

*A Channel Leading to Mutual Understanding and
Peaceful Coexistence through Contents*

Tongil TV

Company Profile

2018. 12. 20

59, Gangnam-daero 25-gil, Seocho-gu, Seoul, Republic of Korea
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1. Company Overview

- Company Name: Tongil TV Inc.
- CEO: JIN CHUNKYU
- Address: R#602, 59, Gangnam-daero 25-gil, Seocho-gu, Seoul, Republic of Korea (Yangjae-dong, Deoksan Bldg.)
- Website: <http://www.tongiltv.net>
- E-mail: ttt2018@naver.com
- Tel: +82-2-337-3991
- Fax: +82-2-337-3992
- Date of Incorporation: March 28, 2013
- Major Businesses: broadcast program provision, broadcast program producing, copyright distribution, etc.
- Major Business Purpose: Tongil TV aims for cultural communication through direct broadcasting of North Korean contents – depoliticized – on PP channel. It will help people understand the differences between South-North Korea and thereby relieve the discomfort.



2. CEO Career Profile

JIN CHUNKYU(CEO, Tongil TV Inc.)

- 1986 Joined Kyeongin Daily
- 1988 Joined The Hankyoreh as a starting member (experienced journalist)
- 1991 War reporter: US-Iraq the First Gulf War
- 1994 Editor, The Journalist Association of Korea
- 1995 Vice President, The Photo Journalist Association of Korea
- 1996 Photo Team Manager, Hankyoreh's <Hankyoreh 21>, <Cine 21>
- 1996 Adjunct Professor, Yonging Songdam Univ.
- 2000 Press team dispatched to Pyongyang to cover June 15th North-South Joint Declaration
- 2001 Photo Team Manager, Hankook Ilbo US Branch in LA
- 2005 Expert Advisor, Hankook Ilbo US Branch in LA
- 2008 Regional Director, Hankook Ilbo Atlanta Branch

[Major Activities]

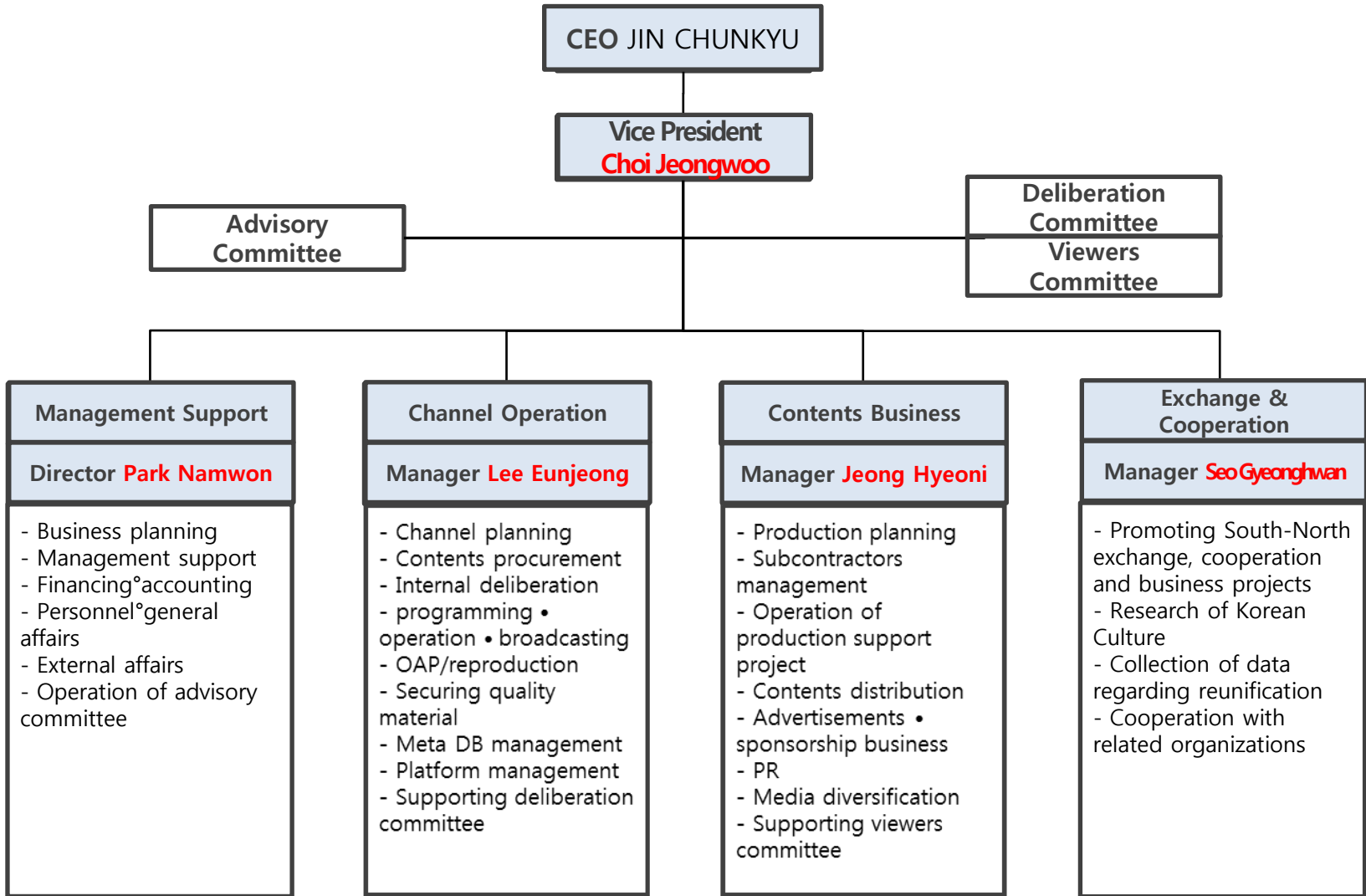
- 2017 The 1st Korean journalist to visit North Korea after May 24 Measures
- 2018 CEO, <Tongil TV Inc.>
- DEC 2018 Winner of Seong Yubo Special Award

