



All About **MBC**

MBC PROFILE

MBC is a public broadcasting corporation. Its largest shareholder is a public organization, Foundation for Broadcast Culture. While it is owned by a public foundation, it operates on advertising. Established in 1961, MBC has grown into a media group with 16 local stations and 8 subsidiaries. MBC operates a total number of 18 channels including 1 terrestrial TV channel, 3 radio channels, 5 cable channels, 5 satellite channels and 4 DMB channels.

MBC produces programs that inform, entertain and impress viewers. MBC makes efforts to communicate and respond to its audiences. Pursuing audience-first approaches, fairness, public interests and creativity, MBC aims to be the most competitive global media group in the 21st century. MBC's content is well received not just in Korea but also in Asia and rest of the globe.



VISION

To be the world's top media group
To make a better world with high quality content

MISSION

To enrich people's lives with imagination and creativity

VALUES

Audience-first,
Creativity, Fairness, Public interests



Radio Era (1961~1968)

1961 Launched MBC Radio

1963~65 Established Nationwide Networks (Daegu, Daejeon, Gwangju and Jeonju MBCs)

B/W TV Era (1969~1980)

1969 Launched MBC national terrestrial TV Broadcasting (ch. 11)

Color TV Era (1981~1990)

1981 Started color broadcasts

1982 Built Yeouido Studio

1988 Broadcast Seoul Olympic Games (Co-production with KBS)

Multimedia Era (1991~2000)

1991~93 Established Subsidiaries (MBC Production, Mediatech, Art Center, Academy, Adcom)

1997 Built Yangju Studio

2000 Established Internet MBC (iMBC)

Digital Era (2001~Present)

2001 Started Cable Service (MBC Plus, MBC-ESPN, DramaNet, Game) Digital Test Broadcasting (HDTV)

2002 Launched MBC Movies Channel

2004 Opened Daejanggeum (*Jewel in the Palace*, drama) Theme Park

2005 Started satellite and terrestrial DMB services

2006 Launched Mini (Internet radio broadcasting services)

2007 Built MBC Dream Center (Digital Production Center) Launched MBC Every 1 Channel (Variety shows)

2008 Established MBC PlayBe

2009 Launched MBC Life Channel (Life & Culture Documentary)

2011 Established MBC Nanum Celebrated the 50th anniversary of foundation

2013 Started the Digital Media Era

2014 Relocated its new headquarters to DMC (Digital Media City), Sangam

2015 Opened MBC World, the Korea's first broadcasting theme park

2016 Launched MBC Sports Plus2 Channel

2017 Launched UHD TV Broadcasting, the world's first terrestrial UHD Broadcasting

2018 Renewed Brand Identity

2019 Launched OTT platform, Wavve with KBS, SBS and SK Broadband

MBC Entertainment

Taking the road less traveled

Standing at the center of every innovation

MBC has never been afraid of trying new things and, therefore, a wide range of entertainment programs have been made including comedies, sitcoms and variety shows.

For example, *Infinite Challenge* was the most beloved entertainment show in Korea for 10 years. *Home Alone* has reflected the current trends to become MBC's number one entertainment show.

The King of Mask Singer is a globally recognized format. MBC's efforts will continue to make fun and exciting entertainment programs.



MBC Drama

Much closer to viewers, More innovative ideas

MBC Drama will make unique dramas with MBC's own colors.

MBC dramas are praised for their quality and competitiveness not just in Korea but also in many parts of the world, including Asia, Europe, Middle East, Africa and America where MBC dramas have been exported to.

MBC will continue to create and produce high-quality dramas composed of fertile imagination, sensible directing, and captivating acting to continue the reputation of "the Kingdom of Drama".



MBC NEWS

You are our news

For the last 50 years, MBC News has been eyes and ears of Koreans with fair and accurate news reports. MBC News covers local and international news with 16 regional stations, overseas bureaus and service arrangements with CNN, APTN, NBC and Reuters TV.

In addition, MBC produces in-depth analysis programs such as *Straight*, *Economy Magazine M*, and *Unification Observatory* to shed light on issues in politics, economy, society and culture. MBC News strives to win the trust of Koreans as the most reliable news media.



MBC CURRENT AFFAIRS & DOCUMENTARY

Focusing on people and society

Producing programs that inform, entertain and impress based on humanism

MBC's investigative programs led by *PD Note* and various genres of fascinating documentaries hold the spirit of the times. On the other hand, daily and weekly programs cover diverse aspects of cultures and the value of life.

