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主持人這麼客氣地為我作介紹，謹此言謝。我是韓國文化觀光研究院的室長李允慶，文化觀光研究院是韓國一家公營的研究機構。我很榮幸能夠在這個雅致的地方與各位嘉賓交流，現在請容許我以韓語發言，謝謝各位。

我現正從事文化產業的研究工作，因此希望從文化產業的角度跟各位談談。首先，我想介紹一下文化產業的現況。現時，文化產業正不斷向前發展，每年的增長率平均為4%，而帶動增長的主要範疇有遊戲、電影和廣播節目。韓國文化產業的市場規模雖位列全球第七，但若以國內生產總值的份額計算，我們卻居全球首位，因此韓國的文化產業可說是極具競爭力。

本研究院自成立至今已有20年，大家都可以看到，韓國政府在財政上給予我們的支持不斷增加，而韓國的文化產業發展亦一日千里。各位也許知道，文化產業建基於科技，因為文化內容須經媒體傳揚開去，而媒體則經常採用最先進的技術。現在，就讓我們一起看看媒體如何演變過來。

總括來說，媒體發展至今已有長足的進步，而且建立了不少新的聯繫渠道。舉例來說，閱讀書本或看電影就是我們所謂的單一媒體。這類媒體只以單邊方式展示內容。然而，在第三次工業革命之後，智能手機和隨後出現的綜合媒體相繼面世，以致媒體可通過更多的通訊方法去傳遞訊息。第四次工業革命發生以後，科技發展再上層樓，並出現了沉浸式媒體，使媒體顯得更無與匹敵。究竟媒體如何變得無可比擬呢？請各位看看以下一齣短片。

媒體不但把人連繫起來，使人的生活更為圓滿，而且為人類建立了多種新的聯繫方式。那麼作為用家的人類又有何改變呢？我們現在就談談作為用家的人類吧。不論是單一媒體或是大眾媒體，人們都認同媒體只有單邊接收訊息。不過，在綜合媒體充斥的年代，人們卻通過互動提高了參與度。

Thank you for the warm introduction, and I'm Dr LEE from Korea. I'm the Director of the Korea Culture and Tourism Institute, a public research organisation. It's my honour to speak to such distinguished audience in beautiful place. I would like to speak in Korean from now on. Thank you.

I am researching on the culture industry, and I'd like to begin my presentation from the perspective of the culture industry. First of all, I'd like to explain about the status of the culture industry. It has been growing sustainably with an average annual growth of 4%. Games, movies, and broadcast are the main leading areas. Globally speaking, Korean industry market size is about the seventh. However, compared with the GBT, it is evaluated as the number one place, so we can say that the Korean culture industry has a very competitive edge.

If we look at the budget support from the Korean Government, since our institution was established 20 years ago, the budget has increased as well. In Korea, culture industry has been growing rapidly. As you know, the culture industry is based on the technology because the content is conveyed through the media, and the media adopts the most advanced technology. In that case, let's have a look on how media has evolved.

Media development has evolved, making new connections. For example, reading books or watching movies is what we call the single media, which presents the content unilaterally. However, after the third industrial revolution, the smartphone and then the combined media have appeared, and more connections have been made possible by media. After the fourth industrial revolution, since the technology has evolved, and the immersive media has appeared, and through the immersive media, media has been becoming perfect. How has media been perfected? I'd like to show you one video clip.

Media connects people, as well as perfects people, creating new connections. In that case, how have people, the users, changed? Let us talk about the human beings, the users. In the single media or the mass media, people accepted the media as a one-way acceptance. However, in the combined media era, people have got more involved through the interactive participation.

