Digital Media City

DMC

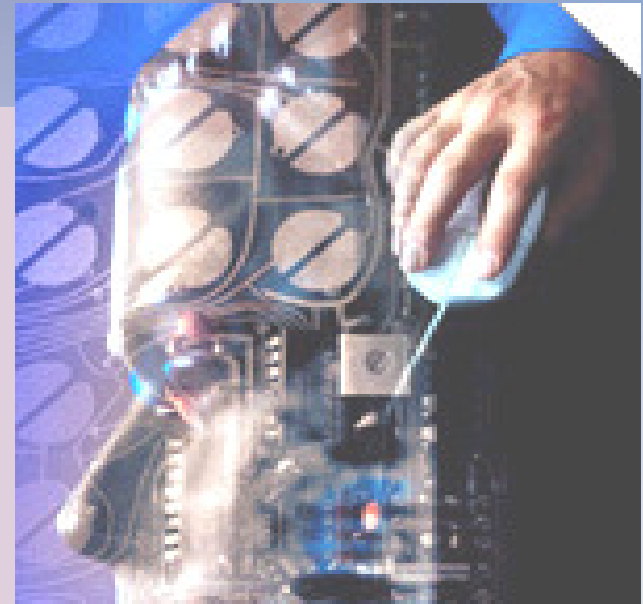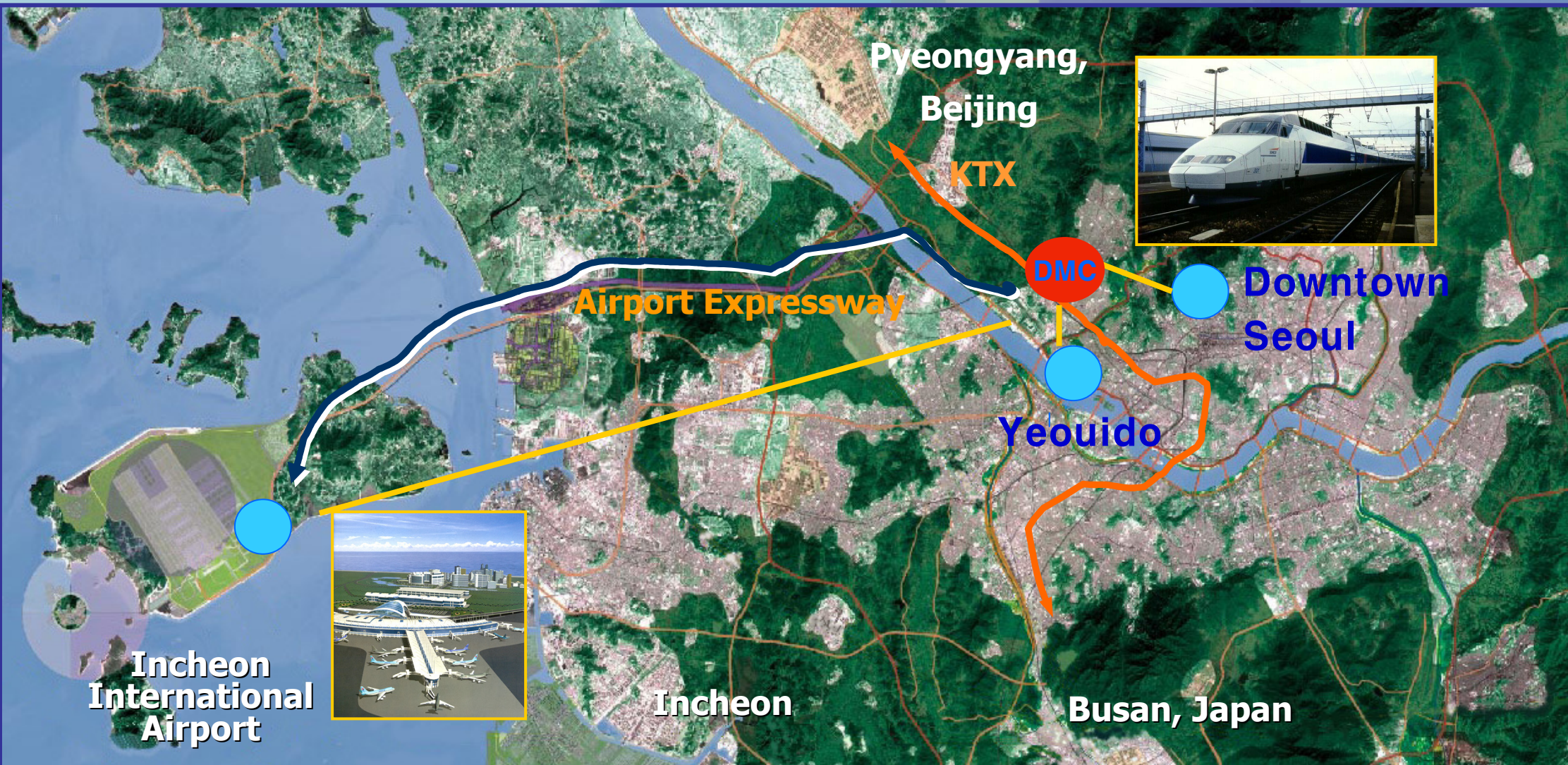# Contents

