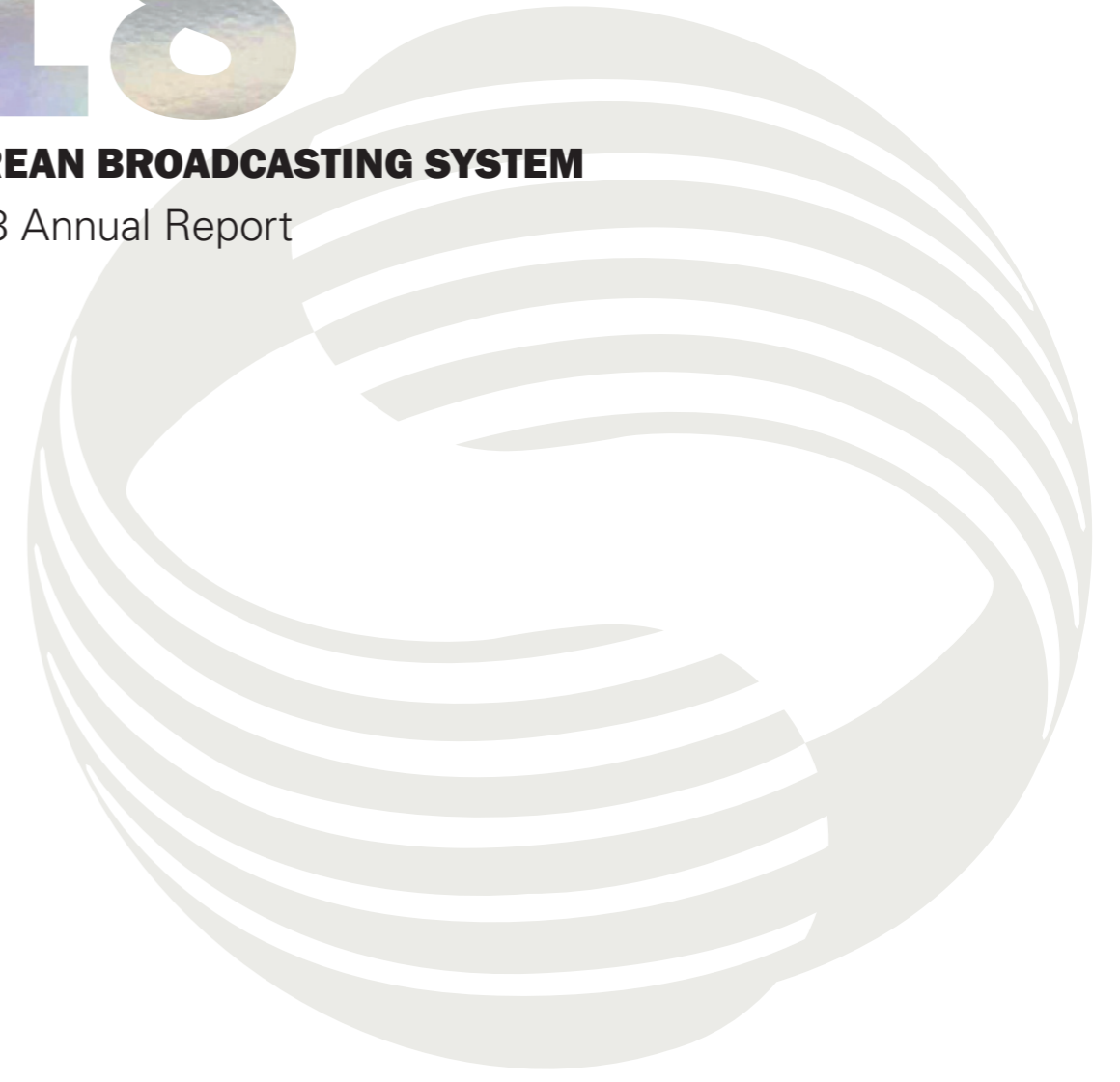


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KOREAN BROADCASTING SYSTEM
2018 Annual Report



KOREAN BROADCASTING SYSTEM

2018 Annual Report

KBS Korean Broadcasting System

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2018 Annual Report

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Message from the President

Greetings to our audience members, who are the owners of our nation's public broadcaster KBS.

I am Yang Sung-dong, the President and CEO of KBS.

In 2018, a long-term strike demanding fair broadcasting came to an end, and 'NEW KBS' was launched with the banner reading "returning KBS to the people".

The point which 'NEW KBS' emphasized the most was regaining the audience's trust through improved news fairness and upgraded program competitiveness. To achieve these goals, preemptive measures were taken to institutionally guarantee reporting and producing autonomy, such as holding votes to confirm appointments of news and current affairs center executive directors, and normalizing the Programming Committee. Also, KBS won praise for the media critique program <Journalism Talk Show J>, which allowed the media to fulfil its main role as a watchdog for power and capital through deep investigation into the problems of Korea's journalism, while the on-site current affairs talk show, <Feast on the Road>, gained favorable reviews by recruiting three female hosts who empathized and strived to listen to the neglected voices of our society.

KBS also began restoring its production base in 2018 as well. Despite financial difficulties, KBS worked hard with the head office to make program production budgets more realistic for regional services. As production conditions recovered, our program competitiveness level soared. As a result, numerous KBS programs won recognition at home and abroad, including the news report series <News 9-'I am a Single Mother in Korea'>, which won the ABU TV News Reporting Award, and <KBS Special - 'Plastic Earth'>, which was designated as the 2018 Program of the Year by the Korea Communications Standards Commission. KBS also drew audience attention with its swift and accurate coverage of the PyeongChang Winter Olympic Games, June 13 Local Elections and June 12 North Korea-US Summit held in Hanoi, which were made possible through thorough preparations. Moreover, as the host broadcaster (HB) of the April 27 inter-Korean summit held at Panmunjum and the 2018 inter-Korean summit in Pyongyang, KBS diligently carried out its responsibilities as the nation's public broadcaster.

In addition, KBS made efforts to create a media ecosystem of coexistence by reforming unfair and discriminatory practices within the organization, improving outsourced production environments and enhancing the treatment of our non-regular workforce. KBS also became the first broadcaster in the country to create a gender equality center, making sure gender equality culture becomes a natural part of not only the organization but also our programs.

KBS also strengthened the role of its Audience Advisory Council and enhanced transparency of its management while KBS Audience Rights Center helped to expand audience participation throughout its operations as a whole.

In 2019, all KBS executives and staff will once again remind ourselves of the value of license fees and that 'KBS belongs to the people of Korea', doing our utmost to gain your trust and love.

Thank you.

Yang Sung-dong
KBS President & CEO



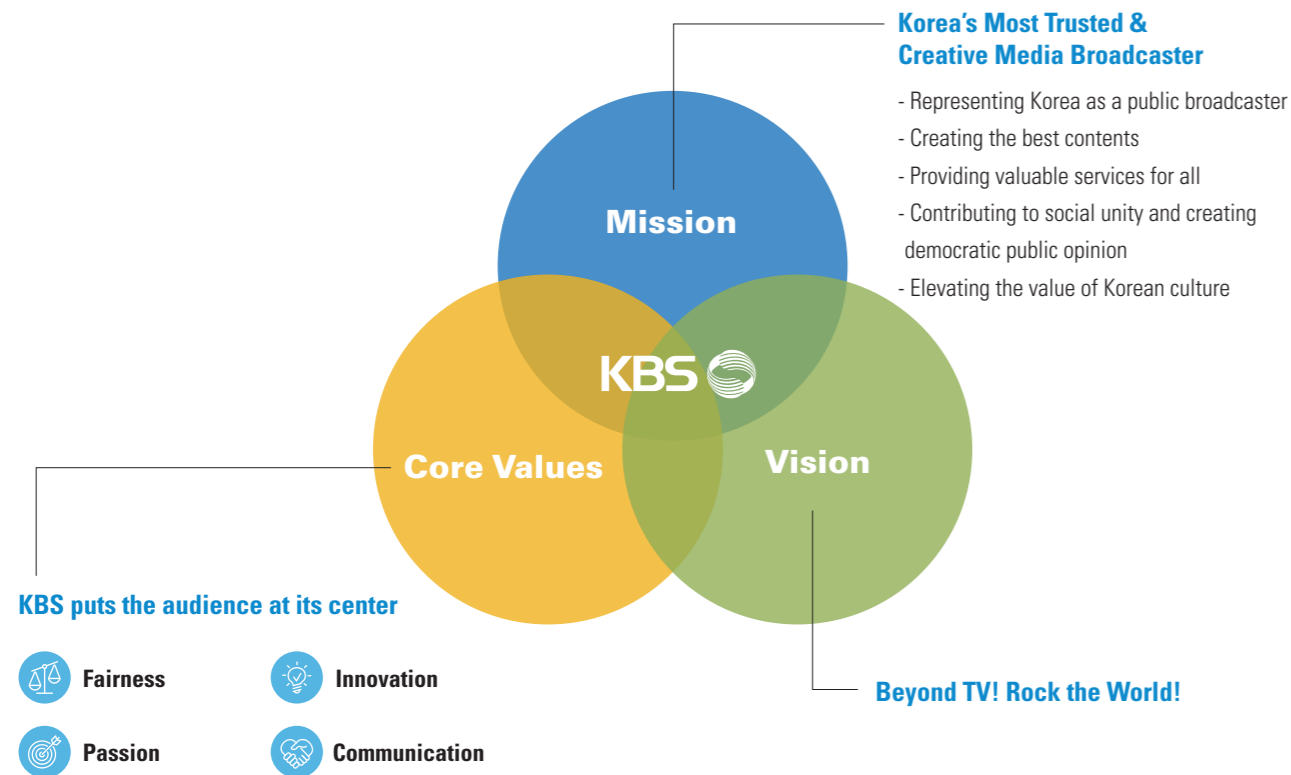
2018 KBS Broadcasting Policy



KBS가 함께합니다
Hope to Inspire, Together with KBS

KBS designated 'Hope to Inspire, Together with KBS' as its broadcasting policy for 2018. In order to fulfill its role as a public broadcaster, KBS listened closely to public opinion, reflected it accurately to overcome conflict and division and brought the nation together as one. Since the April 2018 executive-level reshuffle, KBS continued to strengthen its public service activities and created the best Korean Wave contents to elevate Korea's global status. We have restored public confidence in public broadcasting and regained the title of 'The most trusted and creative media content group'.

KBS Mission & Vision



Channels

TV	KBS1 Key National Channel for News, Current Affairs, Sports, Culture & Documentaries	KBS2 Wholesome Family Content, Culture, Entertainment & Variety				
Radio	KBS 1Radio News & Current Affairs	KBS 2Radio Wholesome Family Entertainment	KBS 3Radio Social Welfare Channel for the Disabled & Underprivileged	KBS 한민족방송 Inter-Korean Cooperation & Exchange	KBS 1FM Korea's Only Channel for Classical Music & Gugak (Traditional Korean Music)	KBS 2FM K-pop Channel
Terrestrial DMB	OKBS★ Korea's Main DMB Channel based on KBS 1TV Contents	OKBS♪ Terrestrial DMB Audio's Only Music Channel	OKBS♥ Family & Culture DMB Channel based on KBS 2TV	OKBS♣ Two-way Data Channel		
Cable TV KBS N	KBS Drama Drama Channel	KBS Joy Entertainment Channel	KBS SPORTS Korea's Leading Sports Channel	KBS W Life Leading Women's Channel	KBS Kids Children's Edutainment Channel	KBSN LIFE People, History, Documentary, Culture & Information Channel
KBS World	KBS WORLD TV International Satellite Broadcasting Channel for the World	KBS WORLD RADIO Korea's Only Multilingual International Broadcasting Channel	KBS WORLD 24 International Broadcasting Channel for Ethnic Koreans Around the World			
Digital Platforms	myK Online video streaming service providing various KBS programs in real time VOD and hot clips	myK Mobile service providing real time on-air, listen & watch again, podcast services for KBS radio	KBS 24 뉴스 Internet-only news channel providing quick news updates 24 hours a day			

Affiliates

KBS Media



Established Sept. 1, 1991
Headed By Woo Chong-taek
Phone 02-6939-8100
Address 5F, KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Main Business Domestic & international broadcasting & transmission rights sales, new media platform development, advertisement & marketing, content production & investment, performing arts & exhibitions, education & training, etc.

