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## 24-HOUR FAMILY ENTERTANMENT CHANMEL KBS WORLDTV






CHANNELS
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## Channel Profile




FRESH HOURS : 48\%

15
BROADCAST HOURS : 24 HOUR / 7 DAYS

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 up-to-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.


## Euroup/CIS

12.2milion

Househaolds

Middle East /Africa
20.2 milion

Househaolds

Asia/Pacific<br>14.3 milion<br>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 

| Area | Country | Households |
| :---: | :---: | :---: |
|  | USA | $9,078,000$ |
|  | 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 | $58,870,000$ |

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## GLOBAL NETWORK \& PLATFORM

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.

## 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 |
|  |  | $4,436,600$ |  |

Chinese Network

| Platform | Area | Entered Hotel | Viewer Rooms |
| :---: | :---: | :---: | :---: |
| Satellite <br> (APSTAR6) | Beijing | Hotel 40, etc 16 | 17,483 |
|  | Shanghai | Hotel 17, etc 9 | 7,839 |
|  | Shandong Peninsula | 50 | 12,456 |
|  | Liaoning | 92 | 22,681 |
|  | etc | 258 | 79,146 |
| Total |  | 482 | 139,605 |

KBS World Global Major Partners

| Country | Platform | Channel* |
| :---: | :---: | :---: |
| Japan | J:COM | Ch 756 |
|  | 9 | Ch 791 |
| Singapore | E. SingTel | Ch 523, 606 |
|  | 太startub | Ch 115 |
| Malaysia | astro | Ch 391 |
| Thailand | true | Ch 144 |
| Indonesia | Maili | Ch 68 |
| Philippine | SKYCABLE | Ch 75 |
| Hong Kong | nơw. | Ch 156 |
| Macau | $\cdots$ | Ch 180 |


| Country | Platform | Channel* |
| :---: | :---: | :---: |
| USA | Dind | Ch 2082 |
|  |  | Ch 159 |
| France | orange | Ch 545 |
| Turkey | Gutersat | Ch 84 |
| Poland | nct | Ch 143 |
| UAE | etisalat | Ch 872 |
| Brazil | GVT | Ch 145 |
| Vietnam | VV | Ch 34 |
| Mongolia |  | Ch 10 |
| Australia | fetch tv | Ch 827 |

USA PARTNERS

Orogers

- Toronto

Seattle Comcast Chicago (2) warne Comcast. New York

San Francisco ${ }^{\text {Comcast. }}$ - Los Angeles


- Atlanta 7 Charter co\%.

Hawaii
(1) $\begin{gathered}\text { Time } \\ \text { wabner } \\ \text { caber }\end{gathered}$



## Music Bank

Genre: Music
Premiere on KBS Wortd 2004. 05

The best tunes in Korea! the most sensational music show on TV satisfies all your senses 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.

## Always With Our Audience

## KBS WOFLID Global ADS

©DRAMA


## Descendants of the Sur


Premiere on KBS World :2016.03
Healing Romance set in beautiful Southern Country's nature Believing in love, not in miracle, they try to make a miracle from their love. Here goes the story of the heroes in our mind.


## My Lawyer, Mr. Joe

Gonre: Drama


Joe Deulho used to be a star prosecutor but cannot ignore the corruption at his workplace. Reporting it, he ends up losing everything he has. However, instead of giving up, he rebuilds his life and tries hard to become a lawyer to protect the poor. What hardships would Mr. Joe face while fighting for justice?

## arran

## The Master of Revenge

Geme


There is someone who steals another person's name. This
man steals his name as well as his life. Because of him,
every tragedy begins. And, there is someone who throws his name away. This man puts his name out of his mind to fight against a monster who takes away his father's name and life.


Moonlight Drawn by Clouds
Ganro Drem
Cast: Park BuGum, kim INOM Sundast

This drama is about a crossdressing heroine who gives out love advice posing as a man, and somehow ends up as a eunuch serving under the crown prince, leading to hijinks, friendship, and love



Uncontrollably Fond


'Uncontroilably 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.


My Neighbor, Charles
Genre: Variety
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!

Genre : Irama

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


नाप्र즁 PD
Wook's Food Odyssey
Genre: Documentary
Premiere on KBS World : 2015.04.27
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Escaping from existing cooking shows which mainly introduce recipes, this new type of foodmentarylfood + documentary) program includes specialized story \& plot and also colourful images of food.

New Paradigm of Documentaries

KBS World Viewers Rating \& N Screen



KBS World SNS


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


- YouTube (Worldwide) - My K (Domestic)

8. myK

KBS World App

$\times$ SNS \& AUDIENCE COMMIUNICATION

* Main TV Channel to Watch Korean Programs

* KBS World Watching Hours Per Day

* Main Online Website to watch Korean Programs


KBS World conducted '2015 KBS World Viewers Surve
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: $45.2 \%, 20 s^{\prime}: 42.8 \%$

* Main Reasons for watching KBS World



## 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 | Daily Drama | Mini series Drama | Encore Drama | Variety Zone <br> (Hello Counselor, Happy Together etc) |
| Music Bank Live (Friday) |  |  |  |  |
| 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 | Immortal Songs | Weekend Drama | Mini series Drama | Variety Zone |
| The Return of Superman | Two Days and One Night |  |  | MV Bank Stardust |



TV Commercial Type 1 : Spot Buy


- Pre Block
- Inside Break
- Post Block
* $15 \mathrm{sec}, 30 \mathrm{sec}, 60 \mathrm{sec}$

TV Commercial Type 2 : Banner


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

## FAMIVENUEBTANMENT CHANNE 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

KBS World 24 has been highly acclaimed and achieved the highest viewer rating among the Korean channels of

PROGRAMS SCHEDULE



[^0]:    *Hotel - 46 Countries 1,722 Hotels

