

# Company Profile

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## Why Bamboo?

In the era of new media,  
the **Generation Z** is forecasted  
to set a new trend in digital content.

### Gen Z — Key characteristics

- They favor short-form content that they can easily consume
- They reacts to interesting stories rather than a quality of video.

Bamboo Network is a new media content studio that possesses insights and strategies to meet the evolving needs of Generation Z.

We excel in creating short-form content that satisfies everyone.

## What We Do

Bamboo Network started as a short-form content production studio, and now our business branches out into **OTT drama** (Mid-form), **Mini-Series** (Long-form), and **variety shows**.

We specialize in creating diverse content that grasps the preferences and needs of Generation Z, while also developing new IPs. Above all, our content resonates with a wide range of audiences.

OTT original



Produced audition program

OTT original Mid-form



Web drama planning/ production/ sales

Mini-series drama (Broadcasting), OTT High end original



Drama planning/ production/ sales

OTT original short-form



Shorts drama planning/ production/ sales

## Company Information



Corporate Name	Bamboo Network
Year of establishment	2018.03
C.E.O	Chung Dabin, Song Yungeun
Homepage	<a href="http://www.bamboonetwork.co.kr">www.bamboonetwork.co.kr</a>
Field of Business	Content Production Studio/ Marketing agency
Main business content	

### ① Specializing in new media content production

- Producing short-form content like Web drama, Web entertainment, etc.
- Planning, Producing, and selling OTT original drama, audition variety shows, and mini-series

### ② Offering IP D2C solution services

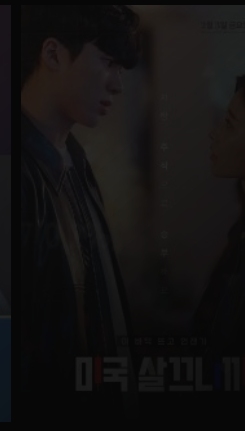
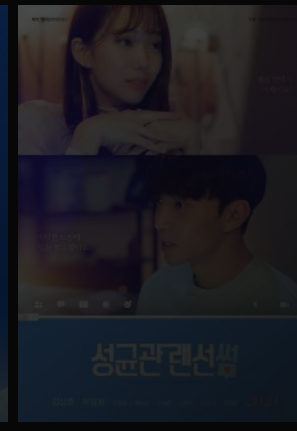
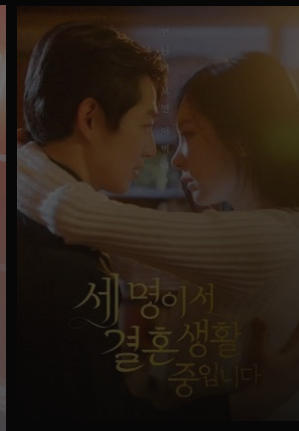
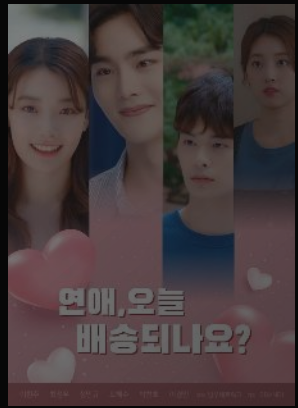
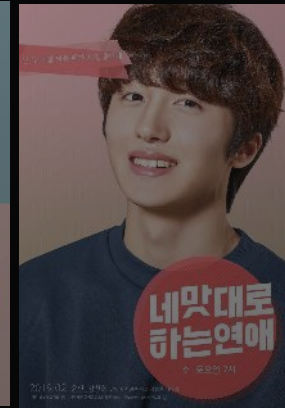
- After acquiring one of the country's leading advertising agencies, MONF, we now provide a skilled personnel-based one-stop service

