

I WILL MEDIA Short-form drama Distribution·Co-Production Proposal

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I WILL MEDIA



Representative Works

2025



SBS <Haunted Palace>

Directed/Written by Yoon Sung-sik / Yoon Soo-jung

Cast Yook Sung-jae, Kim Ji-yeon (Bona)

Synopsis A spine-chilling exorcism romance in which a shamaness who rejects her destiny and an Imugi trapped in human form join forces to battle a vengeful ghost seeking revenge against the royal bloodline.

2023



ENA <Moon in the Day>

2022



MBC <May I Help You?>



KBS <Golden Mask>



OCN <A Superior Day>

2021



MBC
<On the Verge of Insanity>

2020



KBS <Royal Secret Agent>



KBS <To All The Guys Who Loved Me>

2019



KBS
<Elegant Mother and Daughter>

2018



OCN <Player>

2017



OCN <Black>



KBS <Witch's Court>



MBC <Sisters-in-Law>

2016



JTBC <Solomon's Perjury>

2015



SBS <I Have a Lover>



SBS <The Time We Were Not in Love>



SBS <My Mother is the Daughter-in-law>

2014



KBS <Sweet Secret>



MBC <Give Love Away>

2013



MBC <When a Man Falls in Love>

2012



JTBC <Syndrome>

Short-Form Drama Business Vision

Based on our experience with successful fantasy dramas and our production capabilities in the entertainment industry, we are now fully launching the production of short-form content.

