

 SBS Media Group

 SBS Media Group

Together, we make  Delight **SBS**



SBS, the best media group in Korea

SBS does not stay in the studios.

We are at the alleyways where the children play

At the passenger lounges in the busiest train stations

At the coffee shops on the trendiest streets

At the group chat windows crowded by school girls

At the comment section of the primetime news.

To listen and tell you stories.



Anywhere and everywhere people converge
And talk about broadcasting, express their thoughts.
That is where a new delight, an incredible change,
And real broadcasting takes place.
With SBS,
Together we make broadcasting,
Together we make delight.



CONTENTS

01

PROLOGUE

10 Media History
12 Key Facts

03

WHAT WE DO

24 Business Areas
26 Highlights
40 Affiliated Companies

05

CSR

54 CSR

02

WHO WE ARE

16 CEO Message
18 Vision
20 Corporate Structure

04

CHALLENGE

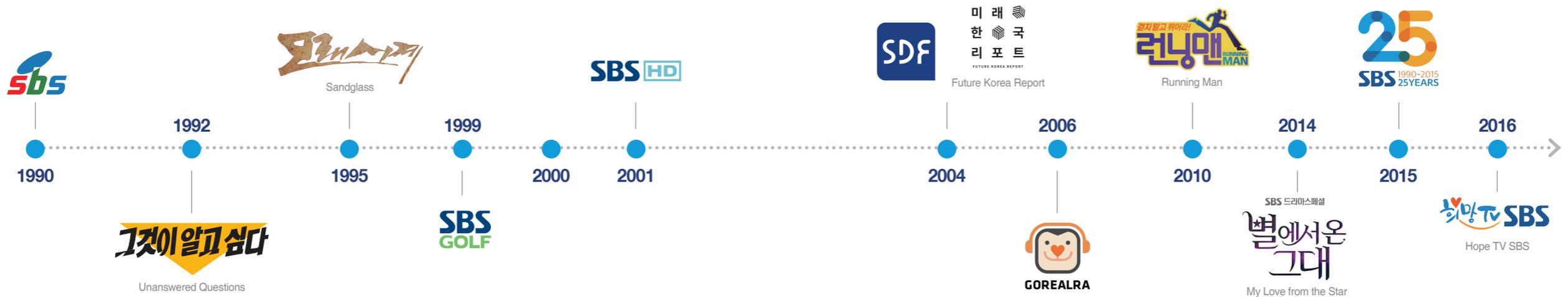
46 Go Global
48 Hello China
50 Smart Media

06

HISTORY

01 Media History

Retracing SBS' Remarkable Journey Endless Strides Forward



1990 SBS founded

Founded in 1990 as a private terrestrial broadcaster, SBS initiated delivery of broadcasting services in 1991, breathing new life into the traditional public broadcasting system. In 1995, SBS began delivering nationwide service over a national network built in partnership with local private broadcasters.

1992 Unanswered Questions aired

By prompting awareness about long-ignored human rights issues and social problems and shedding light on various unsolved mysteries, SBS' longest-running program *Unanswered Questions* has helped viewers stay better informed for over 20 years and remains popular to this day.

1995 Sandglass aired

The drama miniseries *Sandglass* enjoyed unrivaled popularity across the country, even being compared to a homing signal because of how people hurried home after work to catch each new episode. Recording a peak rating of 64.5 percent, *Sandglass* marked SBS' arrival as a leader in television drama production.

1999 Cable channels launched

Beginning with a golf channel in 1999, a sports channel in 2000, and Drama Plus in 2002, SBS Medianet has taken its place as a premier cable TV program provider offering a balanced mix of sports, dramas, and entertainment.

2000 Historic live show broadcast from North Korea

On its tenth anniversary, SBS aired a special live broadcast of *SBS 8 News* from Pyongyang, the first such event in Korean broadcasting history. Since then, SBS has continued to promote inter-Korean cultural exchange and reconciliation, broadcasting *Unification Basketball* between the two Koreas as well as the *Cho Yong-pil Pyongyang Concert*.

2001 Korea's first HDTV broadcasts launched

SBS introduced HDTV broadcasts for the first time in the country, opening a new chapter in Korean broadcasting history and cementing its position as a brand pioneering the digital media era.

2004 SDF and the Future Korea Report launched

Born out of SBS Media Group's commitment to a brighter tomorrow, the *Seoul Digital Forum (SDF)* and the *Future Korea Report* aim to explore potential social problems as well as their solutions and shape a timely agenda for the future.

2006 Internet radio service Gorealra released

The country's first online interactive radio platform, *Gorealra* enjoys a growing popularity thanks to a wide variety of features, including visual radio and replay functions, social media sharing, and spotlighted video and photo content.

2010 Running Man launched

A fresh take on the variety show format, *Running Man* has its members play games in various settings outside the traditional studio. With clever new themes and games introduced every episode, the show has attracted growing popularity not only in Korea but across Asia.

2014 SBS programs embraced in China

The TV drama *My Love From the Star* was a smash hit in China as well as in Korea. *Hurry Up, Brother*, the Chinese edition of *Running Man* coproduced by SBS, was also hugely successful, becoming one of the highest-rated TV variety shows in China.

2015 25th Anniversary of SBS

In 2015, SBS celebrated its 25th year in broadcasting. At the anniversary ceremony, our employees pledged to arm ourselves with a challenge-seeking DNA, venture "outside of TV and into the world" and strive for "the Best. SBS." The new slogan, "Together, We Make Delight" was also announced in the event.

2016 20th Broadcasting for Hope TV SBS

This year we celebrate the completion of the Building 100 Hope Schools in Africa project, one of the major initiatives backed by *Hope TV SBS*, our flagship social contribution program. With a wide range of events such as the Hope School VR exhibition and KakaoTalk mobile donation program, SBS is also continuing its efforts to promote the culture of giving and sharing.

01 Key Facts

SBS in Numbers Shared Milestones



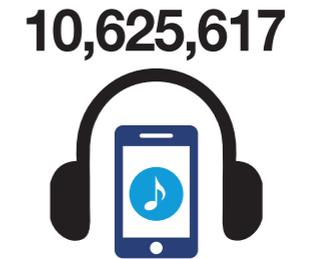
Advent of
the eight o'clock nightly news program



Peak rating of drama series *Sandglass*,
the highest in SBS history



Number of speakers who have shared
their visions for the future at **SDF**



Number of cumulative mobile app
downloads for *Gorealra*,
the online radio platform



3,500,000,000

Total online views of
My Love from the Star in China



Cultwo Show, the highest-rated radio show
for ten consecutive years



Number of guests, including Park Ji-sung, Ryu Hyun-jin
and Jackie Chan, who have participated
in *Running Man*, plus the seven regular cast members



Number of **SBS Hope Schools** under
construction in Africa

*Based on data from the first quarter of 2016



To stay true to the values that guided us at our start
To shape a new paradigm for today's media environment
To challenge convention to produce superior content
To strive for transparent management and unfettered communication

**These are the promises of SBS Media Group
as we seek to open a new world in media.**

02 CEO Message

A new world of media dreamed by many, SBS Media Group is leading the way.

Upon its founding as a private broadcaster, SBS became synonymous with the new world viewers dreamed of seeing. Even after many years since its inception, SBS Media Group still remains at the forefront of the digital media era, elevating the value of the broadcasting industry in terrestrial broadcasting, new media, and content production and distribution.

In the current media environment, every day brings rapid change, and such change is often very complex. In particular, the change spurred by the diversification of channels and spread of mobile devices, together with the convergence in broadcast communications and opening up of the media market, has proceeded at an unimagined speed and scope. This has not only altered the landscape of competition among media companies but also transformed the behavior of media consumers.