# Portfolio

01 Micro Dramas (Vertical Format)

02 Web Drama (Horizontal Format)

03 Commissioned Projects



# Portfolio

## 01 Micro Dramas (Vertical Format)



## Portfolio

- 숏폼 드라마 Micro Drama



Micro

Drama

Original

## Tendering Resignation

▶ Teaser

Aired 2024  
Format 1min 30sec X 50eps  
Genre Romance, Mystery  
Director Ha Seunghee  
Cast Lee Haeum, Kim Pyeonghwa, Sel Yuan

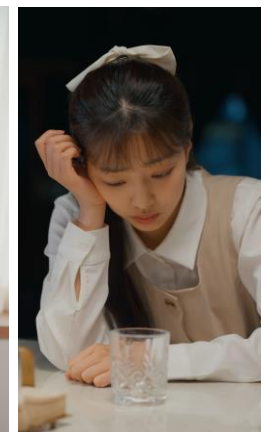
### Synopsis

The life of Oh Geumhee begins to spiral out of control with the arrival of Yoo Bora, a newcomer with flawless credentials. A series of mysterious incidents unfolds, plunging everyone into an unexpected whirlwind of ambition and intrigue. Dive into a gripping tale of fierce desires in this bold "Womance" drama!

### Performance

 Overseas OTT: Aired on the micro drama platform "Vigloo"

Topped Vigloo's TOP 10 chart for six consecutive weeks



## Portfolio

- 숏폼 드라마 Micro Drama



Micro

Drama

Original

## My Best Friend's Little Brother

▶ Teaser

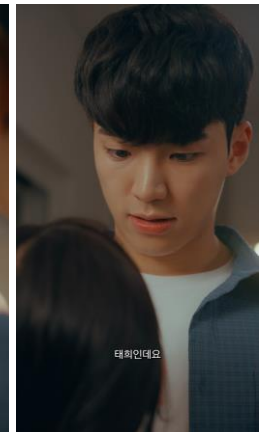
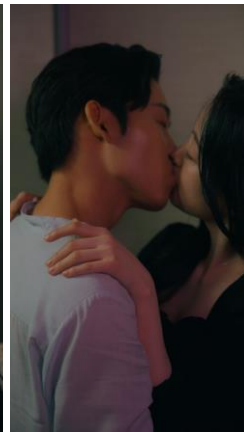
**Aired** 2024  
**Format** 2min X 55eps  
**Genre** Romance, Comedy  
**Director** Jeong Sungbin  
**Cast** You Jiae (Lovelyz), Seo Jun, Jang Yeonwoo, Kim Chaewon (April)

### Synopsis

Kangwoo is overwhelmed by a rollercoaster of emotions due to her engagement ruined by her fiancé's secret girlfriend. At that moment, Taehee, her best friend's younger brother, and Giha, a senior who has been secretly in love with her for nine years, appears.

### Performance

 Overseas OTT: Aired on the micro drama platform "Vigloo"





## Portfolio

- 숏폼 드라마 Micro Drama



Micro

Drama

Original

## The Bedmate Game: Sharehouse

▶ Teaser

Aired 2024  
Format 1min 30sec X 47eps  
Genre Romance, Interactive  
Director Lee Jamin  
Cast Park Xiyeon, Jee Hogeun, Cha Hyunseung, Jeon Junho, Yuesol

### Synopsis

Six single men and women, each hiding their true intentions, come together in one place. In a sharehouse where instinct and reason collide, secretive dates unfold every night! Awaken your dormant love cells in this sensual romance.

### Performance



Aired on the Interactive micro drama platform Storyreels and Vigloo

Just five days after its release as a launch title on the platform, it surpassed 250,000 views



## Portfolio

- 숏폼 드라마 Micro Drama



Micro

Drama

Original

## You Want Some?


▶ Teaser

**Aired** 2024  
**Format** 1min 30sec X 50eps  
**Genre** Campus Romance  
**Director** Ha Seunghee  
**Cast** Lee Minwook (Newkidd), Yong Seung(VERIVERY)

### Synopsis

Jaeheon and Seonu, two university students, make a bet to see who can win the other's heart first—but what starts as a game soon spirals into something far more unexpected.

