

703-560-1590(O), 703-560-1593(F)
2931-G ESKRIDGE RD., FAIRFAX, VA 22031
WWW.WKTVUSA.COM, WWW.XMKOREATODAY.COM



KOREA
TODAY
RADIO NETWORK

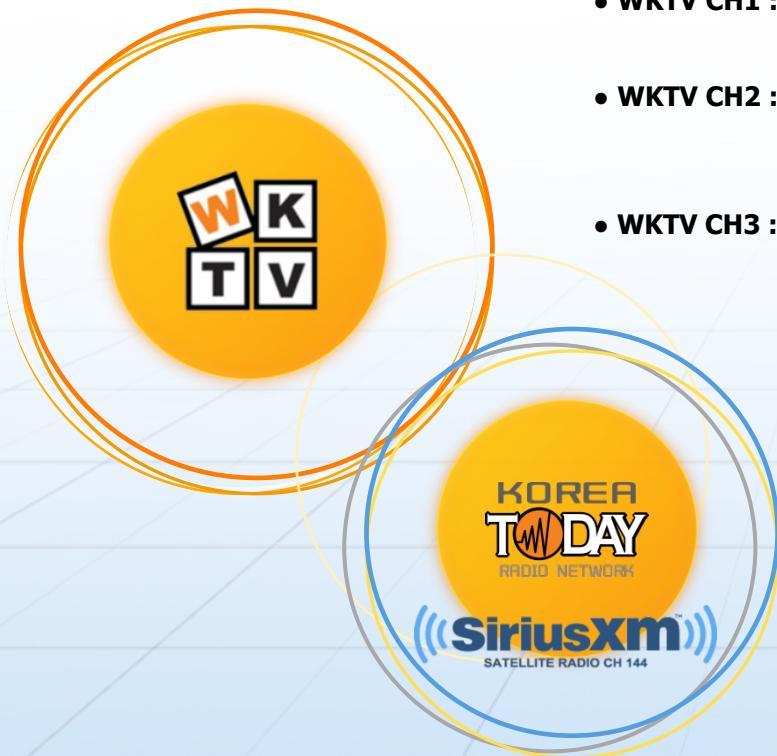


COMPANY EXECUTIVE SUMMARY

WKTV Cable Networks & Radio Network is a premier multicultural media company focused on serving Korean communities in the United States by providing the most entertaining and compelling Korean television content since WKTV, our flagship station, established in 1986. Currently, WKTV Cable Networks & Radio Network provides cable companies with Korean cable networks, WKTV CH 1, 2 and 3 and Chinese cable networks, CCTV and Phoenix Television along with XM Ch.144-Korea Today Radio Network through Sirius XM national platform.

- **WKTV CH1 :** **KBS (South Korea public broadcaster)** News, Drama, Variety Show/Entertainment programs and local programs.
- **WKTV CH2 :** **MBN, News Y, Channel A, TV Chosun, CGN**
National News, Drama, Culture and Documentary programs, Vaudeville and **NTD** (New Tang Dynasty TV) – Chinese Program
- **WKTV CH3 :** **MBC (One of Major South Korea's TV networks)** News, Drama, Entertainment Show programs and local community programs

XM Ch.144-Korea Today: The first nationwide 24/7 Korean radio channel available on America's satellite radio Sirius XM since January 12th, 2012.



XM Ch.144- Korea Today is featuring a wide variety of Korean Pop music, news, entertainment, and cultural programming on Sirius XM national platform. Korea Today programs illustrate the popularity of the Korean music industry for all Asians in the US and demonstrate the "Korean Wave" phenomenon, the extraordinary status of Korean music & culture all around the world. XM Ch.144-Korea Today attracts 15 million Asian Americans and any demographic that is interested in Korean culture/Korean wave as well as 20.2 million Sirius XM's subscribers.

OUR STRENGTHS



Highly experienced and Highly Skilled Staff

Engineers and technicians with at least 15 years of experience

Sales staff with at least 10 years of experience

Unparalleled skilled production (computer graphics, video editing, advertisement & program creation)

General Manager recruited with 25 years of marketing and sales experience; many contacts



Strong ownership ↗

Strong ownership with significant business experience providing solid financial support.

