About the Korea Creative Content Agency (KOCCA)

The Korea Creative Content Agency (KOCCA), a governmental agency that oversees and coordinates the promotion of the Korean content industry, was established in May 2009 by integrating five related organizations, including Korean Broadcasting Institute, Korea Culture & Content Agency, and Korea Game Agency. KOCCA is headquartered in Naju, the so-called “culture and art city” of Jeolla Province, which is also known for its abundance of white pear flowers in full bloom every March.

The footsteps that KOCCA has laid down over the past nine years have been broad, deep and multifaceted. The agency has strived to introduce Korean content to many around the globe, thus impressing them with its creativity. Such endeavors span a wide range of Korean comics, webtoons, animations, characters, games, musicals, films, and fashion, as well as K-Dramas and K-Pop, which have won the minds and hearts of the world.

KOCCA is initiating various future-oriented projects to further sharpen the competitive edge of the Korean content industry on the global stage in the era of the Fourth Industrial Revolution. They include the production of VR, AR and other next-generation content, R&D in Culture Technology (CT), the discovery of original stories, the development of new broadcast formats, the incubation of start-up businesses, the cultivation of content talents, customized support for creative works, the utilization of one source multi-use (OSMU) sharing the same intellectual property, investment and financing programs for small content firms, mid-to long-term research in content policy, and industry analysis.

KOCCA will spare no effort until Korean creative content is recognized as the world’s best.

This is KOCCA, a dream factory where all dreams and imaginings become reality.
KOREA CREATIVE CONTENT AGENCY

Pursuant to Article 31 of the Framework Act on the Promotion of Cultural Industries, the Korea Creative Content Agency (KOCCA) was founded in May 2009 as a governmental agency that implements concerted policy actions to promote the content industry.

VISION
Develop Korea into one of the world’s top five content powerhouses

MISSION
Contribute to creating jobs and improving quality of life through advancing the content industry
KOCCA
MAIN BUSINESSES & ACHIEVEMENTS

Main Businesses

01. Production Support
02. Support for Overseas Expansion
03. Support for Marketing & Investment Attraction
04. Culture Technology (CT) R&D Support
05. Support for Creation & Start-ups
06. Support for Content Firms
07. Talent Fostering
08. Cultivation of Story Industry
09. Promotion of Local Content Industry
10. Creation of Virtuous Cycle Ecosystem
11. Policy Development & Research
12. Support for Industry Infrastructure

Main Achievements

08 11 12 15 16 19 20 23 24 27 28 31 32
PRODUCTION SUPPORT

KOCCA supports the development and production of quality content that captures the hearts and minds of the world.

Broadcasting
Documentaries, one-act plays, soap operas, web dramas, MCN, broadcasting formatting

Music
Recruiting of K-rookies (rising musicians), production of excellent projectmusic, concert support

Games
Online/mobile, hands-on arcades, functionality, VR·AR fusion games

Comics
Discovering of new cartoonists, support for serial publication, comic book publication, comic magazines, and comic platforms

Animation
Short films, pilots, TV series, feature film animation

Character Licensing
New character development, character merchandising, related content production support

Fashion
Support for prototype production and joint marketing of designer brands, and fostering of creative brands

Next-Generation Content
Support for development and production of VR content, and fusion creative projects

Various production supports to enhance the global competitiveness of the Korean content industry
SUPPORT FOR OVERSEAS EXPANSION

KOCCA accompanies the Korean content industry in making inroads into the global market.

KOCCA’s Strategic Bases for Overseas Business

- Business Centers
- Marketers

One-stop support through overseas business centers for overseas activities
- Six centers in London, LA, Beijing, Shenzhen, Tokyo and Jakarta
- Dispatched marketers to Sao Paulo and Abu Dhabi

Presence in Korea Pavilions in major overseas markets
- MIPTV (broadcasting), Frankfurt Book Fair (comics), LIMA (characters), Gamescom (gamed), SXSW (music, fusion)

Support for developing emerging markets
- Develop new markets to promote, exchange, and cooperate for K-content
- Participate in local market promotion, hold road shows and showcases

Customized support for overseas expansion
- 1:1 business consulting, localization support (translating, dubbing, subtitling), overseas application
MARKETING & INVESTMENT

KOCCA helps relevant businesses market their products at home and abroad, and attract investment and finance.