1. DMC Project Overview

1-1. Project Outline

A future-oriented high-tech cluster, occupying approx. 570,000 m^2 of land, dedicated to digital media & entertainment (M&E) industry

➢ **Project Period :** 2002 ~ 2014

➢ **Location :** In northwest Seoul

➢ **Project Objective**

: World-class digital technology cluster and

the best business center in Northeast Asia

➢ **Target Industry :** M&E + IT service/software

➢ **Development Method**

: Leading investment by Seoul City + participation by public/private sector

Easy Accessibility

Pyeongyang, Beijing

KTX

DMC

Downtown Seoul

Airport Expressway

Yeouido

Incheon International Airport

Incheon

Busan, Japan

[Aerial View]

> **New Millennium Town** : Approx. 5,700,000m^2
> **Digital Media City** : Approx. 570,000m^2

D M C
(570,000㎡)

Multi Terminal Complex
(463,000㎡)

Eco Village
(834,000㎡)

World Cup Park
(3,630,000㎡)

World Cup Stadium
(214,000㎡)

5

DMC (1998)

DMC Gallery

DMC (2008.08)

9

DMC Landmark Building Project Overview

- Lot # : F^1, F^2
- Lot size : 37,280m^2
- B/D height limit : up to 640m
- Floor Space Ratio : 1000%
- Building Coverage Ratio : 60%
- Designated Utilization Ratio : 50%
- Main Facilities : a department stor
    a convention center, a hotel an
    residential quarters
- Scale of investment
: About 3.4 bil. dollars
- Developer
: Seoul Landmark Consortium

1-2. DMC's vision and target facilities

Vision	Target Facilities
World-class digital M&E contents production center	✓Digital M&E production center(studio, etc.) ✓Venture cluster facility
World-class center of digital M&E technology & industrial-academic cooperation	✓R&D and educational institute ✓Technology management and IT training center
Leading business center in Northeast Asia	✓Hotel and convention center ✓Other general urban functions

1-3. Development concept of DMC
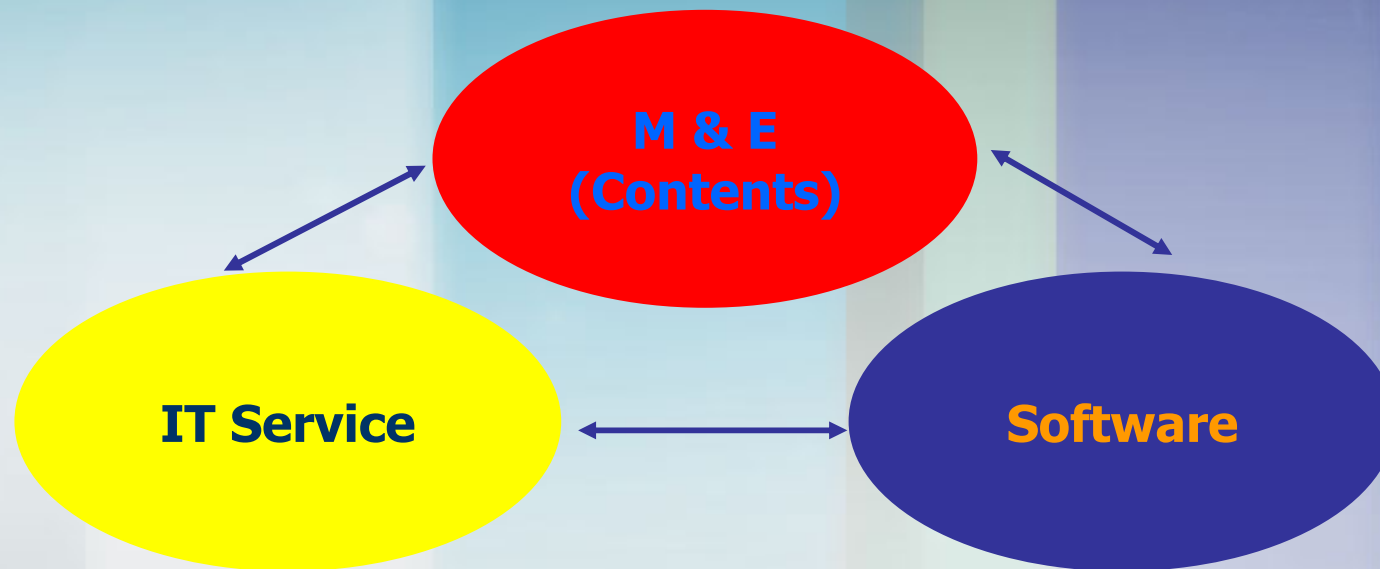
✓Differentiate from other IT complexes by specializing in M&E industries
✓Target 5 major M&E industries of **broadcasting, game, movie/animation, music and cyber education**
✓Maximize synergies by bringing together closely related businesses

