amount of Change	Rate of Change
Subtotal	31,501	30,942	30,171	28,998	27,290	Δ1,708	Δ5.9%
CJ*	6,683	6,401	5,605	4,924	4,615	Δ309	Δ6.3%
GS	5,224	4,738	4,671	4,737	4,365	Δ372	Δ7.9%
Hyundai	6,686	6,566	6,407	6,237	6,167	Δ70	Δ1.1%
Woori	6,143	6,234	6,437	6,188	5,104	Δ1,084	Δ17.5%
NS	3,595	3,584	3,616	3,453	3,643	190	5.5%
Home&	1,930	1,893	1,958	2,128	2,127	Δ1	Δ0.0%
Public	1,240	1,526	1,477	1,331	1,269	Δ62	Δ4.7%
Subtotal	5,617	7,177	8,033	8,115	7,643	Δ472	Δ5.8%
KT Alpha	1,435	1,741	2,039	2,256	2,069	Δ187	Δ8.3%
Shinsegae Live	1,108	1,508	1,606	1,558	1,604	46	3.0%
W Shopping	629	776	982	1,089	1,056	Δ33	Δ3.0%
SK Stoa	1,504	1,977	2,063	2,085	1,851	Δ234	Δ11.2%
TRN	941	1,175	1,343	1,127	1,063	Δ64	Δ5.7%
Total	37,118	38,119	38,204	37,113	34,933	Δ2,180	Δ5.9%

* The general PP revenue of the merged CJ entity (merged in July 2018) is excluded from home shopping PP revenue.

The program production expenses of broadcasting operators in 2023 amounted to KRW 5.6488 trillion, representing an increase of KRW 39 billion (0.7%) compared to 2022. Terrestrial broadcasters accounted for KRW 2.837 trillion, a decrease of KRW 24.3 billion (0.8%) from the previous year, comprising 50.2% of the total production expenses. PP operators spent KRW 2.3721 trillion, an increase of KRW 19.2 billion (0.8%), accounting for 42.0% of the total.

Table III-24. Program Production Costs by Broadcasting Sector (2019–2023)

(Unit : KRW 100 million)

Category	2019	2020	2021	2022	2023	Change from 2022 to 2023		
						Share	Amount of Change	Rate of Change
Program Production Costs by broadcasting Sector (2019-2023)	27,564	26,378	27,624	28,613	28,370	50.2%	Δ243	Δ0.8%
- KBS	9,788	9,273	9,938	10,358	10,037	17.8%	Δ321	Δ3.1%
- MBC	5,442	4,905	4,749	5,344	5,073	9.0%	Δ271	Δ5.1%
- SBS	5,442	5,333	5,511	5,802	6,232	11.0%	430	7.4%
- Others	6,892	6,868	7,426	7,109	7,028	12.4%	Δ81	Δ1.1%
SO	822	746	903	879	887	1.6%	8	0.9%
PP	19,977	19,529	21,364	23,529	23,721	42.0%	192	0.8%
General Programming Channels	6,622	7,158	7,936	8,172	8,622	15.3%	450	5.5%
KBS-affiliated	278	287	352	366	360	0.6%	Δ6	Δ1.6%
MBC-affiliated	261	263	226	237	333	0.6%	96	40.5%
SBS-affiliated	1,226	1,090	1,104	1,115	1,134	2.0%	19	1.7%
CJ-affiliated*	4,881	3,986	4,432	5,105	4,603	8.1%	Δ502	Δ9.8%
Others	6,709	6,746	7,314	8,380	8,669	15.3%	289	3.4%
CP	620	1,128	2,503	3,034	3,485	6.2%	451	14.9%
Terrestrial DMB	53	53	42	43	25	0.0%	Δ18	Δ41.4%
Total	49,037	47,835	52,436	56,098	56,488	100%	390	0.7%

* After the July 2018 merger of CJ ENM Co., Ltd. (a general PP) and CJ O Shopping Co., Ltd., production costs for home shopping programs were classified under CJ-affiliated.

8) Vice Chairperson's On-Site Visit for Telecommunications Policy

On Tuesday, October 29, Vice Chairperson Kim Tae-kyu of the Commission visited the KT Hyehwa Central Office to meet with key representatives from KT Corp., including Executive Vice President Im Hyeon-gyu. During the meeting, they discussed major issues related to telecommunications policy, such as improvements to the mobile device distribution structure and measures to combat illegal spam.

Vice Chairperson Kim Tae-kyu stated, “The government is pursuing the repeal of the Mobile Device Distribution Act to revitalize market competition and ease the burden of telecommunications costs.” He urged telecommunications providers to actively cooperate so that enhanced competition in quality and pricing among operators would ultimately benefit users. In response, KT expressed its intention to continue supporting policies aimed at lowering household communication expenses—such as providing switching support to number-porting users—and pledged active cooperation in discussions on institutional improvements for market development and user protection.

Regarding the prevention of illegal spam in the telecommunications market, Vice Chairperson Kim

Tae-kyu emphasized, “The government is preparing a comprehensive plan to combat illegal spam, and we ask for active cooperation from telecom operators so that the public can tangibly experience reductions in spam.” KT responded by outlining its ongoing efforts, including the use of new technologies such as AI-based clean messaging, participation in the implementation of bulk SMS sender certification systems, and speed restrictions on spam-sending operators.

In addition, in light of the recent issue involving the Fair Trade Commission’s investigation into collusion among telecom operators, KT commented, “The actions taken by telecom providers were efforts to stabilize the market in line with government policy. Therefore, rather than excessive sanctions, it would be more desirable to discuss legal and institutional reforms following the repeal of the Mobile Device Distribution Act.” KT further requested the Commission’s support, stating, “We hope the Commission will consider the need to promote private investment in response to national AI transformation policies and in support of household telecom cost relief.” In response, Vice Chairperson Kim Tae-kyu noted, “Inter-agency discussions are ongoing, and we will provide full explanations regarding the intent of the Mobile Device Distribution Act and the Commission’s previous efforts to stabilize the market.”

After the roundtable, Vice Chairperson Kim Tae-kyu inspected major telecommunications facilities at the Hyehwa Central Office, reviewing their readiness to ensure stable telecommunications services and user protection. During the inspection, he stressed the importance of taking thorough precautions to prevent service disruptions and requested that, in the event of an outage, users be notified promptly and appropriately compensated.

9) Vice Chairperson’s On-Site Visit for Telecommunications Policy

On Thursday, March 21, Vice Chairperson Lee Sang-in of the Commission visited a mobile phone retail store located on Seolleung-ro in Gangnam-gu, Seoul, to listen to public concerns and suggestions from mobile phone retailers regarding the provision of switching incentives for number portability.

This visit was part of the follow-up measures to the “Public Dialogue on Livelihood Issues” held on January 22. While continuing efforts to persuade the National Assembly to repeal the *Act on the Improvement of Distribution Structure of Mobile Communication Devices* (here in after referred to as the “Mobile Device Distribution Act”), the Commission also revised the Enforcement Decree of the Act on March 8 and enacted or amended the relevant notifications on March 14, in order to create an environment that facilitates marketing competition among telecom operators even before the formal repeal.

During the visit, Vice Chairperson Lee Sang-in closely examined the procedures and methods by which switching incentives are provided under the *Notification on Standards for Provision of Switching Incentives upon Number Portability Between Telecommunications Operators*, which came into effect on March 14. He carefully listened to any inconveniences experienced by users, and exchanged views with

retail store personnel on their preparedness, challenges, and suggestions.

Vice Chairperson Lee Sang-in emphasized, “We remain firmly committed to promptly repealing the *Mobile Device Distribution Act*, thereby promoting competition among operators and enabling the public to experience tangible reductions in device purchase costs.” He added, “Even before the law is repealed, we will continue to make efforts to create conditions that encourage active marketing competition.”

Following his visit to the mobile phone retail store, Vice Chairperson also visited the Korea Association for ICT Promotion (KAIT), where he inspected the Number Portability Management Center. He called for thorough operational readiness to ensure that the system can handle a potential increase in number portability following the implementation of switching incentives, and expressed appreciation for the dedication of the staff involved.

Figure III-19. Vice Chairperson’s On-Site Visit for Telecommunications Policy



B. Strengthening Response to Unfair Practices in Broadcasting and Telecommunications

1) Twitch: KRW 435 Million Fine, Corrective Order, and KRW 15 Million Administrative Fine Imposed

At its general meeting held on Friday, February 23, the Commission (KCC) resolved to impose a corrective order and an administrative fine of KRW 435 million on Twitch Interactive (hereinafter “Twitch”) for suspending its VOD services, as well as an additional administrative fine of KRW 15 million for failing to implement technical measures to prevent the distribution of illegal recordings.

Twitch, a streaming platform provider offering services through its website and mobile app, restricted the maximum streaming resolution of its channels from 1080p (FHD) to 720p (HD) on September 30, 2022. It later suspended its VOD viewing service on December 13, 2022, and discontinued its VOD creation service on February 7, 2023.

The Commission conducted an on-site inspection in October 2022 to assess Twitch's implementation of comparison and identification-based technical measures to prevent the distribution of illegal recordings. Starting in August 2023, the Commission initiated an investigation into whether Twitch's resolution restriction and VOD service discontinuation violated the prohibited practices under the Telecommunications Business Act.

During the investigation, the Commission requested documentation related to network usage fees to assess whether Twitch's restriction on resolution was justifiable. However, Twitch failed to submit credible and objective evidence, citing confidentiality obligations with its ISP partners.

Upon completing the investigation in January 2024, the Commission concluded that Twitch's suspension of VOD services constituted a prohibited practice under the Telecommunications Business Act. It also determined that the company had not fulfilled its obligations regarding technical measures to prevent the distribution of illegal content.

Key elements of the corrective order include: ① publicly disclosing the fact that the corrective order has been issued, ② consulting with the Commission in advance and establishing preventive measures to avoid the recurrence of actions similar to or identical with the suspension of VOD services in the event Twitch resumes its business in Korea, and ③ preparing and implementing comprehensive user protection measures—such as facilitating refund procedures and ensuring access to complaint handling channels—during the enforcement period of the corrective order, in consideration of Twitch's planned termination of its services in Korea on the 27th.

*** This includes ensuring no inconvenience in user refund processes, complaint handling channels, settlement payments for streamers, and support for transitioning to alternative platforms.**

The Commission clarified that even in the case of foreign value-added service providers with special circumstances—such as withdrawing from the Korean market—they remain subject to the Telecommunications Business Act and must rigorously uphold user protection. With the digital platform market rapidly expanding, the KCC will continue its efforts to safeguard user rights and prevent harm from digital sexual exploitation content.

Figure III -20. Press Release on Corrective Order and Imposition of Administrative Fine



2) Corrective Measures and Fine Imposition Planned for AliExpress Over Infringement of User Interests

The Commission (KCC) has completed its fact-finding investigation into alleged violations of prohibited practices under the *Telecommunications Business Act* by AliExpress (hereinafter “Ali”), an online marketplace platform operated by China’s Alibaba Group. On October 30, the Commission formally notified the company of its proposed corrective measures.

The investigation focused on Ali’s paid membership subscription and cancellation processes. The Commission found that Ali engaged in practices detrimental to user interests, such as falsely or misleadingly advertising membership benefits, using manipulative tactics (commonly known as *dark patterns*) to induce paid subscriptions, and implementing a policy of refunding annual membership fees via coupons rather than direct monetary refunds.

* *Dark patterns* refer to user interface (UI) designs that are deliberately crafted to deceive or mislead users online.

① False or misleading disclosures and failure to obtain users’ explicit consent to subscribe (*Violation of Article 5(1)(b)1 and Article 5-2(a) of Attached Table 4 of the Enforcement Decree of the Telecommunications Business Act*)

The paid membership subscription model consisted of two types: <Type ①>, in which the annual membership fee was charged immediately upon subscription and all membership benefits were provided for one year plus an additional 30 days; and <Type ②>, in which only limited benefits—such as cashback and access to 24-hour customer service—were available during a 30-day free trial period, with full membership benefits becoming available only after the annual fee was paid.

Table III-25. Duration and Benefits by Membership Type

Type	Duration	Benefits
Type ①	- Paid membership (US\$19.9): 1 year + 30-day extension	- Four US\$5 discount coupons - 2% cashback on purchase amount - 24-hour customer service
Type ②	· Free trial: 30 days	- 2% cashback on purchase amount - 24-hour customer service
	↓ (Auto-converts to paid membership after 30 days or can be canceled during trial)	
	· Paid membership (US\$19.9): 1 year	- Four US\$5 discount coupons - 2% cashback on purchase amount - 24-hour customer service

※ Even after subscribing to <Type ②>, users were allowed to re-subscribe to <Type ①> during the 30-day free trial period.

Ali falsely or misleadingly advertised that <Type ②> users could use “product discount coupons” during the free trial period, even though coupon usage was not actually permitted, and used this information to recruit users.

Furthermore, Ali displayed a “Receive Coupon” button to <Type ②> members who were ineligible to use discount coupons; when clicked, the button led to an automatic conversion to <Type ①>, thereby prompting users to pay the annual membership fee.

Figure III-21. ‘Receive Coupon’ Button (AliExpress App)

쿠폰은 무료 체험 종료 후 감금 해제됩니다.

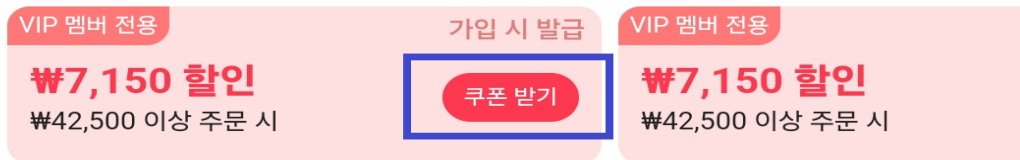


Table III-26. Composition of Violations

Violation	Relevant Provision
Violation Relevant Provision Recruiting users by falsely or misleadingly indicating that discount coupons were available for use	- Article 5-2(a) of Attached Table 4 of the Enforcement Decree of the Telecommunications Business Act: ‘Providing false or exaggerated explanations or notices of key terms and service details to induce users to subscribe’
Inducing paid subscriptions through unclear descriptions and the use of a “Receive Coupon” button	- Article 5(1)(b)1 of Attached Table 4 of the Enforcement Decree of the Telecommunications Business Act: ‘Concluding a service contract without confirming the user’s intent to subscribe’

※ The act of inducing paid subscriptions from free trial users is considered a combination of the two violations listed above.

② Acts that restrict users' right to cancel subscriptions(*Article 5(1)(b)10 of Attached Table 4 of the Enforcement Decree of the Telecommunications Business Act*)

Ali restricted users' right to cancel without valid justification by refusing to refund the remaining annual membership fee to the original payment method when users terminated their membership early, instead issuing refunds in the form of coupons usable only within the AliExpress platform.

※ At the time of the Commission's investigation, some of these violations had been rectified, such as offering refunds via credit card cancellations.

③ Failure to notify users of important terms at the time of contract formation (*Article 5-2(b) of Attached Table 4 of the Enforcement Decree of the Telecommunications Business Act*)

In the membership payment process, Ali failed to notify users of key information they should have been made aware of—such as the fact that the annual fee would be charged, as well as restrictions on the use of discount coupons and refund coupons.

The Commission will finalize the corrective order and the amount of the administrative fine after reviewing the company's response and completing deliberation and resolution procedures.

This investigation was conducted as part of the Commission’s effort to protect users from increasingly deceptive and complex online dark patterns. Going forward, the Commission will continue to strengthen its monitoring of e-commerce and platform operators for violations of the *Telecommunications Business Act* and take strict action in the event of non-compliance.

Figure III-22. Press Release on Corrective Order and Imposition of Administrative Fine

	보도자료	연합뉴스TV · 2024.10.31. · 네이버뉴스
방통위, 알리 익스프레스의 이용자 이익 침해에 대한 시정조치 및 과징금 부과 추진	보도시점 2024.10.30.(수) 배포시점 배포 2024.10.30.(수) 15:00 	
- 유료 멤버십 가입 유도 등 전기통신사업법 위반 관련 시정조치안 송부 - 방통통신위원회(위원장 직무대행 김태규, 이하 ‘방통위’)는 한·알리바바 그룹이 운영하는 온라인 상품거래 플랫폼 알리 익스프레스(이하 ‘알리’)에 대한 “전기통신사업법” (이하 ‘사업법’) 상 금지행위 위반 관련 사실조사를 마무리하고, 10월 30일 해당 사업자[*]에 대한 시정조치안을 통보하였다. [*] Alibaba.com Singapore E-commerce Private Limited 및 AliExpress E-commerce One Ptd., Ltd.(싱가포르 소재 2개 사)		

3) KRW 1.47 billion in fines imposed on four major telecom providers for false, exaggerated, and misleading advertising of bundled services

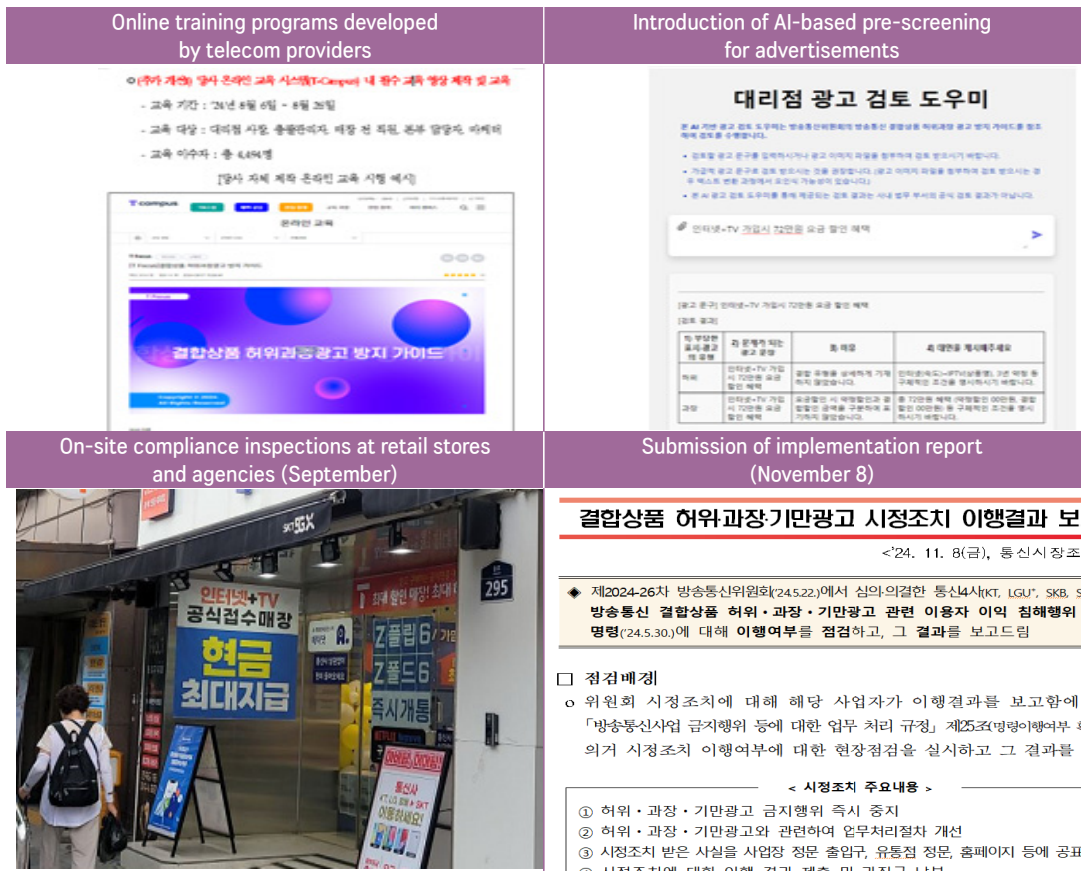
On Wednesday, May 22, the Commission (KCC) held a general meeting and resolved to impose a total of KRW 1.471 billion in administrative fines on the four major telecommunications providers for engaging in false, exaggerated, and misleading advertising related to their broadcasting and telecommunications bundled service offerings. The fines were as follows: SKT – KRW 420 million, KT – KRW 438 million, SKB – KRW 314 million, and LG U+ – KRW 299 million.

From July to December 2023, the Commission conducted a fact-finding investigation into 1,621 online and offline advertisements by the four telecom companies. As a result, it identified 465 violations (28.7%) involving false, exaggerated, or misleading advertising practices that limited users' ability to make rational choices. The violation rates by company were SKT at 32.7%, KT at 29.9%, SKB at 24.5%, and LG U+ at 23.3%. By type of violation, the most common (82.7%) involved deceptive advertisements that emphasized major promotional offers such as 'Free 50-inch TV with Internet + TV subscription' or 'KRW 700,000 in total savings' while omitting or inadequately disclosing important terms such as applicable pricing plans, contract durations, or credit card usage conditions.

The second most common type (15%) consisted of false advertising, including statements like 'maximum support' or '100% penalty coverage,' which presented unverified superlatives or falsely implied that termination fees would be fully covered. Exaggerated advertisements accounted for 2.3%, including claims such as 'KRW 1.5 million discount' or 'KRW 900,000 worth of benefits,' which were presented as unconditional offers available to all users when they in fact included bundled discounts, contract-based discounts, and basic giveaways.

The Commission noted that these deceptive practices arise from a focus on user acquisition rather than fundamental competition based on service quality or pricing. Through this corrective action and fine imposition, the Commission aims to encourage voluntary compliance among telecom providers and will continue to strengthen its market oversight to prevent infringements on user interests. The Commission also advised users to remain cautious when subscribing to bundled service plans, and to carefully review the terms of discounts, penalties, and cancellation policies, rather than being misled by exaggerated or false claims such as free giveaways or excessive benefits.

Figure III-23. Follow-up Measures on False, Exaggerated, and Misleading Advertising



Chapter 2 Reestablishing Media Public Responsibility to Restore Social Trust

1. Enhancing the Credibility of Broadcasting, Telecommunications, and Media

A. Ensuring the Reliability and Transparency of Portal News Services

1) Hosting of a Seminar on Enhancing the Reliability and Fairness of Portal News Services

The Commission held a seminar on Wednesday, December 11 at the Korea Chamber of Commerce and Industry, co-hosted with the Institute for Digital Industry Policy, under the theme of ‘Ensuring the reliability and fairness of portal news services.’

At the seminar, Sim Yeong-seop (Kyung Hee Cyber University) gave a presentation titled ‘Current issues and challenges in the news distribution ecosystem,’ and Lee Jong-gwan(SHIN & KIM LLC) presented on ‘Autonomy and accountability of portal news services in the algorithmic era.’ In the panel discussion that followed, moderated by Ha Ju-yong (Inha University), participants including Kim Gap-bong (Incheon Today), Yu Hong-sik (Chung-Ang University), and Hong Seong-cheol (Kyonggi University) discussed ways to strengthen the reliability and fairness of portal news services.

Figure III-24. Hosting of a Seminar on Portal News Services



The Commission stated that, given the growing authority and influence of portals, it plans to improve relevant systems to ensure that portal services fulfill at least a minimum level of public responsibility by ensuring objectivity and fairness and fostering cooperative relationships with the press. It also stated that the opinions and suggestions raised during the seminar would be carefully reviewed and considered in the formulation of future policies.

2) Support for Education to Strengthen the Capacity of Secondary School Students to Respond to Disinformation, in Cooperation with the Korea Foundation for Media and the Viewers

On Monday, March 25, Vice Chairperson Lee Sang-in of the Commission visited the site of the 2024 ‘Youth Fact-Check Classroom’ program held at Seongbo Middle School in Sillim-dong, Gwanak-gu, Seoul. Since 2021, the Commission has jointly operated the ‘Youth Fact-Check Classroom’ initiative with the Korea Foundation for Media and the Viewers. Through this program, media centers located in each metropolitan city and province visit middle and high schools across the country to help students develop the capacity to critically assess and responsibly use information by determining whether it is false or manipulated.

This year, following a public call for applications, a total of 40 schools (27 middle schools and 13 high schools) were selected to participate in the ‘Youth Fact-Check Classroom’ program. For each selected school, the program runs through December and consists of approximately 14 sessions (28 hours) that take into account the school’s academic calendar, covering topics such as understanding the information environment, characteristics of disinformation, and hands-on fact-checking exercises.

Students who participate in the ‘Youth Fact-Check Classroom’ are given priority opportunities to take part in the ‘National Fact-Check Competition,’ where their entire process—from topic selection to final output—is evaluated and awarded. Participants in the national competition also receive mentoring from experts such as professors and journalists.

The Commission noted that, amid growing social and economic harms caused by malicious and deceptive false information using technologies like AI and deepfakes, the ability to critically evaluate and apply information is increasingly seen as a fundamental solution. As such, the Commission plans to continue expanding fact-checking education so that it is accessible to all citizens.

In addition to the ‘Youth Fact-Check Classroom,’ the Commission and the Korea Foundation for Media and the Viewers plan to allocate a total budget of KRW 561 million this year to offer customized fact-checking education programs for various target groups—including children, university students, seniors, and educators—and to actively develop learning materials and educational content.

Figure III-25. On-site visit to the Youth Fact-Check Classroom



2. Enhancing the Public Nature and Public Interest Function of Broadcast Media

A. Promoting Rigorous and Transparent Renewal of Licenses and Approvals

As media platforms diversify, there has been a growing societal interest in and demand for the public nature of terrestrial broadcasting. Accordingly, there is an increasing need for fair license renewal assessments and follow-up monitoring of compliance with license conditions. In response, the Commission has conducted fair and transparent license and approval renewal reviews for terrestrial broadcasters, general programming channels, and news specialized program providers (PPs). To improve the efficiency of evaluations and ease the burden on service providers, the Commission developed differentiated criteria tailored to the characteristics of each broadcaster and media type. Additionally, the Commission has systematically monitored the implementation of license conditions and recommendations—such as enhancing fairness and public interest in broadcasting and increasing investment in content—in order to encourage broadcasters to fulfill their public responsibilities and to strengthen the effectiveness of the license renewal system.

On January 31, 2024, the Commission deliberated and approved the license renewal of 141 broadcasting stations operated by 34 terrestrial broadcasting service providers, including the Korean Broadcasting System (KBS), which were subject to renewal in 2023. In accordance with the *2023 Detailed Plan for License Renewal of Terrestrial Broadcasting Service Providers* (hereinafter referred to as the *Detailed Renewal Plan*), the License Renewal Review Committee assessed each applicant and granted a five-year license validity to one broadcasting station that scored 700 points or higher out of a total of 1,000.

Fifty-two stations that scored 650 points or higher were granted a four-year license validity, while 88 stations that scored below 650 points were conditionally renewed with a three-year license validity. Alongside the renewals, the Commission imposed license conditions and issued recommendations for the 2023 renewal applicants in accordance with the *Detailed Renewal Plan*. These conditions were aimed at reinforcing public responsibility and fairness in broadcasting, improving transparency and autonomy in management, encouraging investment in regional broadcasting content, promoting a cooperative broadcasting production environment, strengthening viewer protection, revitalizing terrestrial UHD broadcasting, and enhancing financial soundness. The license conditions and recommendations were formulated based on the review opinions and proposed conditions submitted by the License Renewal Review Committee and reflected a comprehensive consideration of the media environment, management conditions of each broadcaster, relevant policy directions, and public input. In particular, to rationalize the scope of imposed conditions, those that had already achieved their policy objectives or were already mandated by law or regulations were removed. As a result, the number of license conditions decreased by 30%, from 57 in the previous cycle to 40, and the number of recommendations was reduced by 56%, from 32 to 14.

On March 27, the Commission approved the renewal of licenses for YTN, Yonhapnews TV, and Channel A, whose previous licenses were set to expire in 2024. According to the results of the review conducted by the License Renewal Review Committee, Channel A scored 652.95 points, YTN scored 661.83 points, and Yonhapnews TV scored 654.49 points—all exceeding the minimum passing score of 650. In line with the *Basic Preliminary Plan for License and Approval Renewal of Broadcasting Service Providers for 2023-2026* (announced on September 21, 2022), the Commission granted a renewal for each license with a validity period of four years. At the same time, the Commission imposed license conditions and issued recommendations tailored to the circumstances of each broadcaster, taking into account the opinions submitted by the Review Committee. In particular, as the Committee strongly emphasized the need for mechanisms to uphold public responsibility and fairness in broadcasting, the following common conditions were imposed: ▲ strengthening systems and training related to fact-checking and journalistic ethics, ▲ implementation of a professional management system specific to the media sector, ▲ conducting fairness assessments of current affairs and news programs through external expert institutions. In this round of evaluations, the Commission aimed to enhance the public responsibility and social contribution of general programming and news-specialized broadcasters, while avoiding excessive or unnecessary restrictions on their managerial autonomy. The Commission will closely monitor whether the broadcasters comply with their submitted business plans and the imposed conditions and will continue to improve the license renewal system so that it contributes to a virtuous cycle within the broadcasting industry as a whole.

Table III-27. 2024 License Renewal Evaluation Results for General Programming and News-specialized Program Providers (PPs)

Evaluation Item (Score allocation: General PP / News PP)	Channel A	YTN	Yonhapnews TV
1. Evaluation by the Broadcasting Evaluation Committee (400 pts / 400 pts)	330.12	344.74	321.58
2. Likelihood of fulfilling public responsibility and fairness; necessity for local, social, and cultural service (210 pts / 260 pts)	117.65	132.70	138.90
3. Appropriateness of plans for program planning, scheduling, production, and securing public interest (190 pts / 160 pts)	99.80	86.30	88.40
4. Managerial, financial, and technical capability (100 pts / 80 pts)	58.73	43.68	52.63
5. Implementation of support plans for broadcasting development and compliance with broadcasting laws and regulations (100 pts / 100 pts)	51.10	58.80	57.10
6. Other relevant matters for project execution (50 pts / 50 pts) - Implementation of emergency broadcasting	28.20	28.70	28.60
Total (1,050 pts)	685.60	694.92	687.21
Final Converted Score (1,000 pts)	652.95	661.83	654.49

Meanwhile, the Commission formulated the *2024 Detailed Plan for License Renewal* in June 2024, incorporating improvements to the evaluation system such as differentiated criteria by media type and minimization of imposed conditions. Based on this plan, the Commission will conduct rigorous and transparent license renewal procedures for 12 broadcasters and 146 broadcasting stations whose licenses are set to expire. As in 2023, the *2024 Detailed Plan for License Renewal* designates two core evaluation items to reinforce the public interest and public responsibility of broadcasting: the “likelihood of fulfilling public responsibility and fairness and the necessity for local, social, and cultural service” and the “appropriateness of plans for program planning, scheduling, production, and securing public interest.” In particular, to strengthen public responsibility and the public interest function of broadcasting, the Commission revised the criteria related to public responsibility and fairness, and increased the score allocation for “appropriateness of past performance and plans for public responsibility and fairness” from 90 points to 120 points. Additionally, in light of the national crises of declining birthrates and regional depopulation, the Commission included programming plans related to overcoming these issues in the detailed evaluation criteria for public interest programming. The Commission also enhanced the incorporation of youth perspectives in broadcasting policy by conducting a pre-hearing with youth policy assistants and the 20s–30s Policy Advisory Group on November 27, 2024.

From March to October 2024, the Commission reviewed the implementation status of license conditions imposed on terrestrial broadcasters and encouraged compliance, resulting in an implementation rate of approximately 97.7% (621 out of 635 items fulfilled). Going forward, the Commission plans to promote improvements to the license and approval renewal system, including extending the maximum validity period from the current 5 years to 7 years. It will also conduct regular follow-up reviews of the conditions

and recommendations imposed during the 2024 license and approval renewal processes, ensuring thorough oversight and management.

B. Advancing Emergency Broadcasting

As disasters such as earthquakes and typhoons become more localized and frequent, the need for accurate and timely delivery of emergency information to minimize harm to lives and property has increased. There is also a growing necessity to strengthen preventive measures against broadcast outages during disaster events. In response, the Commission has played a central role as the control tower for emergency broadcasting by providing in-depth disaster information that aligns with public needs and by enhancing the methods of emergency information delivery in line with evolving disaster and media environments. These efforts aim to help the public quickly return to normalcy after disasters. To improve accessibility for persons with disabilities, the Commission promoted legislation requiring broadcasters to provide Korean Sign Language interpretation during emergency broadcasts. It also expanded support for the installation of relay facilities to improve reception environments and broadened the scope of key broadcasting facilities subject to inspection, thereby strengthening preventative measures against broadcasting disruptions during disasters.

As a first step, the government submitted a legislative bill to the National Assembly in June 2024 to amend the *Framework Act on Broadcasting and Communications Development*, which mandates that the primary emergency broadcasting service provider (KBS) must include sign language interpretation in emergency broadcasts, while other terrestrial broadcasters are encouraged to make similar efforts. Furthermore, recognizing that current regulations on emergency broadcasting focus primarily on obligations and sanctions, the government began collecting opinions from relevant agencies and experts to draft the *Act on the Management and Support of Emergency Broadcasting*. This new legislation is intended to enhance the emergency broadcasting management system and strengthen support for broadcasters, thereby contributing to the development of emergency broadcasting overall.

To prevent damage to broadcasting facilities caused by large-scale disasters such as earthquakes and typhoons, and to ensure swift recovery in the event of such damage, the Commission formulated and implemented the *2025 Basic Plan for Broadcasting Disaster Management* and conducted inspections on the implementation status of each broadcaster's disaster management plan. In addition, the amendment to the *Framework Act on Broadcasting and Communications Development*, which specifies regulations for supporting the installation of broadcasting facilities in shadow areas such as tunnels—where emergency broadcast reception rates are low—was passed by the National Assembly plenary session on September 26, 2024, after being introduced on June 18, 2024, and was promulgated through the State Council on October 22. The amendment was introduced to resolve implementation issues in existing support

projects, as the previous law lacked provisions on eligible recipients and standards for supporting installation costs of broadcasting and telecommunications facilities in shadow areas such as tunnels, as well as on the methodology for measuring reception rates of emergency broadcasting in those areas. Based on the amended law, the Commission plans to revise subordinate regulations and establish detailed criteria for supporting installation costs of emergency broadcasting reception equipment. Through these measures, the Commission will continue its policy efforts to improve the emergency broadcast reception environment and enable the public to respond more effectively in disaster situations.

Meanwhile, the Commission strengthened its role as the control tower for emergency broadcasting by establishing a constant communication system and enhancing cooperation with the lead disaster management agency and 50 mandatory emergency broadcasters, including terrestrial, general programming, and news-specialized channels. As the emergency broadcasting control tower, the Commission conducted 24-hour monitoring of the implementation status of emergency broadcasts by the 50 mandatory broadcasters and provided immediate feedback to those that failed to air emergency content. It made a total of 88 formal requests for cooperation to the mandatory broadcasters, asking them to notify the public in advance about safety actions and disaster situations. As a result of this real-time monitoring and feedback, the number of non-compliance cases decreased from eight to three. Additionally, to improve emergency broadcast notifications, the Central Emergency Broadcasting Council adopted a resolution on July 12, 2024, recommending that when the lead disaster agency drafts a broadcast message, the message be limited to 250 characters and include an English-language version for broadcasting purposes. The Commission also supported the advancement of KBS's emergency broadcasting system and made efforts to expand services for vulnerable groups, including greater availability of Korean Sign Language interpretation. It produced public action guideline content tailored to various types of disasters and shared it with the 50 mandatory broadcasters (including terrestrial, DMB, general programming, and news channels), six local governments (such as Gwangju Metropolitan City), and 13 central and public institutions (such as the Rural Development Administration). These video (40 clips) and radio (40 episodes) materials were also distributed through the KBS disaster portal and YouTube channel, Safe K, thereby contributing to raising public awareness and preparedness for disasters.

In response to the increasing frequency of various natural and man-made disasters, the Commission strengthened its assessment of emergency broadcast reception conditions in shadow areas such as tunnels and underground spaces by conducting surveys annually instead of biennially, in order to ensure the timely delivery of emergency information and the protection of lives. To eliminate reception blind spots, the Commission expanded technical consulting services and increased support for the installation of relay facilities in tunnels and subway stations—from 20 installations in 2023 to 60 in 2024. Moving forward, the Commission plans to continue its efforts to improve the emergency broadcast reception environment by providing technical support and financial assistance for reception infrastructure in areas

identified as having poor reception based on the results of these surveys.

The Commission also strengthened safety inspections and training for key broadcasting facilities to prevent broadcasting disasters, reinforce the accuracy and timeliness of emergency broadcasting during disaster events, and thereby enhance the public responsibility of broadcasting in protecting lives and property. In particular, to ensure uninterrupted emergency broadcasting nationwide in the event of unpredictable disasters, the Commission expanded the scope of inspections from 10 key national broadcasters to 36 broadcasters, including regional stations. Inspections were conducted at major broadcasting facilities—such as master control rooms, transmitter stations, and relay stations—during the thawing period (January 30 to March 27), summer season (May 13 to June 18), and winter season (October 29 to December 13) to assess broadcasters' disaster prevention, preparedness, response, and recovery capabilities. These efforts helped prevent broadcasting disasters and disruptions to broadcasting services. In the winter season, the Commission carried out safety inspections at 45 key broadcasting sites operated by 16 broadcasters to prevent winter-related broadcasting accidents. Key areas of inspection included: ▲ adequacy of response measures to extreme weather conditions such as heavy snowfall and cold waves, ▲ safety conditions of transmission equipment and access roads, ▲ management of facility structures such as transmission towers and retaining walls. In addition, the Commission conducted focused inspections on the condition of uninterruptible power supply (UPS) batteries, which have been linked to recent fires at large data centers. It also reviewed contingency plans for fire and power outages, recovery strategies in the event of broadcasting network damage, and the current status of redundant broadcasting transmission systems. Furthermore, in accordance with the 2024 Broadcasting Disaster Management Plan, the Commission inspected the implementation status of disaster preparedness across 10 major broadcasters between December 4 and December 17, and took corrective actions to address any deficiencies.

In addition, on October 31, the Korea Communications Commission conducted the 2024 Safe Korea Disaster Response Exercise jointly with 10 major broadcasting service providers and other relevant agencies. The exercise simulated a disaster scenario in which a typhoon caused a large-scale power outage across the Seoul metropolitan area, followed by a fire at the Channel A broadcasting station, potentially resulting in a disruption of broadcasting transmission. By combining field-based and discussion-based training sessions, the exercise comprehensively assessed the broadcasting sector's disaster response system, including emergency alert dissemination, situation assessment, and rapid restoration of broadcasting operations. Identified shortcomings were addressed to improve the safety of broadcasting facilities. The Commission will continue to support broadcasters in conducting thorough pre-inspections and training exercises to prevent broadcasting service disruptions during disasters, thereby ensuring stable broadcasting services for the public.

Figure III-26. 2024 Korea Safe Country Training for Disaster Response



3. Strengthening the Public Responsibility and Public Nature of Public Broadcasters

A. Reforming the Governance and Funding Structure of Public Broadcasters

In response to the evolving media environment and the growing need to redefine the role of public broadcasters, the Commission pursued institutional reforms to reinforce the public mission and public nature of public broadcasting. As part of these efforts, the Commission aimed to enhance transparency in public broadcasting revenues—such as license fees—and rationalize governance structures, thereby reinforcing the public character and trust of public broadcasters in contrast to commercial broadcasters.

With the enforcement of the *Partial Amendment to the Enforcement Decree of the Broadcasting Act* in July 2024, license fees are now billed and collected separately from electricity bills, allowing the public to clearly recognize whether they are being charged a license fee and the amount charged. The Commission supported the stable implementation of the separate billing system and reviewed various funding options to ensure the sustainable fulfillment of public broadcasters' public mission. Additionally, from June to December 2024, the Commission conducted policy research to improve related systems, including license fee exemptions and the introduction of a system requiring separate accounting for license fees and other revenues such as advertising. Going forward, the Commission will continue to review measures to improve transparency—such as separate accounting and public disclosure of license fee usage—thereby strengthening public trust in public funding. To ensure the public nature and fairness of public broadcasting, the Commission also reviewed governance reform measures, including the composition of public broadcaster boards of directors and the introduction of a performance agreement system. It actively responded to relevant legislative developments in the National Assembly concerning

governance (including the rejection of a re-deliberation motion in September 2024) and conducted comparative policy research on international practices and previously proposed bills from past legislative sessions (June to December 2024).

The Commission examined reforms related to the composition of public broadcaster boards and the procedures for appointing CEOs and supported parliamentary deliberations and social consensus-building efforts to help ensure political neutrality and public trust in public broadcasting. Furthermore, it promoted the introduction of a performance agreement system that clearly defines public broadcasters' missions and ensures systematic implementation. Through this system, the Commission aims to strengthen the public mission of broadcasting—including public service, fairness, and transparency—and enhance transparency in the use of license fees, thereby increasing public trust in public broadcasters.

B. Revitalizing Regional Broadcasting

Although regional broadcasting serves essential public functions such as supporting local self-governance, reflecting regional identity and diversity, and delivering emergency broadcasts as a universally accessible free service, the shift in media consumption habits has exacerbated financial difficulties. This has led to reductions in production budgets and personnel, a decline in the quality of regional programming, and a resulting vicious cycle of weakening competitiveness. To support struggling regional broadcasters, the Commission established the *4th Basic Plan for the Promotion of Regional Broadcasting (2024-2026)* (hereinafter referred to as the *Support Plan*) in January 2024. The plan includes measures such as strengthening the competitiveness of regionally tailored content, enhancing communication and cooperation among regional broadcasters, reinforcing the public service functions of regional broadcasting, and securing stable funding through regulatory improvements in advertising. In accordance with the Support Plan, the Commission supported the production of outstanding regional programs. The production support program is designed to enhance the content competitiveness of regional and small broadcasters by selecting high-quality programs each year through a rigorous screening process in categories such as regionally tailored content, competitive programming, and new content formats. In March, the Commission selected 40 regional programs for production support to strengthen content competitiveness. In 2024, in line with the objectives of the Support Plan, production support was expanded to include programs focusing on diverse themes such as regional history and cultural characteristics, as well as current issues relevant to local communities. In addition, support was extended to region-specific programs produced in cooperation with local governments and institutions, utilizing local resources.

The Commission also laid the groundwork for promoting and distributing regional broadcast content by supporting participation in overseas content markets, pitch forums, and the reproduction of high-quality

programs. In June and December, the Commission supported regional broadcasters' participation in the Vietnam Telefilm Market and the Singapore Asia TV Forum (ATF), respectively, facilitating international promotion and networking with global broadcasters. At the international content fairs, a regional content promotion booth was operated, featuring 231 programs from 25 regional broadcasters. As a result, the Commission facilitated 26 co-production discussions, 33 distribution consultations, and the signing of two distribution agreements. Furthermore, on November 6, the 3rd *Regional Broadcasting Content Exchange and Cooperation Event* was held, during which 20 regional broadcasters met with 10 broadcasting representatives from four countries (Taiwan, Vietnam, Japan, and the United Kingdom) to conduct business meetings for international content exchange, paving the way for global content distribution. Additionally, regional broadcast content was made available on domestic OTT platforms such as Watcha (137 titles), Wavve (35 titles), Naver TV (5 titles), and the LG U+ FAST channel (agreement signed in December), thereby expanding audience access and creating new revenue opportunities. Based on these support initiatives, regional broadcast content was sold to international broadcasters, distributors, and airlines, generating KRW 930 million in sales as of September 2024, contributing to the financial stability of regional broadcasters.