As a window to the world, MBC's current affairs and documentary programs will contribute to making our society healthier and enriching people's lives.



MBC SPORTS

The Master of Sports Broadcasting, MBC Sports

Since playing the host broadcaster of the 1986 Seoul Asian Games and the 1988 Seoul Olympics, MBC Sports has achieved great success in producing the international TV signal for various world events such as the 2018 Pyeongchang Winter Olympic test event and 2019 FIFA U-20.

MBC Sports showed its competence in the 2002 World Cup Korea/Japan and the 2006 World Cup Germany, recording the highest ratings in Korea. During the 2018 World Cup Russia, MBC differentiated itself from other broadcasters by hugely appealing to the young viewers aged from 20 to 49.



MBC RADIO

The history of MBC Radio is the history of Korean radio

Women's Generation, Single Bungle Show, Starry Night and *Bae's Music Camp* are the representatives of the MBC and Korean radio history. MBC Radio has paved the path for the development of radio broadcasting in Korea.

It was MBC that started the first FM radio, developed a new genre, Radio Journalism, with *Look*, and opened the new media era with the first radio OTT, *Mini*.

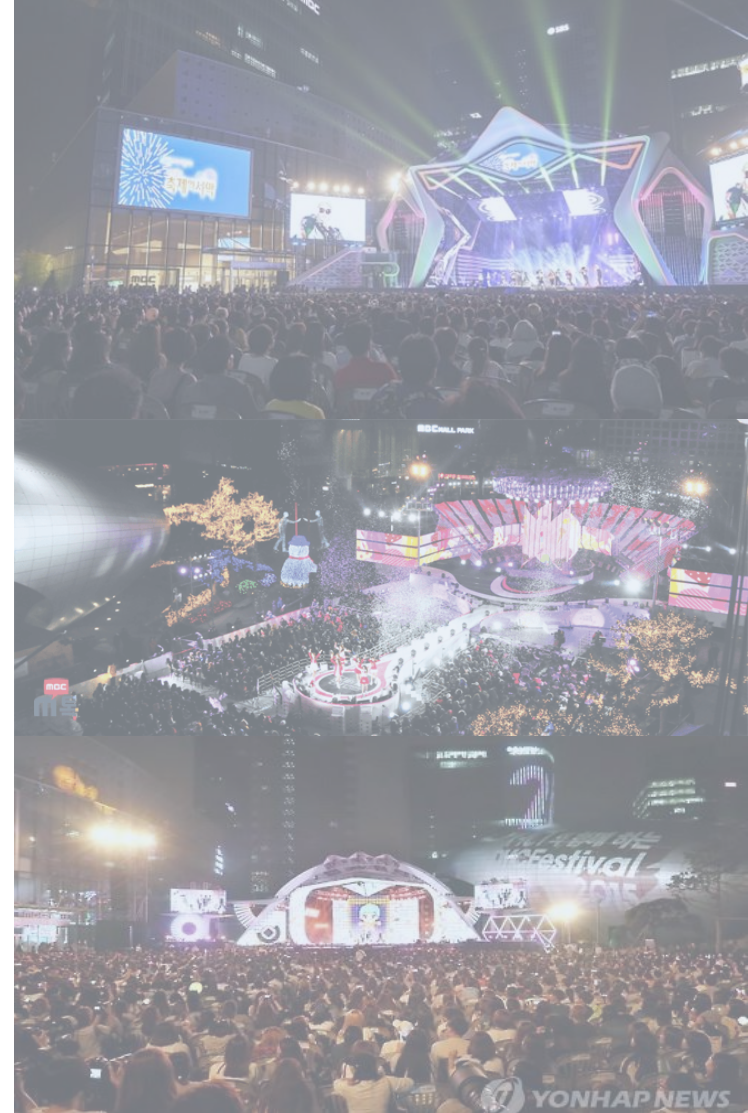
MBC Radio will always be a close friend of listeners by providing fun stories, useful information and true communication.



1. MBC Strategy

The strategic goal of MBC is to have viewers worldwide watch our creative content on any platform regardless of time and place.

Global leader in creative content exploring novelty, MBC has been committed to creating value in content since its birth in 1961. MBC, an expert group in K-content production, will design its future with strategic globalization and digital expansion at the core.