Ownership is very aware of fiscal responsibility and controlling costs ↗



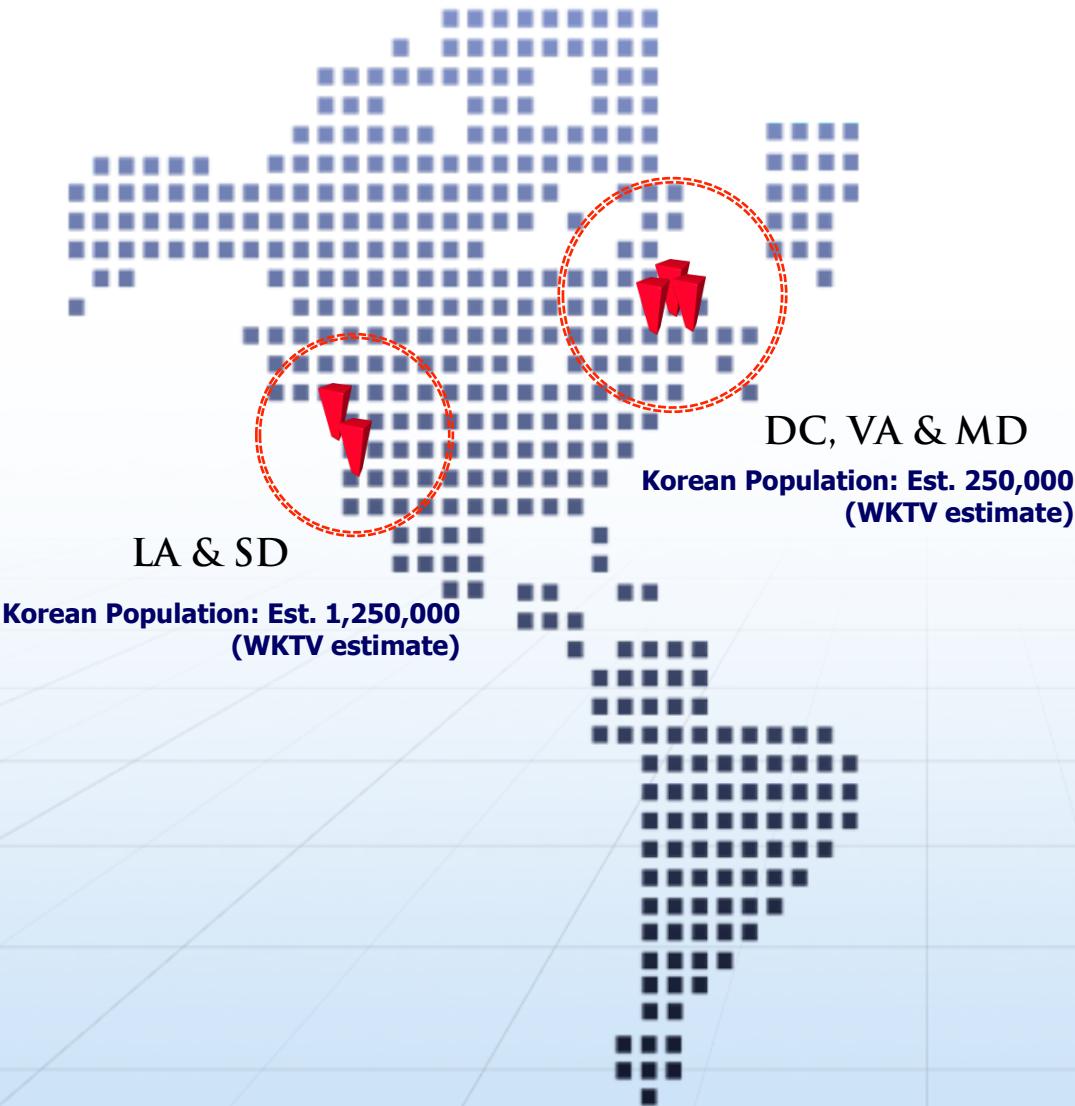
Strong network ↗

High viewer retention and viewer loyalty

Strong network of influential supporters locally, nationwide, and Korea.

Strong community presence.

OUR CURRENT PHILOSOPHY



Seek high density Asian cable markets where high standard of living and educational opportunities fuel population growth. This is the case in our current territory.