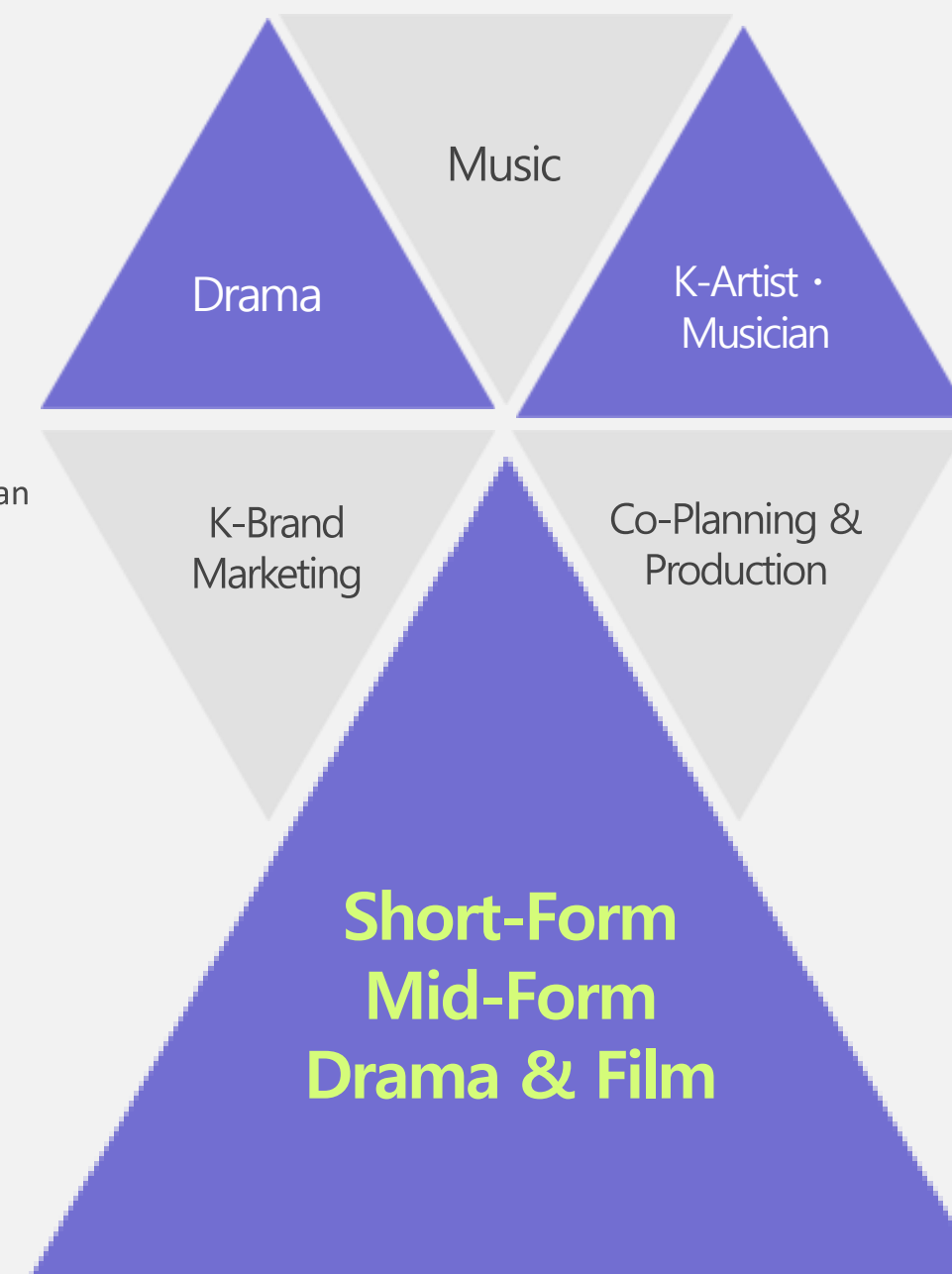


- > After 4 weeks of airing, the K-exorcism fantasy <Haunted Palace> ranked #1 on Netflix in 7 countries and reached #1 on Asian OTT platforms.
- > The reincarnation fantasy drama <Moon in the Day> has been pre-sold to more than 190 countries worldwide.
- > A series of continued commercial hits from I Will Media's fantasy lineup, including <May I Help You?> and <Black>.



- > Previously produced short-form content has secured distribution contracts with major domestic and international short-form platforms.

Building on the successful planning and production of K-fantasy dramas, we are currently developing a diverse slate of fantasy and romance short-form dramas.



- > As a drama production company, we are maximizing casting synergy.
- > We are continuously expanding and recruiting new artists.

Original Productions & Based on Web Dramas

Original IP

- | | |
|----------------------------------|------------------------------------|
| 1. Haunted Blade: Hunters | Fantasy, Black Comedy, Action |
| 2. Dreaming Freedom | Romance, School, Suspense, Fantasy |
| 3. One night, two guys. | Office, Romantic Comedy |

Base on Web Drama

- | | |
|-------------------------------------|--------------------------------------|
| 4. Number Six | Melodrama, Romance |
| 5. Starstruck | BL, Teen Romance |
| 6. Color Rush | BL, Teen Romance |
| 7. Gasiryitgo | Fantasy, Romance, Historical |
| 8. Hip-Hop King: Nasnagil | Music, Romance, Human, Coming-of-age |
| 9. 109 Strange Things | Romance, SF |
| 10. Mischievous Detectives | School Detective |
| 11. Mischievous Detectives 2 | School Detective |
| 12. Detective Alice | Comedy, Crime |
| 13. Detective Alice 2 | Comedy, Crime |
| 14. Special Laws of Romance | Romantic Comedy, Legal |

Haunted Blade: Hunters

Genre Fantasy, Black Comedy, Action

Age Rating 15+

Running time 94 min
(1.5–2 min/ep × 50 eps)

Director

Ahn Sung-gon – Creator / Director
 - 2024 Korea–Japan co-produced short-form drama <Nebula>
 - Comedy TV <I Am a Pet Seasons 1–7>
 - 2006 SBS <Twist Ending Drama>
 and many others

Investment

Co-produced with Japanese company GOKKO
 (50% stake)

Logline

In the late Joseon Dynasty, a female swordswoman named ‘Araci’ who hunted ghosts and protected the world succeeds in sealing away a giant evil spirit called ‘Eoduksini’, a being that grows stronger by feeding on human greed. However, peace is short-lived. Someone breaks the seal of Bongguham, and Araci’s soul becomes trapped inside her sword while time continues to pass. In Seoul, 2025, a YouTuber named ‘Kangmu’, who dreams of turning his life around through ghost-related content, pulls out an old, abandoned sword. At that moment, Araci awakens—and she possesses Kangmu’s body, beginning to fight against supernatural beings that deceive and corrupt the world.

