



Kocca

## 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

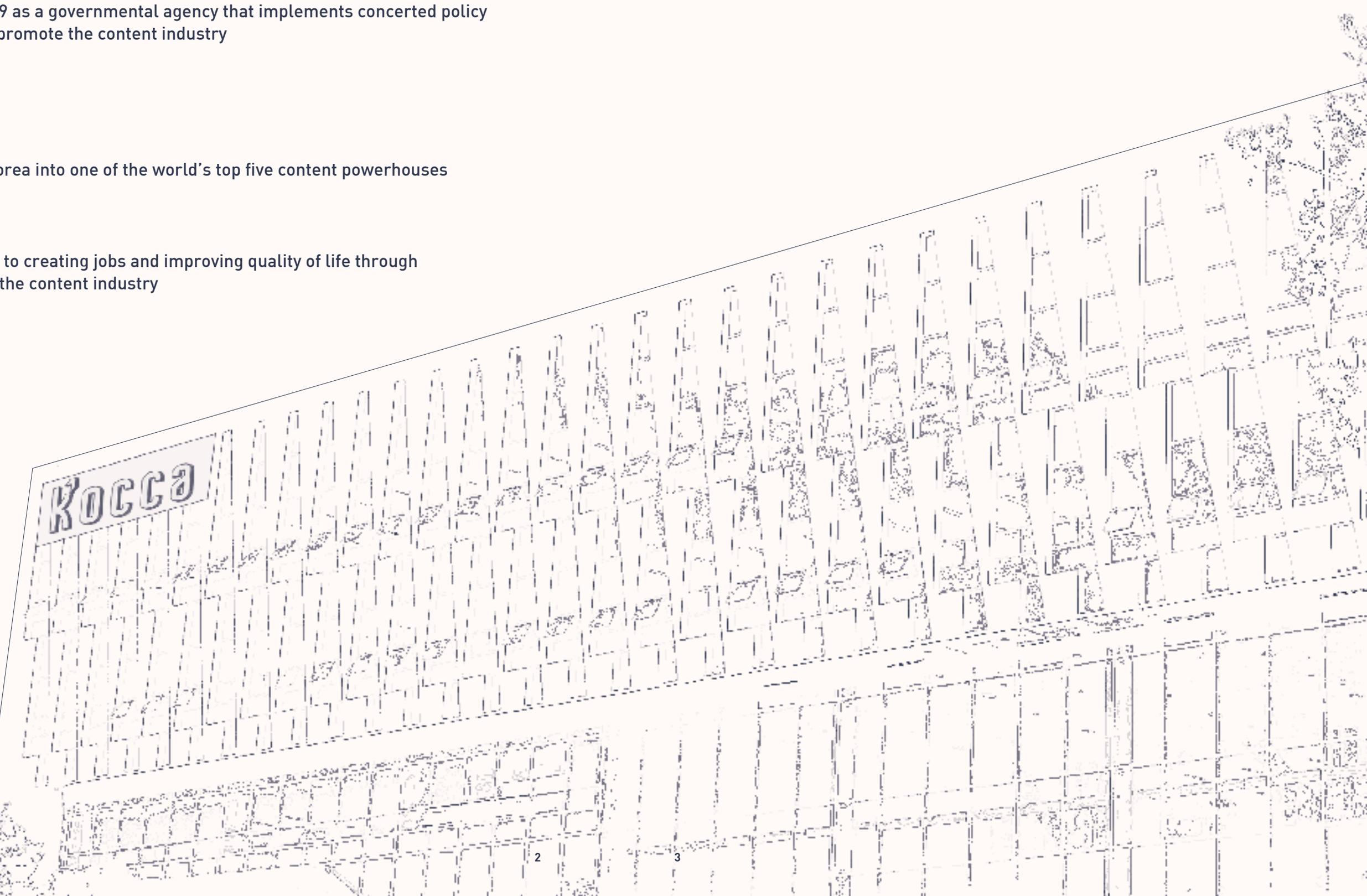
Pursuant to Article 31 of the Framework Act on the Promotion of Cultural Industries, the Korea Creative Content Agency (KOCCA) was founded in May 2009 as a governmental agency that implements concerted policy actions to promote the content industry

## 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

# KOCCA

## MAIN BUSINESSES & ACHIEVEMENTS

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### Main Achievements

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# PRODUCTION SUPPORT

01

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





## SUPPORT FOR OVERSEAS EXPANSION

02

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

# 03

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.





