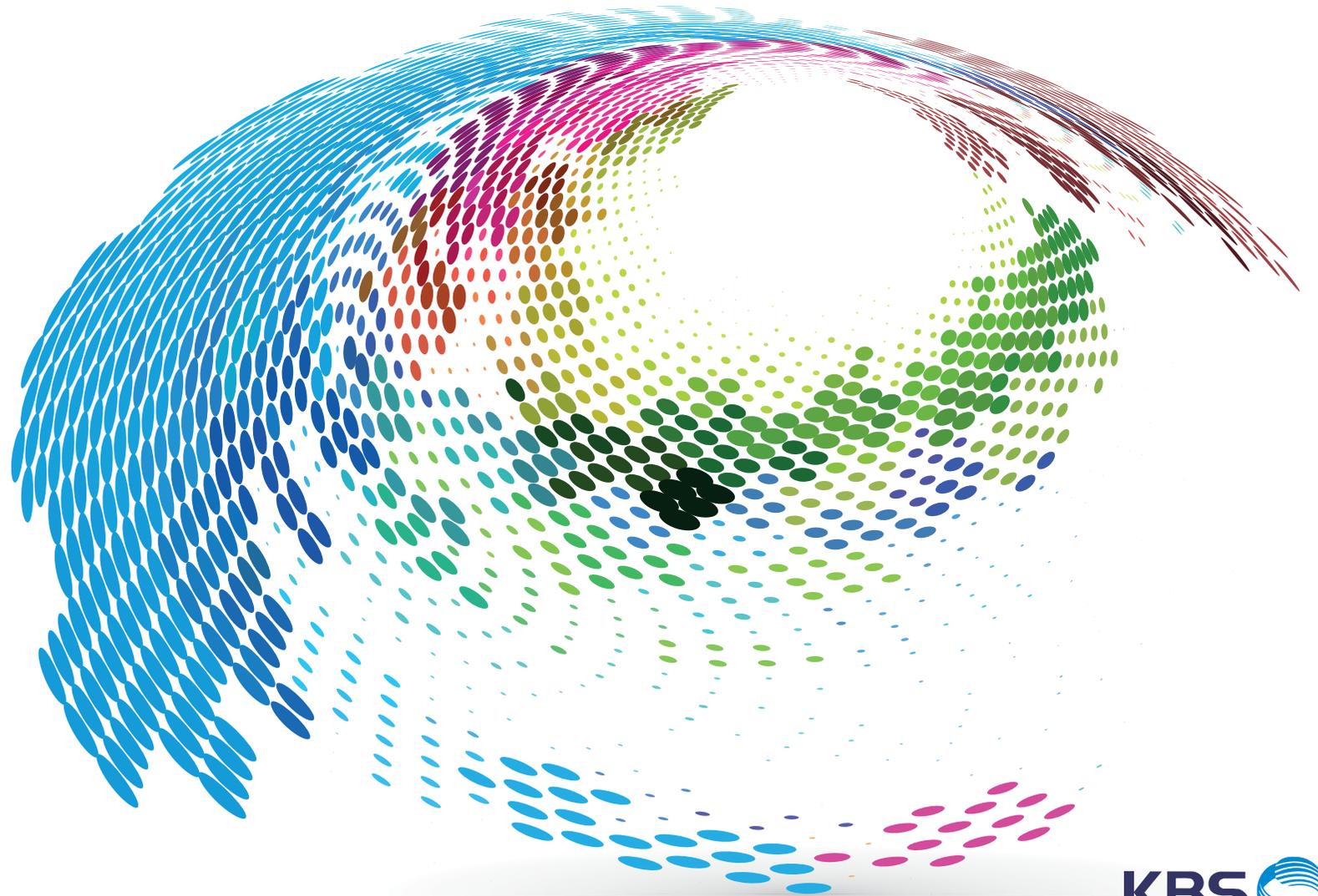


# Korean Broadcasting System



# CONTENTS

- 01. Global KBS, Together with Korea
- 02. Channels & Services
- 03. Quality Content
- 04. News & Sports
- 05. International Relations
- 06. New Media & Technologies

## GLOBAL KBS, TOGETHER WITH KOREA

KBS, the key public service broadcaster of Korea, has long been a leader in the development of the broadcasting culture of the nation, taking initiatives at technological turning points as well as providing a communication channel for diverse views. Since KBS began television broadcasting in 1961, succeeding the spiritual lineage of the first ever radio station in Korea, JODK, established in 1926, our main objective has been to uphold the public value of broadcasting. In the emergence of digital technology, TV has diversified with the rise of personal computers, mobile devices and interactive social networks as in smart media. KBS is adopting and developing new technologies such as N-Screen to create the best broadcasting environment for the audience, without ever putting aside its core duty to produce quality programs. 'Global KBS, Together with Korea' is our motto to preserve longstanding values in a swiftly evolving environment.



