

KBS WORLD

http://kbsworld.co.kr

http://kbsworld.kbs.co.kr/2

http://voutube.com/kbswor

http://twitter.com/kbsworldtv(@kbsworldtv)

Sales Contact Information

Global Ads

Won-Joo Yun Seong Heum Bai Senior Manager

ywj177@kbs.co

+82 2 781 362

Calways yours

24-HOUR FAMILY ENTERTAINMENT CHANNEL KBS WORLD TV







OVERVIEW

KBS initiated the country's first radio broadcasting service in

Commenced Korea's first television broadcasting service in

First broadcasting HD programs in

KBS completed the transfer to digital broadcasting in

2012

Gross revenue 1.594 trillion won

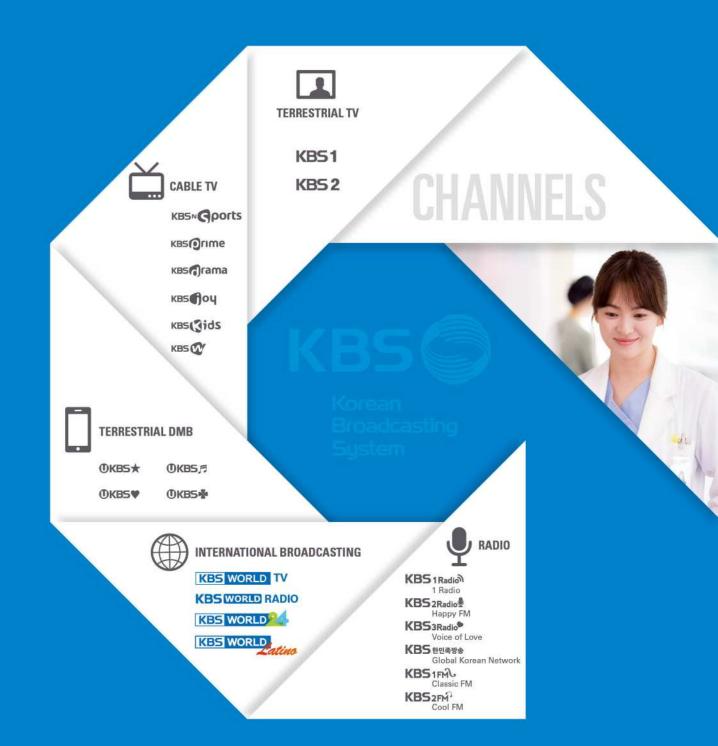
KBS has long been a leader in the development of the broadcasting culture of the nation. As the key public service broadcaster of Korea, KBS has undertaken initiatives at technological turning points while providing a communication channel for diverse views.

In the multi-channel digital broadcasting environment, a number of broadcasting channels are available, making the social role of public broadcasting ever more important.

With the digitalization of terrestrial television and the changes in the digital media environment, KBS strives to connect with the audience through the production of audience oriented, high-quality public

KBS initiated the country's first radio broadcasting service in 1927 and commenced Korea's first television broadcasting service in 1961. First broadcasting HD programs in 2001, KBS completed the transfer to digital broadcasting in 2012.

KBS headquarters are located in the Yoido district of Seoul. There are 18 regional stations and 11 overseas bureaus as well as eight subsidiary companies such as KBS Media, which manages the local and global marketing of KBS content.



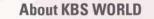
KBS WORLD Global ADS

KBS WORLE



KBS World Drama

Watch the greatest
K-dramas of 2016
with English subtitles
within 24 hours



KBS World is a 24-hour family entertainment channel provided by KBS, the flagship public service broadcaster in Korea. KBS programs broadcast on KBS World a mere 2 weeks after their first-run in Korean terrestrial channel. With 100% original programming by KBS, the channel broadcasts in Korean language along with multilingual subtitles. Currently available for 58 million households within 100 countries and for over 1700 hotels in 46 countries, KBS World is the definite source to feel, enjoy, and learn Asian culture.

KBS World promises to do its best to bring pleasant and informative programs to the viewers. Always enjoyable TV, it is KBS World!





