

S T U D I O  
**T A R G E T**

**GLOBAL KILLER IP WAREHOUSE  
STUDIO TARGET**

**COMPANY PROFILE**

Oct. 2024

# About Company

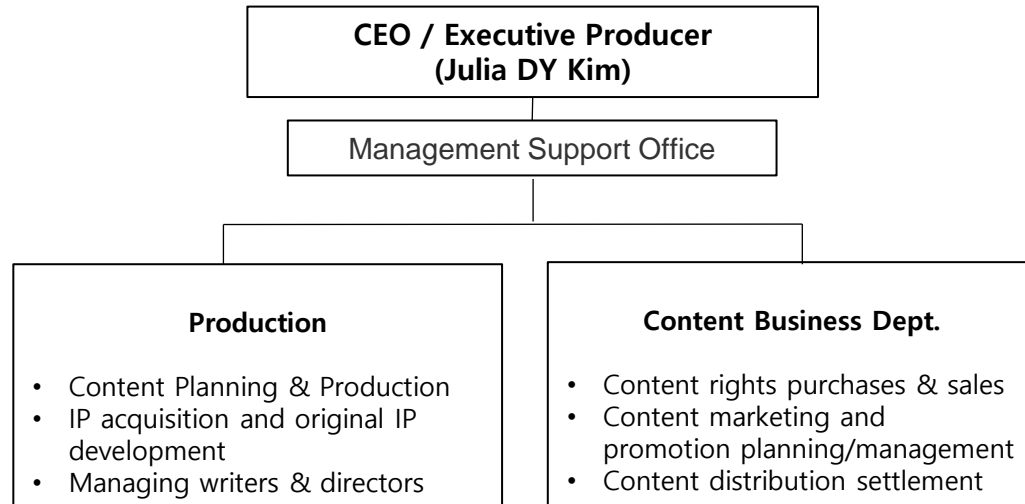


Studio Target is a next-generation video content studio with 21 years of experience in investment, planning, production, marketing and distribution in the media and entertainment business. Recognized as the leading production company in Korea, Studio Target operates on a producer-centered system that continuously develop new business models for outstanding video content each year. We aim to maximize profits through diversified distribution by leveraging and expanding IP's OSMU.

## Company Overview

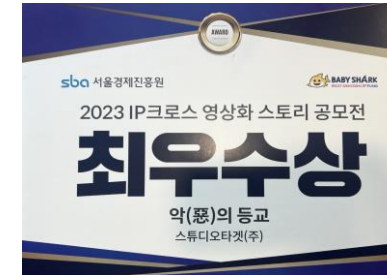
<b>Name</b>	<b>STUDIO TARGET CO., LTD.</b>
<b>Establishment</b>	Sep. 2022
<b>CEO</b>	Julia DY Kim
<b>Location</b>	#1505, 40, Cheongpa-ro, Yongsan-gu, Seoul, Republic of Korea, 04373

## Organization Chart



## Award

- [School of Blood], Grand Prize of 2023 IP Cross Visualization Story Competition
- Grand Prize of the Global Cultural Content Industry for Korean Customer Satisfaction & Innovative Management Brand
- Grand Prize of Proud Innovative Korean & Power Brand in the Content Industry Innovation Leader Category



mbc 연예

'웅남이' 50개국 판권 판매 계약 완료!