Cast

Kim Jin-hwan – Role: Kang-moo		1994	iKON member 143 Entertainment	[Musical] Dracula (2022) Solo Leveling on ICE (2025)
Kim Hye-hyun – Role: Arachi		2001		[Movie] No breathing (2013) Unreleased Human (2024)
Jo Se-i – Role: Tae-ju		2002	POPCORN Entertainment GOKKO	[Drama] he Secret Tutor and the High School Girl (2025) Did the poor woman commit murder? (2025)
Jae-hyo – Role: Watcher		1990	block.B member	[Musical] In the Heights (2016)
Ahn Jae-mo – Role: Eodukshini		1979	Korea Management Group	[Drama] The Age of Wild Men (2002)
Cameo		Clara (Joseon-era Geum-ieoin)	Youku The Seven Heart Chambers (2024) [China Movie] My Family (2025)	 Quri (Tae-ju’s blind date) [Drama] Giant (2010)



Haunted Blade: Hunters

Production Achievements

- 2026 – Co-production with Gokko Co., Ltd. (Japan)
- First Half of 2026 – Ranked on multiple short-form streaming platforms, including POPCORN (Japan), DramaBox, Shorttime, and Viu
- OST – "I Want to Hold You in My Arms" (Performed by Kim Jinhwan) – Digital single released



2025.12.12 Production press conference – Tokyo, Japan



Lead actors and production team press conference



Subway advertising – 10 major stations in Seoul



OOH campaign – Gangnam, Myeongdong, and Hongdae



IP based on a webtoon

Dreaming Freedom

Genre

Romance, School Drama, Suspense, Fantasy

Age Rating 15+

Running time 75 min
(1.5–2 min/ep × 46 eps)

Original IP

Completed Naver Webtoon series
(21.12~24.12/171 eps)
High fan loyalty series with spin-off serialization
(Successful audio webtoon production and merchandise sales)

Director / Writer

Hwang Dong-seok – Director / Writer
2023 Film <A Boy with Loan Shark>
2022 Film <Rhinoceros Running on the Shoulder>

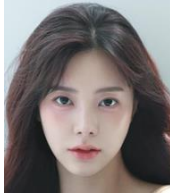
Investment

- Co-produced with Japanese terrestrial channel TV TOKYO (50% stake)
- IP investment by Creek & River Entertainment Inc

Logline

As a child, Choi Jung-min endured horrific bullying at school due to her long-standing feud with Ha Joo-hyun. Her only comfort was a lucid dream in which she could torment Ha Joo-hyun without anyone interfering. Then, one day, inside her lucid dream, she meets a mysterious man who makes her an unexpected proposal: to take revenge on everyone who has tormented her...

Cast

Yoo Seon-ho – Role: Si-yoon		2002	Hiin Entertainment	MBC <Oh My Ghost Clients> (2025) tvN <Under The Queen's Umbrella> (2022)
Yeo Joo-ha – Role: Jeong-min		1997	Individual (under agency representation)	tvN <True Beauty> (2020) TVING <After School War Activities> (2023)
Kwon Chae-won – Role: Joo-hyun		1999	Started Entertainment DIA member	Web Drama <After Winter, Cherry Blossoms> (2022)
Chu Si-woo – Role: Jae-hyuk		2001	Bluedot Entertainment JustB member	Korea–Thailand Co-production Web Drama <Love Like a Cat> (2024)

