

한국대중음악공연산업협회

MUSIC CONCERT INDUSTRY ASSOCIATION OF KOREA

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MUSIC CONCERT INDUSTRY
ASSOCIATION OF KOREA

Contents

1. About MCI AK

2. MCI AK History

3. Mission & Vision

4. Contact Us

1. About MCIAC

Prologue

Music Concert Industry Association of Korea (hereinafter referred to as an 'MCIAC') was established in April 2021, as an association with the participation of 45 representatives who plan, produce, and direct Korean pop music performances.

This association will take the lead in securing the industrial status and system improvement of Korean pop music performances that are growing and expanding beyond Korea, including concerts, festivals, and world tours and will strive to develop the performance technology, advance the performance industry, and develop the future.

In particular, we will put the most significance on seeking the direction of a consultative body that can protect and represent the right for the companies, staffs, artists, and audiences.

Music Concert Industry Association of Korea
President Jonghyun Lee



1. About MCI AK

Direction



1. About MCIAC

Profile

- **President: Jonghyun Lee**

- A head producer of 'Beautiful Mint Life', 'Grand Mint Festival', 'Have a Nice Day'
- An executive producer in M.P.M.G Co., Ltd.
- Belonged artists : MeloMance, Daybreak, No Reply, Soran etc.

- **Vice-President: Keeho Ko**

- Lovesome Festival, Brown Eyed Soul Korean tour
- A board member in INNEXTTREND Co., Ltd.
- Belonged artists : Brown Eyed Soul , Buzz, Gaho etc.

- **Vice-President: Wonkou Shin**

- A concert producer and a director for Hallyu Festival, Jump, MU:CON, SingAgain, Mr.Trot
- A representative in FLAX & Co., Ltd.

1. About MCIAC

Profile

- **Board member : Steven Kim**
 - A representative in Live Nation Korea Co., Ltd.
 - Korea and overseas tour for Maroon5, Coldplay, BigBang, B.T.S
 - Pentaport, Jisan Valley Rock Festival host & procession
- **Board member : Warren Yoo**
 - Lena Park Korea Tour, Seventeen, Jang Keun-Suk Online Fan Meeting etc.
 - A representative in Bonboo Entertainment Co., Ltd.
- **Board member : Jae ho Hwang**
 - AKMU, Jongshin Yoon, Sungwoon Ha Korea Tour etc.
 - A representative in Type Communication Co., Ltd.
- **General manager : YunWook Lee**

1. About MCIAC

Membership * Total 45 member companies



ROXTA MUZIK & LIVE, Live Nation Korea, Show PLAY, Showdang Ent, Type Communication, Private Curve, Yes24, MSTORM, FLAX & Co., KOONFND, Paradise E&A, Dreamus, Ticket Maru, Kong Yeon Team, BONBOO Entertainment, BW Culture, I Star Media, Jj Factory, Spring Ent, BEPCΔ, MPMG, Mplus, Changlife, Interpark, SJ Ent, S27, WSM, Insight Entertainment, PageTurner, Culturethink, IN NEXT TREND, Dream Maker, Dion Communication, Abyss Company, VU Ent, Jarasum Jazz, YG Entertainment, JYP Entertainment, HYBE, Shownote, LiveArt, Art&Show, KINTEX, IOIholdings, Ateod

2. MCIAC History

- 2021**
 - **Mar 15th** Emergency Response Committee of Popular Music Industry was launched
 - **Apr 8th** Music Concert Industry Association of Korea was established
 - **May 12th** Negative influence of Covid 19 in a music concert industry and industrial value conference
 - Host : A member of the National Assembly(Democratic Party) Jungju Yoo / Supervision : Music Concert Industry Association of Korea
 - Participants : Jungju Yoo, Byungchul So, Joomin Park, Byoungdug Min, Chandae Park, Jongwhan Do, Seungwon Kim, Byunghum Lee, Sangheon Lee
 - **May 17th** The association office was opened (An executive director Inwoo Daniel Chun / Policy Department, Management Support Department)
 - **Jun 7th** The Inaugural meeting
 - Location : Live House in Noddeul Island / 30 member companies and 50 people were participated
 - The declaration of the articles of association and a medium and long term vision of the association & the precedent and the compensation of overseas concerts during covid 19 seminar was conducted
 - **Dec 31st** The association was authorized as a corporation from Ministry of Culture, Sports and Tourism

2. MCIAC History

- **2022**
 - **Mar 16th** Established MOU 'For Innovative Growth Support of the small and medium-sized enterprises in the popular music concert industry by the Korea Technology Finance Corporation
 - **Apr 19th** The first general meeting in 2022 was held and the executive members were elected
 - **Jun 21st** 'Popular music concert industry in a blind spot by the Serious Disaster Punishment Act' seminar was conducted ('Countermeasure of safety and health for the popular music concerts in irregular performance facilities' seminar was conducted)
 - **Jun 30th** The association was designated as a nonprofit foundation(Designated donation group)
 - **Jul 18th** The association was chosen by an assistance business for 'K-Music Season' of the Ministry of Culture, Sports and Tourism
 - **Nov 18th~20th** The government-subsidized project(Ministry of Culture, Sports and Tourism)
<2022 K-Music, PyeongChang>

2. MCIAC History

2023

- Feb 2023 2nd Annual General Assembly Held
- Mar Interview with Ministry of Culture, Sports and Tourism
- Apr <Measures for Music Performance Culture> Meeting
- May 1st survey related to <Illegal ticket and fraudulent transaction measures> was conducted
- Jun Seminar on <Illegal ticket and Fraudulent Transactions> held
2nd survey related to <Illegal ticket and fraudulent transaction measures> was conducted
- Jul Interview with Ministry of Culture, Sports and Tourism
Interview related to <Promoting legislation to eradicate Illegal ticket>
- Aug KOCCA, <Preparation of Measures to Regulate Ambitious Resell Sites> Meeting
- Sep 2023 MU:CON SEOUL Participation in workshops and open sessions
- Oct ALL JAPAN CONCERT & LIVE ENTERTAINMENT PROMOTERS CONFERENCE (A.C.P.C.) Business Consultation

3. Mission & Vision

Business purpose

1. Expand and support the inbound and outbound of concert contents
2. Analyse and develop policy about concert businesses using the database through the survey
3. Supplement and educate the concerts safety manuals through the policy research
4. Support for prospective concert staffs
 - (1) Share information and create jobs for new founders of concerts-related businesses;
 - (2) Projects for infrastructure development, such as concert halls, and concert services;
5. Research, investigate and give advice on the expansion and renovation of multi complex facilities that can be used as a venue for performances, and the alteration of their use;
6. Standardize the terms in the popular music performance industry, the size of the industry, and case studies of workers
7. Performance of government-commissioned projects related to the concerts industry
8. Conduct the culture exposition related to the global concerts industry

4. Contact Us

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