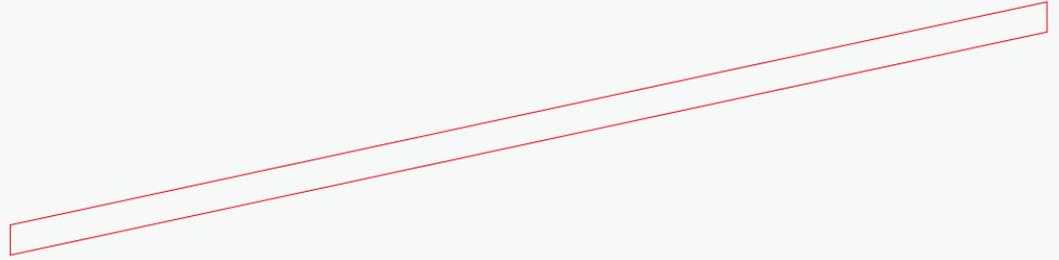
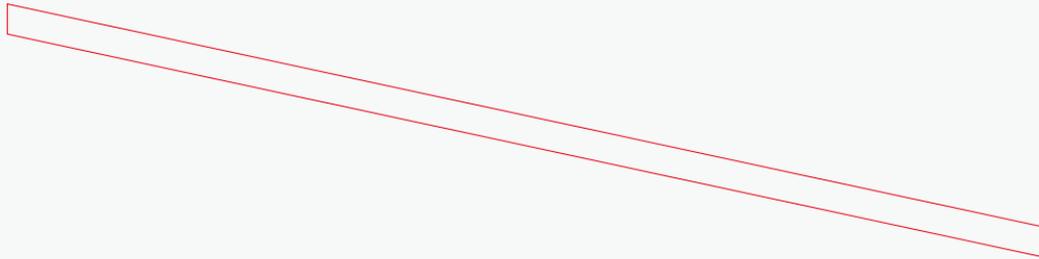
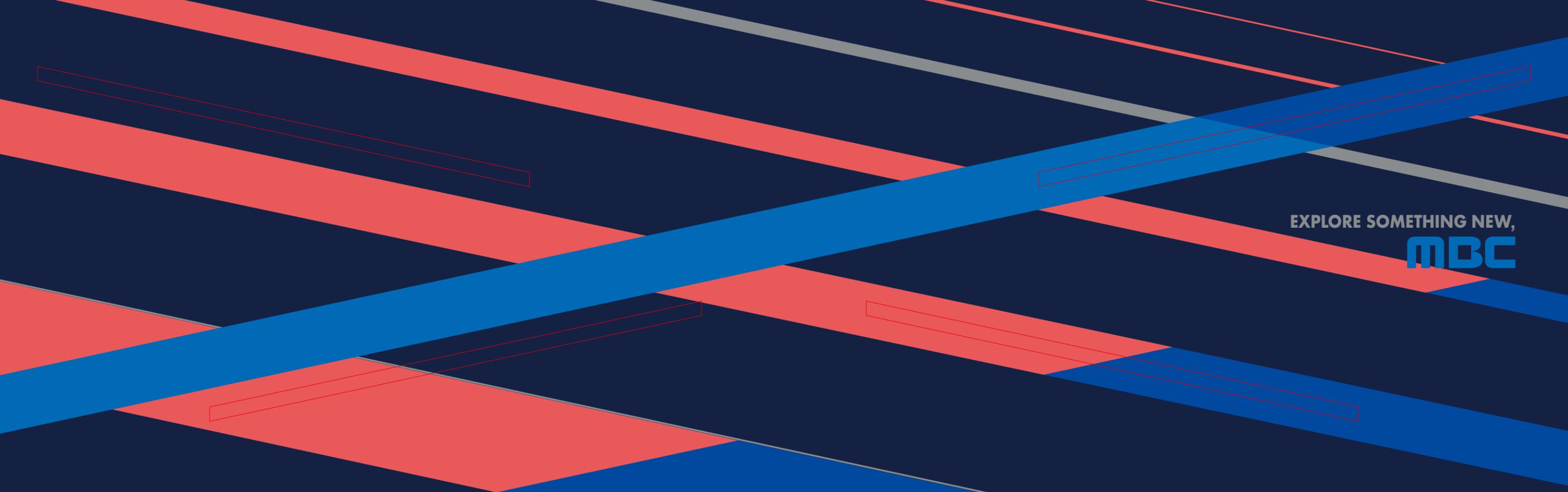


