

An Introduction to the

# **Kinternet** Corporations Association



## Mission & Vision

Korea Internet Corporations  
Association connects ICT-based  
businesses, ensuring a bright future  
for Korea's ICT industry.

### Core Values



Digital



Connection



Future

### Mission & Vision

To build solidarity in the digital world through connection  
To innovate the digital industry by promoting cooperation

An association that nurtures the growth of Korea's digital industry  
through connection and cooperation

### Strategic Direction

**Regulatory  
Innovation within  
the ICT Industry**

Identify and improve unreasonable regulations that hinder industrial development, and collaborate with the government, the National Assembly, and academia to create an innovation-friendly regulatory environment.

**Promotion of the  
Internet Industry**

Explore and implement initiatives that promote the advancement of the internet industry, enhance industrial competitiveness, and strengthen global competitiveness.

**Strengthening  
Industry  
Collaboration**

Support and expand networking among ICT companies to build solidarity and cooperation within the industry.

## Association Profile

The Korea Internet Corporations Association is an organization led by Korea's leading ICT companies that are leading the global market.

### Date of Establishment

April 2000

### President

Park Seong-Ho (14th - 16th president)

### Purpose

As a non-profit organization composed of ICT-related companies, the Association aims to promote the exchange of information, mutual cooperation, and management-related interactions among its members. Through these activities including industrial collaboration, research, and mutual exchange, the Association contributes to strengthening national competitiveness and advancing economic development.

### Major Projects

- Strengthen the overall status of Korea's ICT industry
- Build a stronger foundation for industrial competitiveness
- Improve regulatory and promotional frameworks for industrial development
- Implement support initiatives to ensure the operational stability of ICT businesses
- Promote international cooperation and support overseas expansion

### Member Companies

Approximately 200 companies

## Major Member Companies

### Board members (12)

**NAVER**

Naver

**kakao**

Kakao

**coupang**

Coupang

**NC**

NC

**NEXON**

Nexon Korea

**Meta**

Meta(Facebook Korea)

**우아한형제들**

Woowa Brothers

**NETFLIX**

Netflix

**Google**

Google Korea

**TikTok**

ByteDance(TikTok)

