

ON AIR

KBS WORLD

<http://world.kbs.co.kr>
www.youtube.com/kbsworld



ALWAYS ENJOYABLE,
IT'S KBS WORLD!

KBS 한국방송

KBS WORLD

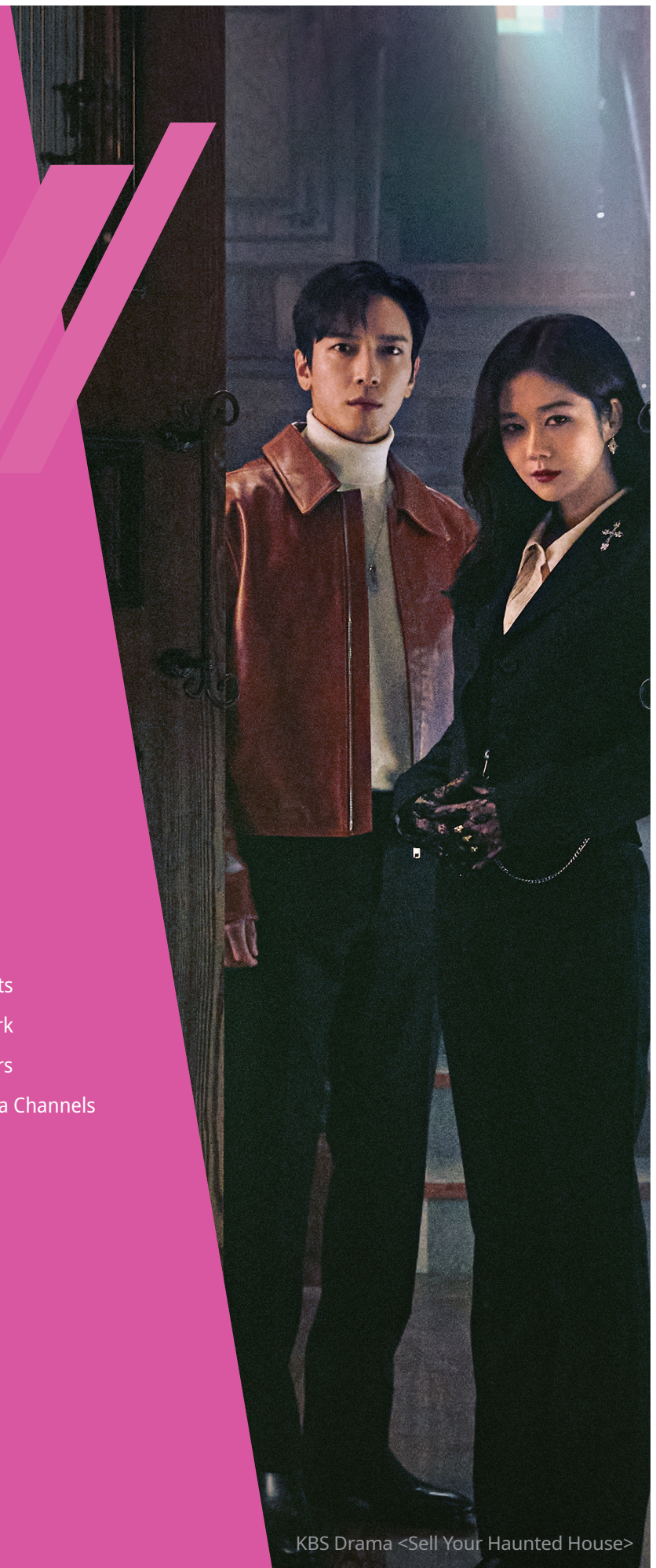
KBS WORLD
PROFILE 2021

24-HOUR FAMILY ENTERTAINMENT CHANNEL

*Always enjoyable,
it's KBS WORLD!*

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KBS Drama <Sell Your Haunted House>

Overview

Korean Broadcasting System (KBS) has long been a leader in the development of Korea’s broadcasting culture. As the nation’s largest and leading public service broadcaster, KBS has embraced technological advancements and continued to provide a communication platform for diverse media content.

To address the rapid changes in broadcasting and the digitalization of terrestrial television, KBS strives to connect with its audience by delivering audience-oriented, high-quality programming. The role of the public broadcaster has become ever more crucial and KBS endeavors to provide a wide range of channels to promote diverse perspectives and address the rapid evolution of the digital media environment.


KBS is the country’s first broadcaster, beginning its radio service in 1927 and commencing Korea’s first television broadcast service in 1961. After first broadcasting HD programs in 2001, KBS completed the transition to digital broadcasting in 2012.

KBS headquarters are located in the Yeouido district of Seoul. KBS has 18 regional stations and 13 overseas bureaus, as well as nine subsidiary companies such as KBS Media that manage the local and global marketing of KBS content.



About KBS WORLD


KBS WORLD is an international channel of Korea’s flagship public broadcaster, KBS. As a 24-hour entertainment channel, KBS WORLD offers quality contents ranging from K-dramas to K-Pop concerts produced by KBS. These programs, with multilingual subtitles, are aired only a few days after they are first shown in Korea via KBS terrestrial channels. With its current availability in over 140 million households in 114 countries, KBS WORLD is an essential resource for viewers to feel, enjoy, and learn about Korean culture.



