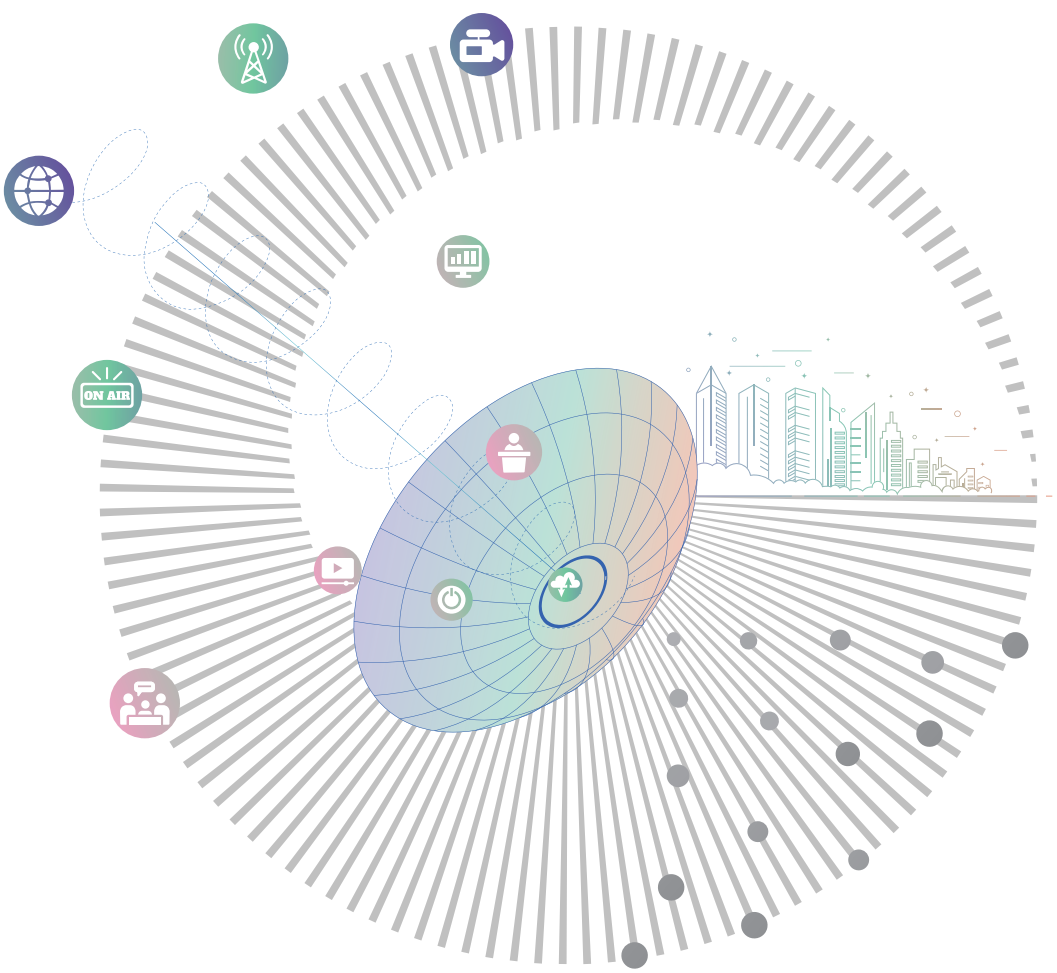
GPRN 11-1571000-100003-10

KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



Korea Media and
Communications Commission

Pursuant to Article 16 of the Act on the Establishment and Operation of Korea Media and Communications Commission, this report presents the Commission's operations in 2025. It has been submitted to the National Assembly and made public.

March 2026

Korea Media and Communications Commission

KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



Media and Communications Policy Accomplishments Presented in Graphs

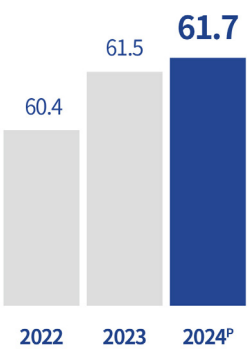


The media and communications industry has continued to contribute to national economic growth.

Domestic sales reached KRW 21.2 trillion for broadcasting services and KRW 40.5 trillion for communications services. Revenues in the broadcasting and communications service markets have remained stable, continuing to contribute to national economic growth.

Sales of the Broadcasting and Communications Service Market

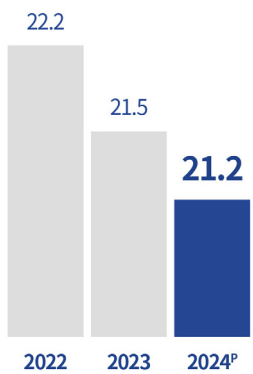
(Unit: KRW trillion)



Note: P = preliminary; ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT

Sales of the Broadcasting Service Market

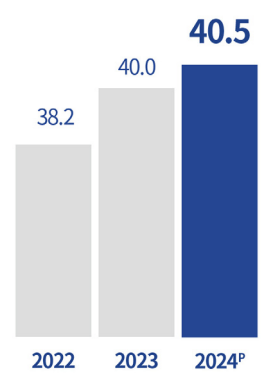
(Unit: KRW trillion)



Note: P = preliminary; ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT

Sales of the Communications Service Market

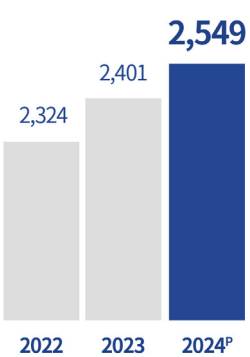
(Unit: KRW trillion)



Note: P = preliminary; ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT

Gross Domestic Product (GDP)

(Unit: KRW trillion)



Note: P = preliminary; Bank of Korea (2022-2024), Nominal Gross Domestic Product (GDP)

Pay-TV Broadcasting Business Revenue

(Unit: KRW trillion)



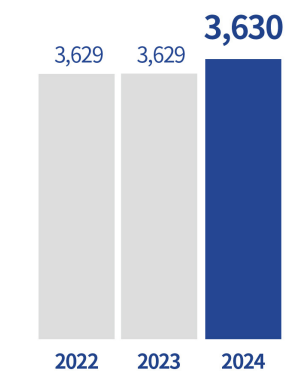
Note: Korea Media and Communications Commission (2025), 2025 Survey Report on the Broadcasting Industry

The expansion of media and communications services has laid a foundation for revitalizing the media and communications market.

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 35.64 million, reflecting Korea's leadership in the era of ultra-fast wireless connectivity.

Number of Pay-TV Subscribers

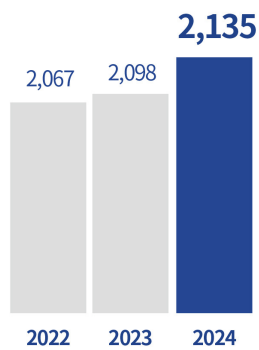
(Unit: 10,000 devices/access lines)



Note: Korea Media and Communications Commission (2025), 2025 Survey Report on the Broadcasting Industry

Number of IPTV Subscribers

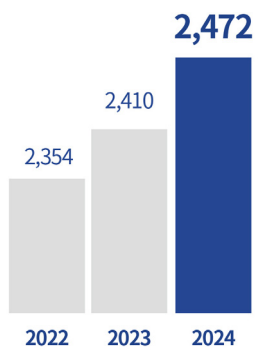
(Unit: 10,000 devices/access lines)



Note: Korea Media and Communications Commission (2025), 2025 Survey Report on the Broadcasting Industry

Number of High-Speed Internet Subscribers

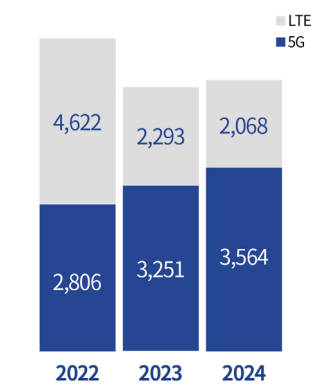
(Unit: 10,000 persons)



Note: Ministry of Science and ICT (2024) (Wired communication service subscriber statistics as of the end of December 2024)

Number of LTE and 5G Mobile Subscribers

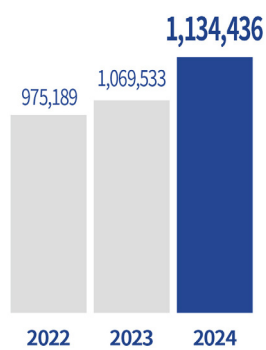
(Unit: 10,000 persons)



Note: Ministry of Science and ICT (2022–2024) (Wireless communication service subscription statistics as of the end of December 2024); the statistical basis changed to mobile phone subscribers in December 2023.

Wireless Data Traffic

(Unit: TB)



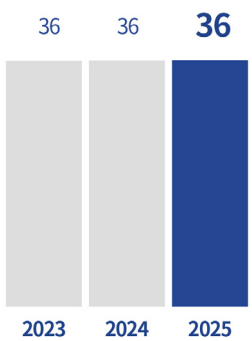
Note: Ministry of Science and ICT (2024) (Wireless data traffic statistics as of the end of December 2024)

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

By combining institutional improvements with financial and production support, the Commission laid a foundation for the sustainable growth of regional and small broadcasters and helped secure distinctive, competitive regional content.

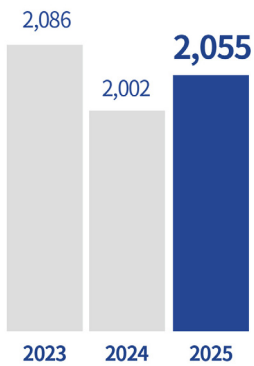
Production Subsidies for Regional and Small Broadcasting Programs

(Unit: KRW 100 million)



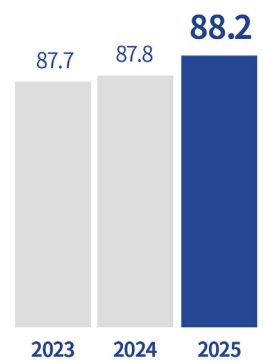
Production Subsidies for Regional Terrestrial Broadcasting Programs for Persons with Disabilities

(Unit: KRW million)



Viewer Satisfaction with Subsidized Regional Broadcasting Programs

(Unit: Score)

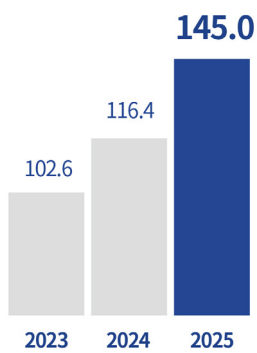


Users' greater access to broadcasting services has strengthened viewers' rights and encouraged users to actively participate in media.

Aiming to foster a media environment in which users participate actively, the Commission expanded media literacy and hands-on programs and strengthened support for access to broadcasting for persons with visual and hearing impairments, thereby building an inclusive broadcasting environment.

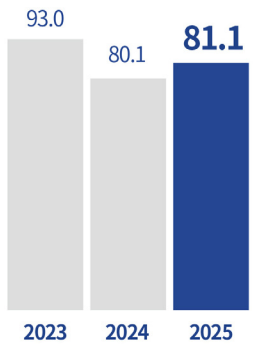
Number of Community Media Center Users

(Unit: 10,000 persons)



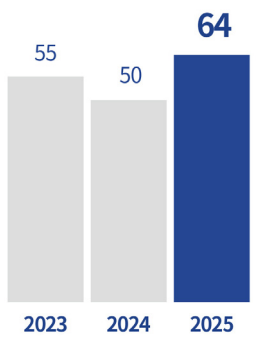
User Satisfaction with Community Media Centers

(Unit: Score)



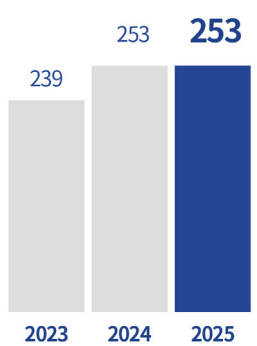
Number of Institutions Supporting Early-Childhood Media Education

(Unit: Institutions)



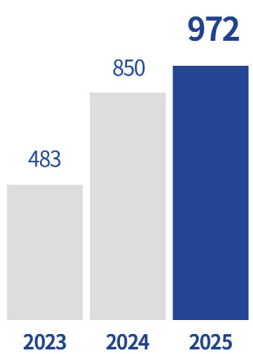
Number of Schools Supporting Youth Media Education

(Unit: Schools)



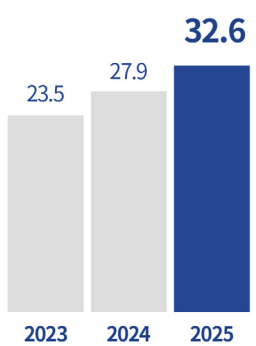
Number of Outreach Media Sharing Bus Operations

(Unit: Times)



Cumulative Number of Broadcast Receivers Distributed to Persons with Visual or Hearing Impairments

(Unit: 10,000 receivers)

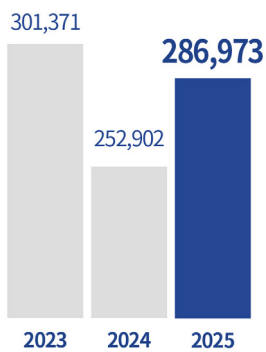


A sound internet-use culture has been fostered, and responses to the adverse effects of the internet were strengthened.

To prevent cyberbullying and promote a sound digital use culture, the Commission carried out digital ethics education and campaigns and expanded the Secure Cyber Zone program, working to create a safe, youth-centered internet environment.

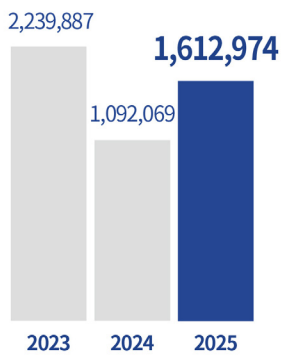
Number of Participants in Digital Ethics and Cyberbullying Prevention Education

(Unit: Persons)



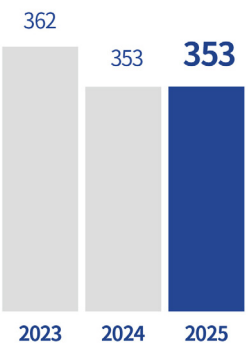
Number of Visitors to the Digital Ethics Experience Center

(Unit: Persons)



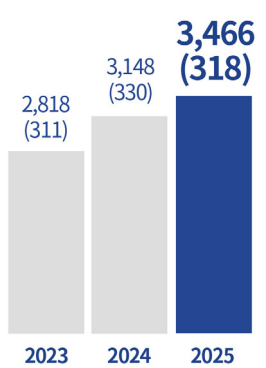
Number of Schools Participating in the Youth Digital Dream Corps

(Unit: Schools)



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

(Unit: Schools)

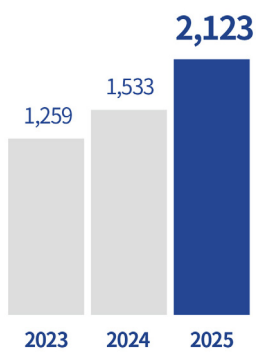


A safer and more convenient environment for broadcasting, media and communications services was created by addressing user inconveniences.

By strengthening user-centered complaint and dispute handling and preventing harm from illegal and harmful spam, the Commission established a convenient and trustworthy service environment.

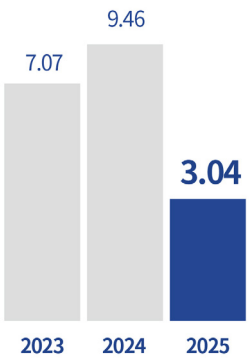
Number of Applications for Communications Services

(Unit: Cases)



Average Monthly Number of Mobile Text Spam Messages Received per Person

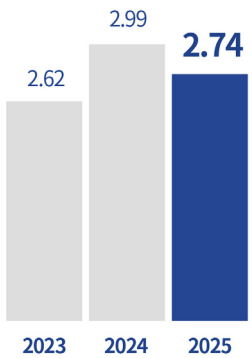
(Unit: Cases)



Note: 2025 figures represent the average monthly volume received per person in the first half of the year, based on the 2025 First-Half Spam Distribution Survey.

Average Monthly Number of Spam Emails Received per Person

(Unit: Cases)



Note: 2025 figures represent the average monthly volume received per person in the first half of the year, based on the 2025 First-Half Spam Distribution Survey.

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KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



I

Korea Media and Communications Policy Environment



I Korea Media and Communications Policy Environment

KOREA MEDIA AND COMMUNICATIONS COMMISSION

1. Trends in the Global Economy and Media and Communications Markets

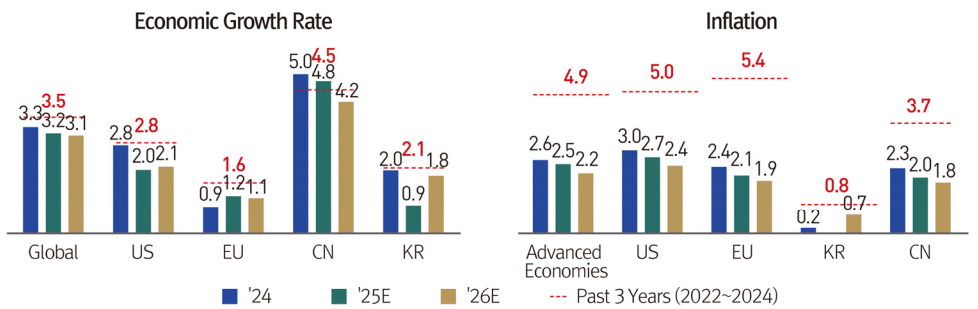
A. Global Macroeconomic Trends

The global economy is expected to maintain moderate growth of around 3%, with inflation gradually stabilizing, although trends are expected to vary across countries. According to the IMF outlook cited by Samil PwC Management Research Institute (2025), the global economic growth was 3.3% in 2024 and 3.2% in 2025, and is projected to be around 3.1% in 2026. The 2026 forecast is broadly in line with growth rates over the past three years, suggesting that the global economy will continue to expand moderately, albeit at a slightly slower pace.

Looking separately at economic growth and inflation, the economic recovery is expected to continue, although there appears to be limited scope for a significant improvement in the growth rate. Inflation is expected to remain broadly stable, although external factors such as global trade frictions could cause volatility (Samil PwC Management Research Institute, 2025).

Figure I-1. Economic Growth and Inflation Forecasts for 2026

(Unit : %)



Source IMF (October 2025). as cited in Samil PwC Management Research Institute (2025).

A November 11, 2025 report by the Korea Institute for International Economic Policy (KIEP) identified a decline in global trade due to US tariff policy and the spread of inward-looking foreign policies and deepening economic bloc formation as the main downside risks to the global economy in 2026. This assessment indicates that US trade policy has become a major variable in the global economic environment. Although US policy has substantial influence, the shift toward inward-looking economic and trade policies is not confined to the United States but is part of a broader global trend.

Figure Ⅰ-2. The Most Significant Downside Risks to the Global Economy in 2026



Source Korea Institute for International Economic Policy (KIEP) (November 11, 2025).

Samil PwC Management Research Institute (2025) identified the following key features of the 2026 global economic environment: a growth rate similar to those of the past three years (3.1%); continued US-led growth; inflation subject to persistent underlying risks; US political events; and an economic environment in which risks are expected to outweigh opportunities.

Taken together, these forecasts suggest that the global economy will maintain a growth rate similar to recent years in 2026, while the impact of US economic and trade policy on global markets and national economies will remain a key variable.

Figure Ⅰ-3. **Key Issues in the Global Economy in 2026**

(Unit: %)

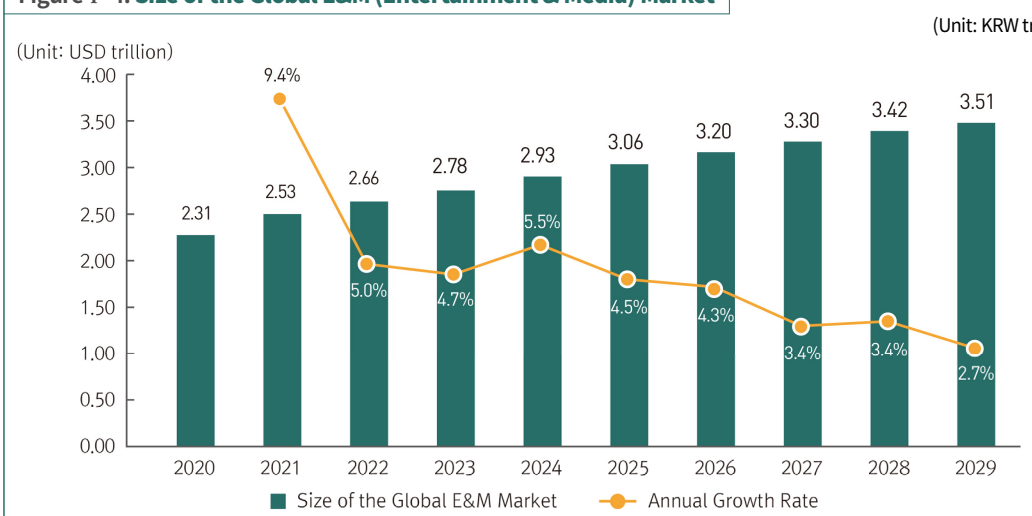


Source Samil PwC Management Research Institute (2025).

B. Global Media and Communications Market Trends

Global media market revenue is expected to continue increasing, but its growth rate is projected to gradually slow. The slowdown in the digital media segment that has driven media market growth, together with the shift of consumer spending to other areas, is expected to be a key factor behind the slowing growth (Samil PwC, 2025).

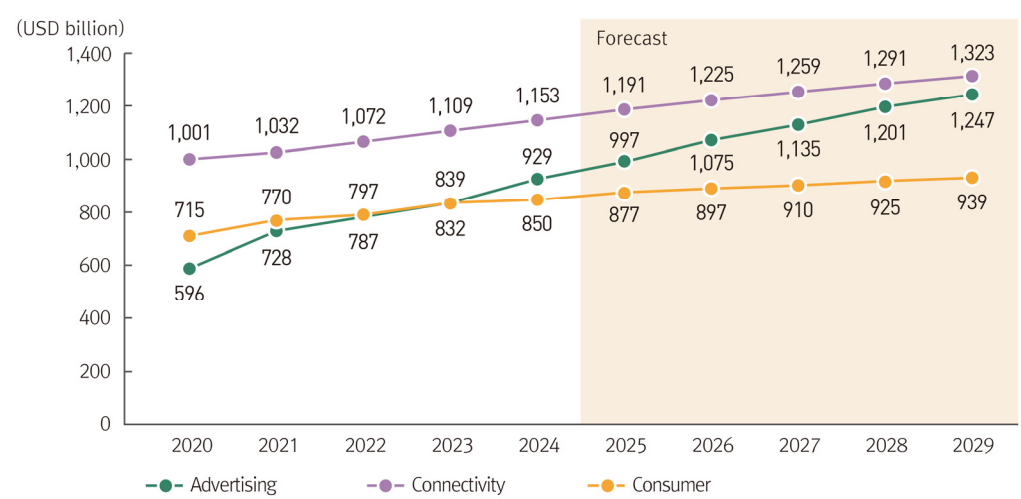
Figure I -4. Size of the Global E&M (Entertainment & Media) Market



Note E&M = Entertainment & Media.

Source PwC Global Entertainment & Media Outlook 2025–2029, Omdia; as cited in Samil PwC (2025).

Figure I -5. Trends in Major Segments of Global E&M Revenue



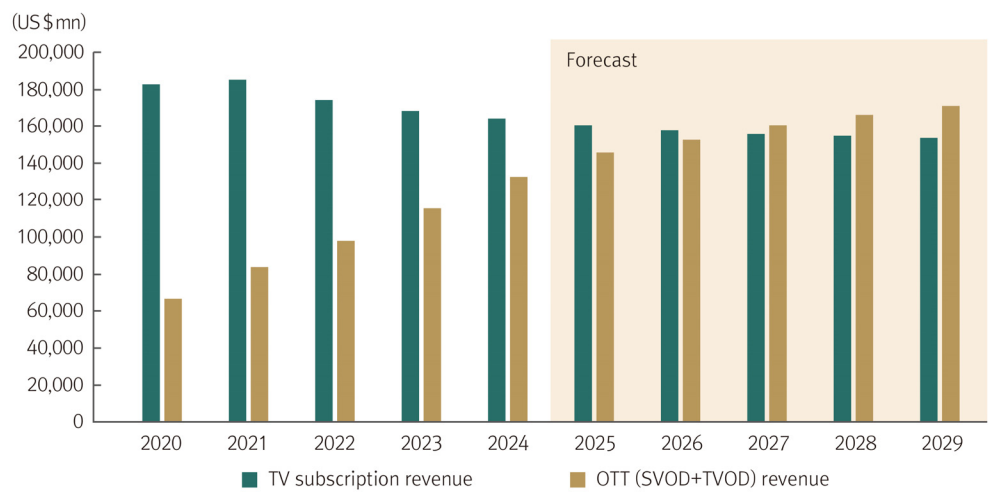
Note E&M = Entertainment & Media.

Source PwC Global Entertainment & Media Outlook 2025–2029, Omdia; as cited in Samil PwC (2025).

Advertising is expected to offer the greatest growth potential in the digital media sector. Growth in subscription revenue may plateau once consumer spending on content reaches a certain level. Meanwhile, as consumers use more platforms and the cost of producing and acquiring content rises, media companies are increasingly restructuring their business models around advertising revenue. Against this backdrop, advertising is likely to become a key driver of growth in the digital media market (Samil PwC, 2025).

Compared with expectations surrounding the "streaming wars" around 2020, growth in the over-the-top (OTT) market has been more moderate than anticipated, largely because high content investment costs have made it difficult to generate stable returns. Nevertheless, OTT revenue continues to increase despite the slowdown in growth. As major OTT providers shift from subscription-based to advertising-supported models, their revenue mix is also expected to change. Over the medium to long term, advertising revenue could eventually surpass subscription revenue (Samil PwC, 2025).

Figure Ⅰ-6. Trends in Over-the-Top (OTT) Service Revenue



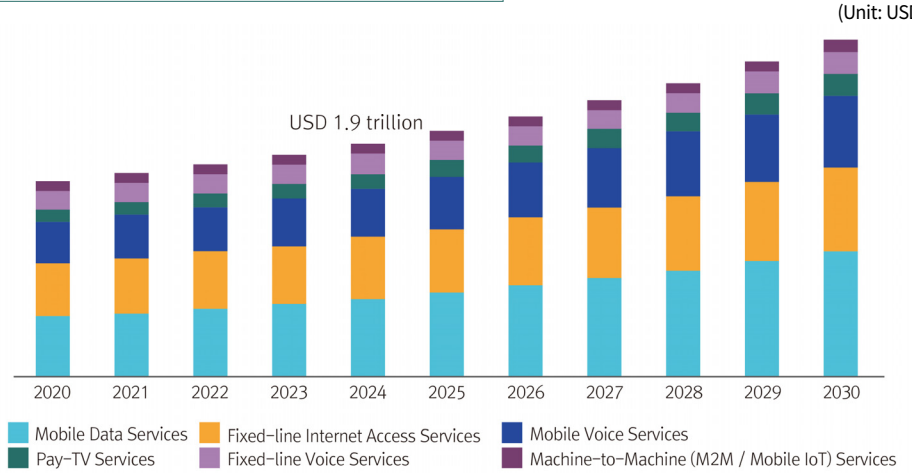
Source PwC Global Entertainment & Media Outlook 2025–2029, Omdia; as cited in Samil PwC (2025).

The global telecom services market is also expected to maintain steady growth. According to Grand View Research, the market was valued at approximately USD 1,983.08 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 6.5% from 2025 to 2030, reaching approximately USD 2,874.76 billion by 2030.

By region, Asia Pacific accounted for 34.0% of global revenue in 2024, while mobile data services accounted for 40.0% of revenue by service type.

Figure Ⅰ-7. Size of the Global Telecom Services Market

(Unit: USD trillion)

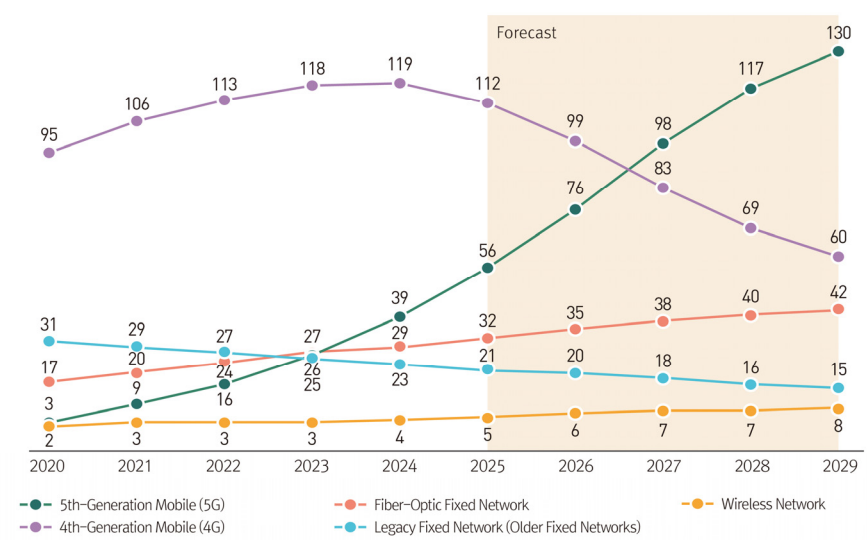


Source Grand View Research (2025).

A generational shift in mobile networks is expected to accelerate. According to PwC (2026), 4G penetration increased gradually through 2024 but is expected to decline from 2025 onward as 5G adoption expands. Meanwhile, penetration of traditional network technologies, including fixed networks, is expected to change only moderately, with some segments increasing slightly and others gradually declining.

Figure Ⅰ-8. Global Network Penetration Rate

(Unit: %)



Source PW's Global Telecom Outlook 2025-2029; Omdia; as cited in PwC (2026).

2. Status of the Media and Communications Market

A. Domestic Media and Communications Market: Production and Exports

The overall broadcasting and communications equipment market is expected to continue expanding steadily. Production of communications equipment increased from KRW 35.6 trillion in 2023 to KRW 37.7 trillion in 2024, while production of broadcasting equipment rose from KRW 3.6 trillion to KRW 3.8 trillion. Communications service production also increased in 2024 compared with 2023, while broadcasting service production declined slightly.

Table Ⅰ-1. Domestic Broadcasting and Communications Production

(Unit: KRW 1 million)

Classification	2022	2023	2024P
Communications Equipment	36,503,344	35,584,925	37,711,345
Broadcasting Equipment	3,724,598	3,550,259	3,821,430
Communications Services	38,197,455	39,974,791	40,505,273
Broadcasting Services	22,235,001	21,496,627	21,216,198
Total	100,660,398	100,606,602	103,254,246

Note: P = preliminary.
Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

The export value of communications equipment, which declined in 2023, rebounded in 2024. In contrast, the export value of broadcasting equipment increased in 2023 but declined again in 2024.

Table Ⅰ-2. Domestic Broadcasting and Communications Equipment Exports

(Unit: USD 1,000)

Classification	2022	2023	2024P
Communications Equipment	17,573,327	15,243,369	16,740,995
Broadcasting Equipment	74,174	85,087	52,822
Total	17,647,501	15,328,456	16,793,817

Note: P = preliminary.
Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

B. Status of the Advertising Market

The domestic advertising market may experience slower growth and declining overall revenue over the medium to long term. In the short term, however, both market size and the growth rate are projected to increase through 2026. While advertising revenue from legacy media, including broadcasting, is likely to continue declining, online advertising, led by mobile advertising, continues to grow. At least in the short term, this growth is expected to help maintain or increase the overall size of the advertising market.

Table Ⅰ-3. Advertising Market by Sector

(Unit: KRW 1 million)

Classification	2019 (YoY change, %)	2020 (YoY change, %)	2021 (YoY change, %)	2022 (YoY change, %)	2023 (YoY change, %)	2024 (YoY change, %)	2025 (YoY change, %)	2026 (Forecast) (YoY change, %)
Broadcasting	3,771,046 (△4.1%)	3,484,137 (△7.6%)	4,053,056 (16.3%)	4,021,190 (△0.8%)	3,389,852 (△5.7%)	3,219,115 (△5.0%)	2,774,410 (△3.8%)	2,558,337 (△7.8%)
Newspapers & Magazines	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%)	1,987,538 (△1.9%)	1,988,962 (0.1%)	2,051,051 (3.1%)
Online (PC)	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%)	2,311,188 (11.3%)	2,407,803 (4.2%)	2,528,307 (5.0%)
Online (Mobile)	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%)	7,789,912 (6.9%)	8,312,608 (6.7%)	8,966,238 (7.9%)
Outdoor	1,256,765 (△5.5%	835,759 (△33.5%)	930,197 (11.3%)	1,069,335 (15.0%)	1,220,803 (14.2%)	1,259,032 (3.1%)	1,285,212 (2.1%)	1,331,584 (3.6%)
Others	504,196 (17.5%)	351,960 (△30.2%)	509,712 (44.8%)	595,842 (16.9%)	539,028 (△9.5%)	559,527 (3.8%)	502,691 (△10.2%)	499,917 (△0.6%)
Total	**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%)**	**17,126,311 (3.5%)**	**17,271,685 (0.8%)**	**17,935,433 (3.8%)**

Note: △ = decrease.
Source: Korea Media and Communications Commission and Korea Broadcast Advertising Corporation (KOBACO) (2026).

Broadcast advertising revenue is declining across most media, including terrestrial television. This decline appears to reflect both falling audience metrics, such as ratings, and the limitations broadcasters face in offering targeted advertising compared with online media. Broadcast advertising revenue is likely to remain under downward pressure as media consumption patterns and the structure of the advertising market continue to change. Policy responses, including easing broadcast advertising regulations, are therefore under discussion.

Table Ⅰ-4. **Broadcast Advertising Market by Medium**

(Unit: KRW 1 million)

Classification	2019 (YoY change, %)	2020 (YoY change, %)	2021 (YoY change, %)	2022 (YoY change, %)	2023 (YoY change, %)	2024 (YoY change, %)	2025 (YoY change, %)	2026 (Forecast) (YoY change, %)
Terrestrial TV	1,244,653 (△12.5%)	1,106,607 (△11.1%)	1,359,684 (22.9%)	1,376,216 (1.2%)	1,109,433 (△19.4%)	1,036,402 (△6.6%)	887,401 (△14.4%)	827,149 (△6.8%)
Terrestrial DMB	2,340 (△46.9%)	2,580 (10.3%)	2,195 (△14.9%)	2,203 (0.4%)	1,280 (△41.9%)	1,372 (7.2%)	1,475 (7.5%)	1,334 (△9.6%)
Radio	208,481 (0.6%)	232,980 (11.8%)	259,767 (11.5%)	254,022 (△2.2%)	215,956 (△15.0%)	193,931 (△10.2%)	160,427 (△17.3%)	143,419 (△10.6%)
PP	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%)	1,782,962 (△3.8%)	1,536,694 (△13.8%)	1,396,746 (△9.1%)
SO	139,140 (△1.2%)	114,539 (△17.7%)	109,012 (△4.8%)	109,596 (0.5%)	110,501 (0.8%)	114,716 (3.8%)	105,274 (△8.2%)	102,415 (△2.7%)
Satellite	50,039 (△2.1%)	33,210 (△33.6%)	32,978 (△0.7%)	30,656 (△7%)	27,521 (△10.2%)	26,187 (△4.8%)	26,100 (△0.3%)	25,850 (△1.0%)
IPTV	124,301 (7.1%)	102,544 (△17.5%)	107,056 (4.4%)	96,107 (△10.2%)	72,415 (△24.7%)	63,546 (△12.2%)	57,038 (△10.2%)	61,425 (7.7%)
Total	**3,771,046 (△4.1%)**	**3,484,137 (△7.6%)**	**4,053,056 (16.3%)**	**4,021,190 (△.8%)**	**3,389,852 (△15.7%)**	**3,219,115 (△5.0%)**	**2,774,410 (△13.8%)**	**2,558,337 (△7.8%)**

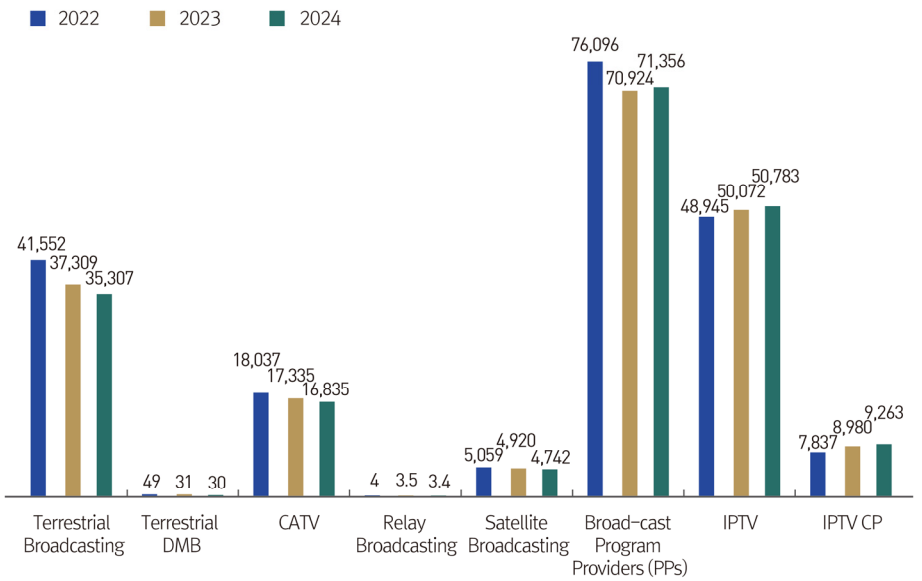
Note: △ = decrease.
Source: Korea Media and Communications Commission and Korea Broadcast Advertising Corporation (KOBACO) (2026).

C. Status of Broadcasting by Medium

Between 2022 and 2024, broadcasting revenue declined overall. The decline was particularly pronounced among long-established traditional media, such as terrestrial broadcasters and cable TV system operators (SOs). Revenue at program providers (PPs), which had previously shown steady growth, also declined, while IPTV alone maintained relatively stable revenue growth. However, given its slowing growth rate and changing market conditions, IPTV revenue growth could also weaken or turn negative over the medium to long term.

Figure Ⅰ-9. Trends in Broadcasting Revenue by Type of Service Provider (2022–2024)

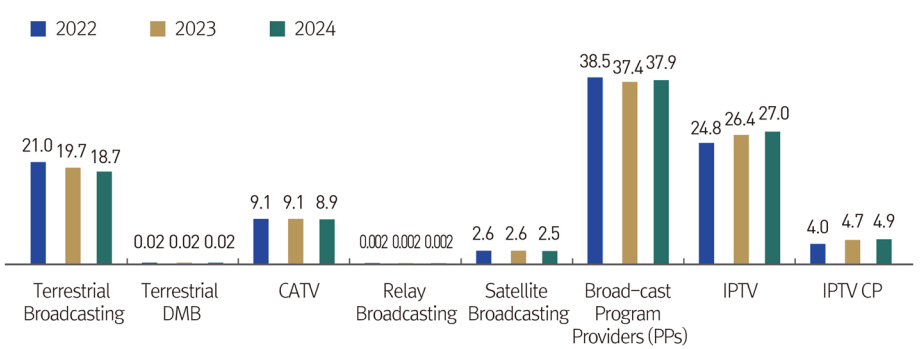
(Unit: KRW 100 million)



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; sales figures for earlier years are based on the *Disclosure of Broadcasters' Financial Status.*
Source: Korea Media and Communications Commission and Korea Information Society Development Institute (KISDI) (2025).

Figure Ⅰ-10. Broadcasting Revenue Share by Type of Broadcaster (2022–2024)

(Unit: %)

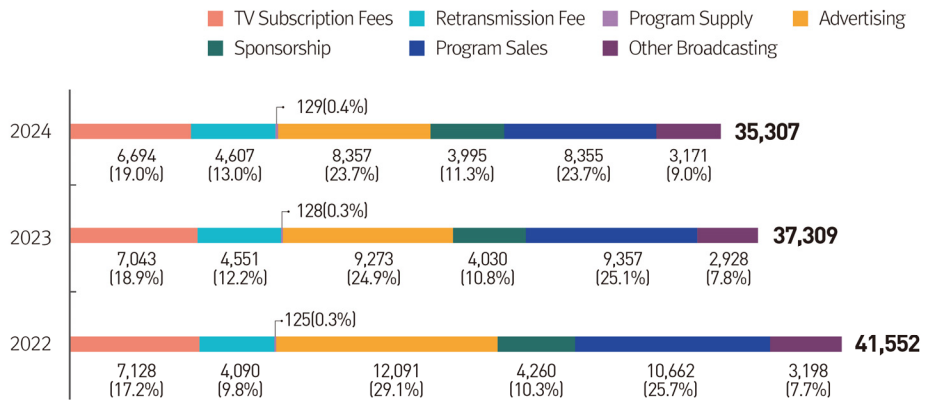


Note 1. Terrestrial DMB includes YTN DMB; Korea DMB ceased operations in 2023.
Note 2. The survey on Content Providers (CPs) began with the 2023 data; sales figures for earlier years are based on the *Disclosure of Broadcasters' Financial Status.*
Source: Korea Media and Communications Commission and KISDI (2025).

For terrestrial broadcasting, the most notable trend is the decline in advertising revenue, with other revenue also showing a gradual decline. With no particular revenue stream driving growth, the overall revenue base of the terrestrial broadcasting sector appears to be weakening. This downward trend in terrestrial broadcasting revenue is likely to continue for some time.

Figure Ⅰ-11. Trends in Terrestrial Broadcasting Revenue Composition (2022–2024)

(Unit: KRW 100 million)

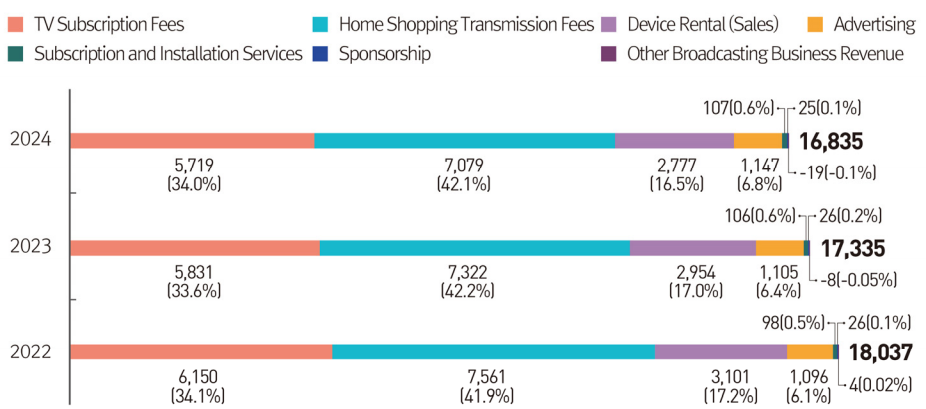


Source Korea Media and Communications Commission and KISDI (2025).

CATV system operators (SOs) are assessed as facing relatively severe structural challenges among broadcasters. The continued decline in subscription-fee revenue poses a major risk to the sector, while the prospect of lower home-shopping transmission-fee revenue is further destabilizing its revenue structure. Because home-shopping transmission fees account for a substantial share of CATV revenue, a decline in this revenue source could further weaken the sector's overall revenue base.

Figure Ⅰ-12. Trends in CATV Broadcasting Revenue Composition (2022–2024)

(Unit: KRW 100 million, %)



Note: In the Disclosure of Broadcasters' Financial Status, other broadcasting business revenue is reported as a negative amount in some cases because of differences between broadcasters' accounting guidelines and companies' accounting standards (IFRS). Items affected by IFRS 15 are recorded under "Other Broadcasting Business Revenue" because no separate accounting treatment is specified for them.

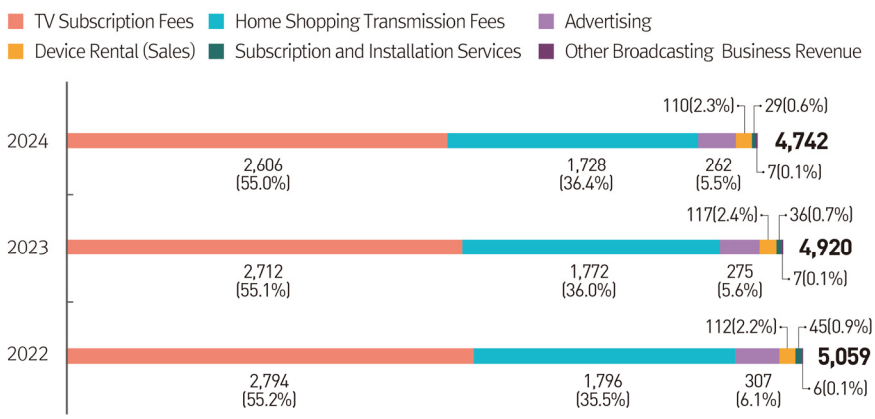
Source: Korea Media and Communications Commission and KISDI (2025).

As total revenue and subscription-fee revenue decline, CATV operators are becoming increasingly dependent on home-shopping transmission fees. However, the worsening profitability of home-shopping operators and intensifying disputes over transmission-fee negotiations are increasing uncertainty about the stability of this revenue source.

Satellite broadcasting is also seeing an overall decline in revenue as falling subscriber numbers reduce subscription-fee revenue and home-shopping transmission fees decline. These structural changes suggest that restoring profitability in the satellite broadcasting sector may prove difficult.

Figure Ⅰ-13. Trends in Satellite Broadcasting Revenue Composition (2022–2024)

(Unit: KRW 100 million, %)

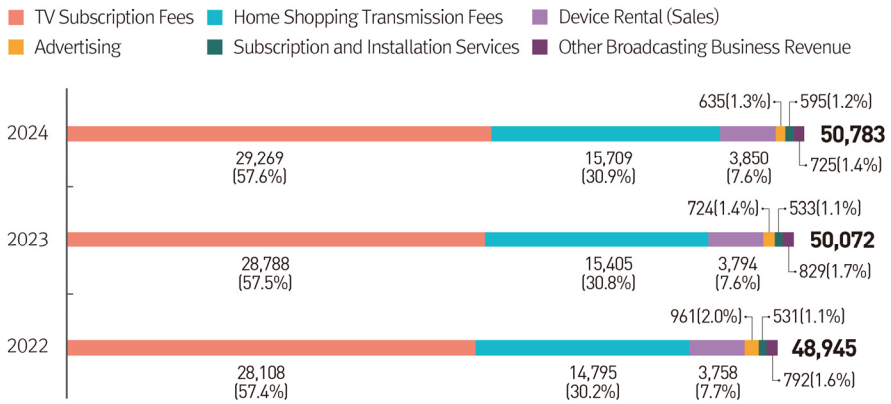


Source Korea Media and Communications Commission and KISDI (2025).

IPTV has so far maintained a relatively stable revenue structure, supported by key revenue streams such as subscription fees, advertising, and VOD. However, growth is gradually slowing, and indicators such as declining VOD revenue suggest that revenue growth could weaken over the medium to long term. In particular, the worsening profitability of TV home-shopping operators could affect IPTV's transmission-fee revenue.

Figure Ⅰ-14. Trends in IPTV Broadcasting Revenue Composition (2022–2024)

(Unit: KRW 100 million, %)

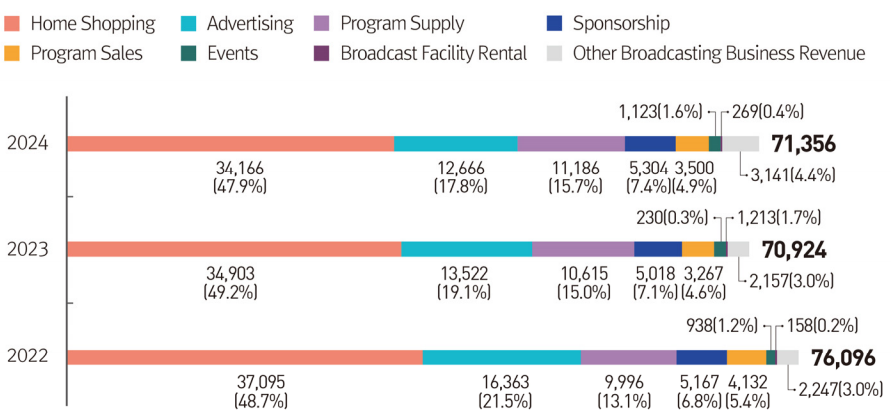


Source Korea Media and Communications Commission and KISDI (2025).

For program providers (PPs), program supply revenue is increasing slightly despite a deterioration in overall profitability. However, because PPs' key revenue streams depend heavily on the distribution structures of pay-TV platform operators, changes in platform operators' revenue structures could affect PP revenue. Program supply revenue may therefore also come under downward pressure.

Figure Ⅰ-15. Trends in Broadcasting Revenue Composition of Program Providers (PPs) (2022–2024)

(Unit: KRW 100 million, %)



Source Korea Media and Communications Commission and KISDI (2025).

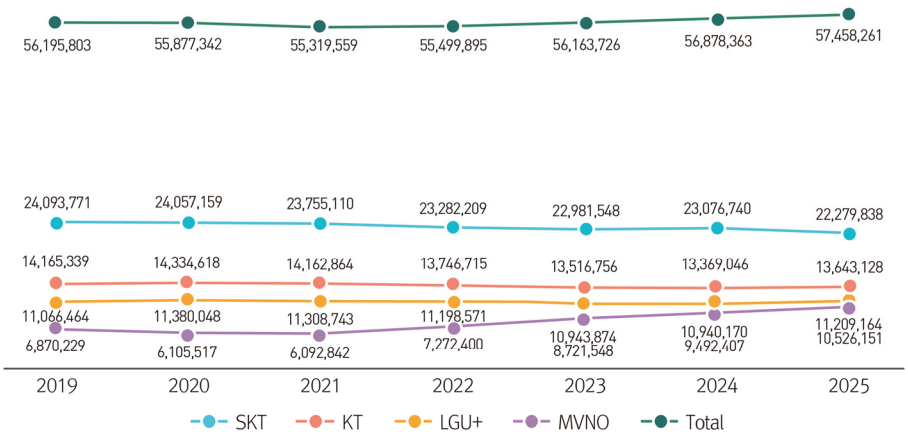
D. Communications Market

The domestic mobile communications market is nearing saturation, with limited growth potential as demographic changes and a maturing subscriber base constrain further expansion. MVNO subscriber numbers continue to rise, but growth remains moderate and the segment is not large enough to drive

the overall mobile communications market. Given that many pay-TV subscribers use bundled plans that include mobile services, slower growth in mobile subscriptions could also weigh on growth across the broadcasting, media, and communications market.

Figure Ⅰ-16. Mobile Communications Subscriptions

(Unit: Lines)



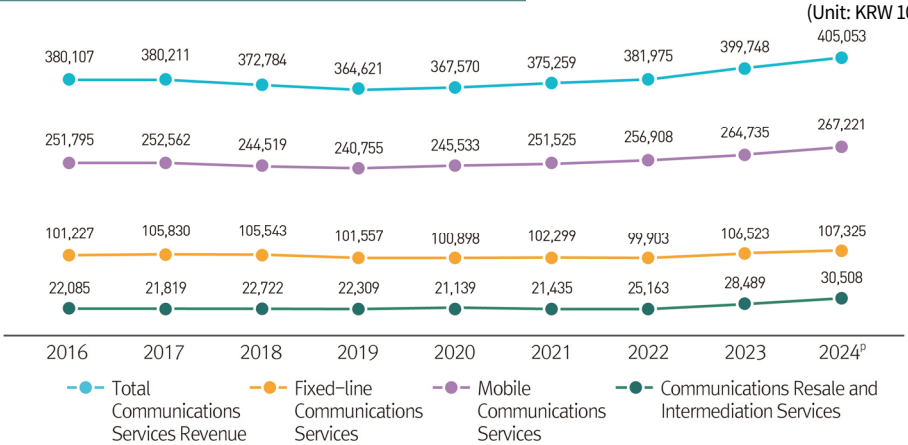
Source Ministry of Science and ICT (February 20, 2026).

Revenue in the communications market also appears to be plateauing. With limited scope for subscriber growth in both fixed-line and mobile communications, this trend is likely to persist for some time.

Nevertheless, the communications service industry remains a large market with wide-ranging effects across industries and is expected to continue serving as a core infrastructure industry within Korea's broadcasting, media, and communications sector.

Figure Ⅰ-17. Communications Services Market Revenue

(Unit: KRW 100 million)



Note P = preliminary.

Source Korea Electronics Association (KEA) (2025).

E. Changes in the Media and Communications Policy Environment

1) Deepening Crisis in the Legacy Media Market

The broadcasting and communications markets face structural constraints that make it difficult to generate new growth. Digital media continues to expand, but the legacy broadcasting industry is under growing pressure as its two main revenue bases—the broadcast advertising market and the pay-TV subscriber market—weaken at the same time. This has raised concerns about traditional broadcasters' ability to sustain their revenue base and remain competitive.

Broadcast advertising revenue is in clear decline, making it increasingly difficult for broadcast content operators to maintain stable revenue under their existing advertising-centered business models. Some operators are developing new revenue streams through digital platforms, but relatively few have the capabilities needed to make this transition.

Pay-TV platform operators also face growing uncertainty over their revenue structure as subscriber numbers and VOD revenue decline and home-shopping transmission-fee revenue may also fall.

The communications market likewise lacks clear new growth drivers. Over the medium to long term, demographic change is expected to reduce the pool of households able to subscribe to communications services, limiting further industry expansion. Against this backdrop, the communications industry increasingly needs to shift from quantitative growth driven by subscriber gains to qualitative growth through more advanced services and new value creation.

2) Growing Need to Respond to an AI-Driven Environment

As AI becomes a core technology across industries, the need for greater AI adoption is also growing in Korea's broadcasting and media industry. However, constraints on funding and limited investment capacity have kept AI adoption and use relatively low in the domestic broadcasting industry.

This has also raised questions about the economic viability of AI adoption. With the broadcasting industry's revenue base weakening, the additional investment required to introduce AI could place greater financial pressure on operators. In particular, as both the broadcast advertising market and the pay-TV subscriber market weaken, expanded AI investment is unlikely to generate direct revenue in the short term. This has become a key consideration for the industry.

These conditions have increased the need for policy support to facilitate the media industry's transition to AI. Government support that reduces operators' investment burden could help improve both production efficiency and user benefits through AI adoption. In this context, the Commission is promoting the introduction of AI and digital technologies throughout the broadcasting and media lifecycle.

At the same time, advances in AI are creating new user protection challenges alongside the benefits they offer. As advanced AI technologies increase the risk of new forms of harm, including hacking, cyberattacks, and the creation of false or manipulated videos, the need to protect users in the digital environment is growing.

Accordingly, the Commission is pursuing policy measures to counter disinformation and illegal online activities, create a safe internet-use environment, and foster a transaction environment in which users' rights and interests are protected. As AI continues to advance, developing a comprehensive user protection framework based on these existing policies will become increasingly important.

3) Growing Need for Legacy Media Regulatory Reform

In Korea, concerns have been raised that the regulatory framework has not kept pace with the development of the media industry. As digital transformation and the spread of AI expose users to increasingly advanced service environments, domestic legacy media operators have argued that the existing regulatory framework constrains innovation and competitiveness.

In particular, regulations focused on traditional media—including broadcast advertising rules and various requirements imposed on pay-TV operators—are increasingly seen as out of step with the changing digital media environment. This has strengthened calls for regulatory reform to improve the competitiveness of the legacy media industry.

In response, the Commission is pursuing reforms to broadcasting and media regulation. Key measures include addressing the regulatory imbalance created by advertising rules that apply only to broadcasting and pursuing legislative amendments to ease pay-TV regulations.

4) Developing an Integrated Legal Framework for Media

As noted above, changes in the domestic media industry are increasing the need to realign the policy framework. Beyond individual policy measures and regulatory reforms, broader structural reform of the media legal framework is also becoming necessary.

As digital transformation and new forms of media increasingly blur the boundaries between media sectors, the existing legal framework is being criticized for failing to reflect the diverse service environment spanning broadcasting, communications, and platforms. This has increased the need for integrated legal reform to improve regulatory parity across media and support balanced growth across related industries.

In response to these changes in the policy environment, the Commission is making the development of an integrated legal framework for media a key policy task. The aim is to consolidate and reorganize the fragmented legal framework, including the Broadcasting Act, the Internet Multimedia Broadcasting

Business Act, and the Telecommunications Business Act, and establish an integrated regulatory system that improves regulatory parity across media and provides a policy foundation for responding to the changing media environment.

KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



II

Status and Policy Objectives of the Korea Media and Communications Commission

II Status and Policy Objectives of the Korea Media and Communications Commission

KOREA MEDIA AND COMMUNICATIONS COMMISSION

1. Overview

Established under the Act on the Establishment and Operation of Korea Media and Communications Commission, the Korea Media and Communications Commission (hereinafter the "Commission") is responsible for regulating broadcast media and communications, protecting users, and handling other matters necessary to ensure the independence of broadcasting. The Commission seeks to ensure the freedom, public nature, and public interest of broadcast media, as well as freedom of expression and users' rights and interests. Through its independent and responsible operation, it also seeks to promote the balanced development of broadcast media and communications, foster a trust-based information environment, and enhance international competitiveness, thereby contributing to the protection of the public's rights and interests and the promotion of public welfare.

The Commission's principal functions include formulating broadcast media policies for terrestrial broadcasting, general-programming and news-reporting program providers (PPs), and pay-TV; investigating and sanctioning prohibited-act violations by broadcasting and communications business operators; formulating and implementing policies to protect broadcasting and communications users; preventing the distribution of illegal and harmful information; formulating and implementing policies on broadcast advertising, broadcast programming, and evaluation; and promoting media diversity.

The Commission consists of seven commissioners, including one Chairperson, one Vice Chairperson, and one standing commissioner; four of the seven are non-standing commissioners. Of the seven commissioners, two, including the Chairperson, are designated by the President, while five are appointed or commissioned by the President upon the recommendation of the National Assembly.[1] As a collegiate body, the Commission deliberates and decides on major matters.

1) Of the five commissioners recommended by the National Assembly, the negotiating group of the political party to which the President belongs or formerly belonged recommends two, including one standing commissioner, while the other negotiating groups recommend three, including one standing commissioner.

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

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

Title of Act	Main Content	History
Act on the Establishment and Operation of Korea Media and Communications Commission	• Legal basis for the establishment of the Commission, its composition, and administrative organization • Affairs under the Commission's jurisdiction and its operating procedures; establishment of the Korea Media and Communications Standards Commission	Enacted: October 1, 2025 Amended: February 19, 2026
Framework Act on Broadcasting Communications Development	• Basic policy directions and master plans for broadcasting communications • Disaster management in broadcasting communications; establishment of the Broadcasting Communications Development Fund	Enacted: October 1, 2025 Amended: October 1, 2025
Broadcasting Act	• Freedom and independence of programming and the public responsibility of broadcasting • Licensing, license renewal, approval, and renewal of approval for broadcasting businesses	Enacted: January 12, 2000 Amended: October 1, 2025
Korea Educational Broadcasting System Act	• Capital and investments of the Korea Educational Broadcasting System • Appointment of officers and composition of the board of directors	Enacted: January 12, 2000 Amended: October 1, 2025
Foundation for Broadcast Culture Act	• Composition of officers of the Foundation for Broadcast Culture • Legal basis for the Broadcast Culture Promotion Fund	Enacted: December 26, 1988 Amended: October 1, 2025
Special Act on Assistance in 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: June 3, 2014 Amended: October 1, 2025
Act on Broadcast Advertising Sales Agencies	• Licensing of broadcast advertising sales agencies and restrictions on their ownership • Balanced development of broadcast advertising	Enacted: February 22, 2012 Amend: October 1, 2025
Internet Multimedia Broadcasting Business Act	• Licensing of internet multimedia broadcast service providers • Guarantee of fair competition	Enacted: January 17, 2008 Amended: October 1, 2025
Act on the Protection and Use of Location Information	• Protection of location information and users • Development of infrastructure for and promotion of the use of location information	Enacted: January 27, 2005 Amended: October 1, 2025
Act on Promotion of Information and Communications Network Utilization and Information Protection	• Creation of a safe environment for the use of information and communications services • Protection of users on information and communications networks	Enacted: May 12, 1986 Amended: January 6, 2026
Telecommunications Business Act	• Classification of telecommunications services and business operators; promotion of competition and fair competition • Protection of telecommunications users	Enacted: December 30, 1983 Amended: October 1, 2025
Radio Waves Act	• Procedure for the distribution, allocation, recovery, and reallocation of frequencies • Procedure for frequency allocation, assignment, withdrawal, and reallocation	Enacted: December 30, 1961 Amended: October 1, 2025

Note: Includes laws jointly administered with the Ministry of Science and ICT.

2. Organization and Functions

A. Organizational Status

Figure Ⅱ-1. Inaugural Commissioners of the Commission[2)]



Chairperson Kim Jongcheol

Graduated from the Department of Public Law, Seoul National University (1988); LL.M., Graduate School of Law, Seoul National University (1990); Ph.D. in Law, London School of Economics and Political Science, UK (1998); Professor, Yonsei Law School (2009–); Vice-Chair, Special Advisory Committee on the People's Constitution (2018); President, Korean Society for Media Law, Ethics and Policy Research (2018–2020); President, Korean Public Law Association (2021); President, Korean Association of Human Rights Law (2023–2024), among others.



Non-standing Commissioner Ryu Shinhwan

Graduated from the Department of Public Law, Seoul National University (1996); completed graduate coursework in criminal policy at Seoul National University Graduate School of Law (1999); passed the 40th Judicial Examination (1998); attorney at Jihyang Law Firm (2013–); executive member, Media Harm Relief Headquarters, Citizens' Coalition for Media Rights (2010–2025); adjunct professor, Seoul National University Law School (2019–2024); review member for internet-newspaper articles, Internet Newspaper Committee (2013–2015); member, Seoul Metropolitan Autonomous-District Council Electoral District Committee (2013), among others.

Under the Decree on the Organization of Korea Media and Communications Commission and Institutions under Its Jurisdiction (Presidential Decree No. 35810, effective October 1, 2025), the Commission comprises a Secretariat, four bureaus, three staff offices, 22 divisions and offices, four teams, and one affiliated agency. Its detailed organizational structure is shown in Figure II-2.

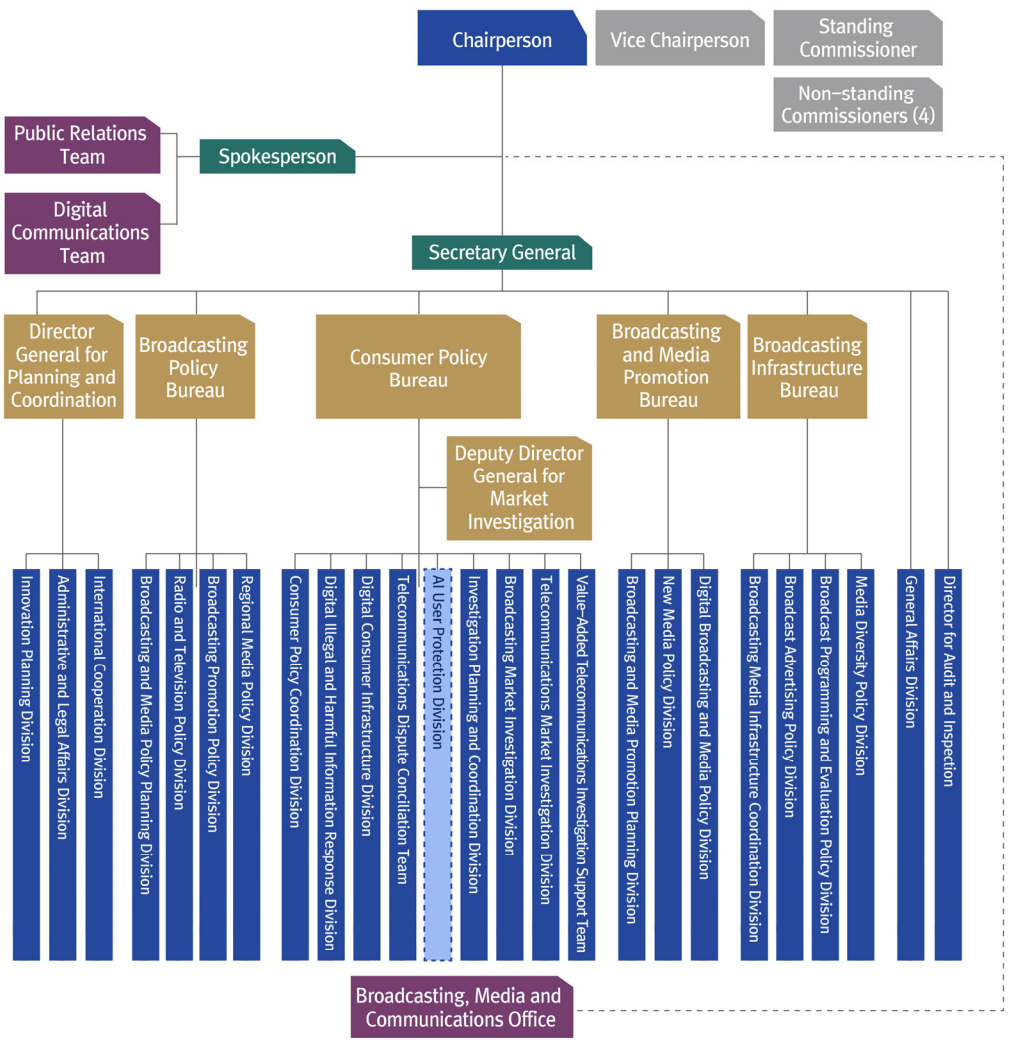
A major institutional change in 2025 was the establishment of the Korea Media and Communications Commission as a central administrative agency under the President on October 1, integrating broadcasting-related functions that had previously been divided between the former Korea Communications Commission and the Ministry of Science and ICT.

