

Clear Window to the World

THE DONG-A ILBO



Leading Newspaper in Korea
since 1920



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THE DONG-A MEDIA GROUP



We will become a global media group that goes together
with all people around the world

VISION

Frontier in the Era of New Media

The Dong-A Media Group has a variety of media, including newspapers, news magazines, and business and living magazines. The group will be the center of the next-generation media industry in 2011, when it will be relocated to the Dong-A Digital Media Center in Sangam-dong, Seoul that will be equipped with state-of-the-art broadcasting facilities.

High-Quality Contents

The Dong-A Media Group helps readers make value judgements in the rapidly changing 21st century by providing contents with credibility and professionalism.

Together with the World

The Dong-A Ilbo delivers real-time contents to the world on the Dong-A.com and Factiva (www.factiva.com), a global news database service in English, Japanese and Chinese.

MISSION

Clear Window

The Dong-A Ilbo will do its best to become a “clear window to the world” by maintaining unbiased view of the world and a consistent voice.

Warm Views

The Dong-A Ilbo’s news contents reflect warm understanding of the people and are aimed at enriching people’s lives.

Straight Voice

The Dong-A Ilbo never surrenders to any pressure in the face of truth that readers need to know.

CEO Message

“ We will make
reader-friendly media
accessible anytime,
anywhere ”

2009

Kim Jae-ho

Publisher and CEO

The Dong-A Ilbo aims to become a “trustworthy newspaper.” The Dong-A Ilbo promises to provide readers with trustworthy contents in the flood of information. The Dong-A Ilbo will become a medium that stays at readers’ side at all times. The Dong-A Ilbo is not just a company that delivers newspapers but a news organization that produces and delivers high-quality contents. The news articles and videos created by the Dong-A Ilbo’s journalists and producers will be offered through all kinds of outlets from paper to Internet, mobile phones and Internet television. The Dong-A Ilbo envisions a “user-friendly media” accessible anytime and anywhere. Accessing the Dong-A Ilbo is your “investment for a better life.” Join us for a happier future!



THE DONG-A ILBO



Celebrating Centennial Anniversary in 2020,
the Dong-A Ilbo Will Bridge Information and History

Top-notch professional journalists make the Dong-A Ilbo

Kim Sun-Duk

Editorial writer, Columnist

“ The Dong-A Ilbo’s columns have insights. Columns that see reality with sharp eyes and find new meanings in it, you can find in the Dong-A Ilbo.



Shin Suk-Ho

Political reporter, ph. D. in North Korean studies, North Korea and inter-Korean relations specialist

“ As a ‘reporter with a doctoral degree’ who goes beyond academism and journalism, I will be at the scene to record history so that our children can live on a peaceful Korean Peninsula.



Lee Seung-Jae

Executive director of Dong-A EasyEdu, Film specialist

“ My duty as a movie journalist is to make clean and incisive criticisms. I would like to make deep and original interpretation of easy and interesting films.



Cho Seong-Ha

Deputy managing editor, Travel specialist

“ Instead of offering travelers' feelings, the Dong-A Ilbo takes no break in finding travel spots that you might have missed and that are emerging as new attractions for people around the world. Korea's one and only professional travel journalist is with the Dong-A Ilbo.



Seok Dong-Bin

Assistant editor, Business Desk, Car racer

“ I've plunged into car racing just to know more about cars. I've had a cramp in my leg by test-driving a car until 3 a.m. after leaving office at midnight, and I've driven at 330 kilometers per hour. I will write 'vivid' articles on automobiles with keen analyses.

The Dong-A Ilbo Provides Top-Quality Customer Services



Jeong Il-Kyun

Chief of Gyeonggi Head Office,
Marketing & Customer Support
Bureau

“ I stay awake 24 hours a day to satisfy readers' desire and expectations.



Lee Duck-Kyu

Director of Cultural Promotion
Team, Promotion Bureau

“ I read our readers' demands precisely and carry out tomorrow's culture business that goes ahead of others.



Kim Ki-Hwan

Staff member of Finance &
Retail Part, Advertising Bureau

“ I try to be a marketing expert who deserves to be with the Dong-A Ilbo with top-notch contents and advertisement influence.