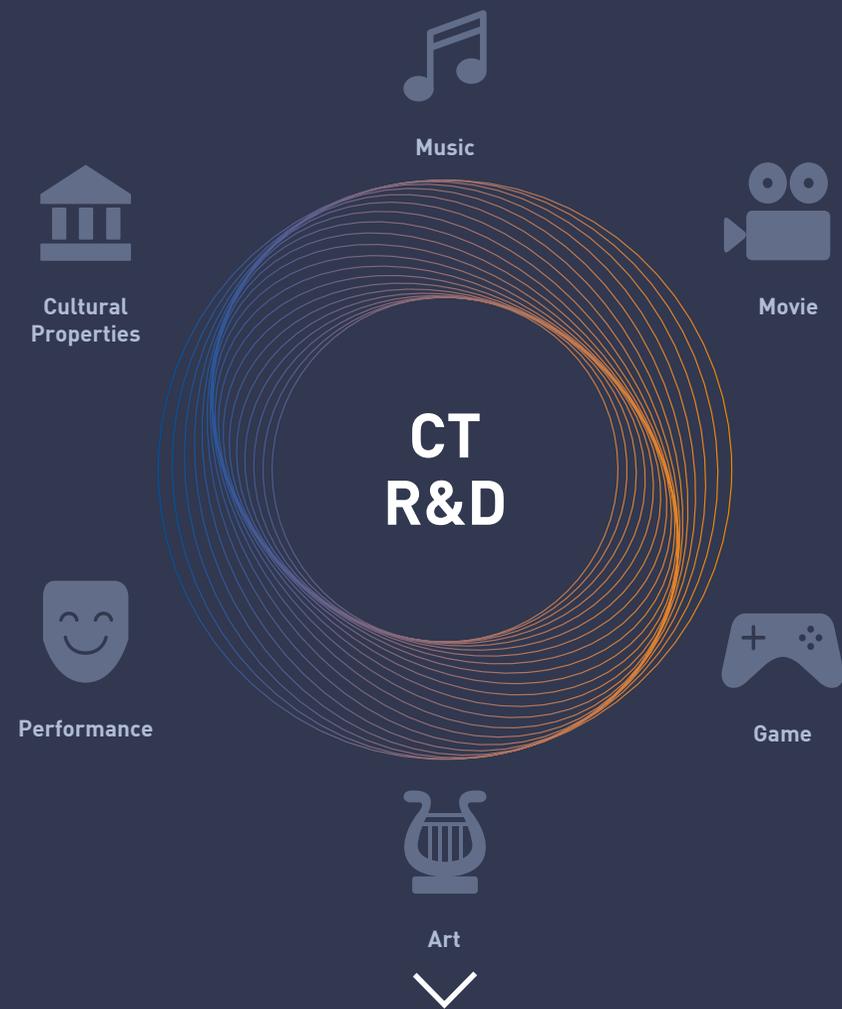
'ROBOT' Performance, Part of 2017 CKL Stage Lease Programs  
KOCCA and Blanca Li Company present BLANCA LI's ROBOT

## CULTURE TECHNOLOGY (CT) R&D SUPPORT

CT backs up the dreams and future of fusion content.

