



Digital Media City

Development Status & Prospect

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About **S**eoul **B**usiness **A**gency

Business of SBA

Consulting Company & Solution Provider



1 Cultivation of strategic industries fit for Seoul

- DMC, G-Valley Cluster
- Game & Contents Industry
- Green Industry

2 Business incubation and support for business start-up

- business incubation center
- Seoul Global Support Center
- education programs
- consulting for specialized SMEs

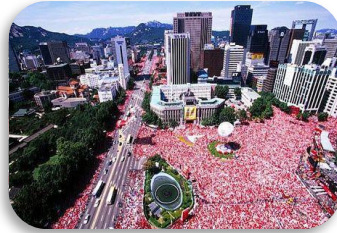
3 Development of sales routes for SMEs

- operation of SETEC convention
- participation in domestic/overseas exhibitions, hosting of conventions
- Hi Seoul Brand Project



About Digital Media City

Time Period



Korea–Japan World Cup

Construction of 2002
Korea–Japan World Cup
Stadium



Incheon International Airport

Opening of Incheon International
Airport, International Railroad
network, and
Inner ring road

(2001. 3. 29.)



Development of New Industrial Cluster

New city cluster to promote
Seoul Future Strategic
Industry

DMC Overveiw



Goal

Global Digital Media Cluster,
Main Business Center of Northeast Asia

Location

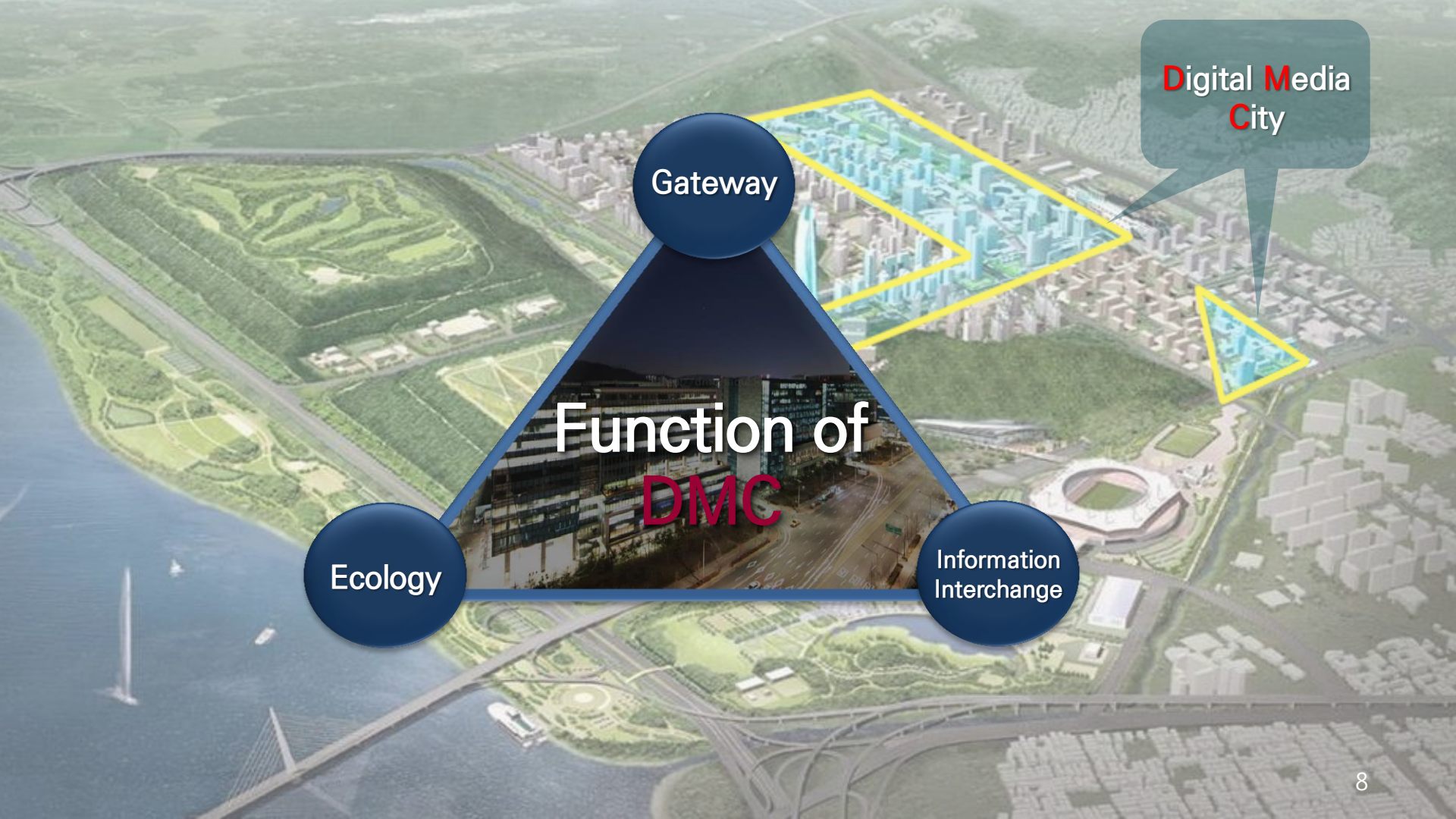
Sangam Sacheonnyeon
New city Residential Site Development
District, Mapo-gu, Seoul, Korea

