

PRESS KIT

**12th SEOUL
INTERNATIONAL
DRAMA
AWARDS
2017**



Seoul Drama Awards Organizing Committee

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www.seouldrama.org/EN

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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, which is annually hosted in Seoul, Korea, a country widely known as the hub of trendy TV dramas. Organized by non-profit organizations, Korean Broadcasters Association and Seoul Drama Awards Organizing Committee, the awards ceremony is telecast on the three major terrestrial channels KBS, MBC, and SBS interchangeably every two years. The competition-based awards ceremony was launched in 2006, when there were no such award shows in Asia. The SDA cordially invites the world's TV drama experts and talent, and global fans to the 12th Awards Ceremony on September 7.

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 Partner

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

Partner Festival

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

Key Dates of Annual Events

- Entry Submission: February - April
- Awards Ceremony: September 7

Venue

KBS Hall, Yeouido, Seoul

Airing of Awards Ceremony

- Telecast on the three major terrestrial channels KBS, MBC and SBS interchangeably every two years
- SDA 2017 : KBS 2TV

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



Entry Submission & Awards Category 2016



Participating countries since 2006 (Cumulative)
73 countries

2016 Entry submission
265 TV dramas

2016 Participating countries
51 countries

2016 New participating countries
Albania, Bangladesh, Peru

Asia-Pacific / Middle East 110 dramas (42%)	Europe 102 dramas (38%)	Americas 44 dramas (17%)	Oceania 9 dramas (3%)
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	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
No. of Countries	29	32	33	37	43	37	45	48	50	48	51
No. of Entry	105	130	152	169	172	204	201	225	209	212	265

•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 / release date is between May 1, 2016 and April 30, 2017

•Awards Category

I. Competition (Winners are selected by Preliminary & Final selection juries)

-Program : TV Movie, Mini-series, Serial Drama, Comedy

-Individual : Director, Screenwriter, Actor, Actress

II. 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 12th Anniversary Schedule



Major Events of 11th Anniversary 2016



Awards Ceremony

Bringing together the international drama production professionals and general public, the live-telecast annual awards ceremony recognizes the excellence in worldwide TV drama programming and talented individuals.



Welcome Cocktail

Cocktail reception is hosted on the eve of the Awards to warmly welcome the SDA guests including drama producers, talent, judges, advisors, press and partners. Co-hosted by SDA's sponsor or media partner, the welcome cocktail provides the guests with a distinctive experience for networking.



TV Movie Premiere & Celeb Cinema

Traditional public screenings of a select few SDA entries, where the audience can watch various TV dramas on the big screen and interact with the creators and talent. Starting 2016, SDA TV Movie Premieres are hosted in association with local Embassies and cultural institutes to introduce dramas from more regions and their authentic cultures.



Drama Music Concert

A concert, featuring theme songs showcased in the most popular and widely known Korean dramas, is hosted leading up to the Awards for both local and foreign K-drama fans and general public.

Major Events of 11th Anniversary 2016



SDAOC Chairman, Outstanding Korean Actress
Ko Daeyoung, Min-A Shin



TV Movie Golden Bird Prize 'Don't Leave Me' (France)



Grand Prize 'The Night Manager' (U.K.)



Comedy Golden Bird Prize 'Baskets' (U.S.A)



Mini-series Golden Bird Prize 'Deutschland 83'
(Germany)



Serial Drama Golden Bird Prize 'The Roots of Throne'
(South Korea)

Major Events of 11th Anniversary 2016



Best Actress 'Don't Leave Me' (France)
Samia Sassi



Asian Star Prize (Philippines, Taiwan, Hong Kong)
Dennis Trillo, Yihao Liu, Anthony Wong



Jury's Special Prize 'Journey' (Australia)
Muffy Potter, Trudi-Ann Tierney, Mohamad Ghorbankarimi



Outstanding Korean Actor 'Descendants of the Sun' (South Korea) Joong-Ki Song



Best Actor 'Father' (Kazakhstan)
Azat Seitmetov



Asian Star Prize (Vietnam, Singapore, Japan)
Nha Phuong Tran, Rebecca Rim, Mina Fujii