[Writings]

- JUL 2018 『Pyongyang's Time Goes By with Seoul's Time』, Tarkus



3. Organization Chart



4. Background of Incorporation

- Two Koreas are proceeding step by step towards the denuclearization of Korean Peninsula and everlasting settlement of peace, evidenced by outcomes such as the inter-Korean summit and North Korea-United States summit. Koreans are feeling that peaceful coexistence, mutual exchange and ultimate reunification between two Koreas – which once seemed impossible – is just around the corner.
- However, our understanding of the North Korea, with which we should reunite, is still not much different from that of 1970~1980s'. Therefore, correct and thorough information regarding today's North Korea is in need, urgently and desperately than ever.
- Currently with limited visits and exchange, the best way to understand North Korea is appreciating contents produced in North Korea, though it is only indirect at best.

Through the case of German Reunification, sharing each other's broadcasting programs is found to be very effective in decreasing discomfort, understanding differences and bridging the gap before actual confrontation.
- Koreans need practical information on North Korean politics, economy, culture and society more than ever, through accurate, stable and constant supply of North Korean contents.



5. Purpose of Incorporation

- Tongil TV was incorporated to broadcast North Korean video contents on PP channel without political color and bias in order for proper understanding of North Korean society, which we should reunite with.
- Although various surveys have shown the national aspiration for reunification, practical and objective information on North Korea is absolutely insufficient.
- We would like to overcome the difference between two Koreas and expand the common historical-cultural bond through broadcasting of contents made by Tongil TV and in cooperation with other organizations along with video contents produced in North Korea.
- Tongil TV will secure a position as an exclusive supplier of North Korean contents in South Korea through a contents supply contract with North Korea Copyright Office entrusted by the Korean Central News Agency, and supply stable and lawful contents thereby.
- Tongil TV will establish its status as the unprecedented PP specialized in North Korea, and expand its business fields as two Koreas proceed to deepen peaceful relationship and extend the exchanges. It will achieve both public benefit contributing to South-North cultural exchange and profitability utilizing the advantage of being the exclusive contents supplier.



6. Business Introduction

6-1. Tongil TV as a comprehensive platform of reunification effort

Tongil TV's major field of business is broadcast channel operation that officially procures video contents produced in North Korea through copyright contract, and broadcast • supply • distribute such contents.

It secures subscription fee and creates advertising earnings through integrated programming of North Korean contents and South Korean contents related to reunification.

- **Definition: Exclusive procurement and supply of contents produced in North Korea, broadcast channel operation that also covers South Korean contents related to reunification**
- **Revenue: Subscription fee, advertising revenue, sponsorship revenue, broadcasting facilities rental fee**
- **Major Projects: Procurement of North Korean Contents and creation of related projects**

6. Business Introduction

6-2. OFF -LINE reunification culture business

Tongil TV will operate businesses such as inviting North Korean art events, cultural events in cooperation with related organizations, or development of related products in order to meet the needs to really understand North Korea, to answer the aspiration for reunification in fields other than broadcasting as well.

- **Definition: Operation of OFF –LINE projects related to reunification culture based on the contents exposed through PP**
- **Revenue: Event admission fee, advertising revenue, sponsorship revenue, related products revenue**
- **Major Projects: Self-developed events, event planning in cooperation with organizations related to reunification to promote active participation**

6. Business Introduction

6-3. Contents development business

Tongil TV will develop and produce contents by itself to maximize its competence.

The business includes development of music sources of different genres and performance contents such as events.

