The social and cultural impact of satellite broadcasting in Korea

Won, Woo Hyun.

1993

Won, W. H. (1993). The social and cultural impact of satellite broadcasting in Korea. In AMIC Seminar on the Social and Cultural Impact of Satellite Broadcasting in Asia, Singapore, Feb 1-3, 1993. Singapore: Asian Media Information and Communication Centre.

<https://hdl.handle.net/10356/87310>

**The Social And Cultural Impact
of Satellite Broadcasting In Korea**

by

Won Woo-Hyun

The Social and Cultural Impact of Satellite Broadcasting in Korea

Professor Won, Woo-Hyun
(Korea University)
Seoul, Korea

1. The Characters of Audience and Type of Acceptance in Direct Broadcasting Satellite

(1) Research on Actual States of Satellite Broadcasting

There has been no organized research on the number of families receiving foreign broadcast via DBS. According to domestic receiver manufacturers estimate, approximately 10,000 families watch Asiasat(STAR-TV) and approximately 200,000 families watch JBS(Japan Satellite Broadcasting Inc.). Especially the total of 400,000 families including the families

sharing antenna with others¹⁾ are estimated to be benefited by DBS. In consideration of increasing trend of DBS watchers, there will be more than one million by the latter half of 1995. But there could be more because the variables like antenna miniaturization, lower manufacturing cost, and cheaper installation expense will have positive effect on the receiver population in Korea.

As requested by the Ministry of Information, Korea Gallup surveyed satellite broadcasting-receiving families in six major cities in December 1991, and KBS conducted another survey in 1992. In the KBS survey, on the middle class Seoulites in particular, about 44 percent of non-satellite broadcasting receiving families appeared to be positive in getting domestic satellite broadcasting receiver, while 56 percent negative.²⁾ From the result it is assumed that about a half of middle and upper class T.V.viewers in major cities would get receivers when satellite broadcasting gets to be in operation. Once satellite broadcasting receivers are provided, they prefer news, drama/movies, sports to show/comedy, cultural program and music. This preference is coincided with that of present receiver-equipped viewers.

According to the Gallup survey conducted on 1,500 adults and 500 households with satellite broadcasting facilities, 230,000 households(2% of the entire households) are

1) Kyoung Hyang Daily, 1992.2.8.

2) KBS, A Study on the Plan of New Media Project in Public Broadcasting, 1992, p.272.

statistically estimated to be equipped with satellite broadcasting facilities and 50% of them have purchased equipments within last 18 months. Most of households bought equipments at neighborhood electronic equipment store(27.7%), electronic arcade(19.2%), electronic company's agency(13.3%) and 'in Japan'(5.7%). The popularity of satellite broadcasting program is ranked as news(59.6%), sports(42%) and movies(30.4%).³⁾

(2)The Characters of Viewers

A DBS viewer study⁴⁾ performed by professors Won, Woo-Hyun and Choi, Hyun-Chul focused on the knowledge about direct broadcast satellite, the reason of viewing, the recognition of difference between direct broadcast satellite and existing television, and the opinion on the introduction of direct broadcast satellite to Korea.

This study consists of 59 questionnaires; 15 on the reason of direct broadcast satellite viewing, 9 on the knowledge about direct broadcast satellite, 9 on the recognition of difference between direct broadcast satellite and existing television, 19 on the recognition of the necessity of introduction of direct broadcast satellite, and 7 on the opinion about ownership and management of direct broadcast satellite.

This study reveals that 42 viewers were divided into 3

3) Cho Sun Daily, 1992.2.3.

4) Won, Woo-Hyun & Choi, Hyun Chul, "A study on receivers' peculiarities of direct broadcast satellite by Q methodology", 1992.

Q-groups.

People of Q-group 1 watch direct broadcast satellite to get informations about foreign nation(foreign news, foreign culture, foreigner's life and thought, information on individual-home-social life). These people evaluate direct broadcast satellite positive overall(watching at any time, various and interesting program, much educational content) in spite of the expensive cost of installing a parabolic antenna to watch direct broadcast satellite.

They expect that Korea should introduce direct broadcast satellite sooner or later with various channels and programs and develop the programs related to industries so as to serve as a means for an international cultural exchange. They don't have a firm standpoint about the ownership of direct broadcast satellite. They think that direct broadcast satellite could be financed by subscription fee and advertising charges.

People of Q-group 2 watch direct broadcast satellite to satisfy their curiosity(they can watch programs not readily available new and marvelous), interest(watching interesting programs), and need for foreign information(foreign culture, foreign news). They say that the merits of direct broadcast satellite are 24-hour broadcasting, various channels, diverse and interesting programs. On the other hand, the problems of direct broadcast satellite are the expensiveness and the possibility of damaging traditional culture and value judgement.

