



BrilliantVision

Leading the upcoming media world

TeleVision

Delivering the information viewers need

SmartVision

Engaging viewers in two-way communication

BrilliantVision

Opening new possibilities in media with our viewers

A new paradigm transforming
the media landscape

BrilliantVision

An extraordinary new media world
pioneered by SBS Media Group

With in-depth, truth-seeking news reporting,
superior, share-worthy content,
and advanced smart media technology,

even at this very moment,

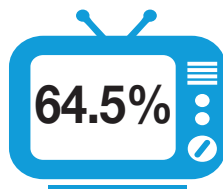
BrilliantVision is **ON-AIR**

Key Facts

SBS in Numbers Shared Milestones



Advent of
the eight o'clock nightly news program



Peak rating of drama series
Sandglass, the highest
in SBS history



Number of speakers who have shared
their visions for the future at *SDF*

7,950,532



Total mobile downloads
on online radio platform *Gorealra*



Total online views of
My Love from the Star in China



Cultwo Show with top rating
for 9 consecutive years among
all radio programs



Number of guests, including Park Ji-sung,
Ryu Hyun-jin and Jackie Chan,
who have participated in *Running Man*,
plus the seven regular cast members



Number of *SBS Hope Schools*
under construction in Africa

*Based on data from the first quarter of 2015

CEO Message

SBS has turned 25 And yet another beginning awaits

Upon its founding as a private broadcaster, SBS became synonymous with the new world viewers dreamed of seeing. Today, 25 years since its launch, SBS Media Group remains at the forefront of the digital media era, elevating the value of the broadcasting industry in terrestrial broadcasting, new media, and content production and distribution.

In the current media environment, every day brings rapid change, and such change is often very complex. In particular, the change spurred by the diversification of channels and spread of mobile devices, together with the convergence in broadcast communications and opening up of the media market, has proceeded at an unimagined speed and scope. This has not only altered the landscape of competition among media companies but also transformed the behavior of media consumers.

In efforts to respond efficiently to this fast-changing environment, we have directed our energies to the core businesses being undertaken by each of our affiliates, the overarching goal being to create sustainable corporate value. We also aim to strengthen our collective competitiveness by maximizing, through close cooperation and communication, the synergy among our various business sectors. Internally, we will seek a break with conventional ideas and behavior, creating freshly appealing, high-quality content and striving to develop new business opportunities.

In seeking new advancement, nothing is more valuable than going back to the basics. We will thus model our thinking and actions on the mindset and basic principles that guided us 25 years ago. We will propose a new paradigm befitting an era defined by convergence in broadcast communications, a cross-media, multi-channel landscape, and global competition. And we will increase our efficiency through transparent management, broadening the horizons of the media industry. The new media world of our dreams is at hand, and SBS will lead us there.

Thank you.

Yoon Suk-mynn

Yoon Suk-mynn
CEO of SBS Media Holdings

Vision

A brighter future begins with having the wisdom to look to the future

When the media provides sound and helpful information, we become wiser and our world becomes that much brighter. SBS Media Group aspires to make the world a better place by looking ahead to what tomorrow holds. We will continue to strive for a more promising future.



Trustworthy

Creative

Diverse

Wholesome

Corporate Structure

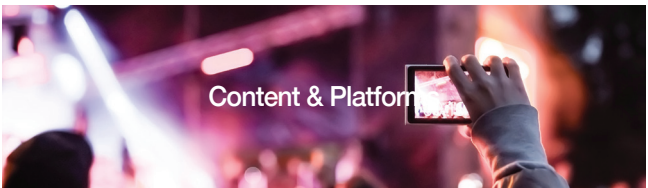
SBS Media Group maximizes synergies through close cooperation across its business sectors

By leveraging the core capabilities of its affiliates, SBS Media Group provides the media industry with a creative and diverse range of content and services, including content production, platform operation, and solutions delivery.



Holding Company
SBS Media Holdings

By ensuring that our full capabilities are directed to the core businesses of our affiliates, we create sustainable corporate value and maximize synergies.



Terrestrial Broadcasting SBS	N-screen Service poog	Cable Networks SBS Plus SBS funE SBS Sports SBS Golf SBS CNBC SBS MTV Nickelodeon
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We provide the highest-quality content across multiple channels, including terrestrial broadcaster SBS, a pioneer behind the nationwide service network, the seven-channel program provider SBS Medianet, which delivers services through new media formats such as cable, satellite, and IPTV, and the N-screen service platform *poog*.



