



KBS
2015 Annual Report

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Our Broadcast Policy

70 Years of Independence, 30 Bright Years Ahead 100 Dynamic Years

Celebrating 70 years of Korea's independence in 2015, KBS looked back at how Korea was able to overcome numerous trials throughout its history. For the future ahead, KBS has drawn a blueprint for the next 30 years as the nation strives to overcome current social and economic challenges. As a result, KBS established "70 Years of Independence, 30 Bright Years Ahead, 100 Dynamic Years" as its broadcast policy slogan. It represents the hope for an economic and culturally prosperous society based on the elements of success that is already inherent in the Korean people.

광복 70년, 미래 30년

대한민국 100년의 드라마

KBS will continue to provide fair and accurate news and produce excellent programs for our audience.

Dear Audience,

I would like to thank you for your continued trust and support in KBS, which serves the world as Korea's main public service broadcaster.

KBS will strive harder to become the most trusted and creative public media company in the midst of an ever-changing media environment.

Under our 2015 policy, "70 Years of Independence, 30 Bright Years Ahead, 100 Dynamic Years", we have strived to create a new blueprint for the future based on the 70 years of experience we have accumulated since liberation.

As a public broadcaster, KBS has produced and aired nearly 150 specials focusing on 70 years of independence. We have also looked for ways to deal with pressing social issues at hand such as social integration and aging society through programs like <Creating Hope Korea>.

In addition, we faithfully broadcast emergency alerts including the <MERS Special Report> and produced high-quality documentary series such as <Super China> and <The Next Human> to emphasize our role as a public broadcaster.

We also worked hard to provide quality content for the entire family. We successfully created new content formats such as 2015's megahit, <The Producers>, which successfully combined drama, entertainment and variety genres. KBS also contributed to spreading the Korean Wave through productions such as <Music Bank IN Hanoi> and <K-POP World Festival IN Changwon>.



Through these efforts, KBS was able to once again prove its influence and credibility as it ranked 1st place in the Ministry of Culture, Sports and Tourism's Public Media Concentration Commission Survey for overall public influence and the rate of use for TV news and current affairs information.

Also, one of the biggest highlights of 2015 was the great honor of having the archives of the KBS Special Live Broadcast <Finding Dispersed Families> inscribed on the UNESCO Memory of the World Register.

These outstanding achievements were all possible thanks to your encouragement and continued support and interest in our station. As the key national public service broadcaster, KBS will continue to provide fair and accurate news and produce excellent programs for our audience. We will also lead the way to help Korea overcome difficulties both inside and outside of the nation so that the spirit of challenge and youth will come alive in all corners of our society.

Thank you.

Ko Dae-young
CEO & President of the Korean Broadcasting System

KBS Highlights 2015

In 2015, for the first time since its establishment, KBS publicly declared its mission and vision statements and focused on producing public programs that would move audiences. <Weaving the Sound, Pansori> won accolades both at home and abroad while KBS Special Live Broadcast <Finding Dispersed Families> was honored with inscription on the UNESCO Memory of the World Register. We promise that these efforts will continue to transform KBS into a world class public service broadcaster that is trusted by the nation.

KBSTV1 Ranks #1 among Terrestrial TV Channels

KBS TV1's balanced programming for news, culture and entertainment as well as its award winning history has allowed the channel to rank 1st place in the Korea Communications Commission's broadcast evaluation survey for terrestrial TV. KBS TV1 has ranked 1st place for eight consecutive years, distancing itself from rivals with a score of 86.59 points out of 100. KBS TV1 also ranked 1st in influence and trust in Sisa Journal's 2015 Media Evaluation Survey. Since media evaluations were first implemented in 1996, with the exception of one year, KBS has always been #1 in influence.



"Finding Dispersed Families" Incribed on UNESCO's Memory of the World Register



Special Live Broadcast <Finding Dispersed Families> (broadcast in 1983) was inscribed on UNESCO's Memory of the World Register in 2015. This makes KBS only the 2nd broadcaster in the world to have a program on the prestigious list. This is a remarkable feat as it shows UNESCO and the world recognized the true value of the program. <Finding Dispersed Families> shows the pain of families who were separated by war and how the reunions helped to heal their wounds and overcome the pain of separation.



Prestigious Awards Won at Home & Internationally

KBS content won numerous accolades both at home and abroad in 2015. <Weaving the Sound, Pansori - Trial of Chunhyang, A Girl Prosecuted by Feudalism>, <Immortal Songs - The Michael Bolton Episode>, and the drama <Discovery of Love> were all honored with the highest award at the Banff World Media Festival, which is one of the three major media awards in the world. Also, the KBS special <Snowy Path> won the Prix Italia in TV Drama/TV Movie. <KBS Panorama - The Ice Road to School> won the Gold World Medal at the New York TV & Film Festival. Domestically, <Weaving the Sound, Pansori>, which was produced by KBS Jeonju, won the Grand Prize at the 2015 Korea Communications Commission Awards.

Mission & Vision Statement Declaration

KBS celebrated its 42nd anniversary on March 2nd, 2015. It also announced its mission statement, "Creative Media You Trust," for the first time since its establishment. In a multimedia, multi-channel era, KBS aims to become the most trusted and loved public broadcaster through its creative content and service. With its vision, "Beyond TV! Rock the World!" we promise to become a world media leader even in the age of VOD and file viewing.

Programs Celebrating 70 Years of Liberation

In front of 70,000 spectators at the Seoul World Cup Stadium, an inter-generational choral concert helped to bridge the gap between young and old and the different classes in Korea. The program <National Grand Chorus: I am Korea>, included "Yuna's Chorus" with Olympic figure skating star Kim Yuna and youth in their 20s. "Morning Chorus" combined ruling and opposition lawmakers as well as merchants from Noryangjin Fish Market. And "1945 Chorus" was made up of people born 1945, the year of liberation. World renowned scholars took part in the <KBS Future Forum> which discussed current issues at hand including social integration, economic reform and unification of South and North Korea.



In Charge of Nation's Safety with MERS Special Report

In the effort to prevent the spread of MERS (Middle East Respiratory Syndrome), the KBS News division established a special report team to focus on actively providing the latest information to the public and minimizing the damage from the contagious disease. KBS also reported on problems related to quarantine as an exclusive report, provided alternative solutions and preventative measures as the nation's primary broadcaster for national disasters and published a white paper on "MERS News Reporting". KBS News broadcasts on MERS recorded ratings three times higher than reports from other broadcasters, reflecting the nation's trust in KBS reports.



Korean Wave Content Spread to the World

KBS World made partnerships with UPC in the Czech Republic, France's Bouygues and Tivusat in Italy, to reach over 58 million households in 100 countries around the world. The installation of NPCS, a file-based subtitle production system, paved the way for faster and more convenient communication with people around the world. Additionally, KBS has worked hard to spread its top-notch content abroad and make further inroads into the U.S. market by signing MOUs with the producer of the Batman series to remake five KBS dramas such as <Resurrection> and <Full House> in Hollywood.



International Awards Won by KBS



- **Rockie Award in Music and Variety :**
<Immortal Songs - The Michael Bolton Episode>
- **Rockie Award in Melodrama :**
<Discovery of Love>
- **Rockie Award in Arts and Performance :**
<Weaving the Sound, Pansori - Trial of Chunhyang, A Girl Prosecuted by Feudalism>



- **Gold World Medal in TV Documentary :**
<KBS Panorama – The Ice Road to School>
- **Bronze World Medal in TV News/Features :**
<Hot New Footage - North Korea in Kim Jong-un's 2nd Year>

- **Bronze Radio Winner for Best Drama Special :**
<KBS Radio Special - Solzhenitsyn of North Korea, Bandi's Report>

- **Platinum Remi Award for Feature Made for TV/Cable :**
<Monster>
- **Platinum Remi Award for TV Series :**
<Jeong Dojeon>
- **Gold Remi Award for TV Miniseries :**
<Gunman in Joseon>
- **Gold Remi Award for TV Comedy Series :**
<Discovery of Romance>
- **Gold Remi Award for Information, Cultural or Historical Programming :**
<Kareisky 150 - 150th Anniversary of Korean Migration to Russia>
- **Gold Remi Award for Political/Commentary :**
<From Unifying the Land to the Unifying of Hearts>
- **Gold Remi Award for Information, Cultural or Historical Program :**
<Korean Geographic>
- **Silver Remi Award for TV Special – Documentary :**
<KBS Panorama - 30 Years of Good Morning Mr. Orwell, Nam June Paik>
- **Silver Remi Award for Political/Intl. Issues :**
<KBS Panorama - The Ice Road to School>
- **Silver Remi Award for Information, Cultural or Historical Program :**
<Korean Geographic - DMZ >
- **Silver Remi Award for Entertainment :**
<Immortal Songs - The Michael Bolton Episode>
- **Bronze Remi Award for Entertainment :**
<Hello Counselor>



- **Prix Italia in TV Drama/TV Movie :**
<Snowy Path>



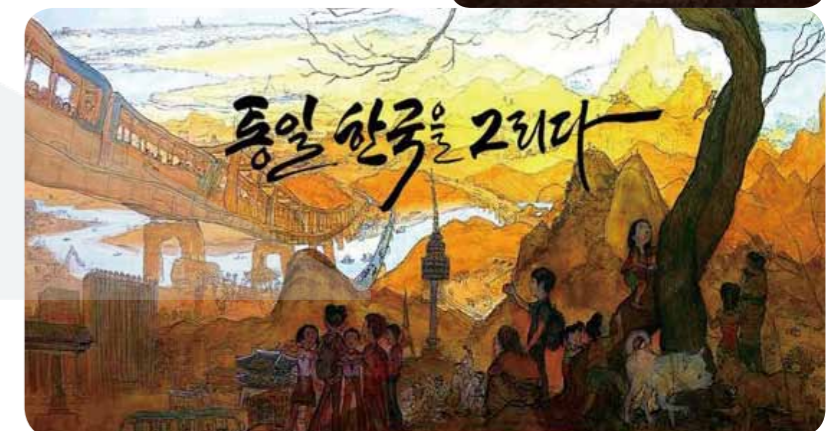
- **Radio Commended Entries for Documentary :**
KBS Global Korean Network Reunification Special
<The Way from Romania to North Korea: Episode 1 – Georgeta Mircioiu's Dictionary>

- **Gold Panda Award for Best Long Documentary :**
<Food Odyssey - Taste of Fire>

- **Best Cinematography Award:**
<Colors, 4 Desires>



- **Outstanding Korean Drama Category :**
<Gunman in Joseon>



Domestic Awards Won by KBS

The Korea Communications Commission Awards

- Grand Prize : <Weaving the Sound, Pansori>
- Award of Excellence in Society & Culture Category : <Korean Geographic>
- Special Prize for Best Broadcast Language : Anchor, Bae Chang-bok



KBS 대기획
시대의 작창
판소리

The 2015 Korea Broadcast Awards (Korean Broadcasters Association)

- Best Feature Length Drama : <What Happens to My Family>



- Best Variety Show : <Happy Sunday - The Return of Superman>
- Best TV News Report : <Exclusive Coverage on the Assault and Death of Private Yoon>
- Best Current Affairs and News Program : <Sisa Project Window - Foreign Real Estate Report>
- Best Entertainment Show for Radio : <You Who Forgot the Night>
- Best Children's Show : <Who Does it Well>
- Best Local Cultural Program : <Rural Inquisitive Life - What is it?>
- Best Local Current Affairs and News Program : <Sisa Project Window - China Engulfs the East Sea>
- Best Local Variety Show : <Korean Traditional Opera Sitcom - The Black Scholar Group's Secret>

The 2015 Korea Content Awards (Korea Creative Content Agency)

- Presidential Prize : <Super China>
- Prime Ministerial Prize : <What Happens to my Family>



The 17th Gender Equality in Media Awards

- 1st Prize : <Depth 60 Minutes - Time Poverty, Where did Mom's Time Go?>
- 2nd Prize : <Busan Now - Society Full of Disgust, Who Hates Those Women?>
- Participation Prize : <Warning from the Society of 100 Year Olds - Who Works in a Super-Aged Society?>

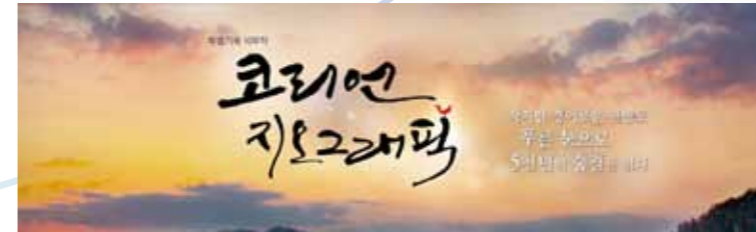
The 6th YMCA Award for Excellent Broadcasts

- Grand Prize : <Documentary Empathy - Mom and the Clarinet>
- Participation Prize : <The Next Human>
- Participation Prize : KBS Jeju Year-round Production, <Jeju's Global Warming>



The 27th Korea Producers Award

- Best Documentary on Current Affairs : <Korean Geographic>
- Best Local TV Program : <Attention 360 - The Tears of Samsung's Service Engineers>
- Best Local TV Special : <Weaving the Sound, Pansori>



