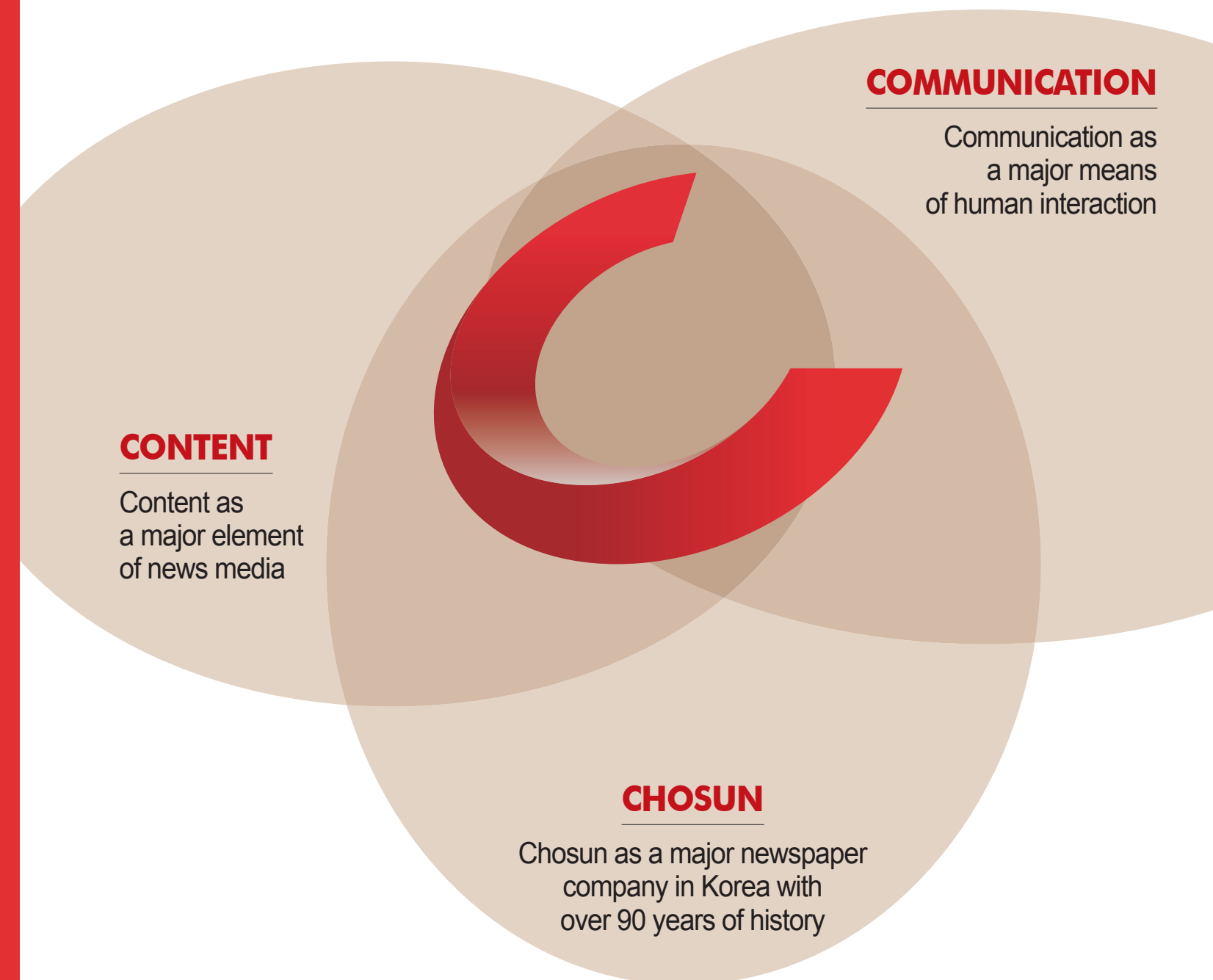


|      |      |      |      |      |                                     |      |      |      |
|------|------|------|------|------|-------------------------------------|------|------|------|
| 1915 | 1916 | 1917 | 1918 | 1919 | since<br><b>1920</b>                | 1921 | 1922 | 1923 |
| 1924 | 1925 | 1926 | 1927 | 1928 | 1929                                | 1930 | 1931 | 1932 |
| 1933 | 1934 | 1935 | 1936 | 1937 | Seeking the truth<br>and excellence | 1938 | 1939 | 1940 |
| 1941 | 1942 | 1943 | 1944 | 1945 | 1946                                | 1947 | 1948 | 1949 |
| 1950 | 1951 | 1952 | 1953 | 1954 | 1955                                | 1956 | 1957 | 1958 |
| 1964 | 1965 | 1966 | 1967 | 1968 | 1969                                | 1970 | 1971 | 1972 |
| 1973 | 1974 | 1975 | 1976 | 1977 | 1978                                | 1979 | 1980 | 1981 |
| 1982 | 1983 | 1984 | 1985 | 1986 | 1987                                | 1988 | 1989 | 1990 |
|      | 1991 | 1992 | 1993 | 1994 | 1995                                | 1996 | 1997 | 1998 |
|      | 1999 | 2000 | 2001 | 2002 | 2003                                | 2004 |      |      |
|      | 2005 | 2006 | 2007 | 2008 | 2009                                | 2010 | 2011 | 2012 |
| 2013 | 2014 | 2015 | 2016 | 2017 | 2018                                | 2019 | 2020 | 2021 |

