

The image features the MBN logo in a bold, orange, sans-serif font, centered on a white rectangular background. The background is filled with a complex, abstract pattern of overlapping, semi-transparent geometric shapes in various colors including blue, purple, yellow, and orange. These shapes are scattered across the white area, creating a sense of depth and movement. The overall composition is modern and dynamic, with the logo standing out prominently against the intricate background.

**MBN**

## Presenting “The Best of Korea”

MBN will cater to an audience of 30 years old and above seeking highly sought-after content in Korea. Filled with exclusive entertainments as well as prime news content, MBN offer programs that are useful and entertaining.

With superior and dynamic programming, we guarantee MBN is a great channel in the DIRECTV's KoreanDirect™.

## **MBN**

MK, MBN Media Group recently been awarded the comprehensive broadcasting license by the government of South Korea



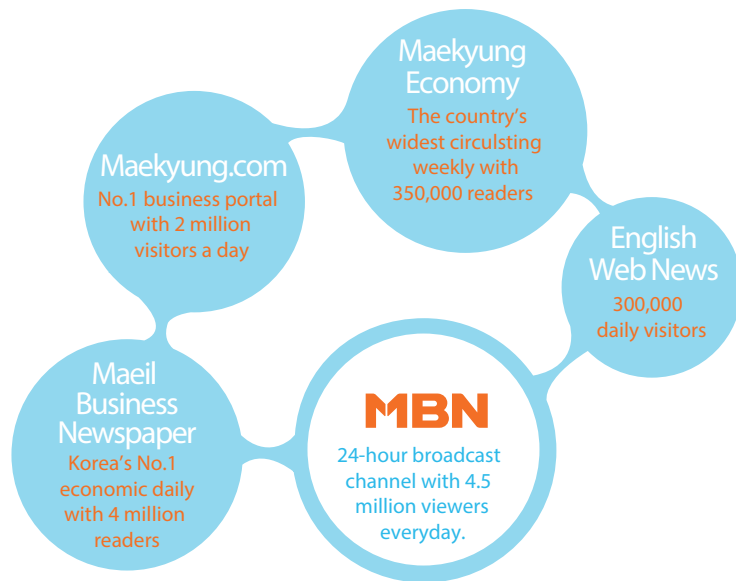
# Broadcasting on

**CH 2088 DIRECTV**

## MBN is on air 24-7 in the U.S.

MBN is a newest channel for the DIRECTV's KoreanDirect™ channel line-up as it promises to attract massive number of viewers. With its variety of contents and in-depth news, we believe that DIRECTV will grow significantly in Korean subscribers. With over 30 years of experience in the broadcasting business, MBN assures both quality and diversity in all of its programming and presents a fresh new channel for the Korean audience.