Create barriers to entry by securing long-term programming rights from Korean networks

Mutual support of local politicians and community groups legitimizes our station with local support

Strong ties to local Korean media outlets (newspapers, radio)

Strong ownership creates employee and financial stability

Create in-house productions based on interest of our community, or interest of overseas buyers. Costs of these shows is minimal since we use current staff to create these programs.

Strong relationships with distribution channels by offering the best quality programs.

WKTV SERVICE COVERAGE



SERVICE COVERAGE

LOS ANGELES

WKTV CHANNEL 2
: ORANGE COUNTY
COX CH 474

SAN DIEGO

WKTV CHANNEL 2
: SD ALL AREA
COX CH 474

DC, VA & MD

WKTV CHANNEL 1

COMCAST (MD CH 668)
: MD ALL AREA
BALTIMORE
WASHINGTON DC

COX (VA, CH 450)
: VA ALL AREA
INCLUDE VA BEACH

WKTV CHANNEL 2, 3

COX (VA, CH 451, 452)
: VA ALL AREA
INCLUDE VA BEACH

WKTV SERVICE COVERAGE

 COX (CH 450, 451, 452)
 COMCAST (CH 668)

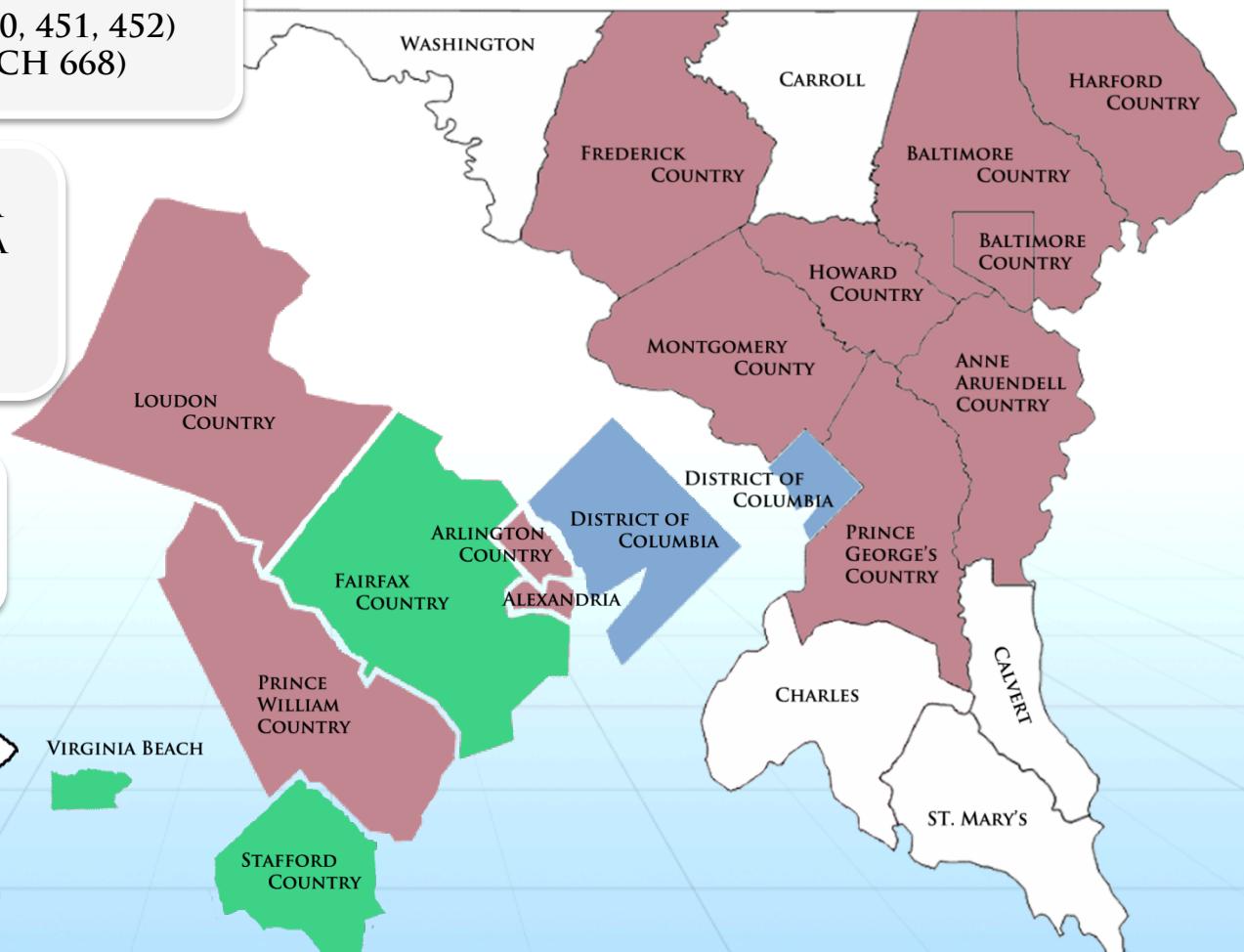


COX (CH 451) - VA
COX (CH 474) - CA
10PM - 3AM (EST)
7PM - 12AM (PDT)

 COX (CH 474)