The 51st Baeksang Arts Awards

- Best Cultural TV Program : <Food Odyssey>

The 19th YWCA Good Broadcast Awards

- Peace Category : <Sisa Project Window - Can We Eat Japanese Imports?>
- Special Prize : <KBS Production for Teens: House at the End of the World>

The 25th Korean Catholic Mass Communications Awards

- Broadcast Category : Good Insight - Kim Young-ran's Suggestion, Overcoming Corruption to a Society of Trust



The 18th Amnesty International Press Awards

- 70 Years of Independence Special <Girls Taken Away Disappear at the Burmese Frontline>



The 10th Broadcast Critic's Awards

- Documentary Category : 70 Years of Independence Special <Girls Taken Away Disappear at the Burmese Frontline>

Purun Media Awards

- Teen Award : <Sports Highlight - "Sports Korea, New Start" Campaign>

The 7th Korean Christian Media Awards

- Grand Prize : KBS Radio1 Special Documentary Commemorating 1st Anniversary of Sewol Ferry Tragedy <Some Kind of Promise>

Correct Broadcast Language Awards for 2nd Half of 2015

- Special Prize : <Hangeul Day Special - Hello! Korean Hanmadang>



- Jan**
 - Special Documentary <Super China>
 - New Year's Special <Baekdusan>
- Feb**
 - Major Documentary Production <Empire of the Sea>
 - 42nd Anniversary Special Multicultural Age, <Beautiful Walk Together!>
- Mar**
 - Independence 70 Years Special Drama <Snowy Path>
- Apr**
 - Special Documentary <The Magic of Inverted Classrooms - 1,000 Classrooms>
 - <Korea 1st Period - Dandelions have Bloomed>
- May**
 - Special Documentary for Family Month <Learning Love>
- Jun**
 - <Mysteries of the Human Body - Dementia>
 - KBS Cheongju 70th Anniversary Special <Documentary Scenery in my Heart, Flying Paths in the Sky>
- Jul**
 - KBS Global Korea Network 2 Part Series on <Unification Seeing North Korea from Cuba>
 - Sisa File Jeju's consecutive reports including: "Jeju's Hurting Coastline", "The Story of How Sea Became Land"
- Aug**
 - Historical Drama <The Jingbirok : A Memoir of Imjin War>
 - 70 Years of Independence <National Grand Chorus, I am Korea>
- Sep**
 - Major Documentary Production <The Next Human>
- Oct**
 - 2015 Special Documentary Series <Korean Geographic>
 - BIFF 20th Anniversary Special <The Power of Asian Film>
- Dec**
 - KBS Busan Special Documentary <Nuclear Power Plant City>
 - <Screening Humanity - A Very Old Couple>

Our Role and Purpose



KBS Belongs to the Audience

As Korea's key public service broadcaster, KBS has always put the audience first. As part of these efforts, KBS has expanded services to protect the rights and interests of the audience and facilitated programs and cultural projects for the benefit of the public.

Strengthening Communication and Protecting the Audience Interests

The KBS Audience Advisory Council held meetings each month to protect the rights and interests of the audience. Through in-depth discussions about KBS programs and content, 189 suggestions were taken into account and implemented into various KBS productions. Through the Audience Rights Protection, Audience Evaluation and Audience Participation Program sub-committees, KBS contributed to protecting audience rights and securing public interest while improving broadcasting quality. KBS also encouraged local networks to facilitate audience committees to ensure that ideas and various feedback from audience members across the nation were reflected in its programs. In addition, KBS operated a 24-hour Audience Services Center accessible by phone, ARS, internet, mail, and FAX to collect suggestions and input from the audience. Over 453,067 different cases were registered and processed in 2015. The ideas were reflected in various KBS programs and business management.

Expanding Audience Participation

Our audience participation program, <Open Channel>, aired 53 episodes showcasing 94 works from the audience. Regional audience members contributed ideas and suggestions that resulted in 74.5% of the content. This contributed greatly to regional broadcasting development and the program became one of the most prominent audience participatory programs in Korea. KBS also produces <KBS News Ombudsman>, a news review show solely dedicated to KBS news. With six critics who carefully



monitor KBS news programs for one month and critique one item that has been selected through the News Ombudsman Committee meeting, KBS increased the fairness and reliability of its news programs and advanced its status as a public broadcaster.

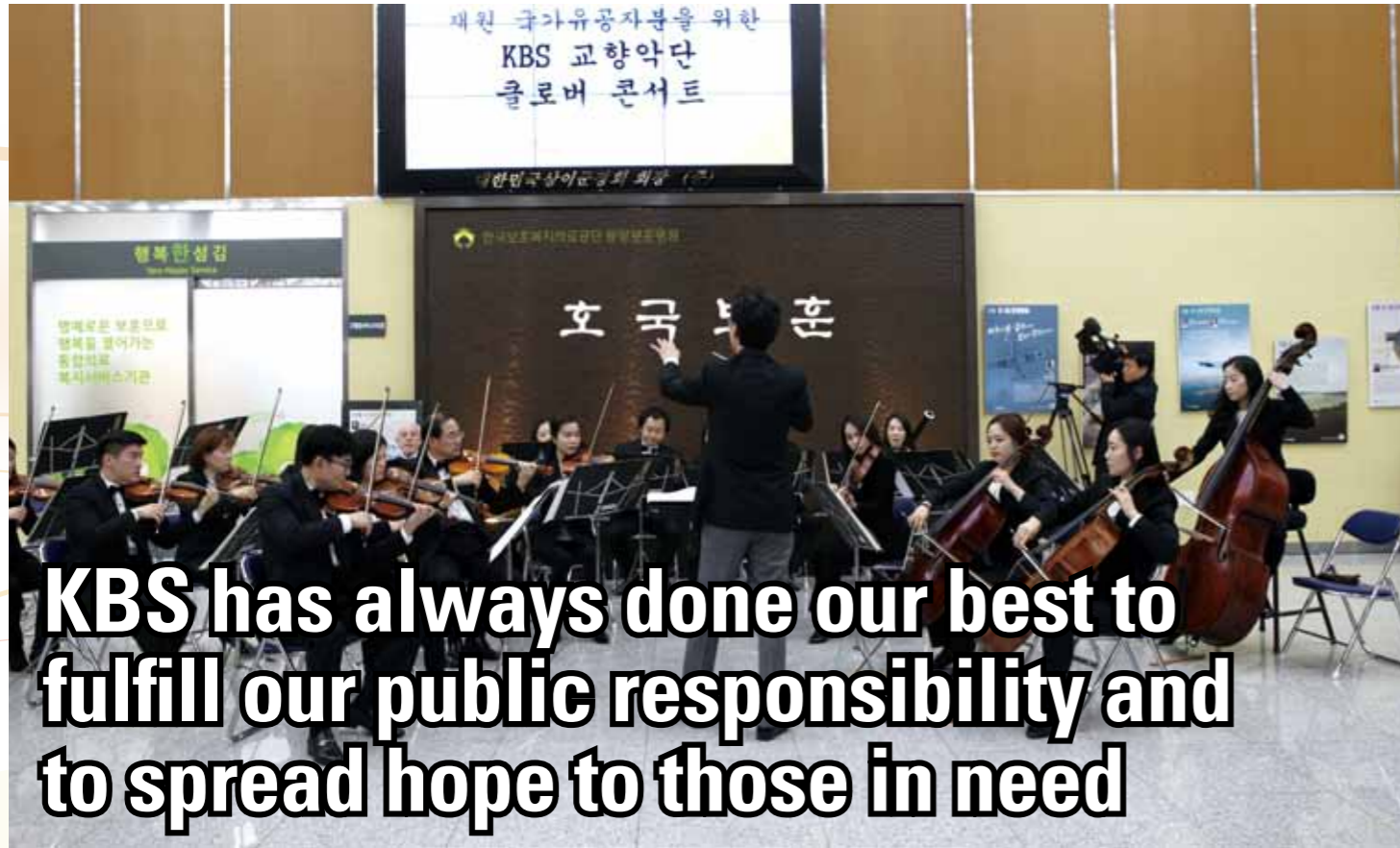
Provision of Various Audience Services

With over 143,000 visitors per year, our KBS studio tour, KBS ON, gives the public a chance

to experience broadcasting production with commentary and experience programs. It's been integral to promoting KBS programs. Events tailored towards the audience include those that strengthen ties with the underprivileged (19 events with 862 participants), introduce broadcasting and media education to teens, students and media majors (158 events with 6,537 participants), and provide tour programs for foreigners (24 events with 420 participants). Also, an open space for the audience called "Audience Square" hosted various exhibitions to become firmly established as a cultural space for the audience.

The 26th KBS Audience Advisory Council

Chairman	Lee Won-yong	Dean of School of Mass Communication and Journalism, Hanseo University School
Vice-Chairman	Lee Kyung-hwa	Director, Korean Society of Internet Ethics
Members	Kang Shin-up	Publication Director, Korean Bar Association
	Bang Hyeong-ae	Research Professor, Korea University College of Health Science
	Cha Mi-gyeong	Secretary General, Korean Women Lawyer's Association
	Yoo Byeong-taek	Former Editor-in-chief, KBS Radio Center
	Kang So-yeon	Assistant Professor, Yonsei University School of Engineering
	Kim Seung-taek	Director, Korea Labor Institute Research Planning & Management Division
	Kim Jong-ho	Committee Member, Media Damage Assistance Center, Center for Media Responsibility & Human Rights
	Yoon Myung	Director of Planning Division, Consumers Korea
	Jung Mi-jung	Deputy Director, Institute for Public Media
	Kim Seung-gun	Director, KAIT Statistics Information Center
	Song Won-geun	Director of Economic Research Division, Federation of Korean Industries
	Iresha Perera	Director, "Talk to Me" Community for Migrant Women
	Lee Jung-sook	President, Advanced Welfare Society Korea



KBS has always done our best to fulfill our public responsibility and to spread hope to those in need

Along with the audience, KBS has been working hard to spread hope and give back to the community through various social contribution projects. By delivering happiness and inspiration, we aim to make Korea a better place to live.

Sharing Warmth – Creating Happiness for the Nation

KBS has planned and carried out social projects and activities in efforts to help the underprivileged. For example, <KBS Happy Wedding> provided wedding ceremonies for 50 multi-cultural and North Korean defector couples who were unable to hold wedding ceremonies. The National Sharing Grand Award marked its 4th anniversary, the Sharing Life Campaign promoted respect for life and care for the socially disadvantaged, and various donation drives have been organized on a national scale.



Volunteer Programs tailored to the Socially Marginalized

With increased public interest in giving back to society, cast members on KBS programs got together to form the "KBS Talent Sharing Volunteer Group". "Visiting KBS Music Concerts" volunteered and donated their talent at small welfare facilities and



organizations while "Matching Grant" also gave support for youth in need, especially teens without guardians. We hope our efforts will help make our society a happier place.

