



Full Length Research Article

A STUDY ON THE ACTIVATION OF A STRATEGIC TV PROGRAM CONTENTS FESTIVAL TRADING FOR IMPROVING THE COMPETITIVENESS OF GLOBALIZATION

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ABSTRACT

This study was brought forward to improve the competitiveness of Globalization of a strategic TV program in domestic contents. Especially, the research analyzes a countries cord of contents trade character about national TV contents market and festival in the world. A method on the activation of a strategic TV program trading for improving the competitiveness of Globalization have to make strenuous efforts to upgrade the strategic of trade market festivals through a four elements. First, structure positioning for domestic trade market, second, understanding global trade business, third, prepared various option packages, lastly, a supporting and business connections of government with government-sponsored enterprise. This study will be the cornerstone of improve the competitiveness of Globalization of a strategic TV program in domestic contents.

Key words: Market Festival, TV market, Global market, Format Trade.

INTRODUCTION

Recently it is aired TV programs such as <1 vs. 100> and <Dancing With The Star> are the formats that are tailored to the localization of foreign programs. Why the interest in TV programs broadcast video format because the higher is the deal with content that is targeted at the global market, according to the tastes of global broadcasters and producers. Just 15 years ago, South Korea's broadcasters had reproduced the Japanese broadcast TV programming revamp ahead of time representatives went on a business trip to Busan (location in KR) to see the Japanese broadcast. They had tried to make an interesting TV program during the short 1-2 week or month. However, unlike the recent past was the era of creating export document production know-how of the TV program formats are formatted according to the Bible or manual trading. Background that this TV program is activated which the transaction format is because the inherent reason of the TV production environment to secure the two elements of "audience rating" and "economic benefits. Another reason is because of the effort and tries various methods to get the best crew, including director and writer ratings or high efficiency and low cost to produce a TV program. Nevertheless, drive makers is not easy to find a consistent or standardized TV program on getting a good result. That is why already through the local generalization successful TV program formats in different countries trading, structured format to deal with a business model that provides a commodity market was formed.

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The first aired in September 1998 in the United Kingdom <Who Wants to be a Millionaire?> It is a great success in the world's countries, including the United States. Since this time, the TV program is not the distribution of the finished program on a TV program format as distribution form was given a new focus on the broadcasting industry. In particular, the United Kingdom and the TV program formats have been developed in the Netherlands was to enter the United States TV market, this program has been exported to the world's countries by success in the US market after the re-production, re-formatting phenomenon late 1990s to a version for each country It has increased rapidly (PARK, 2012).

Three reasons that the transaction is made active TV program format of the world today are as follows. First, we start to recognize the format of the TV broadcasting industry in Korea as a single product it recently bought cases from the official formats such as increased international trade fair. Second, to develop a new TV program producers are more expensive than the cost of the purchase cost of investments in TV production format became the background for increasing the formats that are trading. Finally, that key components of TV program formats can reduce your own country fairs and cultural heterogeneity in localization strategy symptoms of formats culture with the globalization of the broadcasting industry because you can add or delete content to fit the unchanged culture is the point. In particular, the three reasons why the middle by looking at the country-specific characteristics of TV formats to present the transactions and evaluate the strategic activation of TV program formats in different countries. Since the late 1990s, formats and associated studies (Yoon-Kyung Chung, 2001; J. S. Yoon & Yoon-Kyung Chung, 2002; Yoon-Kyung Chung, 2003; Jin Ah Bae, 2008; Hyechung Eun,

2008a; 2008b; Moon-Haeng Lee, 2008; Won-Sik Hong, Young Joon Sung, 2008; Yoon-Kyung Chung & Gyongran Jeon, 2010; Coad, J., 2003; Rose, B., 2003; Huang, J., 2005; Nabi, R. L. & Riddle, K., 2008) are beginning to show, but the limitations of the format achieved a broadly discuss the status of trade through international trade fair, by analyzing the characteristics of a national TV program formats, in the future, the participating countries of the format business transactions between domestic and foreign countries will want to examine the differences and formats strategic plan for global competitiveness stock trading enabled. In addition, we believe that the domestic trade fair could be the cornerstone for the development of the domestic exchange market in situations where the format remains in the early stages than in the country.

Characteristics of the national TV program formats

United Kingdom. A similar confrontation with the United States a variety of formats reality format has gained a lot of popularity. United Kingdom has shown the characteristics of the larger four TV program format. First, configure the confrontation. Their format is that it sets a confrontation between the guests for the program for a dramatic effect in the case of a cooking program or a program Rookie excavation program format. First, <Hell's Kitchen> and <Celebrity Masterchef> is a famous cooking show format. Features at any of these formats is a tournament style competition to win the culinary skills of the performers shine than information delivery, to give the mission should be completed within the limited time that is characterized by more dramatic progress in the program. Rookie Find all formats of <X Factor> and <Dance X> is a multi-level tournament in progress, until the reaction of the participants and unexpected behavior by displaying, without filtering constitutes the fun of the show even more. And there are features that take advantage of actively encouraging a confrontation with the competition of the participants. Second, their format is that a lot of configuration and utilization expert. <Hell's Kitchen>, <Celebrity Masterchef> format from the appearance of the chef, interior-related improvements, the program format of the renovated interior specialists in <DIY SOS>, <What Not to Wear> beauty related stylist, <10 years younger> in Hair designers, <Location, Location, Location> House Hunter of real estate, <Street Doctor> doctor specialists from various fields such as there are many features that appeared in the program format. This suggests that professionals take advantage of this program format that appeared to experts in each field as a host or guest that is increasing. Third, their format constitutes a distinctive character of the host. In particular, <Hell's Kitchen> survival, such as race format for the type of chef instructor appeared harsh, <Dance X> looks to combine talent and skill at talking to have that handsome man, <Ant and Dec's Saturday Night Takeaway> of beauty and the host, throw the body to proceed regardless, especially broadcasting, <The Apprentice> appeared that host is on coldly, "you're fired," cried making a host of notorious characters as abusive. Finally, the various reality program formats. The reality of the typical format of <Dumped> type of format, such as observation cameras, as well as training material as a <Honey We're killing the kids>, the material employed as a <The Apprentice>, Housing material <Location, Location, Location>, <DIY SOS>, <Street