In efforts to respond efficiently to this fast-changing environment, we have directed our energies to the core businesses being undertaken by each of our affiliates, the overarching goal being to create sustainable corporate value. We also aim to strengthen our collective competitiveness by maximizing, through close cooperation and communication, the synergy among our various business sectors. Internally, we will seek a break with conventional ideas and behavior, creating freshly appealing, high-quality content and striving to develop new business opportunities.

In seeking new advancement, nothing is more valuable than going back to the basics. We will thus model our thinking and actions on the mindset and basic principles that inspired us in the early days. We will propose a new paradigm befitting an era defined by convergence in broadcast communications, a cross-media, multi-channel landscape, and global competition. And we will increase our efficiency through transparent management, broadening the horizons of the media industry.

The new media world of our dreams is at hand, and SBS will lead us there.

Thank you.



Yoon Suk-mynn
Vice Chairman of SBS Media Group

02 Vision

**“Outside of TV and into the World, the Best. SBS!”
SBS will venture out to the world and become
a global culture and content company.**

“Creating a Better World with Delightful and Healthy Content” has served as the guiding principle and the steadfast conviction of SBS Media Group since its inception. Armed with a challenge-seeking DNA, we are now venturing out of TV and to the world to become a global culture and content provider. This is the new aspiration for SBS Media Group.

Together, we make **Delight**



02 Corporate Structure

SBS Media Group maximizes synergies through close cooperation across its business sectors

By leveraging the core capabilities of its affiliates, SBS Media Group provides the media industry with a creative and diverse range of content and services, including content production, platform operation, and solutions delivery.



Holding Company
SBS Media Holdings



Broadcast art, video and technology
SBS A&T

Content distribution & digital services
SBS Contents Hub
SBS International

Marketing Solutions
Mediacreate
Smart Media Representative (SMR)

By ensuring that our full capabilities are directed to the core businesses of our affiliates, we create sustainable corporate value and maximize synergies.

We operate businesses in a wide range of areas, including content production and distribution, digital services, and advertising. Each affiliates leverages its expertise and experience to provide various solutions that offer the optimal blend of content and media as well as limitless value to customers.



Terrestrial Broadcasting
SBS

N-screen Service
pooq

Cable Networks
SBS Plus **SBS funE** **SBS Sports**
SBS Golf **SBS CNBC** **SBS MTV**
Nickelodeon



Public Utility Foundation
SBS Foundation

We provide the highest-quality content across multiple channels, including terrestrial broadcaster SBS, a pioneer behind the nationwide service network, the seven-channel program provider SBS Medianet, which delivers services through new media formats such as cable, satellite, and IPTV, and the N-screen service platform *pooq*.

With "A Delightful Sharing, A Happy Future" as the CSR slogan, SBS strives to make the world a kinder, better place by contributing to shaping national agenda, supporting the socially disadvantaged and nurturing media and the arts.



“How can Korean news programs be made more interesting?”
First news broadcaster in Korea to win an iF Design Award for news brand identity

“How can the documentary viewing experience be enhanced?”
First in Korea to produce a UHD documentary *SBS Special : Galapagos*

“Is radio only for listening?”
First in Korea to develop an online interactive radio platform *Gorealra*

Insightful thinking is the inspiration behind
the values SBS Media Group strives to realize.

03 Business Areas

SBS Media Group operates a wide array of businesses to maximize the value of its content



01

Deliver the highest-quality content in every genre

- Solidify content partnerships
- Plan and produce quality content
- Establish a digital initiative
- Develop new technology (UHD broadcasting, 3D drama production)
- Secure high-demand sports content such as the Olympics, the FIFA World Cup, EPL, ISU events

02

Operate private terrestrial broadcasting and genre-specific cable networks

- Operate diverse broadcast platforms, including terrestrial TV, FM and AM radio, and terrestrial DMB
- Provide nationwide service in partnership with nine local private broadcasters
- Operate seven specialized cable networks: dramas, entertainment, sports, golf, economic information, music, and children

03

Plan digital services and develop new media platforms

- Develop smart media content
- Operate N-screen service platform
- Strengthen content promotion through social media
- Develop new services such as mobile interactive service and a video portal

04

Increase competitiveness of market distribution channels

- Distribute content via cable, satellite, and IPTV networks, Internet portals and overseas platforms (retransmission, VOD, mobile)
- Diversify content business model by market
- Conduct supplemental businesses, including content-based character goods and merchandising, exhibits, awards ceremonies and cultural events

05

Provide optimized advertising solutions

- Establish a highly loyal customer base through strong content power and brand competitiveness
- Implement terrestrial broadcast, cable advertising and IMC (integrated marketing communication) strategies
- Sell new formats of advertising such as VOD advertising, PPL, and TV commerce
- Pursue targeted advertising by analyzing and applying data on user behavior
- Implement online and mobile video advertising

06

Generate revenue in overseas markets

- Carry out joint productions using the SBS program format
- Generate revenue from content licensing sales
- Establish strategic alliances with prominent overseas media companies (NBCUniversal, Viacom Inc., Sony, etc.)
- Distribute in the greater American market and operate local channels in the United States
- Set up content-based commerce

03 Highlights

Whether in news, dramas, or sports, SBS Media Group sets itself apart



News, information and educational programs – A closer look at our world



With accuracy and objectivity as its guiding principles, *SBS 8 News* has faithfully embodied the role of news media as watchdog, taking a critical look at the issues affecting our society, including politics, the economy, and culture. Going beyond just delivering information, *SBS 8 News* provides in-depth analysis of current affairs and makes contributions to shaping the current agenda. In doing so, it has positioned itself as an industry leader defined by a higher standard of news reporting.

With a revamped studio and brand identity, *SBS 8 News* is also fundamentally changing the way broadcast news is delivered. Such efforts received recognition at the world-renowned iF design awards in 2015, where SBS became the country's first broadcaster to win a prize in the communications discipline.



Since 1992, SBS' flagship investigative journalism show *Unanswered Questions* has probed social issues and controversies, striving to uncover the truth and find answers to pressing questions on behalf of viewers. By shedding light on forgotten cases to heighten awareness and engaging viewers to provide information, the show has advanced the public interest, exposing systematic corruption and representing the voice of the marginalized in our society.



SBS Special, is an innovative new documentary format designed to appeal to both reason and emotion. It has drawn particular attention for exploring a variety of subjects, including *China*, *Secret of the Wealth*, *Tears of School*, and *The Last Capitalism*, and has been recognized at the New York TV Festival and the Korean Producer Awards. *SBS Special : Galapagos*, which was broadcast in two parts in 2014 as Korea's first UHD documentary, vividly depicted the awe-inspiring landscapes and fascinating wildlife of the Galapagos Islands, often called a living museum of natural history.



For over 15 years, *TV Animal Farm* has consistently recorded the highest viewership in its time slot. A thought-provoking exploration of the possibilities for true communication between humans and animals, the program shows how humans can seek to understand and relate to animals as fellow living creatures rather than objects of curiosity and instills in viewers a sense of the value of peaceful coexistence.



별에서 온 그대 My Love from the Star

Inspired by actual Joseon-era historical records of unidentified flying objects, the science-fiction romance *My Love from the Star* earned record ratings with its story of an alien with supernatural powers and a star actress who fall in love. The unique subject matter, intriguing plot, and impassioned performances helped spark an explosive interest in the drama, with cast members winning awards at local and overseas award ceremonies, affirming their standing as true Hallyu stars.



육룡이 나르샤 Roots of the Throne

The epic historic drama *Roots of the Throne* tells the story of six characters who rose against the absolute evil, the Goryeo dynasty and their plight to put an end to it. This dramatic reinterpretation of the founding story of the Joseon dynasty was an exquisite blend of historical figures and fictional characters and generated strong response from viewers. *Roots of the Throne* is also produced as a prequel to another drama *Deep Rooted Tree*, which is a first for Korean TV dramas, skillfully interweaving the worlds and characters from the two narratives with masterful directing and the powerful script to open a new possibility for Korean TV dramas.



