

K-MOVIE

The World's Spotlight on Korean Film



About the series

The Korean Culture series is one of the Korean Culture and Information Service's projects to furnish international readers with insights into and basic understanding of the dynamic and diverse aspects of contemporary Korean culture.



About KOCIS

The Korean Culture and Information Service (KOCIS) was inaugurated as the Overseas Information Center under the Ministry of Culture and Information in 1971. Its aim is to introduce Korean culture to the world and to raise Korea's national profile. KOCIS has worked to consolidate ties with countries all over the world through cultural exchange. It continues working today to explore new ways of bringing Korean art and culture to the citizens of the world.

Hollywood films may dominate the world's box offices today, but in Korea it's the homegrown product that has been capturing the public's attention. Korean films enjoyed a 52 percent share of the domestic market in 2011, putting them over the fifty-percent mark for the first time in four years. Meanwhile, Korean film directors were getting major press at the world's different film festivals. Exports were booming, and the films that reached overseas audiences found a warm reception there.