KOCCA

KOREA CREATIVE CONTENT AGENCY

한국콘텐츠진흥원

KOREA CREATIVE CONTENT AGENCY

CONTENTS

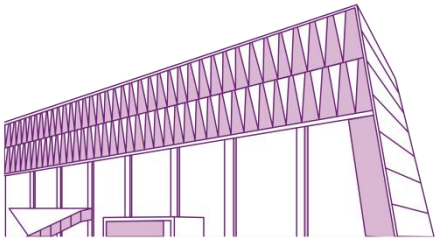
Ⅰ. Introduction

Ⅱ. Strategic Goals and Businesses

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I . Introduction

About KOCCA



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*Commissioned Umbrella Government Agency

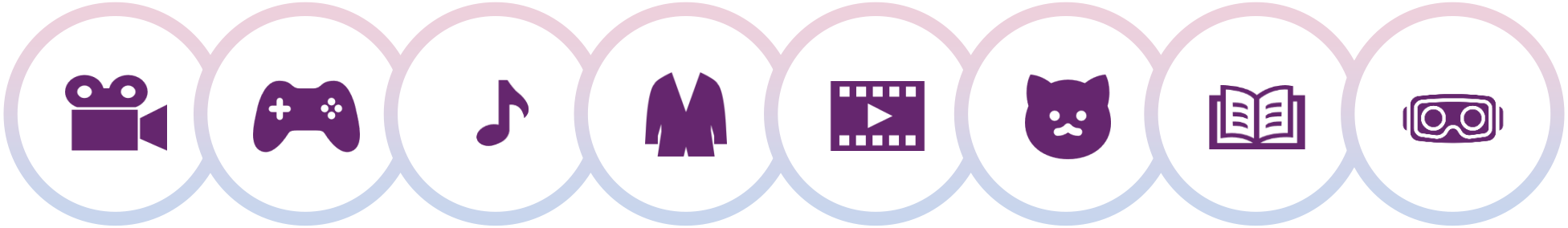
Established in May 2009 to push the overall Korean content industry promotion policies, pursuant to the Framework Act of Promotion of the Cultural Industries Article 31

Korea Broadcasting Institute + Korea Game Industry Agency + Korea Culture and Content Agency + Cultural Content Center + Korea Software Agency Digital Content Business Center

About KOCCA

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



Broadcasting | Video Game | Music | Fashion | Animation | Character | Comics | New Technology Convergence Content

Established in May 2009

Moved to Naju in June 2014

Approximately KRW 547.7 billion

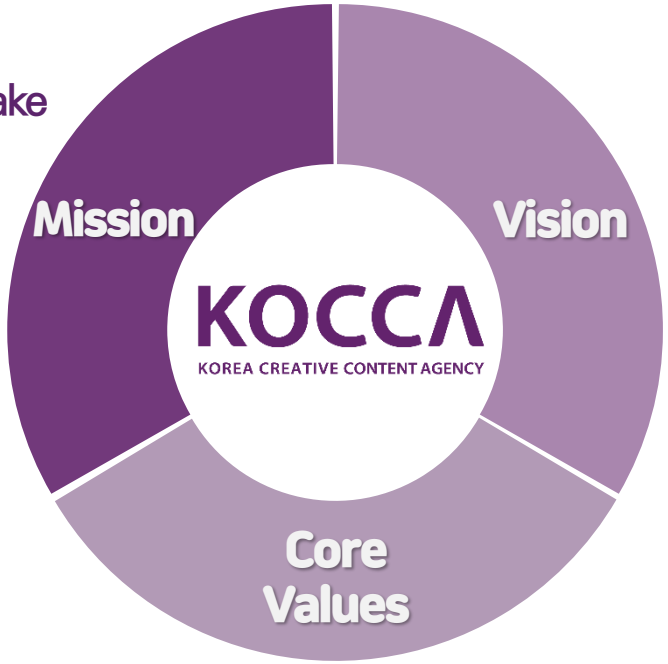
Size of Budget (as of 2023)

Approximately 500

Number of Employees

Mission & Vision

Promote content business **to make Korea a cultural powerhouse**



Promotional organization **leading the innovation and growth of K-content**

Creative innovation

Pioneering leader

Embracing growth

Strategies of Operations & Goals

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Ⅰ. Improving the Competitiveness of Content Companies

- 01 Customized support for production companies
- 02 Support globalization of K-content
- 03 Support startups at every stage
- 04 Promote policy financing centered on value



Ⅱ. Expanding the Foundation for Future Growth of Content Business

- 05 Support new business areas based on technology
- 06 Train talents for future convergence
- 07 Build locally driven industrial ecosystems
- 08 Strengthen the efficiency of content business policies

Ⅲ. Securing the Sustainable Management System

- 9 Innovate managerial and business structure
- 10 Internalize ethical and human-centric management
- 11 Improve workplace safety
- 12 Spread the culture of mutual growth

Strategies of Driving ESG

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ESG Management Vision

Become an organization dedicated to driving the sustainable growth of content business

