



## Korea Educational Broadcasting System



EBS - Korea Educational Broadcasting System is the one and only public educational broadcasting company in Korea. EBS is now operating 8 different channels, including 2 terrestrial TV channels, 1 radio channel, 3 satellite TV channels specialized in educational programs, 1 IPTV children's channel and 1 channel for Korean-Americans. Terrestrial channels offer preschool and youth programs, culture programs and documentaries for adults. Besides TV channels, VOD service and diverse array of e-Learning content of different levels and different target ages are provided via online/mobile platform.

EBS strives to produce top-notch children's programs and documentaries. After its dedication in making science, history and nature documentaries, EBS's premium documentaries are acknowledged in the global content market and work with major broadcasters in the U.S and Europe, including PBS, Smithsonian Channel, France 5, Arte, and RAI, etc. EBS children's programs have been leading the preschoolers and children content market. EBS animation such as 'Pororo, the Little Penguin' or 'Super wings' air in all over the world entertaining and educating the younger audience.





## PENGSOO & Giant PengTV

- Title** Giant PengTV
- Genre** TV Program, Youtube contetns  
Variety, Character
- Target** Female, 20s and more & Preschoolers
- Youtube** <https://www.youtube.com/@giantpengtv>



# Giant PengTV

# Creator penguin from Antarctica is here



## About Pengsoo



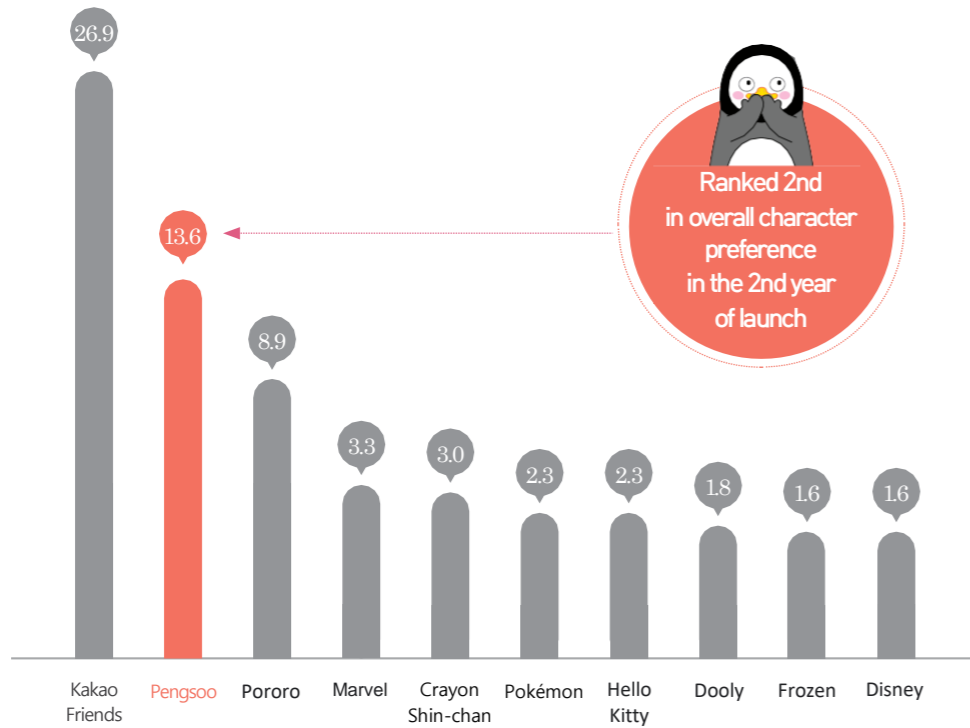
Name	Pengsoo
Age	10
Work Experience	none / EBS trainee
Dream	The World's most famous celebrity

Height	210cm	Weight	103kg (fluctuates)
Hometown	Antarctica	Current Address	EBS Studio
Personality	<del>Perfect.</del> Very ambitious		