Doctor> formats such as reality program format with the nature of the kind of solutions that solve real problems of health materials are gaining popularity.

The United States. American reality formats, the formats of the quiz show competition and they constitute the main material. First, studio TV program is strong. These formats of the studio, quiz shows, game shows, such as the type of program format is very popular rather than private covering ENG (electronic news gathering) type formats. Second, the reality is various types of formats. Initial reality program to stimulate the performer voyeurism spying intense psychological battle between the <Survivor> still enjoys the viewers are still popular, observed reality format that targets children in 2007 <Kid Nation> was aired popularity. Management style reality program format represented by audition and very popular, these programs alive by introducing an element of online votes as well as the general public or a star to do with the audience in appearance to a colorful stage viewers to participate in real-time. It can give and tension. For example <American Idol>, <Dancing with the Stars>, <So You Think You Can Dance?>, <America's Got Talent>, <The Apprentice> and the like. Thirdly, it is easy and varied quiz show. Despite appearances to the public mainly the type and configuration of the problem vary as the quiz show that has gained a lot of popularity. Dutch company Endemol <1 vs 100>, <Deal or No Deal>, as well as developed by the American broadcaster <Are you smarter than a 5th grader?>, <Power of 10> TV formats are a prime example. Public participation and, as a historical quiz show similar but <1 vs 100> type of person confrontation with the 100 men as the format, and the performers are betting like a colorful studio set in that it simplifies the basic rules <Deal or No Deal>, in primary school classroom, such as to the classes <Are you smarter than a 5th grader?>, it is nonsense and common sense, not matching the survey <Power of 10> such proceeds manner and various changes in the types of problems shows. Finally, these formats are characterized by integrating the child items. Socially, there are programs for children over the performer charm and interest of parents for their children increasingly has emerged one after another. And those of <Are you smarter than a 5th grader?> Is a quiz format and combine one child, <Kid Nation> can be characterized by the introduction of the children observed the program a reality type format.

France. In France, their format confrontation, experts have TV format was utilized with features such as the United States and the United Kingdom. However, in the case of popular politics, current affairs programs and dynamic game show deserves to be specific, the use of female host. First, the format of the sons was found in the popular dynamic game show. After leaving limited time to perform the mission and obstacles can move on to the next step. Though reminiscent of the movie <TOMB RAIDER> <Fort Boyard> or <la Carte aux tresors>, <Koh-Lanta> The program's dynamic game types, such as organizing a special program has been gaining popularity. In particular, participation in the game, and utilizes the reality factors showing the appearance of the cast for the appearance or survival to perform the mission without filtration, using Europe's landscapes to studio sets and item characteristics that produce a European atmosphere, it is showing. Second, this configuration dramatic confrontation with the progress of the performers features. Game format or model program <Fort Boyard> Confirming the composition

and configuration, team battle, <la Carte aux tresors> is a one-to-one confrontation, <Koh-Lanta> is the format type consisting of personal confrontation confirm the composition begins with the team showdown. For the newcomer to find programs that dig the music newcomer <Star Academy>, <Pop Star>, <Nouvelle Star> and looking for a rookie comedian <60 secondes pour rire> it has been made to the fierce competition among the performers who participated in France or Europe Areas is the point. If the quiz show, Dutch Endemol company's original works in broadcasting that is <1 vs 100> national format 1 person and 100 person consists confirm the composition showdown, France has a history of more than 40 years <Des chiffres et des lettres> format is a format consisting of one name one confrontation compositions. Thirdly, many professionals utilize. In the case of Korea, most of the host program consists of a professional announcer and comedian host of origin. However, in the case of France, there are many cases that the broadcast host specialized programs to fit the nature of progress. The game show <la Carte aux tresors> host is a former player of windsurfing, <Koh-Lanta> is the host of professional sports journalists. And cultural, economic, political, and host of the current affairs related to the program that is responsible for all journalists in progress. Finally, they take advantage of many of the host women in politics and current affairs programs. Their <A vous de juger> format plays host women's press F2 and director of the show, political discussion programs are popular programs as unusually earn more than 20% audience share. The show is South Korea <100 minutes Discussion> TV format is similar. Their <A vous de juger> format plays host women's press F2 and director of the show, political discussion programs are popular programs as unusually earn more than 20% audience share. The show is South Korea <100 minutes Discussion> TV format is similar. And those of <Envoye special> is the format of two women journalists from a <W> TV format similar to international current affairs program conducted jointly by the content of MBC Korea, a magazine program format for all four reportage theme. This format is very content to culture in the broader international disputes.

