SHIN & KIM



Jong Kwan Lee

Advisor

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Dr. Jong Kwan Lee graduated from Department of Economics at Sungkyunkwan University and acquired his B.A (1996) and M.A (1999) in Economics. Dr. Lee also acquired his Ph.D. degree in Economics, particularly in the major of Public Policy, from the Australian National University in Canberra, Australia.

Dr. Lee worked for the KISDI (Korea Information Society Development Institute) which is national research institution under the Prime Minister's Office for 5 years, and 8 years in MFI (Media and Future Institute) which is the most famous private research institution in the media sector. Dr. Lee conducted various remarkable research in Broadcasting, Telecommunication, Media, and Radio Spectrum policies that are related to government policy and player's strategy. Dr. Lee has his specialties and currently advises on issues related to Broadcasting Act, Internet Multimedia Broadcasting Service Act, Act on Broadcast Advertising Sales Agencies, Telecommunications Business Act, Radio Waves Act at Shin & Kim.

Professional Career

2016-Present	Shin & Kim LLC
2008-2016	Media and Future Institute, Broadcasting and Telecommunications Policy Research Center
2007-2008	Korea Information Society Development Institute, Broadcasting and Telecommunications Policy Research Division
1999-2002	Korea Information Society Development Institute, Broadcasting and Telecommunications Policy Research Division
1996-1997	Hanwha Investment & Securities Co., Ltd.
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(Present)	ICT Strategy Committee Member, Prime Minister's Secretariat
(Present)	Media Contents Industry Convergence Development Committee Member, Prime Minister's Secretariat

(Present)	New Digital Order Establishment Committee Member, Ministry of Science and ICT
(Present)	Digital Media Ecosystem Development Strategy Research Team, Ministry of Science and ICT
(Present)	Broadcasting Market Competition Assessment Committee Member, Korea Communications Commission
(Present)	Audit Advisor, Korea Communications Commission
(Present)	Conflict Management Deliberation Committee Member, Korea Communications Commission
(Present)	Meritorious Deliberation of Public Officials Member, Korea Communications Commission
(Present)	Mid- to long-term User Policymaking Plan Research Team, Korea Communications Commission
(Present)	Media Policymaking Strategy Research Team, Korea Communications Commission
(Present)	Integrated Media Legislation Research Team, Korea Communications Commission
(Present)	Advertising System Improvement Research Team, Broadcasting and Advertisement Division, Korea Communications Commission
(Present)	Planning Director and Editor, Korean Association for Broadcasting & Telecommunication Studies
(Present)	External Affairs Director, Korea Media Management Association
(Former)	Presidential Commission on Policy Planning Advisor, Korean New Deal Policy Advisor
(Former)	ICT and Job Creation Policy Advisor, Ministry of Science and ICT
(Former)	Developing Countries' ICT ODA Advisor, Ministry of Science and ICT
(Former)	Prohibited Acts Under the Broadcasting Act and Telecommunications Business Act Advisor, Korea Communications Commission
(Former)	Auditor, Cybercommunication Academic Society
(Former)	Paid Broadcasting Service Subscriber Determination Verification Committee Member, Ministry of Science and ICT
(Former)	ICT & Future Planning, Spectrum Policy Advisor, Ministry of Science
(Former)	ICT & Future Planning, Disaster Science Technology Steering Committee, Head of Subcommittee on Disaster Information Communication, Ministry of Science
(Former)	Member, 700MHz Spectrum Usage Study Group
(Former)	Member, Broadcasting Future Growth Committee, Korea Communications Commission
(Former)	Member, Radio Promotion Policy Advisory Committee, Korea Communications Commission
(Former)	Member, KBS TV Fee Adjustment Verification, Korea Communications Commission
(Former)	Member, Spectrum Management Advisory Commission, Korea Communications Commission
(Former)	Member, Ombudsman Committee, Korea Communications Commission
(Former)	Chairman, ICT Strategy Committee, Korean Film Council
(Former)	Member, New Industries Subcommittee, Korean Film Council
(Former)	2012 Seoul Cyberspace General Meeting Advisor, Ministry of Foreign Affairs
(Former)	Spectrum Scheme Improvement Advisor, Central Radio Management Service

Education

2007	The Australian National University, Crawford School of Economics and Government (Ph.D.)
1999	Sungkyunkwan University, Graduate School of Economics (M.A.)
1996	Sungkyunkwan University, Department of Economics (B.A.)

Languages

Korean, English

Professional Activities

- Restructuring broadcasting industry for industrial sustainability in Korea, Foundation for Broadcast Culture (Co-authored)
- Role and Visions of OTT for Shared Growth in the Media Market, Korea OTT Forum
- Rationalize Regulation Framework to Promote Broadcasting Market Innovation
- Direction of Regulation Improvement to Enhance Content Industry
- Prospect on Labor Market and Employment Structure Change of Media Sector under Intelligent Information Society
- Impact and Prospect of Media Firm's M&A on Media Market
- Accountability and Rights of Broadcasting – Broadcasting Regulation Paradigm Changes in Convergence Era
- Impact of Korea-USA FTA on Korean Broadcasting Market – Challenges, Opportunities, and Strategies
- Establishment Plans of Ex-post Regulation System in Integrated Law of Pay-TV Market
- Establishment Strategies on Future Oriented OTT (Over-the-Top) Regulation System – Issues, Polices, and Strategies
- Pay-TV Platform Market Structure and Diversity – based on the implications of USA case
- Issues on Integrating Broadcasting related Laws, and Direction of Enactment
- Characteristics of Broadcasting Market Competition

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