

UCC의 실제적 활용을 위한 계획

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Plans for practical utilization of UCC

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● 요약 ●

The commercialization of UCC was already initiated, and there are some successful cases like 'YouTube.' However, the development level of UCC is not mature, stable yet. It's because most of the UCC users are young people and the contents are mainly about humor, funny, minor story. In other words, the practical use of UCC is not totally popularized but partly active. Therefore we want to think out 'how UCC can be utilized by many people and applicable to many industries.' UCC has enough possibility to be advanced, and it will greatly influence the society. In this paper, we will first explain Web 2.0 and the present conditions of online movies. After analyzing the problems and limitation of today, we will propose some suggestions for plans for practical utilization of UCC.

키워드: UCC, CCL, Government Strategy

I. 서론

With the development of movie technology of Internet, we can see the various types of movies, regardless of time and space constraints. For example, we can see the brand-new U.S. TV dramas and movies on the Internet. However, beyond just watching, people begin to make, upload and share their own movies on the web. Those movies are called 'UCC' (or UGC), and UCC have become the representative of 'Web 2.0'. Then, why UCC is booming, highlighted among the other web technologies? It's because of the special features of online movie. UCC directly shows visual sensations, which is the most powerful stimulation, and the contents that it contains can be unlimited. Therefore the commercialization of UCC was already initiated, and there are some successful cases like 'YouTube'. However, the development level of UCC is not mature, stable yet. It's because most of the UCC users are young people and the contents are mainly about humor, funny, minor story. In other words, the practical use of UCC is not totally popularized but

partly active. Therefore we want to think out 'how UCC can be utilized by many people and applicable to many industries'. UCC has enough possibility to be advanced, and it will greatly influence the society. In this paper, we will first explain 'Web 2.0' briefly as a super ordinate concept, then the present situation of UCC is in the body part, and finally some diverse using ways of UCC in future brings to a conclusion.

II. The Evolution of Web

When Internet was first introduced in 1990s, people expected the amazing effect and change that Internet would bring about. However, the anticipation was vanished because web was little different from offline and dot-com boom went down by early 2000s. Surprisingly web survives again at present. How can we interpret the revival of web? One of the proper reasons is 'Technology hype cycle'-It is the model that shows the transition of market expectation when the new

technology shows up. Internet has experienced big curve change in its short history, and Web 2.0 is now at the fourth level according to the above graph. For the supplement, Web 3.0 and Semantic Web can be expected for the fifth level.

In the past, the Internet users just used contents like VOD of something. Their own right was select contents that were unilaterally provided by suppliers. But as the time goes by, users participated in making contents such as creating captions. With the advent of web 2.0, the Internet acts as 'open platform'. Users participated positively in the Internet through mini homepage, blog etc. people uploaded their pictures, videos and allow downloading files. Among them, "online movie" was the most activated contents in the web 2.0. Why online movie attracts people? First, online movie has the merit of nonverbal communication contents. Second, with the development of digital environment, people can easily take motion pictures and upload them. Third, media environment and consumer behavior was changed. What makes online movie's revitalization? There are two reasons. First, the main body of making and distributing of information was extended to the public. Second, technological factors made it feasible.

III. The Limitations of Web

Since everyone can access, there are negative factors with revitalization of UCC. Most of all, currently creating and circulating UCC is illegal in terms of copyright. Also, with overflowing of movie's quantity, it became difficult to classify good quality of information. In this way, this session will handle six problematic issues about UCC. (1) Copyright concerns: According to survey by the Copyright Commission for Deliberation and conciliation in Korea, over 80% of user created image or movie contents violated copyright, while contents originally created by user himself/herself only accounted for 16%. This means that mostly, UCC are illegally reproduced and subject to crack down in terms of copyright issues. To make matters worse, even copyright experts don't have unanimous opinion to tackle these problems because "copyright law" is supposed to protect UCC users as well as copyright holders. (2) Privacy violation and libel: More and more cyber libel cases are very much likely to happen by widely distribution of UCC, if somebody maliciously produces and distributes UCC containing famous entertainers or citizen's everyday life. It is considered as a crime disclosing any private life illegally under the name of 'freedom of expression'. However, it's difficult to compensate and restore victim's social credit due to the

characteristics of Internet environment even though malicious UCC seriously damaged private life. (3) Exposure to violent and Pornographic content: Due to insufficient UCC censorship system which Internet portals have every Internet users can upload and download risky contents without any difficulty. (4) Security threats through UCC: According to AhnLab Inc - info security and consulting corporation, hacking through UCC is the most significant security threat in 2007. (5) "Amusement" based UCC: Currently, almost all of UCC account for amusement and fun based contents such as hobby, humor, and parody. On the contrary, professionally informative UCCs remain minority. Also, contents providers are only focusing on producing contents for the sake of arousing users' peripheral interests and paying less attention to other UCC category. Because of this, we have much trouble to find informative UCC and website providing such UCC through Internet. (6) Mal-distributed age of UCC users: Generation gap in UCC utilization is another problematic issue on UCC. When we take a look at the visitors of 'Pandora TV' and 'Diodeo', users under age 40 occupy more than 80% of all website visitors. As is the similar case to many other social sectors in Korea, UCC utilization disparity will deepen the informational asymmetry and cultural gap between generations.

