



KBS ON AIR
PROGRAM

WWW.KBS.CO.KR

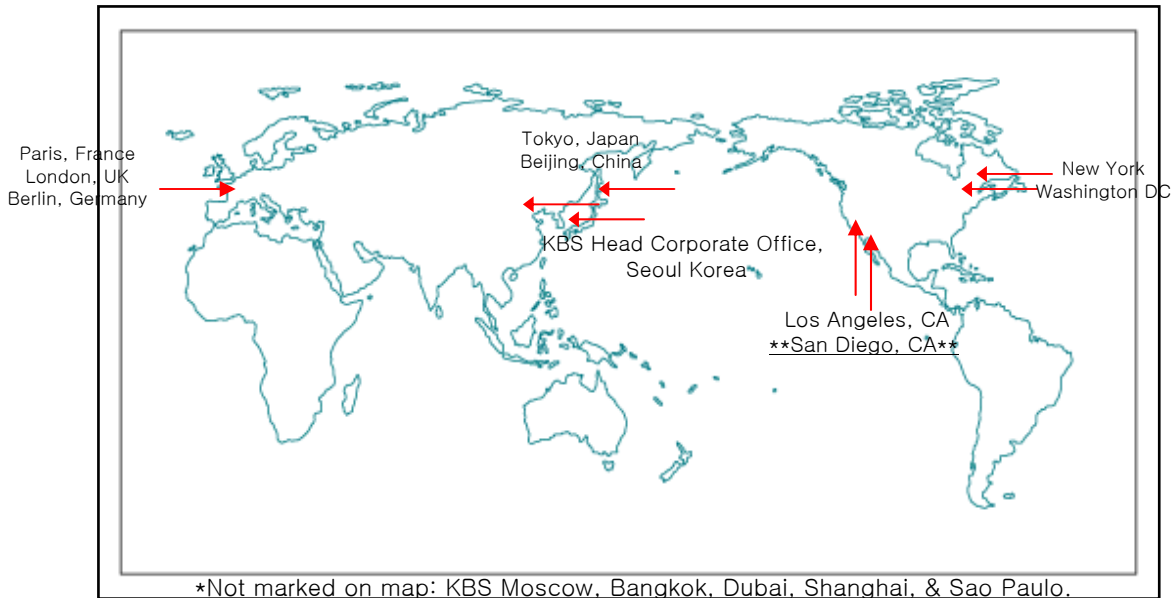
ASIAN TELEVISION NETWORK SAN DIEGO





INTRODUCTION

KBS World Wide



Korean Broadcasting System



THE KOREAN BROADCASTING SYSTEM (KBS) IS THE PUBLIC SERVICE BROADCASTER OF KOREA . SINCE ITS FIRST FORMATION AS A BROADCASTING STATION IN 1947, KBS HAS BEEN THE COUNTRY'S LEADER IN PROGRAM PRODUCTION AND AUDIENCE SERVICE, SPEARHEADING DEVELOPMENTS IN TELEVISION, RADIO AND BROADCAST TECHNOLOGY.

KBS INITIATED KOREA 'S FIRST TELEVISION BROADCASTING IN 1961 AND COMPLETED ORGANIZATIONAL RESTRUCTURING IN 1973 TO CONFIRM ITS PRESENT-DAY ROLE, THE NATION'S PUBLIC SERVICE BROADCASTER. KBS WAS POSITIONED AS THE NATION'S KEY BROADCASTER BY THE BROADCASTING ACT OF 2000.

KBS OPERATES TWO TERRESTRIAL TV CHANNELS, ONE SATELLITE TV CHANNEL AND SEVEN RADIO CHANNELS, INCLUDING A MULTI-LINGUAL CHANNEL (RADIO KOREA INTERNATIONAL) AND THE VOICE OF LOVE BROADCASTING, A RADIO CHANNEL FOR THE DISABLED AND THE ELDERLY. KBS MAINTAINS A NATIONWIDE NETWORK COMPRISED OF 25 LOCAL STATIONS, TEN OVERSEAS BUREAUS AND THREE SUBSIDIARY COMPANIES.

(SOURCE: KBS.CO.KR)



INTRODUCTION II



KTSD/ KBS San Diego



PROFILE

FOUNDED IN 1994, KOREAN TELEVISION SAN DIEGO, INC. (KTSD) CONTINUES TO AIR NOT ONLY LOCAL SAN DIEGO NEWS, BUT ALSO POPULAR TELEVISION PROGRAMS FROM SOUTH KOREA'S LARGEST TELEVISION BROADCASTING STATION, KBS.

