

PRESS KIT

**12<sup>th</sup> SEOUL  
INTERNATIONAL  
DRAMA  
AWARDS  
2017**



**Seoul Drama Awards Organizing Committee**

Tel : +82-2-3219-5573 / 6658 Fax : +82-2-3219-5570

[www.seouldrama.org/EN](http://www.seouldrama.org/EN)

Copyright Seoul Drama Awards Organizing Committee All rights Reserved

# 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 12<sup>th</sup> 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](http://www.seouldrama.org/en)



# Entry Submission & Awards Category 2017



## Participating countries since 2006 (Cumulative)

76 countries

## 2017 Participating countries

55 countries

## 2017 Entry submission

266 TV dramas

## 2017 New participating countries

Lebanon, Saudi Arabia, Uzbekistan

## 2017 Entries breakdown by category

Category	No. of Dramas	Percentage
Mini-series	135	51%
TV Movie	64	24%
Serial Drama	45	17%
Comedy	22	8%

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
No. of Countries	29	32	33	37	43	37	45	48	50	48	51	55
No. of Entry	105	130	152	169	172	204	201	225	209	212	265	266

•Free of charge online submission available on [www.seouldrama.org/en](http://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 12<sup>th</sup> Anniversary Schedule



Feb.

Mar.

Apr.

May

Jun.

Jul.

Aug.

Sept.

Call for Entries  
February 20 ~ April 30

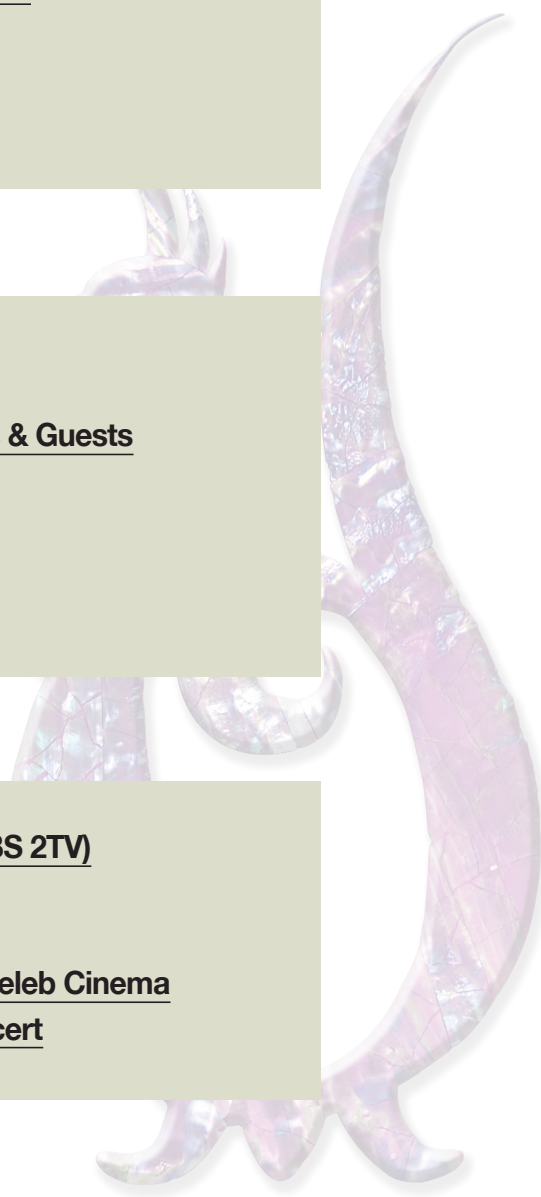
Preliminary Selection

Final Selection

Invitation to SDA Winners & Guests  
July ~ August

Awards Ceremony (KBS 2TV)  
September 7

SDA TV Movie Premiere & Celeb Cinema  
Drama Music Concert



# Major Events of 12<sup>th</sup> Anniversary 2017



## Awards Ceremony

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



## Welcome Cocktail & After Party

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 12<sup>th</sup> Anniversary 2017



