

PROGRAMME: Digital Publishers' Tour Korea 2017

(as of 19 April 2017, SUBJECT TO CHANGE)



Sunday, 23rd April 2017



Individual arrival at hotel and check in:

Stanford Hotel Seoul | <http://www.stanfordseoul.com/seoul/en>
 1587 Sangam-dong
 Mapo-gu Seoul Korea 121-835
 서울시 마포구 월드컵북로 58길 15 (상암동)

6.00 pm **Meet in hotel lobby** (Bus ride to the opening dinner)

7.00 pm **Reception and opening presentation by Jean K. Min**

8.00 pm **Dinner @ Chinese restaurant: BAEK NI HYANG**
http://www.63restaurant.co.kr/r63en/introduction.r63?shop_idrest=33080
 50, 63-ro Yeongdeungpo-gu, Seoul, Korea
 서울시 영등포구 63로 50
 (Bus ride back to the hotel)

Monday 24th April 2017 (coach transfer allday)

9.00 am **Meet in hotel lobby**



9.30 am **OhmyNews** | <http://www.ohmynews.com/>
 Nuritkum Business Tower 18th floor, 396 World cup Buk-ro, Mapo-gu, Seoul, Korea
 서울시 마포구 월드컵북로 396 누리꿈스퀘어 비즈니스타워 18층

Meet OhmySchool, a 365-day brick-and-mortar journalism school for the masses started by OhmyNews, the world pioneer of citizen journalism. The whole idea seems to be designed as a public service from the outset, but it actually makes a good business sense for the company since it relies on the quality news reports compiled by citizen reporters. It is like DIY industry--when people are suddenly doing everything themselves, some huge industries will pop up to feed them with tools, education and daily supplies. OhmyNews being located in the center of DMC, the visit will give the delegation a nice opportunity to have a glimpse of the sprawling media industry complex. The pioneer of citizen journalism may have passed its heyday but the site is still relevant for those who wish to tap into the power of online masses for participatory online news operation.

Speaker: Oh Yeon Ho, Founder and CEO of OhmyNews

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Monday 24th April 2017 (coach transfer allday)



11.00 pm

Bookpal | <http://novel.bookpal.co.kr/>

Nuritkum Business Tower 21st floor, 396 World cup Buk-ro, Mapo-gu, Seoul, Korea
서울시 마포구 월드컵북로 396 누리꿈스퀘어 비즈니스타워 18층

Bookpal is one of the few of mobile content sites that succeeded in persuading smartphone users to pay for mobile content either via pay per view or via subscription-based payment model. It is the favored mobile platform for aspiring young fiction writers to publish their online novels serially. Bookpal has somehow succeeded in turning initial free riders into paying customers by emulating the lessons it learned from the major subscription-based online games in South Korea: you are free to play games at beginner-level stage but if you want to join the league of advanced players, you will have to pay or buy some fancy arms. Bookpal has figured out some golden rules in the monetization of mobile content in terms of content design as well. The majority of the serial fictions it publishes are targeted at adults and storytelling is full of cliffhangers and key rules of page-turners. If you are dying to know what happened to protagonist NOW instead of waiting until the next week, pay now. This is one of the usual tactics favored by South Korean champions in mobile monetization and Bookpal is no exception. The company is currently testing the same model for mobile comics and is known to be earning additional money from online advertising as well.

Speaker: Kim Hyeong Seok, Founder and CEO of Bookpal

1.00 pm

Lunch: Changgo 43 (Korean BBQ restaurant)

http://www.changgo43.co.kr/00_main/main.asp

1610 Sangam-dong, Mapo-gu, Seoul, Korea
서울특별시 마포구 상암동 1610



2.30 pm

Podbbang | <http://www.podbbang.com/original>

Woorim Lions Valley A-811, Gasan Digital 1-ro, Geumcheon-gu, Seoul, Korea
서울시 금천구 가산디지털1로 168 우림라이온스밸리 A동 811호

The arrival of rich video medium seems to have signaled the demise of radio stars but the radio has come back with vengeance in the age of smart phones in the form of podcast. Enter Podbbang, South Korea's first and largest portal for podcast contents. The portal currently hosts over 9,000 individual podcast stations that are enjoyed by some 3 million subscribers. The main attraction of the audio-only contents fed from smart phones is that it frees the hands of listeners thereby facilitating multitasking without interrupting listeners' daily routines, says the founder Kim Dong Hee. Perhaps this multitasking possibility may be the reason why the service is overwhelmingly popular among the age group between 30s to 40s. The top podcast in the portal featuring political commentary and wry irony is believed to be attracting more news audience than the combined total of entire radio news listeners. Boosted by such outstanding performance, Podbbang has recently arrived at an agreement with SK Telecom to feed its podcast contents to the company's NUGU, an A.I. speaker similar to Amazon's Echo. The delegation will be able to check whether the audio content can revive its heyday in the new found media platform.