입력 2023.03.29. 오후 12:36 기사제목

김경희 기자

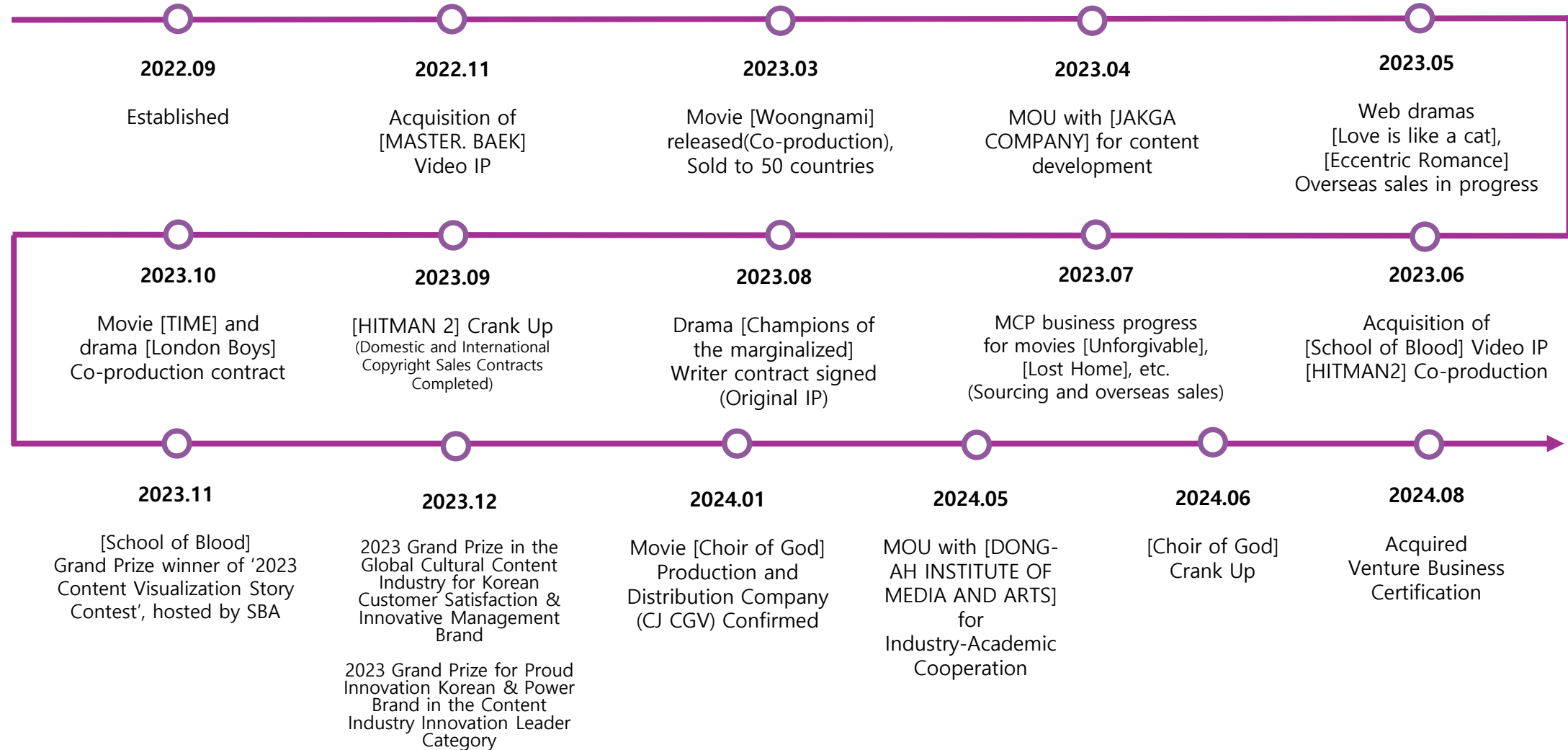
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**The movie <Woongnami> has been sold to 50 countries!**

영화 '웅남이'가 3월 13일 부터 4일간 열린 홍콩 필마트(Filmart)에서 짧은 시간임에도 불구하고 전 세계 바이어들로부터 해외 각지에서 뜨거운 관심과 주목을 받으며 선판매 되는 쾌거를 기록, 곧 해외 팬들과 만날 기대로 화제를 모으고 있다.

# About Company

## Corporate History



## CEO, Julia DY Kim

- Silkwood(Shinsegae Affiliate), Hanyang Studio  
- Vice President, Head of Content Business
- The Walt Disney Company Korea  
- Director of DISNEY+ Content Production
- CJ ENM(Investment Distribution Company)  
- Head of Movie Planning, Production, Investment, and Distribution
- KT Hitel (KT Affiliate, MCP business)  
- Movie investment and licensing purchase
- MBA graduate of Korea University Business School
- New Zealand The University of Auckland  
BA of Film, TV and Media Studies



## Career Milestones

**Over 21 years of content investment, planning, production and distribution (licensing business) for over 100 film & drama.**

- Importer, marketer and distributor of [Saw] series / Planning and development of Korean films [Blue Swallow] etc.
- Signed overseas remake contract with 'Warner Bros.' for [A Bloody Aria], [Maundy Thursday], [7 Days], etc.

