




SBS

BROADCASTING STATION

 **SBS Contents Hub**

GLOBAL BUSINESS

Content Distribution
& IP Acquisition

STUDIO 

Scripted Content

Planning & Production

Most-watched channel in recent 6 years

(Nielson Korea, ages 20~49)

- Found in 1990, Korea's first private-owned national TV station
- Owns multiple broadcasting platforms (TV, AM, FM, etc.)
- Media group with 25 affiliates
- In-house production studio 'StudioS'
- International drama distribution and investment 'SBS Contents Hub'

Many hit series / Highlights in TV Series



2022 Business Proposal

Top 1 on Netflix (Non-eng)
Top 10 on 84 countries (in West)

NETFLIX



2021 Our Beloved Summer

Top 2 on Netflix (Non-eng)
Top 9 on Netflix (eng & non-eng)
Top 10 on 34 countries

NETFLIX



2021 Taxi Driver

Top 10 on 18 countries

NETFLIX viu
HBO MAX prime video



2020-21 The Penthouse

Highest Rating 30% (households)

NETFLIX viu HBO MAX
prime video WeTV iQIYI 爱奇艺



2013 The Heirs

Highest Rating 25.6% (households)



2013 My Love from the Star

Exported copyright to 15 countries worldwide

Cornerstone of Korean Wave in China
3.7 billion views in China

About the Company

SBS Introduction

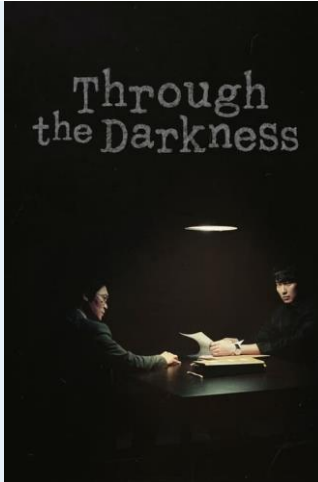
II. Rich remake experience



WEBNOVEL
〈Business Proposal〉



WEBTOON
〈Taxi Driver〉



ESSAY
〈Through the Darkness〉

SBS has continued to successfully turn various original stories, including novels, webtoons, and web novels, into video form.

Through the Darkness and *Lovers of the Red Sky*, remakes of published books, *Taxi Driver*, a remake of a webtoon, and *Business Proposal*, a remake of a web novel are some good examples.

In particular, *Business Proposal* refreshed the original work's popularity and led to No. 1 webtoon sales overseas in countries like Taiwan, Japan, and Indonesia, creating a synergy between the original and dramatized IPs.

III. Many hit genre/female-oriented/family drama works



Revenge/female
solidarity/villainess
crime/thriller



Villainess/growth
Picaresque
legal/mystery



Body change/win
catharsis
comedy/crime/investigation

SBS has produced various tones of genres based on the subject matter of women and family.

The Penthouse depicts the solidarity and revenge of women who have become villainesses to protect their children. *Why Her?* is about a lawyer who brutally pursues success. And *One the Woman* tells the comedic story of a corrupt prosecutor who becomes an heiress to a villainous wealthy family.

SBS continues to build its own unique portfolio of various female narrative and family drama.

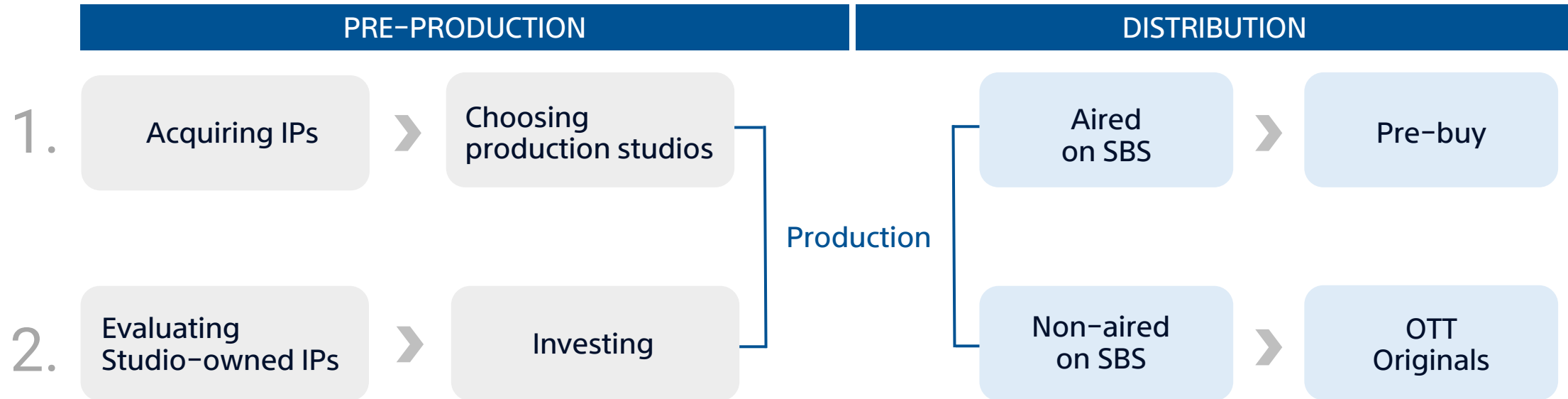


SBS Contents Hub is an affiliate of SBS Media Group found in 1999 in charge of content distribution. For 23 years, it has distributed, invested, and planned various SBS dramas and variety shows, in addition to making remakes with international partners.

After 2020, not only has it distributed SBS contents but has also secured competitive IP both domestic and internationally to produce and develop dramas with StudioS and other Korean production companies.

- ✓ **Expert IP team responsible for securing IP**
With its expert IP team, it can systematically monitor domestic and international IP and quickly secure competitive IP within the group.
- ✓ **Capacity as a distribution company**
Based on the experience and know-how of distribution with global TV stations and OTT such as Netflix, Disney+, Viu, Amazon Prime Video, and domestic IPTV and OTT, the pre-sales system allows the raising of production funds and accelerated visualization processes.
- ✓ **Strong partnerships with StudioS and domestic production companies**
There is close cooperation between the drama production studio StudioS and SBS Media Group. And through a broad network of production companies, we can cooperate with companies that have competitive staff for a more successful production.

IP TEAM Introduction : IP Business



THANK YOU