Speaker: Kim Dong Hee, Founder and CEO of Podbbang

Contacts:

Jennifer Panse – VDZ Akademie, mobile: +49 151 70424510

Jean K. Min – Planet Size Brain, mobile: +82 10 4752 0954

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Monday 24th April 2017 (coach transfer allday)



4.30 pm

Carrie Soft | <http://www.carriesoft.com/?ckattempt=1>

#1101 „Ace Techno Tower 5th“ Building, 20, Digital-ro 31-gil, Guro-gu, Seoul, Korea
서울시 구로구 디지털로31길 20 에이스테크노타워 5차 1101호

Meet Carrie, the creator and presenter of Carrie and Toys, the most successful name in South Korean personal media. She rose to stardom in personal media by targeting preschool kids and toddlers, and creating how-to videos that are useful for kids when they play with their toys. Called „creators“ in South Korea for they usually create video content and upload their creations usually to their dedicated YouTube channel, they easily log millions of views per each video. Brightest stars in personal media are known to earn up to U\$50,000 per month from the advertising revenue sharing platform facilitated by YouTube. There are other local online streaming platforms as well including Afreeca TV which allows creators to charge viewers for some explicit acts in the form of cyber money. And CJ E& M, a mainstream South Korean media, company has recently opened a dedicated incubation platform for the creators of personal media content, and there are some talent management agencies for those creators that will facilitate content production and distribution as well as possible endorsement deals with commercial brands. For all practical purpose, they are creators and channels as well as media entrepreneurs as they capitalize on the handy existing online tools to project their star power to target audience.

Speaker: Kwon Won Sook, Founder and CEO of Carrie Soft

6.00 pm

Dinner at Samcheong Gak (Traditional Korean dinner)

<https://www.samcheonggak.or.kr/index.asp>

330-115 Seongbuk-dong, Seongbuk-gu, Seoul

서울시 성북구 성북동 330-115

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Tuesday 25th April 2017 (coach transfer allday)



8.30 am Meet in hotel lobby



10.00 am **ShareHows** | <http://sharehows.com/>
11th Floor, Cheoggyecheon-ro 40, Seoul Korea
서울특별시 중구 청계천로 40, 11층

Can a news site dedicated solely to introducing how-to videos make a sound business model? Bae Yun Shik believed so and started ShareHows, a know-how sharing media active in YouTube and Facebook that have so far succeeded in attracting 2.3million followers spread across multiple social networks. The best-performing video so far, has been shared over 3 million times with a combined view totaling at over 120 millions. Such outstanding performance was possible thanks to their keen understanding of the tastes of online readers and of what makes a specific content worth sharing online and pushing it up to the viral stratosphere. What makes this extraordinary model even more interesting is how they made this site sustainable financially: they scouted scores of business partners who are happen to be experts in their respective fields. The delegation can have a glimpse of their golden know-how in creating and sharing best life-hack videos.

Speaker: Kim Jong Dae, CTO of ShareHows

12.00 pm **Lunch at Japanese Sushi Bar: IYOIYO**
<http://www.seoulgarden.co.kr/dining/iyoio.asp>
58 Mapo-daero, Dohwa-dong, Mapo-gu, Seoul, Korea
서울시 마포구 도화동 마포대로 58 베스트웨스턴 프리미어 마포가든



1.30 pm **SBS** | <http://sbscontentshub.com/>
161 Mokdongseo-ro, Yangcheon-gu, Seoul, Korea
서울시 양천구 목동서로 161

The shifting landscape of the media leadership in the wake of Seoul's broadband revolution seemed to have signaled the demise of the television medium as we know it today. However, television has made a spectacular come back to the contemporary media scene and is suddenly relevant again by internalizing the hidden desire of the audience expressed on the Net. The resurgence of the television in Korea is largely indebted to the network's prescient decision to embrace the Web instead of fighting it. From the early days of the Internet, the top three television networks have been releasing almost all of their scheduled programs on the Web as video-on-demand. The networks opened up most of their regular programs for free on the Net, but even when they charged for some popular content, they almost always offered users an option to detour the pay wall in return for the participation in some co-promotion campaigns with the sponsors. SBS, the top network station that has been consistently more enthusiastic than its competitors about the online content business, earned over KRW 43 billion (about US\$40 mil) in revenue on the Web last year, whereas it grossed KRW 607 billion (about \$570 mil) from its television arm. The delegation will visit SBS head office which oversees the station's collaborative programming effort across old and new media platforms.