*KBA Vice Chairman, Actress  
Jung-hun Park, Sun-a Kim*



*TV Movie Golden Bird Prize 'Redemption Road' (Germany)*



*Grand Prize 'This Is Us' (U.S.A)*



*Comedy Golden Bird Prize 'Fleabag' (U.K.)*



*Mini-series Golden Bird Prize 'Please, Love Me  
(Belgium)*



*Serial Drama Golden Bird Prize 'The Slave Mother'  
(Brazil)*

# Major Events of 12th Anniversary 2017



*Best Actress 'Detective Anna' (Russia)*  
Alekandra Nikiforova



*Asian Star Prize (India, Philippines, Thailand)*  
Satyadeep Mishra, Gabriel Gabby Concepcion, Sukollawat Kanaros



*Jury's Special Prize 'We Are One' (Taiwan)*  
Ann Lee



*Outstanding Korean Actor 'Love in the Moonlight' (South Korea)* Bo-gum Park



*Best Actor 'Heart of the City' (Turkey)*  
Kerem Bursin



*Asian Star Prize (Japan, Malaysia)*  
Hyunri, Debbi Goh

# Red Carpet 2017



*Debbi Goh (Malaysia)*



*Bo-gum Park (South Korea)*



*Sukollawat Kanaros (Thailand)*



*Alekandra Niikitorova (Russia)*



*Hyunri (Japan)*



*Satyadeep Mishra (India)*



# Red Carpet 2017



*Gabriel Gabby Concepcion (Philippines)*



*Bo-young Park (South Korea)*



*Dong-yeop Shin, Jung-eun Kim (South Korea)*



*Kerem Bursin (Turkey)*



*Ann Lee (Taiwan)*



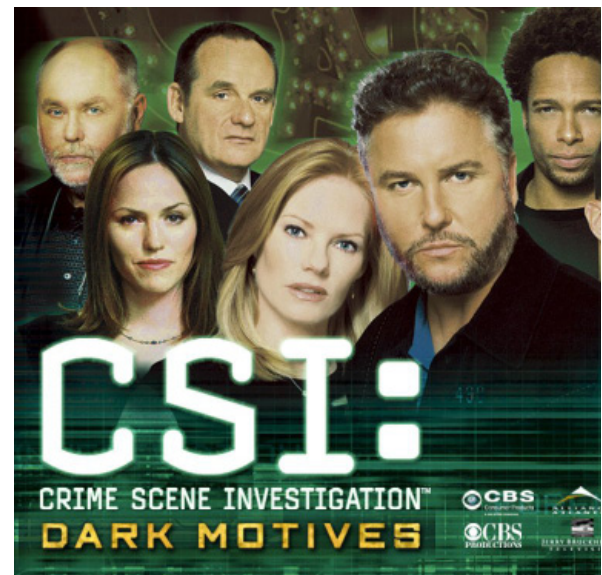
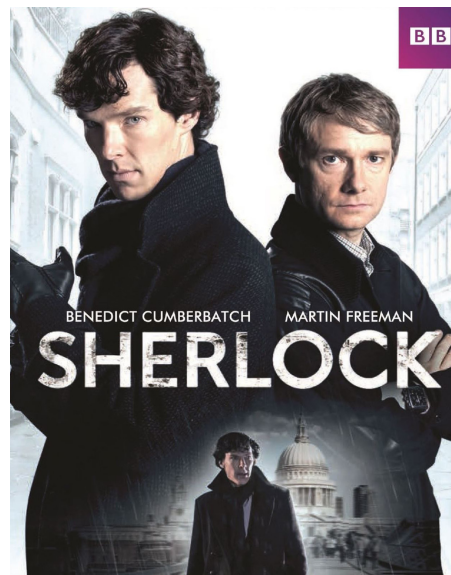
*Eun-jung Han (South Korea)*

# 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
2017	Mozart in the Jungle S3	U.S.A	Sony Pictures Television HK Limited