Figure III-27. Supporting the Activation of Regional Broadcast Content Distribution



Meanwhile, the Commission supported training programs for in-service regional broadcasting professionals, including customized education and expert consulting, to enhance the adaptability of regional broadcasters to the rapidly changing broadcasting environment and strengthen their content production capabilities. To improve the quality of training and increase satisfaction among regional broadcasting employees, the Commission promoted a combination of diverse, tailored theoretical and

hands-on training. Specifically, it supported a total of 19 customized training programs by broadcaster, covering specialized topics such as YouTube utilization strategies, revenue model development, and content management. The Commission also provided support for international broadcasting training programs designed to help regional broadcasters stay current with the latest trends in broadcasting technology. In addition, the Commission conducted 29 rounds of expert consulting services, dispatching specialists in areas needed by each regional broadcaster, such as 4K camera operation and production workflows. Through this tailored training and consulting support, the Commission helped regional broadcasting personnel enhance their expertise in program production and distribution while equipping them to respond more effectively to the evolving media landscape. Finally, the Commission supported collaborative initiatives to promote mutual growth within the regional broadcasting sector. These included joint program production with local organizations and co-production projects with overseas broadcasters, aimed at reducing content production costs and strengthening production capabilities.

Table III-28. Major Collaborative Projects for Regional Broadcasting Co-productions

Broadcaster	Program Title	Description	Support Amount (KRW million)	Partner Organization & Collaboration Details
Gwangju Munhwa Broadcasting Corporation	Live Namdo Life: Local Stories You Watch Together	A regional magazine program providing local information from Gwangju Metropolitan City and nearby Jeollanam-do areas including Naju, Damyang, and Hwasun	140	Gwangju Tourism Organization - Provided filming locations and promotional collaboration
MBC Gyeongnam	News Pada	A current affairs news program focused on local issues in the Gyeongsangnam-do region	135	Gyeongsangnam-do - Provided background data and materials
MBC Gyeongnam	Fish Market Blues 2024	A revitalization project program for fish markets facing decline due to wastewater discharge and the climate crisis	20	Suhyup (Supported filming, casting, and data provision)
KNN Korea New Network (KNN)	DJ, Let's Take a Trip	A village travel program that explores local areas based on songs related to the region	171	Gijang-gun, Busan Metropolitan City (Production cost: KRW 260 million)
Kwangju Broadcasting Company	The Texture of Sound	A sound empathy program that records endangered sounds of nature and society using 3D microphones and recorders in collaboration with top domestic and international sound artists	252	Jindo-gun and Gwangcheon-dong (Production cost: KRW 30 million)
Taegu Broadcasting Corporation (TBC)	School Song Project: Making a Real School Anthem	A project in which musicians create original school songs, promoting awareness of local schools and evoking memories of hometown education	81	Gyeongsangbuk-do Office of Education (Provided materials and expert consultation)
Taegu Broadcasting Corporation (TBC)	Pungjeong Radio, Challenge AI	A short-form series featuring elderly residents of Pungjeong-ri who take on the challenge of AI beyond traditional radio	66	Gyeongsangbuk-do Office of Education (Joint planning and expert consultation)

Broadcaster	Program Title	Description	Support Amount (KRW million)	Partner Organization & Collaboration Details
OBS	Today's Climate	A specialized daily program focused on climate change, featuring urgent response strategies and stories from disaster sites	60	Gyeonggi-do Council for Sustainable Development and Incheon Council for Sustainable Development (Provided information and co-developed content)

The Commission plans to continue expanding its support for regional broadcasting by establishing an effective and sustainable support system that enables regional broadcasters to build self-sufficient foundations for long-term growth. By revitalizing regional broadcasting, the Commission aims to improve public access to high-quality and diverse local programming, enhance viewer welfare, promote regional culture, and contribute to balanced national development. It will also work to create a virtuous cycle of “strengthening content production capabilities → improving broadcast quality and enhancing content competitiveness → revitalizing content distribution and generating revenue → reinvesting in content production,” thereby fostering a healthy regional media ecosystem and laying a stronger foundation for the growth of regional and small-scale broadcasters.

Chapter 3 Building a Digitally Inclusive Society Together with the Public

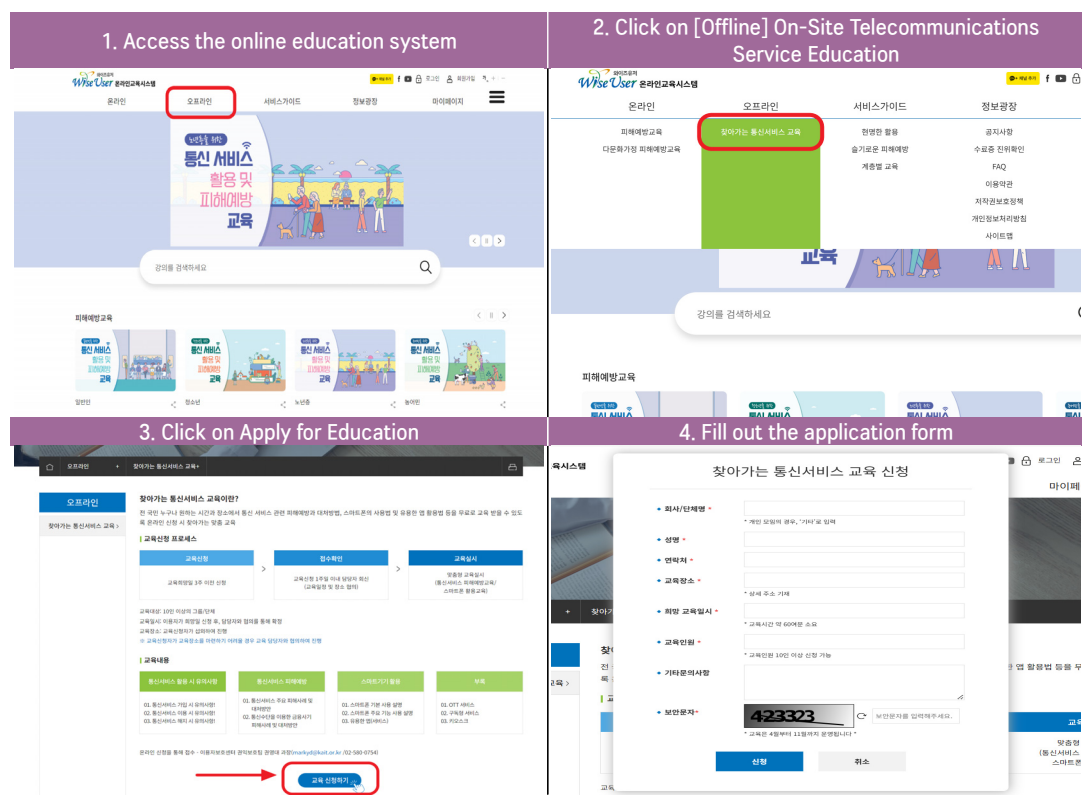
1. Expanding Equal Access to Media

A. Protection of Digitally Vulnerable Groups

1) Launch of an Instructor Group for Educational Outreach to Prevent Harm to Vulnerable Populations, Including Seniors

On Monday, March 25, the Commission and the Korea Association for ICT Promotion (KAIT) held the launching ceremony for the ‘2024 Training Program for Telecommunications Service Use and Damage Prevention Instructors’ at the POST Tower in Jung-gu, Seoul, and began providing customized, on-site education for digitally vulnerable groups.

Figure III-28. How to Apply for Telecommunications Service Use and Damage Prevention Education



Since 2010, the Commission has conducted annual training programs on the use of telecommunications services and the prevention of damages—such as voice phishing—for seniors, persons with disabilities, multicultural families, and other digitally vulnerable groups to improve their ability to safely use telecommunications services.

At the launching ceremony, 141 instructors with strong practical skills and expertise in broadcasting and telecommunications services were selected to deliver education tailored to the needs of each group. To further enhance the instructional capabilities of the instructor group, training was also provided on topics including ‘Effective Teaching Techniques’ and ‘Harm Prevention Measures in the Age of Artificial Intelligence (AI).’

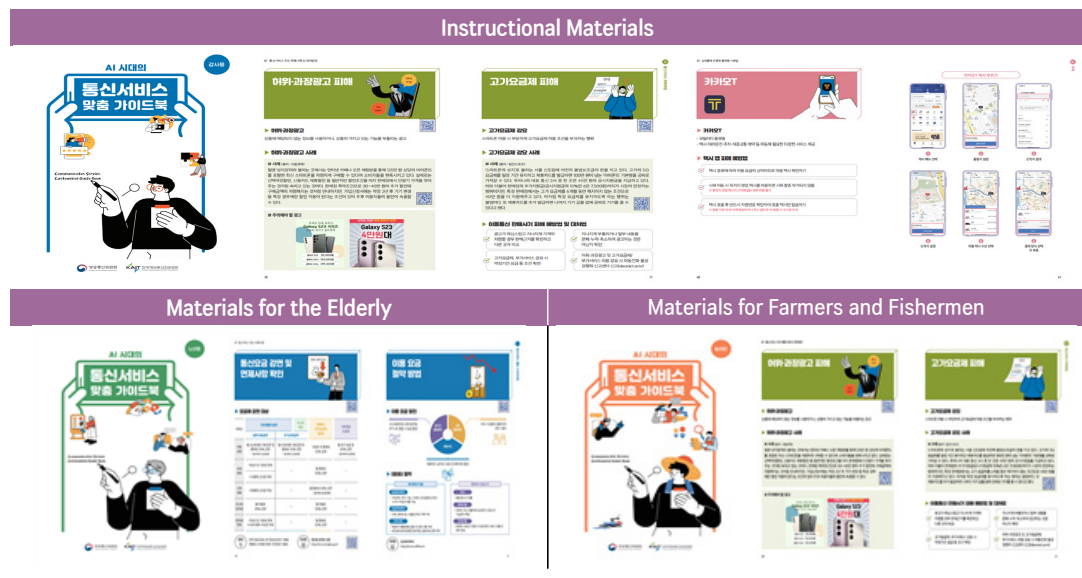
To provide tailored education for each demographic group and to effectively disseminate training programs, the Korea Communications Commission has established cooperative frameworks with 19 organizations, including the Korean Senior Citizens Association, the Korea Association of Senior Welfare Centers, and the Korea Welfare Information and Communication Association. Through these partnerships, the Commission promoted training programs this year that focused on the latest cases of voice phishing and smishing, as well as guidance on how to use digital platforms.

Figure III-29. Roundtable Meeting for Cooperation with Educational Institutions



In addition, tailored educational materials were developed and utilized to meet the needs of different learner groups, including braille books for individuals with visual impairments and multilingual materials for multicultural families and foreign residents, available in English, Chinese, Vietnamese, Thai, and other languages. Leaflets were also distributed to provide easy-to-understand information about telecommunications services.

Figure III-30. Educational Materials by Social Class



As digital technologies such as artificial intelligence (AI) continue to advance, there is growing concern that vulnerable groups may be exposed to new risks. In response, the Commission plans to make multifaceted efforts and provide continued support to ensure that the use of telecommunications services and the protection of vulnerable users are balanced in a harmonious way.

Organizations wishing to receive on-site training in telecommunications service use and damage prevention may apply through the WiseUser website (<https://edu.wiseuser.go.kr>). Individual users can also access free online courses and receive certificates of completion through the same platform.

Figure III-31. Online Education Registration and Course Access Screen

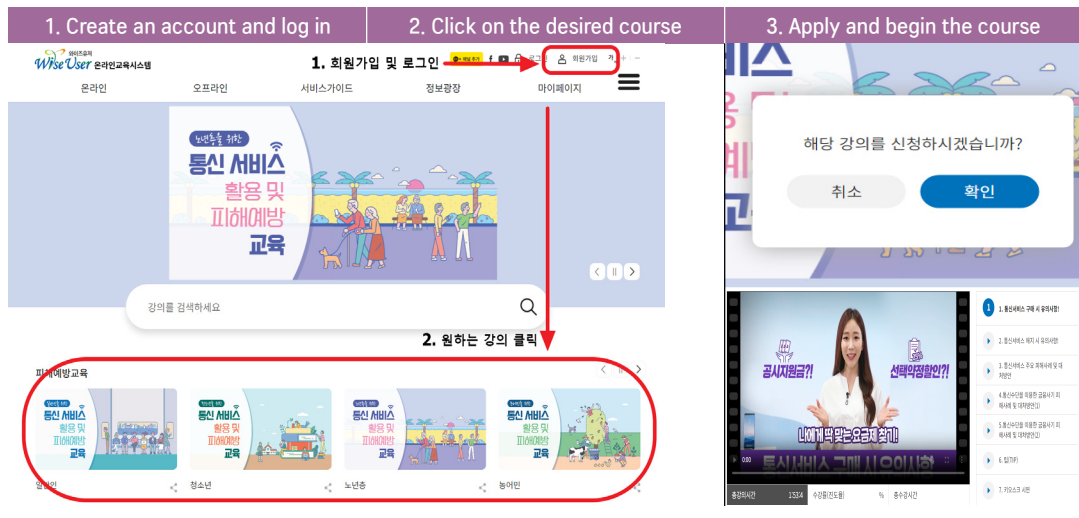


Figure III-32. Implementation of User Damage Prevention Education



Figure III-33. Online Certificate Issuance and Certificate Format

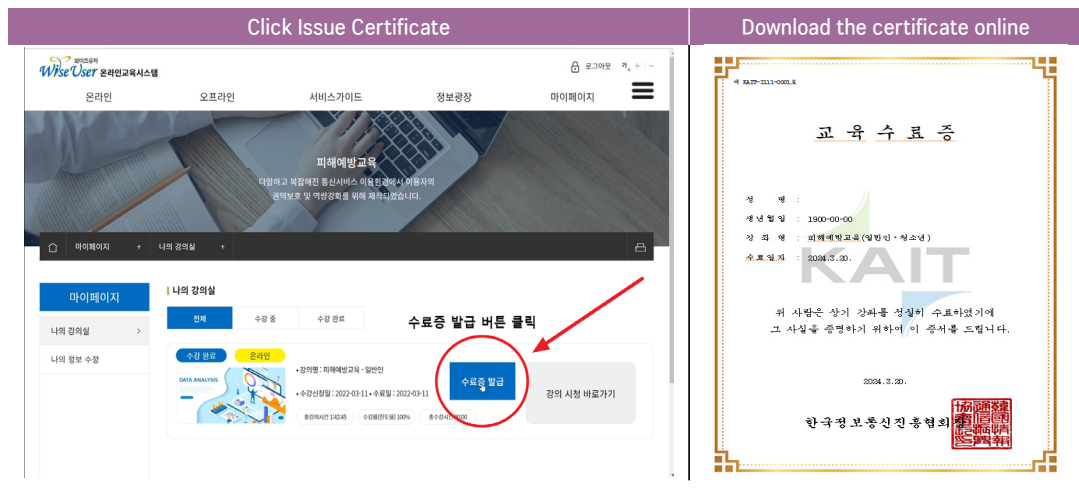


Figure III-34. Partner Organizations by Target Group

Category	Partner Organizations
Seniors (3)	 사단법인 대한노인회 The Korean Senior Citizens Association  한국노인종합복지관협회 KOREA ASSOCIATION OF SENIOR WELFARE CENTERS  KWIC 한국복지정보통신협의회
Persons with Disabilities (2)	 한국농아인협회 KOREA ASSOCIATION OF THE DEAF  한국시각장애인연합회 KOREA BLIND UNION
Multicultural Families (4)	 북한이탈주민지원재단  KOREA SUPPORT CENTER FOR FOREIGN WORKERS  경기대학교  새날학교
General Public and Farmers/Fishermen (4)	 한국자활복지개발원 제주광역자활센터  행복으로 가는 길 경기제일산업  독거노인종합지원센터 (충청노인돌봄지원기관)  농협
Youth (2)	 Yunjung Middle School 윤중중학교  오정초등학교 OJEONG ELEMENTARY SCHOOL
Remote/Online Learners (4)	 서울특별시 평생학습포털  GSEEK 지식  SSOC  날배움 국가평생교육포털

2) Signing of MOU Between the Commission and the Daegu Metropolitan Office of Education for the Expanded Distribution of the ‘Cyber Safety Zone’ App

On Thursday, March 21, the Commission signed a memorandum of understanding (MOU) with the Daegu Metropolitan Office of Education to promote the expanded distribution of the ‘Cyber Safety Zone’ app, aimed at protecting children and adolescents from the harmful effects of smartphone overuse.

Figure III-35. MOU Signing Between the Commission, Daegu Metropolitan Office of Education, and KCUP

‘Cyber Safety Zone’ Agreement (draft)

방송통신위원회 · 대구광역시교육청 · 방송통신이용자보호협회(이하 “협약기관”이라 한다)는 스마트폰 과의존 등 역기능으로부터 대구광역시 청소년을 보호하기 위해 다음과 같이 업무협약을 체결한다.

제1조(목적) 이 업무협약은 협약기관의 상호협력에 필요한 사항을 규정함으로써 청소년들이 스마트폰 등 기기를 바르고 안전하게 사용하여 창의적이고 건전한 인격체로 성장하게 하는데 그 목적이 있다.

제2조(협력내용) 각 협약기관은 다음 각 호의 사항에 대하여 적극 협력하고, 세부적인 사항은 상호 협의하여 진행한다.

1. 방송통신위원회는 대구광역시 내 초·중·고교에 사이버안심존 앱 등 청소년보호 SW를 제공한다.
2. 대구광역시교육청은 관내 사이버안심존 서비스 참여 및 홍보 활동을 적극 지원한다.
3. 방송통신이용자보호협회는 사이버안심존 운영학교 대상 교육(학부모·학생·교사) 및 콘텐츠, 안내책자 등 홍보물, 통계정보를 제공한다.
4. 각 협약기관의 발전에 필요하다고 상호 합의된 기타 제반사항의 협력

제3조(협약의 효력) 본 협약은 체결된 날로부터 1년간 유효하며, 특별한 이의가 없는 한 본 협약은 1년씩 자동 연장된다. 본 협약의 내용을 변경하거나 해지하고자 하는 경우에는 협약기관이 서면 합의하여야 한다.

제4조(기타) ① 본 협약의 세부사항 추진 등을 위해 필요시 협약기관 간 실무협의회를 구성하여 운영할 수 있다.
 ② 본 협약서에 명시되지 않은 사항은 각 기관이 서로 협의하여 결정한다.
 ③ 각 협약기관은 본 협약이 상호 공동협력에 위한 양해각서로서, 각 기관에 어떠한 법적 의무를 발생시키는 것은 아님을 확인한다.

협약기관은 위와 같이 협약이 체결되었음을 증명하고, 성실한 이행을 위하여 협약서 3부를 작성하여 각 1부씩 보관한다.

2024년 3월 일


방송통신위원회
사무처장 서명란


대구광역시교육청
부교육감 서명란


KCUP
방송통신이용자보호협회 회장 서명란

hoto from the MOU Signing Ceremony

2024년 3월 21일(목) 장소 | 대구광역시교육청



대구광역시교육청, 방송통신위원회, KCUP, 방송통신이용자보호협회

사이버안심존 업무협약

일시 | 2024년 3월 21일(목) 장소 | 대구광역시교육청



대구광역시교육청, 방송통신위원회, KCUP, 방송통신이용자보호협회

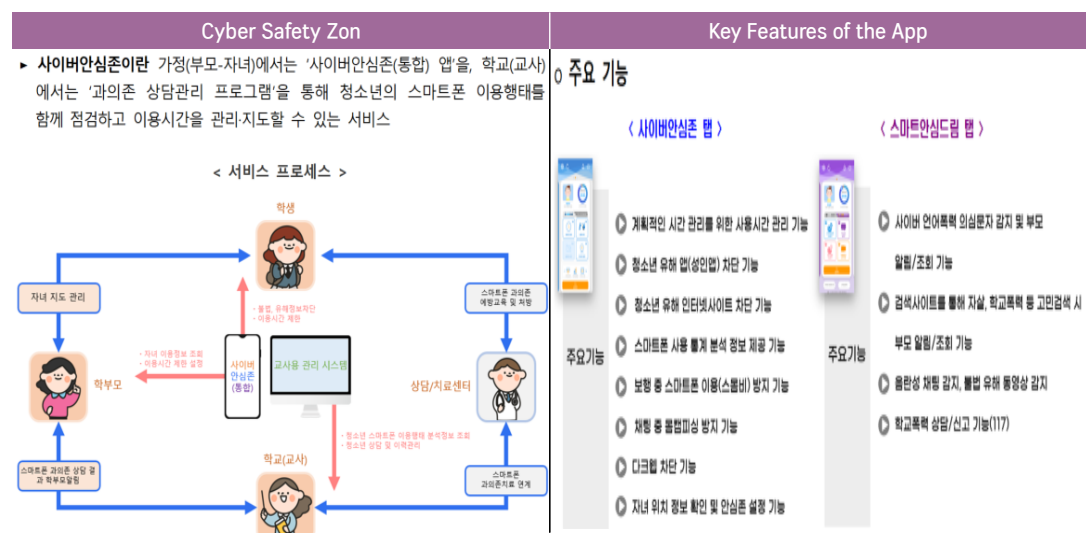
Since the 2000s, South Korean society has entered an era in which all citizens can easily access and exchange information, driven by the rapid development of mobile internet technology and the widespread adoption of smartphones. At the same time, however, society has become increasingly exposed to harmful effects such as pornography, cyberbullying, digital sexual crimes, and smartphone overdependence. These negative effects are especially concerning for children and adolescents, as they may have a detrimental impact during the formative stages of identity development. Accordingly, a joint effort is required across families, schools, and government to prevent such harm.

The ‘Cyber Safety Zone’ project, promoted by the Commission since 2013, provides free smartphone risk prevention programs to elementary, middle, and high school students. Through the ‘Cyber Safety Zone’ app, parents and children can jointly monitor and manage smartphone use, while the “Overdependence Counseling and Management Program” enables teachers and students to assess and guide smartphone usage patterns together.

The ‘Cyber Safety Zone’ app offers functions such as screen time management, blocking of harmful apps for minors, prevention of smartphone use while walking, protection against webcam phishing during chats, monitoring of suspected cyberbullying language, and parent notification alerts. The app is available in both parent and child versions and can be downloaded from One Store, a domestic app marketplace.

The Commission plans to use this memorandum of understanding as an opportunity to actively promote and distribute the ‘Cyber Safety Zone’ app. These efforts aim to protect children and adolescents from harmful content such as pornography and cyberbullying, while also fostering a cooperative environment in which families and schools work together to prevent smartphone overdependence among youth.

Figure III-36. Cyber Safety Zone App



B. Enhancing media accessibility for the marginalized

1) Announcement of the 2023 Results on the Compliance with Mandatory Broadcasting Requirements for Persons with Disabilities

On Wednesday, March 20, the Commission announced the results of the 2023 assessment on broadcasters' compliance with the mandatory broadcasting requirements for persons with disabilities.

The 2023 results on the 'compliance with mandatory broadcasting requirements for persons with disabilities' were based on Article 69, Paragraph 8 of the Broadcasting Act and evaluated the performance of 108 broadcasting service providers subject to these obligations over the course of the year. The assessment focused on their programming of services for persons with disabilities, including closed captions, audio descriptions, and Korean Sign Language (KSL) interpretation.

The specific obligations vary depending on the type of broadcaster. Terrestrial broadcasters, general programming channel providers (hereinafter referred to as 'general PPs'), and news-specialized channel providers (hereinafter referred to as 'news PPs') are required to meet the following targets as a percentage of their total broadcast hours: 100% for closed captioning, at least 10% for audio description, and at least 7% for Korean Sign Language broadcasting.

Table III-29. Mandatory Quotas for Disability-Accessible Programming by Broadcaster Type

Category	Broadcasters with Obligations (108 total)		Mandatory Quota for Disability-Accessible Programming (%)		
			Closed Captions (%)	Audio Description (%)	Korean Sign Language (%)
Designated Mandatory Providers* (55)	Terrestrial	4	100	10 (Reruns ≤ 25%)	7
	Regional Terrestrial	44	100	10	7
	News/General Programming PPs	6	100	10 (Reruns ≤ 25%)	7
	Satellite Broadcasting	1	70	7	4
Providers Designated by Notification ** (53)	System Operators (SO)	43	70	7	4
	General PPs	10	70	5	3

* Designated Mandatory Providers: Broadcasters that are legally required to provide disability-accessible programming (*Article 52-2 of the Enforcement Decree of the Broadcasting Act*)

** Providers Designated by Notification: Pay-TV service providers designated by the Commission based on criteria such as revenue and viewer share (*Article 5 of the Notification on the Programming and Provision of Broadcasting Services for Persons with Disabilities to Ensure Accessibility*)

As a result of the evaluation of the 2023 disability-accessible programming performance of the 108 broadcasting service providers subject to mandatory requirements, all providers were found to have complied with their obligations for audio description and Korean Sign Language (KSL) broadcasting.

In particular, terrestrial broadcasters, general programming channel providers (general PPs), and news-specialized channel providers (news PPs) successfully met their obligations for KSL broadcasting, even though the requirement increased from 5% to 7% in 2023.

Additionally, all 10 broadcasters subject to the revised rule limiting the proportion of reruns in audio description programming to 25% (previously 30%) also fully complied with this obligation.*

*** Central terrestrial broadcasters: KBS, MBC, SBS, EBS; News PPs: Yonhapnews TV, YTN; General PPs: Channel A, MBN, JTBC, TV Chosun**

Regarding closed captioning, 92 out of the 108 obligated broadcasters fulfilled their requirements, while 16 broadcasters fell short. However, most cases of noncompliance were found to be due to minor issues such as temporary equipment malfunctions or operator negligence.

For broadcasters that did not meet their obligations for disability-accessible programming, the Commission issued administrative guidance to ensure compliance going forward. These results will also be considered when allocating support for the production of disability-accessible programming.

2) Expansion of TV Distribution for the Visually and Hearing Impaired

To enhance accessibility to broadcasting services for individuals with visual or hearing impairments, the Commission distributed 32,000 customized TVs in 2024. This represents a 60% increase compared to 2023, and applications were accepted in two phases to improve distribution efficiency.

To ensure smooth distribution of the increased quantity, applications were accepted in two rounds: from April 15 to May 10 for low-income individuals, and from June 3 to June 21 for all other eligible applicants. This process allowed visually and hearing impaired individuals to apply more conveniently for the customized TVs.

Applications could be submitted either in person at local community service centers (eup, myeon, or dong offices) or online via the dedicated website of the Korea Community Media Foundation's TV distribution program (tv.kcmf.or.kr).

The customized TV distribution project began in 2000 with caption and audio description receivers and was upgraded in 2013 to an integrated TV-type receiver. Continued feature enhancements have been made, and as of 2023, a total of 260,378 devices have been distributed.

※ Number of registered individuals with visual or hearing impairments in Korea (as of 2023, Ministry of Health and Welfare): 681,214

Initially, the distribution program focused on low-income individuals, but since 2022, the eligibility scope has expanded to include all individuals with visual or hearing impairments to further improve accessibility to broadcasting services.

※ The customized TVs are provided free of charge to low-income individuals, while other eligible users are required to pay a partial cost of KRW 50,000.

The customized TVs distributed in 2024 are 40-inch, full HD smart TVs. They include accessibility features such as voice-guided menu navigation, on-screen indicators for disability-accessible programming types (closed captions, audio description, Korean Sign Language), separate display options for caption and sign language screens, and adjustable screen sizes.

In particular, a new feature introduced in 2024 allows users with color vision deficiency to apply grayscale or red/green/blue filters to correct difficult-to-distinguish colors on the screen.

Figure III-37. Application Guide and Key Features of TVs for the Visually and Hearing Impaired in 2024

2024년 시각·청각 장애인용 TV 신청안내 [신청 후 보급]

1. **시각·청각장애인용 TV란?**
장애 유형별로 편의 기능을 선택해 시청을 돕는 TV입니다.
(시각장애인용 기능: 스마트 돌보기, 포커스 확대 등 | 청각장애인용 기능: 자막 분리, 수어 화면 확대 등)
* 지원 수선 기준으로, 애플리케이션 사용 시 일부 기능이 제한될 수 있습니다.

2. **시각·청각장애인용 TV 신청**
주소지 관할 주민센터에 방문해서 신청할 수 있고,
본인 명의 휴대용 인증을 통해 홈페이지 tv.komca.or.kr에서도 신청가능합니다.

3. **지원대상** 보건복지부 등록 시각·청각장애인 또는 국가보훈부 눈·귀 상이등급자

무상신청(기초, 대상)	유상신청
신청대상 저소득층 중 기초생활수급자 또는 차상위계층	신청대상 지원대상 중 무상신청(보급) 대상이 아닌 자
지원형태 무료보급	지원형태 5만원 '일회용' 별도 안내
신청기간 2024.04.15 ~ 05.10	신청기간 2024.06.03 ~ 06.21
보급시기 2024년 6월 7일	보급시기 2024년 7월 7일 * 입출금명세서에 기재된 계좌로 신청이 취소될 수 있습니다.

※ 필수정보 또는 서명·捺시 필수 불가
※ 2019~2023년 시각·청각장애인용 TV 수령자 신청 불가
※ 후산승계에 따라 신청하여 선정자에게만 보급하며, 3회이상 통화 불가자 수령 보류시, 선정이 취소될 수 있습니다.
※ 유상보급자는 입출금명세서부터 7일 이내 미입금시 선정이 자동취소 됩니다.

대표전화 1688-4596 | kakao | 네이버 | 시각·청각장애인용 TV를 재판매하는 것이 적발되면 향후 보급 대상에서 제외될 수 있습니다.

2024년 시각·청각 장애인용 TV 주요기능

시각장애인용 음성 안내 (스마트 시청만 가능) | FULL HD 스마트 TV

주요기능 200% 확대

시각장애인용 시청안내 (보급)

시각·청각장애인 공통기능

- 사용자 맞춤형 '대화' 즐겨찾기 기능
- 블루투스 음향장치 소리 다중출력

시각·청각장애인 편의기능

- 장애인방송 유형 음성 안내 및 표시
- 음성 안내 속도 및 농담이 유단계 조절
- 색각·색맹을 위한 방송화면 확대기능(녹색·청색)

청각·청각장애인 편의기능

- 자막 분리 및 크기·색상·글자 위치 자유로운 변경
- 수어화면 자동 확대 및 최대 200% 확대
- 높은 음량 설정 시 안내 및 경고

※ 만능 리모컨 및 리모컨 거치대 제공

3) Hosting the "2024 Media Content for the Disabled Contest"

On Thursday, December 5, the Commission and the Korea Communications Agency held the awards ceremony for the *2024 Media Content for Persons with Disabilities Contest* at the SME DMC Tower in Sangam-dong, Seoul.

Now in its third year, the contest was held under the theme *'Our Story Together Through Media Content'*. Submissions were accepted in three categories: ▲ content created by persons with disabilities, ▲ content about persons with disabilities, and ▲ short-form content. A total of 13 entries received awards, including one Grand Prize, two Excellence Prizes, and two Special Prizes.

The 2024 contest received a total of 132 entries, representing an increase of approximately 22% compared to the previous year. Public participation in the judging process also nearly doubled, demonstrating that the *Media Content for Persons with Disabilities Contest* is establishing itself as a meaningful platform and celebration for media creators.

The Grand Prize was awarded to *Seeing Love* (produced by Jeong Eun-ju), which delicately portrayed, through the lens of a director with hearing loss, the emotional challenges and deep love experienced by a child of deaf adults (CODA) growing up with hearing-impaired parents. The two Excellence Prizes went to *1cm Difference* (by Ji Su-won) and *People with Developmental Disabilities: Small Echoes That Began in Silence* (by Dobong Welfare Center for Persons with Disabilities). Four works received Merit Prizes, including *Love in My Fingertips* (by Choi Hyeong-mun), and four received Honorable Mentions, including *School, 2224* (by *We Who Accidentally Encountered a Film*).

Many of the entries were dramas and documentaries depicting the daily lives of persons with disabilities themselves. Judges noted that the sophisticated filming and editing techniques made the selection process particularly challenging due to the high quality of submissions. The award-winning works will be made available through broadcasting and online platforms, and will also be used as promotional materials in various formats.

Full details, including the 2024 Grand Prize and other winning works, are available on the websites of the Commission (www.kcc.go.kr) and the Korea Communications Agency (www.kcmf.or.kr).

Figure III-38. Poster for the 「2024 Media Content for the Disabled Contest Awards」 Ceremony

2024 장애인 미디어 콘텐츠 공모전 시상식

“미디어 콘텐츠로 함께하는 우리의 이야기”

일 시: 2024. 12. 5. (목) 14:00
장 소: 중소기업 DMC 타워, 2층 DMC홀
주최/주관: 방송통신위원회 / 시청자미디어재단
시 상: 방송통신위원회 위원장상, 시청자미디어재단 이사장상 등 총 13점

시상부문	시상분야	수령(상금)	세부내용
작품상	대상	1점(700만원)	· 분야 제한 없이 출품작 중 1점
	최우수상	2점(각 200만원)	· 장애(인) 주제 1점, 장애인 제작 1점
	우수상	4점(각 150만원)	· 장애(인) 주제 2점, 장애인 제작 2점
	장려상	4점(각 100만원)	· 장애(인) 주제 2점, 장애인 제작 2점
특별상	숏폼	2점(각 100만원)	· 1분 미만 장애인 관련 숏폼 콘텐츠

Table III-30. 2024 Media Content for the Disabled Contest Award Winners

□ Grand Prize			
Award	Title	Recipient	Main Content
Grand Prize (Chairman of the KCC)	Seeing Love	Jeong Eun-ju	A film-style work that portrays the story of a director who is herself hearing-impaired, depicting the communication challenges she experienced while raising her child-a CODA (Child of Deaf Adults)-and how those challenges were overcome through the love of family
□ Category: Content Created by Individuals with Disabilities			
Award	Title	Recipient	Main Content
Top Prize (Chairman of the Foundation)	1cm Difference	Ji Su-won	A vlog-style work featuring a protagonist with amorphodysplasia and dwarfism, who lives each day just like any non-disabled person.
Excellence Prize (KCTA President's Award)	Paragliding on an April Day	Oh-Ji-u	A video documenting the paragliding experience of a person with a severe disability
Excellence Prize (IPTV 협회장상)	Love in My Fingertips	Choi Hyeong-mun	A family drama that portrays the communication challenges and conflicts between a daughter with hearing loss and her non-disabled mother, and their journey toward mutual understanding and reconciliation.
Encouragement Prize (KCTA President's Award)	'Open Tourism' in Jeju by Persons with Developmental Disabilities - Gasi-ri, Land of Horses and Oreums	Hope Narae KKumteo	A video capturing the experience of barrier-free travel (open tourism) as a person with developmental disabilities explores Jeju Island firsthand
Encouragement Prize (Korea IPTV Association President's Award)	School, 2224	<i>We Who Accidentally Encountered a Film</i>	A collaborative work created by 12 students enrolled at the Seoul Social Adaptation Support Center for Youth with Developmental Disabilities, imagining what a school might look like 200 years in the future
Category: Topics Related to Persons with Disabilities			
Award	Title	Recipient	Main Content
Top Prize (Chairman of the Foundation)	People with Developmental Disabilities: Small Echoes That Began in Silence	obong Welfare Center for Persons with Disabilities	Conveying the message that persons with developmental disabilities can confidently share their own stories within the community through the self-advocacy platform <i>Monthly Jaju</i>
Excellence Prize (Korea Broadcasters Association President's Award)	<i>Mother, What Does the Color of the Sky Look Like?</i>	Bang Jun-sik	A biographical documentary featuring poet Lee Jong-hyung, who is visually impaired
Excellence Prize (Korea Broadcasters Association President's Award)	BE READY, BE Disabled	EUBS Shin Da-won, Jo Se-hyeon	A documentary that covers and introduces overseas barrier-free university campuses through on-site reporting
Encouragement Prize (Korea Broadcasters Association President's Award)	Superstar	Hayang Elementary School Lee Jae-yeong, Gu Do-hyeon, Kim Min-a, Jang Han-na	A heartwarming story of friendship between an elementary school boy with an intellectual disability and his classmates

Encouragement Prize (Korea Broadcasters Association President's Award)	Not Wrong, Just Different	Kim Hyeon-jin, Noh Hyeon-seo	A documentary exploring the real experiences and perceptions of elementary school students participating in disability awareness education
□ Category: Short Form			
Award	Title	Recipient	Main Content
Special Award (Chairman of the Foundation)	The Path We Walk Together	Slate	A story about students who build friendships with a classmate with a disability, free from prejudice
Special Award (Chairman of the Foundation)	What Is Truly Essential in My Life?	Sign Language Model Club, Sonsor Welfare Center	A video that conveys the message that, for people who are deaf or hard of hearing, sign language interpretation is more essential than wealth, luxury cars, or romance

C. Expansion of Nationwide Media Education for All

With technological innovations in areas such as AI and big data, the influence of media has expanded across all aspects of daily life, and the roles of media producers and consumers have extended to the general public. As a result, there has been an increasing need for a national-level, systematic approach to media education to ensure the soundness and competitiveness of the media industry and to support citizens in living safe and fulfilling media lives. To respond to this need, the Commission strengthened the media education environment—such as expanding infrastructure to ensure that all citizens, including marginalized groups, have easy access to nearby education—thereby enhancing national media literacy and contributing to a healthy and happy media environment for the public.

On March 28, in collaboration with the Ministry of Culture, Sports and Tourism, and through continued coordination with relevant ministries such as the Ministry of Education and the Ministry of Science and ICT, the Commission announced the *Strategic Plan for Supporting Media Literacy Education*. The plan presents a vision of a “safe and happy media world together with the public” and establishes five core principles for media education: universality, systematization, inclusiveness, professionalism, and cooperation. Based on this, five strategic directions will be pursued: ▲ expanding universal educational infrastructure, ▲ establishing a systematic education system, ▲ realizing comprehensive educational coverage, ▲ enhancing educational professionalism, and ▲ building a network of cooperation and communication.

The Commission provided regular media education through 12 regional Viewer Media Centers and the online platform *Medion*, and expanded access to media participation by offering free access to broadcasting equipment and facilities. In addition, customized curricula were developed based on life stage and target audience characteristics—including infants, youth, seniors, and persons with disabilities—and delivered via outreach education programs to kindergartens, schools, and welfare centers.

※ Total number of participants in media education: 420,000 in 2022 → 433,000 in 2023 → 496,000 in 2024

In particular, due to the growing number of crimes involving deepfake technology, the Commission made deepfake crime prevention education a mandatory component of youth media education starting in October 2024.

Table III-31. Customized Outreach Media Education Programs

Category	Key Details
Infants	· Play-based education provided to foster healthy media usage habits, including smartphone use and creating media use rules (50 institutions)
Youth	· Career exploration in media-related fields through integrated programs with school curricula and clubs (elementary, middle, and high schools), Free Semester Program for middle school, and High School Credit System (253 schools)
Adults	· Training for media professionals in one-person content creation (planning, filming, editing), linked to employment and entrepreneurship; provided through regional centers and online platforms (44 universities)
Seniors & Persons with Disabilities	· Media-based self-expression training for students with developmental disabilities and in special education; digital device use training (e.g., kiosks) for seniors aged 65+ and retirees (54 institutions)
Multicultural Populations	· Media education to support adaptation to Korean society for North Korean defectors and foreign workers (20 institutions)
Out-of-School Youth	· Self-esteem recovery through media utilization, in partnership with youth support centers (6 institutions)
Low-Income Groups	· Local video production and screening programs conducted in cooperation with community child centers (18 institutions)
Island and Remote Residents	· Media camps in island villages, and reemployment skill enhancement for career-interrupted women (10 sessions)

In response to the rapidly changing media environment-driven by the rise of generative AI and the increasing risks associated with deepfakes-the Commission diversified the course offerings on the online platform ‘Medion’. New courses such as ‘Career Lectures in the Media Field’ and ‘AI Utilization and Ethics’ were introduced. As a result, the number of registered users increased by approximately 6,900 in 2024 (from 17,000 in 2023 to 24,000 in 2024), marking a 39% increase from the previous year.

In addition, to support residents in areas underserved by media access, the Commission operated eight units of the ‘Media Sharing Bus’. These buses are equipped with broadcasting production facilities and equipment and provide on-site media education and hands-on experiences to institutions and organizations located in *eup* and *myeon* areas where access to viewer media centers is limited. Participants can experience various media roles such as announcer, reporter, DJ, and field correspondent. The buses also provide kiosk simulations, which reflect everyday digital service usage, thereby helping marginalized groups such as seniors improve their ability to use media in daily life.

Figure III-39. Operation Status of the Media Sharing Bus Program



To enhance the professionalism of media education, the Commission has conducted effectiveness surveys on media education, implemented instructor training and certification programs, and carried out related policy research.

Moving forward, the Commission plans to continue developing and distributing customized educational materials tailored to specific target groups, and to assess the public's media literacy through credible evaluations of the effectiveness of media education.

Table III-32. Support for Enhancing Media Expertise

Category	Main Content
Media Education Effectiveness Survey	· Analysis of differences in media literacy levels before and after completing courses at media centers
Instructor Training and Workshops	· Operation of training programs for new media instructors and advanced workshops to strengthen the expertise of existing instructors (25 sessions)
Media Education Research	· Research on the development of media education textbooks for the high school credit system and for certified media instructors, as well as studies on young children's digital media experiences

The Commission, in cooperation with the Korea Communications Agency, hosted the '2024 Media Literacy Week' from October 21 to 26. During the week-long event, various programs were held, including the 'International Conference on Media Education' and the 'Awards Ceremony for the Best Practices in Media Education Contest'.

Table III-33. Major Events of the 2024 Media Literacy Week

- International Conference on Media Education (October 21, 2024) - Host Korea's first international conference on children's media use to promote media literacy, with participation from experts in Korea, the U.S., Australia, and Europe	
6th Awards Ceremony for the Best Practices in Media Education Contest (October 23, 2024) - Discover media education practices in schools and community settings, and promote the dissemination of outstanding cases by holding a contest (August-September) and awarding 11 selected entries	
- Relay Seminars on Media Education (Chungbuk, Incheon, Sejong) (October 22-26, 2024) - Hold a series of three relay seminars involving media education instructors, citizens, academics, and experts to share practices and discuss the direction of media education	
- Village Media Education Best Practice Sharing Session (October 24, 2024) - Share best practices from community-based media education programs supported by the Foundation and conduct roundtable discussions to promote future educational initiatives.	

D. Improving Media Participation Infrastructure

The Commission has carried out a range of initiatives to expand and improve media participation infrastructure, ensuring that all citizens—including marginalized groups—can conveniently access media education in their communities. As part of these efforts, the Commission has worked to expand *Viewer Media Centers*, regional media infrastructure facilities that help people understand media accurately and support citizens in producing and sharing their own broadcast content. These centers provide tailored media education and hands-on experiences, as well as free access to production equipment and facilities for all citizens. The Commission also promoted media education outreach programs and region-specific education and festival initiatives targeted at underserved groups. These programs aim to enhance the public's capacity to utilize and produce media content and to expand opportunities for public participation through media, thereby advancing media welfare.

