



Media Kit



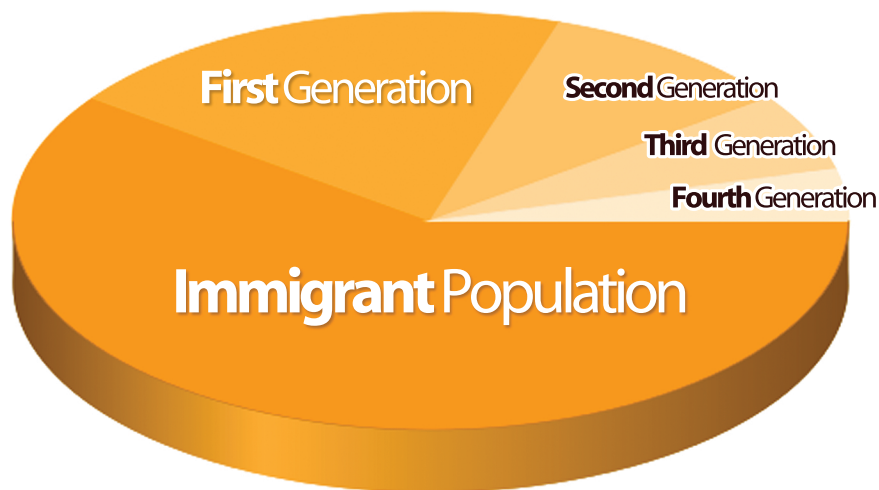
The Leader of Korean TV for The 21st Century

- KBN is the preferred network for the Korean American population in the tri-state area (New York, New Jersey, Connecticut) and parts of Pennsylvania.
- As the leading force in Korean-American television, KBN broadcasts valuable local and international news and scintillating up-to-date entertainment in partnership with MBC, one of South Korea's top broadcasting networks.
- All of our broadcast content engages the public while being credible, innovative, professional, and most importantly, what our viewers want. By focusing on this goal, KBN strives to remain as the leader of the Korean Television for the 21st Century.

21세기 한인방송의 선두주자

KBN TV는 뉴욕과 뉴저지, 커네티컷 등 3개주에 Time Warner Cable 채널 534번과 Cablevision 채널 1153번을 통해 한국 최고의 방송사 MBC 프로그램과 KBN 자체제작 프로그램을 매일 24시간 방송하는 한인 TV 방송사입니다. KBN TV는 창의적 사고, 다양한 실무경험을 겸비한 유능한 인재들이 한인 방송의 새로운 지평을 열어 나가고 있는 미래지향적 방송사입니다.

Asian-Americans by Generation



Source: Marketing to the Emerging Majorities; 7/01

Mode of Communication

Majority of Asian Americans are foreign-born In 2001, only 36% were born in the US.

Asians stay connected to their cultural heritage mainly through language.

Therefore, it is necessary to communicate in their language.

Importance of In-language Media

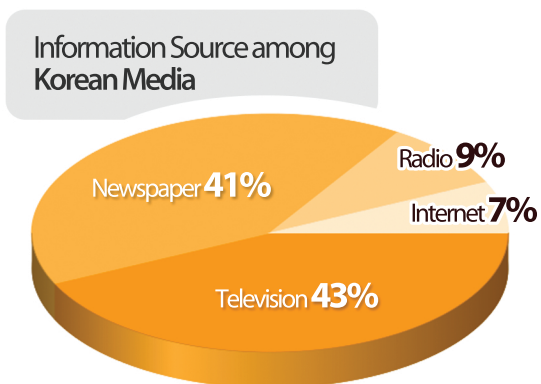
Compared to other Asian populations, Koreans are the least acculturated. Thus, in-language media must be considered for the Korean population.

- *The Korean population, regardless of length of time in the US, had the highest percentage in the least acculturated group and the smallest percentage in the most acculturated group. (Phoenix Multicultural/ISA Asian American Market Report, 2005)*

Why Television media?

Television plays a crucial role in connecting Korean Americans to their heritage as well as their local community by providing them culturally relevant information and entertainment.