現在，我想向各位介紹一個韓國節目，觀眾一邊收看一邊發表意見。請看看屏幕的一側，這正是我們所謂的「聊天」部分，節目內容亦會隨之不斷改變。你會發現，人們越是投入，他們參與實際播映節目的程度就越高。在沉浸式媒體的世界裏，人們的言行會轉化成數據，而這些數據其實會左右媒體發放的内容；至於用家本身，則會變成媒體内容的一部分。

我已經向各位介紹了科技的演進和訊息如何接收，以及沉浸式媒體如何形成。我亦解釋了媒體與人之間的互動關係。媒體傳播的内容已變成人類搭配科技的結果。舉例來說，在過去，影像就是媒體，如今媒體又因科技而產生變化。由於人們有越來越多消閒的時間，生活方式也因此而起變化，而電視亦演變成一種大眾文化。箭頭所示的正是這種演變的過程。

到了此處，箭頭會往哪裡去？我認為它會去拓闊人類的體驗。現在，我想談談箭頭的方向，也就是新科技所帶來的轉變。第一個轉變可以說是關於知識的膨脹。在過去，新增的知識都會經過編輯整理，然後以單向形式傳遞。

不過，到了今天，知識則是經由貯存於數據庫內的電腦程式運算後而產生出來的。現在我會播放一齣名為「Plot」的短片。你只要輸入這個關鍵字，「Plot」這個角色便會根據大數據自動編成，然後再由人工智能加添情節，事實上，創作就是這樣產生的。今年年初，日本便有一個人工智能作家成功通過文學獎比賽的初審階段。

人類一直在接收數據，可是，到將來，甚至從現在開始，我們所接收的一切資訊，都會經由電腦運算得出。我把這種現象稱為「電腦運算程式轉移」。讓我舉一個例子。在座各位可知道羅斯律師是誰？他是一名人工智能律師，並已獲一家律師事務所聘用，專責處理違約個案。這名律師會借助大數據運算程式，向客戶提供諮詢服務。

這是一項度身訂做的服務。大數據的資料不斷累積，人不但可以與人類溝通，還可與非人類溝通，這正是你們現在所看到的景象。

第二個轉變是有越來越多的情況可讓人體驗置身其中的感覺。過去，我們一直以視像傳遞訊息。不過，現在我們卻可以透過多感官媒體創造更多真實的體驗。人們以往只可單憑肉眼觀看，如今卻可身歷其境。這些體驗亦稱為多元模式體驗，其中一個例子是……且讓我給各位介紹一個人工智能遊戲。

Now, I would like to show you one programme in Korea. The viewers watch it, and then they give their opinions. If you look at the side, this is what we call chatting. Then the programme content keeps changing. You can see that the people get more involved, and people participate in the actual broadcast. In the immersive media area, the people's behaviour is becoming the database, and this database actually changes the contents. The user themselves become a component of the contents.

I have explained to you about the technology change and acceptance, and how the profession has been made. I also explained about the interaction. The contents have changed as a convergence between technology and then the human beings. For example, in the past, a picture was the media, and then media become a technology-based change. This one also changes the people's life as people have had more leisure time, and TV has become the public culture. Then it has evolved as the arrow is showing.

In that case, where is the arrow going? I believe the arrow is going to expand the human being's experiences. Now, I would like to discuss the arrow's direction, which is the change of the new technology. The first change is the expansion of knowledge. It was edited and given unilaterally in the past.

However, it is now produced through the algorithms stored in the database. I would like to show you one video, which is called Plot. If you input the keyword, based on the big data, the character plot will be made. Then with the addition of artificial intelligence (AI), creation is possible. Early this year in Japan, an AI writer has passed a preliminary test in the literature award contest.

People have been receiving data. However, in the future, or even now, everything that people receive is the algorithm-based information. I call it turning algorithm. I give you an example. Have you heard of the lawyer Ross? This is an AI lawyer. In fact, one law firm has employed this lawyer, Ross, who's specialising in default. This lawyer gives the consulting service based on the big data algorithm.

This is a custom-made service. This is because of the accumulation of the big data, and in order to do that, the communication should be possible from the human-to-human communication to the human-to-non-human communication, as you see it.

The second change is the expansion of the immersive experience. In the past, contents were conveyed through the visual presentation. However, through the multisensory contents, more and more realistic experiences are made. In the past, people just viewed simply. However, people can go through the realistic experience nowadays. Also, these experiences are called multi-modality. One example is that... I'll show you one AI game.