※ Number of center users: 973,000 in 2022 → 1,026,000 in 2023 → 1,164,000 in 2024

With the goal of establishing one Viewer Media Center in each of the 17 metropolitan cities and provinces nationwide, the Commission began with Busan in 2005 and most recently opened new centers in Gyeongnam and Daegu in 2023, bringing the total number of operating centers to 12. The Commission is currently constructing additional centers in Gyeongbuk, Jeonnam, and Jeonbuk, with planned openings in 2026–2027. In 2024, the Commission approved the establishment of a center in Yesan,

Chungcheongnam-do-a region that had not yet been served-continuing its efforts to ensure that all metropolitan and provincial areas provide access to Viewer Media Centers. Going forward, the Commission will consider population distribution and regional conditions while collecting diverse public opinions as it reviews policy directions for further center expansion and development.

Table III-34. Status of Community Media Centers Nationwide

Center	Photo	Center Information	Center	Photo	Center Information
Busan Center (Since 2005)		• Location: Haeundae-gu, Busan • Total Area: 5,021m², B1~4F	Ulsan Center (Since 2016)		• Location: Buk-gu, Ulsan • Total Area: 2,316m², 1F~4F
Gwangju Center (Since 2007)		• Location: Seo-gu, Gwangju • Total Area: 6,075m², B1~4F	Gyeonggi Center (Since 2019)		• Location: Namyangju, Gyeonggi-do • Total Area: 4,220m², B1~3F
Gangwon Center (Since 2014)		• Location: Chuncheon, Gangwon-do • Total Area: 2,328m², B1~2F	Chungbuk Center (Since 2020)		• Location: Cheongwon-gu, Cheongju, Chungbuk • Total Area: 2,897m², 5F
Daejeon Center (Since 2014)		• Location: Yuseong-gu, Daejeon • Total Area: 2,926m², 1F, 4F	Sejong Center (Since 2020)		• Location: Eojin-dong, Sejong • Total Area: 2,893m², 1F~3F
Incheon Center (Since 2014)		• Location: Yeonsu-gu, Incheon • Total Area: 2,584m², 3F~4F	Gyeongnam Center (Since 2023)		• Location: Uichang-gu, Changwon, Gyeongnam • Total Area: 4,583m², B1~6F
Seoul Center (Since 2015)		• Location: Seongbuk-gu, Seoul • Total Area: 2,925m², Part of 1F~3F	Daegu Center (Since 2023)		• Location: Suseong-gu, Daegu • Total Area: 3,037m², B1, 1F

※ Centers are currently under construction in Gyeongbuk, Jeonbuk, and Jeonnam (scheduled to open in 2026), and Chungnam (scheduled to open in 2027).

The Commission supported local residents in leading and participating in various media events by utilizing 12 regional Viewer Media Centers as hubs across the country.

For example, the Busan Center hosted an inclusive media festival for persons with disabilities, featuring barrier-free film screenings, exhibitions, special lectures, and hands-on activities that allowed everyone to participate without discrimination. The Daejeon Center held a youth media production competition aimed at improving media literacy and production skills among adolescents. In addition, the 12 regional Viewer Media Centers operated a variety of region-specific education programs, festivals, and contests to enhance citizens' media use and production capabilities. These efforts expanded opportunities for public participation through media and contributed to advancing media welfare across the country.

Table III-35. Community Media Participation Events

Category	Main Content
Disabled Media Festival (Busan)	 Host a barrier-free media festival offering film screenings, exhibitions, special lectures, and hands-on experiences, accessible to both disabled and non-disabled individuals without discrimination (June 12-14)
Youth Media Production Contest (Daejeon)	 Host a media festival including contests, debates, and special lectures to expand education and hands-on opportunities aimed at improving media literacy among youth (August 8-9)
Children's Media Education (Sejong)	 Collaborate with children's institutions to provide educational and experiential programs for children and families, while supporting training for teachers and caregivers, as well as academic conference broadcasting (March-December)
International Smart Media Education (Incheon)	 Expand the reach of media education and fulfill a public service role by providing training to vulnerable foreign populations abroad (Saudi Arabia: Nov 8-29, Cambodia: Nov 3-24, Finland: Oct 31-Nov 21)
Media Literacy Festa (Seoul)	 Promote the growth of media education by broadening its base and sharing diverse collaborative case studies (October 29-31)
Youth Broadcasting Content Contest (Gwangju)	 Hold Korea's only competition that combines performance and broadcasting, in which live stage performances by youth teams are broadcast by student broadcasting crews (September 28)
Chungbuk-Style Social Live Commerce (Chungbuk)	 Operate social live commerce year-round to support social inclusion for vulnerable groups such as low-income individuals, career-interrupted women, and immigrant women, and to open up markets for local small businesses
Media Education in Underserved Areas (Gangwon)	 Provide mobile media education year-round to marginalized residents in population-declining areas such as mountainous mining regions and border areas of Gangwon Province
New Technology Media Education (Ulsan)	 Offer integrated education combining coding, algorithms, big data, and media to enhance digital media thinking and creative problem-solving skills among children and youth (April-December)
Media Education for Youth with Disabilities (Gyeonggi)	 Deliver on-site media education to special education schools to support healthy media use and media literacy development for the independence of youth with disabilities (Year-round)

Category	Main Content
Cultural Diversity Media Project (Gyeongnam)	 Operate educational programs, experiential activities, and multilingual film screenings to promote media understanding, access, and use among multicultural migrants (in conjunction with MAMF) (October 11-13)
Daegu Citizens Media Festival (Daegu)	 Host film screenings, special lectures, and hands-on activities to support media content creation by Daegu citizens and promote community engagement (December 6-7)

2. Creating a Safe and Responsible Digital Environment

A. Strengthening Protection for AI Service Users

1) Launch of the ‘AI Service User Complaint Portal’

The Commission, in cooperation with the Korea Association for ICT Promotion (KAIT), launched and began operating the ‘AI Service User Complaint Portal’ on December 20 (Friday) via the Online Damage 365 Center website (www.hellos.kr). The portal allows users to report or submit information regarding damages, complaints, and other issues related to the use of artificial intelligence (AI) services.

The ‘AI Service User Complaint Portal’ was established in response to growing public concern over the negative impacts and risks associated with the rapid development of AI technologies and services, and reflects the increasing need for a proactive and systematic user protection mechanism.

※ In March 2024, the Commission announced the *2024 Key Work Plan*(Strengthening Protection for AI Service Users), and in September 2024, relevant ministries jointly released the *National AI Strategy Policy Direction*(Securing AI Safety and Security Capabilities).

Table III-36. Examples of AI-Related Harm Types

Type	Description	Type	Description
①AI-enabled crimes	 Use of deepfake or deep voice technologies for digital sex crimes and cyber financial crimes	③Invasion of privacy / personal data	 Unauthorized collection of personal data and invasion of privacy during AI training
②Poor service quality	 Provision of low-quality services due to insufficient training data	④Defamation, etc.	 Generation of false information by AI leading to defamation and related harm

The complaint portal consists of two main functions: ① a reporting feature for cases in which users have suffered harm due to the use of AI technologies or services ('AI Harm Report'), and ② a submission feature for reporting user inconveniences or dissatisfaction with AI services ('AI Service Feedback').

- ① *AI Harm Report*: Users can report incidents by clicking the [AI Service Harm Report] > [AI Harm Report] buttons in the top menu on the main page of the 365 Center website.

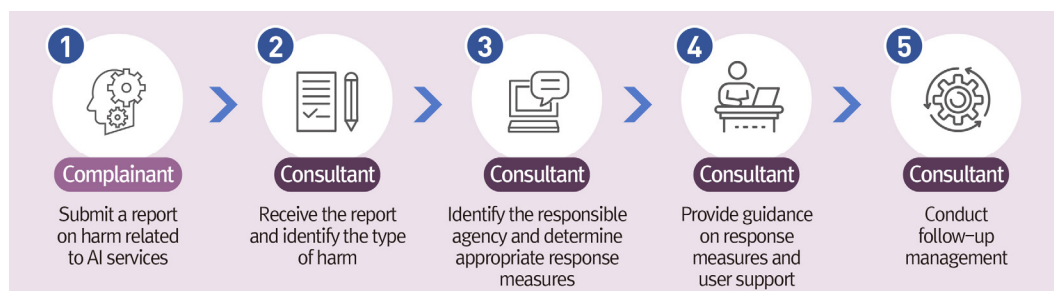
Table III-37. How to Report or Seek Consultation for AI Service-Related Harm

	Channel	Operating Hours	Report Content
Report	Website: Online Damage 365 Center (www.helpos.kr)	(Report) 24/7, year-round (Response) Same as phone consultation hours	- Date and time of the incident, location (platform/URL, etc.) - Information on the reporter and reported party (as available) - Description of the incident (with evidence), requested actions, etc.
Consultation	Phone: 142-235 (Nationwide toll-free number)	Open five days a week (Monday to Friday) 9:00-12:00 / 13:00-18:00	
	KakaoTalk: Online Damage 365 Center (KakaoTalk channel)	(Inquiry) 24/7, year-round (Response) Same as phone consultation hours	

In addition, before submitting an AI harm report, users can receive guidance on the reporting procedure and related matters by contacting the 365 Center through its phone line or KakaoTalk channel.

Once an AI harm report is submitted, a 365 Center representative reviews the case to determine appropriate response measures based on the type of harm and provides relevant guidance. Follow-up support is also offered, including updates on the progress of the case and assistance with any additional needs.

Figure III-40. AI Service Harm Report Submission and Processing Procedure



- ② *(AI Service Feedback)* In addition, a 'Feedback' feature was added to the 365 Center website to allow anyone to anonymously report inconveniences, dissatisfaction, or suggestions for improvement encountered while using AI services.

* Access the 365 Center website → From the top menu on the main page, click [AI Service Harm Report] > [AI Service Feedback].

The Commission plans to use the accumulated data on recurring harm and complaints reported through the ‘AI Service User Complaint Portal’ to inform future policies and systems for protecting AI service users.

In conjunction with the launch of the ‘AI Service User Complaint Portal’, the Commission also upgraded certain functions of the 365 Center website to enable users to more quickly and conveniently respond to online harm.

New links were added to enable direct access from the 365 Center homepage to related public institutions’ online prevention and reporting services, including the National Police Agency’s ‘Cyber Fraud Reporting System’, the Financial Supervisory Service’s ‘Personal Information Exposure Prevention System’, the Korea Financial Telecommunications and Clearings Institute’s ‘Account Suspension Service’, and the Personal Information Protection Commission’s ‘Find My Leaked Info’ platform. Additionally, to improve user convenience, the website now offers an integrated search function for major online harm consultation cases previously submitted to the 365 Center.

Figure III-41. Report Portal Page on the Online Damage 365 Center Website (www.helpos.kr)

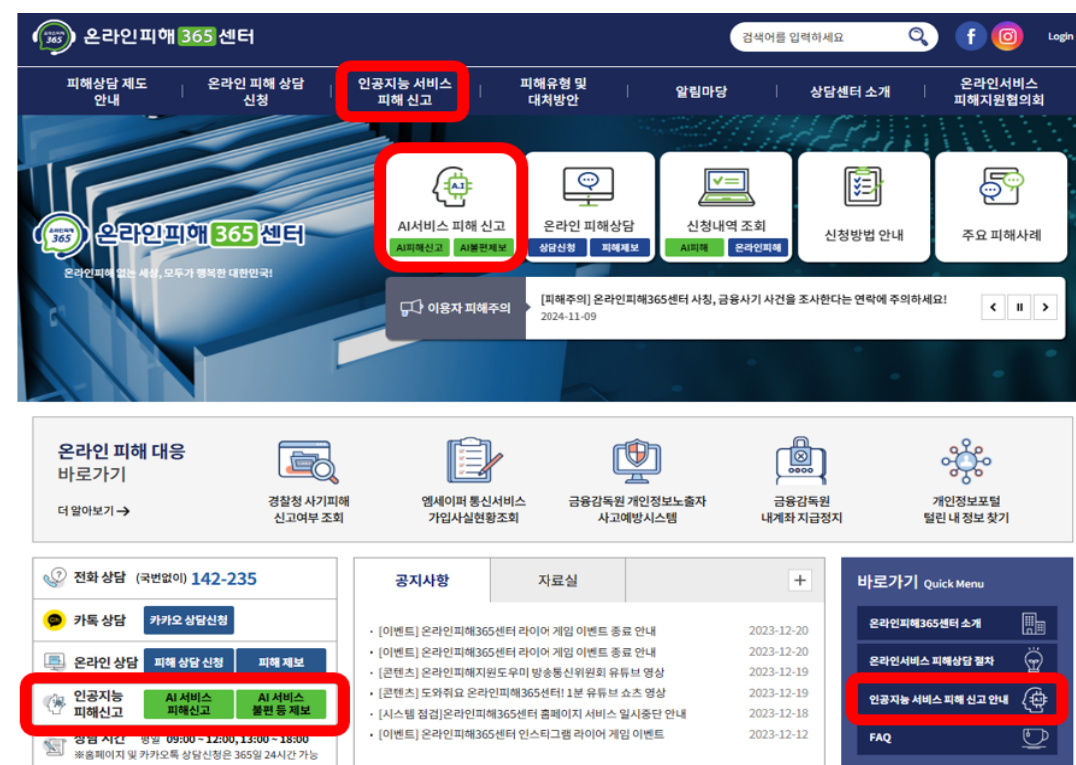


Figure III-42. How to File an AI Service User Harm



Table III-38. Cases of Harm to AI Service Users (Example)

Category	Key Cases (Example)
Infringement of Rights (Defamation, copyright/ personal data violations)	- Defaming others by generating manipulated videos using generative AI - Invasion of privacy through unauthorized collection of voice recognition data - Infringement of personal data and intellectual property rights during AI training
Illegal or Harmful Content (Generation/distribution of discriminatory or hateful content)	- Displaying racially discriminatory content via AI-based image search services - Creating and sharing offensive or hateful content using generative AI
Digital Sexual Crimes (Creation/distribution of edited/ synthesized/deepfake materials)	- Generating illegal obscene content using AI deepfakes and threatening to expose the victim's identity
Other Cyber (Financial) Crimes(Phishing, malware, cyber fraud)	- Creating and distributing malware using generative AI; using deep voice technology for voice phishing - Committing fraud by impersonating celebrities via AI avatars to solicit financial investment
Goods and Services (Subscription refusal, poor quality)	- Denial of loan due to biased decisions by AI-based loan screening systems - Technical errors and poor quality in AI-based facial recognition services
Telecommunications (Failure to disclose important terms, billing complaints)	- Complaints after subscribing to AI-based telecom service recommendation packages due to undisclosed charges
Content Quality (Low-quality or flawed content)	- Generative AI producing low-quality content due to insufficient training data

※ The above examples are based on research into potential domestic and international cases of harm and may differ from actual reports submitted to the Online Damage 365 Center (Complaint Portal).

2) Hosting of the 2024 AI Service User Protection Conference

On Monday, September 30, the Commission and the Korea Information Society Development Institute (KISDI) hosted the *2024 AI Service User Protection Conference* to discuss institutional improvements and policy directions to protect user rights in the rapidly evolving broadcasting and telecommunications media environment shaped by advancements in artificial intelligence technologies.

The conference consisted of two main sessions. The first session began with a keynote presentation by Yun Hye-seon (Hanyang University), titled ‘User Protection in the Age of AI: Challenges and Opportunities’, which addressed the overarching theme of the conference. This was followed by a series of presentations from academic and industry experts offering various perspectives.

First, Jo Seong-eun (KISDI) introduced the development process and key contents of the *Generative AI User Protection Guidelines* jointly developed by the Commission and KISDI. Next, Lee Dae-ho (Sungkyunkwan University) shared policy implications for user protection based on empirical research on user experience. Lastly, Ha Ju-yeong (Scatter Lab) presented real-world service operation cases and corporate user protection strategies, contributing a practitioner’s perspective to the policy discourse.

Figure III-43. 2024 AI Service User Protection Conference(Draft)

Program for the Conference (Draft)			Web Poster for the 2024 AI Service User Protection Conference
시 간	내 용	발재자	
14:00~14:15 (15분)	개회식	진행 : 문광진 박사(KISDI) 개회사 : 방송통신위원회 위원장 직무대행 환영사 : 정보통신정책연구원 원장 직무대행	
14:15~14:45 (30분)	[기조발제] 인공지능 시대의 이용자 보호: 도전과 기회	• 윤혜선 교수(한양대 법학전문대학원)	
14:45~15:05 (20분)	[발제1] 생성형 AI 이용자보호 가이드 라인 개발과 향후 과제	• 조성은 박사(KISDI)	
15:05~15:25 (20분)	[발제2] 생성형 AI에 대한 이용자경험 실증연구와 시사점	• 이대호 교수(성균관대 인터랙션사이언스학과)	
15:25~15:45 (20분)	[발제3] 실무를 통해 본 생성형 AI에서의 이용자 보호 이슈	• 하주영 변호사(스캐터랩)	
15:45~16:00 (15분)	휴식		
16:00~17:00 (60분)	[라운드 테이블] 인공지능 시대의 이용자 정책 방향	• 좌장 : 김명주 교수(서울여대 정보보호학과) • 토론 : 국내외 전문가(6인) 및 발제자(4인) - 김성철 교수 (고려대 미디어학부) - 장욱준 교수 (서울과기대 IT정책대학원) - 선지광 교수 (한양대 법학전문대학원) 이희욱 부장 (네이버 정책전략실) 황다연 공동대표 (소비자와함께) 문정욱 실장 (KISDI 디지털사회전략연구소)	
17:00	폐회		
Commemorative Photo			

The second session featured a roundtable discussion among domestic experts. Moderated by Kim Myeong-ju (Seoul Women's University), the discussion included the session speakers as well as Kim Seong-cheol (Korea University), Seong Uk-jun (Seoul National Univ. of Science & Technology), Seon Ji-won (Hanyang University), Lee Hui-ok (Naver), Hwang Da-yeon (With Consumer), and Mun Jeong-uk (KISDI).

The Commission plans to incorporate the various insights shared at the conference into future policy and regulatory frameworks to ensure AI trustworthiness and protect user rights against the potential harms of artificial intelligence in the new AI era.

3) Launch of the *Public-Private Council for the Protection of AI Service Users*

The Commission and the Korea Information Society Development Institute (KISDI) held the first meeting of the *Public-Private Council for the Protection of AI Service Users* on Friday, July 19, at the EL Tower in Yangjae-dong to analyze domestic and international trends in artificial intelligence technology and policy, and to discuss policy measures for protecting users of AI services.

The *Public-Private Council for the Protection of Users in the Intelligent Information Society*, which had been operated by the Commission in collaboration with various stakeholders related to intelligent information services* to discuss user protection policy measures, has been expanded and reorganized this year into the *Public-Private Council for the Protection of AI Service Users* to reflect the era of artificial intelligence.

*** Intelligent information services: New technology-based services such as AI, the metaverse, big data, IoT, and cloud computing.**

The *Public-Private Council* is composed of 36 experts from various sectors, including academia, industry, the legal community, and civil society. Professor Lee Won-u of the Seoul National University School of Law has been appointed as the Chairperson.

At the meeting held following the inaugural ceremony, Dr. Gwon Eun-jeong of the Korea Information Society Development Institute (KISDI) delivered a presentation titled *Direction of Legislation and Key Provisions of the Act on the Protection of Users of AI Services (AI User Protection Act)*.

The Commission is currently working to enact the AI User Protection Act to safeguard users from the potential risks and side effects of artificial intelligence (AI). In line with the distinct characteristics of the AI environment—different from conventional information and communication services—the Commission is reviewing the introduction of systems such as differentiated regulation by type of AI, labeling requirements for AI-generated content, the right to demand explanations, a dispute mediation mechanism, and evaluation of AI user protection functions.

Following the presentation, members of the Council provided a variety of opinions on the proposed

legislation. The Commission plans to incorporate these insights comprehensively and prepare the AI User Protection Act by the second half of this year.

Chairperson Lee Won-u stated, “It is truly meaningful that experts from both the public and private sectors are coming together to discuss policies for the protection of AI users,” and added, “I will continue to work together with the members of the Council to ensure that the development of AI services in Korea goes hand in hand with the protection of users.”

The Commission emphasized that establishing a minimum regulatory framework for user protection is essential to ensure the sustainable and sound development of Korea’s AI industry. It will actively review the various suggestions provided and make every effort to create an environment in which users can safely and confidently use AI services.

Figure III-44. List of Members and Commemorative Photo of the *Public-Private Council for the Protection of AI Service Users*

List of Members of the <i>Public-Private Council for the Protection of AI Service Users</i>			Commemorative Photo of the <i>Public-Private Council for the Protection of AI Service Users</i>	
구분	성명	소속 및 직위		
학계 (11인)	이원우(위원장)	서울대 법학전문대학원 교수		
	김영주	서울여대 정보보호학과 교수		
	김용대	서울대 통계학과 교수		
	김형주	중앙대 인문콘텐츠연구소 교수		
	변순용	서울교대 윤리교육학과 교수		
	송세경	KAIST 전기전자공학부 연구교수		
	윤혜선	한양대 법학전문대학원 교수		
	이성엽	고려대 기술경영전문대학 교수		
	최성배	연세대 컴퓨터과학과 교수		
	최경진	가천대 법학과 교수		
	황용석	건국대 미디어커뮤니케이션학과 교수		
산업계 (14인)	김상록	SKT AI엔터프라이즈 사업담당		
	김영훈	AWS 정책협력실장		
	김유철	LG AI 연구원 전략부문 부문장		
	박선민	구글코리아 대외정책협력 상무		
	박원진	KT AI기술협력담당		
	성준현	LGU+ AX추진담당		
	손지윤	네이버 정책전략총괄 이사		
	우영규	카카오 ER성과리더		
	이경일	솔트룩스 대표이사		
	이세영	휘튼테크놀로지스 대표이사		
	이영복	제네시스랩 대표이사		
	조장래	한국MS 정책협력법무실 전무		
	허욱	메타크리아 대외정책 부서장		
	황용호	삼성전자 Security&Privacy 팀장 (상무)		
법조계 (4인)	박민철	김연장 법률사무소 변호사		
	손도일	법무법인 윤촌 변호사		
	윤종수	법무법인 광장 변호사		
시민단체 (3인)	장준영	법무법인 세종 변호사		
	신민수	녹색소비자연대 공동대표		
	정지연	한국소비자연맹 사무총장		
정부 및 공공 (4인)	황다연	소비자와함께 공동대표		
	박동주	방송통신위원회 방송통신이용자정책국장		
	성재식	방송통신위원회 인공지능이용자보호대응팀장		
	문정옥	KISDI 지능정보사회정책연구실장		
계	조성은	KISDI 연구위원		
		36명		

4) Launch of the *Commission-PIPC Policy Council*

The Commission and the Personal Information Protection Commission (PIPC) launched the *Commission-PIPC Policy Council* and held its first meeting on April 16 at the Government Complex Seoul.

The *Commission-PIPC Policy Council* was established as a follow-up measure to the “strategic personnel exchange” conducted on February 12 to eliminate silos between ministries and promote collaborative administration.

In line with the purpose of the strategic personnel exchange, the Commission and the PIPC formed this council to develop policies aimed at creating a safe digital environment based on close inter-ministerial cooperation and communication, and held a kick-off meeting to discuss specific implementation measures.

Figure III-45. Commission-PIPC Policy Council



During the meeting, the two ministries sought to promote mutual understanding among relevant departments by explaining the collaborative tasks agreed upon through inter-agency coordination under the strategic personnel exchange initiative. They also discussed strategies for implementing the collaborative tasks and producing meaningful outcomes.

First, for the joint task of *Strengthening Joint Response to Illegal Spam and Personal Data Infringement*, the two agencies agreed to promote measures such as establishing a one-stop response system through information sharing, setting up a direct hotline with relevant organizations, conducting joint investigations, and strengthening remedies for personal data breaches.

Second, to lay the *foundation for strengthening relief for digital service user damages*, the Personal

Information Dispute Mediation Committee and the Telecommunications Dispute Mediation Committee will co-host a seminar to share best practices and explore cooperative measures for efficiently handling similar or overlapping cases between the two mediation bodies.

In addition, to *enhance user protection and establish a safer digital service environment*, the two agencies discussed measures such as incorporating violations of the Personal Information Protection Act into the *User Protection Performance Evaluation* conducted by the Commission. They also agreed to cooperate in improving the effectiveness of the domestic representative systems currently operated by each agency to strengthen enforcement capabilities against overseas service providers.

*** Pursuant to Article 32 of the *Telecommunications Business Act*, the Commission annually evaluates the efforts of telecommunications service providers to prevent user harm and discloses the results.**

The Commission stated that it will ensure the seamless implementation of the collaborative plans confirmed through the Council and work to produce tangible outcomes that the public can feel, by enhancing communication based on the expertise of each ministry. Furthermore, illegal spam-sending advertising messages by collecting personal data without consent has been difficult to address promptly and efficiently due to jurisdictional divisions between ministries, despite being an interconnected act. Going forward, the two agencies plan to jointly respond through enhanced information sharing and joint investigations.

5) Appointment of 2024 User Protection Performance Evaluation Committee Members and Holding of Roundtable Meeting

The Commission held a roundtable meeting on Thursday, June 20, with 20 evaluation committee members composed of experts in information and communications, media, and law, as well as representatives from consumer organizations, to prepare for the 2024 User Protection Performance Evaluation of telecommunications service providers.

The User Protection Performance Evaluation has been conducted annually since 2013 pursuant to the *Telecommunications Business Act*, with the aim of preventing harm to telecommunications service users and encouraging providers to respond promptly to users' legitimate complaints and opinions.

This year, AliExpress and Eyesvision were newly included as evaluation targets, considering factors such as user base size and the rate of complaints. A total of 46 service providers were selected, including 43 key and value-added telecommunications providers (covering mobile communications, MVNOs, high-speed internet, search engines, app markets, and e-commerce platforms) and 3 digital platform operators.

Table III-39. Evaluation Targets for Telecommunications Service User Protection Work in 2024

Category		Evaluated Service Provider (Service)
Primary Telecommunications Services (21 companies)	Mobile Communications (3 companies)	SK Telecom, KT, LG Uplus
	Broadband Internet (8 companies)	KT, LG Uplus, SK Telecom, SK Broadband, LG HelloVision, D'LIVE, HCN, CMB
	MVNO (10 companies)	KT M Mobile, LG HelloVision, Media Log, SK Telink, Enex Telecom, Korea Cable Telecom, KB Kookmin Bank, Free Telecom, KT Skylife, Eyesvision
Value-Added Telecommunications Services (22 companies)	App Markets (4 companies)	Google LLC, Apple (App Store), ONE store (ONEstore), Samsung Electronics (Galaxy Store)
	Search Engines (3 companies)	Naver, Kakao (Daum), Google LLC
	SNS (4 companies)	Kakao (KakaoTalk), Meta Platforms (Facebook, Instagram), Naver (Band)
	OTT (3 companies)	Google LLC (YouTube), Netflix Services Korea LLC (Netflix), Content Wavve (Wavve)
	Individual Broadcasting (1 company)	Soop Co., Ltd.
	Shopping (4 companies)	Coupang (Coupang), 11 st (11 st), Naver (Naver Shopping), AliExpress
	Delivery (1 company)	Woowa Brothers (Baemin)
	Mobility (1 company)	Kakao Mobility (Kakao T)
	Secondhand Trading (1 company)	Daangn Market
Digital Platforms (3 companies)		Naver, Kakao, Google LLC

Figure III-46. Commemorative Photo from the Appointment of 2024 User Protection Performance Evaluation Committee Members and the Holding of Roundtable Meeting



The Commission emphasized that the User Protection Performance Evaluation is a representative co-regulatory model in which the public and private sectors cooperate to encourage service providers to voluntarily improve their practices. It stated that while the function and role of this system remain important today, they will become even more critical in the future, and accordingly requested that the evaluation committee members conduct the evaluation with fairness and rigor.

In response, the evaluation committee members expressed their commitment to the task, stating that they would approach the evaluation with utmost diligence by closely examining whether there are any inconveniences or areas for improvement in services from the user's perspective, so as to meaningfully enhance users' rights and interests.

6) Declaration of the Vision: 'A Digital World of Hope and Happiness'

The Commission and the National Information Society Agency (NIA) held the *2024 Digital Ethics Contest and Awards Ceremony for Distinguished Contributors to Internet and Telecommunications User Protection* on December 27 at the Textile Center. Now in its 15th year, the Digital Ethics Contest honors the winners of the *Digital Ethics Creative Content Competition* and recognizes individuals who have contributed to fostering a healthy digital culture. The event served as a meaningful occasion to reflect on the importance of promoting digital ethics, with approximately 150 attendees including awardees, their families, and acquaintances.

The event began with a celebratory performance titled 'A Beautiful Digital World' by the Areumdri Choir, composed of children from multicultural backgrounds. This was followed by a declaration ceremony introducing the new vision for digital ethics in 2025: "A Digital World of Hope and Happiness Built on Care and Love." The new digital ethics slogan embodies the importance of preventing digital harms such as misinformation, digital sexual violence, and the misuse of deepfakes, while promoting the positive use of digital technology based on mutual understanding and respect.

The event continued with the presentation of awards to individuals recognized for their contributions to fostering a sound digital ethics culture, followed by the awarding of winners from the Digital Ethics Creative Content Competition.

The <Award for Contribution to Fostering a Culture of Digital Ethics (Chairperson of the Korea Communications Commission's Commendation)> was presented to the following recipients for their contributions to digital ethics education and raising public awareness:

Kim Jua, Manager at PrimeC; Yoon Youngjin, Teacher at Jeongrim Elementary School; Lee Hyungjoo, Senior Officer at the National Information Society Agency; and Jeonbuk Children's Creativity Experience Center (organization).

In the Digital Ethics Creative Content Contest, the Grand Prize (Presidential Award) was awarded to a team

of teachers—Kim Eunhyeon from Gyeonggi Girls' High School, Park Sujin from Gaepo High School, and Lee Yujin from Hongik University Girls' High School—who submitted a lesson plan in which students explore AI ethics issues within a metaverse environment and collaboratively establish ethical standards for the classroom. The First Prize (Prime Minister's Award) went to Bae Eungseon, CEO of The Thinking, who created a poster addressing the eradication of abusive language, using the invention of Hunminjeongeum (Korean script) as the central theme.

Lastly, during the <Government Commendation Ceremony for Contributions to the Protection of Internet and Telecommunications Service Users>, awards were presented to individuals recognized for their contributions to creating a safe and reliable digital environment in response to the era of artificial intelligence (AI). A total of nine individuals were honored with government commendations, including one Order of Merit, one Service Medal, three Presidential Citations, and four Prime Minister's Citations.

Myeong Jehoon, Head of KT's Telecommunications Business Division, was awarded the *Bronze Tower Order of Industrial Service Merit*. He was recognized for his leadership in protecting users from illegal spam by establishing a Spam Response Task Force and spearheading the development of the 'AI Clean Messaging System', which utilizes artificial intelligence (AI) technology to block illegal smishing messages and safeguard users.

Choi Young-a, Executive Vice President at SK Broadband, was awarded the *Service Medal*. As an expert with extensive experience in user protection-related departments, she was recognized for her contributions to improving user convenience by actively engaging with users—such as through the operation of a customer advisory group—to resolve various inconveniences experienced by telecommunications service users.

The *Presidential Citation* was awarded to Yun Hyesun, professor at the Hanyang University School of Law; Cheon Hyesun, director of the Institute for Digital Industry Policy Studies; and Lee Jun, team leader at the Korea Internet & Security Agency (KISA). Professor Yun Hyesun was recognized for her contribution to establishing a legal and institutional framework for protecting users of AI services. Director Cheon Hyesun was honored for her efforts in improving regulations to prevent the circulation of illegal content online and for developing policies to protect youth. Team leader Lee Jun was commended for his contributions to protecting the rights of users as location data subjects and laying the foundation for the safe use of connected identifiers (CI).

Meanwhile, the Prime Minister's Citation was awarded to Moon Chano, team leader at LG Uplus; Lee Suyeop, research fellow at the Media Future Institute; Choi Hyojin, team leader at SK Broadband; and Kim Seungchan, department head at SK Telecom.

Moon Chano was recognized for his contributions to preventing harm to vulnerable groups in telecommunications services, such as minors and the elderly.

Lee Suyeop was honored for his policy research contributions on responding to online misinformation and disinformation.

Choi Hyojin was commended for his efforts to resolve telecommunications disputes swiftly and amicably from the user's perspective. Kim Seungchan was recognized for his work in expanding services to protect youth from illegal spam and harmful online content.

The Commission expressed its deep appreciation to all awardees for their dedication to promoting digital ethics and protecting internet and telecommunications users, and stated that it will continue to implement diverse policies to ensure that digital technologies bring hope and happiness to the public.

Table III-40. List of Winners and Honorees of the 2024 Digital Ethics Awards Grand Prize (Contributors to Digital Ethics Culture)

No.	Name	Affiliation and Position	Key Contribution
1	Kim Ju-a	PrimeC Co., Ltd. Manager	- Contributed to raising awareness of digital ethics by identifying and operating new demand-based experiential digital ethics education programs and running the "Digital Dream Team."
2	Yoon Young-jin	Jeongrim Elementary School Teacher	- As a mentor of the Youth Digital Dream Team, contributed to strengthening digital ethics competency through experiential activities addressing digital risks within schools.
3	Lee Hyung-joo	National Information Society Agency Senior Researcher	- Contributed to fostering a sound digital ethics culture by developing policies to address digital harms and promoting digital ethics initiatives.
4	Jeonbuk Children's Creativity Experience Center	Jeonbuk Children's Creativity Experience Center (Jeonbuk Digital Ethics Experience Center)	- Contributed to the promotion of digital ethics by operating an experience center where children can learn and reflect on digital ethics through play.

Table III-41. List of Winners of the 2023 Digital Ethics Awards Grand Prize

Category	Winner	Division	Work Description
President's Award	Teacher Kim Eun-hyeon and 2 others (27, Kyunggi Girls' High School)	Learning (Lesson Plan)	- (Title) From 'Minsoo's Room' to Our Classroom: AI Ethics - (Description) A lesson plan involving experiential learning of AI ethics issues in the metaverse, followed by activities such as establishing classroom-level ethics guidelines.
Prime Minister's Award	Bae CEO Bae Eung-seon (57, The Thinking)	Awareness (Poster)	- (Title) The Letter 'X' Was Not Invented - (Description) A poster expressing the importance of proper language use through the theme of the invention of Hunminjeongeum.
Chairman's Award	Student Kim Sang-yun and 1 other (14, Daejeon Donghwa Middle School)	Awareness (Card News)	- (Title) The Trap of Fake News: A Journey to Find the Truth - (Description) Card news covering the definition, recognition, and prevention of fake news.
	Freelancer Kim Ye-rin and 1 other (26)	Awareness (Webtoon)	- (Title) #To_My_Beloved_Daughter - (Description) A webtoon delivering the message that malicious comments can deeply wound those we love.
	Staff Member Kim Yu-jin (27, Dankook University Hospital)	Awareness	- (Title) Malicious Comments Are Violence - (Description) A poster that compares malicious comments to physical violence using imagery of boxing gloves.

Category	Winner	Division	Work Description
Chairman's Award	Teacher Kim Hyeon-jeong and 1 other (33, Incheon Seohee School)	Learning (Lesson Plan)	- (Title) SNS Gift Box Project for the Classroom - (Description) A lesson plan addressing digital verbal and sexual violence and promoting healthy communication, including campaign song activities.
	Student Moon Chae-min (10, Dongrae Elementary School)	Awareness	- (Title) Preventing Digital Violence - (Description) A video emphasizing the power of words, especially compliments, to prevent digital violence.
	Teacher Byeon Hye-jin and 1 other (38, Seoul Misung Elementary School)	Learning (Lesson Plan)	- (Title) A.R.T. AI Ethics Through Collage - (Description) A lesson plan presenting the three principles of AI ethics (A.R.T.) through collage and video production activities.
	Student Lim Seoj-eong (14, Shinmyung Middle School)	Awareness (Webtoon)	- (Title) COMMINATION - (Description) A webtoon aimed at raising awareness of copyright issues and the importance of copyright protection.
Ministry of Education Award	Teacher Kim Pan-sung and 1 other (28, Seoul Midong Elementary School)	Learning (Lesson Plan)	- (Title) The Encounter of Sound and Ethics: C.A.M.P. - (Description) A lesson plan combining AI school song production with copyright education.
	Teacher Shin Da-yun (34, Seoul Misung Elementary School)	Learning (Lesson Plan)	- (Title) Creating a Healthy Digital World: <i>Personal Information and Deepfakes</i> - (Description) A lesson plan that teaches the importance of personal information protection through generative AI and metaverse activities.
	Teacher Lee Ye-rim (29, Suwan High School)	Learning (Lesson Plan)	- (Title) Dreaming with Deepfakes: Learning Ethical Deepfake Use - (Description) A lesson plan that explores both the positive and negative aspects of deepfakes, teaching proper usage through metaverse and deepfake activities.
Ministry of National Defense Award	Major Pak Young-jin (37, Korean Army Academy at Yeongcheon)	Awareness (Card News)	- (Title) Building a Wise Digital Life through Digital Literacy - (Description) Card news promoting the creation of a sound digital culture through the cultivation of digital literacy.

Table III-42. List of Government Awardees for Outstanding Internet and Communication User Protection 2023

Category	Name	Affiliate/Position	Key Contributions
Dongtap Industrial Medal (1)	Myeong Je-hoon	KT (Executive Vice President)	- Participated in government policy efforts to reduce and eliminate spam by being the first to apply AI-based spam blocking technology.
Industrial Decoration (1)	Choi Young-a	SK Broadband (Executive Vice President)	- Strengthened user protection systems and promoted the rights of vulnerable groups, maintaining a 'Highly Excellent' rating for nine consecutive years in the User Protection Performance Evaluation.
President's Award (3)	Yun Hye-sun	Hanyang University School of Law (Professor)	- Contributed to the establishment of a user protection system through activities as a member of the Public-Private Council for the Protection of AI Service Users.
	Lee Jun	Korea Internet & Security Agency (Team Leader)	- Protected the rights of location data subjects by inspecting location information providers and improving the real-name verification system.
	Cheon Hye-sun	Institute of Digital Industry & Policy (Director)	- Contributed to improving systems and conducting academic research to prevent the inflow of illegal online content and protect the rights of users including youth.

Category	Name	Affiliate/Position	Key Contributions
Prime Minister's Award (4)	Kim Seung-chan	SK Telecom (Department Head)	- Worked to prevent user harm from illegal spam and protect youth from harmful and illegal content by expanding relevant services.
	Moon Chano	LG U+ (Team Leader)	- Improved user protection practices and resolved various telecommunications-related inconveniences through active participation in the User Protection Performance Evaluation.
	Lee Suyeon	Media and Future Institute (MFI) (Research Fellow)	- Contributed to the development of user protection policies in the internet and telecommunications sectors, including self-regulation efforts against disinformation.
	Choi Hyojin	SK Broadband (Team Leader)	- Improved user convenience and dispute resolution through institutional reforms in internet services and by addressing communication issues.

7) Hosting of Seminar on 'Challenges and Response Strategies for the Protection of Digital Service Users'

The Commission co-hosted a seminar on December 13 titled *Challenges and Response Strategies for the Protection of Digital Service Users*, in collaboration with the Korea Telecommunications Law Forum and the Korean Society for Artificial Intelligence Law. The Commission supported the event, recognizing the need to improve and supplement relevant systems in order to enhance the protection of users of digital services that provide various forms of information and content across borders.

During the seminar, participants reviewed the latest trends in digital services and regulatory responses in major countries. Key issues related to user protection were identified, and based on these insights, discussions were held on potential policy improvements for protecting digital service users in Korea.

Attendees generally agreed on the necessity of protecting users of domestic digital services. However, opinions varied on the direction of regulation—some emphasizing self-regulation and the role of the private sector, while others stressed the importance of government regulation to ensure accountability among service providers. Although the EU's *Digital Services Act* and the UK's *Online Safety Act* were mentioned as legislative examples, the majority of participants agreed that due to differences between domestic and international market conditions, such models should be referenced selectively.

Based on the discussions held during the seminar, the Commission plans to review and develop policy improvement measures to better protect users of digital services.

8) Hosting of 'Challenge! Digital Ethics Golden Bell - Championship Round'

The Commission, together with the National Information Society Agency (NIA), hosted the *'Challenge! Digital Ethics Golden Bell - Championship Round'* on Saturday, November 9, at the Multipurpose Hall of Seoul City Hall. Launched in 2023, the Digital Ethics Golden Bell program aims to foster sound digital ethics among youth. Designed as an experiential education program, it combines engaging lectures tailored to elementary school students with a quiz format, offering both fun and a meaningful opportunity to reflect on digital ethics.

Preliminary rounds were held from May to September at elementary schools across all 17 metropolitan and provincial regions, drawing participation from a total of 1,958 students. In the championship round, 48 top-performing students from the preliminaries competed passionately to solve various problems based on their accumulated knowledge of digital ethics.

Prior to the competition, a *Digital Ethics Empathy Talk Concert* was held, where elementary school students shared real-life concerns about their digital lives and explored ways to respond wisely. The event provided a platform for mutual understanding and deeper appreciation of the importance of digital ethics. TV personality Choi Hee, a digital ethics ambassador for the Commission, and popular creator Woosso also participated in the talk concert.

The Commission stated that it will continue to actively promote digital ethics education and policy efforts to ensure that young people growing up in the digital age can enjoy a safe and healthy online environment.

9) Hosting of Roundtable Meeting and Site Visit to One-Person Media Production Facility

On September 24, the Commission visited the headquarters of Sandbox Network and hosted a roundtable meeting to emphasize the importance of digital ethics and promote the social responsibility of content creators. The roundtable was attended by Sandbox Network CEO Lee Pilseong; digital ethics ambassadors Choi Hee (YouTuber with 53,500 subscribers) and Yell Unni (YouTuber with 4.37 million subscribers); and the creator group BOBBLE (composed of Lee Hyeonseok, Kang Minseok, and Kim Donghyeon, with 1.89 million subscribers). Before the meeting, participants toured the production site—including the one-person media shooting studio and editing room—to observe the content production and distribution process.

During the roundtable, attendees shared concerns about ethical issues such as the spread of false information and the misuse of advanced manipulation technologies like deepfakes by some creators, which have become growing societal problems. The discussion focused on the responsibilities and roles of creators in addressing these challenges.

Meanwhile, in December 2023, the Commission appointed creators Dotty (real name Na Heeseon), Choi Hee, and Yell Unni (real name Choi Yerin) as the 2024 Digital Ethics Ambassadors to raise awareness of the importance of digital ethics.

The Commission continues to promote nationwide digital ethics education annually, targeting various groups including young children, youth, parents, teachers, military personnel, and the elderly.

This event provided a meaningful opportunity to hear diverse perspectives from the field on how to realize ethical values in the digital media environment. The Commission stated that it will continue its efforts to enhance creators' digital ethics competencies and foster a healthier media ecosystem.