Germany. In the case of Germany, it serves a variety of program formats and singularity deserves this kind of format type from confrontation to a quiz show format program. First, the game shows the configuration of the body and the brain. Germany's most popular comedian, "Stephan Raab" and "Hurdles game," shot put, such as sports games, trivia game, and the Brain confrontation such as 'Memory Test' to win, that is the winner of "Stephan Raab" <Schlag den Raab> and made the team as a family that goes to configure the game the way the body and brain with <Family Showdown> is the same format as this feature. Second, adaptation and transformation of the quiz show. Their format is a toxic televised quiz show and a lot of the traditional quiz format <Wer wird Millionaer?> In addition to mixing torque and quiz format, adaptation, and many are formatted transformation. For example, the popular business program <Wetten, dass ...?> the challenge is public and celebrities invited as a guest performer. Their assistance is a quiz show format appropriate mix up the variety show celebrity talk to quiz and game format. In addition, <PISA-Der grosse Urlaubstest> is a popular resort shows the celebrities who mix torque and international academic quiz to test the configured format motif PISA format. SAT.1 of <Genial daneben> is a quiz to proceed

in a manner that presents a number of questions to answer viewers with an actor and musician, comedian, host and two grafting program format. German version <Das weiss doch jedes Kind!> was localized to the <Are you smarter than a 5th grader?>. German students in international mathematics ability test sluggish with other German social problems that the program <6! made setzen>. <6! made setzen> is a television program with a format that reflects the public interest naesewo a fun and clever young children than adults as the subject of a quiz show. Third, they are characterized by a variety of talk show format. Their public broadcasters are mainly a talk show dealing with current affairs and serious social agenda, private broadcasting and televised entertainment torque focusing on the antics of the famous comedian aged or interesting content. A political talk show that aired on public television ARD <Anne Will> South Korea's MBC <100 bun Discussion> and a similar type of TV format. The show is free to proceed without further table, there is a difference in that it is also possible to configure personal questions for host Anne Will viewers through a bulletin board open to configure the program. Entertainment torque representatives of the private broadcaster Pro 7 <TV Total> is a program format that is going around showing the highlights of the German comedian by night talk show popular form of 'Stephan Raab'. Fourth, these features are the format of the TV program reality improved form. These formats are a lot of side dishes programs, such as the UK and France. But the fact that the program format consists of much formal reality than the competition center was the United Kingdom and France. For example, <Das perfekte Dinner> is evaluating the five dishes to cook as a hobby and a competition format to give the prize to the winner. However, this format is that there is a difference between a friendly atmosphere and configure the appearance of food after tasting with suspense rather than imminent due to competition. <Rach, der Restaurant Tester> TV format is go find a restaurant with celebrity chef Rach problem that improve the problem of the restaurant. Finally Rookie excavation program constitutes the primary format. Compared to other countries, such as the newcomer to find this program it is small. However, <Pop Idol> Find rookie of the same type of format as <Popster on Stage>, the program creates a model aspiring to the model format <Das Modell und der Freak> it is typical. In particular, the selected part as possible in the European sentiment can be called free format than Asia.

Spain. Spanish TV format is characterized that the cultural elements and activities of local and regional ornate reflect the many types. First, these formats are often characterized by mainly female host. Popular TV formats such programs are often represented as a female host. Including <Corazon, Corazon>, living information type <Espana Directo>, vaudeville <La ventana indiscreta> etc. Most beautiful women are alone or co-host it, and the role of gender jointly in women the major TV programs consisting of as host has the initiative. Second, a set of brilliant colors is a feature. Their format is mostly talk, variety and entertainment program, including a set of gorgeous and stylish directing. The <Se lo que hicisteis!> is a popular variety show. Set of the show is so colors represent the primary colors such as orange, yellow, green, <La ventana indiscreta> is composed of geometric blue circular colorful costumes and stage a host of stylish women. <Gente> women's favorite host will wear a red outfit is the orange line. <Gente> women's favorite host will wear a red outfit is the

orange line. In addition, host costume features that provide an overall lighter feel in the liberal arts or information program because it gorgeous. Third, their formatting features are configured on the data screen and skill at talking. The format is characterized by the program is not substantially compete vigorously smashing into the body as compared to the European countries. On the other hand, to provide a data screen providing viewers broadcast program or <Los mas embarazosos teleaprietos>, <El buscador de historias>, <Cuarto Milenio> format and the like are representative. Fourth, these formats are a lot of sports information program. Korea to transfer knowledge or information about the football program, rather than just football information found in fun aims. <No me digas que no te gusta el futbol> is a popular program formats forth Spain's first female announcer in front of terrestrial programs. Finally, these formats are a reality format and structure of the South American mix adaptation. <Caiga quien Caiga> the format is the co-host with three male comedians was out progress humorous interview of the reporter, or the program format to reproduce the scene of absurd situations of everyday life.