Broadcast art, video and technology SBS A&T	Content distribution & digital services SBS Contents Hub SBS International	Marketing Solutions Mediacreate Smart Media Representative (SMR)
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We operate businesses in a wide range of areas, including content production and distribution, digital services, and advertising. Each affiliates leverages its expertise and experience to provide various solutions that offer the optimal blend of content and media as well as limitless value to customers.



Public Utility Foundation
SBS Foundation

Under the slogan "Joyful Sharing for a Brighter Future", we seek to make contributions to society, supporting and promoting the development of a national agenda for the future and the growth of the media and the arts in order to make the world a more delightful and livable place.

Business Areas

SBS Media Group operates a wide array of businesses to maximize the value of its content



01

Deliver the highest-quality content in every genre

- Solidify content partnerships
- Plan and produce quality content
- Establish a digital initiative
- Develop new technology (UHD broadcasting, 3D drama production)
- Secure high-demand sports content such as the Olympics, the FIFA World Cup, EPL, ISU events

02

Operate private terrestrial broadcasting and genre-specific cable networks

- Operate diverse broadcast platforms, including terrestrial TV, FM and AM radio, and terrestrial DMB
- Provide nationwide service in partnership with nine local private broadcasters
- Operate seven specialized cable networks: dramas, entertainment, sports, golf, economic information, music, and children

03

Plan digital services and develop new media platforms

- Develop smart media content
- Operate N-screen service platform
- Strengthen content promotion through social media
- Develop new services such as mobile interactive service and a video portal

04

Increase competitiveness of market distribution channels

- Distribute content via cable, satellite, and IPTV networks, Internet portals and overseas platforms (retransmission, VOD, mobile)
- Diversify content business model by market
- Conduct supplemental businesses, including content-based character goods and merchandising, exhibits, awards ceremonies and cultural events

05

Provide optimized advertising solutions

- Establish a highly loyal customer base through strong content power and brand competitiveness
- Implement terrestrial broadcast, cable advertising and IMC (integrated marketing communication) strategies
- Sell new formats of advertising such as VOD advertising, PPL, and TV commerce
- Pursue targeted advertising by analyzing and applying data on user behavior
- Implement online and mobile video advertising

06

Generate revenue in overseas markets

- Carry out joint productions using the SBS program format
- Generate revenue from content licensing sales
- Establish strategic alliances with prominent overseas media companies (NBCUniversal, Viacom Inc., Sony, etc.)
- Distribute in the greater American market and operate local channels in the United States
- Set up content-based commerce

Highlights

Whether in news, dramas, or sports,
SBS Media Group sets itself apart



News, information and educational programs

– A closer look at our world

With accuracy and objectivity as its guiding principles, *SBS 8 News* has faithfully embodied the role of news media as watchdog, taking a critical look at the issues affecting our society, including politics, the economy, and culture. Going beyond just delivering information, *SBS 8 News* provides in-depth analysis of current affairs and makes contributions to shaping the current agenda. In doing so, it has positioned itself as an industry leader defined by a higher standard of news reporting.



Television dramas – Beyond Korea to the World

Inspired by actual Joseon-era historical records of unidentified flying objects, the science-fiction romance *My Love from the Star* earned record ratings with its story of an alien with supernatural powers and a star actress who fall in love. The unique subject matter, intriguing plot, and impassioned performances helped spark an explosive interest in the drama, with cast members winning awards at local and overseas award ceremonies, affirming their standing as true Hallyu stars.



Entertainment Programs – Fresh Laughter and Fun

Running Man, Korea's first live-action, urban-setting variety show, puts seven regular cast members together with changing guest members to compete in a survival competition involving various missions and games. Each episode delivers an entertaining new storyline, the thrill of each new challenge amplified by diverse outside settings and made memorable by a creative array of games, including a trademark tag-based game that involves tearing off name badges. Popular celebrities, including star athletes and even foreign actors, have become a familiar sight on the show, helping to broaden its fan base in Korea as well as abroad.



Radio – Storytelling from the heart

Ranked the most-listened-to radio show on the air for nine consecutive years, the endlessly entertaining *Cultwo Show* is rightly considered SBS Radio's flagship program. The show continues to be wildly popular thanks to the tried-and-true partnership and signature witty banter of hosts Jung Chan-woo and Kim Tae-gyun, not to mention plenty of humorous listener-submitted stories.