### | 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.



Develop High-Value-Added Content

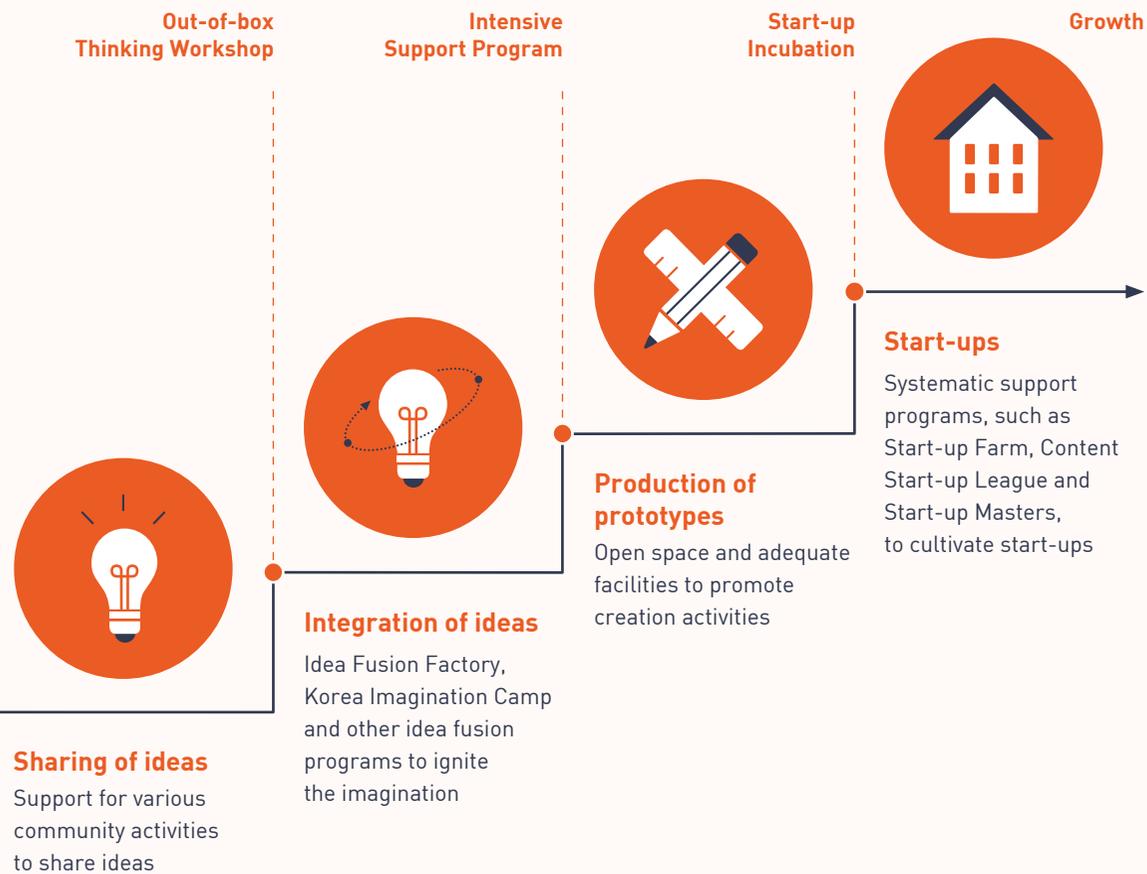
# SUPPORT FOR CREATION AND START-UPS

05

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

## | Content Korea Lab CKL

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





## SUPPORT FOR CONTENT FIRMS

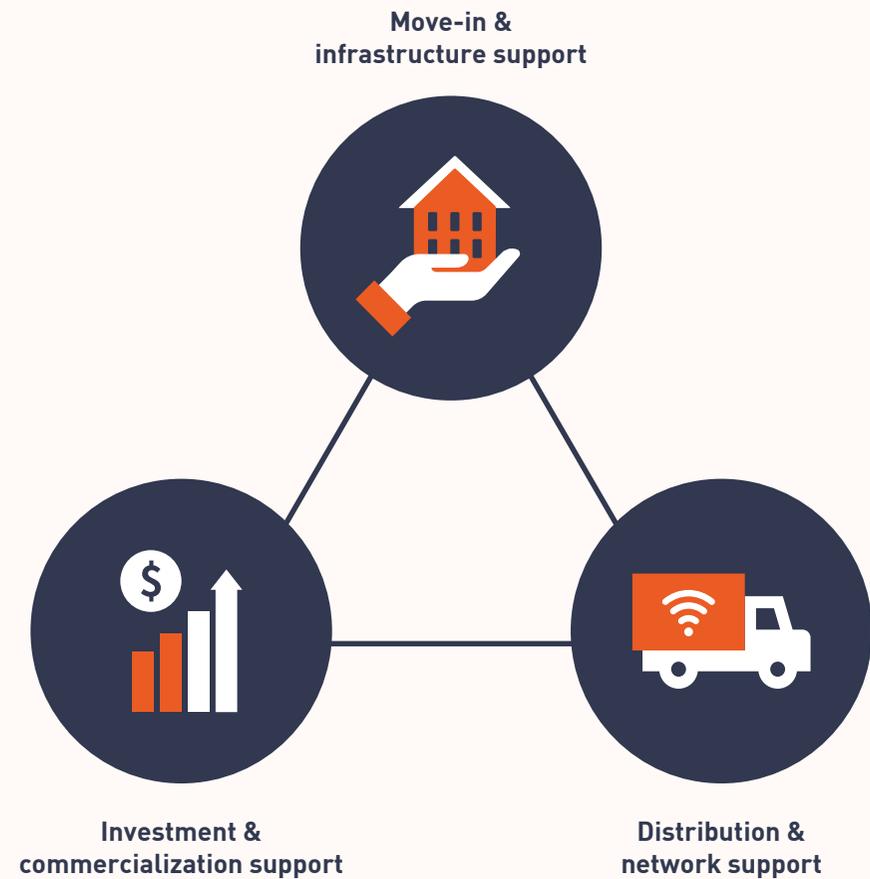
KOCCA operates programs to support content firms to sustain their growth and go global.

### | 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



# TALENT FOSTERING

07

KOCCA fosters core creative talents for the content industry.



■ **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.



## Seeds of Content Creation

- Discovery of stories, the seeds of content creation, and the fostering of storytellers
- Systematic support for story discovery, planning, development, commercialization and making inroads into overseas markets