KBS BUSINESS



Established April 1, 1989
Headed By Kim Jin-seok
Phone 02-2600-8600
Address KBS Sports World, 376 Gonghangdae-ro, Gangseo-gu, Seoul
Main Business Broadcast facility management, sports, broadcast technology business, performing arts and culture, broadcast vehicle service, education & training, IT, electricity, fire, machine equipment & facilities management

KBS ARTS VISION



Established Oct. 1, 1991
Headed By Park Sang-jae
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



Established March 1, 2011
Headed By Bae Jeong-cheol
Phone 02-6099-7111
Address 1F, KBS Main Building, 13 Yeouigongwon-ro, Yeongdeungpo-gu, Seoul
Main Business KBS facilities security, maintaining public order at event venues, remote education, parking, custodial work and other building management, employee assignment, other securities related work

KBS N



Established March 8, 2001
Headed By Park Jung-mi
Phone 02-787-3333
Address 3F, KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Main Business KBS Drama, KBS N Sports, KBS Joy, KBS W, KBS Kids, KBS N Life, advertising, events/performing arts/ culture/character business, program co-production, KBS World transmission agency

KBS MEDIATECH



Established Sept. 1, 2009
Headed By Shin Gi-ho
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 cast, special effects production, outsourcing

KBS AMERICA



Established July 15, 2004
Headed By Suh Hyun-chul
Phone 213-739-1111
Address 625 S. Kingsley Dr. Los Angeles, CA 90005, USA
Main Business KBS contents & channels provider in North America

KBS JAPAN



Established Oct. 19, 2005
Headed By Yoon Suk-koo
Phone 03-3568-7792
Address 2F, 5F Akasaka Shuzan Bldg. 5-5-13, Akasaka, Minato-ku, Tokyo, Japan
Main Business KBS contents & channels provider in Japan

MONSTER UNION



Established June 9, 2016
Headed By Jung Hae-ryong
Phone 02-303-7600
Address 20F, KBS Media Center, 45 Maebongsan-ro, Mapo-gu, Seoul
Main Business Drama series & variety show production

Peace together for a future together with KBS,
the key Public Service Media of Korea

Korean
Broadcasting
System

2018 Annual Report

**KBS has done its utmost to recover the audience's trust
with fair reports and high quality programs,
and to fulfill its responsibilities as a public broadcaster**

International Award Winning Programs of 2018

New York Festivals World's Best TV & Films

- **Gold World Medal for Documentary in Human Concerns**
<Journey on Foot-'Good-bye, My Girlhood'>
- **Gold World Medal for Documentary in Current Affairs**
<Documentary Chang-'Baby Box, Story of Deserted Infants'>
- **Silver World Medal for Promotion(Open&IDs Station/Image Promotion)**
<Listen to Hearts Campaign-'Korean People Archive'>
- **Silver World Medal for Entertainment Drama Special**
<A Summer Walk>
- **Bronze World Medal for Best Graphic Design**
<2017 Presidential Election, Graphic Design Scheme for Live Election Day and Election Night and related TV Programs>

New York Festivals Radio Awards

- **Bronze Radio Medal for Information, Documentary, Religious Programs**
<Song of the Shaman>

ABU Awards

- **Winner for ABU Perspective TV**
<Journey on Foot-'Homeward'>
- **Winner for ABU TV News Reporting**
<News 9 -'I am a Single Mother in Korea'>
- **Winner for ABU Radio Docudrama**
The 70th year of Jeju 4.3 Special Docudrama Trilogy <Uncle Soon-yi>

WorldFest-Houston International Film Festival

- **Special Jury Award for Documentary**
<Journey on Foot-'Good-bye, My Girlhood'>
- **Special Jury Award for Public Affairs Programs**
<Sewol Ferry Special-'Three Years After the Tragedy'>
- **Special Jury Award for Health & Wellness**
<Mysteries of the Human Body-'The Sleep Report of Korea'>
- **Special Jury Award for News & Documentary Program Videography**
<Affective Science Project-'Rebirth'>
- **Special Jury Award for Information, Cultural or Historical Programming**
<Korean History Records Ep.1-'The Conditions for Humanity'>
- **Platinum Remi for TV Special Drama**
<Love in Gyeongseong>
- **Platinum Remi for Information, Cultural or Historical Program Series**
UHD <Heritage - 'Tomorrow'>
- **Platinum Remi for Cultural or Historical Program Series**
UHD <UNESCO World Heritage Ep. 6-'Walking on Dragon's Palace'>
- **Platinum Remi for Documentary**
<KBS Special - 'Ttaenppo Girls'>
- **Platinum Remi for TV Series Dramatic**
<My Father is Strange>
- **Platinum Remi for TV Special Documentary**
<8.15 Special Documentary - 'War and Women'>
- **Platinum Remi for TV Miniseries(3-12 Episodes)**
<Girl's Generation 1979>

- **Gold Remi for TV Series Dramatic(1-3 shows for all series entries)**
<Good Manager>
- **Gold Remi for Documentary**
<Documentary Chang-'Pyeongchang Winter Olympics Games Special'>

AIBD World TV Awards

- **Winner for Humanity(Immigration/Migration)**
<Song of the Shaman>

Seoul Drama Awards

- **Winner for Excellence Award for Hallyu Dramas**
<Fight for My Ways>

Asian TV Awards

- **Winner for Best Documentary Program(One-Off/Special)**
<Street New-Yorker>

Guangzhou International Film Festival

- **Winner for Best Documentary Short Director**
<Journey on Foot-'Homeward'>

2018 Domestic Awards

Korea Communications Commission Awards

- **Grand Prize**
2017 KBS Documentary <Journey on Foot>
- **Award of Excellence in Hallyu**
<Fight for My Way>

45th Korea Broadcast Awards(Korean Broadcasters Association)

- **Best Living Information Radio Program**
<Lee Ji-yeon's Good Life>
- **Best Radio Documentary**
Documentary on the 100th anniversary of Yoon Dong-ju's birth <100 Years of a Poet, Celebrating Yoon Dong-ju>
- **Best TV Documentary**
2017 KBS Documentary <Journey on Foot>
- **Best Drama Series**
<Fight for My Way>

2018 Korea Contents Awards

- **Prime Minister's Award for Broadcasting Industry Development**
2017 KBS Documentary <Journey on Foot>

20th Gender Equality in Media Awards

- **Top Excellence Award for Broadcasting**
<News 9 - 'There is No Law'>
- **Top Excellence Award for Broadcasting**
Liberation Day Special Documentary <The Song of Independence, The Women were There>
- **Excellence Award for Broadcasting**
<Feast on the Road - 'Episode 1: The Women were Brave, Episode 2: Nevertheless, Let's Meet'>
- **Excellence Award for Broadcasting**
<Witch at Court>

28th Korea Catholic Mass Media Awards

- **Grand Prize**
2017 KBS Documentary <Journey on Foot>

30th Korea Producers Award

- **Best TV Drama Series**
<Fight for My Way>, <Good Manager>
- **Best Radio Music & Entertainment Program**
<All the Music of the World>
- **Best Radio Special Program**
80th Anniversary of Ethnic Koreans' Settlement in Kazakhstan Special <Winds of Time, Still Wandering>

54th Baeksang Arts Awards

- **Best Cultural Program**
KBS Special <Ttaenppo Girls>

21st Amnesty International Press Awards

- Deagu Special <Facing Memories>

Foundation for Broadcast Culture Awards for Local Programs

- **Bronze**
The 70th year of Jeju 4.3 Special Docudrama Trilogy <Uncle Soon-yi>
- **Bronze**
KBS Daejeon Election Special <Slow News>

10th Korean Christian Media Awards

- **Grand Prize**
<KBS Special-'Plastic Earth'>
- **Top Excellence Award for Sharing and Donating**
Special Documentary <Beautiful Cultural Heritage of Wonju, the Co-operative City>

26th Korean Buddhist Media Awards

- **Grand Prize**
UHD Buddha's Birthday Special <Wonhyo, Looking Back>
- **Top Excellence Award for Broadcasting:**
<Docu Gonggam-'Stepping Back, Entering Prose'>

2018 Program of the Year

Designated by the Korea Communications Standards Commission

- <KBS Special-'Plastic Earth'>

Programs of the Month

Designated by the Korea Communications Standards Commission

JAN

- 2018 KBS World Radio New Year's Special <Welcome to Seongdaegol Energy Village>
- <Joseon Beauty Pageant>

FEB

- 2018 Pyeongchang Winter Olympics Special <Hockey Dreams, For the Miraculous 1st Victory>

MAR

- Finding History 700th Episode Special <The Story of History We Found>
- UHD International Women's Day Special <A Mother's Land>

APR

- <KBS Special-'Moms of Sewol Ferry Victims, Living and Dying by Neighbors'>

JUL

- <KBS Special-'Plastic Earth'>
- <Concert Nabilera> Season 3

AUG

- <KBS Special-'Oops, We Forgot Your Order'>
- <Livestock Revolution, the Choice for the Future>

SEP

- Chuseok Special <After the Rain>
- Chuseok Special <Guryongpo Becomes a Poem>
- Jeju Dialect Miniseries <Mom's Ocean>

OCT

- <'I Don't Wanna Go to Work'>

NOV

- Daegu Special <Facing Memories>

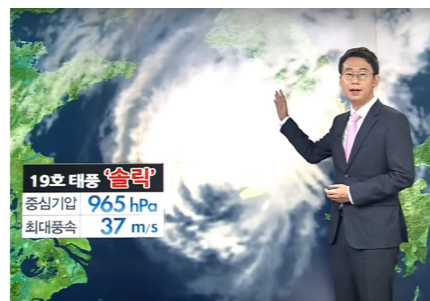
DEC

- <Oh Tae-hoon's News Show-'Your Christmas'>



News & Sports

KBS News was able to reclaim the top rank in viewer ratings in 2018 amidst growing restoration of the audience's trust. KBS News was completely reformed and new reporting programs were presented in efforts to recover fairness and credibility. KBS also strived to fulfill its role as a public broadcaster by producing highly sophisticated programs covering various national events.



Increased Credibility and Influence

Audience's trust in KBS News gradually began to show signs of recovery following 'Choi Soon-sil Gate'. According to a survey on media credibility conducted by the Journalists Association of Korea, KBS' credibility inched up from 3rd place in 2017 to 2nd place in 2018. In 2016 and 2017, KBS had failed to rank at the Media & Future Institute's <Media Awards>, which is announced in consultation with the members of the Korean Society for Journalism & Communication Studies. However, in 2018, KBS was ranked 2nd in terms of credibility, and 4th for fairness. Although viewer ratings of the flagship news programs at most major broadcasters saw a steady decline, <News 9> recorded a yearly average of 12.0% in viewer ratings in the Seoul Metropolitan area (according to Nielson Company Korea). Thereby, it continued to hold its overwhelming advantage over other broadcasters such as SBS(6.6%), JTBC(5.6%) and MBC(4.0%).

News Reform and Improved In-depth Coverage

The Integrated News Room upgraded the quality of KBS News by remodeling the aged news studio, lights and graphic tools. In addition to hardware upgrades, news programs were assigned new directions, such as 'integrated news delivered an hour earlier' for <News 7> and 'high-quality in-depth news' for <News 9>, with new anchors, title and music. As the flagship newscast of the country, <News 9>'s in-depth coverage was strengthened by the studio appearance of issue-makers, as well as by the introduction of new segments such as the interview segment 'News Zoom-In' and 'Fact Check'. Also, on-site breaking news coverage capabilities were further upgraded by using Mobile News Gathering(MNG) technology.

Return of Media Critique Program with a New Format

The new KBS executives appointed as of April 2018 brought back the media critique program that was abolished 2 years ago, as the starting point of the recovery as the nation's premier public broadcaster. <Journalism Talk Show J> is a talk show with a new format, praised by the audience for balancing information and entertainment. Various digital contents such as <J Live> are distributed online, making it one of the most frequently watched current affairs programs among the younger audience online. <Journalism Talk Show J> fulfilled its duty to the public by reviewing the role of journalism, including KBS reports, and established its position as a representative media critique program by receiving various awards, including one by the Citizens' Coalition for 'Democratic Media in October 2018'.

Public Broadcaster Status Strengthened Via Special News Coverages

KBS dedicated all of its reporting skills to produce large-scale special news programs covering major events that influenced the fate of the Korean Peninsula, such as three Inter-Korean Summits and a North Korea-US summit. As the host broadcaster of the first Inter-

Korean Summit, KBS was able to broadcast the entire summit process in depth from the moment the heads of the two Koreas met, boasting its status as Korea's public broadcaster around the world. Also, as these issues were at the center of the entire country's attention, KBS broadcast the first Inter-Korean Summit live for 20 hours and 30 minutes, and the North Korea-US Summit for 19 hours, both consecutively, contributing to the viewers' right to know.

Fair and Outstanding <Coverage of the June 13 Local Elections>

KBS's strength in its coverage of national events was confirmed once again during the June 13 Local Elections. KBS recorded the highest viewer rating for election night coverage among all broadcasters at 7.5%, significantly higher than 5.3% logged by MBC, 4.4% for SBS, and 3.3% for JTBC. KBS also beat other broadcasters online with its introduction of a digital platform distribution strategy. KBS' live election night coverage provided via Kakao Channel recorded 7,540,000 views, which was much higher than JTBC's 600,000 and SBS's 590,000 views. KBS was also the only broadcaster to invite the Seoul Mayor, Gyeonggi Governor and Incheon Mayor candidates to hold a debate. The high ratings and the highly topical nature of the debate drew much attention, and KBS made over 1.3 billion won via election coverage programs, including candidates' speeches.

Increased Impact at Large-Scale Sporting Events

During the FIFA World Cup held in Russia, KBS broadcast live 51 out of 64 matches, 44 of which were produced in UHD(Ultra High Definition) to provide a high-quality relay broadcast. Three broadcasting networks competed for higher ratings with the top commentators, and KBS 2TV ranked first in terms of average household viewer rating. In particular, KBS logged the highest ratings for 2 of the 3 matches fought by the

National Korean Team, becoming the top World Cup broadcaster in the country. During the Jakarta and Palembang 2018 Asian Games, KBS secured the viewers' right to choose by broadcasting popular sports events such as soccer and baseball, as well as less popular events such as archery, wrestling and gymnastics. Also, at the Asian Games, KBS broadcast live the simultaneous entrance of the national teams of the two Koreas, as well as the unified Korean female basketball team's matches. KBS also utilized the MNG system to cover rowing, for which no international signal was provided, and was the first broadcaster to deliver the news of the unified Korean rowing team's gold medal win. During the 2018 Pyeongchang Olympics, KBS 1TV and 2TV together broadcast a total of 17,000 minutes of live and highlight coverage, which is 60% more than other stations. KBS was also able to significantly narrow the gap in viewer ratings with SBS, the powerhouse of winter sports coverage.

Marathon Disaster Coverage with Audience Participation

As the nation's primary disaster broadcaster, KBS offered live coverage of Typhoon Soulik's movements through the Korean Peninsula for 32 consecutive hours. Reporting started from 5AM August 23, 2018 when the typhoon reached Jeju Island until 1PM the following day, when it left the peninsula by way of the East Coast. News about the typhoon was delivered swiftly, recording the highest viewer ratings for disaster coverage. The typhoon's movements were shown in real time using some 4,000 closed-caption cameras across the nation linked to the KBS Disaster Broadcasting Centre, while news vans and MNG systems were mobilized to promptly report the damages seen across the country, as well as the course taken by the typhoon. The newly introduced 'Scan Converter System' broadcasted the videos sent in by the viewers via social network, winning praise as the new model for disaster coverage.



Culture Programs & Documentaries

In light of the rapidly changing political situation on the Korean Peninsula in 2018, KBS produced related programs to publicize decreased inter-Korean tensions and the movement toward denuclearization and peace. KBS also impressed viewers with high-quality content as well as programs introducing new formats, as it pushed to realize social innovation and the spirit of the times.

