


The logo for EBS AMERICA features the word "EBS" in a bold, blue, sans-serif font. To its right is a circular icon composed of three overlapping circles: a large blue circle on the left, a smaller green circle in the middle, and a smaller orange circle on the right. To the right of this icon is the word "AMERICA" in a bold, blue, sans-serif font.

EBS AMERICA

Through education, EBS is building a brighter future.



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COMPANY OVERVIEW

**EBS takes to heart
the dreams of our youth.**

As the flagship educational programming broadcaster in Korea, EBS will give to the people a future filled with pleasure and hope that can be found in learning, with our cultured and beneficial content. In today's fast-paced society, sometimes an experience of culture and art is like a long-awaited rain. EBS offers high end culture and art programs to satisfy people's desires for culture. Please enjoy our shows, documentaries, movies, performances, and exhibitions that provide a rich and moving cultural experience, not just a moment of light entertainment. A broadcaster that cares about the people.

HISTORY OF **EBS**

- 1974** Started as Radio School Broadcast
- 1980** Took over "Home High Schooling" from KBS
- 1990** Acquired KBS's 3TV and Education FM radio
- 1997** Launched satellite educational broadcasting
- 20 00** Officially incorporated EBS
- 20 06** Opened EBS AMERICA
- 20 10** EBS AMERICA broadcasts on channel 2087 via DIRECTV

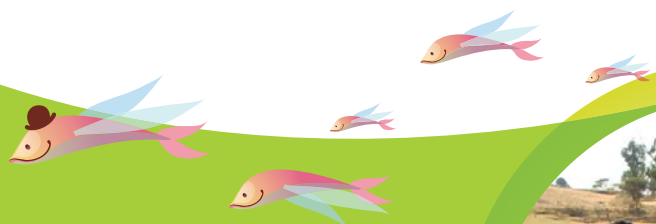
Broadcasting on

CH 2087

DIRECTV

EBS is on air 24-7 in the U.S.

EBS has been successful in delivering programs that are both superior and colorful while being communicative and relevant to the today's world. With the confidence EBS has gained over the years, it brings surprise to the international broadcast community by emerging as the new model for public broadcasting. EBS guarantees to grab the attention of the people of Korea and the world. Now even Koreans in America can enjoy access to our informative programming 24 hours a day through DIRECTV, the largest provider of satellite television service in the U.S.



Programming & Contents

CH 2087

DIREC TV

EDUCATION

EBS  **AMERICA**

Continuing efforts to build an environment
of lifelong education

Currently we are providing the highest level of cultural and educational programming. EBS seeks to live up to what it means to be a public broadcaster by providing the highest caliber programs that are the most beneficial to the public. We cover everyone from toddlers to adults with after-school learning, family programming, documentaries, and arts and cultural programming. EBS features a winning lineup that is just right for viewers of all ages. We are ready to produce the contents that people need.



Programming & Contents

CH 2087

DIREC TV

Guiding our future in the direction of hope

The importance of programming aimed at children of all ages can never be emphasized enough. With our edutainment programs that bring together the essential elements of fun and education in perfect harmony, we focus on building imagination and creativity. EBS has been under serious research and development to concentrate on the children's future by helping them grow self-leadership.

At the forefront of the information age

Current world is powered by data and knowledge people consume through the media. EBS focuses on preparing the world of today and tomorrow so that people can have higher level of knowledge to make better, informed decisions for their lives. To be the best at what we do, we motivate our viewers with passion to achieve their dreams.

True perspective on the world around us

EBS helps viewers appreciate the value of health and natural environment. We bring the best of all medical professionals to strengthen health awareness. Our programs also focus on the importance of the nature to our health and ways to preserve the Earth. By showing them the bigger picture, they will be guided into the right direction.





Ch.EBS TV ADVERTISING RATE



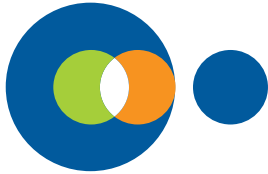
Time	Program	30" Rate
Mon - Sun 09:00 AM - 10:00 AM	Entertainment A	\$ 300 .00
Mon - Sun 10:00 AM - 12:00 PM	Educational A	\$ 300 .00
Mon - Sun 12:00 PM - 02:00 PM	Program A	\$ 400 .00
Mon - Sun 02:00 PM - 04:00 PM	Program B	\$ 400 .00
Mon - Sun 04:00 PM - 06:00 PM	Program C	\$ 400 .00
Mon - Sun 06:00 PM - 08:00 PM	Program D	\$ 500 .00
Mon - Sun 08:00 PM - 10:00 PM	Program E	\$ 500 .00

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EBS  **AMERICA**