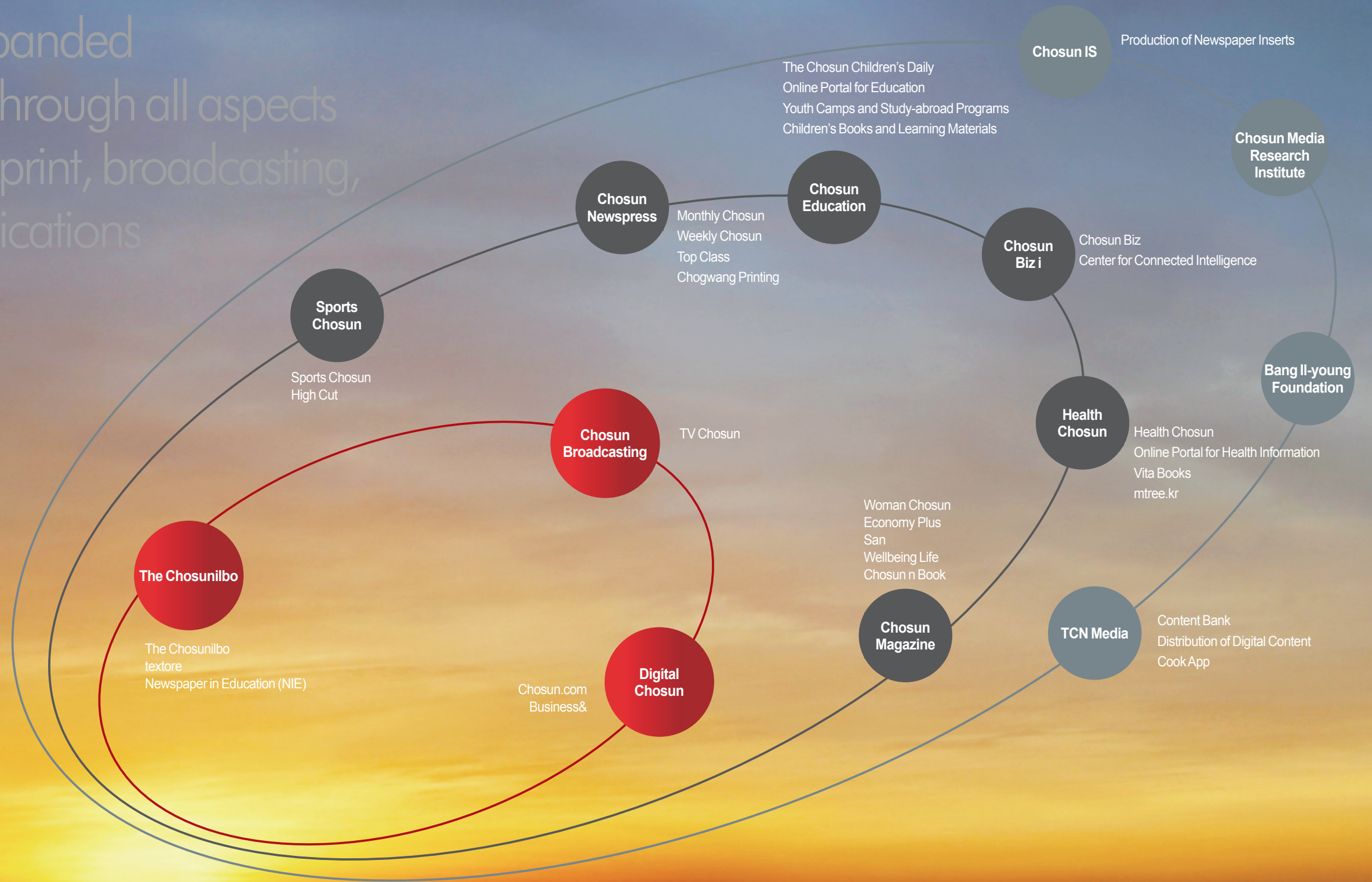
The letter C in the corporate logo stands for The Chosunilbo and symbolizes the company's long-standing history, vision and missions

|    |                               |
|----|-------------------------------|
| 02 | Company at a Glance           |
| 04 | A Message from the CEO        |
| 06 | Influence and Trustworthiness |
| 08 | Media Coverage and Resources  |
| 14 | History                       |
| 18 | Corporate Responsibility      |
| 22 | Business Overview             |





Chosun Media has expanded its sphere of influence through all aspects of the media including print, broadcasting, online media and publications