**두나무**

Dunamu

**Gmarket**

Gmarket

### Directors (16)

**N H N**

NHN

**PEARLABYSS**

Pearl Abyss

**kakao**  
ENTERTAINMENT

Kakao  
Entertainment

**Disney+**

The Walt Disney  
Company Korea

**11st**

11st

**toss**

Viva Republica

**당근**

Danggeun Market

**KRAFTON**

Krafton

**위대한상상**

Great  
Imagination

**aws**

Amazon  
Web Services Korea

**airbnb**

Airbnb Korea

**Adobe**

Adobe Systems  
Korea

**TWING**

Tving

**Microsoft**

Microsoft  
Korea

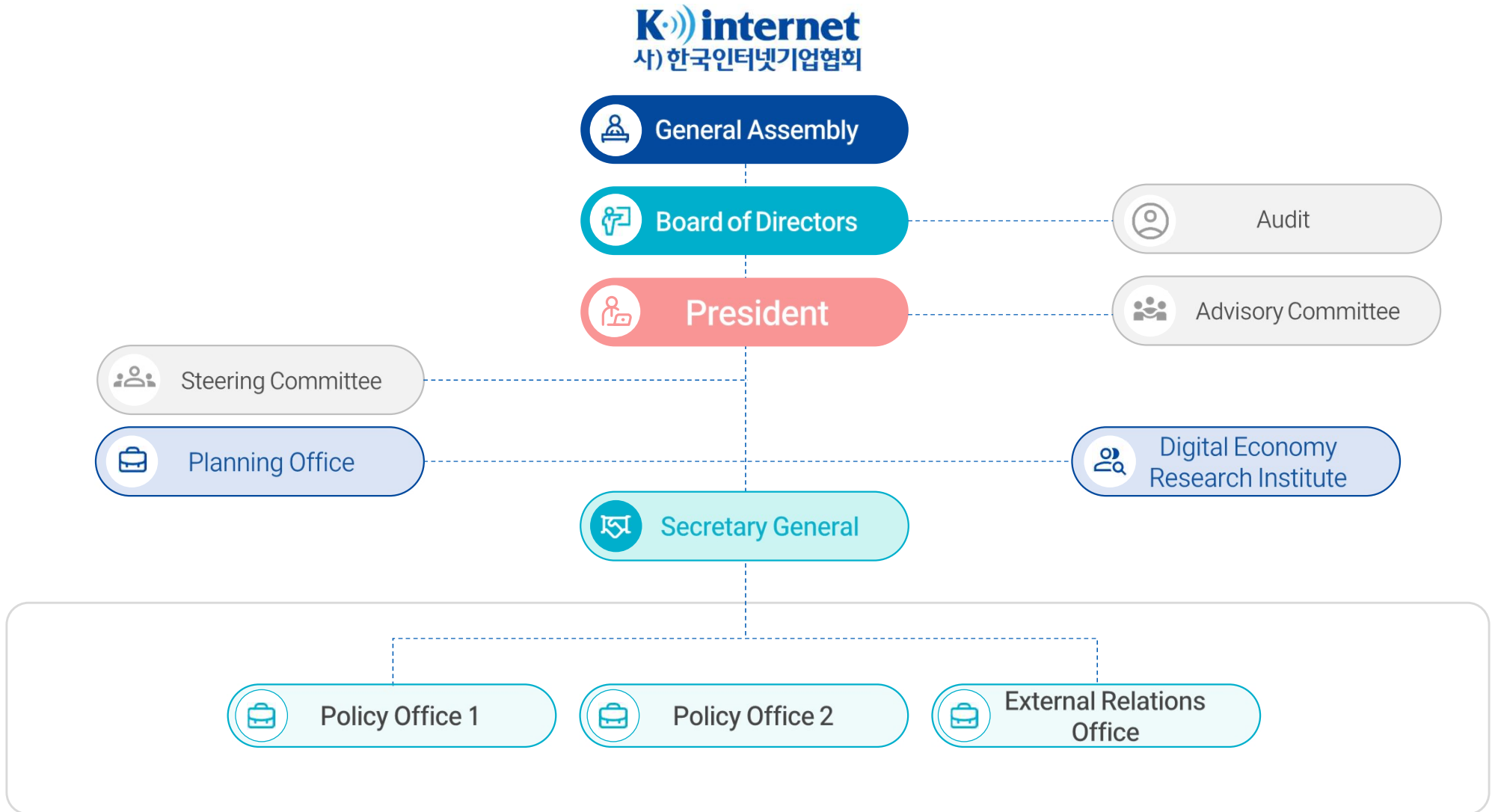
**notecommunications**

Nate  
Communications

**번개장터**

Bungaejangter

# Introduction to the Association



# History

## 2000

- The Korea Internet Corporations Association was established.

## 2003

- Held the International Conference on Promoting Internet Self-Regulation
- Held the inauguration ceremony for the Wired/Wireless Payment Council

## 2005

- Held an Industry Roundtable on the Opening of Wireless Internet Networks
- Held the inauguration ceremony for the Internet Media Council
- Launched the Council of Youth Protection Officers

## 2008

- Held the Future Strategy Forum on New Media Contents Industries
- Signed an MOU between the Korea Internet Enterprises Association and the Game Industry Association
- Appointed as a public relations ambassador for the OECD Ministerial Meeting

## 2011

- Presented research findings on the economic benefits of the Internet industry
- Formed the Social Commerce Council and established the 'Self-Regulatory Code for Social Commerce Consumer Protection'
- Announced research findings on the economic benefits of the internet and held a press conference

## 2012

- Published The Partnership White Book of The Korea Internet Corporations Association.
- Held a seminar on e-commerce consumer protection
- Published the Master Plan Report for Public-Private Collaborative Education and Promotion

## 2014

- Hosted the Good Internet Club event
- Published the Copyright / Youth Policy Report
- Conducted a national campaign for improving the internet usage environment.