A variety of sections deliver rich fragrance of information



From home to work kind tutor of the economy

Dong-A Business

Guidebook for happy and stylish weekends

My Weekend

The Standard for choosing good books

Books

Home necessity for beauty and health

Health & Beauty

From test drive to fancy car trip

Car & Travel

Comprehensive education data for both parents and students

Fun Study

Study materials for essay and college entrance exams by top experts

Easy Essay

Cartoon newspaper for essay

Magic Essay

The Dong-A Ilbo Is Strong in Exclusive Stories and Investigative Reporting

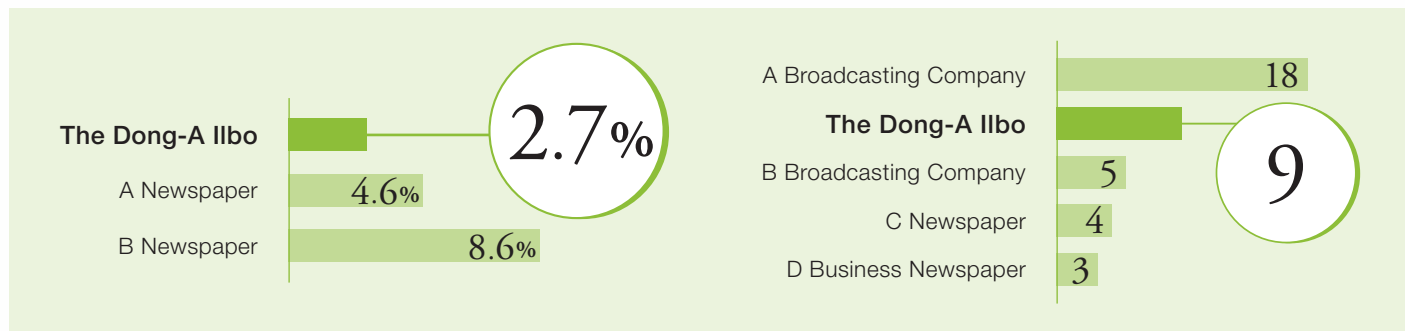
According to a 2007 study by the Journalist Association of Korea on the 200th “Reporter of the Month” award, the Dong-A Ilbo had a total of 76 award-winning articles over the previous 17 years, ranking top among the Korean news media. The record shows that the Dong-A Ilbo’s history is in itself the history of freedom of speech and that of exclusive stories of the Korean media. The Dong-A Ilbo has also been ahead of its competitors in conducting investigative reporting by using new methods of news coverage. In 2001, it revealed the regional leanings in appointments of public prosecutors by utilizing the computer-assisted reporting (CAR) for the first time among the Korean news organization. Since then, the Dong-A Ilbo has been acclaimed by its readers by using the CAR and the Geographic Information System to analyze crimes, fires and voters’ inclinations on its own.



The Dong-A Ilbo Cherishes Its People

The Dong-A Ilbo has shown the lowest turnover rate among major Korean newspaper companies since January 2007.

The Dong-A Ilbo has accepted the most reporters from other news organizations since July 2007 among major Korean newspapers.