2018 MUNHWA BROADCASTING CORPORATION



MBC





EXPLORE SOMETHING NEW,
MBC

MBC PROFILE

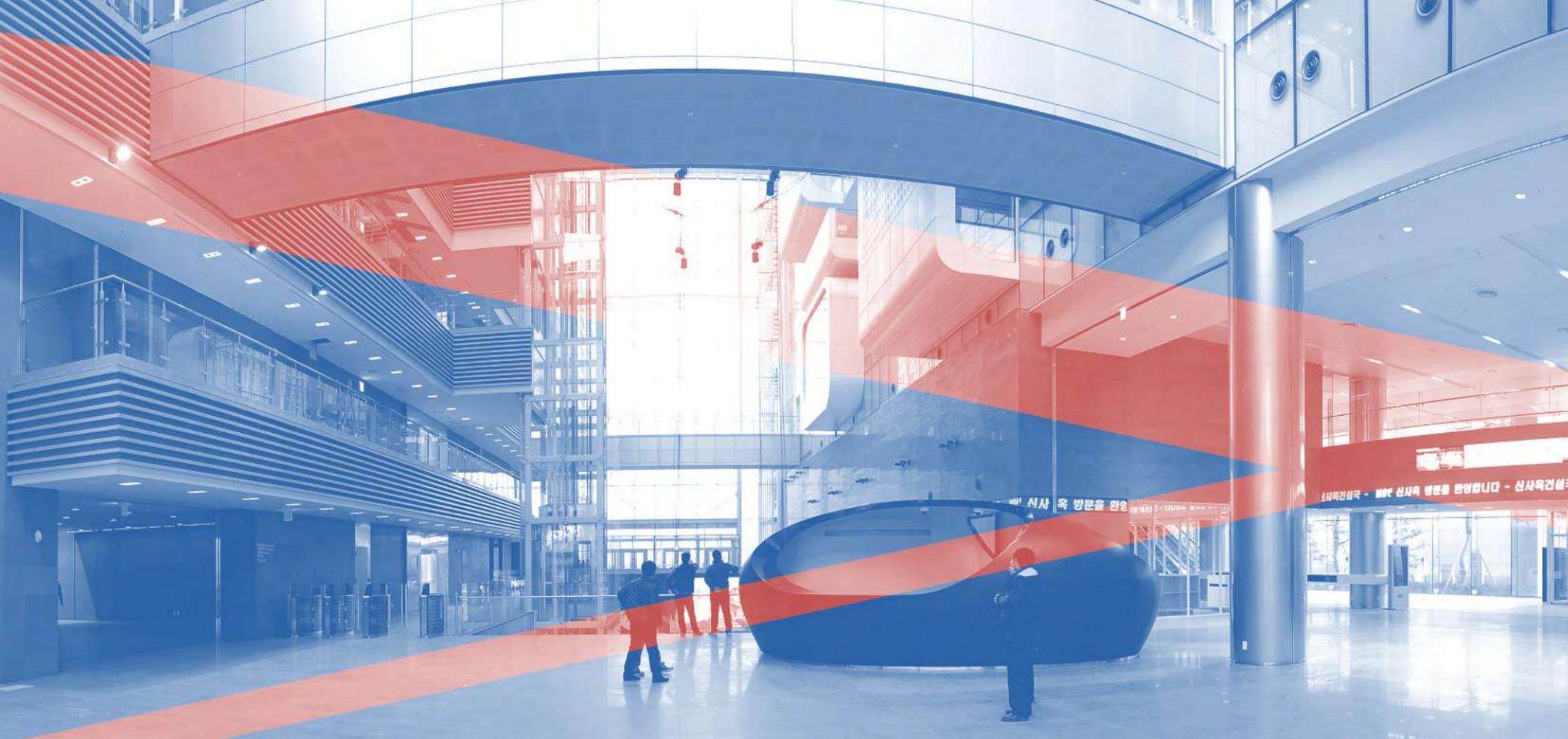
MBC is a public broadcasting corporation. Its largest shareholder is a public organization, Foundation for Broadcast Culture. While it is owned by a public foundation, it operates on advertising.