TERRESTRIAL TV

KBS11

KBS2




TERRESTRIAL DMB

①KBS★

①KBS♥

①KBS♫

①KBS♣



CABLE TV

KBSN Sports


KBSN LIFE

KBSrama

KBS Joy

KBS Kids

KBS W



RADIO

KBS 1Radio 1 Radio


KBS 2Radio Happy FM

KBS 3Radio Voice of Love

KBS 한민족방송 Global Korean Network

KBS 1FM Classic FM

KBS 2FM Cool FM



INTERNATIONAL BROADCASTING

KBS WORLD TV

KBS WORLD 24

KBS WORLD RADIO

4

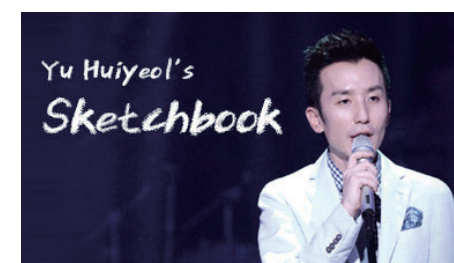
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Music Bank

Genre: Music
Premiere on KBS WORLD: 05/2004

The best tunes in Korea! KBS WORLD boasts the most sensational music shows on television to satisfy your senses! Featuring fantastic performances and awe-inspiring harmonies by the nation's top artists! Follow the latest trends in the Korean music scene with the K-Chart - a summary of the week's hottest songs.



Yu Huiyeol's Sketchbook

Genre: Music
Premiere on KBS WORLD: 05/2009

Acclaimed musician Yu Huiyeol of the project group "Toy" is a familiar name to music lovers. This show is where you can enjoy the energetic performances of talented musicians and their sweet, friendly conversations. It's a relaxing and pleasant gift for you after a long hard day. Enjoy a night of delightful music and conversation at "Yu Huiyeol's Sketchbook."



Immortal Songs 2

Genre: Music & Variety
Premiere on KBS WORLD: 11/2019

The true classics of the century are reborn! In this show, Korean idol groups give jaw-dropping performances as they revive the great hits of legendary artists. Experience their incredible singing skills as they reinterpret the songs that have transcended generations. Don't miss this heart-warming competition!





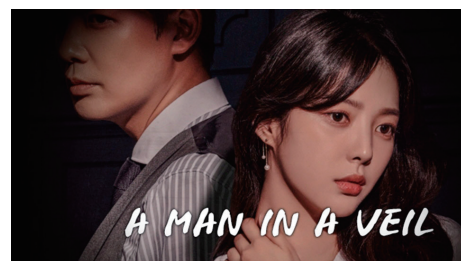
DRAMA



Cheat on Me if You Can

Genre: Drama Series
Cast: Cho Yoejeong, Ko Jun, Kim Youngdae
Premiere on KBS WORLD: 12/2020

"Cheat on Me if You Can" is a comic mystery thriller about a novelist wife who only thinks about how to kill people, and her husband, a divorce lawyer who wrote a memorandum titled "Cheat on Me if You Can". It tells an unconventional and intense story about adults who do bad things with guilt.



Man in a Veil

Genre: Drama Series
Cast: Kang Euntak, Eom Hyunkyung, Lee Chaeyoung, Lee Sikang
Premiere on KBS WORLD: 09/2020

A man with the intelligence of a 7-year-old due to an accident encounters a miracle at death's door and plans to have his revenge.



Men are Men

Genre: Drama Series
Cast: Hwang Jungeum, Yoon Hyunmin, Seo Jihoon, Jo Woori
Premiere on KBS WORLD: 07/2020

This is a story of a woman who decided not to get married because of the pain of love, but who finds herself in the middle of a love triangle with two very different types of men. Can she stay single as planned?



Miss Monte-Cristo

Genre: Drama Series
Cast: Lee Soyeon, Choi Yeojin, Gyeong Seonghwan, Lee Sangbo
Premiere on KBS WORLD: 02/2021

A suspenseful revenge drama about a woman whose life was destroyed by the friends she trusted most. After making up her mind to take revenge on those who betrayed her, she returns to reclaim the life that was stolen.



Once Again

Genre: Drama Series
Cast: Rhee Minjung, Lee Sangyeob, Oh Yoonah, Oh Daewhan, Lee Chohee
Premiere on KBS WORLD: 04/2020

Turbulent divorces of Mr. and Mrs. Song's children unravel into heartwarming stories of familial love and affection.



Revolutionary Sisters

Genre: Drama Series
Cast: Yun Jusang, Hong Eunhui, Jeon Hyebin, Ko Wonhui, Kim Gyeonnam
Premiere on KBS WORLD: 03/2021

Mystery, thriller, comedy and romance all together! This show begins with a murder case of a woman that happened in a divorce suit and all of her family members are identified as murder suspects.



DRAMA



Memorials

Genre: Drama Series
Cast: Nana, Park Sunghoon, Yoo Dain, Han Junwoo, Ahn Naesang
Premiere on KBS WORLD: 07/2020

A poor, unemployed woman who decides to run for office meets an elite government official who was demoted. Together, they work to punish corrupt politicians.



No Matter What

Genre: Drama Series
cast: Na Hyemi, Choi Woong, Jung Mina, Jung Heon
Premiere on KBS WORLD: 09/2020

It is a moving story told by diverse characters from an extended family that includes divorced and remarried parents



Homemade Love Story

Genre: Drama Series
Cast: Jin Kijoo, Lee Jangwoo, Jeon Inhwa, Jung Boseog, Hwang Shinhye
Premiere on KBS WORLD: 09/2020

Through stories of the people who gather at a house called Samgwang Villa, you will see how these people who started off as strangers open up their hearts and learn to love one another.



ORIGINALS



Annyeong Korean!



Genre: Infotainment
Premiere on KBS WORLD: 01/2021

This program is an English version pilot of a Korean language education program tailored to the level of foreign fans interested in learning Korean due to K-Pop and Korean wave.



