

# The AI K-Culture Scriptor Platform: A Strategic Blueprint for Converting Passive K-Content Viewing into Active Global Economic Output

## I. Executive Summary: AI K-Culture Scriptor Policy Overview

The global phenomenon of Hallyu, driven primarily by K-Content distributed through Over-The-Top (OTT) platforms, represents one of Korea's most significant cultural assets. However, a crucial inefficiency exists within this value chain: the massive cultural consumption achieved through passive viewing fails to translate fully and immediately into direct, measurable economic activities such as tourism, food and beverage (F&B) consumption, and consumer goods purchases.<sup>1</sup>

This policy proposal, "AI K-Food and K-Culture Scriptor," directly addresses this systemic weak link. The central recommendation is the strategic establishment of an AI-based interactive platform that uses mature technology (Vision AI and Generative AI) to create seamless, real-time, click-to-purchase pathways integrated within global streaming environments, specifically citing Netflix.<sup>1</sup>

The platform's strategic necessity lies in its ability to immediately capture viewer curiosity and monetize it. The successful execution of this policy hinges on securing a mandatory, foundational **Revenue Sharing Model** among all stakeholders—content IP holders, OTT distributors, and e-commerce partners—to ensure platform sustainability, high-quality content integration, and the minimization of intellectual property controversies.<sup>1</sup>

The proposed initiative aligns directly with the government's mandate for '**AI Growth Economic Vitality**,' positioning the cultural export sector not merely as a soft power generator, but as a sophisticated, data-driven engine capable of generating new revenue

streams and dramatically reducing overseas marketing costs.<sup>1</sup>

## II. Contextual Framework: The Policy Imperative and Contest Background

### A. 2025 Future Korea Idea Contest Mandate

This policy proposal was submitted as an entry into the "2025 Future Korea Idea Contest," which was designed to solicit creative and effective policy ideas crucial for the desirable future development and long-term trajectory of the Republic of Korea.<sup>1</sup>

The contest theme was centered on producing an **"AI Great Transformation Policy Idea for Technology-Led Growth"**.<sup>1</sup> Submissions were encouraged to focus on ideas related to AI-driven national growth, categorized broadly into areas such as AI Green Transition, Secure AI Social Safety Net, and, most relevantly,

**AI Growth Economic Vitality**.<sup>1</sup> The AI K-Culture Scriptor policy, focused entirely on maximizing the economic conversion rate of K-Content through AI technology, firmly positions itself within the "Economic Vitality" category.

### B. Overview of the Policy Proposal and Applicant

The proposal, titled "AI K-Food and K-Culture Scriptor (AI K-Culture Scriptor)," was submitted by Park Yeon-woo, an individual participant born on June 20, 1990, and listed as currently unemployed. The submission adheres to the individual policy proposal requirements.<sup>1</sup>

The subtitle comprehensively describes the platform's intent: "AI-based Interactive Culture-Economy Platform utilizing K-Content viewing experience on Netflix OTT," referencing popular examples of food- and culture-centric content such as *Dae Jang Geum*, *K-Chef: King's Delight* (or *Bon appetit, your majesty*), and *The Tyrant's Chef*.<sup>1</sup> The core concept proposes that AI would deliver culturally contextualized information, ranging from appropriate title translations (e.g., 'Bon appetit, your majesty') and traditional Korean food recipes to

recommendations for related restaurants, attractions, and cultural background, tailored specifically to foreign audiences.<sup>1</sup>

### C. Contest Logistics and Recognition

The structure of the competition underscores the high governmental interest and political priority assigned to these policy concepts. The Grand Prize winner of the competition is honored by the **Deputy Prime Minister and Minister of Economy and Finance**, accompanied by a monetary award of 5,000,000 KRW. Other significant awards include the Top Excellence Award from the President of the Korea Institute for R&D (3,000,000 KRW) and the Excellence Awards from the President of the Seoul Economic Daily (1,000,000 KRW each).<sup>1</sup>

The selection process is rigorous, involving an initial screening to select 10 proposals, followed by a public voting period to gather national feedback and select the top 4 proposals. These top candidates proceed to a final debate session with the judging panel before the final awards ceremony.<sup>1</sup>