### Performance

 Overseas OTT: Aired on the micro drama platform "Vigloo"



## Portfolio

- 숏폼 드라마 Micro Drama



Micro

Drama

Original


## My Husband, My Sister, and I

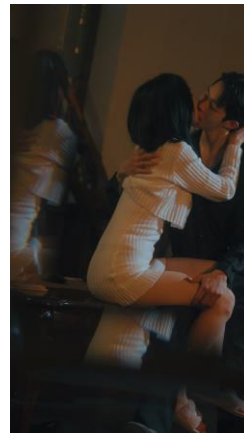
**Aired** 2024  
**Format** 1min 30sec X 51eps  
**Genre** Tragic Romance  
**Director** Jeong Sungbin  
**Cast** Chung Hakyung, Lee Yeon, Choi Seokwon, Jang Yeonwoo

### Synopsis

Yoo Ri-ah, the Co-CEO of Hotel Norden, witnesses an affair between her husband-, Jo Hyung-ju, and her twin sister-, Yoo Liz. In despair, she resolves to seek revenge and makes a secret proposal to Alex, the CEO of Esteraz.

### Performance

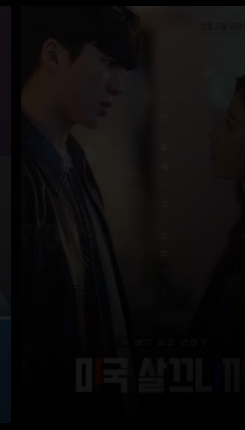
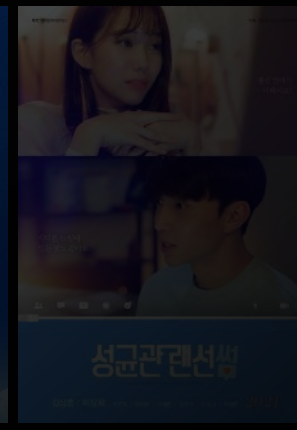
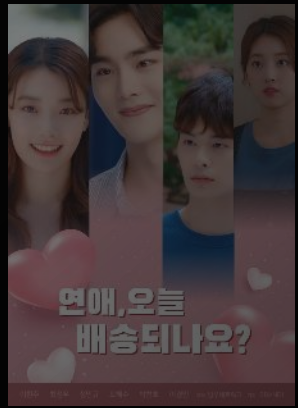
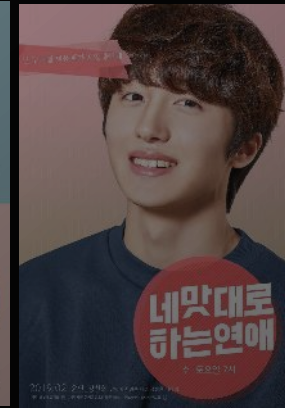
 Overseas OTT: Aired on micro drama platform "TopReels"  
As a launch title on the platform, it topped TopReels' TOP 10 chart



# Portfolio

## 02 Web Dramas

(Horizontal Format)



## Portfolio

- 웹드라마 <sup>ama</sup> Web Drama

Short-form

Branded

Drama



## Chupa Chups Web drama

▶ Video

**Client** Chupa chups  
**Aired** 2024  
**Format** 3mins X 4eps  
**Genre** Campus Romance  
**Director** Ha Seung-hee  
**Cast** Lee Song-gyung, Yoon Tae-yong

An empathetic short-comedy related to MBTI

## Our Love Triangle

**Aired** 2024  
**Format** 12mins X 10eps  
**Genre** Campus Romance  
**Director** Lee Ja-min  
**Cast** Gong Chan (B1A4), Kim Si-gyeong, Jiwon (Signature), Sei (Weki Meki)

### Synopsis

A campus love triangle story of a girl, who suffers a dilemma between 'the guy she has a crush on' and 'the guy who has a crush on her', which leads to her maturity.

