

02

Vision

04

History

06

SBS Media Group

10

Highlights

14

Studio S

15

Digital Platform

16

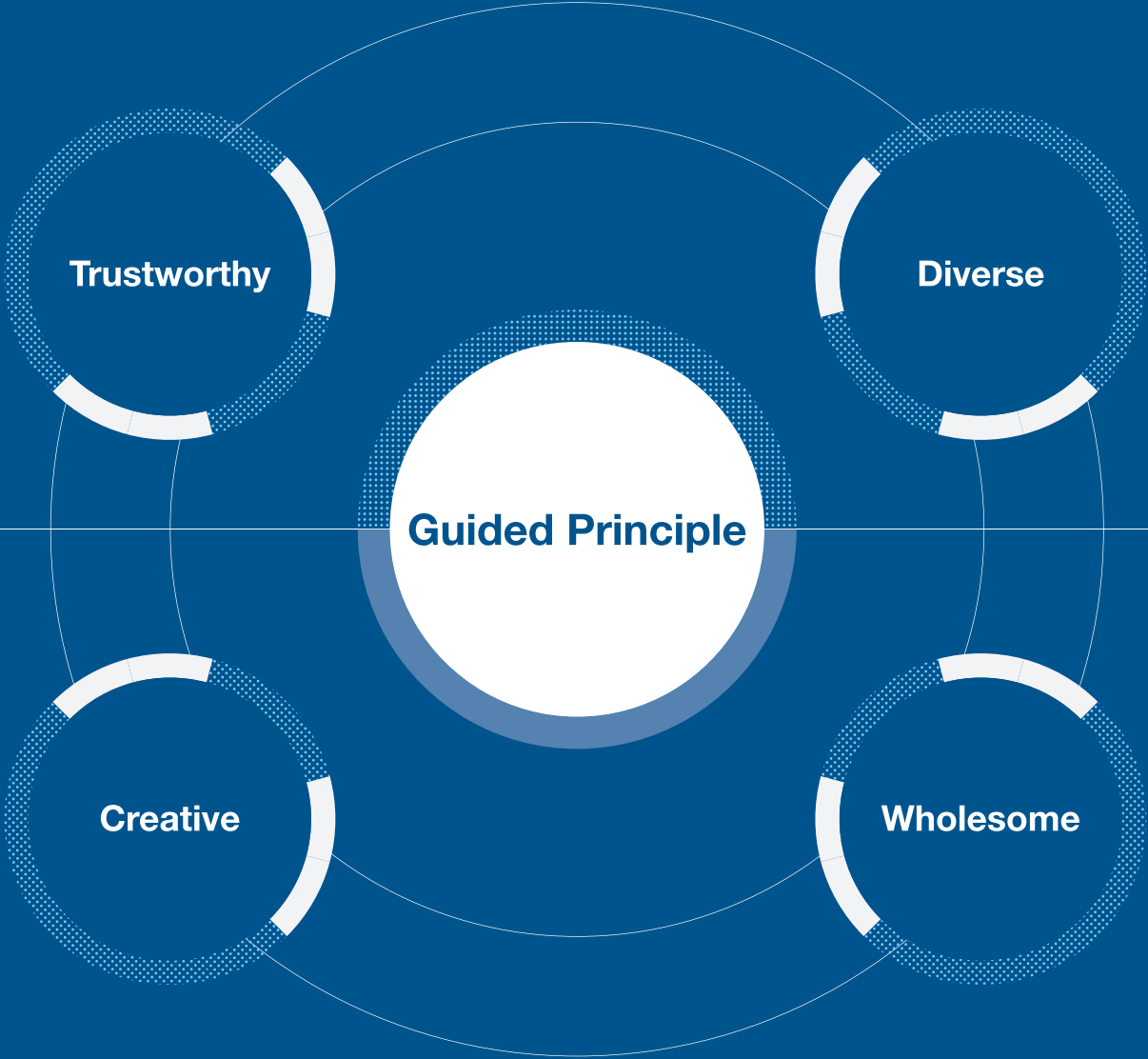
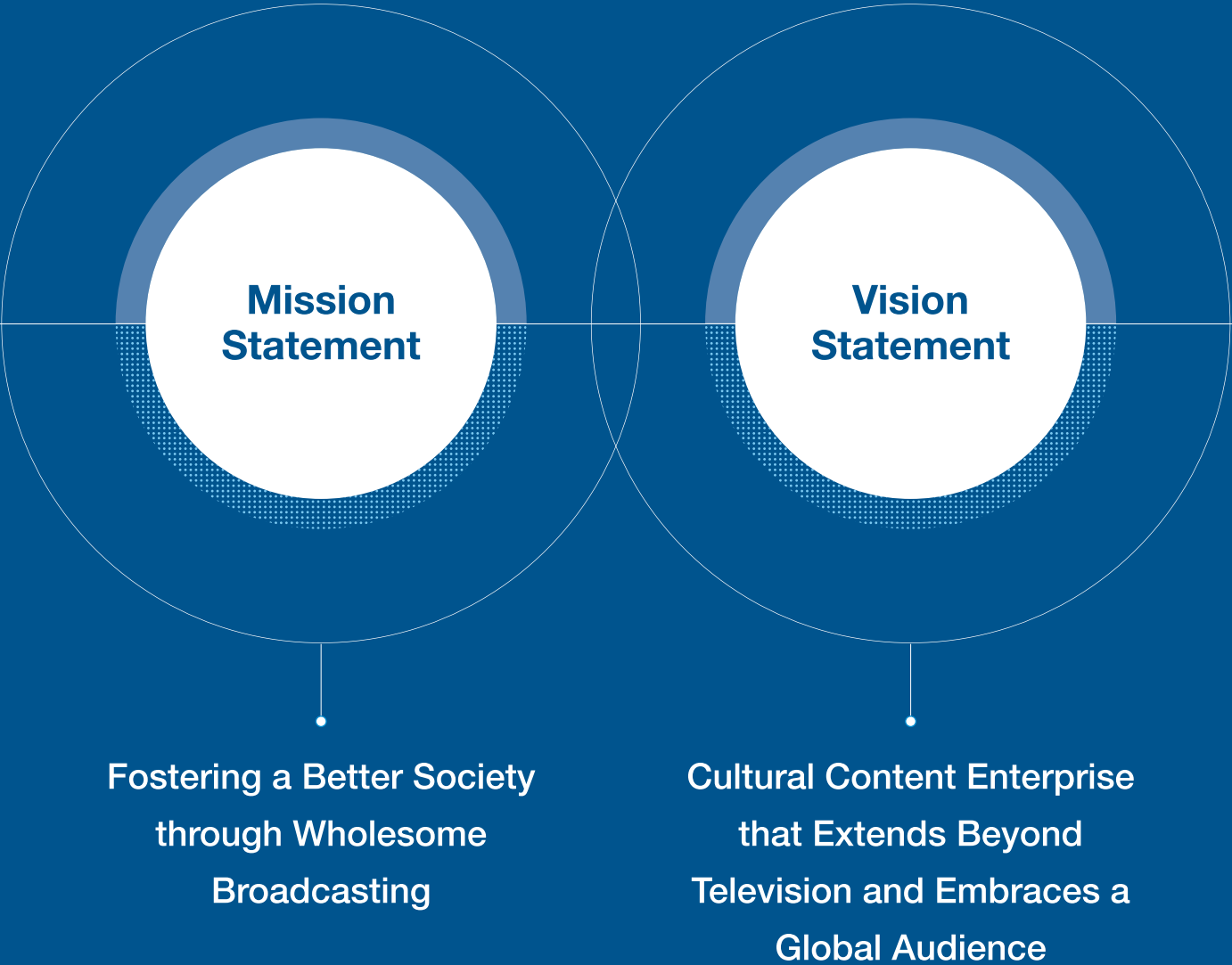
ESG