#### Contest Timeline and Award Structure

Phase	Start Date	End Date	Details
1st Submission Period	2025/09/01 (Mon)	2025/10/19 (Sun)	Policy Proposal (A4 5 pages max), Card News (6+ cuts), or Video (Storyboards) <sup>1</sup>
Screening Period	2025/10/22 (Wed)	2025/10/27 (Mon)	Judging of submissions <sup>1</sup>
Selection Announcement	2025/10/29 (Wed)	-	10 proposals selected <sup>1</sup>
Public Voting	2025/10/29 (Wed)	2025/11/03 (Mon)	Online feedback/surveys; Selection of top 4

			proposals <sup>1</sup>
Debate/Presentation	2025/11/07 (Fri)	-	Top 4 proposals present and debate with judges <sup>1</sup>
Awards Ceremony	2025/11/13 (Thu)	-	Final Awarding (Subject to Change) <sup>1</sup>

#### Award Structure

Award Level	Awarding Entity	Quantity	Prize Money (KRW)
Grand Prize (대상)	Deputy Prime Minister and Minister of Economy and Finance	1	5,000,000
Top Excellence (최우수상)	President of the Korea Institute for R&D	1	3,000,000
Excellence (우수상)	President of Seoul Economic Daily	8	1,000,000 each

## III. The Consumption Barrier: Problem Definition and Market Gap Analysis

### A. The Limits of Passive Consumption

The globalization of Netflix, which accelerated sharply around 2020 coinciding with the high

popularity of dramas like *Crash Landing on You* and *Itaewon Class* during the global pandemic, cemented K-Content's position as a global cultural powerhouse.<sup>1</sup> However, the economic value generated is structurally constrained by the technical limits of distribution platforms.

Current OTT platforms provide only superficial metadata—limited to information about actors or background music—and possess clear limitations in addressing a viewer's deep cultural curiosity.<sup>1</sup> This technical deficiency results in a failure to convert interest into real economic activity. Viewers who become curious about a product, dish, or location featured in a drama must interrupt their viewing experience to conduct separate external searches. This disruption creates a significant friction point, leading to a high rate of loss of potential consumption opportunities.<sup>1</sup>

The fundamental issue is not market entry, as Hallyu is overwhelmingly popular globally, but rather the **conversion efficiency**. The passive consumption model, while highly effective for cultural dissemination, limits the economic yield per viewer, placing a glass ceiling on the potential dollar-per-viewer return for the Republic of Korea. The policy aims to drastically increase this yield by eradicating the friction between cultural curiosity and commercial purchase.

## B. Analysis of Cultural and Linguistic Nuance Gaps

Beyond commercial inefficiency, the policy addresses a critical gap in cultural transmission. Simple translated subtitles are insufficient to convey the rich cultural context and subtle nuance embedded within K-Content, hindering the qualitative deepening of the Korean Wave (Hallyu).<sup>1</sup>

This limitation is particularly pronounced in English translations, where Korean honorifics (such as *jonching* for high respect and *gyeomyang* for humility) are often rendered uniformly. This linguistic flattening fails to transmit the societal hierarchy, respect, and emotional depth inherent in the original dialogue. The use of AI, therefore, is required not just for commercial recognition but also as a powerful tool for cultural diplomacy, enabling the system to deliver real-time, context-sensitive explanations of these nuances. By promoting a deeper understanding of the Korean language and social structures, the platform enhances Korea's long-term soft power prestige, moving beyond simple entertainment to educational engagement.

## C. Policy Redefinition: The Call for Active Engagement

The analysis leads to a crucial policy redefinition: given the global, real-time distribution of Korean dramas via OTT platforms, the strategic question shifts from *how to export culture* to *how to monetize engagement*.<sup>1</sup>

The core challenge is defining how AI technology can effectively transform the current "passive viewing" of globally distributed K-content into "active cultural learning and economic activity".<sup>1</sup> Success in this transformation is necessary to create a new, sustainable export engine, establishing the Republic of Korea not only as a cultural powerhouse but also as a digital commerce innovator.

## IV. The AI K-Culture Scriptor Platform: Proposed Solution Architecture

### A. Technological Feasibility and Readiness

The necessary technical architecture for the AI K-Culture Scriptor platform is not prospective; it is technologically mature and commercially viable today. The required technologies include **Vision AI (for object recognition)** and **Generative AI (for context-specific information generation and multilingual translation)**.<sup>1</sup>

The proposal explicitly validates this readiness by noting that these capabilities have reached an advanced stage and are commercially applied through platforms such as the paid version of **Google Gemini AI Pro**. This validation provides assurance that the technology integration required for the interactive platform is achievable without necessitating long-term basic research and development.<sup>1</sup>

### B. The Collaborative Governance Model

The implementation of the Scriptor platform requires a robust, multi-stakeholder collaborative governance model. This initiative cannot be successfully undertaken by a single entity. The

essential partners are:

1. **The Government:** Providing policy, regulatory framework, and infrastructure linkage (e.g., Korea Tourism Organization integration).<sup>1</sup>
2. **OTT Platforms (e.g., Netflix):** Providing the distribution channel, user base, and technical environment for service integration.<sup>1</sup>
3. **AI Technology Companies:** Developing and deploying the Vision AI and Generative AI functionalities.<sup>1</sup>
4. **Content Production Companies:** Holding the intellectual property rights to the source video material.<sup>1</sup>

The platform is designed to function as a new service layer and a critical "**Gateway for Exports**" that utilizes existing global OTT distribution channels.<sup>1</sup>

## C. Service Integration and Real-Time Functionality

The integration strategy involves bundling the AI Scripter service within the existing OTT environment, potentially integrating it into a premium monthly subscription plan (estimated at around 15,000 KRW).<sup>1</sup>

The fundamental functional requirement is **real-time delivery** of detailed information. For example, while a subscriber is watching a drama featuring Korean food or culture, the AI must provide supplemental, relevant information during playback. The user must not be required to stop the content to perform a separate search afterward.<sup>1</sup> Upon the user clicking an object (food, location, or product) in the video feed, the AI will instantly provide essential background information, cultural meaning, related recipes, and historical context, dynamically translated into the user's native language.<sup>1</sup>

## V. The Economic Linkage Mechanism: Converting Curiosity to Commerce

The core value proposition of the AI K-Culture Scripter platform is its ability to directly bridge cultural interest with commercial transaction through a low-friction interactive process.

## A. The Interactive Process Flow

The proposed mechanism is summarized in a five-step interactive process, demonstrating the transition from passive viewing to active purchase<sup>1</sup>:

1. **K-DRAMA VIEWING / USER VIEWING:** The initial stage where the user passively consumes the K-Drama content.
2. **AI RECOGNITION & INTERACTION:** The Vision AI system recognizes an element on screen, such as the dish *Dalkbokkeum-tang* (spicy chicken stew), and generates an interactive prompt, such as, "This Dalkbokkeum-tang looks delicious!".<sup>1</sup>
3. **AI RECOGNITION & USER CLICK:** The user actively engages with the prompt or the recognized object by clicking it.
4. **INFORMATION WINDOW ACTIVE / INTERACTIVE INFORMATION:** An interactive window appears, presenting targeted consumption options related to the recognized item: "VIEW RECIPE," "BUY MEAL-KIT," and "FIND NEARBY RESTAURANT".<sup>1</sup>
5. **E-COMMERCE LINKAGE / ECONOMIC VALUE CREATION!** The selection of a consumption option, such as "BUY MEAL-KIT," immediately links the user to an e-commerce platform, initiating the sale and generating economic value.<sup>1</sup>

This process results in clear anticipated economic benefits, including a **K-Food Export Boost**, robust **Tourism Linkage**, and the creation of a **New Revenue Stream**.<sup>1</sup>

## B. Detailed Consumption Linkage Model

The platform is structured around three key pillars of consumption linkage:

### 1. Food Linkage (음식)

For K-Food featured in the content, the AI instantly provides related recipes.<sup>1</sup> If the user is viewing remotely, the platform links directly to online shopping malls for the purchase of ingredients or pre-packaged meal kits, driving K-Food export.<sup>1</sup> If the user is physically present in Korea, the AI uses location data to recommend nearby Korean restaurants (Hansik-dang) that serve the featured dish, creating local economic activity.<sup>1</sup>



## 2. Tourism Linkage (관광)

The platform converts cultural curiosity into high-value tourism demand. It provides detailed information regarding drama filming locations, connecting the viewing experience to real-world destinations such as Gyeongbokgung Palace, Changdeokgung Palace, or the Korean Folk Village.<sup>1</sup> Crucially, this linkage integrates directly with the

**Korea Tourism Organization's official tourism products** and verified local accommodation and restaurant information.<sup>1</sup>

The proposal emphasizes the creation of a potent experiential loop: the AI information would be used to provide customized guides to foreign visitors, including opportunities for **free sampling of traditional Korean foods** (like those featured in *Dae Jang Geum*) at major cultural sites.<sup>1</sup> This combination of verified tourism information (KTO linkage) and immediate, high-quality cultural experience (free sampling) guarantees that digital curiosity translates into positive, memorable real-world interactions, thereby maximizing visitor satisfaction and the likelihood of repeat visitation and related consumption.