Sports – New firsts, new gains

Major International Events

In addition to being the exclusive broadcaster of the Vancouver 2010 Winter Olympics and the 2010 FIFA World Cup South Africa, SBS delivered high-quality coverage of the London 2012 Summer Olympics, the Sochi 2014 Winter Olympics, the 2014 FIFA World Cup Brazil, and the Incheon Asian Games, establishing its reputation as an unrivaled broadcaster of major sporting events.



Golf

As the exclusive Korean broadcaster of the PGA Tour, SBS Golf provides detailed coverage of PGA Tour events, including plays by star golfers like Rory McIlroy and Tiger Woods as well as top Korean players like K.J. Choi and Noh Seung-yul. The channel also broadcasts the KLPGA Tour and JLPGA Tour, shining a spotlight on the rise of Korea's women golfers, including Chun In-gee, Lee Bo-mee and Shin Jiyai.



Broadcast technology, art direction, and set design

– A visual feast

UHD Broadcast Technology

With a dedicated UHD content production team working to provide viewers with superior content, SBS Media Group is taking the lead in producing high-definition video; recent achievements to this end include the World Cup test broadcast, the documentary *SBS Special – Beauty*, and the two-part miniseries *Run Toward Tomorrow*.



A Vision for the Future – Living Life Together

Launched in 2004, the *Seoul Digital Forum (SDF)* serves as an international arena for digital discourse. Diverse global leaders, including Microsoft Chairman Bill Gates, Google CEO Eric Schmidt, former U.S. Vice President Al Gore, and World Wide Web Founder Tim Berners-Lee, have come to *SDF* to share the inspirations behind their innovations and their visions for the future.



Cultural Initiatives – Quality cultural offerings for a richer life

Musicals

As a co-producer of numerous large-scale musical productions, SBS has helped bring to the Korean stage such hits as *Jekyll and Hyde*, *Notre-Dame de Paris*, *Phantom*, *Elizabeth*, *Mamma Mia*, *Chicago*, and *Frankenstein*. SBS also continues to support the production of original Korean musicals.

Exhibitions

SBS has also organized exhibits that bring world art to Korean audiences, including an exhibit on *Kansong MUNHWA, 400 years of Western art*, an *Edvard Munch retrospective*, and exhibits featuring works from *Musée d'Orsay* and the *Louvre*. In this way, it has laid the groundwork for future large-scale exhibitions.

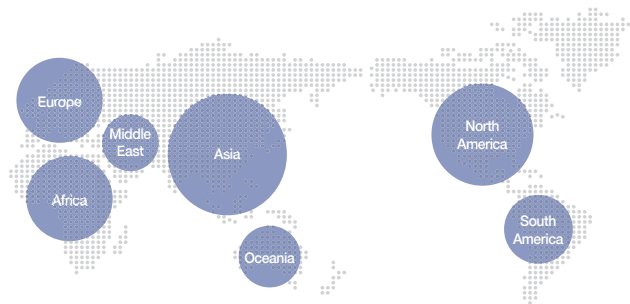
Special Events

Since 2007, SBS has co-hosted the annual *Seoul Jazz Festival* every spring, in addition to various other events

Go Global

Making New Strides as a Global Media Group

Through differentiated content capabilities and diversified distribution channels, SBS Media Group is becoming a recognized name in the global market. From the United States, Japan, and China, its influence has expanded to Southeast Asia, Europe, Africa, and Latin America. Employing a wide variety of globally oriented strategies, SBS has ventured beyond content sales into format sales, joint production, and business partnerships in knowledge sharing and localization as a basis for maximizing revenue.



Content Sales

- Driving Hallyu by exporting content to all regions of the world, including Asia, the Americas, Europe, and the Middle East
- Exporting over US\$75 million in content annual
- Invited to the foremost media content market MIPTV in Cannes, France, to showcase popular drama series such as *God's Gift : 14 day*, *Master's Sun*, and *I Can Hear Your Voice*

Format Sales, Joint Production, and Remakes

- Format sales: Selling formats such as *KPOP Star* and *Partner (Jjak)* to China
- Joint production: Co-producing local versions of *Running Man* and *Law of the Jungle* with Chinese broadcasters
- Remakes: Popular dramas *My Love from the Star* and *God's Gift : 14 days* being remade in the United States

Business Partnerships

- Developing know-how and new business opportunities through partnerships with prominent overseas media companies such as Viacom, NBCUniversal, NTV, and BTv
- Operating content-based commerce in China in partnership with Baidu, China's largest search engine

Channel Distribution

- Delivering the SBS and SBS Plus channels in the United States
- Delivering the S ONE channel in five Southeast Asian countries in partnership with Sony
- Secured an equity investment in Japanese broadcaster KNTV and commenced delivery of content through its network

Smart Media

The ongoing evolution of the media sector and SBS Media Group

Convergence in broadcast communications and the opening of the media market is rapidly transforming the media landscape. Through endeavors into diverse areas like new media and smart devices, SBS Media Group is expanding the frontiers of the media world.