Korean television was the most resourceful in communicating election/candidate information to the Korean American population in the 2012 NJ Primary Election.



2012 Korean American Civic Empowerment (KACE) Exit Poll Survey for the NJ Primary Election Most of the Korean American voters received most of their election/candidate information from Korean media(52%), as compared to 12% from English media.

Of the various forms of Korean media, television (43%) was the main source of this information.
(Study conducted at 4 Poll Sites in Fort Lee and Palisades Park)



Why Advertise with KBN?

Our Coverage Area: Broadcasting through Time Warner Cable (channel 534) and Cablevision (channel 1153), we can undoubtedly state that KBN has the largest coverage area in the tri-state area.

Quality of Our Contents: We deliver the highest rated programs from MBC, one of South Korea's major television network. Furthermore, we re-digitalize the program contents for clearer sound and picture.

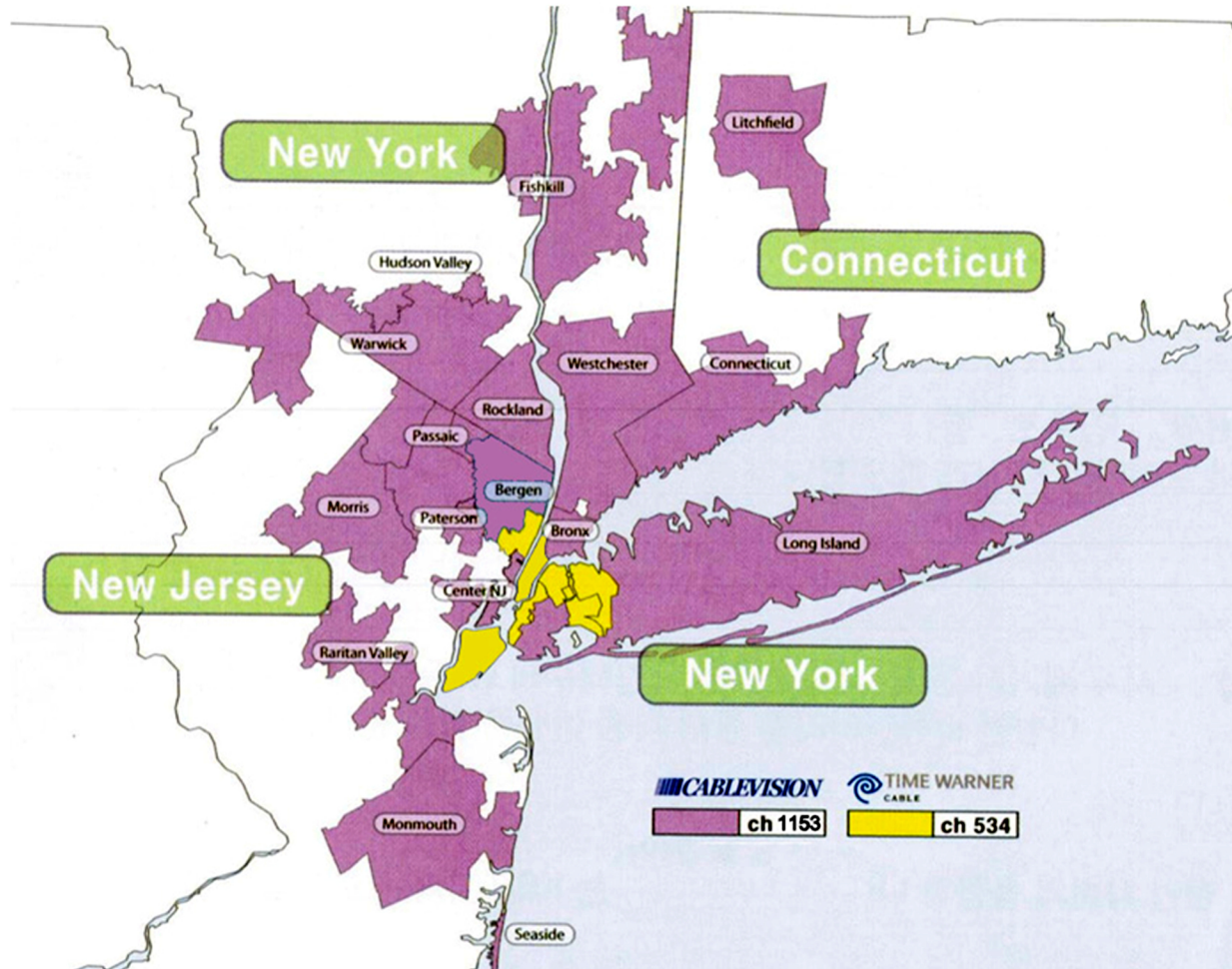
Viewing Experience: Broadcasting around the clock, KBN operates on a high-end cable connection as well as state-of-the-art broadcasting equipment designed by elite broadcasting engineers in South Korea for a better viewing experience.