KBS WORLD Global ADS

CHANNEL PROFILE & HIGHLIGHTS 06 07

Channel Profile





Approx. 58 million (as of April 2016)







LANGUAGE/SUBTITLE: Korean Language

English (Approx. 95% of programs), Chinese (27%), Malay(10%) * Japanese, Spanish, Vietnamese and Indonesian subtitles are also in service



PROPORTION OF CONTENT TYPE

40% of Drama, 46% of Kpop and Entertainment shows 10% of Culture & Documentary 4% of Newscast



COUNTRIES DISTRIBUTED

KBS world is available in 100 countries; USA, China, Japan, other Asian countries, Europe, CIS, Middle East, Latin America, Africa, and even in Antarctica

Channel Highlights

Drama: Key Driver of Korean Wave

KBS World dramas distinguish themselves through various themes, dynamic storylines and the presence of renowned celebrities. Highly appreciated among Asian audiences, KBS dramas bring heartwarming stories of life, love, and family.

Entertainment: Recharge Yourself with Wholesome Laughter

Korea's most loved entertainment programs have gathered! KBS World offers enjoyable entertainment programs including K-Pop music shows, comedy skits, and infotainment programs. Viewers will meet the most upto-the-minute trends in Korea through KBS World's total entertainment programs.

Documentary: New Paradigm of Documentaries

Diverse, useful and enjoyable! KBS World provides the latest and highly informative documentary programs. KBS documentaries bring in-depth information on health, environment, social and cultural topics. Find vivid nature and experience passionate lives on KBS World documentaries.









GROWING NETWORK

Euroup/CIS
12.2 Million
Househaolds

Middle East
/Africa
20.2Million
Househaolds

Asia/Pacific

14.3 Million

Househaolds

Growth of KBS World Global Network

After launching of KBS World TV channel in 2003, it has been expanding its global network.

KBS World is recognized as Asia's top family entertainment channel.

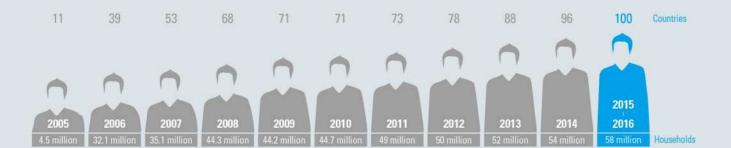
KBS World is available in 100 countries around the world.

Americas

9.5 Million
Househaolds

Growth of KBS World Global Network

As of April, 2016



KBS World Viewer by Continents

(01, 2016)

Area	Country	Households
	USA	9,078,000
Major Foothold Country	Japan	4,436,000
	China	APSTAR-6 (Hotel, Foriegn Residence)
Asia (include Japan)	16 Countries	15,752,000
Europe / CIS	34 Countries	14,170,000
Arab	22 Countries	20,000,000
North, Middle & South America (include USA)	12 Countries	8,793,000
Africa, Oceania	16 Countries	155,000
Total	100 Countries	58,870,000

^{*} Hotel - 46 Countries 1,722 Hotels

Growth of KBS World Global Network

After launching of KBS World TV channel in 2003, it has been expanding its global network. KBS World is recognized as Asia's top family entertainment channel. KBS World is available in 100 countries around the world.