CA SERVICE AREA



VA SERVICE AREA

MD SERVICE AREA

WKTV SERVICE COVERAGE



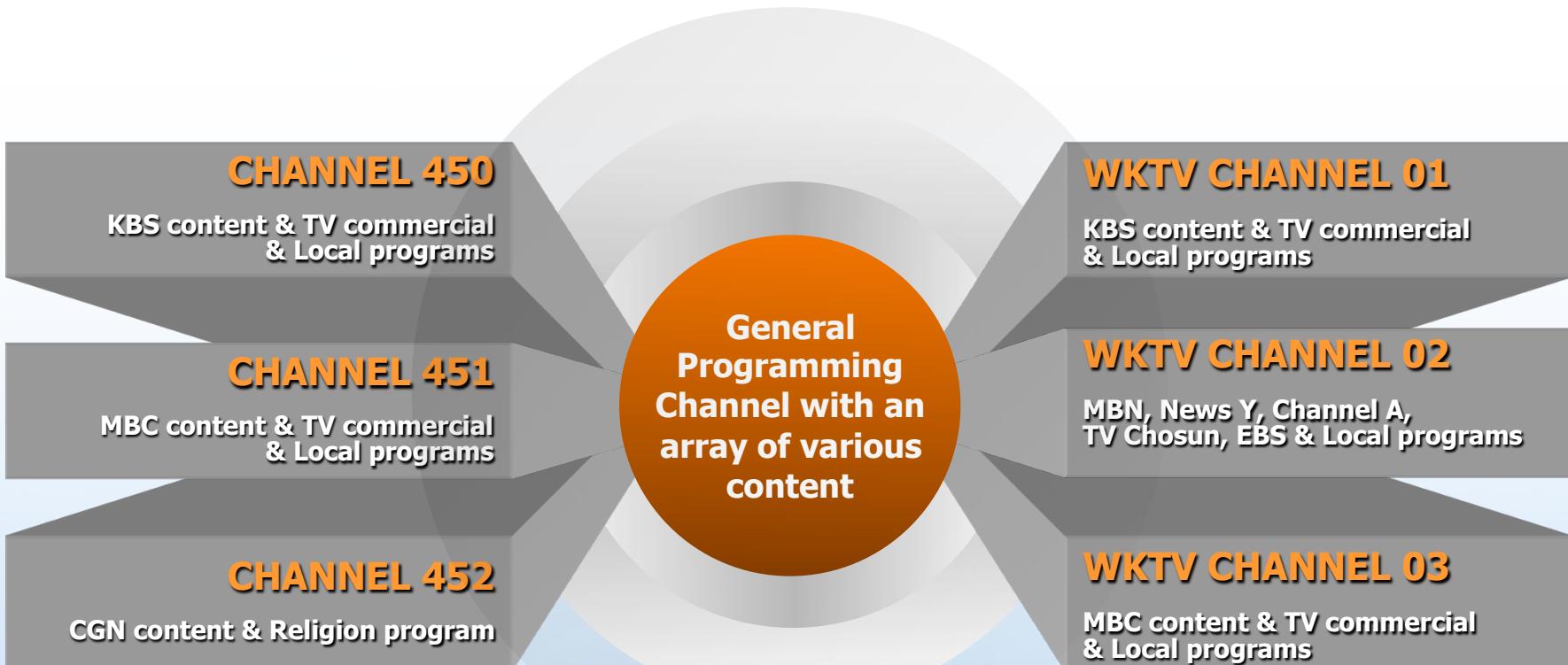
WKTV CHANNEL 2

미 전역에 한국어 TV 방송 서비스를 목표로 COX와 함께하는 WKTV의 미래형 프로젝트

CA SERVICE AREA



CHANNEL EXECUTIVE SUMMARY