Short-form

Original

Drama



## Portfolio

- 웹드라마 Web Drama <sup>ama</sup>

Short-form

Original

Drama



## No Bother Me

**Aired** 2021  
**Format** 10mins X 35eps  
**Genre** Campus Romance  
**Director** Ha Seung-hee  
**Cast** Seo Ye-ri, Lee Jong-hyuk  
Do Myeong, Jang Moon-jung  
Oh Jung-woo, Moon Seo-yul  
Kim Min-jung, Kim Young-sik

### Synopsis

A story about the unrefined 'personality issues' that every college might have experienced: This omnibus series revolves around a group of Bamboo University students and deals with an aspect of realistic love, friendship, and conflicts.

## Love As You Taste

**Aired** 2019  
**Format** 15mins X 10eps  
**Genre** Campus Romance Comedy  
**Director** Oh Dong-hyun  
**Cast** Kang Min-ah, Choi Min-su  
Kang Chan-hee, Jung Sun-yul  
Jo Tae Kyung, Choi Ha-young

### Synopsis

A hungry romance of youth! Various main course dishes centered around their lives begin.



Short-form

Original

Drama

## Portfolio

- 웹드라마 Web Drama <sup>ama</sup>

Short-form Original Drama



## The Witch Store Reopens

Aired 2023  
Format 20mins X 10eps  
Genre Fantasy Romance  
Screenplay Ahn Se-hwa  
Director Jung Sung-bin  
Cast

### Synopsis

Hye-na has faced the closure of the witch store. While pondering a situation, she accidentally encounters a human boy, Ji-ho

## The Witch Store

Aired 2019  
Format 10mins X 12eps  
Genre Fantasy Romance  
Screenplay Ahn Se-hwa  
Director Jung Sung-bin  
Cast Yeo One, Lee Hyun-joo,  
Jung Hyo-joon, Jang Hye-won

### Synopsis

Hye-ji becomes a part-timer at a witch shop that appears only to those with a desperate wish. Can Hye-ji succeed in making progress in her romance with Yoo-ho?



Short-form Original Drama



## Portfolio

- 웹드라마 Web Drama <sup>ama</sup>

Short-form Original Drama



## The Sweet Blood

**Aired** 2021  
**Format** 10mins X 15eps  
**Genre** Fantasy Romance  
**Screenplay** Hwang Da-seul  
**Director** Ha Han-me  
**Cast** Song Chae-yun, Kim Eo-jin  
Yoon Da-young, Cho Eun-ho

### Synopsis

Vampires no longer bite humans directly for blood, but drink wine made from a small amount of donated human blood. The power struggle among vampires over the finest wine with the blood of great men has begun.

## Phantom School

**Aired** 2023  
**Format** 30mins X 8eps  
**Genre** Action Fantasy  
**Screenplay** Ahn Se-hwa  
**Director** Jung Sung-bin  
**Cast** NC.A, Choi Seok-won,  
Lim Sung-gyun, Cha Jae-hun  
Kim Seo-yeon

### Synopsis

Seven of the 250 sealed phantom marbles disappeared!? Yuna, a trainee hunter, sneaks into the Seonghon High School to find the critical clue.

Mid-form Original Drama





# Portfolio



# Commissioned Projects



## Portfolio

- 웹드라마 Web Drama



Web

Drama

Branded

▶ Video

## My Boyfriend is Treasure

Client YG Entertainment  
Format 25mins X 1eps  
Genre Romance Comedy  
Screenplay Choi Soojin  
Director Jeong Sungbin  
Cast Ji Yeeun, Treasure

### Synopsis

Treasure Parody Theater (Original YouTube content)

Web

Drama

Branded

▶ Video

## The Mysterious Class

Client YG Entertainment  
Format 15mins X 8eps  
Genre High Teen Thriller  
Screenplay Han SongI  
Director Ha Hanme  
Cast Treasure

### Synopsis

What if the friend beside me was a ghost? Strange occurrences unfold at Bo Seok High School Class 3-1! A friendship X mystery comic thriller born from mutual suspicion.



