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2013 Jisan World Rock Festival



# Visualizing Your Dreams & Happiness

# C.E.O PROFILE



C.E.O  
**Park, Hae-Sun**

### Personal Career

KBS (Korean Broadcasting System, 1983~2004)  
Chief Director of Entertainment Department of KBS (2004~2008)  
CEO of Box Media Co.,Ltd. (2009 ~ Current)

### Production Career

Roh Young-Sim's Little Concert  
Open Concert  
Lee Moon-Sae Show  
Lee So-Ra's Propose  
Yoon Do-Hyun's Love Letter  
Music Bank  
Korea Music Award  
Chit Chat of the Foreign Beauties  
2Days & 1Night  
Happy Together  
And more..

### Prize

1993 - Korea Broadcasting Awards  
1994 - Paek Sang Art Awards  
2006 - Culture & Tourism Minister Awards

### Overseas Awards Jury

1993 - Prix Italia  
2004 - International Emmy Awards  
2006 - Golden Rose Awards

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# The Korean Wave

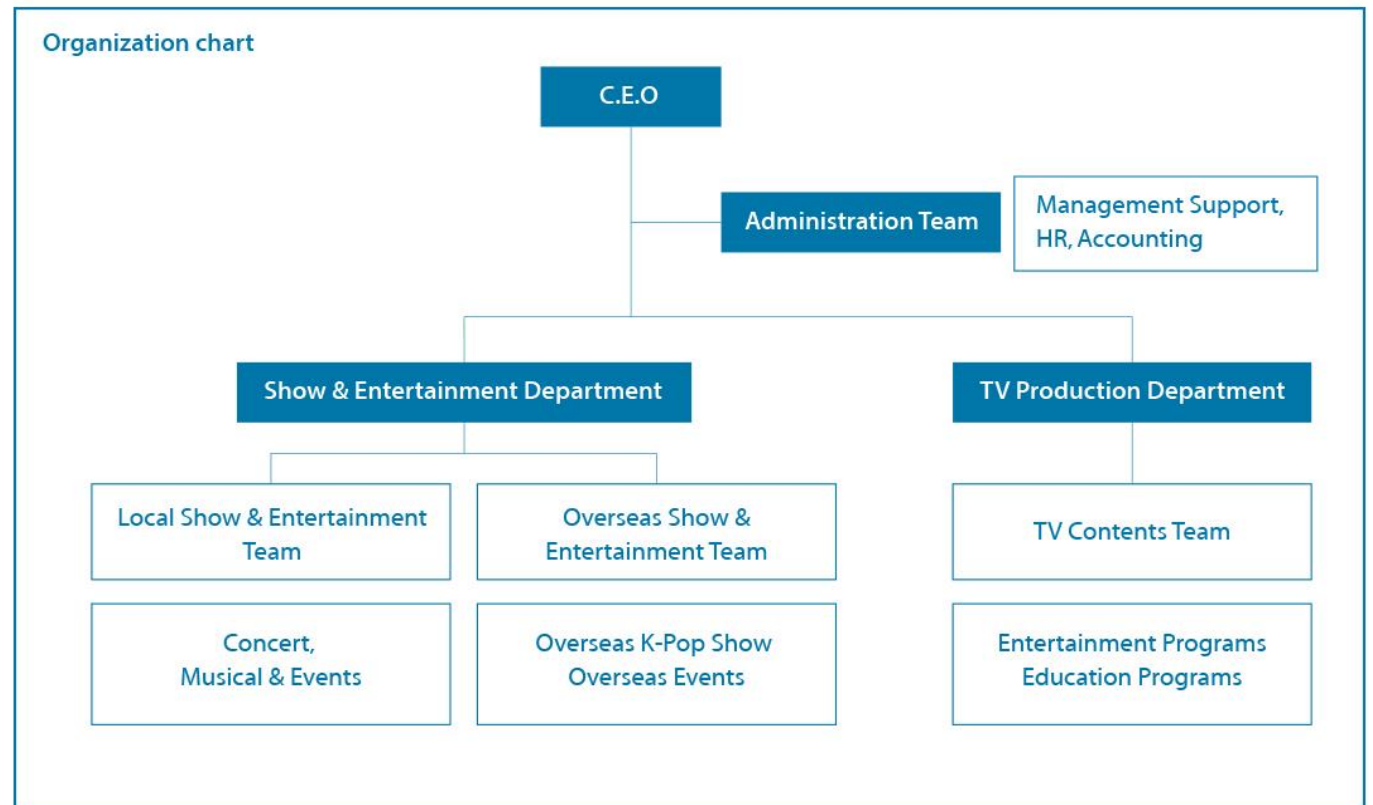
Wave of Korean culture resonating through Asia since the late 90s

Box Media is a production agency specializing in K-pop programs & performances. Our staff is composed of veteran producers, who have built a strong reputation within the industry after years of producing TV programs, events and performances. As an experienced agency well-trusted by the industry, we are maintaining friendly, progressive relationships with artists, entertainment companies and broadcasters.

