Korean Broadcasting System
Message from the KBS President

Dear Audience,

Thank you for your continued trust and support in KBS, Korea’s leading public service broadcaster. From its beginnings as Kyeongseong Broadcasting Corporation in 1927, KBS has remained the most trusted and innovative public media company. Our mission statement is “Creative Media You Trust.” We also represent Korea globally under the vision, “Beyond TV! Rock the World!”

Staying true to our role as a public broadcaster, KBS recently underwent structural reform for increased efficiency and flexibility. The reform is expected to greatly boost the competitive edge for KBS programs and contents in the continuously evolving media environment. We greatly appreciate your encouragement and interest in KBS and look forward to your continued support.

Ko Dae-young
President & CEO of the Korean Broadcasting System
KBS belongs to the audience. As a public broadcaster, KBS uses license fees as it’s basic resource to broadcast fair programs that promote public interest. The license fees also fund our efforts to provide a wide variety of universal services for the audience. However, KBS faces limitations as license fees only cover 40% of the total finances needed to run KBS. As such, a license fee increase will help KBS stabilize its financial resources and keep its promise to the audience as Korea’s flagship public broadcaster.
Quality Content

Award-winning Documentaries
KBS’ award-winning documentaries always gain attention from international audiences for their relevance and depth. <The Next Human> explored the universal values of mankind while <Empire of the Sea> delved into the past, present and future of civilization through its sea trade.

Globally Popular Dramas
Wholesome and family oriented, KBS weekend dramas are popular with the audience because they deal with current social issues and intricate relationships among ordinary people, which are all topics viewers can relate to. Meanwhile, KBS weekday miniseries are always in the spotlight for their diverse subjects and creativity, offering a wide variety of choices and new experiences for viewers.

Entertainment & Variety Shows
KBS entertainment and variety shows provide wholesome laughter and fun for both young and old. <One Night and Two Days> remained popular while <The Return of Superman> moved and entertained the audience showing celebrity dads spending time with their kids. KBS has also played a role in spreading the Korean Wave, successfully holding the 9th world tour for <Music Bank> in Hanoi, Vietnam for 22,000 K-Pop fans.

In an era of endless competition in the media industry, KBS has been showing the strengths of a public broadcaster by creating high quality content that is both well made and popular with the audience. KBS programs receive attention and support from viewers both at home and abroad, raising the standard for content creators.
KBS World at the Center of Korean Wave
KBS World is spreading the Korean Wave to audiences around the globe. KBS World TV now reaches 58 million households in 100 countries around the world while KBS World Radio airs in 11 different languages, seeking to strengthen friendly ties and understanding of Korea among people in the global community.

2016 Mega-hit <Descendents of the Sun>
KBS miniseries <Descendents of the Sun> was one of the biggest hits of 2016, becoming a regional sensation. The drama’s final episode recorded ratings of 38.8%. It set a record for being the first weekday miniseries that surpassed the 30% mark in viewer ratings in four years. The drama also went on to sweep Asia by storm as it was the first Korean drama to air in Korea and China simultaneously.

KBS Radio
KBS’ domestic radio channels such as KBS Radio1 and FM2-Cool FM are noted for airing well-made programs focusing on a wide variety of issues ranging from current affairs to the latest K-pop music. These programs are not only entertaining but they also promote social integration.

New York Festivals
World’s Best TV & Films
Gold World Medal in Human Concerns
Documentary/Information: <Mom & Clarinet>

WorldFest-Houston International Film Festival
Special Jury Award in Information, Cultural or Historical Programming: <Empire of the Sea – Part1 Sea of Desire>

New York Festivals International Radio Program Awards
Bronze Award in National or International Affairs, Information/Documentary: <KBS World Radio Special Documentary - I’m not a ‘Comfort Woman’>

International URTI Grand Prix for Author’s Documentary
Bronze Medal in Documentary: <A Cruel Gift>

The Banff World Media Festival Rocky Awards
Rockie Award in Television Movie: <Snowy Path>

Seoul International Drama Awards
Excellent Korean Drama in Outstanding Korean Drama Prize: <Descendents of the Sun>
Digital First Strategy & Integrated Newsroom

The KBS Digital Newsroom created under Integrated News Room has helped to digitalize the entire news production process from news gathering to editing and transmission. The system has been designed to facilitate the transition from broadcast to services in consideration of the increased use of new media platforms. Also, KBS’ digital first news strategy provides top news stories online and through mobile apps first, providing top-quality, multi-media news optimized for mobile platforms.