Specialty	Hobby	Role Model	Saddest Moment
Yodel, rap, beatbox, dance	Communicating with fans	BTS Pengsoo himself	When other penguins didn't accept him because of his large size in Antarctica
Hardest Moment	Happiest Moment	Proudest Moment	Comment
Swimming from Antarctica to Korea.	When he got the opportunity to become an EBS trainee	When he heard that he made the fans happy	Yo, let's subscribe Giant PengTV

# Pengsoo's various achievements and awards

### [Character Preference Ranking]



KOCCA 2020 Character User Survey Sample 3,000 people aged 3-59 nationwide (%)

2020  
Baeksang Arts Awards  
Culture category



2020  
Korea Broadcasting Prizes  
Entertainment Peng Award



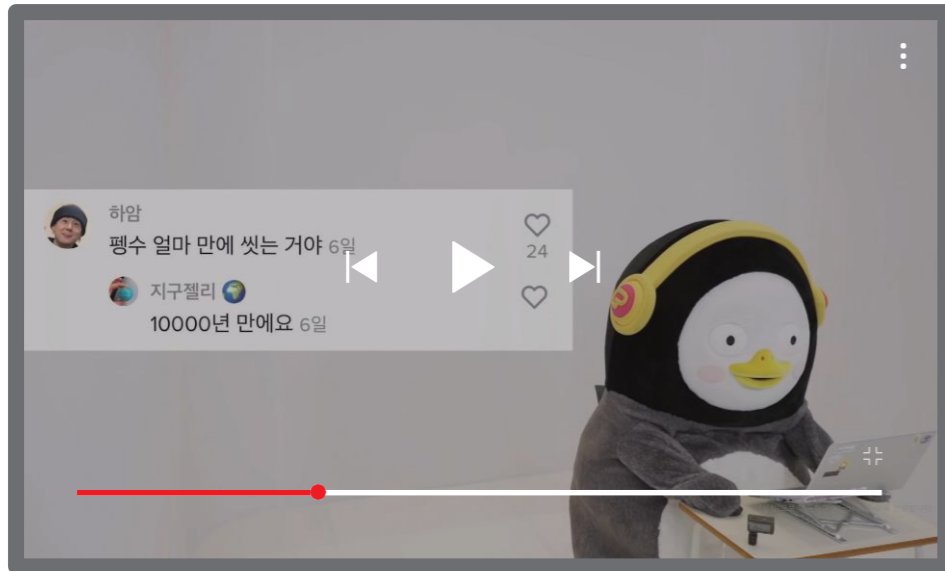
2020  
Korean Producer Awards  
Experimental Spirit Award



The first penguin to win various awards!

# Giant PengTV YouTube Channel Competitiveness

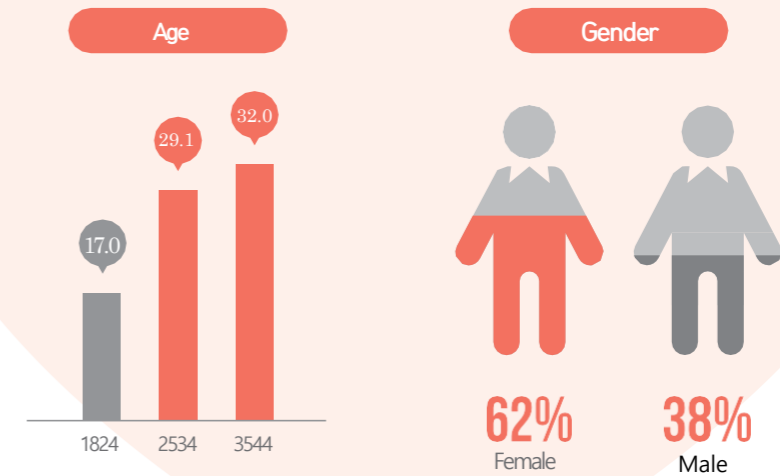
 Giant PengTV



 <b>2 million</b> subscribers	 <b>3.08 million views</b> Max views per video	 <b>770,000 views</b> Average views per video
--	---	---

