

www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)

2018

radiokorea.com MEDIA KIT

<http://www.radiokorea.com>
adinfo@radiokorea.com

3700 Wilshire Blvd. Suite 600
Los Angeles, CA 90010
Tel. 213-487-1300

ABOUT OUR COMPANY

Radio Korea Media Group is the leading Korean multimedia company in the U.S.

For 28 years, it has served as the bridge that connects the Korean-American community to mainstream America.

Based in Los Angeles, CA and Honolulu, HI, RK Media Group leads through various platforms such as radio(Radio Korea KMPC AM1540), television(RKTV), website(radiokorea.com), Yellow Pages(RAKOTEL), and mobile application(RK Mobile).

RK Media Group delivers reliable, newsworthy information and unique, cultural conversations.

It strives not only to introduce new programs to the Korean-American community, but also to introduce Korea to America.



www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)

RADIO KOREA KMPC AM1540

Radio Korea KMPC AM1540 reaches half of the Korean-American community in Southern California.
(research conducted by MineMR as of 06/2016)

In Radio Korea USA's coverage area, approximately 0.9 million Koreans are regular listeners of Radio Korea KMPC AM1540.
(research conducted by Benton Foundation)

The Dodgers announced Radio Korea AM1540 as their official Korean radio partner on game day in April of 2013. Radio Korea AM1540 broadcasts approximately 60-70% of games, each with a listenership of over 90%.



Radio Listening Area



Radio Korea(KMPC, AM1540)
Radio Korea (KMPC, AM1540)



Radio Korea SCA(FM 90.7)
Coverage Pattern for KPFK-FM



Radio Korea Hawaii(KHRA AM 1460)
Coverage Pattern for KIRA-AM

HISTORY OF RK MEDIA

www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)

-
- 2017**
 - October**
Broadcasted MLB World Series in Korean
 - September**
Launched RK Homeshopping Cconma
 - April**
RKTv officially launched TV Chosun USA DTV Ch.44.2
 - 2016**
 - May**
Officially published RK Media e-Newsletter to over 300,000 subscribers
 - 2015**
 - September**
Official launched radiokorea.com mobile website application
 - 2014**
 - June**
Hosted World Cup cheering event
 - March**
Officially launched Radio Korea News mobile application
 - April**
Broadcasted Dodgers games
 - 2013**
 - September**
Official Media Partner Covered California (Obama Care)
Officially launched Radio Korea Yellow Pages mobile application
 - April**
Officially named L.A. Dodgers' Korean radio partner
 - 2012**
 - December**
Live coverage of the Korean presidential election from Seoul Studio
 - September**
Special live broadcast of U.S. 45th presidential election
 - 2011**
 - May**
Officially launched Arirang TV in Washiton D.C. (MHz Networks 30-9)
 - April**
Radio Korea Golf Tournament - Smartphone live
 - 2010**
 - June**
Hosted World Cup cheering event
 - 2009**
 - November**
RKTv officially launched National Geographic: Korea on DirecTV
 - 2008**
 - August**
Launched Arirang TV in New York via DTV WRNN 48-3
 - June**
Launched Arirang TV in Los Angeles via DTV KXLA 44-5
 - February**
Launched i-Reader (e-newspaper) in honor of RK's 20th anniversary
 - December**
Dispatched a news team to Korea for live broadcast of Korean presidential election
 - November**
Special live broadcast of U.S. 44th presidential election
Signed MOU with PNTV (IPTV)
 - March**
Open to the Public Broadcast at Disneyland and California Adventure-first Asian media to broadcast
 - February**
Acquired Hawaii's AM 1460 and started broadcasting
 - 2005**
 - May**
Radio Korea started airing on 50,000W high-powered KMPC AM1540
Officially launched Radio Korea Yellow Pages mobile application
 - October**
RKTv started airing YTN on DirecTV's Korean package
 - 1997**
 - July**
Published "Radio Korea Yellow Pages" both online and paperback
 - 1996**
 - March**
Became the first Korean media outside of Korea to broadcast 24 hours a day online
 - 1992**
 - May**
Received American Story Award from President George Bush
 - April**
Stopped all regular programming to focus on the L.A. Riots
 - 1990**
 - September**
Broadcasted L.A. Dodgers games in Korean for the first time
 - 1989**
 - February**
Radio Korea officially launched (KAZN AM1300)

RadioKorea.com is an online platform boasting the highest record of hits in the Korean-American community.