High-tech Rio Olympics Coverage

Koreans were able to enjoy the opening and closing ceremony of the 2016 Rio Olympics through 5.1 Channel Surround Sound Transmission which provided an immersive experience bringing the audience closer to the Olympic Stadium in Rio de Janeiro. The KBS mobile platform, my K, also broadcast some events live, while some of the popular events were shown in 360˚ virtual reality providing a unique and high-tech viewing experience for users.

Primary Broadcaster of National Disaster

As the primary broadcaster for national disasters, KBS provides fast and accurate information to the public in times of emergency. KBS has dutifully fulfilled this role and helped the nation overcome crises such as the MERS outbreak. Meanwhile, special reports on North Korea’s shelling and provocations, a special series on safety inspections and sports safety all served to put KBS at the forefront of public safety.

KBS news and sports coverage is Korea’s most trusted and influential. KBS News has consistently been ranked as the top news program in the nation in terms of reliability and viewership. KBS also fulfills its role as the primary broadcaster for national disasters, allowing the public to stay informed with the current news and updates in times of emergency.
KBS is investing in the future to become the next-generation broadcasting and media services leader. KBS is aiming to become the first in the world to launch terrestrial 4K UHD broadcasting. Also, KBS is providing free and universal services for the audience through various media platforms such as the my K app.

Investing in the Future
KBS has been actively researching future media technology such as virtual reality, augmented reality and artificial intelligence as well as multi-platform services. Since 1981, the KBS Future Technology Research Institute has been making advancements in satellite, DMB, DTV and UHDTV technology. It has also contributed greatly in establishing corporate policies for technological standardization and digital workflow.

Pioneer of VR Technology
Virtual reality has been changing both the production and consumption of media content. VR offers new opportunities for news and content production as it allows active audience engagement with the content itself. KBS has been producing a number of VR prototype content in popular programs such as <Music Bank>, <News 9> and <Gag Concert>.

UHD Takes TV Viewing to New Level
KBS aims to launch regular terrestrial 4K UHD broadcasting service by 2017. The planned launch will make KBS the first in the world to air regular terrestrial UHD broadcasts. It will also be the first-ever deployment of ATSC 3.0 which is hailed as the next-generation broadcasting television standard. The upcoming 2018 Pyeongchang Winter Olympics will be a valuable opportunity for KBS to present its state-of-the-art broadcast technology to the world.

my K Real-time Service
KBS’ main mobile app, my K, has been expanded to allow users to view 30 different channels including KBS TV1 and TV2 as well as to view contents again. The my K app also provides the flagship 9 o’clock evening news of each local station and all local programs free of charge.
Global Cooperation

In the rapidly changing global media environment, KBS continues to expand cooperative ties with the world’s leading broadcasters. To date, KBS has made partnership agreements with 72 broadcasters in 48 countries. KBS has also strengthened its role in international broadcasting organizations such as the Asia-Pacific Broadcasting Union (ABU), Public Broadcasters International (PBI) and International Public Television (INPUT).

KBS as a global leader
As the 15th president of the ABU, KBS faithfully carried out its role by encouraging member participation. KBS also established the ABU’s mid-to-long-term development plans to set the future direction for broadcasting development in the Asia-Pacific region.

Promoting Advanced TV Technology
KBS received the ABU Broadcast Engineering Excellence Award 2015, and was also acknowledged for its efforts in strengthening the terrestrial broadcasting platform and developing next-generation broadcasting technology.

International Co-production
KBS successfully ran international co-production projects such as CARE (Change Asia Rescue the Earth) and The Asian Pitch to strengthen the regional framework for co-production and build up trust for KBS from the international community. KBS also launched <ABU TV Song Festival> in 2012.

Strengthening Ties with Global Broadcasters
KBS worked hard to strengthen relations with foreign broadcasting organizations. In 2015, KBS expanded its influence in the Middle East, collaborating with Saudi Arabia’s state-run broadcaster SBC. Celebrating the 50th anniversary of diplomatic relations with Japan, KBS and Japan’s NHK co-produced the documentary <Beautiful Accompaniment>. KBS is also expanding ties with the Chinese broadcasting industry, by holding cooperative conferences with CCTV and creating relationships with China’s broadcasting regulatory authority, SAPPRFT, and organizations such as Shanghai Media Group.
To Enliven Korea
2016 Broadcast Policy of KBS