## Story Creation Center (Ilsan Center)

- Local story lab program operation and support
- Pilot construction and operation of story distribution platform

# PROMOTION OF LOCAL CONTENT INDUSTRY

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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.





CHARACTER LICENSING FAIR 2017  
Campaign to use licensed characters

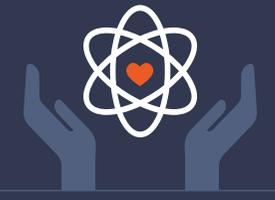
# CREATION OF VIRTUOUS CYCLE ECOSYSTEM

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

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





# SUPPORT FOR INDUSTRY INFRASTRUCTURE

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

## Production Support Facilities



**1 Bitmaru, Ilsan**  
One-stop complex facility and infrastructure



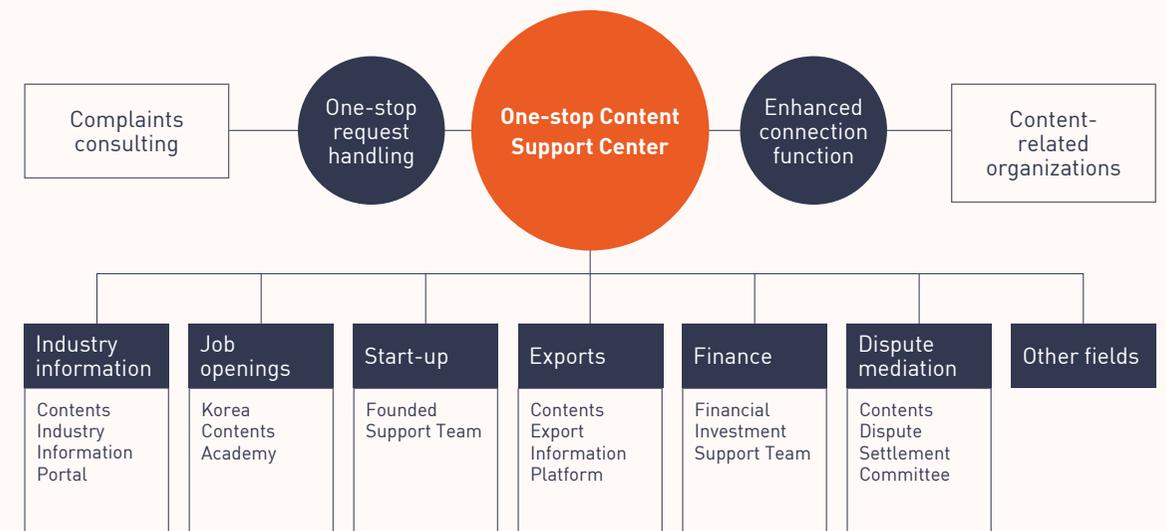
**2 DMS, Sangam**  
IP-based UHD broadcast production studio