With daily hits of over 652,000 and more than 65,500 visitors a day (as of 07/2016), radiokorea.com is a favorite website not only for the Koreans living in U.S. but also for the 7.5 million Koreans worldwide.

The Los Angeles Times recognized RK Media Group as the first ethnic broadcaster to provide audio live streaming via the internet.

Website



Mobile App



Radio Korea **MOBILE APP**

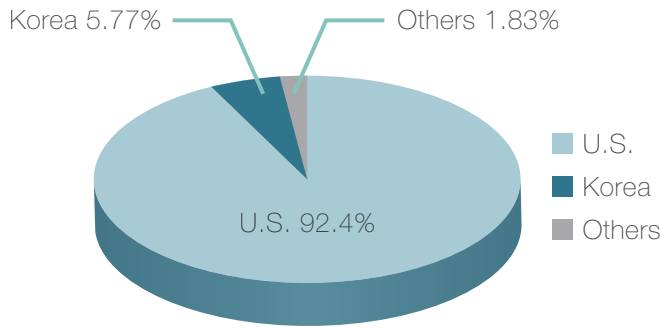
Stay informed with the latest headlines and original stories with variety of apps including RAKOTEL app. Listen to the best live radio from the RK Media app for iPhone, Android and BlackBerry and more.

www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)

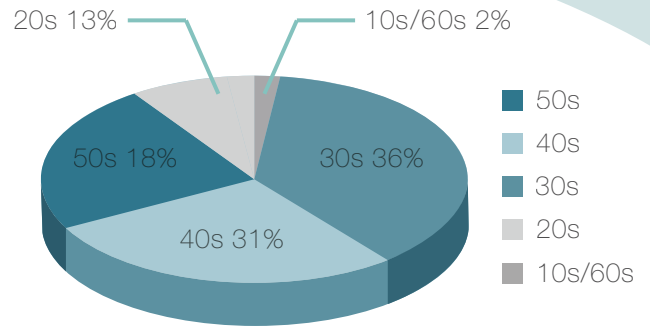
Multimedia Leader

ANALYSIS OF WEBSITE USER/TRAFFIC

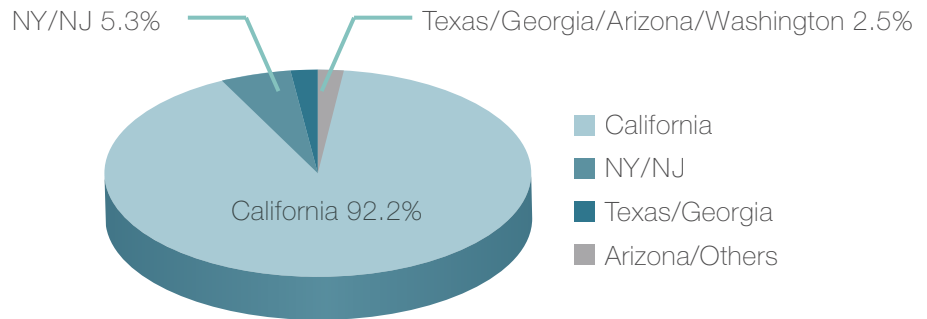
Residence County of Visitors



Age Analysis of Koreans



Residence State of Visitors in the U.S.



California is the state of Mecca for Korean-Americans because of its prolonged immigrant history and abundant cultural resources accordingly. The prominence of our website is that it targets the core of Korean-Americans community and draws in many Koreans globally by providing fields fast-paced communication. Moreover, viewers of other geographical areas and younger viewers are rapidly growing in number.

Page Views

Monthly Page Views	32,724,551
--------------------	------------

Visitors

Registered Users	530,754
Monthly Unique Visitors	785,321
Average Viewed Web Pages	14.7

www.radiokorea.com launched in 1998

Radio Korea Business directory (RAKOTEL) is a website and printed listing of information which categorizes all businesses in Southern California. RAKOTEL has been the business directory favored by all Korean-American residents since its first introduction.

Business Directory



Mobile App

Radio Korea RAKOTEL APP



RK Media Group also officially launched its smartphone application on September, 2013 to enhance the user's experience and accessibility.



RKTV



Radio Korea TV(RKTV) provides coverage throughout the U.S. through DIRECTV satellite platform (largest television provider, highest subscriber count in the U.S.). It provides 24-hour real-time news and a current affairs commentary live program.

In November of 2009, RK Media Group launched National Geographic: Korea on DIRECTV. The National Geographic channel airs documentary programs produced by the National Geographic Society, with programming entirely in Korean.



