

**Press release**

To be release on February 7, 2012 (Tuesday).

Inquiry: Seung-Gon Oh, Convergency Policy Division, Broadcasting & Communications  
Convergence Policy Office (750-2130)

Byeong-Yong Jang, Convergence Policy Division (750-2136) jang@kcc.go.kr

**“Interactive broadcasting service now a reality”**

- **allows search for information on TV**
- **while watching a movie or drama -**

The interactive broadcasting service will make it possible to see additional information such as a synopsis, bios of the actors and actresses, shooting locations, etc. while simultaneously watching a movie or drama on a smartphone or TV. Viewers will also be able to use their smartphone to vote in audition programs and participate more actively in live programs by sending their comments, etc.

This service was jointly developed last year by SBS, LG Electronics and AIRCODE under the support of the Korea Communications Commission, and will be provided on both smart and digital TVs.

Viewers will be able to search for information they are curious about while watching a movie or drama such a synopsis of the story, bios of the director, actors and actresses, shooting locations, music scores, and related information in real time, and also vote on competitive audition

shows.

Viewers will also be able to check the opinions they entered on their smartphone or tablet PC through their TV screen, and view the opinions of others.



※ If an alert appears on the screen of the DTV or smart TV, viewers can press the red button on the remote control to use the service. (On smartphones and tablet PCs, users can download the 'SBS NOW' app to use the service.)

As viewers can use this service to participate in live broadcasts and search related information, they are expected to enjoy broadcasting even more.

The Korea Communications Commission will make continued efforts to reinforce the global competitiveness of broadcasting and communications, and identify and diffuse broadcasting and communications convergence services that can radically improve the viewing experience of the general public.