Category	E Environmental	S Inclusive society	G Trusted organization
Direction	Leader of carbon neutrality in content industry	Create an environment in which all participants can mutually grow	Establish ourselves as an organization trusted by people
Objectives (by 2025)	Create 10 eco-friendly production & service guides (+ α), Apply eco-friendly guides to 30% of support projects, Reduce green-house gases emitted by organizations by 40%	Grant KRW 100 billion for geographically balanced development of content, Become an organization promoting mutual growth, Achieve zero safety accidents	Reach the highest tier in customer satisfaction, Achieve zero corruption in contracts and hiring, Reach the highest tier in information disclosure evaluation

Strategic Goals per Division

Environmental

1-1. Develop and distribute eco-friendly production & service guide for each content genre
1-2. Find and promote new support projects incorporating eco-friendly values
1-3. Establish eco-friendly management practices and culture in organizations

Social

2-1. Support improvement of human rights, working environment, and safety at work for content business
2-2. Expand support for geographically balanced development of content and build a more solid partnership with major local organizations
2-3. Drive and expand joint businesses between leading companies-SMBs, KOCCA-partners, and local communities
2-4. Strengthen support for content diversity, spreading our value globally
2-5. Create a safe and happy workplace for all staff members

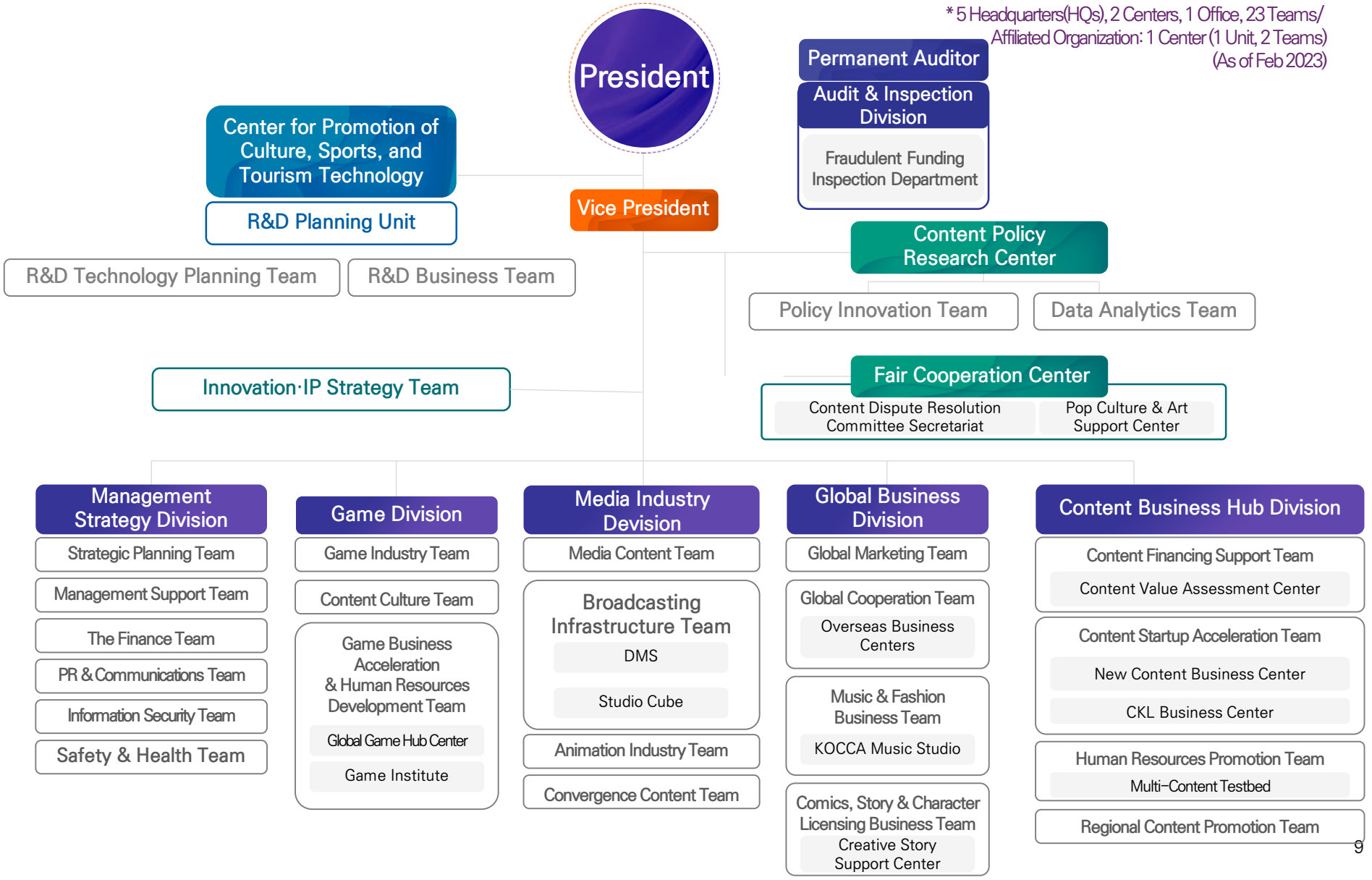
Governance

3-1. Establish an independent audit system and clean business practices based on integrity and work ethics
3-2. Enhance the system of assessing and announcing non-financial business performances