Company  
at a Glance

02.03

| March 5, 1920                | 1930  | 1968                        | 1974  | 1980s  | 1990s   | 2000s  | 2010  | 2011                    |
|------------------------------|---|-----------------------------|---|--|---|--|---|-------------------------|
| Foundation of The Chosunilbo | Publication of the first edition of The Chosun Children's Daily | Foundation of Weekly Chosun | The Chosunilbo, rises to the top with the highest daily circulation | Foundation of Monthly Chosun<br>Foundation of Woman Chosun | Foundation of Sports Chosun<br>Foundation of Digital Chosun | Foundation of Chosun Newspress<br>Foundation of Chosun Magazine<br>Foundation of Health Chosun | 90th anniversary of The Chosunilbo<br>Foundation of Chosun Biz i<br>Launch of textore | Foundation of TV Chosun |



# We are dedicated to providing readers with reliable news as the best source of information

## A Message from the CEO

04·05

The Chosunilbo first hit newsstands in 1920 and now celebrates almost a century of journalistic excellence thanks to the unwavering support of our readers over the years. We have grown into what we are today by sharing both tears and laughter with generations of our readers. Based on our strong expertise in news reporting, we have evolved into one of Korea's largest media groups, Chosun Media, encompassing a wide range of subsidiaries ranging from broadcast and new media to publishing.

The media landscape is changing rapidly, and the Internet is overflowing with inaccurate information and unconfirmed rumors. But even in these tumultuous times, we have continued to maintain accuracy in order to live up to the expectations of our readers. We believe our efforts to provide fair and accurate accounts of events as well as in-depth analysis and expert commentary on the issues gripping society and lucid editorials that cut through bias are the cornerstones of our distinguished content.

We are leading the way in this era of media convergence, in which the walls that once separated different areas of the industry are crumbling. We have introduced a service called "Cross Media" that provides access to particular content in various media formats. Our user-friendly smartphone apps also make it possible to read news stories on smart gadgets in exactly the same format as the print edition. We also opened a new website "chosunbiz.com," to provide the latest economic and business news in real time. There is also a textore service where readers can download not only newspaper articles but magazines and even books on their smartphones or tablet PCs. TV Chosun, The Chosunilbo's television channel, was launched in December 2011. Living up to our reputation, our sphere of influence has been extended by covering all areas of media such as print media, broadcasting and new digital media.

Throughout our history, we have always served as the eyes and ears of our readers. We will continue to keep our ears open to voices and demands from our readers and viewers. Based on a reputation earned through our readers' steadfast support and trust, we pledge to wield our influence in good faith and make the utmost effort to serve the public. We will abide by our high standards to become the best source of information with the largest number of readers from all age groups and classes in Korea as The Chosunilbo approaches its centenary. Please stay tuned and keep reading.

**Sang-Hoon Bang** President and CEO





# The Chosunilbo has proven to be the most influential newspaper in Korea, favored by people from all walks of life

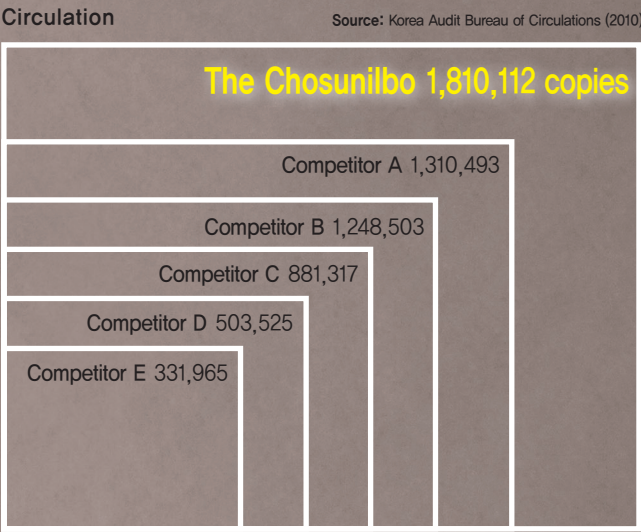
The Chosunilbo remains far ahead of its competitors in terms of circulation, subscription, and readership by providing the most comprehensive analysis, and is the favorite daily among opinion leaders including corporate CEOs and professionals. It now reaches a combined 10 million readers through its print media as well as online and mobile media.