# 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>Heaven Sent</i>	U.S.A
	<i>The Boy Who Wants to Live</i>	Germany
	<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>Gotthard (2 episodes)</i>	Switzerland
	<i>Cross Fire</i>	Canada
	<i>The Good Sister</i>	Canada
	<i>Starfighter</i>	Germany
	<i>We did it for the Money</i>	Germany
SBS	<i>Box 27</i>	France
	<i>The Glassblower</i>	Germany
	<i>First Response</i>	Canada
	<i>The Self Lover</i>	Czech Republic
	<i>Houdini (2 episodes)</i>	U.S.A
EBS	<i>Victoria (8 episodes)</i>	U.K.
	<i>Home Fires (6 episodes)</i>	U.K.
	<i>Grantchester (6 episodes)</i>	U.K.



# Final Selection Jury 2017

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 Cynthia Fenneman

- President & CEO of American Public Television
- Discovery Health Channel – Major Projects Executive
- A&E, PBS, APT – Executive Producer
- New Hampshire Public Television – Director of Broadcasting
- Philadelphia KYW-TV – Senior Producer / Producer, Evening Magazine
- San Francisco KPIX-TV Talk Show 'People Are Talking' - Producer
- Baltimore WJZ-TV Sports Producer, Eyewitness News
- SDA 2012 Final Selection Jury member, International Emmy's Jury member, Banff World Media Festival Jury Member



### Finland Liselott Forsman

- YLE - Executive Producer International Drama
- EBU(European Broadcasting Union) - Presidency / Fiction Expert Group
- Nordic Film & TV Fund Board Member
- Northvision - Drama Co-producer
- YLE - Executive Producer TV Drama Radio Fiction, Experimental Play - Screenwriter
- Crossover Culture, Entertainment - Producer
- INPUT TV - Presenter in the Fiction Category
- INPUT, Rose d'Or, International Emmy, C21 International Drama Awards Jury Member



### Japan Shizuo Masuda

- NHK Drama - Director and Script Developer of NHK Drama's 'Beauty and the Fellow', '64', 'Hanako and Anne', 'Yae's Sakura', 'First Love', 'Sunshine'
- NHK Special Documentary-Director of 'Following the money: Path of the Lsahaya Bay reclamation project'
- Directed Radio Drama 'Bird'
- NHK Broadcasting Division Regional Programming - Planned and produced regional dramas, Directed music programs



### 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'



### U.K. Jennifer Batty

- RTL CBS Asia - EVP Programming
- RTL Group Germany - Content and Territory Consultant
- Consult on Asian territory strategy
- Multi Channel Asia Singapore
- Content and Territory Consultant
- Star TV - Vice President, Programming, Star World
- Viasat Broadcasting - Head of Programming, Pay TV



### Taiwan Isabelle Wu

- National Taiwan University of Art, Motion Picture Department - Director
- Shi-Shin University - Assistant Professor
- The Golden Horse Film Awards, Taipei Film Festival, Taipei Digital Design Awards, National Fine Art Prize Jury Member
- Golden Lion International Student Film Festival - Curator

# Connect with SDA : Publicity

Web Magazine #9

12th SEOUL INTERNATIONAL DRAMA AWARDS 2017

SDA Drama - Message 8: knock

SDA 2017 출판작적 새로운 변신

『Message 8: knock』사라진 소녀... 그리고 소녀를 찾기 위해 만든 영화와 드라마... 그들에게 특별한 능력이 있는 미스터리 스릴러 드라마가 2017 송동원 17이 서울을 드디어 완성했다. 전 세계 다양한 장르의 드라마가 하나로 합쳐진다면 어떤 드라마가 있을까? 전 세계의 순간 드라마를 한 눈에 볼 수 있는 기회! 해외 드라마를 통해 지금 새로운 시선을 경험하라.

드래일러 > Episode 1 >

### Programmer's Choice

[Introduction of SDA staff's recommendations]

**TV Movie Entry: Hotel Sacher**  
Company: ORF - Austrian Broadcasting Country: Austria

Hotel Sacher takes place in Vienna, in 1900. The story begins with the death of hotel Sacher's hostess Eduard Sacher, and an 11-year-old child from the laundry department is kidnapped. The child is found hidden in the basement of the Opera Theatre. Despite those many unfortunate happenings, Anna Sacher tries her best to operate the hotel.