The Commission is responsible for the affairs prescribed in Article 11 of the Act on the Establishment and Operation of Korea Media and Communications Commission, including matters relating to the promotion and regulation of broadcasting, the regulation of communications, and the protection of users. It consists of seven commissioners, including one Chairperson, one Vice Chairperson, and one standing commissioner.

2) As of March 31, 2026

The Commission has a Secretariat comprising the General Affairs Division, the Director for Audit and Inspection, the Director General for Planning and Coordination, the Broadcasting Policy Bureau, the Consumer Policy Bureau, the Broadcasting and Media Promotion Bureau, and the Broadcasting Infrastructure Bureau. The Broadcasting Media and Communications Office is an affiliated agency.

Figure Ⅱ-2. Organizational Chart of the Commission



B. Affairs Under the Commission's Jurisdiction and Division of Duties

The affairs under the Commission's jurisdiction, as prescribed in Article 11 of the Act on the Establishment and Operation of Korea Media and Communications Commission, are as follows.

1. Matters relating to the promotion and regulation of broadcasting, including policies for broadcast advertising, programming evaluation, broadcasting promotion planning, broadcasting policy planning, terrestrial broadcasting, broadcasting channels, paid broadcasting, new media, and digital broadcasting;
2. Matters relating to the regulation of communications and the protection of users, including the general supervision of investigation planning, market investigations in broadcasting and communications, protection of broadcasting and communications users, promotion of viewers' rights and interests, internet ethics, and the creation of a sound internet environment;
3. Matters relating to the management of frequencies for broadcasting;
4. Other matters prescribed by this Act or any other statute as the affairs of the Commission.
   (2) Details relating to the affairs of the Commission's jurisdiction under paragraph (1) shall be determined by Presidential Decree.

As a collegial body, the Commission deliberates and decides on the following matters within its jurisdiction pursuant to Article 12 of the Act:

1. Matters relating to the master plan for broadcast media and the master plan for communications regulation;
2. Matters relating to the recommendation for appointment of directors and the appointment of auditors of the Korean Broadcasting System;
3. Matters relating to the appointment of directors and auditors of the Foundation for Broadcast Culture;
4. Matters relating to the appointment of the president, directors, and auditors of the Korea Educational Broadcasting System;
5. Matters relating to the investigation and calculation of media diversity;
6. Matters relating to permission, re-permission, permission for modification, and revocation for terrestrial broadcasting operators and community radio broadcasting operators;
7. Matters relating to approval, re-approval, approval for modification, registration, registration for modification, reporting, reporting on modification, revocation for broadcasting program providers;
8. Matters relating to permission, re-permission, permission for modification, and revocation for satellite broadcasting business operators, CATV broadcasting business operators, CATV relay broadcasting business operators;
9. Matters relating to registration, registration for modification, and revocation for CATV music broadcasting business entities and electric sign board broadcasting business entities;
10. Matters relating to permission, re-permission, permission for modification, revocation, approval, etc. for broadcast advertising sales agencies under the Act on Broadcast Advertising Sales Agencies;

11. Matters relating to permission, re-permission, permission for modification, approval, approval for modification, registration, and revocation for internet multimedia broadcasting business entities under the Internet Multimedia Broadcasting Business Act;
12. Matters relating to the investigation of and sanctions for prohibited acts by broadcasting business entities;
13. Matters relating to the investigation of and sanctions for prohibited acts by broadcast advertising sales agencies;
14. Matters relating to the investigation of and sanctions for prohibited acts by internet multimedia broadcasting business entities under the Internet Multimedia Broadcasting Business Act;
15. Matters relating to the investigation of and sanctions for prohibited acts by telecommunications business entities;
16. Matters relating to the resolution of disputes between and among broadcasting business entities, internet multimedia broadcasting business entities under the Internet Multimedia Broadcasting Business Act, and telecommunications business entities;
17. Matters relating to the resolution of disputes between and among broadcast advertising sales agencies under the Act on Broadcast Advertising Sales Agencies;
18. Matters relating to the handling of viewer complaints and the protection of broadcasting and communications users;
19. Matters relating to the operation of the Community Media Foundation;
20. Matters relating to the guarantee of universal viewing rights;
21. Matters relating to the composition and operation of the Broadcasting Evaluation Committee;
22. Matters relating to the audience share of broadcasting business entities;
23. Matters relating to sanctions, etc. based on deliberations and resolutions by the Korea Media and Communications Standards Commission under Article 18;
24. Matters relating to the composition and operation off regional broadcasting development committees;
25. Matters relating to studies on and support for the promotion and regulation of broadcasting and the regulation of communications;
26. Matters relating to international cooperation for the promotion and regulation of broadcasting and the regulation of communications;
27. Matters relating to the management of broadcasting frequencies;
28. Matters relating to the operation, scheduling, sales, distribution, and transmission of broadcasting programs and advertisements;
29. Matters relating to the establishment, management, and operation of Funds related to broadcasting and communications;
30. Matters relating to dispute resolution, corrective requests, and user protection for value-added telecommunications service providers (excluding matters under the jurisdiction of the Ministry of Science and ICT);
31. Matters relating to the enactment of, amendment to, and repeal of statutes and regulations under the jurisdiction and other rules of the Commission;

32. Matters relating to the budget and budget formulation of the Commission;
33. Matters subject to deliberations and resolutions by the Commission in accordance with to this Act or other statutes.

The detailed division of duties among the Commission's departments and affiliated office is shown in Table II-2.

Table Ⅱ-2. Division of Duties by Department of the Commission

Departments		Duties
Spokesperson	Public Relations Team	• Establish and coordinate public relations plans for matters under the Commission's jurisdiction • Manage external announcements concerning the Commission's work and support briefings • Support media coverage activities • Coordinate, monitor, and evaluate policy communications • Support planned public relations activities by individual departments
	Digital Communications Team	• Establish and implement plans for digital policy communications • Plan and produce digital policy communications content • Operate digital policy communications channels • Prepare for and manage evaluations of digital policy communications • Monitor and evaluate the Commission's digital policy communications activities • Operate the online spokesperson program and policy reporter corps
Director General for Planning and Coordination	Innovation Planning Division	• Establish, consolidate, and coordinate major policies and plans • Manage the Commission's organization and staffing, and provide overall management of various committees • Establish medium-term fiscal management plans, and compile, allocate, and execute the budget • Handle budget expenditures, office operating expenses, fund management, and settlement of expenditure accounts • Manage revenue and claims • Manage national agenda tasks and government innovation initiatives of the Commission and its affiliated agency • Establish, oversee, and coordinate master plans and project plans for informatization • Plan, coordinate, and control national emergency preparedness, security, and disaster management work • Oversee the registration, collection, use, and provision of data • Oversee and support the management, provision, and use of public data
	Administrative and Legal Affairs Division	• Establish and operate plans for performance management and regulatory reform • Review and coordinate relevant statutes and administrative rules • Handle appointments of executives of the Korean Broadcasting System, the Korea Educational Broadcasting System, and the Foundation for Broadcast Culture • Receive, review and archive the Commission's meeting agenda items • Operate the civil petition office and establish and implement comprehensive plans for handling civil petitions • Oversee and coordinate affairs related to the National Assembly and party-government coordination
	International Cooperation Division	• Oversee international cooperation policies, including intergovernmental cooperation related to broadcasting and communications regulation • Conduct negotiations on broadcasting and communications under the WTO, FTAs, and other international frameworks • Implement policies concerning international organizations in the broadcasting and communications field • Handle regulatory cooperation projects with international broadcasting and communications organizations

Departments		Duties
Broadcasting Policy Bureau	Broadcasting and Media Policy Planning Division	• Establish and implement public broadcasting policies • Establish and implement license-fee policies • Establish and implement measures to safeguard the public interest of broadcasting • Enact and amend statutes related to broadcasting business operators under the Commission's jurisdiction
	Radio and Television Policy Division	• Establish and implement terrestrial broadcasting policies • Establish and implement policies on the licensing, license renewal, and modification of licenses for terrestrial broadcasting business operators • Manage and supervise the Korean Broadcasting System (KBS) and the Korea Educational Broadcasting System (EBS) • Establish and implement policies related to broadcasting disasters and disaster broadcasting
	Broadcasting Promotion Policy Division	• Establish policies for general-programming and news-reporting program providers (PPs) and manage their approval and reapproval • Manage broadcasting frequencies, and establish and implement plans for their efficient use • Establish policies for public interest channels and disability-welfare channels, and manage their selection and recognition
	Regional Media Policy Division	• Establish and implement policies related to the development of regional broadcasting • Establish and implement terrestrial DMB policies and manage licensing and license renewal • Manage and supervise the Community Media Foundation and establish and implement media education policies • Establish and implement policies for the promotion of viewers' rights and interests
Consumer Policy Bureau	Consumer Policy Coordination Division	• Oversee policies related to the protection of broadcasting and communications users • Analyze statutes related to the protection of broadcasting and communications users and pursue their enactment and amendment • Collect, analyze, and use information related to the protection of broadcasting and communications users
	Digital Consumer Infrastructure Division	• Develop and promote methods for user identity verification on information and communications networks • Establish and implement measures to prevent the transmission of illegal advertising information • Establish and implement measures to promote sound cyber ethics • Inspect and investigate compliance with user information protection measures on information and communications networks, including access-permission consent procedures by information and communications service providers • Establish and implement a master plan to promote the use of location information
	Digital Illegal and Harmful Information Response Division	• Implement decisions of the Korea Media and Communications Standards Commission regarding communications • Cooperate with relevant agencies to block illegal information on information and communications networks • Protect youth on information and communications networks • Establish policies to prevent the distribution of illegal and harmful information on information and communications networks
	Telecommunications Dispute Conciliation Team	• Mediate telecommunications-related disputes and facilitate settlements • Handle applications for rulings in telecommunications disputes and monitor implementation of rulings • Establish medium- and long-term development plans for telecommunications dispute mediation procedures and systems
	AI User Protection Division	• Establish user protection strategies and legal and institutional frameworks for emerging technologies such as artificial intelligence • Establish user protection policies for the metaverse and other emerging platforms

Departments		Duties
Consumer Policy Bureau	Investigation Planning Coordination Division	• Establish comprehensive plans for broadcasting and communications market investigations • Establish an operating framework for broadcasting and communications market investigations • Oversee and coordinate investigations of prohibited acts • Improve statutes and systems governing prohibited acts and develop related guidelines
	Broadcasting Market Investigation Division	• Investigate prohibited acts by broadcasting business operators, internet multimedia broadcasting business operators, and broadcast advertising sales agencies, and take corrective measures • Improve systems to ensure fair competition in the broadcasting market • Publish financial information on broadcasting business operators and conduct management analyses • Mediate broadcasting-related disputes
	Telecommunications Market Investigation Division	• Investigate prohibited acts by facilities-based telecommunications business operators and take corrective measures • Plan fact-finding investigations into acts by facilities-based telecommunications business operators that harm users' interests • Establish plans for market monitoring and investigations to ensure the fair distribution of mobile communications devices
	Value-added Telecommunications Investigation Support Team	• Investigate prohibited acts by value-added telecommunications business operators and take corrective measures • Prepare fact-finding investigation reports on prohibited acts and violations by value-added telecommunications business operators, and receive and hear statements from interested parties • Plan fact-finding investigations into acts by value-added telecommunications business operators that harm users' interests • Analyze communications market trends, monitor the market, and improve system
Broadcasting and Media Promotion Bureau	Broadcasting and Media Promotion Planning Division	• Establish and implement basic policies for the promotion of broadcasting services and the broadcasting industry • Enact and amend statutes related to broadcasting services and the broadcasting industry, and pursue regulatory reform and institutional improvement • Establish policies to promote competition in broadcasting services and the broadcasting industry, and define broadcasting service markets • Manage the registration, suspension or closure, approval, reapproval, and promotion of program providers (PPs) • Establish and implement policies on home shopping (TV and data) • Conduct research and surveys on broadcasting services and the broadcasting industry
	New Media Policy Division	• Establish and implement basic policies to promote the pay-TV industry • Handle matters concerning the licensing, license renewal, and modification of licenses for pay-TV operators • Establish and implement policies on retransmission approval and channel composition and operation for pay-TV operators • Establish, develop, and support cable broadcasting technology policies
	Digital Broadcasting and Media Policy Division	• Support the production of broadcast programs by broadcasters and the development of production infrastructure • Promote creator media production and foster new industries in related fields • Develop technologies for the smart media industry and foster and support smart media companies • Support the expanded distribution of digital broadcasting equipment and receivers

Departments		Duties
Broadcasting Infrastructure Bureau	Broadcasting Media Infrastructure Coordination Division	• Oversee matters related to the National Assembly, budget, and legislation under the jurisdiction of the Broadcasting Infrastructure Bureau • Enact and amend statutes related to broadcasting deliberation and support the operation of the Korea Media and Communications Standards Commission • Impose sanctions and administrative dispositions on business operators that violate broadcasting deliberation regulations • Manage and supervise Korea Broadcast Advertising Corp. (KOBACO) • Establish and implement the system for guaranteeing universal viewing rights, and enact and amend related statutes • Select and award outstanding programs, and establish and implement plans to make use of award-winning programs
	Broadcasting Advertising Policy Division	• Enact and amend statutes and improve regulations related to broadcast advertising and sponsorship • Manage competition policies for the broadcast advertising sales agency market • Support broadcast advertising for SMEs and establish and implement policies to promote public service advertising • Monitor violations related to broadcasting advertisements and sponsorship announcements of broadcast advertising and sponsorship disclosure requirements
	Broadcast Programming and Evaluation Policy Division	• Enact and amend statutes related to outsourced production, and establish and implement related policies • Establish and implement master plans for broadcasting evaluation, and legislate and revise relevant laws conduct evaluations, and enact and amend related statutes • Issue public notices on broadcast program composition ratios, and establish and implement medium- and long-term broadcast programming policies • Conduct audience evaluation surveys and establish and implement related policies • Support the overseas expansion of over-the-top (OTT) services
	Media Diversity Policy Division	• Establish and implement policies to ensure media accessibility for marginalized groups • Distribute TVs for persons with visual or hearing impairments, and support the production of broadcasts for persons with disabilities • Establish and implement policies to promote media diversity • Establish and implement master plans for assessing competition in the broadcasting market
General Affairs Division		• Manage personnel, awards, disciplinary matters, training, attendance and duty matters, and payroll for public officials of the Commission and its affiliated agency • Provide policy support to Commissioners, manage protocol, and oversee the maintenance and security of Commission facilities
Director for Audit and Inspection		• Administer the Code of Conduct for Public Officials • Register and review asset declarations of public officials of the Commission and its affiliated agency • Handle military service reporting by public officials of the Commission and its affiliated agency • Investigate and handle petitions and misconduct • Conduct audits of the Commission, its affiliated agency, and organizations under its jurisdiction • Process audit findings issued by other institutions concerning the Commission and its affiliated agency • Handle matters related to information protection and security
Broadcasting, Media and Communications Office		• Investigate compliance with broadcast program composition ratios and take related administrative action • Determine whether broadcast programs and animations qualify as domestically produced • Determine whether broadcast programs qualify as broadcast content genuinely produced by external producers • Handle licensing of terrestrial broadcasting auxiliary stations • Take administrative action and conduct investigations regarding illegal spam • Inspect information and communications service providers • Collect administrative fines • Process reports filed by location information business operators, etc.

C. Public Organizations Under the Commission's Jurisdiction and Related Organizations

The public organizations under the Commission's jurisdiction are Korea Broadcast Advertising Corp. (KOBACO) and Community Media Foundation (CMF). Related organizations include the Korean Broadcasting System (KBS), the Korea Educational Broadcasting System (EBS), and the Foundation for Broadcast Culture (FBC). Their legal bases and main functions are shown in Tables II-3 and II-4.

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

Agency	Head	Name	Legal Basis	Key Functions
Korea Broadcast Advertising Corp. (KOBACO)	President	Min Yeong- sam	Article 24 of the Act on Broadcast Advertising Sales Agencies	Carry out support programs for broadcast advertising sales agencies and the balanced development of broadcast advertising
Community Media Foundation (CMF)	Chairperson	Choi Cheol-ho	Article 90-2 of the Broadcasting Act	Promote viewers' participation in broadcasting and enhance viewers' rights and interests

Table Ⅱ-4. Related Organizations

Agency	Head	Name	Legal Basis	Key Functions
Korean Broadcasting System (KBS)	President	Park Jang-beom	Article 43 of the Broadcasting Act	Provide broadcasting services in Korea and abroad as the national public broadcaster, promote broadcast culture, and conduct related activities
Korea Educational Broadcasting System (EBS)	President	Kim Yu-yeol	Article 7 of the Korea Educational Broadcasting System Act	Provide broadcast content in the fields of education, knowledge, information, culture, and general interest, and conduct research and development related to educational broadcasting
Foundation for Broadcast Culture (FBC)	Chairperson	Gwon Tae-seon	Article 5 of the Foundation for Broadcast Culture Act	Conduct research and academic projects to promote and advance broadcast culture

D. 2025 Expenditure Budget

The Commission's 2025 expenditure budget totaled KRW 298.1 billion. Of this amount, KRW 78.3 billion was financed through the General Account and KRW 219.8 billion through the Broadcasting Communications Development Fund. By sector, KRW 90.5 billion was allocated to communications, KRW 207.3 billion to culture and tourism, and KRW 0.3 billion to science and technology. By function, KRW 26.0 billion was allocated to personnel expenses, KRW 3.9 billion to basic operating expenses, and KRW 268.2 billion to major project costs. Details are provided in Table II-5.

Table Ⅱ-5. Details of the Commission's 2025 Expenditure Budget

(Unit: KRW 100 million)

Classification			2024(A)	2025(B)	Change (B-A)	%
Total Expenditure (I + II) (Total = Total Expenditure + Fund Management Costs + Internal Transaction + Surplus Funds)			2,503 (13,018)	2,981 (9,588)	478 (△3,430)	19.1 (△26.3)
By Funding Source	I. General Accounts		491	783	292	59.5
	II. Broadcasting Communications Development Fund (Total = Expenditure + Fund Management Costs + Internal Transaction + Surplus Funds)		2,011 (12,527)	2,198 (8,805)	187 (△3,722)	9.3 (△29.7)
	(1) Expenditure	Subtotal ((a) + (b))	9,012	7,385	△1,627	△18.1
		(a) Korea Media and Communications Commission	2,011	2,198	187	9.3
		(b) Ministry of Science and ICT	7,001	5,187	△1,814	△25.9
	(2) Fund Management Costs		42	41	△1	2.4
	(3) Internal Transactions (Deposit with the Public Capital Management Fund)		382	492	110	28.8
	(4) Indemnification Expenditure (Fund Surplus Management)		3,091	887	△2,204	△71.3
By Sector	☐ Communications		705	905	200	△28.4
	☐ Culture and Tourism		1,798	2,073	275	15.3
	☐ Science and Technology		-	3	3	이관사업
By Function	☐ Personnel Expenses		244	260	16	6.6
	☐ Basic Operating Expenses		47	39	△8	△17.0
	☐ Major Project Costs		2,212	2,682	470	21.2
	(1) Creation of a Fair Competition Environment and a Foundation for Safe Internet Use		294	285	△9	△3.1
	(2) Support for Broadcasting Infrastructure and Protection of Viewers' Rights and Interests		919	892	△27	△2.9
	(3) Promotion of Media Diversity and Broadcast Content Competitiveness		878	850	△28	△3.2
	(4) Operational Support for Broadcasting and Communications		121	117	△4	△3.3
	(5) Promotion of the Content and Broadcasting Industries		-	538	538	이관사업

Note: △ = decrease.

3. Key Policy Achievements in 2024

To support innovation-driven growth in a changing environment, enhance the fairness and transparency of digital media through stronger norms and ethical standards, and restore public trust, the Commission adopted A Trusted and Innovative Global Media Leader as its vision and pursued three policy goals.

The first goal, Establishing the Foundation for Digital and Media Innovation-Driven Growth, focused on building a foundation for media innovation and sustainable growth, revitalizing the broadcasting, communications, and media industries, and fostering fair competition in digital media. The second goal, Reestablishing Media Publicness to Restore Social Trust, focused on enhancing the reliability of digital media, strengthening the public role and public interest of broadcasting media, and reinforcing the public responsibility and public role of public broadcasting. The third goal, Building an Inclusive Digital Society Together with the Public, focused on expanding equitable access to media, fostering a sound digital environment, and strengthening responses to illegal and harmful digital content.

A. Establishing the Foundation for Digital and Media Innovation-Driven Growth

In response to the accelerating digital transformation and structural changes in the media environment, the Commission focused its policy capacity on building a foundation for innovation-driven growth in which legacy and emerging media can grow together. As the expansion of over-the-top (OTT) services, AI-based services, and platform-centered media consumption exposed the limits of the existing regulatory framework for broadcasting, media, and communications, the Commission focused on legal and institutional reforms and industry support suited to the rapidly changing environment. Recognizing that the existing framework alone could no longer adequately address both industry competitiveness and user protection as broadcasting, communications, and platforms converged, the Commission pursued a systematic shift in media policy. Its efforts focused on improving the consistency and predictability of media regulation and creating conditions conducive to industry innovation.

To this end, the Commission worked toward introducing the tentatively titled Audiovisual Media Services Act to comprehensively reorganize the fragmented media regulatory framework currently governed by separate statutes, including the Broadcasting Act, the Internet Multimedia Broadcasting Business Act, and the Telecommunications Business Act, and establish a more integrated regulatory system. Through policy research, expert advisory meetings, roundtables with industry and academia, and comparative reviews of media legislation in major countries, the Commission examined both the

need for an integrated regulatory framework and how such a framework should be designed.

As work on the proposed Act progressed, the Commission expanded discussions on narrowing the regulatory gap between traditional broadcasters and OTT providers and developing a reasonable regulatory framework suited to changing market conditions. The initiative went beyond regulatory consolidation: it was also intended to enhance the competitiveness of the media industry as a whole and foster a fair market environment. For the sustainable growth of the media and content industries, the Commission also continued policy discussions with relevant ministries on rationalizing broadcasting regulations, improving content production and distribution structures, and promoting investment. It explored policy support across the industry lifecycle, from financing at the production stage to strengthening platform competitiveness in distribution and supporting overseas expansion, while incorporating stakeholder views into institutional improvements.

To strengthen the global competitiveness of Korea's OTT industry, the Commission supported international exchange and overseas expansion. The 2024 Global OTT Forum brought together domestic and global OTT companies, content producers, and academic experts to discuss global OTT market trends, overseas expansion strategies, content cooperation models, and applications of AI technology.

The forum helped domestic OTT providers explore overseas markets and build global networks while strengthening the medium- and long-term growth base of the content industry. In particular, the sharing of strategies by global OTT companies and discussions on cooperation among domestic operators helped lay a policy foundation for the continued growth of Korean content in international markets.

The Commission also conducted the 2024 Survey of Overseas OTT Markets and User Behavior, analyzing OTT industry trends in major markets, user consumption patterns, regulatory environments, and demand for and perceptions of K-content. The findings provided baseline data for domestic OTT providers' overseas expansion strategies and government policy development and confirmed the overseas demand and growth potential of K-content and K-OTT.

To revitalize the broadcast advertising industry, the Commission expanded support for the production and airing of broadcast advertisements by small business owners and innovative SMEs, helping stimulate the advertising market and expand sales channels for SMEs. These efforts helped mitigate the structural downturn in broadcast advertising and promote a virtuous cycle across the broader media industry.

B. Reestablishing Media Publicness to Restore Social Trust

To strengthen the public responsibility that media should fulfill as part of the public sphere and restore public trust in fairness and transparency, the Commission pursued both rational institutional reforms in broadcasting, media, and communications and measures to reinforce media's public role. It reviewed and strengthened the institutional foundation needed to preserve broadcasting's public functions amid rapid changes in information distribution driven by digital platforms.

As the influence of traditional broadcasting declined while online content and platform services expanded, it became increasingly important to redefine public responsibility and accountability in the media environment. The Commission therefore sought to balance the preservation of broadcasting's public functions with efforts to strengthen industry competitiveness.

To support stable operations and medium- and long-term investment by broadcasters, the Commission reviewed extending the validity periods of licenses and approvals for terrestrial broadcasters, general-programming program providers, and news-reporting program providers. It also pursued regulatory reforms, including simplifying the categories of broadcast advertising and improving broadcast programming rules. These measures increased broadcasters' autonomy and accountability and gave them greater flexibility to respond to changing viewing patterns and advertising market conditions. For the sustainable development of the broadcasting industry, the Commission also pursued measures to strengthen the competitiveness of broadcast advertising and improve the advertising system, easing operators' burdens and reinforcing the industry's foundation for growth in the digital era.

To strengthen the sustainability and public role of regional broadcasting, the Commission temporarily relaxed the mandatory programming quota for broadcast content genuinely produced by external producers. It also sought to improve production conditions for regional broadcasters and support the production of their own content. The Commission strengthened policy support for community-focused news and cultural content that can help shape local public opinion and sustain local communities. Regional broadcasting plays a key role in community communication and cultural diversity. Accordingly, the Commission expanded institutional support to reinforce its public functions and sustain local media ecosystems.

The Commission also gathered stakeholder views through roundtables with broadcasting-related organizations and industry representatives and joint seminars with academic societies, incorporating them into institutional reforms to improve policy effectiveness. It continued discussions on strengthening media's social responsibility and ethical standards to foster a fair and transparent media environment. Through these efforts, the Commission pursued both stronger public responsibility in broadcasting and greater industry competitiveness, helping re-establish media's public role and restore social trust.

C. Building an Inclusive Digital Society Together with the Public

In response to accelerating digital transformation and structural changes in the media environment, the Commission focused its policy capacity on building a foundation for innovation-driven growth in which legacy and emerging media can grow together. As the expansion of over-the-top (OTT) services, AI-based services, and platform-centered media consumption exposed the limits of the existing regulatory framework for broadcasting, media, and communications, the Commission focused on legal and institutional reforms and industry support suited to the rapidly changing environment.

Through the repeal of the Mobile Device Distribution Improvement Act, the Commission helped create conditions for stronger competition in the telecommunications market and lower device purchase costs for users. Even before the repeal, it sought to encourage competition in handset subsidies and increase user benefits by introducing a "switching subsidy" through an amendment to the Enforcement Decree.

Through policy networks, including a public-private council on AI service user protection and related conferences, the Commission shared domestic and international regulatory trends and policy directions. To reduce risks associated with the spread of generative AI services, it issued user protection guidelines setting out technical and managerial standards for service providers. The Commission also launched the Generative AI User Participation Platform, through which risks reported directly by users were shared with service providers to encourage voluntary improvements.

The Commission significantly strengthened counseling, reporting, and referral services through the Online Damage 365 Center. It provided one-stop counseling and follow-up support for emerging forms of harm involving AI services, including infringements of portrait rights, digital sex crimes, and the spread of false information. It also used accumulated case data to inform policy and institutional improvements and strengthen practical user protection.

To protect the public from illegal spam and illegal and harmful information, the Commission strengthened sanctions against senders of illegal spam and telecommunications business operators that failed to fulfill their management obligations through amendments to the Act on Promotion of Information and Communications Network Utilization and Information Protection. It also strengthened measures against the circumvention of blocks on illegal overseas websites and participated in whole-of-government efforts to address hazardous products and counterfeit goods entering Korea as overseas direct purchases increased. These measures contributed to creating a safer and more trustworthy digital environment.

4. Major Policy Goals in 2025

In response to changes in the media environment, including growing public expectations for media to fulfill its social responsibilities as digital media becomes an increasingly integral part of everyday life, the Commission adopted Realizing a Trusted, Vibrant, and Inclusive Digital and Media Society as its vision and pursued three core policy goals.

First, it focused on Building a Trustworthy Digital and Media Environment by strengthening the foundation of digital trust, creating a safe digital environment, and establishing the public role of media.

Second, it pursued Building a Vibrant Digital and Media Ecosystem by building a foundation for digital and media innovation, improving the broadcasting regulatory framework, and expanding digital and media growth engines.

Third, it sought to Realizing a People-Centered, Digitally Inclusive Society by strengthening the rights and interests of broadcasting, media, and communications users, fostering a fair and mutually beneficial ecosystem, and expanding universal digital and media welfare.

KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



III

Korea Media and Communications Policy Outcomes in 2025

III Korea Media and Communications Policy Outcomes in 2025

KOREA MEDIA AND COMMUNICATIONS COMMISSION

Section 1 Building a Trustworthy Digital and Media Environment

1. Strengthening the Foundation of Digital Trust

A. Strengthening Protection for AI Service Users

1) Operation of the Public-Private Council for the Protection of AI Service Users

As AI services have become more widespread, the environment in which communications services are used has changed, creating a need for new approaches to user protection policy. To examine user protection issues arising from advances in AI technology and changes in the policy environment, the Commission and the Korea Information Society Development Institute (KISDI) convened the Public-Private Council for the Protection of AI Service Users.

Established in July 2024 to address user protection issues arising from advances in AI technology, the council had held two meetings before 2025. In 2025, it met in both the first and second halves of the year to discuss AI-related issues and lay a policy foundation for a safe AI-use environment.

At the third meeting, Professor Sun Ji-won of Hanyang University delivered a keynote presentation titled “Regulating Illegal and Harmful Information Online and Ways to Enhance User Rights Amid the Spread of AI Services.” The presentation highlighted the need for coordinated responses among stakeholders across the AI ecosystem to address emerging risks, including deepfakes and hallucinations.

In particular, it emphasized that AI services can give rise to new forms of harm distinct from those associated with conventional platform services, such as sexually explicit deepfake content and

hallucinations, and that effective responses require close attention to the dynamic relationships among the diverse stakeholders in the AI ecosystem.

Figure Ⅲ-1. Public-Private Council for the Protection of AI Service Users: Photos and Meeting Details



- ㅇ May 15, 2025 — 3rd Public-Private Council
  - Topic: Need to update rules governing illegal and harmful information in communications services in response to the emergence of AI services
  - Key discussion: Review how rules governing illegal and harmful information in communications services should change as the technological environment evolves, and discuss policy and institutional measures to enhance users' rights and interests
- ㅇ December 15, 2025 — 4th Public-Private Council
  - Topic: Measures to ensure the transparency and explainability of AI services and the need for legal regulation

Following Professor Sun's presentation, council members from industry, the legal community, academia, and civil society examined user protection issues from multiple perspectives in light of the changing policy environment. They discussed practical measures businesses could take to enhance users' rights and interests and effective policy directions for the government.

Council Chair Professor Lee Won-woo of Seoul National University emphasized the need to update existing user protection regulations and policy approaches in response to changes in communications service use brought about by the spread of AI. The presentations and discussion also highlighted the need for policy directions that protect users from emerging harms without stifling AI innovation, as well as further policy review to create a safe and trustworthy AI-use environment.

About 30 people attended the meeting, including experts from academia and the legal community in ICT, law, media, and statistics; representatives of consumer and civic groups; representatives of telecommunications carriers and internet companies; and officials from government and public institutions.

At the fourth meeting, Professor Hwang Yong-seok of Konkuk University delivered a keynote presentation titled "Transparency and Technology-Based Self-Regulation in the AI Era." The meeting discussed the need for and appropriate level of transparency for AI services used in broadcasting, media, and communications, as well as self-regulatory measures to enhance AI transparency while minimizing unnecessary regulatory costs.

2) 2025 AI Service User Protection Conference

The Commission convened the 2025 AI Service User Protection Conference in Seoul on November 19 to discuss the respective roles of service providers, users, and the government and to build social consensus on user protection policy. Participants discussed policy directions for creating a safe and sustainable AI service environment and the roles of actors across the ecosystem.

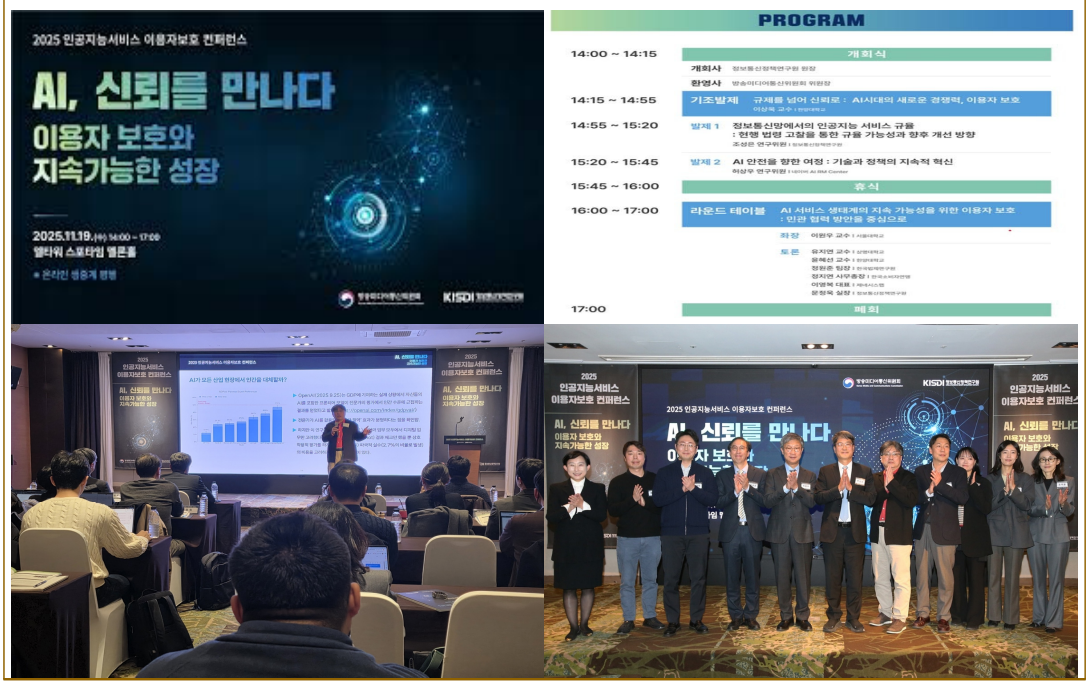
The conference was designed to address emerging user protection issues arising from the rapid development and spread of AI technology, gather stakeholder views, and build public consensus. It was livestreamed on the Commission's YouTube channel (www.youtube.com/@withKMCC).

Under the theme "AI Meets Trust: User Protection and Sustainable Growth," the conference featured a keynote presentation, individual presentations, and a panel discussion. Professor Lee Sang-wook of Hanyang University delivered the keynote presentation, "Beyond Regulation to Trust: User Protection as a New Source of Competitiveness in the AI Era." He argued that policy should move beyond a simple regulation-versus-innovation dichotomy and instead design trust-based institutions that can foster technological innovation.

Dr. Cho Seong-eun of KISDI then introduced the main contents of a draft Guide to Laws and Regulations for AI Service Providers, jointly prepared by the Commission and KISDI. The guide was intended to improve regulatory predictability for service providers amid concerns that the application of existing communications-related statutes to AI services may be unclear. Stakeholder views were gathered following the presentation.

The final presenter, Naver Research Fellow Heo Sang-woo, introduced an internally developed AI risk management framework and emphasized the importance of establishing the technical foundation needed to ensure safety as related systems become increasingly complex. The presentations were followed by an expert discussion on "User Protection Measures for a Sustainable AI Service Ecosystem."

Figure Ⅲ-2. **2025 AI Service User Protection Conference**



Moderated by Professor Lee Won-woo of Seoul National University, the discussion featured Professor Yoo Ji-yeon of Sangmyung University, Professor Yoon Hye-seon of Hanyang University, Team Leader Jeong Won-jun of the Korea Legislation Research Institute, Secretary-General Jeong Ji-yeon of Consumers Korea, CEO Lee Young-bok of Genesis Lab, and Director Moon Jeong-wook of KISDI. The discussion covered ways to efficiently manage potential problems arising from the use of AI across broadcasting, media, and communications services; the division of responsibility between service providers and users; and public-private cooperation, including the role of policy authorities.

Participants also emphasized the need for a minimum user protection framework to support the healthy development of the AI industry. Based on the views raised at the conference, the Commission reviewed policy options for creating a safe and trustworthy AI-use environment.

3) Release of the Guidelines for the Protection of Generative AI Service Users

The Commission released guidelines to prevent harm to users of generative AI services, which generate new content similar to existing content. On February 28, it announced the Guidelines for the Protection of Generative AI Service Users, setting out practical measures that service providers can follow to prevent harm arising from generative AI services involving text, audio, images, and other content. Effective March 28, the guidelines set out four basic principles for generative AI developers and service providers to follow across their services, together with six implementation measures for putting those principles into practice.

Table Ⅲ-1. Six Implementation Measures for Generative AI Services

(1) Protection of Users' Personality Rights: Develop algorithms designed to detect and control elements that infringe personality rights; recognize responsibility for managing outputs; and establish internal monitoring systems and procedures for user reports.

(2) Efforts to Disclose Decision-Making Processes: Notify users when outputs are generated by AI and provide information on the decision-making process of generative AI systems.

(3) Efforts to Respect Diversity: Put in place functional safeguards, such as filtering, to prevent discriminatory or biased use, and establish procedures for reporting risks such as the generation of biased information.

(4) Management of Input Data Collection and Use: Establish procedures for obtaining prior consent to the collection of users' input data and its use for training, and designate responsible personnel within the company to oversee such data.

(5) Responsibility and Participation in Problem Resolution: Define the respective responsibilities of service providers and users and clearly inform the responsible parties of those responsibilities; establish risk management systems, including inspection mechanisms.

(6) Efforts to Promote Sound Content Circulation and Distribution: Provide guidance against generating or sharing inappropriate content, and review and manage whether user inputs and outputs comply with moral and ethical standards.

To improve service providers' acceptance and understanding of the guidelines, the Commission also included examples of good practices in user protection drawn from existing services. The guidelines were developed in response to growing calls for an institutional foundation to protect users' safety and rights as the rapid development of generative AI brings innovative changes to everyday life while also giving rise to serious social problems, including deepfake content used in sexual crimes, discrimination, and bias.

To develop the guidelines, the Commission formed a research group comprising KISDI and AI experts. The group reviewed cases of harm involving generative AI and user protection practices across major domestic and overseas services. To gather stakeholder views, the Commission presented the main provisions of the guidelines at the AI Service User Protection Conference held in September 2024 and held roundtables with major service providers to ensure that the guidelines were practical and feasible.

The guidelines were made available for download from the Commission's website (www.kmcc.go.kr) beginning February 28. After a period of implementation, the Commission assessed whether the guidelines remained appropriate and developed improvement measures based on the results. The guidelines provided user protection standards that generative AI service providers can refer to and established a policy foundation for protecting users' rights and creating a trustworthy AI service environment. The Commission also continued to review policies addressing new user protection issues emerging as AI technologies evolve and strengthened the basis for policy implementation so that society as a whole can benefit from the convenience and advantages of AI in a safe service environment.

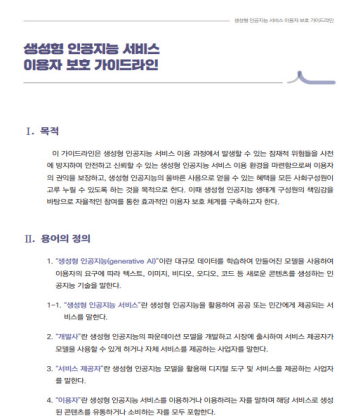
Figure Ⅲ-3. Guidelines for the Protection of Generative AI Service Users

Cover



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Main Content (1)



Main Content (2)



B. Enhancing the Reliability and Transparency of Portals and Platforms

1) Supporting User Protection in the Virtual-Convergence World

On March 24, the Commission visited P&C Solution Co., Ltd., a metaverse technology company in Seocho-gu, Seoul, to review industry conditions and hear about challenges facing the company. P&C Solution demonstrated key services and technologies it had developed in-house, including its MetaLens augmented reality glasses and extended reality (XR) simulations. Participants also exchanged views on the technologies and their potential for further industry development.

A roundtable followed on "Key Issues in Metaverse User Protection and Government Policy Directions," attended by P&C Solution CEO Choi Chi-won and Korea Metaverse Industry Association Vice Chair Choi Yong-gi, among others. Participants discussed the need to foster a healthy industry ecosystem based on fundamental user protection principles, as well as directions for the development of the metaverse industry.

Participants emphasized that, for the metaverse industry to develop into a future growth engine, user protection and technological development need to be balanced and policy needs to reflect conditions in the field. The Korea Metaverse Industry Association stressed the importance of close cooperation between government and industry, as well as continued communication to foster the industry ecosystem and strengthen international competitiveness. P&C Solution similarly emphasized the importance of incorporating industry views into policy and of developing technologies and operating services in accordance with user protection principles.

In 2023, the Commission released the Basic Principles for Metaverse User Protection. The field visit also provided an opportunity to discuss the application of and compliance with the principles in practice.

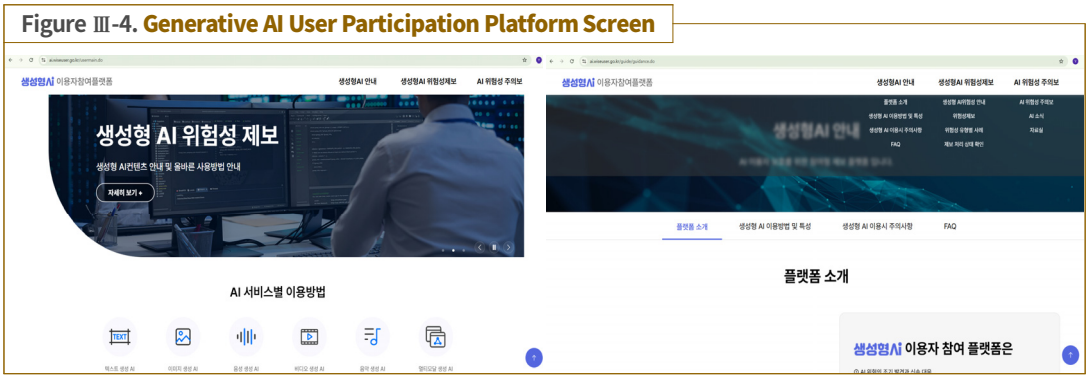
Table Ⅲ-2. **Basic Principles for Metaverse User Protection**

Basic Principles	Main Content
(1) Forming Community Values	Communication and interaction through avatars and other intermediaries should maximize self-realization and freedom of expression while fostering and protecting universal community values based on mutual respect and consideration.
(2) Ensuring User Participation	Users should be able to understand the operating principles and policies of products and services, and appropriate procedures should be in place for them to express their views on key matters concerning their rights and interests.
(3) Mediating User Conflicts	Efforts should be made to reasonably resolve conflicts among users and provide users with choices regarding basic methods of communication and interaction.
(4) Protecting Fair Economic Activities	Transactions involving digital goods and services in the metaverse should be conducted on fair, reasonable, and non-discriminatory terms, and infringement of intellectual property rights should be prevented.
(5) Ensuring Data Control Rights	Users should be guaranteed the right to easily and effectively manage, control, and use data concerning themselves and their avatars.
(6) Pursuing Sustainable Development	Efforts should be made to disclose activities related to the Sustainable Development Goals (SDGs) for products and services and to study the long-term effects of the metaverse on users' physical and mental health and on society, culture, the environment, and the economy.

2) Launching and Operation of the Generative AI User Participation Platform (ai.wiseuser.go.kr)

A dedicated channel was established for reporting various risks, including violence and sexual crimes, that users may encounter while using generative AI services such as ChatGPT. On October 31, the Commission and the Korea Association for ICT Promotion (KAIT) launched the Generative AI User Participation Platform (ai.wiseuser.go.kr), which can also be accessed through the Broadcasting and Communications User Information Portal (www.wiseuser.go.kr).

Figure Ⅲ-4. **Generative AI User Participation Platform Screen**



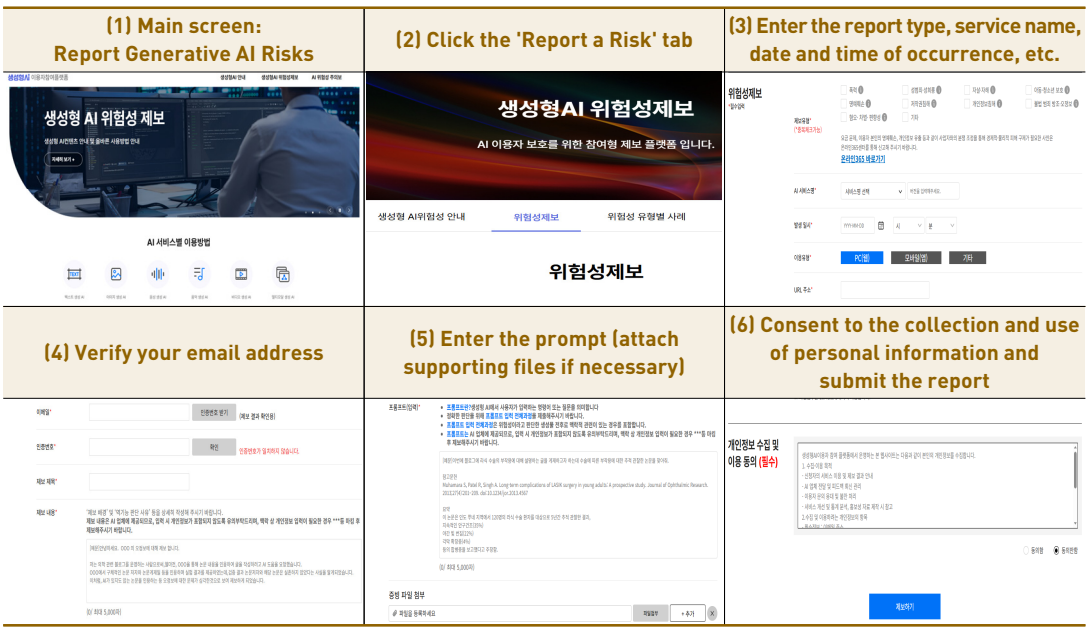
The platform allows anyone to report risks and inconveniences encountered while using generative AI services and to share related information with service providers and other users. It was established in response to the rapid spread of services such as ChatGPT, Claude, and Zeta and the emergence of

risks including violence, sexual crimes, and sexual harassment. By promptly identifying such problems and notifying the relevant service providers, the platform is intended to encourage voluntary service improvements.

Designed as a user participation channel, the platform allows users to report risks and harmful effects they have experienced, provides periodic statistics and analyses of AI-related risks, and offers guidance on the use and characteristics of different types of generative AI services.

Users can report cases involving violence, sexual crimes, sexual harassment, and other risks encountered while using generative AI services. Reports are forwarded to the relevant service providers to encourage voluntary improvements to their services. Reporters can also check the status and outcome of their reports directly. The reports are used for statistics and trend analyses of AI-related risks, and the platform also provides precautions to help users recognize potential risks.

Figure Ⅲ-5. How to Report via the Generative AI User Participation Platform



The platform also provides guidance on how major types of generative AI services, including text, image, and voice services, are used and on their characteristics, together with precautions to help prevent harmful effects. Beginning in February, an expert research group reviewed the platform structure, reporting procedures, and criteria for classifying AI-related risks. Two roundtables with service providers, held in July and September, also gathered a range of views to help ensure that reports would lead to actual service improvements.

Based on reports collected through the platform, the Commission analyzed risks associated with AI services and used the findings in institutional improvements and policy reviews. These efforts laid a policy foundation for promptly identifying and responding to emerging harmful effects.

3) Release of the 2024 Intelligent Information Society User Panel Survey Results

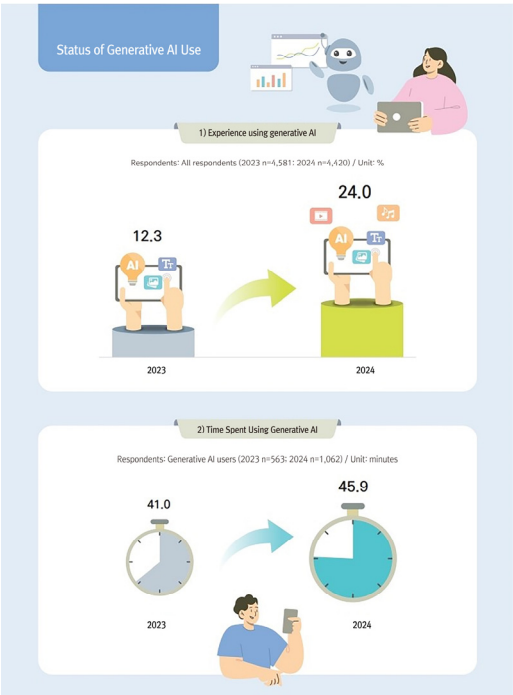
One in four Koreans was found to have used generative AI services such as ChatGPT. The survey also identified concerns about exposure to illegal information and personal data leaks associated with algorithmic recommendation services on portals and YouTube. On May 29, the Commission and KISDI released the results of the 2024 Intelligent Information Society User Panel Survey, which examined users' perceptions, attitudes, and acceptance of intelligent information technologies and services, including AI.

Conducted since 2018 pursuant to the Framework Act on Intelligent Informatization, the survey is intended to support the development of user-centered broadcasting, media, and communications policies in response to the spread of intelligent information technologies and services. It surveyed 4,420 people aged 15 to 69 across all 17 cities and provinces who use a smartphone and access the internet at least once a day. The findings on usage patterns, user perceptions, and key concerns were used to inform the development of user protection policy.

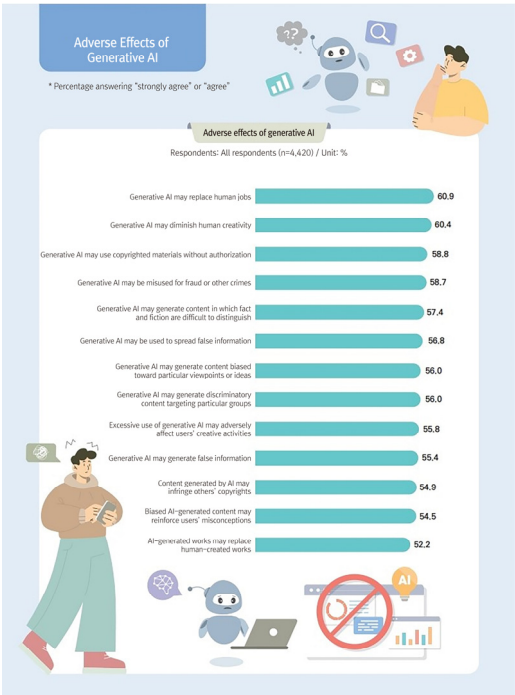
Detailed survey results are available on the Commission's website (www.kmcc.go.kr), the Statistics Korea website (www.kostat.go.kr), and KISDI's AI Service User Policy website (user-archive.kisdi.re.kr), and the survey data were made publicly available for anyone to download.

Figure Ⅲ-6. Key Results of the 2024 Intelligent Information Society User Panel Survey

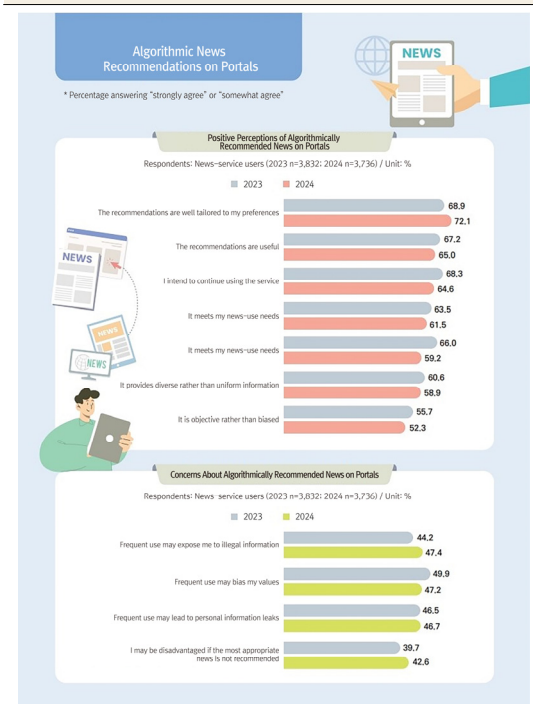
Status of Generative AI Use



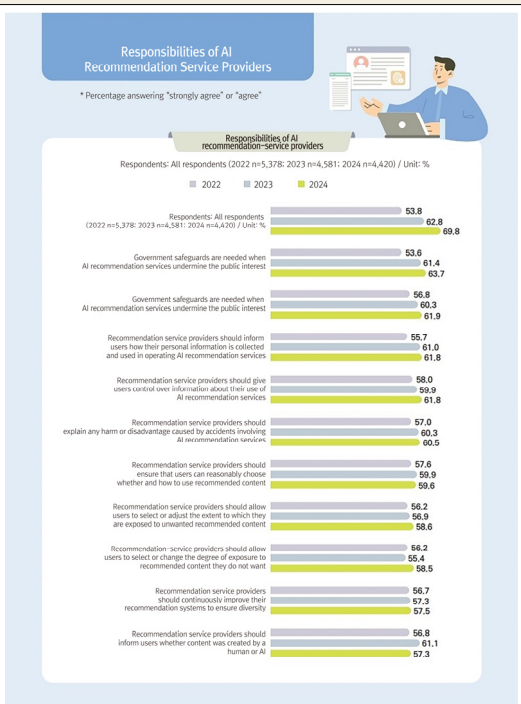
Adverse Effects of Generative AI



Algorithmically Recommended News on Portal Sites



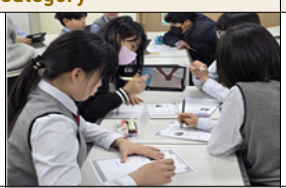
Responsibilities of AI Recommendation Service Providers



C. Responding to Disinformation

The Commission provided tailored information literacy education through Community Media Centers nationwide to help children, youth, older adults, and other groups independently assess information and use it appropriately.

Figure Ⅲ-7. Capacity-Building Education on Responding to Disinformation by Target Group

Category		Main Content
Youth Education		○ Outreach education for middle and high schools - Changes in the information environment, information literacy, examining false information, etc. ※ 24 sessions at 23 schools, with 655 participants
Education for Vulnerable Groups (Older Adults, Persons with Disabilities, etc.)		○ Outreach education at welfare centers for persons with disabilities, senior centers, etc. - Information Search Golden Bell quiz, methods for preventing false information, etc. ※ 61 sessions, with 1,223 participants
Life-Cycle Education (Children, Young Adults, etc.)		○ Outreach education at daycare centers, etc. - Using information safely, sharing information wisely, etc. ※ 52 sessions, with 1,977 participants

Tailored education reflecting the characteristics of individual institutions and learners was provided to middle and high schools nationwide and regional welfare institutions serving older adults, persons with disabilities, and other groups. In-person group training for instructors was also provided to improve the quality of fact-checking education and strengthen instructors' expertise.

Figure Ⅲ-8. In-Person Group Training for Instructors

Instructor Training (Session 1)	Instructor Training (Session 2)	Instructor Training (Session 3)
		

The Commission also held a national fact-checking competition to support fact-checking education for youth. Participating students prepared and presented fact-checking activity sheets, and awards were presented for outstanding activities.

Figure Ⅲ-9. **National Fact-Checking Competition**

Competition Poster	Yonhap News (February 5, 2025): Recruitment of Participating Schools	Education Support
		

To build an international cooperation framework, the Commission held the 2025 International Conference on Countering Disinformation on November 28 under the theme “Tackling Disinformation and Strengthening Information Integrity: Multi-Stakeholder Approach.” The conference provided an opportunity to share response measures and policy approaches from other countries and discuss cooperation among diverse stakeholders, including the media, platforms, and civic groups. Presentations and discussions by Korean and international experts addressed international approaches to enhancing the transparency and reliability of information and emphasized the importance of joint efforts among service providers to counter disinformation.

※ Participating organizations included the OECD, the International Fact-Checking Network (IFCN), and the Australian Communications and Media Authority (ACMA).

Table Ⅲ-3. **Overview of the 2025 International Conference on Countering Disinformation**

Topic	Tackling Disinformation and Strengthening Information Integrity: Multi-Stakeholder Approach
Presentation	Charles Baubion (Head of Information Integrity, OECD); Kelly Mudford (Head of Disinformation and Platforms, ACMA); Professor Jeong Eun-ryung (Semyung University Graduate School of Journalism); Angie Drobnic Holan (Director, IFCN; online); Kim Hyun-soo (Head of Digital Platform Economy Research Lab, KISDI)
Date/Venue	November 28, 2025 / Grand Conference Room, 10th Floor, Post Tower, Myeong-dong, Seoul (live streamed online)
Hosted/Organized by	Hosted by: Korea Media and Communications Commission Organized by: Community Media Foundation
Attendees	Approximately 150 participants, including representatives of government ministries, related organizations, media outlets, and members of the public

2. Creating a Safe Digital Environment

A. Eradicating the Distribution of Illegal and Harmful Information

1) Release of the 2024 Transparency Report on the Handling of Illegally Filmed Materials or the Like

In 2024, domestic and overseas internet service providers, including Naver, Google, and Kakao, deleted or blocked approximately 180,000 items of illegally filmed materials or the like, including sexually explicit false video products. The figure was more than double that of the previous year, reflecting an increase in reports of digital sexual abuse content and stronger measures by service providers to prevent its distribution.

On July 4, the Commission released the 2024 Transparency Report on the Handling of Illegally Filmed Materials or the Like. The report covered 81 internet service providers, including major domestic and overseas value-added telecommunications business operators such as Naver, Kakao, Google, and Meta, and reported on their handling of illegally filmed materials or the like, including sexually explicit false video products and child or youth sexual exploitation materials. The report provides information on measures taken to prevent the circulation of photographs and videos and their copies, compilations, composites, processed products, and their duplicates under the Act on Special Cases Concerning the Punishment of Sexual Crimes, as well as child or youth sexual exploitation materials under the Act on the Protection of Children and Youth against Sex Offenses. It also provides operator-specific information on the receipt and handling of reports, efforts to prevent circulation, the establishment and operation of related procedures, and the designation and training of persons responsible for preventing circulation.

The reporting requirement applies to value-added telecommunications business operators providing services such as social media, online communities, personal internet broadcasting, and online search portals that have annual revenue of at least KRW 1 billion or an average of at least 100,000 daily users, as well as web-hard service providers. During 2024, internet service providers received 231,261 reports of illegally filmed materials or the like, including sexually explicit false video products and child or youth sexual exploitation materials, from users and institutions and organizations authorized to submit reports and request deletion on behalf of victims. Of these, 181,204 items were deleted or blocked from access.

Table Ⅲ-4. **Reports and Handling of Illegally Filmed Materials or the Like over the Past Three Years**

Year	Number of Reports	Number of Deletions/Access Blocks
2024	231,261	181,204
2023	144,813	81,578
2022	218,931	153,491

Note: The number of reports differs from the number of actual deletions and access blocks because many reports are duplicates, concern materials that do not fall within the definition of illegally filmed materials or the like, or concern materials that have already been deleted.

Compared with the previous year, the number of reports increased by 86,448 (59.7%), while the number of deletions and access blocks increased by 99,626 (122.1%). The increases were attributed to greater public awareness of digital sexual abuse content and stronger measures by service providers to prevent its distribution. As harm from digital sexual crimes, including deepfake sexual abuse, increased with the rapid development of AI services, greater emphasis was placed on internet service providers' efforts to prevent distribution and on responsible information management through transparency reporting.

Detailed information from the report is available on the Commission's website (www.kmcc.go.kr), where anyone can download the report. The Commission also conducted on-site inspections of internet service providers to verify the training of persons responsible for preventing circulation and compliance with technical and managerial measures, including pre-filtering, to minimize harm from digital sexual crimes.

B. Preventing Digital Violence

1) Release of the 2024 Cyber Violence Survey Results

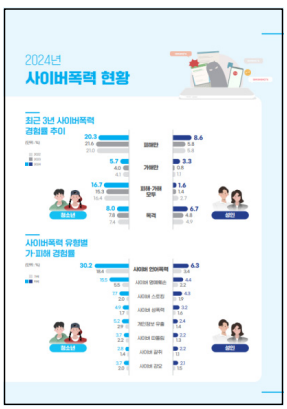
On March 28, the Commission and the National Information Society Agency (NIA) released the results of the 2024 Cyber Violence Survey. Conducted from September to November 2024, the survey covered a total of 17,007 respondents, including students from the fourth grade of elementary school through the third year of high school and adults aged 19 to 69. Data were collected through group interviews, online surveys, and household visits.

The survey found that 42.8% of Korean youth and 13.5% of adults had experienced cyber violence, including online verbal abuse or sexual harassment. The rate was relatively high among male respondents, middle school students, and adults in their 20s, while verbal abuse was the most common type of cyber violence. Compared with the previous year, the rate increased by 2.0 percentage points among youth and 5.5 percentage points among adults. The increase was attributed in part to greater exposure to harmful content, including digital hate speech, which expresses prejudice or discrimination against individuals or groups based on characteristics such as sex,

disability, or religion, and digital sexual abuse content, including illegally filmed or secretly recorded videos.

Based on the survey findings, the Commission expanded its cyber violence prevention policies and developed and distributed educational content focusing on digital hate speech, digital sexual abuse, and cyber verbal abuse. In particular, it expanded hands-on education programs to address cyber violence in the metaverse, where such incidents had increased sharply from the previous year. The Commission also conducted public awareness campaigns, including a creative content competition and Digital Ethics Week, to raise awareness of cyber violence and promote a culture of digital ethics.

Figure Ⅲ-10. Cyberbullying Survey

Survey Report	Key Infographic
	

The Commission also operated a joint interministerial response framework under the Inter-Ministerial Working Council on Cyber Violence Prevention and Response, with participation from seven ministries, including the Ministry of Gender Equality and Family, the Ministry of Education, and the Ministry of Justice. As cyber violence such as digital hate speech and cyber defamation continued to increase, this underscored the need for policies to prevent harm by promoting a sound culture of digital use and strengthening cooperation among relevant organizations. The results of the 2024 Cyber Violence Survey were published on the Korean Statistical Information Service (KOSIS) and were also made available on the Commission's website (www.kmcc.go.kr) and the Digital Ethics website (디지털윤리.kr).

2) Administrative Dispositions against Operators Violating Measures to Prevent the Circulation of Illegally Filmed Materials or the Like

Administrative dispositions were imposed on service providers including Twitter (X), Google, and Meta for violating technical and managerial measures required to prevent the circulation of illegally filmed materials or the like. At its fourth meeting of 2025, held on February 28, the Commission decided to issue corrective orders and impose an administrative fine on seven service providers that had failed to comply with their obligations under the Telecommunications Business Act. Following the Nth Room case in 2019, value-added telecommunications business operators became subject to technical and managerial requirements under the Telecommunications Business Act. Accordingly, the Commission conducted on-site inspections over approximately two years beginning in 2022, covering 91 business operators subject to preliminary-measure obligations.

The inspections examined whether operators had implemented key measures, including establishing functions for reporting illegally filmed materials or the like, restricting the transmission of search results, restricting the posting of information after comparison and identification before posting, and providing users with advance warnings against the circulation of illegally filmed materials or the like. All 91 operators were found to have properly implemented measures related to reporting functions, the handling of reports and deletion requests, restrictions on the transmission of search results, and advance warnings. However, seven operators were found to have violated requirements concerning restrictions on posting after comparison and identification before posting.

Accordingly, the operator that failed to conduct comparison and identification before posting was issued a corrective order and an administrative fine of KRW 15 million. Of the five operators that completed comparison and identification only after information had been posted, three were issued corrective orders, while the two whose violations were relatively minor received administrative guidance. A corrective order was also issued to one operator that had implemented comparison and identification before posting but failed to meet technical requirements, including the required performance assessment.

Table Ⅲ-5. **Major Violations of Measures to Prevent the Circulation of Illegally Filmed Materials or the Like (7 Cases)**

Operator	Violation	Sanction Provision		Details of Disposition
		Corrective Order (Article 92(1)1 of the Act)	Administrative Fine (Article 104(1)3 of the Act)	
X Corp.	Failure to conduct comparison and identification before posting	○	KRW 15 million	Corrective order and administrative fine of KRW 15 million
Meta Platforms, Inc.	Incomplete implementation of comparison and identification measures before posting	○	-	Corrective order
Google LLC		○	-	〃
Naver Co., Ltd.		○	-	〃
Pinterest, Inc.		-	-	Administrative guidance
Mubintech Co., Ltd.		-	-	〃
DCInside Co., Ltd.	Failure to satisfy performance assessment requirements	○	-	Corrective order

Comparison and identification before posting refers to a measure under which the characteristics of information a user intends to post are analyzed and compared with information that the Korea Communications Standards Commission has determined, following deliberation, to constitute illegally filmed materials or the like. Posting of the information is then restricted where it is identified as such.

The inspections covered web hard service providers; providers of services whose main functions include posting and sharing information, such as social media services, online communities, and video-sharing services; and search service providers. The 91 operators inspected were value-added telecommunications business operators with at least KRW 1 billion in information and communications service revenue in the preceding year or an average of at least 100,000 daily users during the preceding three months. In addition to focusing on compliance with the required technical and managerial measures, the inspections examined operators' voluntary measures, including whether they had established plans to prevent the circulation of illegally filmed materials or the like, conducted their own checks for such materials, and provided internal training.

This was the first on-site inspection conducted since the system was introduced. In determining the sanctions, the Commission considered the results of a follow-up inspection conducted approximately one year after the initial inspection in 2022, as well as the operators' efforts to remedy violations and the need for continued investment in preventive measures. As digital sexual crimes involving the circulation of sexually explicit deepfake content generated using AI technology continued, the need to strengthen service providers' responsibility and response measures for preventing the circulation of illegally filmed materials or the like was also emphasized.