2020 Quiz on Korea

Genre: Entertainment
Premiere on KBS WORLD: 10/2020

"Quiz on Korea" for year 2020! Hallyu fans from all over the world gather to take on the challenge in a Korean culture quiz contest!



We K-Pop Friends

Genre: Entertainment
Premiere on KBS WORLD: 08/2020

K-Pop fans around the world and K-Pop artists meet online! When fans leave messages for their favorite K-Pop stars, Daniel, Matthew and Henry meet with the artists to deliver these fan messages on their behalf.



Changwon K-Pop World Festival

Genre: Entertainment

"K-Pop World Festival" unites K-Pop fans from all around the world as "Hallyu" has emerged as a global phenomenon spreading into different countries. K-Pop fans will get a chance to perform with their favorite K-Pop stars in the grand finale and experience Korean culture in the city of Changwon, Korea.



Two Days and One Night 4

Genre: Entertainment | Premiere on KBS WORLD: 04/2008

Two-day road trip to the most beautiful spots in all the corners of Korea! While over 10 million Koreans travel abroad each year, the "2 Days and 1 Night" cast travel around Korea – to the mountains, farms, fishing villages, and islands – where they meet the welcoming smiles of neighbors and the beauty of Korea's natural world.



Unpredictable Fortunetellers

Genre: Entertainment | Premiere on KBS WORLD: 01/2021

Fortune teller Seo Janghoon and child monk Lee Sugeun give solutions that work like a charm.



Problem Child in House

Genre: Entertainment | Premiere on KBS WORLD: 11/2018

We are living in a society where often only the smart ones get the spotlight. In this quiz show, celebrities get locked up in a rooftop house and asked to answer questions. As a series of incorrect and hilarious answers pile up, they are not allowed to go home unless they get 10 common sense questions right. Who will be the winner and get to go home first?



The Return of Superman

Genre: Entertainment | Premiere on KBS WORLD: 12/2013

The dads who used to spend all their time working have returned home on "The Return of Superman." Here are four celebrity fathers and their lovely kids. These fathers are not the most skilled at looking after their kids, but they do their best to spend as much time as possible with the kids. Viewers can see how these unskilled fathers are becoming real supermen and feel how great each father's love is.



Stars' Top Recipe at Fun-Staurant

Genre: Entertainment | Premiere on KBS WORLD: 11/2019

Six gourmets in Korea's entertainment industry team up to explore the world of convenience store food.



Boss in the Mirror

Genre: Entertainment | Premiere on KBS WORLD: 05/2019

Korea's celebrity CEOs including a star chef and sports coach are on the show and share their daily lives as a boss. By looking back on themselves and listening to the employees' feedback, these CEOs try to improve their work environment.



*KBS WORLD
Global Network*





CHANNEL PROFILE & HIGHLIGHTS

Channel Profile

NUMBER OF HOUSEHOLDS WITH KBS WORLD
Over 140 million (as of Jan 2021)

FRESH HOURS
30.5%

BROADCAST HOURS
24 hours a day, 7 days a week

LANGUAGE
Korean Language

SUBTITLES
English (100%), Chinese (65.3%), Bahasa Malaysia (37.1%)
* Japanese, Vietnamese, Thai, and Bahasa Indonesia subtitles are also available.

PROPORTION OF CONTENT TYPE
49% Drama, 46% K-Pop and Entertainment shows,
4% Culture & Documentary, 1% Newscast

COUNTRIES DISTRIBUTED
KBS WORLD is available in 114 countries worldwide.

