

# Seongbuk Community Media Support Center enabling citizens to produce media content

## Launch of Seongbuk Community Media Support Center to cultivate resident creators

In 2021, 95% of Korean adults used smartphones. Now, everyone can view high-definition content in real time. Only a few years ago, filming, editing, and broadcasting were deemed specialists' jobs, but now anyone can become a video creator if they have the appropriate equipment and space.

## Providing space and items for citizens' media activities

When residents wanted to film a local event, purchasing or leasing equipment costs a lot. However, the Seongbuk Community Media Support Center has a broadcasting studio, a multimedia education room, and a recording studio, and provides free rental services for space and broadcasting equipment.

Seongbuk Community Media Support Center





Seongbuk Community Media Support Center  
(Control Room)



Support for the Live Broadcasting Club

## Boosting citizens' autonomy through media resources sharing

In 2021, the Seongbuk Community Media Support Center provided 235 rentals of broadcasting space and facilities and 148 equipment rentals. Usage is increasing each year despite the COVID-19 pandemic.

The Seongbuk-gu Live Broadcasting Club has driven the rise in activities. Members of the club rent broadcasting equipment and space from the Center to produce video content about the community and broadcast it via Seongbuk TV.

In 2021, Seongbuk-gu conducted virtual citizens' autonomy committee meetings in each district (dong). Residents rented camera equipment from the Center, filmed the committee meetings where the residents made proposals, and posted them on YouTube.

Kim 000 (57), a resident of Donam 2-dong, and a member of the Live Broadcasting Club, said, "Thanks to the assistance from the Media Support Center, the district hosted virtual events easily, and the 20 dongs of Seongbuk-gu participated in virtual citizens autonomy meetings. The elderly, those over 65 years of age, that are not familiar with online activities, also showed keen attention."

Under the Center's goal of "Everyone can make and access content", in 2021, 142 video clips and 190 radio spots were produced, and 336 items were broadcast on Seongbuk TV. As the residents created the media content, it drew attention from fellow citizens, with over 80,000 views.

## Building a sustainable media ecosystem through sharing

The Seongbuk Media Support Center marks its eighth anniversary this year and continues to foster the citizens' autonomy and self-reliance based on community-focused media. The Center is dedicated to increasing access to media equipment and facilities for people living in Seongbuk-gu to make media that is convenient, comfortable, and easy for residents to use.



Equipment rental education



Seongbuk Community  
TV content production



Production of community media  
with residents' participation