Influence and Trustworthiness

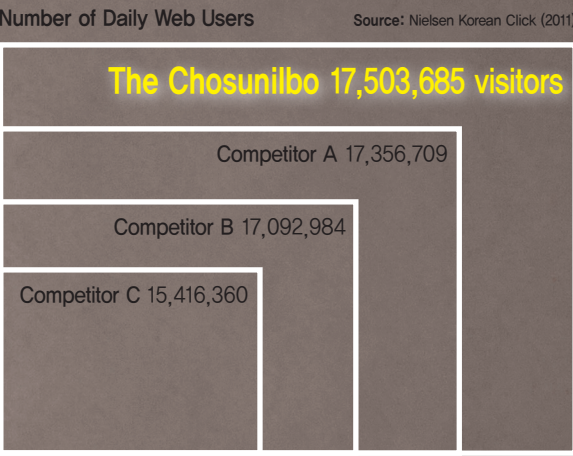
06.07



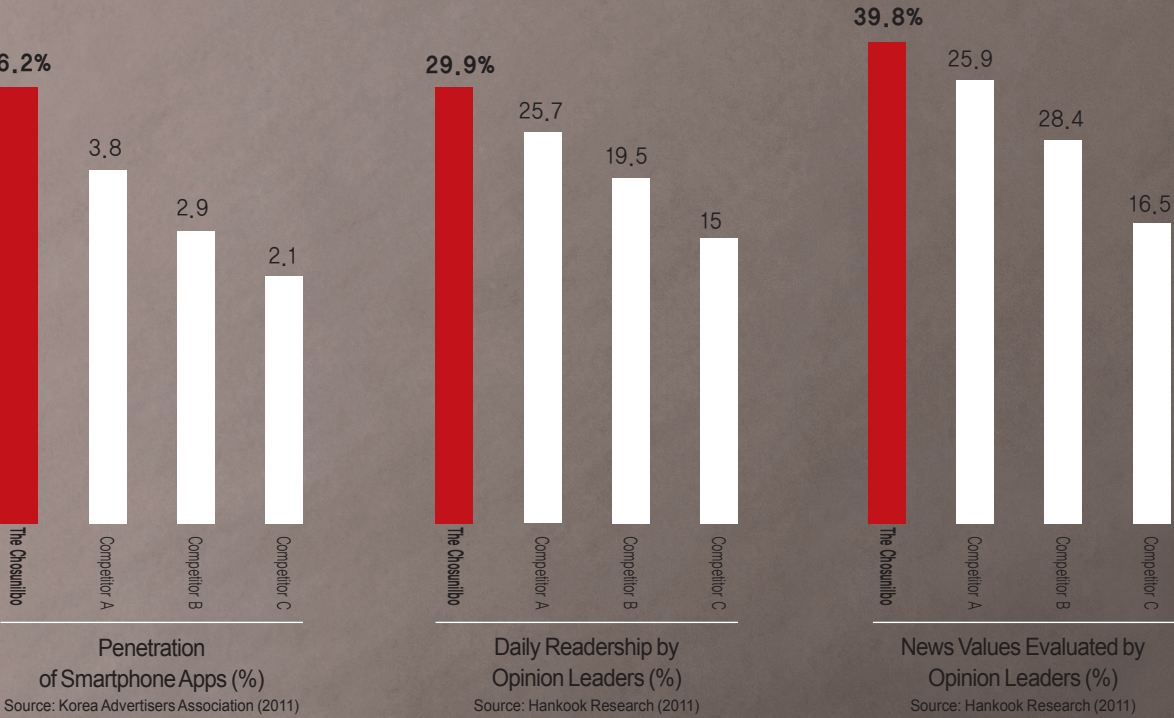
The Chosunilbo is the most popular newspaper among Koreans with a daily circulation of 1.8 million copies across the nation.



The Chosunilbo leads the market in terms of online services with the most daily visitors to its website.



The Chosunilbo is the most-read newspaper among opinion leaders including corporate CEOs and professionals who shape public discourse.



\* The comparative data above are based on results of surveys among professionals and upscale subscribers on their media consumption patterns.



# Distinguished News

From the latest coverage of current news and political and socioeconomic issues to topics like education, health, culture, sports and entertainment, The Chosunilbo provides its readers with fair and comprehensive accounts.

Media Coverage and Resources

08.09

### Business Section

The definitive source for current economic issues

### Weekend Supplements

**Why?**  
In-depth insight through feature stories and special reports worth reading at leisure over the weekend

**Weekly Biz**  
Full coverage of business, economic and financial issues along with success stories from entrepreneurs through exclusive interviews with prominent domestic and foreign business leaders and experts

### Weekday Theme Sections

**Health**  
Medical news and health information for a healthier life

**Magazine +2**  
A wide variety of information related to travel and outdoor activities

**M**  
Useful tips on how to save and invest money effectively

**W**  
Diverse feature stories with colorful images to stimulate the eye

### Daily Educational Section

This section is specially designed to target elementary students who are becoming more and more dependent on mobile gadgets. By using diverse learning materials from an assortment of sources from classic literary works to comic books, it deals with a wide range of topics every weekday.