2. Status of DMC

2-1. Land Supply

	Total		Sold		Unsold	
	Lots	Area (㎡)	Lots	Area (㎡)	Lots	Area (㎡)
Total	51	335,134	38	218,001	13	117,133
Core	12	121,767	9	90,734	3	31,033
Recommended	24	119,914	21	104,377	3	15,537
General	15	93,453	8	22,890	7	70,563

2-2. DMC Tenants

Seoul City-related

1

DMC R&D Center

Construction of a 27,000m2 rental office building on lot # E3-2 to be completed by
November 2006

14

Seoul City-related

외국인 임대주택
• 175세대 30,535.364M² (9,236.99평)
• 부대시설 : 운영시설 (수영장,휄스,에어로빅,
                                 스쿼시,골프연습장)
  근린생활시설

2

DMC Ville
(Rental Housing for Foreigne

Construction of a 175-unit
apartment complex on lot
#A3 to be completed by
October 2007

15

Seoul City-related

3

3

Hi-tech Industry Center

Construction of a 135-unit apartment-type factory on lot #G with 2 floors under and 8 floors above ground to be completed by March 2008

2

1

National government-related

3

2

4

1

4

**Nuritcum Square
(Ministry of Knowledge Econor**

IT Complex building's
construction begun
in November 2007

17

National government-related

5

Culture Contents Center
Digital Magic Space
(Ministry of Culture, Sports and Tourism

National government-related

6

Electronics industry Association of Korea

Private-sector tenants

1
2
3
4
5
6
7

7
LG CNS

20

Private-sector tenants

3
2
8 6 5 4
7
1

8
Trumpf Korea

21

Private-sector tenants

Pantech

22

Private-sector tenants(R&D)