It will keep develop original business, e.g. character development and branding, educational contents, distribution of video contents and publications, etc.

- **Definition: Self-production of contents to maximize the competence of Tongil TV**
- **Revenue: Contents royalty**
- **Major Projects: Any work related to contents production**

6. Business Introduction

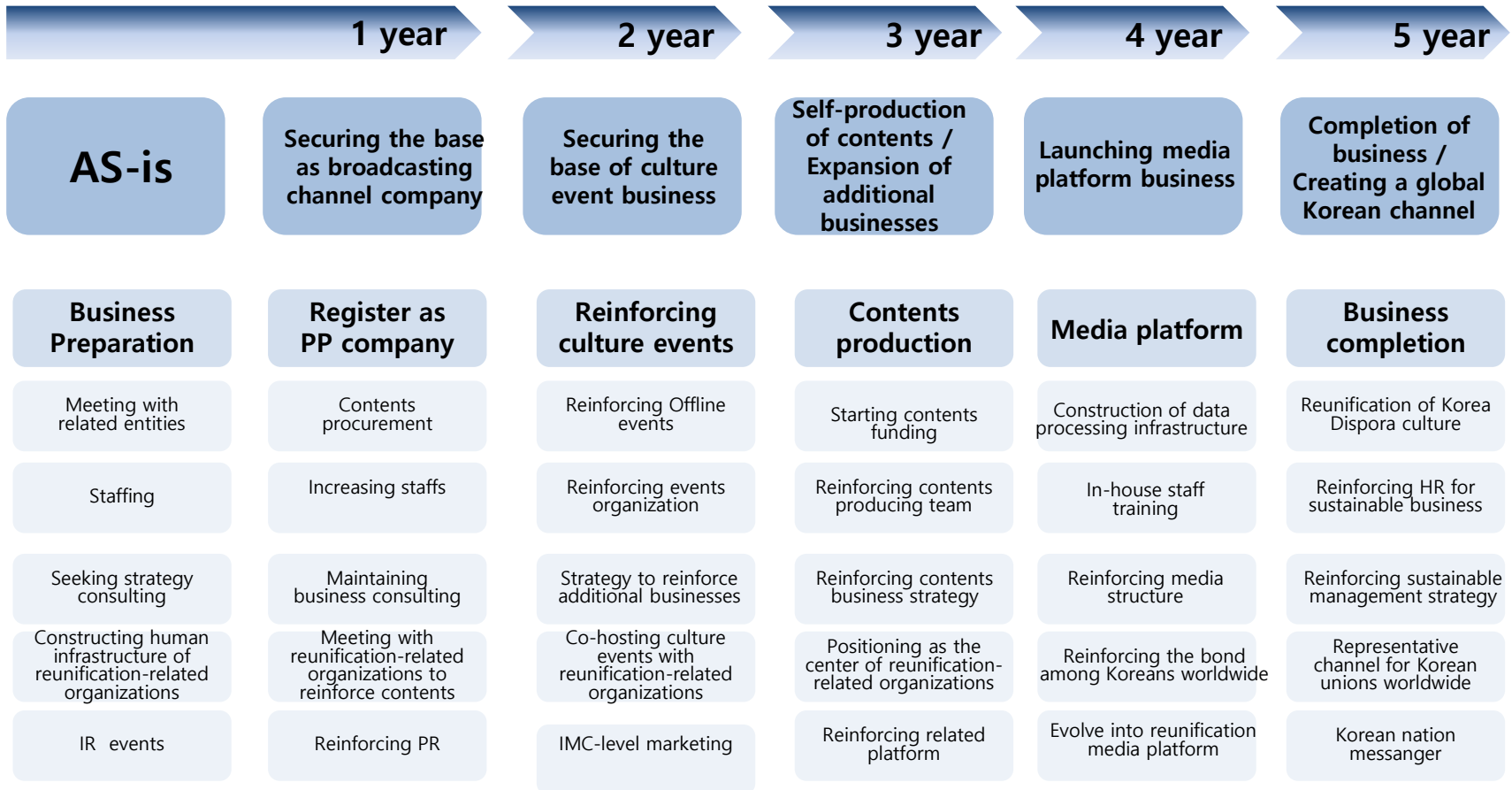
6-4. Media platform business

A service business that is considered to be the completion stage of Tongil TV – worldwide streaming of 'Tongil TV' on mobile and PC.

Koreans living overseas can watch live-streamed contents on 'Tongil TV' media platform and feel the cultural bond of Koreans.

- **Definition: Worldwide service enabling streaming of Tongil TV contents on mobile and PC.**
- **Revenue: Advertising revenue (from all around the world), VOD revenue**
- **Major Projects: Operation of Tongil TV streaming service, advertisement management**

7. Business Plan





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