



tan
The Asia Network

Faithful & Reliable Service

Starting from Hawaii, TAN successfully placed itself on top of Korean satellite broadcasting business with over 30 years of experience and know-how. TAN has been the center of Korean-American community as well as cultural bridge between different communities. Now, joined with DIRECTV, TAN promises quality and diversity in all of its content and offers a fresh new channel for the Korean programming audience.

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COMPANY OVERVIEW

HISTORY OF **tan**

19 87 SMS Marketing Research

19 88 Acquired grant from KBS and Korean Government to distribute Korean Programs via DBS in North America

1991 Began operation to broadcast programs via DBS, and started 3 hours of daily broadcasting via KU Band Satellite SBS-6

1993 Began broadcasting via Galaxy 7, a more powerful KU Band satellite, and expanded hours to 3 hours and 30 minutes

1995 Acquired authorization from MBC to broadcast their program

1998 Acquired digital technology that enables 24 hour operation with improved signal Received authorization from HBS, YTN and MBN to broadcast their programs

2002 Began 24 hours broadcast on Time Warner Cable in southern California

2003 Began 24 hours broadcasting with dual channel, TAN 1 and TAN 2 on AMC4 KU Band

2004 Acquired grant from SBS to broadcast their program. Began multi channel system with more diverse programs

2005 Acquired grant from CGN to broadcast their program

2006 Exclusively EBS varieties of educational and of documentary program

2007 Acquired grant from QCHANNEL, ETN, TBS, ONBADOOK to broadcast their program

2008 Acquired grant from ARIRANG to broadcast their program

2009 Acquired grant from CBS to broadcast their program

2010 TAN TV broadcasts on channel 2090 via DIRECTV

Broadcasting on

CH 2089 DIRECTV

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

In appreciation to all opinions and comments, we take our programs even closer to the viewers by embracing various, different ideas and cultures to make TAN TV a channel for everyone. Our program providers are at the top of their class in delivering solid contents to the Korean viewers. Filled with exclusive news as well as quality entertainment contents, TAN TV will offer programs that are both useful and interesting. Now Koreans in America can enjoy our new channel on DIRECTV, the largest provider of satellite television service in the U.S.

Programming & Contents

CH 2089 DIRECTV

Presenting the Best of Korea

TAN TV distinguishes itself from the rest of the Korean stations by delivering exclusive contents that are much sought after including variety of documentaries, entertainment and reality shows. The fact that our program alliances are not involved in the video rental business makes our programs up-to-date and free from any hold back. Because of its high bandwidth directfiber link connection from Seoul to TAN broadcast center here in Los Angeles, the DIRECTV subscribers can watch fresh programs directly from Korea via highest digital standards.

OBS
경인TV

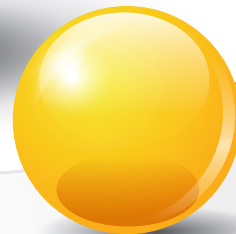


tan
PROGRAM ALLIANCE

 바둑TV



Jtbc



Jtbc
GOLF



Programming & Contents

CH 2089 DIRECTV



Open to the world

Through a 'selection and concentration strategy', OBS brings in-depth coverage of the hottest news stories in Korea. TAN TV also features their talk shows, documentaries, reality shows and much more. OBS has been delicate with whom they partner within the U.S., hence their programming has not been over saturated, making them very desirable. Already a proven success in Korea, OBS brings in class and variety to the Korean programming.



Dream green for the better tomorrow

J Golf, a golf channel provided by JTBC, ON AIR 24 hours a day covering the latest and hottest golf news and tournaments is soon to be featured on TAN TV to golf fans here in the United States. J Golf not only covers amateur and professional tournaments, but covers any and all golf related news, statistics, rules & etiquettes and schedules. J Golf documentaries, lessons and tips will help all golf fans develop techniques and know-how to enhance their skills in golf. J Golf is a golf specialty channel covering all aspects of the sport.



Entertaining millions of Baduk(Asian Chess)fans

Baduk TV programs now have global resources from China's CCTV and Japan's NHK to offer Korean fans more in-depth coverage of breath-taking matches all over Asia. Baduk games have found participants and aficionados in many diverse groups. Their programs bring all the best coverage and highlights to display skills and strategies of the world's best players.



Programming & Contents



CH 2089 DIRECTV



Abnormal Summit

Here, young guys from all over the world hold Abnormal Summit. They believe themselves as the representatives of their countries. G12 discuss the common issues such as dreams, marriage, other cultures and worries are presented. Through the open discussion, cultural differences and personal opinions of the G12 are revealed.

Sugar Man

Music battle show between two teams led by Yoo Jae Suk and Yoo Hee Yul. Each team will bring back singers who were a one-hit wonder but disappeared from the public eye. The two teams recreate the old song into new versions that will appeal to

JTBC News

JTBC News Room is the main flagship newscast of JTBC Television Network. JTBC News Room will focus on more live reports, studio interviews and more in-depth coverage of today's news.



TAN TV ADVERTISING RATE

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

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KoreanDirect Subscriber

STATE	%
Alabama	0.1 %
Alaska	0.1 %
Arizona	0.4 %
Arkansas	0.1 %
Southern California	66.0 %
Northern California	0.7 %
Colorado	0.8 %
Connecticut	0.1 %
Delaware	0.0 %
Florida	0.1 %
Georgia	0.8 %
Hawaii	0.2 %
Idaho	0.1 %
Illinois	0.4 %
Indiana	0.1 %
Iowa	0.1 %
Kansas	0.1 %
Kentucky	0.1 %

STATE	%
Louisiana	0.1 %
Maine	0.0 %
Maryland	0.2 %
Massachusetts	0.1 %
Michigan	0.1 %
Minnesota	0.1 %
Mississippi	0.1 %
Missouri	0.1 %
Montana	0.0 %
Nebraska	0.1 %
Nevada	0.2 %
New Hampshire	0.0 %
New Jersey	1.5 %
New Mexico	0.1 %
New York	19.0 %
North Carolina	0.1 %
North Dakota	0.0 %
Ohio	0.1 %

STATE	%
Oklahoma	0.1 %
Oregon	0.2 %
Pennsylvania	0.4 %
Rhode Island	0.1 %
South Carolina	0.1 %
South Dakota	0.0 %
Tennessee	0.1 %
Texas	3.0 %
Utah	0.1 %
Vermont	0.0 %
Virginia	1.0 %
Washington	1.3 %
West Virginia	0.2 %
Wisconsin	0.1 %
Wyoming	0.1 %
	100.0 %

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