Working Toward Community Values for the Future of Korean Society

The public's call for a fair and just society was fiercer than ever in 2018. Reflecting this, KBS strived to overcome deep-rooted corrupt practices and evils through various programs. Korean society's future directions were discussed and solutions were brought forth in <In-depth 60 Minutes> episodes 'History of Gapjil(Playing Gap)', 'Korea Recruitment Irregularity Report', <KBS Special> episodes 'Are Apartments Really Failproof?', 'Women Shout Out in the Streets' and <Good Insight> episodes 'A New Imagination Toward Coexistence, Basic Income', 'Me Too Movement, Questions For Sexist Korea' and 'Community at Risk, Recover the Public Trust'.

Focus on Korean Peace Process

As relations between South and North Korea showed signs of improvement, KBS sought to provide a venue to discuss ways to help secure peace and stability on the Korean Peninsula through denuclearization. <KBS Special> inspired public interest in the two Koreas' coprosperity via the Korean Peace Process with episodes such as 'A Peacemaker of the Korean Peninsula', 'Meeting of the Century, The Gate to Peace Opens' and 'The First Step Toward Peace, North Korea-US Summit'. In addition, the UHD Special Documentary <Why We Sing> sang of reunification in front of the Berlin Wall. It also showcased Syrian refugees to remember the meaning of peace. The special documentary <Where We Were Born> showed the realities of young North Korean defectors adjusting to life in South Korean society, bringing to light the issues of prejudice against North Korean defectors that still exist today.

Discussions on Societal Issues

Fulfilling the role of journalism to bring about social integration, KBS sought to help society overcome conflicts and rifts, and to help cultivate the culture of communication, understanding and tolerance. Discussion <Show Citizens' Assembly> featured citizens having in-depth discussions on contentious issues to conclude on a public opinion. Issues regarding juvenile crimes and abortion were discussed by experts, National Assembly members as well as citizen assembly members in order to seek solutions together. Current affairs program <Feast on the Road> introduced a new approach to deal with societal issues by going on site to have conversations to promote empathy. KBS contributed to social integration by striking up conversations about issues such as laid off KTX attendants, establishment of special schools for students with disabilities, and students' hairstyle restrictions. <Tonight, Kim Je-dong> broke away from the serious and stern current affairs shows of the past, to discuss current issues in an easy and fun way. The new and unique format of the show, which included audience participation, received positive reviews from the audience.

High Quality Documentaries Leave Impressions

Viewers were moved by documentaries such as <Street New-Yorker>, which shed light on the lives of Korean homeless people in New York, and <Oops, We Forgot Your Order>, which focused on a restaurant run by mild dementia patients. Various documentary series on civilizations, nature, environment and humans such as <Plastic Earth>, <Humans and Wetlands>, <Rising India>, <Eurasia>, <The Secret of Little Tern> and <Wonhyo, Looking Back> were both visually stunning and thought-provoking.

Responding to Different Generations' Interests

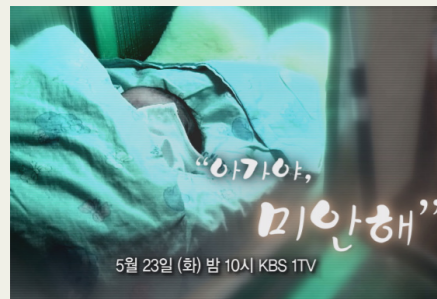
In order to respond to individualized viewing patterns, KBS broke down its target viewers and quickly assessed each groups' interests. Viewers in their 30s and 40s showed much interest in <My Second Village> which introduced month-long trips with children to foreign cities, while those in their 50s and 60s praised <Hello Sisters>, which featured an elder couple's experiences at an overseas farmstay program. As computer coding is now considered a must-have skill for the future generation, KBS produced <ㄱㄷㄹ Coding TV> with children viewers in mind with YouTube creators 'Yangdding' and 'Hey Jini' as MCs. The program was a huge hit, recording over 15 million views on YouTube. In particular, the newly revamped reboot <2018 Love on the Air> surpassed 10% in viewers' ratings, becoming a new weekday evening program that is popular among people of all ages.

Addressing New Social Agendas Such as Gender, Disaster and Refugees

In efforts to fulfill its role as the nation's public broadcaster, KBS uncovered and created programs on newly emerging social issues. <TV Kindergarten> addressed the issue of 'gender sensitivity' and tried to help children viewers understand gender equality by showing a female YouTuber try out jobs typically associated with men such as those of policemen and firemen, and showing dads leading housework and caring for children. <Wiki Auto-study Desk> presented a segment on how to respond to various disasters such as earthquakes, fires or floods, helping young children learn what to do in case of such disasters. <My Neighbor, Charles> went beyond introducing the lives of expatriates, and featured a project in which a former cast member helps out new expats as a mentor, suggesting a new model for an expat community. <6 O'clock My Hometown> shed light on limited health services in the rural areas with the project 'My Hometown Doctor' as KBS continued to shine light on social issues that are easily forgotten.

Developing Creative and Experimental New Programs

KBS also poured much effort into developing creative and experimental new genres. A documentary and drama merged into one, <I Don't Wanna Go to Work> is a mockumentary highlighting workplace conflicts and power trips in a whole new way. <Jam Live Quiz Room> is a real-time viewer participatory quiz show based on a mobile application. KBS did its best to develop diverse and experimental programs, creating such multi-platform contents and forming cross-media strategies.



Entertainment & Variety

In 2018, KBS focused its investments on the development of new programs and presented new shows with diverse formats and content.

In addition, KBS maintained competitive edge by innovating our existing programs amidst the cutthroat media market and thereby served our viewers with high quality programming.



Developing New Entertainment Programs

A total of 18 new programs were launched in 2018, including <1% Friendship>, <One Night Sleepover Trip>, <Hyena on the Keyboard>, <Small Town Cinema> and <Where On Earth?> in the first half of the year. <Dancing High>, <Mom & Mackerel>, <To. Jenny>, <Grandma's Restaurant in Samcheong-dong>, <Twilight Delight>, <Table Talk> and <Secrets of Wildlife> in the second half of the year boldly searched for new and innovative formats. <Table Talk> was produced as a 12-part series that attempted to put together a traditional single guest talk show with the observational variety genre, resulting in a casual conversation format. Guests included Dr. John Linton, Dr. Lee Guk-jong, Song Hae, and IU among others. The high-quality content was lauded by the viewers for its depth, leading to the production of a second season. <Secrets of Wildlife> is a nature documentary turned variety show, featuring superstars such as Lee Ha-nui and Moon Geun-young. The program was praised for expanding the horizons for variety shows as a whole, which had been limited to observational, food-related or music-related formats.

Also in 2018, active attempts were made to diversify genres by combining music and variety and music and drama. At the beginning of the year, KBS became the first to write music contents and distribute them in the market within a TV program through <Hyena on the Keyboard>. As a result, a significant feat was made when the production fees were recovered through the music content sales. In July, <To. Jenny> pioneered the music drama genre, combining music and drama, and became a big hit both on and offline.

Maintaining Competitiveness for Key Existing Programs

Market competition became fiercer in 2018 with TV and cable channels' increased production of new variety programs. <2 Days & 1 Night> kept its 10-year-long position at the top of viewer ratings despite the highly competitive Sunday evening time slot. In particular, the 'Panmunjom Special' reflecting the peaceful mood on the Korean Peninsula, as well as the 'Foreign Viewers' Tour Special' which invited 18 foreign participants received rave reviews both at home and abroad. The show was also awarded a Presidential Honor for promoting domestic tourism. <The Return of Superman> marked its 5th anniversary and kept its top rank in its ratings time slot. It succeeded in breathing in new life and added cast

members such as 'Naeun' and 'Gunhoo'. The program was also awarded by the Ministry of Gender Equality and Family for its contributions amidst the nation's struggles with low birthrate and aging society. <Mr. House Husband> was one of the biggest success cases of 2018, as it maintained a high audience rating of 7-8% despite airing at 9PM on Wednesday when HUT(Households Using Television) is typically low. In addition, long-running variety programs such as <Immortal Song 2>, <Hello Counselor> and <Happy Together> kept their competitive edges by constantly developing new items.

2018 was the most cutthroat year for <Gag Concert> amidst competition with large-scale dramas and variety shows on regular and cable TV, as well as on mobile video including YouTube. It is the only open studio comedy program on terrestrial TV void of any criticism of violence, hate or provocativeness despite increasing sensitivity toward social issues such as gender sensitivity, age, class and race. New comedians were selected for the first time in 2 years, and some 40 new corners were developed together by old and new comedians, which continued to upgrade the program's competitive edge.

Developing Contents That Satisfy Viewers of Diverse Groups

KBS Entertainment & Variety has been devoted to creating programs that satisfy viewers of diverse age groups and social strata while carrying out the responsibilities of social integration. The Chuseok pilot <Mom & Mackerel> is a mixture of a cooking show and mukbang, as well as family observation. It was praised for the mom's humorous chats and unpredictable turn of events, recording 4.1% in viewer ratings. As the channel's audience's average age is increasing rapidly, <Dancing High> targeted teen viewers, and managed to record over 30 million views on online platforms with only 8 episodes. <Twilight Delight> focused on the lives of the silver generation, as Korea is now an aged society, in efforts to live up to KBS's identity as the nation's public broadcaster. In addition, KBS fulfilled its public service responsibilities by promoting viewer participation and national unity through programs such as <Golden Olides>, <Korea Sings> and <Open Concert>.



Drama Series

From miniseries to weekend dramas, daily dramas, drama shorts, special dramas, and a diverse lineup that only public broadcaster could accomplish, KBS was able to reach both of its goals – publicity and popularity. The achievements were all the more meaningful at a time when competition is fiercer than ever due to rapid growth of cable and general programming TV broadcasters, as well as shortened workhours.



Popular Well made Products – Miniseries

In 2018, KBS Miniseries satisfied viewer appetites with more diverse genres than ever. Traditional romantic dramas <Radio Romance>, <Matrimonial Chaos> and <Your House Helper> stimulated the viewers' emotions, while <Are You Human?>, <Black Knight>, <The Miracle We Met> and <Feel Good to Die> provided an experience of traveling between imagination and reality. Thrilling horror dramas such as <Lovely Horribly> and <The Ghost Detective> grabbed attention, while dramas with new, unexplored motifs such as <Suits>, <Queen of Mystery 2> and <Ttaenppo Girls> were both fun and moving. 2018's KBS Miniseries received praise for both popularity and quality.

The Cradle of KBS Dramas – Drama Shorts and Special Dramas

<Drama Special> is known as the birthplace of new producers and writers. A total of 10 pieces including script competition winners were presented to target viewers who have grown weary of long-running feature dramas, and were beloved for their unique and serious topics. In particular, <After the Rain> was well-received by the audience thanks to the humorous and moving contents that fit the holiday mood.

Guaranteed Hits – Weekend Series

KBS weekend series continued to dominate the scene. Following the successes of <My Golden Life> and <Marry Me Now?>, both of which recorded viewer ratings of over 40%, ratings of <My Only One> almost reached 50%. KBS weekend dramas communicated with viewers of all generations and presented them with fun and touching contents by continuing to value the importance of traditions, while at the same time quickly responding to new social values.

Steady Daily Series

1TV daily evening series <Love Returns>, <Sunny Again Tomorrow> and <It's My Life> were beloved by viewers for showing the lives of everyday Joes of our times. 2TV daily evening series <The Secret of My Love>, <Mysterious Personal Shopper> and <Love To The End> depicted the stories of a young man and woman who dream of success and love in a modern setting. TV Novel <Blossom Dalsoon> and <Through the Waves>, as well as the modernized morning drama <Lady Chadalrae's Lover> accompanied the viewers on their regular daily routines and received constant love.

KBS 2TV 수목드라마
추리의 여왕 2
시즌 2



Radio

KBS Radio produced high-quality cultural programs and fun and informative entertainment programs to promote social integration and contribute to the public's happiness. It worked hard to fulfill its public responsibility by providing broadcast services for social minorities, overseas Koreans and our neighbors to the North. Notably, it produced special programs and in-depth programs for each major national event, such as the 2018 PyeongChang Winter Olympics, the 2018 Pyeongchang Winter Paralympics, Inter-Korean Summit, Korea-US Summit, North Korea-US Summit and the 6.13 local elections among others. Efforts were also made to diversify the platforms with which people can view and listen to the programs, such as utilizing Facebook Live and producing YouTube contents.

Radio1 – Korea's Main Radio Channel

As Korea's public service broadcaster, Radio 1 restored its function of setting the national agenda by strengthening its current affairs programs. It also fulfilled its responsibilities as the nation's primary disaster broadcaster by creating emergency programs when disasters struck. New programs such as <Kim Kyung-rae's Top Current Affairs>, <Success Projection Kim Bang-hee>, <Oh Tae-hoon's Current Events Headquarters>, <Jeong Kwan-yong's Now This Person>, <Kim Yong-min Live> and <KBS Open Discussion> were launched through a general overhaul, strengthening the channel's identity as a current affairs channel. Famous and influential hosts were recruited to boost competitiveness. Programs on national events and preparations for a unified Korea were produced including <4.27 Inter-Korean Summit Special – Peace and Future Together>, <6.12 North Korea-US Summit Special>, <6.13 Local Elections Ballot Counting - 2018 Korea' Choice! Our Future>, and <18th Asian Games Special Broadcast - Energy of Asia>. A year-end special entitled <Your Christmas> was produced to shed light on the socially disadvantaged.

Radio2(Happy FM) – Radio with Music

Focusing on popular music for the middle-aged generation, Radio2 Happy FM produced various programs to provide good music. Highly qualified announcers were recruited in the first half of the year for programs such as <Cho Chunghyun's Lucky Seven>, <Lee Gak-kyeong's Happy Time 4'o clock>, <Lee Sang-ho's Dream Pop>. In the latter half, musician-turned radio DJs took the helms of music programs such as <Cho Kyu-chan's Everyday With You>, <Im Baek-chun's Golden Pops>, <Yangpa's Music Garden>, and <Lee Sae-joon's An Afternoon Like Today's>.