17

CSR

Vision

“Fostering a Better Society through Wholesome Broadcasting” has been the consistent principle that guided SBS Media Group since its inception. By infusing a spirit of innovation into this core philosophy, its goal is to transform into a cultural content enterprise that extends beyond television and embraces a global audience. This is the future that we, the SBS Media Group, is creating.



History

- **November 14, 1996**
Inauguration of SBS POWER FM (107.7MHz) station
- **January 1, 1999**
Inauguration of SBS LOVE FM (103.5MHz) station
- **August 21, 1999**
Establishment of SBS Internet (currently SBSi Corp.)
- **October 9, 2000**
The first South Korean TV to broadcast news live from Pyongyang
- **November 14, 2000**
10th Anniversary of SBS

1990~1995

1996~2000

2001~2005

2006~2010

2011~2015

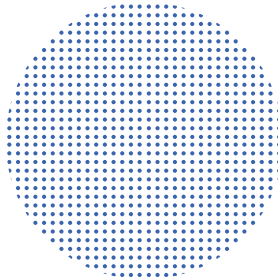
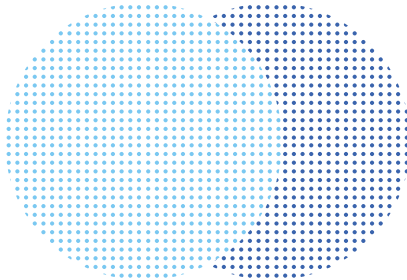
2016~



- **October 31, 1990**
Taeyoung Co., Ltd, selected as the controlling shareholder of Seoul Broadcasting
- **November 14, 1990**
Establishment of SBS (President: Yoon Se-young)
- **December 9, 1991**
Inauguration of SBSTV (Ch6)
- **March 31, 1992**
Broadcast of the first episode of <Unanswered Questions>
- **January 9, 1995**
Broadcast of the first episode of <Sandglass> in commemoration of the 50th anniversary of Independence Day

- **October 26, 2001**
The first HDTV broadcast in Korea
- **May 7, 2004**
Hosted the 1st Seoul Digital Forum
- **September 15, 2004**
Hosted the 1st The Future Korea Report

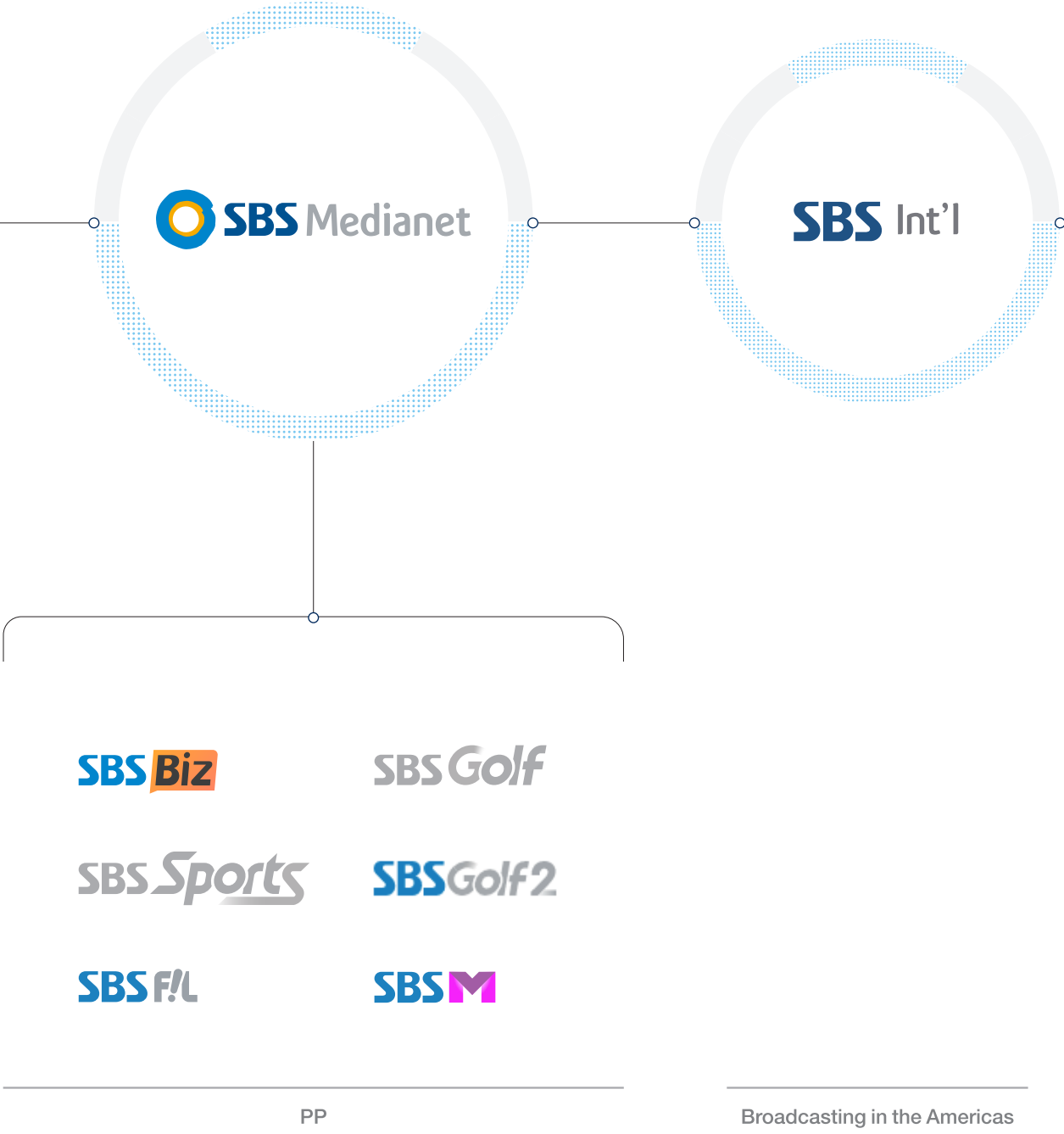
- **March 3, 2008**
Establishment of SBS Holdings
- **April 8, 2008**
SBS Space Live Telecast, Korea's First Astronaut, Lee So-yeon
- **February 12, 2010**
Exclusive Coverage of the Olympic Winter Games Vancouver 2010
- **June 11, 2010**
Exclusive Coverage of the 2010 FIFA World Cup South Africa
- **November 14, 2010**
20th Anniversary of SBS