10) Government Issues Advisory on Voice Phishing and Cyber Fraud Ahead of Chuseok Holiday

Ahead of the Chuseok holiday, the Commission, Ministry of Science and ICT, Financial Services Commission, National Police Agency, Korea Internet & Security Agency (KISA), and Financial Supervisory Service jointly issued a public advisory to caution the public against various forms of cyber fraud—including voice phishing, smishing scams involving impersonation of government agencies (e.g., traffic fines or waste disposal penalties), and fake shopping platforms claiming to offer holiday gifts in order to steal payments.

With the widespread use of smartphones, smishing—fraudulent messages aimed at stealing money or personal information—has been on the rise. In particular, a large portion of these messages impersonate government agencies or trusted acquaintances, making them especially deceptive.

According to smishing data collected by relevant authorities from 2022 to the first half of 2024, scams impersonating government agencies accounted for approximately 1.16 million cases (71.0%), while those impersonating acquaintances (e.g., wedding or funeral invitations) reached around 270,000 cases (16.8%) and continue to increase. Notably, scams impersonating investment services or gift card providers surged to around 20,000 cases (1.3%) this year, showing a significant year-on-year increase.

Table III-43. Status of Smishing (SMS Phishing) Reports and Blocks

Category	2022	2023	August 2024	Total
Total	37,122	503,300	1,092,838	1,633,260
Impersonation of Government Agencies (%)	17,726(47.8%)	350,010(69.5%)	792,496(72.5%)	1,160,232(71%)
Impersonation of Acquaintances (%)	4(0.0%)	59,565(11.8%)	214,589(19.6%)	274,158(16.8%)
Investment and Gift Card Scams (%)	110(0.3%)	164(0.1%)	20,975(1.9%)	21,249(1.3%)
Parcel Delivery Scams (%)	19,214(51.8%)	91,159(18.1%)	7,304(0.7%)	117,677(7.2%)
Other Types (%)	68(0.2%)	2,402(0.5%)	57,474(5.3%)	59,944(3.7%)

The government warned the public to exercise particular caution during and around the Chuseok holiday, as there is a high risk of mass dissemination of fraudulent text messages that impersonate traffic fines, administrative penalties, notices of a friend's passing, or holiday gift offers—exploiting the festive mood and making it easier for recipients to be deceived.

In addition to such smishing attacks, cases of *messenger phishing*—in which scammers first send what appears to be a legitimate text message, then lure the recipient into a messenger app to request money transfers, gift cards, or financial information—are also on the rise, requiring equal caution.

*** Examples include: claims of a broken phone, stolen or lost credit cards, settlement fees for accidents, and requests for proxy purchases of gift cards.**

The government especially warned that if a malicious app capable of remote control is installed on a smartphone via a bait message, it can lead to significant financial damage. Users should never respond to demands to install such apps unless they have clearly verified the identity of the sender through a phone or video call.

The government stressed that in order to prevent damage from increasingly diverse and sophisticated cyber fraud, it is essential to adopt the following security practices as part of everyday digital hygiene.

Table III-44. Security Guidelines for Preventing Cyber Fraud

- ① Do not click on unknown URLs or phone numbers included in messages about parcel tracking, holiday greetings, mobile gift certificates, train tickets, performance tickets, or messages impersonating acquaintances
- ② Strengthen your smartphone's security settings to prevent the installation of apps from unknown sources. Do not download apps via links received in text messages; instead, use only official open markets (app stores) for installation.
- ③ Install antivirus software on your smartphone, keep it updated regularly, and ensure real-time protection is always enabled.
- ④ Never provide or input personal or financial information—such as ID cards—when requested under the pretext of identity verification, disaster relief payments, or vaccine appointment confirmations.
- ⑤ Always verify the identity of the requester through a phone or video call if the conversation partner demands personal, financial information, or asks to install an app
- ⑥ Immediately delete the stored images of your ID card, driver's license, or passport from your smartphone to prevent unauthorized access

The government established a 24-hour cyber safety response system through interagency cooperation to ensure that the public could enjoy a safe and secure Chuseok holiday. Special focus was placed on monitoring smishing and other types of cyber fraud, as well as on the enforcement of cybercrime crackdowns.

① Promotion of Cyber Fraud Prevention Awareness

The Ministry of Science and ICT and the Korea Internet & Security Agency (KISA) operated a 24-hour detection system throughout the Chuseok holiday period to respond promptly to smishing attacks. They analyzed reports of smishing received through various channels, including the *Smishing Check Service*, and supported emergency blocking measures against phishing websites and malicious app distribution sources in order to minimize damage to the public.

*** By adding the “Boho Nara” (Cyber Safety Korea) channel as a friend in the KakaoTalk app and entering a suspicious message through the “Smishing” menu, users can receive a result within 10 minutes categorized as “Caution,” “Malicious,” or “Safe” after message analysis.**

The Commission, in cooperation with the three major mobile carriers (SKT, KT, LG U+), and the Korea Association for ICT Promotion (KAIT), began sending out text messages titled “*Smishing Alert Notice*” to subscribers starting September 2, under each carrier's name.

The Financial Services Commission and the Financial Supervisory Service, in collaboration with Korea Post, Hanjin Transportation Co., Ltd., and the Korea Federation of Micro Enterprise, printed smishing warning messages on 100,000 parcel boxes distributed through post offices in Seoul and the metropolitan area. In addition, at 66 traditional markets nationwide, they affixed 10,000 stickers containing smishing prevention messages to delivery boxes, helping parcel recipients become more aware of smishing risks in their everyday lives.

Furthermore, to help financial consumers prevent voice phishing, financial institutions are actively guiding customers on how to use the *“Credit Transaction Safety Blocking”* service (launched on August 23)* and encouraging the use of enhanced built-in smartphone security features**. Promotion efforts are being carried out through branch staff explanations, in-branch video monitors, push notifications via financial apps, and each institution’s SNS channels.

*** A service that allows consumers to preemptively block new credit transactions such as unsecured loans or card loans, to avoid financial harm from credit-related transactions they do not intend to initiate.**

**** A security setting that restricts the installation of apps from unknown sources to prevent the installation of malicious apps.**

The National Police Agency plans to strengthen enforcement against cyber fraud and smishing crimes occurring during and around the Chuseok holiday, and to promote prevention by providing safety guidelines through its website and social media (SNS) channels. In addition, since delivery services may be suspended for an extended period during the holiday, delaying the detection of fraud, the public is advised to avoid non-face-to-face transactions as much as possible. Prior to any transaction, individuals are strongly encouraged to use the *“Suspicious Online Transaction / Bank Account Lookup”* service provided on the National Police Agency’s website to check whether the account has been reported in connection with fraud.

Figure III-47. Examples of Smishing (SMS Phishing) Messages

[사례 1] 추석 명절 사칭

추석 잘 보내시고 2024년 남
시간 모두 행복한 시간 되시
바랍니다. ▼x.xx/xxxx

- ① 추석 돈 나갈 일 많으시죠? 하루 30분이면 충분합
니다. <URL>
- ② 추석선물 도착 전 상품 무료 배송! 할인쿠폰 지급
완료! 즉시 사용가능! 확인 <URL>

[사례 5] 공공기관 사칭

귀하께 음식물분리수거 위반으
로 신고되었습니다.내용확인:
http://xxx.xxx/xxx

2024/07/18 중간소용행위 1건
신고되었습니다. 이의제기 관
할경찰서 방문내역 : xxx.xx/xxx

- ① [Web발신] 도로교통위원 벌금고지서 <URL>
- ② 2024/07/18 중간소용행위 1건 신고되었습니다. 이
의제기 경찰청장서 방문내역 : <URL>
- ③ 2024/07/13 지하철 불법촬영물소지 1건 신고 접수
되었습니다. 수사협조 통지안내 <URL>
- ④ [서울지방청] (7*6) 06/10 폭력/스토킹관련 접
근금지명령 접수되었습니다.상세 : <URL>
- ⑤ [국민건강보험]건강검진결과서 발송완료상세보기
<URL>
- ⑥ 쓰레기분리 위반대상으로 민원이 신고 되어 안내드
립니다. 신고내용 보기 <URL> 민원24

[사례 2] 택배 사칭

고객님의 주소가 정확하지
아 귀하의 상품을 배달할 수
없습니다. 주소를 정확히 입
체 주세요 <URL>

고객님 택배 배송주소 불일
로 물품이 취소 되었습니다.
송주소 확인 http://xxx.xxx

- ① 고객님의 택배 배송주소 불일치로 물품이 취소 되었
습니다.배송주소 확인 <URL>
- ② 운송장번호(5*****19) : 물품지연 확인하시
기 바랍니다. <URL>
- ③ 우편번호 오류로 인해 배송이 보류되었습니다. 최
대한 빨리 작성하여 다시 보내주세요 <URL>
- ④ 고객님의주소가정확하지않아귀하의상품을발송할수
없습니다주소를정확히입력해주세요 <URL>
- ⑤ 주문하신 물품 000 배달예정 주소재확인바람 <URL>

[사례 6] 지인 사칭

①24일 박OO 자녀 결혼식에
초대합니다. 식당 : xxx.xx/xxx

8월 22일, 어머니가 심장마비
로 22시에 돌아가셨습니다. 빈
소: < xxx.xx/xxx >

- ① 저의 아버지께서 어젯밤 22시에 심혈관 및 뇌
혈관 질환으로 돌아가셨습니다.추도식 <URL>
- ② 아버님께서 오늘 별세하셨기에 삼가 알려드립
니다. 장례식장 <URL>
- ③ [최대(상복)날26일 (노환으로)부친께서 별세심가 故
인의 冥福을 빈소 <URL>
- ④ 3월30일(토) 저의 이른 손녀딸 첫들을 맞이하게 되
었습니다. <URL>

[사례 3] 상품권 사칭

【OO 이벤트 현금 문화상품
권 1만원권 당첨 축하드립니다.
다.▶아래 링크 당첨인: 간편
입력하고 현금상품권 1만원
최대50만원까지 받기▶
https://xxx.xxx% 수신된 변
호는 문자발송 전용이므로

- ① 100000이벤트 현금문화상품권 당첨 축하드립니다(대
기업 외 합계는 100000이벤트)OO VS OO 제품
- ② [OO]에서 전달된 소식입니다▶세배는 마음으
로 ▶세배도 [OO]에서▶설날 이벤트 50000원
모두에게 지급
- ③ 대기업전자제품현금문화상품권당첨축하드립니다.간편
입력하고현금받기<URL>

[사례 7] 기타

[국제발신]00000 id에 연체
된 청구서가 있습니다. 로그인
하여 확인해 주십시
오!http://xxx.xxx

[OO프]한국소비자보호원 중재
를 통해 즉시 환불이 지급됩니
다신청 : xxx.xx/xxx

- ① [Web발신] O망신규상통 사용 해보시고 리뷰도
하시면제품과 포인트 팜팡-이내상당 링크 연결
하기 <URL> ※ 팔하시는 시간에 저를근무 가능 /
교육비,위탁비,수수료 절대 없음
- ② [OO망]회원님의 계정 로그인에 비정상적입니
다. 본인인증을 완료해 주세요. <URL>
- ③ 일반 영상은 가려이젠 AI기술로 연예인/열집
누나의 사생활을 감상해보세요 <URL>
- ④ 귀하의 계정은 휴면 상태입니다. 최대 절전 모드를
방지하려면12시간 이내에 <URL>를 확인하세요

[사례 4] 리딩방

억을 모으는 방법 300만
▶1984만 소요기간 단 3일
xx.xx/xxxxxx 상담▲ 광고거부

- ① 추석 여유자금!이것으로마련하세요 !!!!! <URL>
- ② 이번 수익을 28% 종목 무료수령!! <URL>
- ③ 전문가는 또 다른 두 가지 급등 주식을 추천할 예정
입니다. 기회는 눈앞에 있으니 주식 시장에서 성공적
으로 투자할 수 있도록 도와드립니다. <URL>
- ④ 억을 모으는 방법 300만▶1984만 소요기간 단 3일
<URL> 상담

② What to Do If You Are a Victim of or Suspect Cyber Fraud

If you suspect that your financial information has been leaked due to the installation of a malicious app, visit your financial institution's local branch or contact its call center to request an immediate hold on all transactions from your account to minimize further damage. If you have been deceived by a voice phishing scam and transferred funds to the scammer's account, report the incident to the National Police Agency (☎112) and immediately request a fund freeze* to prevent the perpetrator from withdrawing the money.

* You may also contact the call center of the bank where the funds were deposited or withdrawn to request a fund freeze.

If you become a victim of cybercrime such as smishing during the holiday period, you can report it by calling the National Police Agency (☎112) or online through the *ECRM (Electronic Cybercrime Reporting Management System)*.

※ Visit the official website of the National Police Agency (<https://www.police.go.kr>) or the ECRM system at ecrm.police.go.kr for details.

If you receive a suspicious smishing message or suspect that your device has been infected with a malicious app, you can report it to *Voice Phishing Keeper* or call the KISA-operated 118 Counseling Center (toll-free, available 24/7).

Table III-45. Status of Cyber Fraud Prevention Activities by Agency Prior to Chuseok

Agency	Key Activities	Partner Organizations
Ministry of Science and ICT	- Operation of 24-hour detection system, smishing check service, emergency blocking of phishing sites and malicious app distribution sources, and awareness promotion via SNS	Korea Internet & Security Agency (KISA)
Commission	- Dissemination of <i>Smishing Alert Notice</i> text messages	Three Major Mobile Carriers (SKT, KT, LG U+) Korea Association for ICT Promotion (KAIT)
Financial Services Commission	- Promotion of cyber fraud prevention using parcel and delivery boxes; awareness campaign on how to use the <i>Credit Transaction Safety Blocking</i> service and built-in smartphone security features	Financial Supervisory Service, Financial institutions, Korea Post, Korea Federation of Micro Enterprise
National Police Agency	- Provision of cyber fraud prevention guidelines; <i>Suspicious Bank Account Lookup</i> service; victim reporting via No.112 and the Cybercrime Reporting System (ECRM)	

11) Release of the 2023 Cyberbullying Survey results

The *Commission and the National Information Society Agency (NIA)* announced the results of the 2023 Cyberbullying Survey (*Official Statistics No. 164003*), which was conducted with a total of 16,868 participants including both youth and adults.*

* Youth: 9,218 students from grades 4 to 12; Adults: 7,650 individuals aged 19 to 69

According to the findings, 40.8% of youth and 8.0% of adults in Korea experienced cyberbullying (including perpetrators, victims, and those who were both). Compared to the previous year, this marks a decrease of 0.8 percentage points among youth and 1.6 percentage points among adults. This trend is believed to reflect the decreased reliance on online activities following the Korean government's declaration in May 2023 of the end of the COVID-19 pandemic and the full return to daily life.

Table III-46. Cyberbullying Experience Rate by Type and Age Group (Adolescents and Adults)

(Unit :%)

Category	Group	Cyber Verbal Abuse	Cyber Defamation	Cyber Stalking	Cyber Sexual Harassment	Personal Information Leak	Cyber Ostracism	Cyber Extortion	Cyber Coercion
Perpetration	Adolescents	18.1	4.7	2.0	1.8	2.5	2.0	1.4	1.5
	Adults	1.7	0.4	0.4	0.3	0.2	0.3	0.3	0.1
Victimization	Adolescents	33.1	15.2	6.5	5.3	4.8	4.0	2.9	2.7
	Adults	4.0	1.5	2.4	1.9	0.4	0.5	0.5	0.2

The experience of both perpetrating and being subjected to cyberbullying was more prevalent among males across both youth and adult groups. Among youth, middle school students reported the highest rates, while among adults, individuals in their 20s showed the highest incidence. Youth most frequently engaged in cyberbullying through online games (48.3%), whereas adults did so through text messages and instant messaging services (64.2%). Notably, cyberbullying perpetration in the metaverse increased compared to the previous year in both groups—rising from 1.6% to 1.9% among youth, and from 0.8% to 3.5% among adults.

Table III-47. Paths of Cyberbullying Perpetration and Victimization Experiences

(Multiple Answers, Unit: %)

Category	Group	Online Games	Text and Instant Messaging	SNS	Personal Broadcasting Services	Communities and Clubs	Metaverse	Others
Perpetration	Adolescents	48.3%	38.3%	21.1%	4.1%	2.3%	1.9%	1.5%
	Adults	28.2%	64.2%	15.5%	7.7%	18.0%	3.5%	0.0%
Victimization	Adolescents	46.2%	35.4%	23.6%	6.7%	4.2%	2.4%	1.4%
	Adults	19.1%	63.0%	22.2%	5.8%	12.3%	1.5%	0.6%

In terms of the main motivations for committing cyberbullying, youth most commonly cited ‘revenge’ (38.6%), while adults most frequently responded ‘because they disliked or were angry at the other person’ (26.4%). Among youth, although awareness of the seriousness and guilt associated with cyberbullying has increased, there was also a not able rise in the tendency to perceive such behavior as ‘playful’ or ‘for amusement’—growing from 13.3% to 17.2% compared to the previous year.

In addition, 14.2% of youth (up 1.7 percentage points) and 11.7% of adults (down 2.9 percentage points) reported experiencing *digital hate speech*, while 10.0% of youth (no change from the previous year) and 15.0% of adults (up 0.5 percentage points) said they had witnessed digital sexual crimes.

* Examples of digital hate speech include discriminatory expressions related to nationality, race, religion, sexual orientation, disability, gender, physical appearance, multicultural backgrounds, age or generation, income level, educational background, region, and political orientation.

Meanwhile, positive perceptions of the need for cyberbullying prevention education increased compared to the previous year—from 91.1% to 92.5% among youth, and from 86.4% to 89.3% among adults.

In this year's survey, a newly introduced item on the responsibility of information and communications service providers for cyberbullying prevention revealed that a majority of respondents strongly support assigning greater social responsibility to these companies.

The Commission plans to use the results of this survey to expand the scope of both the target audience and content of cyberbullying prevention education. In particular, it will broaden the existing educational topics—which have focused mainly on cyberbullying such as verbal abuse and defamation—to include digital hate speech, deepfakes (fake news), and metaverse ethics.

Although 89.3% of adults expressed a positive view on the need for cyberbullying prevention education, only 10.4% reported having actually received such education—much lower than the 90.1% experience rate among youth. As a result, Commission will work to significantly expand digital ethics education programs targeting adults, including those in the workplace.

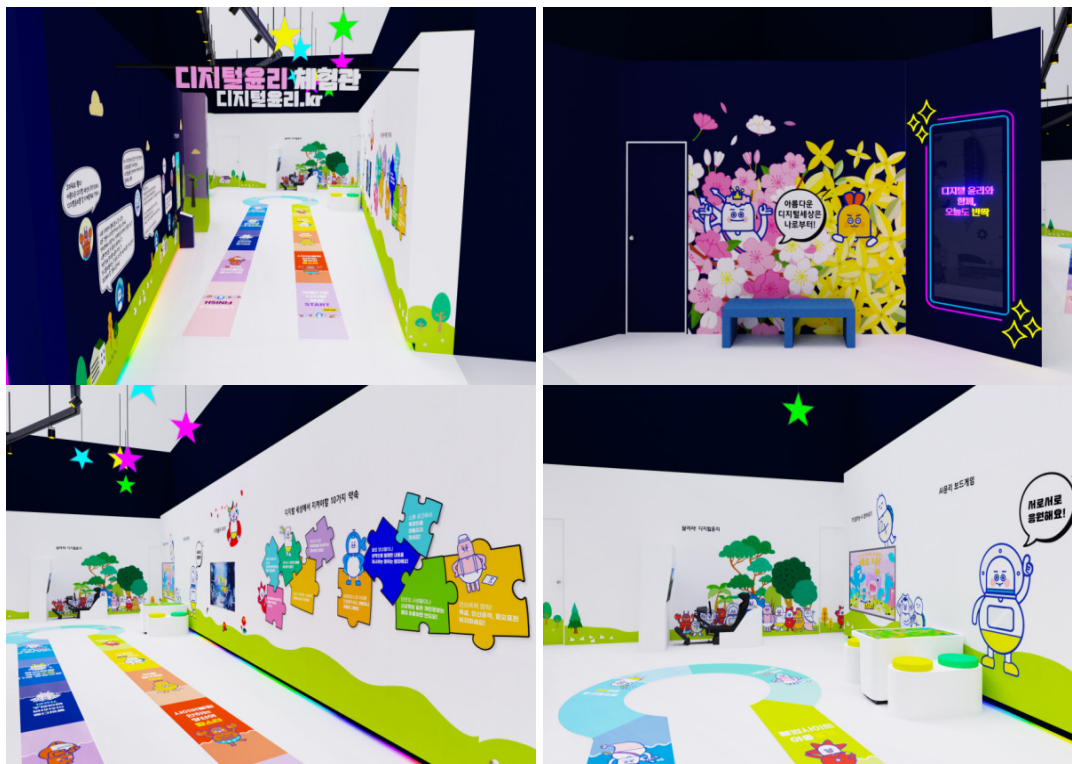
The full results of the 2023 Cyberbullying Survey are available on the Commission's website (www.kcc.go.kr) and on the *Beautiful Digital World* homepage (www.디지털윤리.kr).

12) Opening of the Daegu Digital Ethics Experience Center

The Commission and the National Information Society Agency (NIA) opened the *Daegu Digital Ethics Experience Center* on Thursday, May 30, within the National Daegu Science Museum in Dalseong-gun, Daegu.

The Digital Ethics Experience Center is a space that provides interactive content aimed at fostering a healthy and mature sense of digital ethics. The Daegu center is the sixth of its kind, following the centers in Busan (National Busan Science Museum), Gwangju (National Gwangju Science Museum), Gyeonggi (Korea Job World in Bundang), Seoul (Seoul Science Center), and Jeonbuk (Jeonbuk Children's Creativity Experience Center).

Figure III-49. Layout of the Daegu Digital Ethics Experience Center



The Daegu Digital Ethics Experience Center is themed “*A Beautiful Digital World of Dreams and Hope*” and is designed to make the concept of digital ethics engaging and accessible through interactive, technology-integrated content. The center features various educational zones, including a “Find the Real Information” activity using motion sensors, an AI ethics board game on a smart table, and an exercise in detecting deceptive AI within a metaverse environment-offering a hands-on learning experience that

combines advanced technology with elements of fun.

The opening ceremony was attended by Cho Seongeun, Secretary-General of the Commission; Park Wonjae, Vice President of the National Information Society Agency; and Kim Taehun, Deputy Superintendent of the Daegu Metropolitan Office of Education, who celebrated the launch of the Daegu Digital Ethics Experience Center.

During their visit, participants explored the center's exhibits, reviewed the educational content and its intended messages, and discussed ways to promote sound digital ethics in the Daegu community.

The Commission plans to implement various initiatives to encourage the spread of digital ethics culture throughout the local region.

Figure III-50. Key Contents of the Digital Ethics Experience Center

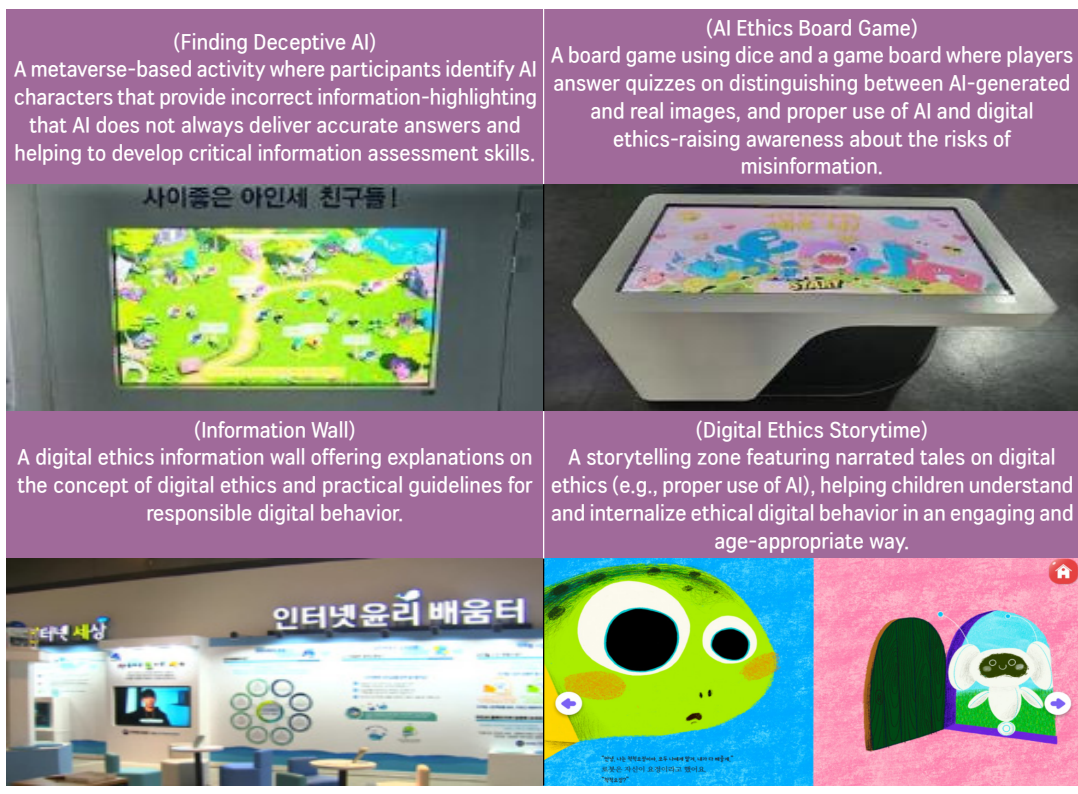
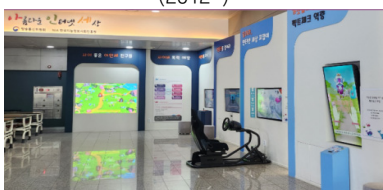


Figure III-51. Status of Digital Ethics Experience Centers Nationwide (6 Locations)

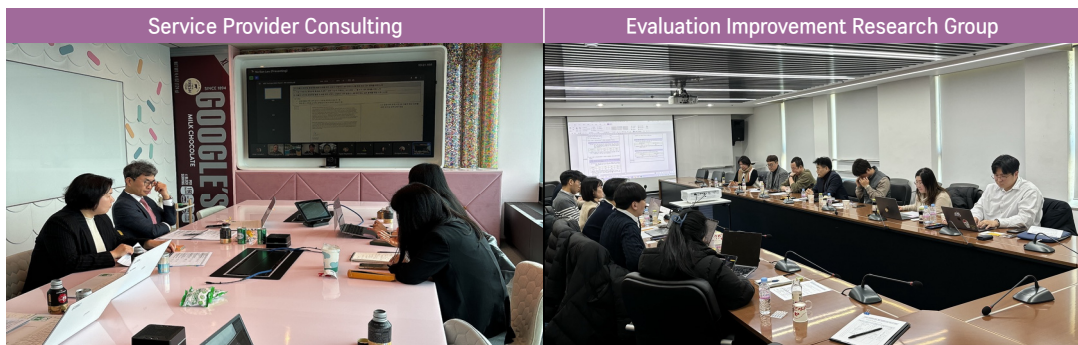
Center	Location and Content
 Daegu Digital Ethics Experience Center (2024~)	○ Location: 2nd Floor, Children's Science Hall, Daegu National Science Museum (50 m²) ○ Types of Content (9 total): - Informational (1): Ten Promises to Keep in the Digital World - Interactive (7): Digital Ethics Storytime, AI Ethics Board Game, Finding Deceptive AI, Run! Digital Ethics, Digital Underwater Ethics Keeper, Choosing the Right Information, Find the Real Information - Promotional (1): Digital Ethics Photo Zone
 Busan Digital Ethics Experience Center (2012~)	○ Location: 2nd Floor, Busan National Science Museum (65 m²) ○ Types of Content (6 total): - Informational (3): Ainse Introduction Zone, Information Wall, Ainse Introductory Video - Interactive (2): Protect Ainse, Run! Internet World Keeper - Promotional (1): Ainse Photo Zone ○ Number of Visitors (2023): 242,038
 Gwangju Digital Ethics Experience Center (2012~)	○ Location: 2nd Floor, Gwangju National Science Museum (84 m²) ○ Types of Content (8 total): - Informational (3): Ainse Introduction Zone, Information Wall, Ainse Introductory Video - Interactive (4): Run! Internet World Keeper, Protect Ainse, Interactive Media Wall, Interactive Animation - Promotional (1): Ainse Photo Zone ○ Number of Visitors (2023): 845,537
 Gyeonggi Digital Ethics Experience Center (2013~)	○ Location: 1st Floor, Korea Job World (61.47 m²) ○ Types of Content (6 total): - Informational (2): Ainse Introductory Video, Ainse on Your Hand - Interactive (4): Run! Internet World Keeper, Protect Ainse, Catch the Malicious Commenter, Interactive Media Wall ○ Number of Visitors (2023): 529,283
 Seoul Digital Ethics Experience Center (2020~)	○ Location: 3rd Floor, Seoul Science Center (50 m²) ○ Types of Content (8 total): - Informational (3): Ainse Introduction Zone, Information Wall, Ainse Introductory Video - Interactive (4): Run! Internet World Keeper, Protect Ainse, Interactive Media Wall, Interactive Animation - Promotional (1): Ainse Photo Zone ○ Number of Visitors (2023): 99,871
 Jeonbuk Digital Ethics Experience Center (2021~)	○ Location: 1st Floor, Jeonbuk State Children's Creativity Experience Center (60 m²) ○ Types of Content (8 total): - Informational (3): Ainse Introduction Zone, Information Wall, Ainse Introductory Video - Interactive (4): Run! Internet World Keeper, Protect Ainse, Interactive Media Wall, Interactive Animation - Promotional (1): Ainse Photo Zone ○ Number of Visitors (2023): 160,095

13) Announcement of the 2023 User Protection Performance Evaluation Results

On Wednesday, March 13, the Commission deliberated and approved the *2023 User Protection Performance Evaluation Results for Telecommunications Service Providers* at its plenary session.

The User Protection Performance Evaluation is conducted annually pursuant to the *Telecommunications Business Act* to prevent user harm related to telecommunications services, ensure prompt and efficient handling of user complaints, and encourage service providers to voluntarily enhance their user protection efforts.

Figure III-52. User Protection Performance Evaluation Process



The 2023 evaluation was conducted for a total of 46 companies across 13 service categories, including key telecommunications and value-added services, based on a comprehensive consideration of factors such as user base size and the volume of user complaints.

Table III-48. Overview of the 2023 User Protection Performance Evaluation for Telecommunications Service Providers

- (Legal Basis): Article 32 (User Protection) of the Telecommunications Business Act
- (Evaluation Period): January 1, 2022 - December 31, 2022 (1 year)
- (Evaluated Service Providers): A total of 46 companies across 13 service categories, including key telecommunications and value-added services, were selected based on factors such as user base size and the volume of user complaints. (42 companies in 2022)
 - For 11 services newly included in 2021,* after completing a two-year pilot evaluation (2021-2022), they were subject to the full evaluation in 2023 and the results were disclosed.
 - * KB Kookmin Bank, Kunsaram Co., Ltd., Naver Corp. (Band, Naver Shopping), Netflix Services Korea Ltd. (Netflix), Content Wavve Corp. (Wavve), Twitch Korea LLC (Twitch), AfreecaTV Co., Ltd. (AfreecaTV), Woowa Brothers Corp. (Baemin), Coupang, 11STREET
 - For value-added SNS services (Instagram) and digital platform operators (Google, Naver, Kakao), full evaluations began in 2023 following a two-year pilot evaluation. → Results will remain undisclosed until 2025.
- (Evaluation Criteria): Adequacy of user protection management systems, compliance with relevant laws and regulations, performance in user harm prevention activities, performance in addressing user feedback and complaints, other activities related to user protection

Overall, the 2023 evaluation results showed an improvement in the performance of both key and value-added telecommunications service providers compared to the previous year. This improvement is attributed in part to the fact that several providers subject to full evaluation for the first time this year received either “Excellent” or “Good” ratings. However, the evaluation results for global service providers either remained unchanged or declined compared to the previous year, indicating a need for improvement.

In the key telecommunications – mobile service category, LG Uplus Corp. (up one grade from the previous year) and SK Telecom Co., Ltd. received “Excellent” ratings, while KT Corp. maintained its “Good” rating from the previous year. In the high-speed internet category, four companies—LG Uplus Corp., SK Broadband Co., Ltd., SK Telecom Co., Ltd., and D'LIVE Co., Ltd. (up one grade)—were rated “Excellent,” and three companies—KT Corp., LG HelloVision Corp., and HCN Co., Ltd. (down one grade)—received “Good” ratings.

In the value-added telecommunications services – app market category, Samsung Electronics Co., Ltd. and One Store Co., Ltd. (up one grade) received “Good” ratings, while Google LLC maintained its “Satisfactory” rating from the previous year. Apple Inc., on the other hand, was rated “Poor” again this year, receiving the lowest grade for the sixth consecutive year.

In the value-added telecommunications services – search and social networking service (SNS) category, Naver Corp. (Search) retained its “Good” rating, while Kakao Corp. (Daum, KakaoTalk) improved by one grade, receiving “Satisfactory” ratings for both services.

In the online video service (OTT) category, Google (YouTube) received an “Average” rating, down one grade from the previous year.ratings.

Among the companies newly subject to full evaluation this year, KB Kookmin Bank, Naver Corp. (Band, Shopping), and Woowa Brothers Corp. were rated “Good,” reflecting their understanding of and cooperation with the evaluation’s objectives.

Meanwhile, Kunsaram Co., Ltd., Content Wavve Corp., and Twitch received “Poor”. The evaluation results—including grades, scores, areas for improvement, and best practices—will be shared with the respective companies to support service enhancement. In particular, companies that received “Average” or lower ratings or have consistently received “Poor” ratings will be subject to focused consulting to improve their user protection practices.

For digital platform operators newly included in the pilot evaluation this year, the Commission will review the appropriateness of the evaluation indicators. It also plans to revise evaluation metrics for existing services in line with changes in the market environment. As the digital platform economy grows, the Commission emphasized that the protection of not only users but also service providers is becoming increasingly important. It will continue efforts to ensure that large-scale platform operators fulfill their responsibilities for user protection and broader social accountability, commensurate with their influence.

**Table III-49. 2024 Results of the User Protection Performance Evaluation
for telecommunications Service Providers**

Category	Excellent (950 points or higher)	Good (900-949 points)	Satisfactory (850-899 points)	Average (800-849 points)	Poor (Below 800 points)
Mobile Communications	LG U+ (▲1 grade), SKT (-)	KT(-)	-	-	-
Broadband Internet	LG U+ (-), SKT (-), D'LIVE (▲1 grade), SK B(-)	KT (-), LG HelloVision (-), HCN (▼1 grade)	CMB(-)	-	-
MVNO	Korea Cable Telecom (-), SK Telink (-)	LG HelloVision (-), KTM Mobile (-), KB Kookmin Bank (-)	Media Log (-)	-	Kunsaram (-), Enex Telecom (-)
Value-Added Telecommunications Services - App Markets	-	One Store (▲1 grade), Samsung Galaxy Store (-)	Google Play Store (-)	-	Apple App Store (-)
Value-Added Telecommunications Services - Search Engines	-	Naver Search (-)	Daum (▲1 grade), Google (-)	-	-
Value-Added Telecommunications Services - SNS	-	Naver Band (-)	KakaoTalk (▲1 grade)	-	Meta Platforms Inc (Facebook)(-)
Value-Added Telecommunications Services - OTT	-	-	-	YouTube (▼1 grade), Netflix (-)	Wavve (-)
Value-Added Telecommunications Services - Individual Broadcasting	-	-	-	AfreecaTV (-)	Twitch (-)
Value-Added Telecommunications Services - Shopping Platforms	-	Naver Shopping (-)	Coupang (-), 11STREET (-)	-	-
Value-Added Telecommunications Services - Delivery Platforms	-	Woowa Brothers (-)	-	-	-
Total	8 Provider	13 Provider	8 Provider	3 Provider	6 Provider

※ () indicates the grade change compared to 2022. / Evaluation results for pilot-evaluated service providers are not disclosed

※ Underlined service providers: transitioned from pilot evaluation (2021-2022) to full evaluation.

14) On-Site Visit and Roundtable Meeting with Location-Based Service Startups (Mobiltech, Papaya, The Greet, Star-Pickers)

The Commission visited leading startups in the location-based services sector to observe their business achievements and held a roundtable meeting to hear directly from innovative small enterprises.

On this day, Cho Seongeun, Secretary-General of the Commission, met with Kim Jaeseung, CEO of Mobiltech Co., Ltd.-winner of the grand prize in the Location-Based Business Contest-to learn about the company's immersive digital twin technology that utilizes location data, as well as its latest innovations exhibited at CES 2024.

※ Mobiltech is a recognized innovative company selected for “KOREA AI STARTUP 100” and “Baby Unicorn 200.” In 2022, the company developed and released the Digital Twin Cheong Wa Dae service in collaboration with the Seoul Metropolitan Government.

During the roundtable held following the site visit, key representatives shared their experiences and discussed challenges and support needs faced by location-based startups.

Participants included Kim Taeyeop, CEO of Papaya Co., which provides floor-level indoor mapping services for high-rise buildings; Yoo Seunghwan, Executive Director of The Greet Co., operator of a cutting-edge reusable container collection system; and Shin Gwang-eop, Executive Director of Byeoldareogaja Co., which developed a location-based safety service for vulnerable two-wheeled vehicles such as motorcycles.

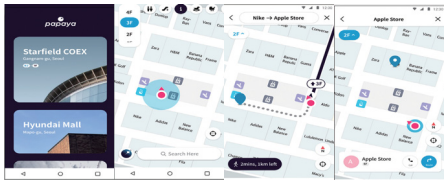
The participating companies emphasized that regulatory burdens in the location information industry-particularly entry regulations and periodic inspections-are a major challenge for service providers. To revitalize the industry, they proposed regulatory improvements and support measures such as: △ easing entry barriers by integrating the legal statuses of location information providers under the Location Information Act, △ providing legal and administrative support, △ assisting companies with overseas expansion, and △ strengthening networks among service providers.

In response, the Commission pledged to support the swift enactment of a full amendment to the *Location Information Act*, which includes the integration of the current classifications of location information service providers and location-based service providers, as well as the transition from an approval system to a simple notification system for market entry. The Commission also committed to supporting global market entry-for example, by helping outstanding startups participate in overseas expos-and to immediately expanding legal and administrative support. Additionally, it will soon create opportunities for enhanced cooperation and exchange among businesses in the location information sector to facilitate the sharing of global market trends and business know-how.

The Commission stated that location information serves as a foundation for the growth of future industries such as smart cities and autonomous vehicles, and reaffirmed its commitment to act as a

partner to the private sector by swiftly removing unnecessary regulations that hinder innovation. In particular, it pledged to expand support for youth-led startups with strong ideas and technologies, so that even those with limited capital and administrative capacity can confidently pursue entrepreneurial activity.

Table III-50. List of Participants – On-Site Roundtable with Leading Location-Based Startups

Company	Key Business Area	Company	Key Business Area
Mobiltech	<i>Replica City</i>: Realistic digital twin construction using proprietary equipment and high-precision 3D indoor mapping 	Star-Pickers	<i>Rider Log</i>: Monitoring and control solution for small personal mobility (e.g., motorcycles) 
Papaya	<i>Indoor Location Navigation Service</i>: Floor-by-floor navigation based on horizontal and vertical indoor positioning 	The Greet	<i>Reusable Container Circulation Platform</i>: Cutting-edge collection and reuse system for multi-use containers 

15) Release the 2023 User Panel Survey on the Intelligent Information Society Result

The Commission and the Korea Information Society Development Institute (KISDI) announced the results of the ‘2023 User Panel Survey on the Intelligent Information Society’, which comprehensively examined users’ perceptions, attitudes, and acceptance of intelligent information technologies and services, including artificial intelligence (AI).

Table III-51. Overview of the ‘2023 User Panel Survey on the Intelligent Information Society’

- (Target Population): Individuals aged 16 to 69 residing in households across 17 regions nationwide, who use smartphones and access the internet at least once per day
- (Sample Size): 2,777 households, 4,581 household members (Follow-up survey of 3,184 households and 5,378 household members from the 2022 panel)
- (Survey Method): Face-to-face household interviews using a structured questionnaire and the CAPI (Computer-Assisted Personal Interviewing) system
- (Survey Cycle): Annually
- (Survey Period): 1st week of October to 1st week of December 2023 (9 weeks total)
- (Sampling Error): ± 1.45 percentage points at a 95% confidence level

This survey, which began in 2018, was designated as Official Statistics in 2022, leading to a significant expansion in its scope. The results announced this time represent the second survey since its designation as official statistical data.

The questionnaire included items on the usage status of intelligent information technologies* and services**, public awareness of algorithm-based recommendation services (such as those used by portals and YouTube), and user experiences with generative AI.

* Artificial intelligence, Internet of Things (IoT), big data, virtual reality (VR), augmented reality (AR)
 ** AI assistants, robo-advisors, smartwatches, metaverse games, etc.

According to the key findings, user experience with intelligent information services by sector was highest in: consumer services (51.1%), followed by finance (47.3%) and media (35.2%). Willingness to use such services in the future was highest in the finance sector (82.7%), followed by consumer (81.0%) and healthcare (80.8%). The areas where intelligent information services were most expected to improve quality of life were: healthcare (92.5%), finance (89.5%), and consumer services (86.3%). These findings suggest that intelligent information services are being widely adopted across various aspects of daily life, and that users, in particular, have high expectations for innovation in healthcare services powered by intelligent technologies.

