

Asia's Heartbeat

Arirang

CONTENTS

- About Arirang
- History of ARIRANG
- Broadcasting on DIRECTV
- Programming and Contents
- Advertising Rate

About Arirang



Arirang TV

Company Name:
KIBF (Korea International Broadcasting Foundation)

Channel Name: Arirang World

Date of Foundation: Apr 10, 1996

Company Mission: As a representative English broadcasting station based in Korea, we provide news and entertainment on Korea for the international community.

Operating Channels: 3 TV Channels, 1 Radio Channel

Homepage: www.arirang.co.kr

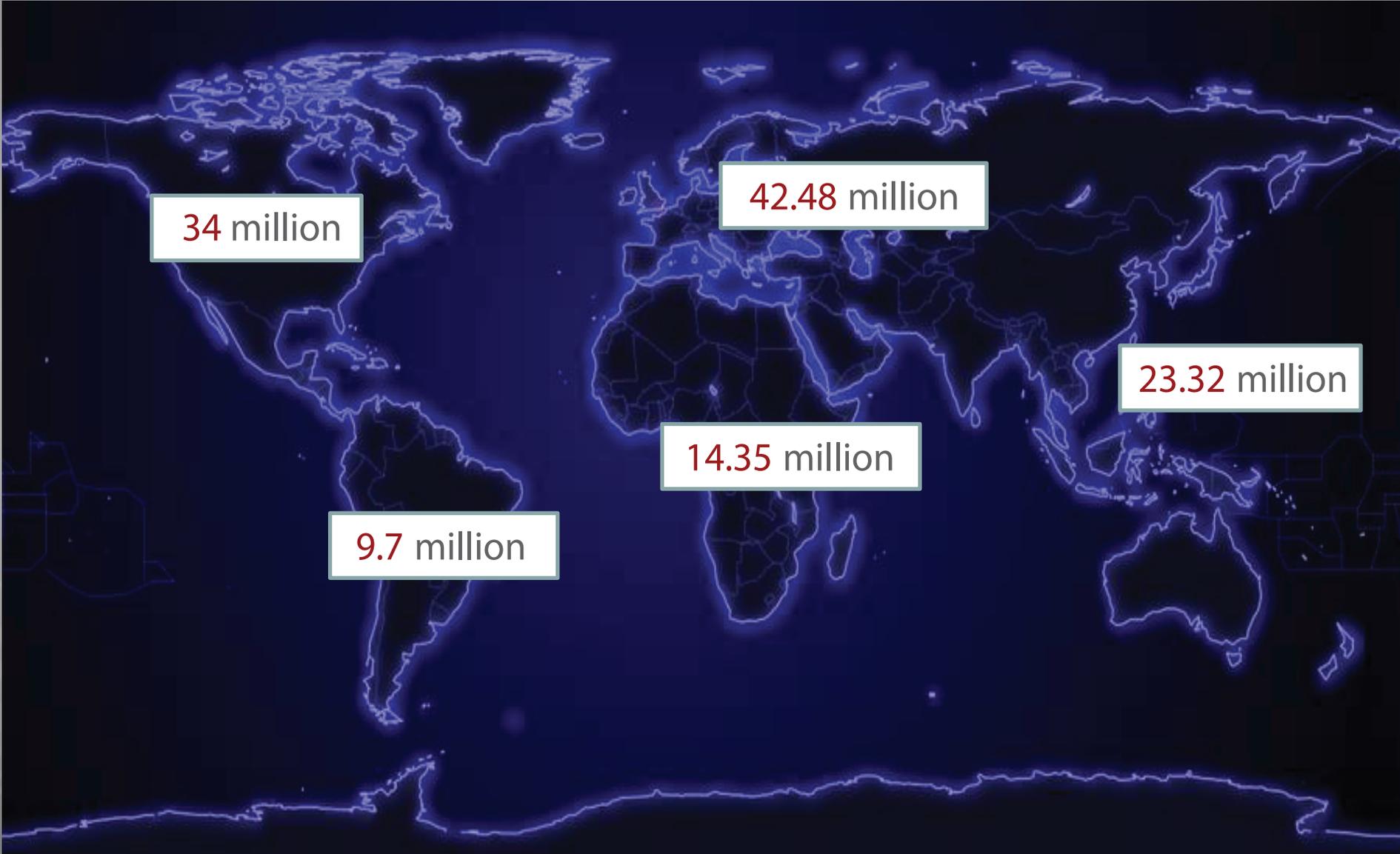
Broadcasting on **CH 2095 DIRECTV**

ARIRANG TV is on air 24-7 in the U.S.

Reaching every corner of the world. Arirang TV is to present an unbiased view and reliable information of Korea to the world through the wide range of programs such as Korean news, cultural, educational and entertainment show, dramas, documentaries and more.



Total Subscribers



123 million households Around the World with **arirang**

1 Entertainment



Simply K-POP	After School Club	Pops in Seoul	Showbiz Korea
<p>The stage of opportunity to meet music fans worldwide. A unique combination of a variety of music through special collaborations!</p>	<p>A live music request show for the whole world! You can participate anytime through SNS, smartphone and Internet. 'After School Club' is an interactive program in which talented Korean musicians share their special stage with foreign viewers.</p>	<p>Swiftly delivers the newest music and news of the world of singers on a daily basis! 'Pops in Seoul' also provides domestic musicians with a foothold to advance into the foreign music scene.</p>	<p>Hot celebrity news delivered to viewers in 188 countries around the world! Share candid interviews and charming behind the scenes stories about Korean style and everything to do with Korean trends! 'Showbiz Korea' delivers a variety of vivid</p>

2 Culture



Arirang Prime	Arts Avenue	Cooking Possible	In Frame
<p>Excellent documentary program 'Arirang Prime' delivers various social and cultural topics that are becoming the talk of the town in South Korea and the global society in a diverse and instructive way.</p>	<p>Everything about Korean culture and arts from its past to its present! This whole program strives to be a part of 'Media Arts' and is thus devised by exciting screen composition and stylish editing. It not only delivers culture and arts information but also analyzes the trend of South Korea's art market as center of Asian culture and</p>	<p>'Cooking Possible' demonstrates that local ingredients and sauces can be turned into Korean dishes anytime, anywhere in the world. In 'Cooking Possible' Korean culture and tradition will be highlighted through the nail-biting cooking showdown and Korean people's vibrant lives will be served up in the chefs' creations.</p>	<p>South Korea from the perspective of a foreigner! Instead of South Korea's culture and tourist attractions that we want to boast, find out about the South Korea that foreigners are curious about! Experience South Korea through the lenses of illustrious foreign photographers.</p>

3 Current Affair



Business Daily	Newstellers	Upfront	Bizline
<p>An economy engine program that follows South Korea's economic power. Easier to look at and more exciting than domestic economy news!</p>	<p>A talk to identify with advanced worldwide current affairs! The foreign press has their eye on South Korea and now collaborates without global media news talk program! Watch people from various styles and countries sit together to discuss the topic of current affairs worldwide!</p>	<p>Arirang TV Press Preview Production Center and Planning Diagnostics. We invite key personnel from different layers of society to introduce current issues in South Korea. A variety program of current diagnoses that introduces the viewers to a selection of different points of view from foreign countries, all connected by satellite.</p>	<p>A daytime economist magazine program that delivers easy to understand economic issues! We introduce South Korea's market and consumer trends as well as the innovation linked with IT and South Korea's status within IT power.</p>



Ch. Arirang TV ADVERTISING RATE



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

Asia's Heartbeat
arirang

