



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

ISAN International Agency
Document reference: ISAN-AP-01

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Version: 1.4



Introduction

The Expression Of Interest (EOI) is the first phase of the ISAN Registration Agency (RA) accreditation and appointment process.

The aim of the expression of interest (EOI) is to provide the ISAN International Agency (ISAN-IA) with a set of non-binding information related to the organization's interest in becoming an ISAN Registration Agency in its chosen market, and to check its compliance with the ISO 15706 standard.

After approval of the EOI by ISAN-IA, the prospective RA (the organization candidate) will be asked to provide a detailed business case (i.e. implementation plans, business plan, market coverage, details on its IT infrastructure, type of customers, services offered, pricing, etc...).

All the information provided in this document is to be considered as public (unless otherwise specified), and therefore the organization sending this EOI allows the ISAN International Agency to publish its contents on its website, www.isan.org.

Please send this document by email and post, duly completed in English to:

ISAN International Agency

30 rue de Saint Jean

1203 Geneva

Switzerland

to the attention of Régis Flad

For any question or clarification, please contact:

Régis Flad – Interim General Manager

Email: regis.flad@isan.org

Tel.: + 41 22 545 10 00

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General Information about your Organization

Organization's Name	Korean Film Council
Acronym (if any)	KOFIC
Main Address Zip Code City Name Country	13/14F, 55 Centum Jungang-ro(U-dong), Haeundae-gu, 612-020 Busan South Korea
Web Site	www.koreanfilm.or.kr
Main email address	isankorea@kofic.or.kr
Phone numbers Fax number	+82-51-720-4700 +82-51-720-4860
Organization's Legal Type	Distributed Public Governance Agencies (OECD Term) Quasi-Autonomous Non-Governmental Organization (Academic Term)
Place & Date of incorporation	Seoul, South Korea, 3 rd April 1973.
Registration number	205-82-04892
Please provide here below details of your organization's main point of contacts.	
First & Last Names	
Job Title	Manager
Job Function (brief description)	Globalization of technology standard Budget planning and management Conference planning and management
Email Phone numbers	
First & Last Names	
Job Title	Manager
Job Function (brief description)	General manager of informationization work Planning and management of informationization strategies Planning and moderation of informationization business
Email Phone numbers	

Description of your Organization's Activities

<p>Main Activities</p>	<p>The Korean Film Council (KOFIC) which is under the Korean government (The ministry of culture, sports and tourism) is a movie-specialized public agency launched in 1973 to improve level of quality of domestic movies and to promote movie industry of Korea. Main roles of KOFIC include supporting film production, research & education, training, distribution, overseas expansion and international exchange.</p> <p>KOFIC supports various researches and studies to help the Korean film industry by providing proper policies and alternative solutions for Korean cinema. It also strives to promote international understanding of Korean movies in terms of Korean culture and to develop international markets.</p> <p>See more at the Official Website: http://www.koreanfilm.or.kr/</p>																
<p>Number of Employees</p>	<p>KOFIC has 95 employees. (Q1, 2014)</p>																
<p>Financial information on the last 3 years activities</p>	<p style="text-align: right;">(Unit : \$1,00,000)</p> <table border="1" data-bbox="339 992 1227 1122"> <thead> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> </tr> </thead> <tbody> <tr> <td>Total assets</td> <td>538.8</td> <td>585.8</td> <td>595.3</td> </tr> <tr> <td>Liabilities</td> <td>14.5</td> <td>20.8</td> <td>6.3</td> </tr> <tr> <td>Net assets</td> <td>524.3</td> <td>565.0</td> <td>589.0</td> </tr> </tbody> </table> <p>Public reference site provided by Korean government (Korean): http://www.alio.go.kr/alio/public/p_ma_12_01_list.jsp?org_code=C0099</p> <p>Google translated : https://translate.google.co.kr/translate?sl=ko&tl=en&js=y&prev=t&hl=ko&ie=UTF-8&u=http%3A%2F%2Fwww.alio.go.kr%2Falio%2Fpublic%2Fp_ma_12_01_list.jsp%3Forg_code%3DC0099&edit-text=</p>		2011	2012	2013	Total assets	538.8	585.8	595.3	Liabilities	14.5	20.8	6.3	Net assets	524.3	565.0	589.0
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Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	ISAN-RA KOREA
Prospective RA's Market	South Korea
Prospective RA Founding Organization(s)	KOFIC Korean Film Council
Evidence of support from audiovisual organization	Producers Guild of Korea (PGK): URL : http://www.pgk.or.kr/ Refer letter from Producers Guild of Korea
Organization's Interest in becoming an ISAN Registration Agency.	<p>One of the main roles of KOFIC is to provide correct and consistent information of the Korean movies to any users with interest. So KOFIC has been provided registration and retrieval service on Korean movie metadata with its own proprietary ID system. Now KOFIC plans to support ISAN as well as the proprietary ID for movie exporting of Korea.</p> <p>Consequently, KOFIC needs to maintain ISAN RA Korea tightly coupled with KOFIC system, which would provide a one-stop service for movie registration to the Korean producers who wants export their movies.</p>

