





YOUR LIFE
YOUR MEDIA



 JoongAng Media Network

CREDIBILITY

The JoongAng Media Network (JMnet) pursues credibility. We believe the foundation of media lies in the trust of readers and viewers. We separate fact from opinion. We do not report unconfirmed facts nor report with bias. We eliminate errors through various methods such as our fact-checker system. We pursue interactive journalism with the belief that our publications and broadcasts should serve our readers and viewers.

- Introduction of specialist reporters and editors-at-large
- Operation of fact-checking and review system
- Installation of audience committee
- Separation of fact from opinion
- Reinforcement of investigative reporting and in-depth analyses

The desk of JoongAng Ilbo Editor-at-Large Kim Young-hie who has been a journalist for 50 years.

CREATIVITY

JMnet pursues creativity.

We reject convention and mannerism, and instead pursue novelty.

As the largest media group in Korea encompassing newspapers, broadcasting, magazines, entertainment and new media,

JMnet will strive for creativity. It will continue to provide quality information and a diverse range of entertainment.

- First in Asia to launch Internet news services
- JoongAng Ilbo's introduction of horizontal texts and sections
- Publication of Korea's first Sunday edition newspaper JoongAng Sunday
- JoongAng Ilbo switches to the Berliner format
- Launch of general programming channel JTBC
- JTBC presents exclusive broadcasts of international sporting events including the WBC

CORE VALUES

JMnet will be the media group to open an era of Asia.

It will enrich lives with information and knowledge, give joy and move people based on the principles of credibility and creativity.

JMnet's four core values are promises to realize these goals.

BE
HELPFUL

- Customer-oriented
- Recognition of talent
- Realization of coexistence

BE
CORRECT

- Pursuit of rationality
- Observance of ethics

BE
FLEXIBLE

- Open-mindedness
- Proactive approach

BE
DIFFERENT

- Innovative thinking
- Persistent challenge
- Continuous learning



 **JoongAng Media Network**

Newspaper

Broadcasting

Magazines & Books

Entertainment

New Media

BETWEEN YOU AND THE WORLD

The history of JoongAng Ilbo is in itself a record of innovation in the Korean media industry. We have written the history of Korean newspapers with pioneering moves, including the use of Korean instead of Chinese characters in the headlines, the introduction of horizontal text and sections, the launch of the Sunday edition JoongAng Sunday, and the switch to the more compact Berliner format. These were all efforts to put our readers first.

중앙일보

The JoongAng Ilbo is a leading Korean-language newspaper. Founded in 1965, it has attracted the largest readership transcending gender, age, ideology, and geography. The JoongAng Ilbo has published the largest number of exclusive reports which have impacted Korean society. It delivers the latest news of the world with accuracy and insight. Holding credibility as its core value, the JoongAng Ilbo publishes under the motto “Above the News, Below the Readers.” In the spirit of ‘open conservatism’, the paper embraces a wide range of perspectives in Korean society.



중앙SUNDAY

The JoongAng Sunday is the only Sunday edition newspaper in Korea. Since its founding in 2007, the JoongAng Sunday has won accolades from opinion leaders for providing in-depth commentary and quality content to its readers.



일간스포츠

Ilgan Sports, founded in 1969, is Korea's first sports and entertainment newspaper. It highlights the thrill and joy of the sports and entertainment world. It aims to excel in news coverage on celebrities and star players to produce exceptional content.



KOREA JOONGANG DAILY

The Korea JoongAng Daily is the only English newspaper distributed in Korea with the award-winning International New York Times (INNYT). The paper covers domestic and international news in depth from a global perspective.



The Korea Daily

The Korea Daily, with a circulation of over 250,000, is the most widely read Korean-language daily newspaper in the United States. The paper provides up-to-date articles from the JoongAng Ilbo along with the latest news on the local community.

DIVERSITY OF DELIGHT

The broadcasting networks of JMnet offer a diversity of delight and fun. JMnet includes JTBC, which was selected by viewers as the most fair and beneficial channel in just three years of its launch. It also runs JTBC Golf cited as “Korea’s representative golf channel” and entertainment channel QTV. Based on the management know-how from operating both newspapers and broadcasting channels, JMnet strives to be the representative broadcaster in Asia.