Red Carpet 2016



Yihao Liu (Taiwan)



Joong-Ki Song (South Korea)



Anthony Wong (Hong Kong)



Samia Sassi (France)



Mina Fujii (Japan)



Burak Ozcivit (Turkey)

Red Carpet 2016



Azat Seitmetov (Kazakhstan)



Min-A Shin (South Korea)



Nha Phuong Tran (Vietnam)



Dennis Trillo (Philippines)



Rebecca Rim (Singapore)



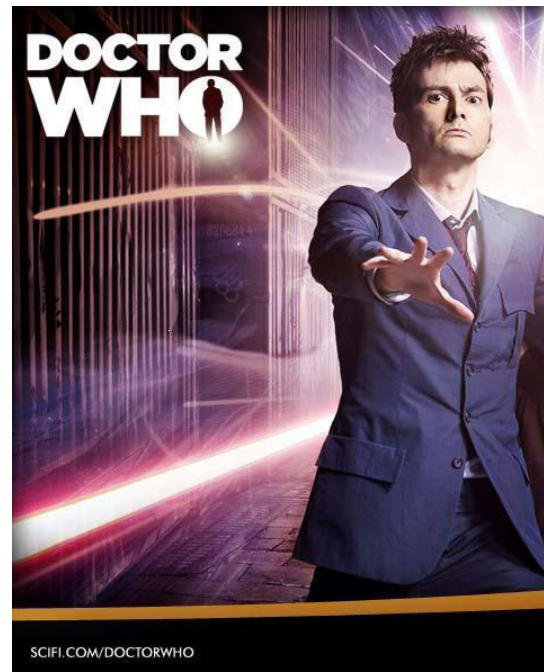
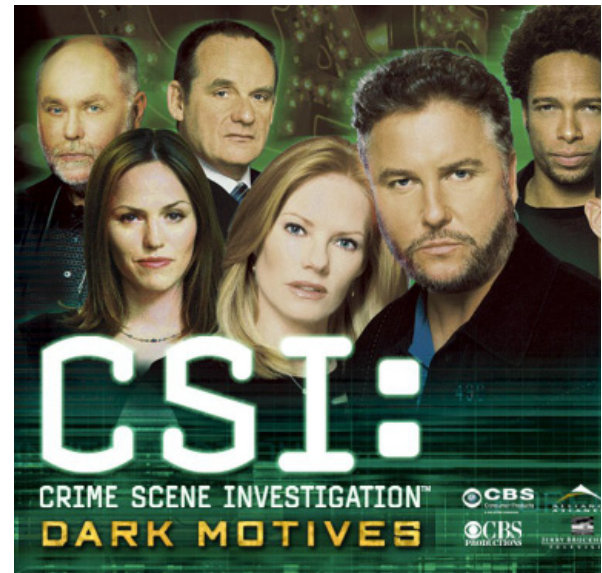
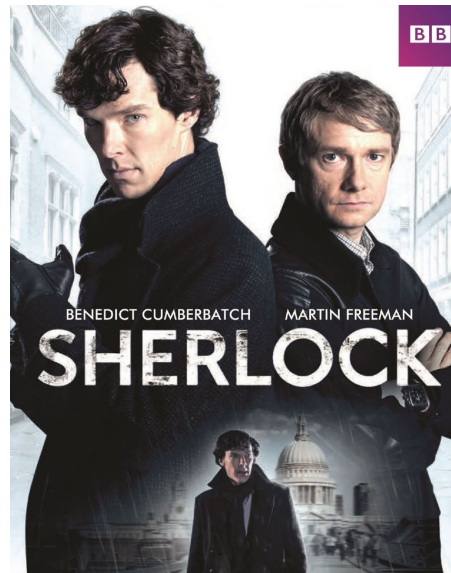
David McInnis (U.S.A)

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

Foreign dramas that have been widely beloved and acclaimed in Korea are selected by the Organizing Committee.