### **[CJ ENM (Investment Distribution Company) / Movie Planning, Production, Investment, Distribution General Manager]**

- CA Business General Manager and TVING Original Strategy Planning Production and Copyright Purchase General Manager
- [Intimate Strangers] Original Remake Copyright Purchase and Digital Distribution, No. 1 Domestic Release – Vietnamese Remake Copyright Purchase, No. 1 Vietnamese Box Office
- [THE OUTLAWS] Partial Investment, Distribution General Manager, Highest Sales in Korean History
- [Pawn], [Miss Baek], [Hero], [Confidential Assignment2: International] and many others Planning and Production, Investment General Manager, Distribution General Manager

### **[The Walt Disney Company Korea / DISNEY+, Director of Content Production, ]**

- Developed strategic plan for Disney+ launch, sourced investment in original works, and purchased IPs.

### **[Silkwood (Shinsegae Affiliate), Hanyang Studio / Vice President, Head of Content]**

- Production and distribution of [The Magic] / [Eccentric Romance],[Love is Like a Cat,] Korean-Thai joint web dramas, investment, and distribution.

### **[Other extracurricular activities]**

- Lectures on planning, production, and investment at multiple universities
- Advised Athenum Partners and other entertainment media content companies
- 'M&J KCC' Group Cultural Foundation, Invited Professor at 'DONG-AH INSTITUTE OF MEDIA AND ARTS' of Broadcasting and Arts, Director's Department, Media Interviews numerous times

- ▶ STUDIO TARGET's [IP core competency] lies in sourcing killer IPs, focused on films and dramas, aligning with our core strategy.
- ▶ STUDIO TARGET's [Business Core Competency] is to secure stable revenue by utilizing content aggregation. We plan and produce a variety of film and drama projects targeting Generation Z and global audiences, which are our key marketing pillars.
- ▶ STUDIO TARGET's [Strategic Core Competency] is to establish a stable pipeline model through marketing and distribution strategies tailored to individual IPs.

## STUDIO TARGET PERSUING 3 KEY VALUES

### Killer IPs

Strength in culture, leading Generation Z **"Z Trend IP"**  
 Across the Global **"CROSS-TARGET IP"**  
 Expansion of IP's world, series, and seasonal **"Extension IP"**  
 Cross-genre, cross-format **"Diversity IP"**

**Acquire and develop multiple IPs with tailored marketing and distribution strategies through CA utilization, discovering new Global IPs, and various planning ideas.**

### PRODUCING

**We have strategies, expertise, and stable pipeline to maximize revenue at every stage**, including planning, production, marketing, publicity, distribution secondary rights management, etc.

**We focus on hiring and assembling the right talent and team** for each production, managing the production budget and executive producing to **ensure the best possible outcome.**

### PARTNERSHIP & DISTRIBUTION

We establish a **stable revenue value chain** through licensing distribution and contract diversification, Leveraging both domestic and international partnerships.



## Completed Projects

### Unforgivable (Film)

A brutal serial killer  
Missing evidences, fabricated cases..  
**Sad and brutal secrets..**  
A film that moves away from the construction and recreation of crimes **to tell the story of the human impulse and desire behind them.**



### 8 Suspects (Film)

In 1944, at the end of the Japanese occupation, a vast conspiracy surrounding the independence of Korea is uncovered!  
**Eight suspects,** each with their own alibi for the murder of a Korean filmmaker, **suddenly begin to fall apart one by one?**



### Lost Home (Drama)

Heroes with special abilities and powers! **Time travel from the Japanese Occupation era to the future where Metaverse is standard.**  
One day, the dark force Black Jin Hoe threatens them, and the drama follows them back 100 years...



### Woongnami (Film)

A comedy about a young man who takes on an international crime syndicate with animal-like abilities that transcend humanity!

**2nd place at the box office after its release in March 2023 in Korea,**  
**No.1 at the box office in Vietnam since its release in April 2023**

**Exported to 50 other countries!**



### Holy Punch (Film)

The two leaders of the 'Wanggalbi' gang went into hiding, disguising themselves as pastor and monk.

They temporarily allied with the shaman 'Park Su-mudang', who struggles to pursue the leader of the 'Samgeori' gang,

**A new comic revenge drama between the pastor, the monk, and the shaman 'Park Su-mudang' detective!!**



### Mystery Taxi (Drama)

Hidden incidents and back alleys full of unknown shady atmosphere, the solution-solving detective taxi that runs wild between them!