Australia. Australia has a variety of formats and takes advantage of global comedy, reality and maximizes Australia's items. First, these are preferred in the global format. A globally, popular television program formats <1 vs 100>, <Australian Idol>, <60 Minutes> and, <Are you Smarter than a 5th Grader?> are making re-production and re-formatting with the popular host and localization of Australia and Australian item. <Top Gear> is imported as it aired in the UK won authoring format. Second, these formats are the diversification of comedy, and keep pace with a conte and outdoor location genres, also have features to appear on the fixed group of comedians parody in variety show (reports, talk shows, documentaries, reality, dating, etc.). <Chasers War On Everything> go side by side with studio and outdoor location of the storyteller talk format and program format which is mainly a real political satire. In particular, the host is configured to create a direct slatted production program a wide variety of genres comedy corner <Rove> etc. this is typical. The <Thank God You're Here> is a famous improvisational comedy type with guest and host audience. The format crews give mission to guest that made comic performers by transformation and adaptation. Music quiz show <Spicks & Specks> consists round such as talk and music among the performers. Third is the maximization of reality. Typical format is <Medical Emergency> and <RPA>. This format is a type of close adhesion news gathering as following and infiltrating person by camera. <Border Security> is a close adhesion news gathering format show on the airport. Finally, these are that the use of the item of its own. <RSPCA> is wide land and rich natural environment, the material in one of Australia's animal rescue program format. <Backyard Blitz> of garden renovation program format, <Hot Property> of real estate reality program which seems a popular format, those TV format focusing on the relationship between man and nature that is based on the Australian-owned land and the vast premises and natural environment because their population is less than in other countries. But these formats are steadily gaining popularity.

Japan. They have an infotainment show and comedy format as the format show of depend on individual skills of the performers rather than a variety of program formats. First, these formats seem to depend on the strong characteristic

individual's ability to guest more than the structure of the format. For the most popular programs, it made of a process of a star or celebrities. In particular, it is typical that Japan's leading host in show as TAMORI, VITO TAKESHI, SANMA whose popular in Japan. The format use their personal ability to the programs <Hey! Hey! Hey! MUSIC CHAMP>, <Downtown DX> and <Lincoln> etc. If the presenter and comedian, most comprehensive performing arts school of Yoshimoto promotion of industries (NSC New Star Creation) and rickshaw training school and belong to the main management, including the school of JCA, SMAP, Tokio, Kanjani, Arathi, Cartoon, V6, etc. The management company is that foreigners living in Japan to exercise significant influence. Second, there are many varieties of Japanese comedy format. In Japan format, the format offered laugh to audience not conte or comedy. <HARUNE NO DO PIRA> hold the central place in conte of the cultural phenomenon that is becoming popular enough to appear as a social parody of TV programs and commercial message. <ENTANO KAMISAMA> is the TV format of showy show. This format consists of 1~2 teams of rookies gag comedy team of conte and the 3-4 team that appeared fixed on the show. Finally, they have a strong infotainment and entertainment TV show. These formats have strengthened education, life information, refinement 'informative' and so forth in variety TV show. Broadcasters are scrambling feature that looks positively to the development of related items using the 'informational' of these infotainment.

Table 1. The characteristic of excellent TV format countries

Country	The characteristic of TV formats	A point of similarity
U.S.A	Strong studio productions, reality format diversity, made easier and various quiz shows, children's items popular.	Diversification of the television program formats (reality, quiz shows, etc.). Using the confrontation format. The format of the personality of celebrities, The format of globalization, important the format localization.
United Kingdom	(Cooking show, Search Idol, etc.) popularity confrontation, experts leverage, host personality, creating characters, diversification reality (observations and solutions).	
France	Dynamic popular game show, confrontation (Games, Search Idol, Quizzes, etc.), utilizing experts, utilizing women host in politics and current affairs TV show.	
Germany	Game shows of utilize body and brain, Quiz shows of transfiguration (Utilizing child items), talk show diversification (public channels - luxury talk, private channels - entertainment talk).	
Spain	Girl Power (main program), brilliant color set, utilizing VCR, showing the highlights progress, football sports information accents.	
Australia	Proven strong global format, comedy diversification (Conte, Talk, Quiz, etc.), the maximization of reality (news gathering), renovation / improvement (gardening, animal rescue, real estate, etc.).	
Japan	Preference the format of dependence star configuration, variety Comedy, infotainment (information & entertainment).	

*PARK, Jin-Sik (2012). Study on the Localization Production of Television Program Format (p.128).

Trading status of the International Trade Formats Fair

Overseas International Broadcasting Trade Fair, international trade fair and the group appeared to deal a television program to keep pace with international demand for the program. 1961 The world's first television program, a sample market 'Monte-Carlo TV Festival', 1963 'MIP TV', and in 1964 the United States 'NATPE (National Association of Television Executives)' that gives rise was in the US program area the 'formatting', which was adapted from a program as done actively (Business Week, 1962). In addition, there can be formatted transactions as a way of Exchange in the television industry, followed by the past, particularly in Europe and South American countries have programs to emulate, it was very rare thing to pay for the format. However, the license fee (License Fee) system to formulate an exchange program of the late 1970s the idea was beginning to emerge in the international television industry (Ha Yoon Gum, 2001). This formulation helped to facilitate international trade in the 1990s and 1980s format. Since the 1990s, interest grows for the television program formats the transaction was starting to get a little more positively achieved. In 2002, 365 television program format was trading around the world, this figure had increased to 492 in 2004 (Huang, 2005). Format market has grown at a rapid pace. From 2002 to 2004 there are 259 program distribution market was € 6.4 billion from 2006 to 2008 there are 445 program trading and market grew by 9.3 billion euros (FRAPA, 2011). In particular, the program format in the trading market has been recognized in that it shows a rapid growth in the creative industry leading high-growth potential (Korea Creative Content Agency, 2014). In recent years, Asia TV analysis through Asian culture and emotions are filled with the world's largest development program focused on the format and format pioneered Endemol as a company specializing in new market opportunity also to make noticeable aggressiveness (Seul Jin Ah, 2013). In double sales of Endemol about 1.7 trillion won in accounting for 45% of the total market (Jin-Sik Park, Doh Yeon Kim, 2013).