## COMPANY INTRO

Box Media is a group of professionals, dedicated toward visualizing all aspects of pop culture contents.

<b>Company Name</b>	Box Media Co., Ltd.
<b>Representative</b>	Park, Hae-Sun
<b>Field of Business</b>	Show Business, TV Program, Event, Promotion, etc.
<b>Address</b>	5th Floor, Forest Vision Center B/D 9, Gukhoe-daero 62-Gil, Yeongdeungpo-gu, Seoul, Korea
<b>Contact Information</b>	Office +82 2 2124 6000 Fax +82 2 2124 6099
<b>E-Mail</b>	boxmediacompany@gmail.com



**'Our Past, Current & Future'**

2009 ~ 2013

**2013**

- 2013.10** 2013 10th Asian Song Festival (KBS TV)  
Prime Concert : Wakathon Competition celebration show (MBC MUSIC TV)
- 2013.08** 2013 Jisan World Rock Festival  
SHINee Festival Tour in China  
The Immortal Songs [China] (Shanghai TV)  
Suncheon Bay Garden Expo Special Show (MBC TV)
- 2013.06** TV Program "Research Institute of Various Kinds" (Channel A TV)
- 2013.05** Maiim Vision Awards  
Celebration Show for Kim Dong-Gun's 50th year of broadcasting  
Pyeongtaek Employment Concert Special Show (JTBC TV)  
Weekly TV Program "1 vs 100" (KBS2 TV)
- 2013.03** TV Program "Hidden Singer" (JTBC TV)  
Super Joint Concert in Thailand (JTBC TV)
- 2013.02** K-pop Valentines Day Special Concert with "Poseidon" (Drama O.S.T Concert)  
2nd Gaonchart K-pop Awards (KBSN TV)
- 2013.01** 22nd Seoul Music Awards (KBSN TV)

**2012**

- 2012.11** TV Program "Story Seller in 1 Minute" (JTBC)
- 2012.10** Prime Concert Special Show at Cheongju (MBC MUSIC TV)  
Special Music Show at Daejeon (TJB TV)  
Special Concert at Yeosu Expo 2012 (MBC TV)
- 2012.08** Prime Concert Special Show at Suncheon Bay Garden Expo (MBC MUSIC TV)
- 2012.06** Prime Concert Special Show at Suncheon Bay Garden Expo (MBC MUSIC TV)
- 2012.05** SAMSUNG Blue Concert (2012)
- 2012.04** 34th Jindo Sea Road Festival's K-pop Special Concert  
TV Program "TOP BAND 2" (KBS2 TV)
- 2012.03** TV Program "Global Super Idol" (KBSN TV)
- 2012.02** 1st Gaonchart K-pop Awards
- 2012.01** 21st Seoul Music Awards

**2011**

- 2011.12** Launched Entertainment TV Shows in Channel A TV  
- "The Immortal National Team", "Uprising of the Tone-Deaf", "K-POPCON", "Upgrade"
- 2011.12** 2011 Korea Music Copyright Association (KOMCA) Music Awards
- 2011.10** KBS Joy TV 5th Anniversary Special Live Concert Show
- 2011.09** CMB Chin Chin Star Festival 2011 (CMB TV & TVB TV)
- 2011.06** K-pop Show "LIVE POWER MUSIC" (Y-Star TV)
- 2011.04** TV Program "Lee So-Ra's Propose 2" (KBSN TV)
- 2011.03** "Mont-Bell" Product Launching Show
- 2011.01** 2011 Bikini Ski Festival in Muju Resort

**2010**

- 2010.12** "The Vocalist" Tour Concert
- 2010.09** Producing Muju Resort's Promotion Film in 2011
- 2010.08** Christmas Concert of Sung Si-Kyoung & Lee So-Ra
- 2010.07** Summer Events in Muju Resort (2010 Muju Summer Festival)
- 2010.06** "Hope Festival 2010" in Pyeongtaek
- 2010.01** Producing Muju Resort's Promotion Film in 2010