這麼逼真的體驗，就是要讓你仿如置身其中。人們毋須使用滑鼠，也可以在辦公室內「荷槍實彈」進行射擊。這樣的確會對我們的社會造成很大的衝擊。因此，我們必須積極思考虛擬實境所涉及的道德規範與相關指引的問題，我們日後真的要好好深思一下這個問題。

最後，我要談的第三個轉變是關於情感的擴張。將來我們會一邊看書或看電影，一邊吃爆米花。這種現象俯拾即是。然而，現時玩遊戲和看電影這些場合開始越來越少，而兩者之間的分野也漸趨模糊。各位知道《變種特攻》、《復仇者聯盟》和《蜘蛛俠》是同出一源嗎？這些角色都是漫威漫畫中的英雄，各自擁有自己的宇宙時空，然而這些時空在遊戲和電影裏已無分界限。

現在請各位看看這個由漫威公司最新製作的遊戲。其實這個遊戲非常成功，其內容跟電影《雷神奇俠》的開場情節串連在一起，電影主角亦出現在遊戲內，你更可從電影下載角色到遊戲之中。這就是其中的一個角色—雷神。因時間所限，請恕我未能詳述。

現在，我想再播放一齣跨越多個平台的短片。世界各地的人都可透過這個方式向外訴說自己的情感。我想向各位介紹「碰碰狐」，這是一齣教育短片，亦是一個流動應用程式。現時這首兒歌十分流行，經YouTube頻道觀看的次數已達10億。

短片中的動作十分簡單，全球觀眾都跟這條鯊魚一樣有相同的感覺。事實上，一名荷里活電影女演員也曾在電視節目上依樣畫葫蘆，就如你現在所見的一樣。短片中所有亞洲人均有樣學樣，看來他們非常樂此不疲。全世界都一同感受到這份喜悅。不過，我們可別忘了有一種東西叫知識產權，知識產權的要義在於人類的創造力。話說回來，推動科技發展的原動力還是在於人。

現在，我想解釋一下，為何我國的文化事務一直都由文化部管轄，這是因為文化部的政策有別於其他部門，我認為文化因素與商業價值之間必須保持平衡。今天我希望帶給各位的訊息是，我們應該繼續探討關乎「人」的課題，因為「人」才是知識產權和創意的核心所在。謝謝各位。

This realistic experience just gave the immersion, and instead of using the mouse, people can actually shoot with a gun in the office. This will give a great impact to our society. Therefore, we need to think very actively about the morals and the guidelines in the virtual reality. We really have to think about it in the future.

Lastly, the third change is the expansion of the emotions. In the future when we read the book or watch the movie, we eat popcorns. It was a very simple platform. However, at the moment, the borderlines between games and the movies are becoming blurred. Do you know that X-Men, Avengers, and Spiderman all come from the same source? They are the heroes from the Marvel comics. Then they have their own universe. This universe has no border among the platforms.

I would like to show you latest game from the company called Marvel. This was actually very successful in tandem with the opening of the movie called Thor. The main characters are appearing in the games. You can actually download from movie to the games. This is Thor, the character. I can't really show you much because of the time constraint.

Now I would like to show you one thing, a video clip that crosses the platforms. In that way, people can share their emotions across the globe. I'll show you Ping Pong, which is an educational video clip. This is also the mobile application. This children's song has become very popular. On YouTube, it has reached one billion views.

Very simple action and movement. The emotion that the shark gives is shared globally. On TV, one Hollywood movie actress actually copied it, as you can see it now. All the Asians doing the movement ... looked very happy and joyful. The whole world could share this pleasure. However, we have something called intellectual property. The core of intellectual property is actually the human being's creativity. Again, the driving force of technology comes back to the human beings.

Now, I'd like to explain to you why Korea has been dealing with the cultural issues in the Ministry of Culture. It's because they have a different policy, and I believe that it's important to maintain the balance between the cultural factor and the commercial value together. Today, I would like to tell you that we should continue talking about the human because the human beings are the core of the intellectual properties and creativity. Thank you very much.