



# Korea Communications Commission

## NEWS RELEASE

### Contact:

Broadcasting Infrastructure Bureau  
Broadcasting Advertisement Policy Division(+82-2-2110-1274)

## JOINT PSA CAMPAIGN WITH KCC, KOBACO AND CHINA'S CCTV

### *Korea and China air PSAs on the theme of "filial piety"*

GWACHEON, February 2, 2016 - The Korea Communications Commission (KCC, Chairman Choi Sung-joon) announced that the Korea Broadcast Advertising Corp (KOBACO, CEO Koak Sung-Moon) collaborated with Chinese Central TV (CCTV) to each produce public service announcements (PSAs) on the theme of "filial piety." The PSAs will air on terrestrial and cable TV in Korea and on the 15 major CCTV channels starting on the traditional Korean New Year (or Chinese Spring Festival).<sup>1</sup>

The Korea-China PSA Campaign will produce and air PSAs to create a common understanding for people of both countries. It aims to expand *Hallyu*, the Korean wave, beyond dramas and variety shows to include advertising.

Last September, KOBACO visited CCTV, concluded an MOU related to cooperation on creating PSAs and selling advertisements, and started to produce PSAs on the common Asian value of "filial piety."

Korea's PSA titled "Filial Piety Needs Only a Kind Word" contrasted parents' love for their children with children's indifference towards their parents and reflected on the meaning of filial piety. Lee Kwang-soo, a Korean celebrity popular in China, starred in the ad.

In the Chinese PSA "Stern Father," a patriarchal middle-aged man is seen as strict towards his employees and children, but transforms into a playful child in front of his mother to make her laugh and fulfill his filial duty.

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<sup>1</sup> The PSAs will air starting from Wednesday, February 3, 2016 in Korea and Friday, February 5, 2016 in China

This joint Korea-China PSA campaign was an opportunity to create a framework for exchange and cooperation with China in the field of broadcast advertising, expanding a common and social understanding between the two countries. Additionally, releasing a Korean PSA to the Chinese population of 1.4 billion for the first time not only contributed to the spread of *Hallyu*, but also opened the doors in the long-term to develop a joint PSA campaign spanning the Asian-Pacific region.

KCC Chairman Choi Sung-joon commented, “this year we will produce and air 11 creative and timely PSAs on a wide range of social issues. PSAs will continue to promote public dialogue and consensus as well as raise awareness for action, ultimately contributing to create to a better society.

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