

# Jumbagi: Korea's Dinosaur 3D and OSMU Strategy

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**Abstract.** *Jumbagi: Korea's Dinosaur 3D* is one of the good examples of One Source Multi Use. For this, potentials and possibilities of the material 'dinosaurs' played an important role. At the same time it has a special strategy to be recreated as new content. First, the importance of characters was emphasized. The production crew pioneered the new faction genre by combining documentary with storytelling. Another important matter in the movie is that it is the first Korean 3D animation for theaters. It is very meaningful to show the world vision of the Korean image industry, satisfying world movie trends.

**Keywords:** *Jumbagi: Korea's Dinosaur 3D*, OSMU, Documentary Film, Original Source, Storytelling, 3D Animation.

## 1 Introduction

*Jumbagi: Korea's Dinosaur 3D*<sup>1</sup> is Korea's first 3D animation for theaters that surpassed the one million-viewer mark. It has produced derivative works and has been actively exported as "killer content"; it is one of the good examples of One Source Multi Use (OSMU). It is also unique because its original work was one of the EBS' documentary programs *Koreanosaurus*, aired in 2008. The director, Han Sang-ho, wrote a novel *Dinosaur Warrior, Biin*, and made an animation based on the novel. It is significant to analyze the production process and strategies of *Jumbagi*: a successful case of the Korean image and content industry.

Two important aspects about the *Jumbagi* series project will be discussed. First of all, it's about the matter of the original source. The success of content depends on the value of subject matter; it is an absolute requirement especially for OSMU. We are going to find the value of a subject about dinosaurs and reflect upon scientific references concerning dinosaurs in the Korean peninsula. Also, we use the original documentary as a primary source. We analyze how *Jumbagi* could establish itself as a source for the massive culture industry from a documentary for broadcasting. Second of all, it's about the matter of *Jumbagi*'s multi-use. We study about what methods recreated this animation based on its original source. It was possible to succeed

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<sup>1</sup> Co-production: Dream Search C&C/ EBS/ Olive Studio, Distribution: CJ Entertainment, Production Period: 36 months, Production Cost: 7 billion, Release Date: 26 January 2012, *Jumbagi* stands for *Jumbagi: Korea's Dinosaur 3D*.

because of not only the power of its source, but also the competitiveness of itself. We analyze the project point of *Jumbagi*. Furthermore, we are going to see different types of content that has been produced thanks to the success of the film *Jumbagi*.

## 2 Practical Use of the Original Source

The original source of *Jumbagi* was an EBS' documentary film, *Koreanosaurus*.<sup>2</sup> EBS had planned to produce high quality documentary films since it launched its own channel, the "Intellectual Channel." It produced *Koreanosaurus* from the idea that a big project could be better for promoting. The production cost of the documentary film was 600 million won. Considering the fact that the production cost of a general documentary film in Korea was 50 million won, it sure was a geometrical scale.

The production crew, which dreamed about creating a new and meaningful work, tried to adopt historical restoration through developed CG skills and decided the subject of the work as dinosaurs. However, BBC documentary, 'Walking with Dinosaurs (1999)', spent 12.8 billion won for the production cost, which was 20 times more than the production cost of *Jumbagi*. On top of that, the director wanted to add a 90 minute-long CG to the documentary film. The maximum length of CG was 10 minutes in Korea at that time. In spite of Korea's low personnel expenses, computer graphic companies estimated that at least 6 billion won would cost to make the documentary. At this moment, one animation company called Olive studio contacted EBS to suggest producing the documentary film.

Although the production went through some crises, the extraordinary project of the Korean broadcasting station had been realized. For this, potentials and possibilities of the material 'dinosaurs' played an important role. The direct source of *Jumbagi* is a documentary but it is based on a dinosaur's story. Children's preference for dinosaurs is universal in the world. The EBS production crew took audience measurement and saw the highest rating from the audience of children aged between four and seven. The film exported to the German broadcasting company, RTL-DISNEY at 150 million won, marking the highest amount of export in the Korean documentary history. The film also saw the highest ratings of 4.2% as it was aired during the prime time slot. The film was sold to broadcasting stations in 14 countries including the Italian national broadcast RAI. Especially in North America, the content related to dinosaurs is sure to be a hit. For example, the children's section in bookstores shows a boom in books whose content is related to dinosaurs. *Koreanosaurus* picture book has sold 800,000 copies. On top of that, it has produced over 20 kinds of books, cartoons, stationary, and puzzles.

*Jumbagi* is appraised as scientific content. The material about dinosaurs uses scientific facts as its resources. Therefore, it needs the recent study and scientific knowledge about dinosaurs. *Koreanosaurus* was advised by a professor, Min Heo, who is Korea's leading scientist in the dinosaur field. The background of this

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<sup>2</sup> Plan: Dec. 2007, Broadcast: Nov. 2008, Broadcasting Rating: 2.9% (In EBS, it recorded the highest viewing rate), Refer to Production Notes of Documentary *Koreanosaurus* (by Director Sang-ho Han) and Documentary *Secret of Birth, Koreanosaurus*(EBS, 2008).

documentary is that the Korean peninsula was a paradise for dinosaurs 80 million years ago, during the Cretaceous period. The southern coast of Korea, so-called a ballroom of dinosaurs, has many fossils of dinosaur's foot print. It seemed to be home to many kinds of dinosaurs. They would coexist in the area because of the enormous lake. When the producers selected the dinosaurs which could have lived in the Korean peninsula, they based their decisions on scientific facts.