**The newest, most surprising, The mobile detective's office IS HERE!!**



## Completed Projects

### Love is like a Cat (Drama)



- Production: STUDIO TARGET
- Domestic Distribution: STUDIO TARGET
- Director: Kwon Nam-ki
- Cast: Mew Suppasit Jongcheveevat, JM (Chu Jimin), Kim Kyung-seok, Gunwoo(JUST B)
- Running Time: 15minutes \* 12 Episodes(Drama) / 122minutes(Movie)
- Genre: BL / Romance Comedy / Entertainment

A popular rising star, P-Uno, who hates all four-legged animals due to a childhood trauma, meets the owner of a dog kindergarten(Daebyeol) and their romance grows.

Released in Apr. 2024

### Eccentric Romance (Drama)



- Production: STUDIO TARGET
- Director: GONG Ja-Gwan
- Cast: Yoon Jun-won, SAVE SAISAWAT, Lee Geon-woo(JUST B), Tae-ha(MOMOLAND)
- Format: 15 minutes \* 12 episodes (drama) / 100 minutes (movie)
- Genre: BL / Campus / Crime / Comedy

<ECCENTRIC ROMANCE> is a youth romance that combines comedy and mystery as fraternity buddies Sung-hoon (Yoon Joon-won), a blunt personality, and Jay (SAVE SAISAWAT), a sarcastic and affectionate newcomer, face a mysterious murder and search for the culprit. Starring Thailand's rising star, SAVE SAISAWAT.

Coming Soon in Sep. 2024

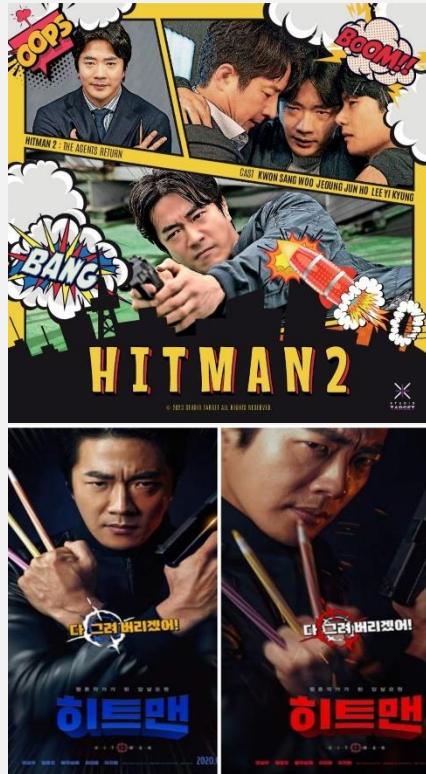
▶ Planning, production, and distribution of projects through direct investment attraction and overall executive production (EP) for each work. This includes selecting the director, writer, casting, and assembling the team according to the project's budget.

▶ A Korean/Thai BL web drama starring JM and Gunwoo of Just B, rising domestic idol stars, along with actor Junwon Yoon, who is enhancing his acting skills, and global star Mew Suppasit, who has 5 million Instagram follower. The cast also includes Thai actor Save Saisawat, known as a model for Samsung Thailand, a singer, and the lead character of VIU drama.

▶ Genre and cast that differ from existing BLs, highly appealing to worldwide BL fans. Distributed by Rakuten, Heavenly, Kadokawa, KKTV, etc.

## Confirmed Projects

### HITMAN2 (Film)



[Hitman] with 2.5 million score is back! The proven hit movie will be back soon! [Hitman 2] is coming, stronger than ever.

Director : Choi Won-seop (HITMAN)  
Cast : Kwon Sang-woo, Jung jun-ho, Lee yi-kyung, Hwangwoo Seul-hye, Kim Sung-oh

Stronger villain is coming.  
Upgraded visual of real-life, webtoon, and animation plus perfectly upgraded action x comic

A 2025 box office hit guaranteed [Hitman 2]

Cranked up in Sep. 2023, In post-production  
Coming in Jan. 2025

### Choir of God (Film)



#music #human #drama #comedy #overseas location

Director: KIM Hyung-hyup <Daddy You, Daughter Me>  
Cast: PARK Si-hoo <Confession of Murder>, JEONG Jin-woon <Rebounded>

In order to secure financial support (USD 200mil.) from NGO under international sanctions against North Korea, The Ministry of Security is tasked with organizing North Korea's first fake praise choir under orders from the authorities!

