

희망과 감동

Hope to Inspire
Together with KBS

KBS가 함께합니다

2018 KBS Broadcast Policy

KBS, the Leading Public Service Broadcaster of Korea, Hosts the PBI 2018

QUALITY CONTENT

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 Human> 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 are 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.

2017 Award Winning Programs Total Number of Awards : 24

New York Festivals World's Best TV & Films

- Gold World Medal, Documentary, <Imjin War 1592>
- Gold World Medal, Human Concerns, Documentary, <A Cruel Gift>

WorldFest-Houston International Film Festival

- Special Jury Award, Documentary, <A Cruel Gift>
- Special Jury Award, Health & Wellness
- <The Secrets of Life and Death: 600th Episode Special-The Miraculous Brain>

New York Festivals International Radio Program Awards

- Bronze Award, National or International Affairs, Information & Documentary
- <50 Years since the Chinese Cultural Revolution and North Korea>

Asian TV Awards

- Best Natural History/Wildlife Programme
- UHD UNESCO World Heritage: The Time Capsule of Nature>



OUR HISTORY

- 1926** Established Kyeongseong Broadcasting Corporation
- 1927** Started first radio broadcasting in Korea (JODK)
- 1973** Founded the Korean Broadcasting System KBS
- 1980** Launched 2TV and Radio2
- 1983** Live Special <The Reunion of the Separated Families>
- 1988** Host Broadcaster of the Seoul Olympic Games
- 2001** Terrestrial digital TV broadcasting
- 2002** The official broadcaster of the Korea-Japan World cup
- 2003** Opened global satellite satellite station KBS World
- 2017** Launched terrestrial 4K UHD TV
- 2018** Hosts the PBI 2018



NEWS & SPORTS

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 current news and updates in times of emergency.

Korea's No.1 News Channel

KBS's signature evening news program, <News 9>, is the most influential and trusted news program in Korea, drawing twice the number of viewers compared to rival news programs. The program's credibility and influence is the result of fair reporting and the selection of timely and relevant news issues.



Digital First Strategy & Integrated Newsroom

The KBS Digital Newsroom created under our 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.



Future Broadcast Center

KBS plans to start building the Future Broadcast Center, a new addition to its existing headquarters, from early 2018. The Center will house a UHD digital news studio, a purpose-built studio for entertainment programs, and audience-friendly facilities.

GLOBAL COOPERATION

In the rapidly changing global media environments, 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 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.



NEW MEDIA & FUTURE DIRECTION

KBS is investing in the future to become the next-generation broadcasting and media services leader. KBS launched the world's first 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.

UHD Takes TV Viewing 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 broadcast technology to the world.

UHD PyeongChang Winter Olympics Coverage

To prepare for broadcasting of the PyeongChang Winter Olympic Games 2018, KBS test broadcast the FIS (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 <Gag Concert>.



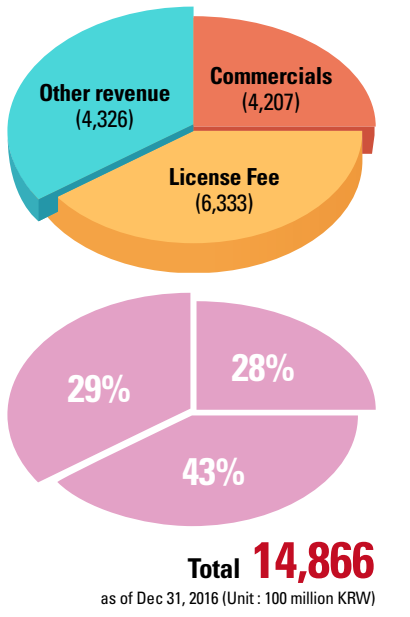
KBS FACTS

KBS Channels

- 01 TERRESTRIAL TV**
 - 1TV** Nationwide News-Current Affairs & Information-Sports-Culture-Documentary Channel
 - 2TV** Wholesome Family Culture-Entertainment-Variety Channel
- 02 CABLE TV**
 - KBS 1rama** Drama Channel
 - KBS 104** Entertainment Channel
 - KBS Sports** Korea's Leading Sports Channel
 - KBS 04** Life Leading Women's Channel
 - KBS Kids** Children's Edutainment Channel
 - KBS LIFE** People-History-Documentary-Culture & Information Channel
- 03 INTERNATIONAL BROADCASTING**
 - KBS WORLD TV** International Broadcasting Channel for the World
 - KBS WORLD Radio** Korea's Only Multilingual International Broadcasting Channel
- 04 RADIO**
 - KBS 1Radio** News & Current Affairs Channel
 - KBS 2Radio** Wholesome Family-Variety Channel
 - KBS 3Radio** Social Welfare Channel for Disabled & Underprivileged
 - KBS 4Radio** Inter-Korean Cooperation & Exchange Channel
 - KBS 1n1** The Only Classical & Gugak Channel in Korea
 - KBS 2n1** K-Pop Channel
- 05 TERRESTRIAL DMB**
 - 1KBS** KBS TV1 based DMB Channel
 - 2KBS** KBS TV2 based Family & Culture DMB Channel
 - 3KBS** Only Music Channel out of Terrestrial DMB Audio Channels
 - 4KBS** Two-way Data Channel



Revenue



Personnel

