

Audience Advisory Council as efficient Discussion Channel

Audience Advisory Council runs three sub-councils as follows: Protection of Audience Rights, Audience Assessment, and Audience Participation Program. In 2008, a total of 498 opinions and complaints were delivered to related divisions and were reflected in their productions. The outcomes of the Audience Advisory Council conference were disclosed via KBS homepage.

The Audience Council Office

KBS encouraged the information disclosure system to increase transparency, build trust and strengthen its relationship with the audience. It also received a total of 484,142 user inquiries through the Audience Council Office and the collected user opinions were shared by all KBS employees and reflected in program production and management.

Audience Participation Increased

Audience participation program <Open Channel> lengthened its running time from 25 minutes to 30 minutes and encouraged audience participation through 91 episodes. Ombudsman program <TV Critique, Audience Desk> reflected audience opinions and provided 3 special programs, 51 interviews of audience and civic groups, and three rounds of audience forums.

High Quality Cultural and Art Service

Regular concerts, children's concerts and local concerts by the KBS Symphony Orchestra and the KBS Traditional Music Orchestra (93 and 59 concerts respectively) presented the audience with memorable music experiences with great performances. KBS has been a leading figure in the Korean music scene, hosting reputed music events such as KBS KEPCO Music Concerts and KBS Traditional Music Competition. With various cultural events including KBS VJ Youth Contest, KBS was dedicated to fulfill its role as a public broadcaster and promote art and culture. Also the KBS Overseas Korean Awards has played a central role in building networks among Koreans in overseas and enhancing the awareness of Korea's culture and art in the world.

Friendly & Informative Visitor Service

KBS Exhibition Hall facilities helped people better understand the broadcasting production process and promoted a friendly image of KBS. In 2008, a total of 165,919 people visited the Tour Hall, enjoying informative and friendly guide services by tour guides. 61 exhibitions, 29 live performances and 12 other events were held at the KBS Audience Square.

Audience Participation

Under the slogan of 'Audience is the owner of KBS' KBS strengthened protection of audience rights and damage redemption measures via its Audience Advisory Council, Audience Council Office, ombudsman system and the information disclosure system. KBS put emphasis on expanding viewers' rights and encouraging viewer participation through programs such as <Open Channel> and <TV Critique, Audience Desk>. Meanwhile, it also provided quality art and cultural services such as concerts by KBS Symphony Orchestra.