FM1(Classic FM) – Korea's Only Classical Music Radio Channel

As Korea's only classical music channel, FM1 took the lead in propagating classical and Korean Traditional music. Various programs with both mass appeal and expertise such as <Kim Mi-sook's Home Music>, <Saeng Saeng Classic> and <Excellent Performances Excellent Records> added substance, while <KBS Music Hall> corners 'Salon de Piano' and 'Monthly Opera' were broadcast real time via social networks in order to improve service for the listeners. FM1 also hosted various concerts in front of live audiences such as <The 152nd FM Concert Hall—the 100th anniversary of Debussy's Death> and <The 71st FM Gugak Stage-Gagok, the New Imagination>, while the education program <Classic FM Summer Music School – Fun Music, Cool Music> was produced to help expand the base of classical music. FM1 also strengthened its status as the classical music channel and contributed to



Korea's performance culture by conducting on-site reports at world music festivals such as <The 39th EBU Folk Festival> and <Attending the 2018 Busoni Festival>.

FM2(Cool FM) – Entertaining Pop Music Radio Channel

FM2 strengthened its identity as a youthful and fun entertainment and music channel in 2018. A new lineup of hosts brought entertainment and music together in <Cho Seung-yeon's Good Morning Pops>, <Moon Hee-jun's Music Show>, <Kim Seung-woo, Jang Hang-jun's Mister Radio>, <AKMU Suhyun's Turn Up the Volume>, and <Kwak Jin-eon's Kiss the Radio>. FM2 also produced YouTube content such as <Hipster Emergency Measure Committee>, <Good Morning Pops' 30th Anniversary Special Public Show-'Culture Your English'> and the Hangeul Day special <Musical Screening Humanity – King Sejong the Great>.

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

Radio3 fulfilled KBS's public responsibilities by providing various contents for socially disadvantaged citizens and the disabled in Korea. By reporting the dramatic success stories of the Paralympians during the 2018 PyeongChang Paralympics on site, it provided a chance for the people to feel passion and pride. Radio3 contributed to improving disability awareness through <The Disability Awareness Campaign>, as well as the National Disabled Persons Day special program <Korea 1st Period - Save Our Star> and contributed to social integration by introducing the

new program <Empathy Korea, We Are Korean> to help the growing number of multicultural families in Korea settle in and understand Korean society with greater ease. Large-scale programs such as <Hyo Concert>, <Together Concert>, <Five Senses Concert> and <Talk Concert – Understanding Disabilities> were produced to promote interest and participation for socially disadvantaged people including the disabled.

Global Korean Network – North Korea & Ethnic Korean Network Channel

The Global Korean Network strengthened its identity as the expert channel on North Korea by actively reflecting the mood of inter-Korean reconciliation and cooperation that began with the April 27 Panmunjom Declaration. Programs that restore Koreans' homogeneity and prepare for the unification and prosperity of Korean Peninsula such as <The Blue Bird Family>, <Cultural Empathy>, <Reunification Centenarian>, <The Story of Separated Families> and <To Economy To Reunification> were either newly produced or expanded. Also, key programs such as <Reunification Observatory>, <Today and Tomorrow> and <Reunification Train> were scheduled late at night, which is the best time for listeners in North Korea who find these shows as windows of information that look into the world, the Korean Peninsula and even inside North Korea itself. Meanwhile, the well-received <2018 Ussuriysk Korean Big Festival> and <The 20th Writing Contest on Northern Ethnic Koreans Experiences> provided pride to Koreans abroad.

당신의 모닝파트너 박은영의 FM대행진



Local Networks

Public broadcaster KBS produced high-quality, local-based programs and contributed to local cultural development through numerous projects in 2018.

[KBS Busan]

The 24-part report <Centum 2 District, Is the Development Just?> was an in-depth look made in an effort to share diverse local social values. It created a sensation in the local community with its surveillance and investigation into unilateral development projects. In addition, by producing Korea's first marine VR documentary <Come Flooding To Me Like Water> and being invited to the Busan International Film Festival, KBS Busan promoted the excellence of local cultural contents and provided a fresh visual attraction. Also, reflecting the heightened social interest on new energy policies, <The Choice for the Future, New Renewable Energy> was specially produced to prep for the new energy era. In response to the high interest in disasters, <2018 New Year Debate – 'Earthquake, There Are No Safety Zones'> provided an in-depth analysis of the earthquake and disaster-readiness status of the Busan and Ulsan regions while assessing appropriate measures.

[KBS Changwon]

KBS Changwon received praise from viewers in the South Gyeongsang region by producing and broadcasting community-based programs. These include the reporting variety program that turns mundane everyday routines into special events, <All Sorts of Reports> and <Observers> which provides an in-depth analysis into the current affairs issues of the South Gyeongsang region. <Debate Gyeongnam>, a traditional debate program for the region was newly introduced, as was a guest corner on <News 9>, while <News Plaza> was expanded to 15 minutes to shed light on the South Gyeongsang region's key issues from the viewers' perspective.

[KBS Daegu]

<Facing Memories> recreated the history of forgotten revolutions in Daegu and North Gyeongsang Province and received numerous accolades both in and outside of the company, including the 2018 Amnesty International Press Award, the Good Program of the Month Award and the Excellent Program Award. Special report <Recycled Architecture, Rebirth of an Old City> presented a sustainability from an architectural point of view. Also, marking the one-year anniversary of the earthquake in Pohang, <Pohang Earthquake Anniversary Special – 'Can I Go Home?'> inspected the disaster response system. KBS fulfilled its role as the nation's primary disaster broadcaster by broadcasting the program nationwide. Music program <Concert Culture Storage> presented diverse genres from pop music to classical music, while providing a space for the local citizens to mingle.

[KBS Gwangju]

Celebrating the 1,000th year since the founding of Jeolla Province, KBS Gwangju highlighted the unfathomably deep traditions and cultures of the southern region, or Namdo, through special programs such as the station founding special <The Light of a Thousand Years, the Promise of a Thousand Years>, special documentary <The Story of Jeollado>, yearly special <Namdo Special> and 'Go' game documentary <National Master>. The <June 13 Project – Coexistence> rekindled the voters' interest in political participation and elections, prior to the June 13 local elections. The program was ranked No.1 in the assessments of local TV programs.

[KBS Jeonju]

Celebrating the 1,000th year since the founding of Jeolla Province, KBS Jeonju boosted local pride with the special program <The Breath of a Thousand Years>. <Brothers' Fieldtrip> showed trips to Florence and Venice by local experts who envision a Jeolla Renaissance and provided a blueprint for the region in preparation for the next 1,000 years. <Iksan Mireuksaji Stone Pagoda> was produced in a unique format dubbed drama-docu to show the 20-year long restoration of the cultural asset that began in 1998. KBS Jeonju's serial report on the corruption at Muju Resort was awarded the 'Broadcast Journalist of the Month Award' by the Korea Broadcast Journalist Association. It also strived to present in-depth reports on local current issues, while also working to discover news stories from local cities and counties.

[KBS Daejeon]

<Slow News> which had regular citizens transform into journalists to deliver the news, won high viewer praise. In particular, the June 13 local election special episode <Yeo Soon-ha's Catching Up With Regional Elections> was awarded the bronze award by the Foundation for Broadcast Culture Awards, as well as the top honor at the KBS Excellent Programs Awards. In addition, KBS Daejeon fulfilled KBS' role as the public broadcaster with programs such as <Homo Science> which was tailor-made for the science city Daejeon and <Interview Studio Dambaek> which discovered and highlighted hidden local figures.

[KBS Cheongju]

The current affairs program with a 20-year tradition, <Sisa Plus> assessed the social environment to make North Chungcheong Province corruption-free. Viewer participation was further encouraged through the '2018 Cheongju Citizen Program Suggestion competition'. KBS Cheongju contributed to local cultural development through <2018 Jikji Korea – Opening Concert> and exhibition. Also, high-quality special report programs such as the <Livestock Revolution, the Choice for the Future> and <1945 Iki Island, Where the Broken Memories Take Us> won numerous accolades from organizations including the Korea Communications Standards Commission.

[KBS Chuncheon]

Marking the start of the era of inter-Korean exchange and peace, KBS Chuncheon produced local content titled <Corn, Speaking of Peace>. Also, <All That Music> which is broadcast nationwide, provided various attractions such as 'Chuncheon Family Music Festival' and 'Indiastance' while the 300th anniversary special program received the 'KBS Best Program Award'. In-depth reports discussed the future of Gangwon Province in the post-Olympic era, dealt with issues such as ticket scalping and explored the future use of the Olympic venues. The exclusive report, <Illegal Distribution of PX Goods> was awarded the '2019 Gangwon Journalists' Award', fulfilling KBS Chuncheon's role as the nation's public broadcaster.

[KBS Jeju]

KBS Jeju produced and broadcast various programs to mark the 70th anniversary of the Jeju 4.3 massacre such as the special documentary <The Day>, history trip program <The Path to the Island>, radio drama <Uncle Soon-yi> and special lecture <Doh-ol Kim Yong-ok Speaks of Jeju 4.3>, <Seol Min-seok Special Lecture, The Unknown Stories of Jeju> in efforts to shed a new light on the pains of the tragedy, reflect on the past and to search for the truth. With the 12-part Jeju Dialect Miniseries <Mom's Ocean>, UHD documentary <The Island of Different Colors> and the special report <Roads of Jeju, Communication Meets Greed>, KBS Jeju sought to help preserve the beautiful nature, continue local traditional cultures, and resolve conflicts.



Broadcasting Technology

In 2018, KBS established and tested the infrastructure for UHD terrestrial TV broadcast services, which have been expanded to metropolitan areas. It continued R&D to secure core broadcasting technologies and enhanced viewership by broadcasting large-scale events that drew global attention, such as the Inter-Korean Summit and North Korea-US Summit. In addition, KBS faithfully carried out its responsibilities as a public broadcaster through various efforts, such as strengthening international technical cooperation and conducting the '2018 Disaster Response & Safety Drill on site'.

Establishing UHD TV Infrastructure & Conducting Mobile Test Broadcasts

In December 2017, to provide high-quality services through UHD TV, which has been expanded to cover metropolitan areas, KBS established facilities including two secondary control rooms, editing systems, color grading systems, and a UHD main control room HDR(High Dynamic Range) system. Also, facilities for UHD TV mobile broadcasting service tests were set up at transmission facilities at Namsan Mountain and Gwanaksan Mountain during the Russia World Cup and the Public Broadcasters International conference. Tests for 1TV were conducted using single PLP(Physical Layer Pipe) while dual PLP was used for 2TV, confirming KBS' UHD broadcast capabilities and its role and potential as the country's primary disaster broadcaster. In addition, promoting a workflow improvement project, KBS set goals to switch productions 100% by 2020, and 50% of Full-File transitions for local networks. Numerous projects were planned and executed to accomplish this, including the expansion of the NPS editing room, improvement in advertising workflow and network CG workflow and introduction of full-file production at local networks.

R&D to Secure the Core Technology for Broadcasting Service

KBS conducted R&D on UHD broadcasting systems, video graphics and development of locally-made broadcasting equipment in efforts to secure the core technology for future broadcasting services. It strived to optimize the next generation's broadcasting system and expand the service functions by researching the broadcast production sequences for IP-based UHD TV, developing the technology for AI-based metadata manufacturing and clip production technology, UHD SFN(Single Frequency Network) optimization, and test broadcasts on UHD Mobile. Also, KBS carried out national projects such as the development of terrestrial UHD broadcasting service foundation fusion platform, utilized locally-made broadcast media equipment such as the UHD monitoring system, and contributed to its coprosperity with small and medium sized businesses.



Major National Events Coverage such as the Inter-Korean Summit and Pyeongchang Olympics

KBS successfully produced and broadcast programs for major national events that drew global attention, such as the Inter-Korean Summit, North Korea-US Summit, 2018 Pyeongchang Winter Olympics, Russia World Cup and 2018 Jakarta Palembang Asian Games. KBS fulfilled its responsibilities as the host broadcaster of the Inter-Korean Summit by utilizing as many of its resources as possible, from helicopters and broadcast vans. During the Pyeongchang Olympics, KBS broadcast 41 curling events in UHD for 112 hours and produced the International TV and Radio Signal for 10 football matches and 12 archery events during the Jakarta Palembang Asian Games. Forty-three out of 64 matches during the Russia World Cup were produced in UHD-HDR to provide a more lively relay broadcast. In addition, KBS contributed to the expansion of Korean Wave by producing local and international K-Pop performances, including <Music Bank in Chile> and <Music Bank in Berlin>.

Expansion of Terrestrial Broadcasting Coverage & Effective Facilities Management

Reception conditions for the audience was improved by strengthening the output of Radio 2FM at Jeju Sammaebong transmission center from 100W to 1kW. Broadcasting range was expanded by optimizing the antenna systems of FM media with high listener counts. In line with the changing media environment, KBS closed two medium frequency wave transmission centers with low usage rates to improve efficiency for facilities operation.



Strengthening International Technological Cooperation

KBS attended the ABU Technical Bureau Meeting, DBS (Digital Broadcasting Symposium), the Technical Committee Meeting and the General Assembly to exercise its rights as a member nation of the ABU Technical Bureau. KBS educated its advanced broadcasting technology to broadcasters of developing nations including Cambodia, Ethiopia and Vietnam, while continuing to engage in technological exchanges with NHK and other overseas broadcasting organizations to deepen friendly relations and expand opportunities for information exchange.