**2009**

- 2009.12** "Maiim Singing Contest" - Tour of 5 cities (Gyeongsan, Jeonju, Yeosu, Cheonan, Chuncheon)
- 2009.11** Producing Muju Resort's commercial film in 2010
- 2009.10** "Maiim Concert" at Sejong Cultural Theatre

## VISION OF BOXMEDIA



◀ Girls' Generation at  
'Super Joint Concert in Thailand'

1. Box Media's vision is to become the best in producing overseas K-pop performances. After successfully producing the "Super Joint Concert in Thailand" and the "SHINee Festival Tour in China," we plan to produce a number of K-pop performances and events in various cities throughout Asia, which include a celebrity football competition in Thailand (scheduled in November 2013).
2. Box Media's track record includes a variety of well known TV programs in Korea, such as "Top Band 2," "Hidden Singer" and "Seoul Music Awards". Based on our previous success, we are planning and producing "Hidden Singer 2" and "The Immortal Songs [China]" (Shanghai TV). We are striving to ensure our future efforts allows us to develop into a major production agency of music and entertainment programs.

## POWER OF BOXMEDIA

### 1. Outstanding Casting Ability > Casting Know-How > High Quality Production

Box Media offers outstanding production casting, system casting, and celebrity casting capabilities, as well as its prowess in planning and producing

### 2. Vast Human Connection > Collaboration with Broadcasting Companies > Hosting of Major Events

Using its human network within corporations and local governments, Box Media is able to collaborate with broadcasters to attract orders for major domestic events and overseas performances.

## BUSINESS AREA

### 1. TV Programs

Show Programs  
Entertainment Programs  
Educational Programs

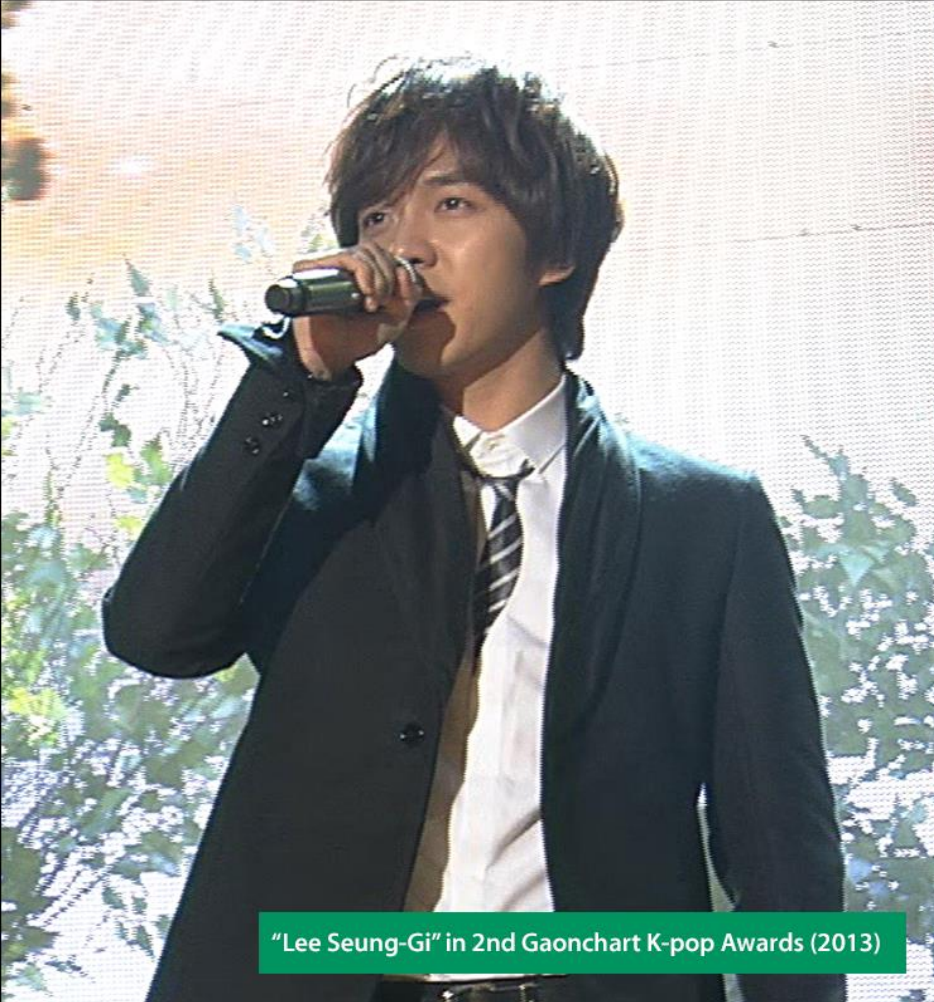
Achieved status as contents provider  
for major broadcasting platforms

