



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 6 subsidiaries. MBC endeavors to fulfill its role as a public broadcaster and build social credibility through change and innovation.

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's wide spectrum of content shows an outstanding performance in the viewership rates and content power index. MBC's content is well received not just in Korea but also in Asia and the rest of the globe.

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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. Therefore, a wide range of entertainment programs has 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 produces unique dramas with its originality.

MBC dramas are praised for their quality and competitiveness not just in Korea but also in many parts of the world, including Asia, Europe, the 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 keep up the reputation of “the Kingdom of Drama”.



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 culture 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.



1. 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.

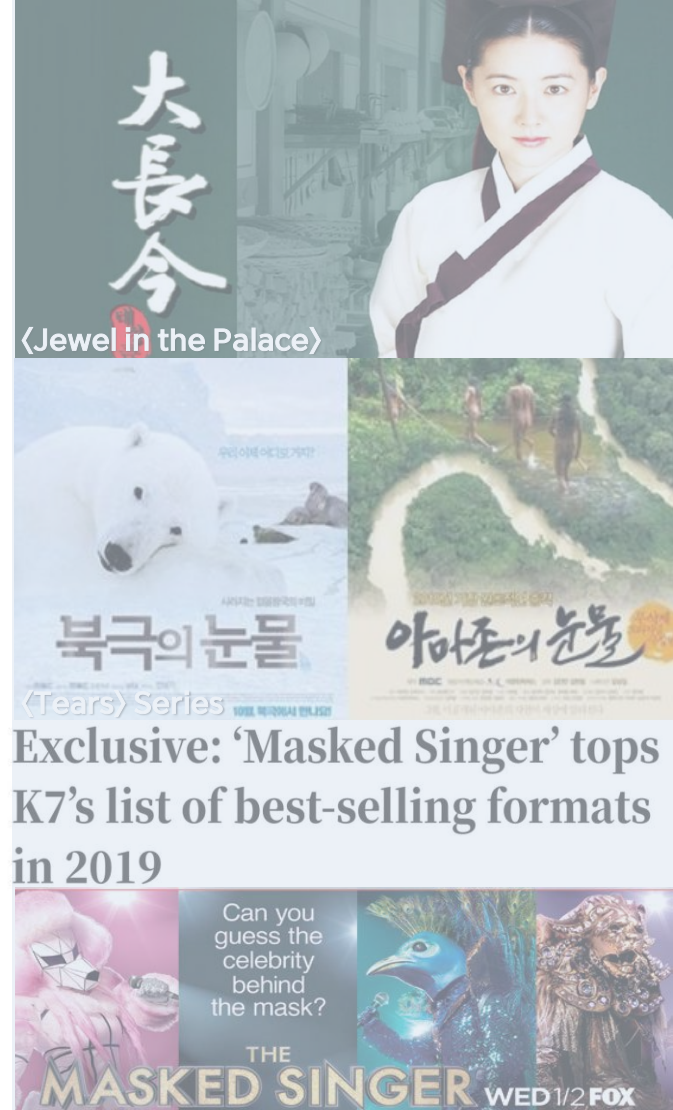
〈Tears of the Amazon〉

– 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 and many more.



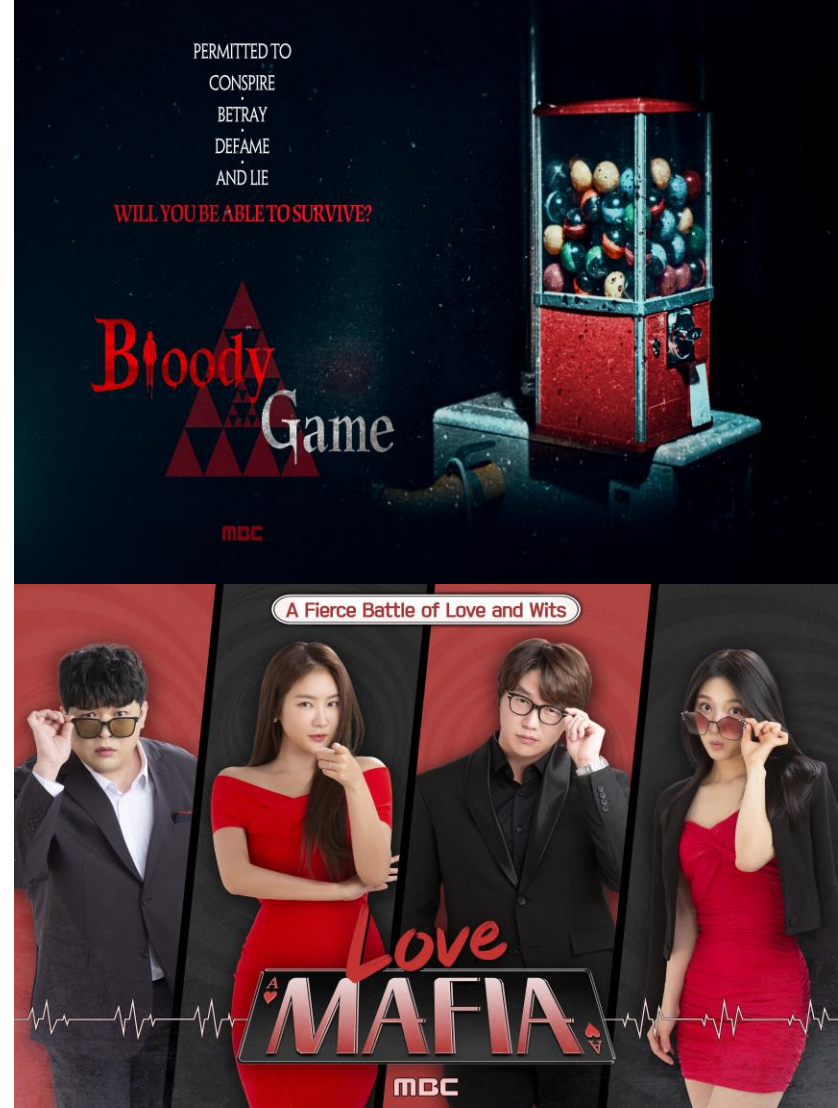
2. Pioneer in Digital Content & Platform

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 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.



Your All Time Favorite

MBC