Organization Chart

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* 5 Headquarters(HQs), 2 Centers, 1 Office, 23 Teams/
Affiliated Organization: 1 Center (1 Unit, 2 Teams)
(As of Feb 2023)



Key Facilities of KOCCA

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KOCCA Headquarter

(Naju, Jeollanam-do)



Knowledge Industry Center

(Naju, Jeollanam-do)



Digital Magic Space(DMS)

(Sangam, Seoul)



Social Value Creation Center

(Yoeksam, Seoul)



New Content Business Center

(Yoeksam, Seoul)



Global Game Hub Center

(Pangyo, Gyeonggi)



Key Facilities of KOCCA

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CKL Business Center
(Gwanghwamun, Seoul)



Multi-Content Testbed
(Hongreung, Seoul)



Content One Campus
(Hongreung, Seoul)



Technology Promotion Center For Culture, Sports and Tourism (Daejeon)



Studio Cube
(Daejeon)



KOCCA Music Studio
(Jamsil, Seoul)



Key Facilities of KOCCA(Overseas)

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● Business Center (8 Branches) Marketers (2 Offices) Newly scheduled (5 Branches)

LA Center (U.S.A.)



Beijing Center (China)



Shenzhen Center (China)



Japan Center (Tokyo)



Indonesia Center (Jakarta)



Paris Center (Paris)



Vietnam Center (Hanoi)



UAE Center (Dubai)



Russia Marketer (Moscow)



Thai Marketer (Bangkok)

* Becoming a Business Center in 2023



Newly scheduled

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

Major Support Activities

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Policy Financing



The Roundup

- Proven as an excellent IP in '20 by content evaluation
- Recommended to invest (B.A. Entertainment)
- Promoted investment through the first high-value asset fund
- Box office sales: KRW 131.3 billion, tickets sold: 12.7 million



Show Me the Lucky-Boss!

- Supported Completion Warranty of KRW 95 Million in '21
- Launched on Naver Webtoon Platform
- Ranked No. 1 in the popular webtoon by day of the week



The Gangster, The Cop, The Devil

- Attracted investment through content evaluation
- Remade in Hollywood
- Sales of copyrights in 174 countries around the world

IP/Overseas



Dow-Dow

- Launched collaboration product with food company 'Wooyang' through participation of K-EXPO VIETNAM in 2022
- Conducted PPL at SBS 〈Taxi Driver 2〉 through K-brand marketing support in 2022



Pinkpong

- Global toy production Funding using Baby Shark IP in 2021
- Achieved 10% Growth in IP Product Category in '22
- Global spread after success of the Baby Shark challenge in Indonesia



Descendants of the Sun

- Awarded in Korea Story Contest 2011
- Supported office rental in the Story Creation Center
- Participated in overseas expansion support projects
- Created Economic Effects of KRW 3 Trillion by exports to 32 countries

Major Support Activities

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Animation /Character



Bigfoot Family

- Received support as a domestically produced animation in 2022 (Campfire Aniworks)
- Broadcasted on EBS in August, 2022 and season 2 is already scheduled
- License contracted with Yarun Toys of China for licensed toys
- Attracted KRW 5 billion external investment (Jan '23)



Persona

- Supported by '22 independent animation distribution support project'
- Invited to the 75th Cannes International Film Festival
- Won the top prize for undergraduates from Annecy International Animation Film Festival



KartRider: Drift

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

Training



Extraordinary Attorney Woo

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



The Priests

- Participated as a mentee in Content Creative Talent Partner Business 2013
- Box office sales: KRW 42.4 billion, tickets sold: 5.44 million



Soundtracks of Crash Landing on You

- Participated in Content Creative Talent Partner Business 2020
- Recorded tvN ratings of 21%
- Ranked Top 5 popular content in Netflix worldwide

Major Support Activities

Infrastructure



Studio Cube

- Built in 2017 as the largest facility to support broadcasting production in Korea
- Providing infrastructure to film Netflix original series (Squid Game and Sweet Home) and TV series (Jirisan and Mr. Sunshine)



KOCCA Music Studio

- Releasing performance series titled 'ON THE K' using extended reality (XR), the metaverse, surround sound, and other immersive technologies
- The performance titled 'The First Stage' hit 920,000 views and the performance titled 'Let's Trot' hit 1.49 million views



Creative Story Support Center

- 2016: Opened Ilsan Story Creation Center
- 2019: Movie 〈International Investigation〉, 53 million tickets sold
- 2021: Drama 〈Why Her〉, 10.7% rating

New Technology Convergence Content



Arte Museum

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



VIVID SPACE

- Opened New technology convergence contents exhibition hall at Incheon International Airport
- Exhibited Various K-content from immersive to participatory content



Afun Interactive

- Developer of Apoki, a 3D character, and the 'digital human technology based on real-time rendering'
- Selected as one of the 100 national R&D achievements in 2019 and won KRW 5 billion investment Recipient of KOCCA's Culture technology R&D Support for 2017 and 2019

Major Support Activities

Broadcasting



The King's Affection

- Ranked 4th in global non-English TV category in Netflix
- Winner of 50th International Emmy Award for Telenovela