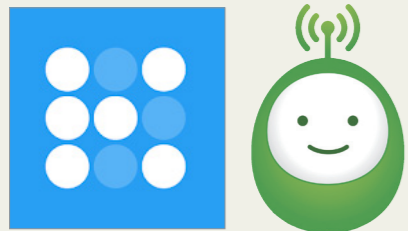
Strengthening Role as Nation's Primary Disaster Broadcaster

With the recent increase of earthquakes and other natural disasters in areas such as Pohang and Gyeongju, the importance of KBS' role as the nation's primary disaster broadcaster has been emphasized. As part of its responsibilities as the nation's primary disaster broadcaster, KBS conducted the <2018 Disaster Response & Safety Drill> organized by the Ministry of the Interior and Safety in key facilities of its headquarters. It inspected capabilities to swiftly respond to disasters, maintain and restore disaster broadcasting structures, and cooperate with related organizations. Its disaster response skills were enhanced thanks to active drill participation by 10 broadcasters including the terrestrial broadcasters, Yeongdeungpo-gu District Office and Fire Department, KEPCO and Hangang Sacred Heart Hospital. The efforts were recognized by the Ministry of the Interior and Safety with a citation. KBS will continue to provide swift and accurate disaster broadcasts at times of need, thereby contributing to the creation of a safe nation by protecting the lives and property of our citizens.



Digital Service

KBS has made various attempts to strengthen the quality, competitiveness and efficiency of its digital contents, platform and infrastructure in response to a changed digital media environment, in which the influences of external platforms such as YouTube and Netflix have expanded.



Digital Platform & Contents Improvement

To actively respond to rapidly changing digital services, KBS improved its platform UI/UX and enhanced user convenience and accessibility. The formerly IDC-based infrastructure was completely reformed to cloud-based. In addition, KBS provided viewers with various vertical content in travel, history and health, cross-media content, content made by reprocessing existing archives such as <News 9> and <Gag Concert> and live services utilizing external services such as YouTube and social media.

Securing Superior Digital Contents

In order to secure digital contents with differentiated appeals and competitiveness, KBS developed and produced diverse formats on various topics such as history, health, travel and music. Programs included <KBS History> which comprises Korean history education, <History Issue Today> which observes historical events from today's point of view, <Moms' Home Workout> which focuses on pregnant women's health, <Road to Paris> which is a travel program produced to fit the mobile environment and global K-Pop request show <A Song For You Season 5> which reaches viewers via the digital platform. The POOQ original web drama <Number Six> was produced with external investment, testing new possibilities for KBS digital contents.

Archives Made Available to Viewers

Decades of KBS archival content were carefully screened and reprocessed for today's viewers. KBS comedy content from <Humor No. 1> and <Gag Concert> were carefully selected to launch a retro comedy channel on YouTube, which garnered over 23,000 subscribers and about 16 million views in just 3 months. <Gayo Top10>, the top music program of the 1980s and 90s, was revived to produce <Again Gayo Top10>, while past <News 9> was reproduced to create <Today's History According to News 9>. The distribution of such valuable contents was received well by the viewers. KBS also conducted a creative content competition on 'Korea's 100 Years' together with the Korea Creative Content Agency, while donating some 380,000 broadcast tapes and 76,000 video files from the archives to the National Library of Korea to allow citizens to view and use them freely.

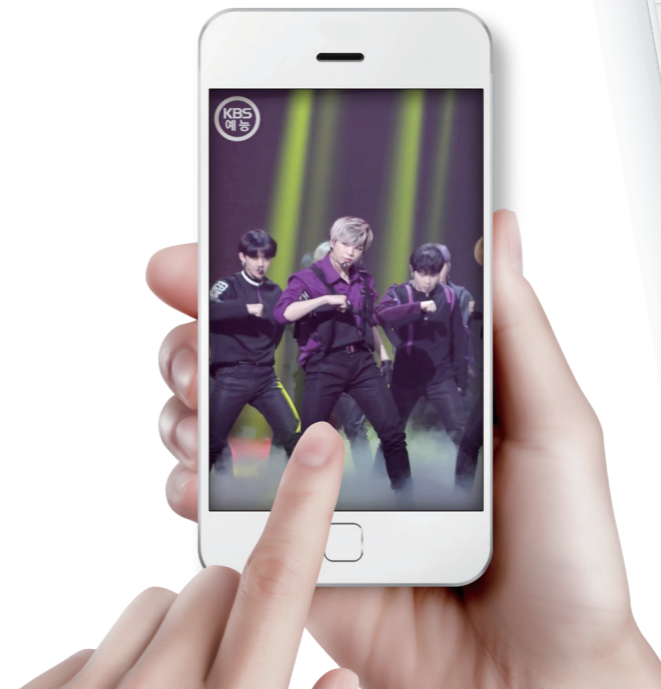


Digital Platform Advancement

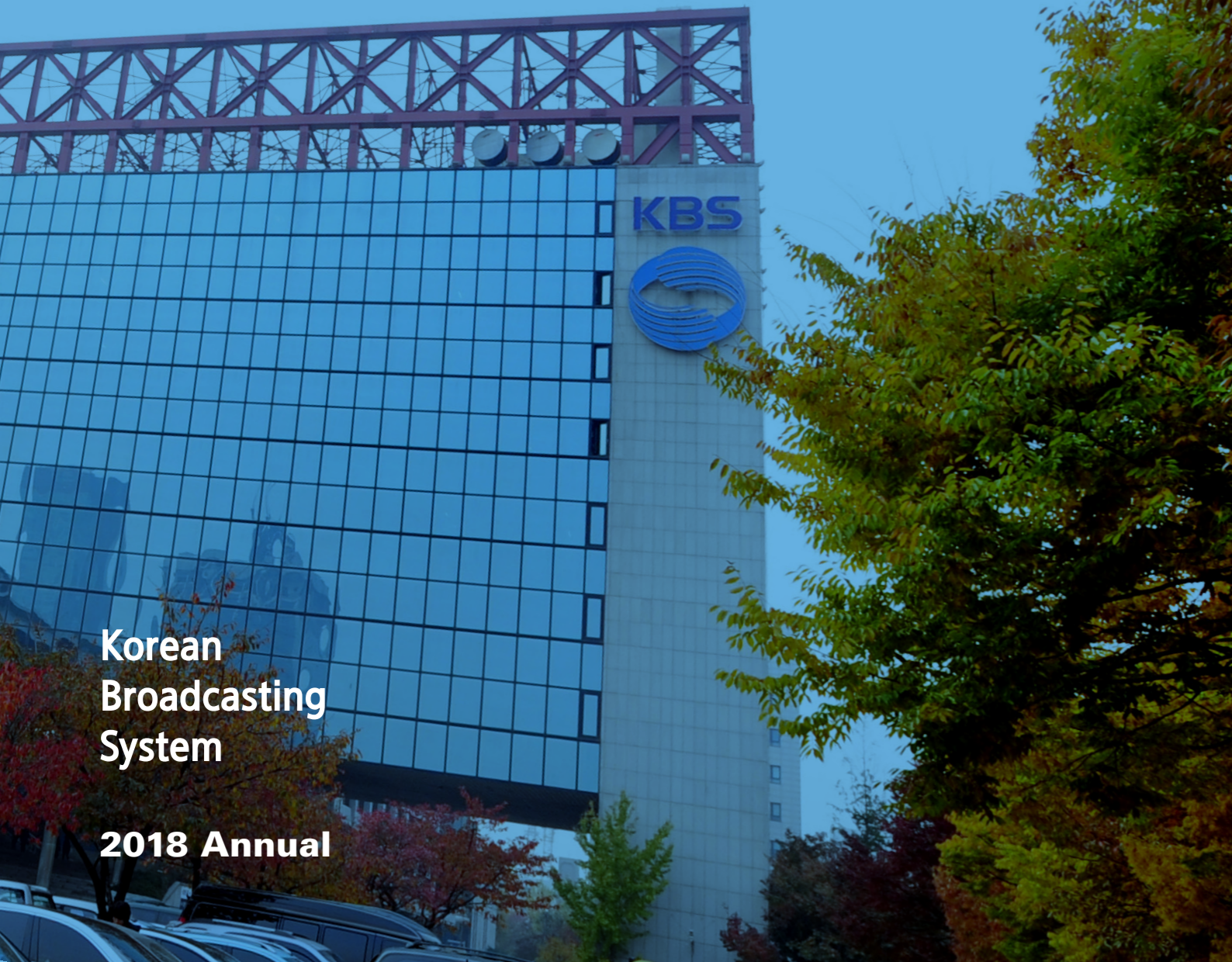
The KBS homepage and my K were extensively upgraded in August 2018. Features were strengthened using accumulated experiences and examples, while UI/UX, recommendations and search functions were enhanced. Also, in order to use original digital content with more ease, KBS' internal system converted to cloud computing in order to improve the transparency and efficiency of infrastructure management. Systemization of metadata input is currently underway in order to use and distribute digital contents with more efficiency. In 2019, KBS plans to improve accessibility by upgrading user convenience for the disabled and those with limited access to the internet.

Strengthened Apps and Live Services

Services for KBS signature mobile apps my K and KONG were greatly strengthened. my K exclusively provided multi-angle services for the 2018 Pyeongchang Winter Olympics, Russia World Cup and the Asian Games. KBS actively secured the people's right to know by providing services during national events such as the June 13 Local Elections, Inter-Korean Summit and North Korea-US Summit. In addition, live services for social media was developed for <Mysteries of The Human Body>, <KBS Music Hall> and <Open Discussion>, which evolved my K and KONG into platforms that communicate with the viewers in real time.



**KBS always puts
the audience first**



**Korean
Broadcasting
System**

2018 Annual

**With the audience's precious license fee,
KBS will protect its independence and autonomy
while diligently carrying out its responsibilities as the public broadcaster**

KBS World TV & Radio

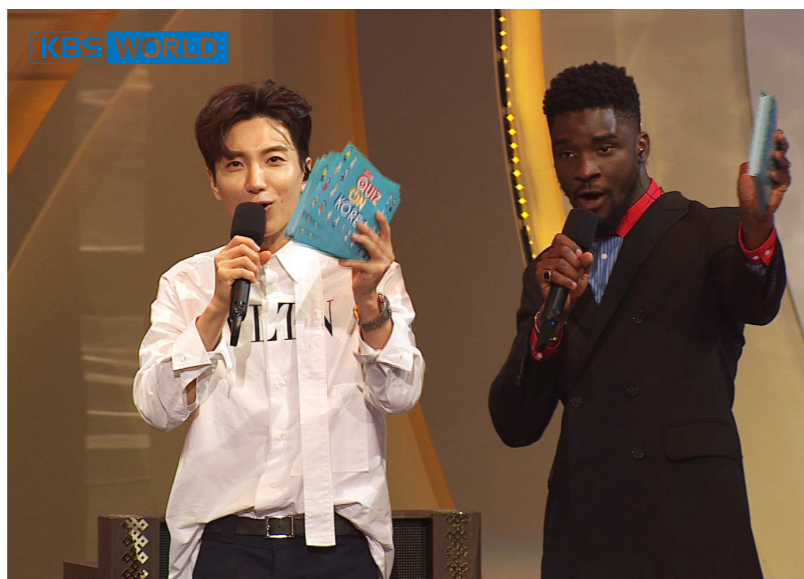
KBS World TV and Radio built a network for overseas Koreans and led the spread of Korean Wave content. It contributed to the growth of the culture contents industry by actively exporting KBS content to the international market. At the same time, by promoting service diversification as a way to face the rapidly changing global media environment, KBS solidified its position as a broadcasting company with global brand power and international status.

Efforts to Increase Program & Channel Export

Despite the difficulties faced with reduced content usage rights for international markets, KBS signed strategic contracts with major international system operators such as Hong Kong's PCCW and Malaysia's iflix, achieving 100.9% of our channel and program export income target. Traditional Chinese subtitles were added to win over the Chinese speaking market, and efforts were made to strengthen the channel's competitiveness by signing partnerships with international system operators. Formats of various variety programs including <Singing Battle> and <Trick and True> were exported to Southeast Asian nations, diversifying format exports that were once limited to dramas.

KBS World 24, Global Network Channel Launching in 2019

Operating with government subsidies, the KBS World 24 channel concluded its preparations to separate itself from KBS World TV's multi-channel strategy and become a brand-new premium Korean channel beloved by overseas Koreans by 2019. KBS World 24 channel's broadcasting area has been expanded to cover all of the United States via channel distribution deals with the American satellite broadcast service provider DIRECTV. Broadcasting also began in the entire CIS(Commonwealth of Independent States) region including Russia via Yamal 401 satellite. Set-top boxes used exclusively for the KBS World 24 channel has been distributed to 51 King Sejong Institutes in 32 nations around the world to contribute to overseas Korean language education. Such successful business projects led to the procurement of 930 million won in government subsidies for 2019, laying the foundations for stable and outstanding public service media.



Strengthening Online Marketing through Social Media Platforms

KBS World, a leader in mobile and social media trends, has continued promoting and communicating with overseas audiences through various social media platforms such as Twitter, Facebook and YouTube. As a result, the total number of users for KBS World's social media service surpassed the 15 million mark as of the end of 2018, showing an increase of over 30% each year. Such a feat was made possible due to the channel's constant provision of Korean Wave contents tailored for social media, such as <On the Way to Music Bank> and <K-Contents Expo in Thailand SNS Live>. Increasing numbers of subscribers has boosted income from content sales. In 2018, KBS achieved 2.6 billion won in YouTube advertising revenue, recording an increase of more than 60% from the previous year's 1.6 billion won.

