

# International Co-Production Promotion

Nov. 24, 2016

# Table of Contents

- Changes in the media environment
- Concept of co-production
- Needs for co-production
- Key cases of co-production
- Suggestions for co-production promotion



Audiovisual media  
diversification and more  
options for viewers



Broadcast content can be  
freely enjoyed, overcoming  
the barriers of time and  
space.

---

Given such changes in the media environment, what is the most important in terms of meeting customer needs is to create high-quality content.

---

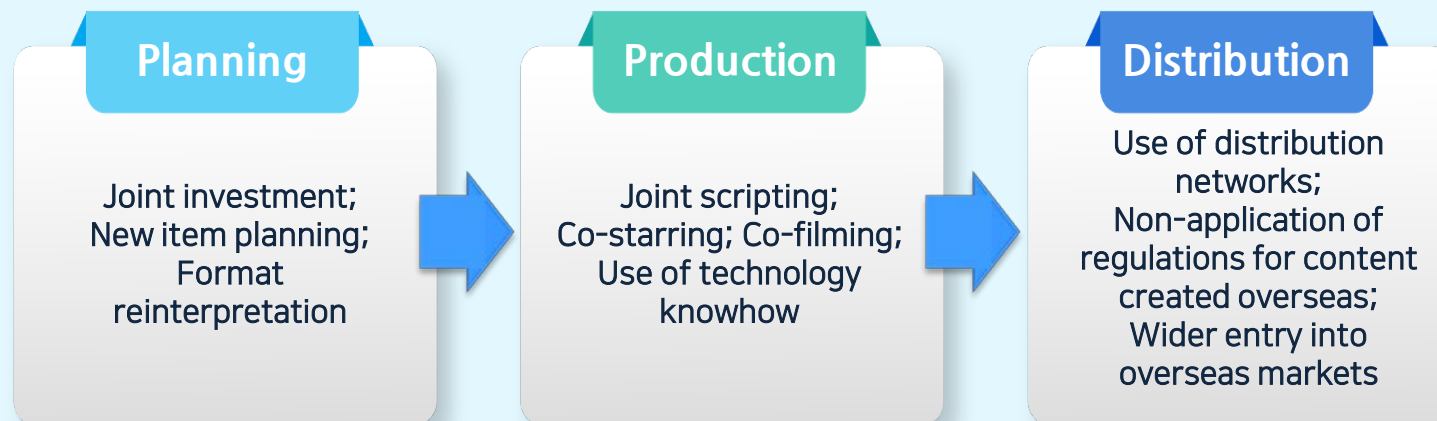
## 02 Concept of co-production

### Co-production?

- Refers to the process where programs are co-produced, sharing production costs and processes and enabling co-producers to share the rights thereto.
- If it applies to cross-border co-production, it means the process where the strengths of each nation are combined to create new content.



### Cooperation plans by content co-production phase



## 03 Needs for co-production



**Expand opportunities  
to create revenue**

Minimize risks and ease the financial burden  
by sharing content production costs.

**Expand cultural and emotional  
exchanges**



Promote a deeper understanding of original  
programs and culture via mutual cooperation.

**Co-  
production**



**Share broadcast technology  
and knowhow**

Use the strengths of partners  
by sharing content production technologies  
and knowhow.

**Develop  
high-quality content**



Contribute to enhancing the competitiveness  
of content by developing new types of  
creative and top-quality content.



# 04 Key cases of co-production

- Baby on the way
- Aired Dec. 2015 ~ Jan. 2016

## Documentary



## Animation



- Miraculous: Tales of Ladybug & Cat Noir
- Aired November 2015 (Season 1) / May 2016 (Season 2)

## Entertainment



- Running Man
- Aired Oct. 2014 (by season)

## Co-production in various genres

## Web-drama



- Drama World
- Aired July 2016

## Drama



- Forever Young
- Aired December 2014

At the initial stage, co-production focused on documentaries and animation but has expanded to include dramas, entertainment, and web-dramas.

## ✓ Reasons for failure to promote co-production

**A**

Different production environment by nation.  
(language barriers, production culture, etc.)

**B**

Differences in production costs by nation  
and uncertain profitability.

**C**

Lack of experience and experts  
in international co-production.

**D**

Difficulty in forming a consensus  
on themes and content.

**E**

Lack of awareness of needs  
for co-production.

## ✓ The government's active support is required.

### Conclusion of co-production agreements

Guarantee the status of local content; prevent copyright-related conflicts; enable the seamless inflow of equipment and the effective handling of visa issuance-related processes.



### Financial support and tax benefits for promoting production.

Share relevant information such as overseas production systems and production companies.



Cultivate professionals, offering legal advice.



Thank you!

