

KBS 2013 Annual Report



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Broadcast Policy



Global KBS, Happy Korea

2013 marked the 86th anniversary of Korea's first broadcast and the 40th anniversary of the establishment of KBS as a public service broadcaster. KBS has been striving to get closer to audiences by implementing policies such as 'Global KBS,' 'KBS Delivering Happiness to the People' and producing high quality Korean Wave content. These efforts allow KBS to fulfill its public obligations.





Message from the President & CEO

Dear Audiences,

I would like to thank you for your consistent support and interest in the public broadcaster KBS.

The year 2013 was historic. KBS marked the 86th anniversary of its first broadcast and the 40th anniversary since becoming a public broadcaster.

Having declared the year as the start of another great leap forward, KBS enhanced its efforts to expand its presence as a public broadcaster in the global media arena.

Such efforts have led to historically high levels of global recognition for KBS content. This includes an award from the Banff World Media Festival, one of the world's top three media awards. KBS was rated as the leader for influence, reliability and ratings in a survey of media professionals by the Sisa Journal and received top ranking in a survey of viewer satisfaction by the Korea Communications Commission.

People in other countries were touched and delighted to share in KBS' internationally produced programs such as *Golden Oldies in Germany*, *the Korea-China Friendship Concert in Beijing* and the *Music Bank World Tour*. Nationally popular KBS dramas made us rethink the true meaning of family ties and love. Among them is *My Daughter Seoyeong* that achieved a record high rating of 47.6 percent in 2013.

KBS has its sights now firmly set on winning the hearts and minds of global audiences. KBS World Channel is extending beyond Asia and Europe to as far as the Middle East and Africa, furthering the Korean Wave in these regions.

KBS' status in the global media arena was further raised when I took office as the 14th chairman of the Asia-Pacific Broadcasting Union and KBS was elected as a member of the Administrative Council for the fifth consecutive term.

I believe it is your support and interest that made these successes happen. On behalf of KBS, thank you.

The responsibilities and roles of KBS have never been more significant as we enter an era of multimedia and multi-channels. KBS is committed to consolidating its status as a leading public broadcaster in Korea. We will deliver premium content that every family member can enjoy, raise our public profile, bridge the digital divide, realize viewer welfare, fulfill our public responsibilities, contribute to social integration and set the national agenda.

In 2013, we also continued our push for the rationalization of the license fee. The hike of the fee is needed to honor the promises we have made to you.

Our goal and operating objective for 2014 is to be a creative and reliable broadcaster that you can rely on into the future. We are more than ready to fulfill the objective to bring you global leading public broadcasting that will make you proud.

You are the owner of the public broadcaster KBS.

I ask for your continued support and interest this year.

Thank you.

Gil Hwan-young, President & CEO, KBS





2013 Highlights

The year 2013 marked the 86th anniversary of Korea's first broadcast and the 40th anniversary of KBS' foundation as a public service broadcaster. KBS provided more touching moments than ever before and expanded its presence even further.

Its globally recognized content contributed to furthering the spread of the Korean Wave.

KBS strives to fulfill the roles and responsibilities of being a global leader in public broadcasting and to reflect the enhanced status of Korea.

Start of push for the rationalization of the license fee

KBS' board of governors passed a resolution on December 10, 2013 to raise the license fee to 4,000 won, after it had been frozen at 2,500 won for 33 years. The resolution will be legally binding when the National Congress passes it, following deliberation by the Korea Communications Commission. All the members of KBS have joined forces to make this happen. The rationalization of the license fee is part of KBS' mission to improve as a public broadcaster.

Surveys reaffirm KBS' top position

The status of KBS as the leading broadcaster in Korea was reaffirmed when survey results rated it as the leader in influence, reliability, ratings and customer satisfaction. The survey of media sources by the Sisa Journal in 2013 revealed that KBS was ranked top in influence, reliability, and ratings. The customer satisfaction survey by the Korea Information Society Development Institute ranked KBS 1 and KBS 2 as the top two terrestrial channels. KBS 1 and KBS 2 were also rated the top two channels by the Korea Communications Commission for the third consecutive year, reaffirming their position as the leading channels in Korea.

Most awards received since the foundation of KBS

KBS' content in 2013 received greater public recognition and more plaudits than ever before. Its programs received over 20 international awards at various events, including the Banff World Media Festival, Houston International Film Festival and Asian TV Awards. Awards were received in diverse categories, such as dramas, documentaries, current affairs and radio. KBS earned a record number of awards. *KBS Special-Tears of Lost Souls:North Korean Refugees*, in particular, was recognized at Banff, one of the world's top three media awards.

Leadership role in Asia-Pacific Broadcasting Union

Gil Hwan-young, President of KBS, was elected in October 2013 as the President of the Asia-Pacific Broadcasting Union (ABU), one of the world's top three media associations. He will lead key decisions by the organization for his three-year term. Gil Hwan-

young as President of the ABU and President of KBS will lead the development of the media industry across the Asia-Pacific region and facilitate exchange among member broadcasters. KBS was also elected as a member of the Administrative Council in the organization for a fifth consecutive term with a mandate to lead the future of the media industry in the region

86th anniversary of KBS' first broadcast and the 40th anniversary of its establishment as a public service broadcaster

The year 2013 has tremendous historic meaning for KBS. It is the 86th anniversary of its first broadcast; the 40th anniversary of its founding as a public service broadcaster; the 10th anniversary of the launch of the KBS World channel; and the 60th anniversary of its first international broadcast (World Radio). KBS set 2013 as the first year in which it focused its efforts to go global. It will continue



1. KBS' international award-winning programs in 2013
2. Ceremony to mark the 40th anniversary of its establishment as a public service broadcaster
3. Music Bank in Istanbul, Turkey
4. Special Live Event-Sharing Makes Everyone Happier
5. President & CEO Gil elected as the Chairman of ABU
6. Golden Oldies in Germany to mark the 50th anniversary of the migration of Korean workers to Germany



to follow the path of a true public broadcaster, putting audiences first to help everybody in the world come together.

The driver for the 'Korean Wave'

The global enthusiasm for the Korean Wave shows every sign of continuing unabated and KBS has maintained its leadership role in promoting it.

Music Bank produced in Jakarta, Indonesia and Istanbul, Turkey contributed to expanding the fan base for K-pop across the globe. KBS World expanded its coverage beyond Asia and Europe to the Middle East and Africa to reach audiences of 230 million people in 89 countries, becoming a catalyst for the spread of the Korean wave. The sterling role played by KBS in helping increase the spread of the Korean Wave has now been recognized at the national level. The President and CEO of KBS, Gil Hwan-young, was awarded the Silver Crown Order of Culture Merit at the Korea

Content Awards 2013.

Touching and healing audiences

KBS programs touched and healed the hearts of its audiences. *My Daughter Seoyeong*, which depicted the conflict, reconciliation and love between a father and his daughter, achieved the highest audience ratings in 2013 with 47.6 percent, becoming a national healing drama. *Golden Oldies* was produced in Bochum, Germany to mark the 50th year of the migration of Korean miners and nurses to the country. The program, which had been produced as testament to the sacrifice made by migrants and to console their families, created one of the most touching moments in 2013. It was widely praised as the kind of program that only a public broadcaster can produce.



KBS content fascinates the world

Most awards received since its foundation

KBS' content was more highly recognized in 2013 than ever before. KBS programs won over 20 internationally renowned awards, a clear sign of their excellence. The number of awards is the highest since the foundation of KBS. The award won at Banff World Media Festival, one of the world's top three media events, was a testament to the quality of KBS documentaries. Particularly meaningful, the awards were won in various categories including dramas, documentaries, current affairs and radio programs. KBS' premium content contributed to not only raising the brand of KBS, but also serving to boost acceptance of Korea as a cultural powerhouse

Awarded a prize at Banff World Media Festival for the first time

KBS Special-Tears of Lost Souls:North Korean Refugees

- Finalist in the investigative and current affairs programs category at Banff World Media Festival

It was the first KBS program to win an award at the Banff World Media Festival, one of the world's top three media events. This documentary won plaudits from across the international community for its sensitive and nuanced depiction of the stories of North Korean refugees who chose to build a life for themselves in a third country instead of Korea.



KBS excellent documentaries recognized with 3 major awards

Icarus Dream

- Grand Remi at the Houston International Film Festival
- Bronze in the documentary and sports category at the New York TV Festival
- Winner in the sports category at the ABU Prizes

A heart-touching documentary series about the first attempt in history to paraglide unassisted across a 2,400km-long Himalaya East-West route.

Super Fish

- Platinum Remi in the TV series documentary category at the Houston International Film Festival
- Winner in the Best Documentary Series at the Asian Television Awards
- Winner in the TV Documentary category at the ABU Prizes

A premium documentary about the relationship between mankind and fish that has lasted over 100,000 years. Particularly notable is the way the program tells the story of history and succeeds in winning audiences in 24 countries across 5 continents.



KBS drama recognized by 2 major awards

The Princess' Man

- Platinum Remi for the TV Mini-Series category at the Houston International Film Festival
- Bronze World Medal for the TV Drama category at the New York TV Festival

A tragic love story set in the Chosun Dynasty in Korea that was enormously popular in Korea for its intricate directing, interesting screenplay and impressive acting.





International Awards 2013

● Banff World Media Festival 2013

Finalist in the investigative/current affairs category (Gold): *KBS Special-Tears of Lost Souls:North Korean Refugees*

● Houston International Film Festival 2013

Platinum (all categories): *Icarus Dream*
 Platinum in the in-depth current affairs category: *KBS Special Documentary-Kim Jong Il*
 Platinum in the religious programs category: *The 4-episode Tripitaka Koreana special documentary Dharma*
 Platinum in the TV series documentary category: *Super Fish*
 Platinum in the mini-series category: *The Princess' Man*
 Gold in the TV family/youth drama category: *Drama Special-For My Son*
 Silver in the TV miniseries category: *Man from the Equator*
 Panel Special Recognition in the health and well-being category: *KBS Science Special Plan-Memory*

● New York TV Festival 2013

Silver in the documentary/current affairs category: *KBS Special Documentary-Kim Jong Il*
 Bronze in the drama category: *The Princess' Man*
 Bronze in the documentary, sports and recreation category: *Icarus Dream*

● New York Radio Festival 2013

Bronze in the documentary/social issues category: *Death Known by None, Lonely Death*

● ABU Awards

Winner in the TV documentary category: *Super Fish*
 Winner in the sports category: *Icarus Dream*

● Asian TV Awards

Winner in the documentary category: *Super Fish*
 Terrestrial Broadcast Channel of the Year: KBS 1 TV



● Shanghai TV Festival

Magnolia Award in the animation category: *Larva Season 2*

● Sichuan TV Festival

Grand Prize for anthropology: *Maps-Memories of Civilization*
 Best Director in the documentary category: Lee Ho-gyeong and Kim Han-sol for *Maps-Memories of Civilization*



Domestic Awards 2013

● The Broadcast Awards

Prize for excellence in the creativity development category: *Super Fish*
 Prize for excellence in the audience production category: *Open Channel-Labor Standards Act, Article 63-Work More, Get Less*
 Prize for excellence in the radio category: *Three Views about Disability*

● The 40th Korea Broadcast Awards (Korean Broadcasters Association)