### Weekday Educational Section: Fun Learning

Study aids and materials for pre-school, elementary or secondary school children







Media  
Coverage and  
Resources

10.11

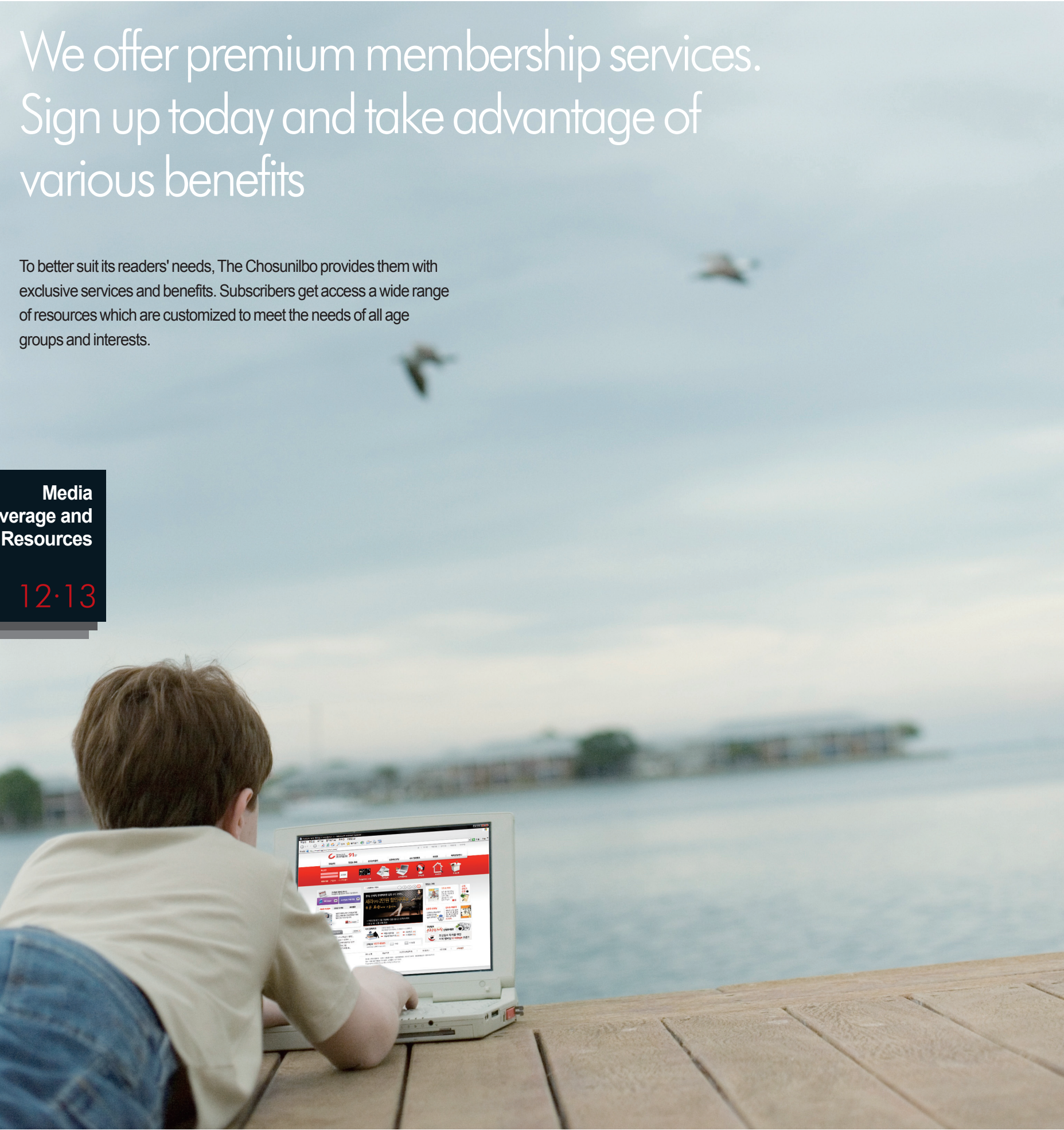


We hire and retain the best people  
to provide our readers  
with the best content

From editorial staff to reporters, columnists, graphic designers and cameraman, The Chosunilbo retains top-notch professionals to cover a wide array of topics and issues. They know how to tell great stories, diligently seek out subjects of news stories to serve the public's right to know, and are ready to go wherever they are needed. Their professional integrity in addition to journalistic expertise and extensive knowledge of news reporting is the cornerstone of the daily. It further expands its reputation and credibility in both online and offline media.







# We offer premium membership services. Sign up today and take advantage of various benefits

To better suit its readers' needs, The Chosunilbo provides them with exclusive services and benefits. Subscribers get access a wide range of resources which are customized to meet the needs of all age groups and interests.

Media  
Coverage and  
Resources

12.13

## morningplus.chosun.com

A wide range of membership services deliver information and resources from self-study materials to educational tools. Subscribers are also exclusively invited to multiple events.

### Online Lectures

A series of online lectures allow subscribers to obtain knowledge in various fields such as the humanities, liberal arts, social sciences and natural sciences.



### Learning Materials

Children can find fun, practical and easy-to-use online study aids.



### Language Classes for Adults

Subscribers are able to learn English, Japanese and Chinese through online courses.



### Electronic Books

Subscribers are invited to take part in a raffle every month to receive free copies of the latest publications.



### Events

Subscribers are invited to take part in over 30 online events every month where they can get gifts or free tickets for concerts, exhibitions or seminars.





# We have grown within the maelstrom of Korea's modern history stricken with war and national division

Since its first edition hit newsstands on March 5, 1920, The Chosunilbo endured repression and censorship during Japan's forced occupation of Korea while serving as the voice of the Korean people in their struggle against oppression. But it weathered these tribulations and laid the groundwork for democracy and modernization.