Mongolia

ASIA PARTNERS

Japanese Network

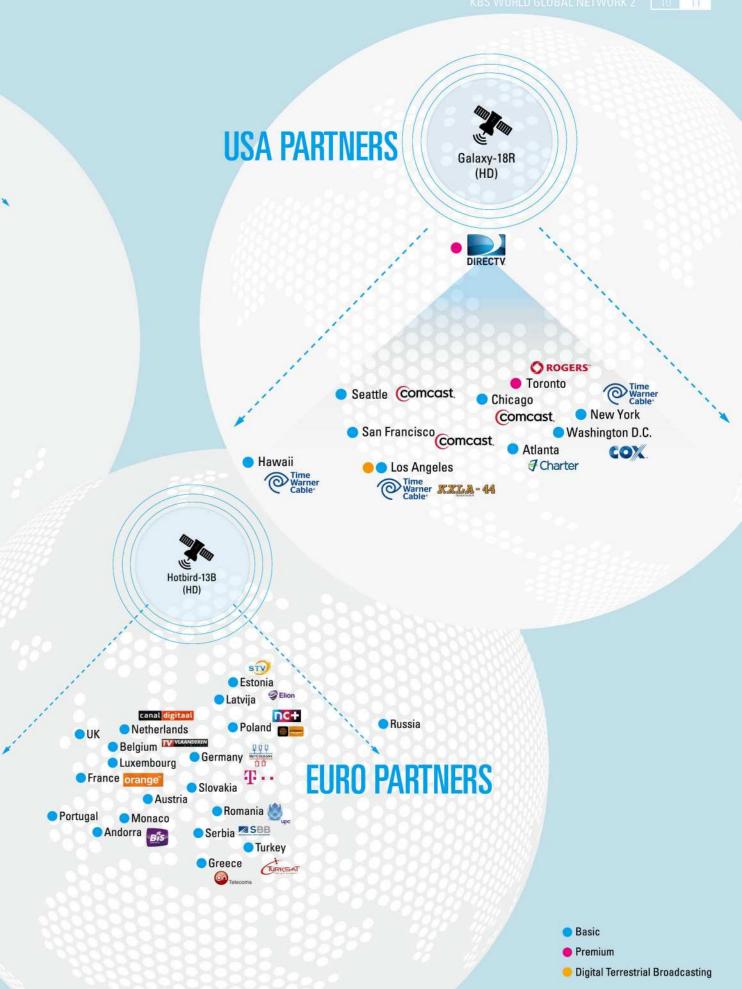
Platform	Company	Households	Note
Cable	J:COM and 58 Companies	3,141,900	Entered Japan Major Cable TV
Satellite	SkyPerfec Tv (DTH)	424,600	Broadcasting Entered the whole Japan area
IPTV	NTT, KDDI, Softbank	870,100	Entered Japan 3 Major IPTV
	Total	4,436,600	

Chinese Network

Platform	Area	Entered Hotel	Viewer Rooms
	Beijing	Hotel 40, etc 16	17,483
0 / 103	Shanghai	Hotel 17, etc 9	7,839
Satellite (APSTAR6)	Shandong Peninsula	50	12,456
(Al SiAno)	Liaoning	92	22,681
	etc	258	79,146
	Total	482	139,605

KBS World Global Major Partners

Country	Platform	Channel#	Country	Platform	Channel#
lenen	J:COM	Ch 756	USA	DIRECTY	Ch 2082
Japan	SKY PerfectVI	Ch 791	USA	TIME WARNER	Ch 159
Cingapara	SingTel	Ch 523, 606	France	orange	Ch 545
Singapore	StarHub	Ch 115	Turkey	TURKSAT	Ch 84
Malaysia	astro	Ch 391	Poland	nc+	Ch 143
Thailand	true visions	Ch 144	UAE	etisalat	Ch 872
Indonesia	TV Kunn ha	Ch 68	Brazil	GVŢ	Ch 145
Philippine	SKYCABLE	Ch 75	Vietnam	VIV (ab.	Ch 34
Hong Kong	nów	Ch 156	Mongolia	S CANCAP ROBERTS	Ch 10
Macau	AND CABLEY	Ch 180	Australia	fetch tv	Ch 827





The best tunes in Korea! the most sensational Fantastic performances and Awe-inspiring harmony by the nation's top musicians! Follow the latest trend in the Korean music scene through the K-chart, a summary of the week's hottest songs.

Premiere on KBS World: 2009.05

This is where you can enjoy the energetic performances of talented musicians and their and pleasant gift for you after a long hard Premiere on KBS World: 2011. 12

The true classic of the century is born again! The legendary classic which is reinterpreted by the best idol groups in Korea & their incredible singing skills which was yet to be spotted! The idols who sing the legend! The heart-moving moments that transcends generations, don't miss their beautiful competition!

Always With Our Audience





My Lawyer, Mr. Joe

Cast: Park Shinyang, Kang Sora, Ayu Suyoung, Park Solmi, Kim Dongjun Premiere on KBS World: 2016: 04

Believing in love, not in miracle, they try to make a miracle from



The Master of Revenge

Genre: Drama
Cast: Chun JungMyung, Cho JaeHyun, Lee SangYeob, Jeong Yumi
Premiere on KBS World: 2016.05

There is someone who steals another person's name. This man steals his name as well as his life. Because of him,



Moonlight Drawn by Clouds

Genre: Drama Cast: Park BoGum, Kim JiWon, SungJae Premiere on KBS World: 2016, 08

as a eunuch serving under the crown prince, leading to



Hwarang: The Beginning

Genre: Drama
Cast: Park Seo-joon, Go Ara, Park Hyung-sik and Choi Minh
Premiere on KBS World 12016, 11

"Hwarang: The Beginning" also known as "Flowe Knights: The Beginning" will tell the story of Hwarangs (an elite group of male youth in during the Kingdom of Silla) passion, love, and growth in the capital of Silla.

