

# Brilliant Vision

Leading the upcoming media world

# Vision

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



## Trustworthy

Trustworthy communication based on professional cooperation and truthfulness



## Creative

Innovative contents and services based on creative thinking and challenging spirit



## Diverse

A wide variety of contents and services stemming from balanced perspectives and diverse viewpoints



## Wholesome

Contributing toward a healthy and wholesome society driven by strong sense of morality and humanitarian interest

TCDW stands for the core values applied in every activities of SBS Media Group to make the world brighter.

# Contents

SBS is creating competitive contents based on the group vision



# Contents

Whether in documentaries, dramas or varieties, SBS Media Group sets itself apart



## The Inheritors

A romantic comedy drama about a group of privileged high school students who seem to have everything under control but not their love.

With its story of unique characters, The Inheritors earned no.1 viewership in primetime.



## Running Man

Running Man, Korea's first live-action, urban-setting variety show, puts seven regular cast members together with changing guest members to compete in a survival competition involving various missions and games.



## Law of the Jungle

Laws of the Jungle, Korea's first wilderness exploration reality show, challenges its celebrity participants to find ways to survive together in the wild in places benefits afforded by modern civilization.

Television Dramas - Beyond Korea to the World  
Entertainment Programs - Fresh Laughter and Fun!

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## Olympics

In addition to being the exclusive broadcaster of the Vancouver 2010, SBS delivered high-quality coverage of the London 2012 Summer Olympics, the Sochi 2014 Winter Olympics.

Providing expert commentary to relay the full excitement and drama of each event and actively adopting new technologies, including the world's first UHD live broadcast, SBS broadcasts have enriched the sports viewing experience.



## Worldcup

As the exclusive broadcaster of the 2010 FIFA World Cup South Africa, SBS also delivered high-quality coverage of the 2014 FIFA World Cup Brazil, establishing its reputation as an unrivaled broadcaster of major sporting events.



## EPL

At a time when top Korean footballers like Ki Sung-yueng and Lee Chung-yong are making their presence felt in the English Premier League (EPL), SBS Sports, which holds broadcasting rights for the EPL as well as the English FA Cup and the UEFA Champions League, is providing viewers with extensive coverage of the highest-quality matches and the exploits of Korean players.



## Golf

As the exclusive Korean broadcaster of the PGA Tour, SBS Golf provides detailed coverage of PGA Tour events, including plays by star golfers like Rory McIlroy and Tiger Woods as well as top Korean players like K.J. Choi and Noh Seung-yul.

Sport - New Firsts, New Gains

# Hello China

Groundbreaking new content signaling a new chapter for Hallyu



## My Love from the Star

The start of an SBS drama syndrome

With diverse genres, solid storylines, and high production value, SBS produced dramas are attracting growing popularity in China.

The Inheritors & My Love from the Star, in particular, were released on online video sites, where they recorded several billions of views and sparked an enthusiasm for Korean dramas that was described as the “Korean drama syndrome”.



## Running Man

Bringing SBS-Style Entertainment to Chinese Audiences

Delivering fun and enjoyable content in creative, easy to understand formats, SBS Programs have gained a growing following in China.

Running Man, SBS's signature Entertainment Program, was even adapted for local audiences and reborn as <Hurry Up, Brother> through joint production with Zhejiang Satellite TV.

Recognizing the prospects for a new Hallyu boom in China, the world's largest independent market, SBS will continue to develop new business models that build on the competitive strength of innovative dramas and entertainment offerings.

# Group Structure

SBS media Group Maximizes synergies through close cooperation across its business sectors



# Business Area

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