Figure III-53. Intent to Use and Experience with Intelligent Information Services by Sector

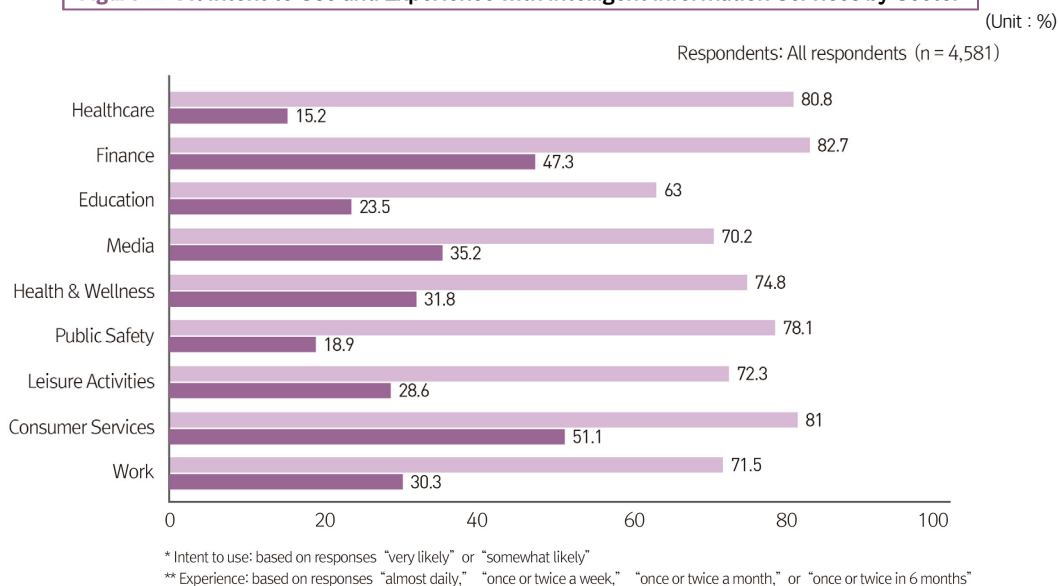
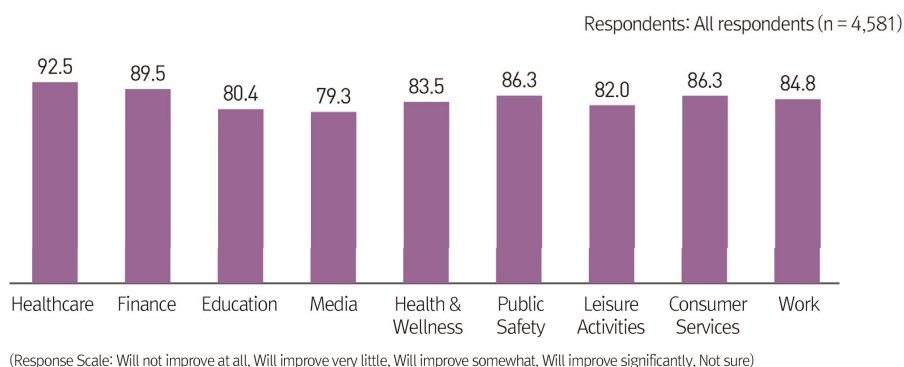


Figure III-54. Expected Improvements from Intelligent Information Services by Sector

(Unit : %)



※ Based on responses indicating improvement ("Will improve significantly" + "Will improve somewhat")

Turning to user perceptions of algorithm-based recommendation services provided by portals and YouTube, the results show that a majority of respondents felt the recommendations aligned well with their personal preferences (68.9% for portals, 71.2% for YouTube). Similarly, a high percentage indicated a willingness to continue using such services in the future (68.3% for portals, 68.5% for YouTube).

However, about half of the respondents expressed concerns that algorithm-based recommendation services may induce value bias (49.4% for portals, 51.0% for YouTube) or pose risks of personal data leakage (46.5% for portals, 45.5% for YouTube). These findings suggest that issues of algorithmic fairness, transparency, and personal data protection may emerge as key challenges for the future development of recommendation services.

Figure III-55. Expectations Regarding Algorithm-Based Video Recommendations on Portal Services

(Unit : %)

Respondents: News service users (n = 3,832)

		Portal Algorithm (Strongly Agree + Somewhat Agree)
Positive Expectations	Alignment with my personal preferences	68.9
	Alignment with my news consumption purposes	66.0
	Usefulness to me	67.2
	Provision of diverse, non-uniform information	60.6
	Objectivity and lack of bias	55.7
	Generally satisfactory	63.5
	Will continue to use in the future	68.3
Concerns	Frequent use will induce value bias	49.9
	Frequent use will cause personal information leakage	46.5
	Frequent use will expose me to illegal information	44.2
	Failure to recommend optimal news may be disadvantageous to me	39.7

Figure III-56. Expectations Regarding YouTube's Recommended Videos

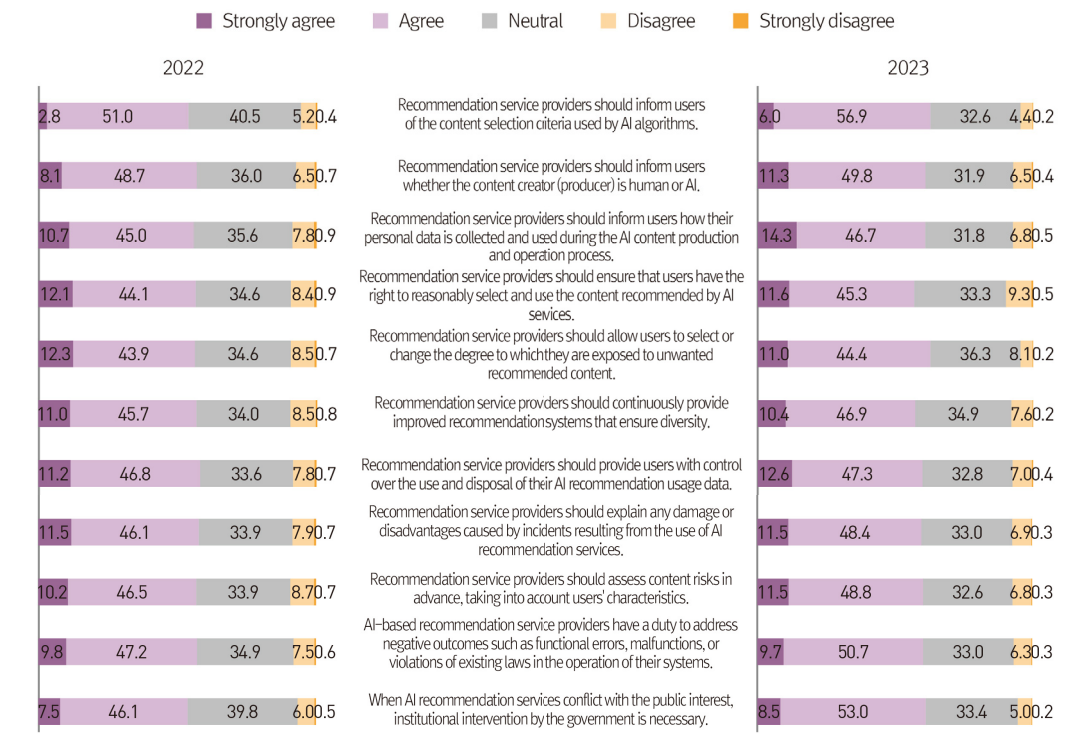
(Unit : %)

Respondents: YouTube users (n = 3,592)

		YouTube Algorithm (Strongly Agree + Somewhat Agree)
Positive Expectations	Alignment with my personal preferences	71.2
	Alignment with my news consumption purposes	65.5
	Usefulness to me	66.5
	Provision of diverse, non-uniform information	58.4
	Objectivity and lack of bias	54.4
	Generally satisfactory	64.0
	Will continue to use in the future	68.5
Concerns	Frequent use will induce value bias	51.0
	Frequent use will cause personal information leakage	45.5
	Frequent use will expose me to illegal information	43.3
	Failure to recommend optimal news may be disadvantageous to me	41.3

In addition, the most frequently cited ethical responsibility that respondents believe algorithm-based service providers should uphold was 'disclosure of content selection criteria used in algorithms' (62.9%). This figure represents a 9.0 percentage point increase from the previous year, indicating a growing demand among users for the right to know how recommendation algorithms operate.

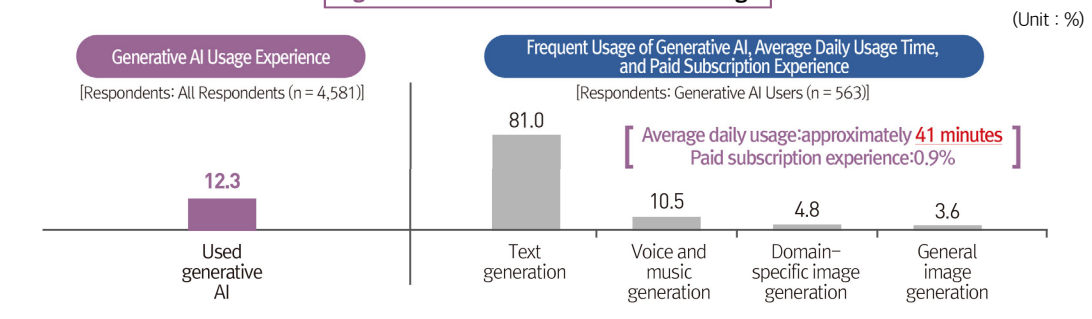
Figure III-57. Responsibilities of AI-Based Recommendation Service Providers



According to the survey on the use of generative artificial intelligence, 12.3% of all respondents reported having used such services. Given that the survey was conducted in November 2023—approximately one year after the launch of major generative AI services such as ChatGPT by OpenAI (November 2022)—this indicates that usage of generative AI has spread considerably in a relatively short period of time.

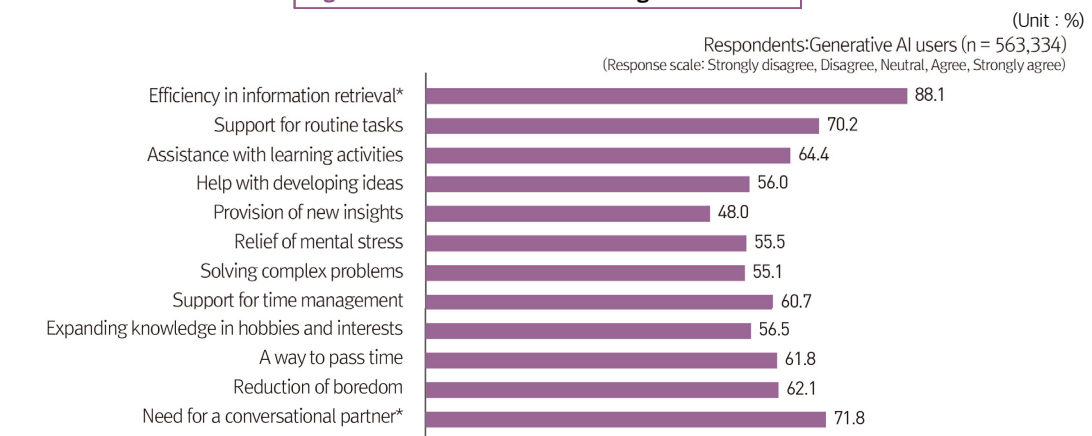
A closer look at the usage patterns shows that text generation accounted for the vast majority of use cases (81.0%), followed by voice and music generation (10.5%), domain-specific image generation (4.8%), and general image generation (3.6%). The average daily usage time was approximately 41 minutes.

Figure III-58. Status of Generative AI Usage



The most frequently cited motivation for using generative AI was that it is “efficient for information retrieval” (88.1%). This was followed by “the need for someone to talk to” (71.8%) and “support for routine tasks” (70.2%).

Figure III-59. Motivations for Using Generative AI

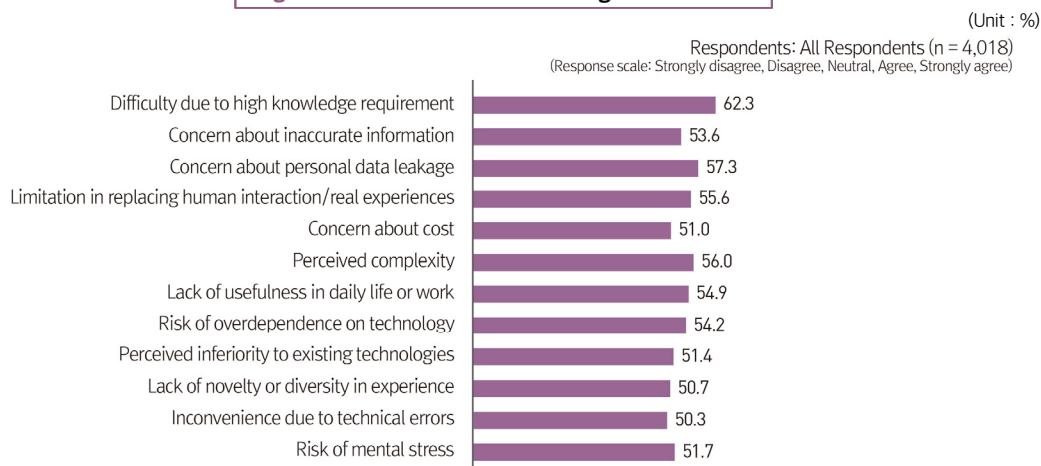


※ Based on responses indicating agreement (“Strongly agree” + “Agree”)

* The items ‘It is efficient for information retrieval’ and ‘I use it because I need someone to talk to’ were asked only to respondents who use generative AI for text generation.

This suggests that the primary motivation for using generative AI lies in its ability to provide useful information through close interaction with users, based on its extensive knowledge learning and natural language processing capabilities.

Figure III-60. Reasons for Not Using Generative AI



※ Based on responses indicating agreement (“Strongly agree” + “Agree”)

In contrast, the most commonly cited reasons for not using generative AI were:

‘Difficulty due to high knowledge requirements (62.3%)’, ‘Concern about personal data leakage (57.3%)’, ‘Perceived complexity of use (56.0%)’. These findings suggest that complex usage procedures and concerns about privacy breaches are key barriers to entry in the use of generative AI.

The Commission plans to carefully examine the expectations and concerns regarding intelligent information technologies and services identified in this survey and reflect them in future user protection policies.

In particular, based on users’ perceptions of generative AI services, the Commission plans to develop ‘Guidelines for the Protection of Generative AI Users’ in the second half of this year.

The key findings of the *2023 User Panel Survey on the Intelligent Information Society*, along with detailed survey data that may be useful to academic and industry stakeholders, are available on the following websites: the Commission (www.kcc.go.kr), Statistics Korea (www.kostat.go.kr), KISDI’s Intelligent Information Society User Policy Archive (user-archive.kisdi.re.kr). Any interested members of the public are welcome to access and download the materials from these platforms.

B. Alleviating Public Inconvenience and Improving the User Environment in Digital Services

1) Improvement of Online i-PIN Issuance Process for Children Under 14

The Commission improved the process for issuing online i-PINs (Internet Personal Identification Numbers) for children under the age of 14 by utilizing family relationship certificates through the Public MyData system operated by the Ministry of the Interior and Safety.

The i-PIN is the only available means of identity verification for children who do not possess a mobile phone or credit card. For children under 14, an online i-PIN can be issued when a legal guardian (parent) submits an application and consent via the website or mobile app of an i-PIN service provider*, and the parent-child relationship is successfully verified.

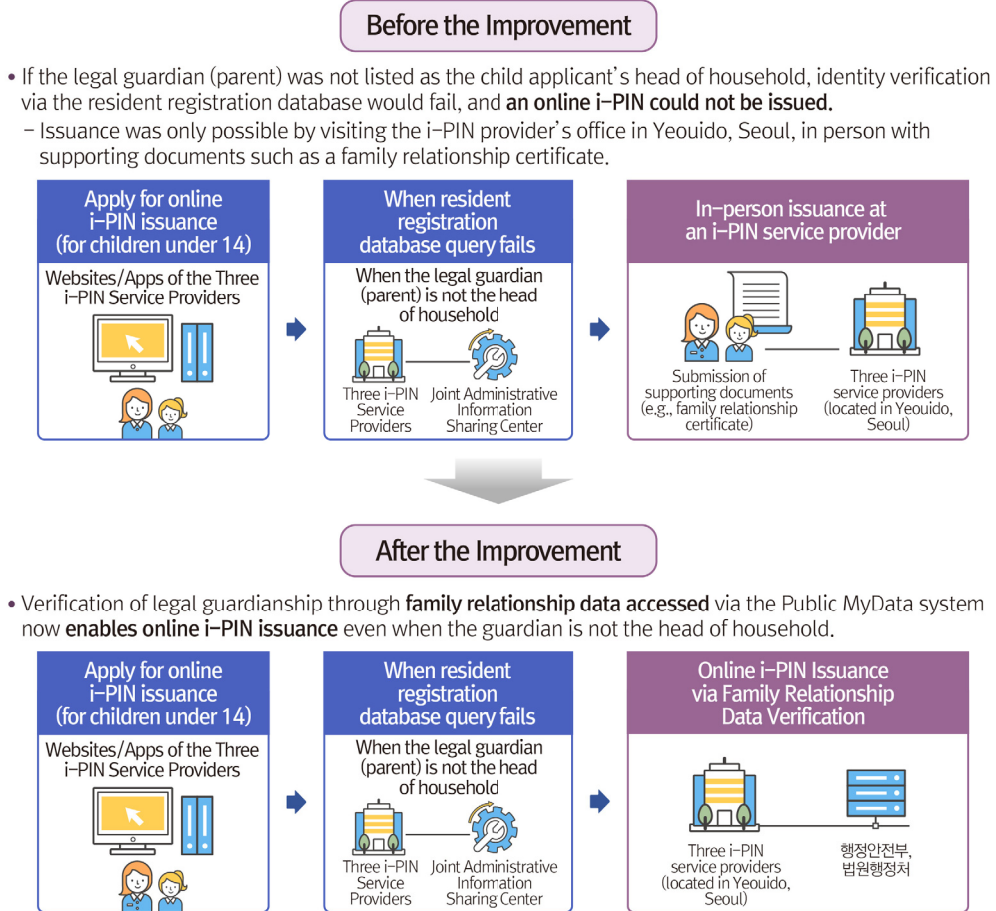
*** The three i-PIN identity verification service providers designated and managed by the Commission are NICE Information Service, SCI Information Service, and Korea Credit Bureau.**

Previously, the parent-child relationship between a legal guardian and a child applicant could only be verified through access to the resident registration database if the legal guardian was listed as the head of household. If the legal guardian was not the head of household, the child could not receive an online i-PIN, resulting in approximately 80,000 complaints annually (based on 2023 data). In such cases, the legal guardian was required to bring supporting documents (e.g., family relationship certificate) and visit the i-PIN provider in person at its headquarters in Yeouido, Seoul—a burdensome and inconvenient process.

To resolve this issue, since February 2023, the Commission has worked closely with the Ministry of the Interior and Safety to establish the legal grounds, necessity, and benefits of using the Public MyData system for remote access to family relationship certificates to verify legal guardianship. As a result of service development and testing, i-PIN service providers can now obtain family relationship information directly through the legal guardian's consent.

Through this improvement in the i-PIN issuance process, legal guardians (i.e., parents) of children under 14 who were previously unable to obtain an online i-PIN for their child solely because they were not listed as the head of household in the resident registration system (approximately 80,000 cases annually) can now do so without the need for in-person visits. This change saves unnecessary time and cost previously required to travel from across the country to the i-PIN provider's headquarters in Yeouido, Seoul, just to submit family relationship documentation.

Figure III-61. Before-and-After Comparison of the i-PIN Issuance Process Improvement



In particular, this improvement is expected to contribute to the expansion of childcare, caregiving, and education-related services that require identity verification for children under the age of 14—such as signing up for local government childcare programs, applying for educational certifications, and verifying eligibility. Through this procedural improvement, the Commission has eliminated inconveniences in the i-PIN issuance process for children under 14 and enhanced accessibility to digital services. Going forward, the Commission will continue its efforts to ensure that identity verification services can be used more safely and conveniently.

Table III-52. Status of Designated Identity Verification Service Providers

- Introduction of the Identity Verification Provider Designation System (April 2011)
- Pursuant to Article 23-3 of the Act on Promotion of Information and Communications Network Utilization and Information Protection (Designation of Identity Verification Providers, etc.: The Commission may designate as an identity verification provider any entity deemed capable of safely and reliably performing identity verification services).

□ Designation Status (2011-2023)

Category	Company(Total: 24)	Date of Designation
i-PIN (3)	NICE Information Service, SCI Information Service, Korea Credit Bureau	September 2011
Telecom (3)	SK Telecom, KT, LG Uplus	December 2012
Card (7)	KB Kookmin Card, Lotte Card, Samsung Card, Shinhan Card, Hana Card, Hyundai Card, NongHyup Bank	December 2017 December 2018
Certificate (11)	Korea Information Certificate Authority, Korea Electronic Certification Authority, KOSCOM, Korea Financial Telecommunications & Clearings Institute (KFTC), KTNET, Viva Republica, Kookmin Bank, Hana Bank, Kakao Bank, Shinhan Bank, Woori Bank	October 2020 December 2020 August 2021 June 2022 December 2023

2) Launch of the Inter-Ministerial *Policy Response Task Force for Small Business Livelihood Damages*

The Ministry of SMEs and Startups (MSS) held the first meeting of the *Policy Response Task Force for Small Business Livelihood Damages* on Wednesday, December 11, at 10 a.m., together with five central government ministries, 13 regional offices of MSS, and eight regional branches of the Small Enterprise and Market Service (SEMAS).

The task force was established following the *Public Dialogue on People's Livelihood* held on December 2, in response to key concerns raised by small business owners. These included chronic issues such as customer no-shows, illegal advertisements, malicious reviews and comments, and concerns over excessive fines for single-use plastic violations—referred to collectively as the four major livelihood damages.

The task force is chaired by the Vice Minister of MSS and includes director-level officials from relevant agencies, including the Ministry of Science and ICT, the Ministry of Environment, the Korea Communications Commission, the Fair Trade Commission, and the National Police Agency.

During its first meeting, participants discussed the task force's operational plan and shared current industry conditions and ministerial response strategies for each of the four key issues.

Figure III-62. Structure of the Policy Response Task Force (Draft)

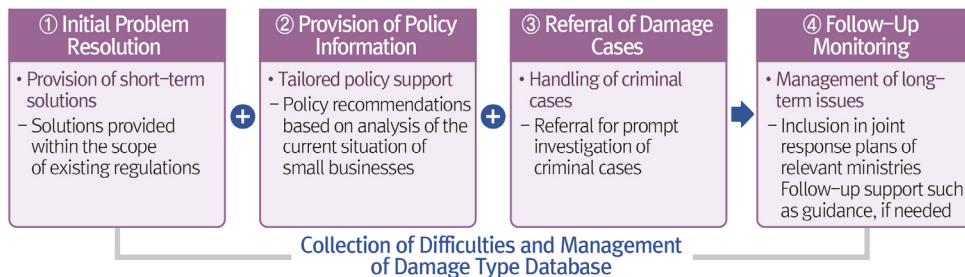


To prevent harm to small business owners caused by malicious reviews and to encourage service providers to establish structured protection measures for small merchants, the Commission has decided to expand the evaluation criteria related to ‘efforts to manage and address malicious reviews’ in the 2025 User Protection Performance Evaluation*to include sectors such as e-commerce and delivery services.

* The User Protection Performance Evaluation is conducted annually for telecommunications service providers selected based on criteria outlined in Article 37-2(1) of the Enforcement Decree of the *Telecommunications Business Act*(e.g., user base size, volume of user complaints). The results are made public, and companies with outstanding user protection performance may receive incentives such as reductions in administrative fines.

In addition, starting today, the Ministry of SMEs and Startups (MSS) will fully launch the *On-Site Small Business Grievance Centers* in cooperation with its 13 regional offices and 77 local branches of the Small Enterprise and Market Service (SEMAS). The centers will collect various real-world difficulties and damages experienced by small business owners, and any cases that require investigation will be actively referred to law enforcement authorities.

Figure III-63. Operation of the On-Site Small Business Grievance Centers (Draft)



In addition, the government plans to strengthen institutional foundations by quickly establishing the *Charter of Rights for Small Business Owners* through cooperation with associations and consultative bodies. Efforts to respond to malicious and false reviews will also be reflected in the Mutual Growth Evaluation to encourage responsible business practices.

3) Launch of Pilot Service for the Non-Face-to-Face Identity Verification System for Overseas Koreans (Overseas Koreans Authentication Center)

To enhance access and convenience for overseas Koreans in using domestic digital services, the Commission, the Overseas Koreans Agency, the Ministry of Science and ICT, and the Digital Platform Government Committee jointly launched the *Overseas Koreans Authentication Centers* as a pilot service on November 28.

Following the signing of an inter-ministerial memorandum of understanding (March 11, 2024), the participating agencies engaged in working-level discussions and hosted information sessions for private service providers. As a result, they developed a non-face-to-face identity verification system for overseas Koreans based on electronic passports, operated under the *Overseas Koreans Authentication Center*.

Figure III-64. Commemorative Photo from the March 11 MOU Signing Ceremony



Until now, Korean nationals residing overseas were required to visit distant diplomatic missions abroad to obtain joint or financial certificates in order to access domestic online services. Even after obtaining a certificate, they were often unable to use the actual services because domestic mobile phone-based identity verification was still required, leaving them in a digital blind spot.

Figure III-65. Example of Service Improvement



Table III-53. Example of User Inconvenience

- Mr. A, who recently relocated from Korea to another country, had to maintain a domestic mobile phone line and pay monthly fees solely to complete identity verification required for using Korean online services. Now, however, he can conveniently verify his identity online by obtaining a certificate through the *Overseas Koreans Authentication Center*.

However, overseas Koreans can now complete online identity verification non-face-to-face by obtaining a certificate through a private application—provided that they ① are registered as overseas Koreans, ② possess a resident registration number, and ③ hold a valid electronic passport.

Through the ‘pilot service for issuing authentication certificates to overseas Koreans’, the government aims to address the issue of digital exclusion for Koreans residing abroad and to reduce unnecessary social costs they have long borne. During the pilot phase, the ‘authentication certificates’ will be made available with priority, in light of the service’s focus on enabling non-face-to-face identity verification for overseas Koreans.

Starting November 28, the certificate can be issued through the Shinhan Bank and Viva Republica (Toss) apps. Additional banks—KB Kookmin Bank, Woori Bank, and Hana Bank—will support certificate issuance beginning in December. In addition to the five types of certificates currently available, the government also plans to expand the range of certificates that overseas Koreans can access.

Furthermore, in line with the full-scale launch of the ‘Overseas Koreans Authentication Center’ in 2025, the government plans to open access to various domestic online services using the authentication certificate. These services will include e-Government services, electronic financial services*, non-face-to-face medical services**, online education services, online shopping platforms, and more.**

- * e-Government services such as the ‘Overseas Koreans 365 Civil Service Portal’ and ‘Apostille Korea’
- ** Electronic financial services for existing account holders, including account inquiries and fund transfers
- *** Non-face-to-face medical services such as remote appointment booking, viewing and issuing of medical records

The Commission stated that the launch of the Overseas Koreans Authentication Center is highly meaningful, as it establishes a digital platform that connects Koreans around the world more closely with the Republic of Korea.

The Commission will continue to provide full support to ensure that all citizens—regardless of location—can participate in a digitally inclusive society.

3. Strengthening Measures Against Illegal and Harmful Digital Content

A. Enhanced Blocking of Illegal Spam Messages

1) Emergency Inspection of Bulk Messaging Services

In response to the recent surge in illegal spam, the Commission conducted an emergency on-site inspection in collaboration with the Korea Internet & Security Agency (KISA).

According to KISA, the number of spam reports in June increased significantly by 40.6% compared to the same period in the previous month. In particular, there was a notable rise in smishing messages related to stock investments and gambling, with bulk messaging services identified as the main transmission channel.

※ June 1-17: 27.96 million spam reports (compared to 19.88 million in the same period in May), marking a 40.6% increase from the previous month.

Accordingly, starting from June 20, the Commission launched an emergency inspection to investigate potential violations of legal obligations by message relay providers and message resellers with high illegal spam transmission rates. If any party is found to have sent illegal spam, aided such actions, or failed to take necessary measures during the on-site investigation, administrative fines will be imposed under the *Act on Promotion of Information and Communications Network Utilization and Information Protection*, or they will be reported to the police. In cases where additional damages are identified—such as system hacking, spoofed caller IDs, or personal data breaches—the Commission has coordinated with relevant agencies, including the Ministry of Science and ICT and the Personal Information Protection Commission, for joint response.

Figure III-66. Inspection of Bulk Messaging Service Providers (Message Relay Providers)



Figure III-67. Inspection of Bulk Messaging Service Providers (Message Resellers)



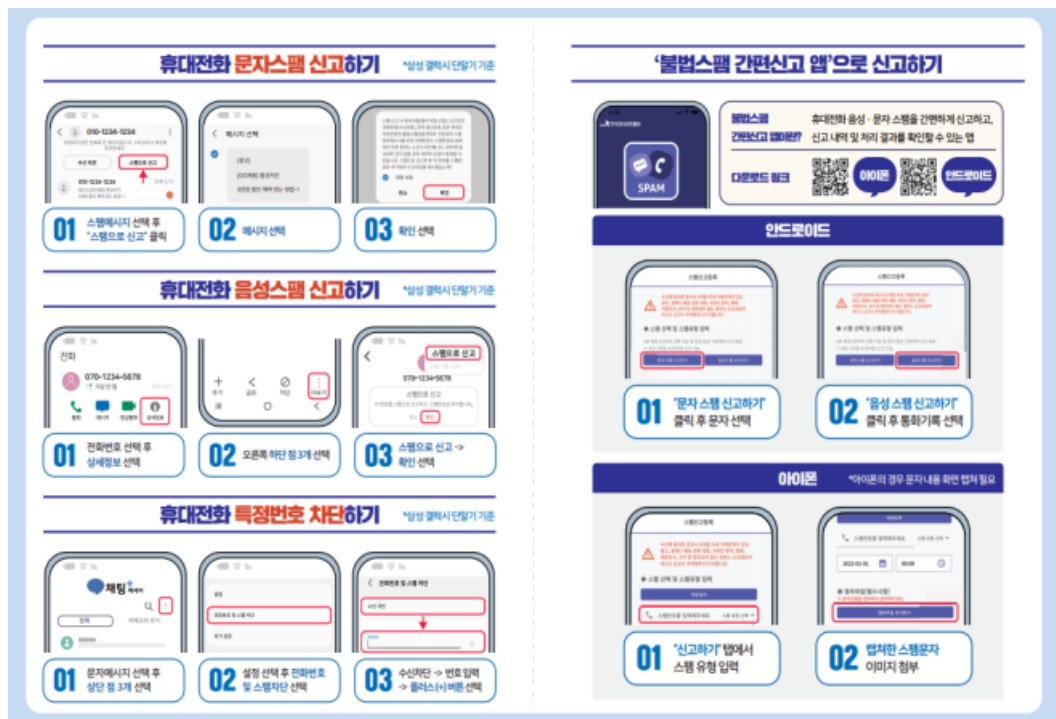
Meanwhile, the Commission urged the public to exercise caution when viewing suspected malicious spam messages and to report them promptly. It advised against clicking on internet URLs or connecting to phone numbers in SMS messages of unclear origin. Suspected illegal or malicious spam messages should be reported via the mobile phone's simple report function or through a dedicated reporting app. If damage is suspected, individuals are advised to consult by calling 118 (no area code required) or report to the police by dialing 112 (no area code required).

Figure III-68. Examples of Illegal Spam Text Messages



In addition, bulk messaging service providers were requested to enhance the security of their messaging systems by changing administrator account passwords, notifying customers to change their own passwords, and—in cases of suspected hacking—checking preventive measures through the *Boho Nara* website operated by the Korea Internet & Security Agency (www.boho.or.kr).

Figure III-69. How to Report Spam



2) Announcement of the Robust *Comprehensive Measures to Prevent Illegal Spam*

On November 28, the Commission and the Ministry of Science and ICT announced the *Comprehensive Measures to Prevent Illegal Spam* at the Seoul Government Complex. Illegal spam goes beyond mere inconvenience and constitutes a form of digital violence that leads to serious financial harm to the public through phishing, smishing, and voice phishing. In the first half of 2024, 2.1 billion spam reports were received, with a record high of 47 million reports filed in June alone.

Accordingly, the Commission and the Ministry of Science and ICT conducted emergency inspections in June and July, confirming that 75% of illegal spam in the first half of 2024 originated from bulk messaging services. Violators of legal obligations* were identified and penalized. As a result, the number of illegal spam reports dropped significantly** after July; however, since spam continues to be used as a tool for crime, strong countermeasures remain necessary to eradicate it.

* (Commission) 30 out of 33 inspected service providers were found to have violated their obligation to block illegal spam under the *Act on Promotion of Information and Communications Network Utilization and Information Protection*. (Ministry of Science and ICT) 5 out of 10 message relay providers were found to have violated their obligation to prevent caller ID spoofing.

** (June) 47.47 million → (July) 37.43 million → (August) 23.63 million → (September) 22.28 million reports

As a fundamental strategy to prevent illegal spam, the two agencies identified five strategic initiatives: recovery of illicit gains at all stages of illegal spam transmission, normalization of the bulk messaging market, strengthening of measures to block the sending of illegal spam, blocking of the reception of illegal spam, and establishment of a spam-blocking governance system. Twelve detailed action tasks were developed to implement these five strategies.

① Strategy 1: Recovery of Illicit Gains at All Stages of Illegal Spam Transmission

Until now, punishment for illegal spammers has been insufficient, and despite the obligation of service providers to prevent illegal spam, cases where such spam is condoned or neglected have persisted. Going forward, fines will be imposed not only on those who send illegal spam but also on mobile carriers, message relay providers, and resellers that provide related services while condoning or failing to take action against illegal spam transmission. In particular, any criminal proceeds obtained by those who send illegal spam will be confiscated.

② Strategy 2: Normalization of the Bulk Messaging Market

Due to low entry barriers, the number of message resellers has become excessive (1,168 as of September 2024), and many businesses have repeatedly engaged in illegal activities.

To address this, the government will strengthen registration requirements, including the mandatory implementation of a bulk messaging qualification certification system. Problematic businesses will be

subject to sanctions such as business suspension and registration revocation, with the aim of removing them from the market.

③ Strategy 3: Strengthening the Blocking of Illegal Spam Transmission

Issues such as the use of burner phones and number spoofing, which make it difficult to trace illegal spam, have persisted. However, there has been a lack of a preemptive blocking system. To address this, institutional and technical measures to block illegal spam transmission will be further enhanced.

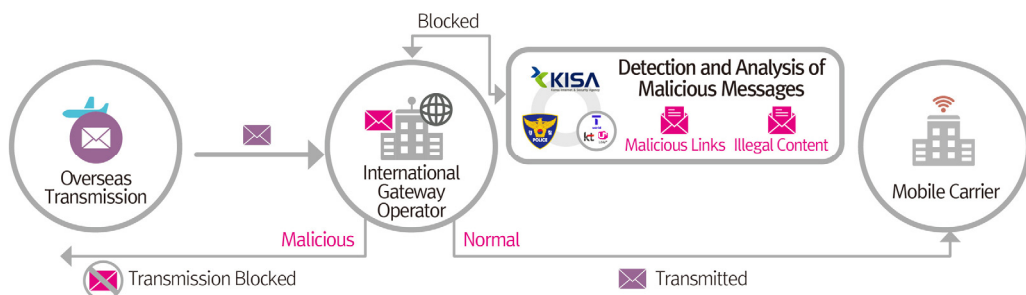
A 'Spam Message Number and Account Management System' will be established to ensure that message service providers verify the validity of sender numbers and service accounts. Mobile carriers will implement a dual-layered system to block spoofed sender numbers in advance.

Additionally, users of bulk messaging services will be required to undergo identity verification each time they send messages, and multi-factor authentication will be mandatory at login. A pre-blocking system will also be introduced to completely block the sending of messages containing phishing URLs.

④ Strategy 4: Strengthening the Blocking of Illegal Spam Reception

Even if illegal spam messages are sent, filtering systems will be enhanced to block them at the level of mobile devices. Previously, messages filtered by mobile carriers could only be checked through a separate app. Going forward, such messages will be automatically moved to a separate spam folder within the device, and filtering performance will be improved. Additionally, domestic smartphone manufacturers will be required to equip their devices with on-device AI-based spam filtering features to further strengthen blocking capabilities. To counter the recent increase in illegal spam messages originating from overseas, messages from major global companies will be managed via a whitelist system. Messages not on the whitelist will be isolated in a separate overseas message folder. Detection and blocking of overseas spam messages containing phishing URLs will also be strengthened. In particular, pre-blocking criteria will be developed for bulk international messages, and a blocking system will be introduced for international messages sent by unverified senders.

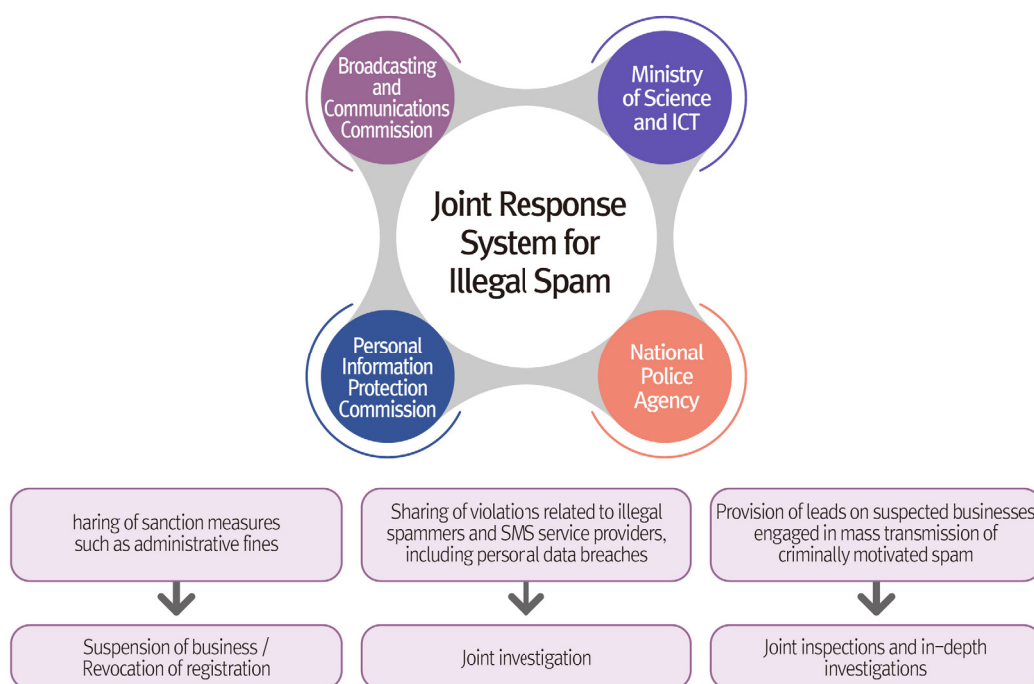
Figure III-70. Malicious Message Blocking System through Interagency Cooperation (Draft)



⑤ Strategy 5: Establishment of a Spam Blocking Governance System

To address the siloed structure of responsibilities for spam-related tasks divided among the Commission, the Ministry of Science and ICT, the Personal Information Protection Commission, and the National Police Agency, a collaborative and coordinated response system will be established. In addition, a Permanent Public-Private Consultative Body on Illegal Spam will be formed in December, where both the public and private sectors will discuss self-regulatory measures aimed at reducing illegal spam by problematic service providers.

Figure III-71. Interagency Cooperation System for Illegal Spam Response



Meanwhile, to prevent a balloon effect caused by regulations on domestic bulk messaging services—namely, the shift of illegal spam to other messaging platforms such as KakaoTalk or Telegram—countermeasures will be prepared and implemented in stages.

The Commission stated that this comprehensive plan reflects the government’s strong commitment to protecting the public from the harms of illegal spam. It will continue to pursue institutional and technological measures to eradicate illegal spam and create a safe and trustworthy digital environment.

Figure III-72. Status of Detailed Action Tasks under the Comprehensive Measures to Prevent Illegal Spam

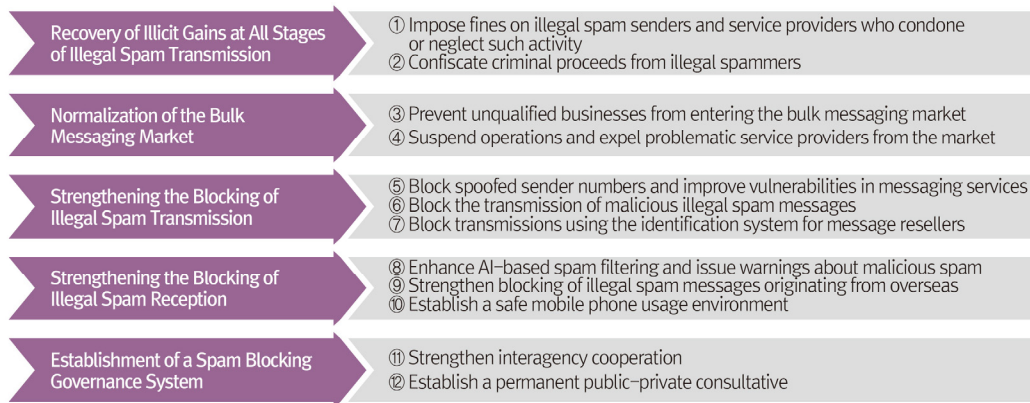


3) Launch of Public-Private Consultative Body for Joint Response to Illegal Spam by Government Agencies and Private Sector

The Commission and the Ministry of Science and ICT established the *Public-Private Consultative Body for Responding to Illegal Spam* and held its first meeting on December 19. This body was formed as a follow-up mechanism to the *Comprehensive Measures to Prevent Illegal Spam* announced at the end of November, and is designed to facilitate cooperation and coordination between government agencies and private businesses. The consultative body is co-chaired by the Director-General of Telecommunications User Policy at the Commission and the Director-General of Communications Policy at the Ministry of Science and ICT. It consists of 30 members, including 9 government representatives at the director level from the Commission, the Ministry of Science and ICT, the Personal Information Protection Commission, and the National Police Agency, as well as 21 private sector members from bulk messaging service providers, international gateway operators, and mobile device manufacturers.

At the first meeting, participants clarified the roles of each participating organization in implementing the five strategic directions and twelve action tasks outlined in the comprehensive measures. Key discussion topics included: joint investigations and sanctions against illegal spam senders and related businesses, voluntary self-regulation of unqualified service providers by the private sector, the establishment of a blocking system for spoofed caller IDs, the development of a pre-blocking system for international bulk messages, and spam message filtering technologies. Participants unanimously recognized that close collaboration between government and the private sector is essential to eradicating illegal spam and pledged active cooperation in the implementation of the comprehensive measures.

Figure III-73. Five Strategic Directions and Twelve Action Tasks of the Comprehensive Measures to Prevent Illegal Spam



The consultative body plans to hold regular meetings on a quarterly basis and will establish a working-level subcommittee to review sanction measures against illegal service providers and to monitor the implementation status of each task under the comprehensive measures. Recognizing that illegal spam is more than a mere inconvenience and poses a serious threat causing economic harm to the public, the Commission emphasized that the government and private sector must work together to ensure the comprehensive measures are implemented without delay. The Commission will focus on creating a safe digital environment that the public can tangibly experience. In particular, through this consultative body, it aims to strengthen mutual cooperation between government agencies and the private sector and to achieve practical outcomes.