JTBC is a reincarnation of Tongyang Broadcasting Company (TBC), which was Korea’s top private broadcasting network in the 1960s and 70s. It was launched in December 2011 after ranking the highest in the government’s 2010 evaluation of new broadcast license applicants and now aims to be the best in the industry. Within three years of its launch, it was selected by viewers as the most fair and beneficial channel. JTBC sets itself apart from other channels by presenting popular dramas such as “Secret Love Affair” and “Childless Comfort”, trend-setting variety shows such as “Hidden Singer” and “Non-Summit”, primetime news program “JTBC Newsroom” led by Sohn Suk Hee, the most respected TV news anchor in Korea and live sports broadcasts.



Launched in January 2005, J Golf was relaunched as JTBC Golf in 2015, marking its 10th anniversary to pursue a more friendly and powerful broadcast brand. The channel is lined up with a range of spectacular golf events. Firstly, JTBC Golf broadcasts tours all over the world including the LPGA, KPGA Korean tour, European tour, Asian tour, Japan men and women’s tour and Ladies European Tour (LET). It also keeps golf fans company for 24 hours a day by offering a wide range of programs. They include phased lesson programs that can be enjoyed by anyone from beginner to expert, event programs with a unique sense of fun, golf travel programs that offer a respite for viewers, as well as speedy and accurate golf news programs. Cited as “Korea’s representative golf channel”, JTBC Golf will continue striving to become the world’s best golf channel on the strength of Korean players who are performing well internationally.



QTV has brought about a fresh breeze of change in the Korean broadcasting industry by offering creative programs that viewers can identify with. QTV receives support from a wide spectrum of audiences between the ages of 25 and 44, with exclusive programming of JTBC’s popular variety shows and dramas, as well as those produced by Korea’s terrestrial broadcasters.



CURRENT AFFAIRS AND TREND POWERHOUSE

Reaching a diverse readership of both genders in their 20s to 60s, JMnet offers an array of top magazines with content specializing in areas ranging from current affairs to fashion, trends, leisure, and cinema. The synergy of partnerships with top international publications and JMnet's know-how from its decades of experience heightens the quality of the materials presented to the readers.

이코노미스트

Korea's best weekly economic magazine accredited by the Audit Bureau of Circulations, covering local and international business trends with unparalleled precision.

월간중앙

Korea's go-to current affairs magazine, which has been providing in-depth coverage of politics, economy, international, and social issues for more than four decades.

Forbes

A must-read high-quality monthly magazine for readers with an interest in the economy and business.

Newsweek

Weekly current affairs magazine where international correspondents and local journalists deliver news on "Korea within the world, and the world within Korea".



영앙

Lifestyle mentoring magazine for the 33 to 43 age bracket ranked number one in both readership and sales.

CéCi

Asia's number one trend magazine published in Korea and beyond, in China and Thailand.

HEREN

The premium lifestyle membership magazine for the 30 to 40 age bracket, with a top-notch database and exclusive content.

SURE

A guide for powerful women and a smart beauty & style magazine.

InStyle

Popular celebrity news & fashion magazine.

JLOOK

Luxury lifestyle magazine for premium readers of the JoongAng Ilbo.

ELLE

World-class fashion magazine published in 46 countries and Korea's first international fashion magazine.

COSMOPOLITAN

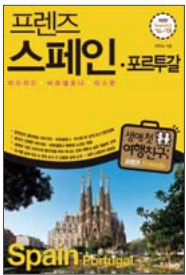
Fashion and lifestyle magazine for working women with the highest international sales.

magazineM

Weekly movie magazine published by the JoongAng Ilbo with the highest circulation in Korea.

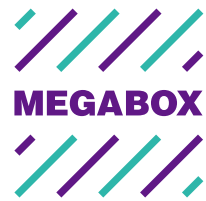
중앙books

A comprehensive publisher covering areas including the economy, business, the humanities, family, and lifestyle.



EXCITING CONTENT PLAYGROUND

JMnet runs cutting-edge multiplex facilities and TV drama production companies that touch the hearts of viewers. Now, JMnet will bring about a fresh breeze in the entertainment industry, including movies and dramas.



Each year, more than 35 million moviegoers head to MEGABOX cinemas around the country to enjoy a multiplex movie experience. MEGABOX has gone beyond the boundaries of cinema, leading the market and setting new standards. At any time, moviegoers can enjoy cinema facilities at 67 MEGABOX chains nationwide. The most successful location, COEX MEGABOX Cineplex in southern Seoul, has been drawing the largest number of moviegoers annually for 15 consecutive years. With the goal to “create a space communicating the meaning and joy of life”, MEGABOX presents new paradigms in movie theatre choices by showcasing content that are not easily accessible at other cinemas, such as operas and classical concerts.