Queen's Umbrella

- Rated 26.9%, top of all TV programs in the same time slot
- Ranked 3rd in the global non-English TV category in Netflix
- Top popularity ranking for 5 weeks in Tving



Reborn Rich

- TV viewing rate: 26.9%, the most watched drama in 2022
- Simultaneously released on Netflix, Disney+, and Viu
- Serviced in 170 countries worldwide, including Asia, Middle East, North and South America

Story



Red Shoes

- Ranked 7th theatrical animated feature film of all time by audience size (about 820,000 in total)
- Winner of the 'Grand Prize' at 2010 Korea Story Contest (Original: The Seven Dwarves)
- Winner of the 'Presidential Award' for Animation at 2018 Korea Content Awards



Why Her

- Organized into 16 episodes in SBS, 10.7% rating
- Work of resident writers in Story Creation Center (Kim Ji-eun, lee min young)



The Owl

- 8th box office in 2022, achieving 3.32 million cumulative viewers The Owl Boy, written by Bo-hyun Kim, won the runner-up prize in 2013 Korea Story Contest
- Provided filming locations for the movie by Studio Cube

Major Support Activities

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Game



Play Together

- Released in April 2021 and achieved annual sales of KRW 22.6 billion
- Reached 100 million global downloads and hit 4 million concurrent players in a day
- Recipient of KOCCA's 'Next-Generational (Global) Game Content Production Support' for 2020



Idle Moon Rabbit

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



SANABI

- Released Steam early access in June 2022 and achieved sales of KRW 400million
- Won the indie Game Category at the Korea Game Awards
- Supported for growth of early game developers in 2022

Fashion /Music



Virtual K-POP Star 'Apoki'

- 2021: Afun Interactive attracted KRW 100 billion investment
- 2022: Participated in Music Techtonics
- Recorded 1.9 million views with Mnet's 〈Relay Dance〉



Ul:kin

- Participated in Concept Korea New York 22 S/S as one of the Korean brands
- Received the Best Designer award in Korea Designer Fashion Awards 2022
- Achieved 78% eco-friendliness for new collections



Next Label

- 2021: Sales increased 7.9 times through brand supports
- 2022: Launched Design Battle Program, recorded 2.2M views on TV and YouTube
- Supported promotion of small and medium-sized designer brands by utilizing distribution channels of large companies

Scale of the Content Industry

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2022 Korean Content Industry

Global Content Market Size by country (2022)

Ranking	Country	Scale ($1 million)
1	U.S	10,573
2	China	4,837
3	Japan	2,175
4	Germany	1,309
5	France	1,209
6	U.K	834
7	Republic of Korea	753

※ World Market Scale in 2022: $2.714 trillion

KRW 144.4 trillion
Sales

USD 13.5 billion
Export

607,000
Employment

Source | Analysis of Overseas Content Market/ Based on the content industry 2022 settlement 2023 forecast seminar, expectations

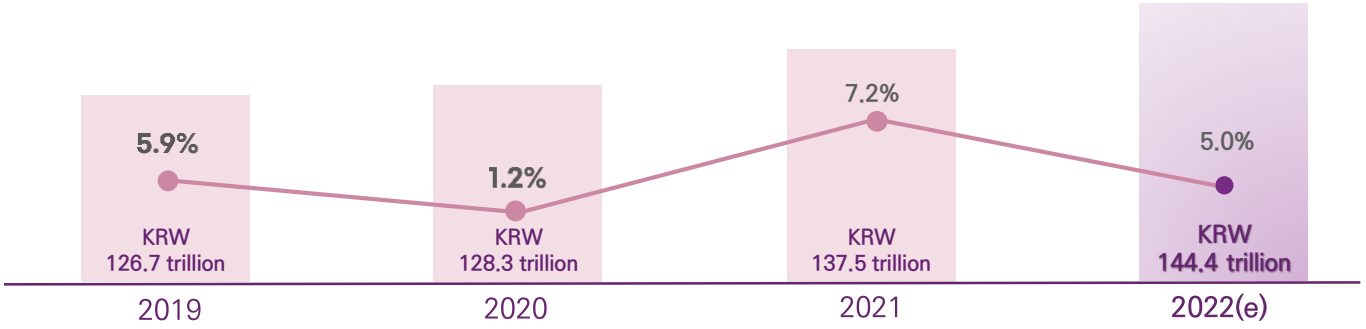
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2019 – 2022 Korean Content Industry Comparison