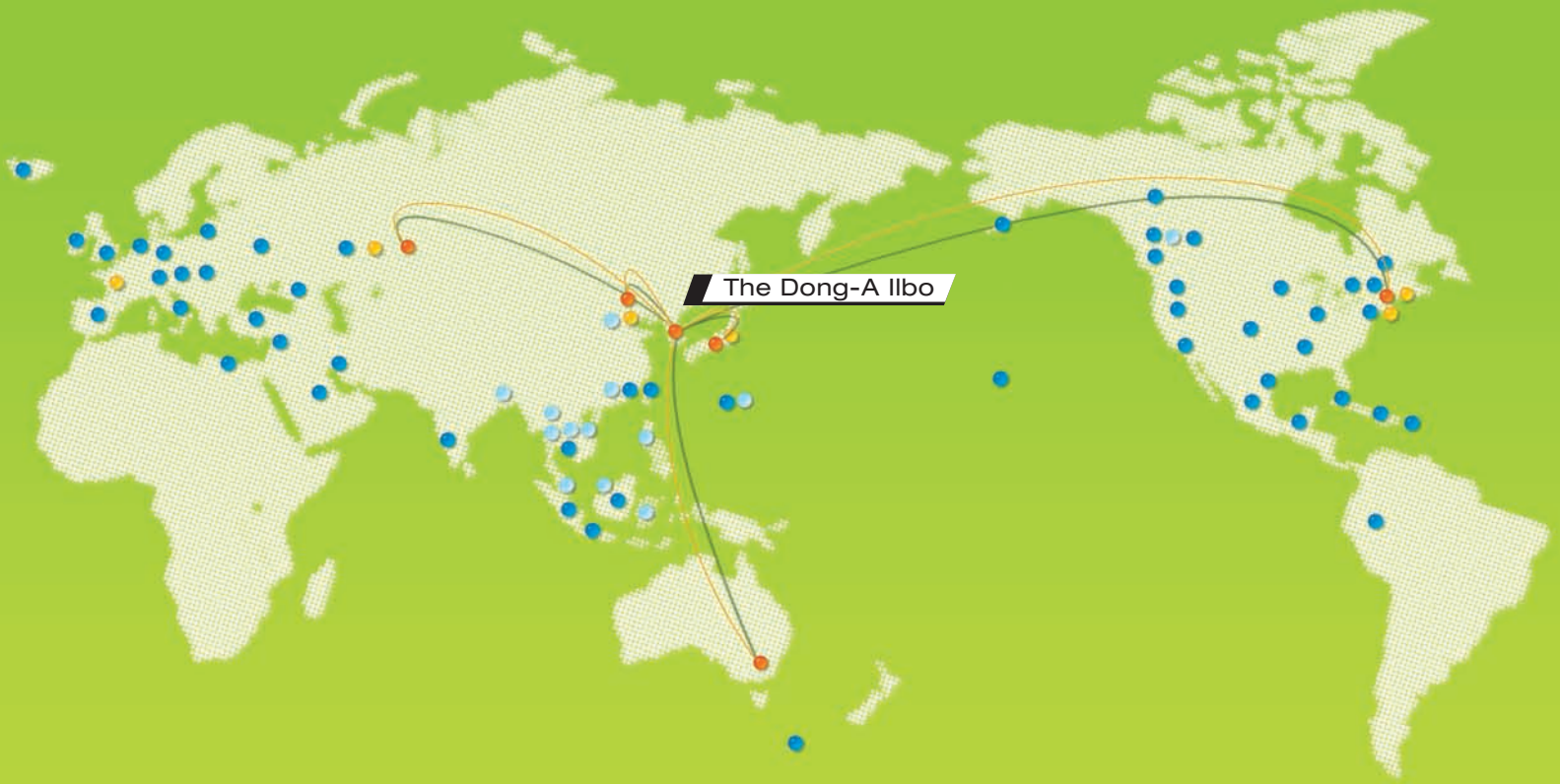
Source The May 2008 edition of Korea Press Foundation "Newspaper and Broadcasting"



University Internship

The Dong-A Ilbo's reporter internship programs for university students aspiring to become journalists are acclaimed as the top-quality training courses for prospective journalists.

The Dong-A Ilbo Is A Global Player



Overseas Correspondents

The Dong-A Ilbo has correspondents in **Washington D.C., New York, Paris, Beijing, Tokyo and Moscow** to deliver vivid on-the-spot reports.

Global Editions

Readers can have access to the Dong-A Ilbo newspapers wherever they are outside of Korea. Under partnership with global news solution providers such as Canada's Newspaper Direct and the Netherlands' DigiNewsPress, the Dong-A Ilbo newspapers are available at hotels in some 90 cities around the world, airplanes and cruise ships.

Partnerships

The Dong-A Ilbo has partnership with major newspapers around the world, including **the New York Times, the Asahi Shimbun, the Renmin Ribao, the Izvestiya and the Sydney Morning Herald.**

Overseas Reader Service Centers

Readers can get the Dong-A Ilbo through Overseas Reader Services Centers in 13 countries around the world the way they do in Korea. These centers are in **Malaysia, Singapore, the Philippines, Bangladesh, Vietnam, Canada, Cambodia, Indonesia, Hong Kong, China, Myanmar, Guam and Thailand.**

MEDIA FAMILY



The Dong-A Media Group Offers All Contents Readers Need

Newspaper · Magazine · Books



Sports Newspaper for Family

Sports Dong-A sports.donga.com

Sports Dong-A printed its first edition in March 2008 as a high-quality sports and pop culture newspaper. It is designed to be a reader-oriented newspaper that both parents and children can read together. It is Korea's first two-paper daily that has separate sports and entertainment sections.

