

**1985**

**Feb. 4** Establishment of the Institute for Communications Research(ICR)  
**Oct. 15** Research Results Presentation: Long-Term ICT Outlook  
**Dec. 13** Research Results Presentation: Ways to Foster Venture Business

**1986**

**Jul. 22** Joint Research Agreement with Japan's Research Institute of Innovative Technology for the Earth(RITE)  
**Oct. 23** Korea-Japan Conference on IT and National Development

**1987**

**May 11** Seminar on the Current Status & Outlook of Communications Satellites  
**May 27** Seminar on Future Society and the Role of ICT

**1988**

**Jan. 30** Establishment of the Korea Information Society Development Institute(KISDI)  
**May. 1** Study Visit Program for ICT Human Resources in Strategic Countries

**1989**

**Jun. 8** Conference on Information Society and Privacy  
**Oct. 12** International Conference on ICT Policy Development Direction: Privatization and International Trade

**1990**

**Mar. 30** Seminar on Information and Telecommunications Development and Economic Restructuring  
**Jul. 26** Seminar on the Information Society and New Media Broadcasting Policy  
**Oct. 11** International Conference on International Value-added Networks and the National Economy

**1991**

**Mar. 6** The Seoul International Conference on Transportation, Telecommunications and Tourism (part of the Pacific Economic Cooperation Conference)  
**Oct. 26** Symposium on Policy Measures for Market Opening and the Media Industry  
**Nov. 7** International Seminar on Internationalization, Localization and Informatization

**1992**

**Mar. 30** OECD and ICCP/KISDI/TIDE 2000 Club International Conference  
**May 8** Inter-Korean Conference on Telecommunications, Broadcasting and Mail Exchange Promotion  
**May 19** Public Hearing on Restructuring of Telephone Charges

**1993**

**Oct. 8** International Seminar on ICT Innovation and the National Economy  
**Nov. 15** Multilateral Negotiations on Uruguay Round Communications Standards

**1994**

**Oct. 13** International Conference on KISDI-CSIS Information Superhighway  
**Oct. 31** Seminar with the Chinese Postal Financial Service Delegation

**1995**

**Apr. 26** International Conference on the New World Order based on the Information Superhighway co-hosted by KISDI and the OECD  
**Oct. 23** Public Hearing on Preparations for the World Trade Organization(WTO)'s Communications Standards  
**Oct. 26** Seminar on Ways to Enhance Competitiveness of the Wireless Calling System

**1996**

**Apr. 29** Seminar on Upgrade of Telecommunications Number Structure  
**Jul. 23** Korea-EU Telecommunications Procurement Agreement  
**Oct. 19** The 1st ITU Policy Forum

**1997**

**Jan. 29** Final Negotiation on WTO Communications Standards  
**Jun. 17** International Seminar on the Convergence of Broadcasting and Telecommunications  
**Jul. 12** Forum on Information Infrastructure Building and Software Industry Development

**1998**

**Jan. 9** Seminar on Science Technology and ICT Policy for Overcoming the Financial Crisis  
**May 1** Launch of the Study Visit Program for ICT Human Resources Development in the Asia-Pacific Telecommunity's Developing Country Members  
**Aug. 26** Public Forum on Policy for Facilitation of the Cable TV Industry

**1999**

**Jan. 22** Public Forum on Telecommunications Tariff Regulations  
**Aug. 1** Study Visit Program for Chinese Next-Generation Leaders in the Telecommunications Field  
**Oct. 27** Public Forum on Introduction of Universal Service

**2000**

**Apr. 28** Policy Forum on the New Environment and Policies for the Digital Economy  
**Jun. 13** Public Hearing on the IMT 2000 Policy Plan and Strategy

**2001**

**Feb. 20** Asia Development Bank Workshop on ICT for Development  
**Mar. 15** Public Hearing on the Privatization of Korea Telecom  
**Oct. 9** Public Hearing on Mobile Telecommunications Tariff Issues According to Changing Market Conditions  
**Oct. 25** Korea-Vietnam IT Forum

**2002**

**Jun. 7** KISDI-OECD Joint Meeting on ICT  
**Sep. 1** Agreement on Establishment of KISDI-DGF Korea Training Center(KTC)  
**Nov. 1** Dispatched IT Policy Advisory Delegations to Vietnam and Myanmar  
**Nov. 14** International Symposium on Bridging the Digital Divide in East Asia

**2003**

**Oct. 4** Research Agreement with the National Institute of Posts and Telematics Strategy  
**Oct. 27** Joint Research Agreement with the Hawaii Research Center for Future Studies  
**Dec. 18** International Symposium on the Establishment of Mobile Communication & Mobile Government