Best picture in the news reporting category: *KBS News 9-Twenty million won for acceptance*
 Best picture in the long series category: *My Husband Got a Family*
 Best picture in the entertainment category: *Korean Talk Show Hello*
 Best picture in the entertainment category: *Your Night and Music*
 Best picture in the social welfare category: *KBS Panorama-Invisible Kids: Special for the Month of Family*
 Best picture in the regional current affairs/report production category: *Sisa File Jeju-4 Episode China Report 2013*
 Best picture in the regional information category: *Rediscovery of Busan*
 Best picture in the regional TV documentary category: *KBS Special-Wawoongol of Mt. Jiri, My Father's Mountain*
 Best picture in the regional radio documentary category: Two episode documentary to mark the 67th anniversary of KBS Cheongju *Garden of Children's Songs, The Song of an Old Poet*



● Korea Content Awards 2013 (Korea Creative Content Agency)

Silver Crown Order of Culture Merit for contribution to the development of broadcasting: Gil Hwan-young, President & CEO
 Prime Ministerial Citation for contribution to the development of broadcasting: Yang Dong-il PD, *Golden Oldies*
 Presidential prize in the character category: *Larva*
 Culture, Sport and Tourism Ministerial prize in the character category: *Yoohoo & Friends*
 Culture, Sport and Tourism Ministerial prize in the character category: *Airport Diary*
 KCCA Director's prize in the character category: *Eori's Story*
 Culture, Sport and Tourism Ministerial prize in the animation category: *Kioka*

● The 16th Amnesty International Media Awards

In-depth 60 Minutes-The Truth of Spy Scandal Involving a Seoul City Public Official

● The 4th Good Broadcast Awards (YMCA Seoul)

Grand Prix: *Homoacademicus-Man who Studies*
 Prize for recognition: KBS Grand Plan 2013 Uigwe, 8 Days' Feast
 Prize for recognition: KBS Daejeon Current Affairs Tong-Two episode coverage of corruption behind apartment maintenance costs

● Gender Equality Award (Ministry of Gender Equality and Family)

Grand Prix (Presidential): *KBS News 9-A Good Country to Have Babies*
 Prize for excellence (Ministry of Gender Equality and Family): *Sisa Plus Chungbuk-The Widows of June*

● Green Media Award (Korean Womenlink)

Children prize: *Detective Copa*

● The 13th Transparent Society Awards (Transparency International Korea)

KBS Panorama-League of Their Own: The Corruption Project

● The 5th Korea Christian Media Awards (Christian Journalist committee of Korea)

Prize for sharing and donation: *Lecture 100°C*

● The 21st Buddhist Media Awards (Jogye Order of Korean Buddhism)

Best picture: *KBS Panorama-Seokguram*



Audiences are the owners of KBS

KBS, as a public service broadcaster, puts the service for audiences ahead of every other value and works hard to fulfill its 2013 goal of 'Global KBS, Happy Korea.' KBS' efforts have widened participation by audiences and reinforced communication with them.

KBS Traditional Music Orchestra and KBS Symphony Orchestra toured around the country undertaking community performances as part of their social responsibilities.

Protection of audience rights and achievement of better communication

KBS holds a monthly Audience Advisory Council to facilitate profound discussions about its programs and reflected 206 counts of audience opinion in its productions. KBS operates a grievance handling system to ensure that audiences suffer no damage from any program it broadcasts. Upon request from audiences, KBS disclosed information in 2013 on 26 occasions to honor the right to information. It also runs an Audience Counseling Office 24 hours a day throughout the year to freely communicate with audiences (counts of counseling and opinions presented: 495,129 cases; counts of reflection into programs: 5,482).

More opportunities for audiences to participate in broadcasting

KBS has reflected audience opinion in its programs through audience participation programs such as *Open Channel* and *Audience Column-Our World* and the advocacy program *TV Critics Audiences Desk*. In addition, some audience participation entertainment programs such as *Singing Contest*, *Korean Talk Show Hello*, and *Our Town's Physical Variety* have attracted a positive response and encouraged participation from audiences by depicting the life of our normal neighbors. KBS also produced *Lecture 100°C*, *World Is Wide*, and *Korean Language Contest* to provide an opportunity for both participants and audiences to extend their knowledge through lectures, travel and language learning.

More opportunities for audiences to participate with more open spaces

KBS Tour Hall (KBS On), which receives around 150,000 visitors per year, has become a must-see for participants in the public tour of KBS. Special lectures were organized 253 times and welcomed a total of 11,728 attendees throughout the year for the opportunity to learn how broadcasting works. Selected audience members were invited to have a real taste of broadcasting: 3,104 from

minority groups on 78 occasions and 1,102 international citizens on 50 occasions. KBS Audience Square, an area open to audiences, was enlarged to provide a cultural space of higher quality.

Premium cultural events for audiences

KBS held the 23rd KBS Traditional Music Contest in an effort to identify promising traditional musicians and thus contribute to upholding the development of traditional Korean culture. KBS Traditional Music Orchestra performed on 61 occasions in Seoul and other local cities to provide audiences with an opportunity to appreciate premium traditional music. KBS Symphony Orchestra, which turned into a foundation in 2013, performed on 86 occasions both regularly and extraordinarily, to enhance quality cultural events.

The 24th KBS Audience Advisory Council

- Chairman :**
Kang Dae-young (Former Vice-President of KBS)
- Vice-Chairman :**
Yu Sae-kyung (Professor of Mass Communication at Ewha Womans University)
- Member :**
Park Hui-jong (Professor of International Commerce at Myeongi University)
Lee Sang-yup (Director of KAIST Research Institute)
Kweon Sang-hee (Professor of Mass Communication at Sungkyunkwan University)
Hwang Ui-won (Head of Science and Academic Research, Korea Internet Media Association)
Jeong Jin-ho (Head of Research Management Division, Korea Labor Institute)
Kim Ji-moon (Director of KBS Retiree Association)
Lee Sang-yeo (Professor of Broadcasting and Entertainment at Korea Art College)
Park Hyung-yeon (Communication Director, Korean Bar Association)
Bae Sang-yoon (Secretary General, True Individual's Value Alliance)
Min Byoung-chul (Professor of International Studies, Konkuk University)
Kong Maria (Professor of Rehabilitation Psychology at Daegu University)
Kim Kyung-eui (Director, Consumers Korea)
Jeon Seong-min (Secretary General, Alliance of School Loving Parents)



1. TV Critics Audience Desk
2. Singing Contest
3. Student Winter Broadcasting Camp 2013
4. Korean Talk Show Hello
5. Regular performance of KBS Traditional Music Orchestra





KBS fulfills its public service and obligations

KBS made every effort to ensure that fair and publicly beneficial broadcasting was realized and that quality programs are produced and aired. As a public broadcaster, KBS strived through a variety of social contribution programs to deliver hope and pleasure to the people of Korea.



1. Dokdo Live Image Center opened
2. Radio 3 (Voice of Love) awarded the Disabled Human Rights Prize
3. Awarding ceremony for the 17th KBS Global Korean Award
4. CCTV network set up for disaster broadcasting
5. Concert Tour-Danbi
6. KBS Happy Wedding 2013
7. Sharing Makes Everyone Happier for charity donations

Specializing channels to maximize public service

KBS TV1, Radio1 and FM1 are run without advertisements. KBS' public service is furthered with the operation of Radio 3 for the disabled and the underprivileged (Voice of Love), the Hanminjok Broadcasting to facilitate greater exchange between South and North Korea, and the two international channels-KBS World TV and KBS World Radio.

Fulfilling its responsibilities as a leading broadcaster in Korea

KBS took all necessary measures to ensure that digital broadcasting could be received without any reduction in quality and with minimal inconvenience to audiences amid the conversion to digital broadcasting and channel reshuffle. As the main broadcaster of natural disasters in Korea, KBS increased CCTV monitoring of potential disaster sites to over 5,000 units across the nation. KBS granted part of the collected license fee to the Educational Broadcasting System to help it transmit programs and migrate to digital broadcasting.

Praise for overseas Koreans who have enhanced national prestige

The KBS Global Korean Award was organized for the 17th time and given to Korean compatriots living overseas who have raised the prestige of all Koreans worldwide. Five distinguished Koreans whose diligence enabled them to overcome adversity were selected for the award and will continue to challenge themselves further. Special documentaries depicting their lives were produced and aired.

Live images of Dokdo Island shared for greater awareness

As of 2013, images from unmanned cameras set up on the island are shared in real time by 1,350 local and international organizations including 34 Korean embassies overseas. In 2014, a space devoted to showing live images of Dokdo will be established in over 200 elementary, middle and high schools across the country to help younger generations have greater awareness of the national territory.

Love shared with more people

In an effort to increase the sense of social responsibility, KBS organized the 2nd National Sharing Grand Award. The award is Korea's first government-private joint event, to recognize those who contribute to social development. KBS also broadcast a live event, *KBS Sharing Plus Big Festival* to help boost sharing and enhance the capabilities of NGOs. In addition, the live event *Life Sharing (Blood Donation) Campaign* was organized twice to help form an atmosphere where life is respected and the underprivileged are put first.

Promoting more donations and volunteering

The Didimdol Volunteering Club, consisting of members of KBS, volunteered to help those in need and the underprivileged in diverse forms including manual work and talent donation. The KBS Talent Sharing Group, consisting of those who have appeared in KBS programs, visited welfare centers to give performances, provide medical service or do other charity work to contribute to fundraising and volunteering.

Neighbor loving programs

Love Request, KBS' signature program to encourage donations, raised funds of 300 million Korean won at its special edition to mark the turn of the year, helping to boost sharing for people in need. Its one-off charity show *Road for Hope 2013* featured celebrities and gathered donations of 5.5 billion Korean won. KBS organized a special live event *Sharing Makes Everyone Happier* involving its headquarters and 9 local stations that raised 2.4 billion Korean won to assist those in need. In addition, KBS was the first broadcaster in Korea to organize a special live event fundraiser to help typhoon victims in the Philippines.

The operation of 'Voice of Love' Channel

TV 2's *Family of Love* and Radio 3 (Voice of Love), the social welfare channel, contributed to eliminating prejudice towards the disabled and heeding the voices of minorities and the underprivileged.

Concert tour

KBS Symphony Orchestra designed K-Lover Concert for a tour of performances for people with limited opportunities to enjoy live classic music, including those in military camps, hospitals, welfare centers for the physically disabled and remote islands. KBS Traditional Music Orchestra organized a concert tour entitled Danbi and gave 22 performances for those living on remote islands, in isolated mountain areas or social welfare centers.

Korean language education

KBS delivered a special lecture titled 'The Teacher of Correct Korean Language' in an effort to help ensure proper use of Korean. The Korean Language Society, KBS' 30 year old internal study group, contributed to this effort by ensuring that the Korean language is used correctly during broadcasts. KBS' efforts to keep the Korean language accurate includes the promulgation of standard Korean, the production of programs to educate people on the correct use of the language, designing the Test of Proficiency in Korean, educating those appearing on KBS programs and overseas KBS staff on the correct use.

Happy Wedding: Bringing happiness to multi-cultural and North Korean defector couples

As in previous years, KBS held a joint wedding ceremony twice in 2013 for multicultural couples and North Korean defector couples. Over 250 couples have had a wedding as a result of KBS.

