

How many French language prerecorded video cassettes were sold:

Last year? # _____ Not available
Prior year? # _____

3. Prices

- a) What is the average prerecorded cassette retail sales price?

\$ W 14,000

4. Market demand

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

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>V.I.</u>
"How to"	<u>N.I.</u>
Educational	<u>V.I. (new market)</u>
Children's	<u>I.</u>

- b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

Attachment #3: see note below

5. Organizations

- a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

Korea Phonogram Association
Room 201, Woori Blvd.
255-56, Yongdu-Dong, Dongdhemun-ku, Seoul
Tel.: 02-922-6613/4

Contact: Mr. Jeong-soo, Lim/President

Note: Separate video catalogue is not available from wholesaler, therefore we have enclosed "Monthly Video Magazine" which carries advertisement section for video cassettes.