- **November 14, 2011**
Establishment of Media Create, Korea's first Media Rep
- **July 31, 2012**
Completion of SBS Prism Tower
- **April 28, 2014**
Establishment of SBS A&T (through merger of SBS NewsTech and SBS ArtTech)
- **July 6, 2014**
World's first UHDTV telecast of FIFA World Cup
- **November 13, 2015**
Declaration of the new slogan "Together, We Make Delight" on the 25th Anniversary of SBS

- **April 1, 2020**
Launch of Studio S, a Drama Studio of SBS
- **November 14, 2020**
30th Anniversary of SBS
- **December 28, 2021**
Establishment of TY Holdings Co Ltd

SBS Media Group



A blue-tinted photograph of a stage performance. Two female performers are in the foreground. The one on the left wears a white, long-sleeved, high-collared top with a cutout at the waist and a white skirt. The one on the right wears a black top with a wide, patterned gold belt. In the background, a camera operator is visible, holding a professional video camera. The scene is lit with blue stage lights.

TOGETHER

WE MAKE
GLITTER

Highlights

SBS stands out as the leader in each category spanning news, drama, entertainment, culture, sports, and radio.

A Profound Perspective towards the World in News, Current Affairs, and Culture



SBS 8News

“Embracing Renewal for Necessary Change, Upholding Strength for What Must be Preserved” – Delivering in-depth analysis of contemporary societal issues and presenting a forward-looking agenda based on precision and impartiality.



The Story of the Day that Bites the Tail on the Tail

A cultural program that delves deep into forgotten events, offering a vivid account of “the day” through thoughtful reporting and friendly storytelling.



Unanswered Questions

SBS’s flagship current affairs program that uncovers the truth behind events through focused reporting on social issues and points of contention. It also exposes structural misconduct in our society through viewer participation and contributions.



TV Animal Farm

A long-running cultural program dedicated to understanding animals as living creatures coexisting with humans in harmony and pursuing genuine connections.

SBS Drama Series, Symbolizing K-Drama



Dr. Romantic



The Penthouse: War in Life



Taxi Driver



The Fiery Priest



Revenant



Business Proposal

SBS Entertainment Programs, Providing Healthy Laughter and Fun



Mom's Diary: My Ugly Duckling

Mothers of celebrity sons watch over their everyday routines! Appealing to audiences across different generations, this is a pioneering observational variety show that offers a mix of heartwarming and humorous scenes.



Running Man

The national representative of "K-Entertainment," where all of Korea's celebrities make appearances. A variety show powerhouse loved by viewers worldwide.



Same Bed, Different Dreams 2: You Are My Destiny

Seeing male and female through each other's perspective. A program that seeks humor and emotion through the everyday lives of celebrity couples.



Shooting Stars

Athletic women are beautiful! This program inspired the syndrome of Korean women's sports entertainment, capturing both fun and authenticity.

The Top Radio Station Cherished by the Entire Country



Cultwo Show

SBS Radio's flagship program, consistently beloved since 2006.



Kim Young-cheol's Power FM

A morning information program that kicks off the day for Korea.

Reignite the Passion! SBS, the Leader in Sports Broadcasting



Expertise, entertainment, and touching moments. SBS is the viewers' choice for sports mega-events that captures it all.



