

## ‘Showing potential’; DongpoON makes stable start

Expanding multilingual services, promotion remains challenge; compatriot community calls for ‘Russian and English subtitles’

Major overhaul planned for March, marking 100 days since launch; collaboration with compatriot media outlets, including broadcasters to be pursued

DongpoON, the 24-hour YouTube broadcasting platform connecting 7 million overseas Koreans worldwide, has entered a stabilization phase 50 days after its launch. It is now strengthening its competitiveness by expanding multilingual content.

Aiming to provide diverse and engaging 24-hour live programming, DongpoON launched Dec. 9 last year. It was established by the Overseas Koreans Agency as a “one-stop content hub” gathering Korean news, overseas Korean policies, Korean language education, K-pop, current affairs/culture, documentaries and other areas of interest to overseas Koreans.

Although there were initial concerns about insufficient preparation at launch, the overall assessment within the overseas Korean community is that it is gradually stabilizing, focusing on operating with its own produced content related to overseas Koreans.

The current subscriber count stands at 19,500. The official teaser video for DongpoON has garnered significant attention, surpassing 500,000 views.

“Although it is still in its early stages and has some shortcomings, I see its potential,” said Koh Sang-gu, president of the World Assembly of Korean Associations. “I hope DongpoON becomes a turning point for communication between the compatriot community and the homeland.”

### Lack of promotion is issue; need for wider publicization through events, etc.

However, promotion remains insufficient, with most compatriots either unaware of DongpoON’s launch or, even if aware, stating they haven’t watched it. This highlights the urgent need for promotion. Efforts must be expanded through continuous events and media coverage.

DongpoON is currently running two events. The first is an event titled “Introducing our neighborhood,” offering generous gifts to participants.

Additionally, compared with its 24-hour broadcast system, the platform still lacks sufficient original content. It is noted as a shortcoming that much of the content has little direct relevance to



DongpoON promotional poster

the overseas Korean community or consists of reruns of previously aired MBC programs. Opinions also suggest that technical stability, such as occasional interruptions during broadcasts, needs improvement.

The biggest challenge cited is the “language barrier.” Currently, most content is provided only in Korean, making it inaccessible to overseas Koreans unfamiliar with the language.

DongpoON is characterized by its scheduling, which reflects time zone differences across overseas Korean communities to enable prime-time viewing. The OKA explained that it has established a stable operational foundation through measures, including a 24-hour broadcast system, deployment of monitoring personnel, backup system operations and the introduction of a weekly schedule.

### 'K-Pop On Air' by Ampers&One hits 1.57 million views

Currently, well-received programs include ▲ "K-Pop On Air" featuring K-pop artists and next-generation compatriots, ▲ "We'll Do It for You" sharing overseas compatriots' experiences of Korea, ▲ "Weekly Dongpo Report" covering major issues, policies and cultural news in the overseas Korean community, ▲ "K-Clip" for learning Korean easily and enjoyably, and ▲ "Dongpo Inside" spotlighting the lives of overseas Koreans.

Notably, "K-Pop On Air," featuring K-Pop artists and next-generation overseas Koreans, has previously featured artists, including BE BOYS, ELAST, X:IN, Ampers&One, Rescene and NOWZ. Notably, the Ampers&One episode recorded 1.57 million views, making it the most-viewed content.

### 'Dongpo Inside' also draws attention by spotlighting lives of compatriots settled in Korea

"Dongpo Inside," which highlights the lives of compatriots settled in Korea, is also a compelling content series. The first episode featured a day in the life of a Koryoin student at Korea University who has been in Korea for 10 years. As of Jan. 22, it has surpassed 500,000 views. The second episode followed a day in the life of Majjoodole, a mixed-race Angolan prince who moved to Seoul to succeed as a creator.

The third episode introduced Chae Ye-jin, chairwoman of the Koryoin Global Network, a Koryo-saram from Kazakhstan who has succeeded in business and raising children. Chae, now in her 17th year in Korea, shared her experience serving as an adviser for the OKA's OK Biz program on the broadcast. Dongpo Inside has aired a total of three episodes to date.