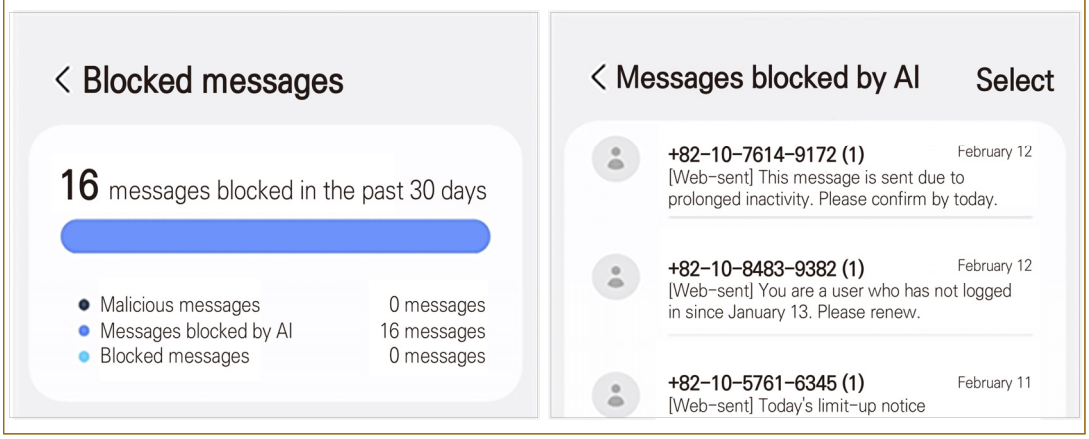
C. Preventing Illegal Spam

1) Automatic Filtering of Illegal Spam Text Messages on Smartphones

Samsung Electronics introduced a malicious message blocking feature on its Galaxy smartphones. On March 25, the Commission, the Korea Internet & Security Agency (KISA), and Samsung Electronics Co., Ltd. announced that they had jointly developed an AI-based malicious message blocking feature to prevent harm from malicious messages involving illegal loans, adult content, gambling, and similar material. The feature was developed as part of the government-wide Comprehensive Measures to Prevent Illegal Spam, announced in November 2024.

The AI-based feature identifies suspected malicious content directly on the device and automatically blocks illegal spam text messages containing sender numbers identified as malicious spam numbers or dangerous URLs.

Figure Ⅲ-11. **Examples of Blocked Messages**



Samsung Electronics first applied the feature to the latest Galaxy smartphones (S25 series) and then gradually rolled it out to existing models through the Android 15 (One UI 7) update. The Commission, KISA, and Samsung Electronics had been jointly developing the feature since September 2024. Users who need to receive an automatically blocked message can selectively review or unblock it under categories such as blocked malicious messages, messages blocked by AI, and messages blocked directly by the user.

The introduction of on-device blocking further strengthened the illegal spam response framework by supplementing the blocking measures already implemented by mobile carriers. Continued cooperation among the relevant institutions and companies also strengthened the foundation for preventing harm from digital crimes such as illegal spam, phishing, and smishing.

Figure Ⅲ-12. AI-Based Blocking of Malicious Messages

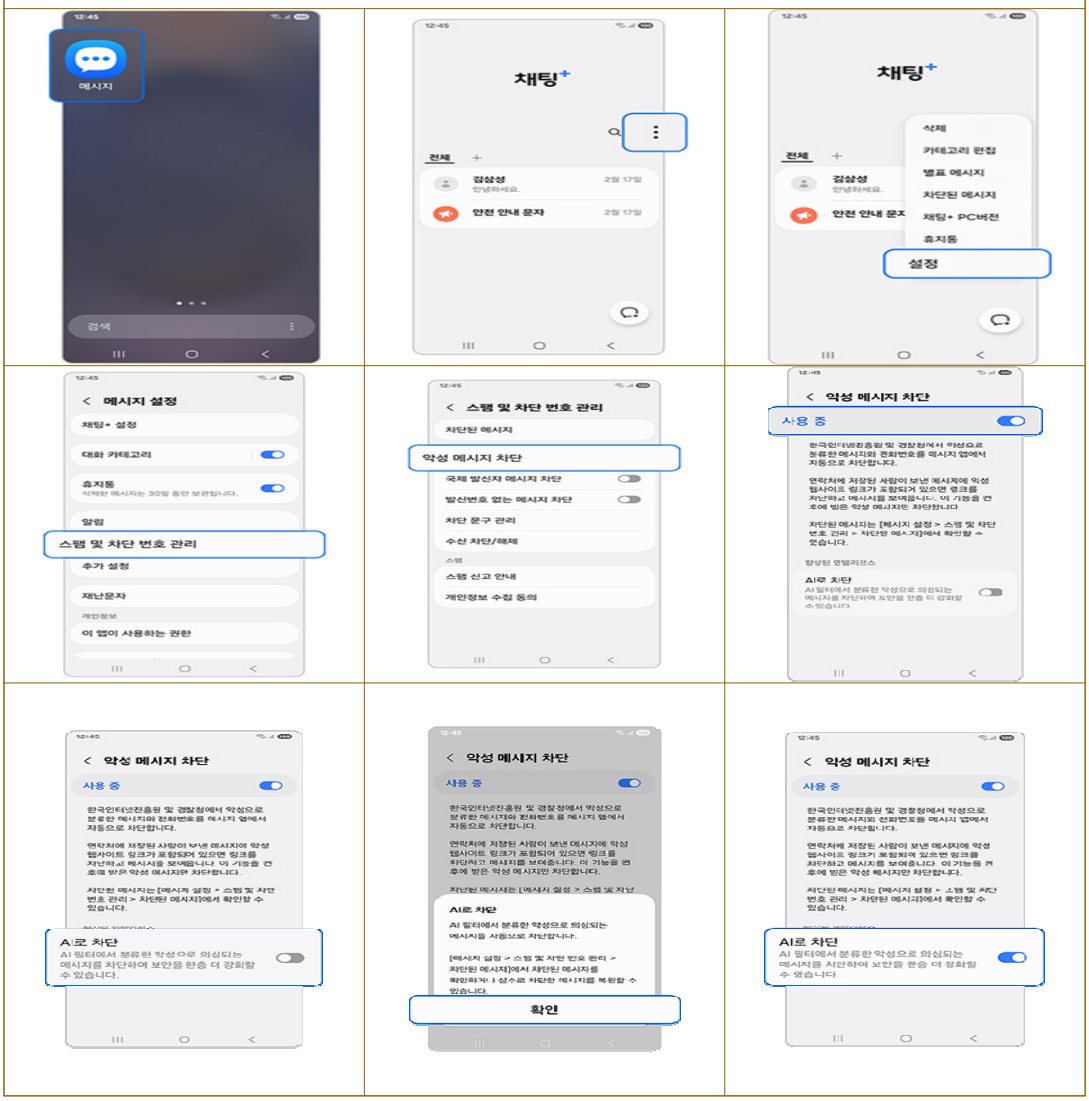


Figure Ⅲ-13. Checking Blocked Messages



2) First Monthly Disclosure of Spam Reports by Bulk-Text Operators

For the first time, the Commission began publishing monthly spam-report data for bulk-text messaging operators. On February 27, it introduced a system for monthly, operator-by-operator disclosure of spam reports for bulk-text messaging services, including text relay companies and text resellers, and made the first disclosure on KISA's Illegal Spam Response Center website (http://spam.kisa.or.kr).

The measure was introduced to encourage reductions in illegal spam by making spam-report counts public and formed part of the government-wide Comprehensive Measures to Prevent Illegal Spam, announced in November 2024. Since 2002, the Commission had published the Spam Distribution Status semiannually to strengthen the responsibility of bulk-text operators and encourage them to reduce illegal spam. The new system expanded this approach by disclosing spam-report data for individual operators every month.

Beginning with the first monthly disclosure, the data covered not only text relay companies that transmit bulk text messages to mobile carriers but also text resellers that provide bulk-text messaging services to general users. Text resellers are special value-added telecommunications business operators registered under the Telecommunications Business Act; approximately 1,163 were registered as of January 2025. Detailed spam-report data were disclosed for the 50 text resellers with the highest report volumes. On-site inspections were conducted to determine whether operators with high report volumes had violated the Act on Promotion of Information and Communications Network Utilization and Information Protection. Operators found to have violated the Act received corrective orders and administrative fines. The Commission also worked with mobile carriers and text relay companies to impose sanctions under the Mass Text Message Transmission Operator Qualification Certification System, including suspension of text transmission, revocation of certification, and reductions in text transmission speed.

The system was intended to encourage operators to take greater responsibility and respond proactively to illegal spam. It also underscored the importance of voluntary action and stronger management by messaging operators in reducing illegal spam. KISA established an operating framework under which monthly spam-report data are regularly published around the 10th of each month on the Illegal Spam Response Center website (http://spam.kisa.or.kr).

3) Spam Reports Drop Nearly 30% in Six Months in the Second Half of 2024

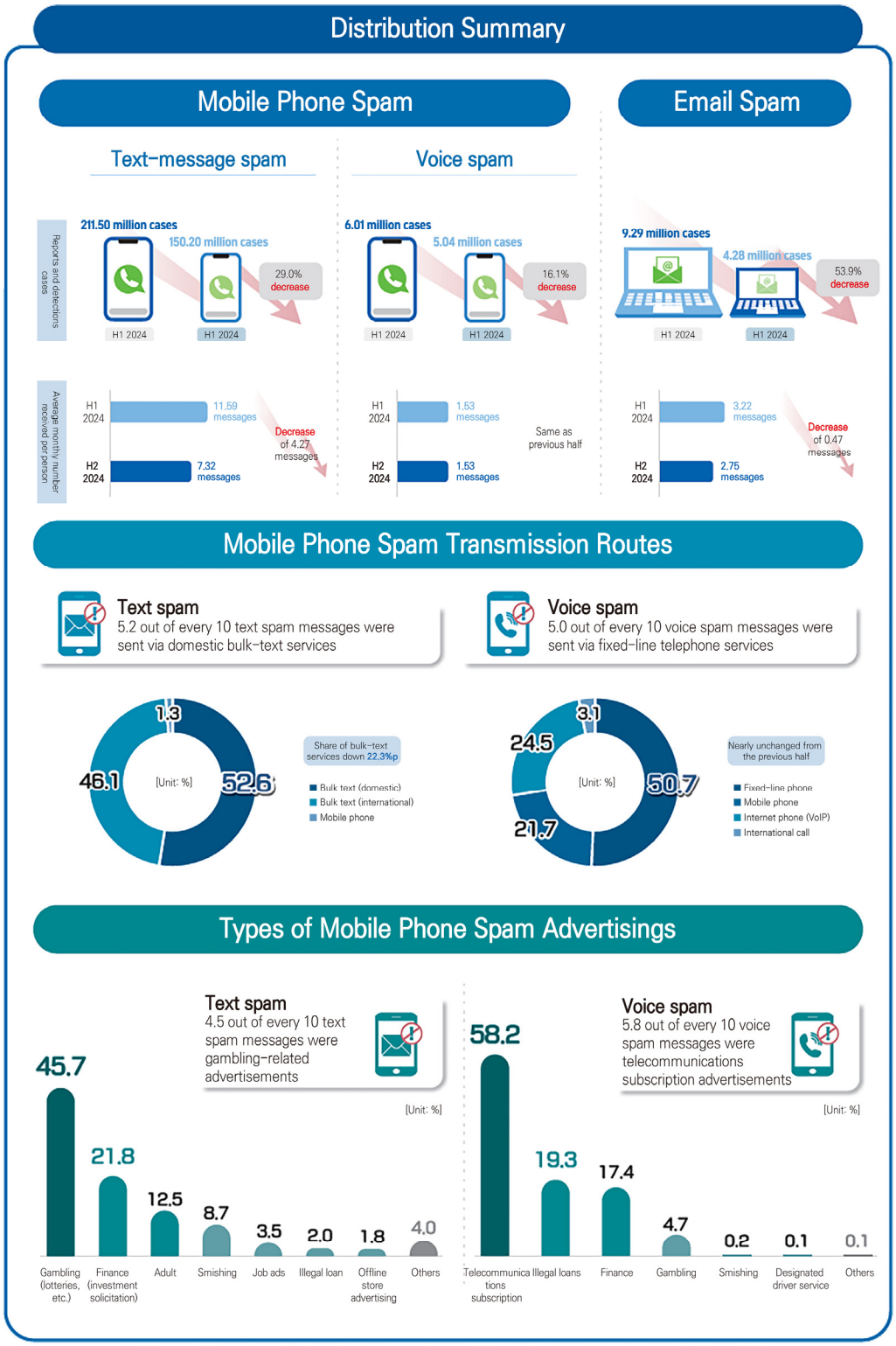
Spam reports, which had surged in the first half of 2024, fell by nearly 30% in the second half, reversing course within six months. The decline was attributed to measures including preemptive blocking at the text transmission stage, stronger oversight of service providers, and the introduction and implementation of government-wide countermeasures. On March 28, the Commission and the Korea Internet & Security Agency (KISA) released the Spam Distribution Status for the Second Half of 2024. The report, prepared to help prevent harm from malicious messages involving illegal loans, adult content, gambling, and similar material and to support policy responses, covers two areas: the average monthly number of spam messages received per user via text messages, voice calls, and email; and spam reports submitted to KISA or detected and blocked by KISA's own detection systems.

The survey on spam reception in the second half of 2024 was conducted from November 5 to 11 among 3,000 mobile phone and email users aged 12 to 69 nationwide. Illegal spam, which had increased sharply in the first half, declined across all categories in the second half. This was the first time in five years that all categories had recorded declines. Compared with the first half of 2024, the average number of spam messages received per user fell by 29.0%, while the number of spam reports and detections fell by 29.7%. The Commission assessed that the declines demonstrated the tangible effects of the government's measures.

In November 2024, the government introduced the government-wide Comprehensive Measures to Prevent Illegal Spam, which included strong measures to eradicate illegal spam. These included imposing penalty surcharges on mobile carriers, text relay companies, and resellers that condone or fail to prevent illegal spam; restricting unqualified operators from entering the bulk-text messaging market; and removing problematic operators from the market. The measures also established a two-stage blocking system covering both the sending and receiving stages and strengthened the blocking of illegal spam originating overseas.

Together, these measures strengthened the response framework for minimizing harm to users from spam. The decline in illegal spam in the second half was attributed in particular to emergency inspections of bulk-text messaging operators, the introduction of on-device spam blocking on smartphones, and preemptive blocking at the sending stage for problematic operators identified on blacklists.

Figure Ⅲ-14. Key Statistics on Spam Distribution in the Second Half of 2024



Survey respondents received an average of 11.60 illegal spam messages per month in the second half of 2024, 4.74 fewer than the 16.34 recorded in the first half. Spam reports and detections totaled 159.52 million, down 67.28 million, or approximately 29.7%, from 226.80 million in the previous half.

Table Ⅲ-6. Average Monthly Number of Spam Messages Received per User in the Second Half of 2024

(Unit: messages)

Category		Second Half of 2023	First Half of 2024	Second Half of 2024	Change from Previous Half
Mobile Phone	Text Message Spam	8.91	11.59	7.32	△4.27
	Voice Spam	1.47	1.53	1.53	-
	Subtotal	10.38	13.12	8.85	△4.27
Email		3.11	3.22	2.75	△0.47
Total		13.49	16.34	11.60	△4.74

Note: △ = decrease.

The average number of mobile text spam messages received per user was 7.32, down 4.27 from 11.59 in the previous half. Financial and gambling-related spam, including investment solicitation, still accounted for a high share of 62.6%, and users were therefore advised to remain cautious. The average number of voice spam messages received per user remained unchanged at 1.53, while the average number of email spam messages fell by 0.47 to 2.75.

Spam reports submitted by users to KISA and spam detected by KISA's own detection systems totaled 159.52 million, down approximately 29.7% from 226.80 million in the previous half. Of these, mobile text spam reports and detections totaled 150.20 million, down approximately 29.0%, or 61.30 million, from 211.50 million in the previous half.

Table Ⅲ-7. Spam Reports and Detections in the Second Half of 2024

(Unit: 10,000 cases, %)

Category		Second Half of 2023	First Half of 2024	Second Half of 2024	Change from Previous Half	
Mobile Phone	Text Message Spam	18,509	21,150	15,020	△6,130	△29.0%
	Voice Spam	490	601	504	△97	△16.1%
	Subtotal	18,999	21,751	15,524	△6,227	△28.6%
Email		1,653	929	428	△501	△53.9%
Total		**20,652**	**22,680**	**15,952**	**△6,728**	**△29.7%**

Note: △ = decrease.
Figures include spam reports received by KISA and spam detected through the spam-trap system, among other sources.

Text spam originating domestically accounted for 53.9% of the total, down 22.5 percentage points from 76.4% in the previous half. By contrast, text spam originating overseas accounted for 46.1%, up 22.5 percentage points from 23.6%. Voice spam reports and detections totaled 5.04 million, down 970,000, or 16.1%, from the previous half. Telecommunications subscription advertisements and illegal loan spam accounted for the largest shares, underscoring the need for users to remain particularly cautious.

The Commission continued to implement the detailed action items under the Comprehensive Measures to Prevent Illegal Spam and emphasized the need to further strengthen the response framework so that the public can experience tangible improvements.

4) Release of the Spam Distribution Status for the First Half of 2025

On November 7, the Commission released the Spam Distribution Status for the First Half of 2025, which showed tangible effects from the government's Comprehensive Measures to Prevent Illegal Spam. The survey was jointly conducted by the Commission and the Korea Internet & Security Agency (KISA). In May, 3,000 mobile phone and email users aged 12 to 69 nationwide were surveyed on the number of spam text messages, calls, and emails they had actually received. The total number of reported and detected spam text messages in the first half of 2025 was 31.93 million, down approximately 85%, or 179.57 million, from 211.50 million in the same period of 2024.

The government pursued legislative amendments to restrict unqualified operators from entering the bulk messaging market and to remove problematic operators from the market. At the same time, industry participants, including mobile carriers and device manufacturers, strengthened illegal spam filtering, restricted new subscriptions by illegal spammers, and reduced text transmission speeds.

The survey results were published on the relevant websites. Video and image materials were also produced and distributed to explain how to report different types of illegal spam, including spam text messages and calls. Institutional improvements were also pursued, including an amendment to the Enforcement Decree of the Telecommunications Business Act to implement the Mass Text Message Transmission Operator Qualification Certification System and the preparation of an amendment to the Act on Promotion of Information and Communications Network Utilization and Information Protection to recover unfair gains related to illegal spam.

Figure Ⅲ-15. **Key Statistics on Spam Distribution in the First Half of 2025**

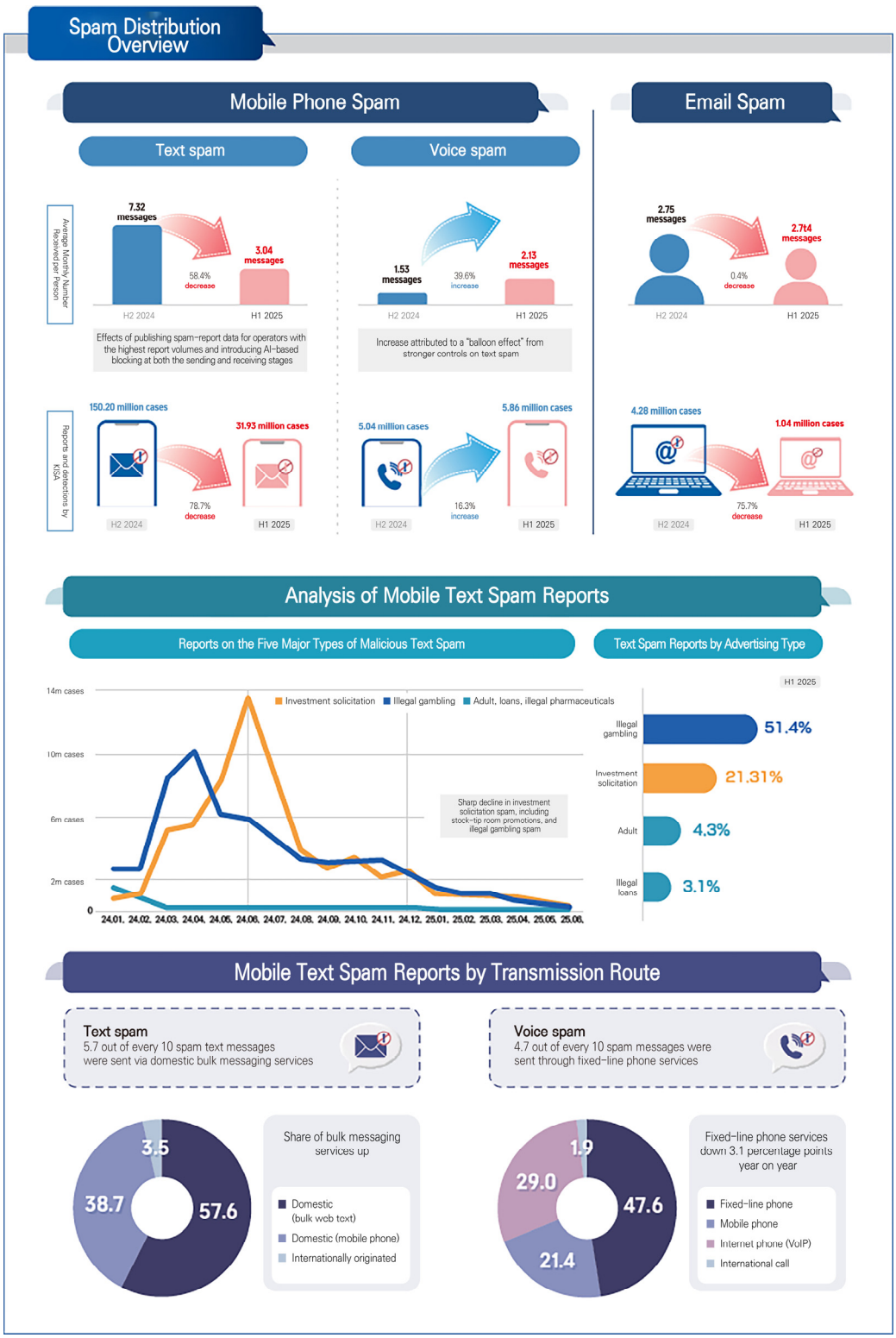


Table Ⅲ-8. **Spam Data Samples and Analysis Items**

Category		Sample Data	Data Items Analyzed
Daily Average Number Received per Person	Mobile phone	o KISA mobile phone spam reception survey data* (survey conducted by a professional research firm)	o Reply number, receiving carrier, spam type, spam content, etc.
		* 1,500 mobile phone users aged 12–69 nationwide were selected, and the spam they actually received was measured using a dedicated mobile app during the seven-day survey period in each half of the year.	
	Email	o KISA email spam reception survey data* (surveyed by a professional research firm)	o Time received, email subject, sender email address, receiving portal provider, etc.
		* 1,500 email users aged 12–69 nationwide were selected, and the spam they actually received was measured using a dedicated email program installed on a PC during the seven-day survey period in each half of the year.	
Reports and Detections	Mobile phone	o KISA spam reports and mobile phone spam-trap detection data*	o Sender number, reply number, sending carrier, spam type, spam content, etc.
		* A system that detects text and voice spam received at approximately 18,000 virtual mobile phone numbers.	
	Email	o KISA email spam-trap* detection data (semiannual, KISA in-house analysis)	o Sending IP address, time received, sending ISP, country of origin, etc.
		* A system that detects spam received at approximately 130,000 virtual email addresses.	

5) On-Site Inspection of Illegal Bait Text Messages Exploiting the SKT Cyber Breach

To address the risk of illegal spam exploiting public anxiety over the SKT cyber breach, the Commission conducted an on-site inspection. On May 14, it visited the Korea Internet & Security Agency (KISA) in Naju, Jeollanam-do, to review trends in spam reports related to the breach and the response measures in place. The inspection covered the illegal spam response framework and user protection measures related to the incident.

At KISA's Illegal Spam Response Center, officials briefed the Commission on breach-related spam reports and response measures. The Commission also reviewed the center's operations and heard from investigators about difficulties encountered in the field. Participants discussed the need to strengthen monitoring of spam reports to address the possible spread of bait text messages exploiting the breach, as well as coordinated responses among relevant agencies to prevent further harm from phishing and smishing.

Particular emphasis was placed on strengthening responses to breach-related illegal spam in cooperation with the Ministry of Science and ICT, the National Police Agency, and other relevant agencies, while maintaining an effective on-the-ground response system to prevent harm to the public. A user advisory had been issued on May 2 warning of possible malicious spam related to the SKT cyber breach; the Commission and KISA subsequently strengthened inspections and monitoring of illegal spam.

6) Preventing Illegal Spammers from "Number Switching"

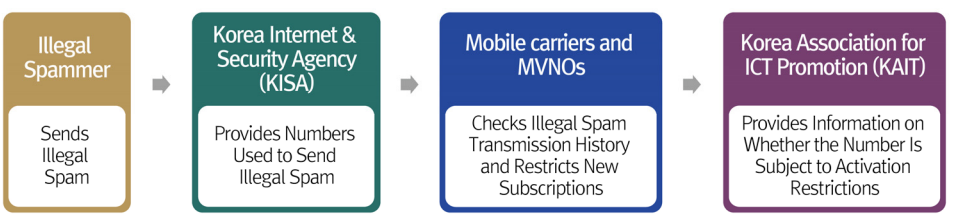
A new measure was introduced to restrict new mobile subscriptions by users with a history of sending illegal spam. On August 13, the Commission, the Korea Internet & Security Agency (KISA), and the

Korea Association for ICT Promotion (KAIT) announced the Enhanced Subscription Restriction Measure for Illegal Spammers, which took effect on August 14.

The measure, part of the Comprehensive Measures to Prevent Illegal Spam announced jointly by relevant ministries in 2024, is intended to structurally prevent malicious text messages by blocking illegal spammers from activating new lines. Mobile carriers had already barred illegal spammers from new subscriptions for one year. However, some spammers evaded the restriction by canceling their numbers before it was imposed, taking advantage of the fact that carriers no longer retained information on subscribers who had canceled their lines.

By repeatedly canceling numbers used to send illegal spam and opening new lines, spammers could circumvent the one-year restriction. The new system therefore enables real-time sharing of information on illegal spammers among all mobile carriers over KAIT's network.

Figure Ⅲ-16. Procedure for Enhanced Subscription Restrictions on Illegal Spammers



The measure was applied to the three major mobile carriers beginning in mid-August, and more than 60 mobile operators, including MVNOs, completed preparations by the end of August for full implementation. It was also designed to cover spammers who had canceled their numbers before the measure took effect. When a customer requests activation of a new number, the mobile operator can check KAIT's network and reject the subscription if a history of illegal spam transmission is confirmed.

The measure established a framework for preventing illegal spammers from repeatedly opening new lines and strengthened protections against harm caused by malicious text messages.

7) Government, Mobile Carriers, and Messaging Service Providers Review Measures Against Illegal Spam

Government agencies, the three major mobile carriers, and bulk messaging service providers met to share the current status of illegal spam and discuss future response measures. On April 10, the Commission and the Ministry of Science and ICT held the second plenary meeting of the Public-Private Council on Illegal Spam in Seoul to review progress in implementing the Comprehensive Measures to Prevent Illegal Spam.

Co-hosted by the Commission and the Ministry of Science and ICT, the meeting was attended by relevant government agencies, including the Personal Information Protection Commission and the National Police Agency; specialized organizations such as the Korea Internet & Security Agency (KISA); the three major mobile carriers, KT, LGU+, and SKT; device manufacturers including Samsung Electronics; and bulk messaging service providers. Approximately 30 participants reviewed progress on the five strategies and twelve action tasks under the Comprehensive Measures to Prevent Illegal Spam, announced in November 2024, and shared the schedule for further implementation.

The Commission reported on major initiatives, including monthly disclosure of spam reports by operator, AI-based blocking of malicious text messages and malicious messages originating overseas, reductions in transmission speeds for text relay companies, and restrictions on repeated new line activations by illegal spammers. Other government agencies reported on measures to prevent unqualified operators from entering the bulk messaging market, block malicious illegal spam messages at the sending stage, use identification systems to control message transmission, and preemptively block bulk messages originating overseas.

Participants also reviewed the status of the amendment to the Telecommunications Business Act and a proposed amendment to the Act on Promotion of Information and Communications Network Utilization and Information Protection aimed at preventing illegal spam. They agreed on the need for further institutional improvements and to cooperate in developing the necessary subordinate legislation.

Figure Ⅲ-17. Five Strategies and Twelve Action Tasks of the Comprehensive Measures to Prevent Illegal Spam

Recovery of Illicit Gains at All Stages of Illegal Spam Transmission	① Impose penalty surcharges on illegal spammers and service providers that condone or fail to prevent illegal spam ② Confiscate criminal proceeds from illegal spammers
Normalization of the Bulk Messaging Market	③ Prevent unqualified operators from entering the bulk messaging market ④ Suspend operations and remove problematic service providers from the market
Strengthening Measures to Block Illegal Spam Transmission	⑤ Block spoofed sender numbers and address vulnerabilities in messaging services ⑥ Block malicious illegal spam messages at the sending stage ⑦ Use identification systems to block messages sent through text resellers
Strengthening Measures to Block Illegal Spam Reception	⑧ Enhance AI-based spam filtering and provide warnings about malicious spam ⑨ Strengthen the blocking of illegal spam originating overseas ⑩ Create a safe mobile phone use environment
Establishing a Governance System for Blocking Illegal Spam	⑪ Strengthen interagency cooperation ⑫ Establish a permanent public-private consultative body

The three major mobile carriers implemented measures to prevent harm to users, including reducing processing times for illegal spam filtering, blocking the sending and receipt of malicious spam, and providing advisory messages to recipients of spam texts. Spam reports and detections subsequently fell by approximately 30% from the first half of the year, a result attributed to the public-private response framework involving both government and industry.

The Public-Private Council on Illegal Spam was launched in December 2024 to strengthen cooperation and coordination between government agencies and private-sector service providers. Since then, the council has supported ongoing monitoring of service providers' compliance with their obligations to block illegal spam and the development of a joint response framework for operators engaged in illegal activities.

Table Ⅲ-9. Participating Organizations in the Public-Private Council on Illegal Spam

Category	Participating Organization(s)
Government Ministries and Agencies	Commission
	Ministry of Science and ICT
	Personal Information Protection Commission
	National Police Agency
Specialized Organization	Korea Internet & Security Agency (KISA)
Three Major Mobile Carriers	SKT
	KT
	LGU+
Device Manufacturer	Samsung Electronics
International Call Service Providers	SK Telink
	Korea Cable Telecom
	Dreamline
Bulk Messaging Service Providers	SKB
	Infobank
	Daou Technology
	Gemtech
	SureM
	CJ OliveNetworks
	Standard Networks
	KP Mobile
Related Associations	Korea Communications Users' Protection Association (KCUP)
	Korea Telecommunications Operators Association (KTOA)
	Special Value-Added Telecommunications Messaging Operators Association (SMOA)
Platform Operators	Kakao

8) Review of Illegal Spam Responses and Other Measures by the Three Major Mobile Carriers

The Commission reviewed the three major mobile carriers' responses to illegal spam, information protection measures, and user protection plans. On May 21, it met with the carriers at the Seoul office of the Korea Internet & Security Agency (KISA) in Songpa to review their illegal spam response

measures and systems in connection with the SKT cyber breach.

Figure Ⅲ-18. Efforts to Prevent Harm from the SKT Cyber Breach and KT Mobile Micropayment Fraud



The review was conducted to address the risk of spam text messages exploiting public anxiety and to verify the carriers' user protection measures. SKT, KT, and LGU+ briefed the Commission on their responses to illegal spam and user protection measures, while KISA shared information on illegal spam and bait text messages reported following the SKT cyber breach.

The review was attended by the President of KISA and vice presidents of SKT, KT, and LGU+, among others. Participants also discussed cases of spam and "anxiety marketing" that exploited public concern following the SKT cyber breach.

Figure Ⅲ-19. Examples of Illegal Spam Text Messages

Text Message Containing a URL	Text Message Prompting the Recipient to Call
[SKT USIM Card Arrival Notice] The USIM card you reserved has arrived at the store. Please use the URL below to verify your identity before visiting. https://bit.fkgr.rkckse	"Boss, this is Manager ○○. My phone was hacked and my USIM stopped working. Please contact me at this number if you have any urgent instructions."

The review highlighted the importance not only of blocking illegal spam but also of protecting users by supporting digitally vulnerable groups and strengthening customer service. In SKT's case, participants reviewed measures including a USIM replacement service for digitally vulnerable groups such as older adults and stronger customer center support. They also examined the operation of customer-facing services provided by counselors and retail store staff.

The Commission also issued an advisory on bait-message scams related to the SKT cyber breach, strengthened harm prevention education for vulnerable groups, and conducted on-site inspections of mobile retail outlets and identity verification services. These measures were intended to ease public concerns and prevent secondary harm.

3. Establishing the Public Role of Media

A. Enhancing the Quality of Public Services

1) Enhancing Transparency in TV License Fees

The Commission worked to enhance the quality of public services by improving transparency in TV license fees, reforming the legal framework for public broadcasting, pursuing the introduction of a public broadcasting agreement system, and supporting the production of public broadcasting content. These efforts were intended to strengthen the public responsibility and public-interest role of public broadcasting and foster a public media environment that earns public trust.

Following the April 22, 2025 amendment to the Broadcasting Act, which changed the TV license fee collection method from separate billing to combined billing, the Commission supported the stable implementation of the new system. From May to September 2025, it reviewed the progress of the TV license fee collection agreement between KBS and the Korea Electric Power Corporation (KEPCO). Beginning in September, it also reviewed KBS's public information activities and implementation plans for combined billing to prevent overpayments and underpayments during the transition. The Commission also prepared to amend the Enforcement Decree of the Broadcasting Act in line with the amended provisions on combined billing. In addition, it exempted television receivers owned by affected households in designated special disaster zones from TV license fees, helping reduce their financial burden.

2) Supporting Amendments to the Three Broadcasting Laws

Concerns had long been raised over political influence in the appointment of directors and presidents of public broadcasters and in news reporting and programming, along with criticism that such influence was eroding viewer trust. Academia and viewer groups had also called for institutional reforms to address these concerns, including fairer governance structures within broadcasters and measures to make programming committees more effective. Against this backdrop, the National Assembly pursued and completed amendments to the Broadcasting Act, the Foundation for Broadcast Culture Act, and the Korea Educational Broadcasting System Act, collectively referred to as the "three broadcasting laws," after gathering stakeholder views in 2025. The Commission supported the National Assembly's deliberations on the amendments.

The amended laws introduced several major changes: diversifying the entities entitled to recommend board members; reforming the procedures for appointing board members and presidents, including the introduction of a Public Recommendation Committee for Presidential Candidates and a

supermajority requirement of at least three-fifths of incumbent board members for the appointment of a president; institutionalizing programming committees in which management and staff participate jointly; requiring employee consent for the appointment of persons in charge of news reporting; and introducing penalties for violations of broadcast programming covenants.

The Commission's support for the amendments helped establish a new framework for the composition of public broadcasting boards and the appointment of presidents. The amendments also made programming committees mandatory and introduced employee consent requirements for the appointment of persons in charge of news reporting, laying the institutional groundwork for strengthening the public responsibility, independence, and autonomy of broadcasting. As a follow-up measure, the Commission plans to enact and amend the relevant enforcement decrees and Commission rules. Specifically, Commission rules will prescribe the scope of employees entitled to recommend programming committee members and the qualification requirements for employee representatives; the organizations entitled to recommend board members, including broadcasting and media academic associations, bar associations, and education-related organizations; and the criteria for polling organizations involved in forming the Public Recommendation Committee for Presidential Candidates. These measures will complete the institutional foundation for improving public broadcasting governance and strengthening autonomy in news reporting and programming.

Table Ⅲ-10. Key Changes to Board Composition and Appointment Procedures

Classification	Before Amendment	After Amendment
KBS	**11 members** o Considering representation across various fields Recommended by the KMCC and appointed by the President	**15 members** o Recommended by parliamentary negotiating groups: 6 o Recommended by the Viewers' Committee: 2 o Recommended by a majority of executives and employees, taking into account representation by occupational category: 3 o Jointly recommended by three academic associations related to broadcasting and media selected by the KMCC: 2 o One member each recommended by two bar associations selected by the KMCC: 2 → Recommended by the KMCC and appointed by the President
Foundation for Broadcast Culture (FBC)	**9 members** o Considering expertise in broadcasting and representation across various sectors of society Appointed by the KMCC	**13 members** o Recommended by parliamentary negotiating groups: 5 o Recommended by the Viewers' Committee: 2 o Recommended by a majority of executives and employees, taking into account representation by occupational category: 2 o Jointly recommended by three academic associations related to broadcasting and media selected by the KMCC: 2 o One member each recommended by two bar associations selected by the KMCC: 2 → Appointed by the KMCC

Classification	Before Amendment	After Amendment
EBS	**9 members** o Recommended by the Minister of Education: 1 o Recommended by an education-related organization prescribed by Presidential Decree: 1 Appointed by the KMCC	**13 members** o Recommended by parliamentary negotiating groups: 5 o Recommended by the Viewers' Committee: 2 o Recommended by a majority of executives and employees, taking into account representation by occupational category: 1 o Jointly recommended by three academic associations related to broadcasting and media selected by the KMCC: 1 o One member each recommended by two education-related organizations selected by the KMCC: 2 o Recommended by the Minister of Education: 1 o Recommended by the Council of Superintendents of Education: 1 → Appointed by the KMCC

Table Ⅲ-11. Key Changes to the President Appointment System

Organization	Before Amendment	After Amendment
KBS	Board recommends appointment → Personnel hearing → President appoints	Public Recommendation Committee for Presidential Candidates → Board recommends appointment → Personnel hearing → President appoints
Foundation for Broadcast Culture (FBC)	Board recommends → General Meeting of Shareholders approves	Public Recommendation Committee for Presidential Candidates → Board recommends → General Meeting of Shareholders approves
EBS	Appointed by the KMCC	Public Recommendation Committee for Presidential Candidates → Board recommends appointment → KMCC appoints
News PP	-	President Recommendation Committee → Board appoints

3) Supporting Public-Service Content Production

As competition across the broadcasting, media, and communications industry intensifies, the public responsibility of public broadcasting and its role in serving the public interest have become increasingly important, prompting continued calls for legal and institutional reform. The Commission therefore pursued reforms across the public broadcasting regulatory framework, including public responsibilities, evaluation, and funding, to lay the foundation for the sustainable development of public broadcasting.

To strengthen the public-service functions of public broadcasting, reform of the public broadcasting regulatory framework was included in the new administration's national agenda in September 2025. The Commission also conducted policy research on ways to define public broadcasters' responsibilities more concretely and improve the evaluation framework. From October to December 2025, discussions focused on introducing the agreement system, a new evaluation framework for more effectively reviewing the fulfillment of public responsibilities, and improving the management framework for public funding. From November to December, the Commission also gathered a range of views on the direction of public broadcasting legislation and reviewed policy options for

strengthening the public-service functions of public broadcasting.

Although calls for broader reform of the public broadcasting legal framework continue, views differ on the direction such reform should take. The Commission therefore plans to gather opinions from a wide range of stakeholders and continue consultations with public broadcasters as it develops further institutional reforms. The reforms are intended to strengthen the public-service functions of public broadcasting, advance its public-interest values, and enhance public trust, thereby creating a foundation for public broadcasters to fulfill their public responsibilities efficiently and reasonably.

The Commission also supported program production and transmission for Arirang International Broadcasting and KBS's overseas broadcasting services to promote international exchange and Korean culture. Arirang International Broadcasting provides Korean culture and practical information in English to foreign residents and visitors to Korea, helping promote a better understanding of Korea and enhance national competitiveness. KBS's overseas broadcasting services contributed to enhancing Korea's national image and expanding cultural exchange through KBS WORLD Radio, which broadcasts in 11 languages worldwide, and KBS Hanminjok Radio, which serves Korean communities in northern regions.

The Commission also supported the production of educational programs by EBS, Korea's only public educational broadcaster. The support helped ensure the stable provision and improve the quality of educational programs serving the public interest, while promoting the rights, interests, and satisfaction of viewers and listeners. In particular, the Commission supported programs for preschool children and children, youth, and lifelong learning, as well as production costs for EBS 2TV, Korea's first terrestrial multichannel broadcasting service (MMS: Multi-Mode Service), helping ensure stable broadcasting. Programs focusing on science, creativity, convergence, and safety education also contributed to narrowing information and knowledge gaps among the public in the era of the Fourth Industrial Revolution.

B. Providing Systematic Disaster Broadcasting Services

1) Strengthening the Disaster Broadcasting Management Framework

As disaster patterns and the media environment continue to evolve, accurate and timely delivery of disaster information has become increasingly important. The growing localization and frequency of disasters, together with the diversification of disaster types, have also increased demand for improvements to the disaster broadcasting reception environment so that changing conditions can be addressed effectively. These developments have highlighted the need to upgrade the disaster broadcasting framework as a whole and establish a stable system for delivering disaster information.

To ensure accurate and timely disaster broadcasting and prevent disruptions to broadcasting services, the Commission supported disaster broadcasting operations, took proactive disaster response measures, and worked to eliminate gaps in disaster broadcasting coverage. It also provided guidance on and inspected the establishment and implementation of broadcasting disaster management plans and conducted safety inspections of critical broadcasting facilities at 36 operators subject to facility inspections. The stable management of broadcasting facilities helped prevent disruptions such as interruptions to broadcasting transmission and strengthened the foundation for reliable broadcasting operations during disasters.

Disaster broadcasting also plays an important role in providing detailed disaster information and continually improving the way such information is delivered as disaster patterns and the media environment evolve. The Commission sought to help the public respond quickly to disasters and support the restoration of daily life after damage.

2) Strengthening the Role of the Disaster Broadcasting Situation Room

As natural and social disasters, including torrential rain, earthquakes, and fires in areas prone to wildfires, have occurred more frequently, public interest in disaster broadcasting and disaster response has grown. This has increased the importance of the Disaster Broadcasting Situation Room in rapidly monitoring and responding to disaster situations.

The Commission issued 168 requests to the 144 broadcasters required to provide disaster broadcasting, asking them to inform the public in advance about safety guidance and developing disaster situations. An AI-based detection system monitored disaster broadcasts in real time. In 28 cases where a required broadcast was not aired, the Commission immediately contacted the broadcaster by phone to ensure that the broadcast was carried out. This monitoring and follow-up helped minimize gaps in disaster broadcasting and maintain the rapid delivery of information.

※ Following the government reorganization on October 1, 2025, and the transfer of relevant functions from the Ministry of Science and ICT, the number of broadcasters required to provide disaster broadcasting increased from 50 (terrestrial and DMB broadcasters and general-programming and news-reporting PPs) to 144, with the addition of cable system operators (SOs), IPTV providers, and satellite broadcasters.

The Commission also operated an emergency duty system and took proactive disaster broadcasting measures during major disasters, including the large wildfires in Gyeongbuk and Gyeongnam (March 21–31, 2025), nationwide torrential rain beginning July 17 and again from August 3 to 7, and the nationwide heat wave (June 30–September 22, 2025). The Disaster Broadcasting Situation Room systematically monitored the provision of disaster broadcasting and managed developing situations, helping ensure rapid and uninterrupted disaster broadcasting.

3) Enhancing the Disaster Information Delivery System

The Commission also provided policy support to improve access to disaster information and strengthen protection for vulnerable groups. It enhanced accessibility by supporting sign-language broadcasting and the production of public safety guidance content for different types of disasters. It also upgraded the disaster information delivery system by linking the disaster broadcasting system with geographic information systems (GIS) and supporting the operation of disaster CCTV systems.

The Commission also provided budgetary support to strengthen the role of KBS, the host broadcaster for disaster broadcasting services. The funding enabled four sign-language interpreters to work in rotation on news specials and similar programming during nighttime hours (18:00–09:00 the following day), improving access to disaster information for persons with disabilities and other vulnerable groups. The Commission also supported the production of 40 television and 40 radio pieces on public safety guidance for different types of disasters, including wildfire prevention measures. The content was shared with 32 central administrative agencies and public institutions and eight local governments. Reflecting changes in media use, a wide range of disaster information was also made available to the public through the KBS Disaster Portal and KBS's Safe K YouTube channel.

Disaster content and accessibility were further enhanced using automatically generated content from the disaster data platform, GIS data, CCTV footage, and AI-generated content. In particular, the Commission supported the development and operation of a disaster graphics display system integrating geographic information, as well as a disaster safety map, enabling map-based disaster analysis content to be used in disaster broadcasting. KBS also operated 40 disaster-monitoring CCTV cameras linked with approximately 18,000 CCTV cameras operated by external organizations. The CCTV feeds were made available to portals, broadcasters, government agencies, and other outside organizations, establishing a video-based system for sharing information on disaster situations.

4) Legal and Institutional Reforms to Improve Disaster Broadcasting Coverage and Reception

The Commission also pursued legal and institutional reforms to improve disaster broadcasting coverage and reception. It pursued an amendment to the Framework Act on Broadcasting Communications Development that would require KBS, the host broadcaster for disaster broadcasting services, to provide disaster broadcasting in Korean Sign Language and require terrestrial broadcasters and general-programming and news-reporting PPs to make efforts to provide disaster broadcasting in Korean Sign Language. The amendment passed the Legislation and Judiciary Committee on December 3, 2025.

The Commission also pursued the enactment of the tentatively named Disaster Broadcasting Support Act to strengthen the management framework for disaster broadcasting and support for broadcasters. The bill included policy foundations for the development of disaster broadcasting,

including disaster broadcasting standards, requirements relating to broadcasting for persons with disabilities, the training of specialized personnel, and the establishment of a comprehensive plan for the development of disaster broadcasting.

Table Ⅲ-12. Key Provisions of the Bill on the Management of and Support for Disaster Broadcasting, Etc.

- Introducing definitions related to disaster broadcasting, etc.: Establishes definitions of disaster information, disaster broadcasting, disaster-vulnerable groups, Citizen Safety Correspondents, etc., as well as principles governing disaster broadcasting, etc.
- Strengthening the management of disaster broadcasting, etc.: Establishes provisions on requests for cooperation by the Ministry of the Interior and Safety and the Korea Meteorological Administration, disaster broadcasting standards, efforts to provide broadcasting in Korean Sign Language, the operation of Citizen Safety Correspondents, and efforts to improve viewing accessibility for disaster-vulnerable groups.
  - Establishes disaster broadcasting obligations separately for television and radio.
  - Establishes a legal basis for designating additional host broadcasters in addition to KBS.
- Strengthening support for disaster broadcasting: Establishes legal bases for formulating and implementing a comprehensive plan for the development of disaster broadcasting, training specialized personnel, designating a dedicated institution for disaster broadcasting development and advancement projects, and promoting international cooperation.
  - Strengthening support for production and provision: Establishes legal bases for supporting disaster broadcasting operations, the collection of disaster information by host broadcasters, the production of content for disaster-vulnerable groups, and the operation of Citizen Safety Correspondents.
- Establishing administrative fine criteria by broadcasting medium: Provides that the amount of the administrative fine for failure to provide disaster broadcasting is to be prescribed by Presidential Decree, taking into account the characteristics of each broadcasting medium.

To improve the disaster broadcasting reception environment, the Commission amended the Enforcement Decree of the Framework Act on Broadcasting Communications Development to establish eligibility criteria for support for the installation of broadcasting and communications facilities in areas with poor disaster broadcasting reception, as well as procedures for surveying reception status. The amendment was promulgated on April 22, 2025. As of 2024, a total of 5,380 road, railroad, and urban railroad tunnels had been identified as areas with poor disaster broadcasting reception. The amended Enforcement Decree specified procedures for surveying reception status and criteria for supporting the cost of installing broadcasting and communications facilities in such areas.

Accordingly, tunnels at least 200 meters long among road and railroad tunnels with poor disaster broadcasting reception were made priority targets for installation-cost support. Reception status was also surveyed based on broadcast signal strength and quality, and the results were provided to the relevant institutions so that follow-up measures could be taken. The Commission plans to continue improving the reception environment so that the public can readily receive disaster prevention information under normal conditions and receive information on disaster situations and evacuation guidance quickly and accurately during disasters.

Table Ⅲ-13. **Key Amendments to Article 28-3 of the Enforcement Decree of the Framework Act on Broadcasting Communications Development**

Category		Current	Amended
Support for Installing Disaster Broadcasting Relay Equipment (Article 28-3(1) and (2))	Eligible Facilities	(No specific criteria)	‣ Broadcasting and communications facilities installed in tunnels at least 200 meters long among roads, urban railroad facilities, and railroad facilities under Article 40-3(1) of the Framework Act on Broadcasting Communications Development ‣ Broadcasting and communications facilities installed in emergency evacuation facilities on roads, etc. under Article 15(1) and (2) of the Framework Act on Civil Defense ※ Also includes broadcasting and communications facilities installed in areas along roads, etc. with poor broadcast reception where the Commission deems support necessary to protect the lives, physical safety, and property of the public from disasters, civil defense emergencies, or similar situations.
	Cost Support	(No specific criteria) ※ The Framework Act on Broadcasting Communications Development provides for subsidies for all or part of the installation costs within the available budget.	‣ Subsidies may be provided within the available budget after installation is completed and satisfactory reception is confirmed.
Survey of Disaster Broadcasting Reception Status (Article 28-3(3)–(5))	Survey Method	(No detailed provisions) ※ The Framework Act on Broadcasting Communications Development requires periodic surveys.	‣ Installation status: Verify whether reception facilities have been installed based on materials submitted by the relevant facility managers. ‣ Reception status: Measure signal strength and quality, including the signal-to-noise ratio, for each broadcasting medium (FM radio and DMB).
	Survey Procedure	(No detailed provisions) ※ The Framework Act on Broadcasting Communications Development requires the publication of reception status survey results.	‣ Prior notice to facility management organizations → Determination of survey scope → Written notification of survey results to facility management organizations and relevant administrative agencies → Publication of consolidated results on the Commission's website

5) Ensuring the Stability of Broadcasting Facilities

As aging equipment, fires involving uninterruptible power supply (UPS) batteries, and power equipment failures increased the risk of fires at broadcasting facilities, the need for stronger safety management became increasingly important. The Commission therefore worked to ensure the stability of broadcasting facilities by providing guidance and conducting inspections on the establishment and implementation of broadcasting disaster management plans and by carrying out safety inspections of critical broadcasting facilities. To enable rapid responses to broadcasting disasters, the Commission formulated and notified the 2026 Basic Plan for Broadcasting Disaster Management and inspected broadcasters' implementation under the 2025 Broadcasting Disaster

Management Plan. The inspections were conducted from November 18 to December 12 at 10 major broadcasting service providers.

Safety inspections of critical broadcasting facilities were also conducted at 36 broadcasters in preparation for the spring thaw, summer, and winter seasons. On October 31, the Commission also conducted a Safe Korea Exercise (SKX) simulating an interruption in broadcast transmission caused by an earthquake and fire. The exercise involved 10 broadcasters, including MBN, as well as relevant organizations such as the Seoul Jungbu Police Station, Seoul Jungbu Fire Station, Jung-gu Office, and the Ministry of Science and ICT. The Commission also surveyed disaster broadcasting reception conditions in road and railway tunnels nationwide, covering 5,647 sites as of December 2025. In addition, it provided technical consulting services for the installation of relay equipment in 51 road tunnels in 2025.

To improve the disaster broadcasting reception environment, the Commission supported the installation of radio and DMB relay equipment in 12 tunnels in Gangneung, Jecheon, and other areas. A total of 18 units were installed with KRW 178 million in financial support. These installations improved the reception of disaster broadcasts via FM radio and DMB in areas with poor reception, contributing to public safety during disasters.

Going forward, the Commission plans to establish a comprehensive disaster broadcasting support framework encompassing legislation, technical support, and content provision so that the public can receive disaster information rapidly and accurately through media. The framework is intended to help people respond quickly to disasters, minimize harm, and return to daily life after a disaster.

C. Revitalizing Regional Program Production and Distribution

1) Strengthening Regional Program Production Capacity

Regional broadcasters serve as forums for public discourse in local communities and perform important public functions, including supporting local autonomy, promoting localism and diversity, and providing disaster broadcasting. However, declining advertising revenue amid changes in media viewing habits has continued to put pressure on their financial condition, weakening their content production capacity and limiting their ability to fulfill these functions. Their relatively limited distribution networks also make it difficult to develop new revenue sources beyond advertising.

The number of people employed in regional broadcasting fell to 2,634 in 2024, representing an average annual decline of 2.3% from 2019, while difficulties in securing specialized personnel persisted. These structural challenges have created a vicious cycle in which weaker production capacity leads to a shrinking revenue base. Regional broadcasters therefore need support to build a stronger foundation for self-reliance, including greater content competitiveness and more diversified revenue sources, so

that they can continue to fulfill their public responsibilities as forums for local community discourse. To strengthen the competitiveness of regional broadcasting and its role in promoting localism and diversity, the Commission pursued a comprehensive support framework covering regional program production, content production and distribution, and professional capacity building.

The Commission first sought to strengthen regional program production capacity and enhance the competitiveness and diversity of regional content by expanding support for high-quality locally based programs and helping regional broadcasters adapt to new media platforms. Under the 4th Regional Broadcasting Development Support Plan (2024–2026), it continued its program supporting the production of high-quality regional broadcasting programs. Each year, programs are selected for production support through a rigorous review by category to strengthen the content competitiveness of regional and small broadcasters. In 2025, support was provided for locally focused programs (regular programs and current affairs/news programs), programs designed to strengthen competitiveness (regular, special, and pilot programs), and new-format content for OTT, mobile, and other platforms.

A total of 36 programs from 19 broadcasters were selected for production support, with KRW 3.6 billion provided in funding. By supporting programs that draw on locally distinctive genres, culture, and resources, the Commission sought to strengthen regional identity and improve viewing welfare for local audiences.

2) Promoting Regional Broadcast Content Production and Distribution

To expand the distribution of regional broadcast content, the Commission made content available on domestic OTT platforms, including 153 titles on Watcha, 35 on Wavve, 5 on Naver TV, and 20 on LGU+ Mobile. This expanded viewer access to regional content and helped create new revenue opportunities. To diversify revenue sources and open new sales channels for regional broadcasters with limited distribution networks, the Commission also strengthened content promotion and distribution by participating in overseas content markets and pitching forums and by supporting the adaptation of high-quality regional broadcast content for overseas distribution.

The Commission participated in Vietnam Telefilm (June 12–15, 2025) and the Asia TV Forum & Market (ATF) in Singapore (December 3–5, 2025), where it operated a promotional pavilion for regional broadcast content and arranged business meetings with overseas broadcasting industry representatives. A total of 247 programs from 25 broadcasters were showcased, leading to 42 discussions on distribution and 17 on co-production. The participating broadcasters also signed one content distribution agreement, one MOU on distribution, and three MOUs on content cooperation, further expanding the foundation for overseas content distribution.

On November 13, the Commission held a Regional Broadcasting Content Exchange and Cooperation Event to support co-production and content distribution partnerships with overseas broadcasters,

distributors, and other industry partners. The event helped build international content partnerships and promote the exchange of regional content. The Commission also provided adaptation support, including translation, dubbing, subtitling, and re-editing, to expand overseas distribution of high-quality regional broadcast programs. The support covered 19 programs from 13 broadcasters.

Figure Ⅲ-20. Support for Expanding Regional Broadcast Content Distribution

Participation in Vietnam Telefilm (June 12–15, 2025) and the Asia TV Forum & Market (ATF) in Singapore (December 3–5, 2025)



Regional Broadcasting Content Exchange and Cooperation Event (November 13, 2025)



Table Ⅲ-14. Selected Programs Adapted for Overseas Distribution

Broadcaster	Program	Description	
Daejeon MBC	Railroad Renaissance: Rail Is Back (documentary)		A documentary exploring the impact of railroads on the Korean Peninsula
MBC Gyeongnam	K for Kimbap (documentary)		A documentary re-examining the underappreciated value of kimbap and exploring the reasons behind its popularity overseas
Ulsan MBC	Basilla (documentary)		An investigative documentary tracing evidence of Korea's maritime trade history through maritime exchanges with Eurasia
TBC	Pungjeong Radio, Challenge AI		A short-form series following older residents of Pungjeong-ri as they move beyond radio and take on the challenge of AI

3) Strengthening the Professional Capacity of Regional Broadcasting

The Commission provided training and expert consulting for regional broadcasting personnel to help them respond to changes in the broadcasting environment and adopt new technologies. Tailored

theoretical and hands-on training was provided to strengthen production skills and improve the quality of training. A total of 48 customized training sessions were held for broadcasters on topics including ways to improve broadcasting efficiency using AI and reforms to regional broadcasting policies and institutions. The Commission also supported 32 specialized expert consulting sessions on topics including mastering for overseas content exports and PPL guidelines for corporate-sponsored content. From August 18 to 22, participants also visited Panasonic, a Japanese manufacturer of video and broadcasting equipment, for training on advanced video production technologies and broadcasting equipment. The training helped strengthen their ability and expertise to adapt to changing production environments in the era of AI convergence.

To overcome the limitations of restricted broadcasting areas and improve production efficiency, the Commission also supported co-production partnerships with regional organizations and broadcasters in Korea and abroad. These partnerships helped strengthen regional broadcasters' production capacity, reduce production costs, and improve content competitiveness. To encourage the production of programs addressing regional depopulation, the Commission evaluated broadcasters' plans for such programming under the "Implementation Plan for Programming Public-Interest Programs" item in the 2025 license renewal and reapproval reviews.

Broadcasters that proposed programs addressing regional depopulation and low birth rates received three bonus points in the selection review for regional broadcasting program production support. The incentive was intended to encourage the production of content reflecting public-interest and public-service values. Together, these measures sought to strengthen the competitiveness of regional broadcast content, expand communication with local residents, and reinforce the public-interest and public-service role of regional broadcasting. They were also intended to promote regional culture by supporting the development of regional broadcasting and strengthening the broader broadcasting industry base.

To respond to the rapidly changing media environment, the Commission plans to establish the 5th Regional Broadcasting Development Support Plan and develop a comprehensive support framework to strengthen the competitiveness of regional and small broadcasters and community radio. In line with the new administration's national agenda, the budget for supporting regional and small broadcasters is expected to increase from KRW 4.5 billion in 2025 to KRW 5.5 billion in 2026. Approximately KRW 200 million in support for community radio is also planned for 2026. The expanded support will cover the production of programs providing local lifestyle, cultural, and disaster information, efforts to open overseas sales channels for programs, and tailored training and expert consulting, with the aim of revitalizing regional media. These measures are expected to expand forums for public discourse in local communities, support local autonomy, and promote localism and diversity.

Section 2 Building a Vibrant Digital and Media Ecosystem

1. Establishing a Foundation for Digital and Media Innovation

A. Establishing a Future-Oriented Regulatory Framework

1) Cabinet Approval of the Amended Network Act

On December 30, the Cabinet approved the promulgation of amendments to the Act on Promotion of Information and Communications Network Utilization and Information Protection (Network Act) aimed at curbing the circulation of false and manipulated information. The amendments introduced punitive damages for certain posters of such information, required large-scale information and communications service providers to establish and implement self-regulatory operating policies, and established a legal basis for supporting fact-checking activities through an Information and Communications Service Transparency Center.

First, courts may award punitive damages of up to five times the amount of damage where a poster who is engaged in the business of communicating facts or opinions to the public and meets thresholds prescribed by Presidential Decree based on factors such as the number of posts, subscribers, and views satisfies all the statutory requirements, including knowledge that the information is illegal or false and manipulated, an intent to cause harm or a purpose of obtaining an improper benefit, and infringement of a legally protected interest (Article 44-10(3)). To safeguard freedom of the press to the greatest extent possible, information serving the public interest is excluded from punitive damages. This includes information concerning acts detrimental to the public interest under the Public Interest Whistleblower Protection Act, conduct prohibited under the Improper Solicitation and Graft Act, and comparable matters of public concern (Article 44-10(5)).

The amendments also introduced an interim judgment procedure to prevent abuse of punitive-damages claims by public figures, including candidates for public office and heads of public institutions. If a claim is found to have been brought for the purpose of obstructing legitimate criticism or monitoring in the public interest, the court must dismiss the action. Where the plaintiff is a public figure or another person specified by law, the court must also order publication of the dismissal judgment and may, in specified circumstances, order compensation for losses incurred by the defendant in responding to the litigation (Article 44-11). The punitive-damages regime is intended to disrupt the revenue-generating structure that provides an incentive for the circulation of false and manipulated information and deter its spread, thereby strengthening protection of the public's personality and property rights.

Second, large-scale information and communications service providers prescribed by Presidential Decree, taking into account factors such as the number of users and type of service, are required to establish self-regulatory operating policies governing the criteria for determining illegal or false and manipulated information and procedures for reporting and responding to such information (Article 44-12). Anyone may report such information circulating on a network operated or managed by a large-scale provider, and the provider may take measures in accordance with its self-regulatory operating policies. The amendments were designed to preserve private-sector autonomy while strengthening responses to false and manipulated information and avoiding excessive regulatory burdens on service providers.

Third, the amendments established a legal basis for the Information and Communications Service Transparency Center to oversee large-scale information and communications service providers and support the activities of fact-checking organizations (Article 44-17). The Center supports fact-checking organizations and their databases, research and education related to fact-checking, and international cooperation, thereby strengthening users' capacity to respond to false and manipulated information.

The amended Act also excludes false and manipulated information from matters subject to deliberation by the Korea Media and Communications Standards Commission, unlike illegal information that falls within the Commission's deliberation remit, helping safeguard freedom of expression. The Commission also planned to amend subordinate legislation before the Act took effect on July 7, 2026, establishing criteria for large-scale information and communications service providers and posters subject to punitive damages, as well as the scope of fact-checking support provided through the Transparency Center.

The amendments established an institutional foundation for stronger protection of the public's fundamental rights, including personality and property rights, from harm caused by false and manipulated information. They also introduced a phased and differentiated regulatory framework that takes into account both remedies for victims and protection of the public interest.

2) Advancing Media Legislation Reform

Rapid changes in the media environment, including the growth of over-the-top (OTT) services and the declining position of terrestrial broadcasting, have increased demand for legal and institutional reform. At the same time, media regulation remains dispersed across multiple statutes even as new media gain influence and convergence among media accelerates, reducing the efficiency of policy implementation.

The spread of OTT services has further blurred the boundaries among media, increasing the need for an institutional foundation that enables legacy and emerging media to grow together and for an integrated legal framework that brings media regulation under a more coherent system.

Against this backdrop, the Commission developed a media legislation reform proposal centered on the enactment of a tentatively named Audiovisual Media Services Act, with the aim of supporting mutually beneficial growth and cooperation among media services and revitalizing the industry.

From May to December, the Commission conducted policy research on the direction of media legislation reform. The research examined how a bill could reflect recent changes in the policy environment, including discussions on amendments to telecommunications legislation, amendments to the three broadcasting laws, and the launch of the Korea Media and Communications Commission. The Commission also held seven expert advisory meetings to assess the feasibility of the proposed reforms and the coherence of the institutional design. These discussions helped refine the substance of the proposal and clarify the direction of reform.

On July 22, the Commission also participated in a roundtable between the State Affairs Planning Committee and the Integrated Media Law Task Force on reform of the broadcasting and audiovisual media sector. The meeting supported discussions on establishing an integrated legal framework and focused on key issues including reform of the media classification system and the direction of deregulation in response to changes in the media environment. On December 18, the Commission supported a forum to broaden public discussion on the direction of legislative reform. The forum reviewed domestic and international policy trends, identified policy implications, and gathered views from a wide range of experts.

Based on these discussions, the Commission examined a comprehensive restructuring of the fragmented media legal framework. In particular, it considered easing regulations that apply more stringently to legacy broadcasting while subjecting new media, including OTT services, only to the minimum rules necessary for media services.

Going forward, the Commission plans to consolidate and reorganize media regulations currently dispersed across statutes such as the Broadcasting Act, the Internet Multimedia Broadcasting Business Act, and the Telecommunications Business Act, and to establish basic responsibilities common to both legacy and emerging media. At the same time, outdated regulations will be rationalized to lay the groundwork for fair competition, improve regulatory parity, and promote mutually beneficial growth across the media ecosystem. The reform is expected to improve regulatory parity and cooperation across the media ecosystem while enhancing the responsiveness and rationality of media policy through a forward-looking, tentatively named Audiovisual Media Services Act suited to the changing media environment.

Views differ among relevant ministries and industry stakeholders on the direction and degree of media regulation. The Commission therefore plans to continue gathering stakeholder input and holding policy consultations to advance the legislative process.

Table Ⅲ-15. **Key Elements of Media Legislation Reform**

- Establishing an Integrated Legal Framework: Consolidate and reorganize regulatory frameworks dispersed across individual statutes, including the Broadcasting Act, Internet Multimedia Broadcasting Business Act, and Telecommunications Business Act, and bring new forms of media within the framework to improve regulatory parity among services.
  - Introduce the concept of "audiovisual media services" encompassing broadcasting and OTT, and replace the existing business-type classification system, such as terrestrial broadcasting and SOs, with a service-function-based classification system, such as content and platforms.
- Rationalizing Regulation: Establish basic responsibilities common to both legacy and emerging media and rationalize unnecessary existing broadcasting regulations to help revitalize the industry.
  - Under the principle of minimum regulation, introduce only the provisions necessary to regulate OTT services as media services.
- Promoting Fair Competition and Building a Foundation for Industry Development: Reform ex post regulation to prevent unfair competition and infringements of viewing rights, and establish a legal basis for the comprehensive development of the domestic media industry.

B. Building a Foundation for Broadcasting and Media Promotion[3)]

1) Promoting the Pay-TV Market

To address challenges facing the domestic broadcasting industry and strengthen its capacity for sustainable growth, the Commission pursued regulatory reform in the pay-TV market. It prepared draft Regulatory Reform Measures to Revitalize Pay-TV and gathered views from industry representatives and experts on June 27 and August 29, 2024, followed by a roundtable on August 28, 2025. The proposed reforms included the phased abolition of periodic license renewal requirements for cable TV, satellite broadcasting, and IPTV providers; the phased abolition of periodic reapproval requirements for home-shopping channels; and the abolition of subscriber market-share restrictions.

Bills to amend the Broadcasting Act and the Internet Multimedia Broadcasting Business Act reflecting these reforms were introduced in the National Assembly in September 2025, with Rep. Han Min-soo as the lead sponsor.