**2004**

**May 10** International Seminar on Mobile Communications Development and the Digital Divide  
**May 31** Public Hearing on Terrestrial Mobile Multimedia Broadcasting  
**Aug. 12** Public Hearing on WiBro Policy

**2005**

**Mar. 3** KISDI's 20th anniversary ceremony & publication of the 20-year history  
**Sep. 6** 2005 Asian DHX Forum  
**Oct. 25** Public Hearing on Telecommunications Handset Subsidies

**2006**

**Mar. 16** Public Hearing on Modified Enforcement Decrees of and Rules on the Radio Waves Act  
**May 11** Forum in preparation for Korea-United States Free Trade Agreement Negotiations  
**Nov. 24** Public Hearing on Policy to Improve Bundled Services

**2007**

**Mar. 23** Opening of Korea-Japan Asia-Pacific Information Infrastructure Test-bed  
**Oct. 9** Medical Experts' Remote Operation via Trans-Eurasia Information Network 2  
**Oct. 30** Korea-ASEAN u-ICT Forum

**2008**

**Apr. 30** Symposium on Public Sector Informatization  
**Jun. 16** Seminar on IPTV Content Industry Regulation  
**Oct. 21** Workshop on Enhancing Broadcasting Competitiveness and Establishing Public Awareness

**2009**

**Feb. 9** KISDI International Seminar on Overseas Broadcasting Deregulation Trends and Outcome  
**Jun. 12** KISDI International Conference: Green ICT - Challenges and Opportunities  
**Sep. 1** KISDI-FMMC MOU on Broadcasting & Telecommunications Cooperation & Research Exchange  
**Oct. 26** OVUM-KISDI Research Exchange Meeting  
**Nov. 26** Symposium on Korea's Internet Culture and Development

**2010**

**Sep. 2** Public Hearing on Proposals for Operator Licensing of Comprehensive Programming and Report Channels  
**Oct. 27** KOREA-World Bank Workshop(in Mongolia, Tunisia, Japan, Serbia)  
**Nov. 4** KISDI Global Conference 2010:'Beyond IT Convergence: Innovation to the Future'

**2011**

**Jan. 18** Symposium on 'Broadcasting-Telecommunications Convergence & Changing Media Landscape'  
**Sep. 1** Seminar on Digital Broadcasting Policy Under Integrated Broadcasting Act  
**Sep. 6** Seminar on Programming Policy in Smart Media Age  
**Dec. 7** Seminar on Redefined Communications Charge and Communications Benefit Index

**2012**

**Mar. 15** Connectivity & Creativity Forum: '10 ICT Agendas: Tasks for the 19th National Assembly'  
**Jul. 13** Seminar on Reasonable Use and Management of Network & Transparent Traffic Management

# Leap and Rise

A Leading 'Global ICT Think Tank' in Smart Era

Since 1985

KISDI, since its establishment in February 1985, has made enormous strides in supporting 'ICT Powerhouse Korea' through communications environment improvement and ICT industry promotion. The Institute has made a remarkable contribution to achieving 'Smart ICT Korea' beyond 'ICT Powerhouse Korea' with its in-depth and insightful research. The Institute has paved the way for Korea to explore growth engines and develop a clear vision for the future. ICT in Korea has continued its development at break neck speed. Behind the remarkable development is KISDI's strenuous effort and commitment.

'From ICT Powerhouse Korea  
to Smart ICT Korea',  
Development Led by KISDI

1985

# KISDI History

Leap and Rise

ICR's research on the privatization of KT and the introduction of competition in the telecom service market paved the way for improving the competitiveness of the telecom market. The Institute put Korea's monopoly market structure to a halt by providing a policy-based logic that underpinned the introduction of competition in the telecommunications market while encouraging the industry to sharpen its competitive edge.



ICR was also responsible for carrying out research on the future of the information society. Hence, the Institute has undertaken research on the effects of informatization on economy, society, and the everyday lives of Koreans, as well as the effective cultivation of ICT venture businesses.

1990-1996

## Supporting Korea's Efforts to Improve Global Competitiveness and Responding to Market Opening Pressures by Promoting Competition

During this period, the telecommunications policy focus was shifted from the quantitative growth to qualitative growth, which was to take the nation's informatization to the next level. Diverse research activities were conducted including advancing telecommunications networks, promoting consumer benefits through advanced networks and services, and narrowing the nation's information gap.