**3 Studio Cube, Daejeon**  
The largest studio and support facility in Korea

## One-stop Service

Operate the "One-stop Content Support Center" to handle complaints and offer consulting service to content businesses



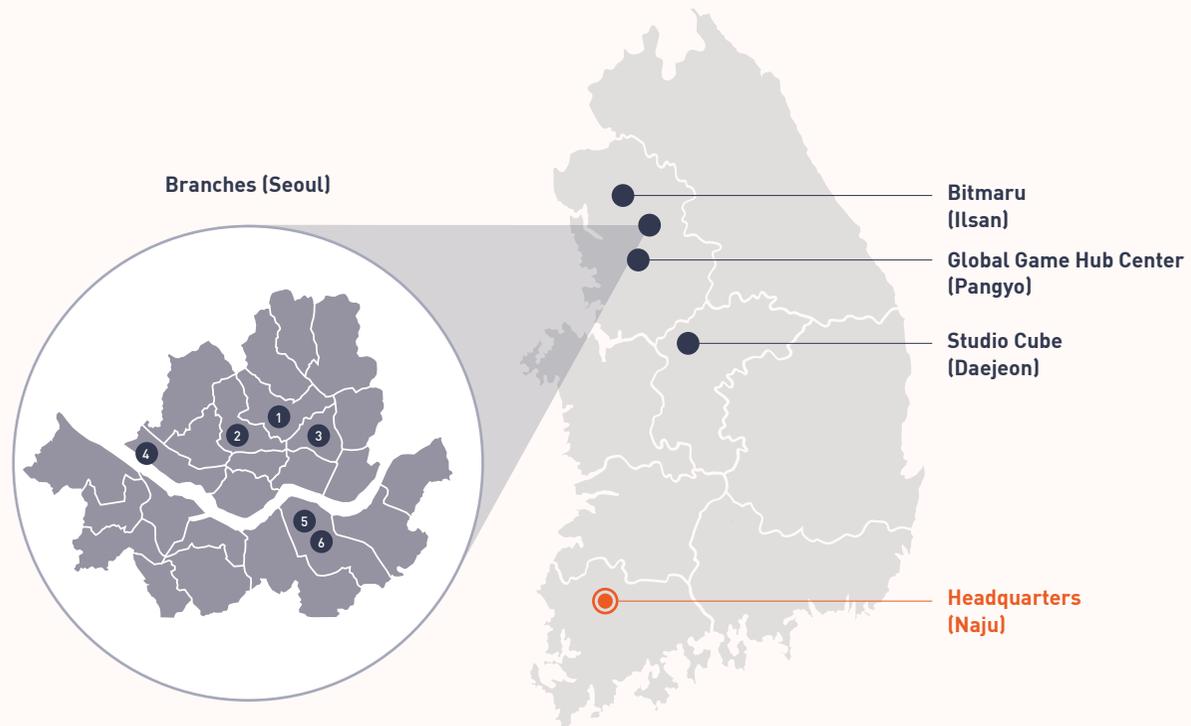


## MAIN ACHIEVEMENTS OF KOCCA

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](http://sns.kocca.kr)

**Content Exports Marketing Platform** : [welcon.kocca.kr](http://welcon.kocca.kr)

**Content Korea Lap** : [www.ckl.or.kr](http://www.ckl.or.kr)

**Korea Content Academy** : [edu.kocca.kr](http://edu.kocca.kr)

**Korea Content Dispute Mediation Committee** : [www.kcdrc.kr](http://www.kcdrc.kr)

**Global Game Hub Center** : [www.gamehub.or.kr](http://www.gamehub.or.kr)

**Storyum** : [www.storyum.kr](http://www.storyum.kr)

**KoCCA**  
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[www.kocca.kr](http://www.kocca.kr)

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