Information City, Eco City, Gateway City

Digital Media City

Welcome to the state-of-the-art M&E Cluster, 「DMC」
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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
✓ 1 office, 6 headquarters, 30 teams

Organization
✓ Find and create quality jobs
✓ Expand distribution market
✓ Start-up Support
✓ Foster Business Growth
✓ Promote Culture Industry
Digital Media City Overview

DMC 570,000m²

Development Goals
- Global digital media cluster
- Core business center of Northeast Asia

Location
- Sangam Saecheon-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

North Korea

Siberia

Europe
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

- Land supply: 48/52
- Building Completion: 42 completed buildings
- Move-in rate: 94.1%
- Resident Companies(#): 513
- Workers(#): 41,424

※ As of July, 2017

Occancy Status

- M&E industry (57%)
- IT industry (38%)
- NT, BT industry (5%)

Distribution by industry

- Large companies (4%) (90%)
- SMEs

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!
Digital Media City

**DMC Success Factors**

1. Differentiated Method of Land Supply and Management

<table>
<thead>
<tr>
<th>Type of Attractions (Facilities) in DMC</th>
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<tbody>
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<td>Main attraction</td>
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- SBA
- MBC
- SAMSUNG SDS
- LG U+
- DMVille
- Stanford Hotel

2. Consistent Operation of Policies

- Planning Committee
- Consultation Watch Dog
- Executive Committee

**Land Supply**
- Intentionally supply and manage land lot by lot to attract main facilities

**Management**
- Supervise companies to comply with DMC guidelines

DMC Main Specific Projects
Digital Media City

DMC Best Practices

DMC introduced overseas

MIT Tech: USA

New Century Cities emerging from New York to Seoul

IAU Science Cities: France

Manchester Business School Magazine: U.K

Business Week: USA

El milagro del rio Han- CincoDias.com: Spain

Brunei Times

Digital Media City is made from computers

Edited by Matt Baker and Richard Phillips
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

<table>
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<th>DMC with Citizens and Companies</th>
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<td>A variety of programs participated by Citizens and DMC companies</td>
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〈2016 DMC Festival〉
499,339 visitors

DMC International Symposium
DMC Convergence Forum
VR Festival
DMS Street Festival

DMC Festival Hosts
Digital Media City

DMC Future Plans

Global Creative Innovation Space

Broadcasting and Media Contents Tourist Attraction

Center of Commerce at the Northwest Sub-center
Thank you for your time and attention