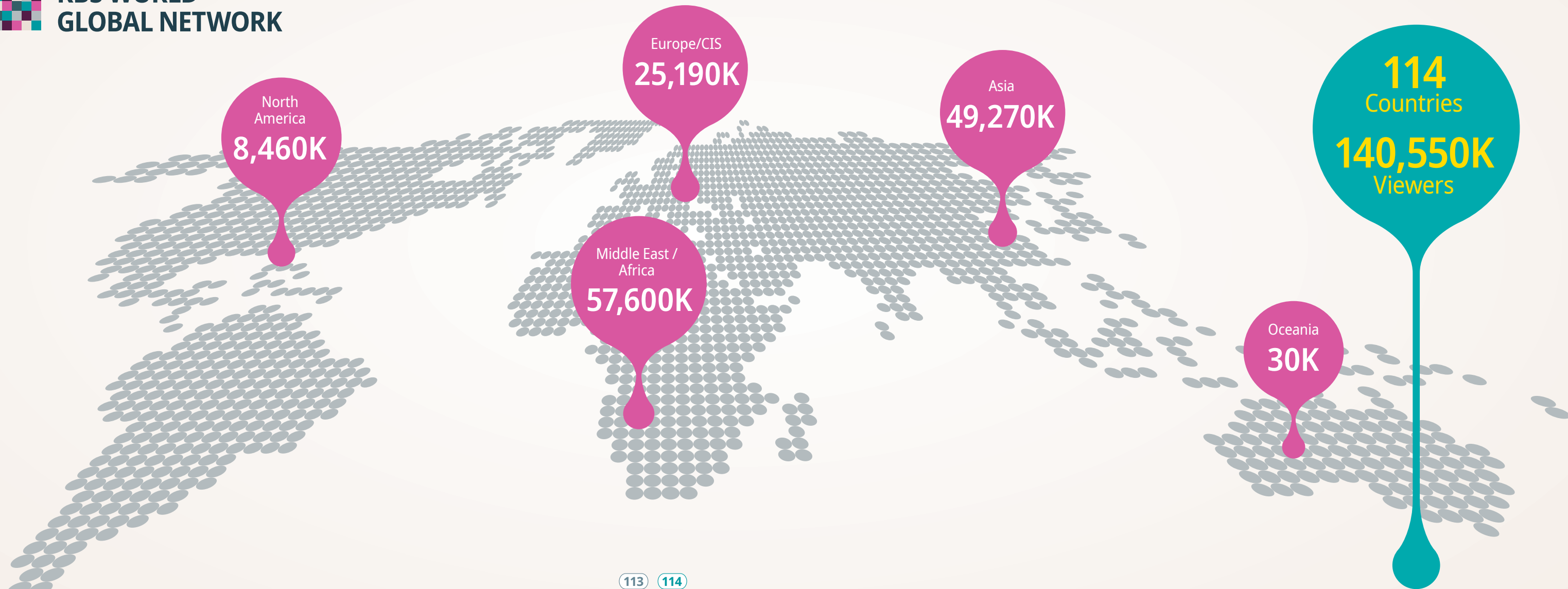
Channel Highlights

Drama:
Key Driver of Korean Wave
KBS WORLD dramas distinguish themselves through their diverse themes, dynamic storylines, and the inclusion of well-known celebrities. Adored by global audiences, KBS dramas offer heart-warming stories of life, love, and family.

Entertainment:
Recharge Yourself with Laughter
Korea's most loved entertainment programs – all in one place! KBS WORLD offers a variety of exciting programming, including K-Pop music shows, comedy skits, and infotainment productions. Viewers can catch up on the most up-to-date trends in Korea through KBS WORLD's entertainment selection.

KBS WORLD TV Original:
A Step Closer to the Viewers
KBS WORLD communicates closely with its audience through original programming. From K-Pop programs that Hallyu fans around the world can enjoy and participate in, to quiz programs that can help them learn more about Korean culture, KBS WORLD delivers diverse, enjoyable, and informative content.