Table 2. Endemol annual sales trend

(Unit: EURO millions)

Year	2002	2003	2004	2005	2006
Sales	708.4	739.7	850.9	900.1	1,117.4

*Source: Endemol, Annual Results 2006, February 22nd, 2007.

Interest in this format business situation in 2002 is the International Broadcasting Trade Fair, held seminars on the topic of 'the future of TV formats' (MIPTV) since the format becomes more and more transactions are heightened.

Monte-Carlo Television Festival

Monte-Carlo Television Festival is established by the world's first television program, based in Monaco Festival in 1961. Best TV programs and actors from all over the world, the international jury consisting of eminent industry experts and a man of talent throughout the festival will participate in the evaluation of all programs of the convention. Selected more than 60 programs in more than 30 countries are nominated every year compete (MONACO MEDIAX, 2015). Countries participating in the festival are targeted at network, retail and manufacturing companies, including all countries around the

world. Each sectoral classification is largely divided into five categories. First, TV series (drama and comedy), and second, mini-series, Third, television movie and finally news (documentaries, TV news item, 24-hour news program) is the area.

MIPTV (Marché International des Programmes de Télévision)

MIPTV is a leading global provider of digital content and television content market. The festival began in 1963 from a global imaging trade fair in Lyon. The festival is held while moving in Cannes in 1965. Since 1982 was held in Paris. Then in 1987 organized by configuring the market operation and management company, it has been equip the MIDEM International Film Festival, such as the current form (Reed Exhibitions, 2015).

Table3. Participation of MIPTV general information

Division	Unit
participant	11,500
buyer	4,000
participation enterprises	1,500
participation countries	107

*Source: Reed Exhibitions, 2015(<http://www.reedexpo.com>)

Table 4. Participants representative industry status

Division	Representatives of industries
1	TV programs buyer
2	Distributors and sales agents
3	Program producer
4	Financial Partners
5	Commissioner
6	Platform Owners
7	Internet and mobile players
8	Solution Provider
9	Advertiser
10	Major global brands
11	Licensing Officer
12	Advertising and media agencies

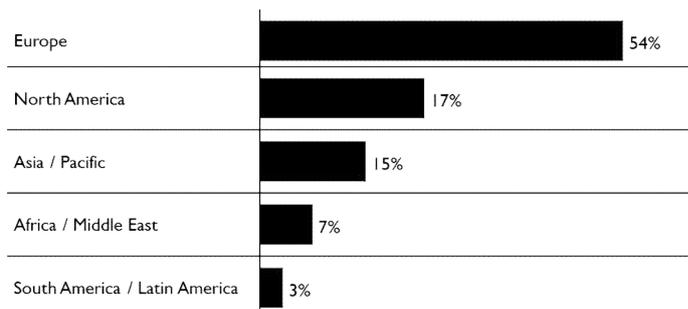


Figure 1. MIPTV participating countries status

"International Video of the MIPTV trade fair has a fairly long history. The United Kingdom or the United States are subject to major market participants than Asian countries. The reason for this is also part of such royalty provided in countries already participating in the market 10 years ago. Such countries are in a situation that solidify its position through a major showcase and launch the most brands around the show."

- Lee (Reed Exhibitions, Director).

MIPTV is basically a co-producing, buying, selling, investing and entertainment content distribution market of program formats. In addition, MIPTV has provided the world target as TV, film, digital audio-visual content, trends in the industry related to the production and distribution of various forums and conferences, and networking content, including a deal to the participants.

NATPE (National Association of Television Program Executives)

Associations representing television programs (NATPE) was founded in 1963 as a representative organization of the new media. NATPE provides education, networking, and service to members through information provided, including the role of professional skills through a directory and events of the year participants. As well as industrial networking format, a special partner events, including educational opportunities to its members and to provide online services. In particular, the role of community television format industry around the world through a new major media and technology conference and participants configuring media purchasers, including the broadcast and cable networks and channel programming, program distributors, financial, advertisers and technology companies, consists of content producers. NATPE has acquired DISCOP EAST 2011 and NATPE 2 Mainly through the Budapest event it includes the Central and Eastern European television industry, including the Central and Eastern European television industry (NATPE, 2015). In particular, the content deals with central and eastern Europe in the media industry and to promote the market. NATPE is a business matching to enhance the attraction connection of the buyer, it is actively present, including the results of the revenue broadcast of the 45 countries participating and 350 buyers network, cable, satellite, network, Internet, broadband, digital, mobile platforms and home entertainment It includes a region.