### Years of Suppression and Ordeals

|                   |  |
|-------------------|--|
| March 5, 1920     | Roll off the printing press  |
| April 28, 1920    | Seizure by Japanese police due to an article critical of the forced marriage between King Youngchin to a member of the Japanese royal family |
| August 27, 1920   | Suspension of publishing operations due to an editorial critical of a vicious crackdown by Japanese police                                   |
| September 5, 1920 | Suspension again just three days after the first suspension was lifted   |
| September 8, 1925 | Indefinite suspension due to an editorial viewed as fanning discontent with the Japanese occupation  |
| January 25, 1928  | Arrest of Ahn Jae-hong, publisher and editorial writer, as well as managing editor Paik Kwan-soo   |
| May 9, 1928       | Suspension for 133 days and imprisonment of editorial writer Ahn Jae-hong  |



March 25, 1936 Suppression by the Japanese occupying forces due to an editorial pointing out discrimination in educational opportunities

August 10, 1940 Forced closure by the Japanese occupying forces after a series of suspensions and removal of some 471 news stories  
November 23, 1945 Resumption of operations following independence from the Japanese occupation

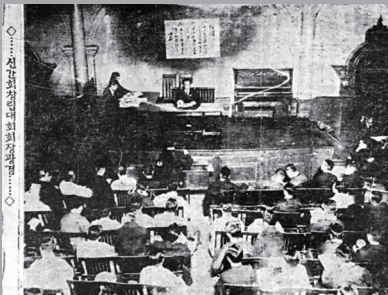


December 27, 1945 Drive for freedom and independence through a series of news reports and editorials

1920193019401950196019701980199020002010

### Years of Seeking Justice and Achieving Industrial Development

|                   |  |
|-------------------|--|
| February 15, 1927 | Initiative to form an organization for independence from Japanese colonial rule and a nationwide drive against injustice |
| March 22, 1929    | Campaign for improving literacy  |
| December 21, 1935 | Distribution of 100,000 editions of Korean language or Hangeul textbooks   |



March 17, 1963 No editorial for 12 consecutive days to protest against the military government's media censorship  
June 25, 1964 One-million petition drive seeking the repatriation of South Korean citizens abducted by North Korea  
August 31, 1964 Declaration urging the military government to halt its persecution of journalists

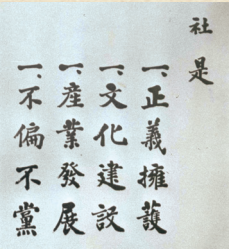


### Guiding Light for the Nation

The Chosunilbo was established in 1920 as Korea's first privately owned newspaper. During Japanese colonial rule, it fought for Korea's independence and strove to enlighten Koreans. After independence in 1945, it strove to help lay the groundwork for strengthening the nation and pursuing its quest for modernization. In the 21st century, when basic principles and values are being challenged and conflicts between social classes are intensifying, The Chosunilbo will continue to strive for the future of the nation by presenting new directions and promoting integration through communication and reconciliation.

### Corporate Mission Statement

Throughout the tumultuous history of Korea, The Chosunilbo has committed itself to the pursuit of justice, the preservation of national heritage and culture, the promotion of economic development, and fairness and impartiality.



### Herald of Enlightenment

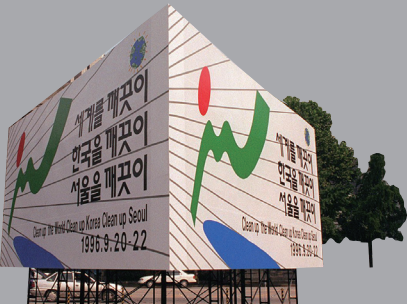
Three kinds of textbooks published by The Chosunilbo to fight illiteracy and promote the spread of knowledge during Japan's occupation of Korea were registered as cultural assets in 2011. It is unprecedented for a newspaper company to achieve such a feat.



April 17, 1971 A declaration of the freedom of the press



June 19, 1992 Campaign for reducing wastes  
March 20, 1993 A new ombudsman system, a first for a newspaper in Korea  
June 3, 1994 Inclusion on UNEP Global 500 Roll of Honour  
March 5, 1995 Campaign for boosting Korea's information and communication infrastructure  
March 18, 1996 Launch of the KidNet program which offers a variety of computer-related courses for children





# Many prominent Korean figures including independence fighters and eminent writers have worked for The Chosunilbo

Prominent Korean figures such as Lee Sang-jae, Cho Man-sik, Bang Eung-mo and Ahn Jae-hong who fought for freedom during Japan's occupation of Korea shared their insights and vision for the future, which led to both the development of the company and the nation.

History

16.17



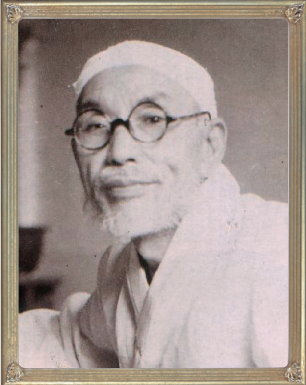
1924  
**Lee Sang-jae**  
Publisher (1924 to 1927)

“We could survive a day without a meal, but we could not live a day without a newspaper.”



1931  
**Ahn Jae-hong**  
Publisher (1931 to 1932)

“We, the Korean people shall not grieve in silence, but shall wake up, decide what to do and live up to our decision.”