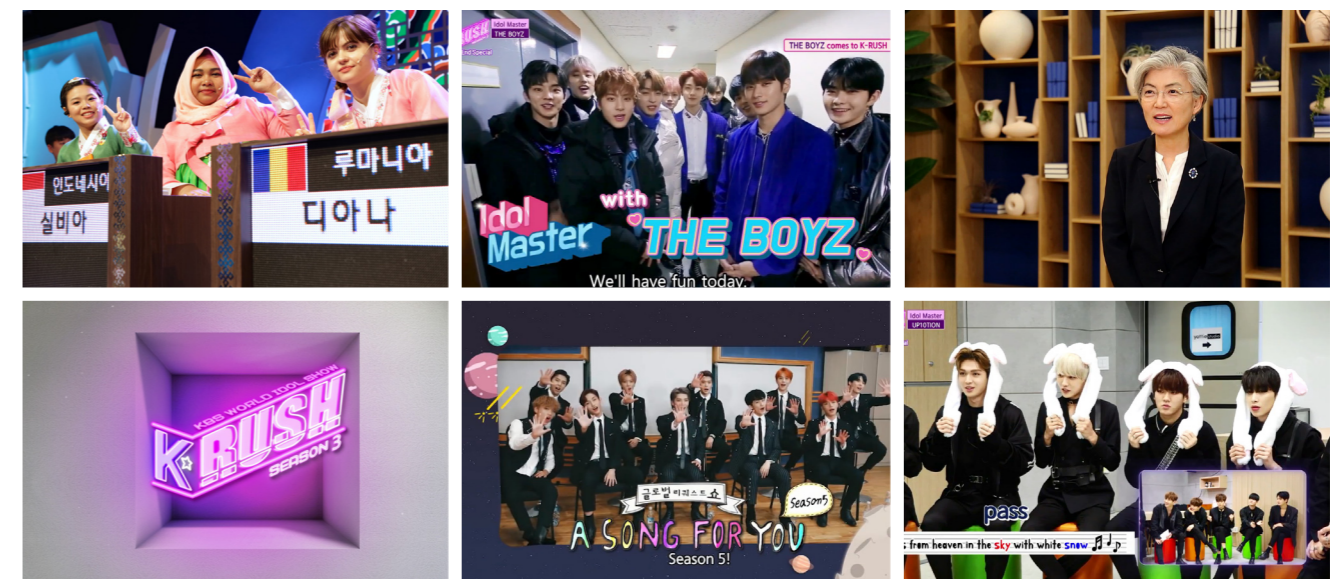
Working to Continuously Further Spread the Korean Wave

Diverse and entertaining programs produced by KBS World TV lived up to the international audience's expectations and contributed to the continued expansion of the Korean Wave. The <Changwon K-Pop World Festival>, held annually to promote the global expansion of the Korean Wave, marked its 8th year in 2018. Global auditions were held in 90 regions in 75 nations, the highest number of participating nations to date, and a total of 12 teams performed in Changwon. KBS World's own idol variety show <K-RUSH Season 3> showed idol stars introducing Korea's

famous attractions and gained a positive response. The quiz show <Quiz on Korea>, in which Korean Wave fans around the answered questions about Korean culture, was held for the 7th time and was aired on KBS 1TV as a special Chuseok program. It has now become a signature program through which international viewers who share an interest in Korea understand Korea better, while sharing each other's cultures as well.

KBS World Radio around the Globe

KBS World Radio has been strengthening its position as a public diplomacy channel by producing programs in 11 different languages. It contributed to the formation of global public opinion on the prospects for peace and prosperity on the Korean Peninsula by providing swift and in-depth reports on rapidly changing international politics surrounding the Korean Peninsula Peace Process. In addition, KBS World Radio sought to diversify Korean Wave content by launching <Books on Demand>, a program introducing Korean literature. Various special programs such as the 2018 Liberation Day program <A Great Journey Toward Independence-Female Soldiers in Korean Liberation Army>, and the 2018 Hangeul Day program <AI Studies Korean> boosted the international community's understanding of Korea's history and culture. Improvements made on the usability of the digital service platform, and development of special contents tailored for each language and region contributed to the expansion of the user base.



International Relations

KBS successfully hosted the 2018 Public Broadcasters International Conference(PBI SEOUL 2018), expanding its relations with global public broadcasters and raising its status in the international broadcasting industry. In addition, 24 KBS programs received 27 international awards, including <Journey on Foot-'Good-bye, My Girlhood'->'s gold award win at the New York Festivals World's Best TV & Films. Strengthening the competitiveness of its high-quality contents on the global stage, this year's recognition elevated the value of the KBS brand.

Successful Hosting of PBI SEOUL 2018

Eleven years after the 2007 PBI Seoul, KBS hosted the 2018 Public Broadcasters International Conference, which drew over 150 CEOs and executives from 40 global broadcasters. Under the theme 'Media's Next Big Bang – Strategic Initiatives for Connected Platforms', the conference was held at the Conrad Hotel in Yeouido from October 23 to 25. The opening ceremony was attended by Prime Minister Lee Nak-yeon, BBC Director-General Tony Hall and NHK President Ryoichi Ueda among others. It also set a record as the first PBI conference to be broadcast live on UHD TV. At the event, KBS was able to strengthen its relations with global public broadcasters and lay the groundwork to boost the value of the KBS brand.

Expanding Global Networks through the ABU

KBS effectively used its status and role as an ABU member for the successful hosting of PBI and expansion of its global influence. KBS continued to maintain good relations with ABU's key members such as Japan's NHK, India's DD, China's NRTA and Turkey's TRT, while at the same time reaching broadcast cooperation agreements with Kyrgyzstan's Khabar Agency and Iran's IRIB. KBS created opportunities for various cooperation projects, such as co-productions, content exchange, personnel exchange and news exchange.

Prestigious International Awards Boost International Competitiveness

KBS won a total of 27 international awards in 2018. By selecting works to fit the style of each competition, KBS programs won recognition at prestigious events such as 'WorldFest-

Houston International Film Festival', the 'Asian TV Awards' and 'New York Festivals World's Best TV & Films' where five KBS programs were honored. These awards prove the international competitiveness of KBS contents and have raised the company's brand value on the international stage.

Widening International Co-production & Contents Exchange

KBS strengthened its influence in the international community and secured various content by expanding international co-productions and content exchanges. KBS spearheaded the production of the ABU documentary series <CARE 8> to organize a workshop for documentary producers in the Asia and Pacific regions, while producing and sharing a 10-part documentary on nature preservation under the theme 'Green Warriors'. Meanwhile, The <Asian Pitch> is a consortium resulting from a common vision between KBS, NHK(Japan), and PTS(Taiwan). It funded documentaries produced by independent Asian docu-makers to contribute to broadcasting development in Asia and provided a variety of contents to audiences both at home and abroad.

50th Anniversary of KBS-NHK Broadcast Cooperation

Through strengthened cooperation with foreign broadcasters and government organizations, KBS conducted a wide variety of cooperative projects from content production to personnel exchange. In particular, 2018 marked the half-century point for relations between KBS and NHK, which began in 1968 in Tokyo. To mark the occasion, various commemorative events were held at the <38th Annual KBS-NHK Joint Meeting> held from November 7 through 9. Various practical and high-urgency proposals, including UHD 4K broadcasting, co-productions and disaster broadcasts were discussed. In addition, KBS also held talks with Germany's ZDF and DW, Taiwan's PTS, Finland's YLE, Uzbekistan's MTRK, and Indonesia's TVRI and RRI, on various issues including UHD 4K, contents, news exchange and expert workshops to continue expanding relations.



License Fee

The license fee forms the foundation that allows KBS to protect its independence and autonomy while carrying out its responsibilities as the public broadcaster. Through the license fee system, all citizens equally shoulder the burden of funds needed to operate KBS. In return, KBS carries out the responsibilities of a public broadcaster by delivering fairness and acting in the public interest, while leading the formation of democratic public opinion and the development of broadcasting culture.

License fee allows all citizens to enjoy public broadcasting services

Defined by the Broadcasting Act, the license fee is a public resource to allow KBS to carry out its various social responsibilities. With the license fees, KBS operates 15 basic channels consisting of 4 TV channels, 7 radio channels and 4 DMB channels, as well as international channels leading the expansion of the Korean Wave such as KBS World TV & Radio, 'Voice of Love' for the disabled and socially disadvantaged as well as 'Global Korean Network', which promotes inter-Korean cooperation and exchanges. License fees are also used to alleviate reception problems in mountainous regions or islands and to protect the people's lives and property from national disasters as KBS is the nation's primary disaster broadcaster. A portion of the license fee is used to fund the operations of KBS Symphony Orchestra and KBS Traditional Music Orchestra, and given to EBS. KBS also provides EBS TV and radio transmissions for free.

License fee is at the center of the new direction in which KBS will move forward

The license fee is the key resource with which KBS will evolve into a public broadcaster centered around TV to a public media service that measures up in the era of multi-media and multi-channel options. The topography of broadcasting is definitely changing rapidly. Customized services like YouTube and influences of global media businesses such as Netflix and Disney are the cold realities KBS must face. At the Public Broadcasters International Seoul 2018 conference held in October, KBS shared such issues and assessed strategies for the future. Through repeated discussions with the heads of public broadcasters of advanced nations such as Britain's BBC and Japan's NHK, a consensus was formed that from now on, public broadcasters must establish their positions as the most trustworthy public service media amidst an overflow of contents and platforms. To achieve this goal, KBS will secure expanded personnel and material needed to provide high quality services optimized for the digital media era, and actively participate in the development of related technologies that will lead the changes in future media environment.



KBS will regard the value of the license fee with higher respect

The license fee is the source that allows KBS to provide free high-quality services, and its reason for being. For 45 years since 1973, KBS has been by the people's side, reflecting on its duties as the nation's public broadcaster, and carrying out its responsibilities dutifully. There have been shameful and difficult periods created through unfair external pressures and internal irregularities. But thanks to the Korean people who have given KBS constructive criticism and loving concern at such times, KBS was able to become a public broadcaster leading the development of Korea's broadcasting culture. However, KBS' current situation is not all favorable. License fee income, which was meant to be the primary source of finances for operations, remains stagnant, at under 50% of total revenue, while the supplementary source of income brought in through advertisements has been on a steady decline. Although the company has been aggressively attempting to increase internal efficiency with efforts such as personnel position system reform, selective concentration on budgets and new business launches, it remains unclear whether the reality that makes it difficult for KBS to carry out its social responsibilities in a stable manner will be easily resolved. Despite all this, KBS will continue to unwaveringly lead efforts to protect the lives and properties of the people as the national public broadcaster, and contribute to the formation of healthy social opinions and cultural diversification through its trusted high-quality content. KBS will continue to do its utmost to return the value of Korea's representative public broadcaster to the Korean people.

< License Fee Statistics (as of the end of 2018) >

1. License Fee Income (in KRW)

- 1) Total Revenue: 659.5 billion
- 2) Net Income: 596.5 billion
 - Consignment Collection Fee: 44.5 billion
 - EBS Support Fund: 18.5 billion

2. Registered TV Sets (in units)

- 1) Total: 25,110,022
- 2) For Household Use: 21,650,725
 - For General Use: 3,459,297

3. License Fee Exemptions (in units)

- 1) Total Number of Exemptions: 2,655,189
- 2) Basic Livelihood National Subsidy Recipients: 574,656
 - Blind or Hearing Impaired: 216,572
 - Irregular Reception: 271,758
 - Electricity Usage Under 50kWh/mo of Electricity: 1,515,163
 - Patriots & Veterans: 71,189
 - Other: 5,851



Management

In 2018, KBS strengthened the independence and fairness of broadcasting and procured institutional strategies to reform past practices and discriminatory culture. Operational transparency was enhanced by expanding contact with the viewers, while practical management of programing and budget allowed license fees to be focused on content production. KBS created an environment in which a healthy media ecosystem can be maintained by improving the treatment of independent production companies and irregular workforce, as well as by recruiting talented new workers via fair processes. The Public Service Media(PSM) model was set as KBS' image for the future, clearly setting the direction of our management strategy.

Normalization of Public Broadcast

Since new management was introduced in April 2018, KBS made various efforts to recover the people's trust in the nation's public broadcaster. A confirmation process has been put in place for appointments of executive directors of the news and current affairs divisions, while a programming committee was activated to establish the basis of broadcasting independence. The Investigative News Team was upgraded to an office to strengthen the station's functions of investigative reporting without any interference. As part of KBS's efforts to fulfill its public responsibilities, a new department in charge of inter-Korean broadcasting cooperation and research was founded, as well as a group to oversee the planning of a program commemorating the '100th Anniversary of March First Movement Broadcast Project Team' At the same time, KBS made efforts to resolve negative corporate culture. Investigations were launched by the 'Truth for the Future Commission' on cases of corruption including unfair broadcasting and unfair labor practices. The 'Gender Equality Center' was established and put in charge of the expansion of gender equality culture and system improvement, as well as counseling, prevention and investigation of sexual violence. KBS worked hard to become a transparent, open and approachable public broadcaster. An audience petition system was introduced to expand communications with the audience, and the 'Online Audience Service Center' was founded to oversee audience consulting, grievance procedures and information disclosure request system. To further enhance management transparency, details on executive compensation and expenses were disclosed on the KBS management disclosure website, as well as the stenographic records from the board of directors' meetings.

Improving Management Efficiency and Improving Fairness

KBS continuously sought to improve the efficiency of management in order to recover the public's trust and to transform into a young and effective organization. Autonomous execution of planning and budgeting were granted to the production departments in order to lay the foundations for strengthened content competitiveness, while also concentrating on new program developments by investing funds more strategically. While investments in



content were expanded, budgets were minimized as much as possible with efforts such as slashing executives' promotion operation expenses, and postponing businesses that were not essential or urgent. Steps were taken to alleviate the issue of a superabundance of high-ranking officials, pointed out by the Board of Audit and Inspection, by delaying promotions of those in managerial posts in 2018. Personnel position reforms were launched to transform KBS into a more work-oriented organization. Envisioning the growth of individuals and the organization in tandem via expertise, a position improvement task force was launched. Efforts were also made to lead a healthy media ecosystem, such as promoting coexistence with independent production companies, improving the treatment of the irregular workforce, and switching irregular positions into regular positions. Independent production companies' copyright revenue shares were expanded, while general contracts were signed with writers. An inspection was conducted to assess the current state and structure of irregular workers. Also, an agreement was reached between the labor union and the management to switch contract workers to general employees, to prevent discrimination.

Mid-to-long term Management Plans Established – Evolving into a Public Service Media(PSM)

Mid-to-long term plans for 2019-2021 were established to deal with the rapidly changing media environment. 'The key public service media of Korea - Trust, Creativity, Innovation' was set as the mid-to-long term goal, while evolving into Public Service Media(PSM) was set as KBS' future vision. 'Trust beyond compare', 'Competitive influence maximized', 'Content far reaching', 'Transformation to global media' and 'Towards a creative organization' were selected as five business operation goals to achieve mid-to-long term plans. KBS aims to reach beyond TV and radio broadcasting and become a public service media provider that carries out its responsibilities via diverse platforms and formats. The ways the audience uses media has changed drastically from the past. Content overflows, yet problems of polarization of opinions, fake news, false information and hate content have become more severe. This

is the reason why the public broadcaster should do its part, win the audience's trust and evolve into a public service media, beyond terrestrial broadcasting. With mid-to-long term plans set with a vision to make KBS news and programs easily available for anyone, anywhere and any time within digital mobile environment, KBS's future directions have been made clear.