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
2016	Dramaworld	U.S.A	Entermedia Contents



SDA Entries Acquisition & Broadcast

A select few entries have been telecast on the four Korean terrestrial channels KBS, MBC, SBS and EBS. Generally, the selected entries are broadcast prior to the awards ceremony to maximize publicity for quality entries of the SDA. This year will be no exception. As Korea is known to be the hub of the television drama industry, SDA plays a pivotal role in introducing foreign TV dramas to the local public and has become a gateway to the Asian market offering the exclusive opportunity to discover and acquire high-caliber programs.

The List of Televised Entries

Channel	Title	Country
KBS	<i>Little Big Voice</i>	Austria
	<i>The Beginning of Time</i>	Mexico
	<i>Sabena Hijacking - My Version</i>	Israel
	<i>Naked Among Wolves</i>	Germany
	<i>Woman Under Influence</i>	France
	<i>The American Letters</i>	Czech Republic
	<i>Hanna's Decision</i>	Germany
	<i>When Harvey Met Bob</i>	Ireland
	<i>Shades of Happiness</i>	Germany
MBC	<i>CrossFire</i>	Canada
	<i>The Good Sister</i>	Canada
	<i>Starfighter</i>	Germany
	<i>We did it for the Money</i>	Germany
SBS	<i>First Response</i>	Canada
	<i>The Self Lover</i>	Czech Republic
	<i>Houdini (2 episodes)</i>	U.S.A
EBS	<i>Home Fires (6 episodes)</i>	U.K.
	<i>Grantchester (6 episodes)</i>	U.K.



Final Selection Jury 2016

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

Head of Jury



South Korea Dong-Geun Yoo

- President, Korean Broadcasting Actors Association
- Starred in 'What's With This Family', 'Jeong Do-Jeon', 'Childless Comfort', 'The Age of Heroes', 'Wife', 'Empress Myeongseong', 'Legendary Ambition', 'Tears of the Dragon', 'Lovers', etc.
- Won the KBS Drama Awards 2014, 2002, 1997
- Won the Korean Popular Culture and Art Awards: Prime Minister's Award
- Won the 25th Korea Broadcasting Awards: Best TV Actor



U.S.A Diego Suarez

- SVP, International Film & TV Production at Sony Pictures Entertainment
- SVP, Creative Affairs at Fox 21 Television Studios
- SVP, International Programming at Fox Television Studios
- VP, Production and Development at Fox International Channels, Italy
- Head of Unscripted Programming at Boca Boca Producciones, Spain
- Executive Producer at Cuatro Vabezas, Argentina
- 2010-2011 International Emmy Awards Juror



China Liang Lu

- Deputy Director at Sichuan TV Festival
- Vice Secretary General at Chinese TV Drama Production Business Association
- Director of Program Sales/Acquisition Center and Deputy Director of International Department at Sichuan Radio & TV
- International Emmy Awards, Banff Media Festival Drama & Documentary Juror
- Directed international co-production projects: BBC History, Kapa TV, ZDF, DW, etc.
- SDA 2011 Final Selection Juror



U.K. Amanda Groom

- Managing Director, The Bridge
- CEO and Head of Programming, Channel Health for Sky Networks
- Head of Content, Network of the World
- Programming Strategy & Business Consultant at National Geographic Channel
- Format Planning and Development: Sony Pictures TV, BBC, ITV, Fremantle Media, etc.



South Korea Soo-Yeol Yoo

- Senior Adviser, Korea Drama Production Association
- President, MBC Chuncheon
- President, MBC Production
- Executive Director, MBC
- CEO, LOGOS FILM
- SDA Preliminary and Final Selection Juror
- Directed MBC's 'When You Laugh, Blessings Will Come'



Japan Uesugi Tadatsugu

- Producer at NHK Global Contents Development / Organization Department
- Produced and Planned 'Future Family 2030', 'Princess Atsu', 'Can You Speak English?' (Language Education)
- NHK Drama Department (2002)
- Won Galaxy Award for 'Amachan'