They think that Korea must introduce direct broadcast satellite, furnish various channels and programs and encourage the development of advertising industries and program. But they worry about deep program dependence simultaneously. They prefer privately owned and

managed broadcasting system to government-managed broadcasting system .

People of Q-group 3 watch direct broadcast satellite to spend leisure time, to satisfy curiosity and to obtain foreign information (foreign culture, foreign language). They say that the merits of direct broadcast satellite are 24-hour broadcasting various channels, diverse programs. On the other hand, the problems of direct broadcast satellite are expensiveness and the possibility of damaging traditional culture and value judgement.

They think that Korea must introduce direct broadcast satellite, furnish various channels and programs and remove difficult watching condition. But they worry about deep dependence of program and technique simultaneously. They favor government-run or public broadcasting system financed by subscription fee.

(3) A Study on Viewing DBS

A Master's thesis by a graduate student of Korea University, examines the watching of Japanese direct broadcast satellite by Korean teenagers who live in southern area of Seoul (An affluent neighborhood).

In his survey 42.6% of 209 (total number) have watched Japanese direct broadcast satellite more than once. And 36.4% of them view Japanese direct broadcast satellite 2 to 4 hours per week.

46.1 % of them watch at home with family members

occasionally and 29.2% watch certain program regularly. Most popular program is musical show with 42.7%, because this program type is easy to understand for those who do not comprehend Japanese.

Watching motives derived from factor analysis were the superiority of programs, the maintenance of social relationship, the pursuit of soft informations and learning.

The watchers of Japanese direct broadcast satellite tend to use other Japanese media(newspaper, radio, cartoon, magazine, videocassette, record) more than non-watchers.

The degree of interest about hairstyle and fashion correlates with the watching length of time of Japanese direct broadcast satellite. And the longer they watch, the higher level of foreign informations they pursue than non-watchers. In terms of usefulness, the watchers of Japanese direct broadcast satellite evaluate soft informations(fashion, hairstyle, foreign music, Japanese product information) higher than any other informations.

People who watch Japanese direct broadcast satellite much evaluate Japan more positive than non-watchers. And the more people watch Japanese direct broadcast satellite, the more they recognize the terms related to Japanese culture. The heavy watchers of Japanese direct broadcast satellite show more candid and active opinions to receive and exchange Japanese culture.⁵⁾

5) Kim, Jung Hae, "A study on watching Japanese direct broadcast satellite by Korean teenagers", Korea University, Master Dissertation, 1991.

2. Cultural Influence of Satellite Broadcasting

(1) Available DBS's in Korea by spill-over.

At present Japan's DBS has three channels. Two of them are operated by NHK and the other by JBS(Japan Satellite Broadcasting Inc.), making it a dual public-private system. It is possible to receive NHK1 and NHK2 only with general receiver such as antenna, converter, tuner. On the contrary it needs a special instrument to receive WOWOW(JBS), a commercial channel. But such instruments are smuggled into Korea and increasing number of people have access to WOWOW. It aims at increasing the number of viewers by not using scramble during daytime.

In case of STAR-TV, Hutchvision Group broadcasts STAR-TV to forty-odd Asian countries through Asiasat from Singapore since August of 1991. It has four English channels(News, Sports, Music, Entertainment) and one Chinese channel. News channel relays BBC World Service TV of England and music channel does MTV of the United States. As for BBC World Service TV News, there is much concern that it is based on the viewpoint of their own.

(2) Sociocultural Problems Due to Spill-over

As mentioned previously, satellite broadcasting-receiving families are rapidly increasing due to spill-over, and follow active discussions

on sociocultural influence.

One professor clarified sociocultural problems influenced by DBS program due to spill-over as identity, quality, balance/variety, and commercialism.⁶⁾

When foreign movies or TV program infiltrate into another country through satellite are, they can seriously affect the home culture. There comes up a problem of identity. This creates danger in cultural infringement of sovereignty, which is completely different from the one called a new order of international information since the 1960s without DBS. In Korea, the increase of NHK-receiving families causes a problem of cultural subordination. From pop songs to fashion, hair style, broadcasting, it is DBS that aggravates the situation in the Japanese culture-infiltrated society. Especially, most Koreans in Southern areas are easily exposed to the variety of Korean coastal music from Enka(traditional pop songs) to popular music via DBS and they are usually misled to imitate blindfoldedly.