## 2015

- Published the Korea Internet Industry Regulation White Paper.
- Conducted a Youth Protection Campaign
- Held an International Conference on the Right to be Forgotten and the proper understanding of data deletion rights

## 2016

- Published the Content Policy Research Report
- Signed a business agreement (MOU) with Kyungsung University for 'fostering professional manpower in the cultural creative industry sector'
- Launched the Korea Startup Forum (KSF)
- Signed an MOU with the Game Rating and Administration Committee for 'strengthening post-management of illegal online game materials'

## 2017

- Held the Korea Startup Innovation Conference candidates.
- Held a debate on ICT policy
- Conducted a public opinion survey on the new government's ICT policies

## 2018

- Held the Internet Leaders Club meeting
- Published a report on mobile service usage patterns
- Launched the Digital Finance Council

## 2019

- Hosted a Comprehensive Briefing on the ICT Regulatory Sandbox
- Held the <Future of the Cloud> Conference (Co-hosted with the U.S. Embassy in Korea)
- Signed an MOU between the Marketplace Finance Council and KTB Credit Information

## 2020

- Held the 1st Awards Evaluation Committee meeting and presented plaques of appreciation
- Established the National Assembly Digital Economy Research Forum
- Signed a business agreement with the Jeju Film & Culture Industry Promotion Agency
- Serialized the webtoon <Who cuts the goose's belly> on the topic of Net Neutrality
- Held a special discussion <Predicting the Internet in 2021>

## 2023

- Opened the Digital Economy Research Institute and launched the Digital Economy Alliance
- Issued a statement demanding the suspension of discussions on the enactment of the Online Platform Act
- Hosted the International Seminar (I) on Online Platform Regulation Trends

## 2024

- Published the <22nd General Election Policy Proposal Book> under the Digital Economy Alliance
- Published the <2023 Internet Industry Regulation White Paper>
- Established the Busan Regional Chapter of the Korea Internet Corporations Association(SEOBUK)
- Announced recommendations to the Delivery Platform Self-Dispute Mediation Council to prevent 'no-show' incidents for packaged food via delivery apps

## 2025

- Election of the 16th President (Park Seong-ho)
- Published the <2024 Internet Industry Regulation White Paper>
- Established the Korea Internet Enterprises Association Chungcheong Regional Branch
- Publication of the 2025 Digital Economy Alliance Policy Proposal and policy agreements with major political parties\* (\*The Democratic Party of Korea, People Power Party, New Reform Party)
- Announced the industry's official position on the expansion of MyData services across all sectors

## 2026

- Published the "Hang-ro "
- Established the Daegu Chapter of the Korea Internet Corporations Association (Mukkebae)
- Issued a statement strongly opposing the restriction of major shareholders' stakes in virtual asset exchanges and the promotion of bank-led stablecoin issuance
- Digital Economy Institute published the White Paper on Digital Asset Policy

# Major Projects

## Promotion of the Internet Industry and International Cooperation

- Formulate and propose policies for the development of the ICT and Internet industry
- Operate the Good Internet Club
- Solidarity and Cooperation with Industry Associations
- Digital Economy Alliance

## Policy Council

- Fair Trade Policy Council
- Data Policy Council
- Digital Asset Policy Council
- Digital Content Council
- Internet Service Policy Council
- Legislative Policy Council
- Content Industry Policy Council
- Digital Finance Policy Council

## Industry and Policy Research

- ICT Industry Policy Research
- Internet Industry Regulation White Paper
- News Clipping Service
- Publication of Issue Papers, D.E. View, and Monthly Keywords

## Strengthening Networks in the ICT Industry

- Internet Leaders Club (CEO)
- Internet Entrepreneurs' Night
- Member Companies Workshop
- Regional Chapters



[Platform Coexistence and Cooperation CEO Roundtable]



[Solidarity and Cooperation with Industry Associations]



[Good Internet Club]



[Internet Entrepreneurs' Night]



[Member Companies Workshop]



[Industry and Policy Research]

## Major Projects ①

# Promotion of the Internet Industry and International Cooperation

The Korea Internet Corporations Association builds a cooperative framework to address common challenges in the ICT industry and promotes initiatives that enhance its positive impact and reinforce the industry's stature.