DRAMAHOUSE

Financed entirely by JMnet, DramaHouse makes dramas that are fun and moving such as “Secret Love Affair” and “Maids”, which were aired on JTBC.



TOGETHER. ANYTIME. ANYWHERE

With innovation as the core DNA, JMnet is a leading force of the new media era. The experience of launching the first Internet newspaper services in Asia is a great force behind JMnet's emergence as the most popular online media company today.



joins.com

At JoongAng Ilbo's digital newsstand "Joins", more than 30 JMnet publications of the highest authority pertaining to current affairs, economy, fashion, education, travel, and science can be accessed anytime, anywhere via PCs, smartphones, and tablet PCs.



joongang.co.kr

As Asia's first online newspaper founded in 1995, the online version of the JoongAng Ilbo has always made strides by setting new standards. It proposes new standards of a "smart web newspaper" that can be accessed anywhere. The content of JTBC, JoongAng Sunday, Ilgan Sports, as well as current affairs magazines, including the Monthly JoongAng, Newsweek, and fashion magazines such as ELLE and CeCi are all available. Online JoongAng will continue to take on new challenges to go beyond being Asia's first, to be the world's best smart web media.



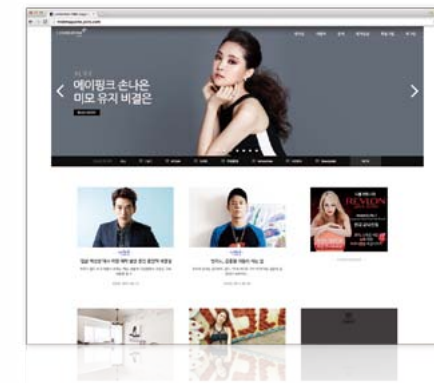
jtbc.co.kr

"jtbc.co.kr" offers a variety of video services such as On-Air broadcasts and Video-on-Demand (VOD) service of JTBC content. It reaches out to viewers through behind-the-scenes sketches, viewer's corner and live SMS polling.



isplus.co.kr

"isplus.co.kr" is Korea's leading entertainment and sports website, which draws more than 500,000 viewers per day. It delivers live professional baseball games and offers unique content such as "Drunk Talk" where celebrities share their honest opinions.



MNBmagazine.com

"MNBmagazine.com" is an integrated website where the content and marketing issues pertaining to J Contentree M&B's CeCi, Woman's JoongAng, InStyle, Sure, Heren and Beautytalk can be viewed all at once.



jmagazine.co.kr

It is a magazine site with content pertaining to the current affairs and the economy from the Monthly JoongAng, Economist, Forbes Korea and the Korean edition of Newsweek.

 **JoongAng Media Network**

Community

Culture

Global Forum

Global Network

 by the Numbers

TOGETHER, A HAPPY SOCIETY

With JoongAng Ilbo and JTBC at its core, JMnet has been at the forefront in widely disseminating a culture of sharing and giving in Korean society.

We were the first and most active Korean media company to lead volunteer programs.

We are taking the lead to make changes through creative means such as paying special attention to the children who will take on our future responsibilities and building a social marketplace. By helping our neighbors and engaging in active sharing, we hope to work towards making our society a happier one together.

WeAJa Sharing Market

The WeAJa Sharing Market is Korea's first charity flea market that was first held in 2005 in celebration of JMnet's 40th anniversary. It is named using the first letters of "WeStart" and the Korean words for "Beautiful Market" and "volunteering." Total proceeds of 1.26 billion Korean Won collected over 10 years have been donated to children from low-income families through "WeStart" and "Beautiful Market" campaigns.



WeStart

"WeStart" is a social public interest organization with the goal of providing welfare, education and health care services to children from low-income families to help them have a fair start in life. Launched in 2004, this campaign opened a new frontier in welfare for children from low-income families with the motto "Let us stop the cycle of poverty."

National Volunteer Festival

The National Volunteer Festival was first started by JoongAng Ilbo in 1994. It was the first time that a Korean media company made such an effort. Over one million citizens from all over the country participate in volunteer work annually for the betterment of their neighbors and the local community. It has also led to the "WeStart" movement and the "WeAJa Sharing Market", thus establishing the foundations of change in Korean society.

