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Qualitative Study Topic Guide

I. An evaluation of the culture (entertainment) industry (TV Drama/Movie/Music) of Your country

- These questions are for both experts and policy decision maker.
- Ask about the whole culture/entertainment industry and the expert's opinion in each area.

1. Thinking about the culture industry (specifically relating to TV Drama/Movie/Music) in Your country, what are your thoughts on the following?

- How would you describe the characteristics of the entertainment (TV Drama/Movie/Music) industry in Your country?

① What are the characteristics of factors and forms (ex. plot, actors... for factors and daily drama, family drama.. for forms in case of TV Drama) in each industry?

② What are the characteristics of production/distribution on these industries?

- Who or what factors influence the characteristics/development of the culture/entertainment scene here?

① What are the factors that have/could influence the characteristics and development of the entertainment scene here?

- Trends and changes

① What are economic or political factors that have/could influence the trends and changes of the culture/entertainment scene here?

② What/How do you feel about the influence of foreign culture on the Your country's entertainment industry

2. What are consumer preferences and behavior re: movies/drama/music?

- Which is preferred - TV watching or Movie watching? What are the reasons?

- And within each, what are preferences?

① TV Drama, Movie, Music

◆ style, class, contents and character (type/characteristics)

3. Competition how competitive is Your country worldwide?

– Looking at the Your country's own productions in drama/ movie/music

: How would you describe the size of local productions (in comparisons to other countries)

: How would you describe the growth of local productions?

: Do you feel local/your country's productions meet the needs of changing consumer needs and trends?

: What are strengths/weaknesses of your country's productions?

4. Overall, thinking of the industry as a whole (TV Drama/Movie/Music), what are obstacles to growth of the industry?

– What are legal, social and institutional obstacles

5. How do you feel about the future growth of industry (TV Drama/Movie/Music)?

II. A cultural industry policy of government

1. Now, let's talk about your understanding and opinions on the policies of the Your government on the development of TV Drama/movie/music

– for policy maker, ask about the type of policies re: encouragement of the TV Drama/movie/music

industry in local productions, export of local productions versus the import of foreign productions and the role of Your country as a regional distribution centre/centre for development for these industries.

– For experts in TV Drama, Movie and Music, discuss the understanding of government policies and role in developing the TV Drama/Movie/Music industries.

: Government support in development of import/export of TV Drama/Movie/Music

: Policies relating to illegal copying and copyright

(2 ~ 4 policy decision maker only)

2. What would you say is the key focus of the government on policies relating to the culture (TV Drama/Movie/Music) industry in Your country?

- What are reasons for this focus?

3. And, what are future directions in these industries? What would be more important considerations?

4. What is the policy of the government in terms of foreign cultural products (TV

Drama/Movie/Music)?

- Would there be specific areas encouraged/controlled relating to the import into Your country or exports via Your country?

III. An evaluation of foreign cultures

- These questions are for both experts and policy decision maker.

Let's now talk about the different foreign presence on the cultural scene here:

1. How competitive would you rate the various countries in terms of their presence here in Your country? and what are consumer preferences? TV Drama/Movie/Music and other areas e.g. (animation, online games etc)

- Japan, China, USA, Europe, Korea, Hong Kong, etc

- Expert to focus on own field but can encourage comment on other areas

- For the policy maker, a general overview can be obtained.

IV. An evaluation about Korean Wave

- Take the answer focused on the each expert area

- For the policy maker, a general overview can be obtained.

Now, let's focus on the Korean wave:

1. How would you describe the current status and presence of the Korean Wave in Your country?

- Ask each relating to the expert field TV Drama/Movie/Music

2. What do you think are the reasons of the Korean Wave? How is this wave formed?

- In the your country's context, what do people like about Korean TV Drama/Movie/Music and what are the reasons?

3. How competitive do you think the Korean Wave is? Relative to those of other countries?

- How competitive is Korean movies/drama/music relative to other countries? What are its strengths/weaknesses?

4. Do you think Korean Wave can be expanded to other areas? (other than TV Drama/Movie/Music), If so, which areas are possible?

5. How do you feel about the Korean Wave in Your country in future? Do you feel it will

continue its presence? What do you think would be the driving factors that could maintain its presence here? What would work against it?

V. An import experience for the cultural industry

– Take the answer from the only expert of each area except policy decision maker

Let's now focus on the import offrom other countries to Your country:

1. In deciding on what/and from which country to import ____ (TV Drama/Movie/Music), what are criteria or influencers on your decision?

2. What are the difficulties you have faced on importing ____ to Your country?

– (Gaining information, Price negotiation, Import barrier etc)

Korea specific:

– Have you experienced importing ____ from Korea? If so, let's talk about Korea specifically

– What difficulties did you encounter and what do you feel could be improved to facilitate the import of Korean ____ to Your country?

VI. An evaluation of cultural exchange between two countries.

– These questions are for both experts and policy decision maker.

Let's think now of an exchange of Korean and Your culture:

1. How would you evaluate the current exchange between Your country and Korea?

2. Which are possibilities or necessary areas/culture industries for this exchange between Your country and Korea, now and in the future?

| Experts only | Policy decision maker only | Both experts and policy decision maker |
|---------------------|-----------------------------------|---|
| IV, V | II -2,3,4 | I , II -1,III,VI |

