In an era of endless competition in the media industry, KBS has been showing its strength as a public broadcaster by creating high-quality content that is both well-made and popular with the audience. Award-winning Documentaries KBS’ award-winning documentaries always gain attention from international audiences for their relevance and depth. <The Next Hundred> explored the universal values of mankind while <Journey on Foot> captures people on spiritual pilgrimage on three continents.

Globally Popular Contents 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 all topics viewers can relate to. Meanwhile, KBS entertainment and variety shows provide wholesome laughter and fun for both young and old. <One Night and Two Days>, <The Return of Superman> and <Music Bank> remain popular with domestic and international audiences, offering a wide variety of choices and new experiences.

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.

In the rapidly changing global media environments, KBS continues to expand competitive 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 Global Leadership As the 15th president of the ABU, KBS faithfully carries 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. In 2018, KBS hosts the Public Broadcasters International in Seoul to provide an opportunity for public broadcasters to envision future strategies.

KBS takes TV Viewung to New Level KBS launched terrestrial 4K UHD broadcasting from May 2017. The launch makes KBS the first in the world to air regular terrestrial UHD broadcasts. It is also 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 broadcasting technology to the world.

UHD PyeongChang Winter Olympics Coverage To prepare for broadcasting of the PyeongChang Winter Olympic Games 2018, KBS test broadcast the Fig (International Ski Federation) Freestyle Ski and Snowboard World Cup 2017 held in PyeongChang in UHD. KBS plans to air special programs of the Games until its opening.

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 <Clay Concert>.}

**KBS Facts**

1. **KBS Channels**
   - **01 TERRESTRIAL TV**
     - KBS1<br>     - KBS2<br>     - KBS World1<br>     - KBS World2
   - **02 CABLE TV**
     - KBS Entertainment Channel<br>     - Oil Money Channel<br>     - Channel i<br>   - **03 INTERNATIONAL BROADCASTING**
     - KBS World TV<br>     - KBS TV<br>     - KBS World Radio
   - **04 RADIO**
     - KBS Radio<br>     - KBS World Radio<br>     - KBS Radio 9<br>   - **05 TERRESTRIAL DMB**
     - KBS TV<br>     - KBS World Radio<br>  

2. **Revenue**
   - Total 14,866

3. **KBS TV Key Figure**
   - Employees 7,099
   - Services 1,055
   - Contractors 507
   - Others 437
   - Total 4,591
   - 1,186
   - 1,945
   - 1,511
   - 229
   - 123