For Future Leaders

Dong-A Children's Daily kids.donga.com

It is Korea's only tabloid-size newspaper for children. Launched as the "Boys' Dong-A" on July 15, 1964, it changed its name to Dong-A Children's Daily on July 15, 2003 for gender equality.



Premium Magazine for Opinion Leaders

Shin Dong-A shindonga.donga.com

It is Korea's oldest and most prestigious monthly news magazine. Established in 1931, Shin Dong-A has been an opinion leaders' favorite magazine due to critical and in-depth reporting.

Must-Have for Quality Life

Weekly Dong-A weekly.donga.com

It is a weekly news magazine that deals with latest hot issues in all sectors, including politics, economy, society, and culture, and has strength in feature stories and in-depth coverage.

Top Magazine for Women

Women's Dong-A women.donga.com

It is a monthly magazine for women that boast the highest reader satisfaction and readership rate in Korea. Women's Dong-A provides informative reading materials covering all areas of interest, including fashion, beauty, interior, cooking, living, entertainment.



Korea's first and only business magazine

Dong-A Business Review www.dongabiz.com

It is Korea's first and best magazine for top business managers. It also provides full-text articles of the Harvard Business Review, McKinsey Quarterly and BCG Reports as well as latest knowledge created by prestigious business schools such as the Wharton School and INSEAD.



A Bridge Between Science and the Masses

Science Dong-A www.dongascience.com/ds

Established in 1986, Science Dong-A is synonymous with a science magazine. Produced by professional science reporters, Science Dong-A provides readers with pleasant and rich science information. Bridging science and the public, Science Dong-A is fun to read.



For Funny and Smart Science

Children Science Dong-A www.dongascience.com/kids

It is the world's first science comic magazine that allows children to acquire scientific knowledge while reading comics. Established in October 2004 with a motto of "Funny Science, Smart Comics," it is now one of the most popular science magazines for children in Korea.



Leader of Infotainment

Books books.donga.com

From novels and essays to practical information, books published by the Dong-A Ilbo lead the trend in Korean publication. Its "infotainment" books make reading fun. The Dong-A Ilbo makes books that enrich your heart and mind.



Rediscovery of New Information

Dong-A Yearbook

Dong-A Yearbook is Korea's representative general news information databank. Authored by the Dong-A Ilbo reporters and experts from various fields, it compiles major events, news and a variety of information, data and statistics in all areas.

NEW MEDIA

Where There Are Readers, There Is the Dong-A Ilbo



The Dong-A Ilbo is always changing It goes to readers to deliver news



Newspaper

The Dong-A Ilbo newspapers are delivered to doorsteps every early morning.



Mobile Dong-A

Since 2007, the Dong-A Ilbo has distributed its news contents through mobile phone.



IPTV

The Dong-A Ilbo is available in its original newspaper format through IPTV (Internet protocol television).

Accessible Anytime, Anywhere

Smart Media

The Dong-A Ilbo's contents are delivered on all kinds of media platforms. A variety of news contents are delivered to readers on diverse platforms including newspapers, magazines, Internet, broadcasting and mobile devices. The Dong-A Ilbo is a smart, ubiquitous medium accessible anytime and anywhere whenever readers need it.



Internet

All news contents are provided in real time through DongA.com, the Internet newspaper of the Dong-A Ilbo.



Video

Video news, documentaries and informational footages are broadcast through Dong-A eTV on DongA.com.



Smart Casting

Smart Casting Center

The Smart Casting Center is a video contents production tool that integrates the resources of the Dong-A Media Group affiliates, including the Dong-A Ilbo, DongA.com, Dong-A Science and DUNET. The Smart Casting Center delivers new and informative video contents to readers through methods that they want. The Smart Casting Center provides readers with access to the Dong-A Ilbo's in-depth analyses and reliable information, Dong-A Science's high-quality science contents and DUNET's educational contents.

The Forward Base of Dong-A's New Media Strategy

News Convergence Center

Consisting of the Video News Team, the Internet News Team and the Multimedia Planning Team, the Integrated News Center is a forward base of the Dong-A Ilbo's New Media strategy. The Video News Team produces a variety of video news and documentaries and sends them to Dong-A eTV on DongA.com. The Internet News Team provides the Dong-A Ilbo's news contents through the Internet and plays a role as an online gate keeper. The Multimedia Planning Team utilizes the information technology to provide new types of multimedia contents, aiming to provide interactive reporting that combines multimedia with infographics.