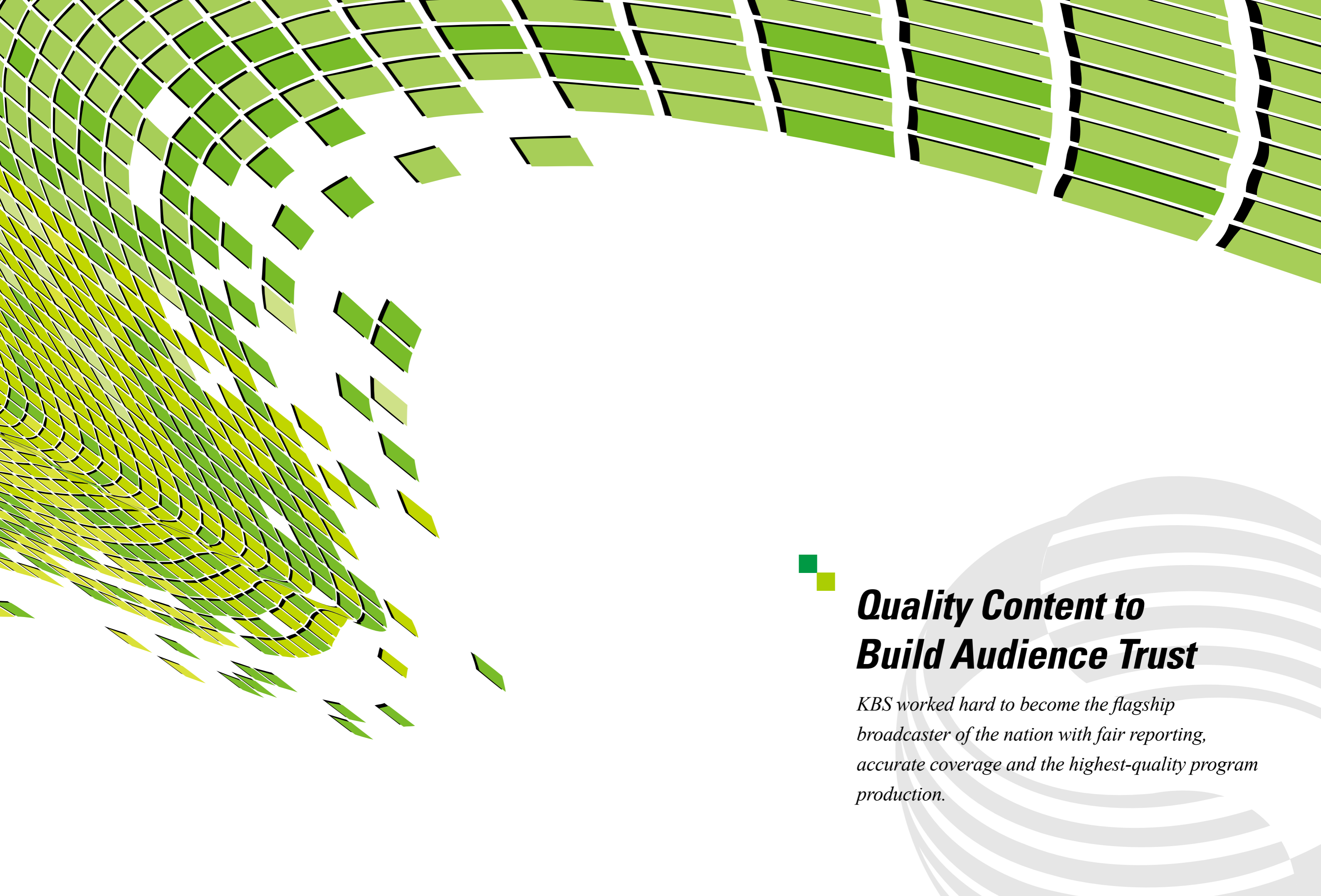
Honoring Outstanding Overseas Koreans

KBS hosted the 18th KBS Overseas Korean Awards, which honors outstanding Koreans who have raised the prestige of all Koreans worldwide. KBS also invited the award recipients to Korea, thereby helping to connect all 7.5 million overseas Koreans around the world through our global network. In addition, KBS hosted the 25th Gukak Grand Competition to discover talented young traditional Korean musicians and continue Korea's excellent traditional culture. We also hosted Korea's largest video competition for middle, high school and college students called the 12th KBS Youth VJ Contest to remind our youth of the importance of healthy image and video culture.

Visiting Music Concerts for the Culturally Marginalized

In order for all audiences to fully take advantage of the value of license fees, KBS held concerts in regional areas such as Daejeon and Tongyeong and we also held 15 "Visiting Music Concerts" throughout the year at elementary schools and social welfare facilities. They were located in hard to reach islands and mountainous regions where local citizens would normally have difficulty enjoying cultural activities.





Quality Content to Build Audience Trust

*KBS worked hard to become the flagship
broadcaster of the nation with fair reporting,
accurate coverage and the highest-quality program
production.*

News & Sports



KBS reconfirmed in 2015 that KBS News is the most beloved and watched news in all of Korea in terms of influence and trust. KBS fulfilled its role as the nation's primary disaster broadcaster, overcoming national crises such as the MERS outbreak together with the nation. And it once again proved its influence and power at international sporting events hosted by Korea such as the Gwangju Summer Universiade.



Influence & Trust - "Indisputable #1" KBS News

KBS' signature evening news program, <News 9>, recorded an average 17.9% in viewer ratings on weekdays for the Seoul Metropolitan area according to Nielson Company Korea. <News 9> drew twice the number of viewers compared to the signature news programs of rival broadcasters. KBS ranked 1st place in public opinion influence and it also raked 1st in utilization of news and current affairs information according to the Ministry of Culture Sports and Tourism. KBS programs <Sisa Journal> and <SisaIN> both ranked #1 in credibility and influence in a media evaluation survey. This is the result of fair reporting and selecting timely news issues.

70 Years of Independence with the Nation...Leading Issues that Matter

In light of the 70th anniversary of Korea's independence, KBS News brought attention to the most pressing current issues. <News 9> aired a special broadcast on Liberation Day about Dorasan Station, which reflected the nation's hopes for unification. <News 9> also created a special news series called <Creating Hope Korea>, which covered pressing social issues such as youth unemployment and considerateness in our society. The special report, "Family Reunions Across the Border" highlighted the families still divided by the



inter-Korean border. In addition, KBS produced special programs such as <Girls Taken Away Disappear at the Burmese Frontline>, which highlighted the sufferings of comfort women; <Who Hid the Moment of Shooting?>, which looked at freedom fighter Ahn Jung-geun's assassination of Ito Hirobumi; <Unfinished Liberation...Korea>; <Korea: Going to Eurasia in the Next 100 Years> and others to put more meaning into the 70th anniversary of independence. In particular, <Girls Taken Away Disappear at the Burmese Frontline> won numerous accolades such as the 2015 Korean Journalist Award, Samsung Press Award, BJC Award, allowing KBS to reaffirm its status as the #1 news channel in Korea. Programs such as <Minimum Wage: The Current Scene; Is Work Fair?>, <In Depth Report: Who is the Judge?>, <Dignified Convalescence>, and <Future of Korea's Economy - From Follower to Leader> delved deep into pressing social issues. While attempting to provide solutions, the shows thoroughly explored topics such as protecting social minorities, creating new jobs, and addressing an aging society.



Digital First, Expanding Digital News

KBS News declared 2015 as the first year of its digital-first news strategy. It provided the top news stories online and through mobile apps first and also introduced a digital news editor system for top-quality, multi-media news broadcast. Also, KBS strengthened its news offerings optimized for mobile platforms in an effort to broaden data journalism. Interactive news articles that showed the infection rate for the MERS outbreak and interactive stories on 20 Years of Local Self-Governments and Precocious Puberty were highly praised when broadcast in collaboration with the terrestrial broadcast system.



The Frontline of National Safety, KBS News

As the nation's primary disaster broadcaster, KBS worked hard to overcome the MERS outbreak. KBS mobilized all of its resources and local networks to provide in-depth coverage of the MERS crisis, preventative measures, and problems in response scenarios through its hourly and breaking news reports. MERS was also the central focus for special programs such as <Emergency Discussion Meeting> and Emergency Coverage <MERS Defense Shield!>. KBS' Disaster Reporting Rules were

fully revised while a white paper on the news and coverage of the MERS outbreak was released. Meanwhile, special reports on North Korea's shelling and provocations, a special series on safety inspections and sports safety all served to put KBS at the forefront of public safety.

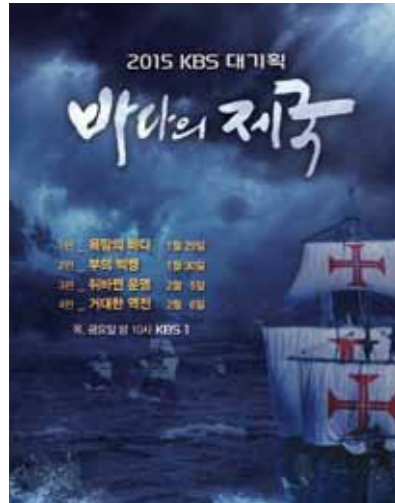


National Sporting Events, Always with KBS

As a public broadcaster, KBS promoted national sports by televising and reporting on the 2015 Gwangju Summer Universiade, the 6th CISM World Games Korea in Mungyeong and the Seoul 2015 IBSA World Games. <Sports 9> broadcast a series on fair play called <Fair and Square> as part of KBS' efforts to help the local sports scene gain the nation's trust and love through the spirit of fair play.

Culture & Documentary Programs

KBS has raised the status of Korean media content worldwide through high-quality premium programs. KBS has also put forth a vision for the future in a climate of constant change while striving to fulfill its role as a center for public discussion of our common social agenda.



Focusing on Universal Values of Mankind

KBS focused on universal values of mankind through high quality documentary series such as <The Next Human>, which interprets human evolution from the perspective of finding ways for mankind and science to co-exist. <Empire of the Sea> explores the past, present and future of civilization through ocean trade and shows the impact on the world and the history of mankind. <Food Odyssey> rediscovers the value of food and cooking through exploration of our culinary culture.

Vision for the Future In the Midst of Change

Well made documentaries such as <Super China>, which explores six elements that allowed China to become a new super power, also examines the country's future. <Warning from the Society of 100-Year-Olds> looks at our rapidly aging society in an era where the average life expectancy is 100 years. <The Magic of Inverted Classrooms - 1,000 Classrooms>, which proves the actual effects of real, living education through "backward classrooms" shows new possibilities and directions for education innovation.

Programs Moving Closer to the Audience

KBS introduced new programs such as <Good Insight>, a new type of presentation show that deals with society's alarming issues of the future, as well as <Global Information/Global People>, which has experts analyzing the hottest issues and trends of the world in the fastest and most concise way. KBS also took one step closer to the audience by adding fun to culture and education with <The Day - History Journal>, by



reconstructing "decisive days" which changed the course of events back in time.

Creative Evolution of Long-running Programs

KBS tried to develop creative ways to help long-running programs evolve and change through the use of smart devices and new platforms. <AM Plaza> used the TVUT app to strengthen two-way communication with the audience and expanded its audience base. <Hometown Report> created a new corner called "My Hometown Correspondent" using the smartphone video call system to provide real-time information on what is going on in regional areas for the audience. It also had the added bonus of providing on-the-spot information in times of disaster such as typhoons and droughts. <2TV Morning> also utilized smartphones to establish a global correspondent network, while <Backpack Travels> started editing and uploading its episodes from the past ten years on its own YouTube channel and metadata server to discover new sources of revenue and also open up new possibilities for other long-running programs like <Mysteries of the Human Body> to follow suit.

Pioneering Creative Formats

Pilot programs such as <My Neighbor Charles>, <In Soon Yi's Talk Drama> and <The Concert> became regular programs thanks to positive viewer response. KBS continuously experimented with new ideas through other pilot programs such as the law and current affairs show <Statute of Limitations>, youth-targeted show <Youth Express>, science information and culture program <Jang Young Sil Show>, and <Da Vinci Note>. Shows like <TV Memoir Woolim>, <Lee O-young's 100 Year Study> delivered the lives and wisdom of notable figures in our society to the audience and the <Meeting the Future Today> series helped to discuss with the audience the definition and meaning of creation, challenge, education and happiness with leaders of various areas of society both at home and abroad.

Culture Programs with the Nation

Celebrating the 70th anniversary of Korea's liberation and the 42nd anniversary of KBS' establishment, KBS produced <70 Years of Independence, 30 Bright Years Ahead> and the two part series, <Passion Korea>. We also aired a special live broadcast in memory of the 1st anniversary of the Sewol Ferry accident <One Thousand Winds One Thousand Memories> and the special two-part production, <Education Innovation Project - Evolution of Schools> in efforts to realize the value of public broadcasting. In order to create a content hub for children programs, KBS established the Children's Culture Content Specialty Company and produced <TV Kindergarten> and <Auto-Study Desk Wiki Season 2> as well as TV Kindergarten's own app services to strengthen the competitiveness of KBS children's programs. <My Neighbor Charles> helped to integrate Korea's multi-cultural society by introducing foreigners getting adjusted to life in Korea in a fun and moving way. KBS also produced programs such as <Multi-cultural Youth Healing Camp - Reaching for the Stars>, <Follow Your Dreams>, <Love in Myanmar>, and <Love in Thailand>. <Love in Asia>, in particular received national recognition for its efforts in gender equality. The <Multi-cultural Youth Healing Camp> series cheered on the nation's youth and organized various documentaries, auditions and concerts to help address the nation's youth unemployment problem.

Entertainment & Variety Shows

KBS worked hard in the field to provide healthy laughter and fun for its audience. KBS provided new forms of entertainment with large-scale projects like the <National Grand Chorus> while the program <Immortal Songs> won a Rockie Award at the prestigious BANFF Media Festival - a first for a Korean entertainment show.



From Fun and Passion to the Public Good

<Happy Sunday> kept its place as the most popular entertainment variety show in the nation in 2015. The six members of <One Night and Two Day's> showed off perfect chemistry and the corner stayed competitive through unique projects like "Female Friends" and "To Your House". <The Return of Superman> moved and entertained the audience at the same time by showing Song Il-gook and his triplets, Choo Sung-hoon and his daughter Choo Sa-rang, Lee Hwi-jae and his twins and Lee Dong-gook and his five children. They spent two days in childcare chaos without the help and care of mom. <Youth FC Hungry 11> began production three months ahead of broadcast, which was rare for an entertainment show, and attempted to bridge the entertainment and documentary genres together. Under the theme of "second chances", the program showed soccer players taking another shot at their dreams despite letdowns and frustrations. Audiences were impressed and the program was evaluated as an



entertaining documentary worthy of a public broadcaster. <Immortal Songs> widened the scope of classic hits and discovered new, talented young singers and became a music program that people of all ages could empathize with. In 2015, legendary stars normally difficult to see on TV such as Lee Jang-hee, Seo Yoo-suk and Kim Soo-chul appeared on the show. The show often created a stage that brought different generations together and the program evolved and expanded in a positive way through creative specials like "Family Month", "Seven Legends" and "Eight Provinces". The quality of the program was even recognized abroad, won the Rockie Award at the BANFF Media Festival in 2015, which was a first for a Korean entertainment show.