At that time, there existed a growing need to expand ICR's role. In 1987, ICR became a government-affiliated research institute and was renamed the ICT Development Research Institute in accordance with the newly proclaimed ICT Development Research Institute Act. As such, the Institute was able to carry out research on the overall the telecom sector including policy, institutions, industry, as well as international trends in a more effective way.

At the end of the 1980s, countries around the globe started to introduce competition into their respective telecom markets while simultaneously accelerating deregulation. Amid the growing pressure by advanced nations to open the market, domestic conglomerates were eager to make inroads into the telecom market. Against this background, the Institute led the first restructuring of the telecom industry based on in-depth research on the privatization of KT and the introduction of competition into the market. In addition, the Institute encouraged the gradual introduction of competition by finalizing the classification of telecom operators and identifying entry conditions by operators.

KISDI History

04 + 05

1985-1989

## Laying the Foundation for Economic Growth as Think Tank in Digital-Information Age with Improved Communications Infrastructure

The Korea Information Society Development Institute(KISDI) was established with Korea's aspiration and ambition for 'Global ICT Korea'. Its establishment was a beginning of drawing up a new vision for national development in response to the transition from industrialization to informatization. It also marked the beginning of Korea's endeavors to transform itself from a developing nation in a resource and labor-based analog age to an advanced nation in a knowledge-based digital age.

Despite remarkable achievements in the 1970s and 80s, Korea's industrialization was faced with limitations. Many obstacles such as oil shock and currency fluctuation hindered the efforts to improve its industrial competitiveness and economy. The only way to break through was to foster the ICT sector, and it required intensive and effective investment. In particular, the telecommunications sector, the nation's backbone, needed to be restructured from the ground up for its economic development.

In 1985, the Institute for Communications Research (ICR), the predecessor of KISDI, was established. ICR was a strategy policy Think Tank whose aim was to bridge the then industrial age to the information society. It was a daunting task with numerous policy challenges concerning the long-term development of the telecommunications sector such as developing informatization policies, cultivating venture businesses, streamlining the managerial process of Korea Telecom(KT), improving the telecom pricing scheme, and developing the postal sector. As the sole ICT policy research institute in Korea, ICR boosted its research capacity with those grand missions.

In terms of policy, the first priority was to roll out fixed-line telephone services. ICR suggested socio-economic changes and pricing schemes based on its forecast of the service's growing penetration. The Institute carried out research on telecom pricing scheme, equipping the government with a more reasonable policy framework.





Such efforts were intensified, and in 1989, the Council for ICT Development was set up, strengthening efforts led by the private sector to address the pressure by advanced nations including the United States. In particular, the Council's proposal initiated by the Institute played a big role on the ICT negotiation table.

In the 1990s, mobile phones began to emerge. At this time, the Institute carried out tasks related to selecting operators and setting up regulatory schemes, as competition began to make its way into the domestic telecom industry. In addition, the Institute helped the government select new telecom operators in a transparent manner. Furthermore, the Institute took part in the process of privatizing KT, enhancing transparency of the open bidding process used in selecting operators.

In the mid-1990s, there was a growing need for a second restructuring, as fixed and mobile services became converged and media conglomerates emerged. The existing regulatory framework was no longer able to cover new services in the rapidly diversifying telecom industry. The Institute made efforts to make the government recognize the need for another phase of restructuring, while leading the efforts to determine the restructuring process.

The research capacity accumulated through those activities spread to the realms of international cooperation and policy export. In 1992, the Institute received two projects titled 'ICT Development in Indonesia' and 'Master Plan for ICT Development in the Eastern Indonesia' from the Asian Development Bank. The Institute was approved to set up the Asia Pacific Information Infrastructure (APII) and carry out related international cooperation activities at the 2nd APEC Ministerial Meeting on Telecommunications and Information Industry (TELMIN) held in Australia in 1996. In light of this approval, the Institute set up the APII Cooperation Center, taking on the responsibility of APEC-related tasks among which included ICT policy analysis and consultation in APEC Telecommunications and Information(TEL) Working Group, and official Web site operation and maintenance. Furthermore, the Institute conducted a number of projects including the Asia Pacific Information Infrastructure(APII) Testbed project, ASEM' Trans-Eurasia Information Network (TEIN) project, ASEAN+1, and ICT HRD programs.



1997-2004

Providing Core Strategy for Growth Engine and Responding to Paradigm Shift to Enhance Economic Competitiveness

In 1997, the Korea Information Society Development Institute Act was passed. Accordingly, the Institute was once again renamed as the Korea Information Society Development Institute(KISDI). With the passage of this Act, KISDI expanded its research scope to include informatization and ICT industry policy, consolidating its status as a leading ICT Think Tank in Korea.