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 has exported its high quality content to more than 50 countries and been received well from overseas viewers. In addition, MBC has strengthened international cooperation by maintaining partnership with other broadcasting companies from around the world.

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 will become the most competitive global media group in the 21st century.





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 approaches,
Creativity, Fairness, Public interests

HISTORY

DIGITAL ERA (2001~PRESENT)

2018 Renewed Brand Identity

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

2016 Launched
MBC Sports Plus2 Channel

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

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

2013 Started the Digital Media Era

2011 Established MBC Nanum
Celebrated the 50th
anniversary of foundation

2009 Launched MBC Life Channel
(Life & Culture Documentary)

2008 Established MBC PlayBe

2007 Built MBC Dream Center
(Digital Production Center)

Launched MBC Every 1 Channel
(Variety shows)

2006 Launched Mini (Internet radio
broadcasting services)

2005 Started satellite
and terrestrial DMB services

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

2002 Launched MBC Movies Channel

2001 Started cable services (MBC Plus,
MBC-ESPN, DramaNet, Game)
Digital Test Broadcasting (HDTV)

MULTIMEDIA ERA (1991~2000)

2000 Established Internet MBC (iMBC)

1997 Built Yangju Studio

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

COLOR TV ERA (1981~1990)

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

1982 Built Yeouido Studio

1981 Started color broadcasts

B/W TV ERA (1969~1980)

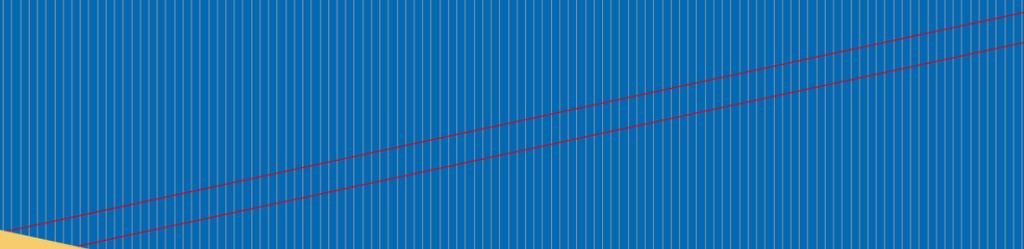
1969 Launched
MBC national terrestrial
TV broadcasting (ch.11)

RADIO ERA (1961~1968)

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

1961 Launched MBC Radio

MBC CONTENT



DRAMA

CURRENT AFFAIRS & DOCUMENTARY

ENTERTAINMENT

RADIO

NEWS

SPORTS

MUCH CLOSER TO VIEWERS, MORE INNOVATIVE IDEAS

MBC Drama will make unique dramas with MBC's own colors. MBC Drama will continuously lead the world's growing popularity of Korean culture.

MBC has exported its dramas to many parts of the world including Asia, Middle East, Africa and America. In particular, *Jewel in the Palace* recorded the highest ratings in China, Taiwan and Hong Kong and it gained huge popularity in more than 90 countries including Japan and Iran.

MBC will make more efforts to maintain its reputation as "a Kingdom of Drama" by producing good quality dramas.



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.



ALWAYS WITH YOU, MBC 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*, *100 Minute Debate*, *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.



FOCUSING ON PEOPLE AND SOCIETY

Producing programs that inform, entertain and impress based on humanism

MBC's investigative programs led by *PD Note* and 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.



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 FIFA U-20 and the Pyeongchang Winter Olympic test event.

MBC Sports showed its competence in the FIFA World Cup games such as the 2002 World Cup Korea/Japan and the 2006 World Cup Germany, recording the highest ratings in Korea. During the 2014 World Cup Brazil, MBC successfully delivered impressive moments to viewers; and, during the 2018 World Cup Russia, MBC differentiated itself from other broadcasters by hugely appealing to the young viewers aged from 20 to 49.

THE HISTORY OF MBC RADIO IS THE HISTORY OF KOREAN RADIO

Women's Generation, Single Bungle Show, Starry Night and *2 p.m. Date* 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.