For the quality of program, brutal Samurai and erotic dramas could not only destroys Korea's unique culture but also spread violence and suggestive contents to the youth.

Next, the problems of balance and variety are not always negative as domestic channels broadcast the programs with sense of multi-cultural balance and variety.

Commercialism provides domestic viewers more choices of channels in entertainment-oriented TV program of foreign countries, but

6) Kim, Woo Lyung, Introduction to New Media, Seoul: Nanam, 1991, pp.121-125.

it may lead the number of viewers of domestic TV to decrease. Foreign entertainment program may attract more viewers as people tend to be more interested in entertainment than in high-quality, educational program. If the quality of foreign program should remain as it is, domestic programs need to be made entertainment-oriented in order to compete with such foreign program.

Together with this, another kind of problem rises, that is, there is no way to restrict foreign commercials during the program. Because every country has its own regulations in commercial program according to its tradition and culture, overflow of foreign commercials through DBS can not be controlled by domestic broadcasting laws. Recently appearance of foreigner models in commercials caused a controversy. Under the circumstance that our identity might be infringed by advertising our products with foreigner models, moral, ethnic, cultural infringement is uncontrollable if foreign products are imported completely by foreigners. Satellite broadcasting receiving antenna is rapidly spreading nationwide, and it is very worrisome that Hong Kong's culture as well as Japanese one infiltrates every corner of our society without any censorship or resistance.

On the other hand, KISDI(Korea Information Society Development Institute) observes sociocultural influences of DBS as follows.⁷⁾

First, Japanese satellite broadcasting can infringe sovereignty of a receiving country as for selection of

7) Jung, Yoon Sik, A Study on Development of Broadcasting Policy, KISDI, 1990, pp.116-117.

information, and accordingly interfere with domestic issues. Then in the aspect of information and culture, it becomes hard to keep unity as one nation.

Second, satellite broadcasting could form racial, national and religious hate or hostility through false or forged information. Specially, this is one of the great concerns as far as ethnic sensitivity between Koreans and Japanese is involved.

Third, if Japanese commercials flow into Korea, it could stir up domestic products market and give negative influence on the protection of domestic industries.

Fourth, if not necessarily intentional, Japan could force other countries to be assimilated with their culture, language, religion and philosophy through broadcasting and consequently affect their cultural heritage.

Concerns caused by the inflow of Japanese satellite program are also shown in the recent survey conducted by MBC with 1,000 people at the age over twenty living in Seoul. As a result, negative answers appeared to be cultural encroachment(42.6%), morality(23.5%), economic, technical subordination(20.8%), and information infringement(73.7%). On the other hand, 22.2 percent of the surveyed were equipped with receivers. They answered the advantages of satellite receiving such as: learning Japanese language(25.2%), access to the latest news(25.2%), interesting contents(25.2%) and availability to watch round the clock (15%).⁸⁾

8) Han Kook Daily, 1990.2.17.

As a conclusion, satellite broadcasting receiving due to spill-over has both positive and negative aspects in cultural influence. For positive aspects, receivers can have great access to various information and a lot of choices in channels. A sense of cultural balance and an incentive for domestic TV stations in developing better programs can be other merits. Negative aspects are difficulties in keeping cultural identity, and spreading of unrestricted inflow of violent and erotic programs which are not suitable for our own morality and ethics. Also, undesirable influence by foreign commercials directly delivered into our everyday life may do harm to the marketability of domestic products.

(3) Solutions for Spill-over

Several Solutions on the sociocultural influences due to spill-over have been suggested by some scholars in Korea.⁹⁾

First, there must be improvement of quality of domestic TV program. Second, daytime broadcasting must be operated as soon as possible. Third, areas with difficulties in receiving domestic satellite must be cleared sooner and high definition multi-channel must be actualized. Fourth, installation of public antenna for foreign DBS must be encouraged and policy coordination between the programs in the forthcoming cable TV and present broadcasting program must be studied for more efficient utilization of media resources. Fifth, there must be scientific research on Japanese satellite broadcasting.

9) Kim, Woo Lyung, op.cit., pp. 126-127.

Analysis on the trend of formation, domestic patterns and the influence of receiving it needs to be studied. Sixth, with the results of the study Korean government should get into diplomatic negotiations, while making rational policies based on them. Seventh, in order to protect the rights to view satellite TV program, they must try to enlighten the people. In other words, there must be all-out efforts for the provision of alternative programs in order for the DBS viewers to be able to evaluate the Japanese T.V. critically. Unbiased informations must be provided Korean viewers so that they could have correct understanding on reality .