During this period, the nation experienced the 1997 Asian financial crisis, which KISDI helped the government overcome while concurrently encouraging the government to promote the ICT industry as an effective mid-and-long-term measure needed for economic recovery.

Most of all, creating jobs and exploring growth engines was the top priority of policymakers. In this regard, KISDI came up with diverse policy recommendations to nurture venture businesses including establishing venture capital funds and stimulating business-academic cooperation for venture businesses. KISDI also provided policy recommendations to address high unemployment rates and measures for job creation, including utilizing ICT human resources as well as improving HRD programs. In particular, KISDI pro-actively supported the government in developing the ICT industry into an export-leading business. These efforts were behind the nation's subsequent economic growth where the export of cutting-edge ICT devices such as semiconductors, mobile phones, and LCD played a major role.

Establishing a level-playing field was also important in promoting competitiveness. KISDI recommended the privatization of KT and establishment of the appropriate competition structure to the government. As part of these efforts, the Institute supported diverse policies of implementing fair competition in the mobile telecom market, licensing new operators, expanding foreign ownership in the facility-based telecom sector, and carrying out quality assessments of telecom conglomerates.

Efforts were also put forth to promote diverse Internet-based businesses, encouraging effective economic activities based on the Internet infrastructure set up according to the informatization policy. KISDI, in particular, provided policy assistance related to comprehensive measures to streamline laws and acts, promote technology development and standardization, and cut taxes.





In the 2000s, KISDI conducted research on setting up a system to respond to a new paradigm, the digital economy. The Institute carried out research on the roles of the ICT industry in the era of the digital economy, coming up with measures for promoting both the IT industry and the national economy. Moreover, KISDI contributed to establishing national strategies by carrying out research on systems, the economy, and industry with the aim of laying the foundation for the digital economy.

2005-2010

### Growing to 'Global ICT Think Tank' and Promoting Future Study and Media Industry by Leading Convergence

During this period, KISDI focused on ICT-based future research. To establish ICT-based national development strategies, the Institute chose 50 themes including politics, economy, society, culture, education, and welfare. Given that there was no institute in charge of future studies in Korea unlike in other advanced nations, the existence of the Institute was certainly of note. In particular, KISDI's research on megatrends in Korea laid the foundation for accurate forecasting of future industry developments.

As ICT and non-ICT convergence emerged, there was a growing need for the laws and institutions to promote convergence. As such, KISDI carried out a number of research projects on convergence-related topics including bundling. Moreover, the Institute sought to suggest the direction of mid-and-long-term communications policy to cope with the convergence environment, while preparing for next-generation ICT services and the changing market environment.



The constructive convergence of broadcasting and telecommunications had been a mission of major significance in the ICT sector. In this light, KISDI carried out research on promoting telecom convergence and sharpening the sector's competitive edge.



In addition, the Institute conducted research on the global media industry, broadcasting competitiveness, the introduction of media labs, media ownership, and broadcasting advertising sales. Furthermore, KISDI made efforts to expand cooperation with counterpart institutes around the world.



2011~

### Leading 'ICT Convergence' in Smart Era and Enhancing ICT Competitiveness by Fostering New Industries

To date, KISDI has conducted an extensive research on how to respond to Smart ICT-driven changes in the market. That was an effort to forecast changes in Smart era and explore a direction in response to new market conditions and environments of Smart ecosystem. At the same time, KISDI has focused on research on fair competition-promoting system, direction for social media, and sustainable development of telecom industry for Smart ICT. In particular, users' welfare and telecom industry development were the main research subject, which covered easing users' burden, e.g. service charges, through the wide use of wireless Internet, and net neutrality issue emerged by ICT ecosystem change.

The Institute also studied how to evolve social changes driven by fast-spreading digital convergence and Smart ICT in a healthier and desirable way. Symposiums and seminars have been held to diagnose and forecast changes of society and its people in response to ICT development.

Moreover, KISDI has made continued efforts to advance the broadcasting market and enhance its public functions in the era of broadcasting-telecommunications convergence. For instance, research on fair competition has been continued to deter monopoly in the market and increase diversity while efforts have been putting forth to enhance the global competitiveness of the broadcasting market by reforming its structure to fit into Internet-based Smart media. Research projects, in particular, have been conducted over analysis of global media landscape and media programming in Smart era with an aim of upgrading the broadcasting-telecommunications industry based on ICT infrastructure.