YoY rate of change

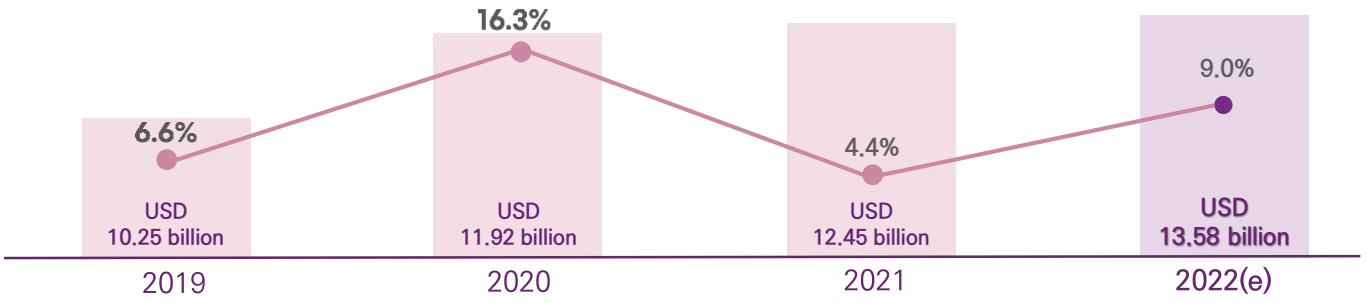


Content Business Revenue



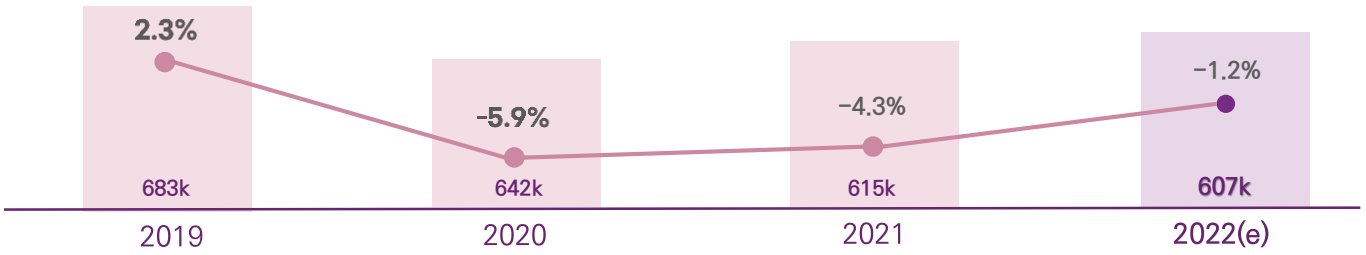


Content Product Exports





Workers in Content Industry



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

Ⅱ. Strategic Goals & Businesses

01. Improving the Competitiveness of Content Companies
02. Expanding the Foundation for Future Growth of Content Business
03. Securing the Sustainable Management System

01.
Improving the Competitiveness of Content Companies

- Customized Support for Production Companies
- Supporting Globalization of K-content
- Supporting Startups at Every Stage
- Promote Policy Financing Centered on Value

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① Customized Support for Production Companies