### Good Internet Club



A multi-content communication program designed to promote the positive role of the ICT industry and present its future direction.

### Formulation and Proposal of Industry Development Policies

- Contribute to industry revitalization by formulating development policies and building cooperative frameworks with the government.

### Solidarity and Cooperation with Industry Associations

- Represent shared interests and build collaborative bodies to achieve common goals through partnerships with major industry organizations.

## Major Projects ②

### Policy Councils

#### Fair Trade Policy Council

- Respond proactively to legislative and regulatory issues in areas such as fair trade and consumer protection that may hinder innovation in online platforms.
- Minimize potential risks affecting the platform industry.

#### Data Policy Council

- Address legislative and institutional barriers related to personal data and data utilization that limit data-driven innovation.
- Promote broader societal understanding and responsible use of data.

#### Digital Asset Policy Council

- Proactively identify policies and governance improvement measures for revitalizing the digital asset industry
- Serve as a response channel for various regulations applied to the digital asset industry

#### Digital Content Council

- Organize educational programs, monitoring, conferences, forums, and seminars to improve public perception of digital content such as games
- Promotion and social contribution activities in the digital content sector through research on regulatory improvements in the game industry

#### Internet Service Policy Council

- Respond promptly to unreasonable regulations that hinder the advancement of the internet industry.
- Research and propose institutional innovations for the growth of the internet ecosystem.

#### Legislative Policy Council

- Review major industrial regulatory bills proposed by the National Assembly and government agencies, and promote public discussion on common issues.
- Diversify networking among member companies and expand cooperation and communication with parliamentary standing committees.

#### Content Industry Policy Council

- Discuss on content industry–related policies and regulatory improvement measures in the internet industry.
- Promote the sustainable growth of the internet content industry

#### Digital Finance Policy Council

- Identifying tasks to vitalize the digital finance industry and responding to the enactment and amendment of relevant laws.
- Supporting strategic networks to discuss and resolve collective issues within the digital finance sector, including fintech and digital assets.

## Major Projects ③

### ICT Industry Policy Research

Korea Internet Corporations Association supports the innovative growth of the ICT industry by identifying regulatory challenges through research and cooperation, and by working to remove unreasonable regulations and barriers to entry.

#### ICT Industry Policy Research

We conduct academic research on industrial policies from a policy perspective to support the sustainable growth of the ICT industry.

#### Internet Industry Regulation White Paper

We publish an annual Internet Industry Regulation White Paper that analyzes the current status of Korea's internet industry and its regulatory landscape, providing insights and policy recommendations for improvement.

#### Daily News Clipping Service

We provide a Daily News Clipping Service that allows members to quickly access key news and updates related to the ICT industry each morning.

#### Issues & Trends Reports

We select key issues and trends in the internet industry, analyze relevant data and case studies, and publish reports that suggest policy directions to promote industrial advancement.



## Major Projects ④

### Digital Economy Research Institute

The Digital Economy Research Institute is a specialized research organization that analyzes regulatory environments and proposes policy measures reflecting the realities of the ICT industry to promote its sustainable growth.

Through objective data and in-depth research, the institute seeks to strike a balance between government regulation and industrial innovation, providing reliable results for both businesses and policymakers.

Its mission is to identify practical solutions for fostering the growth of the digital economy and establishing a fair and sustainable competitive environment.

#### Policy Research

- Build an empirical database to address current policy issues
- Conduct policy research on major industrial and regulatory topics
- Operate the Legislative Evaluation Committee to review and improve ICT-related laws

#### Industrial Research

- Conduct statistical surveys and data analyses on the ICT industry
- Study domestic and international trends in the internet sector
- Research policy directions to revitalize and advance the internet industry

#### Publication of Survey and Research Reports

- Conduct industry status surveys and publish the Internet Industry Regulation White Paper
- Regularly publish Issue Papers and the D.E. View journal to share research insights and trends

Build a data-based framework for regulatory innovation

Develop evidence-based data to promote the internet industry.

