



Information City, Eco City, Gateway City

Digital Media City

Welcome to the state-of-the-art M&E Cluster, 「DMC」

Contents

Part 01.SBA Introduction

Part 05.Intermediate Outcome

Part 02.DMC Overview

Part 06.Success Factors

Part 03.Creation of DMC

Part 07.Best Practices

Part 04.Business Selection

Part 08.Future Plans

SBA Introduction

VISION

Enhance citizen's quality of life by **creating jobs**

Date of Establishment

✓ March 31, 1998

Purpose of Establishment

✓ To improve management conditions of SMEs and strengthen competitiveness

Organization

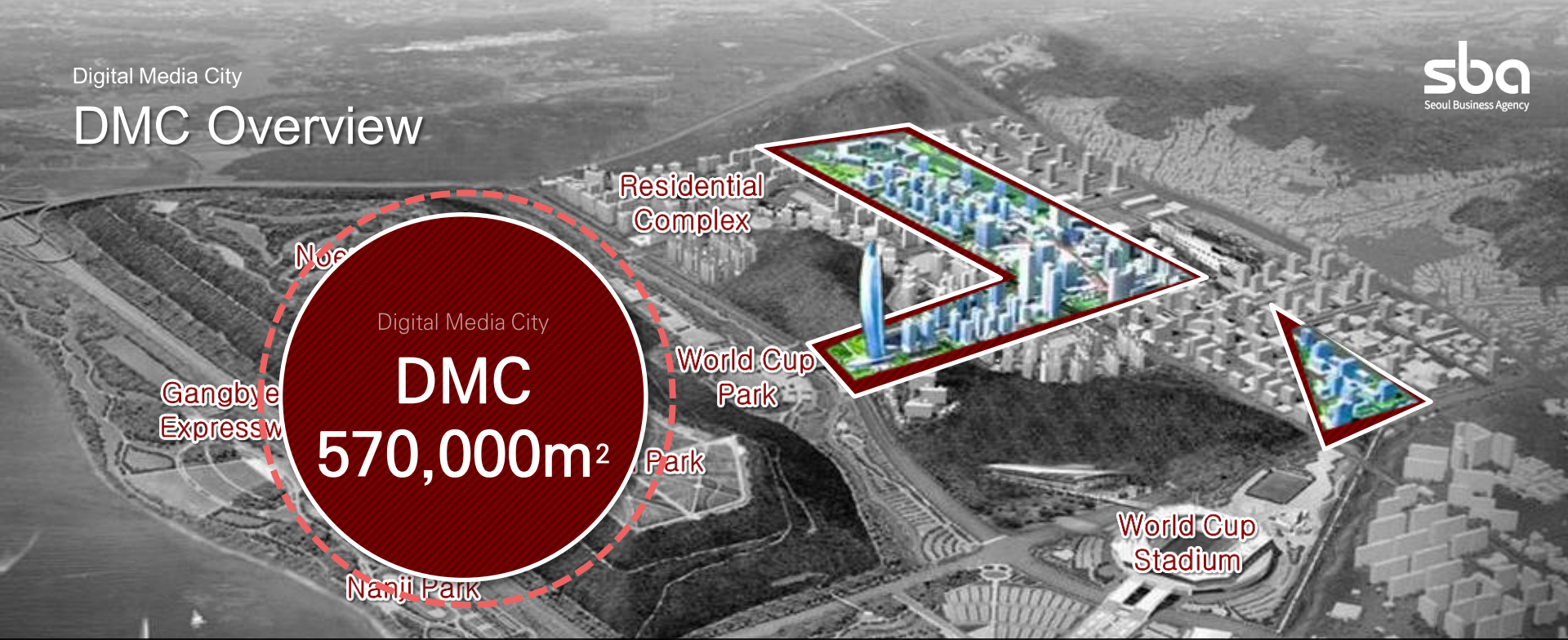
✓ 1 office, 6 headquarters, 30 teams

Business Fields

- ✓ Find and create quality jobs
- ✓ Expand distribution market
- ✓ Start-up Support
- ✓ Foster Business Growth
- ✓ Promote Culture Industry



DMC Overview



Development Goals

- ✓ Global digital media cluster
- ✓ Core business center of Northeast Asia

Location

- ✓ Sangam Sacheon-nyeon
New Town Housing Site
Development District,
Mapo-gu, Seoul

Area

- ✓ Total 569,925m²
- ✓ Commercial land: 335,655m²
- ✓ Public land: 234,208m²

Duration

- ✓ 2002 ~

DMC Creation Background

Hosted Korea–Japan World Cup (2002)

Opening of Incheon International Airport (2001)

Development of New Industrial Cluster



Development Directions

Gateway City



Eco City



Information City



DMC Business Selection

| **Main Industry Fields** (Depending on suitability to DMC and appealing of industry)

M&E(Media & Entertainment) Industry

(Broadcasting, game, film/animation,
music, and digital education)