## CONTACTS

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# CHANNELS & SERVICES



## Radio

- **Radio1**  
24-hour news channel
- **Radio2(Happy FM)**  
Fun radio, Wholesome Entertainment
- **Radio3(Voice of Love)**  
A companion of social minorities, channels for the less-privileged
- **FM1(Classic FM)**  
Korea's only classic and traditional music channel
- **FM2(Cool FM)**  
Korea's top pop music channel
- **Global Korean Network**  
Ethnic Korean Service

## International Broadcasting

- **KBS World TV**  
International satellite channel for worldwide audience
- **KBS World Radio**  
Channel for International Exchange



# Korean Broadcasting System

## Terrestrial TV

- **TV 1**  
Nationwide service channel focused on news, culture and current affairs
- **TV 2**  
Family and cultural entertainment channel



## Cable TV

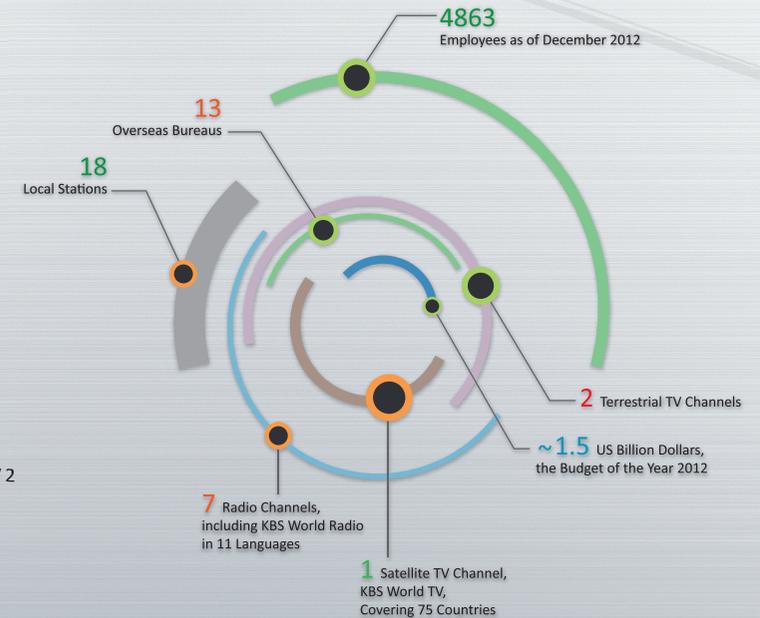
Operated by KBS N