What is the distinction of *Koreanosaurus* as a source of *Jumbagi*? Generally, the composition of scientific documentaries includes the followings: an introduction of artifacts excavation, interviews with a scientist, scene reproduction based on the interviews. However, *Koreanosaurus* combined a story with documentary. Recently, the effect of storytelling has been very influential; a documentary film cannot be an exception. So to speak, this was a fiction documentary. In this process, characters as elements of a story were drawn naturally. Tarbosaurus was the main kind of dinosaurs in Asia at that time. The production crew thought it was very important to choose characters that represented Asia and no other parts of the world. The main character, Tarbosaurus, got a name 'Jumbagi,' which is familiar folksy name. That was the announcement of the birth of *Jumbagi*.

*Koreanosaurus*'s producers made a 10 minute-long 3D image after the success of their documentary. The 3D image was screened as a performance combining images and animatronics.<sup>3</sup> It was a big issue when they opened its own exclusive standing theater at Goseong Dinosaur World EXPO. Moreover, they have held the Dinosaur Expedition in the Korean Peninsula including KINTEX in Ilsan, BEXCO in Busan, and KOTREX in Daejeon. As of 2011, the number of admitted audience was 430,000 and the income from admittance was about 5,500 million won. After reviewing the audiences' response through these events, *Jumbagi* was planned to start production.<sup>4</sup>

### 3 Aspects of Multi-use

*Jumbagi* plays a key role in OSMU. Even if it is originally from another documentary, the 3D animation *Jumbagi* has been in the center in the process of being used as OSMU. We have figured that it has many merits and strengths through analysis of its source. However, we know that it would still need a special strategy to be recreated as new content. The important points regarding the production of *Jumbagi* are as follows<sup>5</sup>:

First, the importance of characters was emphasized. It characterized storytelling using the name of the main character 'Jumbagi' as the title. *Jumbagi* and his family's moving to the earthly paradise against the apocalypse was enough to inspire audiences. Most audiences were families with children, so its theme 'family love' was an appropriate theme for audiences. In addition, the dynamic scene of a fight against

<sup>3</sup> Compound word formed from "animation" and "electronics".

<sup>4</sup> In July of 2011, director Sang-ho Han published a novel *Dinosaur Warrior Biin* after he got an idea from *Koreanosaurus*.

<sup>5</sup> Refer to Production Report *Jumbagi: Korea's Dinosaur 3D*(DREAM SEARCH C&C), Documentary *Secret of Birth, Jumbagi: Korea's Dinosaur* (EBS, 2012).

Tyrannosaurus reminded them of blockbuster movies. There were 17 different kinds of dinosaurs and 80 total dinosaurs in the movie, which was much more than the previous documentary. And they added more drama through conflict angle between the main character and the enemy. The name, *Jumbagi*, could be loutish yet friendly. It is getting more awareness internationally, representing Korea's characters. Animation is a genre that has a low cultural discounted rate. It has high public accessibility and it is accepted easily compared to other genres.<sup>6</sup> This is why the personality of a character is also important. Speckles the dinosaur can be more universal than an actor from a specific country, so it can has strong competitiveness in global markets.

Another important matter in the animation is that it is the first Korean 3D animation for theaters. It became a selling point that whole movie is made of digital actors and composed of actual pictures and animation by 100% Korean technology. Jim Chabin, the president of international 3D association, said Korean 3D technology can stand comparison with world-class. It took 3 years to make the animation with 500 staff members. It also used more than 3D animation technology. Its production process shows that the film has an aspect of "digilog".<sup>7</sup> When filming actual backgrounds of the film in New Zealand, it had to be followed by the work of assumption of the actual size and movements of the dinosaurs. The digitalized actions of the characters were also made by acting of actual actors imitating dinosaurs. When it comes to voices, voice actors acted out the voices of the dinosaurs for each age group and the voices were digitalized. Animatronic filming was done with models of dinosaurs that were moved by machines at the actual set. This was done to compensate for graphic insufficiency so it gave scenes a reality. They also composed OST themselves and the OST was played by Prague Philharmonic with surprising depth and great emotion. It is different from over dubbing which uses many small groups and records over the previous record.

By using differentiated methods, *Jumbagi* has become a big hit worldwide. Also seeing the aspect of OSMU, it has become content with various genres. They have published 30 different kinds of books such as educational cartoon, fairy tale books, and puzzle books. As they sold 1.5 million books, it became a top bestseller in the children's book at Kyobo book center. They are developing mobile games, TCG games, and online games, as well as a smart phone application for learning about dinosaurs. There are also various exhibitions and Korean dinosaurs 4D LIVE SHOW being ready to be held. They are planning to build 'Cretapark' at a theme park. Speckles will also be characterized into furniture, food and beverage, stationary, and mobile phone cases.

## 4 Conclusion

There used to be a prejudice about dinosaur movies that only major studios with an enormous sum of money and technology could make dinosaur movies such as

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<sup>6</sup> Ki-Soo Park, *Cultural Communication through Media*(chapter8), Seoul: Non-Hyung, 2004, p. 254.

<sup>7</sup> Eo-ryeong Lee, *Declaration of Digilog*, Seoul: Tree of Thought, 2006.

*Jurassic Park*. *Jumbagi* is the first 3D movie with Korean technology and it resulted great outcomes. It is very meaningful to show the world vision of the Korean image industry, satisfying world movie trends. It was possible to produce the outcomes thanks to the endeavors of the production crew and their spirit of digilog. It is also meaningful that they pioneered the new faction genre by combining documentary with storytelling. Sympathizing with the audience through drama implicit was an important implement for the success. The global success of *Jumbagi* proves that the level of Korean storytelling, which used to be pointed out as a limit, has improved. The success was not built in a day. It was not only creative ideas and planning but wise investments in the film. It was exceptional that Olive studio suggested joint production and profit share for the production of *Koreanosaurus*. There has been an argument that the investment system of the Korean culture industry is based on extremely short-term investments. To create global killer content, we need accurate judgments and an environment for long-term investments.

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