Local Programming: With our acclaimed news and various other programming, we provide the best local news to the Korean community, up-to-date sports, and entertainment.

미 동부에서 가장 큰 가시청 지역을 가지고 있는 KBN은 촬영부터 편집까지 제작 전 과정을 100% 디지털화해 최상의 화질과 음질을 제공합니다.

또한 KBN이 운영하는 컴퓨터 서버 송출 시스템은 프로그램이 잘려나가거나 광고 편성 시간이 달라지는 등 운영미숙으로 인한 방송사고가 없습니다.

Our Coverage Area



Coverage Area



Coverage Area:

New York

New York City : Manhattan, Queens, Brooklyn, Staten Island, Bronx

Upstate New York: Brookhaven, Cross River, Port Chester, Mount Vernon, Westchester, S. Westchester, Yonkers, Yorktown Dutchess/Dover Plains, Millbrook/Washington,

Wappingers Falls: Unionvale, Verbank, Wingdale Ulster, Putnam and Orange counties
Port Chester/Harrison

Hudson Valley: Kingston, Poughkeepsie, Middle Town, Newburgh

Long Island: Nassau and Suffolk County including: Woodbury, Lynbrook, Great Neck, Hauppauge, Brookhaven, End East

Rockland County: Airmont, Chestnut Ridge, Clarkstown, Hillburn, Montebello, Montvale, Nanuet, New Hempstead, Nyack, Orangetown, Piermont, South Nyack, Upper Nyack, Spring Valley, Suffern, Ramapo, Wesley Hills.

Warwick: Chester Village, Florida, Stockholm, Sugar Loaf, West Milford
Matamoras: Middletown, Port Jervis, Scotchtown, Unionville, Westtown



Coverage Area



Coverage Area:

New Jersey

Bergen County North: Tenafly, Closter, Norwood, Demarest, Cresskill, Dumont, Emerson, Fair Lawn, Haworth, Hillsdale, Harrington Park, Hackensack, Montvale, Mahwah, New Milford, Old Tappan, Oradell, Rockleigh, Northvale, Bergenfield, Paramus, Wayne, Saddle River, River Vale, Woodcliff Lake

Bergen County South: Fort Lee, Palisades Park, Ridgefield, Leonia, Cliffside Park, Little Ferry, Fairview, Teterboro, Englewood Cliffs, Englewood, Edgewater, Moonachie, Ridgefield Park

