Building Respect for Copyright – Achievements and Challenges

Purpose: Information
Submitted by: Korea
BUILDING RESPECT FOR COPYRIGHT

- ACHIEVEMENTS & CHALLENGE -

Hyojung Yoon
Assistant Director
Ministry of Culture, Sports and Tourism
KOREA
KOREA’S LEAP FORWARD: 25 YEARS

(1997) SPECIAL 301: WATCH LIST

- Was one of the economies under the Watch List in 1997 when the 1st IPEG Meeting was held
- Continued to be included in the List until 2009

(2022) INT’L IP INDEX

1st 96.43
2nd 94.71
7th 85.57

· Overall IP: 12th
· Copyright sector: 7th

* US Chamber Global Innovation Policy Center (GIPC)
CONTENTS

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02  PUBLIC AWARENESS CAMPAIGN

03  ACHIEVEMENTS

04  POLICY GOAL
School teachers give instructions to their students on copyright law

- **Students** are encouraged to **create their own works** such as poems or paintings
- While creating works, they **encounter various copyright-related issues** such as: plagiarism, derivation, permitted use, or public works
- Then, **teachers give explanation and information** on how to address the relevant copyright issues and what to do and not to do in order to achieve proper copyright protection for their own creations
✓ **Specific Topic** Lectures are provided on specific topics upon request
  - Ex) Music, Cinema, Fine Arts, Comics, Games

✓ **Participant-Friendly** Training programs are customized for target participants
  - Ex) Youth, Professionals, Industry Employees, Public Institutions

✓ **Expertise** Instructors with particular expertise are appointed for each program
  - Ex) Youth Educator, Music, Civil law, SW
01 EDUCATION : CUSTOMIZED TRAINING PROGRAMS ('08~)

GROUP SPECIFIC

SCHOOLS  ART & CULTURE INDUSTRY  PUBLIC INSTITUTIONS
EDUCATION : CUSTOMIZED TRAINING PROGRAMS (‘08~)

The Number of Lectures : ‘20 v. ‘21

**YOUTH**
- 2020: 7,333
- 2021: 8,215

**ADULTS**
- 2020: 271
- 2021: 322

* Korea Copyright Commission, 2021
Sets out basic understanding on copyright law

Reinforces copyright-related knowledge for specific genres of creation

Introduces legal cases and its effect to the market

Provides information on dispute resolution
## 01 EDUCATION : REMOTE LEARNING COURSES (‘10~)

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOUTH</strong></td>
<td>- Age-specific&lt;br&gt;- SW, OTT, Youtube</td>
</tr>
<tr>
<td><strong>ADULTS</strong></td>
<td>- Case-specific&lt;br&gt;- Internet, entertainment, office, academy</td>
</tr>
<tr>
<td><strong>PROFESSIONALS</strong></td>
<td>- Industry-specific&lt;br&gt;- Public performance, SW, OTT</td>
</tr>
<tr>
<td><strong>OFFICIALS</strong></td>
<td>- Sector-specific&lt;br&gt;- Public works, works made for hire</td>
</tr>
</tbody>
</table>

_A Guidebook for Young Students_  
_A Guideline for Internet Users_  
_A Guideline for Webtoon Creators_  
_A Guideline for Officials_
EDUCATION : MANDATORY COURSE FOR SW (‘12~)

✓ Provided by : Ministry of Culture, Sports and Tourism (MCST)

✓ In accordance with : Presidential Decree

✓ For the benefit of : Employees responsible for SW management

✓ As frequent as : Once every year
## TOTAL NUMBER OF PARTICIPANTS (‘17–’20)

The Number of Participants

<table>
<thead>
<tr>
<th>Target</th>
<th>Method</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>Remote</td>
<td>1,085</td>
<td>322</td>
<td>130</td>
<td>96,588</td>
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<tr>
<td></td>
<td>On-site</td>
<td>426,947</td>
<td>403,715</td>
<td>344,125</td>
<td>370,427</td>
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<tr>
<td></td>
<td><strong>subtotal</strong></td>
<td>428,032</td>
<td>404,037</td>
<td>344,255</td>
<td>467,015</td>
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<tr>
<td>Adults</td>
<td>Remote</td>
<td>38,873</td>
<td>40,404</td>
<td>48,827</td>
<td>82,735</td>
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<tr>
<td></td>
<td>On-site</td>
<td>19,311</td>
<td>17,882</td>
<td>17,955</td>
<td>12,621</td>
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<tr>
<td></td>
<td><strong>subtotal</strong></td>
<td>58,184</td>
<td>58,286</td>
<td>66,782</td>
<td>95,356</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>486,216</strong></td>
<td><strong>462,323</strong></td>
<td><strong>411,037</strong></td>
<td><strong>562,731</strong></td>
</tr>
</tbody>
</table>

*CAGR of 3%

* Korea Copyright Commission, 2021
Public Awareness Campaign

- **Logos/Characters**
  - Representing importance of copyright protection
  - Encouraging legitimate use of copyrighted works

- **Outreach Programs**
  - Youtube live streams
  - Webtoons (web comics) with stories on copyright-related daily issues

- **Fun/academic Awards**
  - Writing contest for youth
  - Awards for college students for paper submission
02 PUBLIC AWARENESS CAMPAIGN

LOGOS/CHARACTERS

'Bandeut ©'  'Changjagi & Nanumi'  'Baro'

Copyright brand  Copyright commission character  Copyright protection agency character

OUTREACH

Youtube live stream

Online copyright talk concert

Webtoons

Webtoons(web comics)

*Source: Superbean

*Source: JGVIPUBLIC, Park-woong
02 PUBLIC AWARENESS CAMPAIGN

AWARDS
- Youth Writing Contest
- College Student Award

PUBLICATION
- Periodicals on up-to-date copyright information
Copyright Awareness of Youth

Achievements: Youth

* Student Copyright Awareness Survey, 2021
Infringement Ratio by Year

- 2019: 22.0%
- 2020: 20.5%
- 2021: 19.8%

* Korea Copyright Protection Agency, 2021
Infringement Ratio by Content Types

- **Music**: 18.6% (2019), 17.8% (2020), 17.3% (2021)
- **Film**: 42.8% (2019), 41.0% (2020), 38.0% (2021)
- **Broadcast**: 31.4% (2019), 26.9% (2020), 25.9% (2021)
- **Publication**: 26.8% (2019), 24.4% (2020), 23.3% (2021)
- **Game**: 24.8% (2019), 23.3% (2020), 23.5% (2021)

* Korea Copyright Protection Agency, 2021
POLICY GOAL : COPYRIGHT VISION 2030

Copyright Awareness of Youth
- 2020: 82.2 points
- 2030: 85.0 points

International IP Index for Copyright Sector
- 2020: 6th ranking
- 2030: 3rd ranking
04 POLICY GOAL : REMOTE LEARNING COURSE 2.0

FOR VISUALLY-IMPAIRED PARTICIPANTS
- TEXTBOOKS IN BRAILLE
- TTS (Text To Speech)
- SPECIALLY TRAINED INSRUCTOR FOR VIPs

FOR HEARING-IMPAIRED PARTICIPANTS
- LECTURES IN SIGN LANGUAGE
- STT (Speech To Text)
- SPECIALLY DESIGNED CAMERA FOR HIPs

REAL TIME

INTERACTIVE LEARNING EXPERIENCE
THANK YOU

Hyojung Yoon
Email : hyojeong11@korea.kr