## 3. Product Linkage (상품)

For PPL (Product Placement) items or consumer goods (K-Beauty, K-Fashion) used by characters in the content, the AI immediately recognizes the product and provides a direct, traceable link to the official seller or e-commerce channel.<sup>1</sup> This seamless connection eliminates the need for viewers to interrupt their experience to search for the product externally, thus maximizing the conversion rate for consumer goods exports.<sup>1</sup>

# VI. Policy Impact and Financial Modeling

## A. Expected Benefits Across Stakeholders

The implementation of the AI K-Culture Scriptor platform yields systemic benefits across all primary stakeholders <sup>1</sup>:

- **Consumers/Citizens:** Viewers gain the maximum enjoyment from K-content consumption, as the inconvenience of searching for information is eliminated, facilitating the natural and easy acquisition of cultural knowledge.
- **Corporations:** The platform provides a powerful new global marketing and sales channel leveraging the reach of K-content. Industries such as food, consumer goods, and tourism benefit from direct customer engagement. OTT platforms, in turn, gain a critical competitive advantage through a differentiated and monetized service offering.
- **Government/Society:** The project establishes a powerful "AI Growth Economic Vitality" policy model by intentionally spurring simultaneous growth in industries linked to cultural content. This promotes the general export increase of Korean products and services and significantly enhances the national brand image on a global scale.

## B. Quantifiable Economic Effects (Productivity and Cost Reduction)

The platform generates quantifiable economic efficiencies, primarily through data intelligence and marketing cost optimization <sup>1</sup>:

- **Cost Reduction in Overseas Marketing:** By enabling direct exposure of product information and instantaneous purchase links to an already engaged and high-intent global audience, the platform dramatically reduces the need for costly and often inefficient traditional overseas marketing campaigns.
- **Data-Driven Export Strategy:** The system captures invaluable, real-time data on global viewing and interaction patterns. This data—identifying country-specific preferences for K-Food, K-Beauty products, and frequently clicked tourist locations—allows for the establishment of highly sophisticated, proactive, and data-based export strategies. This shift from reactive market analysis to proactive, granular planning significantly improves resource allocation and reduces commercial risk.

## VII. Risk Management, Governance, and Implementation Next Steps

## A. Critical Issues Assessment

The primary implementation risk identified within this policy proposal pertains to legal and commercial complexities surrounding intellectual property rights.<sup>1</sup> Specifically, challenges will arise concerning the content copyright itself and the commercial utilization rights associated with PPL goods featured within the content. Successfully monetizing content requires resolving these complex legal and commercial relationships among multiple producers, OTT platforms, and advertisers.

## B. Mitigation Strategy: Mandatory Revenue Sharing Framework

To preemptively address legal and commercial bottlenecks, the policy mandates a structural governance solution: a **Revenue Sharing (수익 공유) model** must be clearly defined and legally agreed upon with content production companies and all participating PPL companies *prior to* the platform's construction.<sup>1</sup>

This structural prerequisite is critical for ensuring long-term investment viability and maintaining stability. By institutionalizing a foundational revenue sharing mechanism, the policy transforms a potential conflict over indirect advertising (PPL controversy minimization) into an incentivized, "all-participants-win" ecosystem (상생하는 생태계).<sup>1</sup> This approach ensures that all parties, including those who hold the original creative IP, benefit directly from the commercial activities generated by the AI Scriptor, thereby encouraging their continued participation and the integration of high-quality content.

## C. Sources and Documentation

The foundational analysis for this proposal relies on market trend data and industry analysis. Key references include the Korea Tourism Organization's 'Hallyu Tourism Market Trends and Analysis Report,' alongside supplementary articles related to Netflix distribution and the K-Content economy.<sup>1</sup>

# VIII. Conclusion and Strategic Recommendations

The AI K-Culture Scriptor proposal is a strategically significant, economically viable, and technologically mature policy framework. It uniquely leverages Korea's global cultural dominance (Hallyu) to directly solve the critical market failure of weak economic conversion, positioning K-Content as a primary engine for the nation's "AI Growth Economic Vitality."

The platform's strength lies in its ability to simultaneously enhance soft power (by delivering cultural nuance) and drive hard commerce (through direct consumption linkages).<sup>1</sup> Furthermore, the system's capacity to capture real-time, global consumption data provides the Republic of Korea with a uniquely powerful tool for developing granular, optimized export strategies.

It is strongly recommended that the government provide immediate and decisive political backing and funding to commence the necessary multi-lateral negotiations. The foremost priority must be the swift formalization of the **Collaborative Governance Model** and the establishment of the **Mandatory Revenue Sharing Agreement**. Securing these structural elements is the essential precursor to technical deployment and will unlock this potent new, data-driven gateway for cultural and economic exports.

#### 참고 자료

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