SW Industry related to M&E

IT industry related to M&E



DMC Intermediate Outcomes

0



Land supply: 48/52

Building Completion:
42 completed buildings

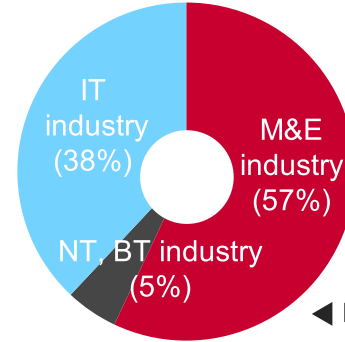
Move-in rate: 94.1%

Resident Companies(#): 513

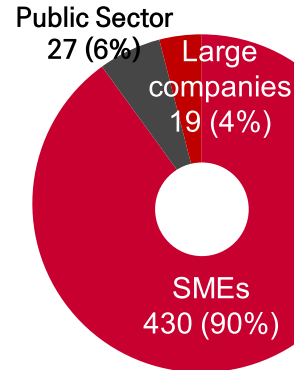
Workers(#): 41,424

※ As of July, 2017

Occupancy Status



◀ Distribution by industry



◀ Distribution by company size

DMC Intermediate Outcomes

▶ Numerous M&E and IT companies in DMC

: MBC, SBS, YTN, CJ E&M, Samsung SDS, and more!



Gugak FM



JTBC



MBC



SBS



YTN



Channel A



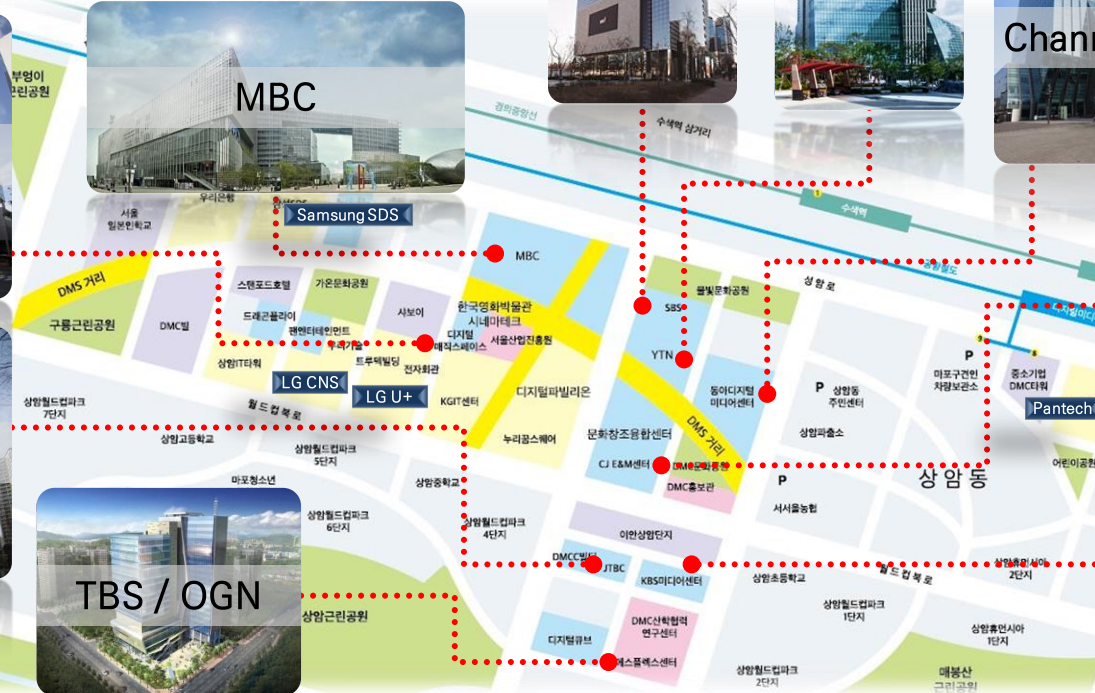
CJ E&M



TBS / OGN



KBS



DMC Success Factors

01 Differentiated Method of Land Supply and Management

Type of Attractions(Facilities) in DMC		
Main attraction	Recommended attraction	General attraction

Land Supply	Management
Intentionally supply and manage land lot by lot to attract main facilities	Supervise companies to comply with DMC guidelines