Information about the prospective RA's Implementation Plans

Prospective RA Commencement Date	End of 2014
Prospective RA's Customers	Members of PGK (280 personal members and 123 company members) and other Korean Producers
Prospective RA potential ISAN Work Registration	Approximately 400 movies per year
Prospective RA potential Existing Catalog	Approximately 40,000 Korean movies
Prospective RA potential Other Services Offering	Open API for providing metadata with ISAN of Korean movies registered on ISAN-RA Korea

Prospective RA's Other Information and Comments

By sending the Expression of Interest, the Organization accepts the ISAN RA's accreditation process, as described in the document 'Term of Reference' available on www.isan.org.

This Expression of Interest is not a legally binding document. Organizations candidates completing the Expression of Interest and returning it to ISAN-IA should not therefore expect that it would constitute in any formal commitment or contractual engagement for either themselves or the International Agency. A binding agreement will only be signed after formal appointment by ISAN-IA's Administration Committee of the prospective RA.

Organization Name:

Korean Film Council

Eui-suk Kim

Chairman of KOFIC

Name of person signing the EOI

Date

2014. 5. 30



Signature

Producers Guild of Korea

3-301, A-dong DMC high tech center,
Sangamdong, Mapogu, Seoul Korea
tel:+ 82-2-3153-7556 / fax:+ 82-2-3153-7558
<http://www.pgk.or.kr/>
e-mail:pgkorea14@gmail.com

May 27, 2014

Regis Flad
Managing Director, ISAN International Agency
Rue du Belet 1A
CH-1203 Geneva

Dear Mr. Flad,

It is my pleasure to write a letter of support on behalf of the more than 280 members of Producers Guild of Korea (PGK) on the EOI being submitted to the ISAN-IA by KOFIC.

Being composed of 123 members of producers, PGK has been trying to improve quality of industrial environment of Korean movie, and suggesting effective producing system and business model by various education programs and information exchange between members since 2006. And we are also making efforts to strengthen global comparativeness of our films by researching projects on trend of international movie industry and producing environment, and to enhance the status of Korean movies in the foreign market by establishing global human and technical networks.

Quality of recent Korean movies gets higher than any other times' does. As a result, movie industry recently in Korea has been increasing rapidly and a number of popular movies naturally goes to abroad. However we have experienced some difficulties during the export process since none of Korean organization does care about the ISAN, which is necessarily required from importers or foreign distributors to maintain the copyright of the movies.

In conclusion, we all members of PGK fully support the efforts of the KOFIC's applying for ISAN-RA Korea. We expect that it could resolve the current inefficient export process systematically and contribute to enhance Korean movie industry

eventually. Therefore we hope ISAN-IA approves the KOFIC's proposal to be an ISAN-RA.

Thank you for your consideration.

Sincerely,

Eun-wha Choi
Chair of Producers Guild of Korea