Cheongbaek Volunteer Awards

The Cheongbaek Volunteer Awards is the most prestigious civil servant award, which honors and recognizes civil servants for their dedication to the public and their contributions toward the nation's administrative development. It is jointly organized by the JoongAng Ilbo and the Ministry of Government Administration and Home Affairs for government employees ranked below the deputy manager level and is sponsored by JTBC.



CELEBRATING TOGETHER

JMnet reaches out to readers and viewers through various offline events. We interact with the public through lectures given by world-class experts, marathon festivals open to everyone, bicycle parades through Seoul, as well as awards ceremonies for movies, music and the arts.

Tech Plus Forum

Since 2009, the JoongAng Ilbo and the Korean government have jointly organized the country's largest knowledge forum focusing on technology, economics, culture and the humanities. The forum is also known as the 'Korean TED' and is a popular event among the younger generation.



JoongAng Seoul International Marathon

The JoongAng Seoul International Marathon is held on the first Sunday of every November. Drawing more than 20,000 participants, it is an international marathon event that represents Korea. With a marathon course that crisscrosses downtown Seoul and its outskirts, this event is loved by both professional runners and marathon club members.



Hi Seoul Bicycle Parade

In this bicycle parade event, 5,000 participants ride bicycles, which are non-motorized, non-carbon emitting, eco-friendly modes of transportation through downtown Seoul. This event shares the message that we have to reduce our daily energy usage and greenhouse gas emissions in order to make Seoul a more environmentally-friendly city.

Golden Disk Awards

Also known as the Korean version of the Grammy Awards, the Golden Disk Awards is the most prestigious music awards ceremony in Korea, which is loved by the pop music industry for its fair evaluation of album sales as well as digital music downloads.



Baeksang Arts Awards

The Baeksang Arts Awards is Korea's premier awards honoring the best in the entertainment industry since 1965. It is the only annual awards ceremony recognizing outstanding achievements in Korean television and cinema. As a sign of the popularity of 'Hallyu' or the Korean Wave, the awards have been garnering the attention of overseas fans and media alike.



JoongAng Music Concours

Every spring, at the annual JoongAng Music Concours, musicians compete and demonstrate their talent in one of the seven distinctions that include violin, piano and voice. Established in 1975, the concours has produced world-class musicians such as Sumi Jo and Daejin Kim.



JoongAng Fine Arts Prize

Established in 1978, the JoongAng Fine Arts Prize is recognized as Korea's top art competition. It is also the cradle of outstanding artists leading the art world, fostering active artwork production and up and coming artists.



GLOBAL FORUMS

JMnet's eyes and ears are set on the world. The Korean Peninsula, surrounded by the four great powers, is also the last remaining Cold War frontier. Facing this harsh reality, we strive to promote peace and prosperity in Northeast Asia and beyond by hosting various international conferences to discuss and provide insights on pressing regional and global issues.

The Northeast Asian Trilateral Forum

This forum is a civilian gathering established by media companies from Korea(JoongAng Ilbo), China(Xinhua News Agency), and Japan(Nihon Keizai Shimbun) to prepare for East Asia's future. It was launched in Korea in 2006 and has been held each year in major cities of the three countries. Every year, 30 prominent figures in politics, economics and culture from the three countries gather to discuss issues that contribute to promoting understanding and cooperation in Northeast Asia.



JoongAng Ilbo-CSIS Forum

The JoongAng Ilbo and the U.S. think tank Center for Strategic and International Studies (CSIS) co-host this annual forum, bringing together former and incumbent officials and security-foreign relations experts to discuss issues relevant to the Korean Peninsula and the United States as well as the surrounding powers.



J-Global Forum

The J-Global Forum is an international forum founded in 1996 by the JoongAng Ilbo to promote cooperation and exchange among journalists from the world's major media outlets. Since 2014, the JoongAng Ilbo has been hosting this forum with Britain's renowned think tank, The Royal Institute of International Affairs (Chatham House), under the updated name of the J Global-Chatham House Forum.