114

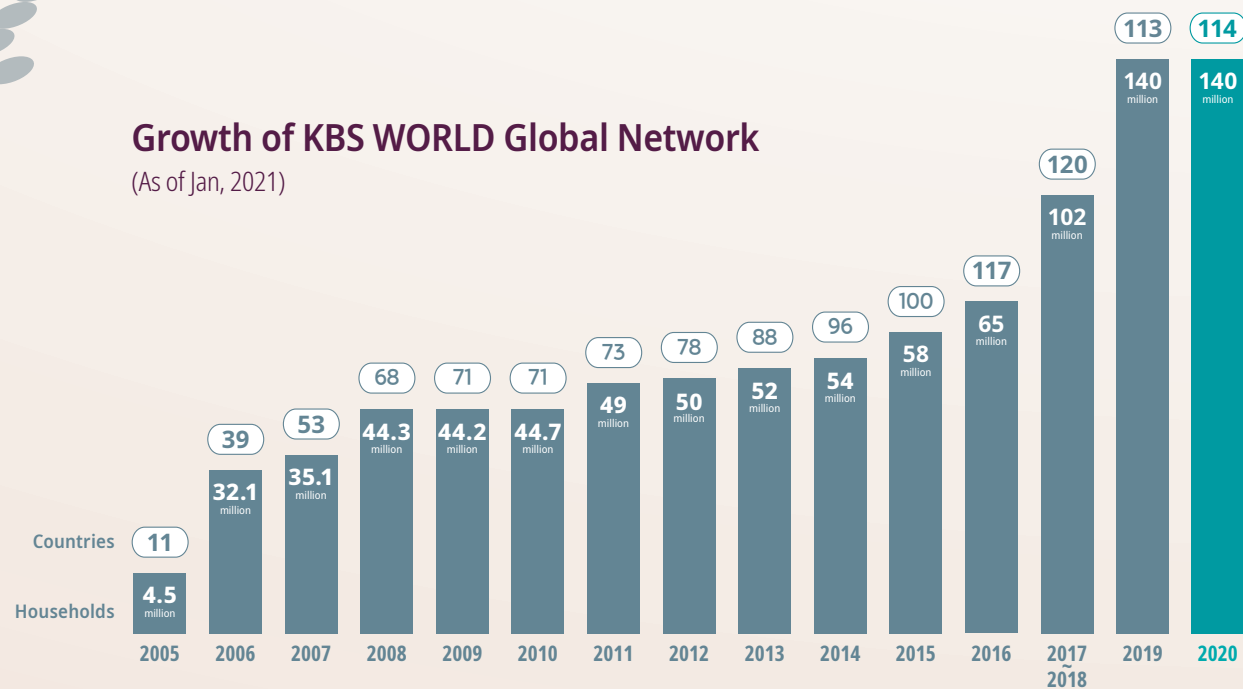
Countries

140,550K

Viewers

Growth of KBS WORLD Global Network

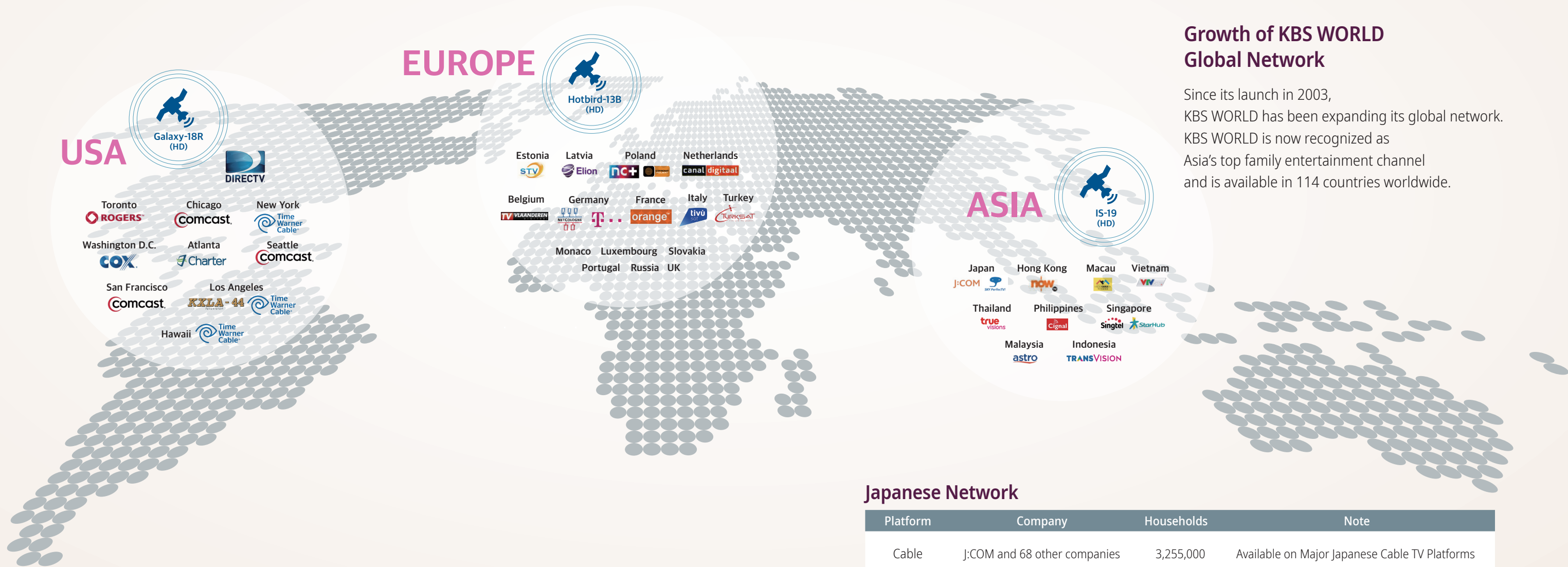
(As of Jan, 2021)



KBS WORLD Viewers by Continents

(As of Jan, 2021)

Area	Country	Households
Asia	20	49,270,000
Northeast Asia	5	5,550,000
Southeast Asia	10	13,480,000
Southern Asia	5	30,240,000
Oceania	8	30,000
Europe	31	16,040,000
Russia/CIS	12	9,150,000
MENA (Middle East/North Africa)	20	57,110,000
SSA (Sub-Saharan Africa)	21	490,000
North America	2	8,460,000
Total	114 countries	140,550,000



Growth of KBS WORLD Global Network

Since its launch in 2003, KBS WORLD has been expanding its global network. KBS WORLD is now recognized as Asia's top family entertainment channel and is available in 114 countries worldwide.

KBS WORLD Global Major Partners

Country	Platform	Channel#	Country	Platform	Channel#
Japan	J:COM	Ch 756	USA	DIRECTV	Ch 2082
	SKY PerfecTV!	Ch 317, 656		TIME WARNER CABLE	Ch 159
Singapore	Singtel	Ch 523, 606	France	orange	Ch 545
	StarHub	Ch 815	Turkey	TURKSAT	Ch 84
Malaysia	astro	Ch 391	Poland	n+	Ch 143
Thailand	true visions	Ch 143	UAE	etisalat	Ch 872
Indonesia	TRANSVISION	Ch 323	Vietnam	VTV Cab	Ch 34
Philippines	Signal	Ch 170	Hong Kong	now	Ch 156
	SKY CABLE	Ch 75	Australia	fetch tv	Ch 827
Macau	MACAU CABLE	Ch 180	Italy	tivu	Ch 91

Japanese Network

Platform	Company	Households	Note
Cable	J:COM and 68 other companies	3,255,000	Available on Major Japanese Cable TV Platforms
Satellite	SKYPerfecTV (DTH)	915,000	Covers throughout the territory of Japan
IPTV, OTT	NTT, KDDI, Amazon	1,168,000	Available on the two major Japanese IPTV and Amazon OTT Platforms
Total		5,338,000	

Chinese Network

Platform	Area	Hotels	Rooms
Satellite (APSTAR-6)	Beijing	34	12,956
	Shanghai	22	5,456
	Shandong Peninsula	45	15,217
	other	326	100,894
	Total	427	134,523





**KBS WORLD
Social Media Channels**


We value your opinion. We appreciate all the interactions through social media channels like Facebook, Twitter, and YouTube. Meeting audience expectations is very important to us. Leaving us your valuable feedback will help us to serve you better. As we post and update our program highlights on social media in real-time, please let us know what you think as it will help to inform how we can shape our services in the future.

24million
viewers




KBS WORLD App

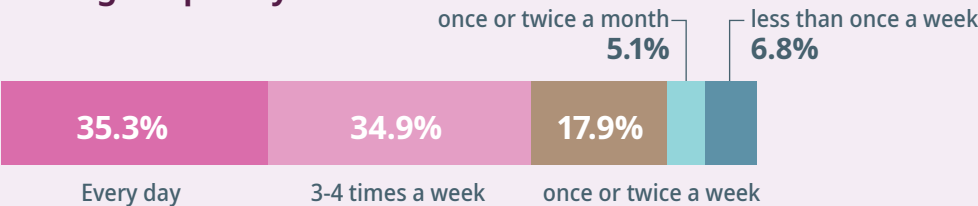

YouTube (Worldwide)


MyK (Domestic)