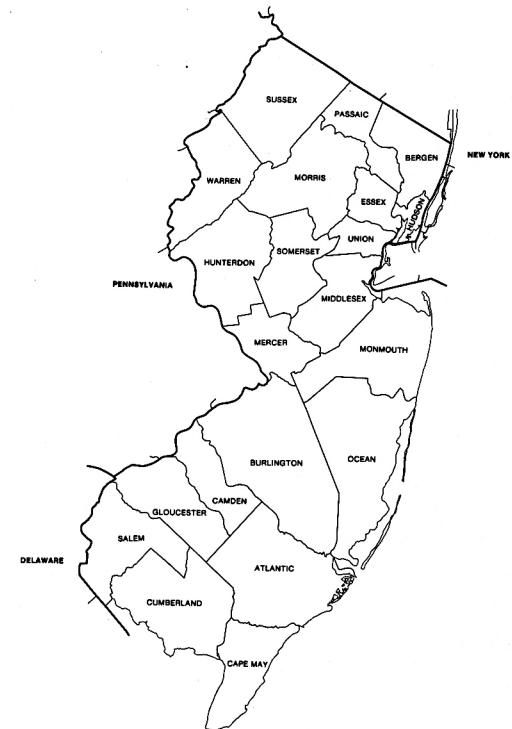
Hudson County: Hoboken, North Bergen, Union City, West New York, Guttenburg, Weehawken, Bayonne

Hamilton Township: Hamilton, Robbinsville, Trenton, Yardville

Raritan Valley: Bridgewater, Edison, North Brunswick, Old Bridge, Piscataway

Monmouth: Cream Ridge, Freehold, Howell, Jackson, Lakewood, Manalapan, Millstone, Perrineville, Upper Freehold, Chadwick Beach, Lavallette, Ocean Beach, Ortley Beach, Seaside, Wall,

Others: Branchville, Montague
Elizabeth, Bayonne, Morris, Paterson, Newark, South Orange, Oakland, Ramapo, Forest Hills



Coverage Area



Coverage Area:

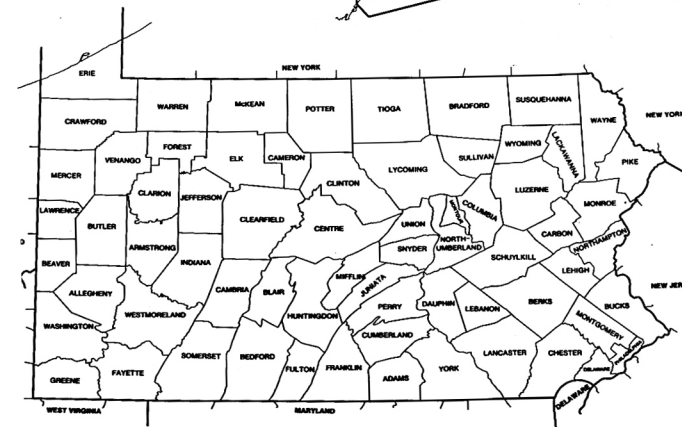
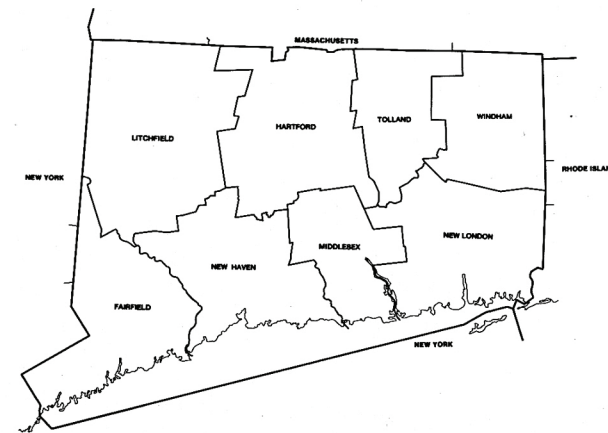
Connecticut & Pennsylvania

Connecticut

Norwalk Most of Fairfield Counties
Bridgeport Fairfield, Milford, Southport, Stratford
New Heaven Milford, Orange, Woodbridge
Litchfield

Pennsylvania

Matamoras Milford, Mill Rift, Matamoras

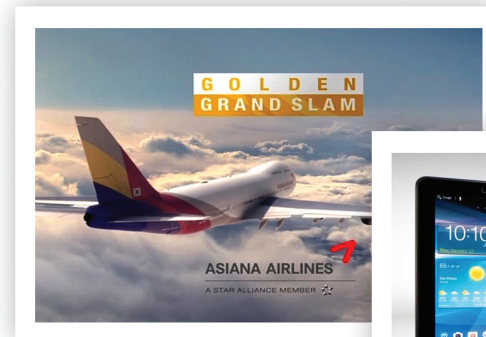


Advertisement Formats



Commercial Advertisement

We provide various different types of commercial advertising packages with the 15, 20, 25, or 30 seconds commercials.



