



**IS427 – Technopreneurship Study Mission
Company Presentation**

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Introduction

Client Background



- Founded on Feb 16, 1927 as a radio broadcasting service
- Moved on to television broadcasting service in 1961
- KBS now airs in 52 countries
- “reflect the diverse voices of Korea through the distinctiveness of its programs”



Introduction

CEO & President



- Joined KBS in 1981
- Currently the 20th CEO & President of KBS
- Started his career by being a KBS producer
- Current president of ABU



Introduction

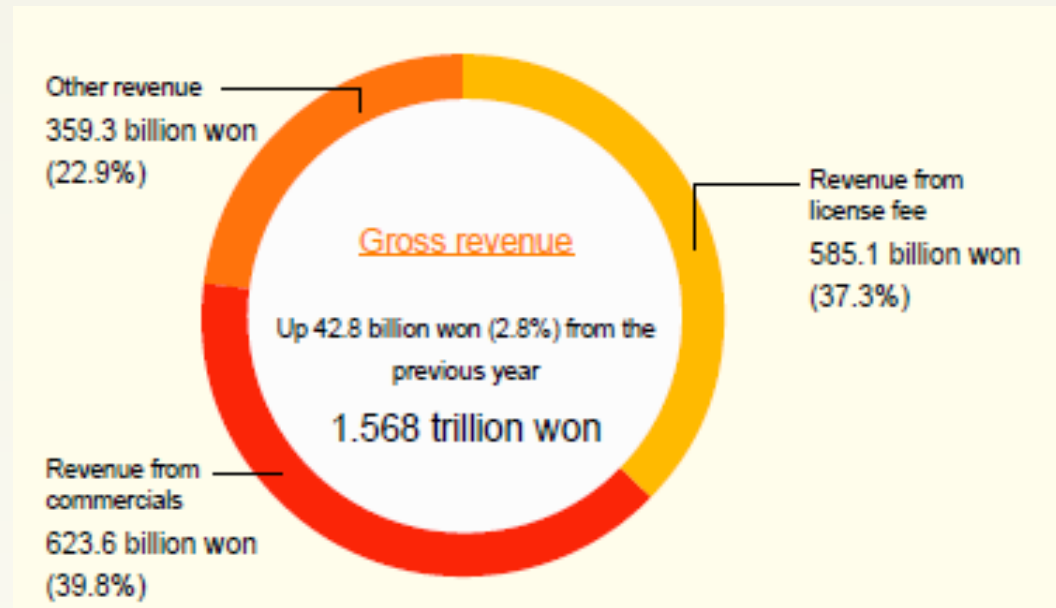
Organizational Structure

- Funded by the government even though it is managed independently
- Structure can be separated into two – Main and Local Stations



Business Model

- Subscription Model
 - KBS is operated by the government
 - Koreans pay TV license fee
- Advertising Model



KBS Why KBS?

- Has a huge impact globally with the Korean Wave
 - K-pop
 - K-drama
 - K-fashion styles
- Attempts at reaching out to the global market is evident
 - KBS World
 - Uploading shows on Youtube
- Keeping up with trends
 - KoreaView, Player K to allow TV watching on the move



Recommendations

- Mobile drama
 - Each episode will last for 10 minutes
 - Voting of plot, ending
- Creation of a KTV channel
 - Allows people to enjoy the comfort of singing at home
- Interactive television
- International TV Shows (with Korean subtitles)