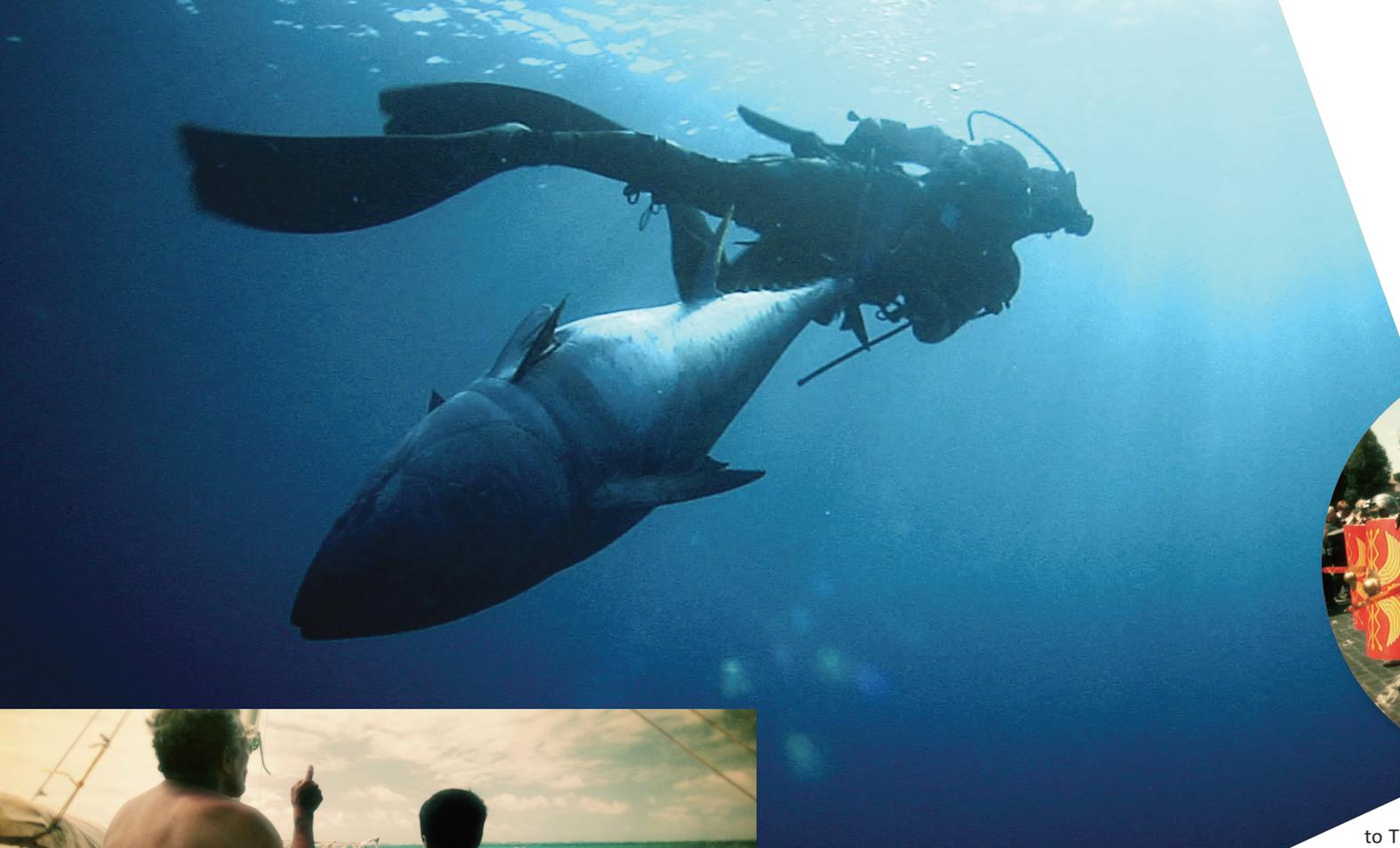
- **KBS N Sports**  
Sports channel
- **KBS Prime**  
Culture channel
- **KBS Drama**  
Drama channel
- **KBS Joy**  
Quiz and Variety channel
- **KBS Kids**
- **KBS W**

## Terrestrial DMB

Digital multimedia mobile broadcast

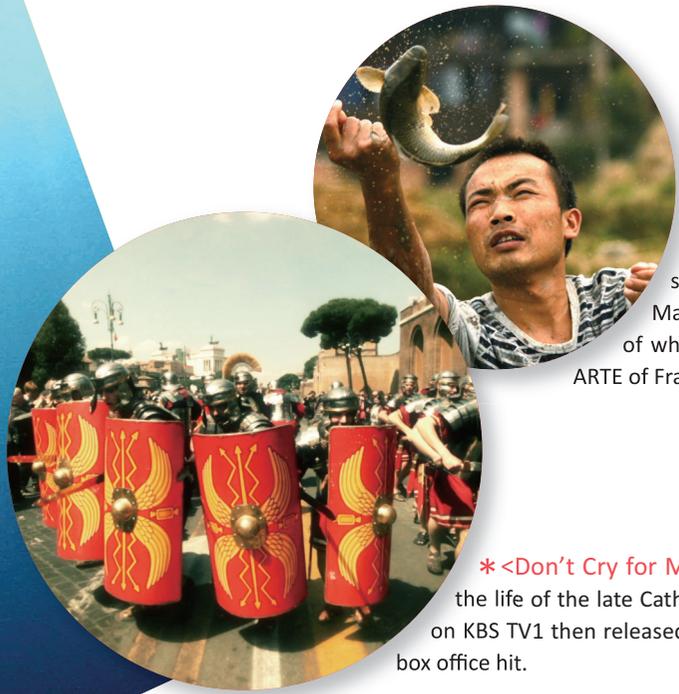
- **OKBS★**  
Korea's Central mobile TV channel, based on KBS TV 1
- **OKBS♥**  
Family and cultural mobile TV channel, based on KBS TV 2
- **OKBS♫**  
21C music channel
- **OKBS♣**  
Data and information channel





## QUALITY CONTENT

KBS programs aim to maintain high standards not only by combining entertainment and education but also by developing and introducing groundbreaking elements in production. Even in the face of strong competition from commercial sectors, KBS will strive to adhere to its longstanding commitment to quality content in order to deliver unique TV experiences.