2. MBC Content Creates Global K-Wave

Meet MBC content beloved by viewers worldwide:

〈Jewel in the Palace〉

– Produced in 2003; aired in 94 countries, recording highest ratings in China, Hong Kong and Taiwan.

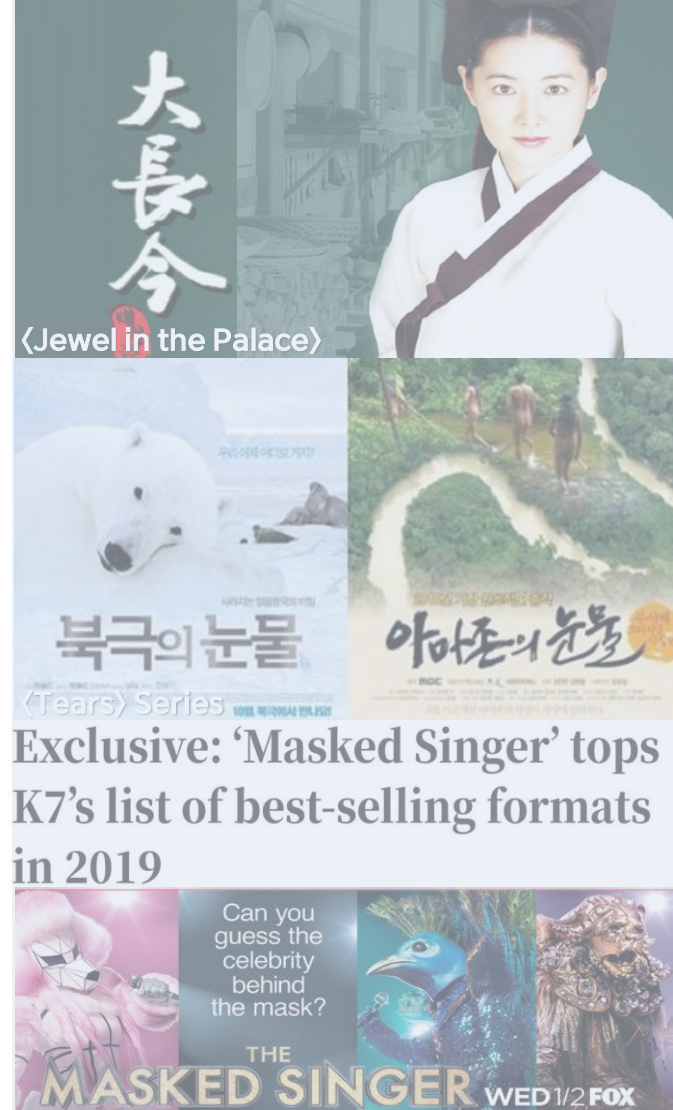
〈Tears of the Amazon〉

– Produced in 2009; record rating of 22.5%, the highest ever for Korean documentary broadcasting; Also successfully released in the theatres.

*The documentary is one part of the 〈Tears of the Earth〉 series, together with 〈Tears of the Arctic〉, 〈Tears of the Antarctic〉, and 〈Tears of Africa〉.

〈The King of Masked Singer〉

– 2015 – Present; chosen “the Best Format of 2019” by K7 Media (International Media Consultancy), format exported to 55 countries worldwide; highest ratings in major broadcasters globally – US, UK, France, Germany, etc.



Exclusive: ‘Masked Singer’ tops K7’s list of best-selling formats in 2019

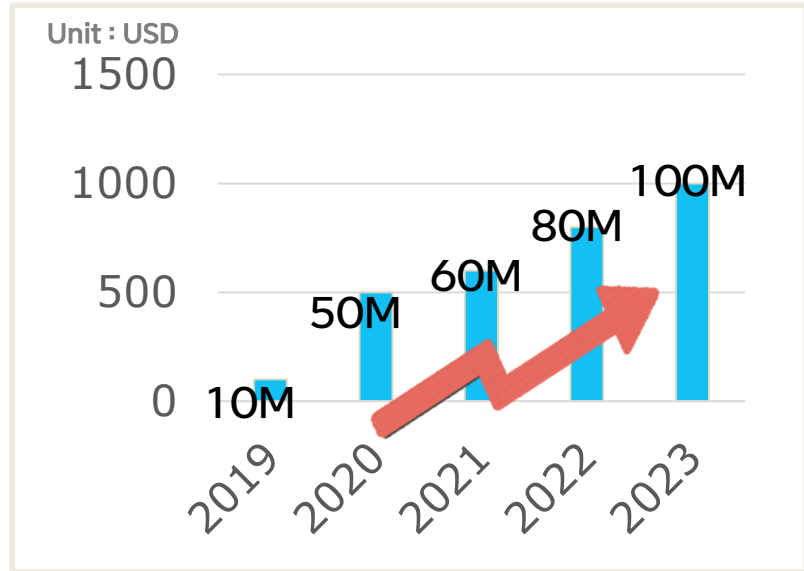
3. Pioneer in Digital Content & Platform