02 Consistent Operation of Policies



Planning Committee



Executive Committee

Consultation Watch Dog



DMC Best Practices

DMC introduced overseas

Shanghai Urban Planning Review : China



El milagro del río Han- CincoDias.com : Spain



Business Week : USA



Manchester Business school Magazine : U.K

Business School

Manufacturing Confidence In MediaCity

Edited by Matt Baker and Richard Phillips

Jurisdiction	Development	Approach
Seoul, South Korea	Digital Media City	A cluster of smart digital media entertainment (DME) clusters located in Songdo along the 'Singapore' at the center of metropolitan Seoul. A network of public space including green parks, music cafes, walkable streets and entertainment facilities focused on the new development and improvement of businesses that enhances the capabilities of the cooling large cluster, not about putting on a clean white but remodeling Seoul's Planned completion in 2012.
London, UK	Digital Media City	A free-free media zone located in Docklands area in London. The environment including an 'integrated' media production has been aimed at creating a cluster environment for the production companies from across the industry value chain, and from across the world, to foster an area of collaboration effectively.
Singapore	MediaCity	Singapore's first digital media hub at creative talents, live, work and play in a synergistic environment. It features facilities including green green capabilities, digital production and innovation studios. It will also offer broadband and connection capable efficient processing, management and data distribution of digital media content and services. Slated to be fully completed by 2010.
Singapore, Spain	Digital Media	Occupies the space between an old station and a new one. Can facilitate of housing, business, art and education with access to advanced telecommunications facilities. Contains several digital public spaces.

International policy examples

This convergence of media has created an impetus for governments around the world to develop initiatives to help their creative industries cope with the highly volatile effects of the digital media. While there are numerous differences between their approaches (as described in the table below), all initiatives are aimed at stimulating on-line creative industries to productively build off one another.

THE DIGITAL MEDIA CITY (DMC), with its high-tech complex, rehearsal offices, apartments, exhibition, conference halls and cultural centers is shaping up to be the city of the future.

Because of its possible future standing as a world center in tomorrow's connected city, South Korea has decided to develop it every the other alternative the DMC has to offer.

The DMC was born from the Seoul Metropolitan Government's plan to create a cultural information media complex by integrating the history of the future, including digital media and entertainment, inside Songdo.

The 170,000-square-meter center is equipped with an environmental-friendly park, transportation infrastructure and business facilities centered around Seoul. On the DMC's central building, the 110-floor summer park is scheduled to be completed by 2015, making it the world's second tallest building.

One of the steps for preparing from SouthEast Asian papers (called Seoul) of the Seoul Metropolitan Government was the Digital Pavilion, the largest IT pavilion in Korea, where visitors can experience what life will be like in the future.

The Times 10/10/08

MIT Tech : USA



IAU Science Cities : France



Brunei Times

Digital Media City is more than computers

THE BRUNEI TIMES

THE DIGITAL MEDIA CITY (DMC), with its high-tech complex, rehearsal offices, apartments, exhibition, conference halls and cultural centers is shaping up to be the city of the future.

Because of its possible future standing as a world center in tomorrow's connected city, South Korea has decided to develop it every the other alternative the DMC has to offer.

The DMC was born from the Seoul Metropolitan Government's plan to create a cultural information media complex by integrating the history of the future, including digital media and entertainment, inside Songdo.

The 170,000-square-meter center is equipped with an environmental-friendly park, transportation infrastructure and business facilities centered around Seoul. On the DMC's central building, the 110-floor summer park is scheduled to be completed by 2015, making it the world's second tallest building.

One of the steps for preparing from SouthEast Asian papers (called Seoul) of the Seoul Metropolitan Government was the Digital Pavilion, the largest IT pavilion in Korea, where visitors can experience what life will be like in the future.

The Times 10/10/08

DMC Best Practices

| Network of Resident Companies in the DMC Complex

Committee of Resident Companies

- ✓ Established in 2005
- ✓ Consists of companies supplied with land and government institutions
- ✓ Shares ideas as a self-regulating committee



DMC CoNet (Digital Media City Cooperation Network)

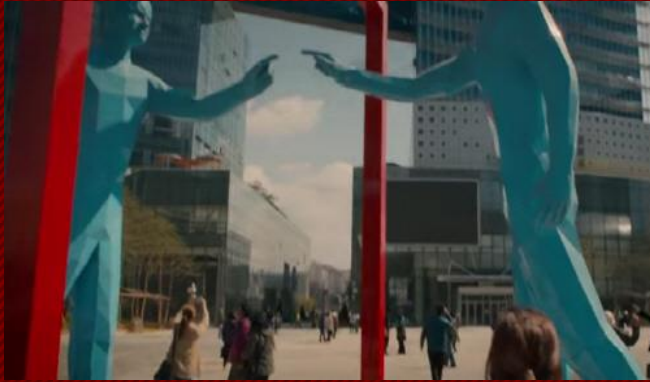
- ✓ Established in 2009
- ✓ Consists of ventures and SMEs which are focused on technological innovation & R&D
- ✓ Holds meetings and forums regularly



DMC Best Practices

| Center of Filming and Broadcasting

Use the entire DMC as a outdoor filming and broadcasting studio



DMC in Film, Variety Show, and Drama

DMC Best Practices

| DMC with Citizens and Companies

A variety of programs participated by Citizens and DMC companies



<2016 DMC Festival>

499,339 visitors



DMC International Symposium



VR Festival



DMC Convergence Forum



DMS Street Festival

DMC Festival Hosts



DMC Future Plans

Global Creative Innovation Space



DMC

Broadcasting and Media
Contents Tourist Attraction



Center of Commerce at the
Northwest Sub-center



Thank you

for your time and attention