As a summary of the above mentioned solutions, efforts must be made to improve the quality of broadcasting culture and thus to cultivate viewers towards satellite broadcasting. At the same time actualization of satellite broadcasting is urgent to minimize the bad influence and to make Korea culturally-advanced .

3. The Future Implications in Korean Satellite Broadcasting Project

Unlike the case in the U.S.A. the DBS policy in Korea was initiated by government policy, not by public demand. Therefore, in Korea they face controversies in the initial stage.

Here we are to explain the future of DBS in Korea by

investigating government policy-making.

1. The beginning of satellite project; MOOGUNGHWA Satellite Project

In 1989, The Committee of Communication and Broadcasting Satellite submitted first project. The Committee's function is to establish basic program about broadcasting and communication satellite project, raise the funds and develop technology. ■

'Moogungwha' project team finalized a contract to buy a satellite manufactured by GE in December 1991 and it will launch main satellite in April 1995 and subsidiary one in October 1995. The following steps are set up for satellite project :

The 1st step is to obtain know-hows of satellite service operation and to make demands by leased satellite in 1992.

The 2nd step is so called the 1st generation-satellite for providing information and DBS services through Moogungwha satellite that was launched with overseas technical assistance .

The 3rd step is the 2nd generation-satellite to service satellite mobil communication ,HDTV etc through the satellite developed by Korean technology without technical assistance of other countries by 2000.

The services will be provided in two areas from 1995 :
Communication area - video relay, islands and mountain village communication, administrative communication - and Broadcasting

10)Minstry of Communication, The Annual Report on Telecommunication, 1992, p. 83.

area DBS service.

Table 1) The Services from Moogunghwa Satellite

Classification		Service	Relay(No.)
C O M M U N I C A T I O N	Video Relay	* TV Relay * CATV Relay * Teleconference Relay	3
	Inter-Station Relay	* Audio-Line Relay * Data-Line Relay	1
	Administrative Communication	* Audio and Data-Line in islands and mountain village * Emergency-Line * Disaster Restoration Line * Temporary Line	2
	Exclusive High-Speed Line	* In government, public corporation, banking organ and enterprize	2
	Exclusive Low-Speed Line	* In government, public corporation, banking organ and enterprize	4
	Total		12
B. S.	Direct Satellite Broadcasting	* Public Broadcasting * Education Broadcasting * New Media Broadcasting	3
	Total		3

** Ministry of Communication, The Annual Report on Telecommunication, 1992. p.84

Approximate sum of 375 million dollars is going to be invested in production and launching of the satellite, the facilities on ground area and R & D, etc.

Korea Telecom is going to be a sole investor for the easiness of funding, publicity of this project and availability of technicians.

In terms of cost breakdown, satellite construction including satellite production, launching expense, insurance will cost about 60% of total investment (226 million dollars), ground area 23%(85 million dollars), R & D 13%(49 million dollars) and operation 4%(15 million dollars).¹⁰

Figure 1) The Needed Dish Antenna Radius of DBS Receiver in Moogunghwa satellite

The power of DBS territory of Moogunghwa satellite is 120W for the reception within South Korean, only 45Cm radius DBS Antenna is good enough. In Korean peninsular and some areas of Japan, 1M radius DBS Antenna is required and in most areas of Japan and borderline areas of China and CIS, 1.5M radius Antenna is needed.¹¹

11) Ibid., pp. 84-85.

The historical backgrounds of satellite broadcasting project in Korea are: first, developed countries will have satellite for better service of broadcasting and technology innovation. Second, Korea economy is growing rapidly enough to introduce satellite. Third, satellite is composed of high technologies such as communication, computer, semi-conductor, as it has important side effects on related industries.

Concretely, the purpose of satellite project is 1) to provide better broadcasting service 2) to develop high-technology related to satellite system and better competitive power, 3) to establish military defence and space-science basis for pararelling with developed countries 4) have protection against spill-over caused by Japan and Hongkong.¹²⁾

2.The Effect of DBS in Korea

(1)The prospect of the number of receiver household

The number of DBS diffusion is expected to reach 1.2 million in 2000 (0.2 million in 1995), the total number of DBS will be 8.9 million in 2000 (0.2 million in 1995) and its ratio 74.8% in 2000. (1.8% in 1995)

12)Kim, MyungJung., "The Uses and Introduction of Satellite Broadcasting", Journal of Broadcasting Research 1992, Winter, p.59.

13)KBS, "The Study on Acceptance of Satellite Broadcasting in Korea", 1992, p.17.

