

## ABSTRACTS

UCC means user-created-contents produced by website users. This is different from traditional media producers such as broadcasters or film producers. In Korea, the main focus of the internet market has been on UCC since 2006. This led to the rapid growth of UCC-related industries.

Among the internet sites, video sites handling UCC are swiftly increasing. From January 2006 to March 2007, the number of monthly unique visitors (UV) was about 47.24 million (M), showing a monthly average of 12% and more than three times in growth. Moreover, page view (PV) grows to a monthly average of 10%.

The increase in use of video UCC site is due to the increasing supply of PMP, digital cameras and digital camcoders, and high speed internet with more than 100Mbps as well. Moreover, the diversity of contents offered by UCC, from entertainment to information, leads to a rapid growth of people accessing UCC sites.

Success or failure of the UCC business by internet service providers (ISPs) is directly correlated with the stabilization of business models and the solutions to copyright problems. Therefore, provisions regarding the on-line service provider's (OSP's) limited liability will be assessed in this Article. Next, the status of the UCC market and some ISP copyright issues will be reviewed. Lastly, the decision on Pandora TV will also be reviewed.

**Keywords** : User Created Contents, Online Service Provider, Internet Service Provider, File-sharing, Soribada Case, Pandora Case