펀치 Punch

With the country's legal system and power dynamics as the backdrop, the drama depicts the ruthless struggle of individuals for success and power. *Punch* generated a strong viewer response with a powerful script that tenaciously examines the human lust for power and the nature of evil, masterful directing that saturates the narrative with suspense and tension, and a riveting performance by passionate casts. With its realistic depiction of Korea's dysfunctional system and thrilling twists and turns, the drama also earned a well-deserved spot in the glorious list of masterpiece dramas from SBS that include *The Chaser* and *I Can Hear Your Voice*.



Entertainment Programs – Fresh Laughter and Fun



KPOP Star has opened a new chapter for audition shows in Korea, bringing together a judging panel consisting of the heads of the country's top entertainment agencies—YG Entertainment CEO Yang Hyun-suk, JYP Entertainment CEO Park Jin-young, and Antenna Music CEO You Hee-yeol—to discover and cultivate raw talent to make the next big stars. Every season, this music competition introduces talented musicians across styles and genres to redefine what is possible for an audition show, generating millions of views for videos featuring performances by contestants.



Laws of the Jungle, Korea's first wilderness exploration reality show, challenges its celebrity participants to find ways to survive together in the wild in places like Namibia in Africa, Vanuatu in the South Pacific, Siberia, New Zealand, and Madagascar, encouraging deeper reflection about the benefits afforded by modern civilization. The struggles of participants are interspersed with views of vast landscapes and untouched natural beauty, offering viewers a different kind of fun.



THE SHOW, an independent production by SBS Medianet, showcases powerful performances by K-pop stars. A joint production with China's largest video portal Youku Tudou, the music show is also promoting K-Culture and making a splash in China. In 2015, *THE SHOW* was ranked 4th in the top trends for the TV category by "#Year on Twitter," becoming the only Korean TV program on the top ten list. Aired simultaneously in Korea and China, it allows K-pop fans across the world to vote for their favorites to set itself apart from other music shows and captures what musicians are like offstage to delight K-pop fans everywhere.



Running Man, Korea's first live-action, urban-setting variety show, puts seven regular cast members together with changing guest members to compete in a survival competition involving various missions and games. Each episode delivers an entertaining new storyline, the thrill of each new challenge amplified by diverse outside settings and made memorable by a creative array of games, including a trademark tag-based game that involves tearing off name badges. Popular celebrities, including star athletes and even foreign actors, have become a familiar sight on the show, helping to broaden its fan base in Korea as well as abroad.





Sports – New firsts, new gains

Major International Events

In addition to being the exclusive broadcaster of the Vancouver 2010 Winter Olympics and the 2010 FIFA World Cup South Africa, SBS delivered high-quality coverage of the London 2012 Summer Olympics, the Sochi 2014 Winter Olympics, the 2014 FIFA World Cup Brazil, and the Incheon Asian Games, establishing its reputation as an unrivaled broadcaster of major sporting events. Providing expert commentary to relay the full excitement and drama of each event and actively adopting new technologies, including the world's first UHD live broadcast, SBS broadcasts have enriched the sports viewing experience.



Kim Yuna & the ISU

On February 26, 2010, Kim Yuna stood on the top level of the winner's podium at Vancouver Pacific Coliseum, gold medal in hand. Broadcast to Korean audiences through SBS, this scene became the most watched moment in the history of Korean daytime television. It was a moving moment for all Koreans but also a meaningful milestone for SBS, which had aired regular broadcasts of figure skating events since 1992, when the sport had still been relatively unpopular, contributing to its development within Korea. SBS Media Group continues to broadcast the top winter sporting competitions, including figure skating, short track speed skating, and other ISU events, as well as FIS ski events. In this way, it is taking steps to promote the success of the PyeongChang 2018 Winter Olympic Games.



Golf

As the exclusive Korean broadcaster for the PGA Tour, SBS Golf provides detailed coverage of PGA Tour events, including the Major Championships such as the Masters Tournament and the U.S. Open, closely tracking the PGA careers of top Korean players such as K.J. Choi and Noh Seung-yul. The channel also broadcasts major golf tournaments in Korea and overseas like the OneAsia Tour, the JPGA Tour and the JLPGA Tour to showcase the high level performance of world-class players. In 2015, SBS Golf was selected as the official broadcaster for the first Presidents Cup hosted in Asia, leading the event to a commercial success. A great supporter of Korean women's golf, the channel has covered the KLPGA Tour exclusively since 2014, discovering the next generation of star players like Kim Hyo-joo, Chun In-gee and Park Sung-hyun and highlighting the rise of Korea's women golfers in the JLPGA Tour, most notably the success of Shin Ji-yai and Lee Bo-mee.

As part of its efforts to make the sport more accessible to the public, SBS Golf offers a wide array of programs and services, including on-air lessons, golf news shows and SBSgolf.com, while organizing viewer events and hosting the annual golf fair.

EPL · Professional Baseball

At a time when top Korean footballers like Ki Sung-yueng and Son Heung-min are making their presence felt in the English Premier League (EPL), SBS Sports, which holds broadcasting rights for the EPL as well as the English FA Cup and the UEFA Champions League, is providing viewers with extensive coverage of the highest-quality matches and the exploits of Korean players.

SBS also broadcasts professional baseball, one of Korea's most popular sports, under the slogan "Cool Broadcasts, Real Baseball". Together with first-rate commentary, these broadcasts keep viewers tuned in using the latest technologies, including a 4D Replay feature that provides a full 360-degree view of players' movements and close-up videos that capture the exact moments of victory. SBS Sports also produces a variety of its own shows, including *Baseball S* and *Weekly Baseball*, to help baseball fans expand their knowledge of the game.



Radio – Storytelling from the heart



Ranked the most-listened-to radio show on the air for ten consecutive years, the endlessly entertaining *Cultwo Show* is rightly considered SBS Radio's flagship program. Broadcast live in the country's first open-design radio studio outfitted with audience seating, the show continues to be wildly popular thanks to the tried-and-true partnership and signature witty banter of hosts Jung Chan-woo and Kim Tae-gyun, not to mention plenty of humorous listener-submitted stories.



Lee Sook-young's Love FM first aired in 1996, launched together with the Power FM station as *Lee Sook-young's Power FM*. Having relocated to Love FM in 2013, *Lee Sook-young's Love FM* continues to help listeners begin their day on a positive note. Sharing story submissions as well as practical lifestyle tips, DJ Lee Sook-young reaches out to listeners like an old friend, in the same warm voice and manner that have kept her fan base strong to this day.



Broadcast technology, art direction, and set design – A visual feast



UHD Broadcast Technology

Ultra high-definition (UHD) technology delivers four times the resolution and four times as many pixels as Full HD, allowing viewers to enjoy stunningly clear image quality. With a dedicated UHD content production team working to provide viewers with superior content, SBS Media Group is taking the lead in producing high-definition video; recent achievements to this end include the World Cup test broadcast, the documentary *SBS Special – Beauty*, and the two-part miniseries *Run Toward Tomorrow*.

Broadcast Art Direction · Set Design

Truly powerful broadcast art draws viewers deeper into the stories unfolding on the screen, as did the CG effects in *My Love from the Star* that recreated the time freeze scenes popularized by movies, or the mansion set that enabled a true-to-life depiction of upper-class Korean life in the drama *Heard It Through the Grapevine*. At SBS A&T, proven technological expertise and extensive study and historical research come together to bring this power to life. Recently, an original set from *My Love from the Star* was opened to the public in a special exhibition, inviting viewers to experience broadcast art and design from up close.



Cultural Initiatives – Quality cultural offerings for a richer life



Musicals

As a co-producer of numerous large-scale musical productions, SBS has helped bring to the Korean stage such hits as *Rebecca*, *Frankenstein*, *Mata Hari*, *Notre-Dame de Paris*, *Sweeney Todd: The Demon Barber of Fleet Street* and *Princess Ida*, while continually supporting the production of original Korean musicals.