Uncontrollably Fond

Genre: Drama
Cast: Kim WooBin, Suzy
Premiere on KBS World: 2016, 86

'Uncontrollably Fond' is a love story of a man and woman who meet again after they broke up in the past. The man, in the presence of his death, decides to make her life better as he destroyed it. Their romance will have you seek comfort, recovery, and hope in love.

CULTURE & DOCUMENTARY



My Neighbor, Charles

Premiere on KBS World : 2015, 03, 11

Foreigners, leaving their homelands behind, have come all the way to new country, South Korea. The real stories of foreigners who challenge themselves to survive in Korean society will be unfolded!



PROGRAM | CULTURE & DOCUMENTARY 18 17

Wook's Food Odyssey

Genre: Documentary Premiere on KBS World: 2015. 04. 27



Escaping from existing cooking shows which mainly introduce recipes, this new type of foodmentary(food + documentary) program includes specialized story & plot and also colourful images of food.

New Paradigm of Documentaries



'Talents For Sale' is an entertainment program, featuring hot stars who contribute their talents on stage. It's more like a TV home shopping network except that it sells celebrities' talents.

Two-day road trip to the beautiful spots in all the corners of Korea! Instead of fancy studio, this on-the-road reality show takes place in the rural sides. You can meet the welcoming smiles of our neighbors and the beautiful nature that cleanse our eyes.

Fathers may not be perfect.. but that's alright if they aren't perfect! There's nothing like a father's love to boost our spirits. The fathers who used to spend all their time working have returned home on 'The Return of Superman'



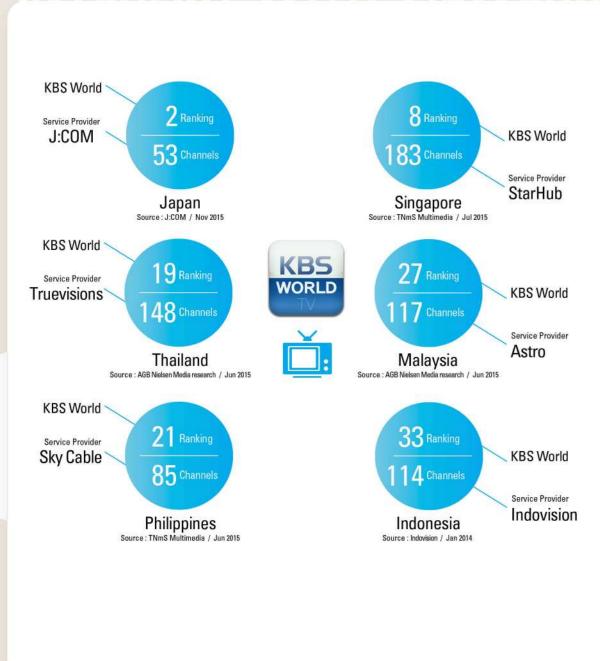
The Power of Stand-Up Comedy! 'Gag Concert' delivers the most up-to-date source of smile and fun to you. Composed of many short sections, the program draws laugh and smile from viewers.

You Tube

2,690K

KBS World Viewers Rating & N Screen

INTERACT WITH VIEWERS







YouTube Live Streaming





300K

LINE

8+

800K

o

Instagram







1,550K

As of April, 2016

KBS World SNS



사진 동영상 타보기 :

KBS World interacts with viewers by communicating through social networking services and such as Twitter, Facebook, YouTube and Line and more. In order to meet the needs of audiences, KBS World updates the program highlights in real-time. This two-way communication is paying off since we get direct feedbacks from viewers.