Local Business Advertisements

We provide full commercial production services as well as editing services. We offer a variety of monthly packages to meet your business advertising needs.

Corporate Advertisements

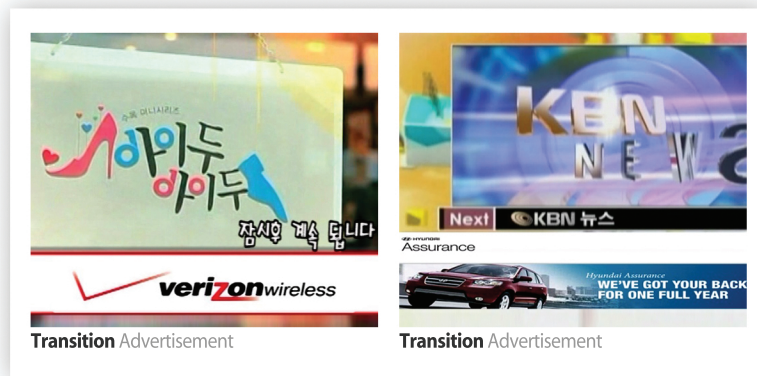
We greatly value our corporate sponsors and appreciate their interest in our audience.

Advertisement Formats



Billboard Advertisement

With the highest informational-communication power, this is a series of 12-second billboards presented with effective narrative and a still picture.



Transition Advertisement

With the highest audience-concentration efficiency, the advertisement is projected during program transitions ('Stay Tuned' and 'Upcoming').

Advertisement Formats



Daily Time Signal. 5 sec



Daily Weather. 40 sec

Sponsor Advertisement

Advertisement logos are projected along with a narrative about the advertising sponsor at our daily Time Signal(5 sec) and Daily Weather(40 sec).



Logos / banner advertisements



Logos / banner advertisements

Content Advertisement

Logos or banner advertisements are strategically placed to reach our audience while they are concentrating on our program content.