Germany Arndt Rösken

- Head of Cultural Department / Co-ordinator of Region East Asia at Goethe-Institut Seoul
- Head of Cultural Development at Goethe-Institut Rio de Janeiro
- CEO at Zipper Producoes, Rio de Janeiro
- Rio International Film Festival: International Co-ordination
- Berlin International Film Festival: programme organization, assistance to director
- Festival Mix Brazil Juror



Connect with SDA : Publicity



Web Magazine

Newsletter sent to around 5,000 readers including Korean and foreign professionals in the media/broadcasting industry, entertainment journalists and common subscribers to inform them about SDA news and entries.

Living Seoul

With South Korean drama in the ascendancy, new events heading to US networks, Ed Waller went to the Seoul Drama Awards in September to find out why.

I was fitting that the glitzy Seoul Drama Awards (SDA) began with high-energy performances of K-dramas like *Star Line*, *Black & Gold*, *Black & Blue*, since the global awareness of Korean film dramas, cultural exports is something producers of K-dramas would like to celebrate.

The Korean drama scene began in 2002 after love story *Winter Sonata* became a mega hit across Asia. K-dramas in HDI very popular in the region but it's finally an in an attempt jockeying for the quality of the local shows that were in the market for Golden Globe at the star-studded SDA ceremony in September.

Asian television is known for being celebrity-driven and the SDA ceremony reflected that. While everyone loved their best, got Sherlock star Benedict Cumberbatch to fly in to collect the award for Best Foreign Drama, it's usually he would have received a more significant welcome than the Korean stars who were there to promote.

Crowds had gathered outside long before the event, looking to catch a glimpse of Kim Seon-ho, star of *My Love From The Star*, and the actor who *Mr. Sunshine* is like a perennial gala event and more like a big event for these drama fans.

The popularity of K-dramas is partly down to the spread of Korean media stars to

Female viewers from all parts of Asia, and after a quiet and by no means seismic wave of SDA audience members about why K-dramas is better than J-dramas or C-dramas, the common response was simply: "Because Koreans are better looking!"

But the big issue for Korean producers and distributors over the past 10 years has been extending their drama scene beyond Asia, at least according to delegates and speakers at the SDA Global Drama Forum that preceded the awards ceremony.

One of the Korean shows that won awards at the event have in recent weeks been confirmed as going into development for US adaptation - something that's nearly up there with rapper Psy's 2012 hit *Gangnam Style* going viral via YouTube in terms of cultural achievement.

Medical drama *Good Doctor*, from KBS, which won the Silver Blood in the ceremony category at the SDA, is being reworked for the US market by CBS, while *My Love From The Star* not only took SDA awards in the standard Korean drama, Best Korean actor and Best Korean actress categories but has also landed a deal for US adaptation with ABC.

It means the SDA games are to have with what the US networks are looking for.

"When judging the SDA entries, I was amazed at how few differences there were between the Korean shows and the winners from markets like the US and Europe," says one of the SDA jurors, Japanese director Norihiro Ohtsuka.

"In Japan, we often say we see like the *Gokuraku* islands as we are so self-sufficient and we don't feel the need to export our dramas. But Korea is a much smaller market than Japan and it needs exports for its drama industry to survive. Because of this, Korean drama is getting much better than Japanese drama."

The idea that Korean drama's success has come as a result of another SDA juror, former BBC Europe and former actor, sociologist and independent consultant to L'Oréal, Marc Lorber.

The Seoul Drama Awards were created in 2006 to be an Asian version of the Cannes Film Festival.



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 bad 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 Michail Sholokhov'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!

Programmer's Choice

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



SDA Facebook & Online Supporters

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

• More than 67,000 Followers

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.

International Press Coverage

International publishing companies such as C21 Media (U.K.), Prensario Int'l (Argentina) and ContentAsia (Singapore) are SDA's media partners. They attend the Awards and publish features and articles for worldwide publicity.

Publicity : International Coverage 2016

A total of 4,435 news articles and online features on the Seoul International Drama Awards 2016 from both local and international presses have been released.