Provision of quality, popular TV programs to  
Groundwave TV broadcasters / cable TV companies and general service channels

### 2. Show & Entertainment

Selected as producer of "Jisan World Rock Festival" from 2013 to 2018  
Producer of "Super Joint Concert in Thailand" and "SHINee Festival Tour in China"

Made a successful landing in performance production market



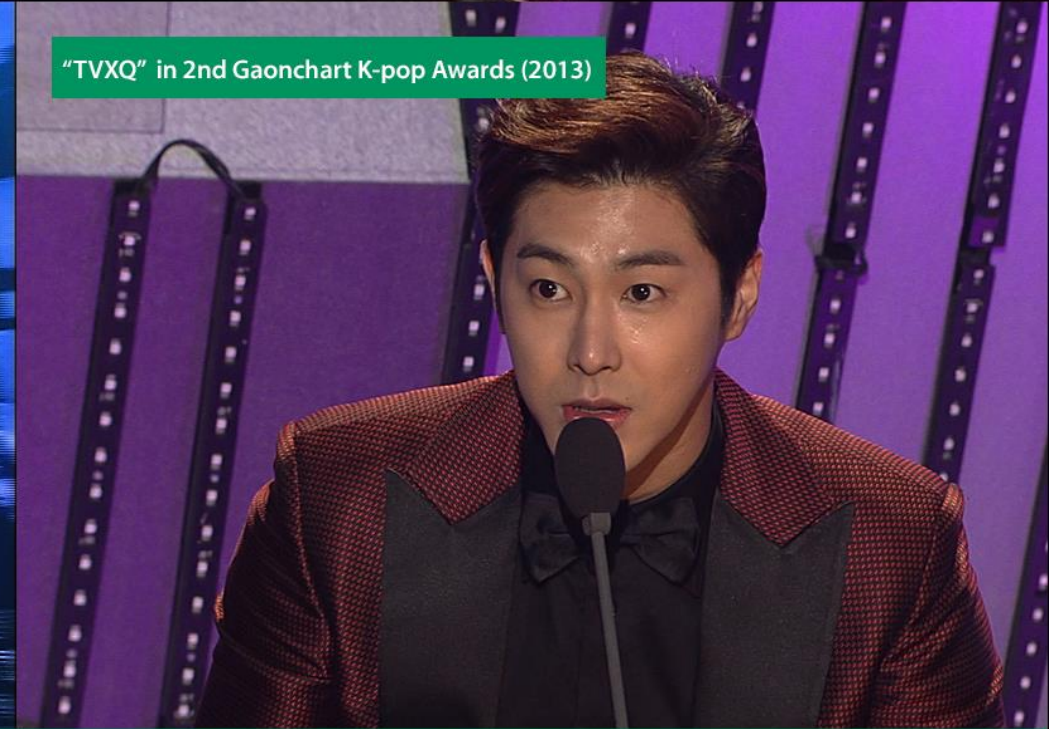
"Lee Seung-Gi" in 2nd Gaonchart K-pop Awards (2013)



"EXO" in 22nd Seoul Music Awards (2013)



"Big Bang" in 22nd Seoul Music Awards (2013)



"TVXQ" in 2nd Gaonchart K-pop Awards (2013)

## Portfolio

Box Media has successfully ventured overseas thanks to the experience and know-how from various productions done in Korea. We hope you will join Box Media, as we face new challenges and venture into the future.