SUCH PROGRAMS INCLUDE KBS 9 O'CLOCK NEWS, VARIOUS DRAMAS, MINI SERIES, SPECIAL CONCERT PROGRAMS AND MORE. THROUGH THE SERVICE OF ADDING IN SUBTITLES TO

MOST OF OUR PROGRAMS, KTSD IS PROUD TO ENTERTAIN AS THE ONLY KOREAN/ASIAN TV BROADCASTING STATION IN SAN DIEGO TO AN UNLIMITED AUDIENCE CONSISTING OF KOREAN-AMERICANS, CAUCASIANS, AND OTHER ASIAN ETHNICITIES (FILIPINO, CHINESE, JAPANESE, VIETNAMESE ETC.).

*(FOR MORE INFORMATION ON KBS: WWW.KBS.CO.KR)

COVERAGE AREA (TIME WARNER)

NORTHERN ZONE

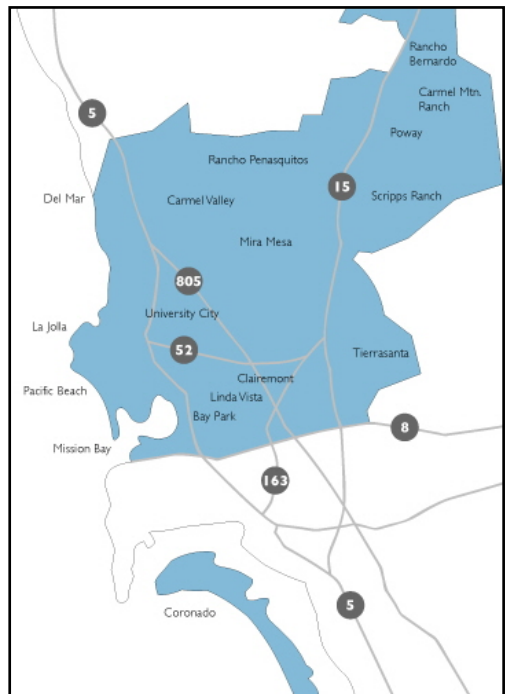
CARLSBAD, DEL MAR, ENCINITAS, ESCONDIDO, RANCHO BERNARDO, SOLANA BEACH, & CARMEL MOUNTAIN RANCH

CENTRAL ZONE

LA JOLLA, RANCHO SANTA FE, MISSION BAY, MISSION VALLEY, PACIFIC BEACH, LINDA VISTA, CLAIRMONT, CORONADO, UNIVERSITY CITY, CARMEL VALLEY, MIRA MESA, MORENO AREA, & OLD TOWN.

EASTERN ZONE

SAN MARCOS, VISTA, TIERRASANTA, SCRIPPS RANCH, & POWAY





STATISTICAL ANALYSIS

1. U.S. Census Bureau (2000)

RACE	POPULATION (PERSONS)	%
FILIPINO	121,147	48%
VIETNAMESE	33,504	13.4%
CHINESE	30,750	12.3%
OTHER ASIANS	23,600	9.5%
JAPANESE	18,649	7.4%
KOREAN	12,004	5%
ASIAN INDIAN	10,148	4%
TOTAL ASIANS	249,802	100%



2. Nielsen Media Research (2006)

NIelsen FOUND SAN DIEGO AS THE 13TH LARGEST CITY (OUT OF 210 CITIES INVOLVED IN THE RESEARCH) TO HAVE A LARGE POPULATION OF ASIAN TV HOMES.

* 96,090 HOMES (288,270 PERSONS)

3. TIME WARNER CABLE (1998)

RACE	POPULATION (PERSONS)	%
TIME WARNER VIEWERS	681,000	
PHILIPINO	42,495	48%
VIETNAMESE	11,863	13.4%
CHINESE	10,889	12.3%
OTHER ASIANS	8,412	9.5%
JAPANESE	6,552	7.4%
KOREAN	4,427	5%
ASIAN INDIAN	3,542	4%
TOTAL ASIAN VIEWERS (KTSD)	88,593	100%



WEEKLY PROGRAMMING

TIME WARNER CHANNEL 12

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Time
9:00PM (start)	KBS 9 o'clock News					9:00PM (start)
9:25PM	KTSD's San Diego Local News					9:25PM
9:30PM	TV Guide 1					9:30PM
9:35PM	KBS Daily Drama "열아홉 순정 (Pure in Heart)" ** ENGLISH SUBTITLES					9:35PM
9:55PM	TV Guide 2					9:55PM
10:00PM	KBS Mini Series "서울 1945 (Seoul 1945)" ENGLISH SUBTITLES		KBS Mini Series "소문난 칠공주 (The Infamous Chill Sisters)" ENGLISH SUBTITLES		KBS Mini Series "부부클리닉 (Marriage Counseling Drama)"	10:00PM
10:30P M-12PM (end)	Home Shopping (English)					10:30P M-12PM (end)



