MEDIA’S ROLE IN BOOSTING THE EDUCATION

ASIA MEDIA SUMMIT
6-8 JUNE, 2017
OVERVIEW
KOREA EDUCATIONAL BROADCASTING SYSTEM

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I. CURRENT STATUS IN GLOBAL EDUCATION
Why Education?

Education transform lives

① Contributes to decreasing poverty, creating job opportunities and facilitates economic growth

① Improve people’s chances for healthier lives

② Promotes a healthy society

**Employment rates according to the level of education**

- India
- El Salvador
- Mexico
- Pakistan
- Cameroon
- Liberia
- Brazil
- Jordan


**Rate of support for democracy according to the level of education**

- Egypt
- Tunisia

Efforts of Global Society

- Improving welfare and education of preschool children
- Providing a quality, free elementary education for all children
- Enhancing life skill training and education for adults and children
- 50% improvement in adult illiteracy
- Eliminating the difference between genders in elementary/middle school education as well as achieving educational gender equality by 2005
- Improving the quality of education in every aspect

Education For All (UNESCO)
Education Environment in Developing Countries

Out of School Ratio

- Approximately 57 million out-of-school children for elementary school-aged children
- More than half of the 57 million children have never been to a school

< The number of out-of-school children for elementary school-aged children (1999-2011) >

Quality of Education

- The teacher-to-student ratio for 26 low-income countries among 162 countries is 40:1
- Only 3.5% of 6th grade students have textbooks in Tanzania

< Students per teacher >

<table>
<thead>
<tr>
<th></th>
<th>Infants/Kindergarten</th>
<th>Elementary School</th>
<th>Middle/High school</th>
</tr>
</thead>
<tbody>
<tr>
<td>World average</td>
<td>21</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Low-income countries</td>
<td>27</td>
<td>25</td>
<td>43</td>
</tr>
<tr>
<td>Low-to-middle income countries</td>
<td>26</td>
<td>...</td>
<td>31</td>
</tr>
<tr>
<td>Middle-to-high income countries</td>
<td>19</td>
<td>18</td>
<td>24</td>
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<tr>
<td>High-income countries</td>
<td>18</td>
<td>15</td>
<td>16</td>
</tr>
</tbody>
</table>

*UNESCO(2015). Teaching and learning: Achieving quality for all, p.84
Quality of Education

< Ratio of 6th grade students without textbooks >

Textbook provision worsened

Textbook provision improved

4th Industrial Revolution and Education

- 68% of children who are 7 years old now will be doing a new type of work in the future (The Future of Job, 2016)

- Education for the four essential competencies has been emphasized for adaptation to future society (The World Economic Forum, 2015)
II. ECONOMIC GROWTH AND EDUCATION OF KOREA
Among ASEAN countries, Korea has one of the highest school attendance rates for elementary, middle, high school and college.

*School Attendance Rate may exceed 100% as it includes late-attendance students and repeating students
The increase of school attendance rate leads to increase of economically active population further leading to increase of GDP per capita.

*Trends in school attendance rate and economic growth through 1970-2010*

*National Statistics Office, Economically active population / School attendance rate; Bank of Korea system of economy statistics*
Increase of Educational Cost in Korea

- A rapid increase of the cost of education from $1,148 to $3,250 per student in private sector from 1990~2000
  (‘School attendance & tuition fee paid by household’ added with ‘Private educational cost for elementary/middle/high school’)

* KDI(2014). Is Korea a country with best human resources? KDI FOCUS, p.2
Ⅲ. ROLE AND PERFORMANCE OF EBS
Why Educational Broadcasting System?

**Quality**
High-quality government-led content creation and distribution

**Equality**
Available for anybody with receiving devices (Radio or TV)

**Efficiency**
No additional investment required for transmission, infrastructure and receiving devices
EBS, began as an affiliated organization of KEDI in 1990, and with constant development and change in status, it become a public broadcasting system called Korea Educational Broadcasting System in 2000, and is contributing in supplementing public school education, realization of lifelong learning for all, and development of democratic education.