1932  
**Cho Man-sik**  
Publisher (1932 to 1933)

“We shall promote the use of domestic products and achieve technological innovation to stand on our own feet.”



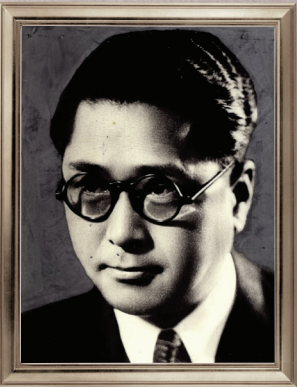
1933  
**Bang Eung-mo**  
Publisher (1933 to 1953)

“The most important task we face now is education. The newspaper is the most powerful educational tool.”



**Yeom Sang-seop**  
News Editor (1921 to 1931)

Yeom was one of the most renowned writers in the history of Korean literature and wrote almost all novels released during his time for the newspaper.



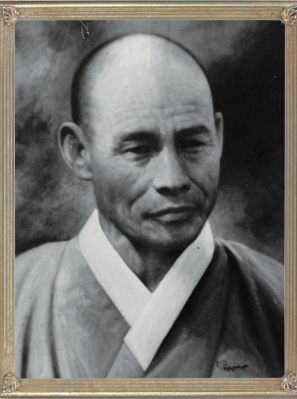
**Shim Hoon**  
Reporter and Novelist (1928 to 1931)

Shim wrote plenty of poetry and took charge of movie reviews for the newspaper, even directing a movie himself.



**Kim Ki-rim**  
News Editor (1930 to 1940)

Kim was one of the reporters recruited through the newspaper’s first official hiring process based on written tests and interviews.



**Han Yong-woon**  
Poet and Novelist (1935 to 1940)

Han wrote a series of stories and translations for the newspaper. He wrote poems expressing his anger about oppression and censorship during the Japanese occupation.







# Social responsibility is at the root of the way we work

The Chosunilbo is dedicated to social responsibility and strives to make a better society through social, educational, cultural and environmental campaigns. It has organized diverse programs to enrich the lives of the public and widen their experience in education, culture and sports.

## Campaigns and Other Activities

### Integrating Society

The Chosunilbo is committed to promoting social harmony and unity. Through a series of feature stories with in-depth analysis, it has shed light on social issues such as poverty, alienation and inequality by not only pinpointing the causes of such problems but also suggesting solutions to stop the vicious cycle of poverty, social stratification and cultural conflict. It has also carried out a number of projects to help neighbors, communities and those in need.

### Showing Compassion

The Chosunilbo is committed to creating a culture of sharing and giving in society. Instead of merely describing those in need, it organizes campaigns to encourage the public to engage in volunteer work and make donations to help the needy.

### Improving Education

The Chosunilbo is committed to improving the educational environment. To offer better educational opportunities for students, it holds events and seminars aimed at reforming public education.

### Enriching Life

The Chosunilbo is committed to enriching people's lives through cultural programs such as exhibitions, concerts, performances and outdoor activities.

### Conserving the Environment

The Chosunilbo is committed to conserving the environment for future generations. It has led campaigns aimed at reducing waste, promoting recycling, and cleaning rivers and streams. It was among the recipients of UNEP's Global 500 Roll of Honour award in 1994.

Corporate Responsibility

18.19







## Awards

The Chosunilbo has become a support for many aspiring writers and novelists. It annually presents literary awards in several categories-the New Writers Awards, Dongin Awards, New Wave Awards and Nonfiction Awards. The New Writers Awards was established to open doors for aspiring writers. The Dongin Awards presents awards for short fiction or novellas by contemporary writers. The New Wave Awards is designed to promote middlebrow fiction and its annual contest is open to both new and established writers. The Nonfiction Awards is open to everyone who is interested in writing and publishing books.

In recognition of achievements in the field of arts and music, prominent artists are presented with prestigious awards in memory of painter Lee Jung-sup, while musicians and performers who strive to preserve and promote traditional Korean music are honored with prizes presented by the Bang Il-young Foundation, which was founded to honor The Chosunilbo's former president and chairman Bang Il-young.

There are also several annual awards and prizes in appreciation of those who contribute to society in various fields. Those who make efforts to conserve the environment have been awarded prizes given in cooperation with the Environment Ministry. Police officers and citizens who contribute to social wellbeing and prosperity have also been recognized for their contribution. Through sponsorship with the Defense Ministry, soldiers and military officers who devote themselves to defending the country are honored with prizes. Sponsored by the Ministry of Education, Science and Technology, distinguished teachers have been also rewarded for their excellence in teaching.

Additionally, there is an advertising awards festival where advertisers and marketing experts compete for prizes, promote their products and service and share creative ideas. The festival offers winners an opportunity to visit overseas advertising companies and enter the Cannes Lions International Festival of Creativity.

## Events

### Educational Events

There are several educational programs such as youth camps and field trips which give young students opportunities to widen their insight and skills through hands-on experience. Many teachers have participated in the programs so that they can raise historical awareness.

### Exhibitions and Performances

The Chosunilbo organizes a variety of art exhibitions and performances to promote cultural exchange and enhance understanding of the world through arts.