SYNOPSIS OF TV SHOWS



“PURE IN HEART”

THIS DRAMA PORTRAYS THE LIFE JOURNEY OF AN UPBEAT AND CHEERFUL ETHNIC KOREAN GIRL, KUK-HWA, FROM CHINA WHO COMES TO KOREA TO GET MARRIED AND START HER OWN FAMILY WITH HER OWN EFFORTS. ADDING TO THE CHEERFUL ATMOSPHERE OF THE SERIES, SEVERAL FAMOUS MIDDLE-AGED ACTORS: SHIN KOO, WHO PLAYS THE OLDEST PERSON IN HONG’S FAMILY, AND KANG NAM-KIL AND KIM MI-KYUNG, WHO PLAY WOO-KYUNG’S PARENTS.

“SEOUL 1945”

THIS MINI-SERIES PORTRAYS KOREA DURING THE TIME OF REBUILDING THEIR GOVERNMENT AFTER BECOMING INDEPENDENT FROM JAPAN’S RULE IN 1945. DURING THIS PERIOD, KOREA DIVIDES ITSELF INTO TWO (NORTH KOREA AND SOUTH KOREA). WITH CHARACTERS SUCH AS HAE-GYUNG, WOON-HYUK, SUK-KYUNG, AND DONG-WOOK, SHOW THE DYNAMIC LIVES OF KOREANS SUCH AS HARDSHIP, WEALTH, LOVE, ETC.



“THE INFAMOUS CHILL SISTERS”

“FAMOUS PRINCESSES” IS A STORY ABOUT FOUR SISTERS, DEOK-CHIL, SEOL-CHIL, MI-CHIL AND JONG-CHIL, WHOSE FATHER IS A RETIRED MILITARY MAN. THIS HUMOROUS DRAMA DEPICTS THE REAL-LIFE STORIES OF TODAY’S FAMILIES, ELICITING BOTH LAUGHTER AND TEARS FROM ITS VIEWERS. THE LIFE OF THE OLDEST SISTER, DEOK-CHIL, WHOSE UNLOVING HUSBAND DIVORCES HER, SHOWS PROBLEMS FACING REMARRIED COUPLES. THE UPBEAT AND CONFIDENT SECOND SISTER, SEOL-CHIL, PLAYS THE

ROLE OF A SON TO HER PARENTS AND ENDS UP FIGHTING FOR LOVE AGAINST HER YOUNGER SISTER, THE PRETTY BUT SELFISH MI-CHIL, WHO IS THE FAMILY’S TROUBLEMAKER. FINALLY, THE YOUNGEST OF THE SISTERS, JONG-CHIL, BECOMES PREGNANT AND MARRIES HER BOYFRIEND AT A TENDER AGE, FACING NUMEROUS CONFLICTS WITH HER IN-LAWS.



BEST MEDIUM TO REACH KOREAN AMERICAN AUDIENCE



SINCE THE INCEPTION OF KTSD, NOT ONLY KOREAN BUSINESSES BUT MANY MAJOR MAINSTREAM BUSINESSES HAVE SUCCESSFULLY ACHIEVED THEIR GOALS TO REACH KOREAN AMERICAN AUDIENCES BY PLACING THEIR ADVERTISEMENTS DURING KTSD'S PROGRAMMING. SOME OF OUR ADVERTISERS INCLUDE:

Asian Clients



Mainstream Clients



AND MORE...

- FLETCHER JONES MERCEDES BENZ
- TORNADO AIR
- MGM HOTEL CONDO / LAS VEGAS
- LAS VEGAS COSMOPOLITAN RESORT/ LAS VEGAS



ADVERTISING RATE CHART

PROGRAM

Effective as of July 1, 2005

SECOND TIME	20 SEC	30 SEC	40 SEC.	50 SEC.	60 SEC.
9:00-9:25 PM KBS NEWS 9 & KTSD LOCAL SD NEWS (SA)	\$150	\$200	\$250	\$300	\$350
9:25-9:30 PM TV GUIDE (S)	\$100	\$150	\$200	\$250	\$300
9:35-9:55PM KBS DAILY DRAMA (SA)	\$100	\$150	\$200	\$250	\$300
9:55-10:00PM TV GUIDE	\$100	\$150	\$200	\$250	\$300
10:00-10:30 PM KBS MINI DRAMA (A)	\$80	\$150	\$200	\$250	\$300
10:30-12:00AM HOME SHOPPING (B)	\$60	\$100	\$150	\$200	\$250

SUB-TITLE SPONSOR

KBS NEWS	\$2,500 / MONTH
DRAMA	\$1,500 / MONTH



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