National Unity & Harmony "National Grand Chorus: I am Korea"

The large-scale project <National Grand Chorus: I am Korea> was organized to gather hope and courage for a new future as Korea celebrated 70 years of independence in 2015. The project had the full attention and love from the nation and the concert was a huge success. The special choir was made up of members of all ages and backgrounds and their performance, which was held on a special stage at the Sangam World Cup Stadium, deeply moved the audience. <The Big 4 Show> with Korea's biggest K-Pop stars was popular with not only the younger generation but also older audiences. The nine-part documentary series <Us> and related flashmob performance shed light on the meaning of liberation and where Korea stands now.

Large Scale Projects and New Attempts

Celebrating both the 70th anniversary of the UN's establishment and 70 years of Korea's independence from Japanese colonial rule, the <UN Day Concert> was produced and aired at the UN Headquarters. The concert spread the beauty of Korean traditional music to the world and spread the message of peace and unity to the world. Also, KBS' 9th world tour, <Music Bank in Hanoi>, was successfully held among 22,000 spectators in Hanoi, Vietnam. It continued the spread of the Korean Wave and K-Pop's popularity. <The Producers> was among the most talked about dramas of 2015 and was acknowledged as a successful attempt in developing new types of entertainment content with its genre twisting style.

Drama Series

In an era of endless competition for content, KBS created a variety of dramas of both quality and popularity that only a public broadcaster can create. By upgrading our content, we received love from the public and viewers around the world.



Epic Series - Looking Back at History to Find Answers

Epic series are symbolic of the existence and responsibility of a public broadcaster. As such, KBS tried to present the agenda of the times through epic series in 2015 and find the correct answer through history. Epic series <The Jingbirok: A Memoir of Imjin War> looked at the memoirs of Ryu Seong-ryong written about the cause of the Japanese invasion during the Joseon Dynasty and how they were able to overcome the crisis. The series gave lessons to the people living in this generation about how to survive in this day and age.

Daily Series - Always Loved by the Audience

KBS TV1's consistently popular daily evening drama series continued on delivering heartfelt stories to the public with <You are the Only One>, <Save the Family> and <Our Honeypot>. TV Novels like <Single Minded Dandelion>, <The Stars are Shining> and <In Still Green Days> were able to bring back the warmth and emotions of the 60s and 70s allowing the audience to become nostalgic for those days. KBS TV2's evening daily series <Love and Secret>, <From Today I Love You> and <All is Well> were moving and entertaining and it resulted in high viewer ratings and a fixed viewership.

Weekend Series - Bringing All Ages to the TV on Weekends

KBS weekend series continued on its reign as the undisputed leader in viewer's ratings for the weekend this year. <What Happens to My Family> scored over 40% in viewer's ratings, befitting its nickname as "everyone's favorite drama". <House of Bluebird> and <All About My Mom> allowed the audience to think about current social issues such as youth unemployment and the sacrifice and role of the parent generation.

Miniseries - Various Genres & High Quality Contents

KBS' weekday miniseries have always been loved for their diverse topics and content and 2015 was no exception. Political thriller/social accusation dramas <Healer> and <Masked Prosecutor>, fantasy drama <Blood>, criminal investigation/melodrama <I Remember You>, high-teen romance/school dramas <Who Are You: School 2015> and <Cheer Up!>, family drama <Unkind Ladies>, period dramas <The King's Face> and <The Merchant: Gaekju 2015>, political drama <Assembly>, and romantic comedy <Oh My Venus> provided the audience with a wide variety of choices and fun. KBS dramas were unrivaled in terms of always being in the spotlight and never losing competitiveness.

Drama Specials - Catching Two Birds with One Stone

Drama specials have always provided great opportunities for budding new directors, actors and writers and have also been a test bed for new, experimental and diverse ideas. 2015 was no exception as 15 drama specials with diverse and experimental topics with public content were produced. In particular, <Snowy Path> received praise both at home and abroad for dealing with the comfort women issue during the Japanese occupation and even won the prestigious Prix Italia award.

Radio



KBS Radio produced a wide variety of well-made shows ranging from high-quality current affairs and cultural programs to variety shows. They are not only entertaining with mass appeal but they aim to promote social integration and contribute to national happiness. KBS Radio also strived to fulfill its public responsibility by providing broadcast services for social minorities, our neighbors to the North and Koreans living abroad.

Radio1 – Korea's Flagship Radio Channel

KBS Radio1, a comprehensive programming radio channel, underwent a complete makeover on January 1st, 2015 to strengthen its identity as a channel that is serious about news and current affairs, while providing high quality cultural content and public radio services. Its representative programs <Hong Ji-myung's Hello> and <KBS Radio Debate> focused on important issues facing Korean society. Meanwhile, special programs such as <Humanities Concert>, <Economics Concert> and <KBS Radio Medical Volunteers> took the format of visiting the audience to strengthen services for listeners. Also, well-made documentaries that were researched in-depth and recorded abroad such as the two-part special <Brilliant Youngster's Business Startup Stories>, the five-part special <Traveling Foreign Traditional Markets>, and the special commemorating 70 years of independence, <Trans-Eurasia Express Train> helped KBS to fulfill its public responsibilities.

Radio2 (Happy FM) - 4065 Popular Music Channel

KBS Radio2 is a popular music channel for those in the 40s to mid 60s (4065). It provides comforting music and wholesome entertainment. Special programs such as the five-part special <70 Years of Korean Popular Music: Chronicles of K-Pop> and the two-part special documentary <Trot> which shed light on 70 years of popular Korean music since liberation, further strengthened its image as a popular music station. <Lee Moo-song & Lim Soo-min's Songs of Hope> had a total of eight open broadcasts throughout the year, including their year-end award ceremony in attempts to get closer and communicate with their listeners. Meanwhile, large-scale open broadcasts such as <Healing Concert: Suncheon> and <7090 Summer Concert - Chungnam Buyeo> were held alongside regional festivals to bridge the cultural gap between regions and allowed KBS to fulfill its responsibilities as a public service provider.



FM1 (Classic FM) - Korea's Only Classical & Traditional Music Channel

KBS FM1 has always been a leader in spreading and developing classical and traditional music by discovering new talent and holding various musical concerts. For example, KBS FM1 hosted various concerts throughout 2015 in front of live audiences including <146th FM Concert Hall – Classical Music We Love> to celebrate the 42nd anniversary of the establishment of KBS. It also commemorated 70 years of Korea's independence with the <68th FM Traditional Music Stage - Light Found Again> and the <147th FM Concert Hall - Nostalgia, Missing the Fatherland>. KBS FM1 also initiated a three-year program titled <Korea's Classical Scene, The Leaders of Tomorrow> to successfully discover and nurture talented musicians of the future. Three related albums came from the project.

FM2 (Cool FM) - Popular Music Channel

KBS FM2 has cemented its status as the top pop music channel and recently expanded its influence with the younger generation, teens and females. Since undergoing a major reshuffle on January 1st, FM2 has also steadily increased its competitiveness by strengthening its lineup with popular hosts such as Park Myung-soo, Kim Sung-ju and Jo Woo-jong while adding more entertainment to its programs. Also, in celebration of FM2's 50th anniversary in 2015, a wide variety of special programs were produced and aired, which elevated the station's status.

Radio3 (Voice of Love) - Korea's Only Social Welfare Channel

KBS Radio3 is Korea's only radio welfare channel providing various programs and alternatives as well as useful information for 4.5 million socially underprivileged citizens including the disabled, elderly, multi-cultural and low-income families in Korea. The KBS Disability Awareness Campaign was held throughout the year in efforts to raise awareness of people's prejudice against the disabled. Disabled Persons Day special <Korea 1st Period - Dandelions Have Bloomed> was produced to raise awareness about disabilities and promote social integration. Radio3 also tried to help the disabled find ways to stand on their own two feet through programs such as the <Self Support Project> and <2015 Disabled Career Fair> to present a hopeful future of overcoming disabilities and becoming self-sufficient.



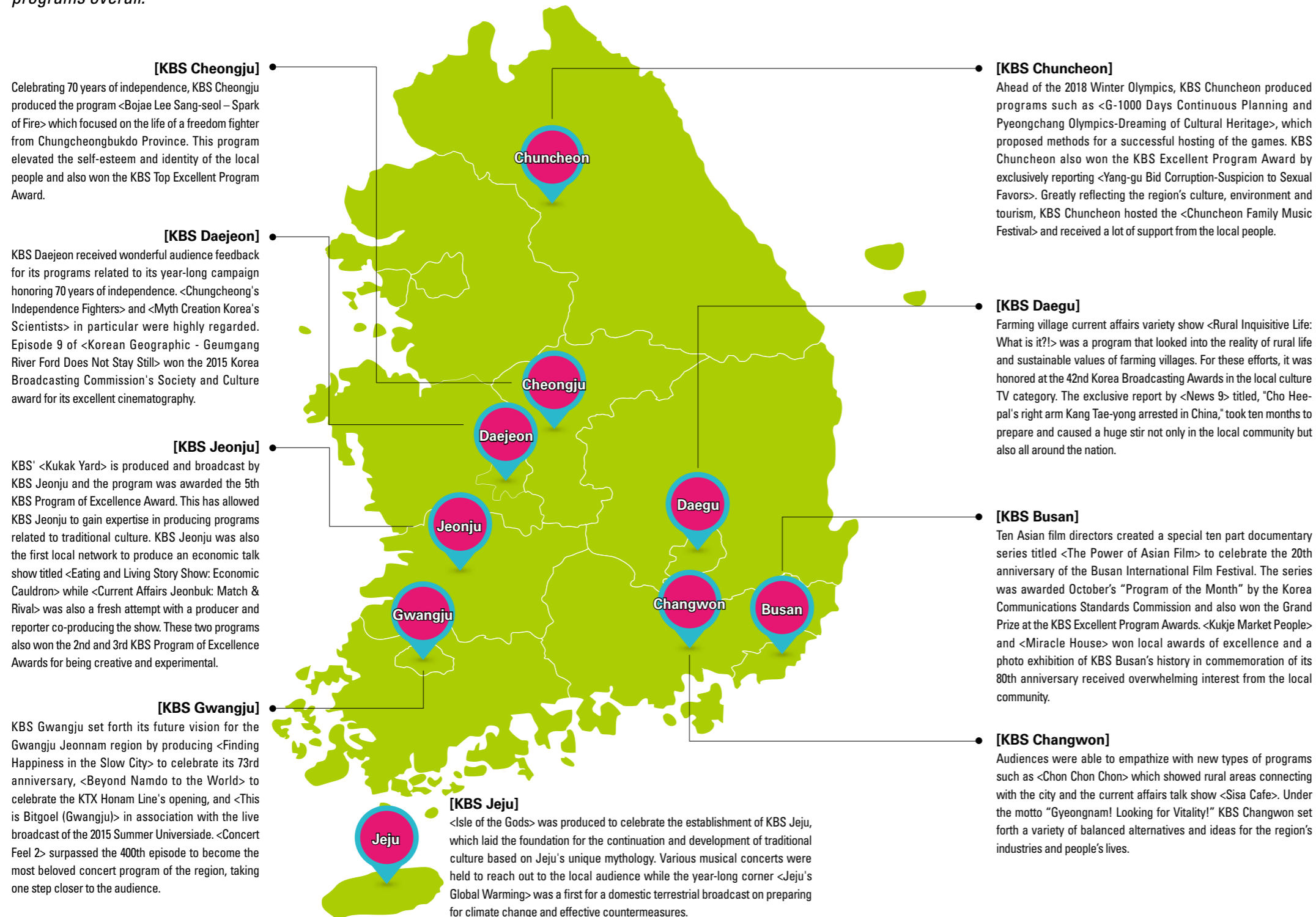
Global Korean Network - North Korea & Unification, Ethnic Korean Network Channel