The Institute has joined the Korea's endeavor of exploring growth engines by conducting studies on fostering new industries through ICT convergence. In the same vein, comprehensive and diverse research activities have been carried out by KISDI to analyze the effects of diverse smart devices on the entire industry, improve content competitiveness, and promote cloud-based convergence services, which is all to improve the capacities of new ICT-based industries and to reform related regulatory framework.



“KISDI as Global Think Tank,  
leading ICT-based  
Smart · Convergence Era”



Since its establishment in 1985, KISDI has carried out policy research and strategy planning on knowledge and information society including telecommunications, media, convergence and postal management. The passion and dedication of researchers at KISDI has significantly contributed to Korea's efforts of exploring growth engines and drawing up future strategies.

ICT, these days, is fast expanding its arena beyond technical areas of informatization and industrial development to the entire society, leading effective and open communication. Moreover, it is playing an important role in spreading convergence between economic and social sectors.

In this Smart era, ICT is taking a bigger role and creating new values through various convergence. In other words, it is bringing about changes and opportunities by supporting information-sharing anytime, anywhere and promoting new convergence.

KISDI is taking a leap forward to becoming 'Global Smart ICT Think Tank' in line with the development and wide spread of ICT. KISDI spares no efforts to lead the development of economy and society while working for a healthy and sustainable ICT ecosystem.

Based on its rich experience and knowledge, KISDI passionately continues its in-depth policy and strategy research. We appreciate your continued interest and support.

Dongwook Kim President

A handwritten signature in black ink, consisting of stylized Korean characters, positioned below the printed name of the president.



## Leading Smart Age with Passion and Dedication to Creativity and Convergence

ICT development has brought a remarkable change across the entire society. In Smart era, creativity is promoted based on participation, openness, and sharing and new industries are fostered through open communication and convergence. KISDI, while growing to world's best ICT policy-strategy research institute, never stops its efforts to provide in-depth analysis and research on the future. As the Institute always has been, KISDI is tirelessly working with the accumulated experience and expertise.



## Interdisciplinary Research Based on Humanities and Social Science, and Policy Recommendations for Changes in ICT

The convergence and future research is undertaken to analyze ICT industry which has been expanding its clout throughout hardware, software, Internet service and media. An in-depth analysis of various issues is also carried out regarding a future society and the right policy direction is suggested so that Korea would further enhance its status as ICT powerhouse in a platform competition and join the ranks of advanced economies.

The research on ICT industry analyzes hardware and software from a convergence perspective and studies all industrial issues on the chain of Content(C) - Platform(P) - Network(N) - Device(D) which covers information, media, and entertainment content. Based on this analysis, various policies to promote ICT industry are presented.

The humanities-based research on convergence is conducted to figure out how to connect future ICT society to technologies and to services. Research is also carried out covering all political, economic, social and cultural issues including research on the positive and negative effects of Smart Society. Moreover, the Institute conducts studies on regulations for a healthy information society and counter strategies against the adverse effects of broadcasting-telecommunications convergence(e.g. the protection of human rights to information and prevention of cyber attacks).



Leap and Rise

Major Research

12 + 13

## Research on Policy Response to Wide-Spreading Smart Ecosystem and Development Strategy of ICT Industry

### Participation gap in smart mobile environment and Policy response

Research is conducted on what affects the mobile divide, i.e. different social or economic characteristics between smartphone users, and policy responses are suggested to narrow the information gap in smart mobile era.

### Wide spread of smart ecosystem and Paradigm shift in SW industry

Analysis is carried out over the changing characteristics and structures of SW industry in response to the spread of smart ecosystem, in particular cloud computing, thereby suggesting mobile divide-narrowing policies and enhancing the understanding of ICT industry

### Internet's Economic Ripple Effects

As the traditional broadcasting-telecommunications industry is increasingly moving towards the Internet, and accordingly, its industrial structure is changing, policy direction for promoting Internet economy is studied by analyzing its weakness and strength.

### Structural change of ICT industry and Policy response

Based on analysis of structural change by ICT sector, policy responses are studied covering ICT manufacturing, SW, and venture. Moreover, ICT industry development strategy is re-established to respond to structural changes of ICT industry, and integration between sectors.

