

Media kit

SERVICE

Multi Media Platform for Multi-Device

PC + Mobile + TV (Set-Top Box)





Company Overview and Services Timeline

Feb. 2019 Incorporated as Hankook TV, Inc. in February 2019

Hankook TV, Inc. www.tvhankook.com

Subsidiary Company of the largest Korean-American Media Group The Korea Times USA.

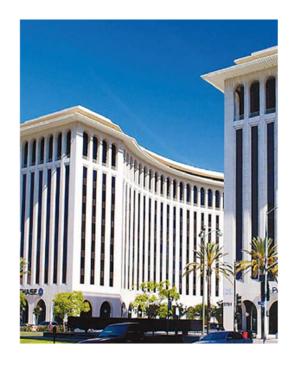
3731 Wilshire Blvd., #1000, Los Ageless, CA 90010

Oct. 2019 Beta Release

Beta release open to public

Jan. 2020

◆ Public service launched on January 1st, 2020.





Initial Contents Lineup



Live Stream

Watch various streaming channels live!

- ✓ KBS World 24
- √ YeonHap News TV
 (24/7 Full HD Live Streaming)
- Arirang TV
- CGN TV

- ✓ Hankook TV (Daily 24/7 scheduled VODs)
- Seoul Economics TV
- Radio Seoul TV



VOD (Video On Demand)

No time for boredom! News, Variety, Drama, Education and many more VOD contents are available to watch at anytime!

- ✓ Premium daily local news produced by Hankook TV
- ✓ For future generation's education, EBS
- Popular K-Drama, Variety Show, and Docuseries
- Leisure and Sports channels
 (Game of Go, Chess, Fishing, Travel, Fashion, and Parenting)



YouTube

YouTube's trending video playlists curated by Hankook TV

- ✓ Popular Videos
- Genre oriented playlists
 (News, Politics, Actualities, Pop, Travel, Mukbang, Sports and more)



Hankook TV Original Contents

Korean-American viewers customized contents are available in various platforms of Hankook TV

- Exclusively broadcasting "Silver i TV" on Hankook TV for Senior generations.
- Regional News and contents of South Korea.

% More contents are coming soon!



Services and UI Screen for different Devices

Mobile, PC \$4.99 / Monthly

TV Set-Top Box, Mobile, PC \$14.99 / Monthly

- Beta Release: Above products are accessible at no cost. Requires user login information.
- Public Service: As of January 1st, 2020, above products are available at the listed price.









Mobile App

* hankookty

Set-Top Box Free Trial Promotion

- Before the public service, users qualify for a free trial
- How to apply: Log in to www.tvhankook.com and click "Apply for Set-Top Box."
- Call Service: 323-692-2121



Hankook TV Advertisement Benefits



Korean-American Community's first-ever digital multi-media advertising platform service (OTT IPTV Platform)

One Source Multi-Device compatible. Mobile / PC (Tablet) / TV and more devices!



Target your audience nationally or to a specific area

New York, Washington D.C., San Francisco, Seattle branches and more!



Accurate Ad tracking and traffic analysis report!

Statistically analyzed tracking and traffic data is available for any advertisement products!



From planning to taking action, experts are available to consult your goal.

Ex). Open Event sponsored by Radio Seoul, K-Town 1st is executed from planning to completing the event.



Advertise using all of The Korea Times US's media sources to gain synergy and create exceptional marketing effects. (Traditional+New Media conjoined advertisements)

- ✓ Initial advertisers will be guaranteed for outstanding views and benefits.
- ✓ Mainstream advertisers are already partnered with us. Kim's Electronics, Chosun Galbi, Asiana Airlines and more.
- Promotions to existing subscribers of The Korea Times and Radio Seoul is maximizing its synergy.





Hankook TV Live Channel Ad Products

Live broadcast Channesl Advertisments

orem Ipsum

DEVICE TV Set-Top Box, PC, Mobile Devices
On-Air TV Channels



Maximize your advertising results by inserting your tv commercial to the center of attention for historical moments or sports events where live broadcast channels are played on the public and commercial sites.



30s, 20s, 10s

(TV Bill board)

Town News

(Slider Ad)

Ads are formatted
to Slider and Voice-over

Sponsorship Ads

Weather reports and Sports and More

Time Signal

Hankook TV News and Time signal (Legal ID) and More



Hankook TV Live Channel Ad Products

Live Channel Advertisement planning

DEVICE TV Set-Top Box, PC , Mobile Device Ad Length 3 Minutes / 5 Minutes Series On-Air TV Channels



- We can plan and make a commercial for your products that should be longer than standard 30 seconds advertisements.
- In this case, we also provide 30 seconds commercial by editing.

