

7. Market demand

- a) How important are the following types of films in this market:
very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>I.</u>
Action/adventure	<u>V.I.</u>
Science fiction	<u>I.</u>
Comedy	<u>I.</u>
Horror	<u>I.</u>
Drama	<u>I.</u>
Documentary	<u>N.I.</u>

- b) Please send the most important theatre advertisement section
of the major local paper from a recent week.

attachment #2, pages 4 & 5

8. Organizations

- a) What industry associations are located here? (Name, address,
telephone number and contact person.) up to July 1, 1987 only one
importer.

1. Motion Picture Promotion Corp. 2. Federation of Theater Owners in Korea
of Korea Rm. 704, Jungwoo Blvd.
34-5, 3-KA, Namsan-Dong 60, Doryum-Dong, Chongno-ku, Seoul
Chung-ku, Seoul Tel.: 02-735-3382, 3384
Tel.: 02-755-9291/5 Contact: Mr. Tae-Won, Lee/President
Contact: Mr. Tark, Chung
3. Motion Picture Producers Assoc. of Korea, Inc. 4. _____
11th Floor, Daelim Motors Blvd. _____
16-6, Pildong-2KA, Chung-ku, Seoul _____
Tel.: 02-267-3725 _____
Contact: Mr. Tae-Won, Lee/President