Hiring Talented New Employees with the Public Broadcaster's Responsibilities

Reflecting the introduction of 52-hour work week and projected mass retirement in the near future, KBS recruited about 200 new employees in 2018 through open recruitment. While keeping the pre-existing blind recruitment process for new employees, extra points for the socially disadvantaged(disabled, employment support receivers, children of multicultural families) were expanded, as part of efforts to focus more on actual talent than on external specifications. For the recruitment of experienced employees, expertise was categorized in detail in order to hire certified experts who best fit the positions. In particular, for digital-related positions, talented new employees were found by tailoring the recruitments for different positions, such as development, management and design. Lastly, for a fairer recruitment process, KBS actively adhered to advice from the Anti-Corruption and Civil Rights Commission and strengthened the internal audit processes between each steps of recruitment.

Improved Disciplinary System to Strengthen Fairness and Transparency of the HR Committee

To strengthen fairness and transparency of the disciplinary system, personnel regulations were reformed to require two external committee members during Human Resources Committee meetings (appeals). Improvements were also made to regulations, such as having different disciplinary committees deliberate on the first and second appeals, increasing the acceptance rate of disciplinary measures.



Audience Services

Under our 2018 broadcasting slogan, 'Hope to Inspire, Together with KBS', KBS has delivered the value of its license fees back to the public through protection of audience rights and increases in services, participation and social contribution projects.

Protecting Audience Rights & Boosting Transparency

KBS implemented institutional measures to ensure transparency in the selection process for members of the 'Audience Advisory Council' while also guaranteeing a balance in the age and gender of the council members. The monthly meetings held by the 'KBS Audience Advisory Council' were broadcasted live through the digital platform, my K, while 172 suggestions were implemented into various KBS productions.

The new 'Audience Petition System' provided responses to 15 out of the 248 petitions that garnered over 1,000 signatures. KBS is the only terrestrial broadcaster in Korea to operate an 'Audience Services Center' around the clock which is accessible by phone, ARS, internet, mail, and fax. The center collects suggestions and input from the audience with over 376,000 cases registered and processed. KBS actively protected the rights and interests of the audience by handling 79 cases through its 'Audience Distress Settlement System', which operates in accordance with the Press Arbitration Law. Also, 48 information request cases were handled through the information disclosure system which not only increased the company's transparency but also satisfied the audience's right to know.

Audience Participation Programs

The audience feedback program, <TV Review, Audience Desk>, has served as an important medium to strengthen the communication and bond between the audience and production crew. In the third week of each month, the program airs a corner called 'News Review', which assesses <News 9> to fulfill the public responsibilities of a media outlet and strengthen fairness and credibility of KBS news coverage.

Also, to ensure public access, <Open Channel> featured 93 works of various lengths - ranging from under 15 minutes to over 26 minutes - for a total of 50 episodes. Regional



audiences contributed ideas and suggestions which resulted in 63 episodes or 67.7% of the total works featured on the show, adding greatly to regional audience participation and broadcasting development.

Diverse Social Contribution Projects

An open space for the audience called 'Audience Square' hosted 50 exhibitions, 8 broadcast tapings and events while the KBS studio tour,

'KBS ON' gave 150,329 visitors a chance to experience broadcasting production through hands-on experience programs. KBS also provided events tailored towards the audience such as broadcasting and media education for teens, students and media majors(25 events with 1,326 participants), and foreigner tour programs(19 events with 228 participants), which gained favorable responses from participants.

29th KBS Audience Advisory Council

Chairman	Lee Chang-hyun	Professor, Kookmin University, School of Communication
Vice-chairman	Do Seung-lee	Vice President, Korea Educational Psychology Association
Members	Kwon Oh-joo	Policy Director, Parents' Union on Net
	Choi Jun-ho	Secretary General, Korea Federation for Environmental Movements
	Lim Yun-ok	Standing Representative, Korean Women Workers Association
	Lee Seo-jeong	Head of Internet & Media, Youth and Future
	Park Jun-mo	Attorney, Taeseung LLC
	Shim Jae-woong	Professor, Sookmyung Women's University, School of Communications & Media
	Choung Min-young	Attorney, Duksu Law Offices
	Choi Soo-young	Visiting Professor, Kangwon National University
	Kim Ye-won	President, Disability Rights Advocate Center
Jin Sun-mi	President & Labor Attorney, Human Plus	
Bae Sang-kun	Executive Director, The Federation of Korean Industries	
Lee Jong-im	Member of Executive Committee, Cultural Action	
Jeon Jin-han	President, Right to Know Institute	



Social Contributions

As a public broadcaster, KBS has not only focused on its given responsibilities of producing and transmitting high-quality contents, but we also carried out various social contribution projects to give back to society and lend a helping hand to those in need. Through such efforts, KBS has touched viewers' hearts and fulfilled its responsibilities as a public broadcaster.

Social Responsibilities as Public Broadcaster

KBS held the exhibition tour project 'Sewol Ferry Family Flower Letter, <Time Holding You>', which reflected on the Sewol Ferry disaster and spread social awareness at the station's headquarters and six local networks for 90 days. Over a hundred pressed flowers handmade by the bereaved family members of the Sewol Ferry victims were displayed to share the meaning of social tragedies and to console the victims' families. The 'KBS Talent Sharing Volunteer Group', consisting of 410 members including cast members of KBS programs, carried out around 14 volunteer projects, helping around 3,700 people in need. The 'Visiting KBS Music Concert' held three performances to provide an unforgettable cultural experience to 1,000 socially underprivileged people and others living in culturally alienated areas. Meanwhile, the KBS Traditional Music Orchestra held 20 visiting concerts to fulfill its public responsibilities. KBS also worked hard to discover new talent through yearly traditional and classical music competitions such as the 'KBS Traditional Competition' and the 'KBS KEPCO Classical Music Competition'.

Together through Sharing

Together with the KBS Kang Tae-won Welfare Foundation and the Children's Foundation, KBS provided 375.5 million won in aid to youths in need and teens without guardians through the 'Matching Grant' project. KBS also organized the 'KBS Kimjang Sharing Festival' to make and share Korea's staple side dish, kimchi, with those in need. Various donation drives were organized, showing KBS will not stop its efforts to make Korea a country where everyone lives together harmoniously. At the '6th National Sharing Grand Awards', Korea's largest public-private joint community event, a total of 140 prizes and awards were delivered to those giving back to society.

Respecting Diversity

'KBS Happy Wedding' continued to provide wedding ceremonies for multi-cultural and North Korean defector couples. In 2018, a total of 50 couples (29 multi-cultural couples, 6 North Korean defector couples, and 15 underprivileged couples) tied the knot through the program at KBS Hall.

Spotlighting Outstanding Overseas Koreans

KBS continued to honor outstanding Koreans who have raised the prestige of the Korean people around the world by hosting the '20th Overseas Korean Awards'. By honoring five overseas Koreans who have made great contributions to their respective societies, the awards put the spotlight on accomplished global Koreans. It helped KBS solidify its position as a public broadcaster by connecting all Koreans, including the 7.5 million ethnic Koreans living overseas.



KBS to the hearts of the audience

Korean
Broadcasting
System

2018 Annual

**Everyone at KBS will sternly reflect on the basis of public broadcasting,
and do our utmost to fulfill our roles as public broadcasters**

Board of Governors

The Board of Governors is the highest decision-making body for KBS management policy. It ensures media independence that serves the public interest. The Board of Governors consists of 11 governors including the chairman. 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 11th Board of Governors was inaugurated on September 1st, 2018 and is currently in operation.

※ As of Dec. 31, 2018



Kim Sang-keun

- Former Director, Gyeonggi Institute of Education
- Former Executive Vice-chairperson, National Unification Advisory Council
- Former Director, Christian Broadcasting System



Kang Hyung-cheol

- Professor, School of Communication & Media, Sookmyeong University
- President, Korea Association for Telecommunications Policies
- Former President, Korean Association for Broadcasting & Telecommunication Studies



Kim Kyong-dal

- CEO, Neo Touch Point
- Former Video Service Manager, Naver
- Former Reporter, The Dong-a Ilbo



Kim Young-keun

- Former Governor, KBS Board of Governors
- Former Commentator, KBS News & Sports
- Former Deputy Chief Manager of Culture, KBS News & Sports Department



Kim Tae-il

- Professor of Political Science & Diplomacy, Yeungnam University
- Executive Chairman, Decentralization Movement for Sustainable Korea Daegu-Gyeongbuk Center
- Chairman, 2.18 Foundation for Safety Culture



Moon Kun-young

- Arbitrator, The Korean Commercial Arbitration Board
- Assistant Professor, Jeju National University Law School
- Former Attorney, Hankyul Law Group



Park Ok-hee

- Chairperson, Korea Foundation for Women
- Former Member, Korea Communications Standards Commission Special Committee on Advertising
- Former Vice Chairperson, MBC Audience Committee



Suh Jae-suhk

- Former CEO of KBS Art Vision
- Former Executive Managing Director, KBS Policy Planning
- Former Executive Director, KBS Programming Department



Cho Yong-whan

- Attorney, Jipyoung Law Firm
- Director, The Truth Foundation
- Former Non-Standing Board Member, Korea Communications Commission



Chun Young-sik

- Former Secretary of Public Affairs, Presidential Secretariat
- Former Director, The Munhwa Ilbo
- Former Washington Correspondent, The Munhwa Ilbo



Hwang Woo-seop

- Co-Representative, Media Coalition
- Former Director Manager, KBS Human Resources Development
- Former Chairperson, KBS Public Broadcasters Union

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 is appointed by the President of the Republic of Korea. The President and CEO appoints Executive Vice Presidents who have been approved by the Board of Governors. The Auditor General is recommended by the Board of Governors and is 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.

※ As of Dec. 31, 2018



Yang Sung-dong
President & CEO



Hwang Yong-ho
Executive Managing Director,
Broadcast & Marketing



Kim Deock-jae
Executive Managing Director,
Content Production



Kim Young-heon
Auditor General



Lim Byung-kul
Executive Managing Director,
Future Business



Kim Yong-duk
Executive Managing Director,
Production Technology



Jung Pil-mo
Executive Vice President



Kim Eui-chul
Executive Managing Director,
News & Sports



Park Jae-hong
Executive Managing Director,
Audience Relations

Financial Statements 2018

Income Statement				
(Unit: 100 million KRW)				
Account title	FY 2018	FY 2017	Change	Rate of change
I. Revenue	14,352	14,326	26	0.2%
1. Business Revenue	14,352	14,326	26	0.2%
(1) Revenue from Broadcasting	14,199	14,163	36	0.3%
Revenue from License Fee	6,595	6,462	133	2.1%
Revenue from Commercials	3,328	3,666	△ 338	-9.2%
Revenue from Time Rate	14	106	△ 92	-86.8%
Revenue from the Government	131	134	△ 3	-2.2%
Other Broadcasting Revenue	4,131	3,795	336	8.9%
(2) Revenue from Audience Business	153	163	△ 10	-6.1%
Revenue from TMO	3	5	△ 2	-40.0%
Revenue from Facilities	150	158	△ 8	-5.1%
II. Cost of Sales	12,703	11,793	910	7.7%
1. Business Cost	12,703	11,793	910	7.7%
(1) Broadcasting Costs	12,488	11,603	885	7.6%
Production Costs	10,285	9,434	851	9.0%
Facility Operation Costs	2,203	2,169	34	1.6%
(2) Audience Business Costs	215	190	25	13.2%
Operation Cost for KBS Orchestra & TMO	55	58	△ 3	-5.2%
Facility Operation Costs	160	132	28	21.2%
III. Gross Profit	1,649	2,533	△ 884	-34.9%
IV. Selling & Administrative Costs	2,234	2,331	△ 97	-4.2%
1. General Administrative Costs	781	817	△ 36	-4.4%
2. Cost for License Fee Collection	843	839	4	0.5%
EBS Support Fund	185	181	4	2.2%
Commissioned Collection	447	438	9	2.1%
Other Expenditures	211	220	△ 9	-4.1%
3. Operation Costs for Commercials	610	675	△ 65	-9.6%
Commercial Fees	466	513	△ 47	-9.2%
Broadcasting Development Fund	95	105	△ 10	-9.5%
Other Expenditures	49	57	△ 8	-14.0%
V. Operating Profit (Loss)	△ 585	202	△ 787	389.6%
VI. Non-operating Revenue	406	612	△ 206	-33.7%
General	331	521	△ 190	-36.5%
Equity Method Revenue	75	91	△ 16	-17.6%
VII. Non-operating Cost	142	159	△ 17	-10.7%
General	116	127	△ 11	-8.7%
Equity Method Loss	26	32	△ 6	-18.8%
Interest Cost	-	-	-	-
VIII. Net Income Before Income Tax (-Net Loss)	△ 321	655	△ 976	-149.0%
IX. Income Tax Cost	-	91	△ 91	-100.0%
X. Net Profit During the Term (-Net Loss)	△ 321	564	△ 885	-156.9%