Advertisement Request: Goal, Contents, Budget, Target and More
Channel Selection, time period, and count setting
Advertisement contract
VOD Ad production start
Your Ad is live!





Hankook TV VOD Ad Products

Main Ad

Ad Length 30 seconds, Under 1 minute **DEVICE** TV Set-Top Box

Home screen and background screen advertisement is the most exposed ad shown to the Set-Top Box users.

Advertisement Request: Goal, Contents, Budget, Target and More Channel Selection, time period, and count setting Advertisement contract VOD Ad production start Your Ad is live!





Hankook TV VOD Ad Products

Pre-Roll Ads

DEVICE TV Set-Top Box, PC, Mobile Device Ad length under 30 seconds

Ads that are played before the main VOD on every device. Match your target and audience with the correct programs and maximize your ad effect!

Advertisement Request: Goal, Contents, Budget, Target and More

Channel Selection, time period, and count setting

Advertisement contract

VOD Ad production start

Your Ad is live!



www.ktown1st.com



Hankook TV Live Channel Ad Products

Planned Ad

DEVICE TV Set-Top Box, PC, Mobile Device Ad Length 1 Minute / 3 Minutes / 5 Minutes Series

- We can plan and make a commercial for your products that should be longer than standard 30 seconds advertisements.
- In this case, we also provide 30 seconds commercial by editing.

Advertisement Request: Goal, Contents, Budget, Target and More

Channel Selection, time period, and count setting

Advertisement contract

VOD Ad production start

Your Ad is live!





Hankook TV All-In-One Ad Product

ALL IN ONE Multidevice Ad

DEVICE TV Set-Top Box, PC, Mobile Device

- This ad will be exposed to all devices. Including Hankook TV Live Channel.
- The Koreatimes+Radio Seoul TV+Hankook TV All-In-One Advertisement (Please read The Korea Times All-In-One package.)

Advertisement Request: Goal, Contents, Budget, Target and More

Channel Selection, time period, and count setting

Advertisement contract

VOD Ad production start

Your Ad is live!



www.ktown1st.com

ONLINE - BANNER AD



Hankook TV Web Banner Ad Products

Banner location and Pricing

DEVICE PC, Mobile Device



PC Website	728*90 970*250	300*250	160*600	Mobile	640*100	300*250
Price	\$2,000	\$2,000	\$2,000	Price	\$2,000	\$2,000
Main	0	0	X	Main	0	0
Section	0	X	Х	Section	0	X
Detail Page	0	X	0	Detail Page	0	X
On-Air Channel Page	0	Χ	X	On-Air Channel Page	0	X
Search Result	0	X	X	Search Result	0	X

Tvhankook.com



- 1 PERSON MEDIA PRODUCTION AND YOUTUBE AD PRODUCTION





Hankook TV Video production product

YouTube YouTube video production and Ad commercial production



1. YouTube Channel Creation and video production / Upload Service

- Personal and Business Account
- Channel Maintenance and video upload
- √ Video length: 3 Minutes ~ 90 Minutes, Series production and more.



Hankook TV Video production product

YouTube YouTube video production and Ad commercial production

YouTube Ad production and upload service

Ad Categories	Display Ad	Overlay Ad	Skippable Video Ad	Non-Skippable Video Ad	Bumper Video Ad	Sponsor Card
Display ads	The right side of the video player and top of related videos. If the player size is large, the ad could be	A transparent overlay ad will be displayed on the	Skippable Ad could be skipped by the user's choice after the 5 seconds has passed. This ad will be placed at the start or the end of the video. This ad could be played continuously with the bumper ad.	The non-skippable video has to be watched without skipping for the user. This ad will be placed at the start or the end of the video.	Users have to watch this ad for a maximum of 6 seconds before the video. This ad could be played continuously with the bumper ad.	
Platform	PC	PC	PC, Mobile, TV, Gaming Console	PC, Mobile	PC, Mobile	PC, Mobile
Ad length	300x250 or 300x60	468x60 or 728x90 Image or text type ads	Ad is displayed on the video player	Ad is displayed on the video player (Regional) 15 seconds or 20 seconds.	Ad is displayed on the video player. Maximum 6 seconds.	Sponsor Card size is variable.



The Korea Times US Group Omnichannel Advertisement Products.