IV. Practical Use of UCC

(1) Proactive Government Legislation: As you know, Korea is famous for its thrusting intervention on new technology introduction such as super-highway information network, DMB, and web-service. Thanks to the government initiated new technologies development, Korea could manage to obtain the reputation as 'advanced ICT country', even though there are pros and cons about new technologies by policy. Actually, we cannot consider UCC as new technology, government policy is still important not just because UCC is subject of copyright law, but because revitalization and distribution of UCC could be the key performance index for judging whether internet business take root in Korea. In this vein, Korean government and public institutions such as MIC(Ministry of Information and Communication), NIA(National Information Society Agency) are hammering out appropriate policies. For example, currently MIC organized task force composed of layer, government officials, and staffs in Internet portal. Then, MIC declared amendment of the law on the ICT network facilitation and information security July 2007, which mandates Internet portal should inspect distribution of risky contents in advance and

strengthen up the copyright violation prevention system. Henceforth, Korean government is planning to publish UCC management guideline for Internet portals in the late of this year, according to the source from National information society agency in Korea.

(2) Copyright and CCL(Creative Common License): One of the most important things for UCC copyright policy maker is not only thinking about the benefit for UCC copyright holder but also merit of UCC users. This controversial issue highlights the currently emerging CCL movement as an alternative. The main difference between CCL and existing copyright is summarized as “the diversity of copyright”. The CCL diversifies the level of copyright by indicating contents using condition in advance, while existing copyright law give us only one condition for contents utilization. In fact, the Creative Commons licenses enable copyright holders to grant some or all of their rights to the public while retaining others through a variety of licensing and contract schemes including dedication to the public domain or open content licensing terms. The intention is to avoid the problems current copyright laws create for the sharing of information.

(3) Censorship for Violent and Pornographic Content: As briefly mentioned above, MIC gears up for introducing clearing house which takes full charge of monitoring risky UCC’s distribution and popularizing copyright law applied UCC editing tool. Maybe, the most securing method to quarantine risky UCC is to inspect every one of UCC. However, present situation is that the number of monitoring workers is unreasonably insufficient. In fact, major internet portals such as ‘Naver’, ‘Daum’ only have 670 monitoring workers. On the contrary, UCC registered per a day are more than 65 million. Thus, it’s only natural to increase UCC monitoring workers, because it is impossible for monitoring workers to inspect every UCC in the present situation.

(4) Developing New Vaccine Program: In preparation for new type of computer virus through UCC, real-time quarantine is strongly required with installing the newest version of vaccine product and patch program.

(5) Individual UCC Users Effort: Most of all, every single UCC users’ sense of wariness and responsibilities is indispensable. In this way, July 2007, MIC declared ‘Practical guidelines for UCC users’. This contains specified check list for culture of sound UCC, legal guideline related to libel case and copyright issues as well as 10 major code of conduct required for UCC users to observe. For establishment of phase of the digital powerful states, we need a countermeasure. In the past, Internet and Broadband case success was in Korea, but in Web 2.0 America’s case was

emerged. So we should excavate practical business model like You Tube and secure global mess edge. Because of infrastructure and positive netizen, Korea is possible sufficiently. We have to consolidate channel which can use a large number of wisdom in opening of information, participation, sharing. With using this, positive effects can be led throughout business, society and politics. So we grope and add subjects about revitalization of online movies that is a kind of Web 2.0.

V. Conclusions

We have been mentioning about problematic issues of UCC and its possible solutions mainly focusing on copyright and security issues. But, we didn't provide solutions for mal-distribution of UCC category so far, for example, scant of professionally informative UCCs in the Internet. At this point, we will suggest counter-measures for practical utilization and revitalization of various kinds UCCs including informative UCCs from the viewpoint of government and private sectors, respectively. MIC has been collecting public opinions about the reason why informative UCC are not revitalized and distributed. Survey was mainly carried out by 'TFT for revitalization of sound UCC' led by MIC. The main problems are summarized in two point - first, contents providers don't want to develop UCC because UCC cannot give appropriate revenue under the current UCC distributing situation. Second, ordinary Internet users who upload UCC for nothing want to know how many Internet users enjoyed his/her own developed UCC. In the survey, experts from CP(Content Providing Company) suggested that hardships for producing informative and educational UCC are mainly resulted from difficulties of payment, revenue distribution, and piracy. On the other hand, ordinary internet users are asking government for building up calculating system which let them calculate exactly how many times their UCC are used through internet not only in a certain website but also total UCC utilization among many internet sites. Making solutions for these demands could belong to the Korean government, because almost all of Internet portals and contents providers are such 'petty' small-sized company that doesn't have enough time and money to build up copyright or UCC utilization analysis system. In this vein, government should build up UCC distribution network.

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