Back to search results 5 of 622 results

SOUTH KOREA SEOUL INTERNATIONAL DRAMA AWARDS

Overview Get price

Vietnamese actress Nha Phuong Tran, center, speaks as Japanese actress Mina Fujii, left, and Singaporean actress Rebecca Lim listen after they won the Asian Female Star Prize Awards at the Seoul International Drama Awards in Seoul, South Korea, Thursday, Sept. 8, 2016. (AP Photo/Ahn Young-joon)



"ขงจก-ชินมินอา" ครำรงวัลลารนำSDA2016
9 ก.ย. 59, 16:34 น. 6724

Like Share 14 Tweet

男神合體！劉以豪喊宋仲基oppa

2016年9月12日 星期一-18:02 施乃琪

Like (左)劉以豪、(右)宋仲基

今年為KBS電視台創造了「神劇」《太陽的後裔》的宋仲基，於日前出席《首爾電視劇大獎》時遇見了台灣演員劉以豪。後者在今天分享了兩人的合照，還逗趣地喊宋仲基"oppa"！

歌手兼演員劉以豪於本日（12號）在自己的官方 Facebook 粉絲專頁上寫道：「仲基oppa我是你的小粉絲：）」，並上傳了一張照片。

這張照片正是日前兩人在《首爾電視劇大獎》中相遇時，早已拍下的合照。有趣的是，"oppa"在韓文中是為女性所使用的「哥哥」稱呼，劉以豪的可愛誤用也讓粉絲紛紛表示

Deretan Pemenang Seoul Drama Awards 2016, Ada Idolamu?

By Ranita Wisnu, 2016

Hariannusantara.com – 'Seoul Drama Awards' yang berlangsung di KBS Hall tadi malam (9/9/2016) sukses membuat banyak netizen berbahagia. Pasalnya ajang penghargaan untuk aktor dan aktris berbakat tersebut dibanjiri oleh sederet bintang terkenal.

Aktor dan aktris tersebut diantaranya adalah Song Joong Ki, Shin Min Ah, Jasper Liu, Hong Jong Hyun, Kang Min Hyuk dan Hyeri. Bukan hanya dihadiri oleh Akor dan Aktris terkenal dari Korea, Acara 'Seoul Drama Awards' ke-11 ini juga dihadiri oleh artis dari luar Korea diantaranya adalah Dennis Trillo dari Filipina, Azat Seitmetov dari Kazakhstan, Rebecca Lim dari Singapura dan banyak lainnya.

【首爾電視節】宋仲基黃秋生同行紅地毯 (17:36)

文章日期：2016年9月08日

Like 18 Share

宋仲基（左起）、黃秋生及申敏兒出席首爾電視節，估計不會空手而回。（網上圖片）

DWDL.de Nachrichten Zahlenzentrale Magazin Interviews Meinung

Best Mini-Series"
Deutschland 83" sammelt weiteren Fernsehpreis ein

Kevin Hennings 09.09.2016 - 11:51 Uhr

Mit dem Seoul International Drama Award steht nun ein weiterer Festival-Preis im Pokal-Regal der von UFA Fiction für RTL produzierten Serie "Deutschland 83". Die Agenten-Serie konnte sich gegen namhafte Konkurrenz in der Kategorie "Beste Miniserie" durchsetzen.

International erweist sich "Deutschland 83" weiter als Kritiker-Liebling: Bei den Seoul International Drama Awards wurde die UFA-Fiction-Produktion nun als "Beste Miniserie" ausgezeichnet und konnte sich dabei gegen hochklassige Konkurrenten wie "Mr. Robot" oder "The Night Manager" durchsetzen. Der verliehene "Golden Bird Prize" kann sich zu den zahlreichen anderen Preisen gesellen, die die deutsche Produktion bereits abräumen konnte. Wie es mit einer Fortsetzung des Erfolgs-Formates aussieht, ist offiziell immer noch nicht bekannt.

Druckansicht
Leserbrief
Weiterleiten

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