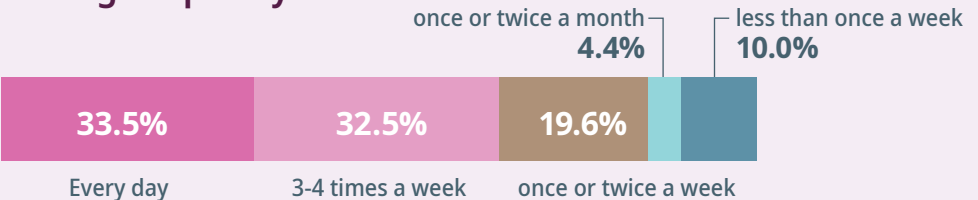
- KBS WORLD Online**
- Homepage world.kbs.co.kr
 - YouTube www.youtube.com/kbsworld
 - Facebook www.facebook.com/kbsworld
 - Twitter www.twitter.com/KBSWorldTV



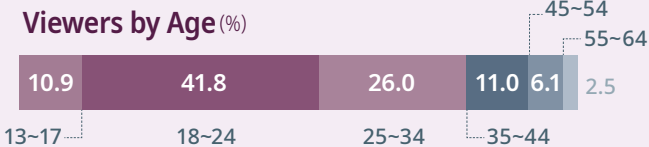
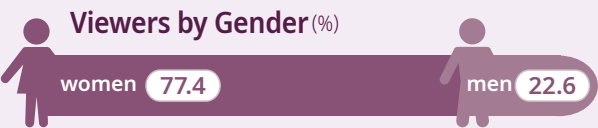
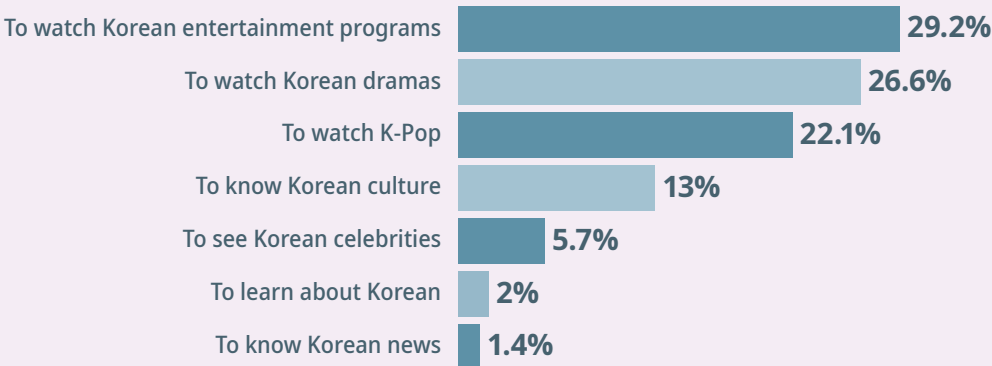
KBS WORLD YouTube average viewing frequency



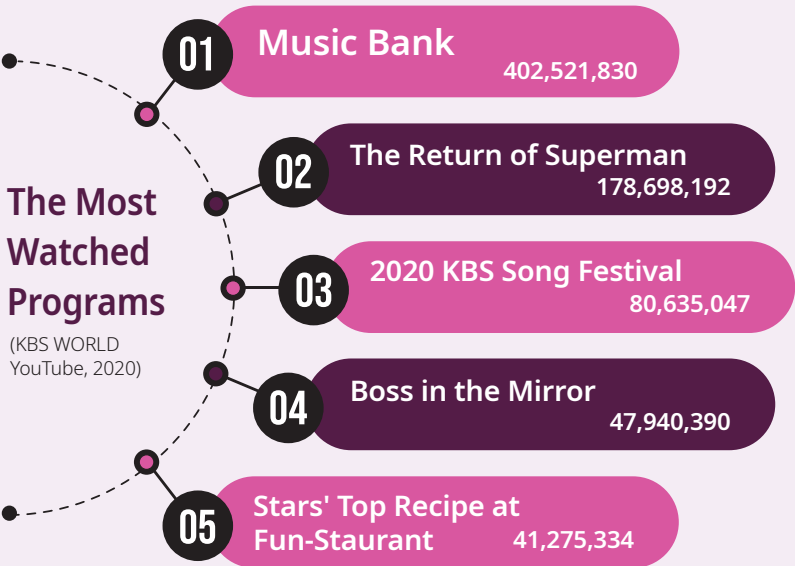
KBS WORLD TV average viewing frequency



Main Reason for Watching KBS WORLD



KBS WORLD TV YouTube channel received YouTube Diamond Creator Awards, proving that KBS WORLD is linking Korea and all generations around the world.