Jeju Forum for Peace & Prosperity

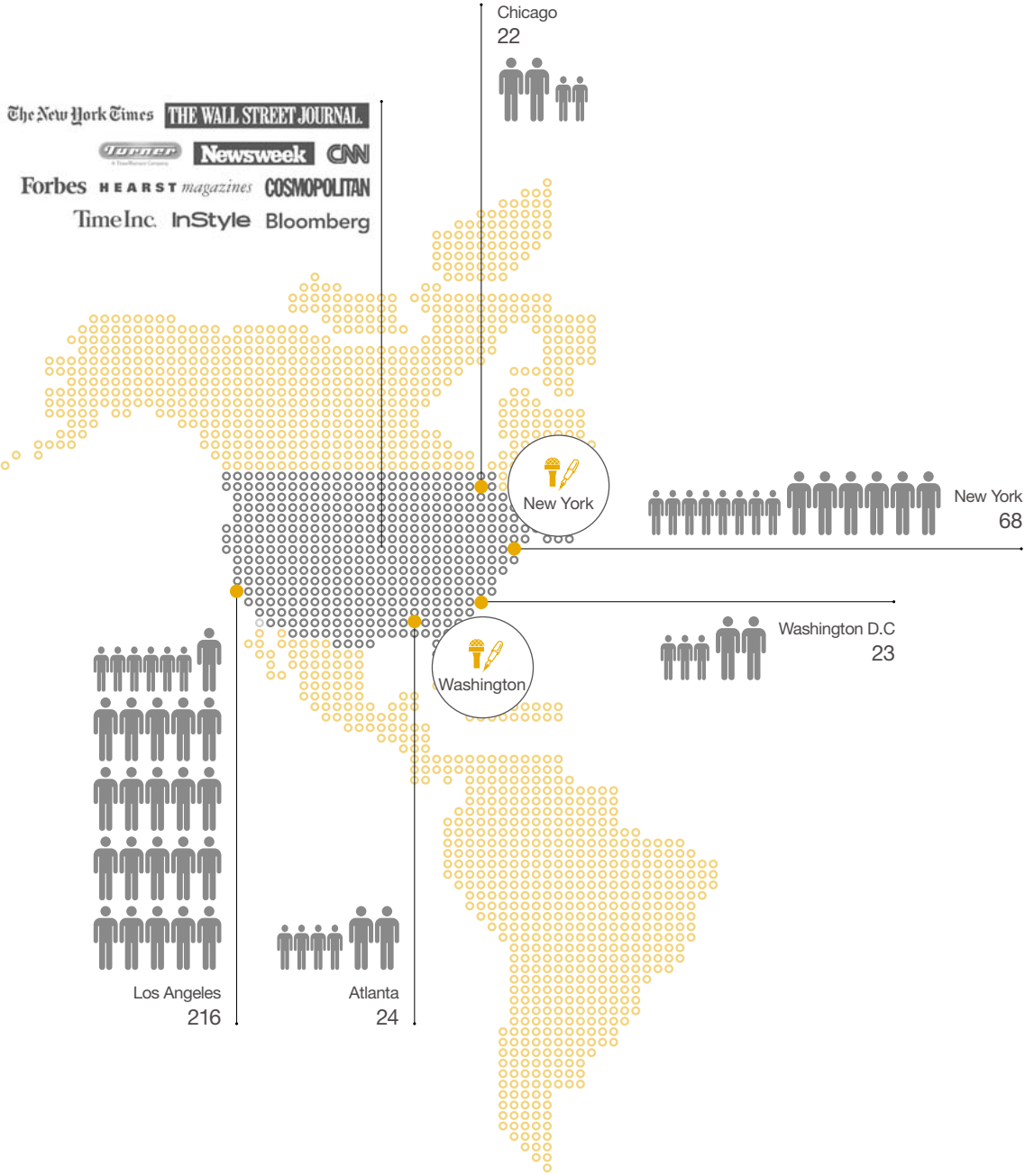
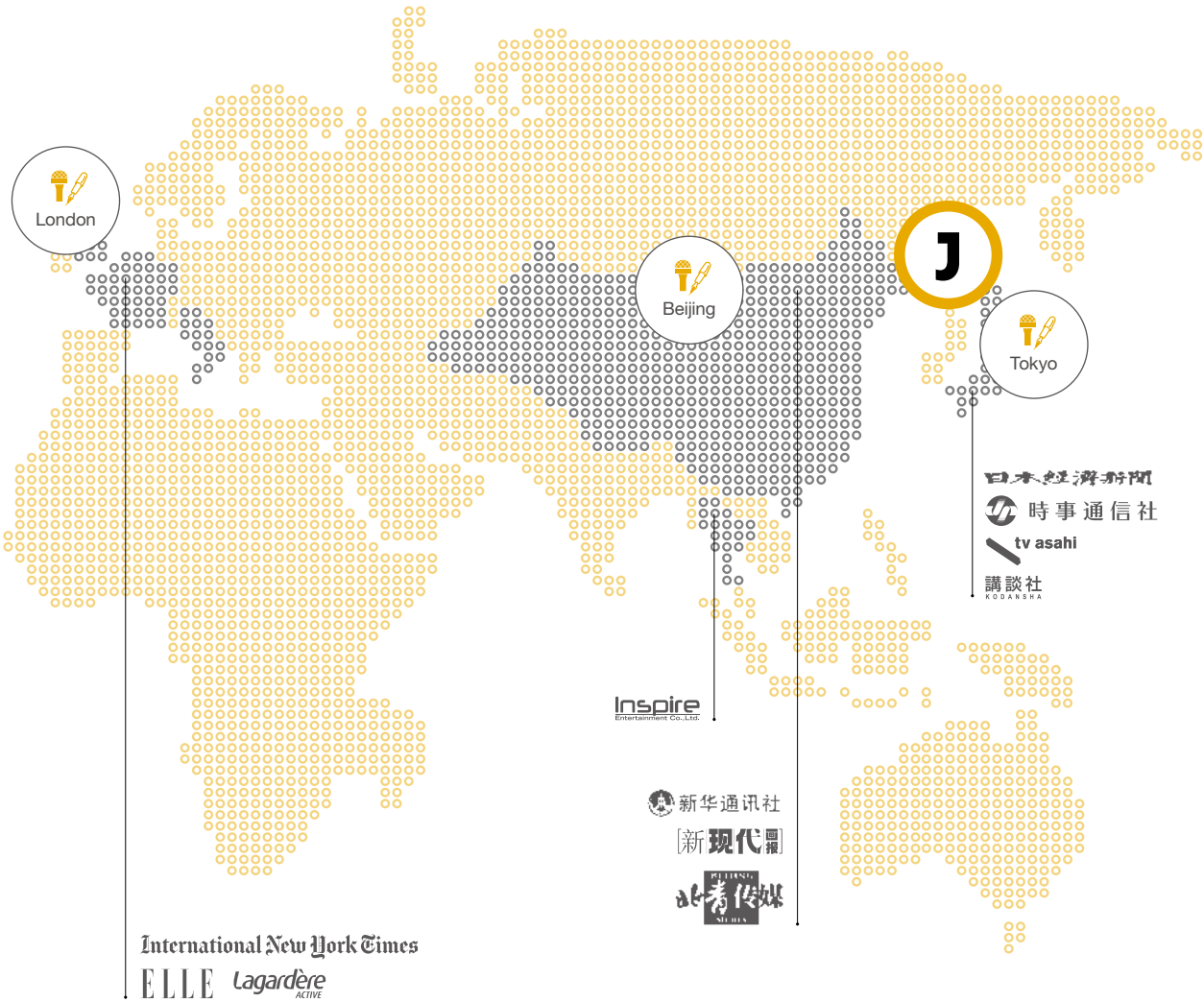
Over 4,000 former and incumbent international political leaders, high-profile businessmen, renowned academics, and researchers gather at the Jeju Forum for Peace and Prosperity, co-hosted annually by the Jeju Special Provincial Government, the East Asia Foundation and the JoongAng Ilbo, to discuss global issues and share visions with the primary focus on peace and prosperity in the Asia-Pacific.



