

Mobile Government in Korea

22 November, 2010

Kim, Suk-Kyoung (skkim@nia.or.kr, @complexo)
National Information Society Agency, South Korea



Contents

I

Background

II

M-Gov Strategic Plan

III

M-Gov Services

Korea

- Over 80% of households subscribe the broadband Internet ('09)
- 78% of citizen use internet (May, 2010)

2010 Census (ended by 15 Nov. 2010)

39.7% of households(7.5 millions) participated the Census online
=> Reduce the budget(\$18 millions)

- 98% of citizen use cell phone (Sep, 2010)
- Despite late introduction of i-Phone (Nov, '09), 5 million Smartphone users (Oct, 2010)

Very high demand for mobile service
IT friendly, Early adopters,

Background

Increased smarter service demand

The Past

- Since late 90's, start the mobile services based on cell phone or PDA by ministries or agencies individually
 - ✧ 321 Services from 195 agencies
 - ✧ SMS, MMS and MO (Mobile Originated service)
 - ✧ Use unified delivery system of m-Gov services

Not easy UI
Few services
Low use

The Present

- Due to Smartphone, the big change of working and daily environment
 - ✧ Increased usage of wireless internet
 - ✧ Various developed mobile devices
 - ✧ All kinds of mobile apps and mobile webs

Easy UI
Many services
High use

Background

Trial and error learning from Web-based E-Gov

The Past

- The beginning of PC & Internet, separately established the public services by their function
- Then continuously integrated or connected the public websites
 - ✧ **Over 2,000 public websites (+ 20,000 agency websites)**

Not easy to find relative info or services

The Present

- Don't want to repeat the same mistakes for the mobile services
- The possibility to meet the citizen's needs and the opportunity to change the government service better
 - ✧ **local-based**
 - ✧ **personalized**
 - ✧ **augmented reality**

Smarter and citizen-oriented services

Visions and Goals

Need the **M-Gov** comprehensive strategic plan
for **Smarter, more Developed** Government

1

Minimizing
trial and error

2

Maximizing citizen
satisfaction

3

Developing gov
productivity

Shift to a mobile based
government services

- Whenever and wherever citizen want, provide public info & services
- Create the environment for open government

Support mobile work for
government officials

- Mobile office enabling outdoor working
- Mobile based on-site service for field workers

Strategic Plan

Wireless infrastructure Construction

- Establish the Wireless Network Infra (~2015, 100Mbps) that makes people enjoy the mobile service anywhere in Korea

Conversion to smarter mobile services

- Transform E-Gov to Smartphone-based m-Gov Services integrated, simplified, and connected with other related services
- Provide the Government mobile service gateway that can suggest services and info fitting to citizen need

Elimination of revitalization obstacles

- Find the way to solve the mobile issues such as security, identification, regulation, commission, copyright, etc.

Strategic Plan

services Open to Private Sector

3, Open over 300 kinds of public information and 100 kinds of services

Service Center Construction

Reduction of overinvestment for mobile service development, construction of pan-department MSC (Mobile service center) including software and HW

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_8012

