



# Introduction

## MBC C&I is

a global media company engaged in content production, distribution and broadcast technology.



We lead the broadcasting industry in many areas by producing creative content and developing innovative broadcast technology.

MBC C&I will keep committed to presenting viewers with entertainment and inspiration through constant innovation.



## Content

### Broadcasting Program Production

- > Drama
- > Entertainment
- > Documentaries

### Content Production

- > Publication
- > Animation
- > Characters



MBC C&I produces quality programs, including dramas, entertainment shows and documentaries based on original ideas and know-how accumulated over the years.

We have a pool of extremely talented production personnel and extensive know-how in producing fresh, original programs in many different genres such as children's programs, documentaries and concert shows.

Aiming at One Source Multi Use (OSMU) of broadcasting programs, we also reproduce MBC broadcasting content into publications to publish entertaining and instructive books and develop animations and characters.



## Infrastructure

### Outdoor Broadcasting

### Post-Production

### Broadcasting Production Technology

- > Lighting
- > Visual Art
- > Sound



With a production crew that has unmatched expertise and know-how in overall broadcast technology and state-of-the-art HD digital equipment, MBC C&I vividly shows sites of action to viewers at any time and place. We produce a range of programs including mega-events and concerts as well as sports, entertainment, and documentary programs.

We are equipped with post-production studios, non-linear editing rooms, image synthesis equipment, color calibrators, and professional recording/dubbing studios. Our high-quality editing expertise from pre-editing to post-production enables us to improve the completeness of various kinds of broadcast content.

Furthermore, we offer the latest systems, professional production skills including lighting, sound, visual art, special broadcast equipment and stages for various broadcast programs and events.



### Technology Research

We also offer optimal solutions for various broadcasting sites with visual subtitle and data processing technologies we have based on major characters and graphic equipment-linked technologies. Various research on broadcast technology is in progress including on broadcasting CG, video codec, and broadcast operation and management in the mobile environment.

# Marketing

Broadcasting Content Distribution

Broadcasting Program Marketing



MBC C&I processes and distributes MBC broadcasting content to numerous channels in Korea and abroad. We extend support to facilitate the export of MBC broadcasting content and provide optimal content for diverse channels and platforms. We also perform various marketing activities for broadcasting programs.



Broadcasting SI Business

Cultural Content Business

Based on a range of broadcasting solutions and techniques, including multimedia H/W facilities, we offer tailored broadcasting systems and are in the process of exploring overseas telecom and network business.

We also plan and produce cultural events, exhibitions, and performances and provide agency services for events and PR affairs. By applying our marketing ideas to various fields, we develop creative new business and present a new environment and models in the cultural content business.