Programming Schedule

| T | M | (Mon) | (Tue) | (Wed) | (Thu) | (Fri) | M | M | (Sat) | (Sun) | M | T | |
|----|----|--------------------------------|-------------------------------|---------------------------------------|---|---------------------------|----|-----------------|------------------------------|---|-----------------------------|----|----|
| 8 | | MBC News Desk Live | | | | | | | MBC News Desk Live | | | 8 | |
| | | Love, I Think That | | | | | | | | Click Business Re. | | | |
| 9 | 40 | 118 | 119 | 120 | 121 | 122 | | | Evergreen | Green Silver | 40 | 9 | |
| | | Morning Show 'This Morning' | | | | | | | Look at the world | Mysterious TV Surprise | | | |
| 10 | | KBN HOME SHOPPING | | | | | | | KBN HOME SHOPPING | | | 10 | |
| | | Morning Show 'Good Day' | | | | | | | Gayo Festival | We are Korean | | | |
| 11 | | MBC News Desk (Re.) | | | | | | | MBC News Desk (Re.) | | | 11 | |
| | | Culture | Shared Happiness | MBC Network Special 'Human, Mountain' | Economic Magazine M | MBC Special | | | Power Magazine | Happy Time | | | |
| 13 | | Daliy Drama 'Jaryong Go' (Re.) | | | | | | | The Duo | | | 13 | |
| | | 108 | 109 | 110 | 111 | 112 | | | 25 | 26 | | | |
| 14 | | Mysterious TV Surprise Re. | | | | | | | Religious programs Re. | | | | |
| | | Gu Family Book Re. | | When A Man Falls in Love Re. | | | | | | Music Core | | | |
| 15 | | 4 | 5 | 6 | 7 | | | Living Together | | | | | |
| | | Complaints Zero Up Re. | Reel Talk | Amazing World | Sports Magazine | Good Eats | | | Home Alone | Sunday Night 'The Real Men' | | | |
| 16 | | Kiss Kiss Re. | | Kiss Kiss | | | | | | | | | |
| | | KBN HOME SHOPPING | | | | | | | | | | | |
| | | MBC Special Drama 'Huh Joon' | | | | | | | | | | | |
| 18 | | 30 | 31 | 32 | 33 | 34 | | | Infinite Challenge | Sunday Night 'Where You Going, Daddy' | | | |
| | | CulTwo Show | | | | | | | | | | | |
| | | 28 | 29 | 30 | 31 | 32 | | | | | | | |
| 19 | | Daliy Drama 'Jaryong Go' | | | | | | | | | | | |
| | | 109 | 110 | 111 | 112 | 113 | | | Click Business | Power Interview | | | |
| | | Info Plus | | | | | | | | | | | |
| 20 | | MBC News Today | | | | | | | KBN NEWS BRIEF | MBC News Today | | | |
| | | KBN NEWS | | | | | | | | | | | |
| 21 | 10 | Kim & Bae | Gu Family Book | | When A Man Falls in Love | | | 10 | | Gold Out Ep 6 | A Hundred Year Legacy Ep 22 | | 21 |
| | | Quiz to Change the World | 5 | 6 | 7 | 8 | | | | | | | |
| 22 | 20 | Section TV | Comedy Falls | Just Got Married Season 4 | Radio Star | The Guru Show | 20 | | Gold Out Ep 7 | A Hundred Year Legacy Ep 23 | | 22 | |
| 23 | 40 | Empathy | TV Art Concert | PD Notebook | News Magazine 2580 | All Journeys of the World | 40 | 30 | Complaints Zero Up | Religious programs | | 30 | |
| 24 | 30 | Women Talk 'With' | The Guru Show Re. | A Hundred Year Legacy Re. (Ep 20) | A Hundred Year Legacy Re. (Ep 21) | Wonderful Life | 30 | | Wonderful Friday | Blind Test 180' | | 30 | |
| 1 | | Infinite Challenge Re. | Gold Out Re. (Ep 5) | Reel Talk | Women Talk 'With' Re. | Culture Re. | | | Quiz to Change the World Re. | Human Documentary | | 1 | |
| 2 | | Gold Out Re. (Ep 4) | All Journeys of the World Re. | Comedy Falls Re. | TV Art Concert Re. | Sports Magazine Re. | | | Good Eats Re. | Economic Magazine M Re. | | 2 | |
| 3 | | Home Alone Re. | Happy Time Re. | Music Core Re. | MBC Network Special 'Human, Mountain' Re. | PD Notebook Re. | | | MBC Special Re. | Amazing World Re. | | 3 | |
| 4 | | Human Documentary Re. | Section TV Re. | Empathy Re. | Just Got Married Season 4 Re. | Radio Star Re. | | | Wonderful Life Re. | Sunday Night 'The Real Men' Re. | | 4 | |
| 5 | | Power Magazine Re. | Look at the world Re. | We Are Korean Re. | Evergreen Re. | News Magazine 2580 Re. | | | Shared Happiness Re. | Sunday Night 'Where You Going, Daddy' Re. | | 5 | |
| 6 | | Info Plus Re. | | | | | | | Take Care of My Country | Living Together Re. | | | |
| 7 | 20 | KBN NEWS Re. | | | | | | | KBN WEEKLY Re. | Power Interview Re. | | | |
| | | | | | | | | | | | | | |

Internet Resources



Website

- Our website is updated and modified on a daily basis to provide you with the most up-to-date information.
- Curious about the local Korean community? Watch previous episodes of our KBN programs.
- Visit us at www.mykbn.com

Social Media

Follow our News Team at:

- www.facebook.com/KBNTVstation
- www.youtube.com/mykbnnews
- Email us at news@mykbn.com



Advertisers



Leader of Korean TV for the 21st Century
Korean Broadcasting Network