1) MBC is agile and flexible as we aim for the best in digital market

Wavve, the grand alliance between Korea's Telco and major 3 broadcasters

In September 2019, MBC joined hands with KBS, SBS, and Oksusu of SK Broadband to launch the OTT platform, *Wavve*. Additionally invested by SK Telecom, *Wavve* is making notable achievements in the highly competitive OTT market by integrating product, content, marketing, and technology; it is also strengthening its competitiveness by investing in original production of K-dramas.

Original Content Investment Plan ▶ WQVVE



3. Pioneer in Digital Content & Platform

2) Creating digital original content

MBC established D. Creative Center to produce and distribute content that breathes together with the digital natives.

As web and mobile content now lead the media trend, D. Creative Center develops short form content with shorter running time, and quicker scene changes; as well as plan and produce original content.

D. Creative Center creates spin-off content suitable for digital platforms using MBC's rich archive and produces digital original content communicating with the Millennials, expanding MBC's influence in digital media.



3. Pioneer in Digital Content & Platform

3) Brand New News Website and Mobile App

Our news website and mobile application have been updated to better accommodate the audiences' changing news consumption pattern.

The key was stronger content curation and recommendation functions, increase contact points with users, and offer differentiated approach to news app.

In particular, the number of news articles shown on one page has dramatically increased with upgraded recommendation functions; and "AI Pick" analyzing the user's news consumption pattern to extract and show the best fitting articles has been newly introduced.

새로워진
MBC 뉴스 앱을
만나보세요

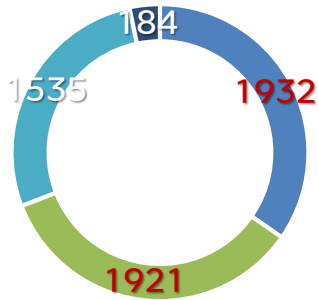


4. Company Structure

4-1. Content

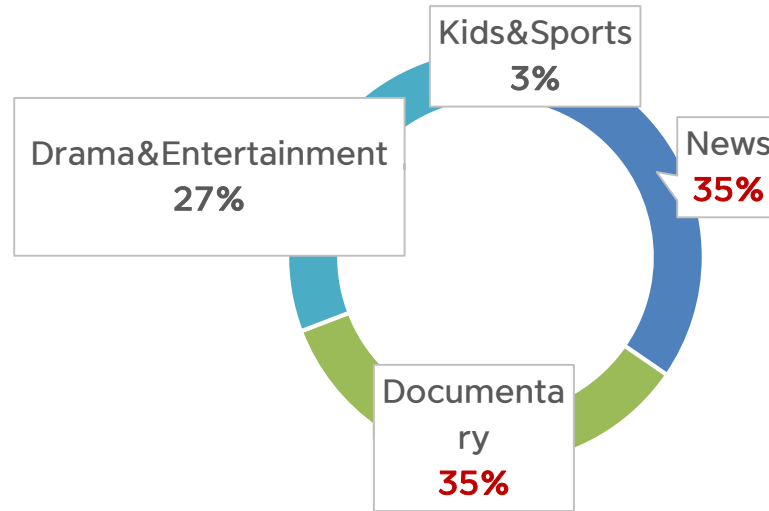
- 1) MBC terrestrial channel nationwide coverage: **98%**
- 2) Number of Staff: **2,086** (Mar. 2020)
- 3) Data on content produced by MBC annually:
 - 72% of all broadcastings are new productions (remaining 28% are re-runs)

Time spent on new productions(hour)



- News
- Documentary
- Drama&Entertainment
- Kids&Sports

Data on content produced by MBC(annually)



