

SEOUL INTERNATIONAL DRAMA AWARDS 2016

PRESS KIT



11th

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Introduction of Seoul International Drama Awards

Seoul International Drama Awards (SDA) is the world's leading festival for global TV dramas. The competition-based awards ceremony was launched in 2006 when there were no such awards shows in Asia. Annually held in Seoul, Korea, a country known worldwide for producing trendy and creative programming, SDA cordially invites the world's drama makers and fans to the 11th Awards.

Purpose

Building a strong infrastructure for cultural content exchange and development of the TV drama industry

Role

Connecting a variety of countries and encouraging them to share their best TV fiction productions with the industry experts and general public

Organizer

Seoul Drama Awards Organizing Committee & Korean Broadcasters Association

Supporter/Funder

The Ministry of Culture, Sports and Tourism, Seoul Metropolitan Government, KBS, MBC, SBS, EBS

Media Partners

FremantleMedia, Eurovision, C21 Media, ContentAsia, U.S. Embassy Seoul, French Embassy Seoul

Partner Festivals

Shanghai TV Festival, International Drama Festival in Tokyo, Sichuan TV Festival

Sponsor

Samsung, Mango TV

Key Dates of Annual Events

- Entry Submission: March - May
- Preliminary Selection: June / Final Selection: July
- Awards Ceremony: September 8

Venue

KBS Hall, Yeouido, Seoul

Airing of Awards Ceremony

- Telecast on major three terrestrial channels KBS, MBC and SBS interchangeably every two years
- SDA 2016: KBS / Online streaming via diverse platforms

* More information and archives available on the SDA website www.seouldrama.org/en