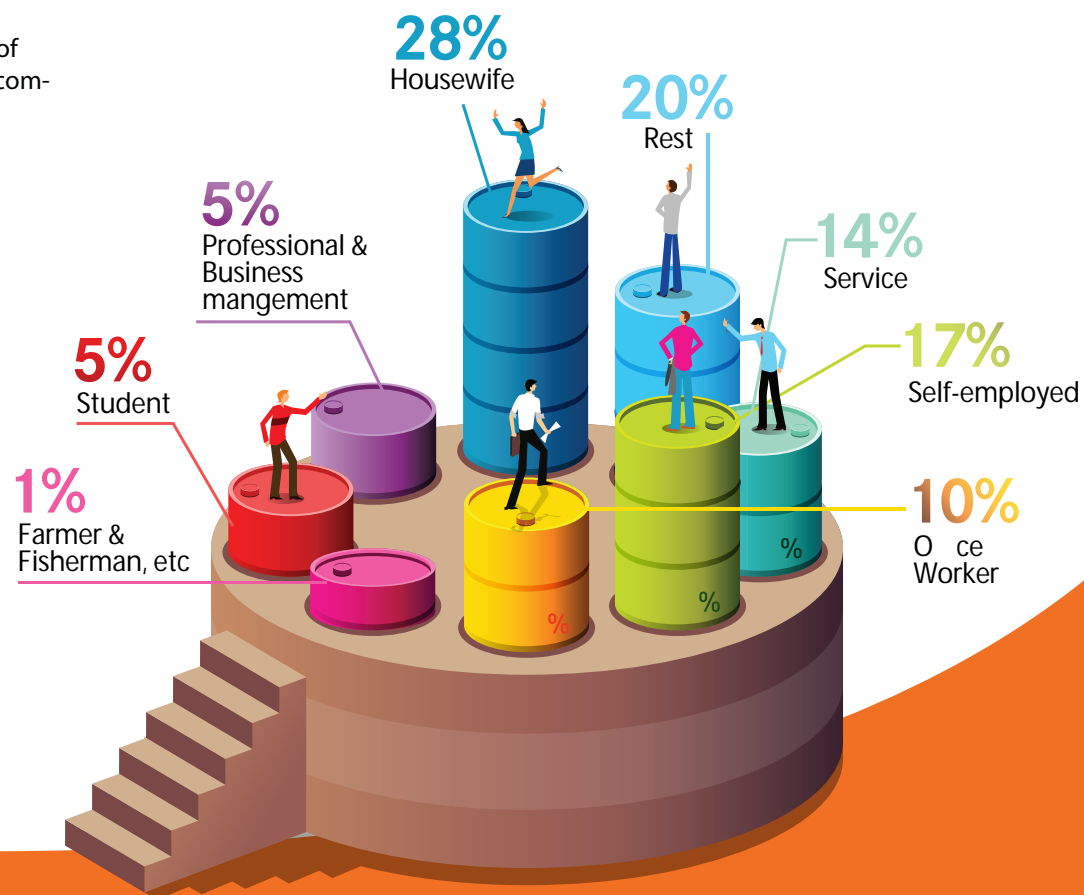
## The Media Leader

Known for its popular TV network, MBN, the MK Media Group is one of the Korea's 4 major media corporations that have been granted the comprehensive broadcasting license by the Korean government.

With 400 million dollars of initial capital, MK, MBN Media Group has the funds available towards producing quality entertainments to meet the needs of MBN's audience worldwide.

Watched by all generations and occupations, MBN has main audience in their thirties to fifties, the central movers of the economy & society.

<Source : AGB Neilson Korea>



MBN



Q&A

## What is the Comprehensive Broadcasting License?

It is the license for "comprehensive programming" channels, which allows to produce and broadcast original news content as well as entertainment, sports and documentary programs. Along with KBS, SBS and MBC, the MBN now gets to compete for the best TV programming and ratings in South Korea.

## Start of New Era

The Comprehensive Broadcasting License was awarded to the MK, MBN Media Group on December 31st, 2010, announced by Choi See-joong, the chairman of the Korea Communications Commission.







## More In-depth like CNN

Also noted for its prime quality news contents, MK, MBN Media delivers expert news programs with extended reports, detailed analysis and unbiased opinion. Compared to YTN's brief headline news runs, MK, MBN Media's in-depth news are more like the CNN as it thoroughly covers all areas of news including financial, political, social, international, securities, industrial, real estate, etc.

## Life in the Primitive Nature

A documentary about people who chose to live in the primitive nature.

## Full of Quality Entertainments

MBN presents the best in animation, comedy, drama and entertainment news from our program allies. Due to limitless popularity of TV shows like the "American Idol", MBN has also picked out variety of reality shows featuring the breathtaking nature of survival entertainment. As we continue to actively seek for new exciting programs, we are very confident that MBN will satisfy the changing needs of Korean viewers for many years to come.

# Main Programs



- Hey Day
- Curious Stories
- The Mastor's Theory
- The Solution to Curiosity
- Woman's Healing Show
- My Health Secrets
- Escaping The City
- Quiz Show - Take Over
- The Profound Secret

## Entertainment

## Culture

- Real Documentary
- Precious Moments & Happiness of Sharing
- Success Documentary-The Best
- Real World Situation
- Economy Daily
- Open TV Open World
- World Exclusives
- Marriage Fixer
- Man & Nature
- As Life Goes On
- The Economic Focus



## News

- News 8
- Good Morning MBN
- Special Current Issues
- News Fighter
- Newswide
- News & Issue
- News Big5
- Sports News





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