BROADCAST SCHEDULE

S	T	MON	TUE	WED	THU	FRI	SAT	SUN	T	S	
6	5	00' [R] Homemade Love Story ㉠ ㉡ ㉢	00'[R] THE Producers ㉠ ㉡ ㉢	00' [R] Cruel Love ㉠ ㉡ ㉢		00' [R]On the Way to the Airport ㉠ ㉡ ㉢		00' [R] Homemade Love Story ㉠ ㉡ ㉢	T	S	
		15'	15'	15'	15'	15'	15'	[R] Immortal Songs 2	5	6	
7	6	40' [R] DOCU INSIGHT	Stars' Top Recipe at Fun-Staurant	Dogs Are Incredible	Boss in the Mirror	[R] Problem Child in House ㉢	[R] Yu Huiyeol's Sketchbook		40'	6	7
		35' [R] My Neighbor, Charles						45' [R] My Fair Lady ㉠ ㉡ ㉢ ㉣			
8	7	30'	55' [R] Two Days and One Night ㉢ ㉣ ㉤	[R] No Matter What ㉠				00' [R] No Matter What ㉠	8	9	
9	8	[R] Two Days and One Night ㉢ ㉣ ㉤		30' [R] Miss Monte-Cristo ㉠				35' [R] No Matter What ㉠			10
			00' [R] The Return of Superman	10' Unasked Family ㉠				10' [R] No Matter What ㉠	11	11	
11	10	50' [R] Cruel Love ㉠ ㉡ ㉢		45' Unasked Family ㉠				45' [R] No Matter What ㉠			12
			12	11	40'	20' [R] Homemade Love Story ㉠ ㉡ ㉢				40'	
1	12	00' [R] Cruel Love ㉠ ㉡ ㉢				[R] Stars' Top Recipe at Fun-Staurant ㉠ ㉡ ㉢					[R] Problem Child in House ㉢
			2	1	10'	10'		10'		10'	
3	2	20'				10'		10'			10'
			4	3	30'	10'		10'		10'	
5	4	50'				50'		50'			50'
			6	5	45'	45'		45'		45'	
7	6	25'				45'		45'			45'
			8	7	[R] Two Days and One Night ㉢ ㉣ ㉤				45' Unpredictable Fortunetellers ㉠ ㉢		

S	T	MON	TUE	WED	THU	FRI	SAT	SUN	T	S
9	8	8:55' No Matter What ©					00' Homemade Love Story © ① ②		8	9
		30' Miss Monte-Cristo ©								
10	9	10' THE Producers © ① ②	10' Cruel Love © ① ②		10' On the Way to the Airport © ① ②		20' [R] On the Way to the Airport © ① ②	20' [R] Cruel Love © ① ②	9	10
11	10	20' [R] Stars' Top Recipe at Fun-Staurant © ① ②	20' [R] Dogs Are Incredible ③ ④	20' [R] Boss in the Mirror ③ ① ②	20' Problem Child in House ③	20' Yu Huiyeol's Sketchbook	30' [R] On the Way to the Airport © ① ②	30' [R] Cruel Love © ① ②	10	11
12	11	50' My Fair Lady © ① ② ③ ④					40' [R] Miss Monte-Cristo ©	40' Music Bank Best	11	12
1	12						50' [R] Unpredictable Fortunetellers © ③			
2	1	[R] The Return of Superman								
3	2						50' [R] No Matter What ©			
4	3	25' [R] Miss Monte-Cristo ©								
							50' [R] Music Bank	4	5	
5	4	05' [R] THE Producers © ① ②	05' [R] Cruel Love © ① ②		05' [R] On the Way to the Airport © ① ②		20' [R] Homemade Love Story © ③ ④ ①		4	5

- Drama Zone
- Entertainment Zone
- Infotainment Zone
- News Zone



About
 KBS WORLD 24

KBS WORLD 24 serves 7 million Koreans abroad! KBS WORLD 24 channel provides high-quality KBS content in the Korean language selected from our extensive archives as well as the latest programs.

KBS WORLD 24
 Network

- * You can enjoy KBS WORLD 24 in real-time 24 hours a day, 7 days a week throughout the year via YouTube and Apple TV anywhere in the world (excluding Korea).
- * Our programs are provided in the US through satellite broadcaster DirecTV (Korea Package). In LA, Chicago, and Atlanta, you can also watch them on terrestrial television.
- * In Russia, Kazakhstan, Uzbekistan, and other CIS regions, you can reach us through the OTT service MEGOGO.
- * In New Zealand (Korean IPTV), Myanmar (Cookie TV), etc., the broadcasting area is expanding through various reception methods.

Channel Highlights

News

If you want to know what's happening in Korea and around the world, there is "KBS WORLD 24," where you can watch "News 9," "News 7" as well as the English news, "KBS WORLD NEWS TODAY." Major breaking news is also actively released.



Golden Oldies

"Golden Oldies" presents you with Korean sentiments and history. The program arranges the latest works as well as productions of the 80s and 90s. You can enjoy great songs sung by the best singers of the time on "Golden Oldies."



Historical Dramas

KBS broadcasts historical drama series that contain the history and sentiment of the Korean people. Hoping to inspire the Korean people's unification and wisdom to overcome the national crisis, KBS WORLD 24 has arranged to air historical dramas such as "Taejo Wang Geon", "The Great King, Sejong" and "The King and the Queen."



Korean Language Competition

Hangeul receives worldwide recognition for its scientific merit. This fun quiz show asks questions about our beautiful language! Interesting questions and breathtaking battles inspire interest in the Korean language and take the lead in maintaining our precious language.



Experience Korea through KBS WORLD Radio

KBS WORLD Radio is Korea’s flagship public international broadcaster.

Its first transmission was a 15-minute English language broadcast under the station name "The Voice of Free Korea," aired on August 15th, 1953. The station was renamed Radio Korea in April 1973, Radio Korea International in August 1994, and finally, KBS WORLD Radio in March 2005 in a bid to better reflect the station's increasingly globalized mission. KBS WORLD Radio now broadcasts in 11 languages, and continues to grow as a multi-platform medium that answers to the needs of the changing times.

By providing a variety of reliable and up-to-date programs and news on Korea's politics, economy, society, culture and traditions to our audience and netizens, KBS and KBS WORLD Radio seek to strengthen friendly ties and build an understanding of Korea among people in the global community. In addition, we provide a bridge between Korea and some seven million overseas Koreans who are missed by their loved ones back home.

Languages



Programs News and Current Affairs

Get the latest news from Korea in 11 languages. In-depth looks into the country's economy, politics, culture, traditions, inter-Korean relations and more are provided every day. You can also read all about them on our website.