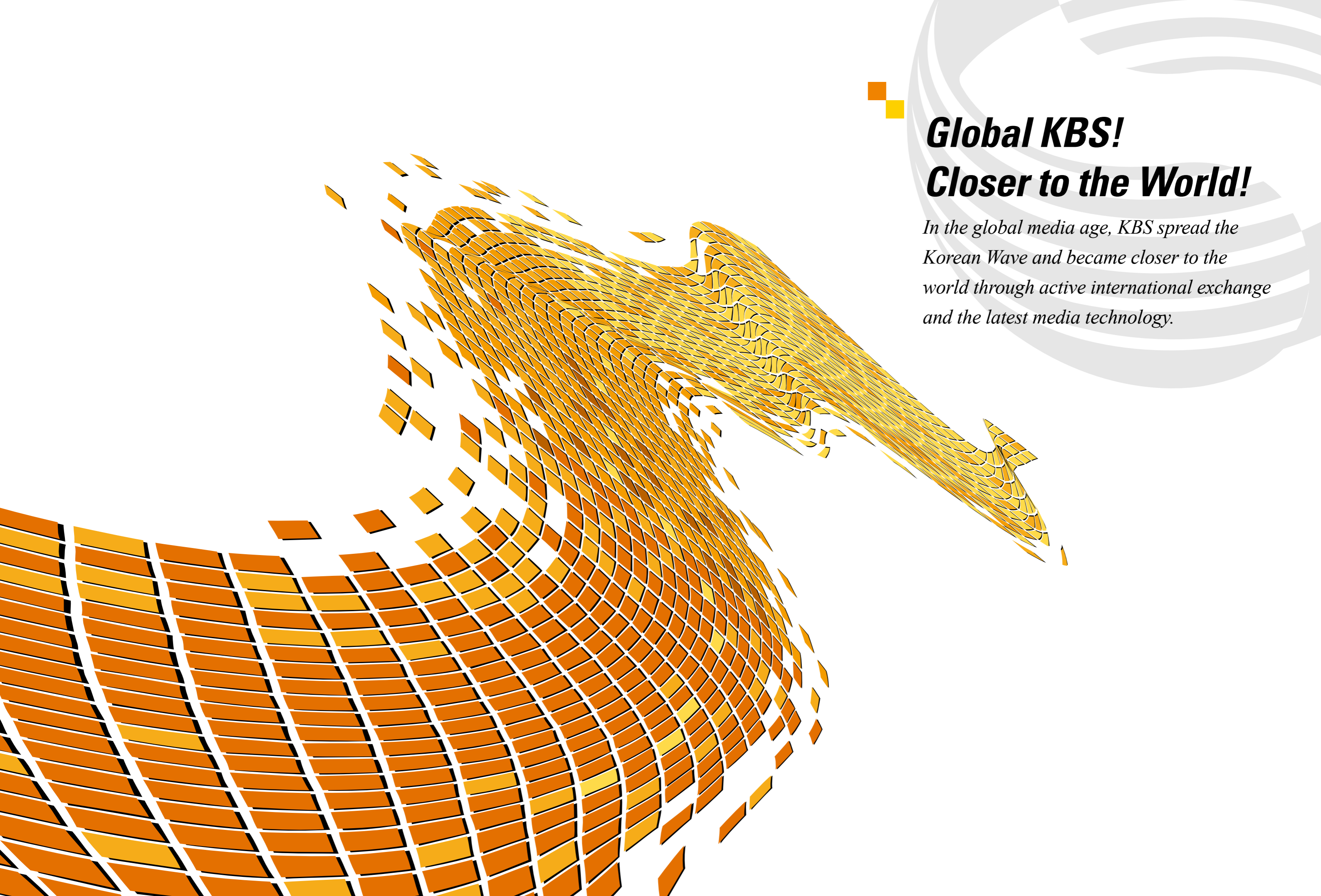
The Global Korean Network greatly expanded its influence as a channel on issues related to North Korea, unification and ethnic Koreans. It promoted KBS' mobile radio app called KONG, which allows audiences to listen to the network anywhere in the world. Programs including <I am Now a Korean Citizen>, <Looking at North Korea from Cuba>, and <Bandi's Song from Hell> exemplified the channel's specialized role in covering North Korea. Also, in 2015 the channel put the spotlight on peaceful unification, the homogeneity of ethnic Koreans and the 40th anniversary of the end of the Vietnam War through a wide variety of programs such as <Korean People of Sakhalin Festival - Our Northern Brethren Singing Contest>, <The Song of Our Voices on the Japanese Archipelago>, <Visiting Economic Classroom>, <Talk Concert The Two Koreas Walk Together>, and <The Journey of Unification and Reunification>.



Local Networks

KBS local networks are advancing regional cultural development through various cultural projects and high-quality programs that utilize local strengths. KBS regional networks produced programs that were not just big issues in their respective areas. They made national impact, improving the status of KBS programs overall.





Global KBS! Closer to the World!

In the global media age, KBS spread the Korean Wave and became closer to the world through active international exchange and the latest media technology.



Becoming a truly global channel, KBS World TV now spreads the Korean Wave or Hallyu to audiences in over 100 countries around the world through channel enhancement and expansion. It has also worked hard for the continued development of Hallyu and to spread Korean culture throughout the globe through well made content and various business projects.

KBS World 24 for Overseas Koreans

KBS World 24, a news and culture channel for overseas Koreans, is now available on terrestrial TV in Chicago and L.A. in the U.S. It also made partnerships with Japan's largest video service provider Nico Nico to expand services for Koreans living abroad.



Channel Network Expansion to Reach 100 Countries Around the World

KBS World also made new partnerships with UPC of the Czech Republic, France's Bouygues and Italy's Tivusat and with successful channel marketing it now reaches over 58 million households in 100 countries around the world. Also, KBS World held various promotional events in partnership with system operators of countries with high viewership such as Singapore and Thailand to allow audiences to visit Korea where they toured drama filming sites and watched <Music Bank> and other K-Pop festivals. These events were met with explosive response and increased the popularity of KBS World TV.



Communicating with the World more Quickly and Efficiently

NCPS, a file-based subtitling system, was completed on July 1st, 2015 to provide programs more quickly to the audience and therefore strengthen KBS World TV's competitiveness. KBS World's social media also developed rapidly to communicate with 5.7 million viewers from around the world and the mobile video platform, KBS World app, was newly launched in 2015 to open up new horizons for the channel's online business projects.

KBS World at the Center of Spreading Hallyu

KBS World is now the undisputed channel for spreading the Korean Wave through various projects and businesses, and has fulfilled its role as Korea's unofficial cultural diplomat. The global audition program, <K-Pop World Festival>, was held in 84 regions in 67 countries drawing the world's attention on Korean culture while programs such as the <2015 Asia Song Festival>, <2015 Quiz on Korea>, <The Wonders of Korea>, and <Pit-A-Pat Korea 4> were produced to spread Korean culture to the world. The global content competition show <Talk! Talk! KOREA> also received enthusiastic response among global citizens with 15,911 applicants from 143 countries.

KBS World Radio to the World

As a public diplomacy channel, KBS World Radio introduced Korea's remarkable economic growth in the past 70 years through the series <Korea Panorama 70 Years>, and produced the two part special for Liberation Day titled, <I am Not a Comfort Woman> to draw attention from the international community on the issue. The 2nd Korean language contest Speak Korean, Talk to the World was held along with other events and programs such as the Korea-Arab Walk-a-thon: Sadik (friend)! and <Korean Yang Chil-sung - A Star in Indonesia> to elevate Korea's status in the global community.





International Relations

Serving as chair of the Asia-Pacific Broadcasting Union (ABU), KBS also took on a global leadership role, working for the inner stability of the organization as well as the development of regional broadcasting in efforts to fulfill its duty as a global public broadcaster. Also, many of our programs received prestigious global broadcasting awards proving the excellence of KBS content.

Fulfilling Duty as ABU President & Enhanced Global Leadership

KBS faithfully carried out its role as the 15th president of the ABU, encouraging member participation through rational decision making process and expanded communication. KBS also successfully hosted the ABU General Assembly and worked to enhance the transparency of the Secretariat's finances. Additionally, KBS established the ABU's mid-to-long-term development plans such as sharing technical advice and news contents and developing international forums to set a future direction for broadcasting development in the Asia-Pacific region.



Leader in International Co-production

KBS successfully ran international co-production projects such as CARE (Change Asia Rescue the Earth) and The Asian Pitch to strengthen the regional framework



for co-production and build up trust for KBS from the international community. Also, the international K-Pop show, <ABU TV Song Festival>, which was launched by KBS in 2012, celebrated its sixth year. The festival has grown into the largest K-Pop festival in the Asia-Pacific region, allowing KBS to build up infrastructure for its content and brand to make further inroads onto the international stage.



Cooperation with Major Foreign Broadcasters

In 2015, KBS became the first broadcaster in Korea to co-produce a documentary with Saudi Arabia's state operated broadcaster SBC titled <Two Miracles>, thereby expanding its influence to the Middle East. Celebrating the 50th anniversary of diplomatic relations with Japan, KBS and Japan's NHK co-produced the documentary <Beautiful Accompaniment - Overcoming Korea and Japan's Cultural Differences>. Also, KBS increased cooperation with Chinese broadcasters by holding cooperative conferences with CCTV, China's broadcasting regulatory authority (SARFT) as

well as Shanghai Media Group (SMG) to promote co-production of documentaries and lectures to expand cooperation with the Chinese broadcasting industry.

Honored with International Broadcasting Awards

KBS won a total of 23 international broadcasting awards in 2015, proving the excellence of its media content and competitiveness to the world. Programs such as <Snowy Path>, <Immortal Songs - The Michael Bolton Episode>, <Discovery of Love>, <Weaving the Sound, Pansori> won awards at the Prix Italia and the BANFF World Media Festival, which are considered to be among the most prestigious events that recognize excellence in broadcasting and media around the world.



Broadcasting Technology

In order to lead the next generation terrestrial broadcasting service, KBS strived to secure future growth engines by establishing plans to set up 4K UHD TV broadcasting infrastructure and investing in R&D for new platform services. KBS also upgraded its broadcasting system by establishing a file-based digital workflow and strengthening production infrastructures. Also, as the nation's primary broadcaster for national disasters and emergencies, KBS fulfilled its public responsibility by strengthening its disaster broadcasting system and capacity to deliver emergency news flashes.

Foundation for Next-generation Broadcasting Services

Ahead of starting UHD broadcasting in 2017, KBS established a blueprint for UHD broadcasting infrastructure and has been continuously running test broadcasts to secure content transmission and encoder/decoder-related original technology. Out of the 700 MHz frequency spectrum, KBS has been assigned the 30 MHz frequency band for terrestrial broadcasts which laid the foundation for increased influence of KBS content and expansion of universal viewer's access in the age of UHD.

R&D Investments for Future Growth Engines

In order to provide new media services suitable for the N-screen environment, KBS conducted research on smart broadcast platforms such as TVUT. KBS also researched



core technology to effectively produce, transmit and improve content use in a file-based digital production environment. Its aim is to set up the foundation to advance production and media services to the future. Public services were also expanded to include sign language broadcasting for the hearing impaired, research for integrated services and studies on a warning system that utilizes the broadcasting system.



Strengthening Role as Nation's Primary Broadcaster for National Disasters

In order to strengthen its role as the nation's primary broadcaster for national disasters and emergencies, KBS upgraded its studio used for disaster broadcasting. It provided more equipment and installed HD quality KBS CCTVs at 25 different stations nationwide to complete an integrated digital disaster broadcasting system. KBS also maintained an optimized system for disaster-related breaking news by conducting regular maintenance and strengthening its satellite news-gathering system.

Modernization of Digital Broadcasting System

The workflow for broadcasting production and delivery was improved and the broadcasting system was modernized to strengthen program competitiveness. The KBS radio system was completely switched to a file-based system, implementing a digital workflow from production to transmission. Also, a 24-hour response system was put in place with the operation of the digital newsroom at KBS' main studio.

Building Self-Development Capacity

KBS improved the TV transmission and news broadcasting workflow of regional networks to enhance the system's stability and efficiency. In line with the changing production system which includes advancements such as direct file transfers from the production scene to the main NPS system, KBS developed a high-speed content transfer solution to support quick and efficient production and editing and also to cut down on transfer costs. A cloud-based multi-language subtitle production system was implemented for KBS World TV, reducing costs and allowing flexibility in channel programming.

Terrestrial Broadcasting Network Optimization & Facility Management Efficiency

As FM broadcasts have better sound quality than medium wave broadcasts, efforts to improve reception included the extension of FM broadcast services to 11 new service areas while six medium-wave service areas were closed to enhance transmission system management efficiency. In addition, KBS pushed for TV & mobile (FM-DMB) broadcasting network optimization to improve reception quality for densely populated areas and system changes to prepare for the installation of next-generation UHD TV.



Strengthening International Technical Cooperation

KBS worked hard to strengthen relations with foreign broadcasting agencies. For example, KBS helped spread Korea's advanced broadcasting technology to foreign broadcasters under the Asia-Pacific Broadcasting Union (ABU). Countries benefitting from the arrangement included Paraguay and Uganda. KBS received the ABU Broadcast Engineering Excellence Award 2015 in acknowledgment for its efforts in strengthening the terrestrial broadcasting platform, developing next-generation broadcasting technology and supporting ABU members.



New Media Formats

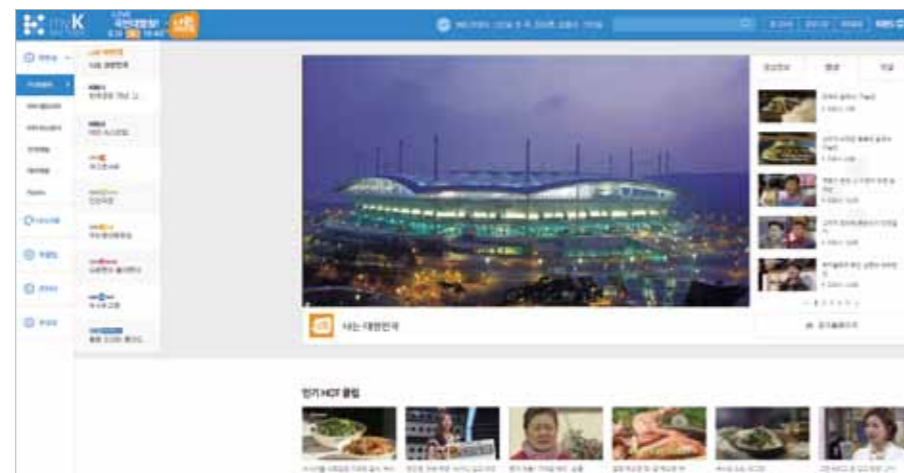
In order to respond to the multimedia era, KBS expanded free services on its most well known app myK. Smart media services provided in tandem with TV programs were also expanded to heighten the competitiveness of new media services.