 Hosting of international events

**Its Game** (Every June)
Exports exhibition of Korean contents by inviting influential buyers from the global game industry.

**KNock (korea’s new offer for content of korea)** (Every June)
Kocca’s New Offer For Content Of Korea, IR event to attract investment with marketing of Korean content.

**BCWW (Broadcast Worldwide)** (Every August)
Global content convention for broadcast programs that highlights global media trends and promotes broadcast content in overseas markets.

**Character & Licensing Fair** (Every July)
Largest content licensing fair in Asia with some 300 local and foreign character and licensing companies.

**MU:CON** (Every September)
Global music business convention that focuses on promoting extensive genres of K-pop to overseas markets with music specialists from home and abroad present, offering business opportunities.

**NCC (Next Content Conference)** (Every November)
International forum that sheds light on cutting-edge CT trends used in creating and supplying content and offers an overview of the global market.

 Operation of the content value assessment center & financial investment support

Offer content assessment and investment attraction services for promising contents. Loan and investment support at home and abroad, financial consultation.
Culture Technology (CT)
Culture technology (CT) means technologies related to the planning, production and supply of various forms of content such as broadcast, video, game, music and performance.
SUPPORT FOR CREATION AND START-UPS

Content Korea Lab (CKL) helps evolve ideas into creations and then into start-ups.

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<tr>
<th>Content Korea Lab CKL</th>
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<tr>
<td>A platform that supports the entire process from mentoring to networking, funding, and marketing to blend any ideas with imagination and develop them into creations start-ups</td>
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Out-of-box Thinking Workshop
Intensive Support Program
Start-up Incubation
Growth

Integration of ideas
Idea Fusion Factory, Korea Imagination Camp and other idea fusion programs to ignite the imagination

Sharing of ideas
Support for various community activities to share ideas

Production of prototypes
Open space and adequate facilities to promote creation activities

Start-ups
Systematic support programs, such as Start-up Farm, Content Start-up League and Start-up Masters, to cultivate start-ups

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TNW CONFERENCE EUROPE 2017 in Netherlands (Linked to K-STARTUP GLOBAL ROADSHOW)
SUPPORT FOR CONTENT FIRMS

KOCCA operates programs to support content firms to sustain their growth and go global.

| Global Game Hub Center Mobile Game Center
| • Game incubating facilities
| • Located in Pangyo, Seongnam, Gyeonggi
| • Home to 57 game firms

| CKL Business Support Center
| • Fusion content business incubating facility
| • Located near Gwanghwamun, Seoul (Korea Tourism Organization, Seoul Center)
| • Home to 41 content firms

Move-in & infrastructure support

Investment & commercialization support

Distribution & network support
TALENT FOSTERING
KOCCA fosters core creative talents for the content industry.

Recruiting & fostering of content talents

- Partnership with Content Talents
  Apprenticeship & mentoring through platform institutions

- Content Creation School
  Content creation training for teenagers Support for content-specialized high schools

- Content Academy (online)
  Online training for the content sector

- Recruiting & training of creators
  Creation talents - Project-based training at specialized firms

- Support for furthering capabilities of current content workers
  Step-up training for current content workers Content insight by foreign professionals

- Operation of academies
  Training on digital fusion projects Creation, BM development, commercialization

Content Human Resources Campus
(located near Hongreung, Dongdaemun-gu, Seoul)

Educational platform that offers fusion and other training programs tailored to lifecycle stages to nurture top 1% talents who will lead the future content industry.
CULTIVATION OF STORY INDUSTRY

KOCCA fosters the creators of stories, the seeds of all content and builds an ecosystem for the story industry.

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<tr>
<th>Seeds of Content Creation</th>
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<tr>
<td>• Discovery of stories, the seeds of content creation, and the fostering of storytellers</td>
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<tr>
<td>• Systematic support for story discovery, planning, development, commercialization and making inroads into overseas markets</td>
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<tr>
<th>Story Creation Center (Ilsan Center)</th>
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<tr>
<td>• Local story lab program operation and support</td>
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<tr>
<td>• Pilot construction and operation of story distribution platform</td>
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</table>

KOCCA fosters the creators of stories, the seeds of all content and builds an ecosystem for the story industry.