### Sporting Events

The Chosunilbo has hosted the annual Chuncheon Marathon since 1946. In 2011 it received the Gold Label Road Race certification from the International Association of Athletic Federations (IAAF). The Chosunilbo has also hosted annual high school baseball championships since 1946 and high school soccer championships for 70 years.







### Unbiased News Coverage

TV Chosun is always awake to monitor the latest developments around the world and report up-to-the minute news and events. It is determined to deliver fair and balanced news coverage that meets the highest journalistic standards. This can be seen in its daily line-up of distinctive news programs demonstrating its determination to differentiate itself from other news outlets. Its weekday and weekly prime-time talk shows take a close look at current events, and have considerable influence over public discourse as well as providing penetrating insights into social issues.

### Unparalleled Programs

TV Chosun invests a great deal of time and money into creating well-made soap operas and drama series, born out of careful planning, research and production. It avoids lurid subjects or narratives simply to attract viewers. Rather, it seeks out important themes in people's lives which can have a positive influence on viewers by touching their hearts and reinforcing family values and morality, while still being fun and entertaining.

### Unmatched Reach in Entertainment

TV Chosun aims to reach its viewers through an assortment of variety shows and entertainment programs that not only entertain but empower them. To meet the ever-changing tastes of audiences, it continues to explore new genres and offers a wide range of programs that shed light on current issues.

# Unbiased, Unparalleled and Unmatched Services Uniquely Seen on TV Chosun

TV Chosun was launched on December 1, 2011. The high-quality journalism experience gained through the daily newspaper throughout its long-standing history laid the groundwork for a television channel. It knows what it takes to become the best and what sets it apart from the rest, so it aims high and strives to achieve its goals by tapping into its professional reporting expertise.

Business  
Overview  
  
22.23





# Regular Publications

The Chosunilbo releases 10 publications on a regular basis. All of them are available online on a database at [cplace.chosun.com](http://cplace.chosun.com).

## Sports Chosun

The leading sports daily in Korea

## The Chosun Children's Daily

The best source for educational news and information for children

## Monthly Chosun

An authoritative magazine offering in-depth coverage of current affairs

## Weekly Chosun

A weekly magazine offering up-to-the-minute coverage of current affairs

## Economy Plus

A monthly business magazine of economic news and information

## Woman Chosun

A monthly lifestyle magazine for women

## San

A monthly magazine all about mountain climbing

## Health Chosun

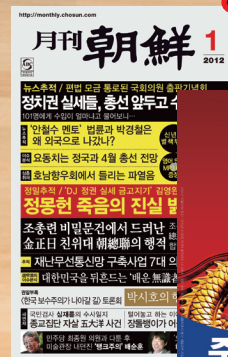
A monthly magazine all about health

## TOP Class

A monthly magazine devoted to success stories in various fields

## Wellbeing Life

A monthly magazine devoted to useful tips and information for a healthier lifestyle



# Convergence with New Media

With the advent of ubiquitous Internet access, Chosun Media spearheads the new digital era mediated by innovative technology, just as it has led the conventional newspaper industry.

## Broadcasting

### TV Chosun

A nationwide cable television channel



## Online Media

<http://www.chosun.com>

The online version of the newspaper with many other resources



## Print Media

The Chosunilbo  
The oldest and largest daily newspaper in Korea



## texture

<http://www.texture.com>

Online shopping mall for electronic content



## Mobile Apps

Software applications which allow users to read the newspaper on their smartphones or tablet PCs



# Education Business

The spread of multimedia has caused the young generation to become less and less engaged in reading and writing. Through its experience and knowhow, The Chosunilbo endeavors to help educate young children and students in a digital age.

## Business Overview

26.27



### Newspaper in Education

The Chosunilbo offers Newspaper in Education (NIE) classes for students and teachers, which allow them to broaden their horizons through the use of newspapers.



### Lectures and Job Training Courses

The Chosunilbo offers several creative writing and journalism classes where its experienced reporters and editors pass on their knowhow and give useful tips on news coverage. A series of lectures open to young children, university students and adults are customized to meet the level of class-takers and their specific needs.



# Newseum News+Museum

The Newseum showcases the past, present and future of the media business in Korea. By trying out state-of-the-art equipment, visitors can learn how traditional media have mediated and converged with new media and technology.



### Memorial Hall

Some 200 archives and video images are on display vividly illustrating the path The Chosunilbo has trodden for almost a century.

### New Media Hall

Visitors can experience the future of media by touching multimedia screens, viewing video presentations and using smart gadgets.

### Lecture Hall

The 130-square meter hall is available for media organizations and businesses to hold seminars or meetings.





# Various Ways to Access The Chosunilbo

**Subscription**

+1577-8585  
<http://morningplus.chosun.com>

**Online News**

<http://www.chosun.com>  
<http://english.chosun.com>

**textore**

<http://www.textore.com>

**Mobile Apps**

Download a free QR cord  
and follow the link



**Newseum**

124, Hyeonchung-no,  
Heukseok-dong,  
Dongjak-gu Seoul

Seeking the truth  
and excellence