\* **K-Doc Project** : Filmed across 35 countries and two years in the making, this project consists of three documentaries - <Memories of Map>, <Dream of Icarus> and <Super Fish> - some of which have been sold to major channels such as ARTE of France and CCTV of China

\* **<Don't Cry for Me, Sudan>**, a documentary chronicling the life of the late Catholic father, Lee Tae-seok, was broadcast on KBS TV1 then released in cinemas across the nation scoring a box office hit.

\* **<Dream High>**, a teenage musical drama, attracted a young audience to TV sets around the country. <My Husband Got a Family>, a weekend drama, recorded the ratings of 45% points. And a daily docu-drama, <Human Theater>, is going strong for the 12th year run.

\* **<Music Bank>**, a weekly K-Pop chart show broadcast through KBS World to 75 countries, held world tour concerts in four cities : Tokyo, Paris, Hong Kong and Vina del Mar. For the concert in Tokyo, forty-five thousand fans gathered.





## Q&A ON MUSIC BANK WORLD TOUR

**Q :** What is the significance of the world tour?

**A :** K-Pop has become a force to be reckoned with. We want to create an event in which the fans can meet their K-Pop idols in person. I hope that we can continue to provide concerts for the world audience to enjoy K-pop.

**Q :** What were the fans like in the concert?

**A :** So far we held Music Bank World Tour concerts in Tokyo, Japan, Paris, France, Hong Kong, China and Vina del Mar in Chile. Every city we went to, fans were queuing at the airports, forming flash mobs and singing together with their idols at the concerts. It was just amazing. The singers and members of the staff were moved.

**Q :** Do you have a plan for the World Tour in future?

**A :** We plan to hold a concert in Indonesia in March 2013 then in Istanbul, Turkey and other South American cities. As we offer broadcast rights to TVB for the Hong Kong concert, the cooperation with broadcasters of different regions could be a way forward to make the World Tour a truly international event.



## KBS PROGRAMS HONORED WITH AWARDS IN 2012

PROGRAM	AWARD
Sungkyunkwan Scandal	New York Festival/ TV Drama Mini Series/ Bronze World Medal
Dialogue in the Dark	New York Festival/Radio Education/ Gold Radio Winner
Thanks for Making Me Smile	Houston International Film Festival/ PLATINUM REMI
Baby-Faced Beauty	Houston International Film Festival/ SILVER REMI
Drama Special: White Christmas	Houston International Film Festival/ PLATINUM REMI
Dream High	Golden Rose/ Children & Youth/ Rose d'Or
Kioka	Shanghai TV Festival/ Animation /Best Animation
Dharma – Where Does Happiness Lie?	AIBD/ Humanity for the Best TV Documentary/ Promoting Religious Understanding and Tolerance
Princess's Man	Seoul International Drama Awards/ Series/ Golden Bird Prize Asian TV Awards/Best Drama Series/Winner
Global Report <Endangered Times: The Global Water Crisis>	ABU Prizes/ ABU PERSPECTIVE AWARDS
UCC K-Pop World Star	ABU Prizes/Interactive
CARE Series	ABU Prizes/ Seoul Award
KBS Science Special: The Human Mind – Memory	China Dragon Awards/ Science Category/ Bronze
Gag Concert: 600th Edition Special	Asian TV Awards/Best Comedy Program/Winner
KBS	Asian TV Awards/ Terrestrial Broadcaster of the Year
KBS 2TV	Asian TV Awards/ Terrestrial Channel of the Year



## NEWS & SPORTS

KBS has firmly maintained its positions as Korea's most influential and trusted news provider and delivers high caliber journalism to its audience. In 2011, KBS raised the status of public broadcasting news a notch higher through in-depth news reporting. In sports KBS is also a trustworthy information provider in its effort to achieve universal access for the audience to sports events of national importance.



- \* The audience can participate in the process of news production. <News Line>, the late night news program, allows the audience to take part in the show through Twitter and texting.
- \* The year 2011 saw catastrophic disasters take place in Korea and around the world, most notably the Japanese earthquake. In emergency situations, KBS has fulfilled its role as the nation's primary disaster broadcaster through swift and accurate reporting.
- \* KBS produced international signals for the World Athletics Championship, one of the world's three major sporting events. In addition, KBS broadcast the Winter Asian Games, the FINA World Aquatics Championship Shanghai and the Asian Cup Soccer Games 2011.
- \* In 2012 KBS was the host broadcaster of Expo 2012 Yeosu Korea. As for the London Olympic Games KBS coverage extended from the opening to the closing ceremonies and produced 1,400 minutes worth of programs each day during the games.