Korean-German Institute of Technology

Private-sector tenants

3

9

11

KBS Media

8 6 5

2 4

7

10

11

1

24

Private-sector tenants

Woori Technology

25

Private-sector tenants

3

2

12 8 6 5

7 13 10 4

9

11

1

13

LG Telecom

26

Private-sector tenants

3

9

14
CJ Media

5

12 **8** **6**

2

7 **13** **10**

4

14

11

1

27

Private-sector tenants

3

15

9

15

MBC

12 8 6 5

2 4 14

7 13 10

11

1

28

Private-sector tenants

Sangam IT Consortium

29

Private-sector tenants

3

17

2

16

12   8   6   5

7   13   10

15

4   14

9

11

1

17

Woori Bank

30

Private-sector tenants

3

17

18

2

16

15

12　8　6

7　　13

5

10

4

14

9

11

1

18

**Standford Hotel
KOREA(USA)**

31

Private-sector tenants

3

17

15

9

18

12 **8** **6** **5**

2 **16** **7** **13** **4** **14**

10

11

1

19

19

DMC Land Mark Building

On lot #F with 9 floors under and
133 floors above ground
Move –in Period 2014

31

3. Digital Media Street (DMS)

➢ **The first-ever ubiquitous street**

➢ **Size**

- West to East : Length 815m, Width 20m
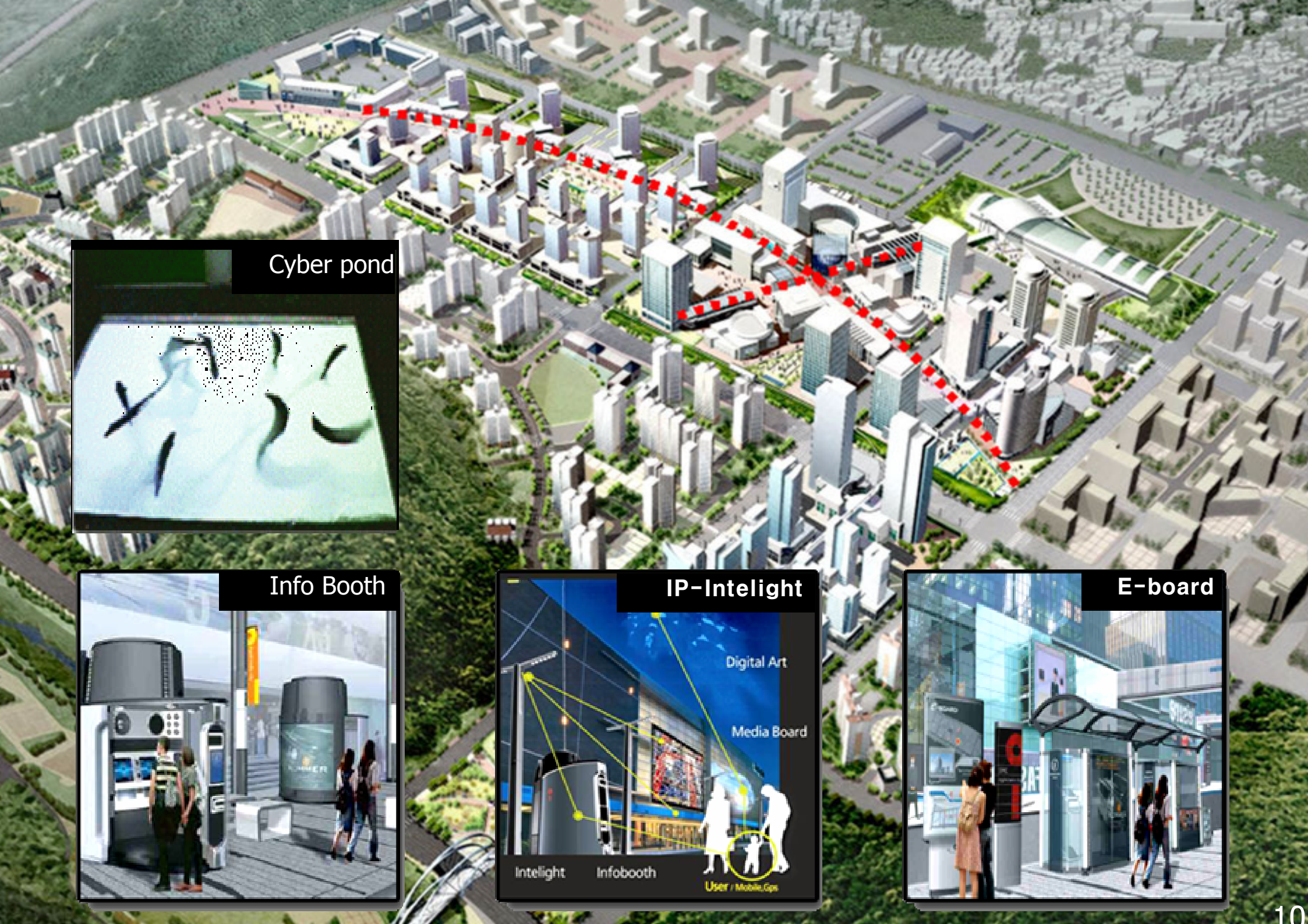**- North to South : Length 325m, Width 10m**
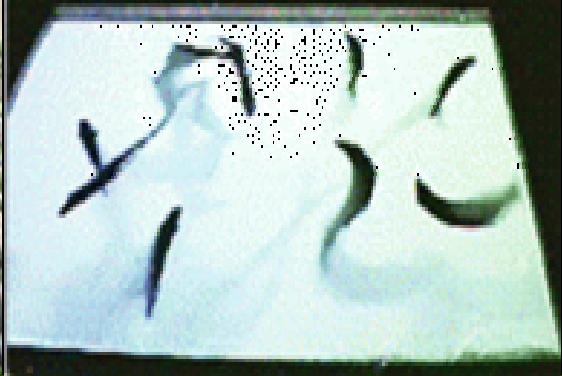