Table III-54. Composition of the Public-Private Consultative Body for Responding to Illegal Spam

Affiliation		Name		Position
Relevant Agency	Commission	1	Shin Yeong-gyu	Director General, Telecommunications User Policy Bureau
		2	Ko Nam-hyeon	Director, Digital User Foundation Division
		3	Kim Yong-il	Director, Broadcasting and Communications Office
	Ministry of Science and ICT	4	Lee Do-gyu	Director General, Communications Policy Bureau
		5	Sim Ju-seop	Director, Communications Usage Policy Division
		6	Kim Jang-ho	Director, Communications Resource Policy Division
		7	Choi Gwang-gi	Director, Cyber Incident Response Division
	Personal Information Protection Commission	8	Gong seok	Director, Investigation Division 2
	National Police Agency	9	Ham Yeong-uk	Director, Cybercrime Investigation Division
Expert Organization	KISA	10	Lee Dong-yeon	Director
	KTOA	11	Park Jin-hyeon	Secretary General
	KCUP	12	Lee Seung-jin	Secretary General

Affiliation		Name		Position
Three Major Mobile Carriers	SKT	13	Seong Seok-ham	Executive Vice President
		14	Heo Yeong-chun	Executive Vice President
	KT	15	Park Cheol-ho	Senior Vice President
		16	Lee Yeong-ho	Senior Vice President
	LGU+	17	Lee Gyu-hwa	Senior Vice President
		18	Kim Yeong-su	Senior Vice President
Device Manufacturer	Samsung Electronics	19	Kim Deok-heon	Senior Vice President
Gateway Operator	SK Telink	20	Lee Jeong-su	Team Leader
	Korea Cable Telecom	21	Hong Dong-hwa	Team Leader
Bulk Messaging Providers	SKB	22	Geum Sang-ho	Senior Vice President
	Infobank	23	Hong Seung-pyo	Executive Vice President
	Daou Technology	24	Jeong Won-sik	Director
	Gemtech	25	Yu Jin-u	Director
	SureM	26	Lee Do-gyeong	Managing Director
	CJ OliveNetworks	27	Nam Seung-u	Director
	Standard Networks	28	Kim Seong-chan	Director
	KP Mobile	29	Park Jeong-hyun	Director
	Message Resellers' Association	30	Hwang Hee-kyung	Chairperson

4) Announcement of the *2024 First Half Spam Distribution Status*

On Thursday, December 5, the Commission and the Korea Internet & Security Agency (KISA) jointly announced the *2024 First Half Spam Distribution Status*. This report includes the results of a user survey on the volume of illegal spam received (conducted from May 23 to May 29, 2024), as well as an analysis of spam reports and detected cases received via mobile phones and email.

<Results of the User Survey on Illegal Spam Reception>

A survey of 3,000 mobile phone and email users nationwide (ages 12 to 69) found that the average number of illegal spam messages received per person per month was 16.34, an increase of 2.85 compared to the second half of 2023, marking the highest Figure ever recorded.

The average number of mobile text spam messages received per person was 11.59, an increase of 2.68 compared to the previous half-year. Financial (e.g., stock investments and asset management) and gambling-related spam accounted for a large portion of the messages. In particular, stock investment inducement-type spam was found to have increased by 25.9% compared to the previous half-year.

When broken down by mobile carrier, the number of text spam messages received per person increased across all mobile carriers. The average number of voice spam messages also showed a slight increase. The average number of email spam messages received per person was 3.22, a rise of 0.11 compared to the second half of 2023. The major types of email advertisements were found to be related to pharmaceuticals, adult content, and gambling.

Table III-55. Average Monthly Spam Messages Received per User in the First Half of 2024

Category		First Half of 2023	Second Half of 2023	First Half of 2024	Change
Mobile Phone	Text Messages	5.23 messages	8.91 messages	11.59 messages	2.68 messages ↑
	Voice Spam	1.95 messages	1.47 messages	1.53 messages	0.06 messages ↑
	Subtotal	7.18 messages	10.38 messages	13.12 messages	2.74 messages ↑
Email		2.12 messages	3.11 messages	3.22 messages	0.11 messages ↑
Total		9.30 messages	13.49 messages	16.34 messages	2.85 messages ↑

<Analysis of Spam Report and Detection Results>

The total number of mobile text spam cases—either reported by users to the Korea Internet & Security Agency (KISA) or detected through KISA’s own spam trap system—reached 2.115 billion, representing a 14.3% increase (26.41 million cases) compared to the second half of 2023.

Table III-56. Spam Reporting and Detection Results for the First Half of 2024

Category		First Half of 2023	Second Half of 2023	First Half of 2024	Change
Mobile Phone	Text Messages	108.9 million cases	185.09 million cases	211.50 million cases	26.41 million ↑
	Voice Spam	4.61 million cases	4.90 million cases	6.01 million cases	1.11 million ↑
	Subtotal	113.5 million cases	189.99 million cases	217.51 million cases	27.52 million ↑
Email		4.84 million cases	16.53 million cases	9.29 million cases	7.24 million ↓
Total		110.34 million cases	206.52 million cases	226.80 million cases	20.28 million ↑

※ Includes spam reports submitted to and received by the Korea Internet & Security Agency (KISA), as well as detections made through its spam trap system.

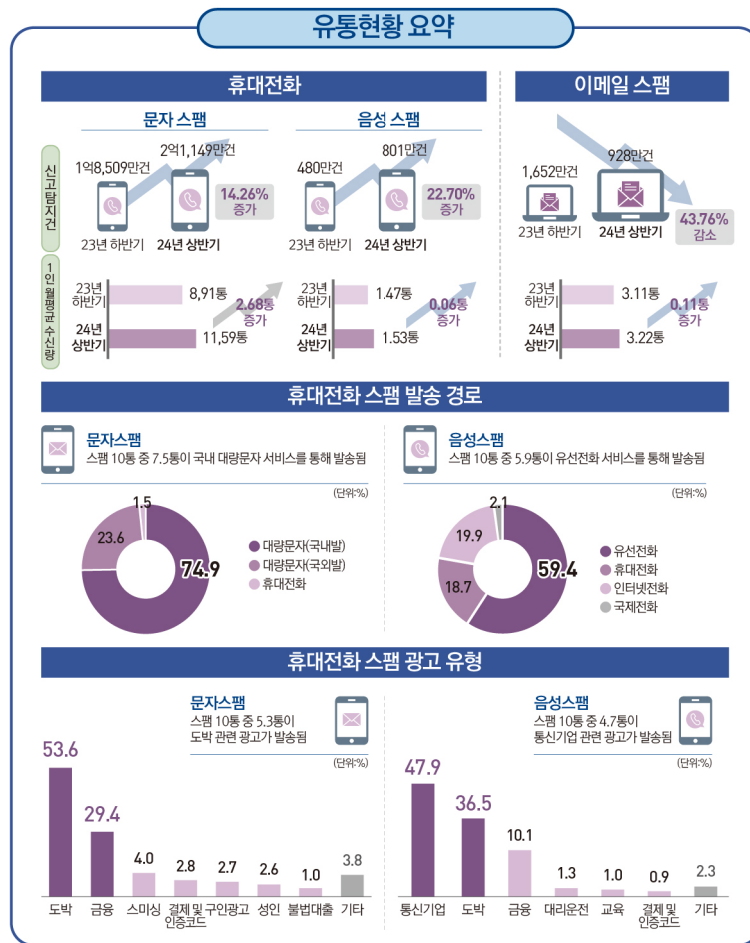
Among the reported and detected mobile text spam messages, domestically sent spam via bulk messaging services accounted for the largest share at 74.9%, maintaining the highest proportion. The proportion of spam messages sent from overseas increased by 6.9% compared to the second half of 2023, reaching 23.6%, indicating a gradual rise in overseas spam traffic.

The number of reported and detected voice spam cases totaled 6.01 million, an increase of 22.7% (1.11 million cases) compared to the second half of 2023.

Among these, the most frequent type of advertisement was related to telecommunication service subscriptions, which decreased by 30.5% compared to the previous half-year. In contrast, spam related to gambling (e.g., lotteries) showed an increase of 24.4%.

The Commission stated that in the first half of 2024, while mobile text spam via bulk messaging services surged sharply, illegal spam originating from overseas also increased significantly, and that it will thoroughly implement the Comprehensive Measures to Prevent Illegal Spam announced in late November to reduce such harmful spam and mitigate damage to the public.

Figure III -74. Key Statistics on Spam Distribution in the First Half of 2024



5) Strengthening Joint Response between the Commission and the Personal Information Protection Commission (PIPC) to Prevent Illegal Spam Damage and Personal Data Breaches

On October 17, the Commission and the Personal Information Protection Commission (PIPC) held a policy consultative meeting (at the director-general level) to review the outcomes of their cooperation and discuss future plans. The two agencies have held multiple discussions on cooperative measures for jointly responding to illegal spam and personal data breaches. They have continuously shared information on spam transmission in violation of the explicit prior consent obligation and on spam using leaked or exposed personal information. They also agreed to conduct joint inspections of vulnerable service providers.

To protect users from harm caused by illegal spam and personal data breaches, the two agencies jointly developed and utilized digital ethics education materials that include case studies on personal data dispute mediation. They also carried out tailored educational programs targeting various age groups,

including adolescents and adults.

To raise awareness and promote education on the prevention and redress of illegal spam and personal data breaches, they held a joint information session for service providers on the Act on Promotion of Information and Communications Network Utilization and Information Protection and the Personal Information Protection Act (June 11). Additionally, they promoted public awareness through media channels such as press, SNS, and public events including a promotional booth at the PIS FAIR on September 30 and participation in the June 4 PIS FAIR event.*

*** PIS FAIR: An event organized by BoanNews that includes CPO workshops, seminars, lectures, and exhibitions of personal information protection systems**

The two agencies also plan to implement, within the year, joint inspections of illegal spam senders and personal data breach incidents, and prepare improvements to the domestic representative system to enhance the enforcement of regulations on overseas businesses. Starting in 2025, violations of the *Personal Information Protection Act* will be incorporated into the Commission's annual evaluation of user protection performance.

The Commission will continue its close cooperation with the PIPC to reduce public inconvenience and economic damage caused by illegal spam and personal data breaches.

6) Introduction of the Bulk Message Transmission Authorization System

Starting June 1, the Commission officially implemented the *Bulk Message Transmission Authorization System for Message Resellers*.

Under this system, message resellers that provide bulk messaging services over the internet are required to obtain authorization from a message relay provider before launching their services, in order to send advertising messages. This system is designed to prevent untraceable message resellers—often referred to as ‘pop-up operators’—that operate without a clear business address and are difficult to regulate even when they send illegal spam. It aims to close this regulatory blind spot in spam enforcement.

Figure III-75. Bulk Message Transmission Authorization Procedure

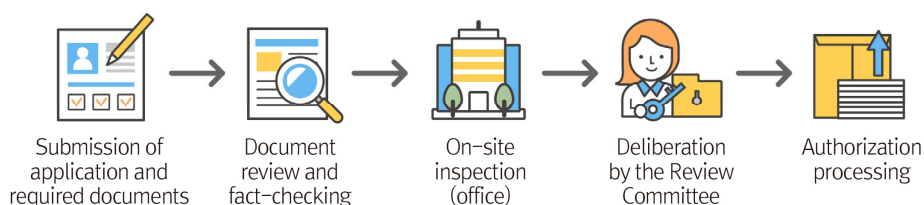


Table III-57. Key Contents of the Guidelines

- (Certification Entity) Message relay providers conduct joint certification of message resellers.
- (Review Committee) A "Review Committee" is formed, composed of government officials, business operators, and experts in relevant fields, to deliberate and coordinate on key matters related to the operation of the system.
- (Obligations of Mobile Carriers) In support of a sound messaging market ecosystem, mobile carriers are to provide financial support for the operation of the authorization system and carry out supervisory responsibilities.
- (Obligations of Message Relay Providers) Only certified message resellers may be granted message relay services. If the standard agreement is violated, actions such as blocking transmissions or terminating contracts may be taken.
- (Obligations of Message Resellers) Transactions with uncertified message resellers are prohibited. Certified resellers must submit required documents in accordance with operational rules and cooperate with regular (or ad hoc) inspections.

Message resellers intending to launch a bulk messaging business in the future may operate their services only after obtaining transmission authorization. Existing message resellers must also obtain authorization within six months from the effective date of implementation. If a certified message reseller is found to have transmitted illegal spam, they will face substantive sanctions such as suspension of message transmission.

By operating the authorization system autonomously within the private sector, the initiative is expected to reduce phishing and bait-type messages, thereby contributing to the prevention of crimes against the public that often originate from malicious messages.

Figure III-76. Photo of the Transmission Authorization System Agreement Ceremony

B. Enhancing the Effectiveness of User Remedies

1) Announcement of *2024 Outstanding Cases of Telecommunications Dispute Mediation*

The Commission announced the ‘2024 Outstanding Cases of Telecommunications Dispute Mediation’ to help prevent damage to telecommunications service users and provide reference examples for users who may seek to utilize the dispute mediation system in the event of similar disputes.

Figure III-77. Plenary Session of the Telecommunications Dispute Mediation Committee



The outstanding mediation cases selected by the Commission’s Telecommunications Dispute Mediation Committee include the following three: ① Compensation for damages related to excessive charges billed to a senior citizen in his 70s, which differed from the information provided at the time of mobile device replacement; ② Compensation for secondary micro-payment damages incurred by a basic livelihood security recipient due to insufficient guidance on how to respond to smishing; ③ Refund of duplicate charges resulting from being misled into dual subscriptions to wired services.

Table III-58. Key Details of Outstanding Mediation Cases

<Case 1> Compensation for Excessive Charges Billed to a Senior Citizen That Differed from the Initial Explanation Provided During Mobile Device Replacement

- (Summary) Mr. A, in his 70s, was informed by the sales store that he could receive a free device by applying partnership card discounts. However, the charges billed after activation differed from what was explained, prompting him to file for dispute mediation.
- (Mediation Result) The Committee found that key information such as the actual payment amount was not specified in the service application form and determined that the store had failed to properly inform the user of important billing details. As a result, the remaining installment balance on Mr. A’s mobile device was waived. (Settlement reached)
- (Outcome) Considering the characteristics of elderly users—who are more vulnerable to harm due to limited understanding and access to information on telecom products—the Committee applied notification standards focused on senior users and contributed to the protection of their rights and interests.

<Case 2> Compensation for Secondary Micro-Payment Damage Suffered by a Basic Livelihood Security Recipient Due to Inadequate Guidance on Smishing Response

- (Summary) Mr. B, a basic livelihood security recipient, incurred unauthorized micro-payment charges as a result of a smishing

incident. Although he contacted the telecom provider for guidance on how to respond to the incident, inadequate information from the customer service center regarding how to block micro-payments led to additional damage, prompting him to request compensation.

- (Mediation Result) Taking into account the insufficient response from the customer service center and the fact that the secondary damage incurred was financially burdensome for Mr. B, the Committee decided to waive part of the micro-payment charges billed to him. (Settlement reached)
- (Outcome) The Committee confirmed the inadequate guidance provided by the respondent regarding smishing response and identified a causal link to the secondary micro-payment damage. This facilitated a settlement between the parties and helped reduce financial harm to vulnerable income groups.

<Case 3> Refund of Duplicate Charges Caused by Misleading Dual Subscription to Wired Services

- (Summary) Ms. C, a woman in her 40s, was informed by a sales store that she could receive benefits such as subsidies by simply replacing her wired service equipment. However, the original service was not canceled, resulting in a dual subscription. She requested termination of the duplicate service without penalty.
- (Mediation Result) The Committee confirmed that the sales store had misled the applicant during the subscription process. It ruled that the duplicate wired service be terminated without penalties and that a portion of the duplicate charges be refunded. (Settlement reached)
- (Outcome) Although the dispute arose from an off-the-record agreement between the user and the sales store-making resolution difficult-the Committee emphasized the respondent's responsibility to supervise and manage its sales channels. This helped resolve issues of liability and alleviate the user's financial burden.

2) Hosting of the On-Site Roundtable Meeting to Address Telecommunications Disputes

On Thursday morning, September 26, the Commission held an on-site roundtable meeting at the Telecommunications Dispute Mediation Counseling Center (located in Gangnam-gu, Seoul), with the participation of executives from the four major telecommunications providers (SK Telecom, KT, LG Uplus, and SK Broadband) and members of the Telecommunications Dispute Mediation Committee.

The meeting was convened to share user protection policies being implemented by the telecom industry in relation to frequent dispute cases from the first half of 2024, announced on August 14, and to discuss countermeasures to reduce telecommunications disputes.

The Commission emphasized that the telecommunications dispute mediation system was introduced to facilitate the prompt resolution of disputes based on the voluntary cooperation of the parties involved, and that the role of telecommunications service providers-as key parties to such disputes-is particularly crucial. The Commission urged providers to take a more proactive approach in preventing and remedying user harm. Specifically, it called for stronger oversight and management of retail stores to prevent frequent occurrences such as false disclosure of device prices and unfair contracts for wired services, as well as enhanced public awareness campaigns to prevent fraud related to telecom sales. In response to the rapid increase in cases of identity theft and smishing, the Commission also requested reinforcement of identity verification procedures and a review of improvements to the damage reporting and handling process in a way that better reflects the user perspective.

Subsequently, the four major telecommunications providers introduced the policies and improvement measures currently being implemented by each company to address recurring telecommunications disputes. Key initiatives included strengthening penalties under the prior consent system, introducing ID

scanners to prevent identity theft, blocking smishing messages and malicious websites, and operating dedicated consultation teams to support victims of identity theft. In addition, they committed to continuously developing measures to prevent user harm, such as reinforcing identity verification procedures by adopting tamper-proof digital identification (e.g., mobile driver's license verification services) and displaying risk indicators on suspected smishing messages.

Meanwhile, members of the Telecommunications Dispute Mediation Committee emphasized that damages caused by excessive competition among retail stores should not be passed on to users. They called on the telecom providers' headquarters to take responsibility and show sincerity in correcting such misconduct. They also requested that telecom operators (respondents) submit their statements promptly to ensure the timely processing of dispute cases. The Commission stated that it will continue to support the effective operation of the Telecommunications Dispute Mediation Committee and ensure that telecom providers' user protection policies are faithfully implemented, so that users' rights and interests can be more robustly safeguarded.

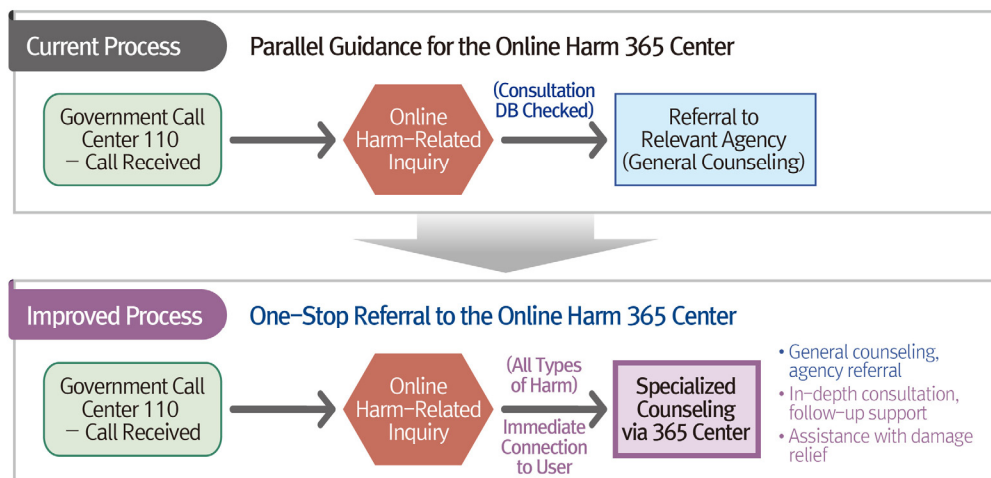
3) Launch of One-Stop Counseling Referral Service Between Government Call Center 110 (ACRC) and Online Harm 365 Center (the Commission)

Starting in September 2024, members of the public who require counseling on damages related to online service use can now receive direct assistance from the Online Harm 365 Center (☎142-235) simply by calling Government Call Center 110 (☎110), operated by the Anti-Corruption and Civil Rights Commission (ACRC). To improve the accessibility and effectiveness of online damage counseling, the Commission and the ACRC have established a system whereby inquiries regarding online service damages received via Government Call Center 110 are immediately connected to counselors at the 365 Center*. They also agreed to pursue information-sharing, joint publicity and training efforts between the two centers.

*** Online Harm 365 Center: A public-facing support center launched in May 2022 that provides in-depth, one-on-one counseling for various online harms, along with follow-up assistance. As of December 31, 2024, it has handled a cumulative total of 6,307 counseling cases.**

The Commission and the ACRC discussed collaboration strategies between their respective counseling centers, including enhancement of the counseling database registered with Call Center 110, the establishment of a referral protocol between the two centers, training of Call Center 110 counselors on how to connect with the 365 Center, and the introduction of a direct consultation linkage system between the two entities. As online service-related damages are often complex and diverse, and the relevant policies and systems are fragmented across multiple agencies, effective counseling has previously been difficult to provide. However, this inter-agency collaboration is expected to enable faster and more specialized support for victims of online harms.

Figure III-78. Counseling Referral Process Between Government Call Center 110 and Online Harm 365 Center



4) Announcement of Frequent Telecommunications Dispute Cases and Guidance on Prevention and Response Measures

The Commission analyzed 871 dispute mediation cases submitted to the Telecommunications Dispute Mediation Committee during the first half of 2024 (January 1 to July 31) and identified frequently occurring types of disputes that require users' attention due to the high likelihood of recurring damage. It then introduced these common dispute cases and provided users with prevention and response guidelines.

Disputes related to misleading disclosures of device prices to induce mobile phone contracts (191 cases), unauthorized activation of telecommunications services due to identity theft (91 cases), smishing damages (34 cases), duplicate charges resulting from incomplete cancellation of internet services (26 cases), and unfair contracts for wired services (50 cases) were identified as the most frequent types of damage in the first half of 2024.

The number of dispute mediation requests related to these issues increased by 31.1% compared to the same period in the previous year—from 299 cases in 2023 to 392 cases in 2024. In particular, dispute cases related to identity theft increased by 37 cases (↑ 68.5%), smishing by 30 cases (↑ 750%), and unfair wired service contracts by 18 cases (↑ 56.3%), showing a significant upward trend.

※ **Change rates for other types compared to the same period last year: mobile phone sales fraud (↑ 3 cases, ↑ 1.6%), duplicate charges due to improper service cancellation (↑ 5 cases, ↑ 23.8%)**

The most frequent dispute cases by type are summarized below.

Table III-59. Frequent Telecommunications Dispute Cases by Type

<Type 1: Misleading Disclosure of Device Price to Induce Mobile Phone Subscription>

- (Main Case) There have been many cases where sales stores misled consumers into signing up for mobile phone services by applying discount benefits unrelated to the device itself-such as selective contract discounts or partnership card discounts-to the device price, creating the false impression that the device could be purchased at a significantly lower cost. Additionally, customers were informed that they could receive financial support for the device price if they met certain conditions, such as subscribing to a high-priced plan, paying the device cost in a lump sum, or switching devices after a certain period. However, in practice, the device cost was often overcharged.

<Type 2: Unauthorized Activation of Telecommunications Services Such as Mobile and Internet Due to Identity Theft>

- (Main Case) In some cases, personal information provided by users during non-face-to-face activities-such as part-time job agreements or loan consultations-was stolen and used to open telecommunications services without their knowledge. There were also cases in which mobile phone retailers used customer information to arbitrarily activate additional service lines, resulting in users being billed for services they had never used.

<Type 3: Smishing Damages Caused by Impersonating Family, Acquaintances, or Public Institutions>

- (Main Case) Numerous cases were reported in which perpetrators impersonated family members, acquaintances, or public institutions to send smishing messages-such as those related to mobile phone repair or insurance enrollment, wedding or funeral invitations, health checkup or diagnosis notifications, and traffic violation fines. These messages included links (URLs) that, when clicked, prompted users to install malicious apps (e.g., remote control applications), which were then used to steal personal and financial information, resulting in unauthorized payments and financial losses.

<Type 4: Duplicate Charges Due to Incomplete Cancellation of Previous Internet Service Provider During Service Change>

- (Main Case) In some cases, users experienced duplicate charges from both the previous and the new service providers. This occurred when there was a misunderstanding between the customer service representative and the user regarding the intention to cancel the service, or when the final step of the cancellation process was not properly completed while using the one-stop service transfer system.

<Type 5: Inducing Wired Service Subscriptions Through False or Inadequate Disclosure of Contract Terms>

- (Main Case) In some cases, users were misled into signing up for new wired services (such as internet or IPTV) based on false explanations of contract conditions-such as promises to cover early termination fees after a certain usage period, reimburse overlapping service charges, or provide gift certificates. Other users were told they could use the service for free or at a significantly discounted rate if partnership card discounts or bundled mobile-wired service discounts were applied. However, in reality, the services were not free, and excessive charges were billed contrary to what was initially communicated.

Preventive Measures and Response Guidelines by Type of Telecommunications Dispute Are as Follows:

Table III-60. Preventive Measures and Response Guidelines by Type of Telecommunications Dispute

Category	Main Case	Preventive Measures and Response Guidelines
Type 1	Mobile Phone Sales Fraud	• Use the official service contract (subscription application form) provided by the telecom operator when signing a contract. • Carefully check the device price details stated in the official contract (e.g., retail price, installment period, principal amount). • Specify any additional agreements with the sales store in the official contract or record the activation process to retain evidence.
Type 2	Identity Theft	• Check your service activation history on the telecom provider's website or through the M-Safer identity theft prevention service. • If identity theft is suspected, report it to the police immediately. • Visit a telecom provider branch that accepts identity theft reports and submit an identity theft report form.

Category	Main Case	Preventive Measures and Response Guidelines
Type 3	Smishing	- Do not click on or download URLs or apps from unverified sources. - Regularly check for the presence of malicious apps using mobile antivirus or security applications. - If you fall victim to smishing, report it to the police immediately and request a Temporary Freeze on All Accounts under Your Name. - To prevent further damage, apply for the Sender Number Spoofing Block Service through your telecom provider.
Type 4	Duplicate Charges Due to Incomplete Cancellation of Internet Service	- If you have submitted a cancellation request yourself or used the one-stop service transfer system, make sure to confirm receipt of the cancellation completion text message from your previous service provider, and do not miss follow-up confirmation calls. - If the previous provider has not collected the rented equipment, the cancellation may not have been completed properly.
Type 5	Unfair Contracts for Wired Services	- Always request the preparation and issuance of an official service contract. - If the provider refuses, suspend or withdraw from the service agreement. - Be cautious of and do not comply with unreasonable or suspicious demands—such as offers of gift incentives in exchange for signing duplicate service contracts.

In addition, the Commission urged strengthened management and monitoring of retail stores to prevent sales fraud in the telecommunications service sector. It also recommended that telecom operators reinforce non-face-to-face identity verification measures in response to identity theft cases, and improve damage reporting and handling procedures to better reflect the user's perspective. The Commission further emphasized the need to provide clearer guidance to users on each step of the service cancellation process in order to minimize disputes caused by incomplete cancellations of internet services.

The Commission will continue to encourage relevant service providers to voluntarily develop their own improvement measures for dispute cases that frequently cause user complaints or damage. It will also review whether such practices constitute violations of prohibited acts under the Telecommunications Business Act and assess the need for institutional improvements, thereby continuing its efforts to protect user rights and interests.

5) 2023 Telecommunications Dispute Mediation Resolution Rate Reaches 89.6%

In 2023, the Telecommunications Dispute Mediation Committee received a total of 1,259 dispute mediation requests and achieved an integrated resolution rate of 89.6% across both mobile and wired services. This represents a 6.7 percentage point increase from 2022 and an 18.8% rise in the number of mediation requests. The resolution rate for mobile services rose by 8.0 percentage points (from 82.1% to 90.1%), while wired services increased by 2.7 percentage points (from 85.4% to 88.1%).

※ Resolution rate for telecommunications disputes: 53% (Jun. 2019–2020) → 75.6% (2021) → 82.9% (2022) → 89.6% (2023)

The Telecommunications Dispute Mediation Committee is a statutory body that mediates disputes between telecommunications service providers and users. To encourage active participation from service

providers, the Committee annually analyzes and discloses the mediation response performance of each provider and the outcomes of dispute cases by type.

In the mobile service sector, KT received the highest number of telecommunications dispute mediation requests in 2023, with 389 cases (41.3%). KT also recorded the highest number of requests per 100,000 subscribers, with 2.1 cases. In the wired service sector, KT also had the highest total number of requests, with 110 cases (34.7%). However, in terms of the number of requests per 100,000 subscribers, SKT and LG Uplus had the highest rates, each recording 1.3 cases.

When categorized by type across both mobile and wired services, the most common type of dispute was “contract-related” with 593 cases (47.1%), followed by “inadequate explanation or disclosure of important information” with 415 cases (33.0%), “other” with 142 cases (11.3%), and “service quality-related” with 109 cases (8.6%). Among the total 1,259 applications received, 892 cases (70.8%) included a claim for damages.

※ In the mobile sector, “inadequate explanation or disclosure of important information” was the most common type with 375 cases (39.8%), while in the wired sector, “contract-related” disputes were the most common, accounting for 227 cases (71.6%).

In addition, the number of dispute mediation requests related to 5G services increased significantly following the commercialization of the service, rising from 526 cases in 2022 to 692 cases in 2023. By contrast, disputes related to service quality slightly decreased, from 118 cases in 2022 to 109 cases in 2023. Among these, 81 cases (74.3%) were related to issues such as degraded 5G service quality, requests for the installation of signal boosters, demands for service fee discounts, and cancellations without penalties.

※ Since June 2022, the Telecommunications Dispute Mediation Committee has been conducting on-site measurements of telecommunications service quality at users’ primary residences when quality verification is deemed necessary, in order to enhance the credibility of the mediation process.

Meanwhile, the resolution rate for 5G-related telecommunications disputes rose by 8.2 percentage points, from 81.9% in 2022 to 90.1% in 2023. The resolution rate for service quality disputes also increased by 3.2 percentage points, from 52.7% in 2022 to 55.9% in 2023.

By telecom provider, in the mobile service sector, LG Uplus had the highest resolution rate at 97.5%, followed by KT (89.9%) and SKT (85.5%). In the wired service sector, KT recorded the highest resolution rate at 98.7%, followed by LG Uplus (93.9%), SKT (70.3%), and SK Broadband (SKB, 69.2%).

※ The resolution rates for 5G-related disputes by the three major mobile carriers were as follows: LG Uplus (100%), KT (90.3%), and SKT (84.7%).

Among MVNOs (Mobile Virtual Network Operators), the five providers with the highest number of telecommunications dispute mediation requests were KT M Mobile, KT Skylife, LG HelloVision, Korea

Cable Telecom, and SK Telink. The Telecommunications Dispute Mediation Committee plans to recommend self-regulatory efforts for cases that undermine user interests, such as false disclosures of device prices, inadequate explanations of important contract details (e.g., selective contract discounts, partnership card discounts), forced subscription to high-rate plans, and improper handling of service cancellations.

The Committee emphasized that successful dispute resolution is meaningful in that it is a product of active participation by both users and service providers. It will continue striving to strengthen the protection of public rights and interests through timely and effective mediation.

6) Publication of the *2023 Online Harm Counseling Casebook*

On January 31, the Commission and the Korea Association for ICT Promotion (KAIT) jointly published the *2023 Online Harm Counseling Casebook*, selecting 100 cases from a total of 1,811 counseling cases received in 2023 by the *Online Harm 365 Center*.

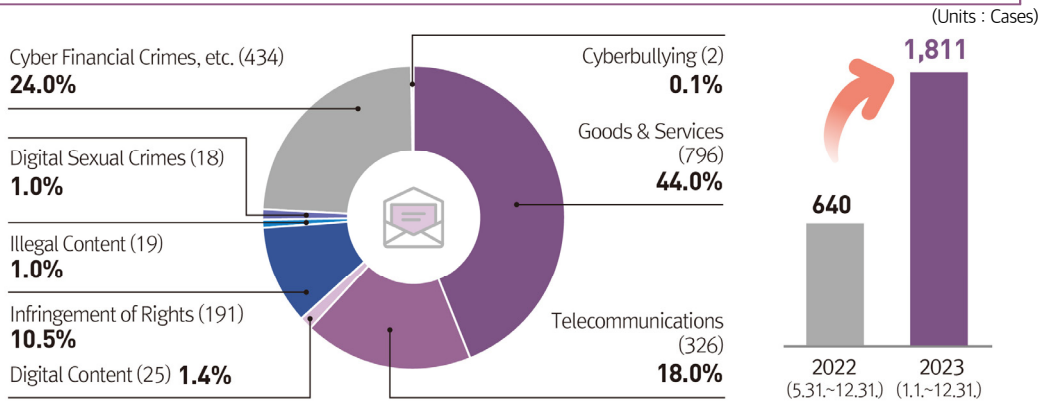
The Online Harm 365 Center is a victim support center established in May 2022 to prevent the spread of online harm and provide users with appropriate remedies. The Center offers in-depth, one-on-one counseling for various types of online harm and strengthens post-counseling follow-up to enhance user satisfaction. It also publishes an annual casebook that introduces major cases received by the Center, providing actual counseling examples and response strategies by type of harm.

Figure III-79. Counseling Statistics by Type of Harm (January 1 – December 31)

(Units : Cases)

Category	Cases	Percentage	Description
Goods & Services	796	44.0%	Damages related to subscription, quality, after-sales service, pricing, and C2C transactions involving consumer goods and tangible/intangible services
Telecommunications	326	18.0%	Damages related to service subscription, usage, or cancellation of telecommunications services
Digital Content	25	1.4%	Damages related to video, games, mobile apps, including subscription, pricing, quality, and advertising
Infringement of Rights	191	10.5%	Invasion of privacy, defamation, intellectual property infringement, and personal data breaches
Illegal Content	19	1.0%	Harmful content, prohibited distribution, illegal advertisements, and spam
Digital Sexual Crimes	18	1.0%	Illegal filming/distribution of sexual content, obscene acts, prostitution mediation, etc.
Cyber Financial Crimes	434	24.0%	Hacking, phishing/smishing, online fraud, and related financial scams
Cyberbullying	2	0.1%	Cyber school bullying, workplace harassment, and sexual harassment in digital spaces

Figure III-80. Counseling Cases by Type of Harm (January 1 – December 31) and Year-over-Year Trends



The casebook includes an overview of the 365 Center’s operations, classification of harm types, instructions on how to apply for counseling, and an analysis of case intake and processing status. It also contains appendices featuring a counseling case index, user testimonials, relevant laws on user protection, and precedents related to harm redress.

Figure III-81. Major Frequent Cases by Type of Harm (Jan 1 – Dec 31)

Category	Key Issues (Number and Percentage of Objection Cases by Type)
Goods & Services	① Non-fulfillment of contracts, such as failure to deliver goods/services in C2C transactions (356 cases, 44.7%) ② Refusal or delay in cancellation/withdrawal in C2C transactions (95 cases, 11.9%)
Telecommunications	① Failure to disclose or false disclosure of key information during service subscription (127 cases, 39.0%) ② Unauthorized subscription/use due to identity theft (107 cases, 32.8%)
Digital Content	① Subscription to content services without guardian consent (8 cases, 32.0%) ② Refusal or delay in cancellation of content service subscriptions (6 cases, 24.0%)
Infringement of Rights	① Personal data breach, damage, or leakage (54 cases, 28.3%) ② Fraudulent collection of personal data (51 cases, 26.7%)
Illegal Content	① Receipt of illegal spam text messages (12 cases, 63.2%)
Digital Sexual Crimes	① Online sexual harassment or behavior causing sexual discomfort (8 cases, 44.4%)
Cyber Financial Crimes	① Voice phishing and smishing-related financial crimes (367 cases, 84.6%) ② Cyber fraud via scam/phishing websites (64 cases, 14.7%)
Cyberbullying	① Workplace bullying via social media (2 cases, 100.0%)

The casebook is available for download by anyone via the 365 Center website (www.helpos.kr).

The Commission will continue expanding the functions and role of the 365 Center so that the Online Harm Counseling Casebook can help prevent online harm in advance and support the prompt resolution of damages. Through these efforts, the Commission aims to strengthen the protection of online service users and promote the public interest.

Figure III-82. Major Harm Cases And Relevant Agencies (2024)

Category	Major Types of Harm	Related Agencies
Goods & Services (796 cases) [C2C: 598 cases] [B2C: 198 cases]	- Non-delivery of goods from overseas shopping malls - Non-delivery/refusal of refunds by domestic online stores - Breach of contract for online lecture services - Breach of contract by online advertising agencies - Financial loss from phishing (fraud) websites - Dissatisfaction with online matchmaking, investment, and crowdfunding services - Excessive penalties for contract cancellation - No response after money transfer in personal transactions - Sale of defective or counterfeit goods in personal transactions - Fraudulent sale of gifticons or vouchers between individuals	- Cross-border Transaction Consumer Portal (cbbc.go.kr) - 1372 Consumer Counseling Center - Seoul e-Commerce Center - Cybercrime Reporting System (Korean National Police Agency) - Online Advertising Dispute Mediation Committee - Korea Fair Trade Commission (KFTC) - Korea Legal Aid Corporation (legal counseling) - Customer service centers of relevant service providers - Dispute Mediation Committee for e-Documents and e-Commerce - TheCheat (fraudulent account and seller verification)

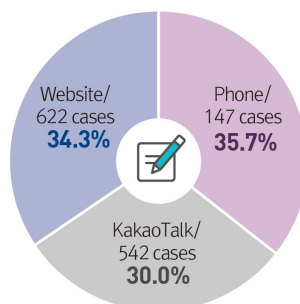
Figure III-83. Counseling Cases Received by Channel (January 1 – December 31)

(Units : Cases)

Category	Cases Received		Phone		Phone		KakaoTalk	
	Case(s)	%	Case(s)	%	Case(s)	%	Case(s)	%
Goods & Services	796	44.0%	170	26.3%	364	58.5%	262	48.3%
Telecommunications	326	18.0%	163	25.2%	94	15.1%	69	12.7%
Digital Content	25	1.4%	12	1.9%	6	1.0%	7	1.3%
Infringement of Rights	191	10.5%	87	13.4%	48	7.7%	56	10.3%
Illegal Content	19	1.0%	10	1.5%	2	0.3%	7	1.3%
Digital Sexual Crimes	18	1.0%	5	0.8%	5	0.8%	8	1.5%
Cyber Financial Crimes	434	24.0%	199	30.8%	103	16.6%	132	24.5%
Cyberbullying	2	0.1%	1	0.1%	-	-	1	0.1%
Total	1,811 (100%)		647 (35.7%)		622 (34.3%)		542 (30.0%)	

Figure III-84. Distribution of Counseling Cases Received by Channel (January 1 – December 31)

(Units : Cases)



7) Publication of the *2023 Telecommunications Dispute Mediation Casebook*

On February 22, the Commission published the *2023 Telecommunications Dispute Mediation Casebook*, selecting 100 cases from a total of 1,259 dispute mediation requests submitted to the Telecommunications Dispute Mediation Committee throughout 2023.

Figure III-85. Counseling Cases by Access Channel(2023)

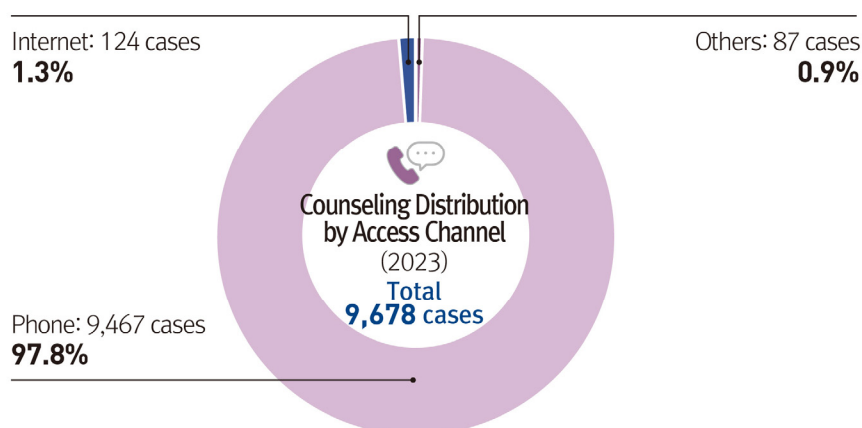
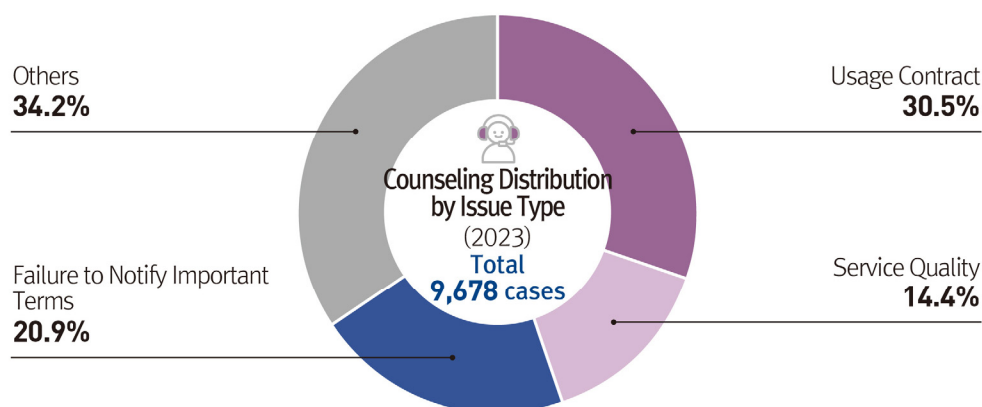


Figure III-86. Counseling Cases by Issue Type (2023)



The casebook classifies 100 not able dispute mediation cases—selected for public reference—into five categories: disputes related to service contracts, telecommunications service quality, inadequate explanation or notification of important terms, app market issues, and other disputes. This categorization is intended to help users easily find relevant examples. To support those involved in dispute mediation, the casebook also includes guidance on counseling and mediation procedures, as well as related laws and

necessary forms. Anyone facing difficulties due to telecommunications-related disputes can download the full casebook from the Telecommunications Dispute Mediation Committee's website (www.tdrc.kr).

Figure III-87. Distribution of Dispute Mediation Outcomes

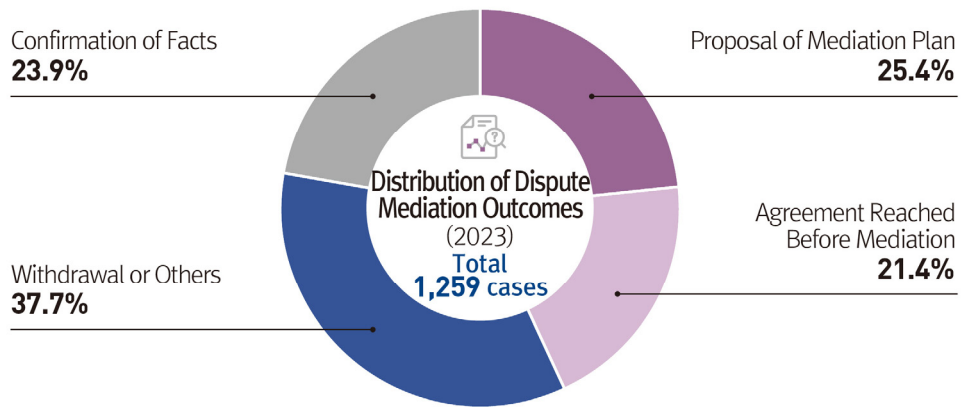


Figure III-88. Dispute Mediation Requests by Type

(Units : Cases)

Category	Subcategory	2021 (Jan 1 - Dec 31)		2022 (Jan 1 - Dec 31)		2023 (Jan 1 - Dec 31)		Total	
		Case(s)	%	Case(s)	%	Case(s)	%	Case(s)	%
Contract-Related	Contract Signing	182	15.5%	153	14.5%	255	20.3%	590	16.9%
	Contract Usage	92	7.9%	118	11.1%	158	12.5%	368	10.6%
	Contract Termination	216	18.4%	194	18.3%	180	14.3%	589	16.9%
Service Quality-Related	Network Speed Quality	50	4.3%	34	3.2%	45	3.6%	129	3.7%
	Call Quality	173	14.8%	84	7.9%	64	5.1%	321	9.2%
Explanation or Notification of Key Terms	Service Charges	97	8.3%	91	8.6%	83	6.6%	272	7.8%
	Contract Terms and Conditions	277	23.7%	321	30.3%	314	24.9%	912	26.1%
	Discount Plans	18	1.5%	14	1.3%	18	1.4%	50	1.4%
Others	Identity Theft	46	3.9%	33	3.1%	93	7.4%	172	4.9%
	Device Malfunction	3	0.3%	-	-	-	-	3	0.1%
	Other Issues	2	0.2%	5	0.5%	34	2.7%	41	1.2%
	Micro-Payments (App Store, Info Fees)	14	1.2%	13	1.2%	15	1.2%	42	1.2%

The Commission hopes that this casebook will serve as a widely used reference for preventing telecommunications disputes and for individuals considering filing for dispute mediation. It also plans to continue actively supporting the development of the Telecommunications Dispute Mediation Committee into a more professional and trusted institution for dispute resolution.