Table Ⅲ-16. **Key Views from the Roundtable on Regulatory Reform to Revitalize Pay-TV (August 28, 2025)**

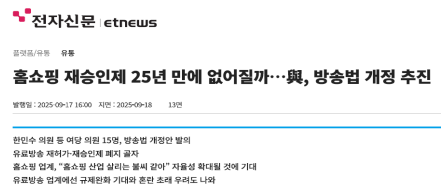
- Pay-TV Operators: Generally supported the proposal, but expressed concern that codifying conditions attached to licenses or approvals could itself become a strong form of regulation.
- PPs: Argued that the proposal was weighted toward platform operators and that protection for small and medium-sized PPs should take priority.
- Home-Shopping Companies: Noted that codifying in a public notice the obligation to schedule SME products could make it difficult to respond flexibly to changing market conditions.
- Others: Emphasized that the reforms should not disadvantage existing users and that methods for verifying relevant data require further in-depth discussion.

3) Following the government reorganization on October 1, 2025, broadcasting affairs of the Ministry of Science and ICT were transferred to the Korea Media and Communications Commission

Figure Ⅲ-21. Press Coverage of Proposed Amendments to the Broadcasting Act and the Internet Multimedia Broadcasting Business Act

- Phase out periodic license renewal and reapproval requirements for pay-TV operators and home-shopping channels, and abolish the 49% cap on ownership stakes in pay-TV operators held by daily newspapers
- Create a foundation for innovative services by replacing approval requirements for pay-TV rates with a reporting requirement, expanding autonomy in channel operations, and easing the criteria for determining ancillary services.
- Reduce disputes among operators by enabling objective verification of subscriber counts, revenue, and viewership data used in negotiations over home-shopping transmission fees and content usage fees.

The Electronic Times (September 17, 2025): Broadcasting Act Amendment Bill Introduced


전자신문 etnews

플랫폼/유통 유통

홈쇼핑 재승인제 25년 만에 없어질까…與, 방송법 개정 추진

발행일 : 2025-09-17 16:00 지면 : 2025-09-18 13면

한민수 의원 등 여당 의원 15명, 방송법 개정안 발의
유료방송 재허가·재승인제 폐지 골자
홈쇼핑 업계, "홈쇼핑 산업 살리는 불씨 같아" 자율성 확대될 것에 기대
유료방송 업계에선 규제완화 기대와 혼란 초래 우려도 나와

2) Strengthening the Public-Service Role of Home Shopping

To strengthen the public responsibility of home-shopping operators, the Commission conducted periodic reapproval reviews and monitored compliance with approval conditions. This approach reflects the approval framework under Article 10 of the Broadcasting Act, which assesses whether broadcasters can fulfill their public responsibility and uphold fairness and the public interest. Reapproval reviews and approval procedures were completed for Hyundai Home Shopping and NS Home Shopping, whose approval terms expired on May 17 and June 3, 2025, respectively.

The Commission also established a basic plan for the reapproval of ten data home-shopping operators and two TV home-shopping operators, Woori Home Shopping and Home&Shopping, whose approval terms are scheduled to expire in 2026. The plan covers matters including review criteria and the composition and operation of the review committee. The basic plan for the reapproval of Woori Home Shopping and Home&Shopping was to be finalized by Commission resolution.

Figure Ⅲ-22. Press Coverage of Home-Shopping Reapproval

Yonhap News Agency (May 16, 2025): Reapproval of Hyundai Home Shopping and NS Home Shopping


연합뉴스 구독

과기정통부, 현대홈쇼핑·NS쇼핑 재승인…2032년까지

조성미 기자

입력 2025.05.16. 오후 6:16 · 수정 2025.05.16. 오후 6:17 기사원문

추천 댓글 가

(서울=연합뉴스) 조성미 기자 = 과학기술정보통신부는 16일 현대홈쇼핑과 NS홈쇼핑에 대한 재승인을 결정했다고 밝혔다.

재승인 유효 기간은 각각 7년으로 현대홈쇼핑이 2032년 5월 27일, NS홈쇼핑이 같은 해 6월 3일까지다.

Edaily (May 18, 2025): Reapproval of Hyundai Home Shopping and NS Home Shopping


이데일리 구독

현대홈쇼핑·NS쇼핑, 재승인 결정…중소기업 수수료 인하 조건 제시

임유경 기자

입력 2025.05.18. 오전 9:30 기사원문

추천 댓글 가

과기정통부, 재승인 조건 검토 후
5월말~6월초 승인장 교부 예정

[이데일리 임유경 기자] 과학기술정보통신부는 TV홈쇼핑 재승인 심사위원회 심사 결과 현대홈쇼핑과 NS쇼핑에 대해 재승인하기로 결정했다고 18일 밝혔다. 유효기간은 7년으로 현대홈쇼핑은 2025년 5월 28일부터 2032년 5월27일까지며, NS쇼핑은 2025년 6월4일부터 2032년 6월3일까지다.

The Commission also reviewed TV and data home-shopping operators' compliance with their 2024 reapproval conditions and business plans. During the review, it conducted additional checks for violations that had not previously been identified. Compliance reviews were carried out for 17 channels operated by 12 TV and data home-shopping operators.

3) Fostering Cooperation in the Pay-TV Market

To foster cooperation in the pay-TV market, the Commission worked to resolve transmission fee disputes through the Fee Verification Council and other measures. The Council facilitated the resolution of disputes involving three home-shopping operators and five pay-TV operators.

The Fee Verification Council met 28 times to facilitate dispute resolution, resulting in six agreements between home-shopping operators and pay-TV operators. The Commission also took corrective action against operators that suspended transmission while the Council process was underway, issuing five corrective orders and six recommendations for correction.

Table Ⅲ-17. Transmission Fee Agreements Reached through the Fee Verification Council

Parties and Negotiation	Agreement Date
• CJ ENM – D'Live (cable TV): transmission fee negotiations	February 5, 2025
• CJ ENM – Areum Broadcasting Network (cable TV): transmission fee negotiations	February 5, 2025
• CJ ENM – CCS Chungbuk Broadcasting (cable TV): transmission fee negotiations	February 5, 2025
• Hyundai Home Shopping – LGU+: transmission fee negotiations	July 30, 2025
• Woori Home Shopping (Lotte Home Shopping) – D'Live: transmission fee negotiations	September 8, 2025
• Woori Home Shopping (Lotte Home Shopping) – LGU+: transmission fee negotiations	October 17, 2025

Figure Ⅲ-23. Press Coverage of Transmission Fee Agreements

Yonhap News Agency (February 6, 2025): CJ ENM–Cable TV Agreement



The Electronic Times (August 13, 2025): Hyundai Home Shopping–LGU+ Agreement



4) Expanding Sales Channels for SMEs and Small Business Owners

To expand sales channels for regional SMEs and small business owners, the Commission identified promising local products and connected selected businesses with TV home-shopping operators. It supported their entry into the online shopping malls of seven TV home-shopping operators and

arranged free or discounted home-shopping airtime. During the project, the Commission linked participating businesses with Korea Post's logistics infrastructure and established a distribution and marketing cooperation framework with TV home-shopping operators.

A project briefing was also held for 94 promising regional products identified and recommended by local governments through an open call, and products were selected for home-shopping sales. Product planners from home-shopping operators and the Korea Postal Service Agency (POSA) provided the selected businesses with support for product planning and marketing strategies. Free or discounted home-shopping airtime was then provided for approximately two months. Based on the results of the pilot project, the Commission sought funding in the 2026 budget for a program to expand sales channels for SMEs and small business owners. The funding was not included in the 2026 budget, and the program is therefore planned as a new project for 2027.

Figure Ⅲ-24. Process for Identifying Promising Regional Products and Supporting Home-Shopping and Online Sales



Figure Ⅲ-25. Pilot Project to Expand Sales Channels for SMEs and Small Business Owners (KMCC–MSIT Collaboration)



- To expand sales channels for regional SMEs and small business owners, 16 promising products offered by 22 local businesses, including apples, tteokgalbi, and mackerel, were selected for support. The businesses received support to list their products on the online shopping malls operated by seven TV home-shopping operators and to secure free or discounted home-shopping airtime.*
  * Seven operators: GS, CJ, Hyundai, Woori (Lotte), NS, Home&Shopping, and Public Home Shopping
- Participating businesses were selected following two project briefings attended by the Commission, SMEs and small business owners, local governments, Korea Post, home-shopping operators, and other relevant organizations.

5) Disclosure of Key Home-Shopping Statistics

The Commission pursued a policy of transparently disclosing key home-shopping statistics, including the share of programming time devoted to SME products and sales commission rates. The statistics were to be published on the Commission's website at the end of December to encourage home-shopping operators to voluntarily lower sales commissions and expand support for SMEs. By enabling comparisons of commission levels and SME support performance across operators, the disclosure is expected to discourage excessive commission rates and strengthen SMEs' bargaining power.

Table Ⅲ-18. Share of Programming Time Devoted to SME Products

(2024, Unit: %)

Category	GS	CJ	Hyundai	Woori	NS	Home& Shopping	Public Home Shopping	KT Alpha	TRN	Shinsegae	SK Stoa	W Shopping	Average
TV	56.0	60.2	61.7	70.2	70.9	80.8	100.0	-	-	-	-	-	71.4
Data	71.3	70.6	73.6	74.1	76.0	-	-	74.9	74.7	73.4	74.9	70.5	73.4

Table Ⅲ-19. Sales Commission Rates for SME Products

(2024, Unit: %)

Category	GS (cross-operated)	CJ (cross-operated)	Hyundai (cross-operated)	Woori (cross-operated)	NS (cross-operated)	Home& Shopping	Public Home Shopping	KT Alpha	TRN	Shinsegae	SK Stoa	W Shopping	Average
TV	33.4	33.5	33.7	30.2	28.5	21.6	19.5	-	-	-	-	-	28.6
Data	31.7	30.9	29.2	24.3	27.9	-	-	34.5	33.4	34.9	29.8	33.8	31.0

Note: GS, CJ, Hyundai, Woori, and NS operate both TV and data home-shopping services.

6) Strengthening the Competitiveness of the Home-Shopping Industry

To strengthen the competitiveness of the home-shopping industry and promote mutually beneficial cooperation in the pay-TV market, the Commission established and operated the Home-Shopping Industry Competitiveness Task Force. Comprising 17 members across three subcommittees, the task force developed policy measures to support the sustainable development of the home-shopping industry and strengthen cooperation with pay-TV operators.

The policy measures focused on three areas: establishing a stable basis for growth in the home-shopping industry, increasing trust in and acceptance of home-shopping policies, and promoting balanced development across the broadcasting and media ecosystem. Together, these measures were intended to build a sustainable foundation for the industry.

7) Easing Entry Regulations to Revitalize the PP Industry

To revitalize the PP industry, the Commission eased entry regulations for radio, data, and VOD PPs by replacing registration requirements with a reporting system and simplifying reporting requirements. The reform reduced regulatory disparities between content providers in the OTT and IPTV markets. Under the revised framework, content providers supplying content to IPTV are subject, depending on the type of service, to reporting, registration, or approval requirements before the Commission, whereas OTT content may be supplied without a separate entry requirement.

Table Ⅲ-20. Approval, Registration, and Reporting Requirements for Program-Providing Businesses

<table>
<tr><th>Category</th><th colspan="3">Entry Procedure</th></tr>
<tr><td>(1) General programming and news reporting</td><td colspan="3">Approval (TV, radio, data)</td></tr>
<tr><td>(2) Product presentation and marketing (home shopping)</td><td colspan="3">Approval (TV, radio, data)</td></tr>
<tr><td rowspan="5">(3) Other program-providing businesses (general PPs)
※ Excludes (1) and (2).</td><td colspan="2">Broadcasting Type</td><td>Before Amendment</td><td>After Amendment</td></tr>
<tr><td rowspan="2">TV</td><td>Real-time</td><td>Registration</td><td>Registration</td></tr>
<tr><td>VOD</td><td>Registration</td><td>Notification</td></tr>
<tr><td colspan="2">Radio</td><td>Registration</td><td>Notification</td></tr>
<tr><td colspan="2">Data</td><td>Registration</td><td>Notification</td></tr>
</table>

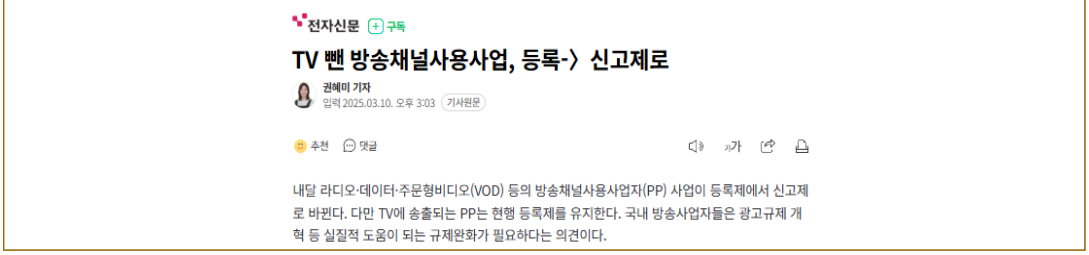
8) Revoking Registrations of Inactive PPs to Revitalize the PP Industry

To foster a healthy PP industry ecosystem, the Commission pursued the ex officio revocation of registrations of PPs that had remained inactive or had effectively ceased operations. Under Article 18 of the Broadcasting Act, the review covered PPs that had not broadcast for at least five consecutive years, had closed their businesses without filing the required report, or had failed to commence broadcasting or business within two years after registration. The Commission obtained and reviewed broadcasting performance records from the Central Radio Management Service (CRMS) and initially identified 23 PPs: 14 that had not broadcast for at least five years, and nine that had either failed to commence business for at least two years after registration or had not broadcast for a period of two to less than five years.

A check of the National Tax Service's Hometax system, conducted in cooperation with the National Tax Service, also identified one PP that had reported its business closure under the Value-Added Tax Act but had closed without filing the required closure report under the Broadcasting Act.

The Commission also conducted on-site inspections of PPs that had not broadcast for two to less than five years and other potentially inactive operators. After excluding four operators that expressed an intention to continue their businesses, three PPs were identified as subject to revocation of registration. Overall, 20 PPs were identified as subject to revocation of registration, including three operators found through on-site inspections to have effectively ceased operations.

Figure Ⅲ-26. **The Electronic Times (March 10, 2025): Easing PP Entry Regulations**



전자신문 구독

TV 뺀 방송채널사용사업, 등록-〉 신고제로

권예미 기자

입력 2025.03.10. 오후 3:03 기사원문

추천 댓글 가

내달 라디오·데이터·주문형비디오(VOD) 등의 방송채널사용사업자(PP) 사업이 등록제에서 신고제로 바뀐다. 다만 TV에 송출되는 PP는 현행 등록제를 유지한다. 국내 방송사업자들은 광고규제 개혁 등 실질적 도움이 되는 규제완화가 필요하다는 의견이다.

9) Building AI Training Data from Broadcast Video

To support the development of a Korean-developed AI model for video generation, the Commission launched a project to create high-quality AI training data from broadcast footage. It secured funding through a supplementary budget in May and selected consortia comprising broadcasters and AI companies through an open call in July. Full-scale data construction began in August.

Four consortia were selected: KBS, MBC, MBC Chungbuk, and KT ENA. The project created more than 20,000 hours of AI training data from over 40,000 hours of broadcast footage spanning a wide range of genres, including news and documentaries.

Table Ⅲ-21. **Process for Building and Using AI Training Data from Broadcast Video**

Source Data Acquisition	Data Cleaning	Data Processing	AI Training Data Creation	Data Verification	Data Use	(1) Development and application of AI models specialized for broadcasting and media
						(2) Data support for the World Best LLM (WBL) Project
						(3) Making selected data available through the AI Hub Safe Zone

10) Supporting Broadcast Content Production Using AI and Digital Technologies

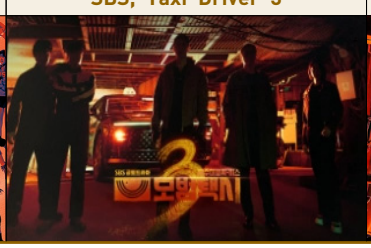
The Commission supported the production of broadcast content using AI and digital technologies to strengthen the global competitiveness of Korea's broadcasting industry and promote social value through broadcasting. A total of 21 broadcast programs received production support: 10 designed for overseas markets and 11 serving public-interest purposes.

Figure Ⅲ-27. **Examples of AI-Based Broadcast Programs Receiving Production Support**

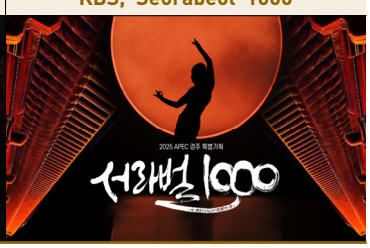
MBC, The Wonder Coach



SBS, Taxi Driver 3



KBS, Seorabeol 1000



11) Supporting the Overseas Expansion of Broadcast Content

To expand the international reach of Korean broadcast content, the Commission supported AI-assisted content localization and overseas promotion in connection with major international content events and markets. It supported high-quality broadcast and OTT content through CANNESERIES in April, the International Documentary Film Festival Amsterdam (IDFA) in November, and the Asia TV Forum & Market (ATF) in December.

The Commission also supported AI-assisted adaptation of Korean broadcast content scheduled for overseas distribution, focusing on subtitle localization. A total of six titles received localization support, including the drama My Troublesome Star.

Figure Ⅲ-28. **Selected Programs Receiving AI-Assisted Subtitle Localization Support**

My Troublesome Star (Korean → English)	Queen Mantis (Korean → English, Spanish)	Beyond the Gate is a Safari (Korean → English, Chinese)
		

In April, the Commission also held promotional events in conjunction with CANNESERIES to showcase Korean broadcast and OTT content and media technologies. The events included screenings and an investment briefing, along with investment consultations.

Figure Ⅲ-29. **Broadcast Content Promotion at CANNESERIES**

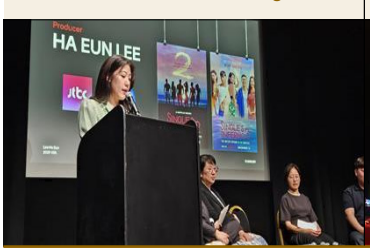
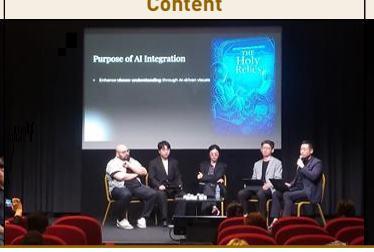
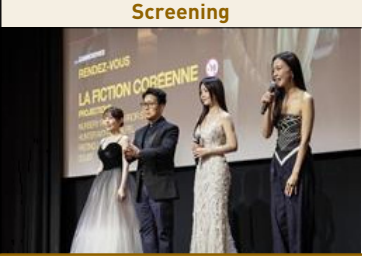
Investment Briefing	Screening of AI-Based Broadcast Content	CANNESERIES Out of Competition Screening
		

Figure Ⅲ-30. **Broadcast Content Promotion at the Asia TV Forum & Market (ATF)**

Promotional Booths	Project Development Pitching



12) Establishing the K-Content & Media Strategy Fund

The Commission worked to establish the K-Content & Media Strategy Fund to strengthen the global competitiveness of Korea's content and media industry. Together with the Ministry of Culture, Sports and Tourism, the Commission promoted the establishment of sub-funds to enable strategic investment in globally competitive content, intellectual property (IP), technologies, and companies. To expand investment in the production of large-scale broadcast and OTT content for global markets, five sub-fund managers were selected in June, and the sub-funds were subsequently established.

13) Expanding Media R&D Support

To help shift the broadcasting and media industry toward higher-value-added activities, the Commission expanded R&D support and worked to secure core AI and digital media technologies. Previously fragmented broadcasting and media R&D projects were integrated and reorganized into an agency-specific R&D initiative, with a view to expanding the scale of support. The initiative successfully passed the preliminary feasibility study in June.

The Digital Media Innovation Technology Development Project, jointly pursued with the Ministry of Science and ICT from 2026 to 2030, has a total project cost of KRW 136.3 billion, including approximately KRW 109.7 billion in government funding. The project was designed to support a total of 38 research projects: 13 in intelligent media production, nine in My Media platforms, and 16 in media infrastructure.

In April, three new research projects were selected under the Programmable Media Core Technology Development (R&D) Project to secure core technologies for media and content production and services. The projects covered previsualization technology, digital human technology, and digital standardization technologies for broadcast content.

14) Disseminating R&D Outcomes

To promote the dissemination of national R&D outcomes and identify new research projects reflecting market demand, the Commission organized technology exchange activities. These included the

Media R&D Technology Outcomes Exchange in June and the Media Tech Open Lab in November, supporting the commercialization of research outcomes and technology transfer.

15) Strengthening Regional Broadcasters' Production Capacity

The Commission supported the adoption of AI-enabled production environments to strengthen regional broadcasters' production capacity. For broadcasters unable to adopt AI independently because of budget, technology, and staffing constraints, it combined AI production training with hands-on production demonstration projects, helping establish a foundation for lower-cost, higher-efficiency production.

Figure Ⅲ-31. AI Production Training and Demonstration Support

AI Production and Filming Training	AI Production Demonstration Support KBS Gwangju, Sweet and Sweeter: Goheung Music Festival	AI Production Demonstration Support TBC, Three Strings, Vibrations of the World
		

Table Ⅲ-22. Key Results from Improving Production Efficiency with AI

- KBS Gwangju used generative AI to streamline the 3D animation production process, reducing production costs by 68% (KRW 3.5 million → KRW 1.1 million) and production time by 74% (120 days → 31 days).
- KBS Jeju introduced AI-based multiview generation using 8K video data, reducing filming equipment by about 45% (11 → 6 units) while increasing the number of available shot compositions by about 45% (11 → 16).
- Busan MBC adopted an AI-based production system using 8K cameras, eliminating the need to rent an outside-broadcast van and saving approximately KRW 20 million. It also reduced filming equipment by 70% (10 → 3 units), improving production efficiency and reducing costs.

16) Developing AI Convergence Talent for Broadcasting and Media

The Commission offered training programs to develop AI convergence talent and future-ready professionals in broadcasting and media. Beginning in August, it recruited trainees based on industry demand and provided tailored training in emerging AI technologies to a total of 704 participants, including aspiring broadcasting professionals, current industry professionals, and retired or soon-to-retire professionals.

The Commission also provided specialized convergence training tailored to production stages and job functions, focusing on AI and other emerging technologies applicable throughout the content lifecycle, from planning and production to distribution. A total of 19 courses were offered to 360 broadcasting professionals, including producers, reporters, technical staff, and directors of photography.

Figure Ⅲ-32. **AI Capacity Building by Job Function**



To raise awareness of the need for AI transformation in the broadcasting industry and strengthen AI capabilities among broadcasting professionals, the AI Innovation Talent Development Seminar for Broadcasting and Media was held on September 10, with approximately 300 industry professionals attending. The seminar featured four case presentations on AI-based broadcast content and news production, a panel discussion, and demonstrations and hands-on sessions featuring AI filming and editing solutions and broadcasting equipment incorporating new technologies.

Figure Ⅲ-33. **AI Innovation Talent Development Seminar for Broadcasting and Media**

AI-Based Broadcast Content Production Case Presentations

AI Broadcasting Equipment Demonstration



Beginning in October, the Commission also operated a retraining program to develop retired and soon-to-retire broadcasting and media professionals with industry knowledge and expertise into technology mentors. The program provided 44 participants with training on the latest AI-enabled content production technologies and industry trends.

Figure Ⅲ-34. **Broadcasting Career RESTART Support**



2. Improving the Broadcasting Regulatory System

A. Improving the Broadcasting Regulatory Framework

1) Developing Proposals to Reform Broadcast Advertising Regulations

The Commission pursued regulatory reforms to enable new advertising formats and rationalize broadcast advertising rules. It prepared an amendment to the Broadcasting Act to shift to a negative regulatory system that would allow new advertising formats, together with proposed amendments to the Enforcement Decree easing restrictions on mid-program advertising, virtual advertising, and product placement. It also drafted the Act on the Promotion of Broadcasting and Communications Advertising to establish an integrated framework for promoting broadcasting and telecommunications advertising.

Under the current Broadcasting Act, broadcast advertising is limited to seven specified categories and is subject to prescriptive rules on matters such as total advertising time and ad size. Against this backdrop, the Commission sought input on a shift to a negative regulatory system and broader measures to rationalize broadcast advertising regulation.

To develop the reforms, the Commission gathered views from stakeholders and relevant ministries through forums including an August 6 meeting of the State Affairs Planning Committee's Regulatory Rationalization Task Force and the Second Strategic Meeting on Rationalizing Key Regulations, chaired by the President on October 16. It also convened expert discussions on ways to enhance broadcasters' autonomy and creativity. The Research Group on Improving Broadcast Advertising and Sponsorship Regulations met six times, and an academic seminar on "Developing Measures for the Balanced Development and Promotion of Broadcasting, Media and Communications Advertising" was held on December 4.

Table Ⅲ-23. **Proceedings of the Research Group on Improving Broadcast Advertising and Sponsorship Regulations**

Date	Main Points of Discussion
June 16 / July 17	Reviewing research methodology and current regulations on items prohibited from advertising
August 14 / September 26	Assessing the socioeconomic effects of easing regulations and the relationship between broadcast advertising and sponsorship
October 22	Conducting a survey on measures to improve transparency in sponsorship and sponsorship disclosure and on easing restrictions on prohibited items
December 10	Discussing policy proposals to expand the scope of broadcast advertising
Year-round	Reviewing proposed amendments to advertising and sponsorship provisions as the legislative process progresses

Figure Ⅲ-35. **Photos from Meetings of the Research Group on Improving Broadcast Advertising and Sponsorship Regulations**

Meeting of the Research Group on Improving Broadcast Advertising and Sponsorship Regulations (October 22, 2025)	Meeting of the Research Group on Improving Broadcast Advertising and Sponsorship Regulations (December 10, 2025)
	

Figure Ⅲ-36. **Photos and Media Coverage of an Academic Seminar Hosted by the Korean Association for Broadcasting & Telecommunication Studies**




Net Korea news print

"방송통신광고 총괄적 지원체계 구축 필요...매체 형평성 확보해야"

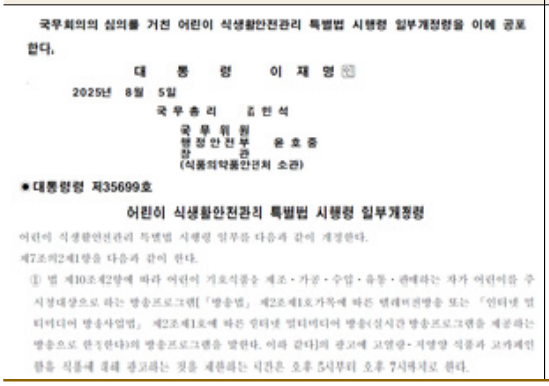
The Commission also moved to ease restrictions on broadcast advertising for certain product categories, which had drawn criticism for placing broadcasters at a disadvantage relative to other media. It consulted with relevant ministries, including the Ministry of Health and Welfare and the Ministry of Food and Drug Safety, on May 23 and November 6 and conducted a viewer perception survey. These efforts resulted in an August 5, 2025 amendment to the Enforcement Decree of the Special Act on Safety Management of Children's Dietary Lifestyle, narrowing the restrictions on broadcast advertising for high-calorie, low-nutrient foods and related products.

Before the amendment, businesses that manufactured, processed, imported, distributed, or sold children's favorite foods could not advertise high-calorie, low-nutrient foods or high-caffeine foods in any television or IPTV program between 5 p.m. and 7 p.m. Under the amended Decree, the restriction applies only to programs intended primarily for children.

The scope of programs intended primarily for children is to be determined by the Minister of Food and Drug Safety following consultation with the Minister of Science and ICT and the Commission and deliberation by the Committee on the Safety Management of Children's Dietary Lifestyle. The criteria

must then be publicly announced on the Ministry of Food and Drug Safety website and through other channels.

Figure Ⅲ-37. Promulgation Notice and Media Coverage of the Amended Enforcement Decree of the Special Act on Safety Management of Children's Dietary Lifestyle

Promulgation Notice of the Amended Enforcement Decree (August 5, 2025)	Media Coverage of Eased Advertising Restrictions on High-Calorie, Low-Nutrient Foods (August 5, 2025)
	

국무회의의 심의를 거친 어린이 식생활안전관리 특별법 시행령 일부개정령을 이에 공포한다.

대 통 령 이 재 명

2025년 8월 5일

국 무 총 리 김 민 석

국 무 위 원
행정안전부 장관 윤 호 중
(식품의약품안전처 소관)

● 대통령령 제35699호

어린이 식생활안전관리 특별법 시행령 일부개정령

어린이 식생활안전관리 특별법 시행령 일부를 다음과 같이 개정한다.

제7조의2제1항을 다음과 같이 한다.

① 법 제10조제2항에 따라 어린이 기호식품을 제조·가공·수입·유통·판매하는 자가 어린이를 주 시청대상으로 하는 방송프로그램[「방송법」 제2조제1호가목에 따른 텔레비전방송을 또는 「인터넷 멀티미디어 방송사업법」 제2조제1호에 따른 인터넷 멀티미디어 방송(실시간방송프로그램을 제공하는 방송으로 한정한다)의 방송프로그램을 말한다. 이하 같다]의 광고에 고열량·저영양 식품과 고카페인 음을 식품에 대해 광고하는 것을 제한하는 시간은 오후 5시부터 오후 7시까지로 한다.

식품지널 foodnews

홈 > NEWS > 정책

특정시간대 일괄 금지되던 '고열량저영양 식품 · 고카페인 함유 식품' 방송광고 규제 개선

2) Introducing a Cross-Media Rep Bill and Easing Time-Based Advertising Restrictions on Certain Products

To enable broadcast advertising sales agencies to sell online and mobile advertising as well as broadcast advertising, the Commission supported a bill introduced by Rep. Lee Sang-hwi to amend the Act on Broadcast Advertising Sales Agencies. The bill was introduced on April 16, 2025, and referred to the National Assembly's bill review subcommittee on August 26.

Table Ⅲ-24. Proposed Amendment to the Act on Broadcast Advertising Sales Agencies

Current	Proposed Amendment
Article 15 (Prohibited Acts by Advertising Sales Agencies) (1) No advertising sales agency shall do any of the following acts: 1. and 2. (Omitted) 3. Selling any advertisement other than broadcast advertising under the Broadcasting Act and the Internet Multimedia Broadcasting Business Act.	Article 15 (Prohibited Acts by Advertising Sales Agencies) (1) No advertising sales agency shall do any of the following acts: 1. and 2. (Omitted) 3. Selling any of the following advertisements: a. Outdoor advertisements b. Newspaper advertisements c. Periodical advertisements

3) Establishing an Integrated Advertising Promotion Framework

Recognizing the growing need for an integrated framework to promote and support broadcasting, communications, and online advertising and foster balanced development across the sector, the Commission worked to establish a comprehensive advertising promotion framework. It convened a research group of academics and experts in broadcasting and advertising and drafted the Act on the

Promotion of Broadcasting and Communications Advertising, which would provide for a comprehensive plan, workforce development, and technology development in the broadcasting and communications advertising sector.

Figure Ⅲ-38. Meetings of the Research Group on the Broadcasting and Communications Regulatory Framework and the Research Group on Broadcast Advertising for Regional and Small Broadcasters

Meeting of the Research Group on the Broadcasting and Communications Regulatory Framework (October 22, 2025)	Meeting of the Research Group on Broadcast Advertising for Regional and Small Broadcasters (December 15, 2025)
	

B. Institutional Reforms to Enhance the Competitiveness of Pay-TV Services[4)]

1) Protecting User Rights

To protect pay-TV users' rights and interests, the Commission investigated illegal sales practices and took corrective action. In February, it conducted an on-site investigation into KT HCN's unlawful sales practices involving filter installation and issued a corrective order. Compensation was provided to affected users in October. The corrective action followed KT HCN's violation of a condition attached to approval of a change in its largest shareholder by using filter installation to induce subscribers to switch to QAM service.

2) Technology Neutrality

To enhance the competitiveness of pay-TV services, the Commission reviewed and supported the introduction of technology-neutral services. Designed to overcome the limitations of one-way transmission in satellite and cable services and improve transmission-network efficiency, the framework allows pay-TV operators, under Article 9-4 of the Broadcasting Act, to use one another's transmission methods to provide IP-based two-way services. Following its introduction, the number

4) Following the government reorganization on October 1, 2025, the broadcasting affairs of the Ministry of Science and ICT were transferred to the Korea Media and Communications Commission.

of subscribers to technology-neutral services rose from 11,000 in the first half of 2023 to 364,000 in the first half of 2025.

3) Subscriber Count Survey

To provide reliable market information and support policymaking, the Commission conducted semiannual surveys of pay-TV subscriber numbers and market shares in May and November. In the first half of 2025, the total pay-TV subscriber count stood at 36.23 million, with IPTV accounting for 59.11%, cable TV system operators (SOs) for 33.38%, and satellite broadcasting for 7.51%.

4) Fostering a Fair Trading Environment

To improve the reliability of content fee negotiations and foster a fair trading environment, the Commission supported legislation and follow-up discussions aimed at strengthening the government's data-verification framework. It also reviewed institutional measures to improve the reliability of data used in content fee negotiations and supported a September 2025 amendment to the Broadcasting Act introduced by Rep. Han Min-soo. The bill would authorize the government to require the submission of data such as pay-TV subscriber numbers and viewing data and establish provisions for verifying transaction information.

5) Supporting Regional Channel Commerce through the Regulatory Sandbox

To promote mutually beneficial growth between pay-TV and local economies, the Commission supported regional channel commerce on cable TV through the ICT regulatory sandbox and worked to place the service on a permanent legal footing. From June 2021 to September 2025, 547 businesses participated, facilitating the sale of 819,000 items and generating KRW 33.3 billion in cumulative sales, thereby helping increase sales for small business owners.

Table Ⅲ-25. Key Success Stories in Regional Channel Commerce

- Chungbuk's "Eojjeoda Motnani Kimchi": Supported farmers struggling to find sales outlets amid sharp fluctuations in cabbage prices
  Note: Annual sales doubled within one year; 2024 annual sales were projected at KRW 1.7 billion.
- Paldo Rice Festival: Launched a rice-consumption campaign in 2022 in response to sluggish rice consumption and oversupply.

To place the service on a permanent legal footing, the Commission reached an agreement with the home-shopping industry at an April roundtable and supported legislative amendments introduced by lawmakers. The agreement between the cable TV and home-shopping industries limited the exception to support for local small businesses, prohibited regional-channel sales involving the same businesses or products already carried on home-shopping channels, and barred local channels from being converted into home-shopping channels.

Table Ⅲ-26. **Current and Proposed Regulatory Framework for Regional Channel Commerce**

- Current: Under the current regulatory framework, local channels are not permitted to carry programs introducing and selling products.
  → A demonstration exception under the ICT regulatory sandbox temporarily permits regional channel commerce, which is currently operated by 13 SOs.
- Proposed amendment: Amend the Broadcasting Act to establish a legal basis for local channels to carry programs introducing and selling local products. Rep. Oh Se-hee introduced a bill in April 2025, followed by Rep. Choi Hyung-doo in June 2025.

6) Strengthening Public Responsibility in Pay-TV through Disaster and Safety Support

To ensure reliable pay-TV services, the Commission conducted safety inspections for disaster preparedness and supported recovery efforts. Following a fire at LG HelloVision on June 21, it immediately assessed the damage and conducted an on-site inspection the next day. From April through June, an inspection team comprising representatives of relevant associations and other organizations conducted intensive safety inspections of 18 pay-TV operators, reviewing their overall disaster-response systems, including whether response manuals were in place and broadcasting facilities were secure.

Pay-TV operators also voluntarily reduced subscription fees and waived early termination charges for residents of areas designated as special disaster zones following torrential rains between July and September. As of September 2025, the measures had provided KRW 74.7 million in fee reductions to 8,801 households in rain-affected areas, including Muan and Hampyeong in Jeollanam-do.

7) To strengthen the public responsibility of pay-TV services

To strengthen public responsibility in pay-TV services, the Commission improved the quality evaluation framework. As broadcasting technologies matured, the revised framework shifted the emphasis from technology-centered quantitative measures toward qualitative measures focused on viewer satisfaction, making the evaluation more effective. Viewer-satisfaction items were expanded, new detailed indicators were introduced, and measures reflecting users' service experience, including set-top box performance and service satisfaction, were added.

8) Strengthening Public Responsibility in Pay-TV through License Renewal

To strengthen pay-TV operators' fulfillment of their public responsibilities, the Commission conducted license renewal reviews for seven operators whose licenses were due to expire in 2025, including cable TV, relay cable, and satellite broadcasting operators. The reviews focused particularly on localism and compliance with public-interest obligations. Key criteria included the possibility of realizing impartiality and the public interest, regional, social, and cultural necessity, and financial capability.

A. Building a Foundation for Global Cooperation and Strengthening Broadcast Content Production Capacity

1) Holding the 2025 International Broadcasting Co-production Conference

On November 19, the Commission and the Korea Information Society Development Institute (KISDI) held the 2025 International Broadcasting Co-production Conference (IBCC 2025) in Seoul under the theme “Evolution of Broadcasting Collaboration: Finding Hope for a Better Future.” Held annually since 2016, IBCC promotes international co-production and raises global interest in K-content. The 2025 conference marked its 10th edition.

The 2025 conference brought together representatives of government agencies, broadcasters, production companies, and academia from Korea and countries including Thailand, Mongolia, Malaysia, and Singapore. The program featured presentations and awards for outstanding international co-productions, a keynote address, and special sessions. The conference opened with congratulatory remarks by Chang Tae-you, director of the drama Bon Appetit, Your Majesty, and producer Kim Tae-ho, best known for Infinite Challenge, and was live streamed on KISDI’s YouTube channel (www.youtube.com/@KISDIPR).

At the 2025 International Broadcasting Co-production Awards, the drama What Shall We Eat Today?, co-produced by Busan MBC and Japan’s TV Aichi, won the Grand Prize, while the documentary Challenge the Legend: Megawati’s Spring Volleyball, co-produced by KBS and Indonesia’s MOJI Media Group, received the Best Prize.

Table Ⅲ-27. **Winners of the 2025 International Broadcasting Co-production Awards**

Award Category	Broadcaster/Production Company (Co-producing Country)	Program Title	Genre
Grand Prize	Busan MBC (Japan)	What Shall We Eat Today?	Drama
Best Prize	KBS (Indonesia)	Challenge the Legend: Megawati's Spring Volleyball	Documentary

In the keynote address, Ryan Shiotani, Senior Vice President, Content, Asia, at BBC Studios, presented co-production cases and future prospects under the theme “Korean Factual Co-Productions on the Global Stage: A Case Introduction to Collaborative Success.” In the special session “Unlocking the Value of Partnership with Korea in Broadcasting,” broadcasting representatives from Thailand, Mongolia, and Malaysia shared their experiences of international co-production and discussed its importance.

Dr. Chanthaphat Khamkhokgruad of Thailand's National Broadcasting and Telecommunications Commission (NBTC) discussed regulatory reforms to facilitate co-production, while Baigal Nasanbat, Director of the Programming Policy and Regulation Department at the Mongolian National Broadcaster (MNB), highlighted the importance of cultural exchange in the media industry.

Alex Reza Shariman Othman, Director of TV Program at the Radio Television Malaysia (RTM), discussed opportunities for cooperation with Korean broadcasters. Sean Cho, Executive Vice President and Head of the Global Business Division at CJ ENM, which produced the previous year's Grand Prize-winning Mnet program CHOOM PLANET in Europe, shared the company's experience of global collaboration and its significance. The conference continued with discussions among broadcasting professionals, content producers, and AI startup representatives in sessions titled "Seeking Collaboration in the Age of AI" and "New Content, New Collaboration."

Rising production costs and the growing difficulty of finding fresh subject matter are making it increasingly challenging for broadcasters and production companies to develop content independently, heightening the importance of cross-border collaboration. The Commission plans to continue expanding forums such as IBCC that bring together government agencies, broadcasters, and content producers, while strengthening support for the global reach of K-content.

Figure Ⅲ-39. Program and Poster of the 2025 International Broadcasting Co-production Conference

Program

시 간	세 션	주요 내용
10:00~ 10:35	개막식	개회사 (방미통위), 환영사(KISDI), 축사, 공동제작 시상 (방미통위), 사진촬영
10:35~ 10:50	수상작 소개	심사위원장 설명, 수상작 영상, 시상자 소감
10:50~ 11:10	기조연설	< 글로벌 무대를 향한 한국 팩추얼 콘텐츠 공동제작 사례 > - 라이언 시오타니, BBC Studio 수석부사장 -
11:10~ 12:00	특별세션	< 한국과의 방송 협력의 가치 > - 태국, 몽골, 말레이시아, 한국 CJ ENM 등 -
12:00~ 13:25	점 심 (뷔페 제공)	
13:25~ 14:35	(세션 Ⅰ) AI 영향 속 협력 모색	주제 발표 1인 & 토론 4인 <방송분야 AI 확산 흐름 속 글로벌 협력의 변화 >
14:35~ 14:50	Coffee Break	
14:50~ 16:00	(세션 Ⅱ) 새로운 콘텐츠와 협력	좌장 1인 & 토론 4인 < 시장·포맷·플랫폼 다변화 속 우리 방송의 나아갈 길 >
16:00	폐 회	

Poster

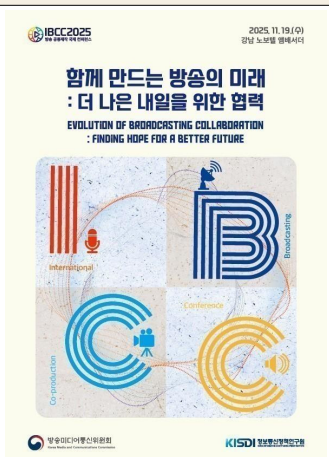


Figure Ⅲ-40. **Photos of the 2025 International Broadcasting Co-production Conference**



2) Overseas Expansion of Korean OTT Providers

To support Korean OTT providers' expansion into overseas markets and strengthen global cooperation, the Commission held the 2025 Global OTT Forum in Seoul on November 6. Approximately 400 media industry representatives and academics from Korea and abroad attended the event, which focused on innovation strategies for a sustainable OTT industry. Held under the slogan "The New Chapter of Streaming," the forum featured speakers from major Korean and global media and OTT companies, including Warner Bros. Discovery, TikTok, Tencent Video, TVING, and Coupang Play.

Across seven sessions, speakers examined how advances in AI are reshaping the OTT ecosystem and presented strategies for sustainable growth. James Gibbons, President of APAC at Warner Bros. Discovery, delivered the keynote address, "Streaming, Storytelling and Franchise: Growth Strategies for Asia Pacific." In a special session, Isaac Bess, Global Head of Distribution Partnerships at TikTok, presented "Beyond Content: TikTok's Market Expansion Strategy."

Subsequent sessions covered the next strategies of OTT platforms, the future of advertising in the AI era, the rise of ad-supported video on demand (AVOD) and the evolution of free ad-supported streaming TV (FAST), K-content connecting the world, and content consumption trends in the Asia-Pacific region. In the final session, academics and media industry professionals discussed illegal content distribution and possible countermeasures, an issue increasingly important to safeguarding the global competitiveness of K-content.

Now in its fourth year, the forum has become an international platform for sharing global OTT market trends and expanding networking and cooperation among Korean and overseas operators. As OTT reshapes content production, distribution, and consumption and drives innovation across the content industry, the 2025 event brought participants together to examine the opportunities and challenges facing the streaming industry and explore avenues for global cooperation.

Figure Ⅲ-41. Program and Poster of the 2025 Global OTT Forum

Program Schedule

시 간	구 분	내 용
10:00~10:20	20'	개회식 Intro 영상 상영, 개회사, 환영사, 축사, 기념촬영
【개막연회】		
10:20~10:40	20'	기조 연설 스트리밍 스토리텔링, 그리고 콘텐츠이즈덕셔 지역을 확장 성장 전략 / 제임스 기본스 워너브라더스 디스커버리 아태 총괄 사장
【특별세션】		
10:40~11:00	20'	발표 콘텐츠를 넘어 : 팬덤의 시장 확대 전략 / 아이작 헤스 Tubi 글로벌 콘텐 파트너십 총괄
11:00~11:10	10'	Coffee Break
【세션 1】 OTT 플랫폼의 NEXT 전략		
11:10~11:30	20'	발표1 중국 OTT 시장현황 및 Viu(뷰)의 글로벌 확장 전략 / 제롬 판 탠트 온라인비디오 부문 부사장
11:30~11:50	20'	발표2 돌아 보이지 않는 변화를 통한 고객 만족 서비스 / 장국성 쿠팡플레이 상무
【세션 2】 AI시대 광고의 미래		
11:50~12:10	20'	발표 Attention와Action의 : AI가져온 OTT 광고의 변화 / 아예원 올리브CTV 리테일팀 팀장
12:10~14:20	130'	Lunch
【세션 3】 AVOD 혁신과 FAST의 진화		
14:20~14:40	20'	발표1 광고로 여는 새로운 가능성 / 조성원 티빙 사업개발총괄(CBO)
14:40~15:00	20'	발표2 FAST의 진화로 보는 미디어 인사이트 / 박준경 뉴 아이디 대표
15:00~15:15	15'	Coffee Break
【세션 4】 세계을 연결하는 K-콘텐츠		
15:15~15:35	20'	발표1 크리에이터 중심의 새로운 제작다임 / 이명한 에그이즈커밍 대표
15:35~15:55	20'	발표2 K-예능, 세계로 가다 / 김태원 스튜디오 슬램 PD
【세션 5】 지금 아시아는 무엇을 보는가? : APAC 콘텐츠 쇼비 트렌드		
15:55~16:15	20'	발표 스트리밍 이면의 이야기 : 아시아 엔터테인먼트 쇼비자 탐구 / 샘 파넷트 AMO Analytics 대표
16:15~16:30	15'	Coffee Break
【세션 6】 OTT 성장의 Key : 콘텐츠 공정 유통		
16:30~16:50	20'	발표 콘텐츠 저작권 보호와 공정한 유통 환경 조성 방안 / 이상민 방송통신대 교수
16:50~17:30	40'	라운드 테이블 (모더) 경희대학교 교수 (패널) 강남규 크비크 박정연구위원, 김광희 선문대학교 교수, 이종규 CJ ENM 부장, 성정영 쿠팡플레이 본부장, 심진영 웨이브아메리카스 콘텐츠 운영 총괄, 심성우 SBS 법무팀 변호사

Poster



Figure Ⅲ-42 Photos of the 2025 Global OTT Forum



3) Overseas OTT Market and User Behavior Surveys

The Commission released the results of its 2025 Overseas OTT Market and User Behavior Surveys to support Korean OTT providers seeking to expand overseas. Conducted annually since 2022, the surveys examine overseas OTT laws and regulations, market structures, and user behavior to provide

baseline information for developing overseas expansion strategies. The 2025 project comprised an overseas OTT market survey and a user behavior survey.

The market survey covered India, the United States, France, and Thailand, reflecting the analytical needs of Korean OTT providers. Through in-depth interviews with local OTT providers and legal and content experts, it examined market size and outlook, the regulatory environment, infrastructure, and other industry trends in each country. The user behavior survey covered India, Singapore, the Philippines, and Turkiye and examined local users' media-device use, Hallyu content consumption, subscription patterns, platform preferences, and willingness to use Korean OTT services.

The market survey found that India and Thailand, where both local and Hallyu content enjoy strong demand, call for partnership strategies with local operators. In France, where Hallyu content remains a niche market, locally tailored co-production or remake strategies were identified as more promising. In the United States, the strong position of global OTT companies points to a multifaceted approach combining strategic partnerships with local operators, branded-channel distribution, and ad-supported plans.

The user behavior survey showed particularly strong preferences for local OTT platforms and content in India and Turkiye. In Singapore and the Philippines, U.S. OTT platforms were the most widely used, while U.S. content ranked first in consumption, followed by local and Korean content.

The survey covered 6,000 OTT users selected to reflect each country's population distribution by region, sex, and age: 2,000 in India, 1,000 in Singapore, and 1,500 each in the Philippines and Turkiye.

The surveys provided detailed analysis of major overseas OTT markets, including India, an emerging media market, along with practical implications for Korean providers' overseas expansion strategies. The findings are expected to serve as baseline information for providers considering expansion into markets across the Americas, Asia, Europe, and other regions by helping them understand local market conditions and user behavior.

The key findings of each survey are as follows.

<Key Findings of the 2025 Overseas OTT Market Survey>

The 2025 Overseas OTT Market Survey drew on in-depth interviews conducted by local research specialists with global and local OTT providers and legal and content experts in India, the United States, France, and Thailand.

Table Ⅲ-28. Overview of the 2025 Overseas OTT Market Survey

- Countries surveyed: India, the United States, France, and Thailand
- Participants: OTT platform providers, legal experts, content experts, and other relevant stakeholders in each country
- Methodology: Desk research and in-depth interviews
- Areas covered: Legal and regulatory environment, OTT market conditions, production and distribution, and other country-specific issues

India, the world's most populous country with more than 1.46 billion people and over half its population under age 30, offers substantial potential for OTT growth. At the same time, per capita gross national income is only about 7% of Korea's, resulting in low average revenue per user (ARPU) and a low-margin market. Korean OTT providers therefore need a pricing strategy centered on low-cost plans. Extending Hallyu content consumption beyond major cities will also require multilingual dubbing and subtitles in local languages such as Tamil and Telugu, in addition to English and Hindi.

The United States is a mature market with strong purchasing power: per capita gross national income is about 2.3 times Korea's, and users spend an average of approximately USD 46 (KRW 67,000) per month on OTT subscriptions. With the market already nearing saturation, partnerships with local OTT platforms or free ad-supported streaming TV (FAST) services and distribution through branded channels may offer better prospects than direct market entry by Korean OTT providers. Although the United States has relatively little OTT-specific regulation, differences in state-level requirements and frequent litigation make regulatory risk management an important consideration for market entry.

France is a highly regulated market designed to protect domestic cultural production. OTT services are subject to catalogue quotas requiring at least 60% European works and 40% French works, as well as obligations to invest 20–25% of revenue in European audiovisual production. They are also subject to measures such as the video tax and digital services tax. With Hallyu content still occupying a niche position, direct entry may carry significant risk, making partnerships or co-production with local operators a more viable strategy.

Thailand is highly receptive to Hallyu content while also showing strong preference for local content, at about 85%. A localization strategy combining Korean production expertise with Thai storytelling could therefore be competitive. Terrestrial broadcasting also remains highly influential in Thailand's family-oriented viewing culture, at roughly three times the size of the digital market. A dual-screen distribution strategy using both terrestrial broadcasting and OTT platforms was therefore identified as an effective approach to market entry.

<Key Findings of the 2025 Overseas OTT User Behavior Survey>

The 2025 Overseas OTT User Behavior Survey covered India, Singapore, the Philippines, and Turkiye. A total of 6,000 OTT users were surveyed using a demographic sampling method that proportionally reflected each country's population distribution by region, sex, and age.

Table Ⅲ-29. Overview of the 2025 Overseas OTT User Behavior Survey

- Countries surveyed: India, Singapore, the Philippines, and Turkiye
- Respondents: 1,000–2,000 OTT users per country; 6,000 in total
- Methodology: Online survey using a structured questionnaire
- Areas covered: OTT platform preferences, use of local and overseas content, willingness to subscribe to Korean OTT services, etc.

In India, respondents used an average of 4.4 OTT platforms, led by Netflix (89.2%) and Prime Video (84.9%). Six local services, including Jio Hotstar and JioTV, ranked among the top 10, underscoring the strength of domestic OTT platforms. Hallyu content usage stood at 49.1%, while 76% expressed willingness to use Korean OTT services. Smartphones were the primary viewing device for 41.5% of respondents, and account-to-account mobile wallet payments accounted for 76.5% of OTT payments. Positive perceptions of Hallyu content were particularly strong in Mumbai and the Bollywood-centered western region, suggesting that ad-supported plans and smartphone-optimized services targeted at western India could be effective entry strategies for Korean OTT providers.

In Singapore, respondents used an average of 3.2 OTT platforms, with Netflix (79.8%) and Disney+ (43.2%) ranking first and second. Hallyu content usage stood at 60%, and 73% expressed willingness to use Korean OTT services; Korea also ranked first as the country of origin for dramas watched during the previous year. Hallyu content users showed relatively high use of monthly subscription plans and card payments, with monthly OTT spending of at least SGD 41, or about KRW 44,000. The findings indicate that Hallyu content is a key genre for attracting loyal, high-spending OTT users in Singapore.

In the Philippines, respondents used an average of 3.2 OTT platforms, with Netflix (95.9%), Viu (41.7%), and Disney+ (34.6%) recording the highest usage rates. As an English-speaking country, the Philippines showed high usage of both U.S. content (95.3%) and local content (94.2%), while Hallyu content ranked third at 75%. Willingness to use Korean OTT services was also high at 76%. Cash-based digital wallets such as GCash and Maya accounted for 61.5% of OTT payments. Sports content was considered important in subscription decisions by 83% of respondents, but actual usage was only 42%, partly because of internet-access constraints, indicating potential demand for sports content, particularly basketball.

In Turkiye, respondents used an average of three OTT platforms, with Netflix recording the highest usage rate at 88.3%. Five local services, including EXXEN and tabii, ranked among the top 10, confirming the strong influence of domestic OTT platforms. Local content usage was particularly high at 90.4%, while Hallyu content usage stood at 59.3% and willingness to use Korean OTT services was comparatively low at 52.5%. The findings suggest that localization strategies aligned with local religious and cultural norms, including more limited depictions of sexual minorities and scenes involving drinking or smoking, could be more effective.

Figure Ⅲ-43. Summary of 2025 Overseas OTT Market Survey Results

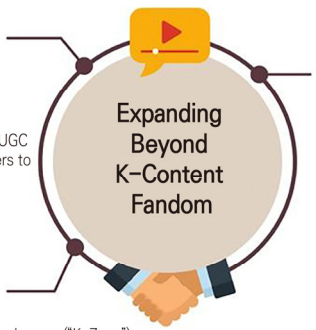
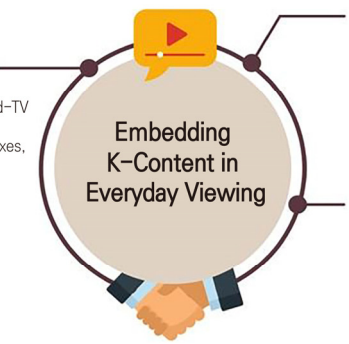
Country	Key Findings
India	**Launching Brand Zones and Channels on Global and Local OTT Platforms** ☑ Partnering with local platforms aligned with core K-content audiences (women and Gen Z) – Using priority home-screen placement to guide initial market entry and build viewing habits **Pricing Strategies for a Low-Margin Market** ☑ Offering low-cost mobile and ad-supported plans, bundles, and annual plans  **Entry through Telecom and Device Bundles** ☑ Driving subscriber conversion and reducing churn through carrier partnerships ☑ Securing priority screen and app-store placement through connected-TV partnerships **Partnerships with Local Payment Systems** ☑ Minimizing payment barriers through UPI-based payments – Integrating card and digital-wallet payments * UPI (Unified Payments Interface): a mobile-account-to-account transfer system
United States	**Target Expansion Built on Core Fandom** ☑ Establishing a stable base among core K-content audiences ☑ Using curation and promotion to attract and expand general audiences ☑ Distributing teasers and highlights through UGC and short-form content and directing viewers to full-length OTT content and the K-Zone * UGC (user-generated content) **Minimizing Initial Risk Through Partnerships** ☑ Bundles and brand-zone placement with major OTT platforms and carriers K-content-only channels and dedicated brand zones ("K-Zone")  **Diversifying Revenue through High Advertising Acceptance** ☑ Key growth driver: an SVOD hybrid model combining low-cost ad-supported and premium plans ☑ Expanding initial reach through multi-channel distribution via FAST, TVOD, and connected TV, extending content lifespan, and maximizing ad revenue
France	**Entry Strategy Based on France's Visibility and Accessibility Requirements** ☑ Entering directly through global connected-TV operating systems and partnering with telecom and OTT providers on set-top boxes, using K-content exposure and curation to lower entry barriers and secure home-screen visibility ☑ Designing subtitles, audio descriptions, and user interfaces in line with the European Accessibility Act  **Minimizing Initial Risk through Partnerships** ☑ Bundles and brand-zone placement with major OTT platforms and carriers, including K-content-only channels and dedicated brand zones ("K-Zone") ☑ Sharing France's audiovisual investment obligations with partners and reducing the investment burden through tax credits **Diversifying Revenue through Multiple Pricing Models** ☑ Differentiating services through a dedicated K-content pass ☑ Differentiation through a K-content-specialized pass strategy ☑ Designing pricing and revenue structures that account for the video tax and digital services tax
Thailand	**Launching Brand Zones on Global and Local OTT Platforms** ☑ Securing priority placement on home screens and recommendation sections, conducting joint marketing, and sharing viewing-behavior data **Partnering with Businesses Positioned for Southeast Asian Expansion** ☑ Forming strategic alliances with local platforms that enable simultaneous entry into Thailand and neighboring markets  **Dual-window distribution model: broadcast + OTT** ☑ Partnering with strong local terrestrial broadcasters – TV advertising market: USD 1.9 billion, more than three times the digital video market (USD 600 million) in 2024 **Subscription Models for a Mobile-Centric Market** ☑ Lowering entry barriers through low-cost plans and carrier bundles ☑ Using diverse subscription models, including premium plans, AVOD, and SVOD hybrid models

Figure Ⅲ-44. **Summary of 2025 Overseas OTT User Behavior Survey Results**

Country	Key Findings		
	Hallyu Content Usage Rate	Top 5 OTT Platforms Currently Used	Primary Devices for OTT Viewing
India	49.1%	① Netflix 89.2% ② Prime Video 84.9% ③ Jio Hotstar (Domestic) 77.6% ④ Jio TV (Domestic) 54.1% ⑤ Zee5 (Domestic) 52.0%	Smartphone 41.5% TV set 39.6% Desktop PC Laptop 14.1%
Singapore	59.6%	① Netflix 79.8% ② Disney+(Hotstar) 43.2% ③ Prime Video 31.2% ④ Apple TV+ 30.7% ⑤ meWATCH (Domestic) 28.5%	TV set 33.5% Smartphone 25.6% Desktop PC Laptop 24.1%
Philippines	74.7%	① Netflix 95.9% ② Viu 41.7% ③ Disney+(Hotstar) 34.6% ④ Prime Video 33.9% ⑤ iWantTFC (Domestic) 26.3%	TV set 46.0% Smartphone 34.3% Desktop PC Laptop 13.7%
Türkiye	59.3%	① Netflix 88.3% ② Prime Video 51.1% ③ Disney+(Hotstar) 32.4% ④ EXXEN (Domestic) 30.8% ⑤ Tabii (Domestic) 29.9%	TV set 51.1% Smartphone 21.9% Desktop PC Laptop 19.2%

4) Holding the 2025 Korea Media and Communications Commission Broadcasting Awards

On December 12, the Commission held the 2025 Korea Media and Communications Commission Broadcasting Awards in Seoul to recognize creative and outstanding works produced and broadcast in Korea in 2024. Now in its 17th edition, the event is Korea's only government awards program dedicated to broadcasting, honoring outstanding programs from the previous year as well as individuals and organizations that have contributed to the development of broadcasting culture.

A total of 183 works produced and broadcast in 2024 were submitted for consideration. Following preliminary and final rounds of judging, CJ ENM's drama Jeongnyeon: The Star Is Born won the Grand Prize, while KBS's documentary Glaciers received the Top Prize.

A total of 15 awards were presented: one Grand Prize, one Top Prize, nine Excellence Awards across five program categories—Social and Cultural Development, Creativity and Innovation, Hallyu Promotion, Regional Development, and OTT/Web/App Content—and four Special Awards in three categories: the Achievement Award, Hope-Sharing Award, and Production Capacity Excellence Award.

Table Ⅲ-30. Winners of the 2025 KMCC Broadcasting Awards

- ○ Grand Prize: CJ ENM, Jeongnyeon: The Star Is Born
  - Based on the popular webtoon of the same name, the drama reinterprets gukgeuk, a traditional Korean theatrical genre, through a contemporary lens. Set in the period immediately after the Korean War, it follows the rivalry, solidarity, and growth of Jeongnyeon, a gifted singer aspiring to become a leading gukgeuk performer, and resonated with a wide audience.
- ○ Top Prize: KBS, Glaciers
  - An in-depth documentary examining glaciers in the context of Earth's 4.5-billion-year history. By exploring glacier formation and change from scientific, ecological, and topical perspectives, it provided comprehensive, multidimensional information and helped broaden viewers' understanding of climate change.
- ○ Excellence Awards: nine works across five categories in total
  - Social and Cultural Development (3): G1 Broadcasting, Boundary Exploration Panorama: Walls of the World; EBS, Documentary K: We Are Teachers; SBS, SBS Special: Hakchon and Kim Min-gi, the Man Behind the Scenes
  - Regional Development (2): KNN, The Vanished Taste; KBS Busan, Restored Video: Busan Port
  - Creativity and Innovation (2): EBS, EBS Docuprime: The Age of Weather; MBC Chungbuk, AI Care
  - Hallyu Promotion (1): CJ ENM, Lovely Runner
  - OTT/Web/App Content (1): Watcha/EBS, Let's Become Human!
- ○ Special Awards: four works across three categories in total
  - Hope-Sharing Award (1): KBS Changwon, Susimcheong Project
  - Achievement Award (1): Yang Hee-eun, host of MBC Radio's Women's Era
  - Production Capacity Excellence Award (2): Korea Baduk Broadcasting, K Baduk; SBS Media Net, SBS Golf

Representatives from broadcasters, industry associations, academia, the National Assembly, and the government attended the ceremony to celebrate award winners and broadcasting professionals whose work brought enjoyment and inspiration to viewers and helped enhance Korea's international profile, while encouraging continued creativity in content production. The 2025 awards highlighted

the quality and global reach of Hallyu dramas, as well as strong documentaries addressing social issues such as AI and climate change and programs centered on community values.

5) Offering a Special Collection of 2025 Korea Media and Communications Commission Broadcasting Awards Winners

On December 29, the Commission launched a special collection of award-winning programs on major pay-TV services, including HomeChoice (cable TV), KT, SKB, and LGU+ (IPTV), and KT Skylife (satellite broadcasting). Developed in cooperation with broadcasters and pay-TV operators, the collection made 10 programs honored at the 2025 Korea Media and Communications Commission Broadcasting Awards available to viewers free of charge through January 19, 2026.

Table Ⅲ-31. Programs Available in the 2025 Broadcasting Awards Special Collection

Pay-TV Provider	Award Category		Award-Winning Work	
			Broadcaster	Program Title
HomeChoice, KT, SKB, LGU+, KT Skylife (December 29, 2025 – January 19, 2026)	Top Prize		KBS	Glaciers
	Excellence Award	Social and cultural development	G1 Broadcasting	Boundary Exploration Panorama: Walls of the World
			EBS	Documentary K: We Are Teachers
			SBS	SBS Special: Hakchon and Kim Min-gi, the Man Behind the Scenes
		Regional Development	KNN	The Vanished Taste
			KBS Busan	Restored Video: Busan Port
		Creative Innovation	EBS	EBS Docuprime: The Age of Weather
			MBC Chungbuk	AI Care
		OTT/Web/App Content	Watcha / EBS	Let's Become Human!
	Hope-Sharing Award		KBS (Changwon HQ)	Susimcheong Project

B. Supporting the Creation of New Industries

1) Release of the "2025 Plan for Reviewing the Appropriateness of Personal Location Information Business Registration (Draft)"

The Commission announced the 2025 Plan for Reviewing Applications for Personal Location Information Business Registration (Draft), including an annual application schedule to help prospective operators prepare for registration. As in the previous year, six application rounds were scheduled at two-month intervals in 2025, with the first running from February 3 to February 10.

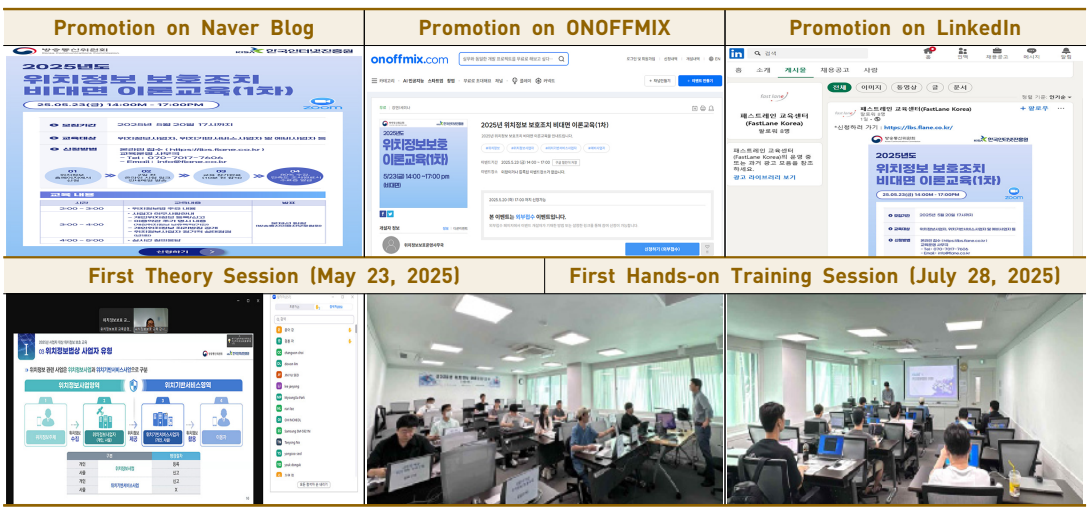
Table Ⅲ-32. 2025 Annual Schedule for Personal Location Information Business Registration Applications (Draft)

Round	Preliminary Briefing	Application Period
1st	January 21 (Tue)	February 3 (Mon) – February 10 (Mon)
2nd	March 20 (Thu)	April 1 (Tue) – April 8 (Tue)
3rd	May 13 (Tue)	May 26 (Mon) – June 2 (Mon)
4th	July 15 (Tue)	July 28 (Mon) – August 4 (Mon)
5th	September 9 (Tue)	September 22 (Mon) – September 29 (Mon)
6th	November 11 (Tue)	November 24 (Mon) – December 1 (Mon)

Under Article 5 of the Act on the Protection and Use of Location Information, any person seeking to operate a location information business handling personal location information must register with the Commission, providing its trade name, the location of its principal office, the type and description of the business, and details of major business facilities, including location information systems.