● Supporting Production for Key Genres

Game

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

Broadcasting

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

Animation

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

Character

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

Comics

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

Music

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

Fashion

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

Story

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

New Technology Convergence Content

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

Hosting Events in and out of the Country

Mar

Fashion Code

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

Jul

Character Licensing Fair

Content Licensing Exhibition demonstrating competitive domestic characters

K-Content Expo

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

Aug

Content Pitching Platform

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

BroadCast WorldWide

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

SEP

Seoul International Music Fair

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

OCT

Startup CON

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

K-EXPO

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

Korean Popular Culture and Arts Awards

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

NOV

Content IP Biz-Fair

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

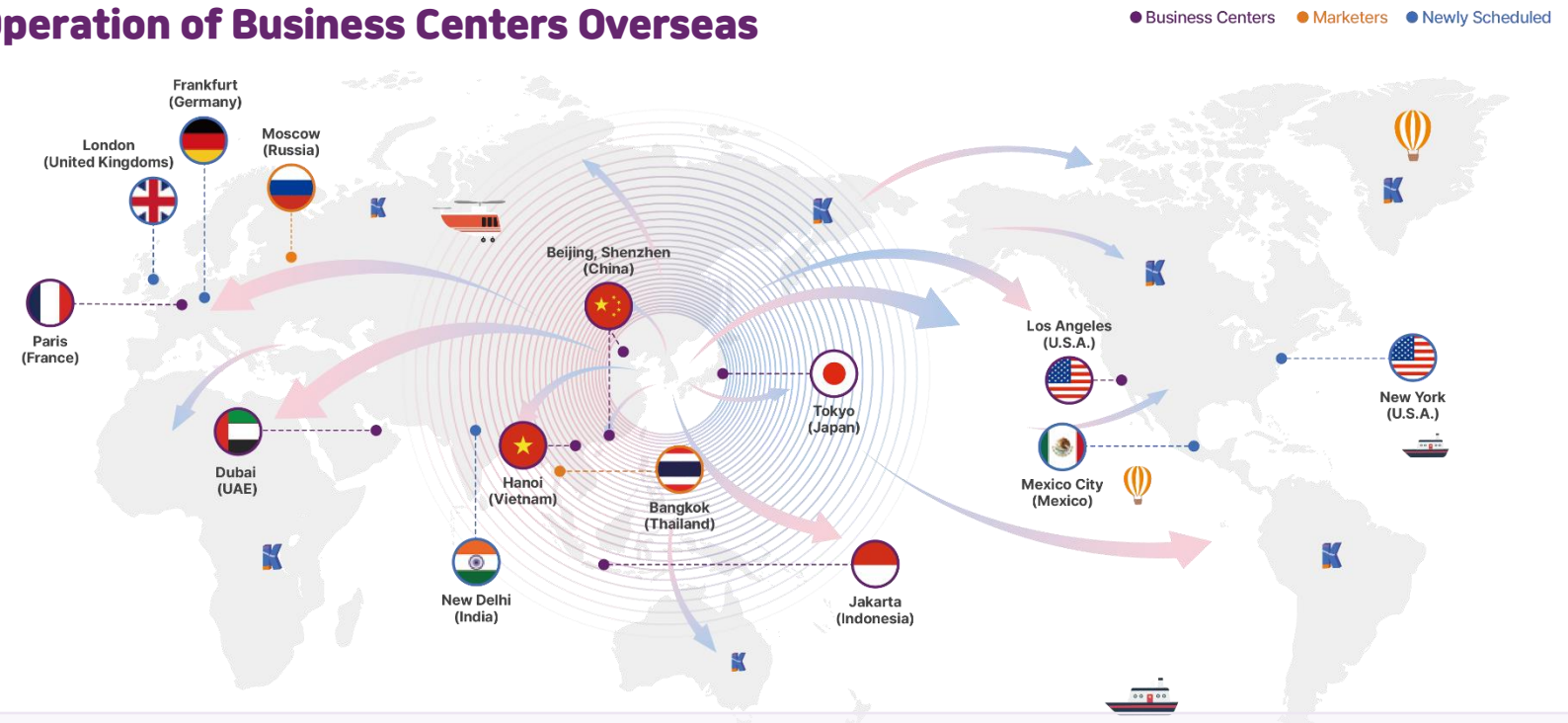
Game Levelup Showcase

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

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② Supporting Globalization of K-content

● Operation of Business Centers Overseas



Business Centers (8 Branches)	U.S.A. (Los Angeles), China (Beijing, Shenzhen), Japan (Tokyo), Europe (Paris), Indonesia (Jakarta), Vietnam (Hanoi), UAE (Dubai)
Marketers (2 Offices)	Russia (Moscow), Thailand (Bangkok) * Becoming a Business Center in 2023
Newly scheduled (5 Branches)	U.S.A. (New York), Germany (Frankfurt), U.K. (London), Mexico (Mexico City), India (New Delhi)

② Supporting Globalization of K-content

● Customized Support for Overseas Expansion



● Content Export Support

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

● Korean Wave-related Business Support and Intergovernmental Cooperation

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

③ Supporting Startups at Every Stage

● Support at Every Growth Stage









Brainstorming Stage	Inception Stage	Growth Stage	Mature Stage
Plan and create creative content	Promote inception of startups	Support mid-stage startups to take a big leap	Globally accelerate startups in each region
Support turning an idea into a business		Support content acceleration Support startups to grow with existing pioneers in the industry	Support startups to participate in the global market

● Operation of Content Creator Inception Space



CKL Business Center

Operate workspace and production facilities for content startups



CKL Biz Center

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

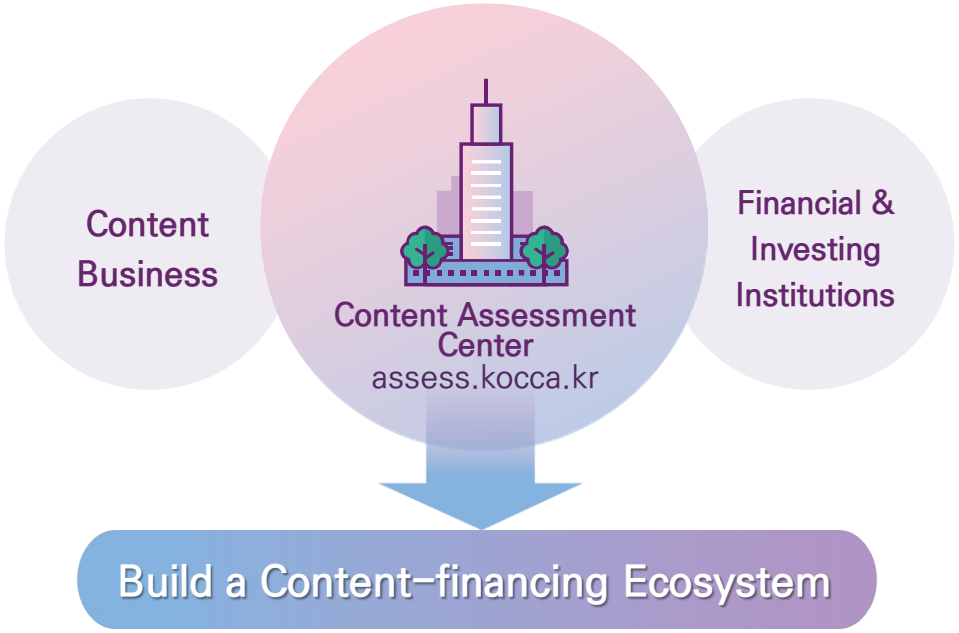


New Content Business Center

Assess and manage business performance of new technology-based content startups, provide customized acceleration, support promotion

④ Promote Policy Financing Centered on Value

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



● Investment-related Support for Promising Content

Content Value Assessment

Assess the possibility of Content of content to be commercialized (completion and success), recommend to investment companies and financial institutes