SAF (SBS Awards Festival)

Launched in 2014, the SAF is Korea's first and largest broadcasting festival. Beautifully combining broadcasting content and year-end award shows, the SAF invites viewers to participate in various events hosted at the themed booths inspired by our programs and experience awards ceremonies headlined by stars who shined particularly bright in the year. The festival attracted more than 30,000 visitors and the participation of foreign visitors increased sharply as well. The three major award ceremonies are also broadcast simultaneously in China by Sohu TV to promote K-Culture.

Exhibitions

Through a long-term partnership with Kansong Art and Culture Foundation, SBS is co-hosting *Kansong MUNHWA*, an exhibit being held at the Dongdaemun Design Plaza (DDP) in promotion of Korea's treasured cultural heritage. SBS has also organized exhibits that bring world art to Korean audiences, including an exhibit on *400 years of Western art*, an *Edvard Munch retrospective*, and exhibits featuring works from *Musée d'Orsay* and the *Louvre*. In this way, it has laid the groundwork for future large-scale exhibitions.



Special Events

Since 2007, SBS has co-hosted the annual *Seoul Jazz Festival*, an urban springtime celebration that has featured artists like Pat Metheny, Damien Rice, Chick Corea, Herbie Hancock, MIKA, and 10cm. Since 2000, SBS has also co-hosted the *Seoul International Fireworks Festival* every autumn, in addition to various other events.



A Vision for the Future – Living Life Together



Launched in 2004, the *Seoul Digital Forum (SDF)* serves as an international arena for digital discourse. Diverse global leaders, including Microsoft Chairman Bill Gates, Google CEO Eric Schmidt, former U.S. Vice President Al Gore, and World Wide Web Founder Tim Berners-Lee, have come to *SDF* to share the inspirations behind their innovations and their visions for the future. In recent years, the number of attendees in their 20s and 30s has increased, and thanks to simultaneous broadcasts on television (SBS, SBS CNBC), the Internet, mobile phones, and social media, *SDF* has been reaching wider audiences.

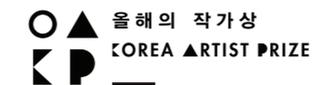
미래 한국 리포트

FUTURE KOREA REPORT Future Korea Report

An annual forum that aims to propose a vision for the future of Korea as well as measures to realize this vision, the *Future Korea Report* has helped set a national agenda for greater advancement and identify pressing problems and their solutions. Local and international opinion leaders and policymakers participate, presenting their research and outcomes of their reporting. Held annually since 2004, the *Future Korea Report* is also broadcast live on TV in order to promote public consensus on the issues at hand.



Support for the Arts – A Worthwhile Partnership



The *Korea Artist Prize*, one of the main CSR projects of the SBS Foundation, is held in collaboration with the National Museum of Modern and Contemporary Art to recognize contemporary artists. Talented artists with the potential to represent Korean contemporary art are selected through an evaluation process and sponsored by the SBS Foundation to participate in a *Korea Artist Prize* exhibition at the National Museum of Modern and Contemporary Art. A documentary introducing contemporary art is also produced and screened to increase public interest in art.



THE HOUSE CONCERT

Sponsored by the SBS Foundation as part of SBS Media Group's commitment to social responsibility, the *House Concert* series was launched in 2002 by pianist Park Chang-soo in his home as a means to bridge the gap between the stage and the audience and amplify the musical experience for both musicians and concertgoers. The enthusiastically received concert series feature a wide range of artistic genres, from classical music, traditional Korean music, jazz, and pop to experimental art shows, puppet shows, and screenings of independent films. Over 1,600 artists have taken part in these concerts to date in promotion of a more open performance culture.



03 Affiliated Companies

As Korea's foremost integrated media company, SBS Media Group is shaping a new paradigm for the media industry

SBS Media Holdings

- Oversees all business operations of SBS Media Group as its holding company
 - Ensures efficient allocation of management resources and devises measures to strengthen the competitive advantage of affiliated companies
 - Continuously develops new revenue sources such as new-media platforms
 - Oversees brand management at the group level

SBS

- Serves a nationwide network as Korea's only private terrestrial broadcaster
- Acts as the focal point of the SBS Media Group value chain
- Plans and produces superior news content, educational programming, entertainment shows, and dramas
- Retains multiple terrestrial broadcast platforms (TV, AM, FM, standard FM, DMB, etc.)

SBS A&T

- An art, video, and technology company providing specialized one-stop services at every stage of the production process
 - Broadcast art: set design and installation, costumes, equipment, makeup, lighting
 - Video production: news, dramas, entertainment shows, educational programming
 - Broadcast technology: studio operation, control booths, outside broadcast vehicles
- Operates supplemental businesses, including SI for broadcasting facilities, open set production, and events

SBS Contents Hub

- Oversees content distribution for SBS Media Group
 - Responsible for domestic and international investment, planning, allocation, and distribution of broadcasting and entertainment content
 - Develops content-related products and services
- Develops Internet and mobile platforms and operates related services

SBS International

- U.S.-based regional affiliate of SBS Media Group overseeing content distribution in the United States, Canada, and Latin America
- Distributes the SBS and SBS Plus channels in the United States

MEDIA CREATE MEDIACRE8

- Korea's first private media representative agency
 - Conducts sales of broadcast advertising on behalf of SBS (TV, radio, DMB), local private broadcasters (TV, radio), OBS, and SBS Medianet (Cable networks)
 - Plans tailored products for the sale of indirect and virtual advertising and sponsorship and delivers cross-media packages and advertisements

POOQ

- Operates Contents Alliance Platform (CAP)
 - Delivers live broadcasts, replays, and movies on new-media platforms such as smart TVs, PCs, mobile phones, and tablet PCs
 - N-screen service offers a selection of over 30 premium channels and 1.7 million VODs

SMR

- Promotes sales of online video advertising for PCs, mobile phones, smart TVs, and OTT providers
- Partners with Internet portals to provide highlight videos from seven different broadcasters

SBS Foundation

- A non-profit public foundation supporting the future national agenda, media and the arts
 - Supports a variety of local and overseas research activities on solutions to pressing national issues
 - Supports local and overseas research on broadcast media by professors, holding master classes for television writers, supporting the operation of the Frontier Journalism School, and discovering new screenwriters
 - Jointly holds the Korea Artist Prize in cooperation with the National Museum of Modern and Contemporary Art

SBS Medianet

SBS Plus

- A comprehensive channel showcasing dramas and entertainment

- Delivers new and classic SBS drama series
- Produces original drama series and variety shows such as *Chef's Travel Show*, *K-Chinese Cuisine* and *Stargram*

SBS funE

- A dedicated entertainment channel

- Produces a wide range of original programs such as *Supermodel Contest*
- First to deliver the latest and most popular variety shows from SBS, such as *Running Man* and *Law of the Jungle*

SBS Sports

- Korea's premier sports channel

- Broadcasts domestic professional sports, including baseball and basketball, as well as major events like the Olympics and the FIFA World Cup
- Delivers exclusive broadcasts of world-class sports content, including the English Premier League (EPL), boxing (e.g. Mayweather vs. Pacquiao), and ISU skating packages

SBS Golf

- Korea's first golf channel

- Broadcasts major golf tournaments in Korea and overseas, including the PGA Tour, the KPGA Tour, the OneAsia Tour and the JPGA and JLPGA Tours
- Offers programs tailored to different viewer groups, such as *SBS Golf Academy* featuring teaching professionals and *Golf Today* delivering easy and timely golf-related news, and organizes viewer events including the *High School Alumni Golf Tournament*

SBS CNBC

- A dedicated business news channel

- Provides information on the global economy, national economic issues, stock market trends, and other business news in an accessible way
- Broadcasts premium international content in partnership with global business channel CNBC