※ "Location information" means information about a place where a portable object or an individual exists or has existed at a certain time, which is collected using telecommunications equipment facilities or telecommunications line equipment and facilities (Article 2 of the Act on the Protection and Use of Location Information).

Figure Ⅲ-45. Training on Location Information Protection Measures



The review covers three areas: financial soundness, the adequacy of facilities for the location information business, and the adequacy of planned technical and managerial measures for protecting location information. Financial soundness is assessed based on the applicant corporation's profitability and stability, while facility adequacy focuses on whether major facilities, including the location information system, are sufficient for the proposed business. The third area examines the management framework and protection measures planned for safeguarding location information. Corporations that satisfy all review criteria are registered as personal location information providers.

Applications for personal location information business registration were submitted through the Electronic Civil Petition Center (http://www.emsit.go.kr), with revised and supplemented final review documents submitted in person or by mail to the Commission's Location Information Policy Team.

The transfer of a personal location information business, or the merger or split-off of a corporation, requires prior authorization from the Commission; authorization applications were accepted year-round. To assist applicants, the Commission held a preliminary briefing for each registration round on preparing application documents and following the required procedures. The first briefing was held online on January 21 via the On-nara PC videoconferencing system (http://vc.on-nara.go.kr).

Figure Ⅲ-46. 2025 Plan for Reviewing the Appropriateness of Personal Location Information Business Registration

□ 개요

○ 등록접수 일정(안)

구분	접수기간	신청서류 작성요령 설명회
1차	2.3.(월) ~ 2.10.(월)	1.21.(화)
2차	4.1.(화) ~ 4.8.(화)	3.19.(수)
3차	5.26.(월) ~ 6.2.(월)	5.13.(화)
4차	7.28.(월) ~ 8.4.(월)	7.15.(화)
5차	9.22.(월) ~ 9.29.(월)	9.9.(화)
6차	11.24.(월) ~ 12.1.(월)	11.11.(화)

※ 상기 일정은 변동 가능하며 매 차수마다 접수 관련 보도자료 확인 필요(방통위 홈페이지)
※ 개인위치정보사업의 양수·합병·분할 등에 대한 인가 신청은 상시 접수 가능

○ 접수방법 : 전자민원센터(http://www.emsit.go.kr)를 통해 접수기간 중 온라인 신청 후 수정·보완한 최종 심사서류는 방문 또는 우편 제출*
* 제출서류 : 등록신청서 1부, 사업계획서 (원본 1부, 사본 10부, 이동식저장매체 1벌)

○ 적정성 검토 절차 : 신청서 접수 → 임원 결격사유 확인 → 자문위원 구성 → 적정성 검토 → 등록여부 결정 → 등록증 교부(약 2개월 소요)
※ 개인위치정보사업 등록 대상, 등록 절차 및 신청서류 작성 방법 등에 대해 위치정보지원센터(02-588-0185, www.lbsc.kr)에서 연중 상담·안내 지원

○ 관련 규정

구분	관련 규정
등록	• 위치정보의 보호 및 이용 등에 관한 법 제5조, 제6조 • 위치정보의 보호 및 이용 등에 관한 법 시행령 제2조, 제3조 • 개인위치정보사업등록 세부심사기준별 평가방법(방통위고시 제2022-05호)
인가	• 위치정보의 보호 및 이용 등에 관한 법 제7조 • 위치정보의 보호 및 이용 등에 관한 법 시행령 제6조, 제6조의2 • 개인위치정보사업의 양수 및 법인의 합병 등의 인가 세부심사기준별 평가방법(방통위고시 제2022-06호)

□ 방문·우편 접수처

○ 주소 : (13809) 경기도 과천시 관문로 47, 2동(방통위 위치정보정책팀)
○ 전화 : 02-2110-1526

2) 위치정보의 수집·이용·제공·파기 등 각 단계별 접근 권한자 지정 및 권한의 제한 방안	〃
3) 위치정보보호 취급자의 의무와 책임을 규정한 취급·관리 절차 및 지침	〃
4) 위치정보 제공사실 등을 기록한 취급대장의 운영·관리 계획	〃
5) 위치정보 보호조치에 대한 정기적인 자체 검사 계획	〃
나. 위치정보의 기술적 보호조치 계획의 적정성	
1) 위치정보 및 위치정보시스템의 접근권한을 확인할 수 있는 식별 인증 및 절차	적합/부적합
2) 위치정보시스템에의 권한없는 접근을 차단하기 위한 방화벽 설치 등의 조치 계획	〃
3) 위치정보시스템에 대한 접근사실의 전자적 자동 기록·보존장치의 운영 계획	〃
4) 위치정보시스템의 침해사고 방지를 위한 보안프로그램 설치 및 운영 계획	〃
5) 위치정보를 안전하게 저장·전송할 수 있는 암호화 기술의 적용이나 이에 상응하는 조치	〃
6) 그 밖에 방송통신위원회가 위치정보의 보호를 위하여 필요하다고 인정하는 기술적 조치(개인위치정보주체가 개인위치정보 수집·이용·제공의 일시적 중지를 요구할 경우 이를 위한 기술적 수단 제공 조치나, 위치정보 및 위치정보 수집·이용·제공사실 확인자료를 파기하는 경우 복구 또는 재생되지 않도록 하는 등의 조치계획 등)	〃

※ 「개인위치정보사업등록 세부심사기준별 평가방법」(방통위고시 2022-05호) [별표 2]

○ 등록기준 : 심사사항별 세부심사기준에서 모두 적합판정

□ 개인위치정보사업 양수 및 법인의 합병·분할

○ 신청서류 : 인가신청서 1부, 양도·양수계약서 사본 1부, 사업계획서(원본 1부, 사본 10부, 이동식저장매체 1벌)

○ 사업계획서 : 요약문(30쪽 이내)과 본문(200쪽 이내)으로 작성

※ 「개인위치정보사업 양수 및 법인의 합병 등의 인가 세부심사기준별 평가방법(방통위고시)」 [별표 1] '인가신청서류 작성요령'에 따라 작성

- 본문은 등록신청법인에 관한 기본사항(1권), 사업개요(2권), 시스템의 구성·운영(3권), 위치정보의 관리적·기술적 보호조치 계획(4권) 등 4개 부문으로 나누어 기재

• (기본사항) 법인의 명세 및 조직, 재무상태 등
• (사업개요) 양수되는 사업의 세부 계획 등
• (시스템의 구성·운영) 소요설비, 시스템 체계 등
※ 위치정보시스템으로 클라우드 서버 이용 가능
• (위치정보의 관리적·기술적 보호조치 계획) 위치정보관리책임자지정, 위치정보 보호를 위한 암호화 등

2) Releasing the 2024 Emergency Rescue Location Information Quality Measurement Results

On March 28, the Commission released the 2024 Emergency Rescue Location Information Quality Measurement Results for the three major mobile carriers and mobile devices. The results showed overall improvements from 2023 in the accuracy and response time of location information provided to emergency rescue agencies, including fire and police authorities. Since 2019, the Commission has measured and disclosed the quality of emergency rescue location information to support faster and more accurate rescue operations and encourage carriers to invest in positioning technology and improve service quality.

Conducted from July through November 2024, the measurement assessed both the quality of emergency rescue location information provided by the three major mobile carriers and the location-information functionality of mobile devices released in Korea. With GPS and Wi-Fi initially turned off, the test measured how accurately and quickly location information could be provided when those functions were temporarily activated during an emergency.

For the three major mobile carriers, the Commission measured three indicators—location standard compliance rate, location accuracy, and location response time—for base-station, GPS, and Wi-Fi positioning. Measurements were conducted at 163 sites nationwide, covering urban and rural areas, varying terrain, and indoor and outdoor environments.

Table Ⅲ-33. Quality Measurement Indicators for Emergency Rescue Location Information Provided by the Three Major Mobile Carriers

(A) Location Standard Compliance Rate (%): Percentage of location information requests meeting both the distance-error standard (within 50 m) and the response-time standard (within 30 seconds).
(B) Location Accuracy (m): Average distance error between the actual coordinates of the test location and the measured coordinates, excluding the largest 10% of errors.
(C) Location Response Time (s): Time between an emergency rescue agency's request for location information and its receipt of that information.

The base-station method improved in both location accuracy (52.3 m → 25.0 m) and response time (3.0 s → 1.4 s). Wi-Fi improved across all three indicators: location standard compliance rate (96.8% → 98.9%), accuracy (20.1 m → 18.7 m), and response time (4.2 s → 2.4 s). GPS also improved in compliance rate (97.7% → 99.0%) and response time (4.6 s → 1.7 s), although location accuracy declined slightly (11.3 m → 12.7 m).

By carrier, GPS location standard compliance rates were 99.8% for SKT, 99.3% for KT, and 97.9% for LGU+, while the corresponding Wi-Fi rates were 99.5%, 99.3%, and 98.0%, respectively.

Table Ⅲ-34. **Emergency Rescue Location Information Quality Measurement Results for the Three Major Mobile Carriers (Three-Carrier Average)**

Method	Location Standard Compliance Rate (%)		Location Accuracy (m)		Location Response Time (s)	
	2023	2024	2023	2024	2023	2024
Base Station	-	-	52.3	25.0	3.0	1.4
GPS	97.7	99.0	11.3	12.7	4.6	1.7
Wi-Fi	96.8	98.9	20.1	18.7	4.2	2.4

For location accuracy, KT recorded the smallest average error under the base-station method at 22.3 m, followed by LGU+ at 24.9 m and SKT at 26.0 m. Under GPS, SKT recorded the smallest error at 8.6 m, followed by LGU+ at 12.5 m and KT at 13.8 m. Under Wi-Fi, SKT recorded 14.5 m, followed by LGU+ at 19.9 m and KT at 20.8 m.

For location response time, KT was fastest under the base-station method at 1.0 s, followed by SKT at 1.4 s and LGU+ at 1.7 s. Under GPS, KT and LGU+ each recorded 1.5 s, followed by SKT at 2.0 s. Under Wi-Fi, KT recorded 1.6 s, followed by SKT at 2.2 s and LGU+ at 3.5 s.

Table Ⅲ-35. **Emergency Rescue Location Information Quality Measurement Results for the Three Major Mobile Carriers (by Carrier)**

Method	Carrier	Location Standard Compliance Rate (%)		Location Accuracy (m)		Location Response Time (s)	
		2023	2024	2023	2024	2023	2024
Base Station	SKT	-	-	54.6	26.0	1.5	1.4
	KT	-	-	34.3	22.3	3.7	1.0
	LGU+	-	-	55.1	24.9	3.9	1.7
	Total	-	-	52.3m	25.0m	3.0초	1.4초
GPS	SKT	97.6	99.8	10.5	8.6	3.0	2.0
	KT	97.4	99.3	11.6	13.8	3.7	1.5
	LGU+	98.1	97.9	11.3	12.5	7.2	1.5
	Total	97.7%	99.0%	11.3m	12.7m	4.6초	1.7초
Wi-Fi	SKT	99.8	99.5	13.2	14.5	2.4	2.2
	KT	97.5	99.3	20.6	20.8	4.4	1.6
	LGU+	93.0	98.0	32.3	19.9	5.7	3.5
	Total	96.8%	98.9%	20.1m	18.7m	4.2초	2.4초

Note: The top-performing carrier for each 2024 quality measurement indicator is highlighted. Results are based on sample measurements at 163 sites nationwide and may vary among carriers.

The Commission also tested emergency rescue location information functionality on 85 mobile device models, including foreign-made devices, unlocked devices,* and USIM-switched devices.** The tests examined whether each type of device could provide location information through base-station, GPS, and Wi-Fi positioning in response to an emergency rescue request.

* Unlocked device: a device sold by the manufacturer through general distribution channels rather than tied to a specific carrier, allowing the user to choose a carrier.

** USIM-switched device: a device originally released for a specific carrier but used with another carrier's USIM.

The tests confirmed that foreign-made devices from Apple and Xiaomi provided base-station location information but not Wi-Fi-based location information because they lacked the carriers' positioning technology.

Xiaomi devices provided GPS-based location information only under certain conditions on the KT network, representing a partial improvement from 2023, when such information was not provided. Apple devices provided internally calculated location information using GPS and Wi-Fi during an emergency call and for up to five minutes after the call ended. As in 2023, unlocked and USIM-switched devices provided location information through all three methods: base station, GPS, and Wi-Fi.

Table Ⅲ-36. Measurement Results for Emergency Rescue Location Information Provision by Mobile Devices

Category	Base Station		GPS		Wi-Fi	
	2023	2024	2023	2024	2023	2024
Foreign-Made Devices	Provided	Provided	Not Provided	Partially Provided	Not Provided	Not Provided
Unlocked Devices	Provided	Provided	Provided	Provided	Provided	Provided
USIM-Switched Devices	Provided	Provided	Provided	Provided	Provided	Provided

In 2024, the Commission expanded measurement sites beyond predominantly urban locations to rural and fishing communities, islands, and mountainous areas to reduce location-information blind spots. It also reviewed expanding the range of devices subject to quality evaluation and diversifying measurement methods to address gaps affecting foreign-made devices, while strengthening cooperation among emergency rescue agencies, the three major mobile carriers, and device manufacturers to improve location accuracy in emergencies.

3) Identifying LBS Startups and Supporting Commercialization

The Commission provided tailored support to help startups in the location information sector commercialize their services and grow. On July 4, it launched the 2025 KOREA LBS Startup Challenge to support the creation and growth of innovative location-based service (LBS) businesses. It also provided phased commercialization support, including growth-acceleration programs and comprehensive consulting.

Designed to identify and commercialize promising business models in the location information sector, the challenge accepted applications through August 1 from young and prospective entrepreneurs, startups, and SMEs. It comprised two categories, “Idea” and “Commercialization Support,” with final selections based on document screening, presentation evaluations, and the results of commercialization support.

The “Idea” category was open to prospective entrepreneurs aged 34 or younger with creative ideas. Ten ideas were selected, and the teams received business-model consulting and technical mentoring to help turn their concepts into LBS startups.

The “Commercialization Support” category comprised “Public/Safety” and “Everyday-Life” tracks, under which 20 promising SMEs and microbusinesses were selected. Support included development funding, service-enhancement consulting, user testing, and assistance in securing intellectual property rights. Applications were submitted through the KOREA LBS Startup Challenge website (https://korealbs.or.kr).

Figure Ⅲ-47. Flyer for the 2025 KOREA LBS Startup Challenge



To strengthen the fairness and expertise of the challenge, the Commission formed a steering committee comprising online platform companies, mobile carriers, and professional investment institutions. In addition to judging entries, committee members provided technical advice and helped connect selected companies with investors.

The Commission also operated the Location Information Startup Growth Acceleration Program to help promising companies attract investment at home and abroad. The program selected 45 startups and SMEs and supported market development and investor matching through IR showcases for investors in Korea and Vietnam, business networking, and service-enhancement mentoring.

Figure Ⅲ-48. Revitalizing the Location Information Industry

Location Information Startup Roundtable (September 2025)



Promotion of the Startup Challenge and Cloud Infrastructure Support (July–August 2025)



The Commission also held 2025 KOREA LBS DAY, featuring the Startup Challenge awards ceremony, business meetups, investor relations (IR) sessions and showcases, business-matching consultations, exhibitions of products developed by outstanding startups, talks, and training. The event brought LBS startups together with large companies and SMEs to explore opportunities for collaboration, networking, and investment.

About 300 participants attended, including location information providers, location-based service providers, investors, and companies supporting commercialization. Designed to accelerate the growth of promising SMEs and expand opportunities for business partnerships and investment, the event also formed part of National Agenda Item 108, “Building a Forward-Looking Digital and Media Ecosystem.”

※ Building a Forward-Looking Digital and Media Ecosystem (No. 108): support for mutually beneficial growth in digital and media industries, among other initiatives.

During the business meetup, leading digital companies including SKT, KT, Mercedes-Benz Korea, and Kakao Mobility shared their needs for location-based innovation services and explored potential collaboration with startups, creating opportunities for market access and business partnerships. In the IR and showcase sessions, startups presented their business models to 19 leading domestic venture

capital and angel investors, including Shinhan Venture Investment. Separate business-matching consultations connected startups with large and mid-sized companies, including SKT, KT, Mercedes-Benz Korea, and Kakao Mobility, to discuss investment and partnership opportunities.

Figure Ⅲ-49. **2025 KOREA LBS DAY**



The event also showcased products commercialized by outstanding LBS startups through the challenge, allowing attendees to experience them firsthand. Experts provided consultations on administrative, legal, patent, accounting, and labor matters to help early- and growth-stage startups address business challenges. Talks on startup growth strategies and business expansion, together with training on location information laws, regulatory frameworks, and protection measures, further supported startup capacity building.

The event also included an awards ceremony for the 13 winning teams in the 2025 KOREA LBS Startup Challenge, launched in July. The Grand Prize in the Idea category went to HTPeo for a smart recycling system that tracks where waste is generated and determines its recyclability. The Grand Prize in the Public/Safety track of the Commercialization Support category went to SERDIC Inc. for a service that enables construction-site drawings to be updated in real time as location-based 3D visualization data. The Grand Prize in the Everyday-Life track went to Aesseujima Co., Ltd., whose AI-based service provides marine leisure and fishing activity indices for nearby waters.

The three Grand Prize winners received the Commission Chairperson's Award, while 10 other teams, including winners of the Top Excellence and Excellence Awards, received the KISA President's Award. Total prize money amounted to KRW 92 million. The event helped identify innovative ideas in location-based services, strengthen collaboration among businesses, and expand networking and investment opportunities across Korea's location information industry.

C. Strengthening the Digital Creator Ecosystem[5)]

1) Pursuing Digital Creator Legislation

To support the development of the digital creator industry, a promising sector for young people, the Commission worked to establish a legal and institutional foundation for protecting creators' rights, fostering a healthy market environment, and promoting the industry systematically. It supported the introduction of related legislation, including the Bill on the Promotion of the Digital Creator (One-Person Media Creator) Industry, introduced by Rep. Choi Hyung-doo in March 2025, and the Bill on the Protection of the Rights and Development of Digital Creators, introduced by Rep. Chung Dong-young in June 2025.

To build public awareness of the need for legislation, the Commission held a legislative forum in February 2025 on the Bill on the Promotion and Support of Digital Creators, introduced by Rep. Lee Hae-min in August 2024, and gathered views from industry stakeholders.

Figure Ⅲ-50. **Legislative Forum on the Bill on the Promotion and Support of Digital Creators**



2) Responding to Legislative Initiatives in the National Assembly

The Commission responded to legislative initiatives related to the new media content industry, with a focus on ensuring coherence with the existing regulatory framework. In particular, regarding the Bill on the Promotion of the New Media Video Content Industry, jointly introduced by Reps. Park Jung-ha and Lim Oh-kyeong in March 2025, the Commission supported regulatory reviews and coordination among relevant ministries.

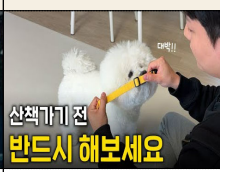
3) Talent Development

To strengthen the foundation for growth of the digital creator industry and create jobs attractive to young people, the Commission supported specialized talent development and content production.

5) Following the government reorganization on October 1, 2025, the broadcasting affairs of the Ministry of Science and ICT were transferred to the Korea Media and Communications Commission.

The programs supported 65 teams of full-time creators, trained 25 people for emerging occupations and 26 regional media engineers, and provided content production support to 15 companies. In particular, commercialization and consulting support for full-time creators with at least 10,000 subscribers generated KRW 760 million in revenue, while 62 teams, or 95%, completed business registration.

Figure Ⅲ-51. Key Achievements of Outstanding Participants in 2025

Easy Couple	HINA	Coldsheep	Gaming Gear Review "Gemyongi"	Brother Pooh
				
· 14 brand collaborations including LG Electronics · 20 million views during the project	· Entry onto new platforms · 200% increase in views during the project	· Sale of Hana Tour travel products · 700% increase in views during the project	· 10,000 IP-based products sold · Brand collaborations including Logitech	· Brand collaborations including Yuhan-Clorox and Harim · 8 million views during the project

4) Fostering New Industries

As the digital creator industry expanded, the Commission implemented training programs to identify emerging occupations and develop talent tailored to industry demand. It provided company-specific hands-on training and supported pathways to employment and entrepreneurship, with 17 participants completing the programs as of November 2025.

5) Developing Regional Media Engineers

To build a regional media technology workforce, the Commission supported the development of regional media engineers. It provided training focused on new technologies such as virtual humans and AI for technical talent at universities and other institutions in the Daegu area, helping build a regionally based pool of media engineers.

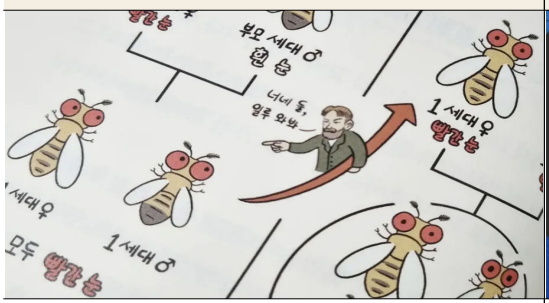
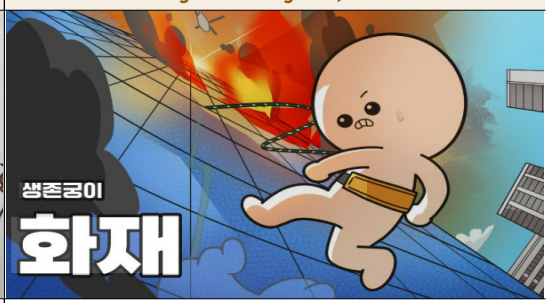
Figure Ⅲ-52. Developing Regional Media Engineers

Training under the Digital Creator Industry Emerging Occupations Program		Training under the Daegu New Tech Convergence Support Program	
			

6) Content Production Support

To strengthen the content competitiveness of small-scale one-person media creators, the Commission supported the production of content based on promising intellectual property (IP). Production support was provided to 15 creators and production companies, helping expand content distribution and strengthen industry competitiveness.

Figure Ⅲ-53. Featured Content from the 2025 Creator Media Content Production Support Program

Fish Science	Big Foresting Co., Ltd.
	
· Genre: Education/Information · Title: The Suspicious Science Textbook	· Genre: Education/Information · Title: Survival Goongi

7) Startup Support

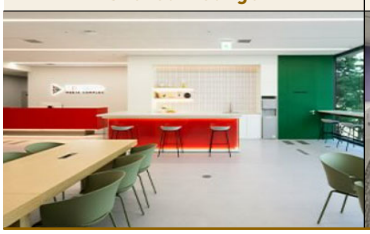
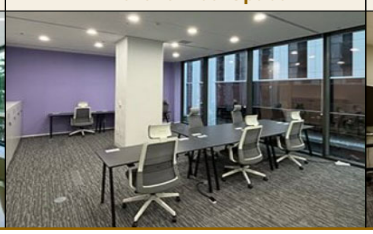
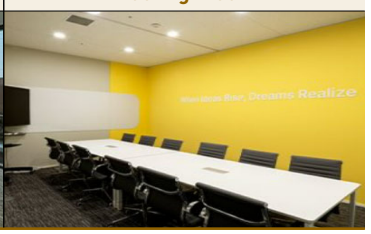
To support entrepreneurship and business growth among one-person media creators, the Commission expanded production infrastructure and operated startup support programs. It relocated the Creator Media Complex to Magok and reopened it at the end of January, providing production studios and office space for startups to support their growth. From April, it also established and operated seven small and medium-sized specialized studios for creator media content production and live broadcasting.

Figure Ⅲ-54. Production Facilities at the Creator Media Complex

Open Studio (1)	Multi Studios (4)	Unit Studios (2)
		
Designed for interactive content such as fan meetings and live commerce	Customized studios for food content, talk shows, and other productions	Small studios designed for real-time filming and broadcasting

To expand support for resident startups, the Commission increased the Complex's capacity from 34 to 40 companies and selected new tenants in August. Sixteen spaces were offered to one-person media startups established within the previous five years, attracting 2.8 applicants per available space. These efforts helped expand the creator-driven startup ecosystem and strengthen the foundation for job creation in the media sector.

Figure Ⅲ-55. Facilities for Resident Startups at the Creator Media Complex

Shared Lounge	Private Office Space	Meeting Room
		

8) Global Expansion

To support the digital creator industry's expansion into overseas markets, the Commission provided global collaboration, investment, and content localization support. It assisted 20 startups seeking overseas investment, five companies localizing outstanding content for overseas distribution, and 10 creator teams participating in global brand collaborations. For content localization, the Commission covered costs for subtitling, translation, dubbing, and related work, helping Korean production companies export their content and expand distribution through overseas platforms.

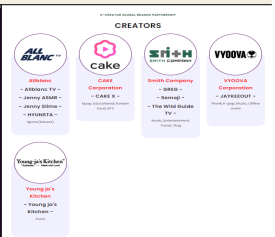
Figure Ⅲ-56. Featured Content from the 2025 Creator Media Overseas Localization Support Program

MUAM Co., Ltd.	Channel Bom Co., Ltd.	RedQ Co., Ltd.
		
· Genre: Drama · Title: The Woman Who Worked Nine Contract Jobs	· Genre: Education (kids) · Title: Super Duper Friends	· Genre: Drama · Title: Girlfriend Starting Today: LoveTech

For global collaboration, the Commission supported Korean creators' participation in a global brand expo in the United States in May and a local collaboration project in Japan in September. The programs generated 122 business meetings with overseas companies, involving business consultations valued

at approximately KRW 8.8 billion, and resulted in seven agreements, including MOUs, licensing agreements, and distribution agreements.

Figure Ⅲ-57. Global Collaboration Support Program

May Brand Expo (United States, 10 teams)		September Local Collaboration Project (Japan, 5 teams)	
			

To help creator media startups attract investment, the Commission provided two rounds of investment mentoring, in October and December, to startups with strong growth potential and held a global demo day.

Figure Ⅲ-58. Startup Development Program Demo Day



The Commission also held a creator event in partnership with Incheon Metropolitan City. Participation by global video platforms such as TikTok and invited creators helped expand networking and collaboration across the creator industry ecosystem in Korea and abroad.

Figure Ⅲ-59. Global Networking Event for Creators



Section 3 Realizing a People-Centered, Digitally Inclusive Society

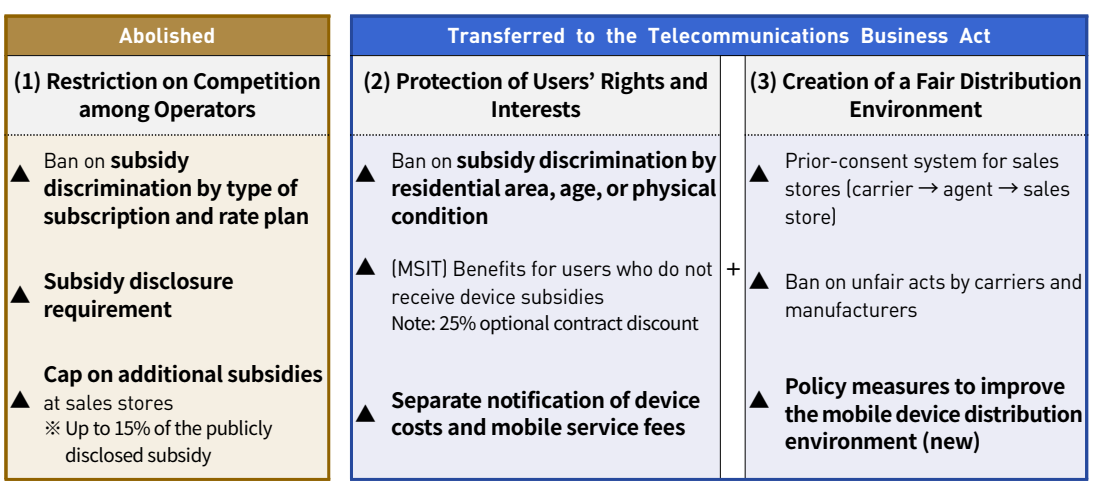
1. Strengthening the Rights and Interests of Media and Communications Users

A. Enhancing User Welfare in the Mobile Device Distribution Market

1) Fostering Conditions to Promote Competition

With the repeal of the Mobile Device Distribution Improvement Act taking effect in July to promote competition in the telecommunications market and reduce users' device-purchase burden, the Commission worked with the Ministry of Science and ICT to revise subordinate legislation in ways that would expand user benefits and prevent unfair market practices. The revisions covered the Enforcement Decree of the Telecommunications Business Act and related public notices, including the repeal of notices governing switching subsidies and subsidy disclosure and the establishment of types and criteria for unfair subsidy discrimination based on residential area, age, physical condition, and similar factors.

Figure Ⅲ-60. **Repeal of the Mobile Device Distribution Improvement Act and Provisions Transferred to the Telecommunications Business Act**



In January, the Commission also held a roundtable with vice presidents from the three major mobile carriers and device manufacturers, including Samsung Electronics and Apple, to gather stakeholder views. Based on the discussions, it prepared a draft amendment to the Enforcement Decree of the

Telecommunications Business Act, together with proposals to repeal or amend related public notices, and reported them to the Commission in April.

Table Ⅲ-37. Key Revisions to Subordinate Legislation

Revision Area	Key Changes
(1) New Provisions in the Enforcement Decree	■ Types and criteria for prohibiting unfair subsidy discrimination based on residential area, age, physical condition, etc. ■ Policy measures to create a fair distribution environment and provisions on the composition and operation of a consultative body ■ Information required to be included in mobile communications service contracts
(2) Transfer and Revision of Enforcement Decree Provisions and Public Notices	■ Transfer of provisions of the Enforcement Decree of the Mobile Device Distribution Improvement Act → Enforcement Decree of the Telecommunications Business Act ※ Criteria for emergency suspension orders, corrective orders, penalty surcharges, etc. ■ Revision of seven public notices related to the Mobile Device Distribution Improvement Act and the Telecommunications Business Act ※ Prior-consent posting requirements; public notice on emergency suspension orders; criteria for imposing penalty surcharges; rules for handling prohibited acts; criteria for public disclosure of corrective orders (KMCC notices); notice on data submission (MSIT notice); etc. ■ Abolition of two public notices on subsidy regulation ※ Criteria for disclosure and posting of subsidies; detailed criteria for switching subsidies

The draft Enforcement Decree was published for public comment from April to June, and preparations were made for review by the Regulatory Reform Committee in June. The amendment was to be finalized once the Commission was reconstituted, through follow-up procedures including a Commission resolution, review by the Ministry of Government Legislation, the Vice Ministers' Meeting, and the Cabinet Meeting.

Figure Ⅲ-61. Process for Amending the Enforcement Decree Following Repeal of the Mobile Device Distribution Improvement Act

Roundtable with Vice Presidents of the Three Major Mobile Carriers and Device Manufacturers



Press Release on the Proposed Enforcement Decree Amendment Reported to the Commission



관계부처합동 보도자료

보도시점 2025. 4. 23.(수) 배포시점 배포 2025. 4. 23.(수)

단말기유통법 폐지에 따른
전기통신사업법 시행령 등 개정 절차 착수

- 디지털 소외계층 대상 한시적 지원금 우대는 부당한 차별 예외로 인정
- 지원금 규제 관련 단통법 시행령·고시 폐지로 경쟁 활성화 유도

방송통신위원회(위원장 이진숙, 이하 '방통위')와 과학기술정보통신부(장관 유상임, 이하 '과기정통부')는 오는 2025년 7월 22일 시행되는 「이동통신단말장치 유통구조 개선에 관한 법률(이하 '단말기유통법')」 폐지와 「전기통신사업법」 개정 후속조치로 「전기통신사업법 시행령」 개정안을 마련하고, 4월 28일부터 6월 9일까지 입법예고를 실시한다고 밝혔다.

2) Establishing a New Market Order

Under Article 32-13 of the Telecommunications Business Act (Creation of Fair Distribution Environment), the Commission prepared draft Comprehensive Policy Measures to Improve the Mobile Device Distribution Environment to prevent market disruption and protect users from harm. The measures were intended to establish a new market order following the repeal of the Mobile Device Distribution Improvement Act. To finalize them by the end of the year, the Commission formed the Preliminary Consultative Body on Improving the Mobile Device Distribution Environment in September to gather views from stakeholders, including mobile carriers and manufacturers, as well as experts, and operated subcommittees.

Table Ⅲ-38. Composition and Operation of the Preliminary Consultative Body

- Composition: 13 members, including five experts (one in law, two in economics, and two in consumer affairs), stakeholders (the three major mobile carriers and two manufacturers), and representatives of relevant associations (the distribution association and the MVNO association)
- Role: Subcommittee discussions on priority issues, implementation measures, and frameworks for developing the comprehensive policy measures (mobile carriers; manufacturers and users; MVNOs; distribution and mutually beneficial cooperation)
- Schedule: Kickoff meeting (September 19, 2025), subcommittee meetings (September–November 2025), plenary meeting (December 11, 2025)

Figure Ⅲ-62. Process for Developing the Comprehensive Policy Measures to Improve the Mobile Device Distribution Environment

Related Media Coverage (June 19, 2025)


이뉴스투데이
HOME 〉 IT과학 〉 IT·통신

[단독] '단말기 유통환경 개선 종합시책' 나오나 …단통법 폐지 후속조치

백연식 기자 | 승인 2025.06.19 19:54

이통사·제조사 차별 유도 등 불공정 행위 금지
지원금 정보제공 강화·단말기 선택권 보장 방안
이용자 피해 방지 및 구제, 자율규제 촉진 핵심

Kickoff Meeting (September 19, 2025)

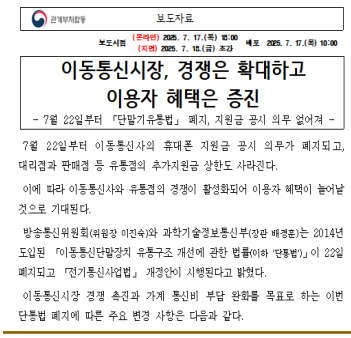


3) Public Outreach and Market Monitoring

To protect users in the telecommunications market, the Commission issued a press release in July explaining how the regulatory framework would change following the repeal of the Mobile Device Distribution Improvement Act and held a briefing for reporters covering the Commission.

Figure Ⅲ-63. Media Outreach and Communication on the Repeal of the Mobile Device Distribution Improvement Act

Press Release on the Repeal of the Mobile Device Distribution Improvement Act (July 17, 2025)



보도자료

보도시점 (온라인) 2025. 7. 17.(목) 10:00 배포 2025. 7. 17.(목) 10:00
(지면) 2025. 7. 18.(금) 조간

이동통신시장, 경쟁은 확대하고
이용자 혜택은 증진

- 7월 22일부터 「단말기유통법」 폐지, 지원금 공시 의무 없어져 -

7월 22일부터 이동통신사의 휴대폰 지원금 공시 의무가 폐지되고, 대리점과 판매점 등 유통점의 추가지원금 상한도 사라진다.

이에 따라 이동통신사와 유통점의 경쟁이 활성화되어 이용자 혜택이 늘어날 것으로 기대된다.

방송통신위원회(위원장 이진숙)와 과학기술정보통신부(장관 배경훈)는 2014년 도입된 「이동통신단말장치 유통구조 개선에 관한 법률(이하 '단통법')」이 22일 폐지되고 「전기통신사업법」 개정안이 시행된다고 밝혔다.

이동통신시장 경쟁 촉진과 가계 통신비 부담 완화를 목표로 하는 이번 단통법 폐지에 따른 주요 변경 사항은 다음과 같다.

Press Roundtable (July 17, 2025)



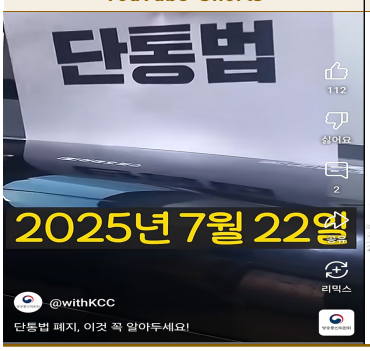
SBS Biz Interview (July 17, 2025)



The Commission also used accessible online formats, including YouTube Shorts, card-style posts, and infographics, to explain the regulatory changes and highlight points users should keep in mind.

Figure Ⅲ-64. Online Promotional Content on the Repeal of the Mobile Device Distribution Improvement Act

YouTube Shorts



Card-Style Posts



Infographics



To prevent market disruption and protect users pending amendment of the Enforcement Decree, the Commission operated a dedicated task force (TF) on the repeal of the Mobile Device Distribution Improvement Act, with participation from the three major mobile carriers, the Korea Association for ICT Promotion, the Korea Communications User Protection Association, and other relevant organizations. The TF reviewed issues surrounding the launch of new devices, including Samsung's Galaxy Z Fold7 series, and identified policy needs arising in the retail market from the regulatory changes accompanying the repeal. The Commission also issued administrative guidance asking the three major mobile carriers to comply with the Telecommunications Business Act in order to maintain stability in the mobile communications market.

Figure Ⅲ-65. Administrative Guidance on Regulatory Changes in the Mobile Device Distribution Market

Administrative Guidance Official Letter	Main Points of Administrative Guidance
방송통신위원회 수신 수신자 참조 (경유) 제목 「이동통신단말장치 유통구조 개선에 관한 법률」 폐지 후 「전기통신사업법시행령」 개정 시까지 준수요청사항 1. 귀 사의 무궁한 발전을 기원합니다. 2. 관련 가. 「이동통신단말장치 유통구조 개선에 관한 법률」(이하 "단말기유통법" 이라 한다) 및 같은 법 시행령 나. 「전기통신사업법」 및 같은 법 시행령 다. 「행정절차법」, 「행정기본법」 및 같은 법 시행령 3. 방송통신위원회는 '25. 7.22일 시행되는 '단말기유통법' 폐지에 따른 '전기통신사업법' 개정 후속 조치로 '전기통신사업법 시행령' 개정안을 마련하고, 지난 4월 28일부터 6월 9일까지 입법예고 등의 절차를 완료하였으나, 시행령 개정안이 '25. 7.22일 제때 시행되기 어려운 상황입니다. 이에 이용자 권익보호 및 피해예방과 공정하고 투명한 유통환경 조성을 위해 아래의 주요 사항을 알려드리오니, 「전기통신사업법」 시행령 개정 시까지 적극 준수하여 주시기 바랍니다	Requested compliance with the Telecommunications Business Act, including the following measures, to prevent user harm pending amendment of the Enforcement Decree ▲ Strengthening oversight of distribution networks ▲ Improving information provided to users ▲ Prohibiting unfair discrimination against users ▲ Preventing mis-selling

Led by the Deputy Director General for Market Investigation, the Commission formed an inspection team that visited retail outlets across the country and provided administrative guidance on matters including the use of revised contracts and the proper disclosure of additional subsidies. Before and after the repeal, it also monitored sales by unauthorized retail outlets and false or exaggerated advertising through voluntary inspections and enforcement measures by the mobile carriers and the Korea Association for ICT Promotion. These efforts provided clear guidance to distribution networks, helping prevent market disruption and user harm.

Figure Ⅲ-66. On-Site Visits to and Inspections of Retail Outlets Following the Repeal of the Mobile Device Distribution Improvement Act

On-Site Visit by the Deputy Director General for Market Investigation to a Retail Outlet (July 23, 2025)	Interview with Retail Outlet Staff by the Deputy Director General for Market Investigation (November 19, 2025)
	

B. Addressing Public Inconveniences in Media and Communications

1) Guaranteeing User Choice

The Commission pursued institutional reforms to address unfair practices that restrict user choice, including exclusive contracts covering multiple lines in multi-unit buildings such as apartments, officetels, and knowledge industry centers that force occupants to use a particular telecommunications service. It revised relevant laws and public notices to strengthen users' freedom to choose telecommunications services.

Article 50 of the Telecommunications Business Act was amended in January 2024 and took effect in July 2024, followed by the issuance of a related public notice in February 2025. The notice established detailed standards delegated by the Act, including the types of buildings subject to the prohibition and the scope of building management entities.

Figure Ⅲ-67. Public Outreach on the New Public Notice Concerning Internet Service Transfers in Multi-Unit Buildings



Beginning in September 2025, the Commission conducted inspections in response to complaints about exclusive contracts in multi-unit buildings that continued despite the new rules. The inspections examined possible violations of the Telecommunications Business Act and identified areas requiring further institutional improvement. The Commission also pursued institutional reforms to address deceptive practices and emerging forms of intrusive online advertising that cause inconvenience or harm to users, as part of National Agenda Item 108-5, "Guaranteeing Digital Users' Rights." It published a handbook compiling cases of user harm caused by dark patterns, including deceptive advertising and purchases induced through manipulative interface design, and conducted policy research on amendments to the Telecommunications Business Act and its Enforcement Decree.

To address user harm arising from complex digital-service design, the Commission also operated a research group to develop measures promoting user-friendly design. The group examined policy directions, including amendments to relevant laws and regulations to prevent harm to digital service users, and considered a draft set of user guidelines developed through a policy research project.

Table Ⅲ-39. **Key Areas for Inspection in Online and Telecommunications Service Use**

▲ Telecommunications Service Use in Multi-Unit Buildings	▪ Forcing small business owners, tenants, and other occupants of multi-unit buildings such as officetels to use a particular telecommunications service
▲ Digital Platform Dark Patterns	▪ Blanket disclosure of important information such as fees and terms of use; hiding prices; false or exaggerated claims about paid-membership benefits; imposing restrictive conditions on cancellation; etc.
▲ Hijacking Ads and Autoplay Ads	▪ Posting advertisements that redirect users to a particular platform regardless of, or against, their intent

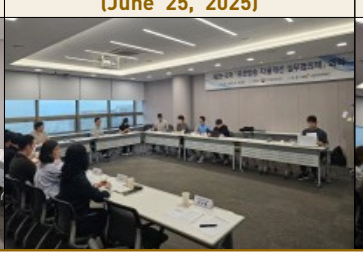
2) Protecting Viewers

As growth in the pay-TV market slowed and competition among operators intensified, concerns grew over unfair practices and potential harm to viewers, including blocking subscribers' access to channels and discriminatory treatment arising from excessive competition. The Commission therefore conducted investigations and developed corrective measures to foster a fair and sound media-use environment. These efforts included investigations into unlawful sales practices by pay-TV operators and inspections of whether key information was properly disclosed when collective pay-TV contracts were concluded for apartment complexes.

Pay-TV Voluntary Improvement Working Group. The Commission shared with operators the types of acts detrimental to user interests prohibited under the Broadcasting Act and the Internet Multimedia Broadcasting Business Act. Through four rounds of voluntary consultation, the Working Group developed measures to strengthen the protection of users' rights and interests.

Table Ⅲ-40. **Pay-TV Voluntary Improvement Working Group**

▪ Operation of the Pay-TV Voluntary Improvement Working Group
- Participants: the Commission; pay-TV operators (five MSOs, three IPTV operators, a satellite broadcaster, and individual SOs); the Korea Cable TV Association; the Korea IPTV Broadcasting Association; the Community Media Foundation; and others

1st Working Group Meeting (March 25, 2025)	2nd Working Group Meeting (June 25, 2025)	3rd Working Group Meeting (September 24, 2025)
		

Analysis of Complaints Received by Pay-TV Operators. The Commission obtained complaint records from pay-TV operators, analyzed and shared cases of suspected harm to viewer interests by type of unfair practice, and used the findings to develop voluntary improvement measures with operators.

Inspection of Unfair Practices in the Broadcasting Market. To assess perceptions and experiences of unfair practices in the broadcasting market, the Commission conducted written surveys and in-depth

interviews involving 1,029 market participants across three markets: pay-TV (SOs and PPs), broadcast advertising (broadcasters, advertising agencies, and media reps), and home shopping (home-shopping PPs and suppliers). The Commission used the findings to collect real-world examples of unfair practices and identify areas requiring legal or institutional improvement, providing baseline information for future policy development.

Inspection of Collective Pay-TV Reception Contracts. The Commission conducted on-site inspections of three SOs with high shares of collective contracts—CMB Co., Ltd., Areum Broadcasting Network Co., Ltd., and D'LIVE Co., Ltd.—to assess compliance with the Guidelines for Protecting Viewers in Collective Pay-TV Reception Contracts. In May, it issued administrative guidance requiring subscribers to be informed twice a year of the existence of their collective contract and how to cancel it, and requiring pay-TV charges to be clearly identified on management fee statements. The measures were intended to prevent user harm caused by subscribers being unaware that they were covered by a collective contract.

3) Improving the Framework for Digital Legacy Succession

The Commission developed measures to improve the framework for digital legacy succession, covering the entities subject to regulation, the method of succession, and the scope of digital legacy eligible for succession. The measures laid the groundwork for amending the Act on Promotion of Information and Communications Network Utilization and Information Protection (Network Act) to clarify the legal status of digital legacy and the procedures for succession.

Under the proposed framework, succession-related obligations would apply to providers of information and communications services above a certain scale. Mobile device manufacturers and operating system (OS) developers and suppliers were considered outside the scope of regulation under the Network Act, so the obligations would apply only to providers of information and communications services.

To protect users' right to informational self-determination, the succession mechanism was designed to allow digital legacy to be transferred only where the user had expressly indicated a wish to permit succession. Providers of information and communications services would be required to ask both existing and new users at least once whether they wished to allow digital legacy succession, while users would be able to change their preference at any time. The framework under discussion would define the categories of digital legacy subject to succession in the Network Act and delegate the detailed scope and other particulars to Presidential Decree.

※ (1) Among the contacts (telephone numbers, email addresses, etc.) recorded or stored by the user through the relevant information and communications service, items separately designated by the user before death for succession; and (2) information made publicly available by the user through the relevant service settings, limited to categories prescribed by Presidential Decree, such as public posts and public profile information.

Figure Ⅲ-68. Digital Legacy Legislation

Media Coverage of Digital Legacy Legislation



Key Features of Digital Inheritance Laws Overseas

글로벌 디지털 유산 상속법 특징

미국	•디지털 자산 접근법(RUFADAA)으로 디지털 유산 관리 •사용자가 생전에 디지털 자산의 처리 방식을 지정 •서비스 제공자의 가이드라인이 유언이나 위임장보다 우선 •고인의 동의 없이는 상속자가 디지털 유산에 접근 불가 •법을 준수하는 서비스 제공자에게 면책 제공
프랑스	•프랑스 디지털법 상 개인 사망 전, 디지털 유산 승계 · 폐기 권리 규정 •고인 지침이 없어도 상속인이 계정 폐쇄 권한 있음
오스트리아	•일반 민법의 상속법 조항이 디지털 유산에도 적용 •디지털 · 아날로그 콘텐츠 구분하지 않음
독일	•디지털 유산 상속 인정. 아날로그 문서와 동일하게 취급해야 •SNS 계정도 상속 대상
에스토니아	•민법 일반 부분법을 통해 디지털 자산 포함한 모든 권리와 의무 승계 가능
네덜란드	•민법 상 모든 유형의 재산을 상속할 수 있음. 디지털 자산 상속 제한 없음

Table Ⅲ-41. Policy and Legislative Trends on Digital Legacy in Korea and Abroad

☐ Self-Regulation in Korea (KISO Guidelines, since 2014)

o Korean law does not contain specific provisions governing the handling of digital legacy. The Korea Internet Self-Governance Organization (KISO), whose member companies include Naver and Kakao, maintains guidelines on the handling of deceased users' accounts and posts.

※ The KISO guidelines address deceased users only and do not address the information of missing users.

- Under the guidelines, access to an account and other usage rights are not transferable. Digital information of economic value may, however, be provided to heirs in accordance with applicable laws and terms of service.
- Service providers may also offer a backup service that copies publicly available content to separate storage media such as a USB drive or CD.

<KISO Policy Rules: Policy on Deceased Persons' Accounts and Posts >

Section 3. Policy on Deceased Persons' Accounts and Posts

Article 27 (Purpose)

This Section sets out how accounts and posts used by an internet user during their lifetime are to be handled upon the user's death.

Article 28 (Accounts)

① As a rule, member companies shall not provide heirs with access to a decedent's account.

② Notwithstanding paragraph (1), member companies may provide heirs with digital information of economic value in the decedent's account, such as cyber money, in accordance with applicable laws and terms of service.

Article 29 (Requests to Close Accounts, etc.)

① An heir may request closure of a decedent's account by demonstrating to the service provider:

1. that the account for which closure is requested belonged to the decedent;
2. that the decedent has died; and
3. that the requester is an heir of the decedent.

② At an heir's request, a service provider may offer a backup service that copies publicly available content, such as posts, to separate storage media. The provider may determine the specific scope of content eligible for backup in light of technical and economic feasibility.

☐ U.S. Legislative Case

o The Revised Uniform Fiduciary Access to Digital Assets Act (RUFADAA), a uniform act enacted by individual states, establishes a three-tier hierarchy for determining access to digital assets.

o (Stage 1) A user's instructions provided through an online tool offered by the custodian take priority.
o (Stage 2) If no such instructions exist, directions in a will, trust, power of attorney, or other record apply.
o (Stage 3) If the user has provided no direction, the relevant terms-of-service agreement applies, subject to the Act's default rules.

☐ French Legislative Framework

o France's Law for a Digital Republic introduced rules allowing individuals to issue instructions on the retention, deletion, and disclosure of their personal data after death.

- In the absence of such instructions, heirs may exercise certain rights where necessary to administer the estate.*

* They may, among other things, request closure of the deceased's user accounts, object to continued processing of the deceased's personal data, and obtain information needed to settle the estate.

☐ German Case Law

※ This reflects a court ruling, not a government policy decision.

o Germany has no separate statute governing digital legacy succession, but case law recognizes the inheritance of digital-account rights under general civil law.

- In 2018, the Federal Court of Justice held that a social-network user contract generally passes to the user's heirs, who are entitled to access the account and the communications stored in it.

o The Court also found no basis for treating highly personal digital content differently from analogous physical materials such as diaries and letters.
o The inherited right of access should be distinguished from active continued use of the deceased user's account.

4) Online Damage 365 Center Handled 3,856 Counseling Cases in 2024

The Online Damage 365 Center, which provides in-depth one-on-one counseling and follow-up support for a wide range of online harms, handled roughly twice as many counseling cases in 2024 as in the previous year. The share of cases involving goods and services and cyber financial crime increased year on year, including non-delivery in peer-to-peer transactions and fraud involving impersonation or phishing sites.

Figure Ⅲ-69. Online Damage 365 Center Enhancements and Working-Level Consultations



According to counseling statistics released on February 27, the Online Damage 365 Center handled 3,856 cases in 2024, up 113% from 1,811 in 2023, or about 2.1 times the previous year's total. Major counseling categories included goods and services, telecommunications, content, infringement of rights, illegal and harmful content, digital sex crimes, cyber financial crime, and cyberbullying.

Established in May 2022, the Online Damage 365 Center serves as a public-facing counseling channel that supports relief for users of online services. It analyzes counseling data by type of harm, sex, and age and publishes the results annually together with major harm cases. The resulting data provide a basis for understanding patterns of online harm and developing measures for harm prevention and institutional improvement.

Related materials are available on the Commission's website (www.kmcc.go.kr) and the Online Damage 365 Center website (www.helpos.kr). The Center also accepts counseling requests concerning harms or difficulties arising from the use of AI services. It provides an integrated system for counseling and relief across a wide range of online harms, while strengthening the operational foundation for improving counseling quality and response capacity.

5) Publication of the 2024 Communications Dispute Mediation Casebook

The Commission published the 2024 Communications Dispute Mediation Casebook on May 2, presenting 40 cases involving common telecommunications disputes under the Telecommunications Business Act. The cases cover issues arising from the conclusion, use, and termination of telecommunications service contracts, service quality, and failures to explain or notify users of important matters or false explanations or notifications.

The casebook includes 32 cases reflecting both successful and unsuccessful mediation outcomes: 12 involving the conclusion, use, or termination of telecommunications service contracts; five involving call or data-speed quality; 10 involving the explanation or notification of important matters; and five involving other issues. It also includes eight cases in which the parties reached agreement before mediation.

Figure Ⅲ-70. **Key Cases from the 2024 Communications Dispute Mediation Casebook**

Key Cases — **Slow service at my workplace is making normal use difficult.**



Details of Harm

"Service at my workplace is so slow that I cannot use it normally. Is it fair to charge the full service fee under these conditions?"



Mediation Details

"On-site measurements by the Communications Dispute Mediation Committee indicated that the applicant and coworkers had likely experienced prolonged service disruption and that prompt improvement was needed. In light of plans to install additional communications equipment, the Committee proposed that the respondent install such equipment at the applicant's workplace."

Key Cases 1 — **Contract Use and Termination: My cancellation request was not processed, and I continued to be charged.**



Details of Harm

"After my contract expired, I asked to cancel the service, but the cancellation was not processed and I continued to be charged automatically for three years. I was never informed that I was still being billed, and I do not think I should have to pay for a service I did not use."



Mediation Details

"The respondent's customer-service records indicate some ambiguity as to whether the applicant clearly requested cancellation, which the applicant also acknowledged. However, given that the service was not actually used, the Committee proposed that the respondent refund the equivalent of one year's service charges."

Key Cases 2 — **Explanation or Notification of Important Matters: I was charged more than I was told I would pay when I signed up.**



Details of Harm

"When I signed up, the retail outlet told me I would receive cashback and pay only KRW 000 for the device. The outlet can no longer be reached, and the promised terms have not been honored. I would like the conditions I was promised to be fulfilled."



Mediation Details

"The applicant activated the device based on cashback terms verbally promised by the retail outlet, and the respondent carrier was not directly involved in that side agreement. However, because the carrier benefits from sales through multiple distribution channels while users may suffer harm caused by retail outlets, stronger oversight of those channels is warranted. The Committee therefore proposed waiving the unpaid portion of the applicant's remaining device installments."

Key Cases 3 — **Other: I suffered another loss from smishing even after blocking mobile micropayments.**



Details of Harm

"After the first smishing incident, I took the follow-up steps recommended by the customer center, but I suffered a second loss. Since I asked the respondent to take appropriate measures after the first incident, shouldn't the carrier bear some responsibility for the second loss?"



Mediation Details

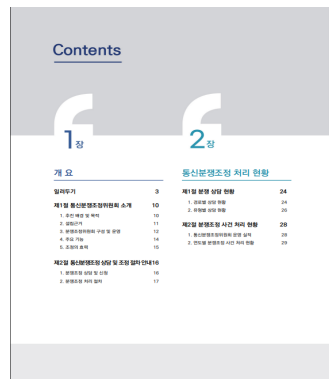
"The applicant is an older user belonging to a group vulnerable to telecommunications-related harm. After the initial voice-phishing incident, the applicant informed the respondent's customer center and asked what measures should be taken, but some appropriate measures were not implemented. Given the subsequent second loss and the user-protection purpose of the communications dispute mediation system, the Committee proposed that the respondent waive a specified percentage of the mobile micropayment charge."

Figure Ⅲ-71. 2024 Communications Dispute Mediation Casebook

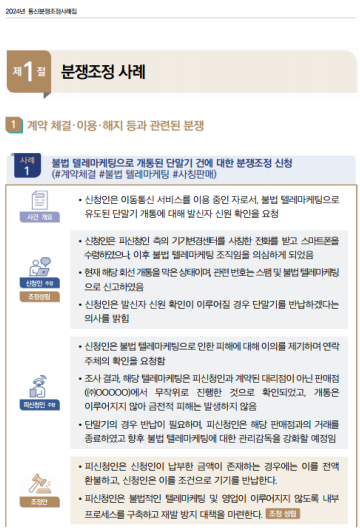
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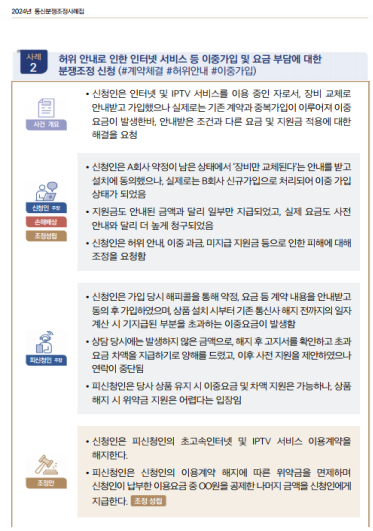
Table of Contents



Key Content (1)



Key Content (2)



Each case summarizes the background, the claims of the applicant and respondent, whether mediation resulted in an agreement, the proposed terms of mediation, and the reasons for the proposal, making the cases easier for users to understand. The casebook was designed as a practical reference for people unfamiliar with the dispute mediation system, helping them prevent disputes and resolve them amicably. It also includes an overview of the communications dispute mediation system, relevant laws and regulations, and guidance on mediation applications and procedures. The casebook is available for download from the Commission's website (www.kmcc.go.kr) and the Communications Dispute Mediation Committee website (www.tdrc.kr).

The Commission publishes the casebook annually, selecting major cases from disputes filed with the Communications Dispute Mediation Committee.

6) Chairperson Visits the Online Damage 365 Center and KISA

On December 29, as part of on-site engagement to promote a safe environment for media and communications users, the Chairperson visited the Online Damage 365 Center and the Seoul Office of the Korea Internet & Security Agency (KISA). He reviewed how the two organizations were protecting users from cyber financial crime and illegal spam and supporting a safer online-service environment, and heard directly from frontline staff.

Figure Ⅲ-72. On-Site Visit to the Online Damage 365 Center

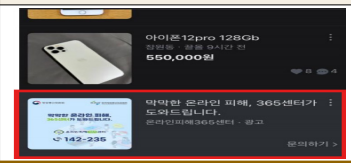


The visits marked the Chairperson's first on-site engagement since taking office on December 19. The Online Damage 365 Center provides counseling on a wide range of harms encountered by online-service users, while KISA is responsible for responding to illegal spam.

At the Online Damage 365 Center, the Chairperson reviewed operations and heard from counselors and other staff about responses to online user harm. Since opening in 2022, the Center had provided counseling in more than 10,000 cases over four years, including cyber financial crimes such as phishing and smishing, illegal spam, harms involving goods and services, and infringements of rights such as violations of portrait rights and false reviews. Staff shared major cases and counseling trends and discussed ways to strengthen the Center's support functions. In a roundtable with counselors, the Chairperson heard about their counseling experiences and challenges encountered in the field. The discussion also underscored the role and importance of counseling staff in responding to user harm.

The Chairperson then visited KISA's Seoul Office to review trends in illegal spam and response measures following major hacking and personal data breach incidents involving mobile carriers. He also reviewed AI-based illegal-spam filtering services provided by the three major mobile carriers and Samsung Electronics and examined the joint response framework between KISA and industry operators. The visit underscored the need for a rapid, integrated response system to address diverse forms of online harm and illegal spam in a rapidly changing digital and media environment, as well as the particular importance of responding promptly to personal data breaches.

Figure Ⅲ-73. **Public Outreach for the Online Damage 365 Center**

KBS Radio	Seoul Subway Line 3	Social Media
		
Naver Keyword Advertising	**Karrot**	**Banner Ads**
		

7) First Publication of an Easy-to-Follow Guide to Applying for Communications Dispute Mediation

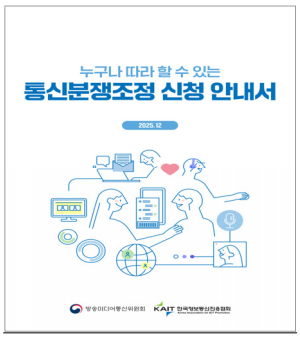
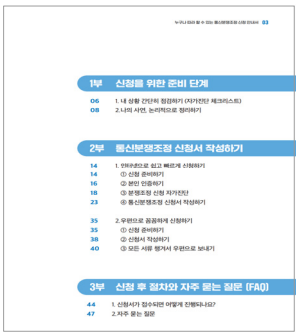
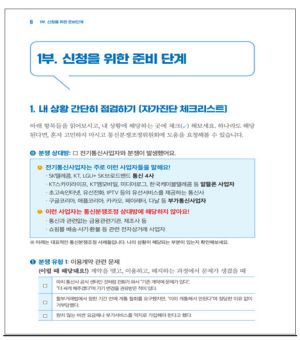
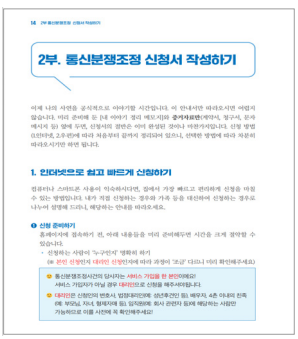
On December 5, the Commission published the Easy-to-Follow Guide to Applying for Communications Dispute Mediation, the first guide designed to help the public navigate the application process more easily and conveniently. Developed in response to the growing number of telecommunications service disputes, the guide explains the application process step by step and by application channel.

Communications dispute mediation provides users with a way to seek help resolving telecommunications service disputes before resorting to formal court proceedings. Some users, however, have had difficulty applying because they were unfamiliar with the process or failed to submit required documents. The guide therefore consists of three sections: preparing to apply, completing the mediation application, and post-application procedures and frequently asked questions (FAQs).

Table Ⅲ-42. **Key Content of the Easy-to-Follow Guide to Applying for Communications Dispute Mediation**

- o Preparing to Apply: Helps users assess for themselves whether their case is eligible for communications dispute mediation by reviewing common types of disputes.
- o Completing the Mediation Application: Provides detailed step-by-step guidance, with sample entries and illustrations, on required documents, identity verification, basic information about the applicant and respondent, the grounds for the application, and the remedy or outcome sought.
- o Post-Application Procedures and FAQs: Explains in detail what happens after an application is received and provides answers to frequently asked questions about communications dispute mediation.

Figure Ⅲ-74. **The Easy-to-Follow Guide to Applying for Communications Dispute Mediation**

Cover	Table of Contents
	
Key Content (1)	**Key Content (2)**
	

To make the guide useful even for first-time applicants, it includes sample entries showing how to describe the case and state the grounds for an application. It also provides separate instructions for different application methods, including online and postal applications and applications filed personally or through a representative. The guide was made available for download on the Commission's website (www.kmcc.go.kr) and the Communications Dispute Mediation Committee website (www.tdrc.kr).

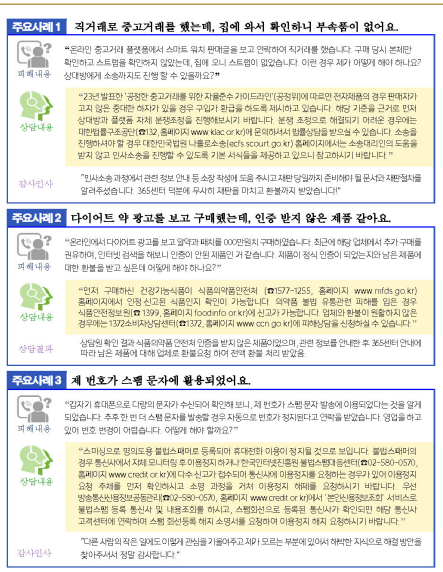
8) Publication of the 2024 Online Damage Counseling Casebook

The Commission published the 2024 Online Damage Counseling Casebook on March 31, compiling major cases handled by the Online Damage 365 Center, which provides in-depth one-on-one counseling and follow-up support for a wide range of online harms. The casebook presents 60 major cases selected from the 3,856 counseling cases received by the Center in 2024 based on their frequency and significance. It covers eight categories—goods and services, telecommunications, content, infringement of rights, cyber financial crime, illegal and harmful content, digital sex crimes, and cyberbullying—and provides prevention tips and response guidance for each type of harm.

Figure Ⅲ-75. Key Cases from the 2024 Online Damage Counseling Casebook (1)

Key Cases	Many others have fallen victim to the same stock investment advisory chat-room scam as I did.
Details of Harm	"I received investment advice through a stock investment advisory chat room on social media and invested about KRW 0 billion, but I have since been unable to reach them. I later learned that other victims had suffered losses of more than KRW 0 billion. What should I do?"
Mediation Details	"After checking with the Korean National Police Agency and the Financial Supervisory Service, I confirmed that numerous similar cases have recently been reported. I will provide the police with information on these cases and ask that they be investigated together. Please also report your case promptly to the Cyber Investigation Bureau (☎182, ecrm.police.go.kr) and follow the progress of the consolidated investigation. To seek compensation for your losses, you may apply for a compensation order in the criminal proceedings. The Korea Legal Aid Corporation (☎132, www.klac.or.kr) can provide legal advice, including assistance with preparing the application."
Counseling Result	The counselor confirmed with the Korean National Police Agency and the Financial Supervisory Service that numerous similar cases had been reported and asked the police to consolidate the cases for investigation. The relevant police agency subsequently interviewed the applicant and proceeded with a consolidated investigation.

Figure Ⅲ-76. Key Cases from the 2024 Online Damage Counseling Casebook (2)





Online Damage 365 Center counselors participated directly in preparing the casebook, allowing it to reflect real cases and response experience from frontline counseling. It includes counseling details, response guidance, counseling outcomes, and relevant laws and court decisions, as well as information on the Center's operations, how to request counseling, counseling intake and handling in 2024, and user feedback. The casebook is available for download from the notices section of the Online Damage 365 Center website (www.helpos.kr).

Established in 2022, the Online Damage 365 Center serves as a public-facing counseling channel, providing one-on-one counseling on harms arising from the use of online services and directing users

to appropriate response measures and relief organizations. The Center handled 3,856 counseling cases in 2024, up 113% from 1,811 in 2023, or about 2.1 times the previous year's total, and publishes a casebook each year featuring major counseling cases.