Content-specialized Warranty

Support warranty customized to content industry (planning, production, commercialization, IP, expanding overseas new technology convergence, OTT)

Culture Industry Completion Warranty

Fund projects that have closed a contract with a distributor so that the production can be completed

Grant Loans of Broadcasting Image Promotion Fun

Loan Support for cable TV channel operators (PP) and independent broadcasting video producers

Secondary Preservation of Content

Help warranted companies in the cultural content area to pay off their interests

Content Pitching Platform KNock	Enhance the ability to attract investments adequate for content business, host pitching events, recommend connected investment

02.
Future Infrastructure of Content Business

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

① Support New Business Areas based on Technology

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

Culture, Sports, and Tourism Technology Promotion Center

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



Core Technology R&D (Contest with Specifications)

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



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

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



Local Innovation R&D

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



R&D Training

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

① Support New Business Areas based on Technology

● Support for New Technology Convergence Content Industry Promotion



New Technology Convergence Content Production Support

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



Metaverse-related Production Support

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



Global Expansion Support

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

● Establishment of Infrastructure to Foster New Technology Convergence Content Industry



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



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



Overseas Exhibition Center Utilizing New Technology Convergence Content

② Train Talents for Future Convergence

● Support of Convergence Creative Talents Training Based on New Technology

Creative Talents Tailored to the Field

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

Talents Specialized in New Technology Convergence

- Development of technology-based working-level personnel to meet on-site demand in the content industry
- Operation of mid- to long-term training courses based on convergence content planning and production projects such as AI, XR

● Operating Infrastructure of Content Training and Demonstration



Content Institute Campus

Operate infrastructure for training and educating convergence talents



Content Culture Square

Rent infrastructure for demonstrating convergence content



Game Institute

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

③ Establishment of Local Content Industry Ecosystem

● Creating a foundation and supporting growth to foster the local content industry

Establishment and Management of Locally Fostered Governance

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

Promote Local Creative Startups

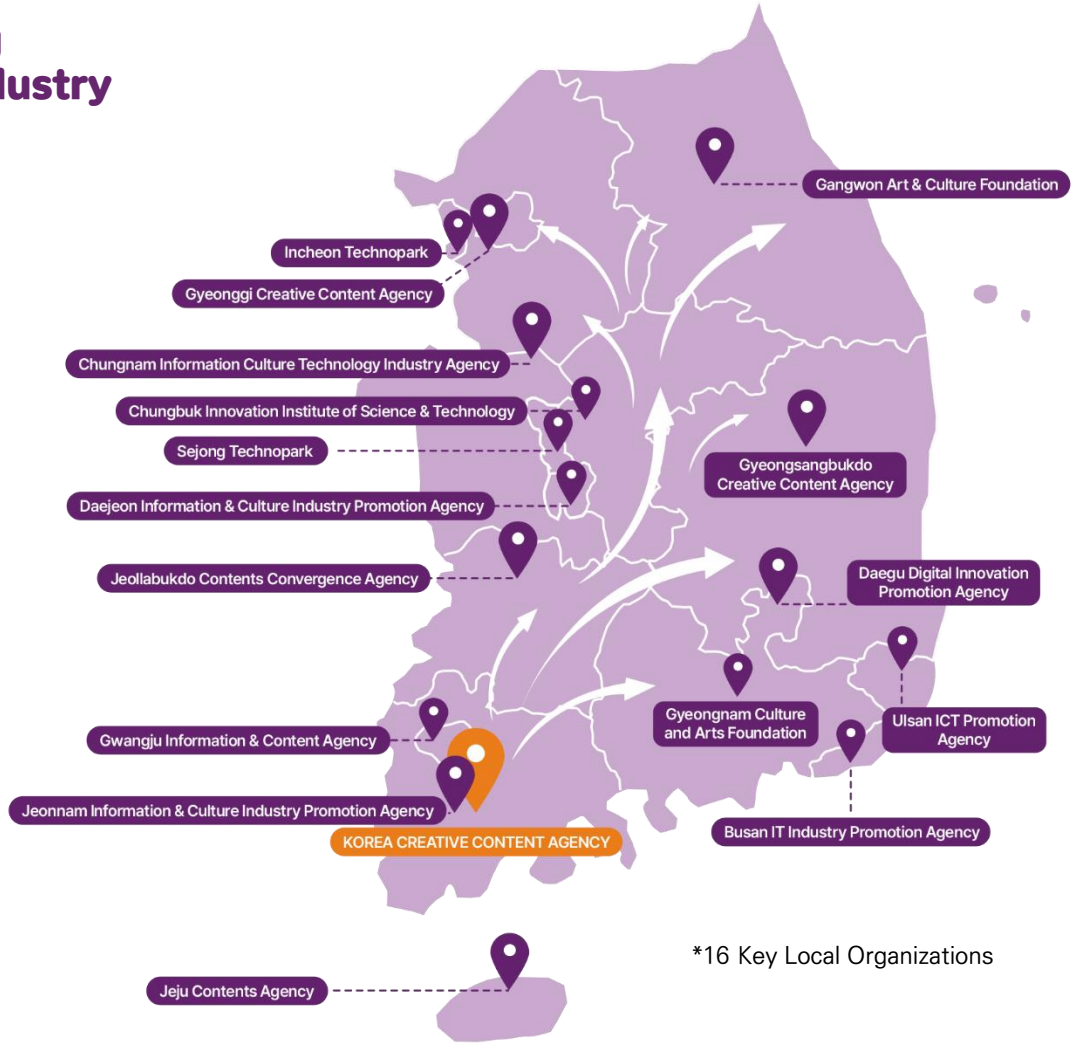
+ Run 15 Content Korea Lab Business Centers to train and promote local content creators and startups
+ Build 2 content business support centers and operate 9 of them to help startups enter the market and survive in early stage
+ Help local content businesses increase revenue and create new jobs by supporting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