Confirmed to be Distributed by CJ CGV  
Cranked up in Jun. 2024, Location in Mongolia  
Coming in Q1 2025



## Confirmed Projects

### School of Blood (Drama)

#hardboiledaction #Visual  
#refreshing #Detective

2023 SBA IP Story Visualization  
Contest Grand Prize Winner!



\*Original: Sancheon / Topical Naver  
Webtoon!

\*Director: Hyungkyun Kim  
(NYU Martins Scorsese Scholar, selected  
as a noteworthy newcomer)

\*Writer: Jaeho Jeong

\*Type: 10 episodes in total / estimated  
45 minutes per episode

*'That day, I was killed by the malice of school  
violence.'*

*The protagonist (Hyun-sung), who was left in  
a coma after being bullied, has been planning  
his revenge for 10 years. Then, Hyun-sung  
returns to the past and begins to take revenge  
on the evil to root out the malice.*

Season 1 (7 episodes scripted), concept art in progress.  
Partial casting in progress, in discussion with international  
platforms



## Upcoming Projects

### Master Baek (Film/Drama)



#action #martial arts  
#superpowers #Modernhero  
#Comedy #Funny

**No.1 Martial Arts Web Novel at Naver, 80 million+ views!**  
IP content with proven topicality and popularity, "Master Baek"

Reimagining modern martial arts with a superpower worldview!

*"Only the top 3% of the national martial arts rankings are admitted to the prestigious Cheongryong High School. One day, a mysterious master, Baek' arrives.*

**Working on seasonal drama script (Season 1, 1~3 episodes) & also Movie screenplay**

### TIME (Film)



Time Thriller [TIME] by Yoon Jae-gu  
Time is going backwards!  
I must seize the moment that I can't get back.

**Scenario 2 is under revision**

### Sleepless nights in Seoul (Film / Drama)



New work by rookie director 'Lee Seong-il'

A new generation of Z-generation love set against the backdrop of beautiful places in Seoul!  
**It depicts various romances shown by various couples.**

**Script in progress**

### London Boys (Drama)

DJ Youth Romance by Writer Hwangseong Kim(Miracle in Cell No.7)

**A story of dreams and success of young people, reminiscing about the 8090s in Korea, a time when music, dance, and the dreams and souls of young people were overflowing.**

**Working on Part 3 of the Script**



## Upcoming Projects

### Champions of the marginalized (Drama)

A delightful crime drama! (Part 4 script in progress)  
A group of fraudsters who help and save the weak,  
[Champions of the marginalized]

#Fraudster  
#Punishment  
#Character-centered  
#Situation\_drama



### Career Woman (tentative title)(Drama)

An age where things are going well,  
An age where you can live financially,  
The most realistic, hottest,  
The most cheerful women's joys and sorrows! And it depicts life.

Working on the script

#40s #career\_woman #friendship  
#love #life



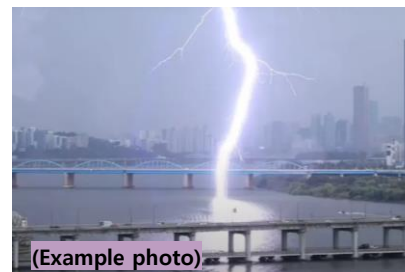
### ▶ MICRO DRAMA – Platform confirmed / Lineup to be released in 2<sup>nd</sup> half of 2024

#### I wish my husband would get struck by lightning

Format: 80 seconds X 70 episodes (planned)  
#absurd #in-laws #daughter-in-law #catharsis



"My husband, who was like a loser, gets struck by lightning and starts taking care of me with utmost sincerity!" A crazy drama with a strange husband who suddenly becomes a romantic, and a dopamine-pumping project!



#### The Woman's Deadly Revenge

Format: 80 seconds X 50 episodes (planned)  
#plastic\_surgery\_beauty #dopamine #villain



Hyang-mi lost her daughter in a car accident. At that time, her husband Heo Gwang-cheol was flirting with his mistress. Hyang-mi, who was criticized for being fat and ugly, changes her appearance through plastic surgery and changes her name to 'Han Soo-ji'. She approaches Heo Gwang-cheol and his mistress Min Da-young again with a completely different appearance... The heir to Min Da-young's family's enormous fortune was none other than Han Soo-ji?! Will Han Soo-ji hide her identity and take revenge for her evil, or will she reveal her past and inherit the fortune?



S T U D I O  
**TARGET**

Thank You

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