- News
- Documentary
- Drama&Entertainment
- Kids&Sports

4-2. MBC Channels

MBC Channel	One Terrestrial TV	Covers 98% nationwide
	Three Radio	FM, AM, Standard FM
	Five Cable	Drama, Sports, Sports2, Variety, Music
	Five Satellite	Drama, Sports, Sports2, Variety, Music
	Four Terrestrial DMB	TV(2), Radio(1), Data(1)

4-3. Local Stations, Subsidiaries, Overseas Offices

- MBC America

Operates channel business in the US and content distribution in Central/South Americas

- MBC C&I

Produces content and provides media technology service

- MBC Plus

Operates 5 cable channels: MBC every 1, MBC Sports+, MBC DramaNet, MBC M, MBC ON

- MBC PlayBe

Edutainment business that operates KIDZANIA, theme park for children to experience various careers

- iMBC

Operates online broadcasting businesses including managing MBC's official website

- MBC Art

Develops and manufactures stage apparatus and art equipment for broadcasting and performing arts such as display and landscape architect

- MBC Academy

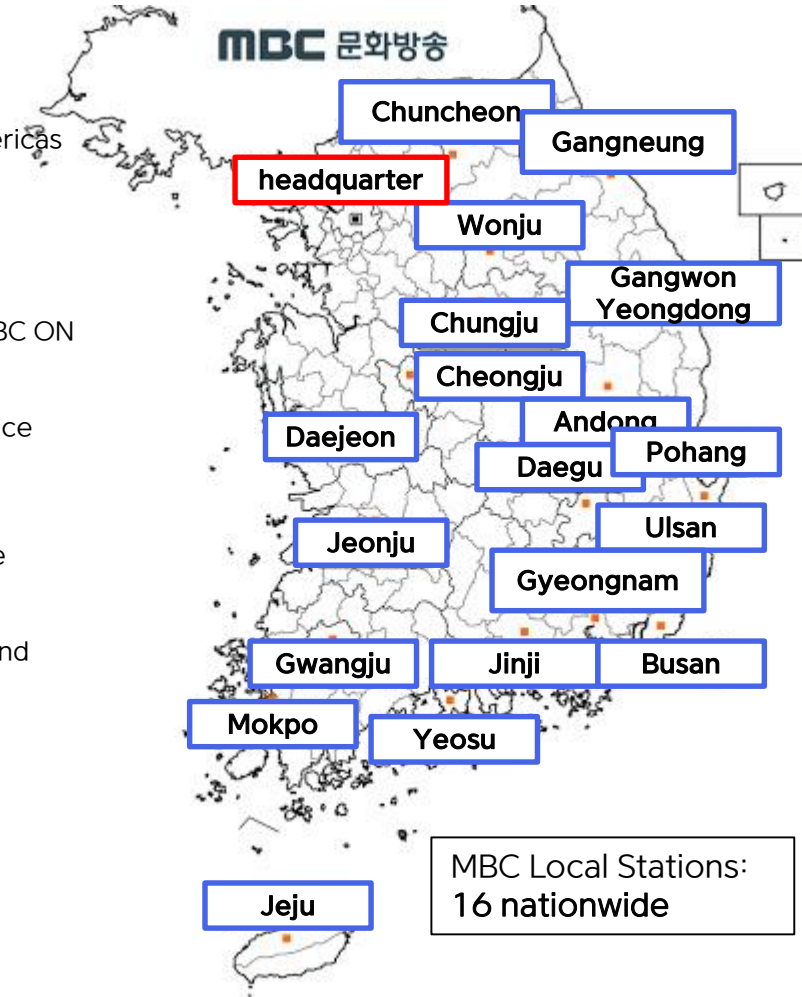
Provides education about broadcasting and culture with an aim to become a comprehensive cultural education institution

- MBC Nanum

A social enterprise funded entirely by MBC

Overseas MBC News Offices (Washington D.C., US; Beijing, China; Tokyo, Japan)

Overseas MBC Business Offices (Los Angeles, US; Tokyo, Japan)

