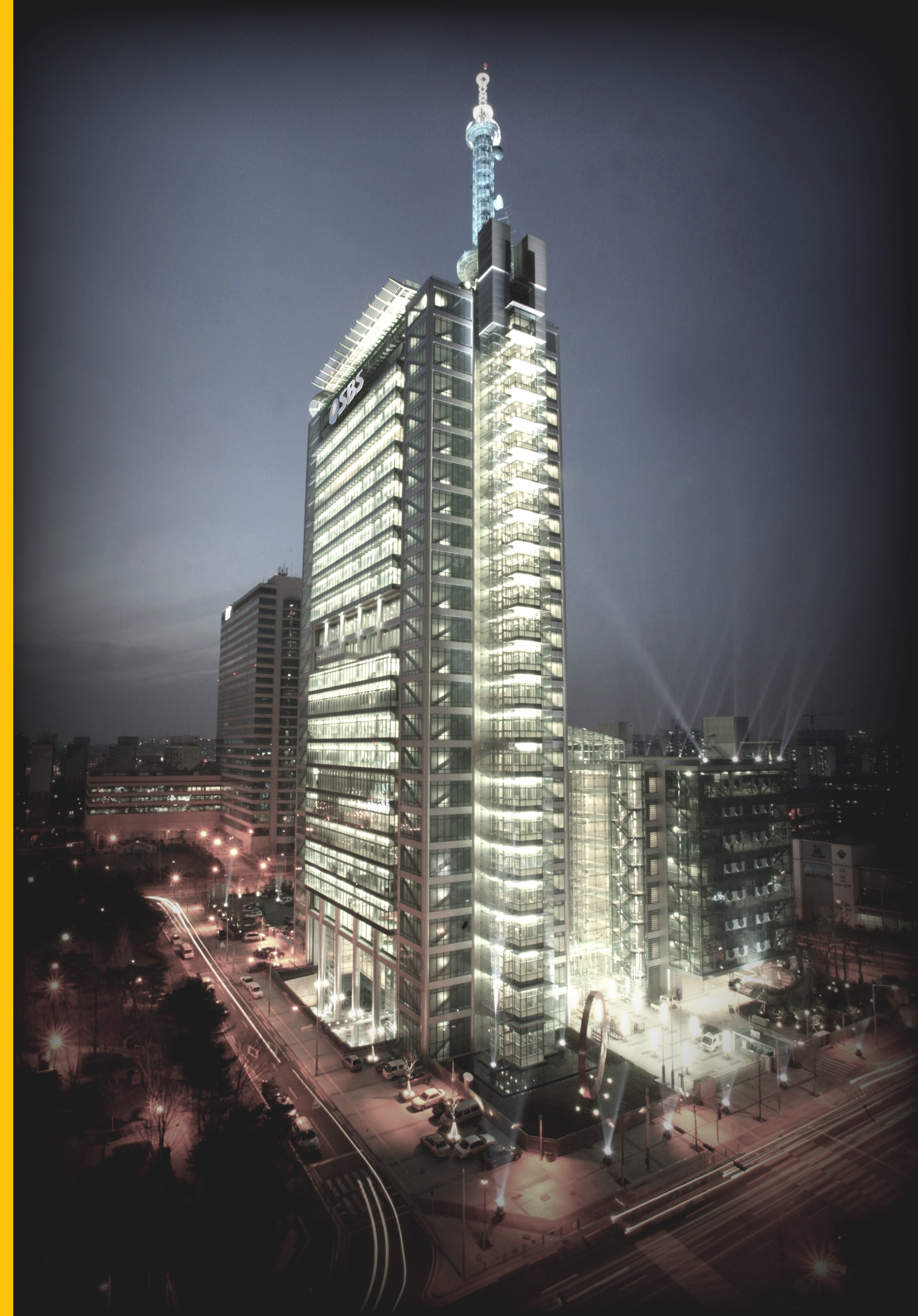


Chile **CREATIVE CONTENT INDUSTRY** **DEVELOPMENT**

+ KOREAN CONTENT EXPERIENCES

ABOUT

SBS is one of the three major broadcasters in Korea. SBS Media Group owns and operates a terrestrial TV, multiple cable & satellite channels, FM & AM radio, a streaming OTT platform among many other forms of media. SBS and ViacomCBS collaborated to create a joint venture that operates SBS MTV and Nickelodeon channels in Korea. SBS studio creates content for all audiences, across every genre and formant, delivering premium content to audiences across all platforms in Korea and worldwide.



#HOW IT BEGAN

SBS was the first to introduce K-Contents in Chile



Stairway to Heaven

Escalera Al Cielo

First Korean Drama to be dubbed in Spanish and aired on a Chilean national public broadcaster, TVN.

Aired in April 2006



Asiatic Bear

Oso Asiatico

SBS best rated documentary aired on a Chilean national public broadcaster, TVN.

Aired in 2010

#WHERE AT

Partnership with MEGA TV



SBS currently has a distribution partnership in LATAM with *Mega Global Entertainment (MGE)*, a subsidiary of *MegaTV*

Korea's top dramas and entertainment shows are being aired on Chilean National Broadcasters
i.e. MegaTV, ETC, Canal13, TV+, and more

#WHERE HEADED TO

Future Collaborations with Chilean Studios

Previous Case

Co-Production

- IP/Formats
- Korean to Chilean
// Chilean to Korean



A worldwide hit Chilean drama format, known as *'Where is Elisa?'* (*¿Dónde está Elisa?*), has been adapted as a Korean series and aired on a Korean cable channel, **tvN** in 2014.



A national hit Korean drama format, known as *'My Husband Got a Family'* (*mi Marido tiene Familia*), has been adapted as a telenovela and aired on **Televisa** in Mexico in 2017.

#WHERE HEADED TO

Future Collaborations with Chilean Studios

Co-Production

- IP/Formats
- Korean to Chilean
// Chilean to Korean



Stairway to Heaven *Escalera Al Cielo*

Spanish Adaptation in development with NBC/Telemundo. Format available in LATAM soon.

#drama

AI vs Human *AI vs Humano*

US Adaptation being developed by a major US Streamer. Format available in LATAM soon.



#entertainment

SBS Super Concert *in December*

Live Streaming business opportunities for Chilean Media & Telcos

#concert