## Portfolio

- 웹드라마 Web Drama



Web

Drama

Branded

▶ Video

### Peeking Romance

**Client** A Twosome Place  
**Format** 4mins X 10eps  
**Genre** Romance  
**Writer** Ha Seunghee  
**Director** Ha Seunghee  
**Cast** Lim Soyeon

#### Synopsis

Hong Na-in, a 499-year-old solo Gumiho, must find her true love before turning 500! Can she become human?

Web

Drama

Branded

▶ Video

### Romance, Does It Arrive Today?

**Client** Brandi  
**Format** 10mins X 5eps  
**Genre** Romance  
**Writer** Hwang Daseul  
**Director** Jeong Sungbin  
**Cast** Lee Hyunjoo, Choi Jeongwoo  
Jung Minkyu, Oh Hye-su

Hyeji and Minwoo put their heads together to uncover the instigators of malicious rumors, and as they do, feelings of love begin to sprout... A breathtaking and heart-fluttering campus romance begins!



# Portfolio

- 예능 TV Variety

1a



Long-form Original TV Variety

## Trot by Mountain, Tune by Water ▶ Video

**Client** TV CHOSUN  
**Aired** 2024  
**Format** 60mins X 16eps  
**Genre** Music, Travel  
**Director** Kim Kyung-seok, Lee Sang-hwi, Ha Han-me, Byun Jeong-yeon  
**Cast** An Seong-hoon, Park Ji-hyeon, Jin Hae-sung, Na Sang-do, Choi Soo-ho, Jin-uk

### Synopsis

Join the top 7 members from Mr. Trot 2 on a healing journey across the country! Korea's top trot singers will introduce local food, explore hidden attractions, and take on the challenge of drawing audiences to spontaneous busking spots.



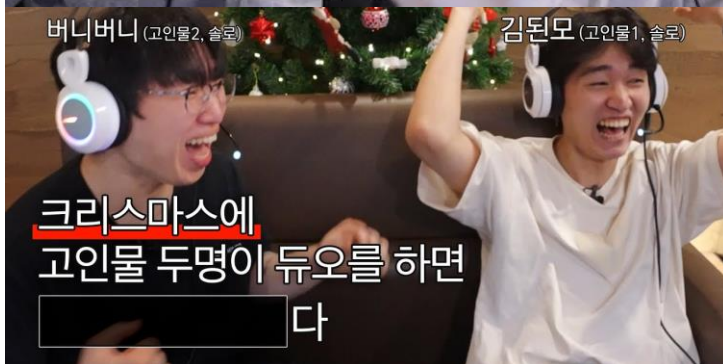
## Portfolio

- 웹예능 / Web Variety <sup>1a</sup>

Mid-form

Branded

Web Variety



## Real-duo with explosive chemistry

▶ Video

**Client** Riot Games  
**Aired** 2024  
**Format** 10mins X 3eps  
**Genre** Web Variety  
**Director** Kim Kyung-seok  
**Cast** Nyang-nyong-nyeong-Nyang, Magenta, Kim Doen-mo, BunnyBunny, Soondangmu, GOAROSA

## Veiled Musician

▶ Video

**Aired** 2023  
**Production** Kanverse, Bamboo Network  
**Format** 40mins X 10eps  
**Genre** Audition  
**Writers** Kim Ha-ri, Park Min-hee, Yoon Chae-yeon, Park Jung-woo  
**Director** Lee Sang-hwi, Park Hyo-sun, Lee Hak-hoon  
**Cast** Han Hae, Paul Kim, Shin Yong-jae, Yang Yo-seob, Son Dong-woon, Solar, Jung Dong-hwan, Yang Da-il, Sole

