At Asian film fest, new etiquette shows rise of mobile app
5 October 2015, by Youkyung Lee

The new cinema etiquette is a glimpse into a future in which phone calls are eschewed in favor of sending messages and emoticons, especially among young people.

However, the festival message is only in Korean. In English, it simply asks audiences to turn off their phones.

In Asia, mobile messenger apps are so popular that they not only have taken over phone calls and text messages but are also widely used for other daily tasks such as taxi hailing and sending money. Many Korean smartphone users belong to multiple chat groups in Kakao Talk and are constantly exchanging messages with colleagues, friends and families.

The 10-day film festival runs until Saturday.

© 2015 The Associated Press. All rights reserved.