Table 5. International trade fair participation general information of NATPE

Division	Unit
participant	6,500
buyer	3,000
participation enterprises	700
participation countries	47

*Source: NATPE, 2015(www.natpe.com/europe)

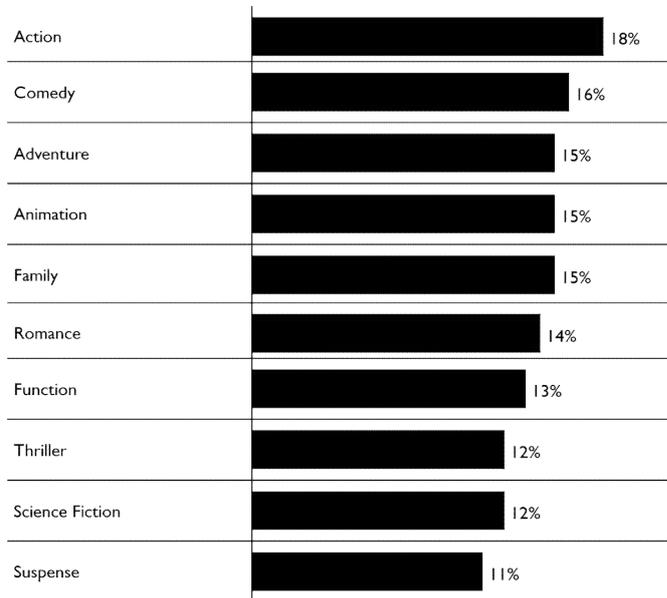
ATF (Asia Television Forum, ATF)

Asia Television Forum (ATF) is MIPTV international trade fair, which forms the fastest short-term trading markets around the region. ATF has a variety of program content and transaction services to the quality of the platform for the Asian entertainment industry and Asian entertainment content eco-

system in the market and provides content to the seller and the buyer (Reed Exhibitions, 2015). Features of ATF will deploy the contents of a variety of entertainment to Asian buyers with qualified market transactions, and provides a joint production, purchasing, sales, finance support services. ATF began in 2000 had an average of 846 buyers, 658 can exhibit, 4,800 delegates are participating (ATF, 2015). ATF is useful in networking activities for building industry relationships as it provides a future outlook for the conference, with Asian television industry trends and analysis of the international industry in addition to the buying and selling of entertainment content. Specially, the domestic-oriented industries than the international market in the United Kingdom and the United States may be referred to the international market with a strategic advantage in participating. Specific services provided by Hollywood studios, rights holders, content buyers and networking platform, production information and company meetings, offering such technologies and services.

"ATF is an international market formed a separate Asian region as a destination of Reed Exhibitions. Of course, this does not mean that participants limited to the Asian region. If you look it is already in Europe and the US market somewhat saturated market and international market conditions and proceed with a new specialization in the emerging markets. Asian region countries have been investigating events that are interested in participating countries is also on the United States and the United Kingdom region than the international market for use only in Asia. Among them, especially we see that ATF is an international trade fair with a focus on the Asian region format and contents countries. Already the same company, such as MIPTV and MIPCOM events that has accumulated a lot of know-how will you sees that attract."

- Kathy (MIPCOM, Executive Director)



*Source: Reed Exhibitions, ATF, 2015

Figure 2. Participants' genres and content types

The participants' genres and content types of ATF follow as Figure 2: Action (18%), comedy (16%), adventure, animation and family (15%), romance (14%), features (13%), thriller and science fiction (12%), and suspense (11%). It exhibits a striking contrast to TV format between characteristics of the national TV program formats and international contents trade fair.

Table 6. Program content of international trade fair ATF

Division	Content
Hollywood Studios	Branded content such as pitching
Rights holders	Content Copyright
Content buyer and platforms	Introduce the content of buyers and buying platform
Production companies	Opening Ceremony, Reception, Buyers, sellers launching
Technology offers	Such as technology platforms offer
Commissioner	Content Forum and seminars
Regulator	Showcase and Networking

*Source: ATF, 2015(<http://www.asiatvforum.com>)

Shanghai TV Festival (STVF)

STVF is the oldest international video market in China. Started in 1986 and has been working with the China Broadcasting Development history was not even aware of the harsh exchanges with foreign broadcasts (Korea Creative Content Agency, 2010). Shanghai Magnolia Award Ceremony TV held international seminars and trade fair about television program category by exhibition machinery. This year, STVF is 15th. The average of STVF’s participants is 3,000 people and approximately fifth countries including France, South Korea, Japan, the United States and the United Kingdom.

Table 7. General information of STVF Participation

Division	Unit
participant	3,000
buyer	980
participation enterprises	400
participation countries	15

*Source: STVF, 2015(<http://www.stvf.com/InformationEn/Index.aspx>)

China International TV Programs Exhibition

China International TV Programs Exhibition is an international TV broadcasting exhibition that started in 2002. In particular, a conventional exhibition with China Media Group Administration in the event is organized by China's rapidly growing receive the full support of the government. The average of China International TV Programs Exhibition was about 85 companies, 22 countries and 422 people. Only the turnover has been estimated that up to 6.56 million RMB.

Table 8. Participation general information of China International TV Programs Exhibition

Division	Unit
participant	422
buyer	120
participation enterprises	85
participation countries	22

*Source: CITV, 2015(<http://citv.chnpec.com/citv/english/intro.html>)

Sichuan TV Festival

The organized Sichuan TV Festival is convened every two years; this exhibition is organized by trade fair as well as Shanghai TV Festival, equipment exhibitions and awards programs. In particular, the Sichuan TV Award exhibition that focuses attention on the documentary sector and among the Golden Panda Award television programs, documentaries and the counter China's role to introduce the West (Korea Creative Content Agency, 2010). This exhibition is full participants from 29 countries, 200 companies and exhibitors are participants of 3521 people were examined by the purchaser about 1,000 people. In particular, the international image of the exhibition focus on appeals can be considered a point feature documentaries.