SBS offers exclusive coverage of events in KLPGA and KPGA, in addition to major international tournaments such as the Masters, US Open, and US Women's Open. When it comes to golf, SBS provides comprehensive coverage for every golfing moment.



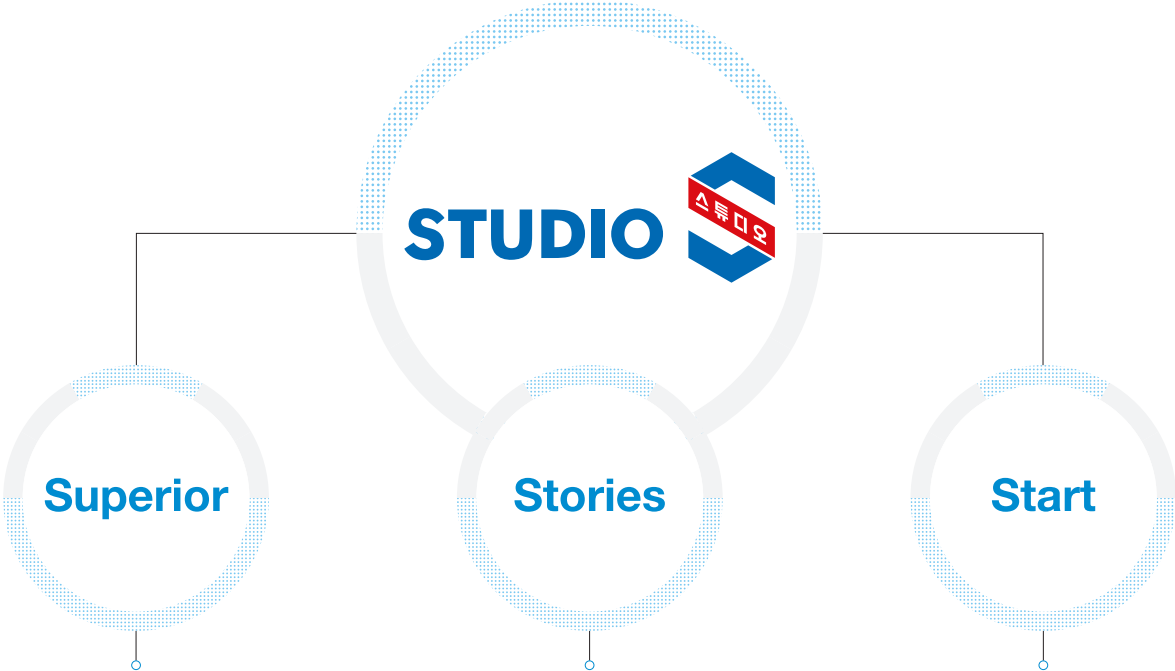
SBS, alongside Kim Yuna, the Skating Queen. SBS will be there to witness the birth of the next winter sports legend. The legend continues. SBS, the number one broadcaster for ISU packages of Figure Skating and Short Track Speed Skating.

"SBS Super Concert," the Emblematic Global K-POP Performance Brand



Studio S

The New Name for SBS Drama Headquarters,
the Producer of the Best Korean Dramas for Over 30
Years



Studio S, upholding the legacy of SBS Drama Kingdom’s three-decade history, stands as Korea’s premier production company. It has gained a reputation for consistently maintaining the leading position in drama viewership since its inception, attributable to its reliable and captivating content.


Here, industry-leading creators that plan and produce well-crafted works team up with professionals who are experts in delivering our stories to a broader audience. Together they are crafting narratives that are entirely unique and have not been witnessed before on a global scale.


Studio S is currently enhancing its competitive presence globally, collaborating with international platforms and extending its reach beyond Korea. It is embarking on its journey toward becoming a worldwide content studio that captivates the world with our narratives.





