

DR. KIM IN-KYU, HEAD OF KOREAN BROADCASTING SYSTEM & PRESIDENT OF ASIA-PACIFIC BROADCASTING UNION

TO RECEIVE 2012 INTERNATIONAL EMMY®

DIRECTORATE AWARD

New York, June 4th, 2012 — Dr. Kim In-Kyu, who rose through the ranks to become President & CEO of KBS, (Korean Broadcasting System) and is now also President of the ABU (Asia-Pacific Broadcasting Union), will receive the 2012 International Emmy Directorate Award. KBS, Korea's leading public broadcaster, reaches a global audience of 50 million households in 73 countries via its flagship international channel KBS World. Dr. Kim, will accept the award at The 40th International Emmy Awards, on Monday, November 19th, in New York City.

"KBS is one of the great television services in the world and Dr. Kim, one of the leading media figures in Asia." said Bruce L. Paisner, President & CEO of The International Academy of Television Arts & Sciences. "We are looking forward to presenting him with the Directorate Award as he embarks on celebrating his 40th anniversary at the service of KBS."

Acknowledging the award, Dr. Kim said, "KBS, as the key public service broadcaster of Korea, has been striving to achieve the goal of fair and distinctive broadcasting for the benefit of the public. On behalf of KBS, I humbly accept this honor."

Dr. Kim In-Kyu started his career at KBS in 1973. After holding several key station positions, such as Member of the KBS Board of Governors, Managing Director of New Media and Executive Director of News & Current Affairs, he was appointed to the position of President & CEO, in November of 2009. In 2011, Dr. Kim was appointed President of the ABU for a 3 year term.

As Korea's leading public services broadcaster, KBS' core duty is to reflect the diverse voices of Korea through the distinctiveness of its programs. KBS began the country's first radio broadcasting service back in 1927 and Korea's first television broadcast in 1961. KBS has also been broadcasting HD programs since 2001 and by 2012 all of its programs will be produced and broadcast in HD. The world's first terrestrial DMB service was launched by KBS on December 1, 2005 and offers television, audio and data services. KBS World TV, the international satellite channel which was launched in 2003, transmits KBS' high quality content throughout Europe, the Middle East, North America and most of Asia. KBS World Radio offers 11 different language services to listeners worldwide. Headquartered in Seoul, KBS has 18 regional stations and 13 overseas bureaus as well as eight subsidiary companies such as KBS Media, which manages the local and global marketing of KBS content.