# Giant PengTV YouTube Channel Main Demographic

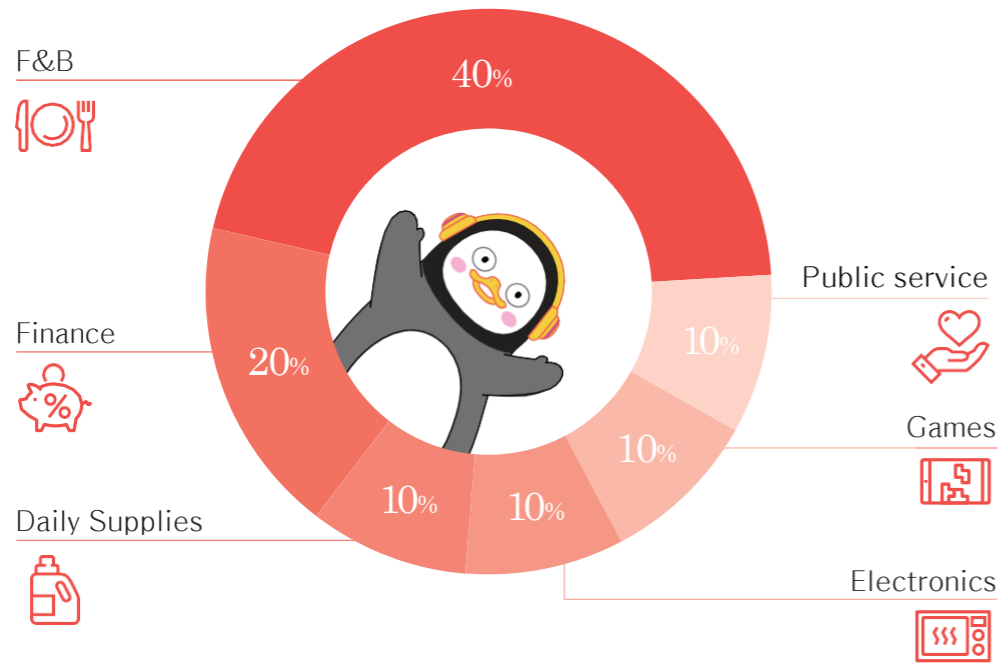
[Main Subscriber Demographic:  
Women in their 20s and 30s]



Pengsoo's  
Activities  
2019~

# Advertisement Brand Categories

[ Major Advertisement Model Brand: F&B ]



Exclusive media portrait rights based on Pengsoo's performance

Pengsoo's  
Activities  
2019~

# Licensing Category

<p>+ Food and Beverage</p> 							<p>+ Clothing Stuffed toys</p> 
<p>+ Stationery Goods</p> 						<p>+ Household Supplies</p> 	
<p>+ Electronics Mobile</p> 						<p>+ Finance Digital space</p> 	

Pengsoo's  
Activities  
2019~

# Collaboration



## [Giant PengTV Collaboration/Branded Content]

Content/Celeb	#Jin Kyung-gyu #Hangout with Yoo #TWICE #MMTG #olympic national team #Street Woman Fighter
Movies	#Alive #Forbidden Dream #Star Wars #Ashfall #The Singer etc.








EBS  
Contact

# Contact Information

## [Giant PengTV Collaboration/Branded Content]

<b>Company/ Institution</b>	#emart #samungelectronics #GS25 #Ministry Of Foreign Affairs #Ministry of Education #POSCO #Ministry of Environment #Ministry of Health and Welfare etc.
<b>Brand</b>	#Oxford #earpearp #I HATE MONDAY #Studio127



	Department	EBS IP Studio, (PengTV & Brand Studio)
	Contact	Jin So LEE (ljshani@ebs.co.kr)  Rachel KIM (flyhighhw@ebs.co.kr)
	Phone number	+82 2 526 3947