



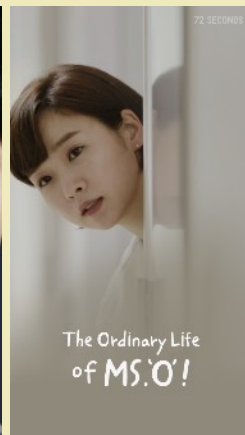
72SECONDS

Asia's only **Int. Emmy nominated digital studio**

Two year consecutive **Asian Academy Creative Awards Korean winner**

Only Asian **MIPTV digital short-form series pitch selection**

The creator of digital hit series like:



Miss O
dxyz
Deux Yeoza
Mr. Hashtag
Banana Actually
All-Boys High
72 Seconds Drama

Award and Recognitions



Only digital creator nominated two years in a row
(Short Form Content category)

Award and Recognitions



Korean winner two years in a row, 2019 & 2020
(Short Form Content category)

Award and Recognitions



**The first ever nominated digital content at
Korea's most prestigious drama awards
(2016)**



**First ever Korean nominee
(Branded Entertainment)**

Various awards:



2016 <72 Seconds Drama> Grand Prize
 2017 <Banana Actually> Best Editing
 2017 <Banana Actually> Rising Star
 2017 <Deux Yeoza> Best Costume Award
 2017 <Miss O> Best Actress Award
 2018 <DXYZ> Best Sketch Comedy



2017 <72 Seconds Drama>
 Best Visual Effect Award



2018 International Emmy Awards
 <The Sensible Life of Director
 Shin>
 Short Form Series Nominee



2016 Seoul Drama Awards <72
 Seconds Drama>
 First ever digital content
 nominee



2018 MIPTV <Digital Short
 Form Series Pitch> official
 selection



2018 BCWW
 NEWCON Special
 Business Award



2018 Bilbao Webfest
 <dxyz>
 Best Production Design
 Award



2019 Melbourne Webfest <dxyz> Direct Selection
 2019 Miami Webfest <Mr.Hashtag> Direct Selection
 2018 Die Seriale <Miss O> Direct Selection
 2017 Roma Webfest <Deux Yeoza> Direct Selection



Platform original - Naver VLive



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**Widely distributed abroad.
Adapted twice for Chinese OTT's.**

All-Boys High

**In a second grade high-schooler's world,
two boys experience bromance and youth.
Gen-Z Audience.**

Genre : High-school comedy

Series: 10*4 mins

Extra: Kpop Idol casting (N.Flying),
platform original (Naver Vlive).

Release: 2019 Q2

Platform Original - Kakao TV



Okhee's Interview

OKHEE the Alpaca interviews idols in a fun, playful way.

Fast paced, addictive, and uniquely 72Seconds' style.

Genre : Kpop Interview

Series : 9*7 mins.

Extra : Kakao TV Original

Latest Release : 2020 Q2

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Cast includes idols like 'Momoland' with 1Billion+ hits on YT, Super Junior D&E, AB6, SF9, Zion T, and more.

Co-Prod - 72Seconds X CJENM

Spinoff of Int. Emmy nominated 'dxyz'
Created for Broadcaster TVN, Korea



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Family Portrait

**Fun, rhythmical series about a family
with 3 teenage children. Spinoff from
Int. Emmy nominee 'dxyz'.**

Broadcasted on TVN.

Genre : Family Comedy.

Series : 8*7 mins.

Extra. : Created for 'Rollercoaster
Reboot' TVN

Release : 2020 Q4

Platform original - Naver VLive

Kpop Idol studded cast

Anniversary Anyway

Why don't we feel the same way?

Was love always like this?

Where is this love headed?

Three schoolboys, three schoolgirls.

Genre : Teen high-school romance.

Series : 14*6 mins.

Extra. : Kpop Idol casting (Momoland, Pentagon, UP10TION),

Release : 2019 Q2

12SECONDS

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Currently in Development:

Andromeda

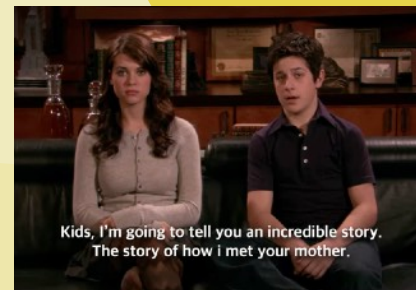
The typewriter, the steam engine, penicillin, smartphones, facebook.

What if man's greatest inventions were all actually made by an alien corporation?

Andromeda Corporation is a secret alien company that has helped the progress of mankind for centuries. '3rd Rock from the Sun' meets 'The Office' in a hilarious story about (un)extraordinary office life on Earth.

GENRE	Comedy, Office sitcom
STATUS	In development
RELEASE	2021/2022
LENGTH	12*30 Mins
NOTE(S)	This series will be shot in the proven 'The Office' style. As well as fast paced humor & flashbacks reminiscent of 'How I Met Your Mother'.

Reference:



Mood:



Currently in Development:

Happening

What happens when one disastrous crash entangles the fate of 7 strangers?

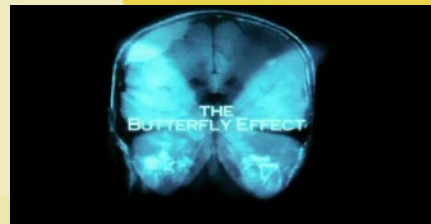
After an armed South Korean soldier goes AWOL on the Island, the only bridge to mainland S.Korea is cut off.

With the inhabitants stuck on the island, a dark secret and seemingly unrelated incidents lead to an irreversible storm of unfortunate events.