### Key Research Themes

- Structural change of ICT industry and Policy response
- Internet's economic ripple effects
- Paradigm shift in content industry in connected environment
- New policy issues in big data age and User-centered policy
- New conflicts in digital society and Policy direction for social integration
- Wide spread of smart ecosystem and Paradigm shift in SW industry
- Mobile broadband and Mobile Biz model
- Participation gap in smart mobile environment and Policy response
- Social platform- driven changes in Korean society and Policy response
- ICT market forecast
- Employment structure of ICT industry and Policy direction



## Research on Telecom and Spectrum Policy and Market Analysis for Development and Fair Competition of Telecom Market

The research on telecom policies and market analysis are carried out, including the efficient use of spectrum resources and management policies, for developing the telecom market and cultivating a fair competition environment.

In terms of telecom policies, by analyzing change drives in the market, research is conducted on regulatory framework reform(e.g. regulations on telecom service classification and market entry), policies of introducing new services for market promotion, criteria for unfair market activities (including ex post regulations), and user protection policies.

Telecom market analysis is performed over regulatory reforms to cultivate and support a fair competition environment. With a market analysis based on data, research is carried out on competition-promoting policies(e.g. regulations on market dominant service providers, price regulations for market dominators, Net neutrality, and wholesale of network), policies for a level-playing field(e.g. interconnection regulations), universal services, and telecom accounting scheme.

Moreover, research on spectrum policies is conducted to develop the spectrum sector and efficiently use spectrum resources. In this context, the Institute carries out a comparative study on major countries' spectrum management systems, research on the policies for spectrum assignment, allocation, retrieval, and reallocation and strategies for spectrum-based industrial development.



## Research on Telecom Market Competition and New Mobile Frequency Assignment Policy

### Research on Net Neutrality and Internet Traffic Management for Sustainable Growth of ICT Ecosystem

Research is conducted on traffic increase at home and abroad including the trends of wired-wireless Internet market, major service (mVoIP, SmartTV, and portals), network technologies, current and forecasted traffic usage by major device, traffic control capacity of wired-wireless Internet access providers and related investment.

### Analysis of Telecom Market Competition

Rational assessment index and methods are developed in accordance with environmental, technical and regulatory changes including broadcasting-telecommunications convergence, and telecom market competition is thoroughly assessed by comprehensive and systematic assessment criteria, which ultimately contributes to effective and fair competition in the market.

### Research on New Mobile Spectrum Assignment Policy

Under the 'Mobile Kwang Gae To Plan' established in response to exponentially increasing mobile traffic, research is conducted to come up with new mobile broadband spectrum assignment policies in consideration of response to increasing traffic, promotion of next generation network, market competition promotion, and cultivating fair competition-inducing environment.

### Key Research Themes

- Competition-promoting policies in telecom services
- Telecom service market analysis and forecast
- Mid-to-long-term regulatory reform on telecom service classification and market entry
- Strategies for the introduction and promotion of new telecom services
- User protection and(ex post) regulations for unfair market activities
- Legal and regulatory framework reform for broadcasting-telecommunications convergence
- Competitions in the telecom service market
- Strategies for advancing the broadcasting-telecommunications market by regulatory framework: interconnection, price regulation, universal service, network sharing, resale or tie-in sale, accounting, etc.
- Domestic policies for spectrum assignment and allocation
- Foreign spectrum management polices





## Analysis of Broadcasting Services and Media Market and Research on Related Regulatory Policies and ICT Statistics

The Institute implements an in-depth market analysis of changes in the market for the development and competition promotion of the broadcasting and media market. Research is also conducted on the policy direction for traditional media development, market competition and new media.

In response to a wide spread of digitization and Smart media, mid-to-long-term visions and policy direction for the broadcasting sector are presented. The research scope covers the reform of broadcasting-related law, systems, and regulations; broadcasting for enhanced public welfare; and policies to improve media system.

In terms of the ICT statistics, data on current issues and changes in ICT sector, mainly on broadcasting and new media, is accumulated, analyzed, and provided. With a broad research on the current status of broadcasting and new media markets, and media usage patterns, the Institute collects and provides statistical information through KISDI STAT, statistical information system.



Leap and Rise

Major Research

15 + 17

## Policy Recommendations for Developing Broadcasting Content Industry, and Strategy Suggestion in Response to Broadcasting-Telecommunications Convergence

### Establishment and Management of ICT Statistical DB(1)(2)

Comprehensive ICT statistical DB is established and managed, for instance KISDI STAT, in which statistics on broadcasting, media industry and usage patterns is provided with graphs and maps, including statistics of broadcasting market and service providers, panel research on Korean media, and international broadcasting and consumer survey.

### Analysis of Content Competitiveness

Korea's domestic broadcasting content industry is analyzed based on studies on its industrial structure, market strategy, and user environment, and HR policies of the content industry are also studied to come up with policies and projects for the industry's development.