In April of 2017, RK Media Group launched TV Chosun USA also known as TV Chosun, is one of four new South Korean nationwide general cable TV network and broadcasting company since 2011. TV Chosun providing mainly news shows, also produces and airs entertainment, documentaries and current affairs shows.

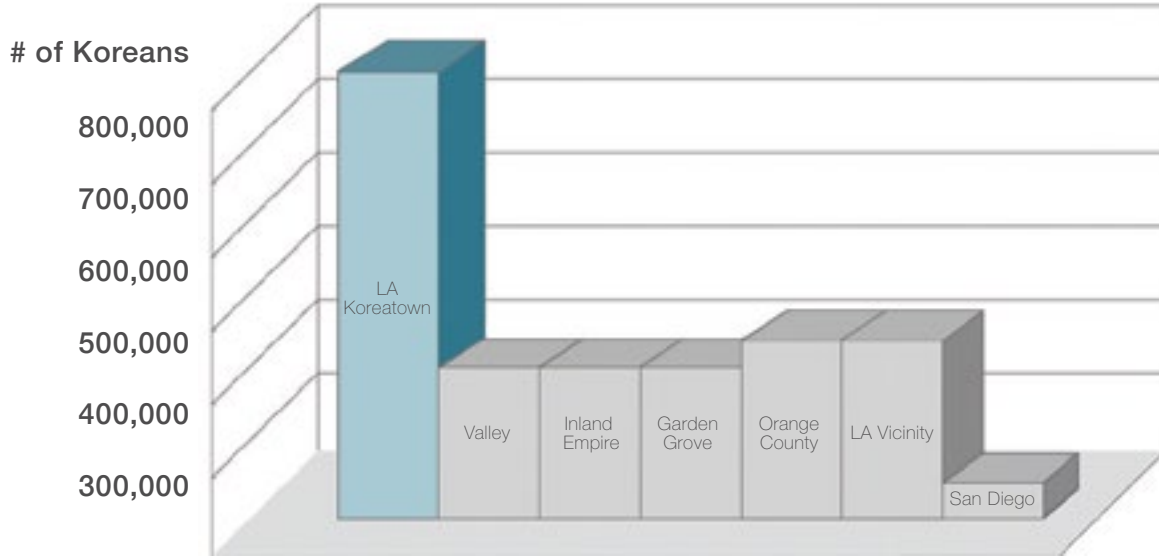
RK EVNETS

As the leading Korean media company in the U.S., RK Media Group has been hosting a number of events over a decade in various categories such as World Cup, Hi-Teen Beauty Pageant, Golf Tournament and monumental seminars.



ESTIMATED NUMBER OF KOREANS LIVING IN SO CAL

of Koreans Living in Radio Korea USA's Coverage Area
(2,200,000 Korean Population)



Do People actually listen to radio?

According to projections from a communications industry forecast (released on Friday, December 15, 2010 on U.S. Census Bureau News), people spend 3 hours and 10 minutes a day listening to radio.

How many Koreans listen to radio everyday?

Approximately 80% of the Asian-Americans are first generation immigrants and 20% are 1.5 or plus population who are born in the U.S. or came to the U.S. at an early stage of their lives. According to recent survey, Asian-American media reach 75% of the Asian population*. Since Koreans highly prefer in-language media communications**, out of 2.2 million Korean populations in Radio Korea USA's coverage area, approximately 1.7 million Koreans are regular listeners of Radio Korea USA.