KBS World Web Service



- Hompage (kbsworld.co.kr)
- YouTube Channel (www.youtube.com/kbsworld)
- Mobile Web Page (m.kbsworld.co.kr)

Smart Mobile Application Service







• mvK

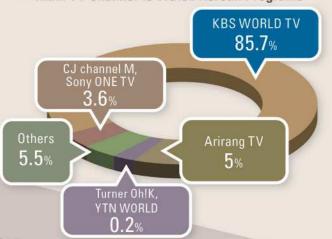




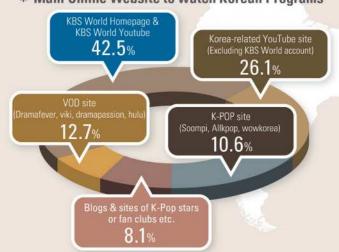


SOCIAL NETWORK SERVICE SNS & AUDIENCE COMMUNICATION

* Main TV Channel to Watch Korean Programs



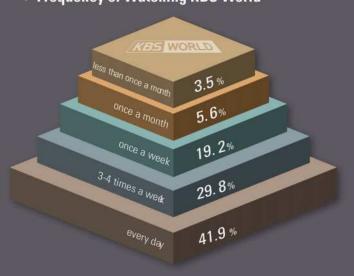
* Main Online Website to watch Korean Programs



* KBS World Watching Hours Per Day



* Frequency of Watching KBS World



KBS World conducted '2015 KBS World Viewers Survey'

The survey took place between April & May for 27 days through online platforms and 12,100 people from 119 nations in Asia, America, Europe and Africa participated. The result is analyzed as a marketing resource to provide better services by understanding content consumption behaviors, access, favorite programs and genre.

* The Most Watched Programs

Music Bank	4,770	15.6%
The Return of Superman	4,398	14%
Who Are You	3,640	11.6%
The Producers	2,658	8.4%
Orange Marmalade	2,042	6.5%

Survey Participants: 12,100people from 119 nations. Female: 90.1%, Teens: 45.2%, 20s': 42.8%

* Main Reasons for watching KBS World





KBS World Prime Time & Rates



KBS World Content DNA Prime Time Grid

PRIME TIME BLOCK SCHEDULING(UTC+9, Seoul)

Weekdays

5:10 pm ~ 7:50 pm

20:20 pm ~ 21:00 pm

9:50 pm ~ 11:00 pm

11:00 pm ~ 12:10 am

12:10 am ~ 1:30 am

Beauty Bible 2015

Music Bank Live (Friday) Daily Drama

Mini series Dra

Encore Drama

Variety Zone (Hello Counselor, Happy Together etc)

Weekends

4:30 pm ~ 6:00 pm

6:00 pm ~ 7:50 pm

7:50 pm ~ 9:00 pm

9:20 pm ~ 11:40 pm

11:40 pm ~ 1:20 am

Gag Concert

The Return of

Superman

Immortal Songs

Two Days and One Night Weekend Drama

Mini series Drama

Variety Zone

MV Bank Stardust





• 15sec. spot buy starts with only \$250

• The most cost-effective media considering advertising rates on each household

KBS World TV Advertising Rates

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

^{*}Ad rates per hour will be applied in equal because of differentials of prime time on each country.

Comparison With Other Major Networks

Broadcasting	Households	Ads Spot	Rate	Reference
KBS World	56 million	30 seconds	Program : \$375	Prime
CNN(Asia)	29 million	30 seconds	Program : \$1,950	Prime
BBC(Asia)	16 million	30 seconds	Program : \$1,450	Prime
Euro News(World)	190 million	30 seconds	Program : €4,500	Prime

TV Commercial Type





TV Commercial Type 1: Spot Buy



Currently airing advertisements of various global firms and local governments

- · Pre Block
- Inside Break
- Post Block
- * 15 sec, 30 sec, 60 sec

Commercial Type 3: Exclusive Sponsorship Billboard



Currently airing advertisements of various global

firms and local governments

- Show Title Sponsorship
- 10 Second Break Bumper at the End of Programs & Trailers
- English Dubbed
- More Information Can be Added (e.g> Product images)

TV Commercial Type 2: Banner



Currently airing advertisements of various global

- Exposure Time: 10 Seconds
- Size: 1/4 of the Screen
- Moving Effect Available

Online: KBS World Website Banner



- 2 million visitors and 10 million page views per month on average
- Meet the efficiency by maximization of exposure
- Available platform mix package (TV+ Web+Mobile)

KBS WORLD 24 KBS WORLD LATING 12 29

KBS WORLD

KBS WORLD Global ADS



KBS World 24 is KBS's 24-hour/7 days news/documentary channel launched in July 1, 2014. Differentiated from KBS World,

it is all-news channel that brings you the latest news and high-quality documentaries from Korea.