Table 9. Participation general information of Sichuan TV Festival

Division	Unit
participant	3,521
buyer	1,000
participation enterprises	200
participation countries	29

*Source: SCTVF, 2013(http://en.sctvf.com.cn/_d1479.htm)

Korean Broadcasting Trade Fair

Broadcasting Contents World Wide (BCWW) is convened with the broadcast video content market and the relevant international scale conference organized by the Korea Creative Content Agency Korea since 2000. This fair has provided variety of content and business matching programs, industry trends conference, broadcast content related workers to the platform for service providers and the general public. BCWW 2014 was analyzed that the broadcasting content results of domestic companies increased 27% (\$ 45.56 million (47.34 billion KRW). BCWW countries participated in the event were analyzed by 183 exhibiting companies, the purchaser will be the buyer's participation was 11.5% compared to 2,000 last year, overseas visitors also 19.5% (over 5,800 people) from 50 countries (Korea Creative Content Agency, 2015).

Table 10. Participation general information of BCWW

Division	Unit
participant	3,800
buyer	2,000
participation enterprises	183
participation countries	50

*Source: BCWW, 2014(<http://www.bcww.kr/kor>)

Korea in the international broadcasting trade fair expectation could prove a potential value of transactions in the broadcasting industry through the TV format is that it extends the trading area in a global networked environment through a distribution deal.

"Format that makes the content seems to be seen as making plans to create a broadcast content. If you take it Korea also it can build buildings go anywhere with that format, as you can build to go to Saudi Arabia where has that adds to or subtracts from suitably

formatted to fit the situation or conditions in the country I can create a new program can that be a pretty good role in a great program distribution."

- Kim, Gyu Chan (Korea Culture & Tourism Institute)

However, this trade fair despite Format trading status of the case of domestic poor in the relative participation of the participating countries when compared with overseas international trade fair, we do not have a program that discrimination and competitiveness of the conferences cannot find a successful strategic plan of sustainable events the situation.

Busan Contents Market (BCM)

BCM is an international scale of broadcasting trade. This fair is convened in Busan since 2007. BCM is run on Busan Contents Market Commission. The average of participant is 555 companies, 45 countries and 1,314 buyers and sellers. BCM has provided such as the exhibition of digital content to the participants in the various sectors, forums, seminars, business matching, events and cultural content of investing in the fund and pitching to the participant as drama, international broadcasters, animation, documentaries manufacturer and distributor, 3D, formats, new media companies as well as domestic major stations. In the broadcasting sector trade fair, including the domestic and international TV broadcasters, Animation, Documentary manufacturer and distributor, music formats and 3D create a successful business opportunities, such as participation in a variety of new media-related companies and provides status information for the international content industry. Business Matching are investment advisors and production companies comprised of investment audit practitioners of cultural contents related to venture capital companies providing investment opportunities and substantial consultation to make room for a man-to-man contact.

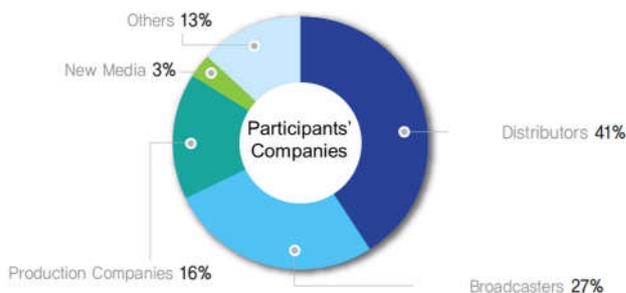
"We're focusing now the export of finished products of Korean dramas. Then move away from export format to export the finished product is activated, if I see that there could be a new growth engine for the cultural and creative industries. So there we can overcome that the opposite emotion of other countries through our drama arise emotional culture."

- Kim, Myeong Joong (Professor of Honam University).

Culture content investment fund introduces support policy content and related content through the matrix funds. Information for producers and pitching venture exchange and networking events and BCM (Pitching) has been introduced to support investment promising a latest content to domestic and international broadcasters and production companies and investment companies in the metropolitan area small local businesses.



Figure 3. Participating national distribution status of BCN



*Source: BCM 2014(<http://www.ibcm.tv/eng/sub01/01.index.php>)

Figure 4. Participating companies' distribution status of BCN

"BCM is also Seoul (BCWW) and the absence of special and differentiated strategy International Trade Fair held in Gwangju (BCM) in KR. However, BCM offers cost to the foreign participants which have a certain degree of attraction for the aggressive and bent on obtaining visualization exercise rather than through international phase because they induce participation. In particular, in the case last year, BCM was a difficult case for participating companies, events filled the booth. Maybe because most foreign participants will be unaware of the existence of similar, even in our country, as well as other international trade fair. If the trade fair does not provide a significant attraction to the special development program participating companies or participating countries, trade fair is to become the market form of trading a difficult situation."