## Major Projects ⑤

### Strengthening Industry Networking

The Association supports networking among employees of member companies to encourage vibrant information exchange and business collaboration. Through these efforts, we aim to enhance synergy among member companies and contribute to their corporate management activities.

#### Internet Leaders Club

A networking forum for CEOs that provides the latest industry insights and management trends, offering opportunities to exchange views and cooperate on strategies for industrial development.

#### Internet Entrepreneurs' Night

An annual event that promotes solidarity among internet companies and fosters sustainable growth and mutual cooperation within the ICT industry.

#### Workshops for Member Companies

Workshops that share updates on the Association's projects, collect feedback from member companies, and facilitate the exchange of industry information and networking opportunities.

#### Regional Chapters

Regional branches that listen to the needs of local ICT companies and provide networking opportunities with businesses in the Seoul metropolitan area.



# DEC DigitalEconomyConfederation

Launched on November 11, 2021, the Digital Economy Confederation (DEC) represents over 20,000 companies and 1.66 million employees participating in Korea's digital industry.

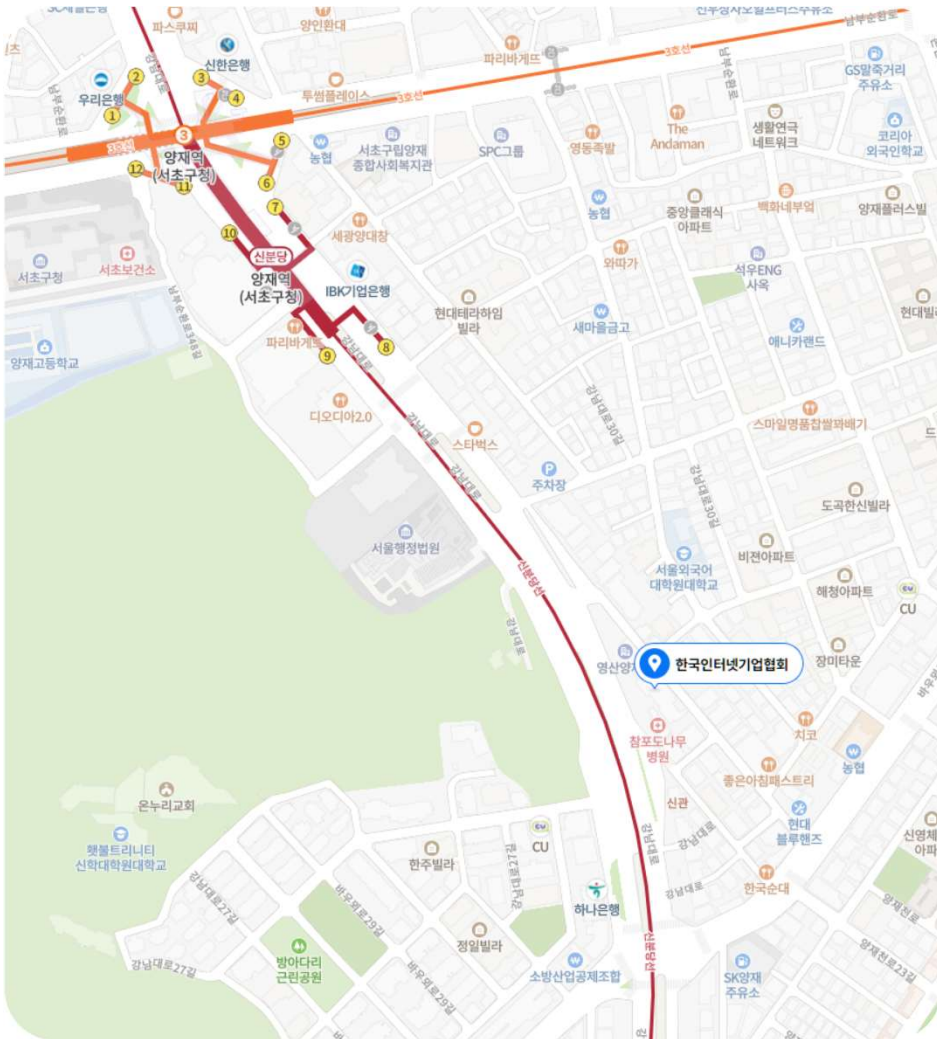


The Digital Economy Confederation aims to promote policy innovation necessary for the development of Korea's digital industry. By fostering a supportive policy environment for growth and innovation, the DEC seeks to strengthen Korea's global digital competitiveness across diverse sectors such as e-commerce, fintech, gaming, online advertising, and startups.

# DE C DigitalEconomyConfederation

Organization	Representative	Established	Number of Members	Number of Employees	Major Member Companies
<b>Korea Internet Corporations Association</b> (Secretariat)	Seong-ho, President	2000	200	2,160,000	Naver, Kakao, Coupang, NCSOFT, NEXON Korea, Meta Platforms, Woowa Brothers, Netflix, ByteDance, Dunamu, Nol Universe, Google Korea, Gmarket, etc.