As many celebrities such as author Konradie and democratic activist Georg gather to the hotel, Hotel Sacher becomes one of the hot places of Austria. They say Hotel Sacher has succeeded in the Austrian culture and food, calling it Little Austria. Until today, it remains as a legendary station.

**Feature Point**  
Hotel Sacher is a real hotel that exists until today in Vienna, Austria. It is a mixture of the Austrian culture and lifestyle. A story of existing people, you can experience Austrian history, romance, and tradition. The chronicle of the royal family and the fancy high-end production is especially exciting.

**Comedy Entry: House of Spirits**  
Company: Television Broadcasts Limited Country: Hong Kong

An old man had died and in his will he requested that his children live in the old apartment for nine months before the valuable and historical place can be sold off. The four children hated each other but moved back together nevertheless because of the money involved. To their surprise, they found the ghosts of an old married couple in the apartment. The pair of old ghosts felt sorry for the living who forgot what love was and they re-determined to lend a hand, but not without some funny side effects.

**Feature Point**  
Hong Kong has the latest infrastructures, the most expensive apartments and shops. But it's all superficial. In the face of the low income and high prices, Hong Kongers are not happy, and slowly but surely they are marginalized, lost in the abyss of materialism and deep-seated contradictions. This series uses humor and casual situations to counteract social hostility, and was very well-received by all levels of the audience.

## Programmer's Choice

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

## 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.

Seoul International Drama Awards

Outstanding Korean Actress

## 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.

### Living Seoul

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

I was fitting that the glittery Seoul Drama Awards (SDA) began with high energy performances of K-pop acts Super Junior, Block B and B2KA, since the global awareness of Korean pop dramas, cultural exports is something producers of K-dramas would like to create.

The Korean drama wave began in 2002 after love story Winter Sonata became a major hit across Asia. K-dramas in Asia very popular in the region but it's finally in an global jockeying by the quality of the local shows that won in the race 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 organizers found their best to get Hollywood star Benedict Cumberbatch to fly in to collect the award for Best Foreign Drama, it's usually he would have received a more respectful welcome than the Korean stars who were there.

Cumberbatch had gathered worldwide fame before the event, appearing in a gaggle of Kim Kardashian's reality shows and his hit My Love From The Star, and the veteran actor Ji Hyun, 44, times, the ceremony felt like a prestigious gala event and more like a Hollywood event such was the excitement 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 quick and by no means scientific straw poll 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 wave 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 here in recent weeks been confirmed as going into development for US adaptation - something that's mostly 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 Globe in the miniseries 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 ensemble Korean drama, but Korean actor and best Korean actress, also got their US adaptation with ABC.

It seems the SDA juries are in tune 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 miniseries from markets like the US and Europe," says one of the SDA jurors, Japanese director Kenji Yoshimoto.

"In Japan, we often say we see like the Gokubei 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 dramas."

The idea that Korean drama's success has come was echoed by another SDA juror, former BBC Europe and former sales, consultant and representative consultant to L'Oréal, Marc Lorber.

"The Seoul Drama Awards were created in 2006 to be an Asian version of the Emmy Awards for television."

### Warner's Headstrong adds ITV exec

Warner Bros. Entertainment's new production company, Headstrong Productions, has appointed a producer from ITV Studios (ITV) to lead its drama operation.

Headstrong Productions is joining the Warner Bros. Television Production group company in a bid to create a new wave of drama after developing a string of series at ITV, including the studios first big drama commission, The Paradise Next Door.

She was also an exec producer on Just Money, A Mother's Son and the latest drama being produced by the new producer under an BBC-ITV drama show New Films.