- Lim, Kyeung Tak (Contents manager of BCM)

Table 11. Program content in 2014 BCM

BCM MARKET	<ul style="list-style-type: none"> • BIZ Matching • Cultural content Fund Investment Plan presentation • BCM Pitching
BCM FORUM	<ul style="list-style-type: none"> • BCM academy • The next generation of TV content Forum seminar in Asia • UHD TV and Mobile seminar
BCM PLAZA	<ul style="list-style-type: none"> • All That TV
Official events	<ul style="list-style-type: none"> • Opening Ceremony • Welcome Reception • Buyer Seller Luncheon • Korean Traditional Performance
Other events	<ul style="list-style-type: none"> • Taiwan Day Event • Ambassadors 'Nam Gyu-ri' fan signing event

*Source: <http://www.ibcm.tv/kor/sub05/03.index.php?mode=view&idx=3375>

Gwanagju ACE Fair (Asia Content & Entertainment Fair)

Gwangju ACE Fair is a cultural fair through domestic cultural content broadcasting video, content and art technology. This fair introduces the content industry. Also this fair provides culture, technology exhibition, publicity, information on the latest trends and cultural contents industry through the support of the business matching, and provides domestic, international ventures and business consulting. In 2013, the export of 1,623 cases and \$ 264.20 million through consultation buyers' sessions of 223 people from forty countries and four hundred cultural content companies of USA etc. (ACE Fair, 2013).

Thus, international contents trade fair has been more flexible television program formats and deal with a form of development attention.

Table 11. General participant status of Gwanagju ACE Fair

Division	Unit
participant	810
buyer	223
participation enterprises	404
participation countries	40

*Source: Gwangju ACE Fair, 2014(<http://www.acefair.or.kr/fairDash.do>)

“Globally, broadcast format standard market size is \$ 4 billion (4 trillion KRW) in 2011. In the regional format export, the UK (the United States, the Netherlands, etc.) leading to a small number of countries are a monopoly. The format of the broadcast market has also formed a systematic trading system. The trading range is often limited to narrow formats of broadcast programs and progress approach, but it is the recent trend by ‘bible’ which includes from plan process to take camera and edit.

- Kim, Myeong Joong (Professor of Honam University).

Globally, the TV program formats has a trading history of 50 years, and that continues to increase the amount of the transaction (Jin Ah Bae, 2008). The privatization of the world's television system in the 1990s and 1980s occur market liberalization and deregulation is happening while the television system has been more open to the flow of capital. And it began to be universally accepted than commercialism strategies for program production (Hong, Soon Chul, 2009). In addition, advances in technology (multi-media, multi-channel) which is increasing the demand for environmental programs around the world, the role of program distribution market expanded as these flows were made homogenization television systems around the world. It strengthened mutual commercial relationship. This worldwide distribution of television programs TV format as well as the content of the area suggests that was made of the global connection and integration of the television industry is going economy may mean that more standardized.

DISCUSSION

Contents trading and distribution market has increased gradually for domestic or foreign program formats and the content trading activation as international Trade Fair. In this regard, the international trade fair in each country is seeking a variety of differentiation. Overseas International Trade Fair is to foster a positive business networks in accordance with the participation and exercise overall objective characteristics of buyers and sellers, and induce content-specific service transaction as well as opportunities related to the transaction between buyers and sellers through the content industry trends and showcase a situation that is actively provided. In the case of Korea has formally follow the exercise program that consists of only the scale and form of international industrial International Trade Fair International Trade Fair with the participation of many international events of the international scale of the trade fair. The point is that it does not look the International Trade Fair and other discriminatory characteristic. Therefore, this factor does not make the domestic content companies and industrial environmental characteristics of the platform companies. This solution presents a method for activating a strategic transaction formats as follows for global competitiveness.

First, positioning building is needed for creative characteristic of international trade fair. Each event every foreign International Trade Fair is out to establish a special events and phases. MIPCOM trade fair is characterized by being traded around the brand manufacturer. And speak a strategy to increase the authority of the event. For that reason, participants who participated in the trade fair are realities for poor credit are more traditional trading participants as well as the ATF is making a deal positioning around the Asian region. Korea case, positioning is more important than ever that combines strategy and IT skills because we are already abroad in a short period of time to follow the strategy of the trading system know-how gained through years of international trade fair is physically difficult situation. Thus, Korea International Trade Fair provides actively deal of content and platform providers to create an international trade fair that combines technology and IT can accelerate the content of the future trading of the experience property value.

Second, an understanding of global business transactions cultural needs. In particular, these cultures required by the international trade fair business transactions are not talking only communicate to the event. Sellers are already conducting an ongoing sales derived through contact with trading firms with a view of their content and business type and performance, including the pre-purchased prior to the transaction because it is unusual to expect visible results in the period of the event. Participants to join the International Trade Fair are sufficient to form a network in a previous transaction of international trade fair. And that was investigated and necessary for the continued trading of the mutual communication until the next representative participation. In the period of international trade fair, the participants need to keep in mind that they are the official distribution such activities as part of the transaction process. This is because the initial participants to present cultural constraints on trading when their content traded cultural forms. In this case, if only the center of their culture is inhibited in launching a global business transactions. In particular, a national operator to participate in international trade fair is to be understood that they are not to participate in a single carrier type.

Third, participants will need a variety of menu options trading of goods. The purchaser is not required to buy only the complete content. The buyer is required to purchase as a package to a derivative or incorporate technical elements and content because of the variety of menu options should be ready for trading goods. Also, why deal with diverse products made optional in the international trade fair is due to diverse local needs of the buyer.

Finally, the government needs concentrating on a selected few projects as domestic characteristic of the international trade fair. In addition, it is important to maintain constant period for success. Apparently there is also a difficult reality to overcome the limitations of cultural discounts appear in the International Trade Fair. But it should provide a differentiated policy, tailored support to the international trade fair for the government to deal with the content distribution competitiveness in the global market.

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