Speaker: Kim Hyuk, Head of Digital Strategy

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Tuesday 25th April 2017 (coach transfer allday)



PUBLY

3.30 pm

Publy | <https://publy.co/>

3rd Floor, Maru 180, 180 Yeoksam-ro, Gangnam-gu, Seoul, Korea

서울시 강남구 역삼로 180 마루180 3층

A Kickstarter of journalism and online publishing founded by an ex-McKinsey consultant, PUBLY sells story ideas to over 6,000 paying customers based on the idea only. Once a project succeeded in crowd funding the target amount, assigned journalist or expert will go and cover the story for paying customers. Readers are even invited to offline talk shows for more in-depth and intimate discussions with the authors. Within just two years since its foundation, PUBLY has succeeded in crowd funding 29 projects out of 30 proposed ideas totaling at KRW 250M. The founder was convinced that there is sufficient number of willing customers ready to pay for stories provided that the story idea is compelling enough since she herself was one of such types. The delegation will be able to check if this highly automated crowd funded story production process can be applied to their own newsroom.

Speaker: Park Soryoung, Founder and CEO of Publy



5.00 pm

D.CAMP | http://dcamp.kr/files/dcamp_br_en.pdf

683-34 Yeoksam 1(il)-dong, Gangnam-gu, Seoul, Korea

서울시 강남구 역삼1동 683-34

Korea's first integrated entrepreneurship hub that opened in 2013 with the financial backing of Banks Foundation for Young Entrepreneurs, D.CAMP is now the country's largest and most active venture startup incubator and innovation lab complete with co-working space and other key facilities including indoor and outdoor event venues. D.CAMP is networked with 2,668 companies and 9,893 professionals as of August 2016.

Speaker: Sonia Lee, Manager, Business Operation

6.00 pm

Networking Dinner at D.CAMP, 6th floor patio

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Wednesday 26th April 2017 (coach transfer allday)



8.30 am Meet in hotel lobby



10.00 am **Toptoon** | <http://toptoon.com/>
Rm 1501~1504, 12 Digital-ro 31gil, Guro-gu, Seoul, Korea
서울특별시 구로구 디지털로31길 12(구로동 태평양물산) 1501~1504호

Essentially a Bookpal in online comics a.k.a. Webtoon in South Korea, Top Comics is one of the brightest stars in South Korean Webtoon business with some ten million paying customers accumulated as of August 2015. The company runs two service brands depending on their target audience: TopToon tailored for male readers and BomToon for female readers. Their monetization tactics is based on the time-version model as mentioned earlier in the discussion of Bookpal: if you want to know what happened to him/her NOW instead of waiting one more week, pay now. It is also full of adult-only content: adult content seems to be the most promising content for now in terms of monetizing mobile content in South Korea. The company's combined revenue has added up to KRW32billions as of March 2016.

12.00 pm **Lunch at Gyeongbokgung**
*경복궁 영통점 | 031-205-7778
경기 수원시 영통구 영통동 1009-3 원빌딩 201호
서울시 마포구 도화동 마포대로 58 베스트웨스턴 프리미어 마포가든

SAMSUNG

2.00 pm **Samsung Electronics** | <http://www.samsung.com/de/>
129, Samsung-ro, Yeongtong-gu, Gyeonggi-do, Korea
경기도 수원시 영통구 삼성로 129 (매탄동)

Seoul-Suwon corridor can be compared to US Route 101 in the Bay Area, probably the busiest highway route in the country just as Freeway 101 is constantly crowded with Silicon Valley traffic commuting between San Francisco and San Jose. With its newly relocated head office complex with central R&D center and earlier production facility built around the founding days of Samsung, Suwon can be likened to Valley's San Jose. The delegation will be shown to the company's high-tech showroom that displays its latest line-up of products and some hints over future products in store as well as a tour of the corporate history museum before an one-on-one session with the company's B2B solution unit (TBC) for more in-depth discussion on the electronics giant's future business development.

Article about Samsung „After the smoke clears“ (THE VERGE)
<http://www.theverge.com/2017/3/29/15094720/samsung-galaxy-s8-design-safety-vs-note-7-battery-explosion>

4.00 pm Return ride to the Hotel | Followed by Individual departure