<b>Korea Game Industry Association</b>	Cho Young-ki, President	2004	68	85,000	NEOWIZ, NEXON Korea, Netmarble, Smilegate, NCSOFT, NHN, Kakao Games, Com2uS, Wemade, KRAFTON, Webzen, Pearl Abyss, etc.
<b>Korea Digital Advertising Association</b>	Yang Joo-mo, President	2000	168	80,000	Motive Intelligence, Naver, Kakao, AdQUA Interactive, Fertlane, AMPM Global, Ad Efficiency, Performance by TBWA, D.PLAN360, BizSpring, Pentabreed, Hamshout Global, MADUP, Monggyu, Keystone Marketing Company, NHN ACE, etc.
<b>Korea Online Shopping Association</b>	Cho Sung-hyun, President	1999	1,100	200,000	Naver, Gmarket, Coupang, 11st, Woowa Brothers, Kakao, SSG.COM, Lotte Shopping, GS Retail, Lotte Homeshopping, KT Alpha, Interpark Commerce, Musinsa, Kurly, Karrot, Bungaejangter, etc.
<b>Korea Fintech Industry Association</b>	Kim Jong-hyun, President	2015	550	30,000	Kukon, Naver Financial, Newsystock, DSRV Labs, Musicow, Viva Republica, Aton, Wavebridge, Webcash, Kakao Pay, Kona I, Coupang Pay, Quantalab, Travel Wallet, Finda, Korea Credit Data, Hanpass, Hecto Financial, B-DAX, Nowhere Bridge, Karrot Pay, BuySell Standard, Eximbay, Octa Solution, Eight Percent, Zulgoon, etc.
<b>Korea Startup Forum</b>	Kim Jae-won, Chairperson	2016	2,602	53,000	Ellice Group, Viva Republica, Zigbang, Kurly, Socar, Woowa Brothers, Bucketplace, Healing Paper, Bungaejangter, MegazoneCloud, Lunit, Law&Company, Doctor Now, Dunamu, etc.
<b>Korea Venture Business Association</b>	Song Byung-joon, President	1995	19,473	400,000	Com2uS, Intelion Technologies, Point Mobile, Mega Zone Cloud, RSQUARE, MNTECH, Eastsoft, Uracle, JSB Solution, etc.

# Location and Contact



## Subway

Yangjae Station (Line 3 / Sinbundang Line),  
Exit 8, 380 m straight ahead (about a 5-minute walk)



## Bus

Get off at Yangjae Station or Ildong Pharmaceutical  
Intersection, about a 2-minute walk  
Bus Nos.: 6, 11-3, 917, 405, 341, 400, 405, 541



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