EXECUTIVE SUMMARY



Live Sports Coverage Premium Sports

K Pop Programs – Sirius XM

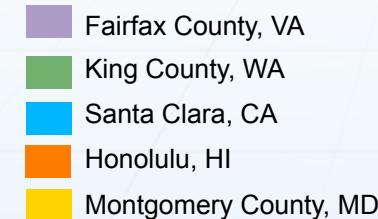
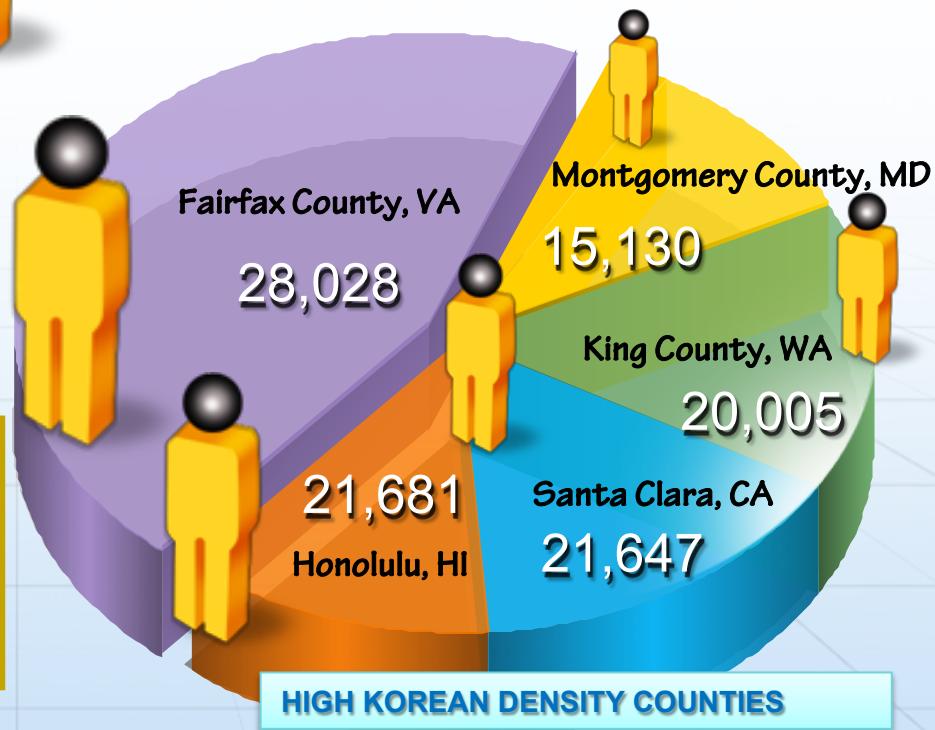
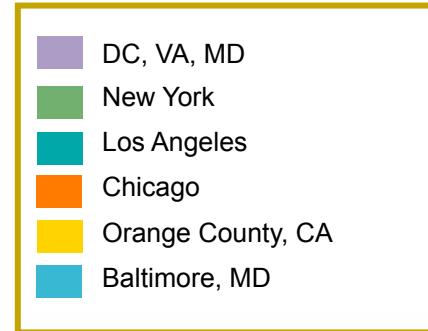
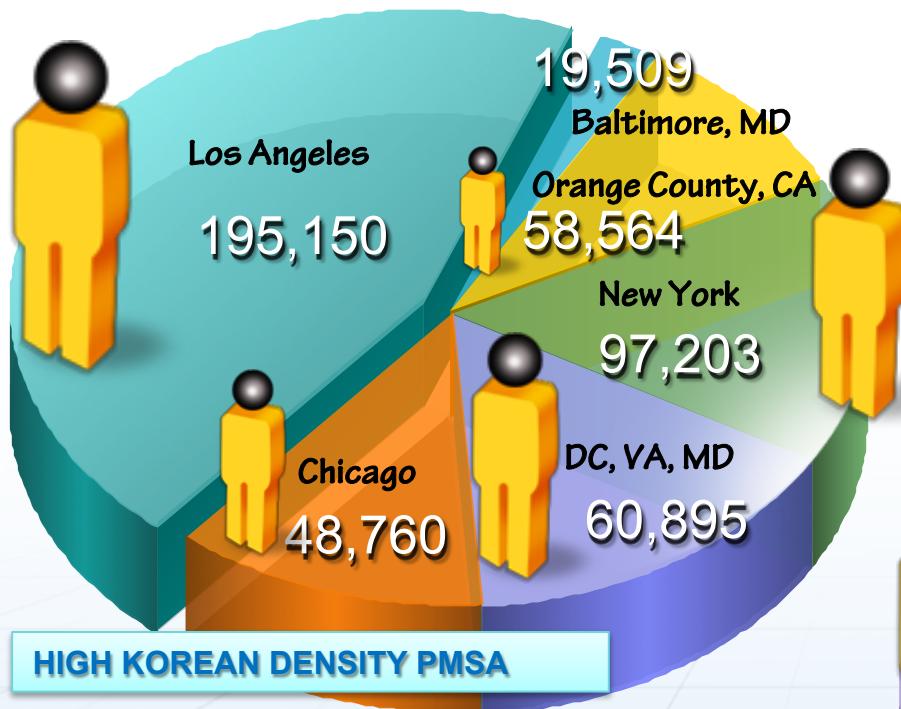