Dong-A On Air

Dong-A News Station

Dong-A News station is the Dong-A Ilbo's first daily video news program. In the Major News corner, Dong-A reporters appear in the programs to provide behind-the-scene stories of news and in-depth analyses. The program also consists of Dong-A Commentaries provided by Dong-A editorial writers, International News and News Briefings. The program is available on top of DongA.com's homepage at 5 p.m. Monday-Friday.

SPORTS & CULTURE ACTIVITY

The Dong-A Ilbo Enriches Your Life



Sports Activity

■ Dong-A Marathon

Started in 1931, **Dong-A Marathon** is one of the world's top-class marathon championships. It has been called **Seoul International Marathon** since 2004, as the competition was co-hosted with the Seoul Metropolitan Government. Held in every fall, **Gyeongju International Marathon** is called the "Mecca of Masters' Marathon." **Baekje Marathon** is also held in fall every year for marathon lovers in Seoul, Gyeonggi Province, South Chungcheong Province and North and South Jeolla provinces.

Dong-A Ilbo has sponsored **Hi Seoul Marathon**, Korea's biggest race for citizens since 2005, when the competition was held to commemorate the restoration of the Cheonggyecheon stream in Seoul.

■ Golden Lion Pennant National High School Baseball Tournament

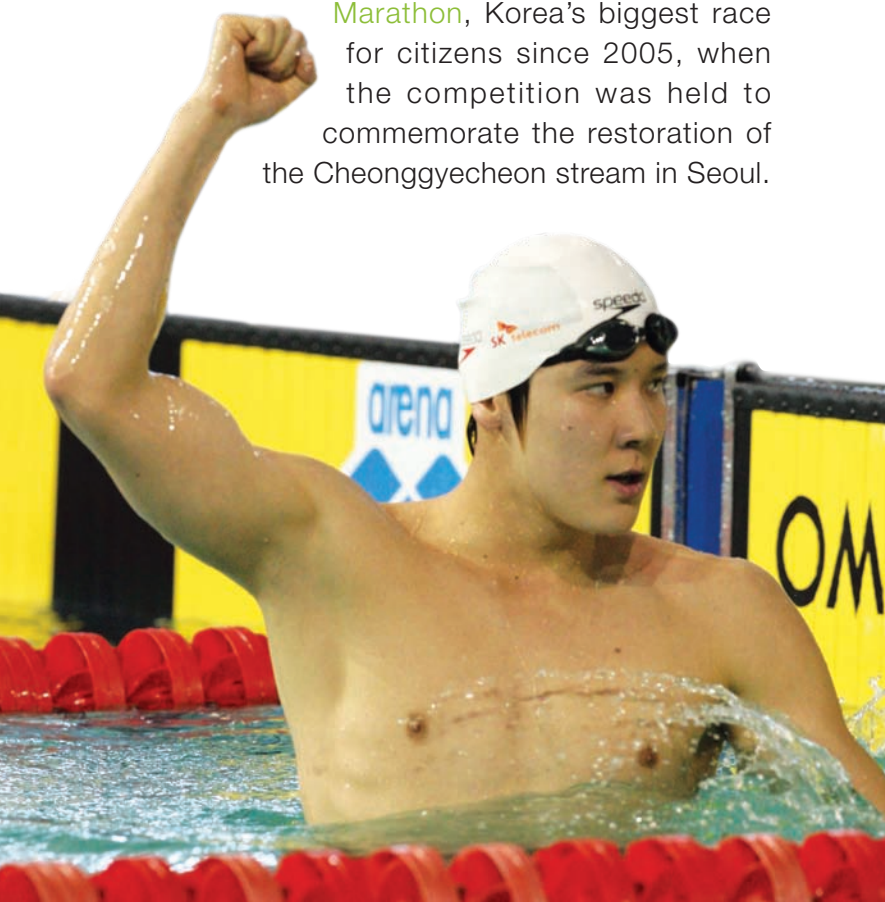
Established in 1947, the tournament is the highest authority among amateur baseball championships that has served as the stage for future baseball stars in Korea.