Digital Platform

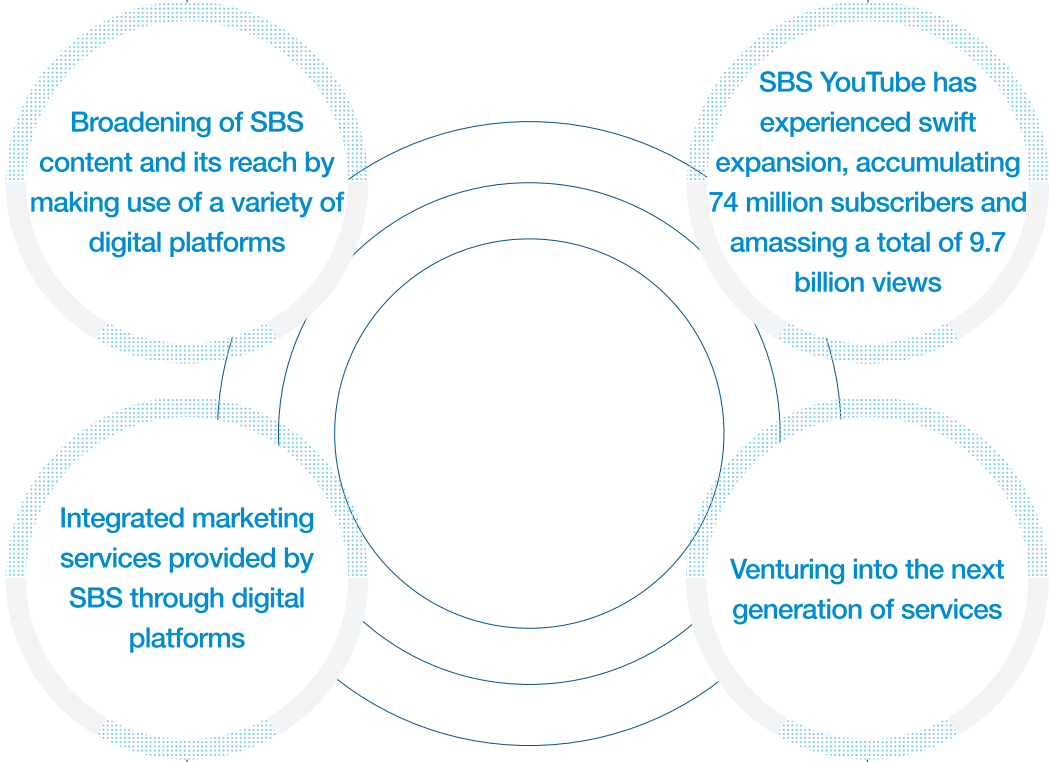
- Operating Wave, Korea’s premier OTT platform, with the partnership of SKT
- Offering an app service that provides quicker access to SBS content than any other platform
- SUBUSU Premium, a knowledge subscription platform catering to the MZ generation, conveys profound insights in a stylish and trendy manner.

Official SBS Channel
[youtube.com/@SBSNOW](https://www.youtube.com/@SBSNOW)

Official SBS KPOP Channel
[youtube.com/@SBSKPOP](https://www.youtube.com/@SBSKPOP)

Official SBS Drama Channel
[youtube.com/@SBSdrama.official](https://www.youtube.com/@SBSdrama.official)

The Leading Terrestrial News Broadcaster with No.1 Subscribers
[youtube.com/@sbsnews8](https://www.youtube.com/@sbsnews8)



- Video-based digital advertising operations via Smart Media Rep (SMR)
- Successful establishment of live alternative advertising system for digital platforms
- Offering comprehensive integrated marketing services, encompassing digital platform utilization and branded content creation

- Supplying 18 domestic channels to FAST platforms such as Samsung TV Plus and LG Channels
- Providing <SBS K-Drama> channel service on European FAST services (such as LG Channels and Pluto TV)

