



**KOREA COMMUNICATIONS
COMMISSION**

Deadline for entries: 15th February 2010

KCC Category: "Engaging with children through the use of connected TV"

Best educational content or service idea to engage with children through Web TV, DMB and IPTV including any kind of connected TV.

THE BRIEF

What is the next educational application, content, or service using new connected TV potentialities in order to engage widely with children?

Mixing the power of broadcast television simultaneously with the infinite interactive potential of the Internet; your idea whether it's TV, Games, Blog, Virtual worlds or social media focused, has to fully take advantage of the new opportunities brought by any kind of connected TV to engage with children audience through educational content. Connected TV can include DMB (mobile TV) or IPTV.

Your idea can be of any content genre (Entertainment, Fiction, Animation, Documentary, or Factual) and propose any complimentary elements for user personalisation and interaction, across one or several platforms. The creativity and originality of the concept as well as its potential to reach and engage children audience will particularly be taken into account.

All ideas should respect the morally sensitive issue of children's audiences while balancing educational and entertainment content.

SELECTION CRITERIA

When submitting ideas in this category, please make sure to take into consideration the following elements:

1. Acceptable for Children audiences
2. Educative aspects
3. Entertaining aspects
4. Potential of engagement through interactivity
5. Originality
6. Feasibility

SPECIFIC TERMS AND CONDITIONS FOR THE KCC CATEGORY

Projects can come from anywhere in the world. The winning project will receive €6,000 and each of the two other finalists will receive €3,000 in development fund within 2 months after bestowal. These terms are subject to French law and jurisdiction. Korean VAT will be deducted.

ABOUT KCC

The Korea Communications Commission (KCC) is a government agency responsible for broadcasting and communications policies and regulations in the Republic of Korea. It was created in 2008 by consolidating of the former Ministry of Information and Communication (MIC) and the Korean Broadcasting Commission (KBC), recognizing the fact that the boundary between the broadcasting and communications sector has been blurred.

KCC, under the office of the President, aims to manage broadcasting and communications with full authority, promote the convergence process between broadcasting and telecommunications, as well as mitigate government regulations.