Hankook TV Video production products

Hankook TV Commercial ad

30 Seconds ~ Under 1 Minute YouTube 1 Person media and advertisements

YouTuber, Facebook,, Twitter and more To advertisers
interested in business
Interview (Introduction)
or Homeshopping style
video production

Event Advertising

Planned Advertisement,, Various Events Other Production

Price varies

Advertisement production pricing

Ad length	Price	Remarks	
30 Seconds	\$1,500	Additional price not included for Models (3 Edits available)	
30 Seconds ~ 1 Minute	\$2,000		

YouTube videos length	YouTube production price	Remarks
1 Minute ~ 3 Minutes	\$2,500	
3 Minute ~ 5 Minutes	\$3,000	
5 Minute ~ 10 Minutes	\$ 4,000	
15 Minute ~ 30 Minutes	\$5,000	Write fee included



Hankook TV Advertisement Price

Hankook TV Advertisement Package Price Table

Ad Categories		Price	All In One off Package	Standard off Package	Digital Off Package	Mobile / PC	Radio Cohesive Package
	Main Ad	\$2,000	✓	✓	✓		~
VOD	Pre-Roll	\$2,000	✓	✓	✓		
	Planned Ad	\$2,000	✓				
	Live Channel Ad	\$1,500	✓				
Live	Live Planned Ad	\$1,500	✓	✓			
LIVE	Radio Seoul TV	\$2,000	✓	✓			✓
	Subtitle Ad	\$1,500	✓				
Web / Mobile Display \$2,000		✓	✓	✓	✓	✓	
	Sub Total \$13,000		\$6,500	\$4,750	\$3,000	\$2,000	\$3,000
Pa	Package Ads Price / Monthly		\$6,000 (\$13.000-50%)	\$4,500 (\$9.000-50%)	\$3,000 (\$6.000-45%)	\$2,000	\$3,000 (\$6.000-50%)

^{*} Options available for including News and Radio Ads



Live broadcast service for Homeshopping entry and Market, Restaurant events

Homeshopping Entry

Location	Partnered Store	Partnership Price	RS
Local (US)	Cconma USA,, Kim's Electronics,, Homeshopping World and more	\$3000 / Monthly	20-30%
S. Korea	Saerom Shopping Inc. , BIZJ and more	In Progress	-

Hankook TV Customer Service (323-692-2121) For Marketing and Order processing

Shipping: Partnered store

Market (Restaurants) Live broadcast event



Live CH: Radio Seoul TV RADIO SEOUL M

Hankook TV (Homeshopping VOD) 《알록TV



2 Hours Minimum: \$5,000/2hrs

THE KOREA TIMES USA GROUP

INTEGRATED
MULTIPLATFORM
ADS





The Korea Times USA Group Integrated Ad Products

Synergy of Integrated Multiplatform Ads



- 50 Years of Korean American Newspaper History
- *Largest Korean American Subscribers
- Covers Major Cities in the US



- Center of Korean American Community, Radio Seoul
- Southern California's biggest coverage
- 24/7 Powerful AM 1650 kHz
- FM 106.3 covers Los Angeles Koreatown



- Multimedia Platform (VOD+Platform)
- Mobile/PC (Tablet) / Set-Top Box
- Digital Ad platform Service

You can now read the digital newspaper with the Hankook TV Set-Top Box in 2020!