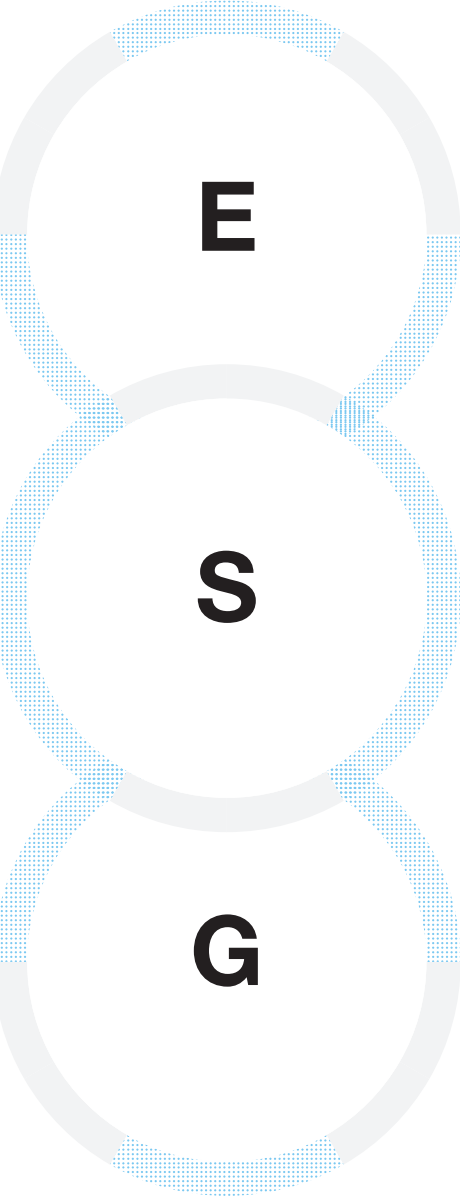
ESG

We Aim to Establish a Sustainable Society Characterized by the Coexistence of Nature and Humanity.

SBS Media Group not only practices ESG as a media entity but also in corporate management. We are committed to improving the global environment, fulfilling our social responsibilities, and leading the way in ethical and transparent business practices. Above all, we will continue to play a crucial role as a media outlet in raising awareness about the importance of ESG.

Social

SBS, as the first broadcasting company to create “Drama Production Guidelines,” considers issues related to human rights and safety on production sets as one of its top priorities. Ensuring diversity among members, fostering a talent development system, and implementing fair assessment and compensation practices have set an example for others. Moreover, SBS rigorously adheres to relevant standards in the fields of information protection, fair trade, and legal compliance.



Environment

SBS places a strong emphasis on environmental awareness through its top-notch documentary series, <SBS Special>. Our enduring show, <TV Animal Farm>, underscores the idea that grasping the dynamics of animals coexisting with humans is an initial step towards safeguarding our planet and its surroundings. Furthermore, <The Law of Symbiosis> aids in recognizing the factors behind ecological disturbances and encourages conversations to achieve a balanced cohabitation. <SBS 8News> continues to provide ongoing coverage of climate change and environmental issues through its “Climate Investigation Reports” and “The Specialist” segments.

Governance

SBS is progressing to become a leading private broadcaster and a prominent global content culture company by prioritizing transparent management and adhering to ethical business practices through its board of directors.

CSR

Together, We Can Go Farther. SBS Aspires to “Create a Hopeful Tomorrow Together.”

We provide a ladder of hope to our less fortunate neighbors and provide educational chances for tomorrow’s talents. We actively participate in nurturing a virtuous cycle in the media ecosystem and broaden the horizons of creativity through our backing of arts and sports. Through these social initiatives, our goal is to shape a promising future and foster a sustainable society.



Creating a Sustainable Society Together

- **<SBS D Forum>**: Shedding light on the multifaceted issues our society is facing and offering lectures by world-renowned speakers
- **<Water is Life>, <Water Environment Award>**: Raising awareness about the importance of water resources and the ecological environment
- **<Civil Service Award>**: Recognizing outstanding public servants who have contributed to the welfare of the Korean people

Creating a Media Ecosystem Together

- **Yoon Se-young Journalism School**: Providing assistance for high-quality journalism education and research aimed to advance Korean society
- **Drama Screenplay Competition**: Discovering and fostering talented writers with potential
- **Media Agenda**: Offering support for seminars organized by academic societies related to media, with the goal of fostering a wholesome media environment

Building a Creative Playground Together

- **House Concert**: A stage that discovered pianist Jo Sung-jin before he made his debut in international competitions
- **Artist of the Year Award**: Discovering emerging artists with promising futures and supporting their overseas artistic endeavors
- **Breaking Project**: Cultivating globally influential B-boy and B-girl performers

Building a Ladder of Hope Together

- **<Hope TV>**: An initiative helping marginalized communities within the country as well as children in developing nations
- **<Hands-On Hot Places - Local Treasures>**: Offering solutions to small business proprietors and fostering hope within local neighborhoods
- **<The Most Beautiful Trip in the World>**: Advocating for positivity and cultivating a culture of charitable giving
- Assisting inventive advertising and advertising material production for small and medium-sized businesses
- Support for young household providers

Incubating Future Talents Together

- **SBS Culture Foundation Scholarship**: Identifying and providing assistance to individuals poised to contribute to the nation’s development
- **National Future Agenda**: Backing initiatives focused on analyzing significant societal challenges and exploring potential solutions
- **Happy University for Teachers**: Project to create a school environment that brings happiness to both teachers and students