Expansion of KBS myK's Realtime Service

To provide free and universal services for its audience, KBS provided each local station's flagship 9 o'clock evening news, all local programs as well as KBS N SPORTS (which has exclusive rights to cover the Spain's Primera Liga) free of charge on the myK app. Also, myK services were expanded to allow for replay functions and the option of viewing 30 channels including 1TV and 2TV.

Live National Sporting Events Broadcast through Smart Media

During the Gwangju Universiade myK aired real-time terrestrial programs, self-produced KBS programs, and games specifically for the myK platform 24 hours a day. In particular, myK was able to broadcast 13 sporting events that weren't included in terrestrial TV



programming such as judo, swimming and badminton. Meanwhile, various contest-related videos were edited into short video clips to give the audience easy access. KBS also developed two-way online only content to show action on the street, introduce famous restaurants in Gwangju and relay broadcasts from baseball stadiums.

TV Programs Linked with Smart Platform Service

In order to increase the content arrival rate and strengthen smart platform competitiveness, KBS created new types of content through service tie-ups with TV programs. For example, interviews and on-site commentaries from the <K-POP World Festival> were aired in real time as an online-only program through YouTube, Naver and KBS app myK. This also allowed real time communication with the audience, which resulted in over 400,000 responses and comments. Also, <Food Odyssey> and <KPOP Festival> were aired live through portal sites. Press conferences for programs such as <The Producers> and <Masked Prosecutor> were also aired live. Online live broadcasts for programs such as <I am Korea> and <Yettie TV> were aired ahead of the actual TV broadcast to communicate with the audience in a new way.

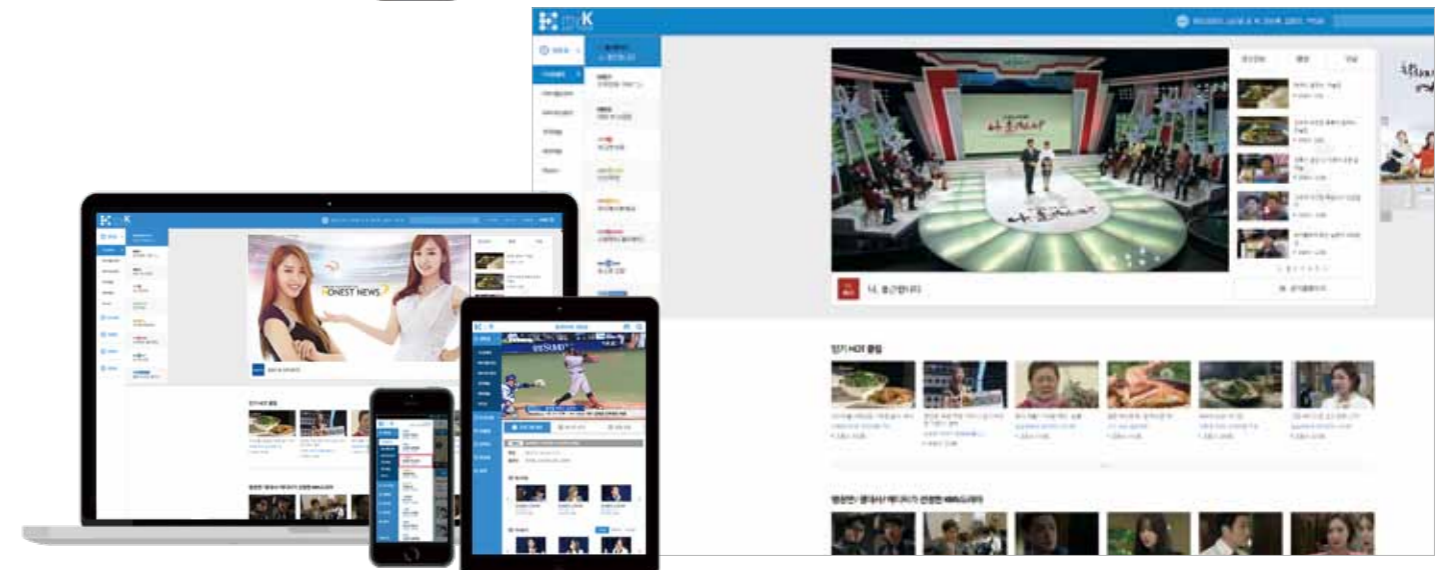
Expansion of Online-only Real-time service

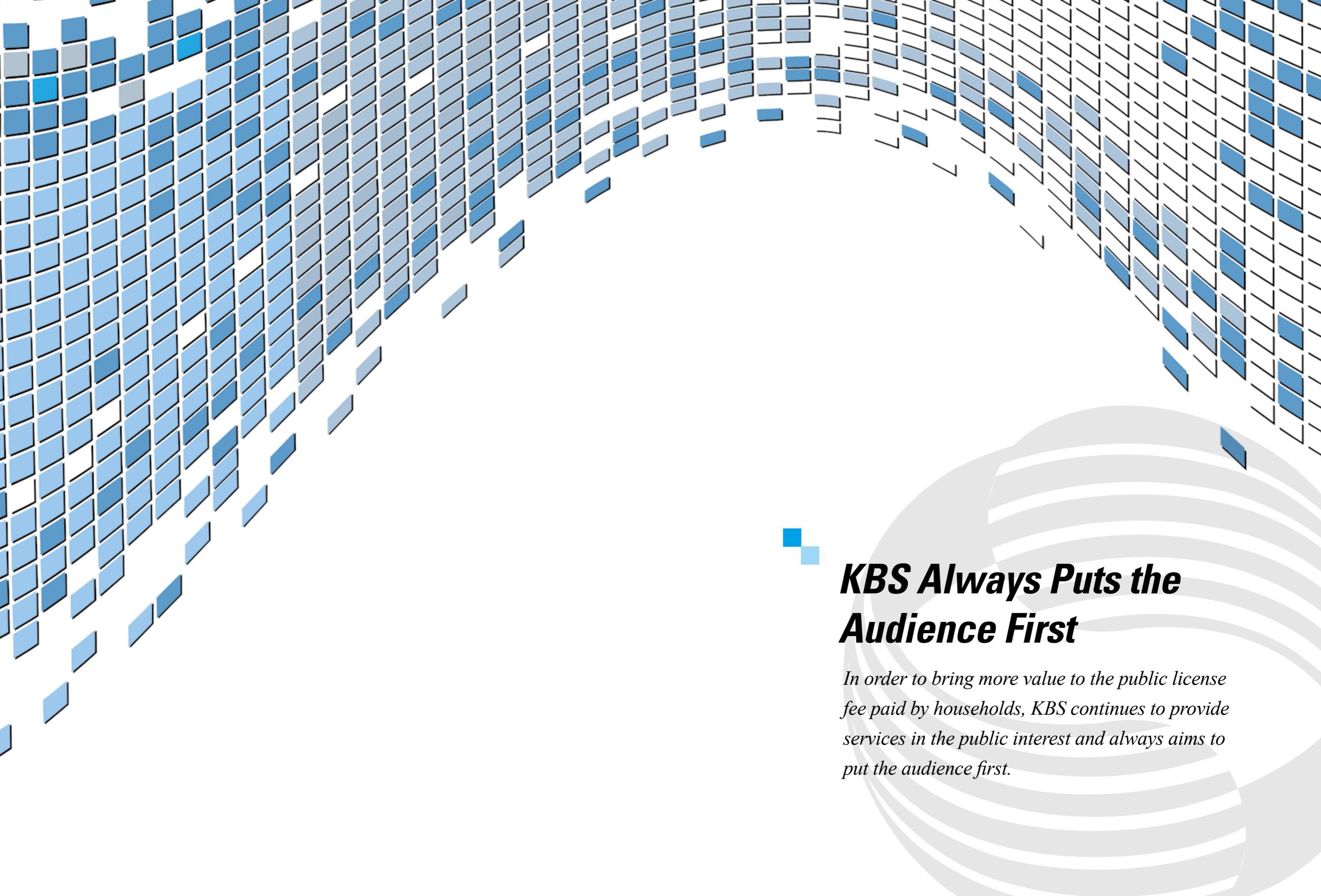
Cultural events such as KBS Orchestra's performance during Hongdae Club Day, Chuncheon Family Music Festival, 2015 KOBA, Busan Fireworks Festival, exhibitions and local festivals were created into online-only content and broadcast for the audience to enhance the quality of smart platform services.



Digital Radio Service

KBS Radio's homepage was revolutionized to allow KBS Radio's various programs to be found, enjoyed and shared anytime and anywhere through the internet or mobile devices. In particular, the mobile KONG application was distributed widely to allow KBS Radio to be heard in areas with poor reception. The app also uses and provides contents through social media such as Facebook, Instagram, Twitter, YouTube, and Weibo to diversify ways to share and enjoy KBS Radio.





KBS Always Puts the Audience First

In order to bring more value to the public license fee paid by households, KBS continues to provide services in the public interest and always aims to put the audience first.



Based on license fees collected from the audience, KBS has broadcast high-quality programs and efficiently fulfilled its various public responsibilities. Our public duty includes: creating high quality broadcasting content suitable for the new digitalized, smart and global age, providing universal services for public interest and continuously spreading the Korean Wave or Hallyu throughout the world. However, in order to continue to safeguard Korea's flagship public broadcaster, stabilizing KBS' financial resources is the most urgent task at hand.

License Fee as Fundamental Financial Resource

KBS belongs to the audience. KBS is bound by Article 44 of the Broadcasting Act of Korea which stipulates it must fulfill public responsibilities such as the promotion of fairness and public interest, provision of top quality broadcast services, and the creation of new programs, services and broadcasting technology that contribute to public interest. Article 56 of the Broadcasting Act of Korea stipulates the TV license fee as the fundamental financial resource to carry out these responsibilities. As a public broadcaster, KBS uses the license fee as the basic resource to broadcast fair programs that promote public interest and also provide a wide variety of universal services.

License Fee Used for Quality Broadcast Services & Various Public Service Initiatives

KBS has provided the audience with accurate and fair news and reports, quality documentary and cultural content as well as informative and entertaining variety shows. KBS programs are also provided through various platforms, adjusting to a smart, digital and global environment. To improve the audience's welfare, KBS operates public channels such as 3Radio - Voice of Love and is also doing its best as the primary broadcaster for national disasters to protect the safety and lives of the Korean people. In addition, KBS supports EBS (Educational Broadcasting System) by directly supporting a portion of its license fee and carrying out its TV and radio transmission services free of charge.

Campaign to Support License Fee, Our Promise to the Audience

The campaign to raise support for the license fee is a promise that KBS will fulfill its duty as public broadcaster in digitalized smart global era. KBS must continue to fulfill its role as a public broadcaster by producing wholesome and creative content, reporting fair and balanced news and creating broadcasts that reflect the changing media environment even in the digitalized and smart global era. KBS has mobilized all efforts from within the company in these efforts, but faces limitations as license fees collected only amount to 40% of the total finances needed to run KBS. KBS has been trying to make up for the insufficient funds through other sources of revenue such as



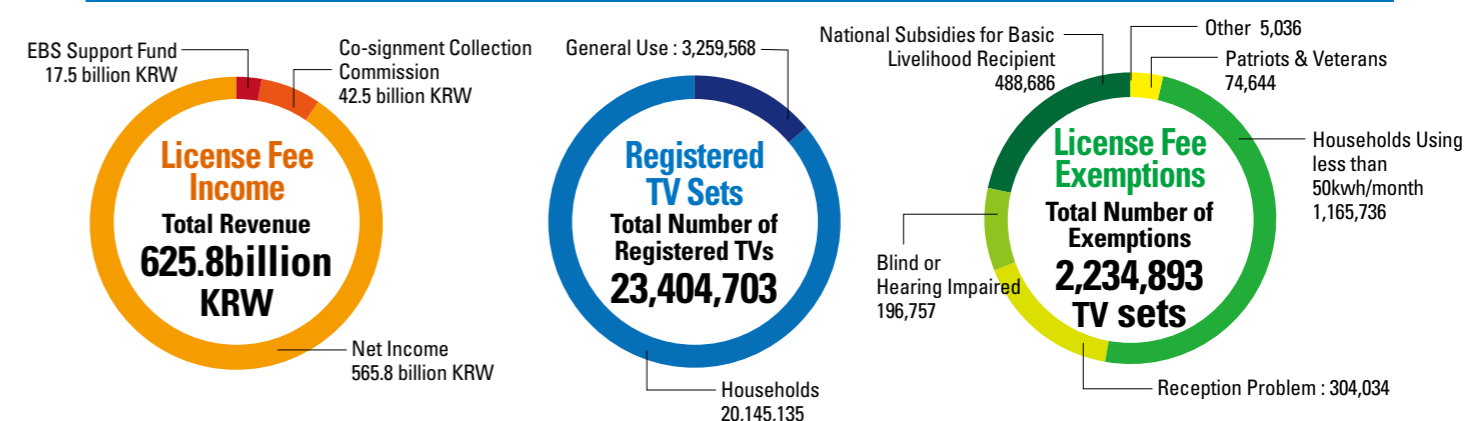
advertisements, but is constantly at risk of falling into deficit each year. Expectations for universal services for public interest that fit the needs of our smart and digital world have grown and our responsibility as the leader in spreading the Korean Wave has become even more important due to China's ever growing influence.

