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What Characters?

KOREA IT TIMES
Wednesday, July 21st, 2010



Just when you think you have seen it all, all of the industries through which hardcore IT bounces, you haven't. There is a festival of three at the Coex for content.

The SPP (Seoul Promotion Plan) in conjunction with SICAF the Seoul International Cartoon and Animation Festival are hosting a content project competition. In the competition, 20 companies pitch their projects. The 20 present in Seoul are competition finalists and they hail from Korea, France, Taiwan, Denmark, China, Italy, Russia and Malaysia. The competition is judged by David Levine, Vice President of Disney Channels Worldwide, Worldwide Programming Strategy and acquisitions Co-productions, Julien Borde of France televisions, Jae-won Choi, President of With Us (makers of very famous Korean Productions), Michael Carrington, Chief content officer of Turner and Moon-ju Kang, Managing Director of Sunwoo Entertainment.

The industry structure is a little reflected in the triple hosting of buyer meetings, SICAF and the Seoul Character and Licensing Fair. Korea IT Times wrote some

weeks ago about internationalising characters and Korea IT Times got to speak again. We will appear on KBS-2 on Friday morning between 6-7am on Saeng Bang Song Onoul (Korean Latinized), a breakfast show, to briefly discuss the current view on how companies model their structure to survive and internationalization of characters. Our soundbite is in the context of Korea and tells of a relationship with some factors.

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