\* <KBS News 9>, the flagship news program of KBS, recorded annual average ratings of 18.2% in 2011. By incorporating in-depth news such as 'Issue & News' and 'Intensive Dialogue', <KBS News 9> won the audience's confidence.





- \* KBS has signed cooperation agreements with 61 broadcasting institutions from 48 countries, including NHK-Japan, SARFT-China, BBC-UK, ABC-Australia and FT-France.
- \* Co-production is an important part of cooperative relations. In partnership with CCTV, KBS produced a special program that celebrated the 20th anniversary of diplomatic relations of the two nations.

\* CARE (Change Asia, Rescue the Earth) is a co-production project initiated by KBS to raise awareness of the United Nation's MDGS (Millennium Development Goals). KBS organized the ABU Documentary Screening & Exchange Meeting in 2011 and 2012 to boost documentary making in the Asian region. For the development of Asian content, KBS takes part in The Asian Pitching, a co-production project in collaboration with NHK of Japan, MediaCorp of Singapore and PTS of Taiwan.

\* The Korean Language Broadcasters Conference, which marked its 18th anniversary in 2012, is an annual meeting of overseas Korean broadcasters and a celebration of Korean culture and its language in the arena of world broadcasting.

\* KBS hosted major international conferences, including INPUT Seoul in 2011 and the 49th General Assembly of ABU in 2012. At INPUT Seoul, over 800 TV professional took part while over 1,000 attended the ABU General Assembly and associated meetings.

## Q&A ON THE 49TH GENERAL ASSEMBLY OF ABU

**Q :** What makes the 49th General Assembly in Seoul unique?

**A :** It was the largest gathering in the history of ABU, with over one - thousand delegates from 50 countries. Moreover, there were events that accompanied the General Assembly itself, such as Gender Media Forum, Asia TV and Radio Song Festival and Super Panel Session, giving participants a glimpse of the most pressing issues in the broadcasting industry of the region.

**Q :** What would be the important outcome of the Assembly?

**A :** The fact that KBS hosted the Assembly as the broadcaster that holds the presidency of ABU is part of the reason why it was so successful. A lot of participants said that they were impressed by the excellence of KBS's organization of the events. It is particularly significant that KBS's commitment to the value of sharing and moving forward together was at the center of the Seoul Assembly throughout.



## INTERNATIONAL RELATIONS

Engaged in various cooperative relationships, from exchange of programs and broadcasting technologies to hosting international events, KBS takes great pride in its participation in a range of international projects. KBS also provides assistance to broadcasters in developing countries by dispatching its professional to assist in training and consultancy. As the key member of international organizations such as the Asia-Pacific Broadcasting Union (ABU), Public Broadcasters International (PBI), International Public Television (INPUT), KBS aims to contribute to the ongoing dynamism of the global media environment to which creativity and innovations are vital.

## NEW MEDIA & TECHNOLOGIES

The Analog Switch-Off (ASO) was completed by the end of 2012. In an effort to create an ideal media environment for the audience, KBS sought to provide KoreaView services, a free digital multi-channel platform, on top of smoothly initiating the digital transition across the nation on transmitting as well as receiving ends. As the presence of digital broadcasting becomes ever more pervasive, KBS developed Player K to deliver content even to PC and mobile devices.



\* As a result of the HD digitalization of production facilities, the HD conversion rate of the KBS Headquarter reached 100% and the 18 regional stations 89%. By installing DTV transmitters at 342 transmission sites across the nation, KBS accomplished digital TV coverage of 95.41%.

\* In 2012, KBS carried out the world-first 4K UHD TV trial broadcasting over existing 6MHz terrestrial TV channel. In 2013, KBS plans to test the OHTV (Open Hybrid TV), a connected TV service that is also called the Hybrid TV service.

\* KBS has introduced the high-definition real-time broadcast service Player K and now provides various platforms to widen audience access according to the changing paradigm through Zzim, which enables direct sharing with social networks (Twitter, Facebook, etc.)

\* In the smartphone interactive news service, the audience can install a KBS news application on their smart device and use its news reporting function so that the videos and images they captured at a particular site can be utilized in producing the news.

\* Digital Multimedia Broadcasting (DMB) transmits to smartphone. By downloading DMB applications, smartphone users can access not just broadcasting image but also data information such as weather forecast.