perimental Park

Media Plaza

IT-Art Park
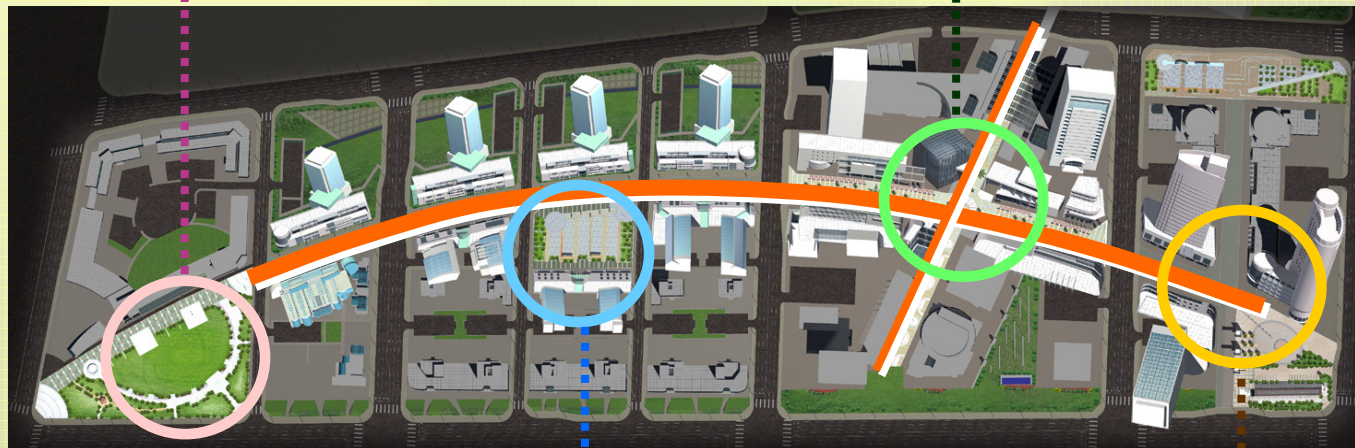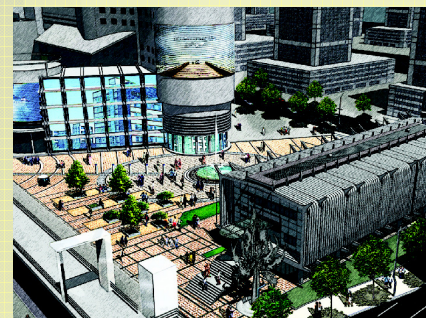
Exhibition Plaza

Cyber pond

Info Booth

IP-Intelight
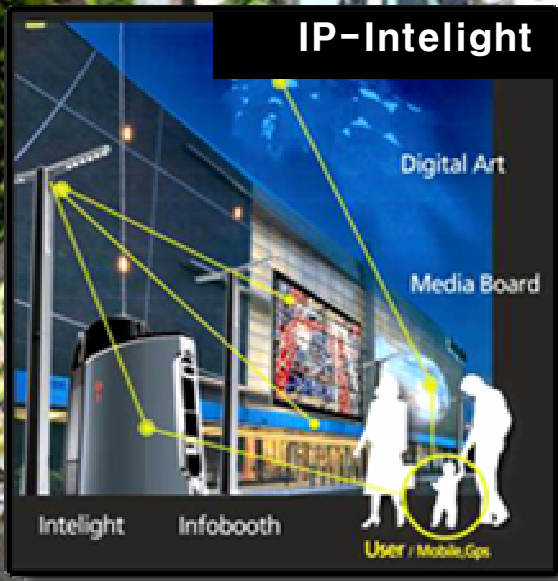
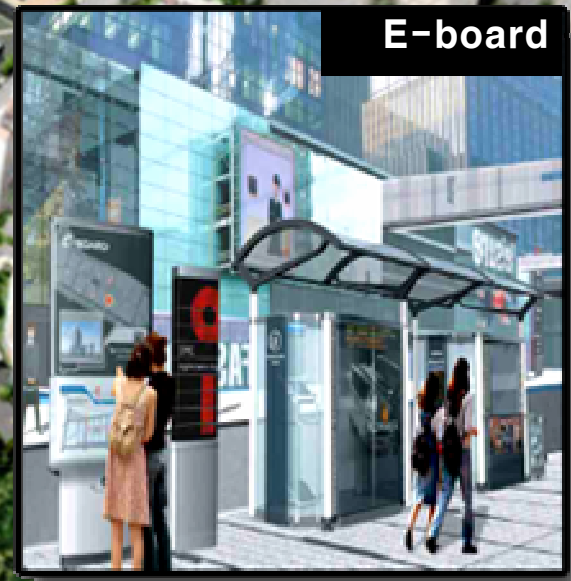Digital Art

Media Board

Intelight   Infobooth   User / Mobile.Gps.

E-board

10

4. Expectation Effect

- **Production inducement**
  : 13 billion dollar

- **Economic Value added**
  : 7 billion dollar

Tenants : 2,000 companies

Employment inducement
: 121,255 people

National tax revenues
: 117 million dollar

Local tax revenues
: 380 million **dollar**

Thank you !