In order to carry out its responsibilities faithfully, KBS has agreed on a proposal to increase the monthly household license fee to 4,000 won from 2,500 won (the fee has been set at 2,500 won since 1981). This proposal was deliberated and agreed upon by the KBS Board of Governors, passed the Korea Communications Commission and was brought to the National Assembly in May 2014. However, a decision has yet to be reached on the proposal. An increase to the license fee is not just to alleviate KBS' financial deficit, but it is a promise to the audience that KBS will fulfill its duties as a public broadcaster in the digitalized smart and global era that we are currently living in.

KBS would like to maintain itself as both a trusted public broadcaster and a leading broadcaster in the ever-changing smart and global era to give back audiences more value for their money. A realistic increase to the license fee will bring growth to the media industry and overall improvement in quality for the content industry to lead Korea's cultural sector in a positive direction and also become a driving force for the continued spread of the Korean Wave.



License Fee Statistics (as of the end of 2015)





Management

KBS management faced serious financial difficulty in 2015 due to the deteriorating terrestrial advertising market. In order to overcome the situation, KBS management took austerity measures by initiating the Risk Management Committee and holding Earnings and Expenses Inspection Meetings. It also expanded the foundation for profit of various business projects in order to stabilize its finances. In line with the rapidly changing broadcast environment, KBS management presented a mid-to-long term human resources management roadmap, conducted open recruitment, created an organizational environment for work-family balance to improve the efficiency of management of human resources.



Management Stabilization through Risk Management and Financial Inspections

The Risk Management Committee gained understanding of the overall flow of income and expenses of the broadcasting market and shared future implementation plans for efficient budget spending. The management also created the Risk Management Committee in the face of plummeting terrestrial advertisements in the rapidly changing broadcasting environment. The Risk Management Committee analyzed risk situations based on simulation and was able to quickly and effectively respond to declining finances through an early warning system. In 2015, KBS' total revenue was 1,594.3 billion KRW, an increase of 32.5 billion KRW year-on-year. Revenue from license fees comprised 625.8 billion KRW while ad revenue amounted to 502.5 billion KRW. As of the end of 2015, KBS assets, debt and capital amounted to 1,267.3 billion KRW, 619.3 billion KRW, and 648 billion KRW respectively. From the end of 2014, assets and debt decreased 18 billion and 20.9 billion KRW respectively and capital increased 2.9 billion KRW.

Expanding Profit Base through Improved Content Business

KBS' content business profit for 2015 amounted to 230.2 billion KRW, increasing 12 billion KRW year-on-year from 218.2 billion KRW in 2014. In the overseas business sector, KBS breathed life into the co-production and the format business in China. It also actively pioneered new markets in Southeast Asia, Central and South America and Europe. As a



result, royalties grew 13.4% year-on-year. In the domestic business sector, KBS N grew 5.9% year-on-year and revenue from online advertisement increased. Also, the aggressive expansion of KBS World TV now allows the network to reach 250 million people in over 100 countries around the world, which has also grown KBS' sources of revenue.

Effective Organization & Human Resource Management

With "70 Years of Independence, 30 Bright Years Ahead - The First Year in Public Broadcasting's Leap Forward" as the management goal for 2015, KBS strived to improve workforce competitiveness and human resource management efficiency in efforts to expand the value of public broadcasting. KBS also established the "2020 Mid-to-Long-Term Workforce Management Plan" to set forth a roadmap for human resource management with a direction for each position and task. In order to best utilize the company's human resources, employees were given opportunities for career development and they were allowed to choose their tasks based on their aptitude and skills after taking tests given by the company. KBS also revamped its corporate culture into a working culture by rotating employees and accounting staff who have been working in the same department or area for long periods of time.

Recruitment Changing Broadcasting Environment

In order to recruit talented individuals with creative minds and superior capacity, KBS increased the number of applicants accepted through document review and strengthened the screening process for self-introduction letters. In efforts to recruit well-rounded, multi-talented individuals, the Korean history section was expanded in the written test and applicants were also evaluated on broadcast technology related IT. Also, the attire for camera tests was simplified to focus on each individual's abilities and qualities rather than their looks. KBS also strived hard to fulfill its public responsibilities as a public broadcaster by installing a quota system for applicants from local communities and giving priority to disabled applicants in efforts to prevent discrimination.

Creating Work Culture for Work-Family Balance

KBS worked hard to create a work culture where employees could find balance between work and family by allowing pregnant employees time for prenatal checkups, promoting shorter work hours during pregnancy or childcare, giving automatic parental leave, and guaranteeing paternity or parental leave for male employees. KBS was also at the forefront of creating a work culture that promotes gender equality by appointing an honorary equal employment supervisor, and initiating a women's counselor system. As a result of such efforts, KBS received the Presidential Award on May 15, 2015 and was selected as an exemplary company for Work-Family Balance by the Ministry of Employment and Labor. KBS received an appreciation plaque and was requalified as a family-friendly organization by the Ministry of Gender.



Board of Governors

The Board of Governors is the highest decision-making body for KBS management policy to ensure media independence and that the company is serving the public interest. The Board of Governors consists of 11 governors including the chairman, and each governor serves a maximum 3-year term. Governors are recommended by the Korea Communications Commission in consideration of their field of expertise and appointed by the President of the Republic of Korea. The board deliberates and decides on matters concerning the broadcaster's public responsibilities and basic broadcasting plan; budget and settlement of accounts; operational evaluation and its disclosure; recommendations for the appointment of the President & CEO and Auditor General; approval of appointed Executive Vice-Presidents; installation and abolition of local stations; acquisition and disposal of basic assets; investment in other entities; and amendments to the Articles of Association and other important policies. The 10th Board of Governors was inaugurated on September 1st, 2015 and is currently in operation.



Lee In-ho Chairman
- Director, Asan Policy Research Institute
- Korean Ambassador of Finland and Russia
- Professor of Western History, Seoul National University



Jeon Yeong-il
- Executive Director, Korea Labor Welfare Center
- Deputy Director, Civic Union for Democratic Media
- Member, KBS Management Evaluation Committee



Kim Gyeong-min
- Professor of Political Science & Diplomacy, Hanyang University
- Chairman of Energy Nuclear Energy Development Committee, Ministry of Trade Industry
- KBS Guest Commentator



Kwon Tae-seon
- Co-president, Korea Federation for Environmental Movements
- CEO, Huffington Post Korea
- Editor, The Hankyoreh



Byeon Seok-chan
- Advisor, KBS Business
- Auditor, KBS Business
- Managing Director, KBS Radio Center



Cho Woo-seok
- Cultural Critic
- Culture Reporter, Korea JoongAng Daily
- Director, Munhwallbo Editorial Department Culture Section



Lee Won-il
- Attorney, Barun Law LLC
- Senior Judge, Seoul High Court
- Senior Judge, Daejeon District Court



Kim Seo-jung
- Professor of Mass Communication, Sungkonghoe University
- Policy Committee Director, Civic Union for Democratic Media
- President, Korean Association For Communication And Information Studies



Cha Gi-hwan
- Co-president, Woojunghapdong Law Firm
- Director, Foundation for Broadcast Culture
- Judge, Suwon District Court



Chang Ju-yeong
- Representative Attorney, Sangrock Law Firm
- National Human Rights Commission of the Republic of Korea member
- President, Minbyun (Lawyers for a Democratic Society)



Kang Gyu-hyeong
- Professor at Graduate School of Records, Archives & Information Science, Myongji University
- Korea Communications Commission Audience Rights Committee
- KBS Philharmonic Orchestra Steering Committee

Executive Body

The Executive Board is comprised of the President & CEO, up to two Executive Vice Presidents, up to eight Executive Managing Directors and one Auditor General. The President & CEO is recommended by the Board of Governors and appointed by the President of the Republic of Korea. The President and CEO appoints Executive Vice Presidents who have been agreed upon by the Board of Governors. The Auditor General is recommended by the Board of Governors and appointed by the Korea Communications Commission, while the Executive Managing Directors are appointed by the President & CEO. The term for Executive Board members is three years and they may serve consecutive terms.



Ko Dae-young
CEO & President



Jeon Hong-goo
Auditor General



Jeon Jin-kuk
Executive Vice President



Cho Moon-jae
Executive Vice President



Kim Seong-soo
Executive Managing Director, Programming



Kim In-young
Executive Managing Director, News & Sports



Cho In-seok
Executive Managing Director, TV



Park Byeong-ryeol
Executive Managing Director, New Media & Technology



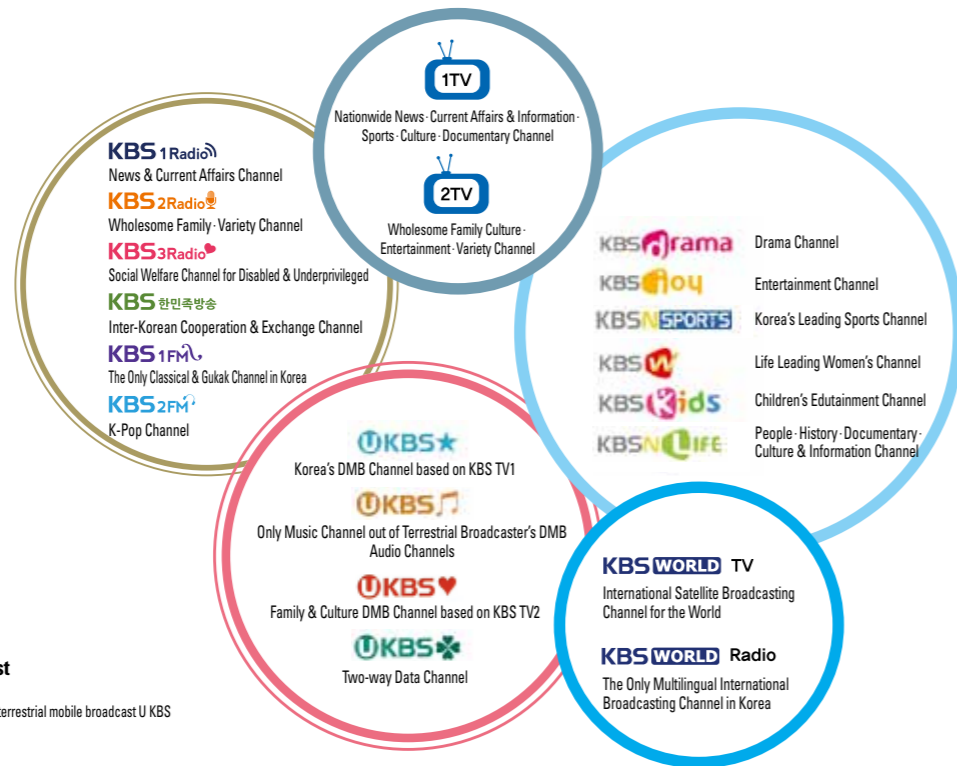
Park Hee-sung
Executive Managing Director, Audience Relations