Square measure

569,925m²
Commercial land: 335,655m²,
Public land: 234,208m²

Period

2002 ~



Gateway

Ecology

Information Interchange

Function of
DMC

Digital Media
City





New Century City

DMC



2016

Vision of DMC

World Class **M&E** Industry Cluster, **DMC**

Northeast Asia M&E Business Hub,
Digital Media City

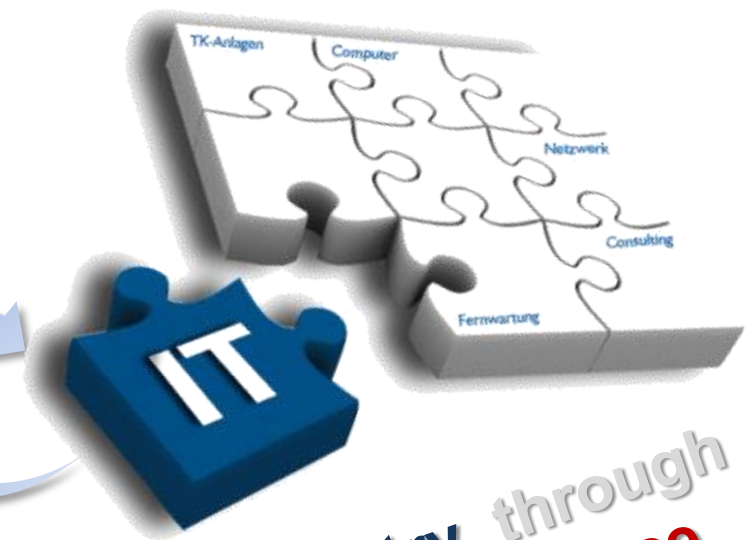


Enhancement of Seoul City
Competitiveness through
introducing DMC cluster
as a successful model