Mid-form

Branded

Web Variety



## Portfolio

- 웹예능/웹드라마 <sup>1a</sup> Web Variety / Drama

Short-form

Branded

Web Variety



## Jongno 1<sup>st</sup> Marketing Team [▶ Video](#)

Client Kyobo Book Centre  
Aired 2022  
Format 10mins X 6eps  
Genre Web Variety  
Director Jung Sung-bin  
Cast Lee Sang-jun, Kim Hae-jun, Jo Yu-ri, Kim Yoon-chae

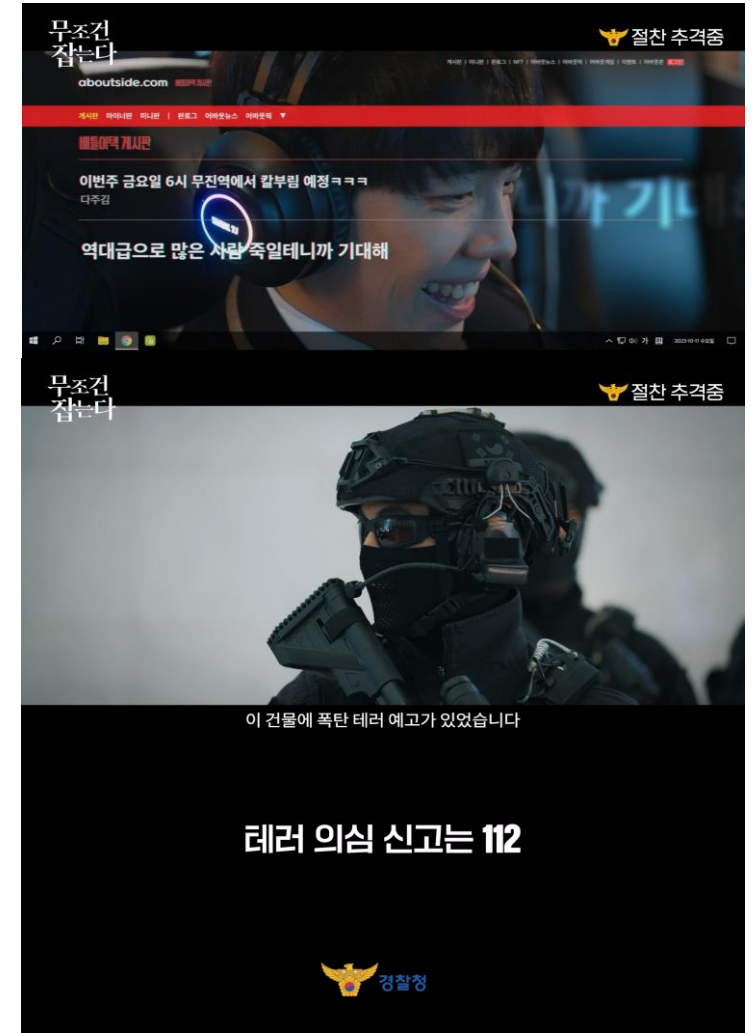
## National Police Agency Campaign [▶ Video](#)

Client National Police Agency  
Aired 2023  
Format 10mins X 6eps  
Genre Shorts content  
Director Jung Sung-bin

Short-form

Branded

Drama



## Portfolio

- 웹드라마 <sup>ama</sup> Web Drama

Short-form Branded Drama



## The Girls On The Phone [▶ Teaser](#)

**Client** Ubase, iHQ  
**Format** 6mins X 9eps  
**Genre** Comedy  
**Screenplay** Cinematic Boys  
**Director** Jung Sung-bin  
**Cast** Oh Hye-su, Jo Ah-young  
Kim Min-Kyung

### Synopsis

Da-eun lands jobs at Ubase, South Korea's leading call center! One day, she finds herself dealing with an annoying customer due to a mistake made by the PR team... Then, it was someone she used to know?! Will the three of them keep their friendship?