Promote Local Video Game Industry

+ Promote local video game business by building and supporting a global game center for each of the 11 regions
+ Continuously yield success cases by supporting local video game businesses to produce, distribute, and expand overseas
+ Expand the e-sports industry base by building 2 regional e-sports stadiums and supporting operate 3 of them

Promotion of Local Content

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



*16 Key Local Organizations

④ Enhanced Efficiency of Content Industry Policies

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



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

● Policy Research and Factual Survey per Functional Genre



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

● Publish of White Papers



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

● Discovery and Promotion of Policy-level Projects



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

03.
Securing the Sustainable Management System

- Innovation of Business-Operating Structure
- Ethical And Human-centric Business Practices
- Improve Workplace Safety
- Spread of Mutual Growth Culture
- Exemplary ESG Performance & Management Case

03. Securing the Sustainable Management System

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Internalization of Ethical And Human-centric Business Practices

Advance ethical and human-centric business practices and improve integrity by conducting human rights impact assessments and establishing

Protect Human Rights for The Content Industry

Find ethical and human-centric policies and foster inclusive corporate culture by assuring gender equality, protecting minority and labor rights

Establishment of ESG Management

Realize corporate citizenship and achieve sustainable management by firmly establishing an ESG management system reflecting the characteristics of the organization and content industry

Enhanced Organization Management Efficiency

Enhance organizations by realigning functional businesses based on the analysis of internal and external environmental changes, making stakeholders participate, and utilizing innovative technologies

Systematized Foundations for Workplace Safety

Advance workplace safety regulations and become a leading organization in terms of safety management

Enhanced Workplace Safety of Content Business Policies

Build safer workplace by supporting safety inspection and disaster prevention efforts, find and support new business opportunities to spread carbon neutrality

Systematized Organizational Foundations for Eco-friendly Management

Advance eco-friendly work processes with employees, establish eco-friendly management system for organizations

Advanced System Driving Mutual Growth

Establish the system driving mutual growth to further expand the partnership with content business partners and local communities

Enhanced Support for Fair Trade and Mutual Growth of SMB

Demote unfair practices within the content industry, promote fair trade, and support mutual growth practices

Improved Internalization of Mutual Growth Culture

Spread mutual growth culture by providing training and supporting partners

Innovation of Institutional Management Structure

Management innovation based on systematic communication with stakeholders



Establishment of institutional management efficiency and innovation system based on communication participation



Advancement of ESG Drive Strategy for Sustainable Management

Internalization of Ethical And Human-centric Business Practices



Content Process Coexistence Center

Support counseling and consulting to maintain fair trade within the content industry



Content Gender Equality Center(BORA)

Support counseling and training to foster gender equality in the content industry



Pop Culture and Arts Support Center

Help companies to register in pop culture and arts business, and provide training, legal advice and mental health consultation



Content Dispute Resolution Committee

Support dispute mediation to enable fair trade and distribution within the content industry and protect users

Promoting a Culture of Harmonious Growth
(Protect Human Rights for The Content Industry)

● Operation of Social Value Creation Center (Yeoksam)

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



● Operation of Civil Affairs Center

Content Support Center (leum) (1566-1114)

Support resolving issues arising out of planning, production, and distribution of content

Business Growth Response Center

Support resolving civil complaints related to regulations bound on content business

Information Disclosure Claim Portal (www.open.go.kr)

Work closely with information disclosure officer and business departments by establishing a cooperation system

The Voice of the People

Quickly process civil complaints by automatically routing content-related disputes to the relevant dispute mediation committee through online system

Exemplary ESG Performance & Management Case

E



Support of Content Production that Promotes Eco-friendliness

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



Support of Sustainable Fashion Production

Increased Sales Average 34% among Supported Brands,

Acquired 4 new certification marks and test results related to eco-friendly fashion

S



Creation of Sustainable Jobs

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



Operation of ESG Academy

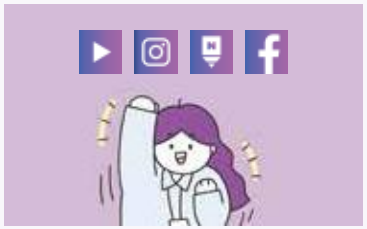
Improve ESG management awareness, share strategic approaches to achieve ESG performances

G



Announcement of Innovation Strategies Customized to the Content Industry

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



Operation of Social Media for Public Communication

Improve public accessibility of KOCCA’s information

KOCCA promote innovative growth ‘K-content’ to lead Korea a cultural powerhouse