GENRE Drama / Mystery / Thriller / Dark Comedy
STATUS In development
RELEASE 2021/2022
NOTE(S) Hyper-immersive series designed for mobile. Developed together with Kdrama producer Hidden Sequence.

Reference:



Mood:



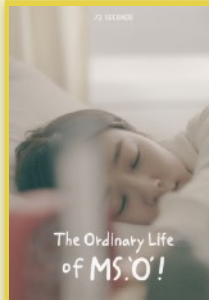
Flagship Content

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72 Seconds Drama

The legendary first drama that inspired countless parodies. Cue the music for soap-opera goodness.



The Ordinary Life of Ms. O

Meet the special little life of an ordinary, single office worker in her 30's. 72Seconds' flagship mellow-drama with the highest viewer loyalty.



Deux Yeoza / dxyz

A series about two BFF's and their heart-to-heart conversations. A color-capped drama that's 3 parts scenery, art, and rhythm.



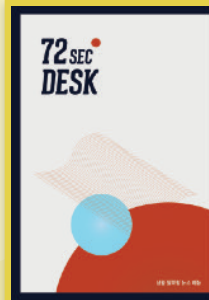
Mr. Hashtag

Geeky Taegu's chaotic return to college. A relatable comedy that hits you with a twist whenever you least expect it.



Banana Actually

A little racy and a little sweet. The hyper-compressed sexy drama format that inspired countless other romantic web-series.



72 Seconds Desk

News about everything around you! A realer-than-life fake news channel that explodes when uploaded.

(Screener no Eng. subs)

Various Content

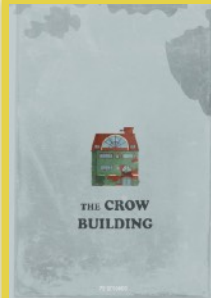
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Man in the Shower

The 'man' in this drama finishes his day with a good shower while he and his imaginary 'shampoo fairy' reflect on life, love, and friendships.

Drama - 1 Season - 8*5min



Crow Building

A light-hearted branded sitcom about a food delivery app and 72Seconds. The two companies share an office building regulated by the landlady's strange rules.

Sitcom - 1 Season - 10*10min



A Winner's Guide: 72 Ways to Succeed

In this modern age we show you how to succeed. Our way! The ultimate 'Winner's Guide' brought to you in 72Seconds style.

Mockumentary - 1 Season - 8*3min



The Innerview

A mockumentary that shows various aspects of Korean society from the perspective of a Korean-Canadian expat.

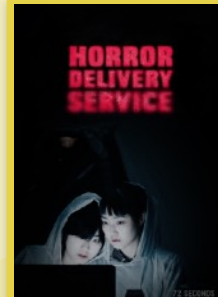
Sitcom - 2 Seasons - 8*5min



The Sensible Life of Director Shin

The work, family and love life of the incredibly lousy yet endearing Director Shin are revealed through his social media cam.

Sitcom - 1 Season - 10*7min

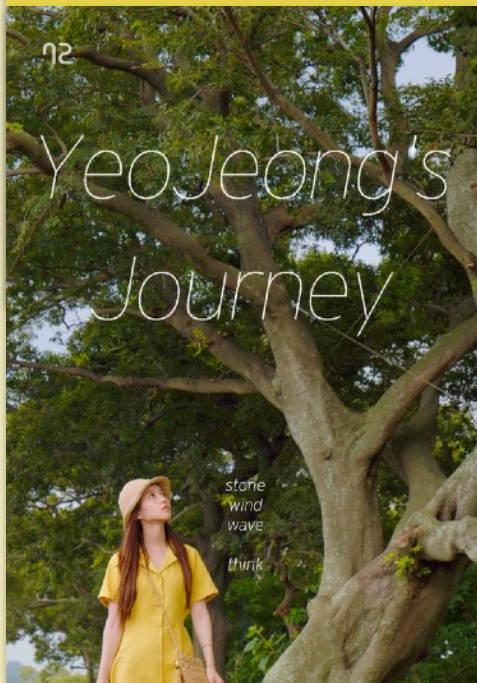


Horror Delivery Service

Once in a while, we all have eerie imaginations about familiar things. But what if they weren't just in your head?

Horror Drama - 1 Season - 7*4min

Yeojeong's Journey (Drama, 3x 60')



Yeojeong leaves her complicated life behind on a trip that is anywhere but here. A healing travel drama for people in their 20s.

Various
Length

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FAKE (Thriller, 100')

A master in disguise is bound to a life of deception and revenge. One of a kind high-paced thriller for the mobile generation.





12SECONDS

Product Introduction

Platform Originals

Collaborative planning, creation, production, and distribution (exclusive, non-exclusive) are all possible.

8 to 12 episodes per season
~30 minutes per episode

Partners include Naver VLive, CJENM, & Kakao TV





Additional Activities / Services:

IP Adaptation:

- Blow **new life** into existing IP's.
- Highly specialized in **digital content**.
- **Production or consulting** at production stage possible.
- Existing IP's transformed into **unique 72Sec style**.



Additional Activities / Services:

IP Creation:

- IP's created from scratch **to match your exact needs.**
- **Successful track-record** of innovative, award-winning IP's.
- Viral series, fandom, **binge worthy & digital gems.**



Additional Activities / Services:

Format Licensing:

- **Highly successful digital formats** available.
- Dozens of **tried and tested IP's**.
- Supply of **complete bible and in-house support** available.



Additional Activities / Services:

Ready-made:

- Partnerships include **Iflix, Vuclip, Dailymotion, Hanju TV, On Demand Korea, Asian Crush, and more.**
- **Global reach.**
- Unique, **highly popular content available.**



Contact

Global Partnerships & Distribution

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