## The Dream of a Tongue [▶ Video](#)

**Client** CL Pharm, iHQ  
**Format** 10mins X 3eps  
**Genre** Romance  
**Screenplay** Kang Myung-ji  
**Director** Ha Han-me  
**Cast** Ko Ki-young, Lee Yeon-ju

### Synopsis

Ga-yeong, who can't make a girlfriend due to his bad breath, coincidentally enters a contest and finds a solution to this serious problem...?!

Short-form Branded Drama



# Portfolio

- 웹드라마 Web Drama <sup>ama</sup>

Short-form Branded Drama



## Scene Number Paran ▶ Teaser

**Client** Ajou University  
**Format** 10mins X 3eps  
**Genre** Campus Romance  
**Director** Jung Sung-bin  
**Cast** Jeong hyo-jun, Lee Ju-ha

### Synopsis

Yoon-su, a returning student, accidentally encounters his ideal woman, Yoon-bom, and tirelessly tries to reach out to her!

A promotional web drama for Ajou University's Blue Semester System unfolds as students undertake the challenging assignments together.

## Best Teamwork ▶ Teaser

**Client** SWATCH GROUP  
**Format** 10mins X 8eps  
**Genre** Romance  
**Director** Jung Sung-bin  
**Cast** Choi Chan-ho, Oh Hye-su  
Choi Woo-sung

### Synopsis

A Romance sitcom web drama adapted from the worst experiences of a team project.

Short-form Branded Drama





# Portfolio

- 웹예능 / Web Variety <sup>1a</sup>



Short-form Branded Web Variety

## Produced Yoo Ji-tae YouTube Content

Client BH Entertainment  
Aired 2023  
Genre Web Variety  
Director Kim Gyeong-Seok  
Cast Yoo Ji-tae



Short-form Branded Web Variety

## Produced Jeonnam Dragons YouTube Channel Content

Client Jeonnam Dragons  
Aired 2021-2022 (2 years in a row)  
Genre Web Variety, Documentary  
Director Ha Han-me



Short-form Branded Web Variety

## Produced Eat's Seoul YouTube Content

Client UberEats  
Aired 2019  
Format 5mins X 16eps  
Genre Outdoor Variety Show  
Director Jung Sung-Bin  
Cast Nam Yoon-Su, Kang Min-Ah

# Portfolio

## - Digital AD

1a

**VOLVO** Eco-friendly campaign X Kim Mu-yeol, Yoon Seung-ah



**KISS NEW YORK** Super Junior branded film & product advertisement



**CGV QUIZ** CJ ENM MezzoMedia X Powercast <CGV Quiz>



**National Theater Company of Korea** Play <Tears of an Unknown Artist and Zaytun Pasta> Spin-off viral video



**Samsung** Short form Ad



**Ameli** Short form Ad



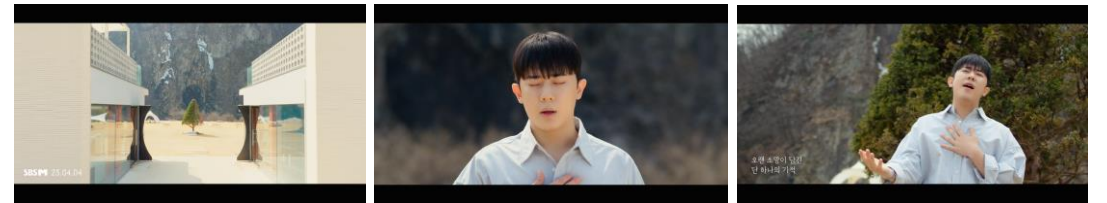
## - Music Video

**Ahn Sung-hoon** Benefactor M/V [▶ Video](#)



Client TV Chosen | With. Mr.trot 2

**Song I Han** My world to you M/V [▶ Video](#)



**Bamboo Network Original drama OST MV & Live Clip** [▶ Video](#)



# Thank you