### Research on Broadcasting and Public Interest in Smart Media Age

Broadcasting's role to serve public interest is redefined by reflecting changes such as broadcasting-telecommunications convergence and looking into advanced countries' cases, and related sub-indexes are analyzed. New models are developed based on surveys on citizens' and experts' view on the industry's role to serve public interest.

### Policy Direction for Internet-Based New Media and Mid-to-long-term Research on Media Development

The future direction for the media market is predicted through literature reviews and Delphi study, looking into issues related conflicts between new and old systems. Based on environment and scenario analysis, policy direction is generated, and sub-policy tasks are presented regarding users' right protection, fairness, market competition promotion, and media industry development.

### Key Research Themes

- Policies for advancing broadcasting and media industries and promoting competition in markets
- Analysis of market, media influence index, broadcasting assessment, and programming
- Analysis of competition in the broadcasting market
- New media and digital broadcasting, and Policy for video content
- Legal and regulatory reforms for broadcasting-telecommunications convergence
- Management of KISDI STAT website
- Panel research on Korean media
- Production of national statistics(e.g. Annual Report on the Broadcasting Industry in Korea)



## Analysis of Major International Cooperation Agenda and International Cooperation Projects in Broadcasting-Telecommunications

The Institute conducts a comprehensive analysis of major agenda set by international organizations (ITU, OECD, WTO, APEC, ASEAN, AIBE, and etc.) and international cooperation projects in the broadcasting-telecommunications sector which involve supports for trade negotiations, consultation projects for developing countries, and research on North Korea.

Analysis is carried out over main issues raised by OECD ICCP(Committee for Information, Computer and Communications Policy) and ITU(International Telecommunications Union) and counter strategies are established. Moreover, international cooperation in telecommunications among the members of APEC(Asia-Pacific Economic Cooperation) and ASEAN(Association of South East Asian Nations) and their counter strategies are also studied.

The Institute conducts policy consultation for broadcasting-telecommunications, ITU-D cooperation research, and research on North Korea. Key trade negotiation issues regarding WTO and FTA are also analyzed and researched.



Leap and Rise

Major Research

18 + 19

Upgraded status as global ICT Think Tank by improving trade negotiation capability in broadcasting-telecommunications and providing related policy consultation for developing countries

### Improved Trade Negotiation Capability

Korea's capability at multi or bilateral trade negotiation, e.g. WTO or FTA, is improved, encouraging market opening of strategic partner countries by analyzing main issues in broadcasting and telecommunications and coming up with effective counter strategies.

### Hosting International Conference and Support for International Organization Activities

Main issues of international organizations including ITU, OECD, APT, APEC TEL, ASEAN TEL, AIBD, and IIC are analyzed and assessed by issue, e.g. information protection, Internet economy, STRI (Service Trade Restrictiveness Index), and by expert or institution in charge.

### Policy Consultation for Developing Countries and Cooperation Project

In consideration of strategic needs and requests from developing countries, four developing countries are selected among members of ASEAN or strategically important regions and provide them with policy consultation and cooperation project. Moreover, Korea's expert in broadcasting and telecommunications is dispatched to the selected strategic country and provides policy consultation tailored to the needs of the country.

### Research and Strategy for ITU-D

Comprehensive analysis of ITU-D agenda and contribution of best cases for developing countries are provided, and policy consultation on ITU-D and cooperation(PP-14, WSIS Forum, APT and etc.) for developing countries is offered under the leadership upgraded by TDAG(Telecommunications Development Advisory Group) and other ITU activities.

### Key Research Themes

- Analysis and counter strategies on broadcasting-telecommunications agenda established by international organizations(OECD, ITU, APEC, AIBD, etc.) and high level meetings
- Analysis of agenda on trade issues in broadcasting-telecommunications including WTO and FTA and Support for trade negotiations
- Policy consultation on broadcasting-telecommunications for developing countries and cooperation projects with developing countries
- Research on North Korea and ICT cooperation in Northeast Asia



## Research on Postal Management Strategy, Postal Business and Postal Finance Businesses

The role of postal management research is to support the policy-making of Korea Post, the Korean postal service, through in-depth studies on the postal business run by the Korean government, as well as to raise the services provided by Korea Post to the global standard with advanced analysis.

Related research focuses on the management strategy of Korea Post, and moreover, studies are also carried out on creating new growth engines to strengthen the competitiveness of postal service as well as postal savings/insurance services.

Furthermore, by promoting global cooperation, systemized knowledge is provided over the postal sector and information.