SBS M

- A dedicated music entertainment channel

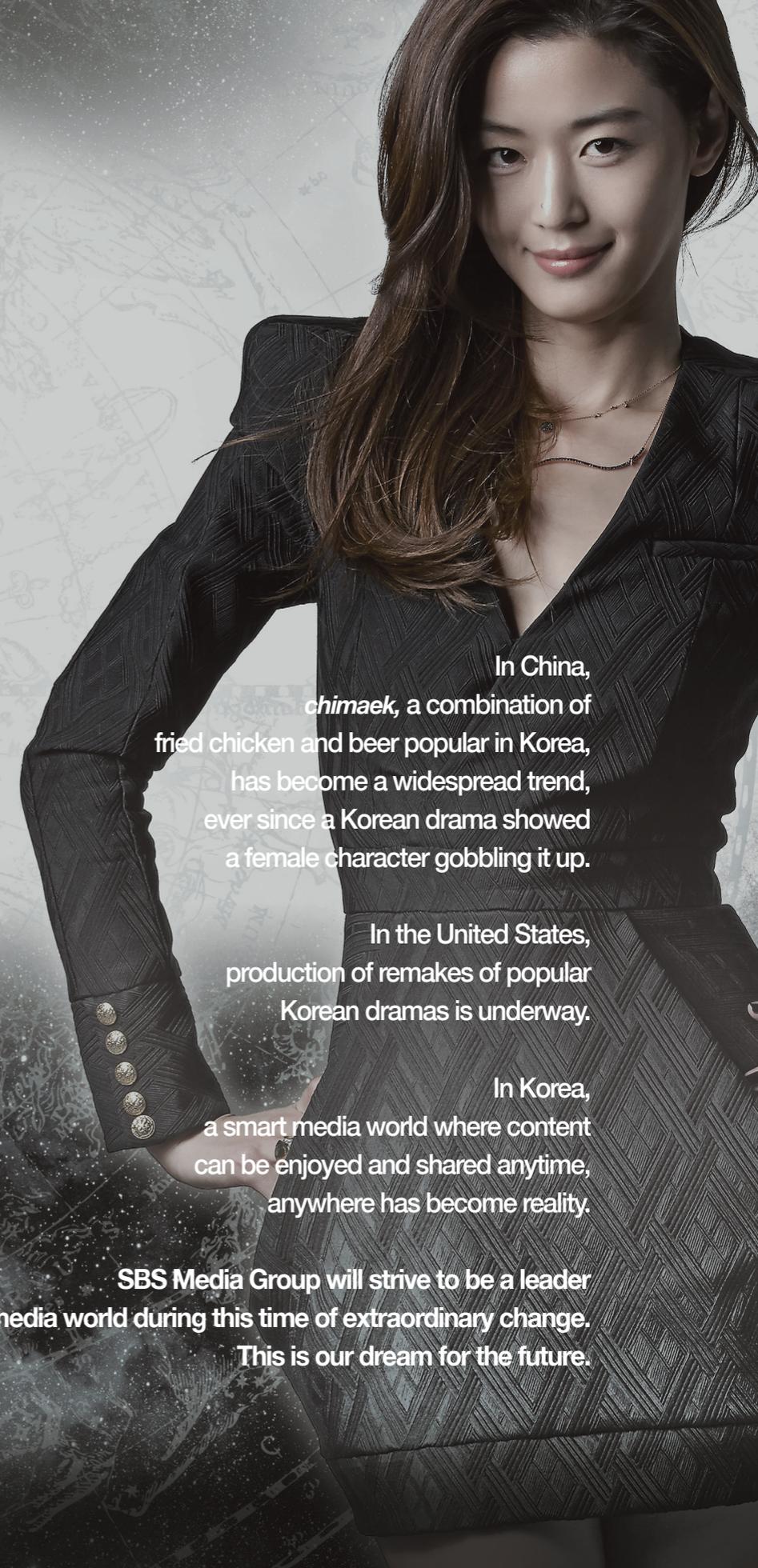
- Promotes K-pop worldwide by producing *The SHOW*, the music variety program for global audience
- Produces a wide range of music variety shows, including *The Stage* that showcases live music performance of the highest quality and reality shows featuring pop idols

nickelodeon.

- An entertainment channel for children

- Offers quality global TV content for children, including *SpongeBob SquarePants* and *Kung Fu Panda: Legends of Awesomeness*
- Operates content related business projects, including character licensing and online and mobile content





In China, *chimaek*, a combination of fried chicken and beer popular in Korea, has become a widespread trend, ever since a Korean drama showed a female character gobbling it up.

In the United States, production of remakes of popular Korean dramas is underway.

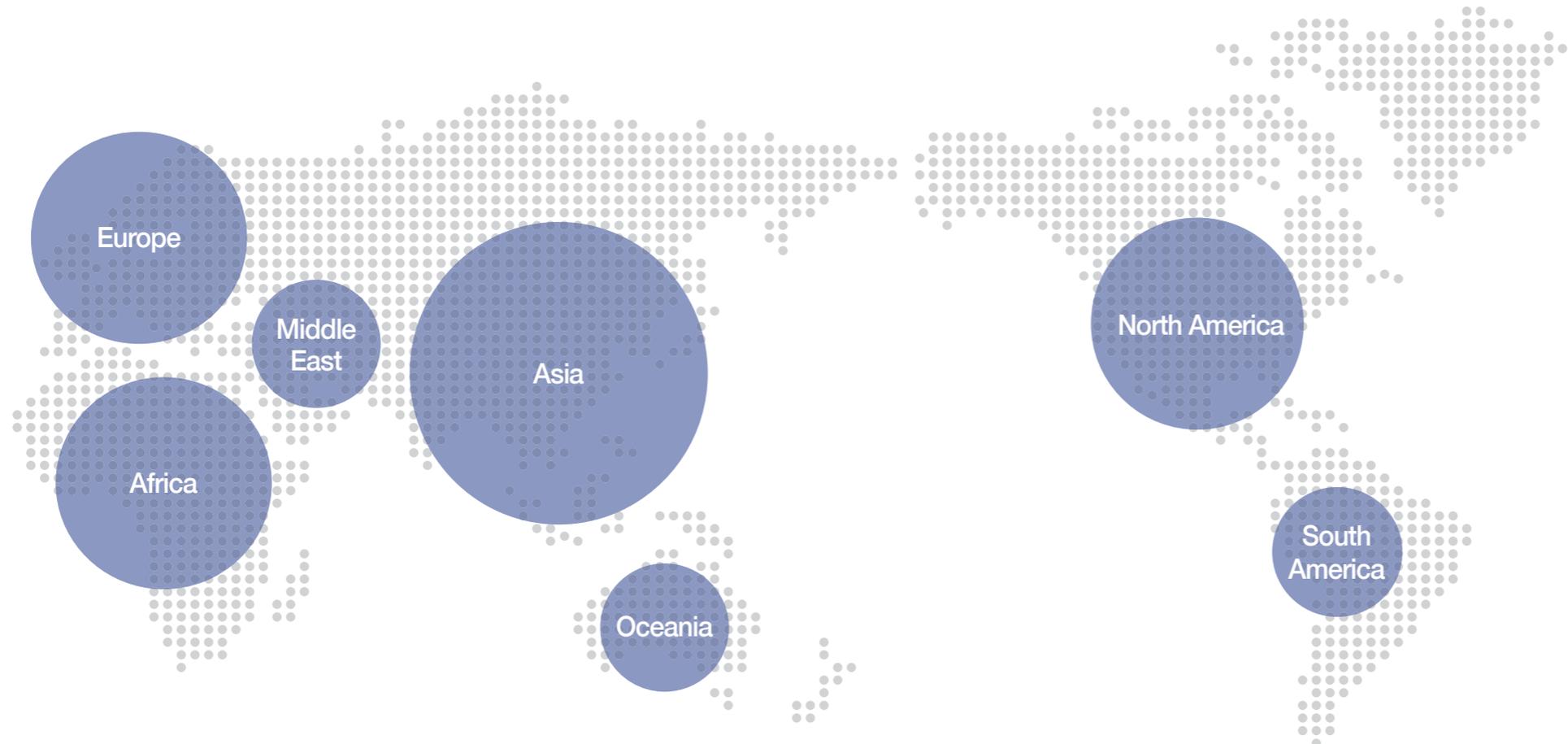
In Korea, a smart media world where content can be enjoyed and shared anytime, anywhere has become reality.