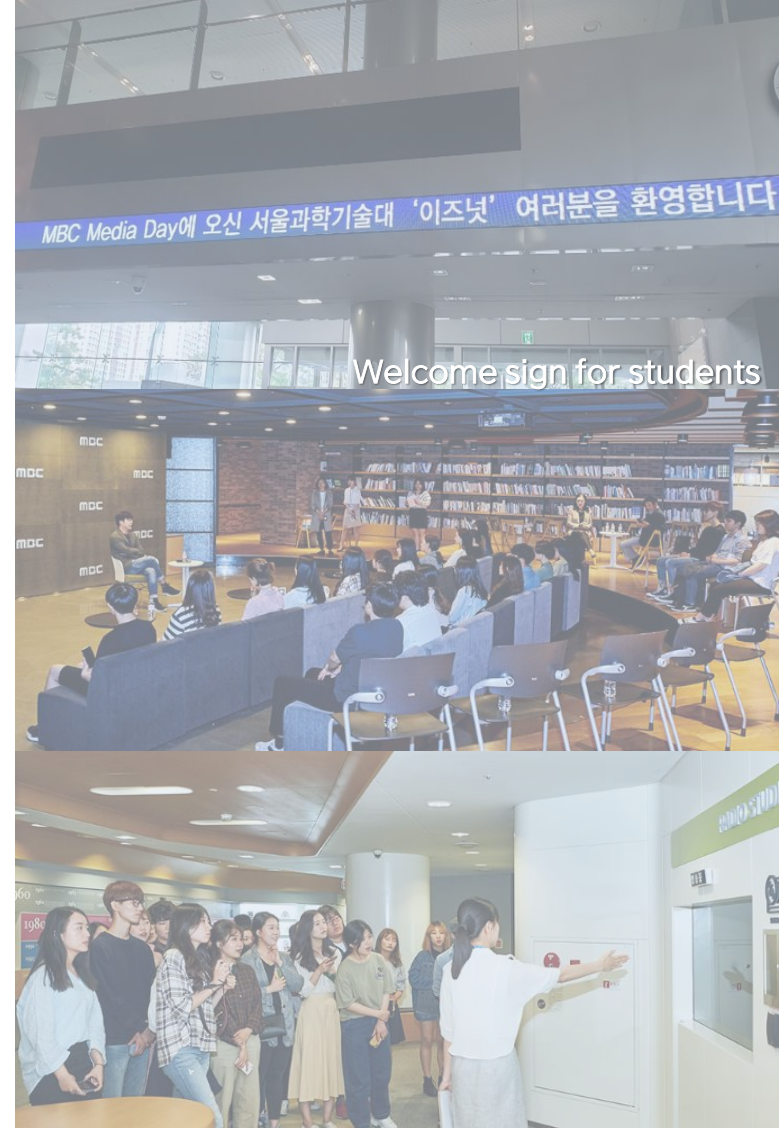


5. CSR

5-1. Audience Engagement

'Media Day'

'Media Day' is a monthly program where MBC invites college students majoring in media to experience the scene of broadcasting making. The visiting students tour around production studios, editing rooms, and other facilities with experts of each part give detailed explanations. The tour is followed by special lectures by producers, journalists, or anchors, making this the best opportunity to learn valuable information of the field.



5. CSR

5-2. Performing Social Responsibilities

MBC established **MBC Nanum**, which means ‘to share’ in Korean, to better serve the social responsibilities as a public broadcaster; funded entirely by MBC, MBC Nanum conducts various social contribution projects. With MBC Nanum, we organize and produce a variety of projects and broadcastings to give hope to the marginalized, contributing to building healthier community.



5. CSR

Broadcastings

Special Live Programs:

Fund-raising programs of NGOs/NPOs and other special live programs of philanthropic purposes

Documentary:

Documentary programs on volunteer work in South East Asia and Africa to share the charity work with the viewers and weaken the bias against the disadvantaged

Giving hope to our community, <Share the Happiness> Project:

Regular program introducing charity stories and encouraging viewer participation in order to play our fair share of enhancing the culture of generosity among businesses and the public



5. CSR

Event organization

Planning and hosting of cultural and public projects:

We plan, develop, and carry out public projects including cultural events, performances, and festivals.

Nanum Camp:

We host camps for the disabled, financially stressed college students and family provider who's lost his/her job with various programs such as education, voluntary, competition among many other activities.

Hope Project:

The goal of the project is to encourage those people who've lost all hope reach out for what they thought was impossible and help them achieve the goal, fueling them with strong motivation to life again.



**We Share
Because
We Care**

MBC