KBS helps make Korea a better place with quality programs

KBS continually seeks to bring joy and happiness by presenting unbiased news coverage, premium documentaries and many other heart-touching and hilarious programs.





News & Sports

KBS has successfully maintained its leading position among media corporations in Korea in terms of influence and reliability and gained the top position in audience ratings. These results demonstrate KBS' ability to ensure objective, unbiased and in-depth coverage of events and to set the agenda for society.



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1. New 9 studio
2. Special Program-A Good Country to Have Babies
3. Sports 9-Yuna Kim grabs 2013 World Championship
4. Anchors of Newline

Korea's leading news program

In 2013, KBS news was well received by its audiences. *KBS News 9* had the highest ratings with an annual average of 18.5 percent. According to a survey by AC Nielsen Korea of audience figures in Seoul and its surrounding areas, the ratings were higher than the combined ratings of the news shows of KBS' two competitors. It was not just ratings where KBS excelled. A survey of media professionals by Sisa Journal reveals that KBS became the first broadcaster ever to rank first in three categories: reliability, influence and ratings. In the survey of Korea Advertisers, KBS made an unparalleled achievement by topping the reliability and influence list for four consecutive years from 2010 to 2013. KBS News reaffirmed its status as Korea's leading news show and received over 10 awards, including the Presidential Prize at the Gender Equality Awards, Korea Broadcast Award, the News Reporter of the Year and Grand Prix at the News Reporter Awards.

KBS established news system and achieved more in-depth coverage

KBS created *News Talk*, a talk show style news program that airs at 3 o'clock each weekday. It also extended the duration of *KBS Newslines*, a late night news show, to 60 minutes. Now audiences can view news coverage offered on KBS TV 1 almost every 2 hours. News coverage has become more in-depth. *KBS News 9* now features block editing instead of delivering news piece-after-piece to ensure intensive reporting for each theme. In addition, the program Issue & News added new sections such as 9 O'clock Magnifier, Anchor & Report and Desk Analysis to further its in-depth coverage.

Agenda setting investigative coverage

KBS produced many feature programs on various topics to set the agenda regarding national issues, an important responsibility beholden to a public broadcaster. Among them were *A Good Country to Have Babies*, *the Reform of Public Organizations series*, and *the Tax and Welfare series*. KBS also demonstrated its capability for investigative coverage by reporting about *the entrance scandal at Younghoon Middle School* and *the stashed funds of former president Jeon Du-whan*.

Community focused monitoring system established

In 2013, KBS added over 1,000 units to the existing network of over 4,000 state-controlled CCTVs created in 2012 to watch any disaster event in the country. It also took measures to ensure that regional KBS stations can have access to the network and built a system to automatically create weather graphics based on network images. These now allow KBS to cover not only disasters impacting the entire nation, but also those affecting a local area. For example, when typhoon Danas hit Korea, people in Jeju and Changwon, who are along the path of the typhoon, could watch broadcasting devoted to the regions.

Live coverage of the main sport events and wider content availability

KBS has a presence at major sporting events to offer live coverage. Events include the 2013 Pyeongchang Winter Special Olympics, IAAF World Championships, and the FINA World Championships. It also secured major content including the right to the 2013-2016 AFC package and the right to broadcast the Korean national soccer team's matches for the 2013-2015 period, protecting Korean audiences' universal right to access. In addition, KBS was selected as the host broadcaster of the 2014 Incheon Asian Games and Incheon Wheelchair Volleyball Championships.



4



Culture & Documentary

Despite the rapid change in the broadcasting environment and the fierce competition across the market, KBS has maintained its lead by staying true to its core values and the goal of its broadcasting. To fulfill the mission of disseminating Korean culture and pop culture, KBS has sought to become the powerhouse of high-quality educational programs and documentary programs.



KBS Panorama, the apex of Korean documentaries

KBS integrated the *KBS Special*, *History Special*, *Environment Special* and *Science Special* into *KBS Panorama* to maximize its capability to produce documentaries. Presenting premium episodes such as *Invisible Kids* and *Missing for 63 Years: My Daughter Miyoko*, *KBS Panorama* touched the hearts of audiences everywhere and became KBS' flagship program. It garnered many prizes including the Broadcast Award and the Program of the Month, demonstrating the high quality of Korean documentaries.

A historic documentary full of touching, meaningful and entertaining elements: Uigwe-8 Days' Feast

KBS created a premium documentary, *Uigwe-8 Days' Feast*, to follow up on its successes with *The Ancient Tea Route*, *Noodle Road* and *Super Fish*. *Uigwe*, The program chronicles a spectacular and famous festival in 1795 in celebration of the 60th birthday Hyegyunggung, the Queen Dowager and mother of the then King Jeongjo. It was shot in 4K ultra-high definition and 3D for premium content containing touching, meaningful and entertaining elements that offer a glimpse of a high quality and advanced documentary.

KBS fulfills its social responsibilities as a public broadcaster

The Condition of Happiness for Korea deals with the issues surrounding continuing low birth rates, income divides, and youth unemployment. The program discusses what should be done to make the country a better place to live. *The Secret of Birth, Aging, Diseases and Death: The Conditions of New Humans in the Era of Life Expectancy of 100 Years* was produced to mark the 40th anniversary of the foundation of KBS and contributed to improving public welfare. *Ten Episode Youth Planning: Children at Peril* illustrated the youth problems that exist in Korea and sought to present possible solutions.

Cultural specials that show why a public broadcaster exists

KBS organized a special live event *We Must Reunite* to mark the 30th anniversary of the Special Live Event-*Reunion of Dispersed Families*. It was an opportunity for KBS and audiences to think about the role that a public broadcaster should play in today's world. *Going Together with SMEs* depicted the different roles played in the Korean economy by small and medium sized enterprises that employ 3 million people and also suggested what needs to be done to revive them. The programs *It is Jobs that Make You Happy* and *Finding Quality Jobs* suggested what needs to be done to endure the global economic crisis, addressed the worsening income divide, and presented a new job creation model.

Cultural and information programs for audiences

KBS produced diverse programs to meet the changing needs of audiences, including *Golden Camera* that shows user-created videos, and *Real Thing: Into the World* that shows people having first-hand experiences in extreme situations. The program *Korea-the Happiness Generator* talks about greater public interest and *My Hometown* is a non-fiction series about one's hometown. In addition, *Cultural Bookmark* delivers news about premium performing arts and the program *Life Frontline* illustrates the value of life.

1. Historical documentary Uigwe, 8 Days' Feast
2. Invisible Kids
3. My Hometown
4. Missing for 63 Years: My Daughter Miyoko





Entertainment

KBS' entertainment programs in 2013 were exciting, vibrant and fun. Overseas Koreans and fans of the Korean Wave in Germany, Indonesia and Turkey were touched and entertained at the sight of KBS shows being produced there. KBS continues to produce programs that can feel close and brighten life.



Touching beyond words: Golden Oldies in Germany and Music Bank

Golden Oldies was produced in Bochum, Germany to celebrate the 50th year since Korean miners and nurses first migrated to the country. The program created one of the most touching moments in 2013. The show, which had been intended as a testament to the sacrifice made by the migrants for their home country and families, was praised by many as exactly the kind of program that only a public broadcaster can produce. *Music Bank*, a leading music program specializing in K-Pop, was produced overseas twice in 2013. *Music Bank in Jakarta* was planned in celebration of the 40th anniversary of diplomatic relations between Korea and Indonesia and saw over 23,000 K-Pop fans attend. *Music Bank in Turkey* was successfully produced and saw over 10,000 fans cheering the performances.

Making your life happier- Gag Concert and Happy Sunday

For its 700th edition, *Gag Concert*, Korea's leading open comedy show, recorded ratings of 22.3%, the highest of all entertainment programs on any terrestrial broadcasting channel. The program *The Human Condition* raised questions about the true value of our lives by showing comedians living without trash, electricity and mobile phones. The program was both spirited and entertaining. *Happy Sunday-Two Days & One Night*, has new members, unusual quests, fresh experiments, and viewer acclaim. *Happy Sunday-The Return of Superman* made audiences think about the true meaning of family affection by showing fathers taking care of their children.

Closer to audiences

Singing Contest, a program where ordinary people show up to sing and tell their stories, continued to tour across the country and enhance the image of KBS as a public broadcaster. *Open Concert*, *Concert 7080* and *Golden Oldies* presented a wide repertoire of performances that all generations can enjoy and was produced in many local editions. It earned great acclaim from people in local communities. *Open Concert* celebrated its 1,000th edition with a special program that featured singers and entertainers in celebration of the long history of the show.

Korean Talk Show Hello proved its potential for success with a format where audiences give voice to their grievances and seek solutions from a panel of celebrities. *Our Town's Physical Variety* let amateur sports enthusiasts take the title role in an entertainment program by putting them in physical competition against celebrities.



1. Golden Oldies in Germany to mark the 50th anniversary of Korean workers' immigration to Germany
2. Happy Sunday-The Return of Superman
3. Happy Sunday-2 Days & 1 Night
4. Gag Concert
5. Open Concert 1000th edition



Drama

KBS dramas both touched and healed audiences. KBS seeks to produce drama that is both popular and appealing to different generations through embodying differentiated values unique to a public broadcaster.



1



1. My Daughter Seoyeong
2. Good Doctor
3. Melody of Love
4. The Queen of Office

Weekend stealers: *My Daughter Seoyeong*, *The Best Lee Soon-shin* and *The Wang Family*

KBS' weekend soap operas remained top in 2013 thanks to the support and interest of audiences. *My Daughter Seoyeong* told the story of reconciliation between a father and his daughter. *The Best Lee Soon-shin* told the story about a mother and her youngest daughter. It showed audiences the value of family and the significance of trivial happiness, and ended up winning audiences' empathy. *The Wang Family* depicted a large family consisting of 3 generations and achieved ratings of over 40 percent through a story that was at times both heartfelt and amusing.

Mini-series with a good balance between popularity and quality

KBS continued to have success with mini-series that deliver great content. In 2013, they adopted much more diverse and differentiated topics to secure a good balance between popularity and cinematic quality, and struck a chord with audiences. Mini-series also varied in genre. Notable programs include *School 2013*, *The Queen of Office*, *Good Doctor*, *Jeon Woo Chi*, *Mandate of Heaven*, *Secret*, *Shark*, and *Iris 2*.

Daily dramas of three colors: family, period and romance

KBS' daily evening soap operas on TV 1 pursue stories about the value of family and appeal to all generations. *Cheer Up, Mr. Kim*, *A Tale of Two Sisters*, and *A Melody of Love* were aired in succession in 2013 and were fully in line with the principle that heart-warming and touching stories gain great popularity among audiences. TV Nobel depicted the nostalgic times of the 1950s through 1970s and drew the attention of housewives in the morning with two episodes in the series: *Sahmsaeng* and *Eun-hee*. *Ruby Ring*, an evening series launched on TV 2 in 2013, touched and entertained audiences, marking the rebound of the daily melodrama.

KBS' epic dramas-a visual textbook of history

KBS' epic dramas reproduced milestone events from the era of the Three Kingdoms to the Japanese Colonization. The programs were largely based on historic research and have become the signature program of KBS, a clear message of what KBS represents, why it exists and what it should do. The series, set in the era of the Three Kingdoms, started in 2010 and raised the bar of epic dramas by illustrating the stories of heroes who made their way through political upheavals. *The Great King's Dream*, the last episode of the series, aired in 2013 and was praised for giving audiences an opportunity to think about what implications the unification of the Three Kingdoms has for Korea today.