SBS Media Group will strive to be a leader in the media world during this time of extraordinary change. This is our dream for the future.

04 Go Global

Making New Strides as a Global Media Group

Through differentiated content capabilities and diversified distribution channels, SBS Media Group is becoming a recognized name in the global market. From the United States, Japan, and China, its influence has expanded to Southeast Asia, Europe, Africa, and Latin America. Employing a wide variety of globally oriented strategies, SBS has ventured beyond content sales into format sales, joint production, and business partnerships in knowledge sharing and localization as a basis for maximizing revenue.



Content Sales

- Driving Hallyu by exporting content to all regions of the world, including Asia, the Americas, Europe, and the Middle East
- Exporting over US\$75 million in content annual
- Invited to the foremost media content market MIPTV in Cannes, France, to showcase popular drama series such as *God's Gift : 14 day*, *Master's Sun*, and *I Can Hear Your Voice*

Format Sales, Joint Production, and Remakes

- Format sales: Selling formats such as *KPOP Star* and *Partner (Jjak)* to China
- Joint production: Co-producing local versions of *Running Man* and *Law of the Jungle* with Chinese broadcasters
- Remakes: Popular dramas *My Love from the Star* and *God's Gift : 14 days* being remade in the United States

Business Partnerships

- Developing know-how and new business opportunities through partnerships with prominent overseas media companies such as Viacom, NBCUniversal, NTV, and BTV
- Operating content-based commerce in China in partnership with Baidu, China's largest search engine

Channel Distribution

- Delivering the SBS and SBS Plus channels in the United States
- Delivering the S ONE channel in five Southeast Asian countries in partnership with Sony
- Secured an equity investment in Japanese broadcaster KNTV and commenced delivery of content through its network

04 Hello China

Groundbreaking new content signaling a new chapter for Hallyu

Recognizing the prospects for a new Hallyu boom in China, the world's largest market, SBS will continue to develop new business models that build on the competitive strength of innovative dramas and entertainment offerings.



My Love from the Star, the start of an SBS drama syndrome

With diverse genres, solid storylines, and high production value, SBS-produced dramas are attracting growing popularity in China. *The Inheritors* and *My Love from the Star*, in particular, were released on online video sites, where they recorded several billions of views and sparked an enthusiasm for Korean dramas that was described as the "Korean drama syndrome". The actors and actresses who had played the much-loved drama characters joined the ranks of China's biggest stars, close attention being paid to their fashion, their choice of mobile messaging application, and even the food they were eating. The growing overall interest in Korea that accompanied exports of drama content helped produce new business opportunities. Moreover, an increasing number of Chinese tourists have been traveling to Korea to get a glimpse of the places that have served as settings for various dramas. For example, the special exhibition for *My Love from the Star* held first at Dongdaemun Design Plaza (DDP) and now at KINTEX in Ilsan has been visited by more than 150,000 people.

Running Man, bringing SBS-style entertainment to Chinese audiences

Delivering fun and enjoyable content in creative, easy-to-understand formats, SBS programs have gained a growing following in China. *Running Man*, SBS' signature entertainment program, was even adapted for local audiences and reborn as *Hurry Up, Brother* through joint production with Zhejiang Satellite TV. *Hurry Up, Brother* has enjoyed enormous popularity since airing, surpassing 5% in viewership ratings, a difficult feat in China. This was possible because of extensive prior preparation and the dispatching of the *Running Man* production team to China to share their know-how with their Chinese counterparts and also participate in the production there. This project showed that carrying out on-site joint productions in addition to format sales can result in a greater synergy, and following the success of *Running Man*, SBS is working to arrange joint adaptations of other popular shows, including the *Law of the Jungle*.



For new opportunities, go to China!

SBS Media Group is working to broaden the scope of cultural content that can be enjoyed together by people all over the world. In partnership with Baidu, SBS Media Group plans to officially open channels for communication with audiences in China and further expand the range of its business in the country, including content-based commerce.

04 Smart Media

The ongoing evolution of the media sector and SBS Media Group

Convergence in broadcast communications and the opening of the media market is rapidly transforming the media landscape. Through endeavors into diverse areas like new media and smart devices, SBS Media Group is expanding the frontiers of the media world.

- **Planning of new media content**

- Development of content that implements new technologies such as 3D, UHD and VR
- Planning of customized mobile video content
- Strengthening of mobile news content for easy sharing via social media (Has recorded highest level of subscribers and mentions on social media)
- Operation of an integrated platform for analyzing social media, big data analysis, and customized content development

- **Development and maintenance of diverse new-media platforms**

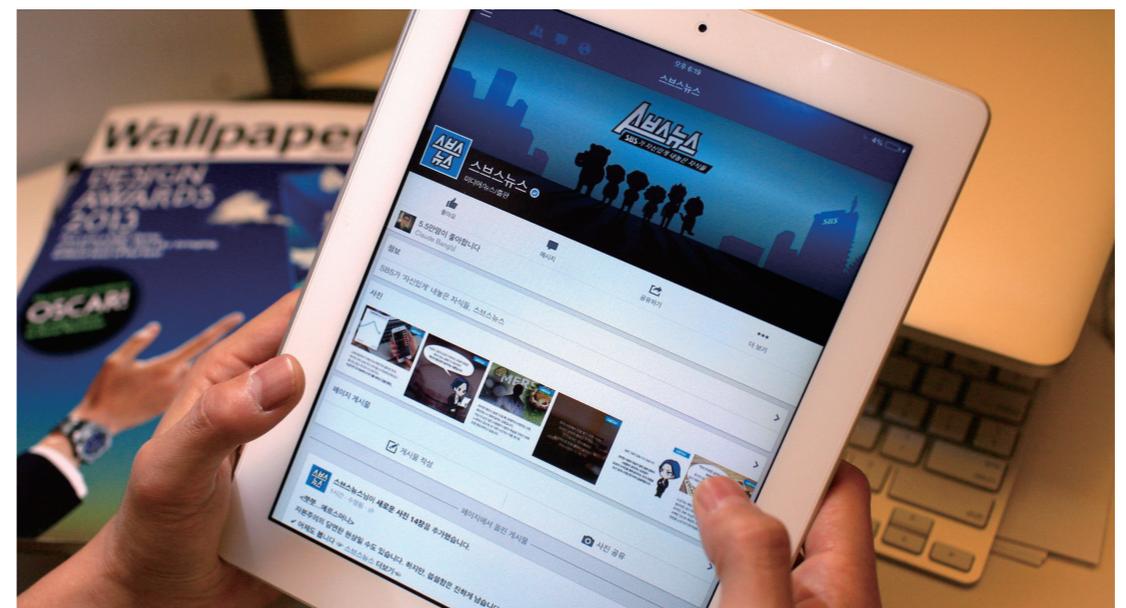
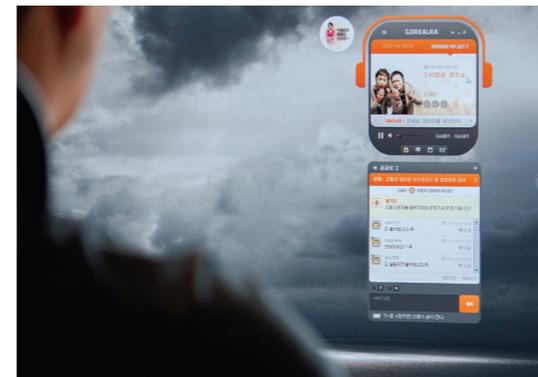
- Operation of N-screen service platform *poq*
- Operation of radio application *Gorealra* for use on PCs and mobile devices
- Management of website and application services of SBS, affiliated channels, and SBS news

- **Delivery of marketing services for new-media platforms**

- Establishment of Smart Media Representative (SMR) for operation of online and mobile video advertising business
- Delivery of premium integrated advertising services using new-media platforms such as websites, applications, *poq*, and *Gorealra*

- **Development of next-generation services**

- Establishment of a platform for metadata on broadcasting to be used in conducting related business
- Development of archive-based video portal search service



It's not surprising that we are drawn to places of brightness.