9) Beware of Personal Information Theft Through "Packaging Part-Time Job" Ads

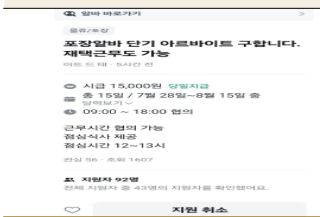
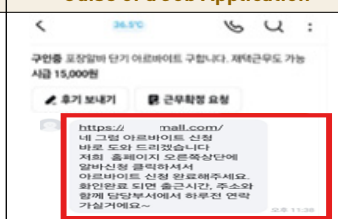
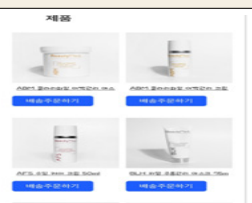
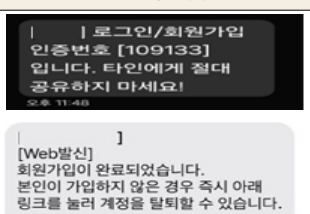
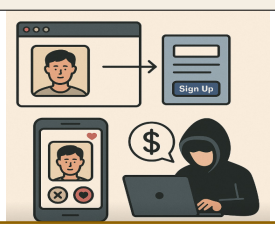
The Commission urged users to exercise caution after cases emerged in which personal information stolen through job ads on secondhand marketplaces was used in attempted fraudulent transactions. In particular, multiple cases were identified in which stolen personal information was used to create dating-app accounts without users' authorization, raising concerns about secondary harm such as romance scams.

Table Ⅲ-43. Fraud Cases Involving Personal Information Theft

<Case 1: Personal Information Stolen Through a Job Ad Used to Create Dating-App Accounts>
Mr. A applied for a part-time job after seeing a job ad on a secondhand marketplace and was instructed to register on a particular website as part of the hiring process. He later received a text message informing him that he had been signed up for a dating app and became concerned that the account could be misused for a romance scam.

<Case 2. Lent Secondhand Marketplace Account Used for Fraud>
Mr. B lent his account after seeing a social media ad offering payment in exchange for access to a secondhand marketplace account. He never received the promised payment, and his account was subsequently used for fraudulent transactions.

Figure Ⅲ-77. Example of a Personal Information Theft Scheme

(1) Part-Time Job Ad	(2) Directing the Applicant to an Impersonation Site Under the Guise of a Job Application	(3) Opening the Impersonation Site
		
(4) Inducing Registration and Stealing Personal Information	**(5) Using the Verification Code to Create a Dating-App Account**	**(6) Potential Use of the Dating-App Account in a Romance Scam**
		

These scams lure users with job ads containing phrases such as "packaging part-time job," "short-term work," and "remote work," then direct them to a particular website and ask them to enter information such as their date of birth, mobile phone number, and verification code. The stolen

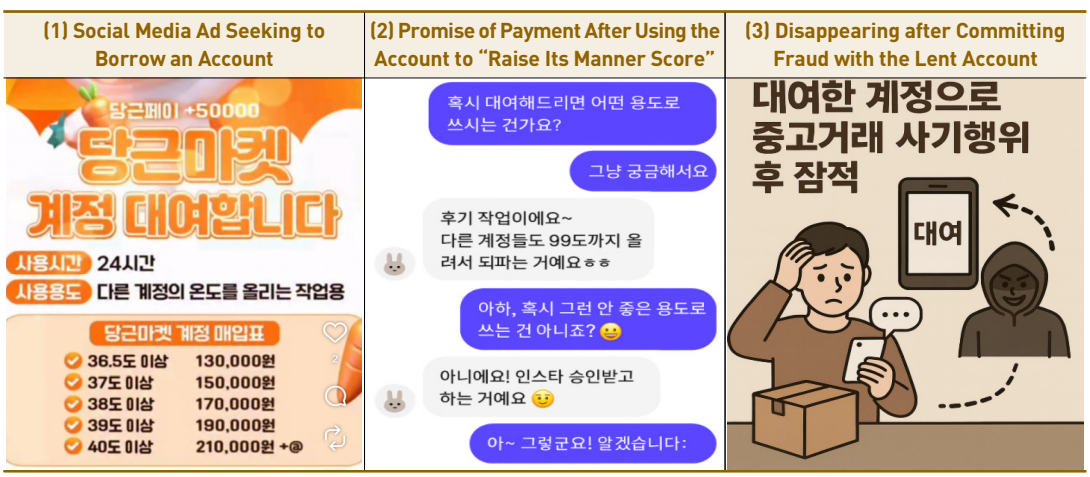
information may then be used to create dating-app accounts without authorization or other impersonation accounts, potentially leading to romance scams in which perpetrators feign romantic interest to obtain money.

From January through October 2024, the Online Damage 365 Center received 178 counseling cases related to these scams. In 162 cases, users learned through text messages that dating-app accounts had been created without their consent and, with counseling support, promptly closed the unauthorized accounts. Other cases involved secondhand marketplace accounts lent through social media for purported “promotional use” and later used for fraud, or perpetrators who built rapport with users in open chat rooms before borrowing their accounts and using them for fraudulent secondhand transactions.

Figure Ⅲ-78. **Unauthorized Dating-App Sign-Ups Using Personal Information Stolen on Secondhand Marketplaces**



Figure Ⅲ-79. **Account-Lending Fraud Scheme on Secondhand Marketplaces**



In the third quarter of 2025, cases were identified in which teenagers and other users lent their secondhand marketplace accounts to others and later sought counseling after the accounts were used in fraud, underscoring the risks of account lending. Users were advised to verify registered business information when applying for jobs through secondhand marketplaces, treat requests to register on external websites as a potential sign of fraud, remain alert to unauthorized dating-app registrations, and report suspected misuse of personal information to the police. In late August, the Online Damage Support Council of the Online Damage 365 Center shared cases of account misuse and account lending with relevant organizations, including Karrot Inc. and NRISE Inc., operator of the dating app WIPPY, and discussed the companies' responses and possible improvements.

※ Korea National Council of Consumer Organizations (12 organizations), Communications Dispute Mediation Committee, Korea Association for ICT Promotion, Seoul Electronic Commerce Center, and Korea Legal Aid Corporation

Karrot subsequently introduced voluntary improvements, including sending a KakaoTalk notification to the account owner when a fraud report is filed against an account suspected of having been lent, and strengthening screening procedures for job ads containing terms such as "product registration" and "packaging."

Figure Ⅲ-80. Enhanced Warnings About Online Damage 365 Center Impersonation Scams

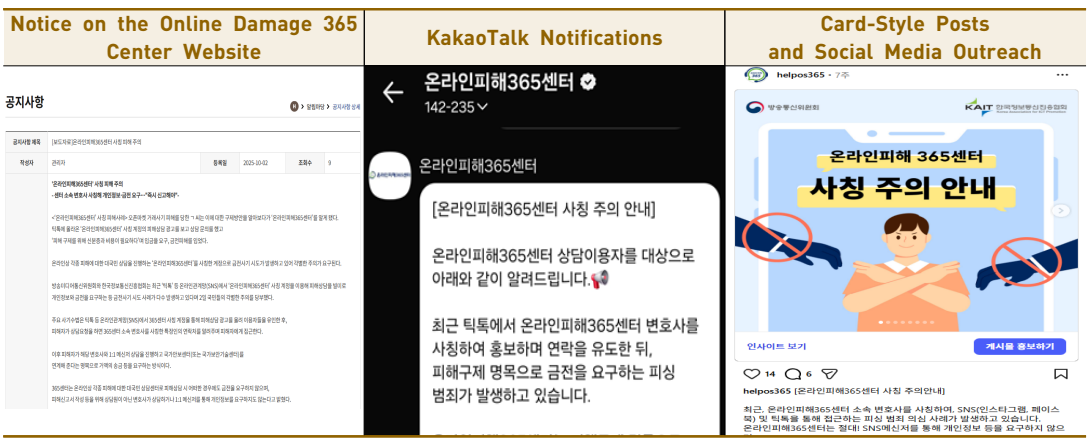


Figure Ⅲ-81. Personal Information Theft Through Job Ads on Secondhand Marketplaces

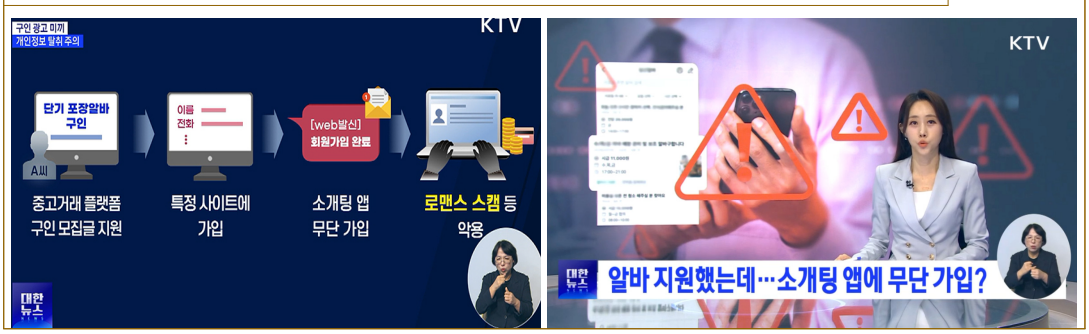


Table Ⅲ-44. Prevention and Response Tips for Account Misuse and Account Lending

<Personal Information Theft and Account Misuse>

o When applying for jobs through secondhand marketplaces, verify the employer's business registration information.

o Suspect fraud if you are asked to provide personal information or register on an external website after applying for part-time work.

o Be alert to unauthorized attempts to create dating-app accounts using stolen personal information.

o If you suspect your personal information may be misused for a romance scam or other fraud, report it to the police or the relevant customer service center.

<Account Lending>

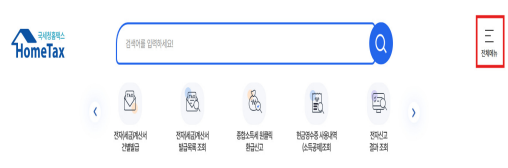
o Be cautious of social media ads offering payment in exchange for access to a secondhand marketplace account.

o If you suspect fraud, preserve the evidence and delete any posts you did not create to prevent further misuse of the account.

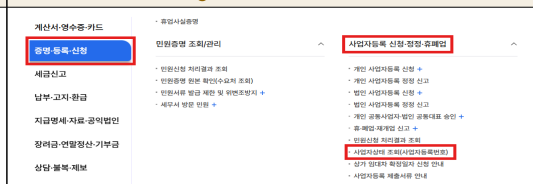
o If a lent account is used for fraud, report it to the police immediately.

Figure Ⅲ-82. How to Verify Business Information in Job Ads (Checking Business Registration Status)

(1) On Hometax (hometax.go.kr), click "All Menus."



(2) Certificates/Registration/Applications → Business Registration Application/Correction/Suspension or Closure → Business Status Inquiry (Business Registration Number)



(3) Enter the business registration number and search for the business.



(4) Check whether the business is active, suspended, or closed.

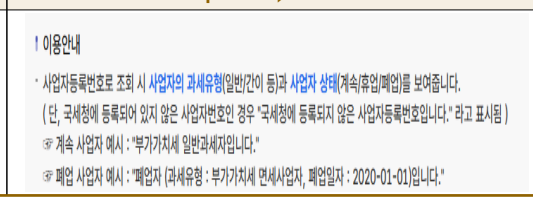


Figure Ⅲ-83. How to Verify Business Information in Job Ads (Checking Mail-Order Business Registration)

(1) On the Korea Fair Trade Commission website (ftc.go.kr), click "Information Disclosure."



(2) Business Information Disclosure → Mail-Order Businesses



(3) Registration Status → Search Mail-Order Businesses (General Users)



(4) Enter the business registration number and confirm that the information matches.



10) Communications Dispute Mediation Committee Announces Decisions on the SKT Cybersecurity Breach and KT Galaxy S25 Pre-Order Cancellations

The Communications Dispute Mediation Committee issued ex officio mediation decisions finding SKT and KT partially responsible in disputes over early termination fees related to the SKT cybersecurity breach and KT's cancellation of Galaxy S25 pre-orders. On August 21, the Committee notified the parties of its decisions in the respective mediation cases.

< Dispute over Early Termination Fees Following the SKT Cybersecurity Breach>

After SKT waived early termination fees for mobile services in July as a follow-up measure to the cyber security breach, two mediation applications were filed seeking termination without early termination fees for bundled plans that also included fixed-line services such as internet and TV. The Committee decided that SKT should pay an amount equivalent to 50% of the early termination fees (discount benefit recovery fees) incurred by users who terminated their bundled mobile and fixed-line services.

The decision took into account the confirmed breach of SKT's obligation to provide safe telecommunications services and the fact that terminating the bundled plan was an unavoidable consequence of the cyber security breach. Because fixed-line services such as internet and TV are commonly sold together with mobile services as bundled plans, the Committee also found that losses arising from the early termination of those services had a substantial causal relationship with the breach.

Two additional mediation applications concerned users who were charged the full early termination fee after applying for cancellation after SKT's announced waiver deadline of July 14, 2025. The Committee decided that the fee should be fully waived for users who applied to terminate their mobile service by the end of 2025. It found no basis for limiting the period in which users could exercise their

right to terminate their contracts unless that right had legally expired. The Committee also considered that users had not been given a sufficient opportunity to learn of the deadline because it was announced only shortly after the fee waiver and communicated through limited channels.

< KT Galaxy S25 Pre-Order Cancellation Dispute >

In January, KT held a Galaxy S25 pre-order promotion offering various free gifts, but later unilaterally canceled pre-orders on the grounds that a partner-channel condition limiting the offer to the first 1,000 applicants had been omitted from the notice. A total of 22 mediation applications were filed, including claims for compensation.

The Committee decided that KT should provide the applicants with the benefits announced during the January 23–25 promotion: a KRW 100,000 Naver Pay voucher and a KRW 50,000 CASETiFY voucher,* or a KRW 100,000 Shinsegae gift certificate.**

* For applicants who pre-ordered through an influencer channel on YouTube.
** For applicants who pre-ordered through Genie TV.

Table Ⅲ-45. Overview of KT's Galaxy S25 Pre-Order Cancellation Case

- o January 23–25, 2025: KT ended the Galaxy S25 pre-order promotion on KT.com earlier than scheduled.
- o January 25, 2025: KT sent affected customers a text message explaining that a condition had been omitted from the notice and apologizing for the cancellation, and provided a KRW 30,000 Naver Pay voucher.
- o February 20, 2025: KT additionally provided one year of free access to TVING Basic and Millie's Library.

The Committee also found that there were no exceptional circumstances making it difficult for KT to supply the devices and no basis for recognizing a right to cancel the pre-orders unilaterally. It noted that the promotion had not clearly been presented as limited to the first 1,000 applicants and that no special circumstances, such as supply constraints imposed by the manufacturer, had been confirmed. The Committee further found that the compensation unilaterally provided by KT—a KRW 30,000 Naver Pay voucher and an OTT subscription—could not be regarded as compensation agreed with the applicants. It therefore concluded that users whose pre-orders had been canceled should receive compensation equivalent to the additional benefits offered through the relevant partner channels.

The Committee notified the applicants (26 individuals) and the respondent carriers of its ex officio mediation decisions in the two cases. Mediation is concluded if both parties accept the decision; if either party does not accept it, the mediation ends without settlement. The Committee used the ex officio procedure to promote a swift resolution and consistent and equitable mediation standards, given the large number of users who had experienced the same harm, the low likelihood of voluntary agreement, and the prospect of prolonged disputes.

Table Ⅲ-46. Key Provisions of Article 45-6 of the Telecommunications Business Act

※ Article 45-6 (Ex Officio Mediation Decision)

① Where the parties fail to reach an agreement or the applicant's claim is found to have merit, the Communications Dispute Mediation Committee may, by resolution, make an ex officio decision in lieu of mediation (hereinafter referred to as an "ex officio mediation decision"), taking into account the interests of the parties and all other circumstances, provided that the decision does not contravene the purpose of the application.

④ If a party neither files a written objection nor expresses its acceptance within 14 days after receiving the written ex officio mediation decision under paragraph (3), the party shall be deemed not to have accepted the decision.

11) Strengthening User Protection Measures Following the SKT Cyber security Breach

Following the SKT cyber security breach on April 19, the Commission strengthened user protection and market monitoring measures to ease users' inconvenience and concerns. To address the risk of phishing and smishing through bait text messages posing as notices about USIM replacement, USIM delivery, or enrollment in a USIM protection service, it stepped up monitoring of trends in illegal spam reports and the content of those reports.

To prepare for a potential surge in illegal spam, the Commission asked mobile carriers to strengthen intelligent spam filtering and, where necessary, coordinated a joint response through the Public-Private Council for Illegal Spam Response, which brings together relevant government agencies and private-sector operators. It also incorporated breach-related prevention guidance, including how to replace a USIM card, enroll in a USIM protection service, and respond to illegal spam, into education programs for vulnerable groups on the use of media and communications services and harm prevention.

※ The programs provide education on the use of emerging services such as digital platforms and AI and on preventing financial fraud, reaching approximately 50,000 people in 2025.

Figure Ⅲ-84. Enhanced Warnings on Harm Related to the SKT USIM Incident

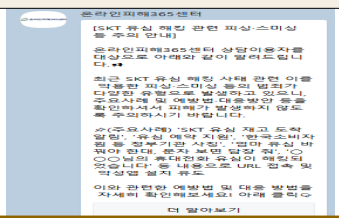
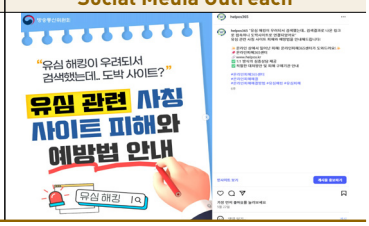
Notice on the Online Damage 365 Center Website	KakaoTalk Notifications	Card-Style Posts and Social Media Outreach
		

Figure Ⅲ-85. Enhanced Training for Online Damage 365 Center Counselors



The Commission also provided professional counseling to vulnerable groups through the Online Damage 365 Center (www.helpos.kr, ☎142-235). To verify the security of its identity verification system against fraudulent identity verification attempts and anomalous activity, the Commission conducted a special inspection of SKT, an identity verification agency.

The inspection focused on breach-related issues, including signs of abnormalities in the identity verification system and the implementation of technical and managerial safeguards. The Commission also stepped up on-site inspections of mobile retail outlets and monitoring during the holiday period, taking administrative action, including penalty surcharges and administrative fines, where violations were identified. Together, these measures strengthened the response framework for minimizing user harm related to the USIM hacking incident and preventing secondary harm.

12) Warning About Scams Impersonating the Online Damage 365 Center

The Commission warned users about attempted financial fraud involving accounts impersonating the Online Damage 365 Center, which provides public counseling on a wide range of online harms. After multiple cases were identified in which impersonation accounts on social media platforms such as TikTok sought personal information and money under the guise of providing counseling, the Commission and the Korea Association for ICT Promotion issued a public warning on October 2.

Table Ⅲ-47. Example of an Online Damage 365 Center Impersonation Scam

Mr. A, who had been the victim of fraud on an online marketplace, learned about the Online Damage 365 Center while looking for ways to seek relief. After seeing a TikTok advertisement for counseling posted by an account impersonating the Center, he contacted the account. The fraudster then demanded that he transfer money, claiming that identification and a fee were required to obtain relief, and Mr. A suffered a financial loss.

Figure Ⅲ-86. How Online Damage 365 Center Impersonation Scams Work



The scam typically begins when an account impersonating the Online Damage 365 Center posts an advertisement for counseling on a social media platform such as TikTok. When a user seeks help, the account provides contact information for someone posing as a lawyer affiliated with the Center. The victim is then drawn into one-on-one messaging, where the fraudster demands a large transfer on the pretext of connecting the victim with a purported "National Security Center" or "National Security Technology Center" to obtain relief.

The Online Damage 365 Center never asks users to pay money during counseling. Its counseling is handled by counselors, not lawyers, and it does not request personal information through one-on-one messaging. Users who encounter an advertisement or account suspected of impersonating the Center should immediately report it to the platform and should not respond to counseling messages from the account.

In September 2025 alone, the Center received 17 counseling cases related to impersonation. Some users had already transferred money and reported the loss to the police. After learning of a financial loss when a victim asked whether the Center had affiliated lawyers, the Center immediately reported the matter to the police and requested an investigation. The impersonation account was subsequently removed following a report submitted through the platform.

The Center also sent KakaoTalk notifications to counseling users, strengthened warnings through its social media channels and website (www.helpos.kr), and continued monitoring major social media platforms for impersonation accounts, reporting those it found to minimize further harm.

Figure Ⅲ-87. Case Example of Online Damage 365 Center Impersonation

❶ The applicant had previously fallen victim to fraud on an online marketplace. After seeing an advertisement impersonating the Online Damage 365 Center on TikTok, the applicant accessed the fake account and left a comment requesting counseling on how to obtain relief.	**Impersonation Ad Directs Victim to Fake Account**
❷ Through TikTok Messenger, the applicant was given contact information for a person posing as Attorney OOO and instructed to add the person on KakaoTalk, where the counseling continued.	**Fake Lawyer Contact Provided and Counseling Initiated**
❸ The fraudster claimed that the applicant needed to be connected to a purported "National Security Technology Center" to obtain relief and demanded transfers to three accounts under pretexts such as operating funds, followed by further demands for money.	**Large Transfers Demanded Under Pretext of Referral to a Purported National Security Center**

Figure Ⅲ-88. **Online Damage 365 Center Impersonation on TikTok**

Impersonation Account on TikTok	Conversation with an Impersonation Account
	

Figure Ⅲ-89. **Response Guidance**

[1] Report suspected impersonation accounts to the platform immediately.

o If you suspect that an account on a major social media platform such as TikTok or Instagram is impersonating the Online Damage 365 Center, report the account to the platform immediately.
※ How to report an impersonation account on TikTok: Open the account profile → tap the arrow (▷) at the top right → tap "Report" → select "Report account" → select "Pretending to be someone else" → select "Celebrity" → search for and confirm "Online Damage 365 Center (official account: helpos365)" → submit the report.

o If someone approaches via SNS messenger impersonating a lawyer affiliated with the 365 Center, suspect it immediately and be sure to consult the Online Damage 365 Center (☎142-235)! If someone contacts you through social media claiming to be a lawyer affiliated with the Center, be suspicious and contact the Online Damage 365 Center (☎142-235) to verify the claim.

[2] If you suffer a financial loss, report it immediately to the police and the relevant financial institution.

o Promptly file a report through the National Police Agency's Cyber Crime Reporting System (ECRM), attaching evidence such as screenshots and URLs.

o Contact the financial institution to which the money was transferred and request a payment suspension.

o Visit a nearby police station, obtain a certificate of incident report, and submit it within three business days to the financial institution where you requested the payment suspension.

[3] If you provided personal information under the guise of obtaining relief, take steps to prevent secondary harm.

o Be alert to the risk of secondary harm if you provided personal information requested under the pretext of filing a harm report or obtaining relief.
※ Check for telecommunications services opened in your name through the Subscription Status Inquiry on KAIT's Msafer identity theft prevention service (www.msafer.or.kr). Also check for accounts or loans opened in your name without authorization through the Korea Financial Telecommunications and Clearings Institute's AccountInfo service (www.payinfo.or.kr) or the Account Info mobile app.

C. Protecting Platform Service Users

1) Improving Payment Practices in App Markets

Under the amended Telecommunications Business Act, the Commission conducted a fact-finding investigation into Google and Apple, both app market operators, over practices involving the forced use of particular payment methods. The investigation found that the conduct violated the Act's prohibited-act provisions, and the administrative disposition process remains underway. The prior notice of disposition and related opinion-submission procedures have been completed, and the matter is being prepared for deliberation and resolution by the Commission. The matter will be placed on the agenda once the Commission is reconstituted.

2) Rapid Response to Telecommunications Service Disruption

Previously, telecommunications business operators were required to notify users of service disruptions only when facilities-based telecommunications services such as mobile services were disrupted for at least two hours or value-added telecommunications services such as social media were disrupted for at least four hours. Free value-added telecommunications services, however, were excluded from the mandatory notification requirement, leaving users at risk of being unaware of service disruptions. To prevent user harm and protect users' rights and interests, the Commission pursued an amendment to the Enforcement Decree of the Telecommunications Business Act. The amendment shortened the notification threshold for value-added telecommunications services, extended the notification requirement to free value-added telecommunications services, and expanded the available methods of notification.

The amended Enforcement Decree of the Telecommunications Business Act took effect on March 28, 2025. Under the amended rules, telecommunications business operators must notify users when paid or free value-added telecommunications services are disrupted for at least two hours, providing information on the disruption, its cause, and the status of response measures. Notification methods were also expanded beyond text messages, email, and notices on company websites to include electronic methods that can notify users individually, including social media.

3) Protecting Users of Platforms Closely Tied to Daily Life

The Commission conducted fact-finding investigations and inspections to address practices that could infringe users' rights and interests on major online platform services closely tied to daily life.

Fact-Finding Investigation into Delivery Platforms. After an inspection of three major delivery-app services identified possible violations of the Telecommunications Business Act's prohibited-act provisions, the Commission launched a fact-finding investigation in January 2025. It examined

practices including failure to provide users with sufficient notice of fee changes and application of higher fees without confirming users' consent.

Fact-Finding Investigation into Education Platforms. In September 2025, the Commission launched a fact-finding investigation into possible violations of the Telecommunications Business Act involving excessive early termination fees that restricted users' rights to terminate smart learning worksheet service contracts, as well as discriminatory treatment of users in relation to fee waivers.

Table Ⅲ-48. Fact-Finding Investigation into User Harm in Smart Learning Worksheet Services and Related Media Coverage

Press Release Announcing the Fact-Finding Investigation into Smart Learning Worksheet Services (August 19, 2025)	Media Coverage of the Fact-Finding Investigation into Smart Learning Worksheet Services
방송통신위원회 보도자료 광복80 보도시점 2025. 8. 19.(화) 배포 배포 2025. 8. 19.(화) 시점 13:00 **방통위, 스마트 학습지 '눈덩이 위약금' 조사** - 스마트 학습지 사업자 '과도한 중도해지 위약금' 사실조사 착수 - 유아·초등생 등을 대상으로 온라인 학습 서비스를 제공하는 '스마트 학습지' 사업자들의 과도한 중도해지 위약금에 대해 사실조사가 진행된다.	MBC · 2025.08.19. · 네이버뉴스 **방통위, 스마트학습지 '부당 위약금' 사실조사 착수** 방송통신위원회는 멤버십 해지금과 계약 해지 위약금, 약정 할인 반환금 등 다양한 명목으로 위약금을 부과해 온 '스마트 학습지' 2개 사업자에 대해 관련법 위반 여부를 조사하기로 했다고 밝혔습니다. 방통위는 이번 ... 더퍼블릭 · 2025.08.19. 중도 해지 어려운 유아·초등 '스마트 학습지' 위약금...방통위, 칼... 스마트 학습지 시장은 코로나19 이후 비대면 학습 수요와 AI(인공지능) 기술 도입을 바탕으로 급성장했다. 하지만 서비스 확대와 함께 이용자 불만과 피해 사례도 늘고 있다. 방통위가 올해 1월부터 실시한 실태 점검 결... 대한민국 정책브리핑 · 2025.08.19. **스마트 학습지 '눈덩이 위약금'...방통위, 사실조사 착수** 이에 방통위는 올 1월부터 '스마트 학습지' 시장에 대한 실태점검을 벌여 일부 서비스의 경우 중도해지 시 학습기기에 대한 잔여 비용과 함께 콘텐츠 이용 요금에 대한 위약금까지 추가로 부과하는 사실을 확인했다. 한 중학교에서 스마트 기기를 활용한 수업을 진행하고...

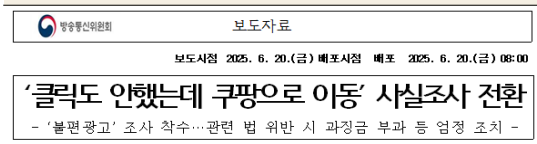
Fact-Finding Investigation into Naver News. The Commission conducted a fact-finding investigation into possible violations of the Telecommunications Business Act by the Naver News service. It is analyzing and reviewing the findings and, if prohibited-act violations are confirmed, will pursue sanctions following deliberation and resolution by the Commission.

Fact-Finding Investigation into OTT Fee Changes. The Commission conducted a fact-finding investigation into practices by major OTT services, including Netflix and YouTube Premium, that could harm users' interests. The investigation identified possible violations of the Telecommunications Business Act's prohibited-act provisions during fee changes in July 2025, including failure to notify users of important matters and restrictions on service use. The Commission notified the operators of proposed corrective measures and is reviewing the comments they submitted.

Fact-Finding Investigations into Coupang. In June 2025, the Commission launched a fact-finding investigation into possible violations of the Telecommunications Business Act involving practices that caused user inconvenience, including ads that automatically redirected users to Coupang. In December, following Coupang's personal data breach, it launched a separate fact-finding investigation into the company's complex account deletion procedure.

Figure Ⅲ-90. Launch of Coupang Fact-Finding Investigations and Related Media Coverage

Press Release Announcing the Coupang Fact-Finding Investigation (June 20, 2025)



방송통신위원회 보도자료

보도시점 2025. 6. 20.(금) 배포시점 배포 2025. 6. 20.(금) 08:00

'클릭도 안했는데 쿠팡으로 이동' 사실조사 전환

- '불편광고' 조사 착수…관련 법 위반 시 과징금 부과 등 엄정 조치 -

쿠팡으로 강제 이동되는 불편광고에 대해 조사가 진행된다.

방송통신위원회(위원장 이진숙)는 그간 각종 누리집이나 온라인 관계망(SNS) 등에서 강제로 쿠팡 누리집 및 앱으로 이동되는 이른바 '납치광고' 등 이용자 불편을 유발해 온 쿠팡에 대해 「전기통신사업법」 상 금지 행위 위반 여부를 확인하기 위해 사실조사에 착수한다고 20일 밝혔다.

Media Coverage of the Coupang Fact-Finding Investigation

클릭도 안했는데 쿠팡으로?...방통위, '납치광고' 조사 착수

방통위는 그동안 각종 홈페이지나 소셜미디어(SNS) 등에서 강제로 쿠팡 홈페이지나 앱으로 이동되는 이른바 '납치광고' 등 이용자 불편을 유발해 온 쿠팡에 대해 전기통신사업법상 금지 행위 위반 여부를 확인하기 위...

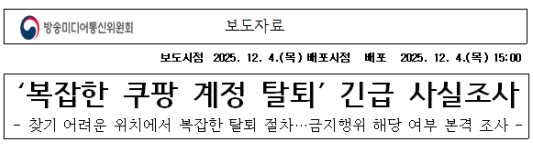
"강제로 쿠팡 이동"...방통위, '납치광고' 사실조사 착수 뉴시스 PICK · 2주 전 · 네이버뉴스

톡하면 쿠팡 열려 '짜증'...'납치광고' 조사 받는다 한국경제TV PICK · 2주 전 · 네이버뉴스

"클릭도 안했는데 쿠팡 접속"... 방통위, '납치광고' 조사 ... 조선비즈 PICK · 2주 전 · 네이버뉴스

클릭도 안 했는데 쿠팡으로? 방통위, '납치광고' 조사 문화일보 PICK · 2주 전 · 네이버뉴스

Press Release Announcing the Coupang Account Deletion Fact-Finding Investigation (December 4, 2025)



방송미디어통신위원회 보도자료

보도시점 2025. 12. 4.(목) 배포시점 배포 2025. 12. 4.(목) 15:00

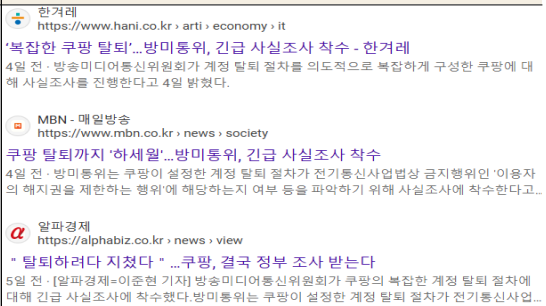
'복잡한 쿠팡 계정 탈퇴' 긴급 사실조사

- 찾기 어려운 위치에서 복잡한 탈퇴 절차…금지행위 해당 여부 본격 조사 -

계정 탈퇴 절차를 의도적으로 복잡하게 구성한 쿠팡㈜에 대해 사실조사가 진행된다.

방송미디어통신위원회는 쿠팡㈜이 설정한 계정 탈퇴 절차가 「전기통신사업법」상 금지행위인 '이용자의 해지권을 제한하는 행위'에 해당하는지 여부 등을 파악하기 위해 사실조사에 착수한다고 4일 밝혔다.

Media Coverage of the Coupang Account Deletion Fact-Finding Investigation



한겨레
https://www.hani.co.kr › arti › economy › it
'복잡한 쿠팡 탈퇴'...방미통위, 긴급 사실조사 착수 - 한겨레
4일 전 · 방송미디어통신위원회가 계정 탈퇴 절차를 의도적으로 복잡하게 구성한 쿠팡에 대해 사실조사를 진행한다고 4일 밝혔다.

MBN - 매일방송
https://www.mbn.co.kr › news › society
쿠팡 탈퇴까지 '하세월'...방미통위, 긴급 사실조사 착수
4일 전 · 방미통위는 쿠팡이 설정한 계정 탈퇴 절차가 전기통신사업법상 금지행위인 '이용자의 해지권을 제한하는 행위'에 해당하는지 여부 등을 파악하기 위해 사실조사에 착수한다고...

알파경제
https://alphabiz.co.kr › news › view
" 탈퇴하려다 지쳤다 " ...쿠팡, 결국 정부 조사 받는다
5일 전 · [알파경제=이준현 기자] 방송미디어통신위원회가 쿠팡의 복잡한 계정 탈퇴 절차에 대해 긴급 사실조사에 착수했다.방미통위는 쿠팡이 설정한 계정 탈퇴 절차가 전기통신사업...

Fact-Finding Investigation into a Low-Cost Coffee Brand's App. Following media reports of user harm caused by the unilateral deletion of accumulated loyalty stamps during a membership app overhaul, the Commission conducted an inspection. After identifying possible violations of the Telecommunications Business Act's prohibited-act provisions, it launched a fact-finding investigation in November 2025.

Figure Ⅲ-91. Launch of a Fact-Finding Investigation into a Low-Cost Coffee Brand and Related Media Coverage

Press Release Announcing the Coffee App Fact-Finding Investigation (November 4, 2025)



방송미디어통신위원회 보도자료 APEC 2025 KOREA

보도시점 2025. 11. 4.(화) 배포시점 배포 2025. 11. 4.(화) 10:00

'내 스탬프 어디갔지?', 방미통위 저가커피사 조사 착수

- 앱 개편하며 사용 실적 일방적 삭제…이용자 피해 여부 조사 -

멤버십 앱을 개편하며 사용 실적을 일방적으로 소멸시킨 저가커피사에 대해 사실조사가 진행된다.

Media Coverage of the Coffee App Fact-Finding Investigation



KBS · 3주 전 · 네이버뉴스
앱 개편하며 스탬프 '일방 소멸'...방미통위, 저가 커피사 조사 착...
멤버십 앱을 개편하며 사용 실적을 일방적으로 소멸시킨 저가 커피사에 대해 사실조사가 진행됩니다. 방송미디어통신위원회는 오늘(4일) 커피를 마실 때마다 1개씩 적립해 주는 일종의 포인트인 스탬프를 앱 개편 시 ...

뉴시스 · 3주 전 · 네이버뉴스
"신규 앱 깔았더니 모아둔 스탬프가 사라졌다?"...방미통위, 저가...
방송미디어통신위원회가 멤버십 앱을 개편하면서 고객들의 사용 실적을 사라지게 한 저가커피 1개사를 상대로 사실조사에 착수했다고 4일 밝혔다. 이 회사는 커피를 마실 때마다 1개씩 스탬프를 적립해주는 일종의 ...

Inspection of Instagram Account Suspensions. Beginning in September 2025, the Commission conducted an inspection to determine whether cases involving the unilateral suspension of Instagram accounts raised possible violations of the Telecommunications Business Act's prohibited-act provisions.

4) Designation of NongHyup Bank and IBK as New Identity Verification Agencies

NongHyup Bank and the Industrial Bank of Korea (IBK) were conditionally designated as new identity verification agencies, which verify users' identity online through alternative means. At its fourth meeting of 2025 on February 28, the Commission approved the designation of the two banks.

Under the Act on Promotion of Information and Communications Network Utilization and Information Protection (Network Act), an identity verification agency provides services that verify users' identity through alternative means, such as i-PIN, mobile phones, credit cards, and digital certificates, rather than resident registration numbers. A total of 23 identity verification agencies, including NICE Information Service, Samsung Card, and Woori Bank, were in operation, while demand for identity verification services continued to grow with the expansion of ICT-based services.

Applications for designation as new identity verification agencies were accepted in April 2024. Three applicants—NongHyup Bank, IBK, and E9pay—applied to provide certificate-based identity verification services. Following document review, on-site inspection, and comprehensive review, applicants are eligible for designation if they score at least 800 points under the Criteria for Designating Identity Verification Agencies and receive a "suitable" rating on all 21 key review items and two quantitative assessment items.

NongHyup Bank scored 852.57 points and IBK 868.50 points, with both receiving "suitable" ratings on all key review and quantitative assessment items. The review nevertheless identified 14 items requiring remediation for NongHyup Bank and 11 for IBK. To ensure the stable operation of their identity verification services, the two banks were therefore designated on the condition that they address these items. If the banks complete the required remediation within 30 days of receiving notice of the review results, they may receive their designation certificates after verification by the Commission. Additional conditions included faithful implementation of their business plans, compliance with applicable laws and regulations, and cooperation with periodic inspections.

E9pay, by contrast, scored 727.14 points and had 16 items requiring remediation. It also received an "unsuitable" rating on the key review item concerning the security of alternative means and therefore failed to meet the designation criteria. The new designations expanded the range of identity verification service providers and gave users access to a wider choice of identity verification methods.

5) First Guide to the Creation and Processing of Connecting Information (CI)

The Commission published its first guide to the rules governing the processing of Connecting Information (CI) and related safeguards. CI enables users to be identified and personalized services to be provided without directly using resident registration numbers. Published on June 30, the Guide to Processing Connecting Information (CI) and Related Safeguards explains procedures for creating

and processing CI, required safeguards, and management standards.

Figure Ⅲ-92. Guide to Processing Connecting Information (CI) and Related Safeguards

Cover	Table of Contents
	

The guide explains in accessible terms the purpose of the CI framework introduced under the previous year's amendment to the Network Act, the interpretation of newly added provisions, and key compliance requirements. It also provides a systematic overview of the requirements and legally permitted scope for creating and processing CI, the approval review process for CI conversion, safeguard requirements for CI-using institutions, inspections, and penalties.

Table Ⅲ-49. Key Content of the Guide to Processing Connecting Information (CI) and Related Safeguards

- o CI Framework: Definition of CI; purpose of the legal amendment; key provisions of the amended Act
- o Creation and Processing of CI: Scope and permitted limits of CI creation and processing
- o Approval for Creation and Processing of CI: Application for approval; review criteria; review procedures; approval decision and notification period
- o Revocation of Approval for Creation and Processing of CI: Grounds for revocation
- o Processing CI Within the Authorized Purpose: Processing within the purpose for which CI was provided or consent was obtained; methods for obtaining consent
- o CI Inspections: Inspection of CI operations and management
- o CI Safeguards: Safeguards required of identity verification agencies and CI-using institutions

Designed as a practical reference for institutions and businesses that create or use CI, the guide is available for download from the Commission's website (www.kmcc.go.kr) and the identity verification support website (identity.kisa.or.kr). The CI framework minimizes the direct use of

resident registration numbers while enabling users to be identified across integrated online and offline services, supporting both personal information protection and service integration in the digital transformation environment.

The amended Network Act, which took effect in July 2024, clearly established the permitted uses and management standards for CI, an encrypted value derived from a resident registration number that is used to identify users.

6) Emergency Inspection of CI Following the Lotte Card Data Breach

On September 22, the Commission conducted an emergency inspection of CI safeguards and management practices in connection with the Lotte Card customer data breach. The inspection followed confirmation that the recent Lotte Card hacking incident had resulted in the leak of CI along with personal information and covered CI safeguards and the overall management framework. CI refers to information generated by encrypting resident registration numbers so that users can be identified and provided with personalized services without using their resident registration numbers.

An inspection team comprising Commission officials and KISA staff focused on whether CI and resident registration numbers were stored separately and properly managed, whether encryption was applied during storage and transmission, and whether data breach response plans were adequate. If violations were identified, such as failure to implement safeguards for CI protection, administrative action, including the imposition of administrative fines, could be taken under relevant laws, including the Network Act.

7) User Protection Performance Evaluation of Telecommunications Business Operators

A total of 47 telecommunications business operators were selected for the 2025 User Protection Performance Evaluation, including facilities-based telecommunications business operators providing mobile communications and broadband Internet services and value-added telecommunications business operators providing services such as social media and OTT. At its 10th meeting of 2025 on April 23, the Commission deliberated on and approved the 2025 Plan for the User Protection Performance Evaluation of Telecommunications Business Operators. Conducted annually since 2013 under the Telecommunications Business Act, the evaluation is intended to prevent harm to telecommunications service users and encourage operators to improve their systems for handling user complaints and feedback.

The 2025 evaluation covered 47 operators selected based on factors such as the size of their user base, complaint levels, and service characteristics, including 21 facilities-based telecommunications business operators and 26 value-added telecommunications business operators. Among the value-added telecommunications business operators, six—Temu, Coupang Eats, Coupang Play,

TVING, CHZZK, and Unicomz—were newly included and will undergo two years of pilot evaluation before transitioning to full evaluation.

Instagram moved to full evaluation in 2025 after completing a two-year pilot evaluation, while EyesVision and AliExpress will transition to full evaluation after completing their pilot evaluations. Evaluation criteria include the adequacy of user protection management systems, compliance with relevant laws, efforts to prevent harm to users, handling of user complaints and feedback, and other user protection activities.

Figure Ⅲ-93. Operation of the User Protection Performance Evaluation

Evaluation Committee Roundtable



Comprehensive Review Meeting on Evaluation Results



Consulting for Service Providers



Research Group on Evaluation Improvements



The evaluation criteria were also revised to reflect changes in the telecommunications service environment, reduce overlap among evaluation indicators, and improve their effectiveness. Given the importance of personal information protection, a record of administrative dispositions under the Personal Information Protection Act was added as a deduction item, while the evaluation criterion for efforts to prevent fraudulent subscriptions and identity theft was strengthened.

To strengthen protection for platform users, new indicators were introduced for shopping and delivery platform operators, including prompt settlement of transaction proceeds and provision of settlement-related information, as well as efforts to prevent harm from malicious reviews and repeated low ratings. The evaluation includes document reviews of materials submitted by operators, on-site assessments to verify those materials, interviews with executives responsible for user

protection, automatic response system (ARS) checks, and user satisfaction surveys. The results are finalized following review by an evaluation committee composed of external experts in information and communications, law, economics and management, and consumer affairs, and approval by the Commission.

The top-performing operator receives a commendation. Operators may also receive incentives when penalty surcharges are imposed under the Telecommunications Business Act, including reductions of up to 30% for an "Excellent" rating and up to 20% for a "Good" rating. The sharing and dissemination of best practices also helps establish a foundation for strengthening operators' voluntary user protection efforts.

Table Ⅲ-50. Telecommunications Business Operators Subject to the 2025 User Protection Performance Evaluation

Category		Business Operator (Service)
Facilities-Based Telecommunications Business Operators (21 companies)	Mobile Communications (3 companies)	SKT, KT, LGU+
	Broadband Internet (8 companies)	KT, LGU+, SKT, SKB, LG HelloVision, D'LIVE, HCN, CMB
	MVNO (10 companies)	KT M Mobile, LG HelloVision, Media Log, SK Telink, Korea Cable Telecom, KB Kookmin Bank, Free Telecom, KT Skylife, EyesVision, Unicomz
Value-Added Telecommunications Business Operators (26 companies)	App Markets (4 companies)	Google LLC (Play Store), Apple (App Store), ONE store (ONEstore), Samsung Electronics (Galaxy Store)
	Search Engines (3 companies)	Naver, Kakao (Daum), Google LLC
	Social Media (4 companies)	Meta Platforms (Facebook, Instagram), Kakao (KakaoTalk), Naver (Band)
	OTT (4 companies)	Google (YouTube), Netflix Services Korea (Netflix), TVING (TVING), Coupang (Coupang Play)
	Individual Broadcasting (2 companies)	SOOP (SOOP), Naver (CHZZK)
	Shopping (5 companies)	Coupang (Coupang), 11Street (11Street), Naver (Naver Shopping), AliExpress Korea (AliExpress), Elementary Innovation (Temu)
	Delivery (2 companies)	Woowa Brothers (Baemin), Coupang (Coupang Eats)
	Mobility (1 company)	Kakao Mobility (Kakao T)
	Second-Hand Trading (1 company)	Karrot Inc. (Karrot)

2. Creating a Fair and Mutually Beneficial Ecosystem

A. Establishing a Fair Market Order

1) Eliminating Regulatory Blind Spots

As platforms grow in scale and influence, the need was raised to supplement and reorganize the ex post regulatory framework to respond to market changes in digital platforms, telecommunications, and broadcasting and protect users' rights and interests. Accordingly, the Commission reviewed response measures across the full range of ex post regulatory tools, such as revising laws and regulations governing prohibited acts, amending public notices, and imposing penalty surcharges, corrective measures, and administrative fines. It also worked to improve prohibited-act regulations concerning "sideloading," in which apps are installed and run through third-party app markets or websites rather than an operator's own app market, as well as unfair platform practices that force users to use particular services.

Supplementary Legislation to Strengthen the Prohibition on Forced In-App Payments. The Telecommunications Business Act was amended in September 2021 to become the world's first law regulating unfair practices in app markets, including forcing the use of a particular payment method. Its implementing regulations and standards for determining violations took effect in March 2022. However, global app market operators such as Google and Apple continued to charge commission rates that effectively compelled developers to use their proprietary payment methods and to restrict external payment options, raising the need for further institutional measures to protect the rights and interests of domestic small and mid-sized app developers.

The pursuit of supplementary legislation to strengthen the prohibition on forced in-app payments was included among the President's campaign pledges and, following discussions by the State Affairs Planning Committee, was finalized as a national policy task under the Commission's jurisdiction. The Commission has prepared a draft amendment and is gathering stakeholder views, with legislation planned for 2026.

Table Ⅲ-51. Key Provisions of Draft Supplementary Legislation on Forced In-App Payments

- Clarifying permission for external payments. Establishes new provisions to make clear that app market operators may permit external payment methods, thereby protecting the rights and interests of domestic small and mid-sized app developers.
- Providing a choice of payment method. Prohibits app market operators from restricting app developers from promoting or providing information about external payment methods within their apps through URLs, advertisements, etc. (anti-steering).
- Prohibiting restrictions on sideloading. Prohibits restrictions on the installation or use of apps through channels other than the app market, such as third-party app markets or websites (sideloading).

2) Strengthening Regulatory Enforcement

To strengthen deterrence against violations and enhance regulatory enforcement, the Commission worked to develop measures to revise the penalty surcharge ceiling under the Telecommunications Business Act, which is markedly low compared with those under major overseas regulatory regimes.

Table Ⅲ-52. Comparison of Penalty Surcharge Ceilings

Category	Penalty Surcharge Ceiling
Telecommunications Business Act (Commission)	3% of sales related to the violation
Monopoly Regulation and Fair Trade Act (FTC)	4% of sales related to the violation for unfair trade practices; 6% for abuse of a market-dominant position
Personal Information Protection Act (PIPC)	3% of total sales (average annual sales over the preceding three business years)
Digital Markets Act (Europe)	10% of total worldwide turnover (20% for repeated infringements)
Act on Promotion of Competition for Specified Smartphone Software (Japan)	20% of relevant turnover (30% for repeated violations)

The Commission also considered introducing sanctions for submitting false data or failing to submit data during fact-finding investigations into possible violations of the prohibited-act provisions of the Telecommunications Business Act. The aim was to enhance the effectiveness of fact-finding investigations by establishing provisions comparable to the relevant sanction regimes of the Fair Trade Commission and the Personal Information Protection Commission.

B. Supporting Shared Growth in the Media and Communications Market

1) Fostering a Fair Telecommunications Market

The Commission inspected unfair and unlawful practices among operators to foster a mutually beneficial ecosystem in the telecommunications market and support sustainable growth. In particular, it examined irregular transaction practices in business messaging services and the MVNO market and monitored unfair competition among mobile carriers.

Fact-Finding Investigation into Business Messaging Services. A business messaging service transmits text messages, including SMS, LMS, MMS, and RCS, from a company's computer to users' mobile phones through a mobile carrier's wireless communications network and is used in various fields, including credit card approval notices, bank deposit and withdrawal notifications, securities transaction notices, and shopping order and delivery notifications. An inspection of business messaging services identified possible violations of the prohibited-act provisions of the Telecommunications Business Act, and the Commission shifted to a fact-finding investigation in May.

The investigation currently covers 32 operators, including the three mobile carriers, eight text relay service providers, and 21 text message resellers.

Table Ⅲ-53. Types and Overview of Text Messaging Services

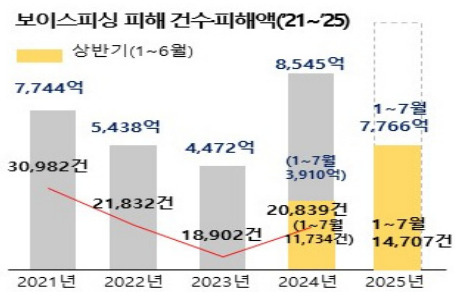
1) SMS (Short Message Service): short messages of up to 45 Korean characters or 90 English characters
2) LMS (Long Message Service): long messages of up to 1,000 Korean characters or 2,000 English characters
3) MMS (Multimedia Message Service): multimedia messages for transmitting text, photos, videos, audio, and other files
4) RCS (Rich Communication Services): a next-generation messaging service more advanced than SMS or LMS that supports chat functions such as large-file transfers and "typing" and "read" indicators

Joint Inspection of Fraudulent MVNO Subscriptions. As MVNO services were increasingly misused to activate burner phones for voice phishing, the Commission began an intensive joint inspection in October with relevant agencies, including the Ministry of Science and ICT and the National Police Agency, focusing on practices such as fraudulent activations using foreign nationals' identities.

The inspection covers 30 MVNO operators, including five subsidiaries of mobile carriers such as KT M Mobile, and is scheduled to continue through the first half of 2026. The Commission is focusing in particular on whether operators follow procedures to confirm users' intent to subscribe during service activation.

Figure Ⅲ-94. Voice Phishing Cases and Losses and Joint Inspection of Fraudulent MVNO Subscriptions

Voice Phishing Cases and Losses



Press Release on the Joint Inspection of Fraudulent MVNO Subscriptions


국무조정실 국무총리비서실 보도자료 광복80
보도시점 2025.8.28.(목) 10:00 배포 2025.8.28.(목) 08:30

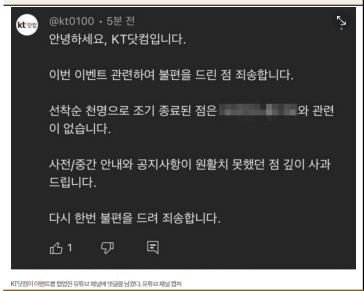
일상 속 보이스피싱 '안심필터' 장착!
소중한 재산과 안전, 정부가 24시간 함께합니다

- 연중무휴 24시간 「보이스피싱 통합대응단」 가동, 골든타임 대응체계 구축
- 보이스피싱 피해는 더 이상 개개인의 부주의 탓이 아냐 … 대포폰 개통시 이통사 관리 책임을 강화하고 사고 발생시 금융기관 등 예방책임 있는 주체가 배상
- 올해 9월부터 5개월간 '보이스피싱 특별단속 기간' 지정. 범죄조직 일망타진

□ 정부는 8.28일(목) 오전 정부서울청사에서 윤창렬 국무조정실장 주재로 '범정부 보이스피싱 대응 TF'를 개최하여 「보이스피싱 근절 종합대책」을 확정·발표하였다.

Fact-Finding Investigation into KT's Possible Failure to Disclose Important Information. In February, the Commission launched a fact-finding investigation to determine whether KT had failed to disclose important information when it limited certain benefits offered in addition to the publicly announced subsidy to the "first 1,000 customers" while recruiting users through pre-orders for the Samsung Galaxy S25 in January.

Figure Ⅲ-95. **Fact-Finding Investigation into KT's Pre-Order Cancellations and Media Coverage**

KT Pre-Order Cancellation	Media Coverage of the Fact-Finding Investigation (Yonhap News and 12 Others)
	

Fact-Finding Investigation into First Mobile Practices That Undermine Users' Interests. Following concerns raised in the National Assembly and a report filed by the People's Solidarity for Participatory Democracy (PSPD) alleging that First Mobile was engaging in illegal and improper sales activities, including false or exaggerated advertising at Gwanghwamun rallies, the Commission launched a fact-finding investigation in June.

Figure Ⅲ-96. **Media Coverage of the MVNO-Related Report and Fact-Finding Investigation**

Media Coverage of the PSPD Report (YTN and 48 Others)	Media Coverage of the Fact-Finding Investigation (SBS, etc.)
	

Fact-Finding Investigation into KT's False and Misleading Advertising. In July, the Commission launched a fact-finding investigation following a report that KT had recruited users through false and misleading advertising related to the SKT cyber security breach.

Figure Ⅲ-97. **Launch of a Fact-Finding Investigation into KT's False and Misleading Advertising and Media Coverage**

Press Release on Launching the Fact-Finding Investigation

방송통신위원회 보도자료

보도시점 2025. 7. 16.(수) 배포시점 배포 2025. 7. 16.(수) 14:00

'케이티(KT) 허위·기만광고' 사실조사 착수

– 에스케이텔레콤(SKT) 사이버 침해 사고 이용한 거짓·과장 등 위법 행위 조사 –

케이티(KT)가 에스케이텔레콤(SK Telecom) 사이버 침해 사고 관련 허위·기만 광고로 이용자를 모집했다는 신고에 대해 사실조사가 진행된다.

방송통신위원회(위원장 이진숙, 이하 '방통위')는 지난 7일 케이티(KT)가 에스케이텔레콤(SK Telecom) 사이버 침해 사고를 이용해 허위·기만 광고를 했다며 「전기통신사업법」을 위반했다는 신고가 접수됨에 따라 관련 사항을 확인하기 위해 16일 사실조사에 착수했다.

Media Coverage of the Inspection (Yonhap News and 58 Others)

연합뉴스TV

"KT 허위·기만광고"…방통위, 사실조사 착수

입력 2025.07.16. 오후 2:14



2) Fostering a Cooperative Outsourced Production Environment

The Commission conducted a survey to foster a cooperative environment for outsourced production transactions between broadcasters and outsourced production companies. Conducted jointly with the Ministry of Culture, Sports and Tourism from February through November, the survey covered eight broadcasters that had concluded outsourced production contracts with independent production companies in 2024, as well as 156 outsourced production companies and three general PPs. Questionnaires and in-depth interviews focused on the forms and terms of outsourced production contracts and on rights and revenue distribution structures.

The survey was carried out separately for broadcasters and production companies. The Commission and KISDI handled the broadcaster survey, while the Ministry of Culture, Sports and Tourism and the Korea Creative Content Agency handled the production-company survey. The survey is expected to help assess transaction practices for outsourced programs between broadcasters and outsourced production companies and contribute to fostering a cooperative environment in the outsourced production market and laying a foundation for the qualitative development of the industry.

Table Ⅲ-54. **Overview of the Survey on Outsourced Production Transactions for Broadcast Programs**

- Survey targets: broadcasters, including terrestrial broadcasters and general-programming PPs, and outsourced production companies
  * Commission: broadcasters that concluded outsourced production contracts with independent production companies over the course of 2024
  * MCST: production companies with a record of producing and delivering at least one broadcast program to a broadcaster over the course of 2024
- Survey period: February–November 2025
- Survey methods: questionnaires and in-depth interviews
- Survey content: use of standard contracts between broadcasters and outsourced production companies; perceptions and current conditions regarding production costs; rights and revenue distribution; and matters related to sponsorship, product placement, and virtual advertising

3) Supporting Broadcast Advertising Production and Consulting for SMEs and Small Business Owners

The Commission pursued the 2025 SME and Small-Business Broadcast Advertising Production Support Project to support broadcast advertising production by SMEs and small business owners. Through this project, carried out with the Korea Broadcast Advertising Corporation (President Min Young-sam), 58 SMEs (44 TV and 14 radio)* and 193 small business owners** were selected as support recipients.

* SMEs that meet the SME confirmation criteria of the Ministry of SMEs and Startups and have also received innovative SME certification

** Small enterprises under Article 2(2) of the Framework Act on Small and Medium Enterprises with fewer than 10 regular employees

The project supports broadcast advertising production costs for SMEs and small business owners and provides consulting on the use of broadcast advertising, with the aim of supporting corporate growth and revitalizing the broadcast advertising market. Selected SMEs receive up to KRW 45 million, within 50% of TV ad production costs, and up to KRW 3 million, within 70% of radio ad production costs. They also receive consulting from advertising experts on broadcast ad planning, production, and airing. Small business owners can receive up to KRW 9 million, within 90% of broadcast ad production and airing costs regardless of whether the ad is for TV or radio, along with one-on-one tailored marketing consulting from broadcast ad experts.

A 2024 effectiveness evaluation of the SME broadcast advertising support project found that the average revenue of supported SMEs rose by 16.9% and their average employment by 11.8%. The subsidy and companies' additional investment also resulted in about KRW 18.8 billion in broadcast advertising spending, contributing to the revitalization of the broadcast advertising market.

A 2024 effectiveness evaluation of the small-business broadcast advertising support project also found that the average revenue of supported small business owners rose by 10.8% and their average employment by 4.7%, and that the subsidy combined with companies' additional funds formed a broadcast advertising market of about KRW 2.75 billion. The project is expected to enhance the capacity of SMEs and small business owners to use broadcast advertising and contribute to the revitalization of the broadcast advertising market.

3. Expanding Universal Digital and Media Welfare

A. Enhancing the Digital Capabilities of Vulnerable Groups

1) Holding a Digital Ethics Competition to Foster a Sound Digital Use Culture

The 2025 Digital Ethics Creative Content Competition was held to promote a sound digital use culture and identify creative ideas and diverse content from the public. On June 2, the Commission launched the competition jointly with the National Information Society Agency (NIA) and accepted entries until October 2.

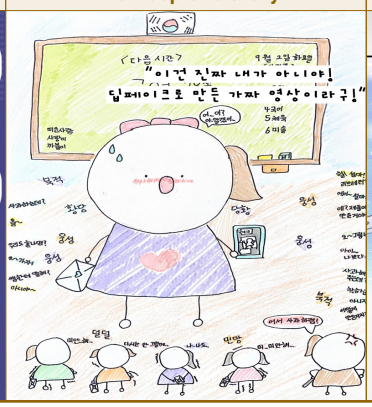
The competition aimed to raise public awareness of digital ethics, the basic literacy needed to protect oneself from digital harms and use digital technologies properly, and to identify educational content from the public's perspective. The competition had two categories: "awareness-raising content" and "learning content."

The awareness-raising content category solicited picture diaries by elementary school students, posters, card-style posts, digital comics (webtoons), and standard and short-form videos, while the learning content category solicited teaching and learning plans for curriculum-linked lessons and creative experiential activities. In particular, to raise interest in the increasingly important issue of AI ethics, bonus points were given to works addressing "the harms and responsible use of advanced video manipulation technologies such as deepfakes" and "ethical problems that may arise in developing and using generative AI."

The competition was open to all Korean citizens, including youth, adults, military personnel, teachers, and prospective teachers, with entries accepted from individuals or teams of up to three people. Judging began with a review of format and technical requirements in October, followed by a main review by external experts and an awards review that included public participation.

The final winners were announced at the 2025 Digital Ethics Expo held in December. A total of 25 works received awards, including the Presidential Award, the Prime Minister's Award, the Commission Chairperson's Award, the Minister of Education's Award, and the Minister of National Defense's Award. The winning works were released through the Digital Ethics website (디지털윤리.kr) and used as social media content for digital ethics education and promotion. The Digital Ethics Creative Content Competition, which began in 2010 and reached its 16th edition in 2025, has helped raise public awareness of digital ethics in relation to key issues such as cyberbullying prevention, digital literacy, and AI ethics as the digital environment has evolved.

Figure Ⅲ-98. **Digital Ethics Creative Content Competition**

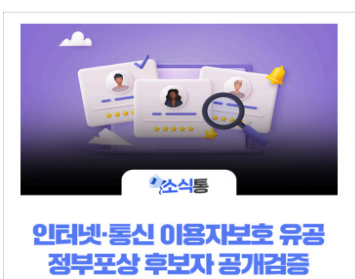
Creative Content Competition Poster	2025 Award-Winning Work (Grand Prize) Fakes That Look Real: The Deepfake Story	2025 Award-Winning Work (Top Excellence Award) How My Own Assistant Becomes the Best Assistant
		

2) Proclamation of the "AI That Makes Us Safer" Digital Ethics Vision

A digital ethics vision was proclaimed for a future in which everyone can use AI safely as it becomes part of everyday life. On December 30, the Commission held the 2025 Digital Ethics Expo and Awards Ceremony for Contributions to Internet and Communications User Protection in Seoul, presenting awards to individuals and organizations that contributed to fostering a sound digital use culture and protecting internet and communications users.

Against the backdrop of the widespread use of digital technologies and AI across society, the event highlighted the importance of creating a safe and responsible digital environment, addressing digital harms, and promoting a sound digital use culture. The digital ethics vision was announced alongside a presentation of achievements in digital ethics and user protection as part of a public awareness campaign.

Figure Ⅲ-99. **Identifying and Honoring Contributors to User Protection**





Marking its 16th edition in 2025, the Digital Ethics Expo featured the presentation of awards for the Digital Ethics Creative Content Competition and recognized individuals and organizations that contributed to fostering a sound digital ethics culture and protecting internet and communications users. About 150 people attended, including awardees and their families.

The vision announced at the event was "AI That Makes Us Safer, a Beautiful Digital World." It conveyed the aim of addressing growing digital harms associated with the spread of generative AI, including deepfakes and other videos created using advanced manipulation technologies, as well as disinformation, while promoting the safe and responsible use of AI.

At the event, four commendations were presented for contributions to fostering a digital ethics culture, 25 awards were presented in the Digital Ethics Creative Content Competition, and eight government awards were presented for contributions to protecting internet and communications users. Outstanding entries from the competition were also exhibited. The commendations for contributions to fostering a digital ethics culture went to Lee Yu-jeong, Senior Researcher at the National Information Society Agency; Jeon Chang-bae, Chair of the International Association for Artificial Intelligence and Ethics; Jo Eun-a, a teacher at Incheon Dangha Elementary School; and the KYOBO Foundation for Education.

The Grand Prize (Presidential Award) in the Digital Ethics Creative Content Competition went to Jang Ye-jeong, Kim Hyun-a, and Park Seol, a student team from Donggung Elementary School in Busan, for a picture diary depicting the dangers of deepfakes and how to respond to them. The Top Excellence Award (Prime Minister's Award) went to freelance artist Park In-hye for a webtoon on the responsible use of AI.

In the government awards for contributions to internet and communications user protection, KISA Team Leader An Jeong-eun received the Stone Tower Order of Industrial Service Merit in recognition of contributions to user protection, including support for policies to combat illegal spam and efforts to develop intelligent blocking measures based on public-private cooperation.

Professor Hwang Yong-seok of Konkuk University, Professor Kwon Eun-jung of Gachon University, Senior Researcher Choi Jae-hyuk of the Telecommunications Technology Association, Team Leader Kim Dae-yeol of the Korea Communications Users' Protection Association, Attorney Na Hwang-young of Hyungwon Law Firm, Attorney Lee Yoon-nam of Bae, Kim & Lee LLC, and Executive Vice President Lee Jeong-gyu of Naver also received government awards for their contributions to fostering a sound digital environment. The proclamation helped build social consensus around the responsible use of AI and digital technologies and the creation of a safe digital environment.