Kim Dae-hoe
Executive Managing Director, Policy Planning

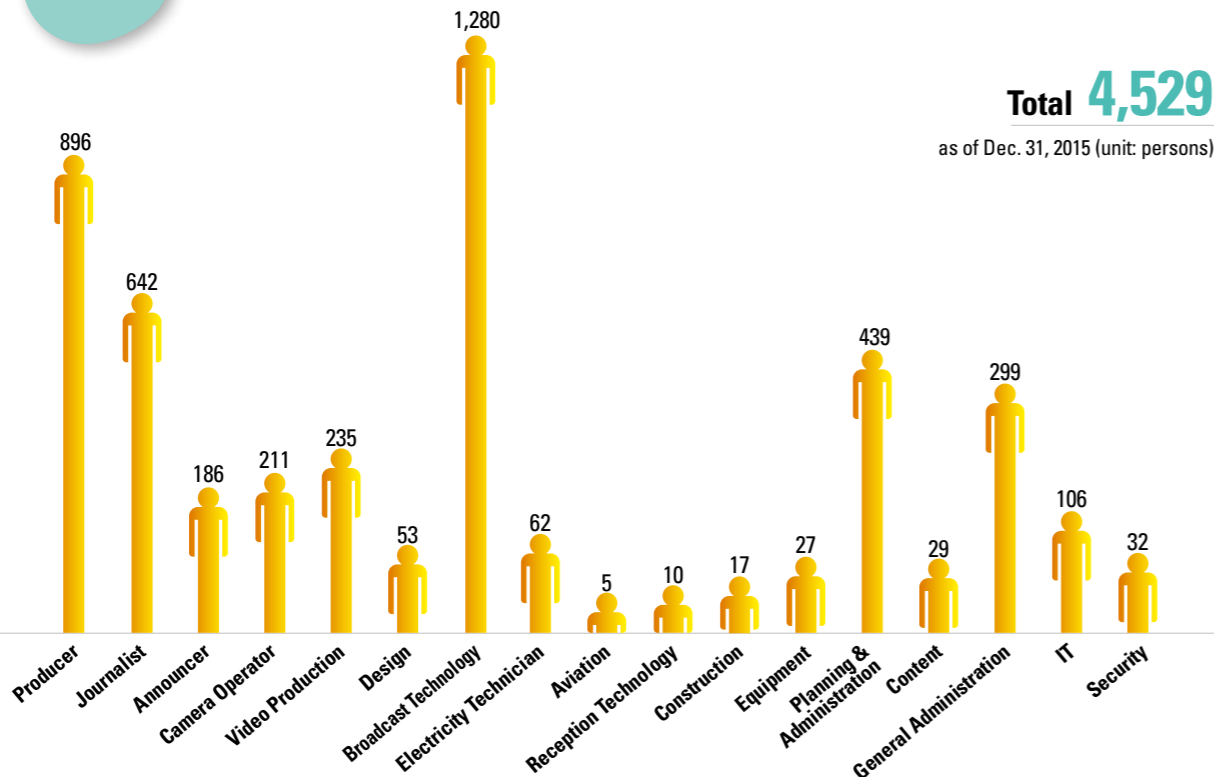
Channels & Personnel

Channels



- Radio
- TV
- Cable TV | KBS N
- International broadcast
- VHF DMB | Digital multimedia terrestrial mobile broadcast U KBS

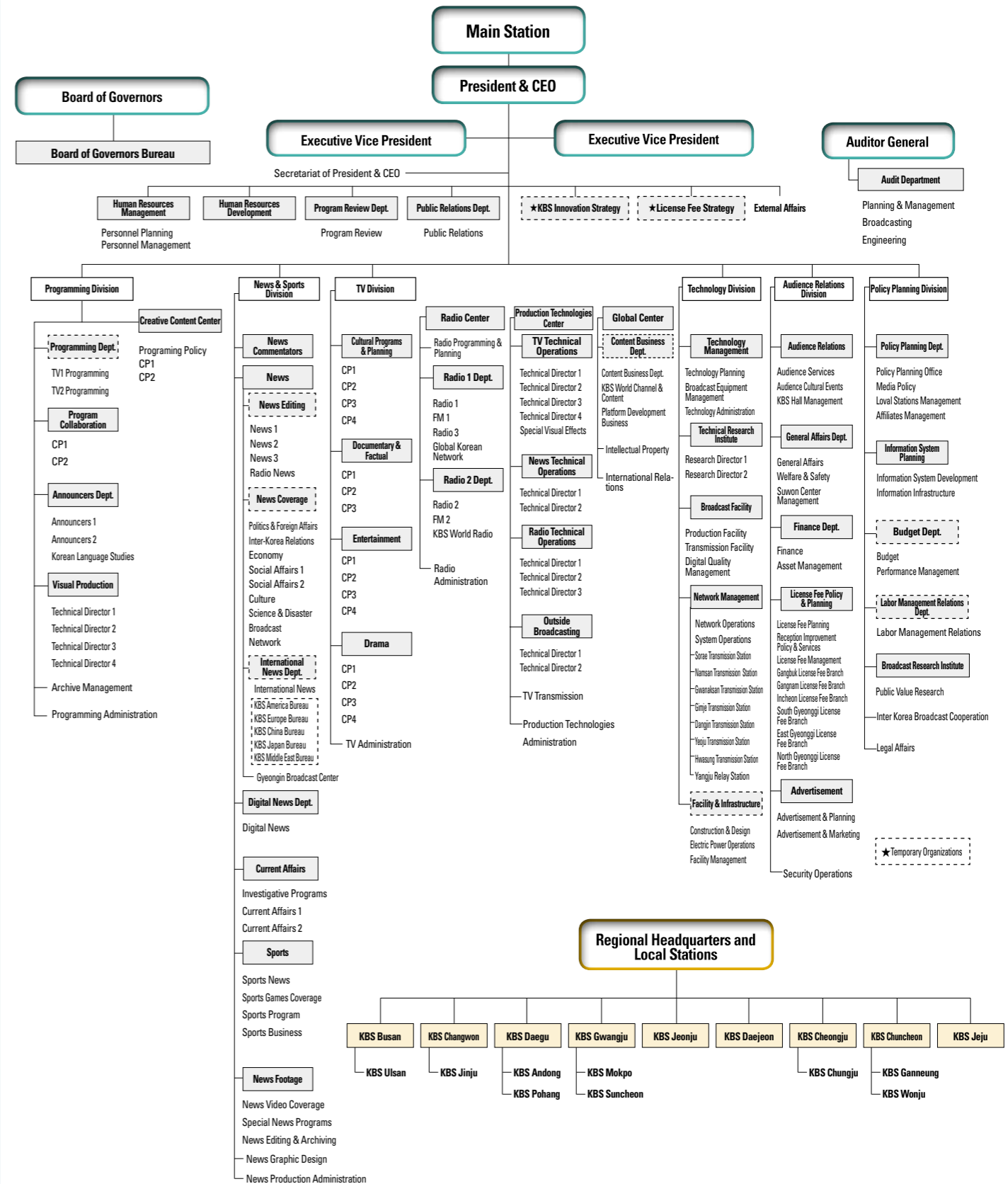
Personnel



* Excludes retirees

Organization Structure

(as of Dec. 31, 2015)



Affiliates

KBS Media

Date of Establishment Sep 1, 1991
Headed by Kwon Oh-Suk
Phone 02-6393-8100
Address KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Main Business Domestic & international sales of broadcasting & transmission rights, performing arts & exhibitions, new media platform development, advertisement & marketing, drama production & investment, education & training etc.



KBS BUSINESS

Date of Establishment Apr 1, 1989
Headed by Kang Sun-kyu
Phone 02-2600-8600
Address KBS Sports World, 376 Gonghangdae-ro, Gangseo-gu, Seoul
Main Business Broadcast facility management, sports, broadcast technology, performing arts and culture, consulting services, broadcast vehicle service, education & training, IT & electricity construction



KBS N

Date of Establishment March 8, 2001
Headed by Choi Chul-ho
Phone 02-787-3333
Address KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Main Business Program provider of KBS Drama, KBS N Sports, KBS Joy, KBS W, KBS Kids and KBS N Life; advertisements, events/performing arts/culture/character business, program co-production, KBS World transmission agency



KBS MEDIATECH

Date of Establishment Sept. 1, 2009
Headed by Lee Joong-wan
Phone 02-6099-7312
Address Unit 303, KBS Research Building 3, Gukhoedaero 62 gil 4, Yeongdeungpo-gu, Seoul
Main Business KBS News image production & news broadcast, special image production, outsourcing



KBS ARTS VISION

Date of Establishment Oct. 1, 1991
Headed by Suh Jae-suk
Phone 02-6099-7799
Address 7F, KBS Annex, 359 Yeouidaebang-ro, Yeongdeungpo-gu, Seoul
Main Business Stage design, costume, CG, set design, makeup, culture & exhibitions, rental business, theme park business



KBS SECURITY

Date of Establishment March 1, 2011
Headed by Shin Yong-hoon
Phone 02-6099-7111
Address 1F, KBS Main Building, 13 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul
Main Business Security on KBS facilities and maintaining public order at event venues



KBS America

Date of Establishment July 15, 2004
Headed by Yu Kon-shik
Phone 213-739-1111
Address 625 S. Kingsley Dr. Los Angeles, CA 90005, USA
Business Supply KBS content and channels in North America



KBS JAPAN

Date of Establishment Oct 19, 2005
Headed by Huh Jin
Phone 03-3568-7792
Address 2F, 5F Akasaka Shuzan Bldg. 5-5-13, Akasaka, Minato-ku, Tokyo, Japan
Business Supply KBS content and channels in Japan



Our History

- 1926 - Established Kyeongseong Broadcasting Corporation
- 1927 - Started the first radio broadcasting in Korea (JODK)



1920
1940



- 1947 - ITU allocated the call sign 'HL' to Korea
- 1948 - Launched the state-run Seoul Central Broadcasting Station

- 1961 - Opened Seoul TV Broadcasting Station, KBS TV



1960
1970



- 1973 - Founded the Korean Broadcasting System, KBS
- 1979 - President Choi Se-gyeong took office
- 1979 - Launched FM broadcasting

- 1980 - Launched 2TV and Radio2
- 1980 - President Lee Won-hong took office
- 1980 - Introduced color TV broadcasting
- 1981 - Launched 3TV and Educational FM broadcasting
- 1981 - Set the license fee for color TV (2,500 won/month for color TV & 800 won/month for black-and-white TV)
- 1983 - Live Special <The Reunion of the Separated Families>
- 1985 - President Park Hyeon-tae took office
- 1985 - Launched multiplex broadcast
- 1986 - President Jeong Gu-ho took office
- 1986 - Host Broadcaster for the Seoul Asian Games
- 1988 - Host Broadcaster for the Seoul Olympic games
- 1988 - President Seo Young-hoon took office



1980
1990



- 1990 - President Seo Gi-won took office
- 1990 - KBS Established the KBS Broadcasting Code
- 1990 - Transferred the control of 3TV and Educational FM to the Ministry of Education
- 1993 - President Hong Du-pyo took office
- 1994 - Improved the license fee collection system and stopped commercial advertising on 1TV
- 1995 - Launched Internet broadcasting
- 1996 - Launched test satellite broadcasting
- 1997 - Held the 34th ABU Seoul General Assembly
- 1998 - President Park Kwon-sang took office

- 2000 - Launched Radio3, Sound of Love
- 2001 - Terrestrial digital TV broadcasting
- 2002 - The official broadcaster of the Korea-Japan World Cup
- 2002 - Host broadcaster for the Busan Asian Games
- 2002 - Launched KBS Korea, KBS Sky Sports and KBS Sky Drama
- 2003 - President Chung Yeon-ju took office
- 2003 - Opened the global satellite station KBS World
- 2003 - Radio1 restarted as a news and current affairs channel
- 2003 - Established the KBS code of ethics
- 2004 - Started the team system for DTV broadcasting in 5 major cities and divided local stations into 9 regional headquarters and 9 local stations
- 2005 - Host Broadcaster for APEC 2005 Korea
- 2005 - Opened terrestrial DMB broadcasting
- 2005 - Conducted TV daytime broadcasting
- 2006 - Conducted MMS test broadcasting
- 2006 - Opened KBS JOY-Conducted test broadcasting on IPTV
- 2007 - Launched nationwide terrestrial DMB broadcasting
- 2007 - Hosted the PBI Seoul Conference
- 2008 - President Lee Byung-soon took office
- 2009 - President Kim In-kyu took office
- 2010 - Opened KBS Gyeong-in Broadcasting Center
- 2010 - Broadcast the G20 Seoul Summit as the host broadcaster



2000
2011

- 2011 - Hosted INPUT Seoul and broadcast the 2011 World Championships in Athletics as the host broadcaster
- 2011 - Broadcast Daegu IAAF World Championships in Athletics
- 2011 - First world tour of Music Bank in Tokyo
- 2011 - Selected for the first time a disabled person
- 2011 - Hosted Korea Festival in New York in commemoration of the 20th anniversary as a UN member
- 2011 - Kim In-gyu, president of KBS, inaugurated as the 13th president of the ABU
- 2011 - 50th anniversary of KBS TV's founding

- 2012 - Host Broadcaster of the Nuclear Security Summit
- 2012 - Opened KBS Kids



2012
2013

- 2013 - Opened KBSN W channel
- 2013 - 40th anniversary of KBS
- 2013 - Won myriad of international awards, including BANFF World Media Festival and Worldfest -Houston International Film Festival
- 2013 - 10th anniversary of KBS World
- 2013 - Proposal to raise license fee approved by the Board of Governors
- 2013 - The 60th anniversary of KBS World Radio

- 2014 - Cho Dae-hyun elected as the president of KBS
- 2014 - <Colors, 4 Desires> Won the Grand Jury Award at the BANFF World Media Festival
- 2014 - Recorded top ratings in Sochi Winter Olympic Games & FIFA World Cup Brazil coverage
- 2014 - Broadcast Pope Francis visit to Korea live across the world for 124 hours
- 2014 - President Cho inaugurated as the 15th president of the ABU
- 2014 - Succeeded in UHD live relay broadcasting
- 2014 - Submitted the license fee adjustment proposal to the National Assembly



2014
2015



- 2015 - President Ko Dae-young takes office
- 2015 - <Weaving the Sound, Pansori> wins top awards at BANFF World Media Festival & Korea Communications Commission Awards
- 2015 - <Special Live Broadcast - Finding Dispersed Families> inscribed on UNESCO Memory of the World Register
- 2015 - <National Grand Chorus - I am Korea> celebrates 70 years of Independence
- 2015 - KBS Mission & Vision Statement Declared

KBS  **Korean Broadcasting System**

13 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul (07235)
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