- **Korea Story Contest**
  - Workshop to discover creation materials
  - Creation of original stories
  - Writer debut program
  - Story-based products
  - Fostering of space storytellers

- **Commercialization of Winning Work**
  - Pitching for production and investment
  - Support for K-stories to expand into overseas markets
  - Commercialization support
  - Support for youth to create content

- **SA&F (Story Awards & Festival)**
  - Story-based products
  - Fostering of space storytellers

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<tr>
<th>Story Planning</th>
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<td>Materials such as ideas, motifs, tales, characters</td>
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<th>Story Development</th>
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<td>Project proposal, synopsis, treatment</td>
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<tr>
<th>Story Completion</th>
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<tr>
<td>Novel, script, scenario</td>
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<tr>
<th>Story Commercialization</th>
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<tr>
<td>Movies, dramas, comics, animation, games, etc.</td>
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Nurturing of story creators and the creation of the story industry ecosystem.
PROMOTION OF LOCAL CONTENT INDUSTRY

The Korean content industry can only flourish alongside the local content industry. KOCCA is committed to making the local content industry an important part of life.

Fostering of the local game industry through building global game centers in local areas

Networking with relevant local organizations and hosting workshops

Support for operating local story labs to develop creative stories

Support for region-specific content development and commercialization

Cultivation of the local content industry for balanced development of the national content industry and activation of the local economy
CREATION OF VIRTUOUS CYCLE ECOSYSTEM

KOCCA will create an ecosystem where our content receives more and more affection which results in sound growth.

- Content Dispute Mediation Committee
  Mediate content-related disputes to promote a fair and transparent content transaction environment

- Popular Culture & Art Support Center
  Support the registration of popular culture and art planning businesses, their training, and the protection of the rights and interests of content related workers, thereby creating an industry ecosystem

- Use Licensed Character Campaign
  Implement True Friend Campaign to encourage consumers to use licensed characters only, thereby eradicating the copycat market

- Sound Game Culture Campaign
  Promote a sound game culture with education and enhance the positive social recognition of games
POLICY DEVELOPMENT & RESEARCH

KOCCA analyses trends and statistics and establishes a mid-to long-term strategy for the development of the content industry.

- Analysis and statistical research of industry trends
- White paper publication by genre (broadcasting, games, comics, animation, characters, music)
- Preliminary research on major pending issues of the content industry and policy development
- Issue analysis of the global content industry and the publication of a report
- Forums or seminars on issues or policies of the content industry
- Publication of magazines on the content industry, «N·CONTENT»
SUPPORT FOR INDUSTRY INFRASTRUCTURE

KOLCA builds infrastructure and administers one-stop service for quality content production.

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<th>Production Support Facilities</th>
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<tr>
<td><strong>1. Bitmaru, Ilsan</strong>&lt;br&gt;One-stop complex facility and infrastructure</td>
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<tr>
<td><strong>2. DMS, Sangam</strong>&lt;br&gt;IP-based UHD broadcast production studio</td>
</tr>
<tr>
<td><strong>3. Studio Cube, Daejeon</strong>&lt;br&gt;The largest studio and support facility in Korea</td>
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<tr>
<th>One-stop Service</th>
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<td>Operate the &quot;One-stop Content Support Center&quot; to handle complaints and offer consulting service to content businesses</td>
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Various facilities to support the production of quality content
KOCCA is striving to foster and develop the Korean content industry by engaging in a vast spectrum of related areas, from content production to overseas marketing and promotion, the discovery and incubation of creative talents, and R&D of culture technology.
### KOCCA Headquarters and Branches

1. CKL Planning Center (Daehakro)
2. CKL Business Support Center (Gwanghwamun)
3. Contents Human Resource Campus (Hongreung)
4. DMS (Sangam)
5. Dispute Mediation Committee (Yeoksam-dong)
6. Popular Culture & Art Support Center (Yeoksam-dong)

### KOCCA Social Media and Websites

- **Social Media Hub**: sns.kocca.kr
- **Content Exports Marketing Platform**: welcon.kocca.kr
- **Content Korea Lap**: www.ckl.or.kr
- **Korea Content Academy**: edu.kocca.kr
- **Korea Content Dispute Mediation Committee**: www.kcdrc.kr
- **Global Game Hub Center**: www.gamehub.or.kr
- **Storyum**: www.storyum.kr