C. Establishing a Rapid and Effective Response System for Illegal and Harmful Information

1) Hosting of the 2nd Public-Private Consultative Meeting to Guarantee the ‘Right to Be Forgotten’ for Victims of Digital Sexual Crimes

On Wednesday, December 18, the Commission held the second public-private consultative meeting at the Korea Science and Technology Convention Center. The meeting was convened to strengthen cooperation between the government and internet service providers for the protection of digital sexual crime victims, the deletion and blocking of illegal recordings, and the guarantee of the ‘right to be forgotten’ on information and communications networks. The meeting was presided over by the Vice Chairperson and attended by representatives from relevant government bodies—including the Ministry of Justice, Ministry of Gender Equality and Family, Supreme Prosecutors’ Office, National Police Agency, and Korea Communications Standards Commission—as well as executives from major domestic and global internet companies such as Google, Meta, Naver, and Daum Kakao, and external experts.

At the second consultative meeting, participants shared progress made by each ministry to strengthen protection for victims of digital sexual crimes, including the expansion of institutions for reporting and requesting deletion of illegal digital sexual content, stricter punishments for perpetrators, expansion of counseling and reporting centers, and implementation of special crackdowns.

They also exchanged views with internet service providers and experts on ways to minimize harm to victims and enhance cooperative efforts.

Although a pan-governmental response system was established following the ‘Nth Room’ incident, digital sexual crimes continue to occur, including the spread of AI-generated deepfake sexual videos earlier this year. Given the persistent nature of such crimes, there is a growing need to further strengthen the government-industry cooperation framework to ensure the prompt removal and blocking of illegal content and provide internet users with a safe and healthy online environment.

2) Telegram Responds to the Commission Regarding Designation of Youth Protection Officer

On November 19, the Commission announced that ‘Telegram had informed them on November 9 of its designation of a Youth Protection Officer, along with the provision of a hotline contact’. Telegram also expressed its commitment to responding firmly to illegal content and copyright violations.

Previously, on November 7, the Commission noted that a majority of recent deepfake sexual abuse materials were being distributed through Telegram. In response, it formally requested that the company designate a Youth Protection Officer and report back with the results, encouraging strengthened self-regulation by the platform. Telegram responded within two days, notifying the Commission of the officer’s designation and providing an email address for hotline communication. The Commission further

noted that when it sent a message to test the functionality of the hotline, Telegram replied within four hours, stating its intent to “work closely together.”

The Commission viewed Telegram’s prompt engagement as an encouraging sign and stated that it plans to continue cooperating with the platform so that the designated Youth Protection Officer can carry out the responsibilities stipulated in the *Act on Promotion of Information and Communications Network Utilization and Information Protection*, such as blocking and managing harmful content on the platform and establishing plans to protect minors from such information.

3) Visit to the Digital Sexual Crime Victim Support Center

On Thursday, November 28, the Commission visited the Digital Sexual Crime Victim Support Center, which operates under the Ministry of Gender Equality and Family, to discuss cooperation measures and offer encouragement to frontline personnel.

Figure III-89. On-Site Engagement and Campaign Participation at the Digital Sexual Crime Prevention Center



To minimize the harm caused by digital sexual crimes, the Commission has been working in close collaboration with related agencies such as the Ministry of Gender Equality and Family (MOGEF), not only to block and promptly delete illegal content distributed via information and communications networks, but also to strengthen victim support and protection. In particular, the number of authorized institutions that can file reports and requests for deletion of digital sexual abuse content on behalf of victims has been expanded from 17 to 23. This was made possible through a revision of the Enforcement Decree of the Telecommunications Business Act, allowing institutions recommended by MOGEF or local governments to be designated as reporting entities.

In addition, the Commission and MOGEF jointly developed the ‘Safe App for Online Grooming Prevention’, which is now available free of charge via app marketplaces such as Google Play Store and ONE Store. The app is designed to prevent online grooming targeting children and adolescents from escalating into real-life crimes. Victims can use the app to report incidents directly to a MOGEF-affiliated support center.

The app also allows minors to quickly and easily access counseling and assistance to determine whether they are being groomed online.

The Commission hopes that these collaborative efforts to block the distribution of digital sexual abuse content will help minimize harm to victims. It will continue to support the ‘Safe App for Online Grooming Prevention’ so that it can effectively protect children and adolescents from online grooming. Furthermore, the Commission will continue pursuing policy improvements and broader initiatives to prevent the distribution of digital sexual content and enhance protection for minors online.

Figure III-90. Safe App for Online Grooming Prevention



4) Publication of the 2023 Transparency Report on the Handling of Illegal Recordings, etc.

The Commission released the 2023 *Transparency Report on the Handling of Illegal Recordings, etc.* on its official website. This report was submitted by major internet and webhard service providers. The entities required to submit transparency reports are designated value-added telecommunications providers—including webhard operators—under Article 64-5 of the Act on Promotion of Information and Communications Network Utilization and Information Protection. In 2023, a total of 90 major domestic and international internet service providers were subject to this obligation, including Naver, Kakao, Google, Meta, and Twitter.

The transparency reports submitted by internet service providers outline their efforts to prevent the distribution of illegal recordings and related content, including the implementation of technical and administrative measures such as user reporting functions, search restrictions, preemptive content comparison and detection systems, content removal tools, and advance warnings.

According to the latest transparency reports, internet service providers received a total of 144,813 reports of illegal recordings, sexually exploitative deepfake content, and child and youth sexual exploitation materials from users, proxy-reporting organizations, and related agencies in 2023. Of these, 81,578 cases

were either deleted or access-blocked.

The distribution of digital sexual abuse content is a serious crime that can inflict irreparable harm on victims, and it is essential that society as a whole works together to prevent it. Over the past year, internet service providers were expected to fulfill their social responsibility by actively implementing technical and administrative measures to prevent the spread of such harmful content. The Commission will continue to provide training for content distribution prevention officers at domestic and global service providers and conduct regular on-site inspections to verify the implementation of preventive measures and responsibilities related to the distribution of illegal recordings and digital sexual abuse content.

5) Government Releases Comprehensive Measures to Strengthen Response to Deepfake Sexual Crimes

On Wednesday, November 6, the government reported '*Comprehensive Measures to Strengthen Response to Deepfake Sexual Crimes*' to the People Power Party's 'Special Committee on Deepfake Sexual Crimes', and announced its key contents. Following the 'University Deepfake' and 'Group Distribution of Deepfakes Involving Middle and High School Students' incidents in August, deepfake-enabled sexual crimes emerged as a serious social issue. In response, the government launched the *Pan-Governmental Task Force on Deepfake Response* (headed by First Vice Minister Kim Jongmoon) on August 30, and initially implemented urgent legislative* and administrative measures**. *Subsequently, it formulated the Comprehensive Measures to Strengthen Response to Deepfake Sexual Crimes* through inter-ministerial consultations, expert and industry input, and party-government coordination. Following the announcement, the government plans to focus on ten key tasks across four major areas: strong and effective punishment, enhanced platform accountability, swift victim protection, and customized prevention education.

* Key legislation passed by the National Assembly (September 26):

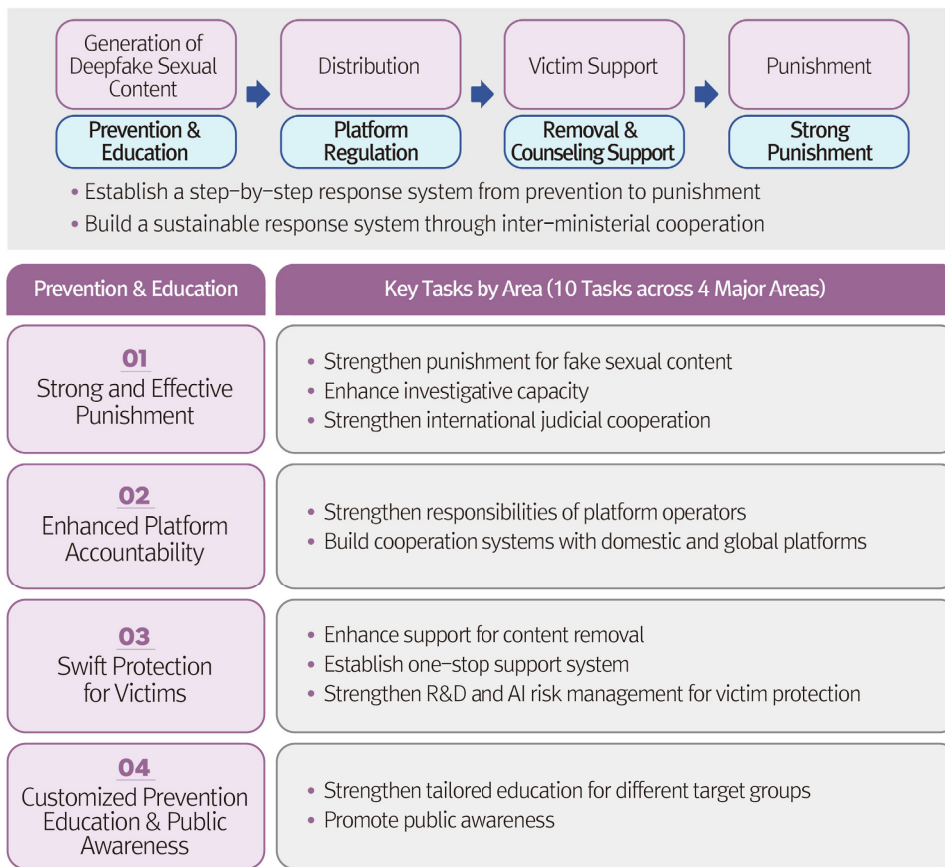
- Increased statutory sentence for production and distribution of fake sexual content (from 5 years → 7 years)
- Newly established penalties (up to 3 years) for possession and viewing of fake sexual content
- Allowed post-approval for undisclosed investigations
- Established legal basis for the Digital Sexual Crime Victim Support Center

** Key administrative measures:

- Police crackdown (August 28, 2023 – March 31, 2025)
- Victim status survey in schools (from August 27)
- Pre-indictment investigation into Telegram (from August 28)
- Hotline established between the Korea Communications Standards Commission and Telegram (September 3)

First Vice Minister Kim Jongmoon stated, "The government will continue operating the *Deepfake Sexual Crimes Response Task Force* and will thoroughly monitor and supplement follow-up measures such as victim support, strengthened enforcement, legislative progress, and budget allocation to ensure the effective implementation of this response plan."

Figure III-91. Strategy to Eradicate Deepfake Sexual Crimes



6) Strengthening the Removal and Blocking of Online Narcotics Trade Information

The Commission announced that it has increased the communications review budget by KRW 490 million in order to strengthen the removal and blocking of narcotics trade information being disseminated through information and communications networks, in response to the recent sharp rise in drug-related crimes in society. Currently, the Korea Communications Standards Commission (KCSC) receives reports from the general public and requests from relevant agencies such as the Ministry of Food and Drug Safety and, after deliberation and resolution, issues corrective orders to internet service providers to delete or block the content.

As of the end of 2023, the number of corrective orders related to online narcotics trade information reached 30,503 cases, representing an approximate 300% increase from 7,551 cases at the end of 2019. The average time required to complete deletion or blocking is 35 days, and there have been ongoing calls for expanding review personnel and improving related systems.

In response, the Commission secured additional funding through the 2023 Participatory Budget System, and the increased budget will be used to expand the review workforce, establish a dedicated reporting webpage, and implement a fast-track review system, in order to significantly shorten the average deliberation period for narcotics-related content at the KCSC.

The Commission is responding to the growing seriousness of narcotics proliferation by establishing an inter-ministerial response system, and it will continue working to eradicate drug-related crimes by promptly deleting and blocking narcotics trade information online-especially content that became more active during the COVID-19 pandemic-to prevent such information from serving as a trigger for actual crimes.

In addition, the Commission will actively support the swift passage of the proposed amendment to the *Act on the Establishment and Operation of the Korea Communications Commission* (abbreviated as the 'KCSC Act'), which would enable the Korea Communications Standards Commission to conduct emergency reviews of narcotics trade information, in the same manner as digital sexual crime content.

7) Discussion on Strengthening Rapid Self-Regulation with Domestic and Global Platform Operators

On Friday, February 23, the Commission held a public-private consultative meeting to strengthen self-regulation in response to deepfake-based disinformation. This meeting was convened in light of growing social concern over manipulated information involving public Figures created using deepfake technology, which has been spreading via social networking services (SNS) and has led to real financial scams. The purpose of the meeting was to discuss immediate countermeasures that platform operators could take to prevent such harm.

Participants included representatives from both domestic and global platform operators and AI technology developers-Naver, Kakao, Google, Meta, X (formerly Twitter), and ByteDance (TikTok). The discussion focused on the current status and improvement plans for self-regulatory measures related to labeling of AI-generated content, detection and monitoring, and deletion/blocking protocols.

The Commission emphasized that self-regulation by platforms is essential to prevent individual harm and public confusion caused by deepfake-based disinformation.

Given that several major elections are scheduled to take place worldwide, the Commission called on all platforms to participate in more proactive and preemptive self-regulation efforts. Domestic platforms were asked to adopt measures equivalent to those of global companies, such as the Munich Technical Accord*, while global platforms were urged to make every effort to match the speed and responsiveness demonstrated by their domestic counterparts.

*** The Tech Accord to Combat Deceptive Use of AI in 2024 Elections is a voluntary agreement signed on February 16, 2024 by 20 major platform and technology companies-including Google, Meta, X (formerly Twitter), and TikTok-to prevent the deceptive use of AI in election processes.**

8) Strengthening International Cooperation to Combat Disinformation

The Commission announced that it will strengthen international cooperation and engagement to address the spread of disinformation online. With the advancement of artificial intelligence (AI) technologies such as deepfakes, disinformation can now be easily created and is rapidly disseminated across national borders through online video platforms and social networking services (SNS). There is growing consensus that effective countermeasures require not only cross-border cooperation between governments, but also joint efforts with platform operators.

The OECD has emphasized the importance of combating disinformation through the promotion of *information integrity**, and has issued recommendations outlining the roles of both governments and platform providers. The Commission has participated in discussions with the OECD on information integrity, and moving forward, it plans to expand its collaborative frameworks with various international organizations and partner countries. Through these efforts, the Commission aims to establish disinformation response policies that are globally applicable and to create a safer and more trustworthy online environment.

* *Information integrity*. An environment that promotes the use of accurate, evidence-based source information, in which users are exposed to diverse viewpoints, make informed decisions, and can more effectively exercise their rights.



Appendix

Appendix

1. Financial Statements of 2024

A. Execution of the Budget

Appendix Table -1. Execution of the Budget in 2024

(Unit: KRW 1 million, %)

	Category	Budget (A)	Real Budget (B)	Actual (C)	Execution Rate (C/B)
Income	Total	1,283,518	1,019,670	986,693	96.8
	General Accounting	30,844	30,844	8,075	26.2
	Broadcasting Communications Development Fund	1,252,674	988,826	978,618	99.0
Expenditure	Total	250,260	250,393	248,484	99.2
	General Accounting	49,118	49,251	48,006	97.4
	Broadcasting Communications Development Fund	201,142	201,142	200,478	99.7

Note | The income from the Broadcasting Communications Development Fund is the total amount and expenses excluding the services, internal expenditure and surplus funds under the Ministry of Science and ICT

B. Budgets and Expenses by Program

Appendix Table -2. Budgets and Expense by Program

(Unit: KRW 1 million)

Program	Budget	Expenses
Total	250,393	248,484
<General Accounting>	49,251	48,006
Item 2100: Fair and Secure Broadcasting and Communications Environment	15,121	14,637
Item 7100: Administrative Support for Broadcasting and Communications	34,130	33,369
<Broadcasting Communications Development Fund>	201,142	200,478
Item 3100: Satisfactory Broadcasting and Communications Environment	179,810	179,149
Item 3200: Fair and Secure Broadcasting Communications Environment	21,332	21,329

C. Broadcasting Communications Development Fund

1) Assets and Liabilities

Appendix Table -3. Assets and Liabilities of the Broadcasting and Communications Development Fund

(Unit: KRW 1 million, %)

Classification	2024(A)	2023(B)	Changes (A - B)	
			Amount	Rate
Assets	488,623	442,908	45,715	9.4%
Liabilities	1,905,111	1,685,911	219,200	11.5%
Net Assets	△1,416,488	△1,243,002	△173,486	△12.2%

Note | The Table refers to the total amount of the Fund (as of Dec. 31, 2024), △:Reduction

2) Financial Management

Appendix Table -4. Financial Performance of the Broadcasting Communications Development Fund

(Unit: KRW 1 million, %)

Classification	2024(A)	2023(B)	Changes (A - B)	
			Amount	Rate
Net Program Costs(I)	827,138	1,070,297	△243,159	△22.7%
Operating Expenses(II)	4,168	4,297	△129	△3.0%
Non-Distribution Costs(III)	42,268	29,360	12,908	30.5%
Non-Distribution Revenue(IV)	542,968	601,705	△58,737	△9.8%
Net Financial Management Costs (V= I + II + III - IV)	330,606	502,249	△171,643	△34.2%
Non-Exchange Revenue(VI)	157,123	186,508	△29,385	△15.8%
Asset Management Results (VII=V - VI)	173,483	315,741	△142,258	△45.1%

Note | The Table refers to the total amount of the Fund (as of Dec. 31, 2024), △:Reduction

2. The list of General Meetings and Agendas of the Commission

Appendix Table -5. The List of General Meetings and Agendas of the Commission

Session	Date	Type	Agenda
1st	January 19 (Fri)	Report	Results of the 2023 Evaluation of Broadcasting Content Production Capacity
2nd	January 24 (Wed)	Decision	The 4th Plan to Support the Development of Regional Broadcasting
		Decision	Partial Amendment of the <i>Enforcement Decree of the Telecommunications Business Act</i> (draft)
3rd	January 31 (Wed)	Decision	Re-licensing of Terrestrial Broadcasting Operators in 2023
		Decision	Partial amendment of the <i>Rules on Broadcasting Evaluation</i> (draft)
4th	February 2 (Fri)	Decision	Reconsideration of Sanction Decision - MBC <i>Kim Jong-bae's Focus</i> -
5th	February 6 (Tue)	Decision	Reconsideration of Sanction Decision - MBC <i>MBC News Desk</i> -
6th	February 7 (Wed)	Decision	Approval for Change of Largest Shareholder of News Reporting Program Providers
		Report	Partial amendment of the <i>Telecommunications Business Act Enforcement Decree</i> (draft)
7th	February 14 (Wed)	Decision	Review of business opinions on the administrative action against broadcasting advertisement regulation violations
		Decision	Review of Business Opinions on the Administrative Action Against Violations of Sponsorship Disclosure Regulations
		Report	Results of the 2023 Submission on Compliance with the Re-Approval Conditions and Recommendations by Channel A, YTN, and Yonhap News TV
		Report	Results of the Review on the Establishment Project of Regional Audience Media Centers
		Report	Results of the 3rd Inspection in 2023 on Restrictions Regarding the Deletion of Floating Advertisements
		Report	Amendment to the Standard Production Guidelines for the Protection of the Rights and Interests of Children and Adolescents Appearing on Broadcasts
		Decision	Reconsideration of Sanction Decision - KBS <i>COVID-19 Integrated Newsroom: KBS News 9-</i>
		Decision	Reconsideration of Sanction Decision - MBC <i>MBC News Desk</i> -
8th	February 20 (Tue)	Decision	Reconsideration of Sanction Decision - MBC <i>PD Notebook</i> -
		Decision	Reconsideration of Sanction Decision - MBC <i>2 O'Clock News Plus</i> -
		Decision	Reconsideration of Sanction Decision - JTBC <i>JTBC Newsroom</i> -
		Decision	Reconsideration of Sanction Decision - YTN <i>Evening with News</i> -
9th	February 21 (Wed)	Decision	Basic Plan for the Approval Review of the Largest Shareholder Change of Jeonju Broadcasting Co., Ltd. (draft)
		Report	Partial Amendment of the <i>Enforcement Decree of the Act on Improving the Distribution Structure of Mobile Devices</i> (draft)
10th	February 23 (Fri)	Decision	Corrective Measures Regarding Twitch's Violation of the <i>Telecommunications Business Act</i>

Session	Date	Type	Agenda
11th	February 27 (Tue)	Decision	Partial amendment of the <i>Korea Communications Commission Rules on the Enforcement of the Broadcasting Act</i> (draft)
		Decision	Approval of the application for foreign capital contributions by the FEBC
		Decision	Agreement on the appointment of the Viewer Rights Protection Committee members
		Decision	Approval of Additional Appointments to the 3rd Telecommunications Dispute Mediation Committee
		Decision	Partial Amendment of the <i>Enforcement Decree of the Act on Improving the Distribution Structure of Mobile Devices</i> (draft)
		Decision	Approval of the Appointment of Members to the Broadcasting Dispute Mediation Committee
		Report	Award Plan for the 2024 <i>Korea Communications Commission Broadcasting Awards</i> (draft)
12th	February 28 (Wed)	Report	Matters Related to the Enactment and Amendment of Relevant Notifications Following the Amendment of the <i>Enforcement Decree of the Act on Mobile Device Distribution Improvement Act</i> (draft)
13th	March 6 (Wed)	Decision	Review of business opinions on the administrative action against broadcasting advertisement regulation violations
		Decision	Review of Business Opinions on the Administrative Action Against Violations of Sponsorship Disclosure Regulations
14th	March 13 (Wed)	Decision	Results of the 2023 Evaluation of User Protection Duties of Telecommunications Operators
		Decision	Enactment and Amendment (draft) of Relevant Notifications Following the Amendment of the <i>Enforcement Decree of the Mobile Device Distribution Improvement Act</i>
		Report	Results of the 2023 Evaluation on the Competitive Landscape of the Broadcasting Market
15th	March 20 (Wed)	Decision	Partial amendment of the <i>Regulations on the Operation and Management of the Broadcasting and Communications Development Fund</i> (draft)
		Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick-</i>
		Report	2024 Designation Review Plan for New Identity Verification Agencies
		Report	Evaluation of Compliance with Obligations to Provide Broadcasting Services for the Disabled Persons in 2023
16th	March 27 (Wed)	Decision	Approval of Change in the Largest Shareholder of Jeonju Broadcasting Co., Ltd.
		Decision	Re-Approval of General Programming and News Reporting Program Providers (PPs) for 2024
		Decision	Corrective order for SBS for violating the ownership restrictions as a broadcasting advertisement sales agent
		Decision	Corrective order for Kakao Co., Ltd. for violating the ownership restrictions as a broadcasting advertisement sales agent
		Decision	Basic Plan for Broadcasting Evaluation 2024 (draft)
		Report	Establishment of the Voluntary Operation Guidelines for the Bulk Message Transmission Authorization System
17th	March 29 (Fri)	Decision	Request for Reconsideration of Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick-</i>
		Decision	Request for Reconsideration of Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick-</i>
18th	April 3 (Wed)	Decision	Designation Notification for Organizations Authorized to Report and Request Deletion of Illegal Recordings, etc.

Session	Date	Type	Agenda
19th	April 11 (Thu)	Report	Partial Amendment of the <i>Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection</i> (draft)
20th	April 17 (Wed)	Decision	Administrative action against broadcasting law violators related to broadcast advertising
		Decision	Administrative action against sponsorship notice law violators
21st	April 24 (Wed)	Decision	Administrative Action Against the Disposal of Shares in Daegu MBC by Magum Co., Ltd.
		Decision	Administrative action against the violations of ownership restrictions on terrestrial broadcasting business operators by Samra Co., Ltd.
		Decision	Administrative Action Against the Violations of Ownership Restrictions on Terrestrial Broadcasting Business Operators (DMB) by Kyungham Enterprise Co., Ltd.
		Report	Partial Amendment of the <i>Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection</i> (draft)
22nd	May 1 (Wed)	Decision	Change of License for Radio Stations (FM) - TBN <i>Pohang FM Station</i> -
		Report	Partial Amendment of the <i>Regulations on Mediation and Financial Support by the Korea Communications Commission</i> (draft)
23rd	May 8 (Wed)	Report	Establishment (draft) of the <i>Standards on the Generation and Processing of Linked Information</i> , etc.
		Report	Partial Amendment (draft) of the <i>Enforcement Decree of the Mobile Device Distribution Improvement Act</i>
		Report	Establishment (draft) of the <i>Posting Standards for Prior Consent Forms in Cases of Subsidy Offers for Mobile Devices via Information Networks</i>
		Decision	Amendment (draft) to a Bill Abolished by the 21st National Assembly
24th	May 14 (Tue)	Decision	Change of license for radio stations (AM)
		Decision	Partial Amendment (draft) of the <i>Regulations on Mediation and Financial Support by the Korea Communications Commission</i>
		Decision	Corrective measures for businesses violating the location information protection regulations
		Decision	Administrative action against broadcasting law violators related to broadcast advertising
		Decision	Administrative action against sponsorship notice law violators
		Decision	2024 Basic Plan for Evaluating Competition in the Broadcasting Market
		Decision	Partial Amendment (draft) of the <i>Telecommunications Business Act</i>
25th	May 21 (Tue)	Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Reconsideration of Sanction Decision on Election Broadcasting Review - Christian Broadcasting System (CBS) <i>Park Jae-hong's One-Pan Debate</i> -

Session	Date	Type	Agenda
26th	May 22 (Wed)	Decision	Modification of Reauthorization Conditions for Gwangju English FM
		Decision	Administrative Action Against Broadcasters for Violations Related to Emergency Broadcasting - Q3 2021 to Q4 2023 -
		Decision	Evaluation plan for the user protection duties of telecommunications operators in 2024
		Decision	Corrective Measures on User Rights Violations Related to False, Exaggerated, or Deceptive Advertising of Bundled Broadcasting and Telecommunications Services
		Report	Partial Amendment (draft) of the <i>Notification on the Programming of Broadcasting Programs, etc.</i>
27th	May 31 (Fri)	Decision	Budget proposal for 2025 and the operation plan for the Broadcasting and Communications Development Fund
		Decision	Reconsideration of Sanction Decision on Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Reconsideration of Sanction Decision on Broadcasting Review - MBC <i>MBC News Desk</i> -
		Decision	Reconsideration of Sanction Decision on Broadcasting Review - MBC <i>Shin Jang-sik's News High Kick</i> -
		Decision	Selection of institutions and data for calculating newspaper subscription rates
28th	June 12 (Wed)	Decision	Detailed Plan (draft) for the 2024 Reauthorization of Terrestrial and Community Radio Broadcasters
		Decision	Partial Amendment (draft) of the <i>Guidelines on the Imposition of Penalties Related to Broadcast Advertising and Sponsorship Notices</i>
		Decision	Administrative Action Against Businesses Violating Location Information Protection Regulations
29th	June 14 (Fri)	Decision	Request for Reconsideration of Election Broadcasting Review - Ulsan MBC <i>MBC News Desk Ulsan</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - MBC <i>Kim Jong-bae's Focus</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - YTN Radio <i>News King with Park Ji-hoon</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - MBC -
		Decision	Request for Reconsideration of Election Broadcasting Review - Christian Broadcasting System (CBS) <i>Park Jae-hong's One-Pan Debate</i>
30th	June 19 (Wed)	Report	Partial Amendment (draft) of the <i>Notification on the Designation of Public Interest Channels and Recognition of Welfare Channels for the Disabled</i>
		Report	Establishment (draft) of Detailed Criteria on the Subcategories of Prohibited Buildings and the Scope of Building Management Entities
		Report	Publication of the financial status of broadcasting operators in 2023

Session	Date	Type	Agenda
31st	June 21 (Fri)	Decision	Partial Amendment (draft) of the <i>Enforcement Decree of the Mobile Device Distribution Improvement Act</i>
		Decision	Establishment (draft) of the <i>Posting Standards for Prior Consent Forms for Mobile Device Subsidy Offers via Information Networks</i>
		Decision	Request for Reconsideration of Election Broadcasting Review - Catholic Peace Broadcasting Corporation (CPBC) <i>Kim Hye-young's News Empathy</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - Daejeon MBC <i>MBC News Desk Daejeon</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - MBC <i>Kim Jong-bae's Focus</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - MBC <i>MBC News Desk</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - Christian Broadcasting System (CBS) <i>Kim Hyun-jung's News Show</i> -
		Decision	Request for Reconsideration of Election Broadcasting Review - Christian Broadcasting System (CBS) <i>Kim Hyun-jung's News Show</i> -
32nd	June 28 (Fri)	Decision	Executive Appointment Plan for KBS, Foundation for Broadcast Culture, and EBS
		Decision	Administrative Action Against Community Radio Broadcasting Operator for Violation of Licensing Conditions and the <i>Radio Waves Act</i> - Taebaek FM Community Radio Cooperative -
		Decision	Partial Amendment (draft) of the <i>Notification on the Programming of Broadcasting Programs, etc.</i>
		Decision	Request for Disqualification of a Commission Member
33rd	July 2 (Tue)	Decision	Submission of Requested Materials to the National Assembly and Judicial Authorities
		Decision	Election of the Vice Chairperson of the Korea Communications Commission
34th	July 31 (Wed)	Decision	Request for Disqualification of a Commission Member
		Decision	Selection of Candidates for KBS Director Recommendation and FBC Board Member Appointment
		Decision	Recommendation of KBS Directors and Appointment of FBC Executives

3. Monthly Major Achievements of 2024

Appendix Table -6. Monthly Major Achievements of 2024

❖ January 2024

Date	Description
January 8	Launch of the <i>2024 Project to Discover Excellent Business Models for Location Information</i>
January 10	Enhancement of removal and blocking of online narcotics trade information
January 12	Announcement of the Commission's 2024 plan for reviewing the appropriateness of individual location information business registrations
January 15	Increase of KRW 1.49 billion in budget for preventing the distribution of illegal recordings online
January 16	Cabinet approval of the promulgation draft for the amendment to the <i>Act on the Promotion of Information and Communications Network Utilization and Information Protection</i>
January 16	Establishment of a framework to close blind spots in blocking access to illegal websites
January 16	Stronger penalties for illegal spam senders and related businesses
January 17	CC Online Harm 365 Center supported 1,811 damage relief cases in 2023
January 18	KCC issued a fraud alert for Galaxy S24 users
January 19	Announcement of the results of the <i>2023 Broadcasting Content Production Capacity Evaluation</i>
January 19	Call for applications for the <i>Support Project for the Production and Broadcasting of Small Business Advertisements</i>
January 23	Telecommunications dispute mediation resolution rate reached 89.6% in 2023
January 24	KCC announced the <i>4th Regional Broadcasting Development Support Plan</i>
January 29	KCC held the launch ceremony for the <i>2030 Advisory Group</i>
January 31	Publication of the <i>2023 Online Damage Consultation Casebook</i>

Call for applications for the *Support Project for the Production and Broadcasting of Small Business Advertisements*

Announcement of the *4th Local Broadcasting Development Support Plan*

Publication of the *2023 Online Damage Consultation Casebook*

방송통신위원회와 KOBACO가 지원합니다.

2024년 지역밀착형 소상공인 방송광고 지원사업 모집

소상공인의 확산 발달 및 지역 경제 발전을 위해 방송통신위원회와 한국방송광고진흥공사(방광)가 방송광고 제작/송출(소상공인)을 지원합니다.

소상공인 모집 안내

1. 사업명: 2024년 지역밀착형 방송광고 지원사업(방광) (이하 '사업')
2. 지원대상: 소상공인(방송광고 제작/송출)을 위해 방송통신위원회와 한국방송광고진흥공사(방광)가 방송광고 제작/송출(소상공인)을 지원합니다.

3. 지원기간: 2024년 1월 29일(월) ~ 2월 22일(목)
4. 지원대상: 2024년 1월 29일(월) ~ 2월 22일(목)까지 신청한 소상공인

5. 신청방법: KOBACO 홈페이지(www.kobaco.co.kr)를 통해 신청
6. 문의처: KOBACO 방송광고지원사업팀 (02-739-7514, 7517~7522)

제4차 지역방송발전지원계획은 이렇게 달라졌습니다!

01. 중앙과 지역방송간의 협력이 강화될 예정입니다.

02. 지역뉴스(9시)의 구축을 위한 기초연구를 시작하겠습니다.

03. 지역방송의 재난보도를 지원하겠습니다.

04. 지역방송소가 더 많이 제작되고, 방송의 질도 높아질 것입니다.

2023년 온라인피해상담사례집

온라인피해 없는 세상, 모두가 행복한 대한민국

방송통신위원회 KAIT 한국인터넷진흥원

February 2024

Date	Description
February 1	Publication of the <i>Helpful Guide to Broadcasting and Telecommunications Policies</i>
February 2	Call for applications for the support project related to the production of broadcasting advertisements for innovative small businesses
February 7	KCC approved the change of the largest shareholder of YTN Co., Ltd.
February 14	Amendment to the <i>Standard Production Guidelines for the Protection of the Rights and Interests of Child and Adolescent Broadcast Participants</i>
February 15	Applications open for the 'On-the-Go Media Sharing Bus' experience program
February 20	KCC Vice Chairperson Lee Sang-in conducted an on-site inspection at KT to address public inconvenience caused by illegal spam
February 21	KCC conducted a site visit and roundtable with location-based service startups
February 22	Publication of the <i>2023 Telecommunications Dispute Resolution Casebook</i>
February 23	KCC discussed strengthening rapid self-regulation measures with domestic and global platform operators
February 23	KCC imposed a KRW 435 million fine, corrective order, and KRW 15 million penalty on Twitch
February 26	Briefing session on the <i>2024 Designation Review of Identity Verification Agencies</i>
February 27	KCC appointed additional members to the 3rd Telecommunications Dispute Mediation Committee
February 27	Call for entries for the <i>2024 Korea Communications Commission Broadcasting Awards</i>
February 28	KCC and KOBACO held the inauguration ceremony of the <i>2024 Public Service Advertising Youth Advisory Group</i>
February 29	In 2023, KCC's Broadcast Statistics Portal was fully revamped and began providing new statistical data

Publication of the *Helpful Guide to Broadcasting and Telecommunications Policies*

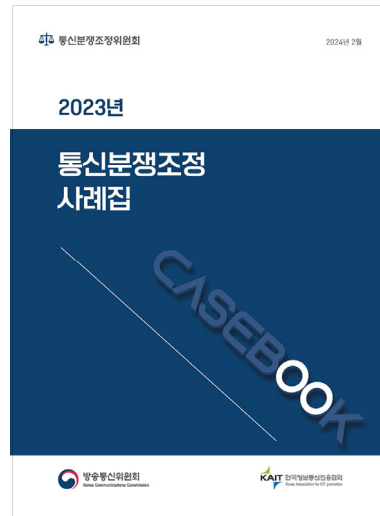
Call for applications for the support project related to the production of broadcasting advertisements for innovative small businesses



Sound Experience Program on the *On-the-Go*
Media Sharing Bus



Publication of the *2023 Telecommunications*
Dispute Resolution Casebook



KCC Vice Chairperson Lee Sang-in conducted an on-site inspection at KT
to address public inconvenience caused by illegal spam



March 2024

Date	Description
March 6	Partial amendment of the <i>Enforcement Decree of the Mobile Device Distribution Improvement Act</i> to promote competition among mobile carriers
March 8	KCC held a field roundtable with regional broadcasters following the implementation of the <i>4th Regional Broadcasting Development Support Plan</i>
March 11	Signed of an MOU to <i>Enhance Accessibility and Convenience of Domestic Digital Services for Overseas Koreans</i>
March 13	Deregulation and investment promotion to grow K-Content and media as new engines of national growth
March 13	KCC released the 2023 evaluation results of user protection efforts
March 13	Transition support funds to significantly ease the cost burden of mobile device purchases
March 13	KCC release the results of the 2023 Broadcasting Market Competition Assessment
March 15	KCC supports the production of quality programs by regional and small-scale broadcasters
March 20	Announcement of the 2024 designation review plan for new identity verification agencies
March 20	Release of the 2023 compliance results for broadcasting obligations for persons with disabilities
March 21	Launch of the 15th class of KCC's Citizen Policy Journalists
March 21	KCC announces its 2024 work plan to become a trusted, innovative global media leader
March 21	KCC and Daegu Office of Education join forces to protect children and teens from smartphone misuse
March 21	Vice Chairperson gathers on-site feedback on transition support funds
March 22	KCC Chairperson meets with leaders of the three telecom carriers and mobile device manufacturers
March 25	The first step in discovering real facts starts with the 'Youth Fact-Checking Classroom'
March 25	Launch of a training corps for educating vulnerable groups, including the elderly, on harm prevention
March 25	KCC releases the results of the <i>2023 Emergency Location Information Quality Assessment</i>
March 26	Release of the 2023 Cyberbullying Survey results
March 27	Launch of the <i>MSIT-KCC Policy Council</i>
March 27	KCC grants reauthorization to Channel A, YTN, and Yonhap News TV
March 27	"Pop-up spam text operators will disappear"
March 27	KCC establishes the 2024 basic plan for broadcast evaluation
March 28	KCC and MCST jointly announce the <i>Media Literacy Education Support Strategy</i>
March 28	First ex officio mediation decision leads to rapid relief for elderly victim
March 29	KCC listens to the voices of youth on digital and media policy

KCC held a field roundtable with regional broadcasters following the implementation of the 4th Regional Broadcasting Development Support Plan



Signing of an MOU to Enhance Accessibility and Convenience of Domestic Digital Services for Overseas Koreans



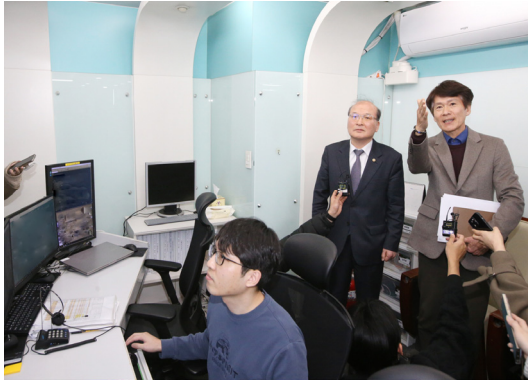
Announcement of KCC's 2024 Work Plan



KCC and Daegu Office of Education join forces to protect children and adolescents from the harmful effects of smartphones



Vice Chairperson listens to real-time field opinions on device switching subsidies



Launch of an Educational Task Force to Prevent Harm for Vulnerable Groups Including the Elderly



Launch of the MSIT-KCC Policy Council



KCC listens to young people's voices on digital and media policies



✿ April 2024

Date	Description
April 1	Temporary regulatory relief to boost the broadcasting and telecommunications market
April 4	KCC selects small businesses eligible for broadcasting advertisement support
April 5	Announcement of the <i>Second Half of 2023 Spam Distribution Status</i>
April 8	"Never send money to impersonators of celebrities or family members"
April 11	Enhancing both the utility and security of 'linked information'
April 15	KCC holds the appointment ceremony and first meeting of the Viewer Rights Protection Committee
April 15	Applications now open for 32,000 TVs for the visually and hearing impaired
April 15	CC selects innovative small businesses eligible for broadcasting advertisement support
April 15	Recruitment of the <i>2024 Korea Communications Commission National Review Panel</i>
April 16	KCC and the Personal Information Protection Commission launch policy council to build a 'safer digital environment'
April 17	<i>Transmission Qualification Certification System</i> launched to combat illegal spam
April 18	Chairman Kim Hong-il attends Korean Private Broadcasting Day and visits broadcasting policy sites in Daejeon
April 19	Vice Chairperson Lee Sang-in visits KBS production site for disability-friendly programming
April 24	KCC and Canadian Heritage confirm commitment to signing the <i>Korea-Canada Audiovisual Co-production Agreement</i> within the year
April 24	KCC takes action to eliminate blind spots in blocking access to illegal websites
April 25	KCC holds appointment ceremony and first meeting of the Regional Broadcasting Development Committee
April 26	KCC holds a roundtable meeting with broadcasting-related organizations
April 30	KCC Chairperson visits on-site locations to address public inconvenience with online services

KCC holds the appointment ceremony and first meeting of the Viewer Rights Protection Committee



KCC and the Personal Information Protection Commission launch policy council to build a 'safer digital environment'



*Transmission Qualification Certification System
launched to combat illegal spam*



*Chairman Kim Hong-il attends Korean Private
Broadcasting Day and visits broadcasting policy sites
in Daejeon*



*Vice Chairperson Lee Sang-in visits KBS production site
for disability-friendly programming*



*KCC and Canadian Heritage confirm commitment to
signing the Korea-Canada Audiovisual Co-production
Agreement within the year*



*KCC holds appointment ceremony and first meeting of the
Regional Broadcasting Development Committee*



*KCC Chairperson visits on-site locations to address
public inconvenience with online services*



✧ May 2024

Date	Description
May 10	KCC hosts <i>Youth Network Day</i> with the 2030 Advisory Group and young interns
May 13	KCC Chairperson Kim Hong-il visits KBS disaster broadcasting preparedness site
May 14	Finalization of the 2024 Basic Plan for Broadcasting Market Competition Assessment
May 16	KCC Vice Chairperson visits public interest advertisement production site
May 16	Blocking harmful overseas direct-purchase products at the source to protect public safety
May 22	Pre-briefing held on the Transmission Qualification Certification System for Bulk SMS
May 22	Finalization of the 2024 User Protection Work Evaluation Plan
May 22	Sanctions imposed for exaggerated ads such as “₩1.5 million off for Internet + TV”
May 22	Efforts underway to ease programming burdens of fully outsourced content for regional broadcasters
May 28	KCC holds a roundtable meeting with domestic OTT industry
May 28	KCC discusses ways to strengthen cooperation with Vietnam on protecting users and addressing illegal online content
May 30	KCC opens Digital Ethics Experience Center in Daegu
May 30	Youth under telecom billing pressure receives relief through ex officio mediation
May 31	Launch of the '2024 Digital Ethics Creative Content Contest'
May 31	Guidelines to be developed for creating content for people with developmental disabilities

KCC Vice Chairperson visits public interest advertisement production site



KCC holds a roundtable meeting with domestic OTT industry



KCC opens Digital Ethics Experience Center in Daegu



Launch of the '2024 Digital Ethics Creative Content Contest'



June 2024

Date	Description
June 2	Full-scale launch of the Bulk Messaging Authorization Certification System
June 3	The second round of applications open for customized TVs for the visually and hearing impaired!
June 5	The Commission participates in 'AI Governance Global 2024' and strengthens broadcasting and telecommunications cooperation with Morocco
June 7	The second call for applications in 2024 for the support project related to the production of broadcasting advertisements for innovative small businesses
June 12	Finalization of the 2024 re-licensing plan for terrestrial and community radio broadcasting operators
June 12	The Commission hosts the <i>2024 Media Festival for Persons with Disabilities</i>
June 12	Fines and corrective orders imposed on location-based service providers such as Apple and Google
June 13	The Commission holds a meeting with the CEO of Wavve Americas
June 18	Vice Chair of the Commission visits Media Sharing Bus educational and experience site
June 19	The Commission publishes the 2023 financial status of broadcasting operators
June 20	Appointment of the 2024 user protection task evaluators and hosting of roundtable discussion
June 20	The Commission conducts an emergency inspection of the Bulk Messaging Service
June 20	Release of the 2023 Intelligent Information Society User Panel Survey Results
June 25	Discussion with the Thai government on the public role of terrestrial broadcasting in the OTT era
June 27	Korea and the Philippines discuss the future of ICT together
June 27	Recommendation to strengthen user guidance to prevent double payments for pay TV
June 28	Release of the 2023 Transparency Report on the Handling of Illegal Filming Content, etc.

