

Expanding content that considers intergenerational balance is crucial factor

Jeong Yeong-sun, president of Association of Koryo-Saram: 'We hope it will reflect the diverse voices within compatriot community'

While watching DongpoON, some programs feature foreigners residing in Korea as the main characters rather than overseas Koreans. This clearly demonstrates the openness and multicultural reality of modern Korean society.

However, if such content is repeatedly featured, viewers may find it difficult to clearly discern whether DongpoON is a channel for overseas Koreans or one covering foreigners' lives in Korea.

Diverse experimentation is possible in the channel's early stages. However, as time progresses, establishing clearer criteria regarding its primary audience and editorial direction will play a crucial role in solidifying the channel's credibility and



identity.

The greatest potential of DongpoON lies not merely in conveying information. Its essential purpose is to enable compatriots living in different countries, different linguistic environments and different generations to confront each other's realities within a single screen.

The Association of Koryo-Saram views DongpoON not as a finished product but as a platform still in the process of formation. If this

channel can lower language barriers and capture the diverse voices of the compatriot community without favoring any specific generation, DongpoON can establish itself as a space of trust connecting the nation and the compatriot community.

'To become a genuine platform that connects compatriots worldwide'

Lee Mi-ah, president of Korea-France Cultural Exchange Association: 'From a viewing platform to a participatory platform'

There are high expectations for the launch of the ambitious DongpoON initiative, which aims to connect the 7 million overseas Koreans worldwide into a single network. As a leader of an overseas Korean organization who has been actively involved in French-Korean cultural exchanges in France for over 25 years, I hope this platform will grow beyond a simple promotional channel to become a public infrastructure connecting the knowledge, experience and cultural sensibilities of the overseas Korean community. To this end, I would like to offer several suggestions.

First, I hope it evolves beyond a mere "policy news delivery channel" into a two-way communication space where compatriots actively participate. If it gathers issues faced by Korean communities abroad in education, culture and administration, and connects them to policy feedback, compatriots will tangibly feel the trust and sense of belonging that comes from knowing "the nation is listening to my voice."

Furthermore, introducing multilingual services (local



language, Korean, English) in dedicated sections for culture/arts and youth, and regularizing interviews, performance/exhibition introductions and collaborative contests would be a significant boost for overseas Korean artists active abroad. If DongpoON becomes a "hub" accompanying cultural programs, public diplomacy and youth initiatives, the tangible impact will be amplified. Furthermore, accumulating the experiences of the overseas Korean community into a "public

knowledge" archive and systematizing it to cover Korean language education, next-generation identity and K-culture collaboration cases will create synergy with the Overseas Koreans Agency's digital database and enhance the quality of long-term policies.

Finally, if it activates diverse content and participation channels as an inclusive platform spanning generations and professions, from first-generation immigrants to youth, businesspeople and artists, Koreans worldwide, including those in France, will actively engage not only in content production collaboration but also in direct participation. 장