## 부산에요

Busan Munhwa Broadcasing Corp.



## Company introduction

#### **BusanMBC**

1959 ~ 2021

Established in 1959, BusanMBC is the first commercial private broadcasting company in South Korea. It operates a free-to-air TV channel and two radio staion.

### Representative

#### Heegil, Lee

CEO

Busan Munhwa Broadcasting Corp. puts top priority on locality and public interest. To mark the 60th annivers ary of its foundation, BusanMBC has set the annual campaign as "With you, my 60-year-old friend BusanMBC" and is doing its best to represent local people by leading local public opinion through local news and various programs



## Department

- News
- TV
- Radios
- Public Events



## News Desk

20:30 Everyday

It is a TV news program that delivers Important news of the day, including politics, e conomics, and social incide nts.





# Awesome backpacers

09:00 Saturday

Korea's representative travel el program has been going on for 13 years since the first the shooting in 2008.

It travels to more than 50 c ountries and boasts about 300 episodes.

## Song request at noon

Music FM, 12:00, everyday

It is a radio program specializin g in entertainment that is broad cast daily from 12 p.m. to 2 p.m.





## Adidas Mirun

May, every year

A representative citizen marat hon event organized by Busan MBC every May.

About 30,000 citizen maratho ners participate every year, and it is famous for running on the Diamond Bridge built over the ocean.

### **Others TV contents**

### **Documentary**

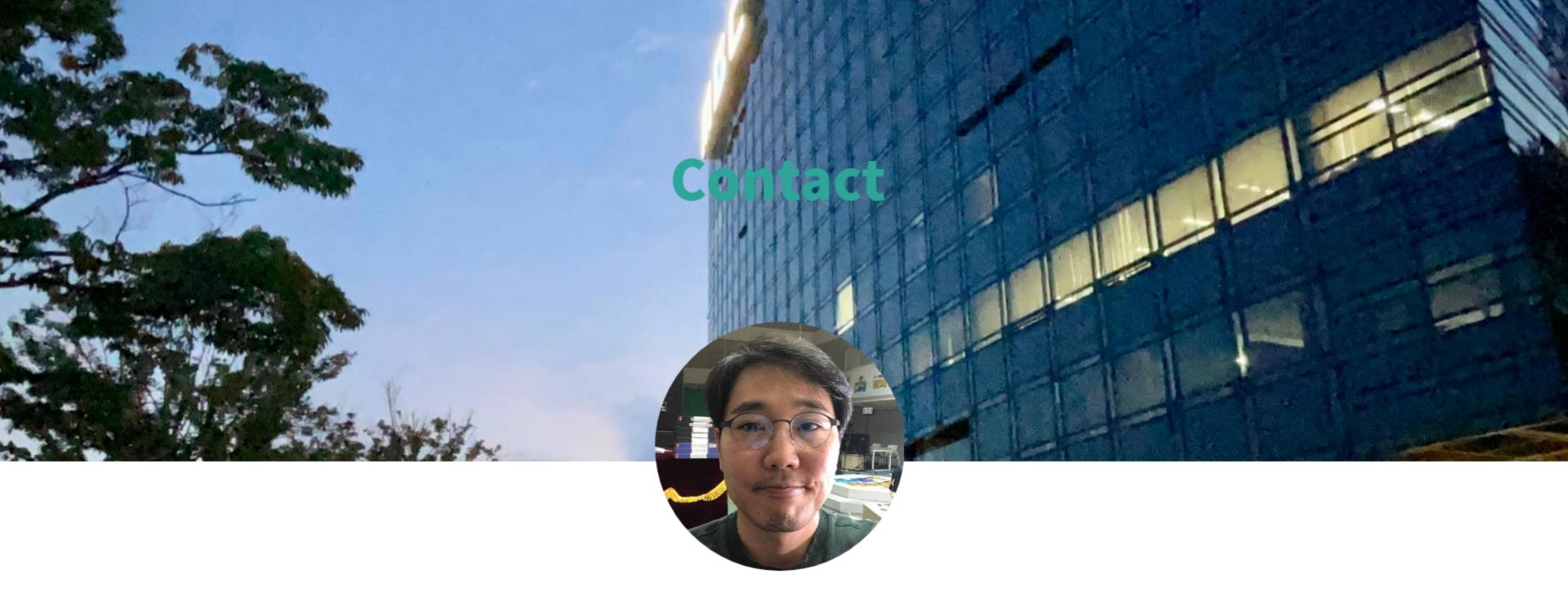
Travel, Lifestyle, Nature, Food, etc











### Seongjun, Yune

Producer

I am in charge of content distribution in BusanMBC