Table Ⅲ-55. List of Award and Commendation Recipients at the 2025 Digital Ethics Expo (Contributions to Fostering a Digital Ethics Culture)

No.	Name	Affiliation and Position	Key Contribution
1	Lee Yu-jeong	Senior Researcher, National Information Society Agency (NIA)	- Contributed to spreading a sound digital use culture and fostering a digital ethics culture through projects such as digital ethics promotion and awareness-raising campaigns
2	Jeon Chang-bae	Chair, International Association for Artificial Intelligence and Ethics	- Contributed to promoting AI ethics by founding and operating the International Association for Artificial Intelligence and Ethics, providing AI ethics education, adopting an AI ethics charter, and organizing related events
3	Jo Eun-a	Teacher, Incheon Dangha Elementary School	- Contributed to cultivating students' digital citizenship and spreading a digital ethics culture by running digital ethics classes and serving as an instructor for teacher training
4	KYOBO Foundation for Education	KYOBO Foundation for Education (organization)	- Contributed to fostering a healthy digital ethics culture by operating experiential digital ethics programs for youth and families

Table Ⅲ-56. List of Winners at the 2025 Digital Ethics Expo

Category	Winner	Division	Work Description
President's Award	Student Jang Ye-jeong and 2 others (11, Donggung Elementary)	Awareness (Picture Diary)	Title: Fakes That Look Real: A Deepfake Story Description: A work that explains the dangers of deepfake technology in a way that is easy for peers to understand and teaches how to respond to it properly
Prime Minister's Award	Writer Park In-hye (40, freelancer)	Awareness (Webtoon)	Title: How My Own Assistant Becomes the Best Assistant Description: A work expressing how AI, beyond being a mere tool, can become one's most trustworthy assistant and companion through sound choices and responsible use
Commission Chairperson's Award	Student Kim Hee-seo (12, Geulbit Elementary)	Awareness (Picture Diary)	Title: Let's Build a Digital World Without Violence Description: Content addressing the harm caused by deepfake videos, the wounds they leave, and the importance of responding properly
	Park Ju-young and 2 others (29, StudioK110)	Awareness (Video)	Title: We're Besties, Right, Dear Customer? Description: A video warning of the risk that, in the era of generative AI, individuals' privacy and judgment may become subordinate to companies' products and services, and emphasizing the importance of personal data protection, independent thinking, and sovereign AI
	Student Seo Ga-eun (16, Incheon Science High School)	Awareness (Card-Style Post)	Title: AI: Could It Be Dangerous Because It's Too Smart? Description: A work showing that generative AI can raise ethical issues in the life sciences and medical fields, and presenting ways to overcome them
	Teacher Woo A-reum (33, Cheonan Buseong Middle School)	Learning (Lesson Plan)	Title: Fact Detective Squad – Deepfakes: Find the Fakes! Description: An immersive digital ethics lesson plan in which students themselves become detectives and trial participants to experience the dangers of deepfakes and collaboratively derive sound ethical rules from various perspectives
	Student Yoo Myung-jun (15, Chadwick International School Songdo)	Awareness (Poster)	Title: A Careless Word Pulls the Trigger Description: A work that visually portrays how deeply malicious comments, threats, and violence on the internet can wound others

Category	Winner	Division	Work Description
	Teacher Lee Young-ju (37, Wolgye Elementary School)	Learning (Lesson Plan)	Title: SAFE from Fakes! Kids' DE-mon Hunters (DE = Digital Ethics) Description: A lesson plan in which learners understand the characteristics of deepfakes and fake news, use a SAFE checklist to choose proper digital behavior, and present action plans through group activities
	Teacher Lee Eun-sil (41, Cheonga Elementary School)	Awareness (Video)	Title: Digital Ethics: A Safety Net for All Description: A video that points out problems arising in the digital environment—such as failure to cite sources, infringement of portrait rights, verbal violence, and the misuse of deepfakes—and conveys the importance of practicing sound digital ethics
Minister of Education Award	Teacher Kim Ju-young and 1 other (27, Yulbit Elementary School)	Learning (Lesson Plan)	Title: AI-D Login: Deepfake Sheriffs, Roll Out! Description: A lesson plan that fosters critical thinking and responsible digital citizenship through role-play, discussion, and hands-on practice on the topic of deepfakes
	Teacher Lee Hyun-ji (27, Dongsin Elementary School)	Learning (Lesson Plan)	Title: REAL OR FAKE: Find the Truth Among the Fakes Description: An escape-room style lesson plan in which learners study the concept and characteristics of deepfakes, explore how to tell real from fake and respond, and develop responsible digital ethics practices through use cases
	Teacher Heo Jeong-su and 2 others (34, Jeonju Chopo Elementary School)	Learning (Lesson Plan)	Title: The Data I See, the Data I Leave Behind Description: A lesson plan that helps learners critically analyze and responsibly use data through the four D-A-T-A steps and grow into mature digital citizens
Minister of National Defense Award	Corporal Kim Ho-jun (23, Army)	Awareness (Webtoon)	Title: Her Question Description: A work that warns military service members of the security leak risks from mobile phone use and emphasizes the proper use of digital devices

Table Ⅲ-57. List of Government Awardees for Contributions to Internet and Communications User Protection in 2025

Category	Name	Affiliate/Position	Key Contributions
Bronze Tower Order of Industrial Service Merit (1)	An Jeong-eun	Team Leader, KISA	- Contributed to reducing spam and preventing harm to users by developing policies to combat illegal spam, strengthening public-private cooperation, and implementing technical blocking measures
Industrial Service Medal (1)	Hwang Yong-seok	Professor, Konkuk University	- Contributed to public- and private-sector policymaking through policy research and participation in consultative bodies to protect users' rights in the use of AI
Presidential Commendation (2)	Kwon Eun-jung	Professor, Gachon University	- Contributed to establishing user-protection norms for AI by supporting the government's user-protection policymaking and helping prepare the tentatively titled Bill on the Protection of AI Service Users
	Choi Jae-hyuk	Senior Researcher, Telecommunications Technology Association (TTA)	- Contributed to improving the quality of location information from personal devices for emergency rescue and addressing device-related difficulties in providing location information in emergencies

Category	Name	Affiliate/Position	Key Contributions
Prime Minister's Commendation (4)	Kim Dae-yeol	Team Leader, Korea Communications Users' Protection Association	- Contributed to protecting telecommunications users through inspections of mobile retail outlets, self-regulation, and the Cyber Safe Zone program
	Na Hwang-young	Attorney, Hyungwon Law Firm	- Contributed to protecting telecommunications service users' rights and providing prompt relief by serving as a member of the Communications Dispute Mediation Committee
	Lee Yoon-nam	Attorney, Bae, Kim & Lee LLC	- Contributed to strengthening user protection through proactive review of mediation cases by the Communications Dispute Mediation Committee
	Lee Jeong-gyu	Executive Vice President, Naver	- Contributed to public safety and harm prevention by overseeing youth protection and user safety, including blocking harmful content and preventing the distribution of illegal recordings

3) Holding the 2025 International Conference on Countering Disinformation

The Commission held the 2025 International Conference on Countering Disinformation to share approaches adopted by other countries to counter disinformation and strengthen international cooperation and collaboration among stakeholders across society. On November 28, the conference was held in Seoul under the theme "Tackling Disinformation and Strengthening Information Integrity: Multi-Stakeholder Approach." It provided a forum for discussing responses to the spread of disinformation in the AI era and ways to strengthen information integrity.

The conference was livestreamed on the Commission's YouTube channel, with approximately 100 participants attending online and in person, including speakers from Korea and abroad representing the OECD, the International Fact-Checking Network (IFCN), and the Australian Communications and Media Authority (ACMA), as well as media policy officials and academic experts. The program consisted of a keynote address, session presentations, and a panel discussion.

In his keynote address, "Reinforcing Information Integrity: Challenges and Opportunities," Charles Baubion, Head of Information Integrity at the OECD, emphasized the need for policies to strengthen societal resilience and enhance the transparency and accountability of information sources amid an evolving information environment.

Figure Ⅲ-100. 2025 International Conference on Countering Disinformation



In the session presentations, Angie Drobnic Holan, Director of the IFCN, introduced the IFCN's initiatives and explained the need to build a whole-of-society response framework to counter disinformation. Professor Jeong Eun-ryung of Semyung University Graduate School of Journalism, an IFCN board member, identified fact-checking systems, independent governance, stronger platform accountability, and information integrity as key elements of an effective response to disinformation.

Kelly Mudford, Head of Disinformation and Platforms at ACMA, explained the development and key provisions of the Australian Code of Practice on Disinformation and Misinformation, including safeguards against harms caused by disinformation and measures to disrupt its monetization. Kim Hyun-soo, Head of the Digital Platform Economy Research Lab at KISDI, presented the need for a dual-track response that both curbs the spread of disinformation and promotes the circulation of reliable information under the theme "Strengthening Transparency and Accountability of Online Platforms."

A panel discussion followed under the theme "Enhancing Social Cooperation for Online Information Integrity." Professor Lee Hun-yul of Korea University served as moderator, with panelists including Cho Seong-eun, Research Director at KISDI; Kim Ga-yeon, Executive Director at X Korea; SBS reporter Park Se-yong; Lee Gyeong-rak, Director of the Journalism Research Institute at YTN; and Kim Se-jin, a teacher at Incheon Shinjeong Elementary School. The discussion highlighted the need for cooperation among diverse stakeholders, including government, platform operators, and the media, as well as the importance of strengthening digital literacy education for users. The conference laid a foundation for international cooperation and policy discussion aimed at countering disinformation and strengthening information integrity.

4) Holding the Digital Ethics Golden Bell Championship Round

The 2025 Digital Ethics Golden Bell Championship Round was held to promote responsible digital use and strengthen digital ethics awareness among youth. On December 6, the Commission held the event in Seoul with elementary school students in grades 4–6 representing all 17 cities and provinces nationwide. The program combined age-appropriate digital ethics education with a participatory quiz format to deepen students' understanding of digital ethics and encourage them to put it into practice. First held in 2023, the event marked its third edition in 2025.

The questions focused on topics closely related to students' daily lives, including the responsible use of digital content, personal information protection, cyberbullying prevention, the adverse effects of generative AI, and ethical issues involving deepfakes and other forms of manipulated media. Preliminary rounds were held from May through September, drawing a total of 2,274 students in grades 4–6. Fifty-one students who achieved top results in their respective cities or provinces advanced to the championship round.

About 150 people, including parents and teachers, attended to cheer on the 51 finalists, who competed by answering questions based on what they had learned about digital ethics. Oh Jeong-an, a sixth grader at Geulbit Elementary School, was the last contestant standing and won the Grand Prize. Yang Ha-won and Lee Do-hyun, both sixth graders at Samgak Elementary School, reached the final stage and received Excellence Awards.

Before the championship round, online content creator Shubbeolman joined the Digital Ethics Empathy Talk to share experiences and discuss the importance of digital ethics and responsible digital use with the students. The event helped highlight the importance of digital ethics education for elementary school students and raise awareness of the need to create a safe digital environment.

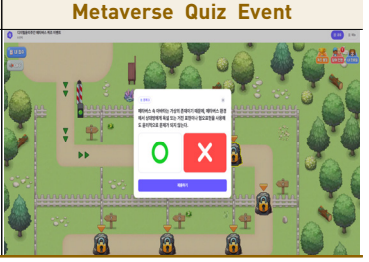
Figure Ⅲ-101. 2025 Digital Ethics Golden Bell Championship Round



5) Conducting the 2025 Digital Ethics Week Campaign

The 2025 Digital Ethics Week Campaign was held to broaden public understanding of and support for a culture of responsible digital use. Jointly organized by the Commission and NIA from July 21 to 27, the campaign featured a range of participatory programs that allowed people to experience and practice digital ethics firsthand.

Figure Ⅲ-102. 2025 Digital Ethics Week

Beach Event	Business District Coffee Truck Event	Metaverse Quiz Event
		

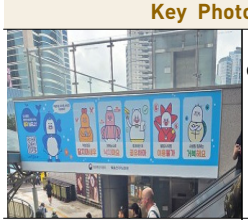
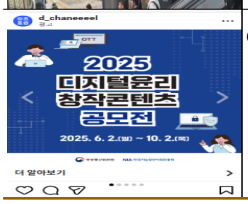
The campaign combined offline programs, including a beach campaign in Jeju and Busan and a coffee truck campaign for office workers in Seoul and Pangyo, with online activities on social media and in the metaverse.

The beach campaign took place at Iho Tewoo Beach in Jeju on July 23 and Songjeong Beach in Busan on July 25. Vacationers could engage with digital ethics in an accessible and engaging way through participatory activities, including a true-or-false digital ethics quiz and a YouTube channel subscription event.

The office-worker campaign was held at Cheonggyecheon in Seoul on July 21 and Pangyo Techno Valley on July 24. It combined a coffee truck event with a workplace AI ethics awareness poll to highlight the importance of responsible AI use in everyday work settings.

The online campaign ran through the Digital Ethics website (디지털윤리.kr), NIA's Instagram account (@kdigitalculture), and the YouTube channel Beautiful Digital World, with participatory activities including comment-based events, quizzes, and video viewing.

Figure Ⅲ-103. Digital Ethics Promotional Activities

Key Photos and Content		Key Photos and Content	
	o June 1–September 30, 2025 - Venue: Seoul Station - Activity: Display of digital ethics education and campaign advertisements		o July 21–27, 2025 - Venue: Seoul Station, Seoul Express Bus Terminal - Activity: Offline promotion of the Digital Ethics Week Campaign
	o August 18–September 30, 2025 - Platform: Online, including Instagram - Activity: Online promotion of the Digital Ethics Creative Content Competition		o July 21–October 31, 2025 - Platform: Online - Activity: Participatory, mission-based events encouraging people to practice digital ethics in everyday life

Event using the metaverse platform 'ZEP' was also held, composed so users could naturally learn digital ethics through game style participation. A 'Digital Ethics Stamp Tour' program also operated through October, awarding points for completing a total of 5 tasks—such as writing a digital ethics pledge, reviewing video content, and writing a practice essay—and providing souvenirs through a drawing. The campaign expanded participatory programs for experiencing and practicing digital ethics in everyday life and provided an occasion to spread digital ethics awareness.

Figure Ⅲ-104. **Operation of Digital Ethics Experience Centers and Website**

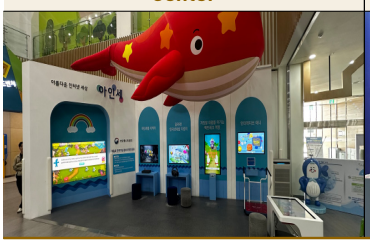
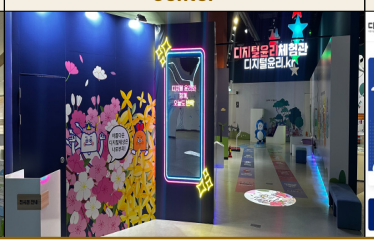
Jeonbuk Digital Ethics Experience Center	Daegu Digital Ethics Experience Center	Digital Ethics Website
		

Figure Ⅲ-105. **Flyer for the 2025 Digital Ethics Week Campaign**



6) Conducting Digital Ethics Education

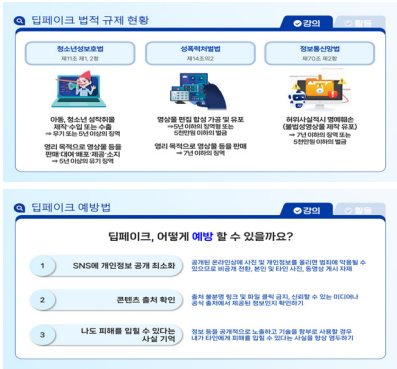
To promote responsible digital use and strengthen the capacity to prevent and respond to digital harms, the Commission provided digital ethics education for people across all demographic groups. Programs included hands-on AI ethics and metaverse ethics education for youth, AI ethics education for office workers, and remote teacher training on generative AI ethics. A total of 287,000 people participated in instructor-led outreach training, experiential programs, and education using teaching aids.

With the rapid spread of AI technologies and services giving rise to risks such as information bias and the misuse of deepfakes, the Commission strengthened AI ethics education, including training to build the capacity to prevent and respond to AI-related harms, so that people can use AI technologies safely.

※ The target number of hands-on metaverse ethics education sessions for youth increased from 100 in 2024 to 200 in 2025, and ethics education to prevent deepfake-related harm was also provided.

Table Ⅲ-58. Ethics Education to Prevent Deepfake-Related Harm

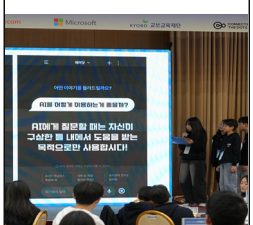
o Overview: Public ethics education aimed at preventing harm resulting from the misuse of deepfake technology
  * Related national policy task: National Policy Task 108-4, “Creating a Safe Digital Environment: Strengthening Responses to Digital Sexual Crime Content,” includes ethics education to prevent deepfake-related harm.
o Need: As harms such as deepfake-related sexual crimes become more serious, there is an urgent need to raise awareness of their severity, particularly because such conduct is often not recognized as criminal and may be dismissed as a prank or mere curiosity.
o Key content: Understanding the concepts and technologies behind deepfake videos, their positive and negative impacts, cases of misuse and related legal penalties, and methods for prevention and response
o Outcomes: Education provided to 167,000 youth and adults



The education shifted from a lecture-centered approach to participatory programs tailored to different groups, including storytelling for young children, the Digital Ethics Golden Bell and AI Ethics ON! Camp for youth, and Forest-e-rang Camp for families. The programs were designed to strengthen practical understanding and the ability to put digital ethics into practice.

※ The family camp expanded from 60 families in 2024 to 80 families in 2025, and the AI Ethics ON! Camp for youth was newly launched as a public-private partnership, with two sessions held.

Table Ⅲ-59. AI Ethics ON!: Overview of a New Hands-On Program for Youth

Category		Main Content
Deepfake Ethics		o Date/venue: Thursday, July 31, 2025, 9:30 a.m.–5:30 p.m.; Sejong University o Participants: 80 middle school students from across the country o Partner organizations: KT, KYOBO Foundation for Education, Seoul National University of Education o Program: A discussion-based program in which participants share views on the skills and methods needed to use deepfakes responsibly and the ethical principles to follow
Use of Generative AI		o Date/venue: Saturday, November 15, 2025, 10:00 a.m.–5:30 p.m.; Sejong University o Participants: 78 middle school students from across the country and their parents o Partner organizations: SKT, Microsoft Korea, KYOBO Foundation for Education, Connecting the Dots, Seoul National University of Education, and Hankuk University of Foreign Studies o Program: A hands-on program in which students plan and produce content using AI tools, building their capacity to use generative AI and other digital technologies ethically * Parents program: Expert-led training to strengthen AI literacy among participating parents

The Commission also developed educational content reflecting the interests of different groups, including young children, youth, and office workers, as well as major issues involving digital harms. Content in various formats, including fairy tales, reference books, and entertainment-style videos, was produced and made available through the Digital Ethics website for public use. In particular,

digital ethics videos featuring popular influencers were developed and distributed to help people learn about preventing and responding to digital harms in an accessible and engaging way, drawing strong public interest.

Table Ⅲ-60. Digital Ethics Video Content Featuring Influencers

Category		Main Content
Youth		o Title: Types of AI Users o Featuring: Wootso (2.01 million subscribers) o Description: A relatable comedy sketch depicting different types of friends who use generative AI and explaining AI misuse and responsible use in an engaging way
Parents		o Title: Digital and AI Parenting Clinic o Featuring: Choi Hee (former KBS N SPORTS announcer), Jang Dong-seon (neuro scientist; 680,000 subscribers) o Description: A podcast in which a neuroscience expert discusses real-life concerns about teaching children AI ethics, including the responsible use of generative AI
		o Title: AI Truth Game Title: AI Truth Game o Featuring: Jung Si-ah (actor), Kim Deok-jin (professor of computer and AI engineering) o Description: An entertainment-style video in which participants test their ability to distinguish deepfake content, learn about the risks of deepfakes, and explore prevention and response methods with experts
Older adults		o Title: AI Ethics Trot o Featuring: Park Ji-hyun (trot singer), Kim Deok-jin (professor of computer and AI engineering) o Description: An entertainment-style video that uses a trot song familiar to older adults to explain the seriousness of increasingly sophisticated digital fraud, including voice phishing and smishing, and provide prevention tips

7) Holding the 2025 Launch Ceremony for the Telecommunications Service Use and Harm Prevention Education Instructor Corps

The Commission provided education to improve the ability of digitally vulnerable groups, including older adults, persons with disabilities, and multicultural families, to use telecommunications services and to prevent telecommunications-related harm such as voice phishing.

On March 21, the 2025 Launch Ceremony for the Telecommunications Service Use and Harm Prevention Education Instructor Corps was held in Seoul. The corps comprised 140 instructors with expertise in telecommunications services who were selected to provide tailored education for different groups, including older adults, persons with disabilities, youth, and multicultural families.

※ The 140 instructors included 122 older adults, 4 persons with visual, hearing, or physical disabilities, 12 members of the general public, and two university students.

At the launch ceremony, letters of appointment were presented to the instructors, followed by training on effective teaching techniques and the key content of the 2025 curriculum. Professional instructor Lee Young-hoon and the National Agricultural Cooperative Federation, which had participated actively in the 2024 program, received the Commission Chairperson's Awards in the individual and organization categories, respectively. The 2025 curriculum strengthened user protection by incorporating current cases of user harm and response measures, including precautions at each stage of subscribing to, using, and canceling telecommunications services; how to choose an appropriate device subsidy option; and cases involving false or exaggerated advertising and high-priced service plans.

Table Ⅲ-61. Plan for the 2025 Launch Ceremony for the Telecommunications Service Use and Harm Prevention Education Instructor Corps

o Background: To strengthen instructors' sense of responsibility by presenting letters of appointment and awards and to enhance their teaching capacity through group training
o Date and time: Friday, March 21, 2025, 2:00–4:30 p.m.
o Venue: Grand Conference Room, 10th Floor, Post Tower (Central Post Office), Myeong-dong, Jung-gu, Seoul
o Attendees: Approximately 180 people, including Commission and KAIT officials, instructors for different target groups, and staff from partner organizations
※ Note: 144 people attended the 2024 event.

o Detailed Schedule

Category			Main Content	Remarks
Before the Event	13:30 ~ 14:00	30' min	o Attendee check-in and guidance	Distribution of commission certificates, etc.
	14:00 ~ 14:05	5' min	o Opening remarks by KAIT	KAIT Vice President
(Part 1) Commission Certificate Presentation Ceremony (30 min)	14:05 ~ 14:10	5' min	o Congratulatory remarks	Vice Chairperson of the Commission
	14:10 ~ 14:15	5' min	o Award presentation (including commemorative photo)	Vice Chairperson of the Commission Two awards in total (one individual and one organization)
	14:15 ~ 14:25	10' min	o Presentation of letters of appointment, including commemorative photo	KAIT Vice President
	14:25 ~ 14:30	5' min	o Closing of ceremony and guidance on group training	-
(Part 2) Instructor Training (120 min)	14:30 ~ 15:30	60' min	o Effective teaching techniques	Training content subject to change
	15:30 ~ 16:30	60 min	o Introduction to key content of the 2025 curriculum	-
End of Event	16:30 ~	-	o Adjournment	-

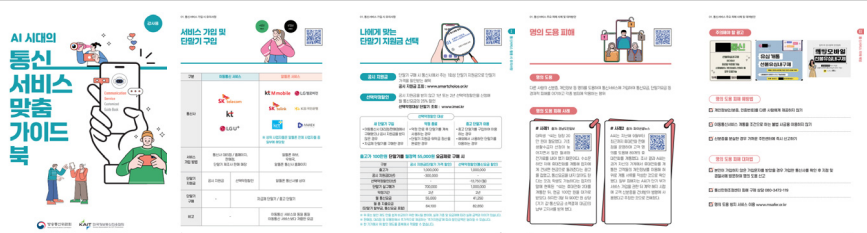
Figure Ⅲ-106. **Launch Ceremony for the Telecommunications Service Use and Harm Prevention Education Instructor Corps**

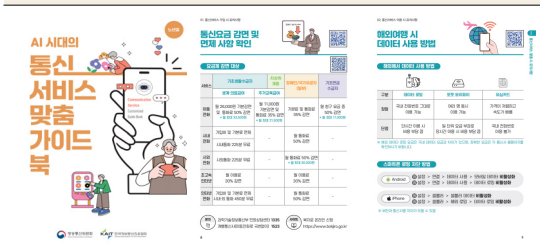
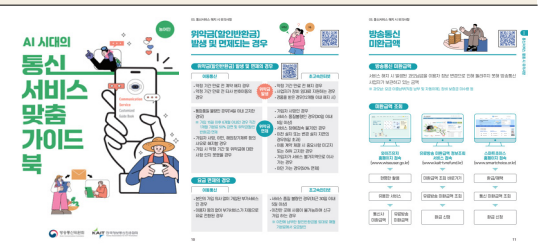
Group Training on Teaching Techniques	Group Training on Key 2025 Curriculum Content
	

The Commission also developed and distributed educational materials tailored to different learner groups, including braille materials for persons with visual impairments, foreign-language materials for multicultural families and foreign residents, and large-print materials for older adults. The foreign-language materials were produced in English, Chinese, Vietnamese, Thai, Khmer, Russian, and other languages to improve access to education. As AI services became more widespread across society, the program also covered basic AI concepts, practical uses of AI in everyday life, related cases of harm, and response measures.

Figure Ⅲ-107. **Telecommunications Service Educational Materials by Target Group in the AI Era**

Teaching Materials



Materials for Older Adults	Materials for Farmers and Fishers
	

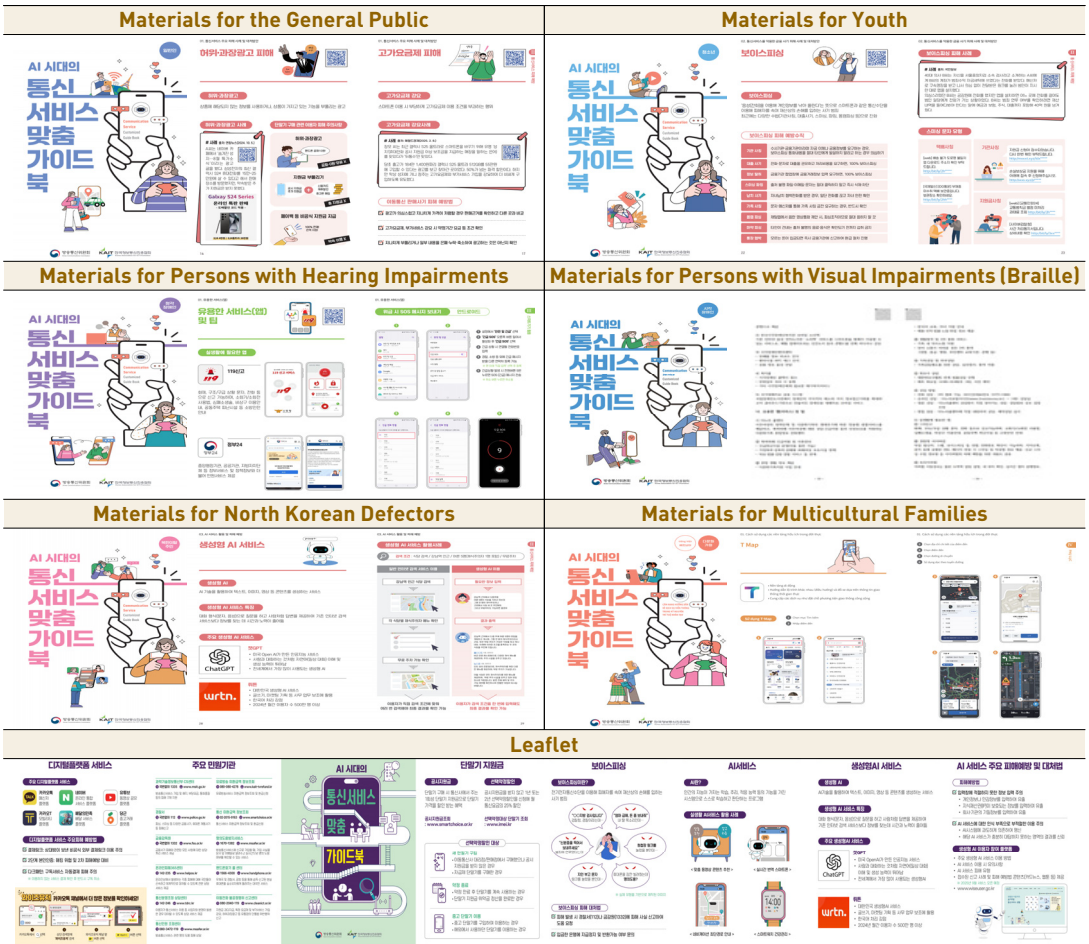
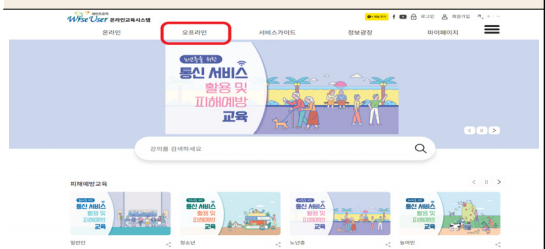
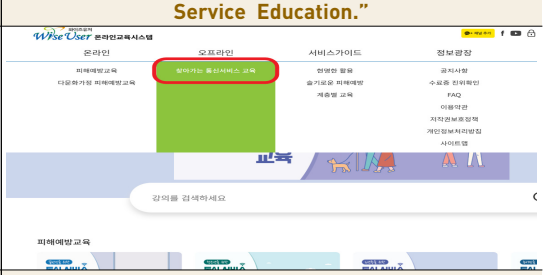


Figure Ⅲ-108. How to Apply for Telecommunications Service Use and Harm Prevention Education

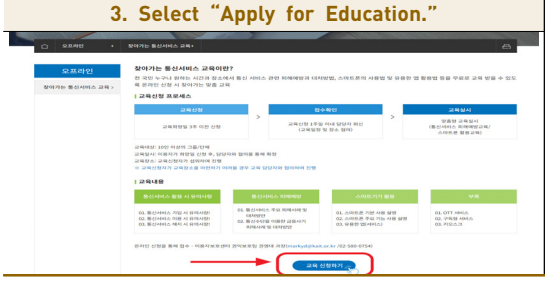
1. Access the online education system.



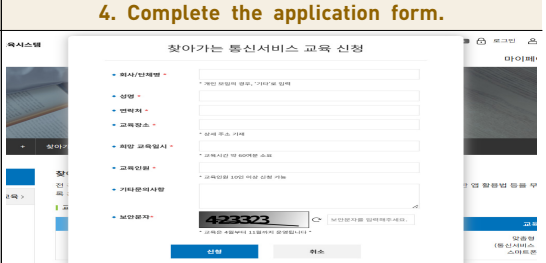
2. Select "Offline: On-Site Telecommunications Service Education."



3. Select "Apply for Education."



4. Complete the application form.



Offered annually since 2010, Telecommunications Service Use and Harm Prevention Education provides tailored programs for different target groups in partnership with 19 organizations, including the Korean Senior Citizens Association, the Korea Association of Senior Welfare Centers, and the Korea Association of the Deaf. The Commission also held on-site roundtables with instructors, staff, and participants from partner organizations to gather feedback and improve program operations. These efforts strengthened digitally vulnerable groups' ability to use telecommunications services and reinforced the educational foundation for preventing telecommunications-related harm.

Figure Ⅲ-109. Telecommunications Service Harm Prevention Education by Target Group

Education for Older Adults



Education for Persons with Disabilities



Education for Farmers and Fishers



Education for Youth

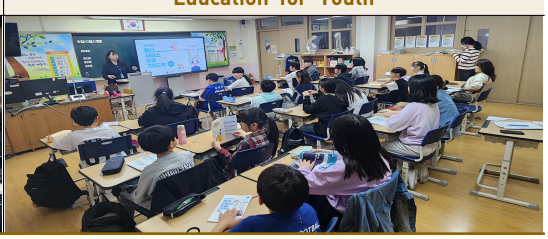


Figure Ⅲ-110. On-Site Roundtable on Telecommunications Service Harm Prevention Education

Roundtable Meeting with the Korean Senior Citizens Association



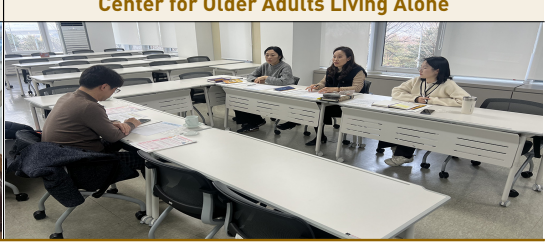
Roundtable Meeting with the Korea Association of the Deaf



Roundtable Meeting with the Korea Welfare Info-Communications Association



Roundtable Meeting at the Comprehensive Support Center for Older Adults Living Alone



B. Enhancing Media Access for Marginalized Groups

1) Expanding the Distribution of Customized TVs for Persons with Visual or Hearing Impairments

The Commission continued its customized TV distribution program to improve access to broadcasting for persons with visual or hearing impairments. In 2025, 35,000 customized TVs designed to make broadcast viewing more accessible were distributed. The TVs include accessibility features such as voice-guided menu navigation, separate display options for captions and sign language, and enlargement of the sign language screen.

The 2025 distribution increased by 3,000 units from the previous year to 35,000, and the device provided under the program was upgraded to a 43-inch Full HD smart TV. The TVs were provided free of charge to low-income groups, including National Basic Livelihood Security recipients and near-poor households, while other eligible persons with visual or hearing impairments paid part of the cost.

The project began in 2000 with the distribution of closed-caption receivers, and customized TV sets have been distributed since 2013. By 2025, a cumulative total of 226,928 units had been distributed.

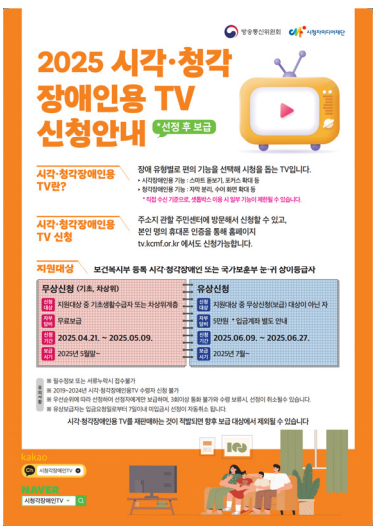
With annual distribution increasing by 9.3%, from 32,000 units in 2024 to 35,000 in 2025, the Commission also expanded outreach, including briefings for local government officials, to make it easier for eligible persons to apply for customized TVs.

※ Online outreach: scrolling TV captions, radio spot ads, YouTube advertising, and online materials, including press releases, social media posts, publications, and card-style posts
Offline outreach: distribution of printed promotional materials, including mailers, posters, and banners, in cooperation with cities, counties, and districts nationwide

Figure Ⅲ-111. **Promotion of the 2025 Distribution of Customized TVs for Persons with Visual or Hearing Impairments**

Informational Materials	Promotional Video	Online Promotional Materials
		
Distribution of banners, posters, and braille materials through local community centers	YouTube ads, including TrueView in-stream and bumper ads, were run to reach target audiences online	Scrolling TV captions and radio spot ads

Figure Ⅲ-112. **Application Guide and Key Features of TVs for Persons with Visual or Hearing Impairments in 2025**





2) Holding the 2025 Comprehensive Seminar on Improving the Quality of Korean Sign Language Interpretation Broadcasting

The Commission, together with the Community Media Foundation (Chairperson Choi Cheol-ho), held the 2025 Comprehensive Seminar on Improving the Quality of Korean Sign Language Interpretation Broadcasting in Seoul on December 19. The seminar was held to identify issues with Korean Sign Language interpretation broadcasting and discuss ways to improve its quality, with persons with disabilities, sign language interpreters, broadcasting professionals, and experts participating. Since mandatory programming requirements for broadcasting for persons with disabilities were introduced in 2011, the volume of Korean Sign Language interpretation programming has increased substantially, but concerns about its quality have persisted. The seminar therefore brought together experts and stakeholders to discuss measures for improvement.

The first session examined the current state and challenges of Korean Sign Language interpretation broadcasting from the perspective of deaf viewers. Jeong Ga-eun, a student at People Who Show Sound, an alternative education institution, shared the viewing experiences of deaf families, citing issues such as mismatches between the pace of a broadcast and its sign language interpretation and the small size of the sign language window. Professor Byun Gang-seok of Kangnam University emphasized the need for expanded training to strengthen the expertise of sign language interpreters and for practical guidelines that could be used in broadcast production.

In the second session, sign language interpreters working in broadcasting shared cases drawn from their field experience. MBC sign language interpreter Kim Yu-mi explained that interpretation

strategies need to vary by broadcast format, such as live and recorded broadcasts, and by genre, including news, entertainment, and documentaries. Kim Eon-gyeong, a sign language interpreter at KBS Ulsan, emphasized the need to improve broadcast production environments and build broader social awareness of the importance of broadcasting for persons with disabilities.

In the panel discussion moderated by Professor Ha Jong-won of Sunmoon University, three key principles were identified for Korean Sign Language interpretation broadcasting: viewer-centered, Korean Sign Language-centered, and meaning-centered interpretation.

The participants also agreed that improving quality would require cooperation among persons with disabilities, sign language interpreters, broadcasters, and the government. Based on the seminar discussions, the Commission plans to develop practical guidelines, tentatively titled Practical Guidelines for Korean Sign Language Interpretation Broadcasting, to support further quality improvements.

3) Strengthening Access to Disaster Broadcasting for Persons with Hearing Impairments

The Cabinet approved the promulgation of an amendment to the Framework Act on Broadcasting Communications Development, proposed by the government on June 27, 2024, to strengthen access to disaster broadcasting for persons with hearing impairments. The amendment elevated provisions of the Standards for the Implementation of Disaster Broadcasting and Civil Defense Alert Broadcasting that had previously been recommendations under a public notice into statutory provisions, establishing a legal basis for the use of Korean Sign Language in disaster broadcasting.

Under the amended Act, KBS is required to provide disaster broadcasting using Korean Sign Language, while other terrestrial television broadcasters (excluding EBS) and general-programming and news-reporting PPs are required to make efforts to provide disaster broadcasting using Korean Sign Language.

Table Ⅲ-62. Key Amendments to the Framework Act on Broadcasting Communications Development

- KBS, the host broadcaster for disaster broadcasting services, must use Korean Sign Language when providing disaster broadcasting services to support viewing by persons with disabilities. (New Article 40-2(4))
- Other terrestrial television broadcasters must make efforts to use Korean Sign Language when providing disaster broadcasting services, etc., to support viewing by persons with disabilities. (New Article 40(4))

This institutional improvement is expected to strengthen the foundation for delivering rapid and accurate disaster information to hearing-impaired people when disasters occur. The amendment is promulgated after presidential approval and takes effect six months after promulgation.This institutional improvement is expected to strengthen the foundation for delivering rapid and accurate disaster information to persons with hearing impairments when disasters occur. The amendment was promulgated on February 19, 2026, and will take effect on August 20, 2026.

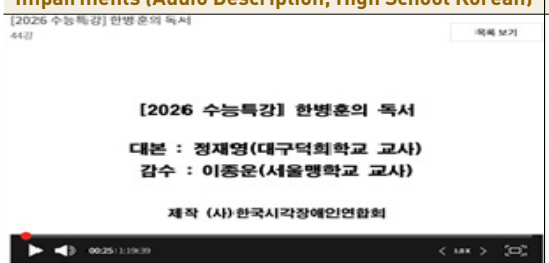
4) Supporting Content Production for Persons with Developmental Disabilities

The Commission supported the production and distribution of customized content tailored to the life stages and developmental levels of persons with developmental disabilities. Through EBS, the Commission supported the production of 30 pieces of content for persons with developmental disabilities. It also produced and distributed 33 new pieces of customized content based on an analysis of the preferences of persons with disabilities themselves. The Commission also surveyed special school teachers and other users on how the content was being used and expanded the production of content tailored to user demand, including content on AI-related topics.

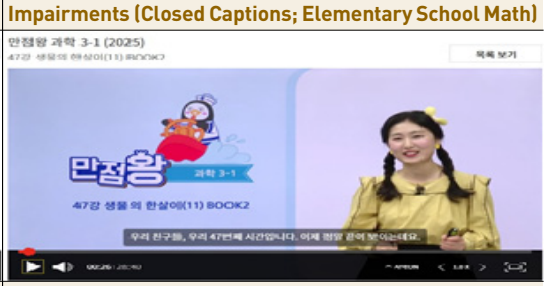
The content was uploaded to Damoa, a specialized content platform for persons with developmental disabilities. It was also distributed on USB drives to special schools and broadcast on Korea Childcare Broadcasting and Welfare TV. These efforts helped improve media access for persons with developmental disabilities and laid a foundation for broader access to and use of customized content.

Figure Ⅲ-113. **Support for Content Production for Persons with Developmental Disabilities**

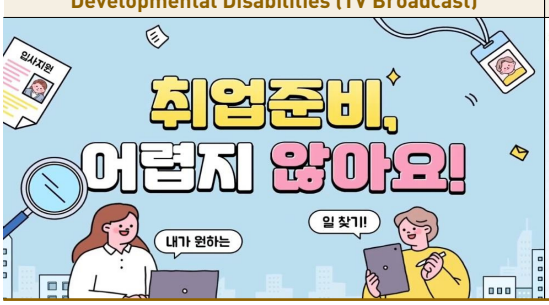
Educational Programming for Students with Visual Impairments (Audio Description; High School Korean)



Educational Programming for Students with Hearing Impairments (Closed Captions; Elementary School Math)



New Customized Content for Persons with Developmental Disabilities (TV Broadcast)



Damoa: Specialized Content Platform for Persons with Developmental Disabilities



5) Holding the 2025 Media Festival for Persons with Disabilities

The Commission and the Community Media Foundation (Chairperson Choi Cheol-ho) held the 2025 Media Festival for Persons with Disabilities at the Busan Community Media Center from May 28 to 31 to enable persons with and without disabilities to enjoy media together, improve media access, and raise disability awareness. Marking its 19th edition in 2025, the festival was held under the theme

"Media for All to Enjoy, All See Go." It featured a variety of programs, including screenings of the latest films and regional broadcasting documentaries in barrier-free versions with audio description, captions, and sign language, as well as exhibitions of works by artists with disabilities.

※ Barrier-free refers to an environment designed to be accessible and usable without discrimination by everyone, including older adults and persons with disabilities.

The opening ceremony was attended by the Chairperson, Cho Chang-yong, Chair of the Busan Federation of Persons with Disabilities, and representatives of regional broadcasters in Busan. The event featured a Yeongnam samulnori performance by Friends of the Jewel Factory, a group composed of adults with developmental disabilities, a screening of the film Seopyeonje, and an exhibition of collaborative works by artists with disabilities and media artists.

During the festival, a range of programs were offered free of charge. The Rose Theater screened barrier-free versions of recent films, including *Harbin, LIM YOUNG WOONG | IM HERO THE STADIUM,* and *Heartsping: Teenieping of Love*. Rose Plaza offered disability-awareness and empathy-building experiences and exhibitions, including "Cinema in the Dark" and "Tarot Read with the Heart," while the Rose Talk Show featured a program on the expanding scope of barrier-free audio description. The festival expanded opportunities for persons with and without disabilities to enjoy media content together and engage with one another.

Table Ⅲ-63. Main Programs of the 2025 Media Festival for Persons with Disabilities

<table>
<tr><th>Category</th><th colspan="6">Content</th><th>Venue</th></tr>
<tr><td>Opening Ceremony / May 28, 2025, 4:00 p.m.</td><td colspan="6">• Celebratory performance: Yeongnam samulnori by Friends of the Jewel Factory
• Barrier-free film screening: Seopyeonje</td><td>Open Hall, 2nd Floor, Busan Community Media Center</td></tr>
<tr><td>Rose Theater / May 29–31, 2025</td><td colspan="6">• Barrier-free and sign language film screenings
- Audio description, captions, and sign language provided in open or closed formats, as applicable
<Screening Schedule></td></tr>
<tr><td></td><td colspan="2">Screening Date and Time</td><td>Title of Work</td><td>Rating</td><td>Running Time</td><td>Accessibility</td></tr>
<tr><td></td><td rowspan="3">May 29</td><td>10:00～10:50</td><td>Wartime Capital Rhapsody</td><td>All Ages</td><td>50 min</td><td>Open audio description</td></tr>
<tr><td></td><td>13:00～14:55</td><td>Harbin</td><td>15+</td><td>114 min</td><td>Closed audio description</td></tr>
<tr><td></td><td>19:00～21:15</td><td>Exhuma</td><td>15+</td><td>134 min</td><td>Open audio description; sign language</td></tr>
<tr><td></td><td>May 30</td><td>14:00～15:50</td><td>LIM YOUNG WOONG | IM HERO THE STADIUM</td><td>All Ages</td><td>108 min</td><td>Open audio description; sign language</td></tr>
<tr><td></td><td rowspan="2">May 31</td><td>10:00～11:30</td><td>Heartsping: Teenieping of Love</td><td>All Ages</td><td>86 min</td><td>Open audio description</td></tr>
<tr><td></td><td>13:00～14:45</td><td>Crayon Shin-chan the Movie: Our Dinosaur Diary</td><td>All Ages</td><td>105 min</td><td>Open audio description</td></tr>
</table>

Category	Content	Venue
Rose Talk Show / May 30, 2025	• Special lecture on barrier-free audio description - "Audio Description, Enriching Life": Expanding the Scope of Audio Description • Live commerce by businesses owned by persons with disabilities	Open Hall, 2nd Floor, Busan Community Media Center
Rose Plaza / May 28–29, 2025	• Disability-awareness and empathy-building experiences - "Cinema in the Dark" and "Tarot Read with the Heart" - Audio description production experience using the Outreach Media Sharing Bus • Exhibition of collaborative works by artists with developmental disabilities and XR media artists • Introduction to the Foundation's support programs for marginalized groups - Hands-on experience with the leojum app and information on the Mediin platform	Lobby and Front Entrance, 1st Floor, Busan Community Media Center

Figure Ⅲ-114. Poster for the 2025 Media Festival for Persons with Disabilities



6) Holding the Awards Ceremony for the 2025 Media Content Competition for Persons with Disabilities

To mark the International Day of Persons with Disabilities, the Commission and the Community Media Foundation held the awards ceremony for the 2025 Media Content Competition for Persons with Disabilities in Seoul on December 3, presenting 12 awards.

Marking its fourth edition in 2025, the competition was held to expand media participation by persons with disabilities and raise disability awareness. Awards were presented across four categories: content created by persons with disabilities, disability-themed content, short-form content, and contributions to broadcasting for persons with disabilities. In 2025, a new Special Award for Contributions to Broadcasting for Persons with Disabilities was established to recognize those who

had helped improve media access for persons with disabilities, with the recipient receiving the Commission Chairperson's Award. Eligibility was also expanded to include audio content in addition to video, enabling persons with visual impairments to participate. As a result, 147 entries were received, about 11% more than the previous year.

The Grand Prize went to Jo Jae-hyung's Plop... Stand Up. The work depicts the everyday life and warm family solidarity of a couple with disabilities whom the filmmaker met at a center for independent living after he himself began using a wheelchair following a sudden disability. It was praised for its warm portrayal of the couple supporting one another in their daily lives.

Table Ⅲ-64. Winners of the 2025 Media Content Competition for Persons with Disabilities

Entry Category	Award	Title	Name (Team)
Grand Prize (Content Created by Persons with Disabilities, Commission Chairperson's Award)		Plop... Stand Up	Jo Jae-hyung (Director)
Disability-Themed Content	Top Excellence Award (Commission Chairperson's Award)	You Are Special: An Angel Becomes an Actor	Kim Eun-kyung, Korea Association of Broadcasting Actors with Disabilities
	Excellence Award (Community Media Foundation Chairperson's Award)	My Mom's Reaction When I Said I'd Marry a Person with Visual Impairment	Miral Welfare Foundation RTV
	Encouragement Award (Korea Broadcasters Association President's Award)	Just Joking	Theater Company Dancing Waist of WomDi (Women with Disabilities Empathy)
	Encouragement Award (Korea Broadcasters Association President's Award)	Experiencing a World Without Sound	Cheongseolmo (an adventure conveying excitement beyond the limits of hearing)
Content Created by Persons with Disabilities	Top Excellence Award (Commission Chairperson's Award)	StoryVlog: Half-Moon Survival Story of an Intern with Visual Impairment	Choi So-young (Producer)
	Excellence Award (Community Media Foundation Chairperson's Award)	Red Oni, Blue Oni	Sound Theater, Nowon Learning Support Center for Persons with Visual Impairments (Planning and Acting)
	Encouragement Award (Korea IPTV Broadcasting Association President's Award)	The Time That Brings Tomorrow	Yongin Center for Independent Living of Persons with Disabilities (Directing and Editing)
	Encouragement Award (KCTA President's Award)	Different Names, Same Day	Live Content Team: Kim Ki-tae, Yu Ga-hee, Yu Ho-seon, and Kim Hyun-ji (Planning, Filming, and Editing)
Short-Form Content	Special Award (Community Media Foundation Chairperson's Award)	You Now Have an Invisible Disability	Baek Jeong-eun
	Special Award (Community Media Foundation Chairperson's Award)	Bukhansan National Park's Uiryeong Trail, Open to Me Too	Lee Ji-won, Bae Gang-il
Contributions to Broadcasting for Persons with Disabilities	Special Award (Commission Chairperson's Award)	-	Jo Ye-shin

The two Top Excellence Awards went to Vlog: Half-Moon Survival Story of an Intern with Visual Impairment by Choi So-young and You Are Special: An Angel Becomes an Actor by Kim Eun-kyung of the Korea Association of Broadcasting Actors with Disabilities. Two works received Excellence Awards, including My Mom's Reaction When I Said I'd Marry a Person with Visual Impairment by Miral Welfare Foundation RTV, and four works received Encouragement Awards, including Just Joking by Theater Company Dancing Waist of WomDi.

The Special Award for Contributions to Broadcasting for Persons with Disabilities, newly established in 2025, went to voice actor Jo Ye-shin. She was recognized for advancing the rights of persons with visual impairments through initiatives including Korea's first barrier-free voice webtoon, an audio-based digital comic, and reading-therapy classes for persons with visual impairments. The winning works will be broadcast on KBS and other channels and made available on the competition's YouTube channel (www.youtube.com/@kcmf0515/videos).

The competition helped expand opportunities for persons with disabilities to participate in media creation and encouraged the production of disability-related content. By bringing persons with and without disabilities together in the creative process, it also served as an example of an inclusive and healthy society. The Commission plans to continue expanding policies that promote media use by persons with disabilities.

C. Expanding Media Education for All Citizens

1) Expanding Tailored Education by Life Stage and Target Group

As digital media technologies advance, the ability to understand and use media appropriately has become increasingly important to advancing media welfare. Media literacy is closely linked to access to information, self-expression, and social participation, increasing the need for systematic government support for media education. Rapid changes in the media environment also risk widening gaps in media literacy, underscoring the need for a systematic media education framework for all citizens and expanded education tailored to different life stages. In response, the Commission expanded ongoing media education programs and tailored education by life stage and target group while strengthening media education infrastructure and expertise. These efforts aimed to improve the public's understanding and use of media and support a healthy environment for media use.

The Commission first developed curricula tailored to developmental stages from early childhood through adolescence and provided both media theory and hands-on education. The programs were designed to strengthen media education across different life stages and progressively build media literacy. Delivered through 12 regional Community Media Centers, the programs were linked with 64 institutions for young children, 253 schools for youth, and 46 universities for young and middle-aged

adults, broadening the media education base across age groups. Programs focused on developing safe media-use habits among young children, supporting media-related career exploration for youth, training media professionals among young and middle-aged adults, and expanding social participation among older adults.

A 2025 survey of 802 participants in Community Media Center media education programs found that the media literacy score increased from 76.01 before the training to 81.69 afterward, an improvement of 7.47%.

※ Total annual participation in media education was 433,000 in 2023, 496,000 in 2024, and 599,000 in 2025.

Table Ⅲ-65. Customized Outreach Media Education Programs

Category	Key Details
Young Children	· Play-based media education delivered at kindergartens and daycare centers, including smartphone use and activities to establish rules for media use, to help children develop healthy media-use habits (64 institutions)
Youth	· Media-related career exploration through programs linked to school curricula and clubs at elementary, middle, and high schools, the Free Semester Program for middle schools, and the High School Credit System (253 schools)
Young and Middle-Aged Adults	· Training in one-person media content planning, filming, and editing to develop media professionals and support employment and entrepreneurship, with ongoing courses provided through regional centers and online platforms (46 universities)
Older Adults	· Training in the use of digital devices such as kiosks for people aged 65 or older and retirees (28 institutions)
Persons with Disabilities	· Media-based self-expression education for persons with developmental disabilities and students at special schools (28 institutions)
Multicultural Communities	· Media education for multicultural families and foreign workers to support their adaptation to Korean society (17 institutions)
Out-of-School Youth	· Media education focused on rebuilding self-esteem and vlog production for out-of-school youth, including those who have discontinued their studies or withdrawn from school (9 institutions)
Low-Income Groups	· Local video production and screening programs conducted in partnership with community child centers and other institutions (21 institutions)
Residents of Island and Mountainous Areas	· Media experiences through the Outreach Media Sharing Bus and island-village media camps (15 sessions)

2) Improving Access to Media Education

The Commission expanded the Outreach Media Sharing Bus program to improve access to media education in underserved areas and for vulnerable groups. It also operated the online media education platform MediOn+, allowing people to access media education regardless of time or location.

※ The number of Outreach Media Sharing Bus operations increased from 850 in 2024 to 972 in 2025.

In particular, tailored media education was conducted for vulnerable groups struggling to adapt to the digital environment—such as persons with disabilities and older adults—operating media-education programs for a total of 118 institutions in 2025. Considering vulnerable groups for whom visiting regional community media centers is difficult, 8 'outreach Media Sharing Buses' were deployed by region, expanding experiential education for older adults in towns and townships and disabled students at special schools.

In 2025, the buses were operated 972 times, providing media education and hands-on programs to approximately 28,422 people. Activities included training in using everyday kiosks, chroma key experiences, and one-person media production.

Table Ⅲ-66. **Examples of Outreach Media Sharing Bus Activities**

▪ **Nationwide Outreach Media Education in Island and Mountainous Areas (Gyeonggi Shinmun, June 9, 2025)** - Nine Community Media Centers nationwide provided tailored, practical education throughout June to residents of island and mountainous areas, including rural towns and townships. Programs tailored to different groups included deepfake prevention, kiosk use, and youth career exploration.	
▪ **Smart Device Use Class at Hapcheon Dam Senior Welfare Center (Gyeongnam Domin Ilbo, May 28, 2025)** - On May 27, the Gyeongnam Community Media Center provided a smart device use class and radio experience for older adults at the Hapcheon Dam Senior Welfare Center of the K-water Sharing Welfare Foundation in Hapcheon-gun, Gyeongnam, helping strengthen their media literacy and support their independence and quality of life.	
▪ **Participation in the 2025 Korea Government Expo (December 3–5, 2025; OSCO, Cheongju, Chungbuk)** - The Commission participated in the Ministry of the Interior and Safety-hosted event at OSCO in Cheongju, Chungbuk. - Under the theme "AI Innovation Government," the booth offered visitor programs including "My Own Safety Song Made with AI" and "Radio Talk Studio: ON AIR."	

The Commission also provided media education courses and information through the integrated media education platform MediOn+. In response to changes in the AI and digital media environment, the platform added 279 new courses on the ethical use of AI and responses to media-related harms. By integrating online and offline course registration, learning management, and educational materials, the platform improved accessibility and convenience, allowing anyone to participate in media education anytime and anywhere.

3) Strengthening Education to Address Digital Media Harms and Enhancing Media Education Expertise

As crimes involving the misuse of AI technologies, including deepfakes and AI voice cloning, increased, the Commission strengthened prevention education and developed three sets of educational materials for elementary, middle, and high schools and five types of online content. It also made deepfake crime prevention education a mandatory component of youth media education curricula at 253 schools nationwide and provided 168 special lectures for students, teachers, and parents. The Commission also operated programs to strengthen the capabilities of media education instructors and gathered feedback from the field through instructor competency assessments, training needs surveys, and roundtables.

Training programs were updated to reflect AI and digital media trends, with nationwide integrated training and center-specific programs provided for instructors. Instructor study groups were also supported to strengthen practical teaching capacity. In addition, the Commission conducted media education effectiveness surveys, instructor development and training, and policy research, strengthening both professional expertise and the policy foundation for media education. The Commission also published the media education journal MEdiary to share current trends and best practices in media education. Three issues were published in May, August, and November.

Table Ⅲ-67. Support for Enhancing Media Education Expertise

Category	Main Content
Media Education Effectiveness Survey	· Analysis of differences in media literacy among Community Media Center participants before and after training (survey completed; media literacy improved by 7.47%)
Instructor Development and Training	· Operation of a qualification examination program for new media education instructors and professional development training for existing instructors (33 sessions)
Media Education Research	· Development of teaching and learning materials to improve educational quality in response to changes in the media environment and educational needs (research completed)
Publication of a Media Education Journal	· Publication of MEdiary, featuring the latest media education trends and best practices for teachers, instructors, and other stakeholders (May, August, and November)

Table Ⅲ-68. **Results of Training and Development for Media Education Instructors**

▪ **Nationwide Integrated Instructor Training: Two Sessions** - First half: 220 participants; training covered deepfake prevention, case studies on education addressing AI-related harms, and newly developed teaching aids - Second half: 119 participants; programs included lectures on AI prompt engineering and trends, sharing sessions on basic AI-use education, advanced AI content production, and project-based classes using AI	
▪ **Community Media Center Instructor Training: 31 Sessions** - Busan: Media ethics in the generative AI era; Gwangju: AI-use competency training to identify instructors specializing in AI; Daejeon: Current state and future of AI filmmaking; Incheon: Hands-on training in the use of AI platforms; Gyeongnam: Making My First AI Image	

The Commission and the Community Media Foundation also held 2025 Media Literacy Week from October 24 to 31, with various programs organized in connection with UNESCO's Global Media and Information Literacy Week.

Table Ⅲ-69. **2025 Media Literacy Week**

▪ **International Conference on Media Education (October 24, 2025)** - Under the theme 'Re-design : Media Education,' media education field experts from 5 countries—Korea, the USA, Australia, Hong Kong, and Belgium—participated	
▪ **Awards Ceremony for the 7th Media Education Best Practice Competition (October 31, 2025)** - The competition was held from August through September to identify and share outstanding media education practices from the field, with 11 awards presented.	

The week featured the International Conference on Media Education and the awards ceremony for the Media Education Best Practice Competition. The international conference brought together media education experts from Korea, the United States, Australia, Hong Kong, and Belgium.

4) Supporting Viewers' Media Participation

The Commission organized participatory media events for local residents through regional Community Media Centers, including competitions and festivals, to expand community participation and communication. One notable example was the 2025 Media Festival for Persons with Disabilities, held by the Busan Community Media Center from May 28 to 31. Marking its 19th edition in 2025, the festival was held under the theme "Media for All to Enjoy, All See Go." It featured a variety of programs, including screenings of the latest films and regional broadcasting documentaries in barrier-free versions with audio description, captions, and sign language, as well as exhibitions of works by artists with disabilities.

The 12 Community Media Centers nationwide also provided media education and hands-on programs for diverse groups, including youth, workers, and persons with disabilities. These programs strengthened the public's ability to use and produce media and expanded opportunities for participation through media, thereby advancing media welfare.

Table Ⅲ-70. Key Results of Support for Viewers' Media Participation

Category		Main Content
Media Festival for Persons with Disabilities (Busan)		· Media festival featuring barrier-free film screenings, exhibitions, special lectures, and hands-on activities for persons with and without disabilities to enjoy together (May 29–31, 2025)
Youth Media Production Competition (Daejeon)		· Media production competition featuring training programs, competitive events, and special lectures to develop youth media talent and diversify opportunities for participation (August 14, 2025)
Children's Media Education (Sejong)		· Education and hands-on programs for children and families, along with training for teachers and caregivers, in cooperation with organizations specializing in children's education, including the Education Institute of the Sejong City Office of Education and other educational institutions (March–December 2025) · Development of a winter-vacation Neulbom Camp scheduled for January 2026 through a media program development study group (October–December 2025)
Overseas Smart Media Education (Incheon)		· Media education for vulnerable foreign residents in overseas communities to broaden the reach of media education and fulfill a public-interest role (Colombia, May 19, 2025; Singapore, September 25, 2025; Vietnam, Australia, Germany, and South Africa, October 1–December 31, 2025)

Category		Main Content
Seoul Media Fair (Seoul)		· Educational programs examining the social impact of AI technologies and deepfakes, exploring a healthy media culture, and strengthening media literacy (August 27–28, 2025)
Youth AI Content Competition (Gwangju)		· Korea's first youth content production competition using AI tools, designed to build young people's capacity to create responsible and creative media content with AI and to identify and encourage future AI creators (August 30, 2025)
Chungbuk-Style Social Live Commerce (Chungbuk)		· Year-round social live commerce supporting vulnerable groups, including low-income individuals, career-interrupted women, and immigrant women, while expanding sales channels for local small businesses
Media-Related Harm Prevention Education for Military Personnel (Gangwon)		· Outreach media literacy and information-evaluation education for military units to help prevent media-related harms amid expanded mobile phone use by service members (June–December 2025)
Youth Digital Literacy Education (Ulsan)		· Education integrating coding, algorithms, AI, and media to strengthen digital media literacy and creative problem-solving skills among youth (April–December 2025)
Media Education for Youth with Disabilities (Gyeonggi)		· On-site media education at special schools to promote healthy media use and build the media literacy needed to support independent living among youth with disabilities (year-round)
Cultural Diversity Media Project (Gyeongnam)		· Promoting communication and cultural diversity between Koreans and foreign nationals through screenings of films from the 2025 guest country, Mongolia, a cultural talk show broadcast, and a short-form video challenge promoting multicultural awareness, in conjunction with MAMF (October 24–26, 2025) * MAMF is Korea's largest multicultural festival and is held annually in Gyeongnam.
Media-Related Harm Prevention Education (Daegu)		· Media content production activities and special lectures for youth in Daegu and Gyeongbuk on topics such as school violence and deepfakes, jointly operated with education and police authorities · Special lectures led by practicing professionals, including lawyers, for adults and those who guide youth, such as teachers and parents

These policies laid a foundation enabling all citizens to access, understand, and use media appropriately and are expected to strengthen social participation and the capacity for democratic expression by expanding opportunities to participate through media.

Going forward, the Commission plans to continue strengthening digital skills through media education for all citizens and fostering a safe and creative media education environment. It will also continue to strengthen the foundation for the public's right of access to media by expanding the network of regional Community Media Centers nationwide, with new centers under development in Gyeongbuk, Jeonbuk, Jeonnam, and Chungnam, and by increasing the Outreach Media Sharing Bus fleet from eight vehicles in 2024 to 10 by 2026.

KOREA MEDIA AND COMMUNICATIONS COMMISSION ANNUAL REPORT 2025



Appendix

Appendix

1. 2025 Settlement of Accounts

A. Overview of the Settlement of Accounts

Appendix Table-1. Overview of the 2025 Settlement of Accounts

(Unit: KRW 1 million, %)

Category		Budget (A)	Current Budget (B)	Settlement (C)	Execution Rate (C/B)
Revenue	**Total**	**901,401**	**911,401**	**821,818**	**90.2**
	General Accounting	30,951	30,951	3,841	12.4
	Broadcasting Communications Development Fund	870,450	880,450	817,977	93.5
Expenditure	**Total**	**267,929**	**270,238**	**268,156**	**99.2**
	General Accounting	48,738	50,457	49,470	98.0
	Broadcasting Communications Development Fund	219,191	219,781	218,686	99.5

Note: Revenue from the Broadcasting Communications Development Fund represents the total amount. Expenditure excludes project expenditures under the jurisdiction of the Ministry of Science and ICT, internal expenditures, and surplus funds.

B. Summary by Program

Appendix Table-2. Program Summary

(Unit: KRW 1 million, %)

Program	Current Expenditure Budget	Expenditure
Total	**270,238**	**268,156**
<General Accounts>	**50,457**	**49,470**
Item 1100: Content and Broadcasting Industry Promotion	716	716
Item 2100: Fair and Secure Broadcasting and Communications Environment	15,360	15,243
Item 7100: Administrative Support for Broadcasting and Communications	33,695	32,879
Item 7200: Administrative Support for Broadcasting, Media, and Communications	686	632
<Broadcasting Communications Development Fund>	**219,781**	**218,686**
Item 1100: Content and Broadcasting Industry Promotion	25,493	25,493
Item 2400: Telecommunications Policy Support	170	96
Item 3100: Creating a Better Broadcasting and Communications Environment	173,676	172,655
Item 3200: Establishing a Foundation for Safe Internet Use	20,442	20,442

C. Broadcasting Communications Development Fund

1) Financial Position

Appendix Table-3. Financial Position of the Broadcasting Communications Development Fund

(Unit: KRW 1 million, %)

Category	2025 (A)	2024 (B)	Change (A−B)	
			Amount	Rate
Assets	509,587	488,623	20,964	4.3%
Liabilities	1,994,304	1,905,111	89,193	4.7%
Net Assets	△1,484,718	△1,416,488	△68,230	△4.8%

Note: The table refers to the total amount of the Fund as of December 31, 2025. △ = decrease.

2) Financial Operations

Appendix Table-4. Results of Financial Operations of the Broadcasting Communications Development Fund

(Unit: KRW 1 million, %)

Classification	2025 (A)	2024 (B)	Changes (A−B)	
			Amount	Rate
Net Program Costs (I)	701,308	827,138	△125,830	△15.2%
Management and Operating Expenses (II)	4,025	4,168	△143	△3.4%
Non-Distributable Expenses (III)	49,917	42,268	7,649	18.1%
Revenue Not Attributed to Programs (IV)	530,998	542,968	△11,970	△2.2%
Net Cost of Operations (V = I + II + III − IV)	224,251	330,606	△106,355	△32.2%
Non-Exchange Revenue (VI)	156,023	157,123	△1,100	△0.7%
Net Results of Operations (VII = V − VI)	68,227	173,483	△105,256	△60.7%

Note: The table refers to the total amount of the Fund as of December 31, 2025. △ = decrease.