# Publicity : International Coverage 2017

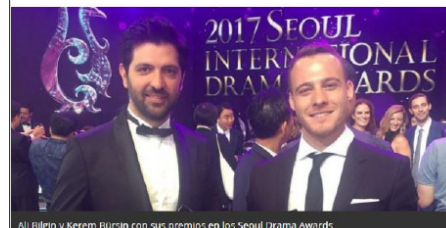
A total of 3,962 news articles and online features on the Seoul International Drama Awards 2017 from both local and international presses have been released.

## Winners from the '12th Seoul International Drama Awards'!

By yckim124 · Thursday, September 7, 2017 · 48,413 · 12,254 · 42



Brave and Beautiful nombrada mejor drama en los Seoul Drama Awards



Ali Bilgin y Kerem Bürsin con sus premios en los Seoul Drama Awards

Por @redtribuna el 11/09/2017

Distribuida por Echo Rights, la serie turca recibió el premio a la mejor serie dramática, mientras que *Heart of the City* se adueñó del premio al mejor actor gracias a Kerem Bürsin, quien protagoniza la serie como Ali Smith.

## Gabby Concepcion bags Asian Star Prize at the 12th Seoul Int'l Drama Awards in South Korea



By Al Kendrick Noguera  
September 7, 2017



Kapuso actor Gabby Concepcion won the Asian Star Prize at the 12th Seoul International Drama Awards held today, September 7, at KBS Hall in Seoul, Korea.

The Seoul Drama Awards Organizing Committee recognized Gabby's outstanding performance in the highest day-time drama show *Ikus-6 Na Uba* where he portrays the character of Roma.

## 'Love in the Moonlight' wins two prizes at Seoul Int'l Drama Awards

2017/09/08 09:33



SEOUL, Sept. 8 (Yonhap) – KBS 2 TV's "Love in the Moonlight" received two awards from this year's Seoul International Drama Awards (SDA) while the annual event was overshadowed by the on-going labor strike at the network.

The popular drama, which aired Aug. 22-Oct. 18, 2016, and featured Park Bo-gum and Kim Yoo-jung, won best drama and best actor in the Korean Wave or, or hallyu, category.

The awards ceremony took place at KBS Hall in Seoul's Yeouido on Thursday at 7 p.m. The show was planned to air live, but was forced to cancel as a staff shortage disrupted the network's operation. It will air midnight Friday.

The best program award went to "This is Us," an American TV series created by Dan Fogelman on NBC. The German drama "Redemption Road" won best TV movie. Best miniseries went to Belgium drama "Please Love Me."

Turkish actor Kerem Bürsin of "Heart of the City" won best actor while Russian actress Aleksandra Nikiforova who played in "Detective Anna" won best actress.

Korean actors Park Bo-gum and Park Bo-young of "Strong Woman Do Bong-soon" both received best actor and best actress, respectively, in the hallyu category.



## 2017 SEOUL INTERNATIONAL DRAMA AWARDS

### Weir picks up an Asia Star Award

movie & TV September 13, 2017 01:00  
By The Nation  
2,065 Viewed

## 'Zie Mij Graag' genomineerd voor Seoul International Drama Awards

donderdag 17 augustus 2017



Foto: TVVide - © Rayco Montemaro 2316

bovendien kans op de sward voor Beste regie.

De Eón-reeks 'Zie Mij Graag' was in Vlaanderen al een groot succes, en heeft nu eveneens twee nominaties in de wacht gesleept voor de prestigieuze Seoul International Drama Awards (SDA).

Het filmfestival staat bekend als een gerenommeerde prijsuitreiking voor internationale televisiedrama's en wordt jaarlijks gehouden in Seoul, Zuid-Korea. De serie is genomineerd in de categorie Beste mini serie. Regisseurs Cecilia Verheyden en Toon Slombrouck maken

De dertiendelige fictiereeks 'Zie Mij Graag' vertelt het verhaal van Anna (Alejandra Theus), die na het bedrog van haar man Ben (*Stan Van Samama*) een punt zet achter hun huwelijk en met goede moed probeert om haar leven terug op de rails te zetten. Maar hoe moet ze nu verder met haar leven en haar kinderen Lou en Vic, waardoor ze voor eeuwig verbonden zal blijven met haar ex?