As a result, places in need of light are easily overlooked. Television can be a window that helps us see what we might not have seen before.

In search of a better future and a brighter world, SBS Media Group seeks to bring hope to places that most need it. This is our commitment to society.

SBS Media Group strives for "A Delightful Sharing, A Happy Future" as our core value for social contribution programs.

05 CSR

We promise a brighter tomorrow

SBS Media Group cares for the socially marginalized and bring hope to those in need. We also work to shape a vision for the future, support the arts, and protect our ecosystems. We will continue to practice the art of sharing and build a brighter future together with our viewers.

Protecting Our Ecosystem



Practicing the Art of Sharing



Shaping a Vision for the Future



Supporting the Arts



Protecting Our Ecosystem

SBS has regularly aired the documentary *Water Is Life* since January 2001 to encourage reflection on how to protect water sources and natural ecosystems essential to human survival.



SBS has implemented a wide variety of environmental campaigns to address water shortages, preserve seashores and mud flats, prevent pollution of rainwater, creeks, streams, rivers, and groundwater, and encourage public participation in these activities.

Practicing the Art of Sharing

SBS launched *Hope TV SBS* as a project to promote giving and support for the marginalized. Substantive and continuous support can help spread the culture of sharing and usher in a brighter future for Korea.



Hope TV SBS is the SBS Media Group's flagship CSR program, designed to inspire hope and dreams in children suffering from poverty and disease around the world. Over the past 20 years, over 100 celebrities participated in the program, bringing hope to children in 55 countries and raising the largest amount of donations ever collected by a Korean broadcaster in partnership with viewers, companies, public organizations and schools.



In 2012, SBS launched a campaign to build 100 schools in Africa as a means to equip children to become self-sufficient adults. In line with this goal, SBS is carrying out community development projects that focus on building schools. With each new school that is opened, more children are accessing opportunities to receive an education and experience the hope that comes from learning.



The *Smile Again* campaign helps cover living expenses and medical care for children who fall outside the scope of regular healthcare coverage, including children living with rare diseases, children with limited access to healthcare, and children of migrant workers and multicultural families.



The *Dream With* campaign provides support to local childcare centers providing care and protection to children from at-risk households, including low-income households, single-parent families, and multicultural families. Through participation in Dream Orchestras, media education, and various therapy programs, the children are encouraged to nurture their dreams.



Nado Funding is an entirely new type of crowd funding that leverages the reach of news shows and other TV programs for charitable giving. It provides an online platform for viewers to make a direct donation or participate in our fundraising campaigns for people or causes covered by our new shows or other TV programs.



Shaping a Vision for the Future

We can make a brighter future if we prepare together. By analyzing pressing issues in every sector and devising possible solutions, SBS Media Group is working to resolve the problems affecting our society.



The *SDF* is an international conference that aims to identify where digital transformation lead us and share inspirations for the next digital innovation. Launched in 2004, the annual *SDF* captures longer-term trends in the areas of technology, information, media and enterprise (T.I.M.E), brings together world-class experts from the respective fields for inspirations, and shares a vision for our digital future.



The *Future Korea Report* is an annual forum that seeks to propose a national vision and related action steps for Korea. Local and international opinion leaders and academics conduct joint research on a selected topic relevant to the national agenda, including employment, welfare, educational environments, and national leadership. They analyze these topics at a fundamental level and develop possible solutions to problems.

Supporting the Arts

In an effort to nurture artists and enrich the lives of those who love the arts, SBS Media Group supports a variety of arts programs for different regions and target audiences.



Co-sponsored by the SBS Foundation and the National Museum of Modern and Contemporary Art, the *Korean Artist Prize* is designed to support various artistic pursuits. With the aim of broadening the foundation of the art sector, this program supports the activities of Korea's representative contemporary artists and produces documentaries that introduce contemporary art to the public.

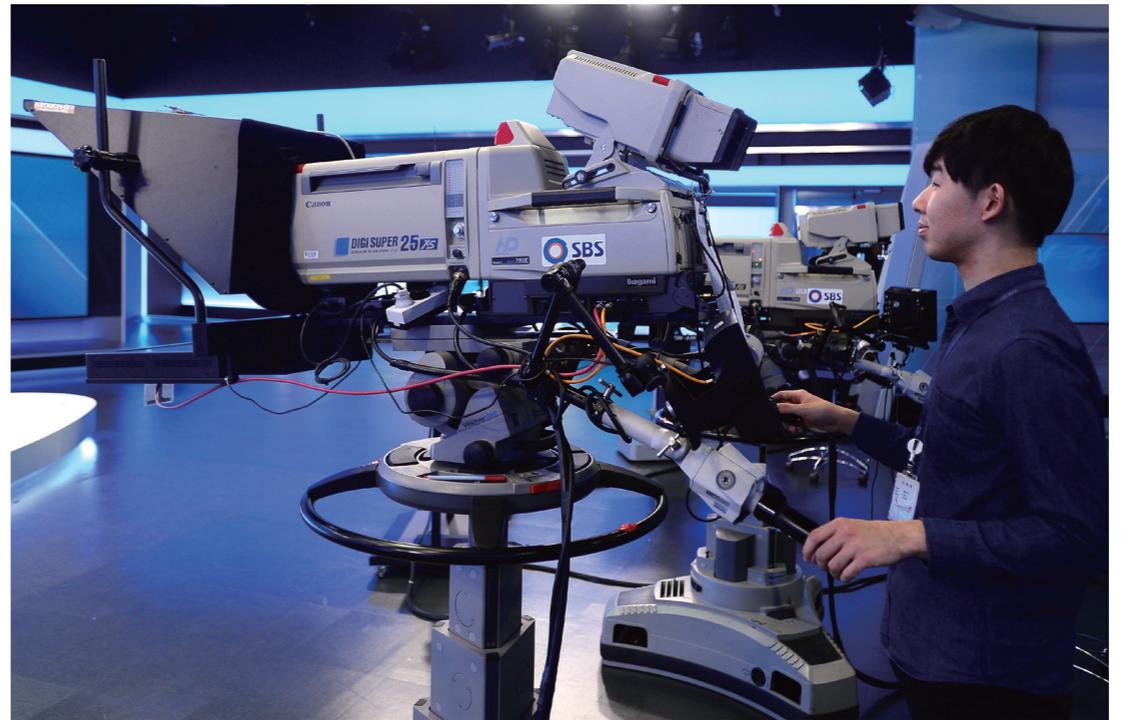
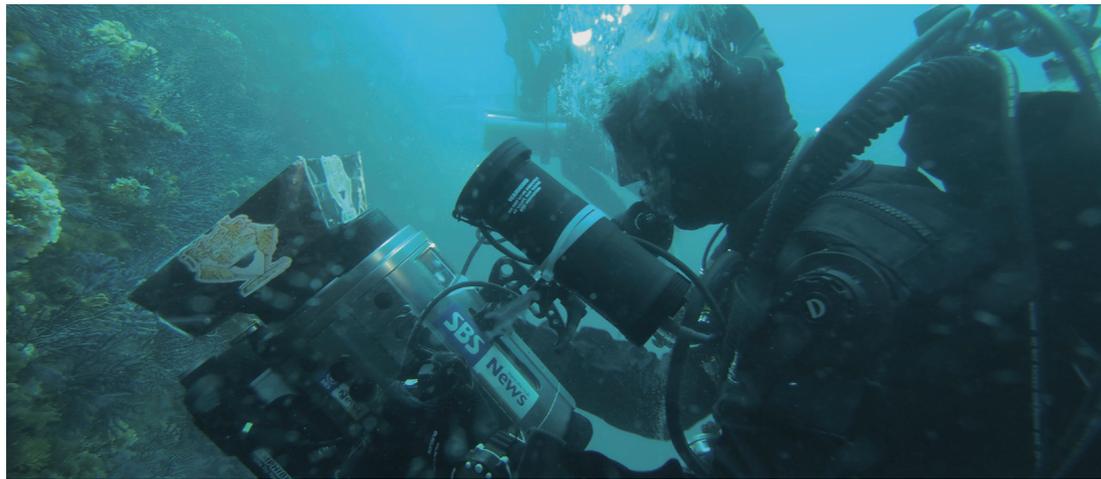