Int'l Spokesperson for the Democratic Party Dr. Choi Ji-eun & Former Supreme Council Member of People Power Party Lee Jun-seok on <Korea24 (English service)>



TV Personality & Writer Tyler Rasch on <Korea24 (English service)>

Korean Language Lessons

Learn Korean through lines from popular KBS dramas on “Drama Lines.” Check out the fun and easy YouTube lessons, “Annyeong, Korean.” And challenge yourself on the annual “KBS WORLD Radio Korean Language Video Contest”!



KBS WORLD Radio Korean Language Video Contest

Music & Entertainment

KBS WORLD brings the Korean Wave to you! Enjoy K-Pop on various platforms whenever and wherever. Get the latest entertainment news on our website, and don't miss exclusive star interview videos and various language-specified content on KBS WORLD Radio's YouTube Channels!



DJ Lena on
<One Fine Day with Lena Park (English Service)>

Specials

Special programs marking Korea's many holidays, celebrations and historic events await you with brand new interesting content each year.



The Monk and Alberto on
<Eat Like a Monk - Comfort Provided by Korean Temple Food>



<100 Years of Korean Film Special:
Takeda Hiromitsu's K-Movie Diary>

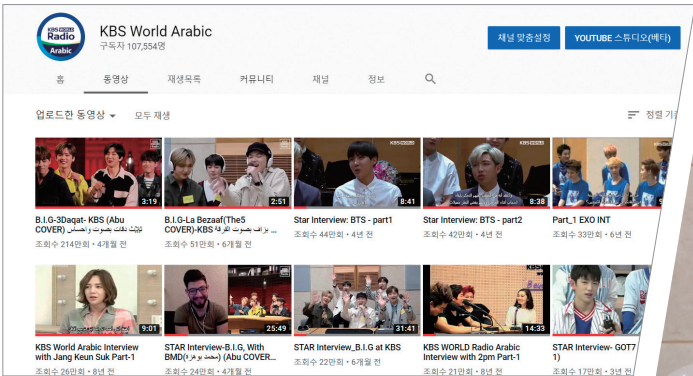
How To Access KBS WORLD Radio

KBS WORLD Radio's programs are broadcast via shortwave, KBS WORLD Radio website, mobile applications, satellite radio, YouTube, AI speakers and local FM/AM stations overseas. So, tune into KBS WORLD Radio whenever you want, and however you want! Visit our website at world.kbs.co.kr for more information.













Connect

There are many ways to become friends with KBS WORLD Radio. Connect with us on various social media networks including Facebook, and send us your feedback!



Silver Play Button Unboxing
for Arabic Service's YouTube Channel



Languages	E-mail	Social Media
Arabic	arabic@kbs.co.kr	  
Chinese	chinese@kbs.co.kr	 
English	english@kbs.co.kr	  
French	french@kbs.co.kr	 
German	german@kbs.co.kr	 
Indonesian	indonesia@kbs.co.kr	  
Japanese	japanese@kbs.co.kr	
Korean	korean@kbs.co.kr	
Russian	russian@kbs.co.kr	 
Spanish	spanish@kbs.co.kr	 
Vietnamese	vietnam@kbs.co.kr	

KBS WORLD TV Advertising Rates

Broadcasting Time	Ads	Ads Spot	Rate	Note
00:00-24:00 (24 Hours)	TV Spot	15 seconds	USD 250	Ads spots to be inserted between the programs
		20 seconds	USD 300	
		30 seconds	USD 375	
		60 seconds	USD 600	

TV Channel Business

KBS Headquarter, 359 Yeouidaebang-ro, Yeongdeungpo-gu, Seoul KOREA 07334

Young-Sun Jeon	Deputy Director(Marketing)	sally@kbs.co.kr	+82 2 781 1476
Ki-Hyung Bae	Senior Channel Manager	kenny@kbs.co.kr	+82 2 781 3622
Hyun-Ki Kim	Senior Channel Manager	pdwriter@kbs.co.kr	+82 2 781 3637
Dong-Seol Geum	Senior Channel Manager	dsgeum@kbs.co.kr	+82 2 781 3691
Woo-Chang Chung	Senior Channel Manager	woocheng@kbs.co.k	+82 2 781 5663
Hyun-Soo Kim	Senior Channel Manager	hyunsooshka@kbs.co.kr	+82 2 781 1473

Japan

KBS Japan, an affiliate of KBS, handles the distribution of KBS WORLD in Japan.

Yu-Jin Kim	KBS Japan	kbsjapan@kbs.co.kr	+81 3 3568 7791
KBS Japan (Shuzan Building 5th Floor, 5-5-13 Akasaka, Minato-Ku, Tokyo, 107-0052, JAPAN)			

America

KBS America, an affiliate of KBS, handles the distribution of KBS WORLD, TV right and videograms in the Americas.

Won-Suk Kim	KBS America	wskim@kbs-america.com	+1 213-739-9622
KBS America (625 South Kingsley Drive 4th Floor Los Angeles, CA 90005, USA)			

China

KBS China, a representative office of KBS, handles the distribution of KBS WORLD in China.

KBS China	+86 10 8591 1501
KBS China (T1-C-2102, Wangjing SOHO, Futong East of the Street, Chaoyang District, Beijing, 100102, China)	

Global Ads

Kyung-Won Kim	Senior Manager	kwkim@kbs.co.kr	+82 2 781 2761
Hye-Jin Cho	Senior Manager	kate.cho@kbs.co.kr	+82 2 781 1475
Jeong-Hyeon Kim	Manager	jeonghyeon@kbs.co.kr	+82 2 781 2243

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