### Korean language program 'K-clip' gains popularity

The Korean language education program "K-clip," which teaches through K-content, is growing in popularity, with view counts reaching a peak of 760,000 per episode. The first episode, which introduced curiosities like how Koreans greet each other upon first meeting, explained four common Korean greetings, including "Annyeonghaseyo" (안녕하세요) and "Nice to meet you" (처음 뵙겠습니다), using actual broadcast dramas in an easy-to-understand and entertaining way.

Additionally, it has aired eight episodes so far, covering neatly organized expressions related to "eyes" that catch the eye, Korean words related to "the mouth" that whet the appetite, expressions related to "hands," Korean words that reveal Korean people's emotions and Korean expressions for relationships that grow closer or drift apart.

### 'Weekly Dongpo Report,' spotlight on Global People Story segment

"Weekly Dongpo Report" features major domestic and international news, announcements from the OKA and interviews with prominent overseas Koreans. The episode that aired Jan. 20 (hosted by Yeom Ki-hoon and Yang Hyo-geol) focused on urgent international issues like Iran's deteriorating internal situation and debates over the independence of the U.S. Federal Reserve, alongside key concerns for the overseas Korean community, such as shifts in Korea-Japan relations and Australia's immigration policy reforms.

The "Global People Story" segment drew attention by introducing Ha Kyung-seo, chairman of the CAISA Group, a major



"K-Pop On Air" by Ampers&One, currently at 1.57 million views

figure in the Central American business community. Based in El Salvador and operating 15 companies, Ha is respected locally not only for his business success but also for his disaster relief and philanthropic activities.

“The key to business success is respecting local culture and laws while valuing people as precious assets,” Ha said.

He advised young people dreaming of overseas ventures, “Before the AI era arrives, build your software power, actively ask questions of your seniors and challenge yourselves.”

He particularly emphasized the importance of the global Korean network, reiterating, “The first person you meet at the airport can shape the next 30 years.”

The OKA also announced plans to strengthen support for vulnerable compatriots from multicultural backgrounds. Specifically, it is currently soliciting proposals for projects to assist the education and settlement of children with Korean nationality (estimated at around 20,000) born to women who returned to Vietnam.

Additionally, the broadcast covered the successful conclusion of the Next Generation Future Vision Forum held in Osaka on Jan. 13 and honored the achievements of the late taekwondo instructor Lee Jun-gu, who has been selected as the Overseas Korean of the Month. Lee taught taekwondo at the U.S. Pentagon and the Capitol building, earning a place among the “203 most successful immigrants in U.S. history.”

The broadcast also reported on the publication of a legal consultation casebook for Sakhalin compatriots, which is available on the website, continuing efforts to protect the rights and interests of overseas compatriots.

Additionally, content, such as recitations of the winning works from the 27th Overseas Koreans Literary Awards, the story of judo bronze medalist Ahn Chang-rim from the 2020 Tokyo Olympics and introductions to the lives of compatriots worldwide, including Sakhalin Koreans and descendants of Koreans in Cuba and Brazil, were also compelling enough to command attention. Exploration programs covering areas with high concentrations of Koryoin, such as Ansan’s Tteokgol Village and Incheon’s Hambak Village, were



“We’ll Make It for You”: making Lunar New Year “tteokguk” (rice cake soup)



“Weekly Dongpo Report”

evaluated as having heightened viewers’ empathy.

The OKA plans to expand its self-produced content starting in March, marking its 100th day of service. It aims to enhance content competitiveness through KTV (national affairs promotion), Arirang TV (multilingual) and building an overseas Korean broadcasting network. Additionally, it will sequentially introduce collaborations with overseas Korean influencers like Hwang Jin-i, who has millions of followers, the latest K-culture and documentaries.

Furthermore, it intends to expand multilingual content offerings in languages like English and Russian, and introduce programming blocks organized by country and time zone to make content more accessible to compatriots unfamiliar with Korean. To this end, it plans to assess the demand for overseas Korean broadcasts capable of supplying content by February.

“Utilizing online platforms is essential to strengthen communication with overseas Koreans scattered across the globe,” OKA Commissioner Kim Kyung-hyup emphasized. “We will provide 24/7 access to content that overseas Koreans are curious about and truly need. Furthermore, we will enhance two-way communication through various initiatives, allowing our compatriots to directly participate in the DongpoON channel. We hope DongpoON will establish itself as a new communication channel connecting hearts across borders.” [\[창\]](#)



“Dongpo Inside,” a day in the life of a Koryoin student at Korea University