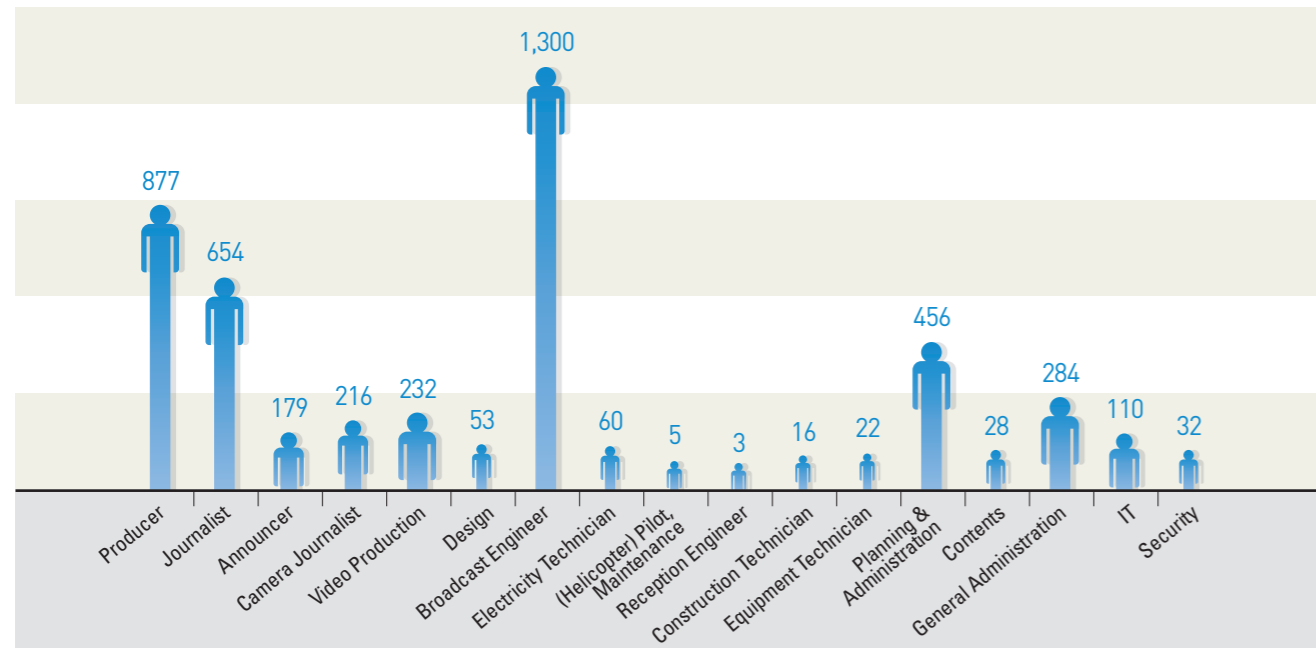
Statement of Financial Position			
(Unit: 100 million KRW)			
[Assets]		[Liabilities]	
Account title	FY 2018	FY 2017	Change
I. Current Assets	2,704	3,585	△ 881
1. Quick Assets	2,646	3,528	△ 882
Cash & Cash Equivalents	471	1,210	△ 739
Short-term investment assets	600	-	600
Trade Receivable	1,447	1,678	△ 231
Other Receivables	44	37	7
Accrued Revenue	7	5	2
Amount Prepaid	21	536	△ 515
Prepaid Expenses	15	11	4
Short-term Loans	3	11	△ 8
Deferred Tax Asset	38	40	△ 2
Other Quick Assets	-	-	-
2. Inventories	58	57	1
Products	31	32	△ 1
Films	7	4	3
Stored Goods	20	21	△ 1
II. Non-current Assets	9,616	9,625	△ 9
1. Investment Assets	3,376	3,464	△ 88
Long-term Investment	373	436	△ 63
Investment Stocks Accounted in Equity Method	2,416	2,369	47
Long-term Loans	427	499	△ 72
Other Investment Assets	160	160	-
2. Tangible Assets	5,631	5,609	22
Land	1,587	1,588	△ 1
Buildings	2,959	2,982	△ 23
Structure	227	249	△ 22
Machine	710	660	50
Delivery Equipment or Vehicles	11	17	△ 6
Other Tangible Assets	64	54	10
Construction in Progress	73	59	14
3. Intangible Assets	12	12	-
Development Costs	7	6	1
Other Intangible Assets	5	6	△ 1
4. Other Non-current Assets	597	540	57
Deposits	163	164	△ 1
Non-current Deferred Tax Assets	206	189	17
Long-term Receivables	89	101	△ 12
Long-term Unamortized Expenses	17	21	△ 4
Long-term Unamortized Payment	122	65	57
Total Assets	12,320	13,210	△ 890
I. Current Liabilities	1,433	1,938	△ 505
Short-term Borrowings	-	-	-
Current Portion of Long-term Borrowings	303	388	△ 85
Trade Payable	863	1,207	△ 344
Accrued Charge	-	-	-
Accounts Payable	76	78	△ 2
Advance Received	140	114	26
Deposits Received	-	72	△ 72
Prepaid Income	45	72	△ 27
Other Current Liabilities	6	7	△ 1
II. Non-current Liabilities	4,139	4,116	23
Long-term Advance Received	-	-	-
Allowance for Severance & Retirement Benefits	4,234	4,224	10
Transfer from National Pension	△ 12	△ 14	2
Deposits for Retirement Insurance	△ 83	△ 94	11
Total Liabilities	5,572	6,054	△ 482
[Equity]			
Account title	FY 2018	FY 2017	Change
I. Capital	2,062	2,062	-
State Owned Equity	2,062	2,062	-
II. Capital Adjustments	△ 13	△ 13	-
Other Capital Adjustments	△ 13	△ 13	-
III. Accumulated Other Comprehensive Income	△ 101	△ 60	△ 41
Gain on Valuation of Investment Stock using Equity Method	2	2	-
Loss on Valuation of Investment Stock using Equity Method	△ 24	△ 31	7
Unrealized Gains on Available-for-Sale Securities	-	-	-
Unrealized Losses on Available-for-sale Securities	△ 79	△ 31	△ 48
IV. Retained Earnings	4,800	5,167	△ 367
Earned Surplus Reserve	1,031	1,031	-
Appropriated Retained Earnings for Business Development	2,037	2,037	-
Reserve for Business Rationalization	90	90	-
Reserve for Business Expansion	1,963	1,445	518
Unappropriated Retained Earnings (△ Deficit Yet Unattended)	△ 321	564	△ 885
Total Equity	6,748	7,156	△ 408
Total Liabilities & Equity	12,320	13,210	△ 890

Personnel

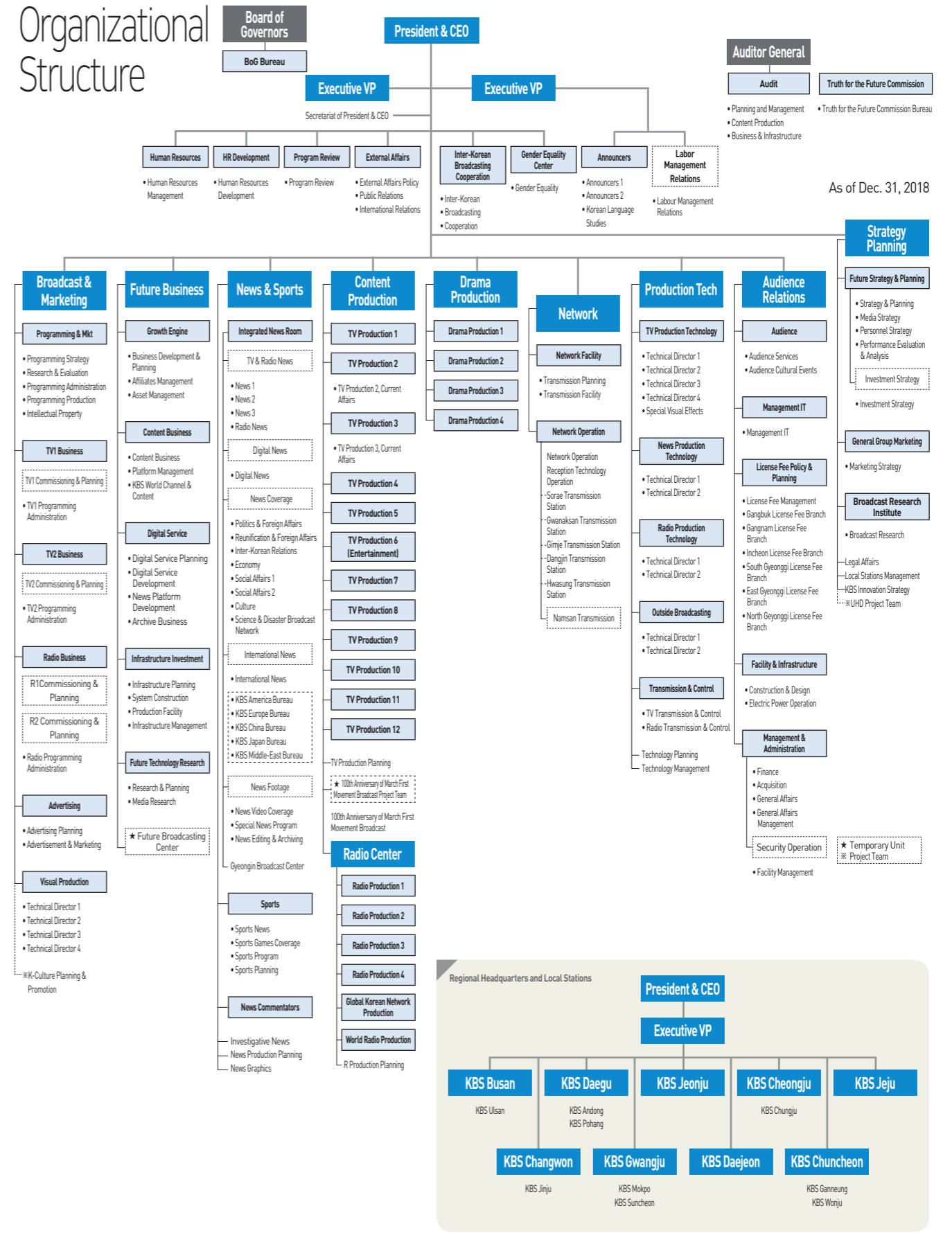
Total 4,527

As of Dec. 31, 2018 (unit: persons)

* Excludes retirees

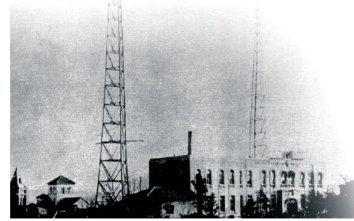


Organizational Structure



As of Dec. 31, 2018

KBS History



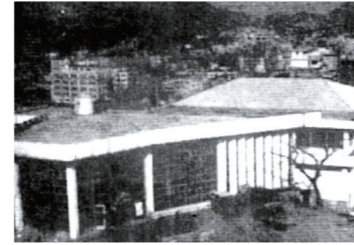
- 1926** - Established Kyeongseong Broadcasting Corporation
- 1927** - Started the first radio broadcasting in Korea (JODK)

1920



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

1940



- 1961** - Opened Seoul TV Broadcasting Station, KBS TV

1960



- 1973** - Founded the Korean Broadcasting System, KBS
- Founding president Hong Kyeong-mo took office
- 1979** - President Choi Se-geyeong took office
- Launched FM broadcasting

1970



- 1980** - Launched 2TV and Radio2
- President Lee Won-hong took office
- Introduced color TV broadcasting
- 1981** - Launched 3TV and Educational FM broadcasting
- 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
- Launched multiplex broadcast
- 1986** - President Jeong Gu-ho took office
- Host Broadcaster for the Seoul Asian Games
- 1988** - Host Broadcaster for the Seoul Olympic games
- President Seo Young-hoon took office

1980



- 1990** - President Seo Gi-won took office
- KBS Established the KBS Broadcasting Code
- 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

1990

2000

- 2000** - Launched Radio3, Sound of Love
- 2001** - Terrestrial digital TV broadcasting
- 2002** - The official broadcaster of the Korea-Japan World Cup
- Host broadcaster for the Busan Asian Games
- Launched KBS Korea, KBS Sky Sports and KBS Sky Drama
- 2003** - President Chung Yeon-ju took office
- Opened the global satellite station KBS World
- Radio1 restarted as a news and current affairs channel
- 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
- Opened terrestrial DMB broadcasting
- Conducted TV daytime broadcasting
- 2006** - Conducted MMS test broadcasting
- Opened KBS JOY · Conducted test broadcasting on IPTV
- 2007** - Launched nationwide terrestrial DMB broadcasting
- 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
- Broadcast the G20 Seoul Summit as the host broadcaster



2011~2012

- 2011** - Hosts 2011 Seoul INPUT conference
- Host broadcaster for 2011 Daegu World Championships in Daegu
- President Kim In-kyu takes office as 13th president of ABU
- KBS TV celebrates 50th anniversary
- 2012** - KBS Kids begins broadcasting
- Host broadcaster for 2012 Seoul Nuclear Security Summit
- President & CEO Gil Hwan-young takes office
- New era of digital broadcasting begins

2013~2014

- 2013** - KBS W begins broadcasting
- KBS celebrates 40 years of establishment and 86 years of broadcasting
- KBS World celebrates 60th anniversary
- 2014** - President & CEO Cho Dae-hyun takes office
- <Colors, 4 Desires> Won the Grand Jury Award at the BANFF World Media Festival
- 124-hour live global broadcasting of Pope Francis's visit to Korea
- President Cho Dae-hyun takes office as 15th president of ABU
- World's first successful live UHD broadcast

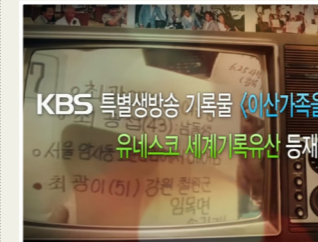


2015

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

2016

- 2016** - Largest structural reform in KBS history
- Launch of KBS-KDB Korean Wave Contents Fund
- Establishment of independent production company, Monster Union
- KBS Board of Governors agree on plans to establish Future Broadcast Center
- President Ko Dae-young elected 15th President of ABU
- Korea Communications Commission gives permission for terrestrial UHD broadcast project



2017

- 2017** - High-definition DMB service begins
- World's first terrestrial UHD service launched
- Special Exhibition held in Berlin of KBS Special Live Broadcast 'Finding Dispersed Families'
- Disaster Response System Manual revised
- KBS UHD Guidelines published

2018

- 2018** - President & CEO Yang Sung-dong takes office
- Host broadcaster for Inter-Korean Summit
- Establishment of Truth for the Future Commission
- Establishment of 100th Anniversary of March First Movement Broadcast Project Team
- Hosts 2018 Public Broadcasters International (PBI) Conference
- Establishment of Gender Equality Center