## 1st SUPER JOINT CONCERT in THAILAND

2013.03.31

Rajamangala national stadium

  
 PRESENTS  
**SUPER JOINT CONCERT  
IN THAILAND**

  
GIRLS' GENERATION

  
GROOVE RIDERS

  
TOR+ SAKSIT

  
B1A4

  
THAITANIUM

  
EXO-M

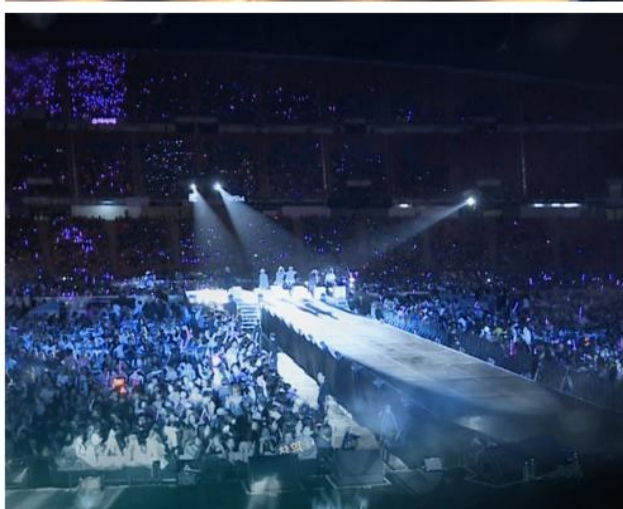
  
TEEN TOP

30 มีนาคม 2556

ณ สนามราชมิ่งเกล้ากีฬาสถาน

GIRLS' GENERATION / GROOVE RIDERS / B1A4  
 TOR+ SAKSIT / EXO-M / THAITANIUM / TEEN TOP

Special collaboration super concert of Korean & Thai pop performers!



**Cast : GIRLS' GENERATION, EXO-M, B1A4, TEEN TOP,  
TOR+, THAITANIUM, GROOVE RIDERS, VICTOR**

"1st Super Joint Concert in Thailand" in Thailand was a collaboration between Korean and Thai artists, held at the Rajamangala National Stadium in Bangkok.

In an event emceed by Kim Jong-Kook and Sunny (Girls' Generation), the 4 Korean artists and 3 Thai artists provided their fans with an unforgettable memory.

"Super Joint Concert" is expected to become an annual event.



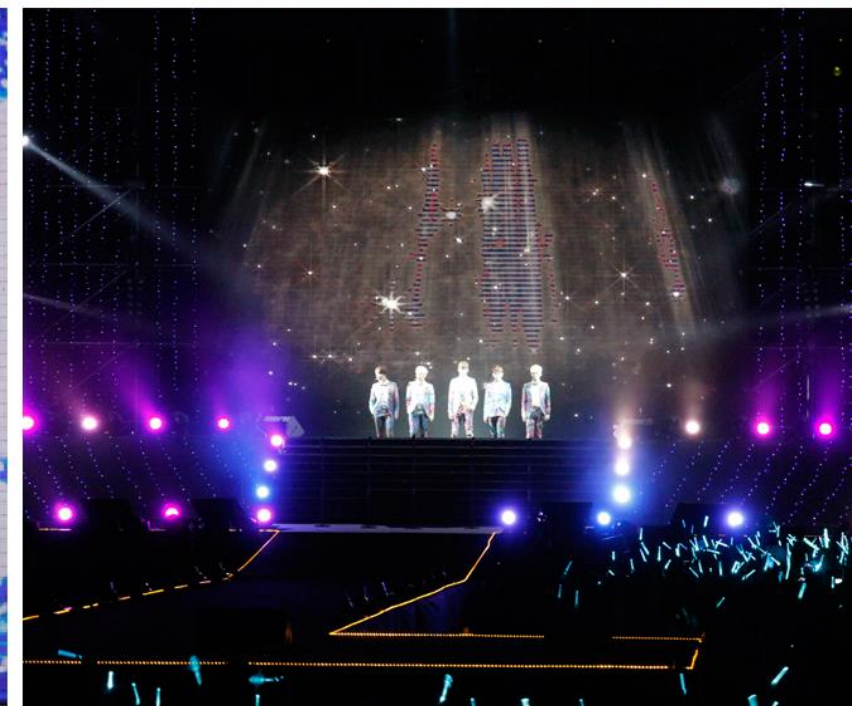
## SHINee FESTIVAL TOUR in CHINA

2013.08.04 Taipei  
2013.11.30 Shanghai  
2014.01.18 Beijing  
2014.01.26 Hong Kong

"SHINee Festival Tour in China"  
was held to celebrate the 5th anniversary of SHINee's debut with their Taiwanese fans.  
After ending successfully in Taipei, "SHINee Festival Tour"  
to move on the Shanghai, Beijing and Hong Kong  
to provide their fans with stunning performances and extraordinary memories.



**SHINee**  
FESTIVAL TOUR in TAIPEI  
2013/8/4 SUN. 20:00PM @ 南港展覽館  
NANGANG EXHIBITION HALL  
Ticket Price: NT4500/4000/3400/2400/1400





## 2013 JISAN WORLD ROCK FESTIVAL

2013.08.02 - 2013.08.04

Jisan Forest Resort



Cast : Jamiroquai, Placebo, Weezer, Nas, Switchfoot, The Dandy Warhols, Crying Nut, Delispice ...