Experimental dramas that only a public broadcaster can produce

Though called by different titles over time-*Sunday Best*, *Drama City* and *Drama Special*, KBS has always had one-off dramas. They provide a good opportunity for new names to establish themselves in broadcasting (writers, directors, actors and staff members) or for already-established figures to pursue diversity and do experimental work. In 2013, dramas of different formats and themes, including one-off and two to four episode series, were aired to much audience acclaim, as was the case in 2012.





Radio

KBS Radio fulfilled its role as a main channel to address key issues of our society, help shape sound public opinion and ensure social integration.

It was a stalwart champion of K-Pop and developed programs dedicated to classical and traditional music.

Faithful to the responsibilities assigned to it as a public broadcaster, KBS produced programs that embraced different classes in society, including the underprivileged, such as people with disability and North Koreans.



A central channel for Koreans-Radio 1

KBS Radio 1 provided information useful for everyday life and a differentiated public service for the socially underprivileged. Notable programs include, *The Power of Communication*, a 10 episode documentary highlighting the importance of communication; and *Rainbow Concert-Have a Dream to Realize*, a program that shared the importance of dreams and the value of passion with young people around the country. The program *Hope Recharging-Korea* is an annual initiative to help children in need. A special feature marked the 60th anniversary of the Armistice Agreement and was titled, *DMZ, the Historic Time Capsule*. All these programs contributed to reinforcing the public service of KBS and to fulfilling its responsibilities as the nation's public radio broadcaster.

The pop music channel for middle aged people-Radio 2 (Happy FM)

At the turn of spring 2013, Radio 2 was revamped to deliver pop music for middle aged people. It produced *Wedding Concert* to embrace the underprivileged and used Rainbow, a large broadcast van to get closer to, and have better communication with audiences. It also made efforts to narrow the cultural gap by attending many local festivals, such as *Chupungnyeong Singing Contest*.

Welfare channel-Radio 3 (Voice of Love)

Radio 3 fulfilled its responsibilities as a welfare channel devoted to people with disabilities, senior citizens and multicultural family members. It produced programs to give hope for the disabled and help them feel empowered, including: *KBS Campaign for Better Perception of Disability* to address social misunderstanding and prejudice; *Pyeongchang Winter Special Olympics 2013* and *Self-sustained Life for the Disabled*. The program *Freedom of Travel for the Disabled* was an on-the-road documentary depicting the lives of the visually handicapped.

Classical music channel-FM 1 (Classic FM)

KBS FM 1 contributed to the development of classical music in Korea by airing a wide collection of western and Korean traditional pieces. A total of eight concerts were organized in 2013 including the *142nd FM Concert Hall-Nanum II*, where listeners were invited to appreciate the performance. *Documentary-Arirang 2013* explored Arirang, a listed part of UNESCO World Cultural Heritage, from different perspectives.

Pop music channel-FM 2 (Cool FM)

Maintaining its identity as a music channel, FM 2 extended its reach among people in their 20s and 30s. It reinforced its communication with listeners using such events as its bimonthly Listeners' Week and fulfilled its role as the signature channel for the Korean Wave by organizing a *Courtyard Concert* for K-Pop fans. Other programs to fulfill its responsibilities as a public broadcaster include Campaign to Find Missing Children and *Concert of Nanum*.

Global Korean Network-The channel specialized in North Korea

Hanminjok (the Korean Tribe) Broadcasting produced a special three-part documentary *If, Miracle and Truth* to mark the 60th anniversary of the Armistice Agreement. It also produced a special three-part episode documentary *A North Korean Refugee Goes to the U.K, the Home of Pop* in an effort to fulfill its responsibilities as a channel devoted to North Korea. The channel showed ways for North Korean defectors to settle down successfully in Korea through programs such as *Economy Class Tour* and *The Age of Success of North Korean Defectors*. It also produced and aired various special programs aimed to recover the similarities of Koreans, including Koreans in the *Uzbekistan Singing Festival*.

1. Happy FM-Rainbow Car Concert "The Spring Flower"
2. Cool FM-Kim Bum-soo's K-Pop Plaza
3. Radio 1-Hello, this is Hong Ji-myeong.
4. Cool FM-Cho Jeong-chi and Halim's Two O'clock





Local Networks

The local networks of KBS focused on identifying issues facing local communities and helping boost their indigenous cultures as well as achieving balanced development across Korea.

Local KBS stations produced premium content reflecting the uniqueness of their regions for nationwide airing and hosted a variety of cultural events to meet the demands of local people.



1. KBS Chuncheon-Courtyard Concert
2. KBS Daegu-How to Lead a Healthy Life
3. KBS Gwangju-Forgotten Children
4. KBS Cheongju-Children on Tour



[KBS Busan]

KBS Busan won Best Picture at the 40th Korea Broadcast Awards with *Rediscovery of Busan*. It also produced *War without Record* to mark the 60th anniversary of the Armistice Agreement, as well as *Yeongdo Troop Y* and *World Coast Cities*. Notably, it became the first TV station to broadcast the sunrise at Dokdo live from a ship. Its special two-part documentary about fierce competition over the North Pole among nations, *Oceanic War: North Pole*, was aired nationwide, drawing tremendous acclaim from audiences.

[KBS Changwon]

The station's nine-part documentary *Treasure Islands*, which depicts the beautiful scenery of the islands of Korea and the lives of people living on them, was aired nationwide. It also produced its first entertainment talk show *Play Show! You and Me* in an attempt to extend the bounds of what local TV stations can do.

[KBS Daegu]

The station provided a wide variety of information necessary to lead a healthy life by producing a regular program *Healthy Life and Happy Sharing*. Programs such as *New Spring Concert*, *Saturday Concert* and *Autumn Concert* provided an opportunity for audiences to unite. It also demonstrated that Korea's traditional culture can further the spread of the Korean Wave with programs such as *The Future of Korean Wave: Look at Turkey's Way* and *Pansori Is Alive*.

[KBS Gwangju]

The station's documentary *Cities Need their Own Attractiveness* shows the vision of Gwangju, which aspires to be a cultural hub of Asia. Its documentary *Forgotten Children* depicted the tragedy of the Korean War from the perspectives of the orphans of war. The program was produced to mark the 60th anniversary of the Armistice Agreement and aired nationwide. Other notable programs include *KBS Happiness Academy*, *KBS Singing Class for Audiences*, *A Concert at an Autumn Night*, and *KBS Love Sharing Volunteers*.

[KBS Jeonju]

The station highlighted the history of the Jeolla North Province by producing *Bibimbap-Identifying Village Names Being Forgotten*, *Gaya Warrior-the Time Capsule of the Lost Empire* and *The Gaya*

Empire on the Plateau of Woonbong. It also sought to get closer to the community by organizing *K-Sound Youth Musicians* in which up-and-coming musicians search for new music and *Night Fever* where 5 genres are performed for 5 consecutive days.

[KBS Daejeon]

KBS Daejeon launched an annual campaign *The Spirit of Chungcheong* to revisit the cultural heritage and historic figures in the region and help raise pride and self-esteem among people in the community. *Veterans Never Perish* showed the passion and energy of senior citizens. The station produced a three-part edition special program, *The Koreans* in association with NTRC, the national TV station of Uzbekistan, to celebrate the New Year.

[KBS Cheongju]

The station hosted the D-100 Concert for Osong International Cosmetics and Beauty Expo and produced a special documentary about it. *The Widows of June* was produced as an episode of *Sisa Plus Chungbuk* to disclose the forgotten history of the widows who had lost their husbands in war and received the Ministerial Award at the 15th Gender Equality Awards.

[KBS Chuncheon]

The station produced special region-specific programs including *Literature Tour Around Gangwon: The Buckwheat Flower*, *The Camellia Flower and The Land*, *Tanhuh: The Path of Hwawum*, and *Daegwannyeong International Music Festival*.

To mark the 60th anniversary of the Armistice Agreement, it produced programs such as *DMZ of Peace, Life and Prosperity*, *The Torch of Peace From Lumbini to DMZ, Korea, China and Germany-Reunion, Communication and Separation*, and *Living on the Edge: People of Myeongpa-ri* to highlight the pain of separation felt in Gangwon Province, as a border region.

[KBS Jeju]

Sisa File Jeju-China Report 2013 covered the issues of the community and suggested directions and possible solutions. It won Best Picture in the Regional TV Current Affairs category at the Korea Broadcast Awards.

Global KBS delivered unforgettable touching moments for people around the world

KBS, the driving force of the Korean Wave, promoted the culture and history of Korea and played the role as a bridge that connects the global village contributing to raising the brand value of Korea.