GROUP STRUCTURE

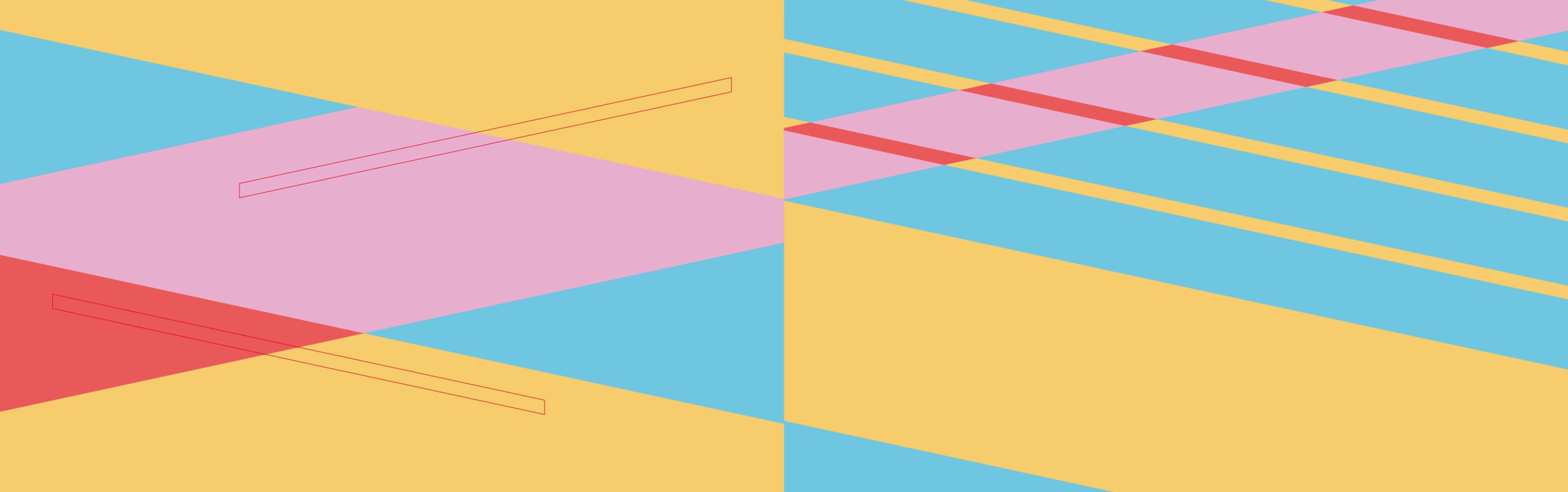
Local Stations (16)

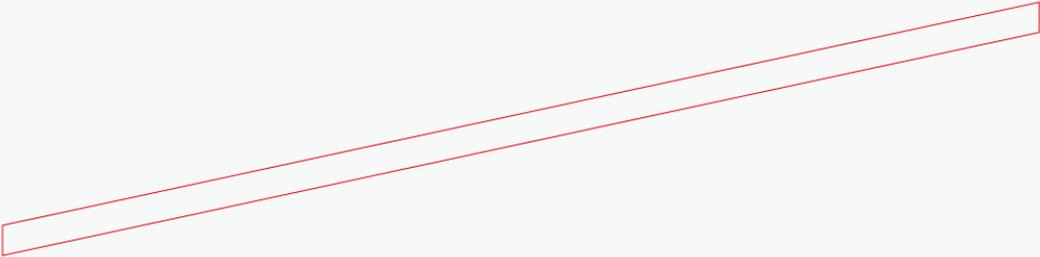
MBC Gyeongnam
Busan MBC
Daegu MBC
Daejeon MBC
Gwangju MBC
Ulsan MBC
MBC Gangwon-Youngdong
Jeonju MBC
Jeju MBC
Chuncheon MBC
MBC Chungbuk
Yeosu MBC
Pohang MBC
Mokpo MBC
Andong MBC
Wonju MBC

Subsidiaries (8)

MBC C&I
MBC ACADEMY
MBC ARTS
MBC PLUS
iMBC
MBC AMERICA
MBC PlayBe
MBC Nanum







MBC Munhwa Broadcasting Corporation

Address MBC HQ, 267, Seongam-ro, Mapo-gu, Seoul, 03925, Korea

Contact +82-2-780-0011, +82-789-2723, +82-2-789-3721

E-mail mbc_intl@mbc.co.kr

Website <http://aboutmbc.imbc.com>, <http://content.mbc.co.kr>