- **1990~1997**
  - Affiliated Organization

- **1997~2000**
  - Government-aided Independent Corporation

- **2000~**
  - Became an Independent public corporation

**Supplementing public school education**

**Realization of lifelong learning for all**

**Aiding in the development of democratic education**
EBS with the new media

- By integrating the changes of technology and media with education, EBS provides advanced educational service by offering various multimedia content.
# Channels of EBS

<table>
<thead>
<tr>
<th>Target Audience/Content</th>
<th>TV &amp; Radio</th>
<th>Internet</th>
<th>Mobile APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>All ages/Culture</td>
<td>EBS 1TV</td>
<td>EBS Portal</td>
<td>EBS Play</td>
</tr>
<tr>
<td>Elementary, Middle School/STEAM</td>
<td>EBS 2TV</td>
<td></td>
<td>EBS Bandi</td>
</tr>
<tr>
<td>All ages/Foreign languages &amp; Culture</td>
<td>Radio FM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School/CSAT Preparation</td>
<td>EBS PLUS1</td>
<td></td>
<td>EBS Play</td>
</tr>
<tr>
<td>Elementary, Middle School/School education</td>
<td>EBS PLUS2</td>
<td>EBSi</td>
<td></td>
</tr>
<tr>
<td>All ages/English</td>
<td>EBS English</td>
<td>EBS Primary EBS Mid EBS Math</td>
<td>EBSi</td>
</tr>
</tbody>
</table>

(STEAM: Science, Technology, Engineering, Arts, Mathematics)
EBS Learning Support Services

EBS CSAT Preparation Channel

※ CSAT : College Scholastic Ability Test

- Media : TV channel EBS1, Internet EBSi
- Budget : $17million/year (funded by Korean Government)
- Content : 16,000 Clips/year (TV&VOD free), 224 Books/year
- Teacher support center and Q&A service provided
EBS CSAT Preparation Channel

• Support for underserved groups
  - Scholarship : $100,000/year
  - Braille Textbooks for visually impaired students : 160 kinds/year
  - Subtitled Files for the hearing impaired students : 7,125 clips/year

• Major Performance
  - Decreased cost of private education ($1,083million/year)
  - Customers : 93% of Students, 99% of Teachers
  - Parent satisfaction : 87% agreed in bridging educational gap
EBS Math

- Budget: $2.5 million/year (funded by Korean Government)
- Content: Video Clips, Animation, Webtoon, Educational Game for Elementary, Middle School Students
- Average monthly lecture streaming: 270,000 views

EBS English

- Budget: $4.4 million/year (funded by Korean Government)
- Content: Conversational English, NEWS, Vocabulary, Grammar, Speaking & Writing, Reading
- Average monthly lecture streaming: 2.5 million views
Focusing on fostering creative individuals and improving learning environment for meeting new technologies and industries
(NMC/CoSN Horizon Report, 2016)
EBS Strategy for Creativity Education