■ Dong-A Swimming Competition

Dong-A Swimming Competition is Korea's biggest swimming competition with the longest history.

■ Dong-A Ilbo Pennant National Soft Tennis Competition

Started in 1923 as Korea's first sports event for women, the tennis competition changed its name to the National Soft Tennis Competition in 2006, when the men's competition was included.



Cultural Activity

- **Dong-A Ilbo Spring Literary Contest**

It is Korea's most prestigious event for new writers. The Dong-A Ilbo started the contest in 1923 for the first time among Korean newspapers.

- **Dong-A Dance Competition**

Started in 1964 to nurture talented dancers, this competition has so far produced some 650 prize winners, who are now the leading members of the Korean dancing community.

- **Dong-A Art Festival**

Since its start in 1978 as a fine arts competition, Dong-A Art Festival has been promoting the development of the Korean arts. The competition has changed to display planning contest, offering winners prize money as well as the expenses and space for displaying their works.

- **Dong-A Theatre Awards**

Established in 1964 to promote Korean theater, Dong-A Theatre Awards has been the most prestigious theater awards in Korea.

- **Friends, Let's Play with Culture and Arts**

This culture and arts education program started in February 2007 has promoted the creative and sensitive minds of teenagers who need social protection or live in regional areas.

- **Seoul International Music Concours**

Seoul International Music Concours is co-hosted by the Dong-A Ilbo and the Seoul Metropolitan Government. Established in 1996 as Dong-A International Music Concours to mark the 50th anniversary of Korea's liberation from Japanese colonial rule and the 75th anniversary of the Dong-A Ilbo's founding, its name was changed to the Seoul International Music Concours. Music competition for piano, violin and vocal music is held alternately every year.

- **Dong-A Music Concours**

Established in 1961 to promote music and to discover new prodigies, Dong-A Music Concours is the most prestigious debut stage in Korea's classical music community.

- **Dong-A Korean Traditional Music Concours**

Dong-A Korean Traditional Music Concours was established in 1985 to discover and nurture new talents who would carry on the nation's traditional music. It provides traditional musicians with one of the most prestigious debut stages.



Museum

- **Presseum**

Opened in 2000, the Presseum is Korea's first newspaper museum and located in the third and fourth floors of the Dong-A Media Center. The newspaper museum has some 20,000 examples in its collection of the first and last editions of major domestic newspapers, including Hansung Sunbo, the country's first newspaper, and other relics showing the history of the nation's newspaper and communication.



- **Ilmin Museum of Art**

This art hall provides cultural space that introduces new trends in Korea's modern visual arts. It was established by the Ilmin Cultural Foundation in 1994 in memory of Kim Sang-man, former honorary chairman of the Dong-A Ilbo, who devoted his life to the promotion of journalism and culture. The Ilmin Museum of Art arranges displays of contemporary art works, publishes the Ilmin Visual Arts magazine and runs Korea's only documentary archive that provides visitors with independent documentary films.



THE DONG-A MEDIA GROUP NETWORK

The Dong-A Media Group Will Usher in a New Future



The Dong-A Media Group Networks



The Dong-A Ilbo Internet Newspaper, the Center of Digital Media

DongA.com

Established in 1996, DongA.com, the Internet edition of the Dong-A Ilbo, aims to become a new digital medium that embraces a variety of channels in the rapidly changing media environment. DongA.com provides the Dong-A Media Group's newspaper and magazine contents via the Internet in an accurate and timely manner, while presenting major news items in vivid video formats.

Creator of Scientific Culture

Dong-A Science

Many people say that science is difficult. Some say that science is only for scientists. Dong-A Science has been publishing monthly Science Dong-A since 1986 under the motto of "Easy Science for Everyone." Providing more people with pleasant and rich science information, Dong-A Science dreams to become a "creator of scientific culture."



Leading Provider of e-Learning Solutions

DUNET

DUNET offers one-stop e-learning services and is the premier provider of 21st century online education. It not only provides an optimum e-learning environment for everyone but also develops and produces quality contents with its expertise and know-how. E-learning for ubiquitous study makes education part of an everyday life. DUNET combines quality contents of the Dong-A Ilbo and other specialized organizations with its e-learning technology.