Table 2) The prospect of the number of receiver household¹⁴

unit:Million

Year	'95	'96	'97	'98	'99	2000	2005
Item							
Population	45	45.5	46	46.5	47	47.6	50.3
Households	11.3	11.4	11.5	11.6	11.8	11.9	12.6
Potential Demand	56%	65%	66.3%	67.7%	69.1%	70.5%	78%
Adoption of DBS	0.2	1.4	1.9	2.4	1.8	1.2	0.9
Total	0.2	1.6	3.5	5.9	7.7	8.9	9.8
ratio of distribution	1.8%	14%	30.4%	50.9%	65.3%	74.8%	78%

(2)The Ratio of diffusion in an early stage

250-300 thousand households have DBS antenna now and this number will reach more than 1 million in 1995 when satellite broadcasting starts.¹⁵

Table 3) The Prospect of DBS Difussion in early stage (Comparison)

14)Park, Kyunchil, op.cit., p.34.

15)Park, Kunchill, "Satellite Broadcasting and Structure of Broadcasting System", Journal of Broadcasting Research 1992, Winter, p.33.

	Year	Population	GNPpercapia	BS Difuss on
Korea	1996	45 Million	8,600\$	1 Million
Japan	1988	120 Million	20,000\$	1.03 Million

**** Long Term Development Program in Korea, KDI.**

(3)The Change of The Amount of Broadcasting time

It is expected that the number of channels will be more than 10 in 1994 and the amount of broadcasting time will increase to 120 hours(a day).

The amount of broadcasting hours will increase gradually from the starting time of Integrated Cable TV & DBS and it will finally reach more than 400 hours(which is 10 times of now)¹⁶

**Table 4) The relation between channel increase
and the amount of broadcasting hours.**

16)Yoo,Sekyoung,"The Change of Broadcasting Environment and Production Agency", Journal of Broadcasting Research 1992, Winter,p.106.

	1994	1995	1996	1997	1998
Broadcasting	4(17)	4(17)	4(17)	4(17)	4(17)
Cable	5-6(10)	8-9(10)	10-12(14)	13-16(17)	17-21(17)
DBS	-	3(5)	3(10)	3(10)	3(17)
Total	118-128	163-173	238-266	319-370	408-476

() Broadcasting time a day

(4)Program change and Production agency

Satellite broadcasting will present somewhat different programming and financing from current broadcasting system in types of programs, that is to say non-satellite broadcasting will give much attention to information, local news but satellite broadcasting will focus on such programs as shows, dramas, movies, sports and nationwide-news.

Especially, HDTV is thought to give financial damage to current broadcasting system because it will provide TV screen clearer than non-satellite broadcasting.

As of 1991 the number of production agencies registered in Ministry of Culture is 335 : Advertising & Non-Commercial Film(76) Movie Production(103) Audio-video production(151)¹⁷⁾

But the number of production agencies which have

17)Kim, MyungJung, op. cit.,p.71.

experience of providing programs to broadcasting company is only 20. So it is very difficult for us to expect that they will survive as program supplier for satellite broadcasting now.

3.The Future tasks and effects of satellite broadcasting

The policy tasks are 1) the problem of DBS regulation right 2)publicity of DBS project, the introduction of commercial broadcasting system, cross-ownership problem in respect of DBS regulation and broadcasting system 3)The provision of universal, enhanced and international service in the respect of programming.¹⁸

In Korea, Diffusion of Cable TV is playing an important role in making satellite broadcasting industry lucrative and the development in new media industry is primary condition for the introduction of satellite broadcasting.

The possession of Korean own satellite will play such roles as follows:

1)the solution of spill-over 2)the solution of blanket area problems 3)the solution of restricted channel number of current broadcasting system 4)new media broadcasting 5)specified program (especially education program) 6)jamming problem caused by waves against North Korea propaganda.¹⁹

18)Jung, Yoonsik, "The Introduction of Satellite Broadcasting and Broadcasting Policy", Presentation Paper in Korean Broadcasting Academic Society, 1992, pp.19-27.

19)Noh, HeeBok, "The Prospect and Environment of Satellite Broadcasting", The Journal of News Paper and Broadcasting 1989. 3., p.25.

And the expected results are as following:

1)that the increase in channel options will bring better broadcasting services,

2)that with growing unbalance between advertising demand and supply, the advertisers will purchase advertising time more selectively,

3)that the number of program made through the satellite may increase in program, production and distribution,

4)that satellite broadcasting will be an important broadcasting mode when South and North Korea reunify. For satellite broadcasting is the media which can cover whole Korean peninsular at a time. This means satellite broadcasting have the potentiality of becoming an important media for contributing to the enhancement of Korean culture in her society.