The *House Concert* series is sponsored by the SBS Foundation as a vehicle for promoting a different kind of performance culture, where the boundary between the stage and the audience is removed. The *House Concert* has been held in various regions and has become an experience sought out by performers and audiences alike.

History

1990	11	SBS founded (Yoon Se-young appointed CEO)	2000	02	SBS Sports Channel launched	2007	07	Korea's first DTV close-captioned broadcasts aired by SBS	2013	01	World's first live LTE underwater broadcast aired by SBS
1991	03	SBS AM Radio (792 KHz) launched	03	SBS Medianet launched	2008	03	SBS Holdings established	2014	01	SBS ESPN renamed SBS Sports	
	12	SBS TV (Ch 6) launched			04	SBS Cosmos aired live to celebrate the space mission by Korea's first astronaut Yi So-yeon	04	SBS E! renamed SBS funE	05	SBS A&T launched through merging of SBS News Tech & SBS ArtTech	
1992	03	SBS Basketball Team founded			06	SBS Internet renamed SBSi	09	SBSi renamed SBS Contents Hub	06	Smart Media Representative established	
		SBS USA established	06	SBS Football Channel launched	10	Live broadcast from Pyongyang aired by SBS for the first time in national broadcasting history	02	SBS Holdings renamed SBS Media Holdings	06	World's first UHDTV live broadcast aired by SBS for the World Cup	
	05	SBS Production established	10	Live broadcast from Pyongyang aired by SBS for the first time in national broadcasting history	11	New CI announced to mark 10 th anniversary	09	SBSi renamed SBS Contents Hub	09	Contract signed with U.S. broadcaster ABC for remake of My Love from the Star	
	12	Construction completed on SBS studios in Ilsan	2001	04	Korea's first HDTV live broadcast aired by SBS	2001	04	SBS Drama Plus renamed SBS Plus	2015	02	SBS News awarded iF Design Award for brand identity
1993	07	Korea's first AM stereo broadcast aired by SBS	07	Satellite broadcasting launched in the United States	07	Satellite broadcasting launched in the United States	01	SBS CNBC launched	11	Announced the slogan "Together, We Make Delight" in celebration of the 25 th anniversary	
	10	SBS Foundation established	10	Korea's first HDTV broadcasts aired by SBS	10	Korea's first HDTV broadcasts aired by SBS	03	"See the Bright Tomorrow" announced as company vision on 20 th anniversary	2015	11	Announced the slogan "Together, We Make Delight" in celebration of the 25 th anniversary
	12	SBS Open Hall opened in Deungchon-dong	2002	02	SBS Football Channel renamed SBS Drama Plus	2002	02	SBS Football Channel renamed SBS Drama Plus	2016	01	Became the world's first broadcaster to successfully conduct the live over-the-air testing of UHD TV ATSC 3.0 technologies
1994	03	Yoon Se-young appointed Chairman, Yoon Hyuk-gi appointed CEO	2003	04	National Association of Commercial Broadcasters in Korea launched	2003	04	National Association of Commercial Broadcasters in Korea launched	03	Chairman Yoon Se-young appointed Board Chairman of SBS Media Holdings	
	05	CI changed (Letters in Name Capitalized: SBS)	06	SBS USA renamed SBS International	06	SBS USA renamed SBS International	06	Exclusive broadcast of South Africa FIFA World Cup aired by SBS	03	Vice Chairman Yoon Suk-mynn appointed Board Chairman of SBS	
1995	05	Nationwide network launched	10	Live unification basketball game aired to mark opening of Ryukyung Chung Ju-yung Gymnasium in Pyongyang, with SBS production team and broadcast becoming the first national broadcaster to go to Pyongyang by a land route	10	Live unification basketball game aired to mark opening of Ryukyung Chung Ju-yung Gymnasium in Pyongyang, with SBS production team and broadcast becoming the first national broadcaster to go to Pyongyang by a land route	11	20 th anniversary of the founding of SBS			
	11	Construction completed on SBS Production Center in Ilsan	11	Forum held to mark the 13 th anniversary of SBS and attended by former U.S. President Bill Clinton	11	Forum held to mark the 13 th anniversary of SBS and attended by former U.S. President Bill Clinton	12	SBS Sports renamed SBS ESPN			
1996	02	SBS Broadcasting Academy established	2004	03	New SBS headquarters opened in Mokdong	2004	03	New SBS headquarters opened in Mokdong			
	10	Chairman Yoon Se-young appointed Chairman of the Korean Basketball League (KBL)	05	1 st Seoul Digital Forum held	05	1 st Seoul Digital Forum held	11	Partnership established with Viacom (SBS MTV, Nickelodeon)			
	11	SBS POWER FM (107.7 MHz) launched	2005	08	Cho Yong-pil Pyongyang Concert 2005 aired for 60 th National Liberation Day	2005	08	Cho Yong-pil Pyongyang Concert 2005 aired for 60 th National Liberation Day			
1997	01	Anyang SBS Stars professional basketball team launched	12	Terrestrial DMB service SBS@ launched	12	Terrestrial DMB service SBS@ launched	04	SBS Hope Tomorrow Committee established			
1998	08	Korea's first official news coverage of North Korea aired by SBS	2006	06	Internet radio service Gorealra launched	2006	06	Internet radio service Gorealra launched			
	11	New company slogans adopted					07	Broadcasting rights to Olympic Games between 2016 and 2024 secured			
	12	SBS ArtTech, SBS NewsTech established					10	Mediacreate established			
1999	01	SBS LOVE FM (103.5 MHz) launched					11	Partnership established with Viacom (SBS MTV, Nickelodeon)			
	05	SBS registered on KOSDAQ						E! TV renamed SBS E!			
	07	SBS Golf Channel launched						Two-way data broadcast service launched			
	08	SBS Internet established						Integrated online news center launched			
	12	Official coverage of reunions of separated families in North Korea aired by SBS for the first time in national broadcasting history						N-screen service operator poog launched			
								Construction completed on SBS prism tower			
								Drama series Deep Rooted Tree awarded grand prize at 2012 Korean Content Awards SBS awarded presidential citation			









SBS

SBS 8 NEWS

HAPPY

DESIGN

SURPRISE

인기가요

KPOP STAR

4000-3000

TOGETHER

4000-3000

Publication

SBS

Photo

SBS PR Team, Kim Jin-seok

Planing & Design

b by D.

SBS	161, Mokdongseo-ro, Yangcheon-gu, Seoul / Tel. +82 2 2061-0006
SBS Ilsan Studios	111, Ilhyeon-ro, Ilsanseo-gu, Go-yang, Gyeonggi-do
SBS Open Hall	442, Yangcheon-ro, Gangseo-gu, Seoul
SBS Prism Tower	82, Sangamsan-ro, Mapo-gu, Seoul