KBS in the World

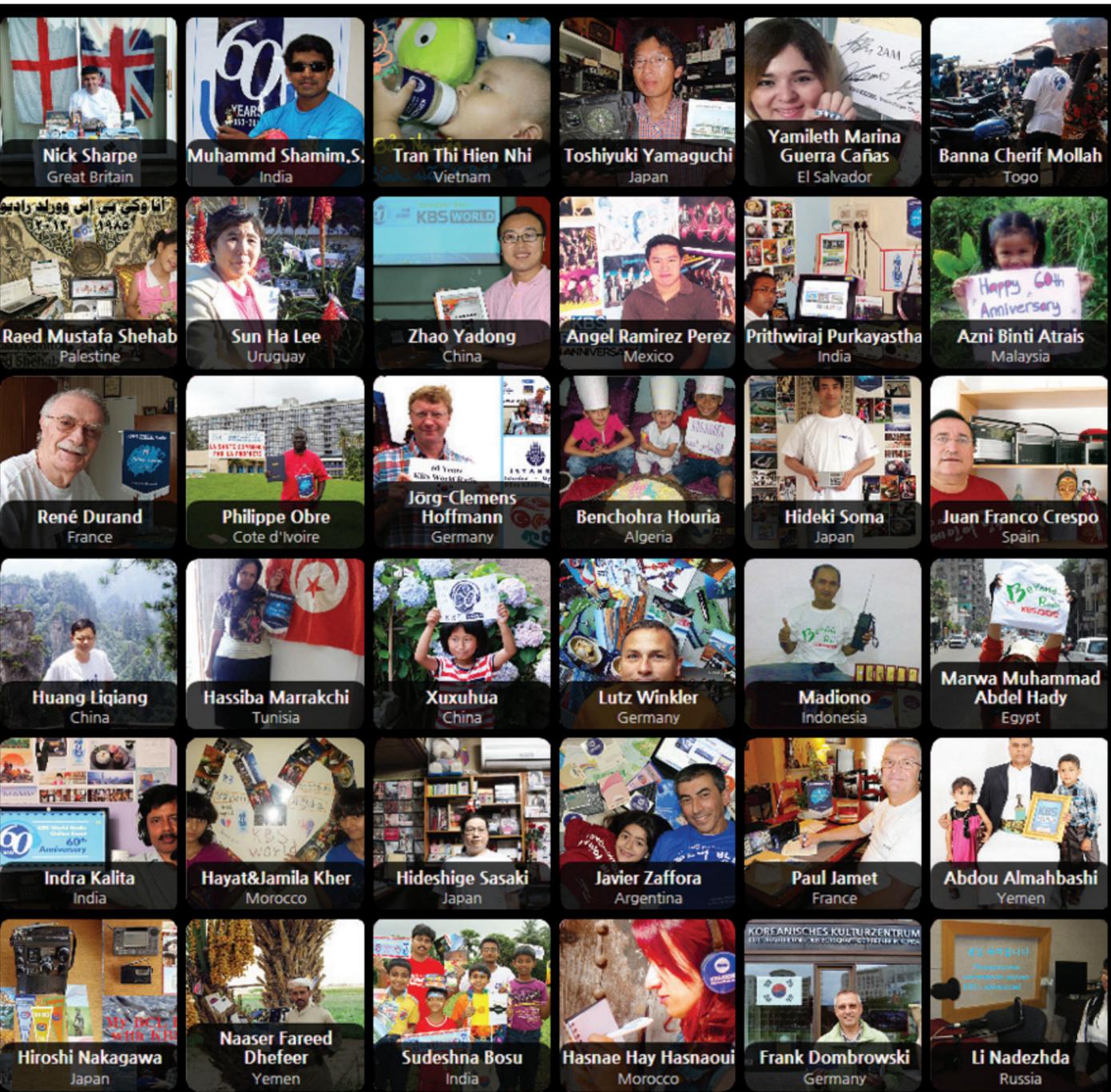


KBS World TV & Radio

KBS World featured premium content and succeeded in expanding its coverage beyond Asia and Europe as far as the Middle East and Africa. It now reaches 230 million viewers in 88 countries, becoming a true conduit underpinning the spread of the Korean wave. The channel introduced Korean lifestyle, fashion, food and music to local audiences around the world, fulfilling its mission to be a stalwart supporter of the Korean Wave and a window through which citizens of the world can learn about Korea.



1. The websites of KBS World Radio and I
2. K-Pop World Festival in Changwon
3. KBS World Radio K-pop Connection
4. Overseas audience promotion to mark the 60th Anniversary of KBS World Radio
5. KBS World Radio in Vietnamese



The global people's central channel, KBS World TV

Launched on July 1, 2003, KBS World TV broadcasts programs to 230 million audiences across the world and over 7 million overseas Koreans 24 hours a day. In addition, it has raised the ratio of programs with English subtitles up to 84%, and also supports subtitles in other languages, such as Japanese, Chinese, Indonesian, Malaysian and Vietnamese, a recent addition.

Network coverage across 89 countries around the world

KBS World TV marked its 10th anniversary in 2013 and provides a broadcasting service to more than 53 million households in 89 countries across the world as of December 2013. In addition to entering seven African nations, the channel expanded into additional European countries including Poland, Portugal, the UK and Kosovo. In North America, it joined DirecTV, the region's largest satellite platform, and expanded its network with a terrestrial channel in Chicago.

More interactive communication opportunities with global audiences

KBS World TV has expanded its communication using social media to interact directly with around 2.5 million audience members across the globe. It also produces programs specific to the channel, including *Three Colors of Korea*, *Pit-A-Pat Korean 2*, *Global Request Show* and *A Song for You*. Such programs provide audiences with more opportunities to learn about Korea and become part of the Korean Wave. Its homepage was revamped to provide a mobile web service, ensuring greater interactivity with global audiences. This was integrated into KBS' English website for better overall accessibility.

KBS World Radio-a source of premium Korean Wave content

An important source of the Korean Wave, KBS World Radio produced a wide range of premium content on myriad topics. It also fulfilled its role as a conduit for content on Korea with programs on national events such as *the launch of the new administration* and *the opening of the Suncheon Bay Garden Expo*. In the opening of the 60th anniversary celebration, it organized an interactive *K-Pop Special* where global listeners and Korean Wave enthusiasts were invited.

International Relations

In response to the changing global media environment, KBS continues to expand its exchange and cooperation ties with the world's leading broadcasters.

To date, partnership agreements have been made with 64 broadcasters in 51 countries. KBS continues to enlarge its role in international broadcasting organizations as demonstrated by the election of its President & CEO as president of the Asia Pacific Broadcasting Union.



Leadership role in ABU

The President and CEO of KBS was elected as president of ABU at its 50th General Assembly held in Hanoi in 2013, and KBS was re-appointed as a member of the Administrative Council of ABU. The President and CEO of KBS was elected unanimously as president of ABU for two consecutive terms and the broadcaster itself was elected as a member of the Administrative Council for 5 consecutive terms. The prominent role such posts play will allow KBS to extend its leadership in the global arena.

KBS hosts Global News Forum

Following its hosting of the annual International Public Television (INPUT) Conference in 2011 and the ABU General Assembly in 2012, KBS successfully hosted the 'Global News Forum'. Over 300 newsroom decision makers, journalists, and media industry experts from major broadcasters such as the BBC, CNN and CCTV and new media giants such as YouTube and Twitter came together under the theme of 'Breaking the News in the Media 3.0 Era' and discussed the future of news media and technology.

International co-production and program exchange

KBS holds a regular broadcast co-operation meeting with CCTV of China and NHK of Japan. KBS has engaged in the ABU documentary exchange workshop and co-produced 'CARE3' (Change Asia Rescue the Earth) and 'Asian Pitch', establishing a cooperative network with global broadcasters and introducing excellent contents including high quality documentaries.

Improving overseas broadcasting in Korean language

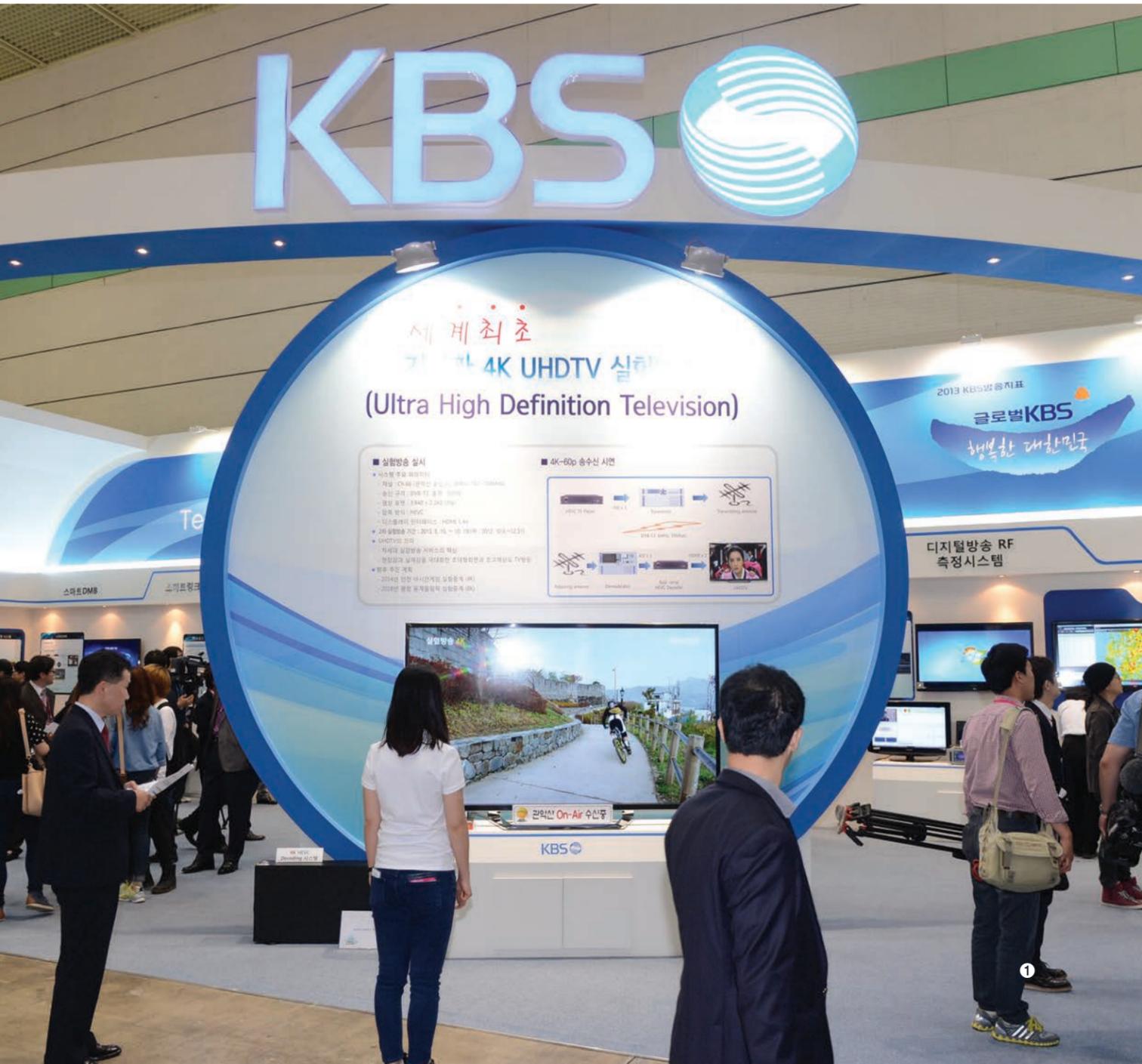
As Korea's public broadcaster, KBS has set up a network of Korean language broadcasters abroad in association with stations that produce and air programs in Korean. KBS has made efforts to help raise the competence of broadcasters and the quality of their stations' content. KBS international cooperation organizes dispatching experts overseas for training and a conference to share best practice. The World Korean Language Broadcaster Conference that makes the 19th anniversary in 2013 now serves as festival for Korean language broadcasters.

1. Global News Forum
2. President & CEO Gil elected as the President of ABU
3. Indonesian lawmakers visit KBS
4. World Korean Language Broadcaster Conference 2013



Broadcasting Technology

In order to lead fast evolving broadcasting technologies, KBS has focused on building the foundation it needs for the next generation of broadcasting services and conducting R&D on smart media. It has invested heavily on the development of technologies for the socially underprivileged such as those with hearing difficulties. It has also reinforced its capability as the main broadcaster in the event of a natural disaster. KBS has completed the re-structuring of digital channels and strived to extend its service range to ensure full access for all audiences.



1. KOBA Broadcast, Audio & Lighting Equipment Show
2. Recognized at the ABU Broadcasting Technology Awards
3. Test broadcasting of 4K UHD TV

Securing a foundation for the next generation of broadcasting service

KBS continued to test 4K UHD TV for the second round and has achieved a world-first with the successful transmission of 4K-60p images in one DTV frequency band (6MHz). It also worked closely with the Ministry of Science, ICT and Future Planning and the Korea Communications Commission to secure the frequency of 700 MHz required for future broadcasting.

R&D on smart media

KBS invests in technology development to build an environment suitable for interactive services that combine terrestrial broadcasting and the Internet. Its K-Motion system allows for interaction between the movement of a person and its graphics in a virtual studio and was applied to news programs to generate a better overall audience experience. A prototype system was also developed that can automatically translate captions into sign language to ensure the access of the socially underprivileged such as those with hearing difficulties.

Reinforcing its capability as the main broadcaster in the event of disaster

KBS secured images of the Five Islands in the Yellow Sea by setting up a panoramic camera on Baengnyeongdo and building a satellite system. Panorama cameras have been stationed on Yeonpyeogdo, Dokdo, Yieodo and Hongdo with regular checkups carried out to ensure the readiness of KBS for disaster broadcasting. KBS also monitored the building of the Dokdo Scientific Research Station and collaborated with external bodies including ETRI to share the technology required to communicate with the Korean satellite, Cheollian.