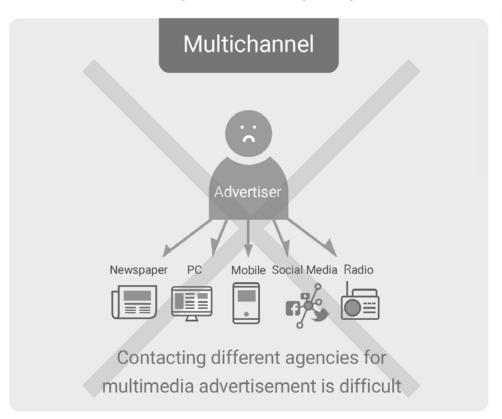


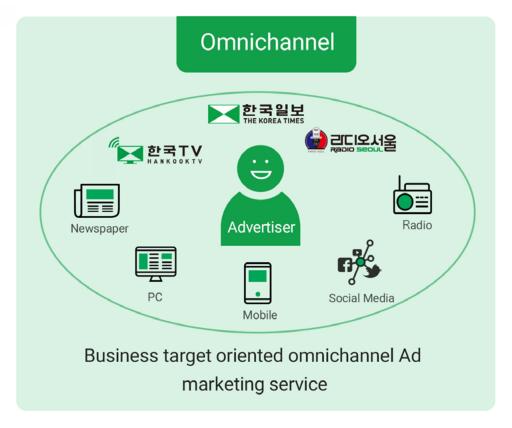


The Korea Times USA Group Integrated Ad Products

Introducing The Korea Times USA Group Integrated Ad Products

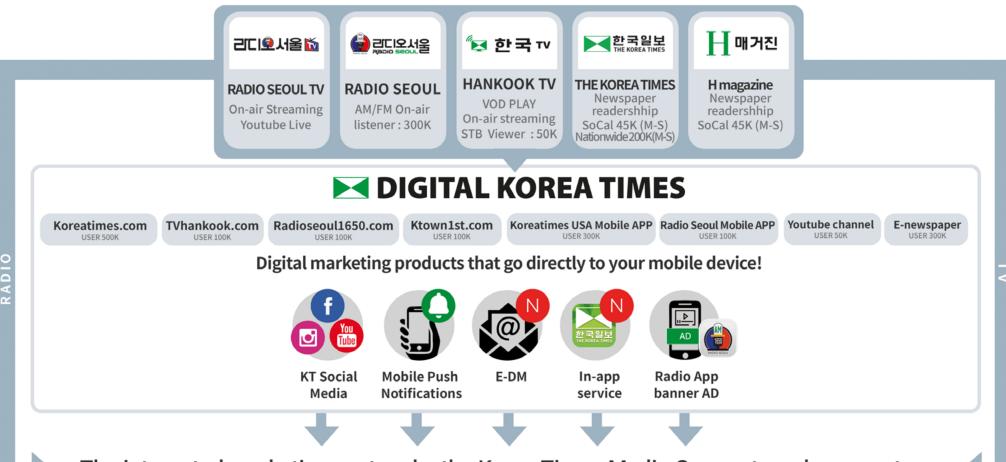
Integrated Omnichannel Digital Ad Products. Now Advertise using the Korea Times USA's Omnichannel platform to advertise in many different ways at your convenience







The Most Effective Korea Times Marketing Eco - System



The integrated marketing system by the Korea Times Media Group strongly guarantees the success of marketing results for Korean-American customers across the United States.



The Korea Times USA Group Integrated Ad Products

The Korea Times USA Group Integrated Ad Products

Full Coverage Package

Omnichannel Advertising

- √ Mobile
- ✓ PC
- ✓ TV
- √ Display (Banner Ad)
- √ The Korea Times USA
- ✓ Radio Seoul

*Option:

Live Channel Scheduled Video Ad Insertion

Standard Package

Multi-Channel Advertising

- √ Mobile
- ✓ PC
- ✓ TV
- √ The Korea Times USA
- √ Radio Seoul

*Option:

Live Channel Schedule Video Ad and Subtitle Ad Insertion

Triple Video Ad Package (TV+Mobile+PC)

Hankook TV Digital Multi-Channel Ad

- √ Mobile
- ✓ PC
- ✓ TV

*Option:

Live Channel Schedule Video Ad and Subtitle Ad Insertion

Radio Seoul TV Package

Radio Ad + Package

- ✓ Radio Commercials
- √ Visual Radio Broadcast
- √ Subtitle Ad



The Korea Times USA Group Integrated Ad Pricing

	Ad Types		Price	The Korea Times USA Group Integrated Ad				
Media				All In One Package (70% Off)	Standard Package (60% Off)	Triple Package (TV+Mobile+PC,65%)	Radio Seoul TV Package (20% Off)	
		Main Ad	\$2,000	0				
	VOD	Pre-Roll	\$2,000	0	0	0		
		Planned Ad	\$2,000					
HankookTV		Live Channel Ad	\$1,500	0	0	0		
	Live	Live Planned Ad	\$2,000					
	Live	Radio Seoul TV	\$1,000			0	0	
		Subtitle Ad	\$500	0	0		0	
	Web / Mobile Display		\$2,000	0				
Koreatimes.	Display	970x250 / 160x600	\$5,250	0	0			
com	Display	300x250	\$4,200					
Mobile Ann	Display	Full + Bottom	\$6,000	0		0		
Mobile App	Push Alram		\$1,000	0				
	6x15(Full), Once a week, 4 times a month		\$5,754	0	0			
Newspaper	6x7(Half)		\$2,688					
	6x5		\$1,919					
H-Magazine	Full		\$1,180	0				
H-Mayazirle	Half		\$630					
RadioSeoul	30 Sec, Once a day, 30 times a month (3+1)		\$2500	0	0	0	0	
RadioSeoul	Inform	Informative (\$100/ a day) \$2000						
	Orig	inal Price		\$32,184	\$18,004	\$14,750	\$4,000	
M	lonthly Group I	Integrated Ad Pricing		\$10,000	\$7,000	\$5,000	\$2,000	



Hankook TV User Analytics and Goals

Current Hankook TV Users



Application

Mobile

October 7th, 2019 Hankook TV service launched

35,000 Users downloads



STB (Set-Top Box)

Nationwide 10,000 Devices shipped

2020 Hankook TV Goal

• 25,000 Users

downloads



Mobile Application 100,000 Downloads



STB (Set-Top Box)

www.ktown1st.com



30,000 Devices Goal

 25,000 Users downloads