KBS World 24 aims to be the leading premium channel that enriches the life of overseas Koreans

with the most influential and trusted news and factual programs including

<Screening Humanity>, <Three Days> which have presented a new perspective into our everyday lives.



People can watch KBS World 24 on AppleTV(KORTV App),

Youtube(youtube.com/kbsworld), New Zealand IPTV, WPVN(Chicago digital terrestrial channel).

KBS World 24 has been highly acclaimed and achieved the highest viewer rating among the Korean channels of Apple TV and New Zealand IPTV.

KBS WORLD



FAMILY ENTERTAINMENT CHANNEL FOR LATINOS WITH 100% SPANISH LOCALIZATION!













KBS World Latino channel broadcasts our most popular K-dramas, K-Pop shows, Entertainment/Variety Shows, & more! Best of all, it has 100% Spanish subtitles and even Spanish dubbed programs!

La lista de programación : http://bit.ly/1EnupNd

PROGRAMS SCHEDULE

Spring 2016

Drama Zone

Entertainment Zone

	S H	łK	Р	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Т	S
,	3	5	23	00' ©	11	KBS News Plaza	Wa .	,	00'®		6	
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			Ì	Beauty Bible 2016 S/S 20' ®	Food Odyssey	K Star Report	My Neighbor, Charles	Entertainment Weekly	nie netuni	or superman		
7		6	24	Mark Markett W		Gag Concert - Best					7	
			ĺ	Music Bank	30'®	30'®	30' ®	30' ®	40' ®	40' ®		
					Hello Counselor	Cool Kiz On The Block	Welcome Show	Happy Together	8 20 000	Beauty Bible 2016 S/S		
	3	7	1						Drama Special	30' ®	8	
				50' ®		50' ®	50' ®		50'®	Safety First!		
H	+		-	The P	romise	The Promise	The P	romise	KBS World Highlight			
5	9	8	2	30' ®	E ROUTE COLO		30' ®	30° ®	Let's Go!	20' ®	9	
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				20' ®	20' ®	20' ®	20' ®	20' ®	20'®	50' ®		
h	t			My Lawyer, Mr. Joe	The Master of Revenge		Gag Concert	Two Days and One Night	Five Enough	The Promise		1
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ı				40° ®	40' ®	40' ®	Sketchbook	Let's Go!		The Promise		
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				50' ®	Return of Superman - Be:	at Cilia			50' ® Wang's Family	50' ® Music Bank		A
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Ľ	2	13	7	Drama Special	A Beaut	ful Mind	The Master	of Revenge			2	
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1	3	14	8			The Promise				20' ®	3	
				50' ®						Let's Go! Dream Team 2		
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H				Entertainment Weekly	Safety First!	K Star Report	Superman	00'	50'®			
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				20' ®		The Day The Sun Rises						
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9	20	14	00, ©	***	KBS News 9			12-04-04-1	News 9	9
			50' ®		50' ® Descendants of the Sun	20' ® A Beautiful Mind	20' ® Descendants of the Sun			
10	21	15		A Beautiful Mind The Master of Revenge		er of Revenge		30' ® A Beautiful Mind	30' ® Descendants of the Sun	10
11	22	16	00' ® Marry Me, Mary!				00' ® Descendants of the Sun	40' ®	40°	11
12	23	17	10' ®	10' ®	10' ®	10' ®	Music Bank 10' ® Descendants of the Sun		Entertainment Weekly	12
			Hello Counselor	Cool Kiz On The Block	Welcome Show	Happy Together	Descendants of the sun	10' ®	40° ®	
1	24	18			20' ® The Wonders of Korea	20' ®	Safety First!	1		
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						Dream leam Z	10' ® KBS WORLD E-Today		Superman	
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			50' ® 50' ® 50' ® Star Date							
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4	3	21	10' ®				40' ® Music Bank			4
			Marry Me, Mary!				10' ® Gag Concert - Best	50' ® Five I	Enough	
5	4	22	20' ® Sweet Home, Sweet Honey	20' ® The Day The Sun Rise	20' ® The Day The Sun Rise	20' ® The Day 1	The Sun Rises			5



Kids Zone