Digital TV channel reshuffled and service area extended

Upon the end of the analogue broadcasting era, KBS successfully reshuffled its digital channels across 295 stations and 735 media sources. A White Paper on Digital Conversion was published and describes in detail the entire process of the conversion between 1997 and 2012. Digital TV relay centers were set up on Mt. Cheonbo and Mt. Shikjang to address issues surrounding poor reception, and 3 stations for FMR and 7 stations for DMB were added to improve the audience experience.

Advancing the production of HD programs

KBS produced *Concert 7080* and *Yu Hee-yeol's Sketchbook* in 5.1 channel surround sound and broadcast *Music Bank* in over 80 countries live to extend the reach of K-Pop. It also expanded the scale and facilities of its broadcasting center at the venue of the Sochi 2014 Winter Olympics to achieve a better audience experience through higher-quality images and sound.

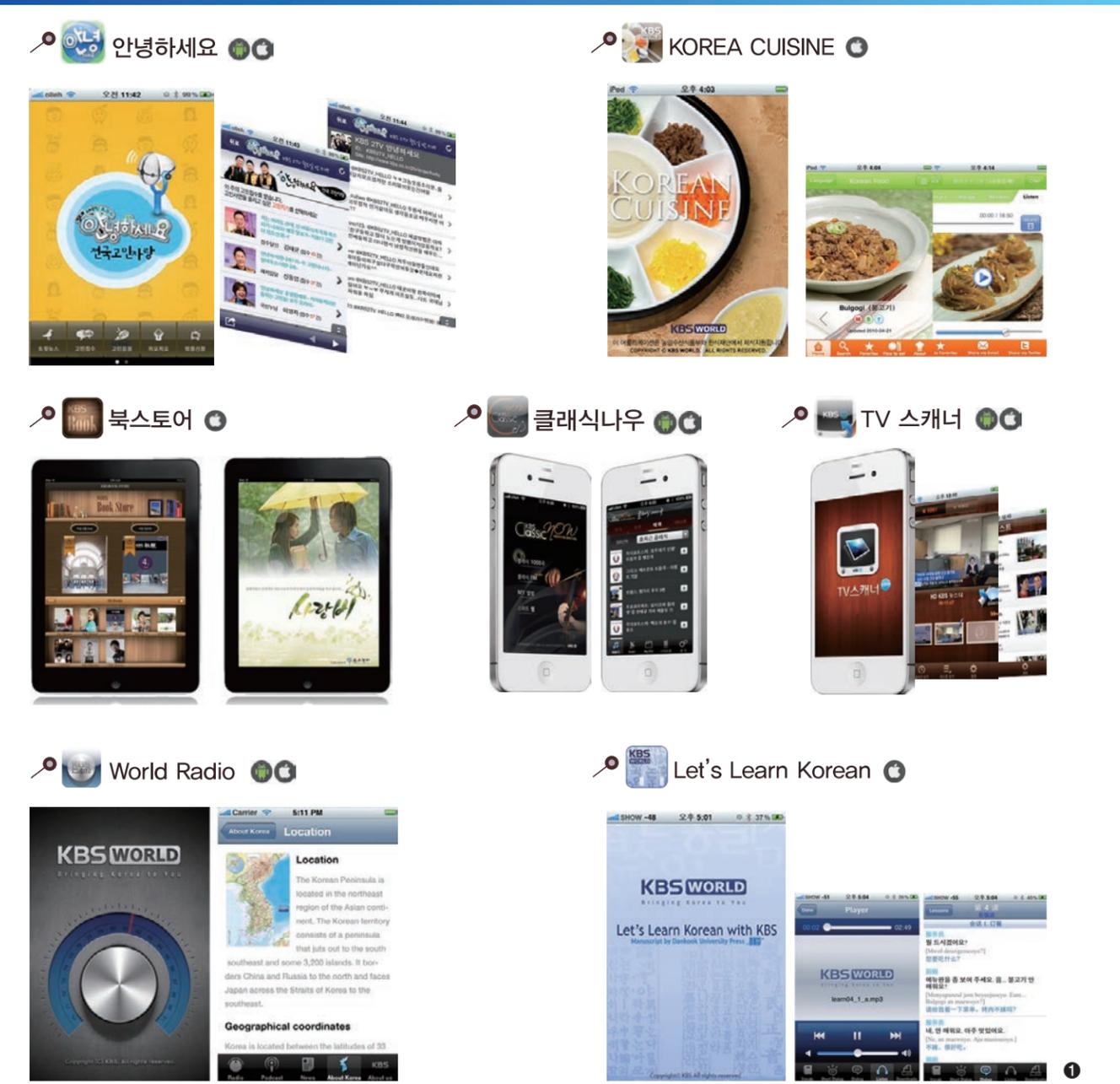
Honored by the ABU Prizes

KBS was recognized by the ABU Prizes for its technological prowess, winning two awards in the broadcasting technology category. The awards were the recognition of its contribution to the testing of terrestrial 4K UHD TV, the development of file-based broadcasting technologies and its donation of outside broadcast vans and broadcasting equipment to ABU member broadcasters for the two previous years.

New Media

In line with the fast changing media environment, KBS reinforced its N-screen capability to deliver a better audience experience.

For this, it made available new smart media services that allow audiences to access KBS content anytime, anywhere.



Smart media broadcasting launched on a pilot basis

KBS initiated a multi-channel, interactive smart media service that combines terrestrial broadcasting and the Internet. This allows audiences to access not only digital content broadcast via terrestrial waves but also a wide variety of content streaming via the Internet. KBS offered VOD services and a smart TV app to provide audiences with better access to its content regardless of time.

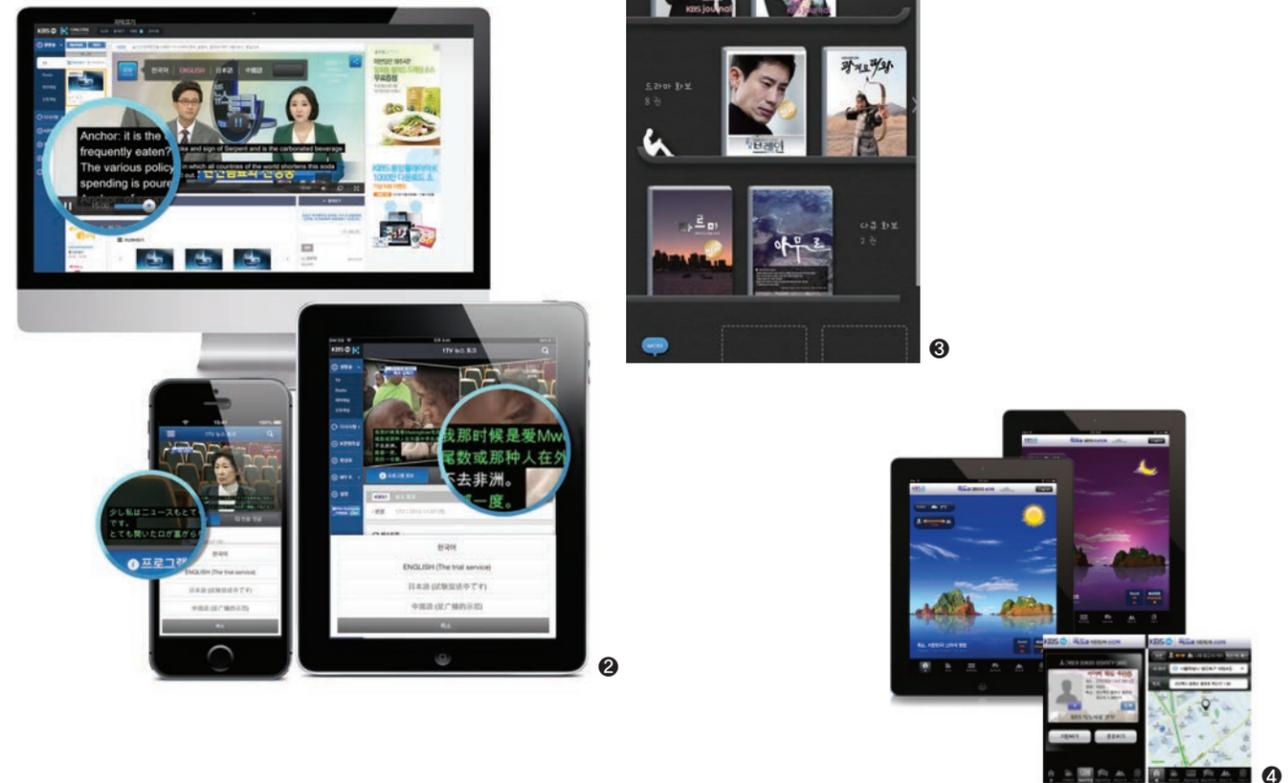
Its website and Internet media availability have improved

In line with the changing media environment, KBS reinforced the media capability of its website and strengthened N-screen competitiveness. The website shifted from text based to content based in a move designed to give a better user experience with more diverse media features. The websites of local KBS stations were also improved to provide a wider range of region specific services. Its capability to plan and produce online content was fortified. It can now support the production of the Internet version of a newly launched program and produce content intended for online distribution only.

'Player K', expanding free universal access

'Player K' is an integrated player designed to expand communication by providing free universal services to audiences in the era of multiple devices based on N-Screen environments. It provides real-time broadcasting and high-quality replay service and interactive service for PC, smartphones, tablets and smart TV with 20 TV channels and 7 radio channels, totaling 27 channels. In 2013, the 'Player K' mobile app was downloaded over 10 million times, becoming more readily accessible by audiences. 'Player K' has added new services for multi-cultural families and international citizens in Korea, including pilot-based multi-language captions, in an effort to ensure the universal availability of smart services.

1. Smart media services
2. Player K-multilingual captions
3. Online office-Magazine K
4. Dokdo Live App



KBS is committed to making another great leap forward

KBS will strive to fulfill its public responsibilities and to maintain public interest by maximizing the value of license fee with quality programs.





License Fee

KBS values the license fee paid by audiences and spends it for the sole purpose of realizing and fulfilling its full public service responsibilities as the country's key public broadcaster. This is only possible through the stable inflow of revenues. The license fee makes it also possible to produce high quality content accessible via multiple devices, provide better digital experiences for audiences and help spread the Korean Wave.

The license fee is an important cornerstone of KBS' finances

Article 44 of the Broadcast Act grants KBS' public obligations, including the realization of impartiality and public interest in broadcasting and the provision of a quality broadcast service regardless of location and surroundings. Article 56 of the Act allows KBS to fulfill such responsibilities and roles through the television license fee collected from its audiences. KBS, a public broadcaster, uses the funds raised from the license fee to produce programs that fulfil a public service and make broadcasting services equally available to every corner of society.