Leap and Rise

Major Research

20 + 21

## Research on A New Role of Korea Post and Business Strategy for Innovation

### Research on Improved Social Service of Korea Post

Social services based on network infrastructure, as a means to strengthen the social role of Korea Post, are analyzed from various perspectives.

### Research on Smartphone-driven Changes in Financial Service and Response of Korea Post

Analysis is carried out based on surveys on experts and users to look into success factors of financial services on smartphones, and to find out Korea Post's strategy.

### Research on Business Strategy for Korea Post's Innovation

Marketing strategies are established to improve Korea Post's fiscal soundness and profits, effectively restructure organization, and establish HR or business innovation strategies.

### Key Research Themes

- Promotion of Korea Post's social service
- Smartphone-driven changes in financial service and Response of Korea Post
- Enhancement of postal financial service for the disadvantaged
- Improvement of savings services including providing a basis for LCF
- Mid-to-long-term business strategy for postal insurance
- Business strategy for Korea Post's innovation
- Brand evaluation of Korea Post and promotion strategy
- Improvement of packet rate system and its development strategy
- Development of postal financial infrastructure and business strategy
- Advancement of post-related laws
- CRM strategy based on profiling of Korea Post consumers
- Publications of Postal Information Review and White Paper on Korean Postal Business



# KISDI Publications

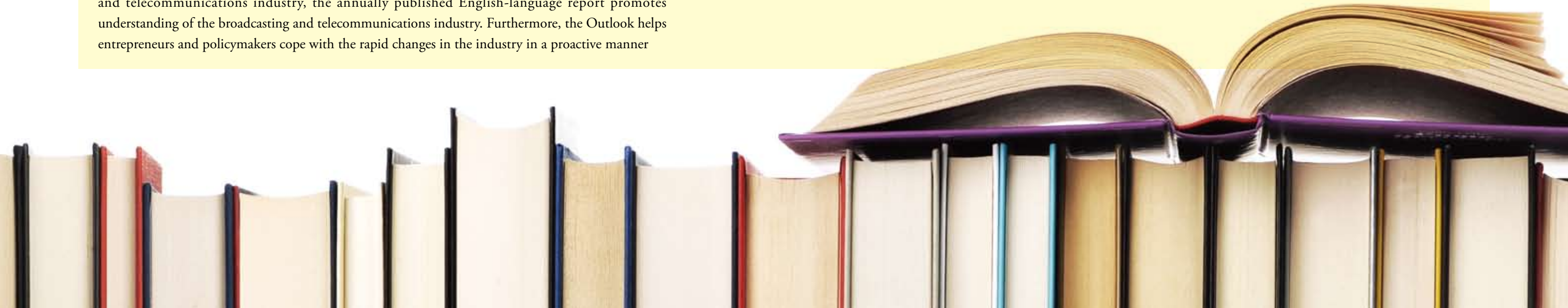
- **Research Report** | The Reports presents mid-to-long-term policy issues and alternatives to support policy-making of the government with theoretical and empirical analysis. Research issues of this Report include laws and regulation in response to broadcasting-telecommunications convergence; upgrade of ICT industry's competitiveness; agenda and strategies of trade negotiations over communications including WTO and FTA; analysis of current issues at home and abroad; and support for policy-making of postal management.
- **KISDI Premium Report** | The Report develops constructive and realistic alternatives to current IT issues and, by doing so, reflects the current status of IT policies and all studies conducted by KISDI. The report is issued monthly(12 issues a year).
- **Information & Communications Policy** | The Report analyzes major issues regarding ICT policies at home and abroad and provides information on ICT policies and industry trends with the aim of contributing to mapping out ICT policies, improving ICT institutions and increasing the understanding of changes in industrial environments. The report is issued every other week(23 issues a year).
- **Postal Information Review** | The Review is issued quarterly for experts and persons involved in the postal sector to advance Korea's postal policies and its management. The Review introduces domestic and foreign countries policies, trends, and relevant theories of postal business and postal savings & insurance business.
- **Asian Journal of Information & Communications(AJIC)** | AJIC is an international journal on broadcasting and telecommunications convergence, and, moreover, convergence between ICT and communication. The English-language journal is published semiannually in spring and autumn with six sections of research scope.
- **ICT Industry Outlook of Korea** | Looking into the status quo and forecast of Korea's broadcasting and telecommunications industry, the annually published English-language report promotes understanding of the broadcasting and telecommunications industry. Furthermore, the Outlook helps entrepreneurs and policymakers cope with the rapid changes in the industry in a proactive manner

Leap and Rise

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