Film Entertainment
throughout all of Asia

TV Drama
from South Korea
most popular programs throughout Asia



THE KOREAN DEMOGRAPHICS



2010 census

COMMUNITY RELATIONS

During the Summer of 2006 with the temperature over 100 degrees, WKTВ held a rally to cheer on the Korean National Team for the 2006 FIFA World Cup.

We made arrangements to host 400 people with a large projection screen broadcast of the game. We had to close and stack the prearranged bleachers and chairs to accommodate the 1,200 people who attended the rally. 300 extra people were turned away at the door.

An unbelievable wave of fans cheered and clapped as the South Korea tied France in this extraordinary example of community unity.



COMMUNITY RELATIONS

The **Montgomery County Department of Police** sponsors Law Enforcement Explorer Post 1986 under the auspices of the Boy Scouts of America. The Police Explorer Program is designed for youth who have a sincere interest in pursuing a career in law enforcement. Post membership is open to young men and women between the ages of 14 and 21 who reside within Montgomery County, are in good physical and mental health, and are involved in an education program-either high school, college, or a continuing education program.

The mission of the **Boys and Girls Clubs of Greater Washington** is to help boys and girls of all backgrounds, with an emphasis on at-risk youth, build confidence, develop character and acquire the skills needed to become productive, civic-minded, responsible and caring citizens.

The **Korean Concert Society** was founded as a non-profit cultural organization in the winter of 1979 to discover young musical talents from Korean-American community and present them in debut recitals in Washington metropolitan area.

The **Fairfax Symphony Orchestra** has emerged over the years as one of the finest metropolitan orchestras in the U.S. In all, some 52,000 individuals attend the more than 100 music events each year presented by the Fairfax Symphony Orchestra , "one of the finest regional orchestras in the country," according to The New York Times.



WKTV / KOREA TODAY OBJECTIVES

- WKTV's objective is to promote and enhance the recognition of Korean Culture and Traditions as a Korea's representative international broadcaster.
- With the agenda of "South Korean Culture Globalization and Enhancement of South Korea's Image", WKTV is dedicated to the development of broadcasting, media, and advertising industry, along with the advancement of culture and art of South Korea.
- WKTV Cable Networks & Radio Network operates five TV channels for 24 hours a day. We provide news and entertainment programs in both Korean and English language, which enables us to draw mainstream demographic as well as 15million Asian American community.
- Sirius XM Ch. 144- Korea Today illustrates Korean Pop and Culture through Sirius XM basic platform and delivers program across the United States.



THANK YOU