DMC Target Industry

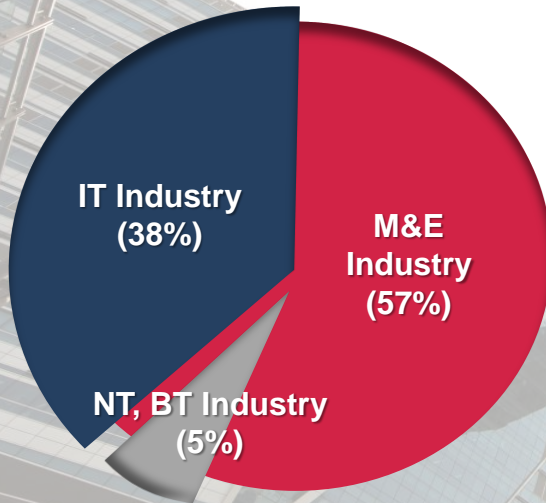


New media Industry through
Digital Convergence



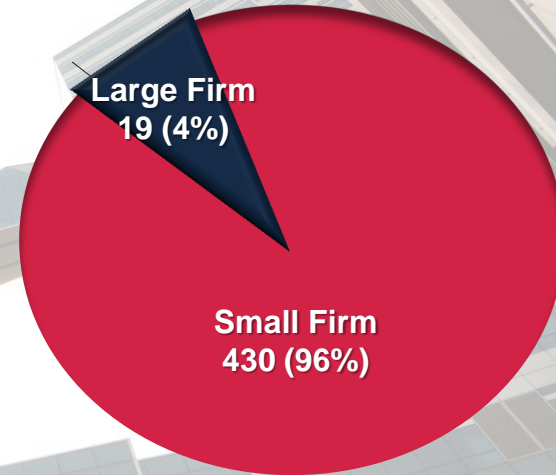
Current State of DMC Industry

Distribution by Industry



{ **Leading New Media Generation**
(Combination of M&E and IT Industry) }

Distribution by size of Firm

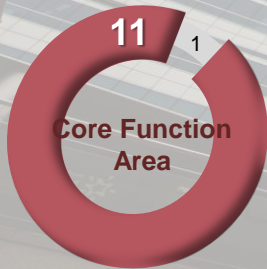
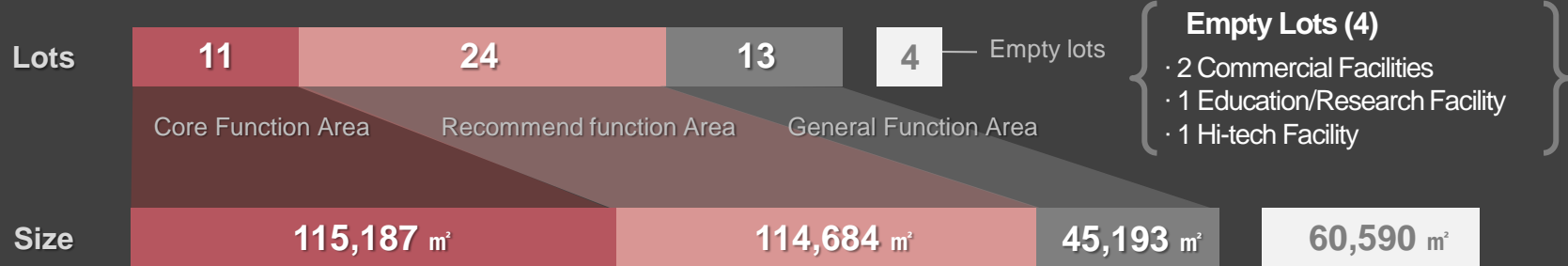


{ **Broadcaster : KBS, MBC, SBS, YTN**
Large Firm : Samsung, LG, KT, CJ }

Supply of DMC land

(기준: 2016. 1)

Among 52 lots, 48 lots are provided (86%)



- Broadcasting Facilities
- Education Research Facilities
- Public Support Facilities



- Hi-tech Facilities
- Foreigner Investment Facilities
- Urban-type Factories



- Hotel, Recreational Facilities
- Support Facilities(dong office, rental housing for foreigner)
- General business



Quantitative Outcome of DMC

1

2006



Number of completion Buildings

39

2016

214

2006



Number of Workers

36,289

2016

5

2006



Number of Enterprises

449

2016

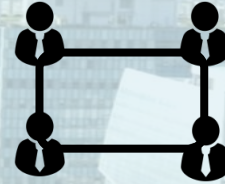
DMC's Success Factors

1



Diversity of participation subject

2



Consistent Policy

3



Differentiated land supply

4



Operating system for building an ecosystem

Positive Effect : DMC Festival 2015

With Society, SME's, Big Company, Universities



Number of
Visitors

300,000



Positive Effect : Popular film location



Movie Shooting



Drama Shooting



Comedy Show



Thank you