The license fee is to provide high-quality broadcasting and to fulfill KBS' public responsibilities

Based on the funds raised from the license fee, KBS runs main channels including TV 1, TV 2, Radio 1, Radio 2, FM 1 and FM 2 as well as international channels (KBS World TV and Radio), Voice of Love intended for the disabled and the underprivileged, and Global Korean Network intended for South-North harmony and exchange. The funds are also used to deliver KBS content on other platforms including 4 DMB channels and Player-K. The license fee enables KBS to address poor signal reception in mountainous areas and remote islands and fulfill its responsibility as the main disaster broadcaster to help protect people affected in the event

of disaster. A portion of the license fee is granted to EBS. The transmission of EBS TV and Radio is provided by KBS free-of-charge.

Public broadcasting starts with the rationalization of the license fee

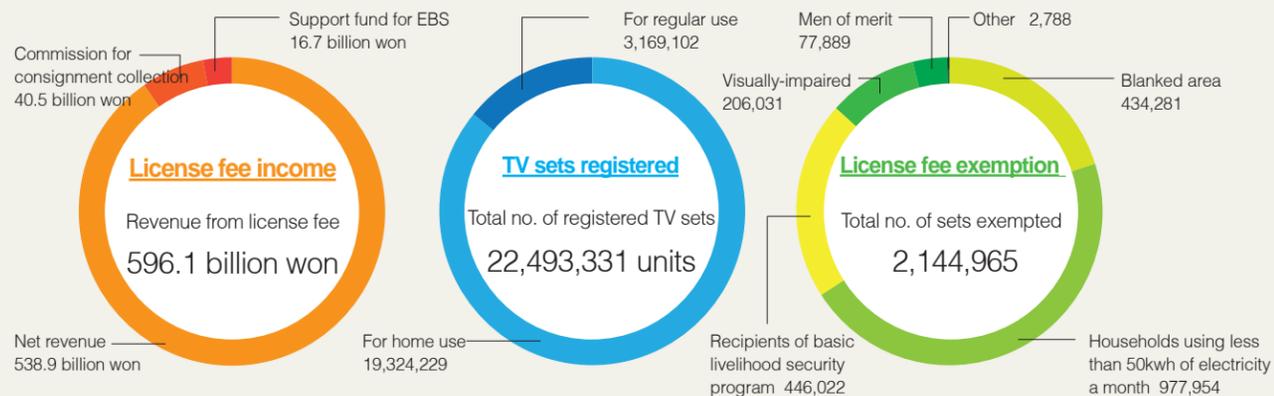
The KBS Board of Governors decided at a board meeting in December 2013 to raise the license fee which has been capped at 2,500 won, since 1981, to 4,000 won per month. Its decision on raising the fee will be passed on to the Korea Communications Commission. The Board's decision came at a time when the proportion of the license fee in relation to the total revenues of the broadcaster is less than 40 percent. This level can compromise KBS' financial ability to produce healthier and more publicly beneficial programs.

An increase in the license fee will empower the broadcaster to fulfill its growing public responsibilities and bring its presence in line with the improved status of Korea by leading the spread of the Korean Wave with high quality, premium content. KBS is committed to deliver value for money on the license fee paid by the audience by becoming a reliable and globally renowned public broadcaster comparable to any of its kind.



1. An antenna is being repaired
2. A session to discuss license fee
3. Agreement to improve the reception of terrestrial waves

Statistics on license fee (as of the end of 2013)



2

3



Management

KBS continued to push for the rationalization of the license fee to fundamentally address its financial hardships. At the same time, it took austerity measures including tightening of its belt in operation and a pay cut in senior managers' salaries as recommended in the enterprise total review.

In line with the fast changing broadcasting environment, KBS enhanced its training programs for its members and adopted an open recruitment system to ensure that quality human resources from outside Seoul are given equal opportunities.

Changing broadcasting environment and KBS' balance of accounts

From 2012 to 2013, KBS revenues decreased 10.8 billion won, to total of 1.5572 trillion won. License fee revenues amounted to 596.1 billion won and advertising revenues shrank by 44.3 billion won to 579.3 billion won. Content business revenues increased by 39.5 billion won (24.5 %), to 200.7 billion won. At domestic market, KBS expanded revenues by concluding additional agreements on the retransmission of TV 2 content while seeing more revenues from its new media sector with the increasing demand for VOD on TV and mobile devices. Internationally, it increased sales by stepping up its global marketing efforts and expanding into the new media market in China. KBS made tremendous investment to secure the rights to commercialize its mini-series content. KBS N opened a female channel (KBS W) in January 2013 to form a foundation to extend the base of female audiences and capitalize on opportunities to earn additional revenue.

Strict austerity measures to overcome management hardships

KBS overcame the financial difficulties it faced from the slowdown in the advertising market and the stagnation in its revenue streams from the frozen license fee with a two-tiered contingency operation. Key measures include cutting costs, taking steps to increase revenues, minimizing wage increases and pay-cuts amongst its senior managers. Enterprise total review was used to restrict total cost to 1.5529 trillion won, achieving a surplus of 43 billion won despite financial difficulties. As of the end of 2013, the total assets of KBS are 1.3615 trillion won, with liabilities of 693.8 billion won and capital of 667.7 billion won. Assets have decreased by 30.8 billion won, liabilities by 27.8 billion won and capital by 3 billion won from the levels of the previous year.

Efficient HR management

The number of KBS employee was reduced from 5,086 in early 2010 to 4,692 in late 2013 resulting from the efficient operation of the organization and human resources. People with experience were recruited for field positions to make the use of manpower more efficient, and transfers between internal posts were made more flexible for higher morale. Its vision of human resources focused on creativity, trust and future orientation and this vision was shared to make clear the qualities that KBS seeks in its human resources.

Open recruitment to ensure diversity and equal opportunities

KBS started earlier than any of its competitors to seek open recruitment irrespective of academic background, age, major or nationality. Four stage screening was adopted for recruitment to select those with the intelligence and personality required to work in a public broadcaster. KBS has since 2011 maintained principle that a set proportion of new recruits should be from outside Seoul to fulfill its responsibilities for a balanced voice among regions.

Recognized as family friendly organization with family-friendly holidays

KBS is the first local media organization to be named as a Family Friendly Organization by the Ministry of Gender Equality and Family. It joined the government's effort to raise the birth rate by expanding maternity leave for spouses and adopting a system of leave for family care. It has made sure that there is no discrimination against females or the disabled in recruitment or promotion. In January 2013, KBS adopted a system of family-friendly holidays to raise morale among its employees for higher productivity.



1. Recognized for its family friendly management
2. Volunteering by KBS new recruits
3. Emergency Management Executive Meeting





Financial Statements 2013

Income Statement

(Unit: 100 million won)

Account title	2013년(A)	2012년(B)	Change(C=A-B)	Rate of change (C/B)
I. Sales	14,989	15,190	-201	-1.3%
1. Revenue from broadcasting	14,855	15,040	-185	-1.2%
1) Revenue from the license fee	5,961	5,851	110	1.9%
2) Revenue from commercials	5,793	6,236	-443	-7.1%
3) Revenue from time rate	0	113	-113	-100.0%
4) Revenue from the government	104	105	-1	-1.0%
5) Other broadcasting revenue	2,997	2,735	262	9.6%
2. Revenue from audience business	134	150	-16	-10.7%
1) Revenue from symphonies and traditional music orchestras	2	2	0	0.0%
2) Facility operation costs	132	148	-16	-10.8%
II. Cost of sales	12,755	13,002	-247	-1.9%
1. Broadcasting costs	12,502	12,717	-215	-1.7%
1) Production costs	10,036	10,196	-160	-1.6%
2) Facility operation costs	2,466	2,521	-55	-2.2%
2. Audience business costs	253	285	-32	-11.2%
III. Gross revenues	2,234	2,188	46	2.1%
IV. Selling and administrative costs	2,508	2,568	-60	-2.3%
1) General administrative costs	655	646	9	1.4%
2) Costs for license fee collection	818	803	15	1.9%
3) Operation costs for commercials	1,035	1,119	-84	-7.5%
V. Operating profits	-274	-380	106	27.9%
VI. Non-operating profits	368	318	50	15.7%
1) Non-operating revenue	583	490	93	19.0%
2) Non-operating costs	215	172	43	25.0%
VII. Net profit/loss before income taxes	94	-62	156	251.6%
VIII. Income tax expenses	51	0	51	-
IX. Net profit during the term	43	-62	105	169.4%

Balance Sheet

(Unit: 100 million won)

Assets				Liabilities			
Account title	2013년(A)	2012년(B)	Change (A-B)	Account title	2013년(A)	2012년(B)	Change (A-B)
I. Current assets	2,443	2,530	-87	I. Current liabilities	3,708	4,316	-608
1. Quick assets	2,284	2,417	-133	1. Short-term borrowings	2,142	2,651	-509
1) Cash and cash equivalents	16	19	-3	2. Current portion of long-term borrowings	315	312	3
2) Trade receivable	2,013	2,172	-159	3. Trade payable	919	1,055	-136
3) Other receivables	116	148	-32	4. Accounts payable	129	27	102
4) Accrued revenue	5	6	-1	5. Advance received	111	231	-120
5) Amount prepaid	59	13	46	6. Deposit received	22	0	22
6) Prepaid expenses	29	14	15	7. Prepaid income	64	34	30
7) Deferred tax asset	38	38	0	8. Other current liabilities	6	6	0
8) Other quick assets	8	7	1	II. Non-current liabilities	3,230	2,900	330
2. Inventories	159	113	46	1. Allowance for severance and retirement benefits	3,371	3,043	328
1) Products	110	69	41	-Transfer from national pension	-20	-21	1
2) Films	19	7	12	-Deposits for retirement insurance	-121	-122	1
3) Stored goods	30	37	-7	Total liabilities	6,938	7,216	-278
II. Non-current assets	11,172	11,393	-221	Equity			
1. Investment assets	3,576	3,487	89	I. Capital	2,062	2,062	0
1) Long-term investment	1,114	1,188	-74	1. Stage owned equity	2,062	2,062	0
2) Investment stocks	1,847	1,726	121	II. Capital adjustments	-13	-13	0
accounted in equity method				1. Other capital adjustments	-13	-13	0
3) Long-term loans	615	573	42	III. Accumulated other comprehensive income	338	411	-73
2. Tangible assets	7,274	7,519	-245	1. Gain on valuation of investment stock using equity method	-21	-5	-16
1) Land	1,399	1,397	2	2. Gain/loss on valuation of available-for-sale securities	359	416	-57
2) Building	3,385	3,023	362	IV. Earned surplus	4,290	4,247	43
3) Structure	365	358	7	1. Earned surplus reserve	1,031	1,031	0
4) Machine	1,753	1,988	-235	2. Appropriated retained earnings for business development	2,037	2,037	0
5) Delivery equipment or vehicles	57	94	-37	3. Reserve for business rationalization	90	90	0
6) Other tangible assets	113	141	-28	4. Reserve for business expansion	1,089	1,396	-307
7) Construction in progress	202	518	-316	5. Unappropriated retained earnings (- amount of deficits)	43	-307	350
3. Intangible assets	11	14	-3	Total equity	6,677	6,707	-30
1) Other intangible assets	11	14	-3	[Total assets]	13,615	13,923	-308
4. Other non-current assets	311	373	-62	[Total liabilities and equity]	13,615	13,923	-308
1) Deposits	155	149	6				
2) Non-current deferred tax assets	65	50	15				
3) Long-term receivables	91	174	-83				



Board of Governors

The Board of Governors at KBS is the highest decision making body for matters concerning the broadcaster's operation to ensure that KBS remains independent and in support of the public interest.