* research conducted by Benton Foundation,

** US Census 2010,

Radio Rating



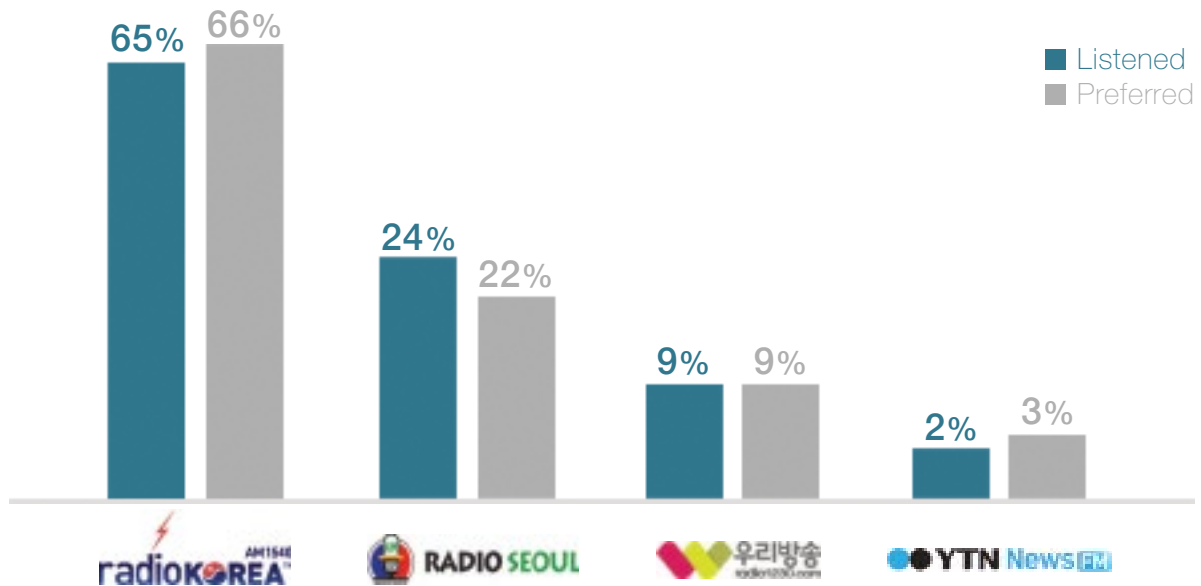
KOREAN AMERICAN MEDIA CONSUMPTION RESEARCH

Radio Korea Media Group pursued the fascinating study on audience research with 600 interviewees mainly targeted in Los Angeles and Orange County which conducted by Mine MR on June, 2016.

The study gives a direction to empower business organization to make strategic decisions, innovate, and maximize ROI with market insights that laser focus on next move.

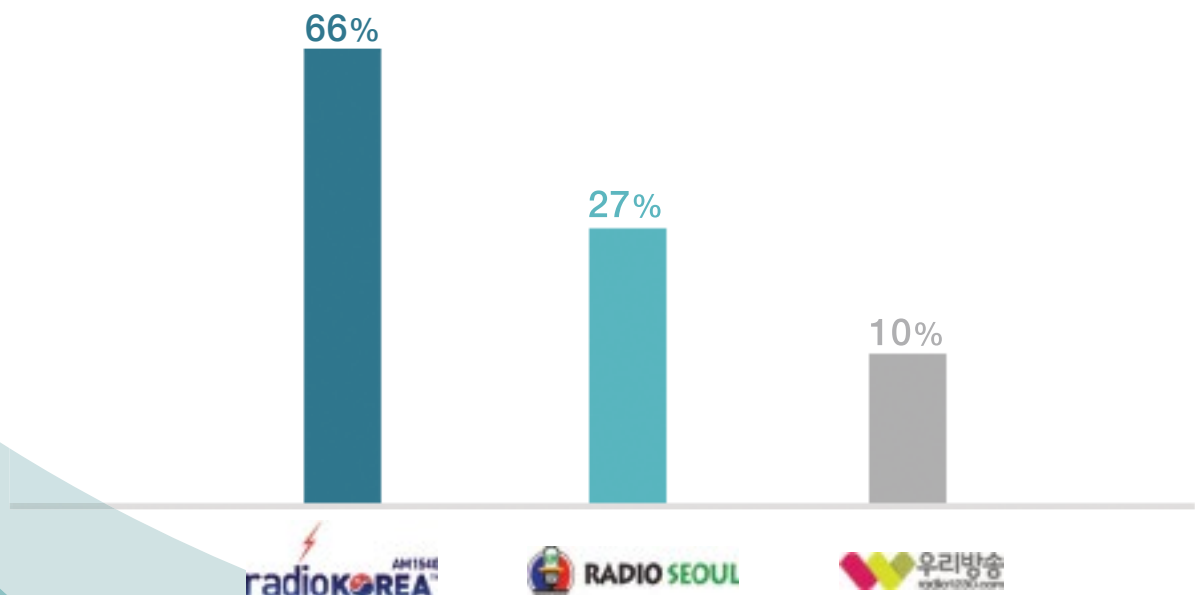
Most Listened/Preferred Korean Radio Channel - Among Radio Listeners

Among Korean radio listeners, Radio Korea is the most preferred with the highest share of ear.



Most Listened/Preferred Korean Radio Channel - Among Radio Listeners

RadioKorea.com is the most preferred online platform in the Korean American community.



www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)