2. List of Commission Meetings and Agendas

Appendix Table-5. List of Commission Meetings and Agendas

Session	Date	Type	Agenda Item
1st	January 24 (Fri)	Decision	Television License Fee Waivers in Special Disaster Areas
		Decision	Administrative Disposition Against Business Operators Violating Location Information Protection Regulations
2nd	February 12 (Wed)	Decision	Detailed Plan for License Renewal of Community Radio Broadcasters for 2025 and 2026 (Draft)
		Decision	Partial Amendment to the Enforcement Decree of the Act on Promotion of Information and Communications Network Utilization and Information Protection (Draft)
		Report	Partial Amendment to the Enforcement Decree of the Act on the Protection and Use of Location Information (Draft)
3rd	February 19 (Wed)	Decision	Partial Amendment to the Public Notice on the Selection of Public-Interest Channels and Recognition of Disability-Welfare Channels (Draft)
		Decision	Prior Consent to the License Renewal of a Relay Cable Broadcasting Operator — Sinan Cable Broadcasting
		Decision	Partial Amendment to the Enforcement Decree of the Telecommunications Business Act (Draft)
		Decision	Administrative Disposition Against Business Operators Violating Location Information Protection Regulations
		Decision	Enactment of the Detailed Criteria for Prohibiting Exclusive Telecommunications Service Contracts in Multi-Unit Buildings, Etc. (Draft)
		Report	Inspection Results for Apple Inc.'s iMessage and Other Messaging Services
4th	February 28 (Fri)	Decision	Plan for the Appointment of the EBS President
		Decision	Appointment of the KBS Auditor
		Decision	2025 Selection of Public-Interest Channels and Recognition of Disability-Welfare Channels
		Decision	2024 Designation of New Identity Verification Agencies
		Decision	Corrective Measures Against Value-Added Telecommunications Business Operators for Violations of the Telecommunications Business Act
		Decision	2023 Broadcasting Evaluation Results
		Decision	Calculation of Broadcasters' Audience Shares for 2023
		Report	Inspection Results on Terrestrial Broadcasters' Compliance with 2023 Licensing and Relicensing Conditions and Recommendations
		Report	Partial Amendment to the Enforcement Decree of the Framework Act on Broadcasting Communications Development (Draft)
		Report	Establishment of Guidelines for Protecting Users of Generative AI Services
		Report	2025 Plan to Inspect Practices Restricting the Deletion of Floating Advertisements
5th	March 13 (Thu)	Decision	Request for Reconsideration of the Bill to Partially Amend the Act on the Establishment and Operation of Korea Communications Commission

Session	Date	Type	Agenda Item
6th	March 19 (Wed)	Decision	Administrative Dispositions Against Magum Co., Ltd. and Samra Co., Ltd. for Violations of Ownership Restrictions on Terrestrial Broadcasters
		Decision	Administrative Disposition Against Kyungnam Enterprise Co., Ltd. for Violation of Ownership Restrictions on Terrestrial DMB Broadcasters
		Decision	Approval of MBN Co., Ltd.'s Implementation Plan Under Its Reapproval Conditions
		Decision	Results of the 2024 User Protection Performance Evaluation of Telecommunications Business Operators
		Decision	Administrative Dispositions Against SBS Co., Ltd. and Kakao Co., Ltd. for Violations of Ownership Restrictions on Broadcast Advertising Sales Agencies
		Report	Inspection Results on General-Programming and News-Specialized PPs' Compliance with 2023 Reapproval Conditions and Recommendations
7th	March 20 (Thu)	Decision	Selection of Interviewees for the Appointment of the EBS President, Etc.
		Decision	Television License Fee Waivers in Special Disaster Areas
		Decision	Administrative Disposition Against Far East Broadcasting for Violation of the Broadcasting Act
		Decision	Consent to the Appointment of Members of the Viewer Rights Protection Committee
		Decision	Public Notice on the Designation of Organizations and Groups Authorized to Report and Request Deletion of Illegal Filming and Similar Material
		Decision	Consent to the Appointment of a Replacement Member of the Broadcasting Dispute Mediation Committee
		Decision	Correction of the 2023 Broadcasting Evaluation Results
		Report	2025 Plan for Reviewing New Identity Verification Agency Designations
		Report	Award Plan for the 2025 Korea Communications Commission Broadcasting Awards (Draft)
		Report	2023 Evaluation Results for the Broadcast Content Production Capacity of PPs
8th	March 26 (Wed)	Decision	Request for Recusal of a Commissioner
		Decision	Consent to the Appointment of the EBS President
		Decision	Corrective Orders Against Terrestrial Broadcasters for Violations of Licensing and Relicensing Conditions — MBC Co., Ltd. and OBS Gyeongin TV Co., Ltd.
		Decision	Prior Consent to the License Renewal of Cable Television System Operators (SOs) — 14 D'Live Affiliates, D'Live Gangnam Cable TV, D'Live Gyeonggi-Dongbu Cable TV, and Namincheon Broadcasting
		Decision	Imposition of a Penalty Surcharge on YTN Co., Ltd. for Violation of the Broadcasting Act
		Decision	Basic Plan for the Relicensing of a Broadcast Advertising Sales Agency — SBS M&C Co., Ltd. (Draft)
		Report	Results of the 2024 Evaluation on the Competitive Landscape of the Broadcasting Market
9th	April 2 (Wed)	Decision	Partial Amendment to the Enforcement Decree of the Framework Act on Broadcasting Communications Development (Draft)
		Decision	Consent to the Appointment of Members of the Broadcasting Evaluation Committee
		Report	Measures Concerning Violations of Foreign-Capital Investment Limits
		Report	Inspection Results on Broadcast Advertising Sales Agencies' Compliance with 2023 Relicensing Conditions and Recommendations

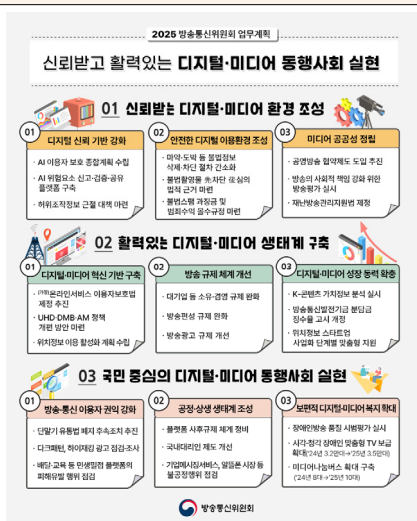
Session	Date	Type	Agenda Item
10th	April 23 (Wed)	Decision	2025 Plan for the User Protection Performance Evaluation of Telecommunications Business Operators (Draft)
		Decision	Partial Amendment to the Enforcement Decree of the Act on the Protection and Use of Location Information (Draft)
		Decision	2024 Basic Plan for Broadcasting Evaluation (Draft)
		Report	Partial Amendment to the Enforcement Decree of the Telecommunications Business Act and Repeal or Amendment of Related Public Notices Following the Repeal of the Mobile Device Distribution Improvement Act
11th	May 9 (Fri)	Decision	Review of Operators' Opinions on Administrative Dispositions for Violations of Broadcast Advertising Regulations — Citizen Broadcasting and KCTV Jeju Broadcasting
		Decision	Review of Operators' Opinions on Administrative Dispositions for Violations of Sponsorship Disclosure Regulations — YM Media Co., Ltd.
		Decision	Partial Amendment to the Guidelines for the Imposition of Administrative Fines Related to Broadcast Advertising and Sponsorship Disclosure (Draft)
		Report	Partial Amendment to the Enforcement Decree of the Telecommunications Business Act (Draft)
		Report	Enactment of the Public Notice on Criteria for Certification of Transmission Qualifications, Etc. (Draft)
		Report	Partial Amendment to the Criteria for Public Disclosure of Corrective Orders (Draft)
		Report	Amendment to the Public Notice on Registration and Authorization Review Criteria for Personal Location Information Businesses
		Report	Partial Amendment to the Public Notice on Information for Public-Interest Purposes (Draft)
12th	May 15 (Thu)	Decision	Objection to the Administrative Disposition for Violation of the Broadcasting Act — YTN Co., Ltd.
		Decision	Enactment of the Standards for the Creation and Processing of Connecting Information (CI), Etc. (Draft)
13th	May 21 (Wed)	Decision	Television License Fee Waivers in Special Disaster Areas
		Decision	Approval of the Application by the Far East Broadcasting Company (FEBC), an Incorporated Foundation, for a Foreign-Capital Contribution
		Decision	Measures Concerning SK Telecom Co., Ltd.'s Automatic Enrollment of Subscribers in the USIM Protection Value-Added Service
		Decision	Prior Consent to the License Renewal of Cable Television System Operators (SOs) — 23 SK Broadband Co., Ltd. Affiliates, Eight KT HCN Co., Ltd. Affiliates, and 23 LG HelloVision Co., Ltd. Affiliates
		Report	Partial Amendment to the Operating Regulations on the Prior Review Request System of the Korea Communications Commission (Draft)
14th	May 28 (Wed)	Decision	FY2026 Budget Bill and Draft Management Plan for the Broadcasting Communications Development Fund
		Decision	Reduction of IHQ Co., Ltd.'s Programming Obligation for Broadcasting for Persons with Disabilities
		Decision	Consent to the Appointment of a Replacement Member of the Broadcasting Evaluation Committee
		Report	Evaluation of 2024 Compliance with the Obligation to Provide Broadcasting for Persons with Disabilities

Appendix Table-6. Chronology of Major Events in 2025

January 2025

Date	Description
January 13	Announcing the 2025 Plan for Reviewing Applications for Personal Location Information Business Registration (Draft)
January 14	Announcing the 2025 Work Plan for a Trusted and Vibrant Digital and Media Society
January 14	Holding the 2025 Meeting on Solutions to Key Issues (Society II)
January 19	Urging caution against cyber fraud, including smishing, targeting the Lunar New Year holiday
January 19	Announcing the Results of the 2024 Broadcasting and Telecommunications Advertising Expenditure Survey
January 21	Making a Lunar New Year donation to a child welfare facility
January 22	Publishing the Dark Pattern Casebook for Digital Service User Protection
January 22	Establishing the First Master Plan for Narcotics Management (2025–2029) jointly with relevant ministries
January 23	Urging users to exercise caution against deceptive sales of the latest smartphones
January 24	Opening applications for the 2025 SME and Small-Business Broadcast Advertising Production Support Project
January 24	Approving television license fee waivers and related relief for residents affected by special disaster areas

Announcing the 2025 Work Plan



Urging Caution against Cyber Fraud, Including Smishing, Targeting the Lunar New Year Holiday



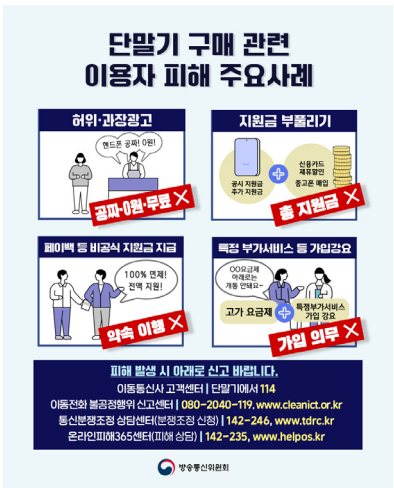
Publishing the Dark Pattern Casebook for Digital Service User Protection



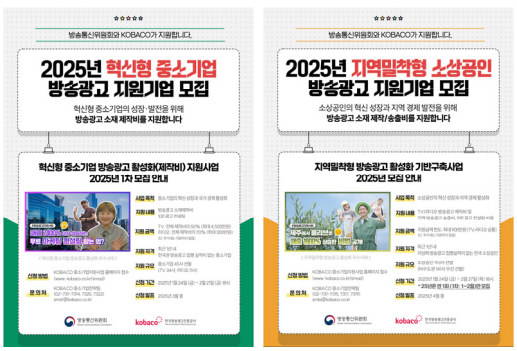
Establishing the First Master Plan for Narcotics Management (2025–2029)



Urging users to exercise caution against deceptive sales of the latest smartphones



Opening applications for the 2025 SME and Small-Business Broadcast Advertising Production Support Project



February 2025

Date	Description
February 11	Discussing major global issues and developments in broadcasting and telecommunications
February 11	Recruiting sub-fund managers for the K-Content & Media Strategy Fund
February 12	Approving an amendment to the Enforcement Decree of the Network Act, including provisions establishing a legal basis for services using Connecting Information (CI)
February 16	Promoting innovation in the broadcasting industry through AI technology
February 19	Issuing administrative guidance to Apple on adopting Rich Communication Services (RCS)
February 21	Announcing 2024 Communications Dispute Mediation Applications and Outcomes
February 24	Issuing and implementing the Public Notice on Detailed Criteria for Prohibiting Exclusive Telecommunications Service Contracts in Multi-Unit Buildings, Etc.
February 27	Announcing 2024 Counseling Statistics for the Online Damage 365 Center
February 27	Publishing monthly spam complaint figures for bulk-text operators for the first time
February 28	Opening applications for candidates for EBS President
February 28	Selecting nine public-interest channels and recognizing one disability-welfare channel
February 28	Designating NH NongHyup Bank and Industrial Bank of Korea (IBK) as new identity verification agencies
February 28	Approving administrative dispositions against business operators for violations of measures to prevent the distribution of illegal filming
February 28	Approving the 2023 Broadcasting Evaluation Results for terrestrial broadcasters, general-programming PPs, and others
February 28	Announcing the 2023 Audience Share Calculation Results for Broadcasters
February 28	Announcing the Guidelines for the Protection of Generative AI Service Users

Announcing the Guidelines for the Protection of Generative AI Service Users



March 2025

Date	Description
March 3	Discussing ways to strengthen broadcasting and telecommunications cooperation between Korea and Spain
March 6	Launching an all-out government response to livelihood crimes threatening public safety
March 6	Finalizing the 2025 Narcotics Management Implementation Plan
March 10	Gathering public comments on applicants for EBS President
March 17	Holding the first Broadcasting and Telecommunications Public Data Competition
March 19	Reviewing and approving the Results of the 2024 User Protection Performance Evaluation of Telecommunications Business Operators
March 20	Announcing the 2023 Broadcast Content Production Capacity Evaluation Results
March 20	Opening submissions for the 2025 KMCC Broadcasting Awards
March 20	Appointing a new Chair of the 11th Broadcasting Dispute Mediation Committee
March 20	Reporting the 2025 Review Plan for Designation of New Identity Verification Agencies and announcing that applications would open in May
March 20	Forming the 17th Viewer Rights Protection Committee and appointing nine members
March 20	Conducting interviews for EBS President
March 21	Selecting 45 SMEs for the 2025 SME and Small-Business Broadcast Advertising Production Support Project
March 21	Holding the 2025 Launch Ceremony for the Telecommunications Service Use and Harm Prevention Education Instructor Corps and appointing 140 instructors
March 24	Holding the 2025 Briefing on the Review for Designation of Identity Verification Agencies
March 24	Discussing key issues in metaverse user protection and government policy directions
March 25	Introducing an AI-Based Malicious Message Blocking Function on Samsung Electronics' latest models
March 25	Approving an amendment to the Enforcement Decree of the Telecommunications Business Act to strengthen operators' notification obligations in the event of value-added telecommunications service disruptions
March 25	Visiting the Seoul Community Media Center and observing programs for children and youth
March 26	Announcing the Results of the 2024 Evaluation on the Competitive Landscape of the Broadcasting Market
March 26	Issuing a broadcasting disaster crisis alert at the Caution level
March 26	Appointing Shin Dong-ho as EBS President
March 27	Raising the broadcasting disaster crisis alert to the Alert level
March 28	Announcing the Status of Spam Distribution in the Second Half of 2024
March 28	Announcing the 2024 Emergency Rescue Location Information Quality Measurement Results
March 28	Announcing the Results of the 2024 Cyberbullying Survey
March 28	Launching the 16th Citizen Policy Reporters Group
March 31	Publishing the 2024 Online Damage Counseling Casebook

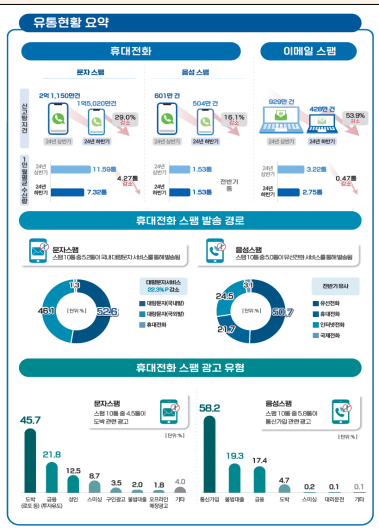
Finalizing the 2025 Narcotics Management Implementation Plan



Holding the First Broadcasting and Telecommunications Public Data Competition



Announcing the Status of Spam Distribution in the Second Half of 2024



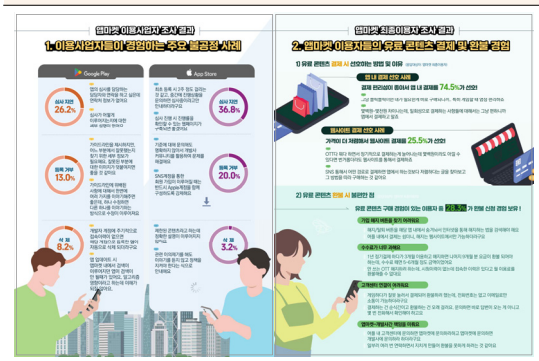
Publishing the 2024 Online Damage Counseling Casebook



April 2025

Date	Description
April 2	Reviewing user complaints and response measures related to high-speed internet services in wildfire-designated special disaster areas with the three major mobile carriers
April 4	Appointing members of the 14th Broadcasting Evaluation Committee
April 8	Selecting 193 small-business owners for the 2025 Small-Business Broadcast Advertising Production Support Project
April 10	Reviewing responses to illegal spam at the Second Plenary Meeting of the Public-Private Council for Illegal Spam Response
April 11	Announcing the Results of the 2024 App Market Survey
April 18	Attending the 2025 Korea Private Broadcasting Day Ceremony and observing an Outreach Media Sharing Bus education program
April 21	Opening applications for the distribution of 35,000 customized TVs
April 21	Visiting the Busan Community Media Center and inspecting media education programs on site
April 23	Selecting 47 telecommunications business operators for the 2025 User Protection Performance Evaluation
April 23	Launching procedures to amend the Enforcement Decree of the Telecommunications Business Act and related regulations following the repeal of the Mobile Device Distribution Improvement Act
April 23	Announcing the implementation of an amendment to the Enforcement Decree of the Framework Act on Broadcasting Communications Development establishing criteria for supporting the installation of broadcasting facilities in disaster-broadcasting coverage gaps
April 28	Visiting the United States to strengthen international cooperation on broadcasting and telecommunications policy and AI
April 30	Strengthening cooperation with the FCC in broadcasting and telecommunications

Announcing the Results of the 2024 App Market Survey



Opening Applications for the Distribution of 35,000 Customized TVs



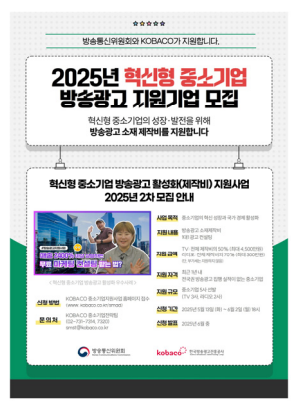
May 2025

Date	Description
May 2	Announcing a plan to strengthen user protection measures following the SKT cyber security breach
May 2	Publishing the 2024 Communications Dispute Mediation Casebook
May 2	Issuing an alert on bait-text fraud involving USIM replacement
May 13	Opening the second round of applications for the 2025 SME Broadcast Advertising Support Project
May 14	Conducting an on-site inspection of illegal bait texts exploiting the SKT cyber security breach
May 14	Delivering congratulatory remarks and presenting commendations to employees at the Community Media Foundation's 10th Anniversary Ceremony
May 15	Discussing user protection issues and response measures at the Third Meeting of the Public-Private Council for the Protection of AI Service Users
May 21	Announcing television license fee waivers for residents affected by accidental bombing and wildfires
May 21	Inspecting the three major mobile carriers' measures to combat illegal spam, information security measures, and user protection plans
May 28	Holding the 2025 Media Festival for Persons with Disabilities in Busan
May 29	Announcing the Results of the 2024 User Panel Survey on the Intelligent Information Society
May 30	Deciding to renew the licenses of cable television system operators (SOs) — 23 LG HelloVision affiliates, 23 SK Broadband affiliates, and eight KT HCN affiliates
May 30	Announcing Pay-TV Subscriber and Market Share Data for the Second Half of 2024

Publishing the 2024 Communications Dispute Mediation Casebook



Publishing the 2024 Communications Dispute Mediation Casebook



Holding the 2025 Media Festival for Persons with Disabilities in Busan



June 2025

Date	Description
June 2	Launching the 2025 Digital Ethics Creative Content Competition
June 5	Opening submissions for the 2025 Media Content Competition for Persons with Disabilities
June 5	Launching efforts to accelerate AI transformation in broadcasting and media
June 12	Launching an inspection into delays in cancellations of SKT internet service contracts
June 18	Holding the Broadcasters' AI Video Competition
June 20	Converting the inspection into a fact-finding investigation into cases where users were redirected to Coupang without clicking
June 26	Securing preliminary feasibility approval for the Digital Media Innovation Technology Development Project
June 27	Launching the first fact-finding investigation into pre-installed smartphone apps
June 30	Selecting recipients for SME broadcast advertising support
June 30	Publishing the first Guide to Processing Connecting Information (CI) and Related Safeguards
June 30	Publishing the Financial Status of Broadcasting Business Operators for Fiscal Year 2024

Holding the 2025 Digital Ethics Creative Content Competition



Opening Submissions for the 2025 Media Content Competition for Persons with Disabilities



Holding the Broadcasters' AI Video Competition



Publishing the First Guide to Processing Connecting Information (CI) and Related Safeguards



July 2025

Date	Description
July 4	Warning users about paid-service subscription scams impersonating the livelihood recovery support payment
July 4	Publishing the Transparency Report on the Handling of Illegal Filming and Similar Material for major internet operators
July 4	Holding the 2025 Korea LBS Startup Challenge
July 7	Opening submissions for the 2025 Viewer Media Awards Broadcast Video Competition
July 10	[Inter-Ministerial] Holding the third plenary meeting of the Public-Private Council for Illegal Spam Response
July 10	Issuing an alert on bait-text fraud related to consumption coupons
July 11	Holding the 2025 Creator Media Industry Expo in Incheon
July 11	Urging users to exercise caution regarding misinformation about subsidies for new mobile devices
July 16	Launching a fact-finding investigation into KT's false or deceptive advertising
July 17	[Inter-Ministerial] Announcing the repeal of the Mobile Device Distribution Improvement Act and the implementation of the amended Telecommunications Business Act
July 21	Holding the 2025 Digital Ethics Week Campaign
July 23	Inspecting implementation of the new system at mobile phone retail complexes following the repeal of the Mobile Device Distribution Improvement Act

Holding the 2025 KOREA LBS Startup Challenge



Opening Submissions for the 2025 Viewer Media Awards Broadcast Video Competition



Holding the 2025 Creator Media Industry Expo in Incheon



Holding the 2025 Digital Ethics Week Campaign



[Inter-Ministerial] Holding the Third Plenary Meeting of the Public-Private Council for Illegal Spam Response



Inspecting Implementation of the New System at Mobile Phone Retail Complexes Following the Repeal of the Mobile Device Distribution Improvement Act

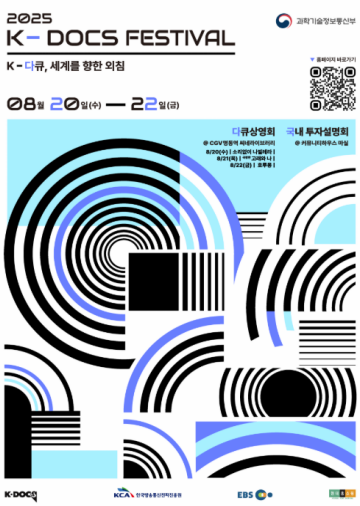




August 2025

Date	Description
August 8	Selecting consortia for the Broadcast Video AI Training Data Development Project
August 13	[Inter-Ministerial] Holding the Narcotics Countermeasures Council
August 14	Implementing the Enhanced Subscription Restriction Measure for Illegal Spammers
August 18	Recruiting a public judging panel to select winners of the 2025 KMCC Broadcasting Awards
August 19	Launching a fact-finding investigation into excessive early termination fees charged by a smart learning worksheet provider
August 20	Holding the 2025 K-DOCS Festival
August 21	Issuing ex officio mediation decisions on disputes involving the SKT cyber security breach and KT pre-order cancellations
August 26	Promulgating and enforcing the amended Broadcasting Act, including reforms to the appointment procedures for directors and presidents of public broadcasters
August 28	[Inter-Ministerial] Finalizing and announcing the Comprehensive Measures to Eradicate Voice Phishing
August 28	Urging users to exercise caution against fraud affecting multiple victims

Holding the 2025 K-DOCS Festival





September 2025

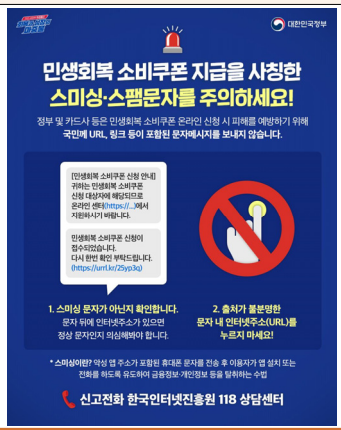
Date	Description
September 4	Urging caution against smishing attacks related to the second round of livelihood recovery consumption coupons
September 5	Holding the opening ceremony for the Mungyeong Virtual Studio
September 5	Allocating KRW 237.3 billion in the 2026 Government Budget Proposal and submitting it to the National Assembly
September 9	Promulgating and enforcing the amended Foundation for Broadcast Culture Act and Korea Educational Broadcasting System Act, including reforms to the appointment procedures for directors and presidents of public broadcasters
September 9	Urging users to exercise caution against false or deceptive advertising related to iPhone 17 pre-orders
September 10	Holding the AI Innovation Talent Development Seminar for Broadcasting and Media
September 11	Providing guidance on preventing harm from mobile micropayments
September 11	Announcing the results of the 2025 Korea LBS Startup Challenge and holding a Roundtable
September 15	[Inter-Ministerial] Urging caution against smishing attacks related to the second round of livelihood recovery consumption coupons
September 22	Conducting an emergency inspection of Connecting Information (CI) following the Lotte Card data breach
September 28	Conducting an emergency inspection to assess damage to internal and external systems following the fire at the National Information Resources Service
September 28	[Inter-Ministerial] Providing guidance on preventing and responding to telecommunications financial fraud, including smishing, during the Chuseok holiday
September 30	Issuing an alert on bait texts exploiting the government system outage

Holding the AI Innovation Talent Development Seminar for Broadcasting and Media



Announcing the Results of the 2025 KOREA LBS Startup Challenge and Holding a Roundtable



Urging Caution Against Smishing Attacks Related to the Second Round of Livelihood Recovery Consumption Coupons	Providing Guidance on Preventing and Responding to Telecommunications Financial Fraud During the Chuseok Holiday
	

October 2025

Date	Description
October 1	Launching the Korea Media and Communications Commission
October 1	Holding the Fourth Plenary Meeting of the Public-Private Council for Illegal Spam Response
October 2	Urging caution against impersonation scams involving the Online Damage 365 Center
October 16	Attending the Second Strategy Meeting on Core Regulatory Rationalization
October 17	Intensifying the monitoring, deletion, and blocking of crime-related posts linked to Southeast Asia
October 31	Conducting a joint broadcasting disaster response exercise
October 31	Launching the Generative AI User Participation Platform (ai.wiseuser.go.kr)

Holding the Fourth Plenary Meeting of the Public-Private Council for Illegal Spam Response



Conducting a Joint Broadcasting Disaster Response Exercise



November 2025

Date	Description
November 4	Launching a fact-finding investigation into a low-cost coffee brand's app following the unilateral deletion of users' loyalty stamps
November 5	Launching the website and restoring online civil-petition services after the National Information Resources Service fire
November 6	Holding the 2025 Global OTT Forum and discussing international cooperation and development strategies to support Korean OTT providers' overseas expansion
November 7	Announcing the Status of Spam Distribution in the First Half of 2025: Text Spam Down About 74% Year on Year
November 10	Urging caution against identity theft and fraudulent transactions on secondhand marketplaces
November 12	Holding an investment briefing and networking events at the 38th International Documentary Film Festival Amsterdam
November 14	Holding the 2025 Korea Public Service Advertising Festival and announcing the winners
November 19	Holding the 2025 International Conference on Broadcasting Co-production
November 19	Holding the 2025 AI Service User Protection Conference
November 24	Announcing pay-TV subscribers and market shares for the first half of 2025
November 27	[Inter-Ministerial] Announcing the First New-Industry Regulatory Rationalization Roadmap (AI Sector)
November 28	Holding the 2025 International Conference on Countering Disinformation and sharing approaches adopted by other countries
November 28	Announcing the results of the 2025 Digital Creator Media Industry Survey

Launching the Website and Restoring Online Civil-Petition Services



Holding the 2025 International Conference on Broadcasting Co-production



Holding the 2025 Global OTT Forum





Holding the 2025 Korea Public Service Advertising Festival and Announcing the Winners





Holding the 2025 AI Service User Protection Conference

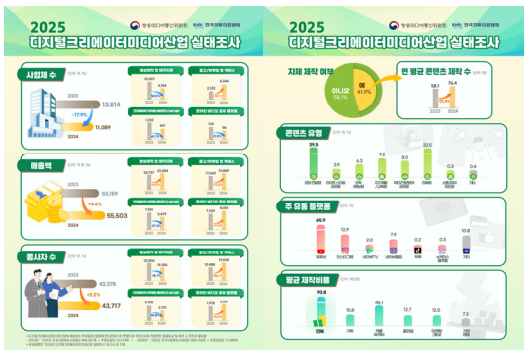


Announcing the First New-Industry Regulatory Rationalization Roadmap (AI Sector)

AI 분야 규제합리화 로드맵

2025. 11. 27.

관계부처 합동

Holding the 2025 International Conference on Countering Disinformation	Announcing the Results of the 2025 Digital Creator Media Industry Survey
	

December 2025

Date	Description
December 2	Attending the 26th Asia TV Forum & Market (ATF), holding an investment briefing, and operating a promotional pavilion
December 3	Urging caution against malicious spam containing URLs that exploit the Coupang personal data breach
December 3	Holding the Awards Ceremony for the 2025 Media Content Competition for Persons with Disabilities
December 4	Holding the 2025 International Conference on Inter-Korean Broadcasting and Communications and discussing policy directions for inter-Korean exchange
December 4	Launching an emergency fact-finding investigation into Coupang's complex account deletion process
December 4	National Assembly approving the FY2026 Budget and Fund Management Plan, finalizing a budget of KRW 263.1 billion
December 5	Publishing the Easy-to-Follow Guide to Applying for Communications Dispute Mediation
December 6	Holding the 2025 Digital Ethics Golden Bell Championship Round
December 9	Expanding nationwide sales channels for outstanding regional SME and small-business products through home-shopping broadcasts under a pilot support project
December 10	[Inter-Ministerial] Announcing Measures to Counter False or Exaggerated Advertising That Disrupts Market Order Through the Use of AI and Other Technologies
December 12	Holding the 2025 Korea Media and Communications Commission Broadcasting Awards
December 12	Delivering the KMCC's first work report
December 15	Holding the Fourth Meeting of the Public-Private Council for the Protection of AI Service Users
December 17	Holding 2025 KOREA LBS DAY
December 17	Holding the 2025 Next-Generation Media Festival and exploring industry innovation and future strategies
December 19	Holding the 2025 Comprehensive Seminar on Improving the Quality of Korean Sign Language Interpretation Broadcasting
December 23	Announcing the results of the 2025 Pay-TV Service Quality Evaluation
December 23	[Inter-Ministerial] Forming the Interministerial Task Force on the Coupang Incident and holding its first meeting
December 29	Operating a special section for the 2025 Korea Media and Communications Commission Broadcasting Awards
December 29	[Inter-Ministerial] Holding a meeting of the Whole-of-Government Task Force on the Coupang Incident, chaired by the Deputy Prime Minister for Science and Technology, and launching an all-out response
December 29	Reviewing the operations of the Online Damage 365 Center and KISA and hearing views from the field
December 30	[Inter-Ministerial] Reviewing progress on the Comprehensive Measures to Eradicate Voice Phishing
December 30	Approving the amended Network Act at a Cabinet meeting
December 30	Holding the 2025 Digital Ethics Expo and Internet and Communications User Protection Merit Awards Ceremony and proclaiming the digital ethics vision
December 30	Announcing the results of the 2025 Broadcast Media Usage Behavior Survey
December 30	Announcing the results of the 2025 Survey of Overseas OTT Markets and User Behavior
December 31	Announcing the results of the 2025 Broadcasting Industry Survey, covering the domestic broadcasting industry in 2024

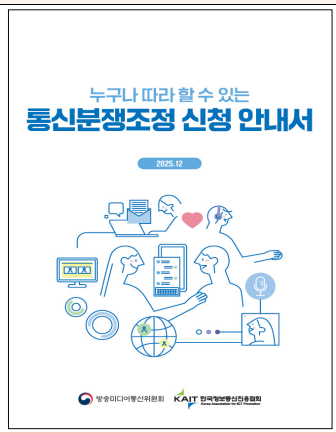
Holding the Awards Ceremony for the 2025 Media Content Competition for Persons with Disabilities



Holding the 2025 International Conference on Inter-Korean Broadcasting and Communications



Publishing the Easy-to-Follow Guide to Applying for Communications Dispute Mediation



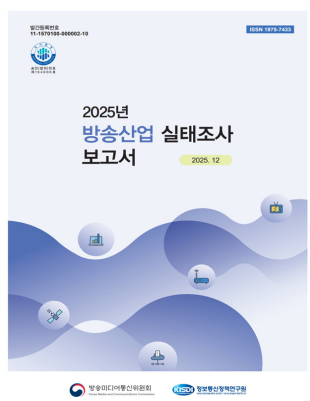
Expanding Nationwide Sales Channels for Outstanding Regional SME and Small-Business Products Through Home-Shopping Broadcasts



Holding the 2025 Comprehensive Seminar on Improving the Quality of Korean Sign Language Interpretation Broadcasting



Announcing the results of the 2025 Broadcasting Industry Survey, covering the domestic broadcasting industry in 2024



Holding the Awards Ceremony for the 2025 Media Content Competition for Persons with Disabilities



Holding the 2025 International Conference on Inter-Korean Broadcasting and Communications



Holding the 2025 Digital Ethics Golden Bell Championship Round





Holding the 2025 Korea Media and Communications Commission Broadcasting Awards



Holding the Fourth Meeting of the Public-Private Council for the Protection of AI Service Users



Holding 2025 KOREA LBS DAY



Holding the 2025 Next-Generation Media Festival



Holding the 2025 Comprehensive Seminar on Improving the Quality of Korean Sign Language Interpretation Broadcasting

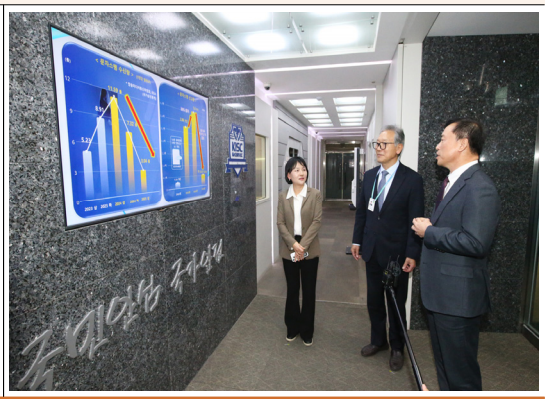


Holding the 2025 Digital Ethics Expo and Internet and Communications User Protection Merit Awards Ceremony



Reviewing Operations of the Online Damage 365 Center and KISA and Gathering Feedback from the Field





4. Acronyms

Appendix Table-7. Acronyms

Acronym	Description
AI (Artificial Intelligence)	Artificial Intelligence
APAC (Asia-Pacific)	The Asia-Pacific region; the western Pacific coastal region
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
ATSC (Advanced Television Systems Committee)	An international non-profit organization that develops technical standards for digital terrestrial television and data broadcasting
AVOD (Advertising-Based Video on Demand)	Advertising-supported video-on-demand service
B2C (Business-to-Consumer)	Electronic commerce between businesses and consumers
BM (Business Model)	A business model; a strategy a company develops to deliver value to customers
C2C (Consumer-to-Consumer)	Electronic commerce between consumers
CCTV (Closed-Circuit Television)	Closed-circuit television
CD (Compact Disc)	A type of optical disc that digitally records audio data
CDN (Content Delivery Network)	A system that distributes content across multiple servers to optimize access and delivery
CI (Connecting Information)	Encrypted identification information generated from a resident registration number in a way that cannot be reversed to reconstruct the number
CP (Content Provider)	Content provider
DMA (Digital Markets Act)	The European Union's Digital Markets Act
DMB (Digital Multimedia Broadcasting)	Digital multimedia broadcasting
DTV (Digital Television)	A TV receiver capable of receiving digital broadcasts
FAST (Free Ad-supported Streaming TV)	Free advertising-supported streaming TV service
FAQ (Frequently Asked Questions)	A document compiling frequently asked questions and their answers
FCC (Federal Communications Commission)	The U.S. Federal Communications Commission
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)	A system designed to capture, store, analyze, and manage spatial or geographical data

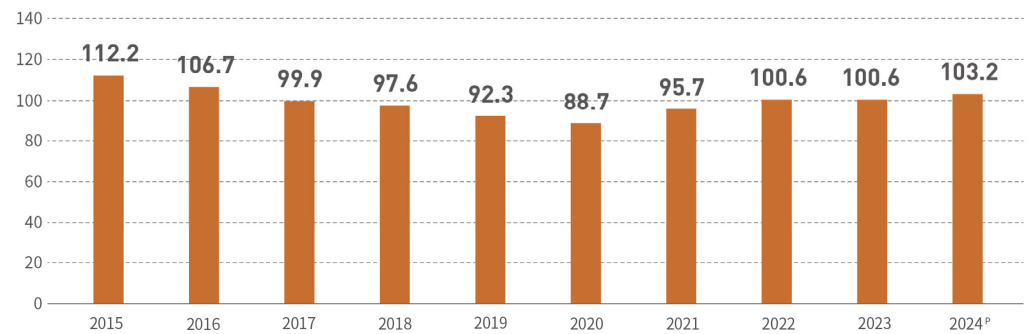
Acronym	Description
GPS (Global Positioning System)	A satellite-based navigation system that provides location and time information globally
GPT (Generative Pre-trained Transformer)	An autoregressive language model that uses deep learning to generate human-like text
HD (High Definition)	A video and display technology with higher resolution and clarity than standard-definition video
ICT (Information and Communications Technology)	Information and communications technology
ID (Identifier)	Identity, Identification, or Identifier
IMF (International Monetary Fund)	International Monetary Fund
IP (Internet Protocol)	Internet communication protocol
IPTV (Internet Protocol Television)	An interactive television service provided through high-speed internet networks
IR (Investor Relations)	Activities that present and promote a company to investors to facilitate attracting investment
ISP (Internet Service Provider)	Internet service provider
LBS (Location-Based Service)	A wireless content service that provides specific information according to the user's location
LMS (Long Message Service)	A long-form text message service
M2M (Machine-to-Machine)	Machine-to-machine communication; a technology that exchanges information and enables interaction between machines (or objects) over wired and wireless networks
MMS (Multi Mode Service)	A method of dividing an existing digital TV channel into multiple segments to transmit two or more channels simultaneously
MMS (Multimedia Message Service)	A multimedia messaging service that transmits text, photos, videos, audio files, and other files
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)	Mobile virtual network operator
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
PC (Personal Computer)	Personal computer
PD (Producer)	Producer
PP (Program Provider)	Program provider
PPL (Product Placement)	A form of advertising that exposes a product by using it as a prop within a broadcast program
QAM (Quadrature Amplitude Modulation)	A digital signal transmission method used for digital cable TV in Korea
QR (Quick Response Code)	A matrix-type two-dimensional barcode that represents information in a black-and-white grid pattern

Acronym	Description
RCS (Rich Communication Services)	A next-generation messaging service more advanced than SMS or LMS that supports chat functions such as large-file transfer and "typing" and "read" indicators
R&D (Research and Development)	Research and development
RO (Relay Operator)	Relay cable broadcasting operator
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 television system operator
SVOD (Subscription Video on Demand)	Subscription-based video service
TF (Task Force)	A temporary organization formed to accomplish a specific task
TVOD (Transactional Video on Demand)	A video-on-demand service paid for on a per-title basis
UHD (Ultra High Definition)	A display standard with four times the resolution of Full HD
UI (User Interface)	A physical or virtual interface that enables communication between objects or systems, particularly between machines and computer programs
UNESCO (United Nations Educational, Scientific and Cultural Organization)	A specialized UN agency that promotes international cooperation in intellectual fields such as education, science, and culture
UPS (Uninterruptible Power Supply)	An electrical device that supplies emergency power to a load when the input or main power is cut off
URL (Uniform Resource Locator)	An address used to identify the location of a resource on a network
USB (Universal Serial Bus)	An industry-standard interface that connects a computer with peripherals to transfer data and supply power
VOD (Video on Demand)	A video service that provides content on demand through telecommunications lines or cable networks
VR (Virtual Reality)	A technology that creates an artificial environment or situation that simulates reality, using computers or other devices
WBL (World Best LLM)	A Korean large language model being developed under government leadership
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 Media and Communications Industry by Sector

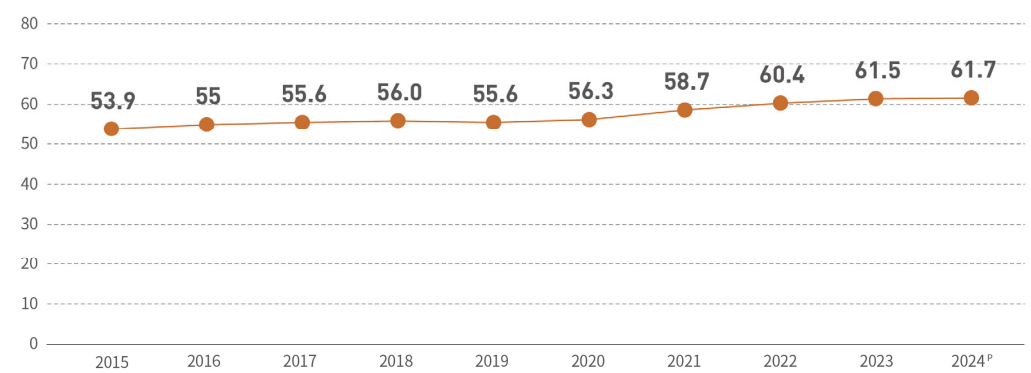
Total Sales in the Broadcasting and Communications Industry

(Unit: KRW trillion)



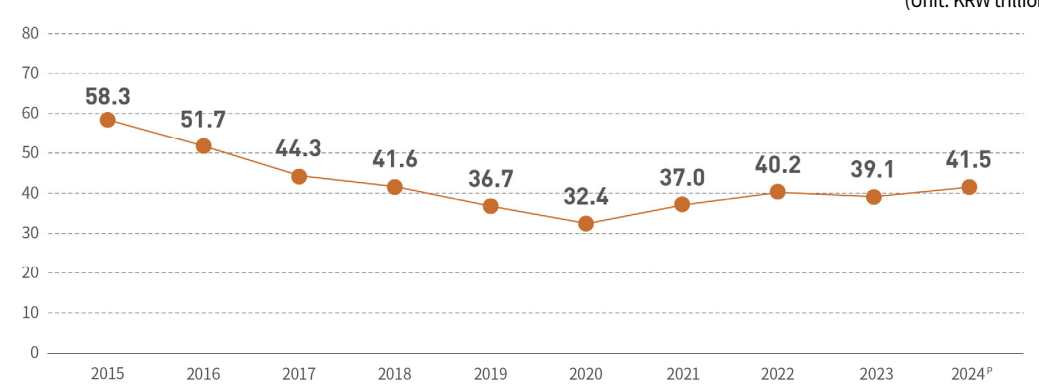
Broadcasting and Communications Service Sales

(Unit: KRW trillion)



Broadcasting and Communications Equipment Sales

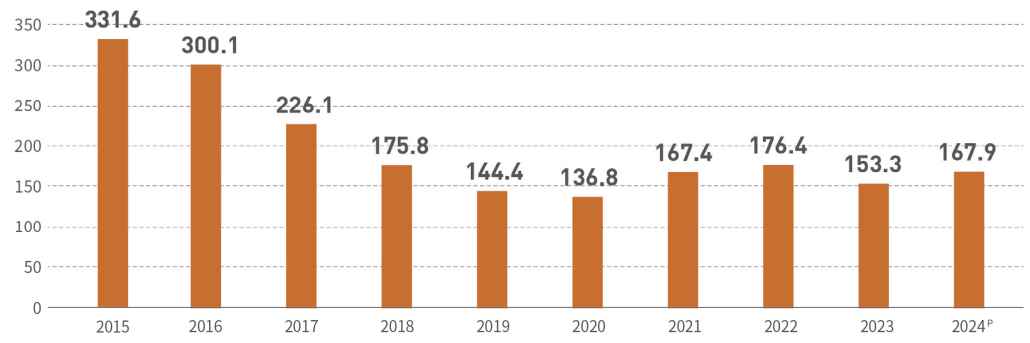
(Unit: KRW trillion)



Note: P = preliminary. Broadcasting and communications services comprise communications services and broadcasting services.
Source: ICT Items Trend Survey, Ministry of Science and ICT.

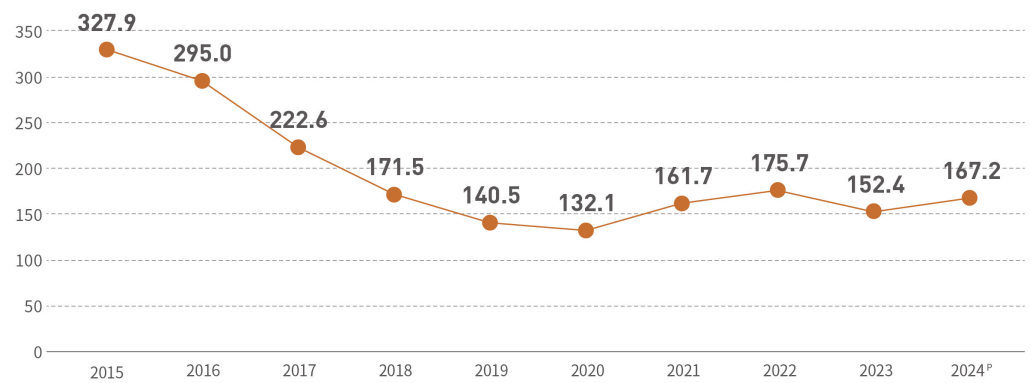
Broadcasting and Communications Equipment Exports

(Unit: USD 100 million)



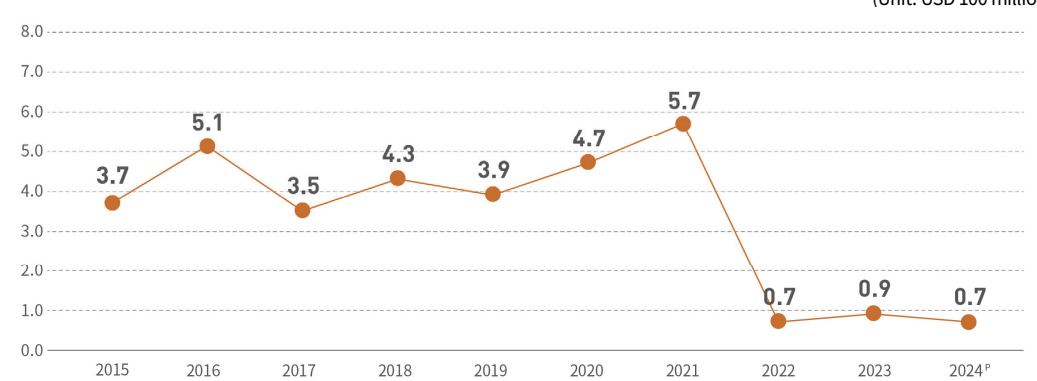
Communications Equipment Exports

(Unit: USD 100 million)



Broadcasting Equipment Exports

(Unit: USD 100 million)

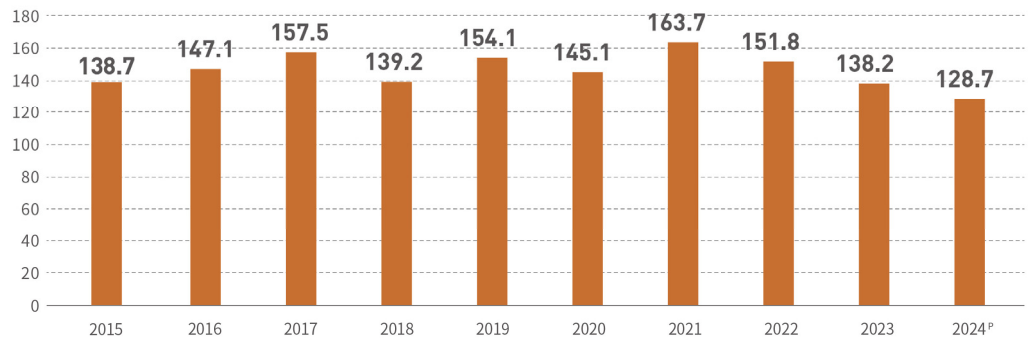


Note: P = preliminary.

Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

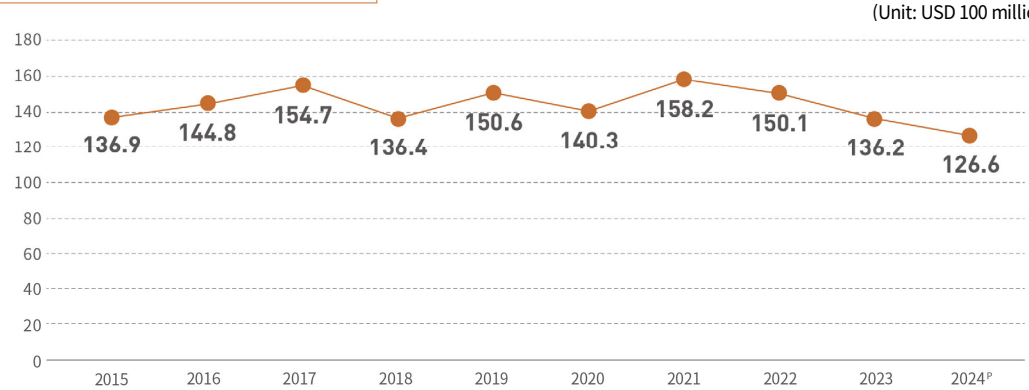
Broadcasting and Communications Equipment Imports

(Unit: USD 100 million)



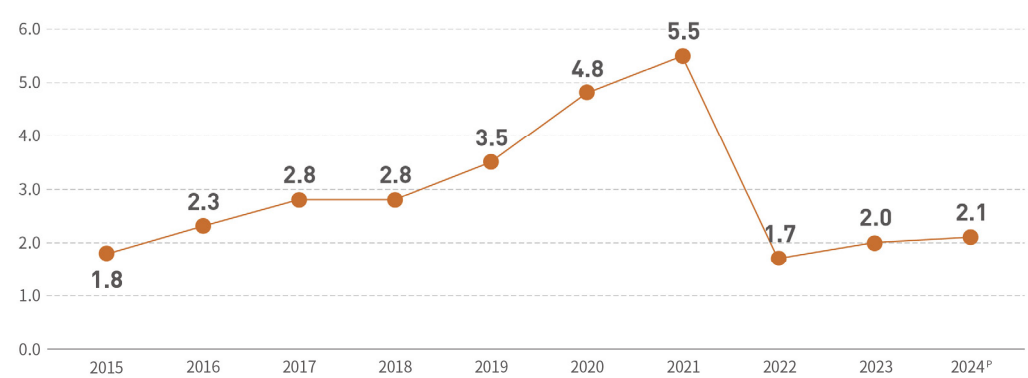
Communications Equipment Imports

(Unit: USD 100 million)



Broadcasting Equipment Imports

(Unit: USD 100 million)

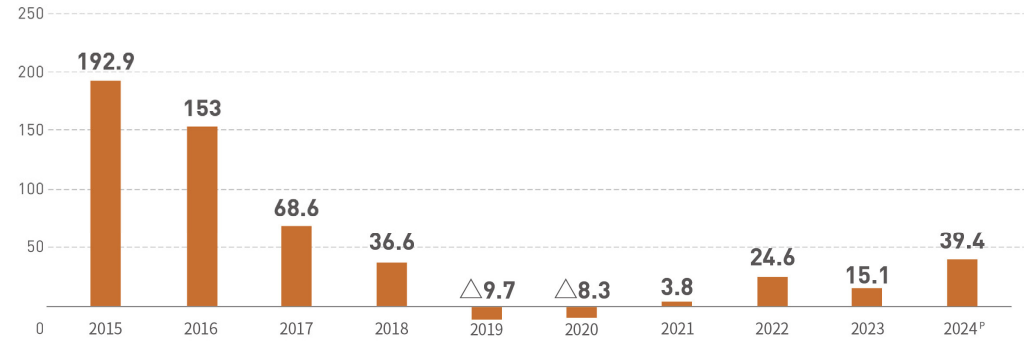


Note. P = preliminary.

Source. ICT Status Survey Report and ICT Major-Items Trend Survey, Ministry of Science and ICT.

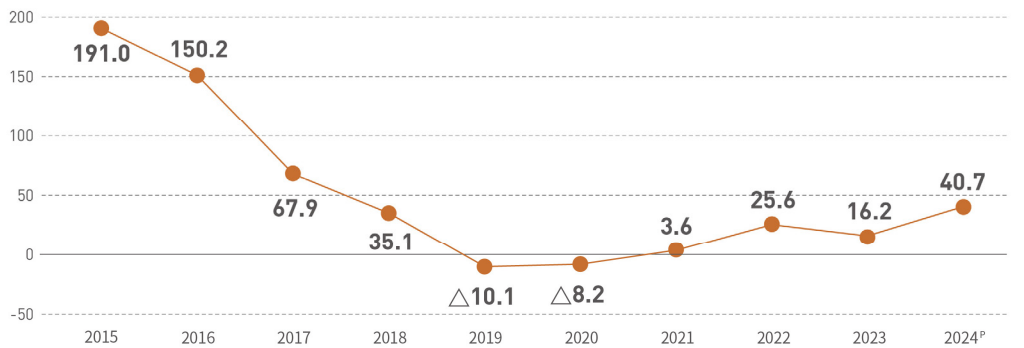
Broadcasting and Communications Equipment Trade Balance

(Unit: USD 100 million)



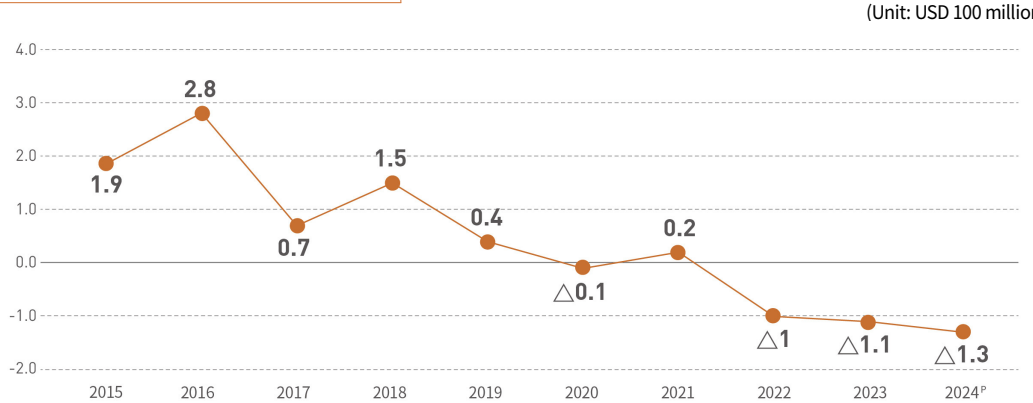
Communications Equipment Trade Balance

(Unit: USD 100 million)



Broadcasting Equipment Trade Balance

(Unit: USD 100 million)

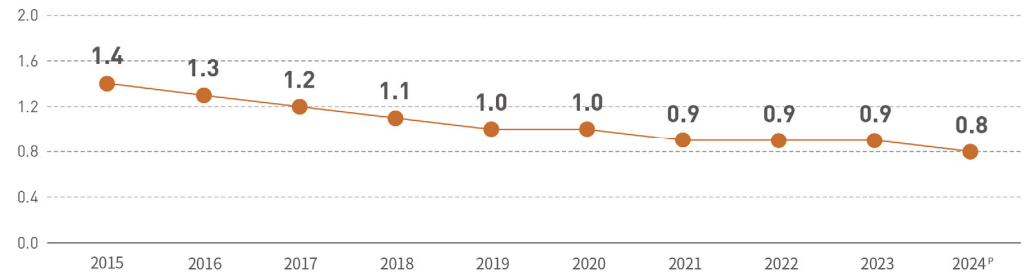


Note: P = preliminary.

Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

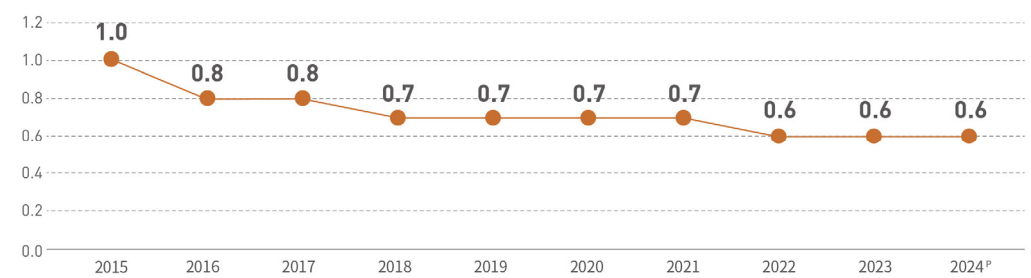
Local Telephone Service Sales

(Unit: KRW trillion)



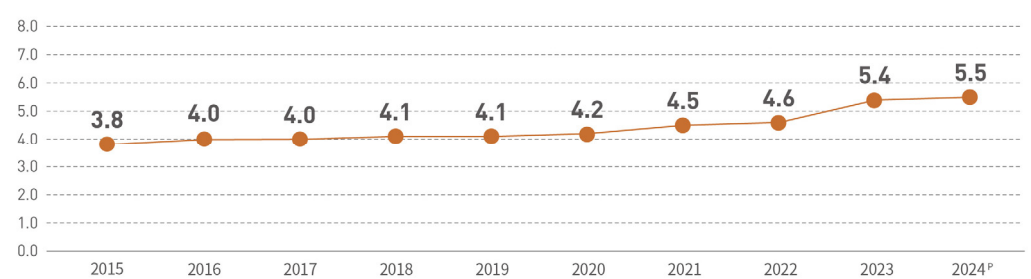
Internet Telephone Service Sales

(Unit: KRW trillion)



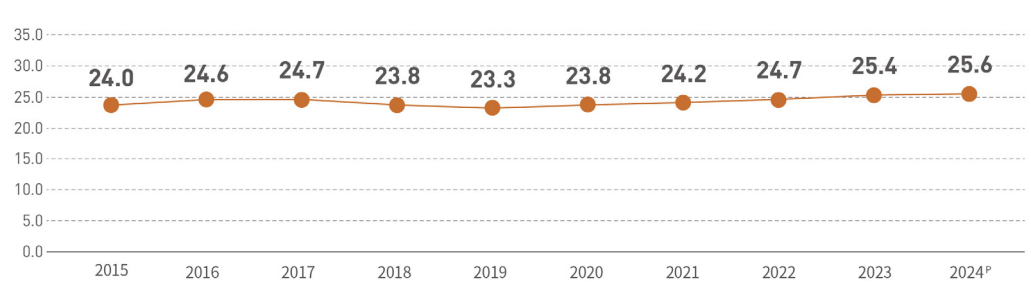
High-Speed Internet Service Sales

(Unit: KRW trillion)



Mobile Communications Service Sales

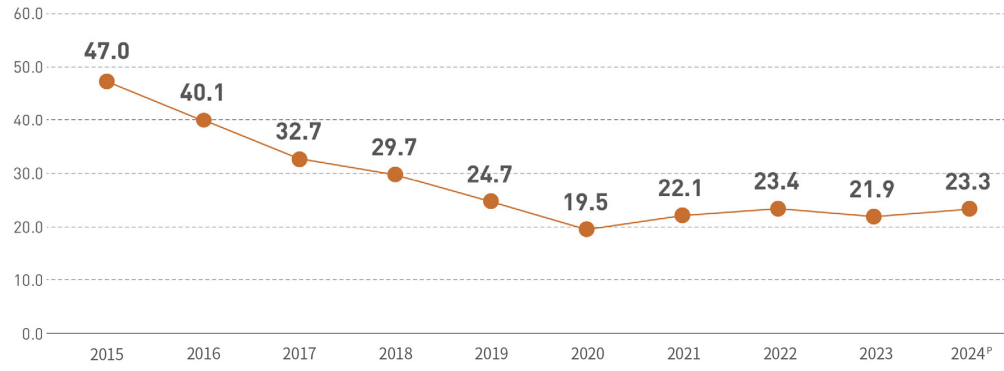
(Unit: KRW trillion)



Note: P = preliminary.
Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

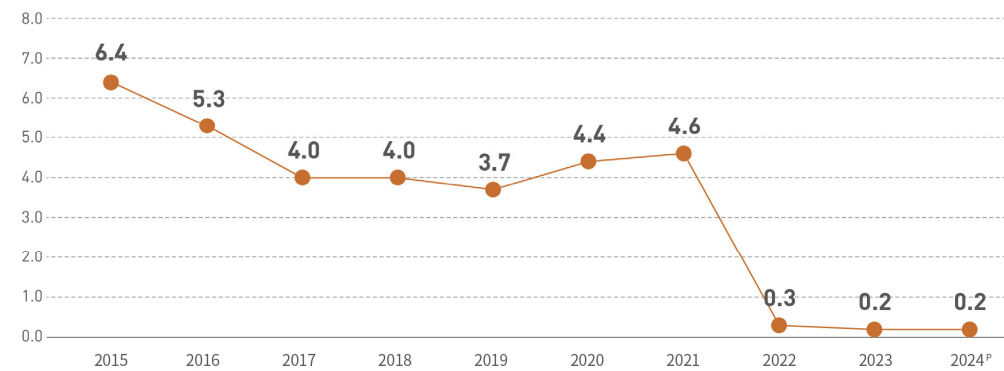
Mobile Device Production

(Unit: KRW trillion)



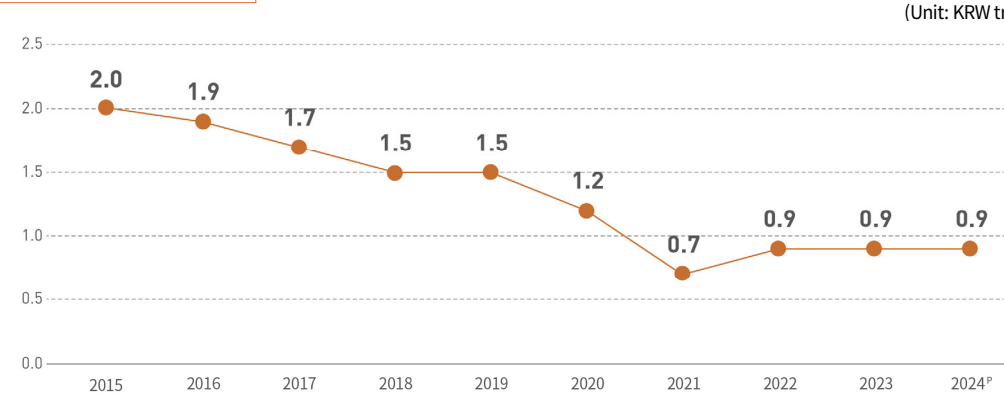
Digital TV Production

(Unit: KRW trillion)



Set-Top Box Production

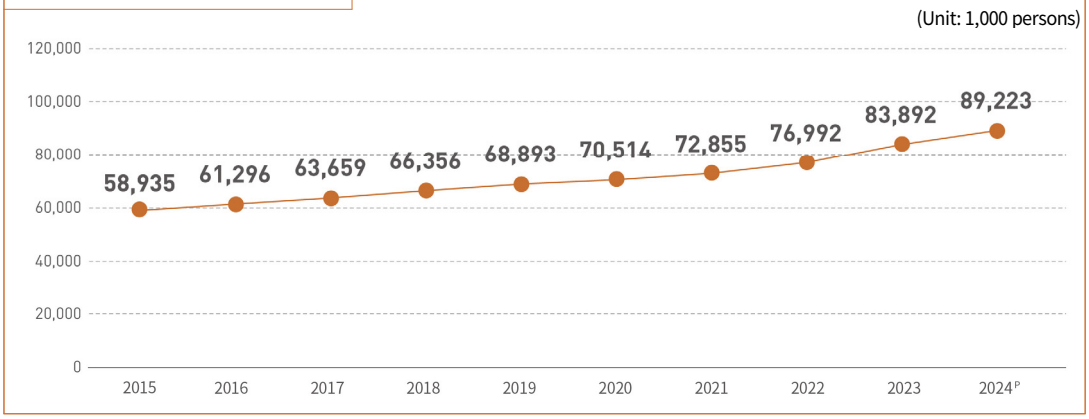
(Unit: KRW trillion)



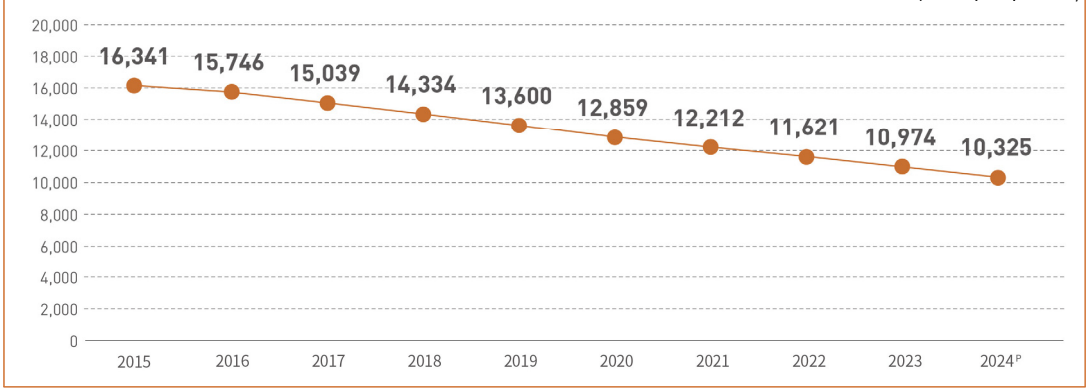
Note: P = preliminary

Source: ICT Survey Report and Major ICT Items Trend Survey, Ministry of Science and ICT.

Number of Mobile Subscribers



Number of Local Telephone Subscribers



Note: Figures are as of December of each year. Mobile subscriptions include tablet PCs, wireless data modems, M2M lines, and other connections.

Source: Ministry of Science and ICT.

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	E-mail: kmccwebmaster@korea.kr
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