GLOBAL NETWORK

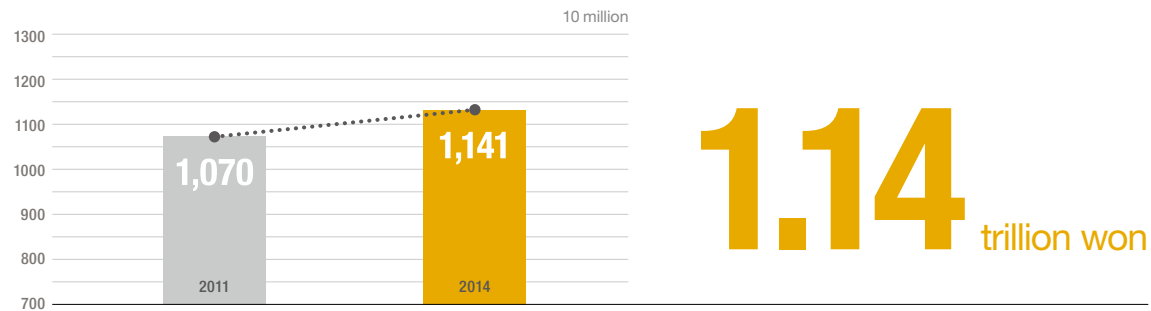
JMnet has taken a big leap forward to become Asia’s representative media group. We forge close relationships with distinguished media groups around the world, engaging in enterprise projects and content exchange. With JoongAng Ilbo and JTBC correspondents dispatched around the world, we deliver news from every corner of the world.

-  Correspondents
-  Number of Employees
-  Regional Branches in the United States
-  Partners



J BY THE NUMBERS

Total Sales



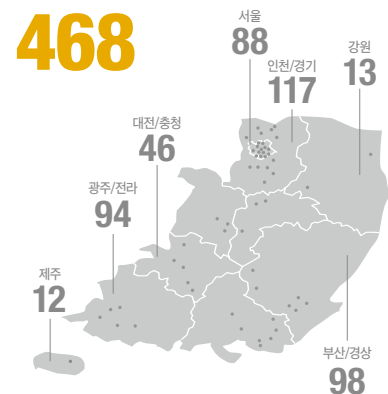
Monthly JoongAng Ilbo web visitors



Number of JMnet employees



Number of MEGABOX screens



Number of viewers at MEGABOX per year

as of 2014



Daily circulation of the JoongAng Ilbo

2014 Broadcaster Channel Performance Index Survey
(of channels run by major newspapers)

Number of JMnet media



1963.03. Committee formed to launch the JoongAng Ilbo
1964.12. Establishment of Tongyang Broadcasting Company
1965.09. Launch of evening newspaper the JoongAng Ilbo
1970.01. Publication of the first issue of Woman's JoongAng
1974.11. The U.S. edition of the JoongAng Ilbo begins circulation in Los Angeles
1980.11. Forced merger of TBC with KBS by the government
1989.12. Launch of the JoongAng Ilbo databank JOINS
1994.09. Launch of CeCi
1995.03. The JoongAng Ilbo starts Asia's first Internet news service
04. The JoongAng Ilbo becomes a morning newspaper
10. The JoongAng Ilbo adopts Korean-language headlines and horizontal texts
1997.06. Launch of publisher JoongAng M&B as an independent company
1998.03. Launch of new media subsidiary now named J Cube
1999.03. The JoongAng Ilbo declares its second launch and disengages from the Samsung Group
04. Founding of JoongAng Broadcasting Corp. with the takeover of Q Channel
2000.08. 2000 Launch of Korean edition of Cosmopolitan
10. Founding of the Korea JoongAng Daily through a partnership with the International Herald Tribune
2001.06. Launch of Lemontree
08. Launch of Sure

2003.02. Launch of InStyle, Forbes Korea
2005.01. JoongAng Broadcasting Corp. establishes J Golf
09. Charity flea market WeAJa Sharing Market begins
12. Acquisition of Ilgan Sports
2006.10. Launch of Heren
11. Establishment of Cartoon Network Korea as a collaborative effort with Time Warner Inc.
2007.03. JoongAng Sunday, the Sunday edition of the JoongAng Ilbo begins circulation
2009.03. The JoongAng Ilbo switches to the Berliner format
2010.12. JTBC gains government approval to run a new general programming channel
2011.02. CINUS, a subsidiary of J Contentree, merges with MEGABOX
04. Establishment of the holding company JoongAng Media Network
12. Launch of JTBC
2012.03. Launch of the Korean edition of ELLE
08. Launch of Gentleman Korea
2013.01. Launch of Magazine M
02. Launch of Gangnam District Section '江南通新'
03. New building that includes DMC Multi Content Center, DMCC is built in Sangam Digital Media City
04. Revival of Boy JoongAng
05. Launch of Heren China
07. JTBC awarded 2013 Red Dot Brand Design Award
2014.03. Establishment of J Media Lab
08. Ilgan Sports becomes the first sports newspaper to switch to the Berliner format
2015.03. J Golf channel relaunched as JTBC GOLF
09. JMnet celebrates 50th anniversary

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