Entry Submission & Awards Category 2016



Participating countries since 2006

70 countries

2015 participating countries

48 countries

2015 entry submissions

212 TV dramas

2015 new participating countries

Cambodia, Slovenia

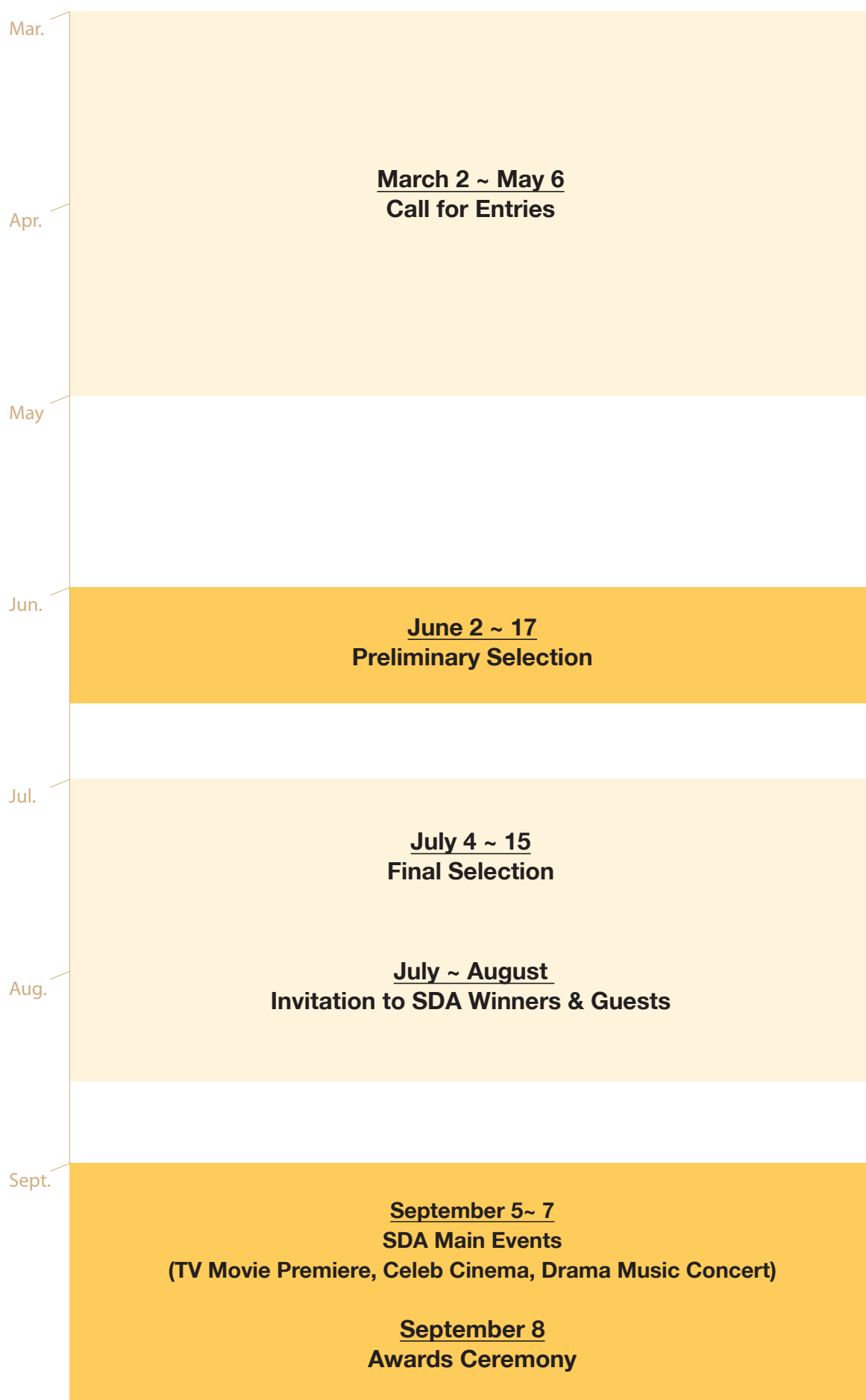
2015 entries breakdown by regions

Europe 20entries(42%)	Asia-pacific/Middle East 19entries(40%)	Americas 6entries(13%)	Africa 3entries(6%)
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	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
No. of Country	29	32	33	37	43	37	45	48	50	48
No. of Entry	105	130	152	169	172	204	201	225	209	212

- **FREE** of charge online submission available on www.seouldrama.org/en
- The submission (scripted fiction of any genre) must have originally been created for television and its first transmission date is between May 1, 2015 and April 30, 2016
- **Deadline: May 6 11:59pm Korea time**
- **Awards Category**
 - Competition (Winners are selected by preliminary & final selection juries)
 - TV Movie, Miniseries, Serial Drama, Comedy
 - Non-Competition (Winners are recommended and selected by the organizing committee and juries)
 - Jury's Special Prize, The Most Popular Foreign Drama of the Year, Asian Star Prize, Outstanding Korean Drama Prize

Overview of 11th Anniversary Schedule



Major Events of 10th Anniversary 2015



Awards Ceremony

Celebrated the 10-year milestone and the golden age of worldwide television drama



Homecoming Party (Reception)

Under the theme of the 10th year Homecoming, it was an extended version of the past after parties. Korean and foreign celebrities and industry experts mingled and networked, and further created business and collaboration opportunities.



TV Movie Premiere

Offered the general public and drama fans an opportunity to watch quality foreign dramas on a “super-sized TV screen” and have an exclusive talk with cast/creators. Also, introduced a variety of foreign dramas and their cultures to the public in partnership with local embassies and cultural institutes.



Global Drama Forum

Hosted a forum to discuss the international drama trends: Shared insight and analysis on the new ways in which scripted content is created and consumed today. Also, looked into the trend of international original web/mobile series to discuss creative storytelling.