High-Quality Sports Newspaper

Sports Dong-A

Education Subsidiary

Dong-A EasyEdu

Publication Subscription Service Provider

Dong-A PDS

Marketing Solutions Provider

Dong-A SP

Editing and Design Subsidiary

Dong-A E&D

HISTORY

The Dong-A Ilbo Has Had Its Finger
on the Pulse of Korea's Modern History



National Pioneer

Inchon **Kim Sung-soo** (1891-1955)

established the Dong-A Ilbo,
the root of national spirit, on April 1, 1920.



Inchon Kim Sung-soo, whose 65 years of life spanned over the darkest days of Korea's modern history from the colonial rule to the Korean War, was a national pioneer and teacher, devoting his life to education, industrialization and journalism. Aware of the importance of national media, he founded the Dong-A Ilbo on April 1, 1920 on the belief that establishing a newspaper could serve as an education program for the Korean people. In those days, the Dong-A Ilbo served as a medium that vented Koreans' resentment against Japanese colonial rulers and promoted their national spirit. He was continuously involved in nationalistic cultural movements, including those for the establishment of national universities, the promotion of Korean products and the anti-illiteracy campaigns. The Japanese colonial rulers oppressed the Dong-A Ilbo with all kinds of means, including publication suspension, seizure, censorship and arrests. Kim, however, did not cave in and protected the national spirit. During the chaotic days after liberation, Kim also made great contributions to establishing the foundation of a liberal democracy.

History of the Dong-A Media Group Since 1920

April 1920 Published the first issue of the Dong-A Ilbo.



Jan. 1930 Used national flower and map of Korean Peninsula in the Dong-A Ilbo's title logo.

March 1931 Held the 1st Dong-A Marathon Games.

July 1931 Launched "the Vnared" movement, rural enlightenment campaign.

Nov. 1931 Established the Shin Dong-A.

Jan. 1933 Established the women's monthly New Family.

Aug. 1936 Suspended for erasing the Japanese flag from the picture of Korean-born Berlin Olympics marathon gold medalist Son Ki-jeong.



Aug. 1940 Forced closure by the Japanese government.

Dec. 1945 Re-opening of the Dong-A Ilbo.

Oct. 1961 Hosted the first Dong-A Music Concours.

April 1963 Opened the Dong-A Broadcasting Station.

April 1964 Hosted the first Dong-A Dance Competition.

July 1964 Established the Boys' Dong-A.

Dec. 1964 Hosted the Dong-A Theatre Awards.

Aug. 1971 Staff reporters received Korea Reporter's Award.

April 1978 Hosted the Dong-A Art Festival.

Nov. 1980 Dong-A Broadcasting Station closed.

May 1985 Hosted the Dong-A Korean Traditional Music Concours.



- Jan. 1986 Established Science Dong-A.
- April 1993 Changed from an evening newspaper to a morning newspaper.
- April 1994 Introduced the Dong-A Ilbo Computerized Typesetting System (CTS).
- Sep. 1995 Established the weekly news magazine NEWS+.
- Oct. 1996 Established Midas Dong-A, new media subsidiary.
- Nov. 1996 Hosted the Dong-A International Music Concours.
- Sept. 1999 Changed the NEWS+ to the Weekly Dong-A.
- Jan. 2000 Opened Dong-A Media Center in Sejongno, Seoul.



- Jan. 2000 Midas Dong-A changed name to DongA.com.
- Aug. 2000 Established online education company DUNET.
- Sept. 2000 Launched Dong-A Science, a general science medium.
- Dec. 2000 Presseum opened.
- July 2001 Global editions available in over 90 cities.
- Oct. 2001 Established Korea's first digital news team.

- Jan. 2002 Published Korea's first weekend edition.
- April 2003 Introduced the Knowledge Management System (KMS), 'Genie.'
- Aug. 2007 Launched Mobile Dong-A, mobile phone news service.
- Jan. 2008 Established Dong-A Business Review, Korea's first business management magazine.
- March 2008 Established sports daily Sports Dong-A.
- July 2008 The Dong-A Media Group was selected as the priority bidder for the state-of-the-art technology complex located inside of the Digital Media Center in Sangam-dong, Seoul.

The Organization Chart of the Dong-A Ilbo



DONG-A MEDIA GROUP NETWORKS





DONG-A ILBO

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Planning The Dong-A Ilbo

Registration Date 2009. 4

Edit & Design Dong-A E&D