"2013 Jisan World Rock Festival" was considered a major success as the 3-day musical getaway attracted around 88,000 people. 81 artists performed spectacular shows on the three main stages: the World Stage, the Peace Stage and the Love Stage. World-famous artists performed at Jisan, including the acid jazz band Jamiroquai, the alternative rock act Placebo, the American pop punk icon Weezer, the legendary rapper Nas and the alternative rock band Switchfoot, Crying Nut, Clazziquai, Lee Seung-yul, Deli Spice, Huckleberry Finn, Rooftop Moonlight and other local acts contributed with passionate performances. The inaugural event attracted a wide range of audiences, from families with babies to middle-aged couples experiencing their first rock festival.

COMPANY  
PORTFOLIO



2013 JISAN WORLD ROCK FESTIVAL

## SHOW! STARS of ASIA

2012.07.24

Seoul Student Gymnasium



MC : Jang Woo-Hyuk, Miss A

Cast : 陈志朋, 周湯豪, 張智成, 蔡淳佳, 王野, 李威, 谢安琪, 许飞, 洪辰, 弦子, 江映蓉,  
Kim Hyung-Jun(SS501), Gil-Me, NS Yoon-G, ZE:A, Jewelry, Dal-Shabet, ChiChi,  
4Men, Hello Venus, Handsome People, Baek Cheong-gang, GLAM, Yoon-Ha, Aziatix, Girls Day, EXO-M

The culture powerhouses, Korea and China  
A new tide of Korea-China cultural exchange in Seoul

"Show! Stars of Asia" was the first Korea-China joint music program,  
held to commemorate the 20th anniversary of Korea-China diplomatic ties.  
Korean and Chinese stars gave performances to celebrate a friendship transcending national borders.



The 22nd  
하이원  
서울가요대상



## 22nd SEOUL MUSIC AWARDS

2013.01.31

Olympic Handball Gymnasium

MC : Tak Jae-Hun, Suzy(Miss A)

Cast : Super Junior, Big Bang, SHINee, 2NE1, EXO, Sistar...

The annual "Seoul Music Awards" is the oldest and most prestigious music award in Korea.

All K-pop stars gather together to perform and look back upon the year.

The event celebrates K-pop musicians that contributed significantly to the advance of K-pop and have accomplished the most in artistic value, vocal skills, popularity and other criteria.

# K-pop Valentines Day Special Concert with "Poseidon" (Drama O.S.T Concert)

2013.02.24

Korea International Exhibition

COMPANY  
PORTFOLIO



Cast : Super Junior, TVXQ, ZE:A, Lee Si-Young

The special concert was held to celebrate the end of the KBS drama "Poseidon" with fans.

The concert was composed of congratulatory appearances and performance of tracks from the KBS drama "Poseidon" OST.



## THE IMMORTAL SONGS [CHINA]

2013.08.22 ~

SMG DRAGON TV

The Chinese version of "The immortal songs(Korean program broadcasted by KBS2)" was produced with legendary Chinese singers participating. Performances in the program were as grand as the country.

## BROADCASTING PROGRAMS

2009 ~ 2013



▶ Top Band 2 (KBS2 TV)



▶ Global Super Idol (KBS N TV)



▶ Lee So-Ra's 2nd Propose (KBS N TV)



▶ The Immortal National Team (CHANNEL A TV)



▶ Story Seller in 1 Minute (JTBC TV)



▶ Hidden Singer (JTBC TV)



▶ Lena Park's P.S. I Love You (TV CHOSUN)



▶ Upgrade (CHANNEL A TV)



▶ Uprising of the Tone-Deafs (CHANNEL A TV)



▶ 21st Seoul Music Awards (KBS N TV)



▶ 1st Gaonchart K-pop Awards (KBS N TV)



▶ 48th Paeksang Arts Awards (JTBC TV)



▶ KBS Joy 5th Anniversary Special Show (KBS Joy TV)



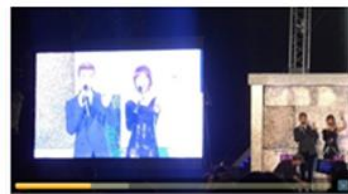
▶ K-POP CON (CHANNEL A TV)



▶ CMB Chin Chin Festival (CMB TV & TVB TV)



▶ Blue Concert Tour with Samsung Electronics



▶ MBC Music Prime Concert (MBC Music TV)



▶ 34th Jindo Sea Road Festival's K-pop Special Show

Thank you