Planning of new media content

- Development of Korea's first 3D and UHD content using new technologies
- Planning of customized mobile video content
- Strengthening of mobile news content for easy sharing via social media (Has recorded highest level of subscribers and mentions on social media)
- Operation of an integrated platform for analyzing social media, big data analysis, and customized content development

Development and maintenance of diverse new-media platforms

- Operation of N-screen service platform *pooq*
- Operation of radio application *Gorealra* for use on PCs and mobile devices
- Management of website and application services of SBS, affiliated channels, and SBS news

Delivery of marketing services for new-media platforms

- Establishment of Smart Media Representative (SMR) for operation of online and mobile video advertising business
- Delivery of premium integrated advertising services using new-media platforms such as websites, applications, *pooq*, and *Gorealra*

Development of next-generation services

- Establishment of a platform for metadata on broadcasting to be used in conducting related business
- Development of archive-based video portal search service

CSR

We promise a brighter tomorrow

SBS Media Group seeks to care for the marginalized and deliver hope to those in need. We also work to shape a vision for the future, support the arts, and conserve our ecosystems, because we believe these things are important for a brighter future. We will continue to aspire to share joyfully and to build a better world together with our viewers.



Putting Joyful Sharing into Practice



Hope TV SBS is the SBS Media Group's flagship CSR program, designed to inspire hope and dreams in children suffering from poverty and disease around the world. For the past 19 years, over 90 celebrities have participated in the program, bringing hope to children in 55 countries and raising the largest amount of donations ever collected by a Korean broadcaster in partnership with companies, public organizations, and schools.



In 2012, SBS launched a campaign to build 100 schools in Africa as a means to equip children to become self-sufficient adults. In line with this goal, SBS is carrying out community development projects that focus on building schools. With each new school that is opened, more children are accessing opportunities to receive an education and experience the hope that comes from learning.

Smile Again

The *Smile Again* campaign helps cover living expenses and medical care for children who fall outside the scope of regular healthcare coverage, including children living with rare diseases, children with limited access to healthcare, and children of migrant workers and multicultural families.



Sponsored by SBS Media Group, the *Dreamseeds Shelter* at Seoul National University Children's Hospital is Korea's first space created exclusively for children with rare or incurable diseases and their families. Providing individually tailored play, music, illustration, and craft programs and designed to look and feel like a natural outdoor environment, the *Dreamseeds Shelter* serves as a palliative care center for children.

Dream With

The *Dream With* campaign provides support to local childcare centers providing care and protection to children from at-risk households, including low-income households, single-parent families, and multicultural families. Through participation in Dream Orchestras, media education, and various therapy programs, the children are encouraged to nurture their dreams.



In KLPGA competitions, specific holes are designated *DreamWith Birdie Holes*, and for each birdie scored at these holes, SBS Media Group, the KLPGA, and participating golfers donate a specified sum. After the season is finished, the money collected is used to support local childcare centers.

Shaping a Vision for the Future



The *Seoul Digital Forum (SDF)* is a non-profit international forum that was launched in 2004. Every year, the program selects a major global issue affecting the T.I.M.E sectors (technology, information, media, and enterprise) and invites world-renowned speakers to contribute to a broad discourse on the issue and how it affects people and share their visions for the future.



Future Korea Report

The *Future Korea Report* is an annual forum that seeks to propose a national vision and related action steps for Korea. Local and international opinion leaders and academics conduct joint research on a selected topic relevant to the national agenda, including employment, welfare, educational environments, and national leadership. They analyze these topics at a fundamental level and develop possible solutions to problems.

Supporting the Arts



Co-sponsored by the SBS Foundation and the National Museum of Modern and Contemporary Art, the *Korean Artist Prize* is designed to support various artistic pursuits. With the aim of broadening the foundation of the art sector, this program supports the activities of Korea's representative contemporary artists and produces documentaries that introduce contemporary art to the public.



THE HOUSE CONCERT

The *House Concert* series is sponsored by the SBS Foundation as a vehicle for promoting a different kind of performance culture, where the boundary between the stage and the audience is removed. The *House Concert* has been held in various regions and has become an experience sought out by performers and audiences alike.