Awards Ceremony 2015



Kwang-han Ahn, Chairman of SDAOC, and Si-ra Chae



Philippe Gagnon, Ian Whitehead
TV Movie Golden Bird Prize 'The Good Sister' (Canada)



Stefan Kolditz, Jana Brandt, Benjamin Benedict Grand Prize 'Naked Among Wolves' (Germany)



Won-seok Kim
Mini-Series Golden Bird Prize 'Misaeng-Incomplete Life' (South Korea)



Renato Freitas
Serial Drama Golden bird Prize 'Open Your Eyes' (Angola)

Awards Ceremony 2015



Engin Akyurek
Best Actor 'Black Money Love' (Turkey)



Simona Stasova
Best Actress 'The Self Lover' (Czech Republic)



Han-liang Zhong
Asia Star Grand Prize (China)



Milo Ventimiglia
New trend of the Year 'Chosen S3' (USA)



Opening Performance



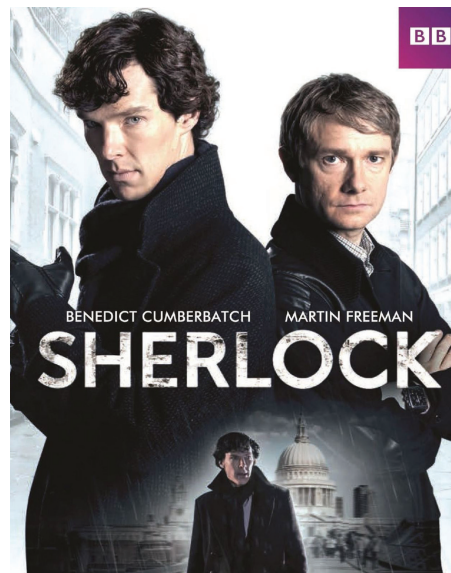
Joon-gi Lee
Outstanding Korean Actor 'Gunman in Joseon' (South Korea)

The Most Popular Foreign Drama of the Year (Non-Competition)

Foreign dramas that have been most viewed and acclaimed in Korea are selected by the Organizing Committee and awarded.

Past Winners

Year	Title	Country	Company
2009	C.S.I.s	U.S.A	Jerry Bruckheimer Films
	Doctor Who S4	U.K.	BBC Worldwide Limited
2010	NCIS S7	U.S.A	CBS Studios International
2011	The Walking Dead S1	U.S.A	FOX International Channels
2012	Each Step Escape	China	Shanghai Tang Chinese Films International Ltd
2013	Mistresses	U.S.A	The Walt Disney Company
2014	Sherlock S3	U.K.	BBC Worldwide
2015	Midnight Diner S3	Japan	Mainichi Broadcasting System, Inc



Final Selection Jury 2015

Composition: A total of 7 Korean and Foreign experts in TV drama production

Head of Final Selection



South Korea **Bool Am Choi**

- Film & TV Actor
- Won the 10th, 11th and 14th Baeksang Arts Awards
- Won the 18th the Grand Bell best film Awards
- Won the 5th Korea Public Culture Awards Ceremony
- Drama 'Gourmet', 'Goong', 'Smile, you', 'Glorious Day', 'Lifetime in the Country', 'Eyes of dawn', 'Sweet spy' etc.



USA **Marc Lorber**

- Executive Producer & International Scripted Formats Consultant of Lionsgate and Fox
- Was Formats & Local Production Consultant for Disney ABC Int'l TV
- Was Executive Production Consultant/Producer for Sony Pictures TV International
- Was Vice President of Television Development & Production of Carlton America
- Was Vice President of Television at Phoenix Pictures



South Korea **Soo-yeol Yoo**

- Senior Adviser, Korea Drama Production Association
- Former President, MBC Chuncheon
- Former President, MBC Production
- Former Executive Director, MBC Television Production
- Former CEO, LOGOS FILM



Germany **Bettina Brinkmann**

- Head of TV Services of EBU
- Was Head of Entertainment, Fiction & Arts at EBU
- Was Consultant for EMC/MEG
- Was Head of Development at ZDF
- Was Senior Sales Executive at Distraction Formats



China **Liping Wang**

- Vice President of China Radio and Television Association TV-Series Screenwriter Committee
- Won a honorary award given by Shanghai Literacy Federation
- Won the Best Screenwriter Prize at the Shanghai TV Festival
- Wrote 'Green Tenderness', 'Mother-in-law', 'Wife and Sister-in-law', etc.