The Board of Governors consists of 11 governors including the chairman, and each governor holds a maximum 3-year term. Governors are recommended by the Korea Communications Commission, taking into account the representativeness of each area, and are appointed by the President of the Republic of Korea. The board deliberates and decides the main policies of KBS, including matters concerning the public responsibilities of broadcasters, basic broadcasting plans, budgets and the settlement of accounts, operational evaluation and its disclosure, recommendation of the appointment of KBS president & CEO and auditor general, approval of appointment of KBS executive vice-presidents, the installation and abolition of local stations, acquisition and disposal of basic assets, investment in other entities and amendment of the Articles of Association. The 9th Board of Governors was launched on September 1, 2012, and is currently in operation.



Lee Gil-yung Chairman

- Auditor general of KBS
- President, TBC
- Executive managing director of News & Sports Division, KBS



Yang Sung-soo

- Director of Korea Broadcasting Advertising Corp.
- CEO of KBS Art Vision
- Executive director of Culture and Information Department, KBS



Lim Jeong-gyu

- Executive managing director of Technology Division, KBS
- Auditor of KBS Art Vision
- Executive director of TV Technology Department, KBS



Lee Kyu-hwan

- Managing director of the Policy Planning Center, KBS
- Executive director of Planning and Production Department, KBS
- Chairman of KBS PD Association, Chairman of Korean Producers & Directors' Association



Kim Joo-eun

- Executive secretary of Korea Press Foundation
- Executive secretary of People's Coalition for Media Reform
- Chairman of Journalists Association of Korea



Han Jin-mann

- (Current) Prof. of mass communication at Kangwon National Univ.
- Member of Regional Broadcast Development Committee (Korea Communications Commission)
- Chairman of Korean Association for Broadcasting & Telecommunication Studies



Choi Yang-soo

- (Current) Prof. of mass communication at Yonsei Univ.
- Chairman of Korean Association for Broadcasting & Telecommunication Studies
- Dean of Graduation School of Communication and Arts, Yonsei Univ.



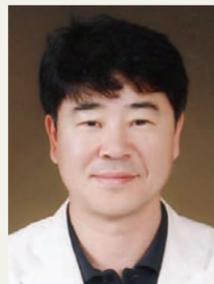
Lee Byung-hae

- (Current) Prof. of digital media at Myongji Univ.
- Director of Korean Association for Broadcasting & Telecommunication Studies
- KBS announcer



Lee Sang-in

- (Current) Representative lawyer of Law Firm 'Oneul'
- (Current) Director of Korean Institute for Judicial Education
- Senior judge, Incheon District Court



Choi Young-muk

- (Current) Prof. of mass communication at Sungkonghoe Univ.
- Member of National Committee for Media Development
- Chairman of Legislation Study Society, Korean Association for Broadcasting & Telecommunication Studies



Jo Jun-sang

- (Current) Director of institute for Public Media
- Director of Policy Office, Korean Federation of Press Unions
- Hankyoreh reporter

Executive Body

The executive body of KBS comprises one president & CEO, one auditor general, a maximum of two executive vice presidents and a maximum of eight executive managing directors.

The KBS President & CEO is recommended by the board of governors and appointed by the President of the Republic of Korea and the executive vice-presidents are agreed by the board of governors and appointed by the KBS President & CEO.

The auditor general is recommended by the board of governors and appointed by the Korea Communications Commission, while executive managing directors are appointed by the KBS President & CEO.

The term of the executive body is 3 years and they can serve consecutive terms.



Gil Hwan-young President & CEO

- Executive vice-president
- Executive managing director of Contents Division
- Executive director of KBS Daejeon



Kim Seung-jong Auditor general

- Director of Seoul Foundation for Arts and Culture
- Executive managing director of Programming Division
- Managing director of Audience Relations Center



Ryu Hyun-soon

- Executive vice president
- Executive managing director of Policy Planning Division
- Executive director of KBS Jeju
- Head of External Affairs Team



Jeon Hong-gu

- Executive vice president
- Research member of Broadcast Research Institute
- Executive director of Assets Management Department
- Executive director of General Affairs Department



Jun Jin-kuk

- Executive managing director of Programming Division
- Managing director of Programming Center
- Executive director of Entertainment Department
- Executive director of KBS Changwon



Lim Chang-keun

- Executive managing director of News & Sports Division
- Executive director of KBS Daejeon
- Executive director of News & Sports Department
- Correspondent of Washington, USA



Jang Seong-hwan

- Executive managing director of TV Division
- Executive director of KBS Jeju
- Member of Board, KBS Media
- Head of Children & Youth Team



Lee Jong-ok

- Executive managing director of Technology Division
- Executive director of Broadcast Facility Department
- Director of Production Facility
- Deputy director of Technical Planning



Moon Chang-suk

- Executive managing director of Audience Relations Division
- Executive director of KBS Wonju
- Head of Personnel Planning Team
- Head of Human Resources Management Team



Kwon Soon-bum

- Executive managing director of Policy Planning Division
- News Commentator
- Executive director of Current Affairs Department
- Executive director of Broadcast Research Institute



Affiliates

KBS Media

Established on Sep 1, 1991
Representative Jeon Yong-gil
Tel 02-6393-8100
Address KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Business Sales of broadcast rights at home and abroad, provision of overseas Korean programs, entertainment business including K-pop, development of new media platforms and ads marketing business, drama production and investment, and security of copyright



KBS BUSINESS

Established on Apr 1, 1989
Representative Park Gap-jin
Tel 02-2600-8600
Address KBS Sports World, 376 Gonghangdae-ro, Gangseo-gu, Seoul
Business Broadcast facility management, sports business, broadcasting technology business and performance/culture/business, consulting and broadcasting vehicle service



KBS N

Established on Mar 8, 2001
Representative Park Hee-seong
Tel 02-787-3333
Address KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Business provision of channels (KBS Drama, KBS N Sports, KBS Joy, KBS W, KBS Kids, KBS Prime), ads business, event/performance/culture/character business, co-production of programs, KBS World (transmission)



KBS MEDIATECH

Established on Sep 1, 2009
Representative Gang Seong-ho
Tel 02-6099-7312-3
Address Unit 303, KBS Research Building 3, Gukhoedae-ro 62 gil 4, Yeongdeungpo-gu, Seoul
Business KBS program production, KBS facility/equipment lease, broadcasting academy, production and sales of visual/sound albums, broadcast production within Korea and overseas



KBS ARTS VISION

Established on Oct 1, 1991
Representative Gang Soon-pil
Tel 02-6099-7799
Address 7F, KBS Annex, 359 Yeouidaebang-ro, Yeongdeungpo-gu, Seoul
Business Stage design/installation (design, decorations, costume, CG, sets, makeup/beauty), cultural business, visual design/CG, exhibition and theme park business



KBS SECURITY

Established on Mar 1, 2011
Representative Song Won-seop
Tel 02-6099-7111
Address 1F, KBS Main Building, 13 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul
Business KBS facility security and the maintenance of public order at event venues



KBS America

Established on Jul 15, 2004
Representative Kim Kyung-hee
Tel 213-739-1111
Address 625 S.Kingsley Dr. Los Angeles, CA 90005, USA
Business Provision of KBS content and channels in North America



KBS JAPAN

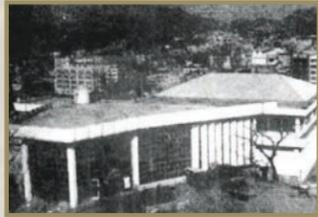
Established on Oct 19, 2005
Representative Kim Dae-hoe
Tel 03-3568-7791-3
Address Akasaka Shujan B/D 2F, 5-5-13 Akasaka, Minato-ku, Tokyo, Japan
Business Provision of KBS content and channels in Japan



History of KBS



1926 Established Kyeongseong Broadcasting Corporation
1927 Started the first radio broadcasting in Korea (JODK)



1961 Opened Seoul TV Broadcasting Station (KBS TV)

1940

1947 ITU allocated the call sign 'HL' to Korea
1948 Launched the state-run Seoul Central Broadcasting Station



1973 Founded the Korean Broadcasting System (KBS)
Founding president Hong Kyeong-mo took office
1979 President Choi Se-yeong took office
1979 Launched FM broadcasting

1970

1980 Launched 2TV and Radio2
President Lee Won-hong took office
Introduced color TV broadcasting
1981 Launched 3TV and Educational FM broadcasting
Set the license fee for color TV (2,500 won/month for color TV and 800 won/month for black-and-white TV)
1983 Special live <The Reunion of the Separated Families>
1985 President Park Hyeon-tae took office
Launched multiplex broadcast
1986 President Jeong Gu-ho took office
Broadcast the Seoul Asian Games as the host broadcaster
1988 Broadcast the Seoul Olympic Games as the host broadcaster
President Seo Young-hoon took office



1990 President Seo Gi-won took office.
KBS Established the KBS Broadcasting Code
Transferred the control of 3TV and Educational FM to the Ministry of Education
1993 President Hong Du-pyo took office
1994 Improved the license fee collection system and abolished commercials on 1TV
1995 Launched internet broadcasting
1996 Launched test satellite broadcasting
1997 Held the 34th ABU Seoul General Assembly
1998 President Park Kwon-sang took office.

1990

2000 Launched Radio3, Sound of Love
2001 Terrestrial digital TV broadcasting
2002 The official broadcaster of the Korea-Japan World Cup
The host broadcaster of the Busan Asian Games
Launched KBS Korea, KBS Sky Sports and KBS Sky Drama
2003 President Chung Yeon-ju took office.
Opened the global satellite broadcast 'KBS World'
Radio1 restarted as a news and current affairs channel
Established the KBS code of ethics
2004 Conducted the team system for DTV broadcasting in 5 major cities and divided local stations into 9 regional headquarters and 9 local stations.
2005 Broadcast APEC 2005 Korea as the host broadcaster
Opened terrestrial DMB broadcaster
Conducted TV daytime broadcasting
2006 Conducted MMS test broadcasting
Opened KBS JOY
Conducted test broadcasting on IPTV
2007 Launched nationwide terrestrial DMB broadcasting
Host the PBI Seoul Conference
2008 President Lee Byung-soon took office
2009 President Kim In-kyu took office
2010 Opened KBS Gyeong-in Broadcasting Center
Broadcast the G20 Seoul Summit as the host broadcaster



2000

2011 2012

2011 Hosted INPUT Seoul and broadcast the 2011 World Championships in Athletics as the host broadcaster

2012 Broadcast the Nuclear Security Summit as the host broadcaster
Opened KBS N Kids channel
Broadcast Yeosu Expo as the host broadcaster
Launched all-day broadcasting
Held the 49th ABU Seoul General Assembly
President Gil Hwan-young took office
Selected as family-oriented organization first among the media organization
Closed terrestrial analog broadcasting and opened the era of digital broadcasting



2013

2013 Opened KBS N W channel
The 40th anniversary of KBS
Won myriad international awards, including at the Banff TV Festival and Houston International Film Festival
The 10th anniversary of KBS World
President & CEO Gil Hwan-young elected as chairman of ABU / KBS re-elected as a director organization
Proposal to raise license fee approved by the Board of Governors



KBS  Korean Broadcasting System

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TEL (02) 781-1000 www.kbs.co.kr