**[Improving Creativity]**
- Creating and distributing content on STEAM & S/W

**[Interactive Support]**
- Fostering self-study learning such as Clipped Learning and PBL

**[Converging Education]**
- AR/VR/360 VR
- Online and offline classroom
- Expansion of web/mobile support

*PBL: Project Based Learning*
# EBS Culture and Knowledge Content

- **Main Channel**: EBS 1TV

## EBS 1TV

<table>
<thead>
<tr>
<th>Kids</th>
<th>Documentary</th>
<th>Culture</th>
<th>Educational Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <em>Let’s Get Together Ding Dong Dang</em>, <em>Little Chef</em>, <em>Animal Diary</em>&lt;br&gt;• <em>Duda &amp; Dada</em>, <em>VROOMIZ</em>, <em>Language Friends Aracha</em>, <em>Little Bus Tayo</em>, <em>Robocar Poli</em>, <em>Little Penguin, Pororo</em>, etc.</td>
<td>• <em>Land of Gods, Angkor</em>, <em>Math &amp; Civilization</em>, <em>Our Teacher has Changed</em>, <em>Travelogue Earth</em>, etc.</td>
<td>• <em>Knowledge Channel E</em>, <em>Parents</em>, <em>Space Empathy</em>, <em>Good Doctor</em>, <em>Quiz for Scholarship</em>, <em>Extreme Job</em>, <em>Korea Travel</em>, <em>Best Cooking Recipe</em></td>
<td>• <em>EBS News</em>, <em>TV University for live-long</em>, <em>TV Admission Officer, History Channel E</em>, <em>Lecture of History</em>, <em>Global Project-The Sharing</em></td>
</tr>
</tbody>
</table>
Competitiveness of EBS

- Acknowledged as the leading channel for its top-notch documentaries, culture & knowledge programs
- Chosen as the most favorite channel among children and parents in Korea

**Children’s Favorite Channel in Korea**

- EBS: 70.3%
- Tooniverse: 20.7%
- Champ: 4.1%
- JEI TV: 2.4%
- Other: 2.5%

**Parents’ Favorite Channel in Korea**

- EBS: 89.0%
- Tooniverse: 5.4%
- Champ: 2.6%
- JEI TV: 2.1%
- Other: 0.9%

(Data: KOBACO, 2013 Media & Consumer Research, Preschoolers/Children Program & Children under 12, Adults with preschoolers, N=712, Unit=%)
IV. INTERNATIONAL COOPERATION OF EBS
New Opportunities for Educational Broadcasting

Digital Transition of Terrestrial TV

• Transformed completed countries: 67 countries,
• Non-transformed: 147 Countries (ongoing)

* Most of the ongoing countries will complete transition by 2020

• Benefits of Digital Transition

  - High Quality Broadcast Service Provision
  - Efficient Use of Spectrum Resources
  - Easy to discover the related business of digital switchover
  - Possibilities of digital content exchange

  - More than 10 times clearer
  - Spectrum efficiency, 700MHz band return and more TV channels
  - Mobile TV(DMB), TVWS, Educational Broadcasting
  - Facilitating exchange cooperation in making digital content
Ex) Spectrum use efficiency (EBS MMS : EBS 2TV)

- MMS(Multi-mode service) : a service that transmits two or more channels over the existing one channel frequency band using digital compression technology

- Advantages
  - Digital TV that the viewer owns is used as it is
  - No set-top box needed to use of MPEG-2, an existing compression technique
    (For advanced compression method, a set-top box is needed)
Ex) Spectrum use efficiency (EBS MMS : EBS 2TV)

- In order to provide MMS, only the production cost will be added; the cost of transmission will not increase as it will be using an existing transmission system.
EBS Model Sharing

1. **Consulting service**

   EBS provides “consulting service for successful upgrading and operation of New Digital Broadcasting system” based on its know-how for over 40 years through detailed analysis of a target company.

2. **Training for staffs**

   EBS delivers training for the personnel of your Digital Channel for successful operation of the channel, in the area of broadcasting, engineering, e-Learning, etc.

3. **(if you want) Providing EBS Educational Content**

   EBS has an accumulated learning content that can be utilized at schools and designed for self-study as well in subjects such as English, Math and Science.
Partners of EBS Model Sharing

Vietnam
- 2014. 4. MOU with VTV
- 2014.10. F/S
- 2015. 4. Training for VTV7
- 2015.11. Trial Broadcasting
- 2016. 1. Official Launching
- 2016. 4. Consulting Contract
- 2016. 9. MOU with MoET

Colombia
- 2011. 7. MOU with MOE
- 2011. 9. F/S
- 2013. 1. Seconding EBS PD
- 2014. 9. Blueprint for Launching

Cambodia
- 2016. 3. LOI with Apsara TV
- 2016. 5. MOU with Apsara TV
- 2016. 12. MOA with Apsara TV&OCM

Chile
- 2015. 4. MOU with TVN
- 2016. 5. Training for TVN
THANK YOU