Conserving Our Ecosystems



SBS has regularly aired the documentary *Water Is Life* since January 2001 to encourage reflection on how to protect water sources and natural ecosystems essential to human survival.



Affiliated Companies

As Korea's foremost integrated media company, SBS Media Group is shaping a new paradigm for the media industry

SBS Media Holdings

- Oversees all business operations of SBS Media Group as its holding company
 - Ensures efficient allocation of management resources and devises measures to strengthen the competitive advantage of affiliated companies
 - Continuously develops new revenue sources such as new-media platforms
 - Oversees brand management at the group level

SBS

- Serves a nationwide network as Korea's only private terrestrial broadcaster
- Acts as the focal point of the SBS Media Group value chain
- Plans and produces superior news content, educational programming, entertainment shows, and dramas
- Retains multiple terrestrial broadcast platforms (TV, AM, FM, standard FM, DMB, etc.)

SBS A&T

- An art, video, and technology company providing specialized one-stop services at every stage of the production process
 - Broadcast art: set design and installation, costumes, equipment, makeup, lighting
 - Video production: news, dramas, entertainment shows, educational programming
 - Broadcast technology: studio operation, control booths, outside broadcast vehicles
- Operates supplemental businesses, including SI for broadcasting facilities, open set production, and events

SBS Contents Hub

- Oversees content distribution for SBS Media Group
 - Responsible for domestic and international investment, planning, allocation, and distribution of broadcasting and entertainment content
 - Develops content-related products and services
- Develops Internet and mobile platforms and operates related services

SBS International

- U.S.-based regional affiliate of SBS Media Group overseeing content distribution in the United States, Canada, and Latin America
- Distributes the SBS and SBS Plus channels in the United States



- Korea's first private media representative agency
 - Conducts sales of broadcast advertising on behalf of SBS (TV, radio, DMB), local private broadcasters (TV, radio), OBS, and SBS Medianet (Cable networks)
 - Plans tailored products for the sale of indirect and virtual advertising and sponsorship and delivers cross-media packages and advertisements



- Operates Contents Alliance Platform (CAP)
 - Delivers live broadcasts, replays, and movies on new-media platforms such as smart TVs, PCs, mobile phones, and tablet PCs
 - N-screen service offers a selection of over 30 premium channels and 1.7 million VODs

SMR

- Promotes sales of online video advertising for PCs, mobile phones, smart TVs, and OTT providers
- Partners with Internet portals to provide highlight videos from seven different broadcasters

SBS Foundation

- A non-profit public foundation supporting the future national agenda, media and the arts
 - Supports a variety of local and overseas research activities on solutions to pressing national issues
 - Supports local and overseas research on broadcast media by professors, holding master classes for television writers, supporting the operation of the Frontier Journalism School, and discovering new screenwriters
 - Jointly holds the Korea Artist Prize in cooperation with the National Museum of Modern and Contemporary Art

SBS Medianet

SBS Plus

- A comprehensive channel showcasing dramas and entertainment

- Delivers new and classic SBS drama series
- Produces original drama series and entertainment programs such as *Be Arrogant*, *Leave While Allowed*, and *Four Men*

SBS funE

- A dedicated entertainment channel

- Produces a variety of original programs including *Fashion King : the Secret Box* and the *Supermodel Contest*
- Produces popular SBS entertainment programs such as *Running Man* and *Healing Camp*

SBS Sports

- Korea's premier sports channel

- Broadcasts domestic professional sports, including baseball and basketball, as well as major events like the Olympics and the FIFA World Cup
- Delivers exclusive broadcasts of world-class sports content, including the English Premier League (EPL), boxing (e.g. Mayweather vs. Pacquiao), and ISU skating packages

SBS Golf

- Korea's first golf channel

- Broadcasts major golf events such as the PGA, KLPGA, JLPGA, and the One Asia Tour
- Offers customized lesson programs, golf-related information, and various events for viewers

SBS CNBC

- A dedicated business news channel

- Provides information on the global economy, national economic issues, stock market trends, and other business news in an accessible way
- Broadcasts premium international content in partnership with global business channel CNBC

SBS MTV

- A dedicated music entertainment channel

- Produces the global music show *THE SHOW* in promotion of the globalization of K-pop
- Provides information on world music trends, concert schedules for local and international artists, and the latest video content

nickelodeon.

- An entertainment channel for children

- Provides high-quality global content for children, including *SpongeBob SquarePants* and *Kung Fu Panda : Legends of Awesomeness*
- Operates supplemental businesses in character licensing, online content, music, movies, and mobile content





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