Appointment of the 2024 user protection task evaluators and hosting of roundtable discussion



Discussion with the Thai government on the public role of terrestrial broadcasting in the OTT era



Korea and the Philippines discuss the future of ICT together



☆ July 2024

Date	Description
July 2	The Commission begins accepting entries for the <i>2024 Disabled Media Content Contest</i>
July 2	The Commission recommends the three major terrestrial broadcasters sequentially schedule coverage of the <i>Paris 2024 Olympic Games</i>
July 4	The Commission issues a fraud alert for users of the Galaxy Fold6
July 8	Submission of entries begins for the <i>2024 Community Media Awards Broadcast Video Contest</i>
July 11	Seeking unicorn companies in the location information industry
July 19	Launch of the <i>Public-Private Consultative Body for AI Service User Protection</i>
July 22	Let's create a safe and beautiful digital world together!

Submission Opens for the *2024 Disabled Media Content Contest*



Submission of Entries for the *2024 Community Media Awards Broadcast Video Contest*



Launch of the *Public-Private Consultative Body for AI Service User Protection*



Date	Description
August 9	Hosting of the <i>2024 Youth Media Production Contest</i>
August 13	Broadcast advertising support provided to 17 innovative SMEs and 77 small businesses
August 14	The Commission begins accepting applications for the designation of public interest and disability welfare channels
August 14	Beware of mobile phone subscription fraud!
August 19	Vice Chairperson Kim Tae-kyu attends the opening ceremony of the EBS International Documentary Festival (EIDF) and visits EBS production site
August 20	Emergency broadcasting production and transmission drill conducted at the Gangwon Community Media Center
August 29	The government allocates KRW 248.5 billion for the 2025 budget proposal

Beware of mobile phone subscription fraud!

통신분쟁 주요 민발사례 관련 대응요령

유형 1: 판매 사기

- 단말기 실제 납부액을 정확히 확인 후 공식 계약서와 비교할 것
- 휴대폰이 비정상적으로 빠르면 일단 의심해볼 것
- 이런 계약서 작성은 지양, 공식 계약서를 작성할 것
- 방납금과 추가 결제사항은 명확하거나 공식계약서에 명시할 것

유형 2: 판매권 및 인터넷 명의도용 개통

- 명의도용 방지 서비스를 신청해 사전에 방지할 것
- 내가 모르는 '개통알림 문자'가 오면 당장 확인
- 명의도용 개통사실을 알게 된 즉시 통신사에 이용정지 요청
- 피해 발생시, 통신사 지점에서 도용신고-접수 절차를 진행할 것

유형 3: 지인 또는 공공기관 사칭 스미싱 피해

- 출처가 불분명한 URL은 절대 클릭하지 말 것
- 악성 앱 설치 여부를 주기적으로 점검하고 삭제할 것
- 통신사를 통해 소액결제서비스를 원천차단할 것
- 피해발생 즉시 금융사에 '변인계좌 당첨자금장차' 신청
- 경찰서에서 '사건사고조사확인원'을 받아 금융사의 '피해금 환급명차' 진행

유형 4: 의전 통신사 해지 미처리로 인한 이통과금

- 통신사에서 발송하는 해지완료 문자를 확인할 것
- 원소통 해지서비스 신청 후 꼭 해지링크 클릭 혹은 해지확인전화 받기
- 이전 통신사에서 모뎀, 공유기 등을 회수해간는지 확인

유형 5: 통신서비스 분당계약 유도

- 계약금과 월요금, 이용기간, 월요금과 통신사 변별 요구는 일단 해설
- 개통확인 전화에 거절 당면할 때에는 '이통비어음' 발급 금지하지 말 것
- 공식계약서 교부를 요구하고 거부할 경우 즉시 계약 중단할 것

**통신서비스 이용-계약 과정에서 피해가 발생했다면
통신분쟁조정위원회에 분쟁조정을 신청하세요!**

- 홈페이지(www.kctrc.or.kr) 및 4PC(다해일 가바) 또는 무선으로 조정신청
신청문자는 ☎ 142-2468

한국통신분쟁조정위원회

☎ 무선주소: (06253)서울특별시 강남구 테헤란로 62길 7 핵우빌딩 401호 통신분쟁조정 상담센터

✧ September 2024

Date	Description
September 4	Launch of One-Stop Counseling Referral Service Between “Integrated Government Call (110) (ACRC) and the 365 Center (KCC)”
September 5	Scam alert issued for iPhone 16 users
September 5	Commission Vice Chair Kim Tae-kyu visits telecom policy field sites
September 6	KCC shares fresh policy ideas with 2030 Advisory Panel
September 8	Guidelines for preventing voice phishing and cyber fraud during Chuseok
September 10	Vice Chair Kim Tae-kyu visits distribution site for TVs for the visually and hearing impaired
September 11	“Deepfake sexual crime content OUT!”
September 12	The Commission requests Telegram to designate a youth protection officer
September 22	Exploring ways to address youth concerns in the AI era
September 24	Visit to a one-person media production site and hosting of a roundtable meeting
September 24	Vice Chair Kim Tae-kyu visits Korea Broadcast Advertising Corporation’s Ad Culture Center
September 25	Vice Chair Kim Tae-kyu inspects disaster readiness at KBS <i>Gwanaksan Transmission Center</i>
September 26	Discussing innovative collaboration in broadcast co-productions
September 26	The Commission holds a field roundtable to address telecommunications disputes
September 30	Vice Chair Kim Tae-kyu visits media education and experience sites
September 30	Hosting of the <i>2024 AI Service User Protection Conference</i> by the Commission

The Commission holds a field roundtable to address telecommunications disputes



🌸 October 2024

Date	Description
October 7	Issuing i-PINs for children under 14 to become easier
October 17	KCC and PIPC to strengthen joint response to illegal spam and personal data breaches
October 21	2024 International Conference on Media Literacy held under the theme of “Children’s Media Use” for the first time in Korea
October 22	Amendment to the <i>Framework Act on Broadcasting Communications Development</i> approved by the Cabinet
October 23	KCC and the Korea Press Foundation hold the 6th Media Education Best Practices Awards
October 29	Winter safety inspections conducted for broadcasting facilities of 16 broadcasters
October 29	Hosting of the 2024 Seoul Media Literacy Festa
October 29	KCC Vice Chair Kim Tae-kyu visits site to inspect telecommunications policy implementation
October 30	Corrective actions and fines pursued against AliExpress for violation of user rights
October 31	The Commission conducts disaster response safety drills in the broadcasting sector
October 31	Hosting of <i>2024 Global OTT Forum</i>

The Commission conducts disaster response safety drills in the broadcasting sector



Hosting of *2024 Global OTT Forum*



November 2024

Date	Description
November 4	The Commission urges existing SMS resellers to complete transmission qualification certification within the grace period
November 6	Hosting of the 3rd <i>Regional Broadcasting Content Exchange and Cooperation Event</i>
November 6	Joint government efforts to eradicate hidden sexual offenders through covert investigations under strengthened deepfake sexual crime countermeasures
November 7	Hosting of the <i>2024 Inter-Korean Broadcasting and Communications International Conference</i>
November 7	The Commission notifies Telegram of its designation as a mandatory youth protection officer-assigned service provider.
November 8	Hosting of the <i>2024 Korea Public Service Advertisement Awards</i> to promote a more inclusive society
November 11	Hosting of the 'Digital Ethics Golden Bell: Champions Edition'
November 11	Hosting of the <i>2024 Korea Communications Commission Broadcasting Awards Ceremony</i> bringing together key K-content creators
November 15	The Commission seeks a balance between AI advancement and user protection.
November 15	If you've experienced issues with telecommunications services, please contact the Telecommunications Dispute Mediation Committee.
November 15	Hosting of a disaster broadcasting service technology demonstration for the underserved
November 19	Telegram responds to the Commission with the results of its youth protection officer designation.
November 22	The Commission and the Korea Foundation for Media and Audience jointly host the awards ceremony for the <i>2024 Community Media Awards Broadcast Video Contest</i> .
November 27	Collaborating to ensure sustainability in the broadcasting and telecommunications content ecosystem
November 28	The Commission visits the Digital Sexual Crime Victim Support Center.
November 28	Overseas Koreans can now easily access Korean online services without a Korean mobile phone or visiting a consulate.
November 28	The government announces the <i>Comprehensive Measures to Prevent Illegal Spam</i> to eradicate spam-related crimes.

The Commission and the Korea Foundation for Media and Audience jointly host the awards ceremony for the *2024 Community Media Awards Broadcast Video Contest*.



❖ December 2024

Date	Description
December 3	Vice Chairperson Kim Tae-kyu attends the <i>2024 Korea Advertising Awards</i> ceremony
December 5	Hosting the <i>2024 Media Content for the Disabled Contest</i> ceremony
December 6	Announcement of the <i>2024 First Half Spam Distribution Status</i>
December 9	Watch the winning entries of the <i>2024 Korea Communications Commission Broadcasting Awards</i> for free via VOD!
December 11	The Commission finalizes a 2025 budget of KRW 242.3 billion
December 11	Government launches the <i>Policy Response Task Force for Livelihood Damages to Small Businesses</i>
December 11	Hosting of a seminar to enhance the reliability and fairness of portal news services
December 13	The Commission holds a seminar on ‘Challenges and Countermeasures for Protecting Digital Service Users’
December 13	The Commission releases “Key OTT Trends and Broadcasting Market Impact Analysis”
December 16	Hosting of <i>2024 Korea LBS Day</i>
December 18	Hosting of the 2nd Public-Private Consultative Meeting to Guarantee the “ <i>Right to Be Forgotten</i> ” for Victims of Digital Sexual Crimes
December 19	Launch of a public-private consultative body for joint response to illegal spam
December 20	Opening of a <i>reporting channel for AI service-related user damage</i>
December 25	Release of the results of the <i>2023 Broadcasting Industry Survey</i>
December 26	The bill to abolish the <i>Mobile Device Distribution Act</i> passes the National Assembly plenary session
December 26	Experience the emotion of the <i>2024 Media Content Contest for Persons with Disabilities</i> through VOD replay!
December 27	Declaration of the vision for a ‘ <i>Digital World of Hope and Happiness</i> ’
December 27	Release of the <i>2024 Overseas OTT Market and User Behavior Survey</i> results
December 30	Release of the <i>2024 Broadcasting Media Usage Behavior Survey Results</i>

Hosting of *2024 Korea LBS Day*



4. Acronyms

Appendix Table -7. Acronyms

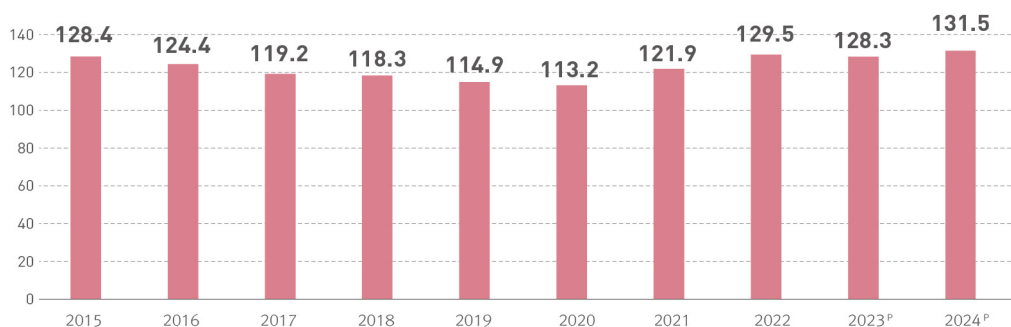
Acronyms	Description
AI (Artificial Intelligence)	Artificial intelligence
AM (Amplitude Modulation)	A modulation method where the amplitude of the carrier wave is varied in accordance with the input signal
AP (Application Processor)	A central processing unit in mobile devices
AR (Augmented Reality)	A computer graphics technique that overlays virtual objects or information on real-world environments
ARPU (Average Revenue Per User)	Average Revenue Per User
ARS (Automatic Response System)	Automatic Response System
AVOD (Advertising Video on Demand)	A service that delivers video content supported by advertisements
BEA (Bureau of Economic Analysis)	A U.S. government agency providing statistics such as GDP, personal income, and corporate profits
CAI (Computer Assisted Instruction)	Computer Assisted Instruction
CCTV (Closed Circuit Television)	Closed-circuit television
CDN (Content Delivery Network)	A system that distributes content across multiple servers to optimize access and delivery
CEP (Circular Error Probable)	The radius of a circle within which 90% of position errors are expected to fall
CI (Corporate Identity)	A set of branding elements that represent and unify a company's image
CI (Connecting Information)	Encrypted identification data that cannot be reversed to reconstruct a resident registration number
DM (Direct Marketing)	A form of promotion that communicates directly with individual consumers based on their information
DMB (Digital Multimedia Broadcasting)	Digital multimedia broadcasting
DTV (Digital Television)	A TV receiver capable of receiving digital broadcasts
FAST (Free-Ad-Supported TV)	Free streaming service supported by advertising
FM (Frequency Modulation)	A modulation technique in which the carrier frequency varies according to the modulation signal, without changing the amplitude
FTA (Free Trade Agreement)	Free trade agreement
GDP (Gross Domestic Product)	Gross domestic product
GIS (Geographic Information System)	system designed to capture, store, analyze, and manage spatial or geographical data
GPS (Global Positioning System)	A satellite-based navigation system that provides location and time information globally
GPT (Generative Pre-trained Transformer)	An autoregressive language model that uses deep learning to generate human-like text
ICT (Information and Communications Technology)	Information and Communications Technology
IMF (International Monetary Fund)	International Monetary Fund
IP (Internet Protocol)	Internet communication protocol
IPTV (Internet Protocol Television)	Two-way television service provided through high-speed internet networks

Acronyms	Description
IT (Information Technology)	Information technology
LED (Light Emitting Diode)	A semiconductor light source that emits light when current flows through it
LLM (Large Language Model)	A language model built with extensive parameters using artificial neural networks to process and generate human-like text
LPG (Liquefied Petroleum Gas)	Liquefied Petroleum Gas
MAC (Media Access Control address)	A unique identifier assigned to network interfaces for communications at the data link layer
MAU (Monthly Active Users)	A metric representing the number of unique users who engage with a service during a month
MBTI (Myers-Briggs Type Indicator)	A self-report personality assessment based on psychological type theory
MOU (Memorandum of Understanding)	A nonbinding agreement outlining mutual understanding or intention between parties
MSO (Multiple System Operator)	A company that owns and operates multiple cable television systems
MVNO (Mobile Virtual Network Operator)	Virtual mobile network operator
NFT (Non-Fungible Token)	Non Fungible Token
OS (Operating System)	Operating system
OTT (Over The Top)	A service that provides media content such as TV programs and movies over the open internet
PD (Producer)	Producer
PP (Program Provider)	Broadcast channel licensee
R&D (Research and Development)	Research and development
SMS (Short Message Service)	A communication service that enables the exchange of short text messages between mobile devices
SNS (Social Network Service)	Social network service
SO (System Operator)	Cable broadcast operator
SVOD (Subscription Video on Demand)	A video streaming service that allows users to access content based on a recurring subscription fee
SW (Software)	One or more specific purpose computer programs stored in storage devices
UHD (Ultra High Definition)	Ultra high definition
UI (User interface)	A physical or virtual intermediary that allows communication between objects or systems, particularly between machines and computer programs
UPS (Uninterruptible Power Supply system)	A device that provides backup power to connected equipment during outages or voltage drops
URL (Uniform Resource Locator)	A protocol for indicating the location of resources on a network
USIM (Universal Subscriber Identity Module)	An IC card implementing a subscriber identity module
VOD (Video on Demand)	A video service business that provides video-based services via telephone lines or cable
VR (Virtual Reality)	A technology that creates an artificial environment or situation that simulates reality, using computers or other devices
Wi-Fi (Wireless Fidelity)	A technology that allows electronic devices to connect to a wireless LAN (WLAN)
WTO (World Trade Organization)	World Trade Organization

5. Status of the Broadcasting and Communications Industry by Sector

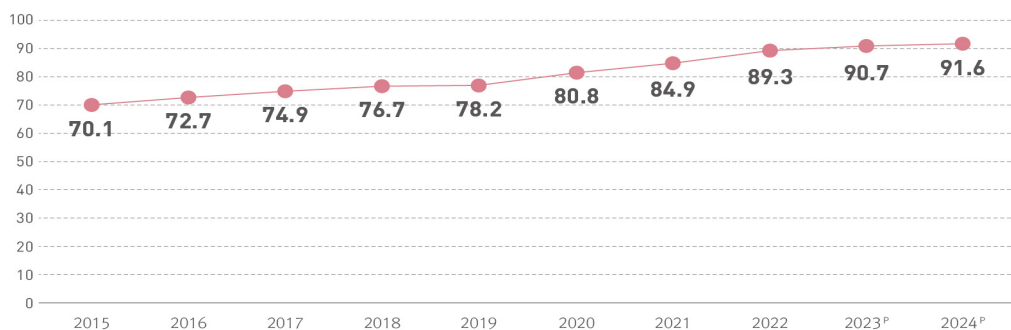
Total Sales in the Broadcasting and Communications Industry

(Unit: KRW trillion)



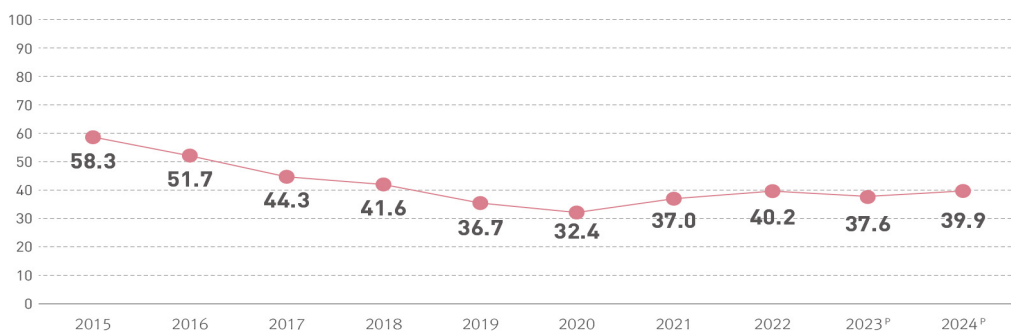
Broadcasting and Communications Service Sales

(Unit: KRW trillion)



Broadcasting and Communications Device Sales

(Unit: KRW trillion)

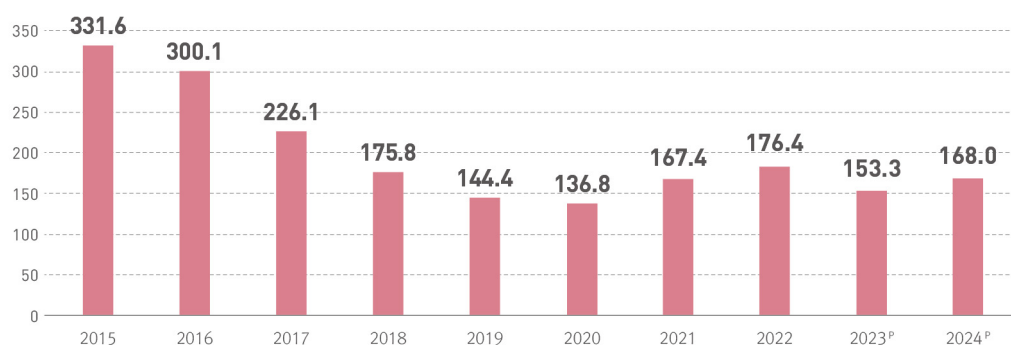


Note | P : Preliminary, Broadcasting and communications services refer to communication, broadcast and information services

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

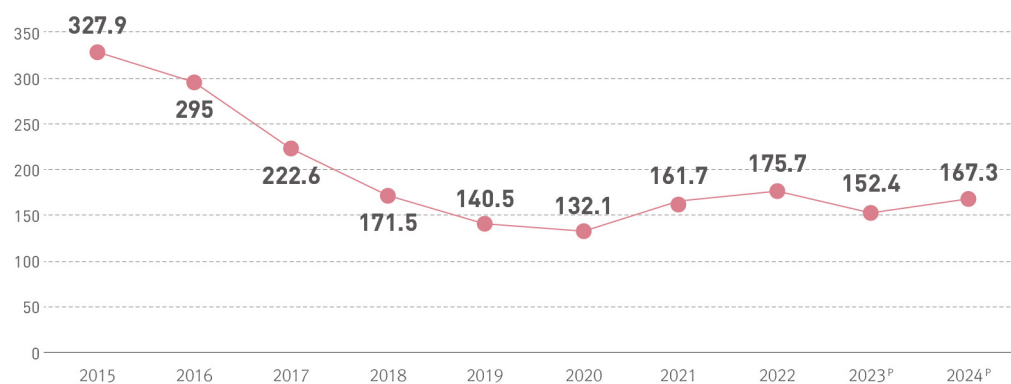
Broadcasting and Communications Exports

(Unit: USD 100 million)



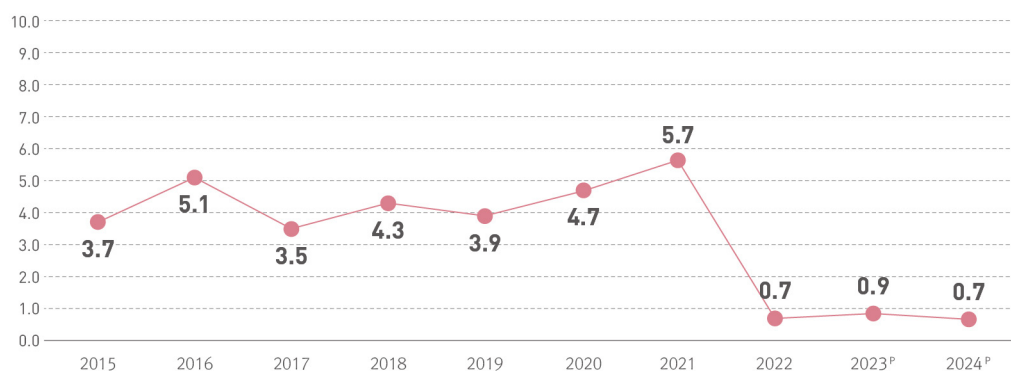
Communications Devices Exports

(Unit: USD 100 million)



Broadcasting Devices Exports

(Unit: USD 100 million)

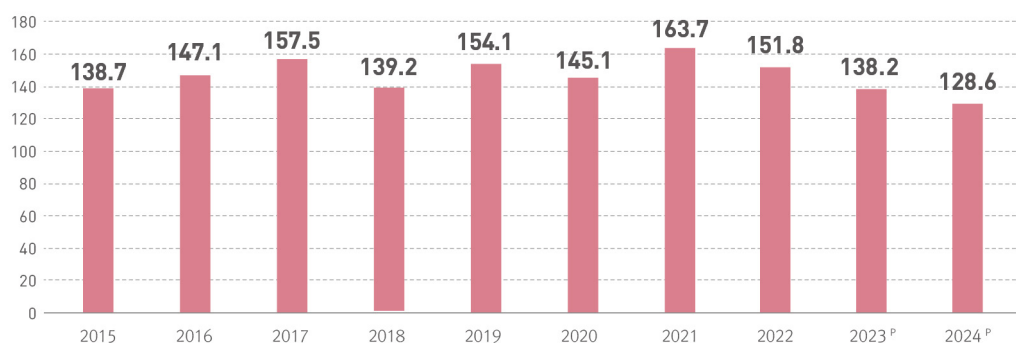


Note | P : Preliminary

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

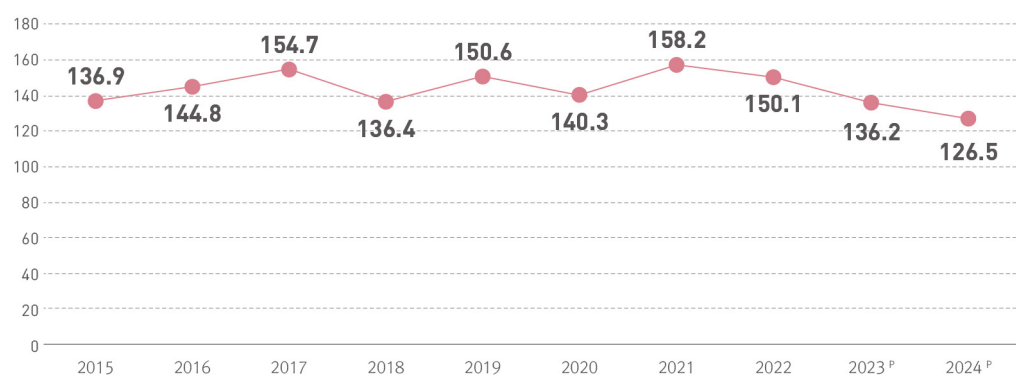
Broadcasting and Communications Devices Imports

(Unit: USD 100 million)



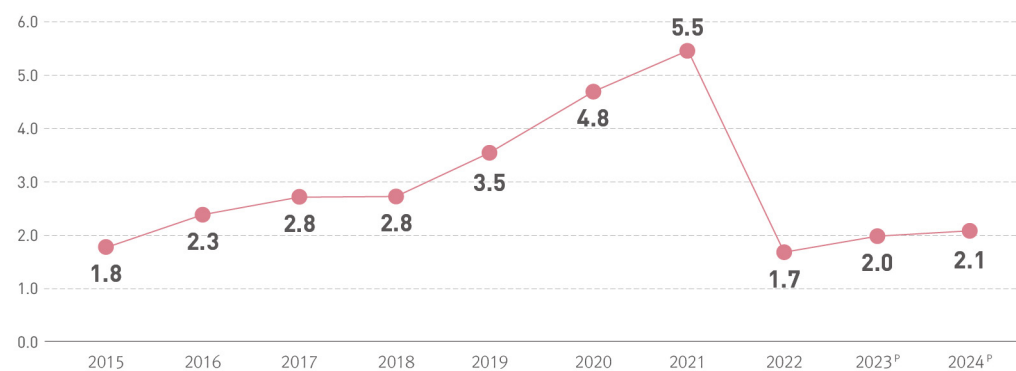
Communications Devices Imports

(Unit: USD 100 million)



Broadcasting Devices Imports

(Unit: USD 100 million)

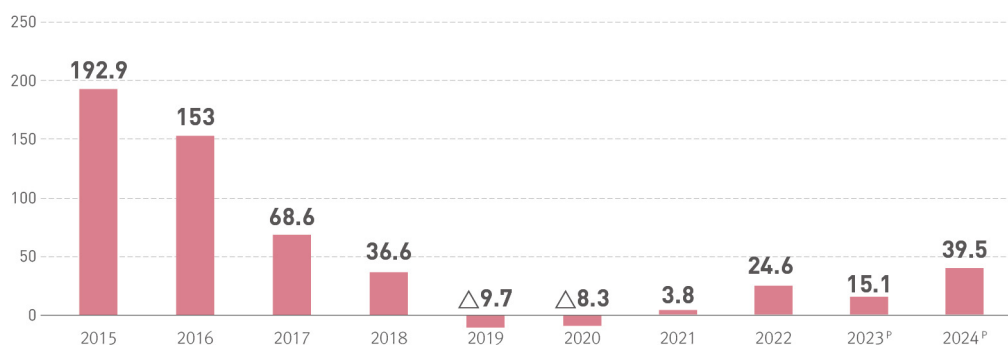


Note | P : Preliminary

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

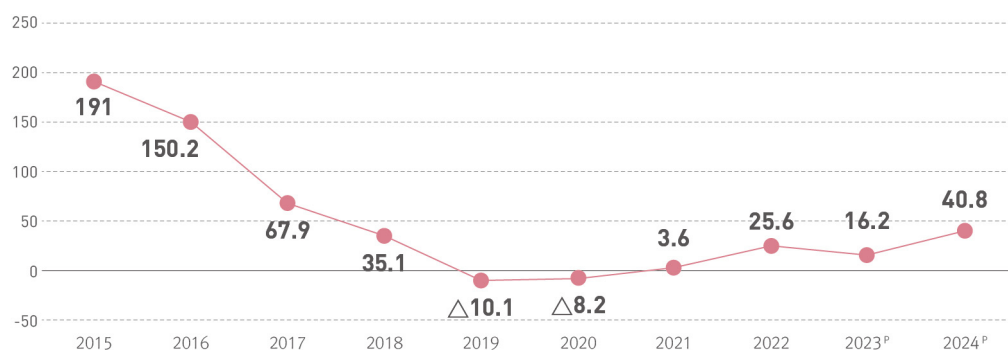
Broadcasting and Communications Devices Trade Balance

(Unit: USD 100 million)



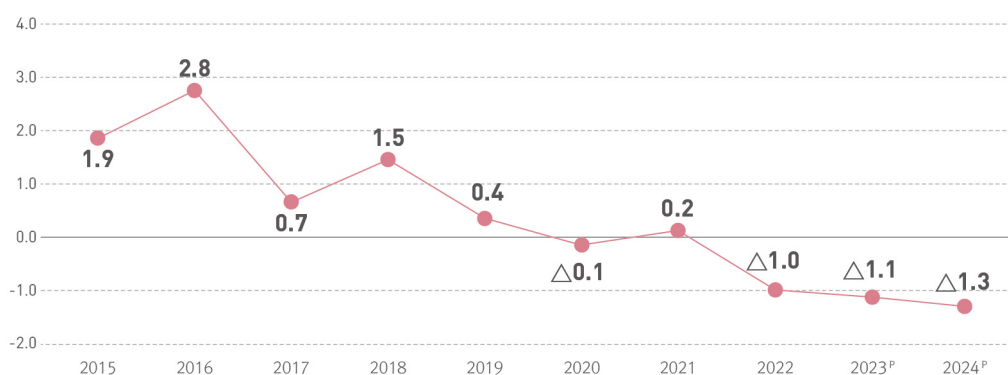
Communications Devices Imports

(Unit: USD 100 million)



Broadcasting Devices Imports

(Unit: USD 100 million)

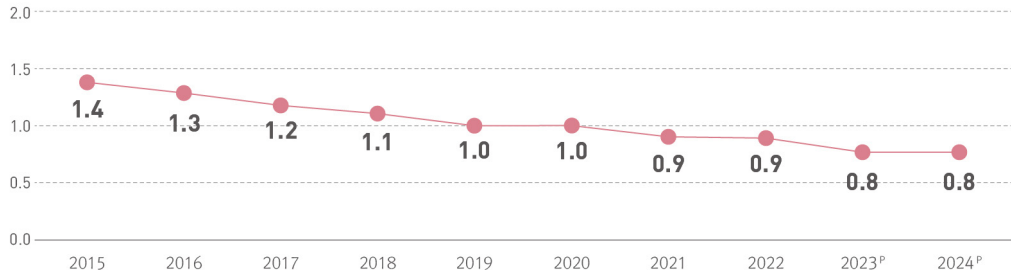


Note | P : Preliminary

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

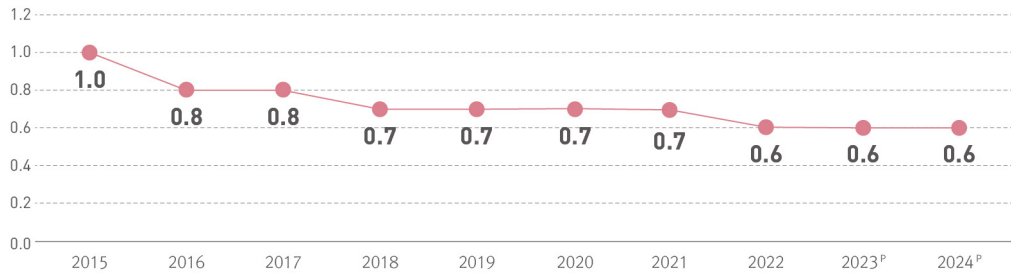
Local Telephone Service Sales

(Unit: KRW trillion)



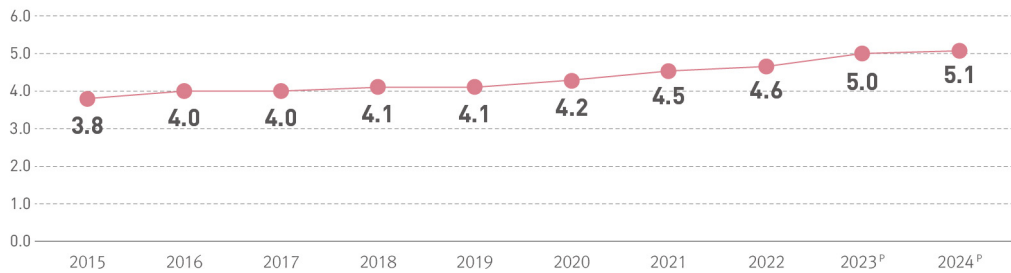
Internet Telephone Service Sales

(Unit: KRW trillion)



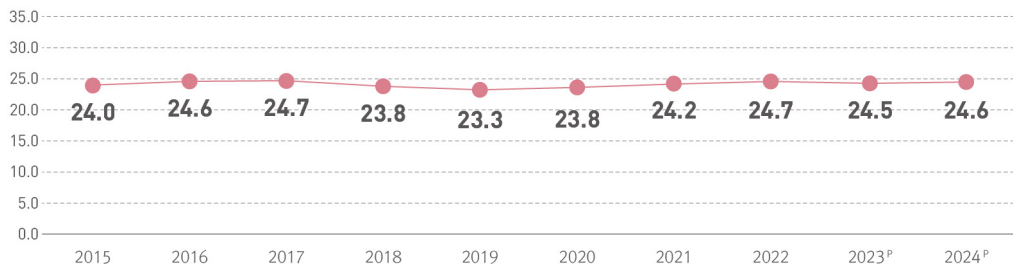
Broadband Communications Service Sales

(Unit: KRW trillion)



Mobile Communications Service Sales

(Unit: KRW trillion)

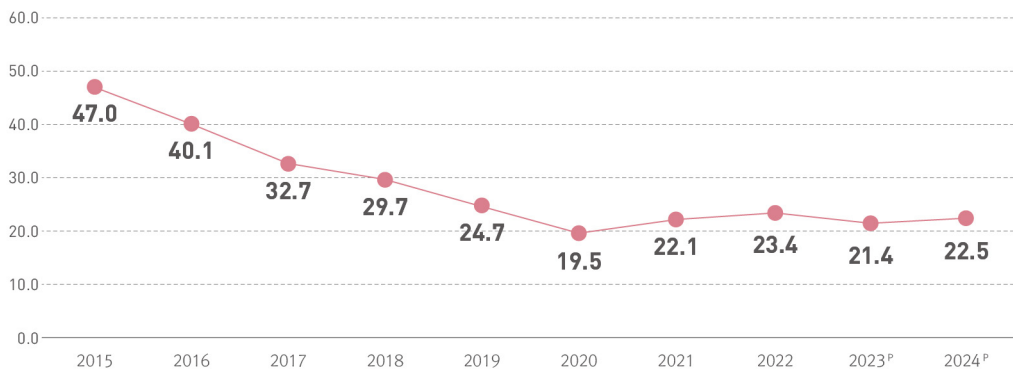


Note | P : Preliminary

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

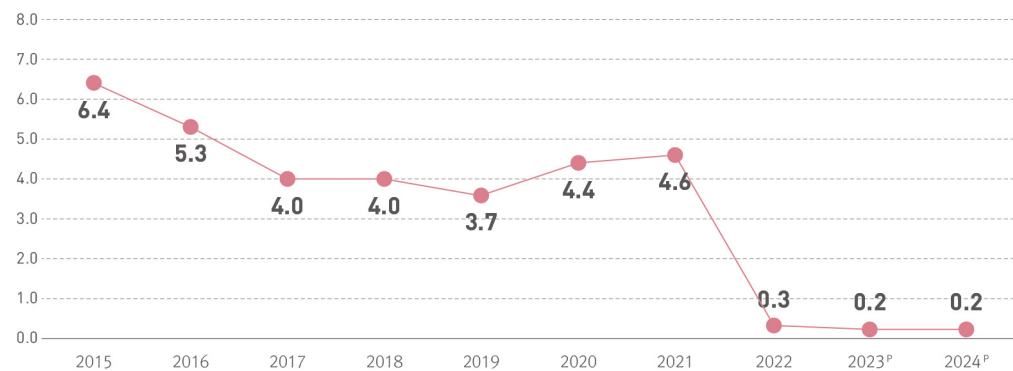
Mobile Terminal Device Production

(Unit: KRW trillion)



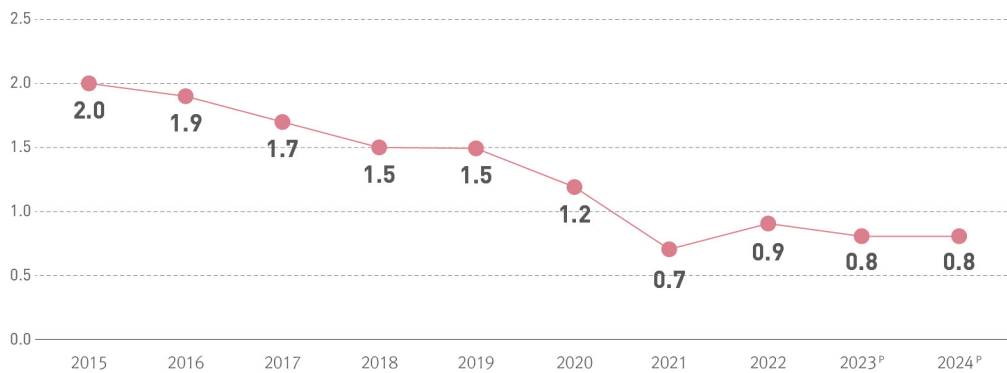
DTV Production

(Unit: KRW trillion)



Set-Top Box Production

(Unit: KRW trillion)

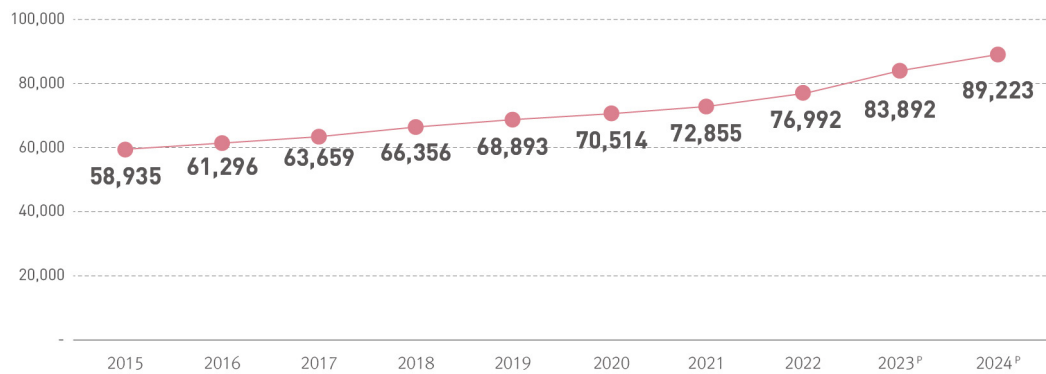


Note | P : Preliminary

Source | Monthly Survey of Information & Communication Technology Statistics, the Ministry of Science and ICT, 2024

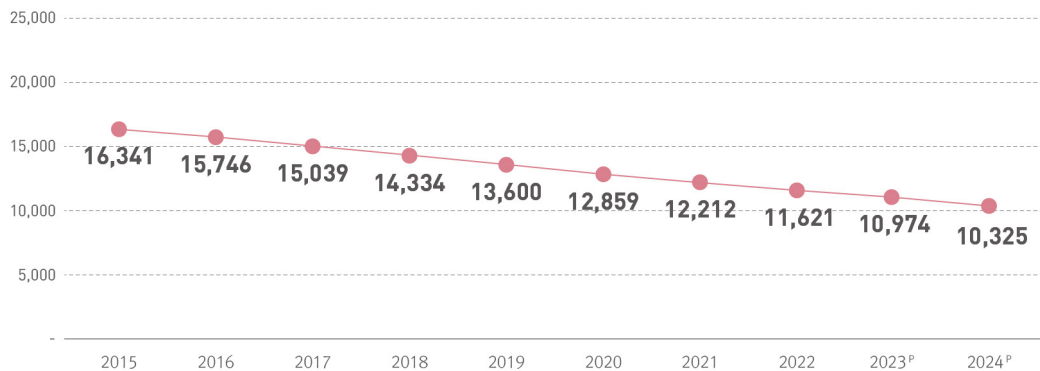
Number of Mobile Subscribers

(Unit: 1,000 persons)



Number of Local Telephone Subscribers

(Unit: 1,000 persons)



Note | As of Dec. of each year, a mobile phone includes Table t PC, wireless data modem and M2M, etc.

Source | The Ministry of Science and ICT, 2024

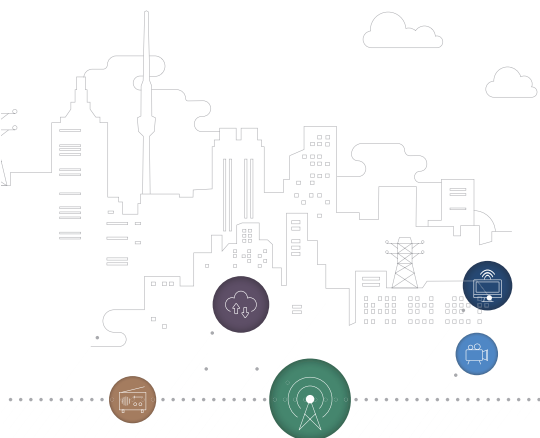
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2024 Annual Report

Korea Communication Commission



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