Japan **Kei Kurube**

- TV Director at NHK Drama
- Won Prix Italia, Élan d'Or Prize for 'The Vulture'
- Won ATP Award, 'Gaiji Keisatsu'
- Won Hoso Bunka Foundation Award, 'Taro's Tower'
- Won Galaxy Award, 'Amachan'



Canada **Michel Rodrigue**

- CEO of The Format People
- Founding member of FRAPA (the Format Recognition and Protection Association)
- Founding member of EMC (Entertainment Master Class)
- Member of the International Academy of Television Arts & Sciences (IEmmys)

Connect with SDA : Publicity



Web Magazine

Newsletter sent to around 5,000 readers : Korean and foreign professionals in the media/broadcasting industry, entertainment journalists, common subscribers, etc.



EIPIC

Production Company : Magamedia | Country : Ireland

The story of 5 Irish teenagers and their love for music! In the small countryside of Ireland, music is like a treat to them. Using an abandoned post office as their stage, these lad boys dream of becoming a famous singer one day.

Feature Point

As a musical comedy drama, the characters sing from time to time. The harmony of unique Irish dreamy melody, and the performances held are quite a scene. It makes me forget the fact that this is not a music video. To those who are interested in British and Irish music, I strongly recommend you to watch this drama.



And Quiet Flows The Don

Production Company : Sovtelexport | Country : Russia

This is a drama portraying the turbulent era in the early 20th century with a small town in Russia as the stage. Based on Michael Shololov's novel, it portrays the passionate romance between Grigori and Aksinia. The drama reveals the situation during War World I realistically. Thus, making a great opportunity to those who do not know much about the Russian history even by peeping into the drama.

Feature Point

A classical novel as a background, I want to strongly recommend it to those who have interest in history. We can grasp an image of the Russian people during the early 20th century. Watch out for the HOT romance!



Girls Don't Cry

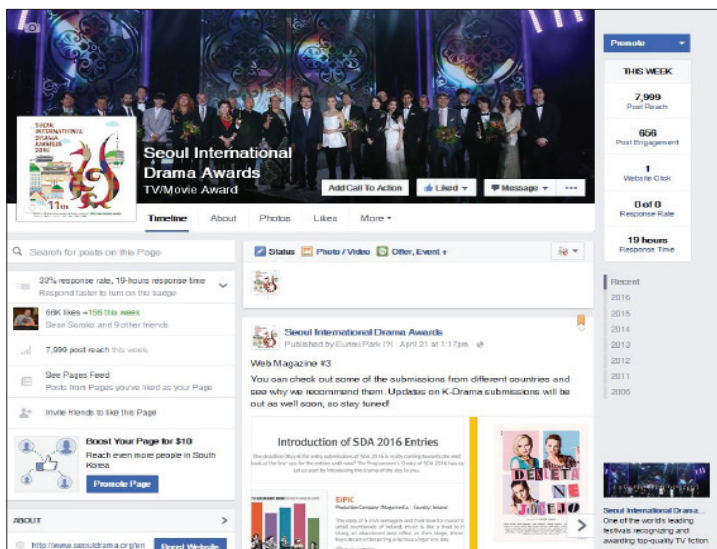
Production Company : RTV Slovenia | Country : Slovenia

Tatjana's fancy life changes dramatically when her husband has a tragic accident. Her husband is shot by an unidentified assailant one day and falls in coma. As she was always stocked with money by her husband, she becomes penniless. Finally, she decides to carry on her husband's business to go back to her elegant life. She becomes a mortgage lender along with her step daughter. However, to someone who only knew a world of shopping and nail art, the dark world is nothing but horror. How will they overcome this fear?

Feature Point

Programmer's Choice

Brief presentation of a select few submitted dramas written by members of the Organizing Committee.



SDA Facebook

• <https://www.facebook.com/seouldrama>

• More than 66,000 Followers

Online Supporters

Official online promotion partners of Seoul International Drama Awards 2016 will take important roles, promoting events and posting relevant information about the SDA 2016 on their blog or web community.

Publicity : International Coverage 2015

Reported 4,014 world-wide press coverage regarding the awards and competition results

Celebrating progress of TV dramas
Making life choices through acting

Small changes can send big message

By Min Seung-yeon

Norwegian actress and director of 'Memento Mori', who won the Best Actress award, says she follows the small changes from the national award ceremony.

"For example, if we make a small change in the wardrobe, which makes a difference in the overall look, it can send a big message," she said.

She also said that she is proud to be a part of the competition and that she will continue to work hard to improve herself.

Director Carlo Madoi

Carlo Madoi, the director of 'Memento Mori', says he is proud to be a part of the competition and that he will continue to work hard to improve himself.

Sao Hoa, Hàn tề tựu trên thảm đỏ Seoul Drama Awards

27 người thính nổi danh này. Đây là người đầu tiên trong số bạn bè của bạn.

VTV.vn - Lễ trao giải Seoul International Drama Awards 2015 đã diễn ra vào ngày hôm qua (10/9) với sự góp mặt của hàng loạt ngôi sao nổi tiếng của cả Hàn Quốc và Trung Quốc.

Which K Dramas Made The Cut At The Seoul International Drama Awards?

BY Julie Jones | Aug 12, 2015 01:15 PM EDT

Tags: Lee Ha-eun, Im Si-wan, Kang So-ra, Ji Sung, Seoul International Drama Awards

The Seoul International Drama Awards will take place on Sept. 10 and the finalists have already been determined.

Twenty-four dramas from various countries were nominated for the finals, as well as 25 directors, screenwriters, actors and actresses in individual categories. Altogether the awards received 212 submissions from 48 countries.

2015 Seoul International Drama Awards: Girls Generation's Taeyeon Wins Hallyu Drama OST Award

On Thursday, the 2015 Seoul International Drama Awards was held in Sangam Culture Plaza in Seoul, South Korea. AOA's Kim Seolhyun hosted a part of the event and awarded Girls Generation's Kim Taeyeon the Hallyu Drama OST Award.

Upon receiving the award, the SM Entertainment singer thanked the Sones fan club for supporting her. [All Kpop reported.](#)

"There are a lot of people who are more amazing than I am, but I've won an award like this, which makes me embarrassed. I think the song was more radio because it met a good production. I thank the many viewers who gave a lot of love. I would especially like

Lee Young-ae, Lee Min-ho to hit drama awards red carpet

SOUL, Sept. 7 (Yonhap) -- Actress Lee Young-ae and actor Lee Min-ho, two of Asia's most popular stars from South Korea, will walk the red carpet of the international drama awards in Seoul later this week, organizers said Monday.

The red carpet event for the Seoul International Drama Awards 2015 is slated for Thursday evening at the OMC Square in western Seoul, the organizing committee said.

The two Lees are part of the event's star-studded roster, which also includes actor Lee Joon-ik, actress Claudia Kim from "Age of Ultron," actor Yoo Jin-goo, and Seolhyun, the hottest girl group celebrity of the moment.

Aktor Tampan Asal Turki Menang Seoul International Drama Awards

By Desika Permilo on 11 Sep 2015 at 10:45 WIB

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Aktor tampan asal Turki bernama Engin Akjurek berhasil memenangkan penghargaan Seoul International Drama Awards 2015.

Seoul International Drama Award 2015 für "Nackt unter Wölfen"

10.09.2015 - 17:01

Der Fernsehfilm "Nackt unter Wölfen" (ADR:ARD, Deutscher WDR, SWR, BR) gewinnt den Kategorie "Programme / TV-Movies" des Seoul International Drama Award 2015. v.l.: Stefan Kolditz (Drehbuchautor), Jana Brandt (ADR-Fernsehproduzentin), Benjamin Benedict, Produzent / Wouter Teut

tiber 012 und www.pressportal.de/nr/7890 / Die Verwandlung dieses Bildes