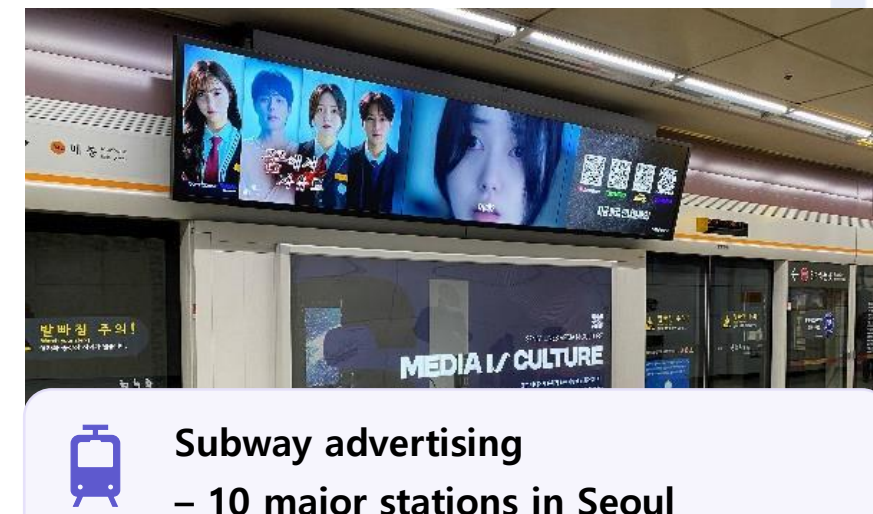
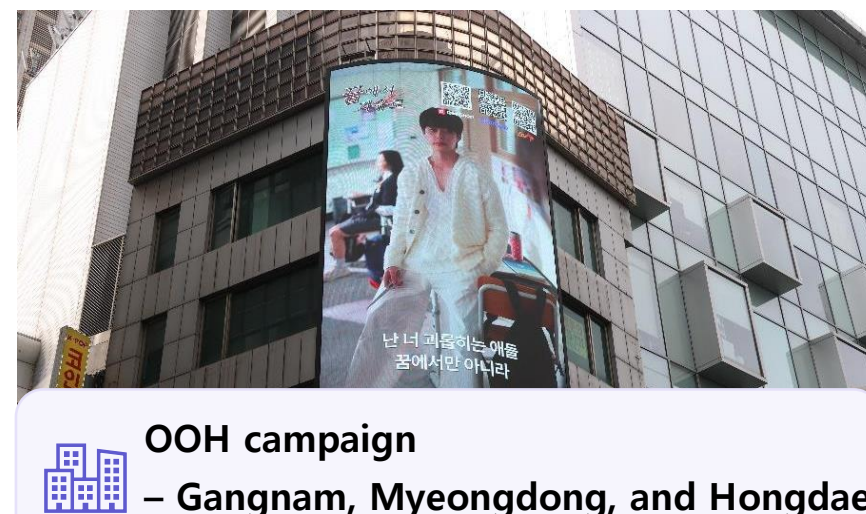
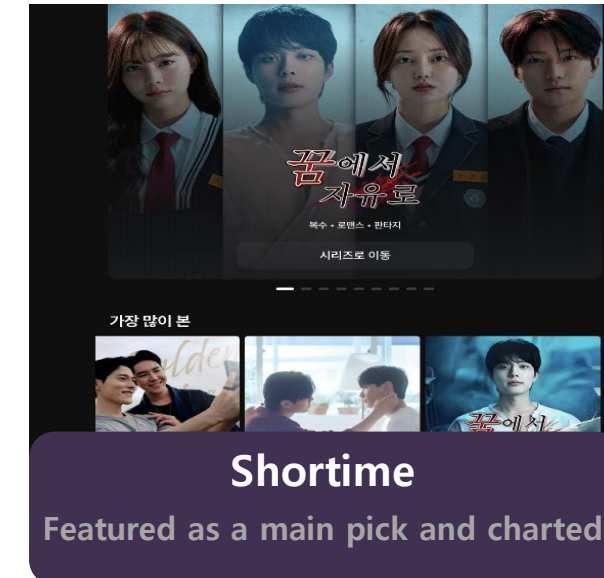
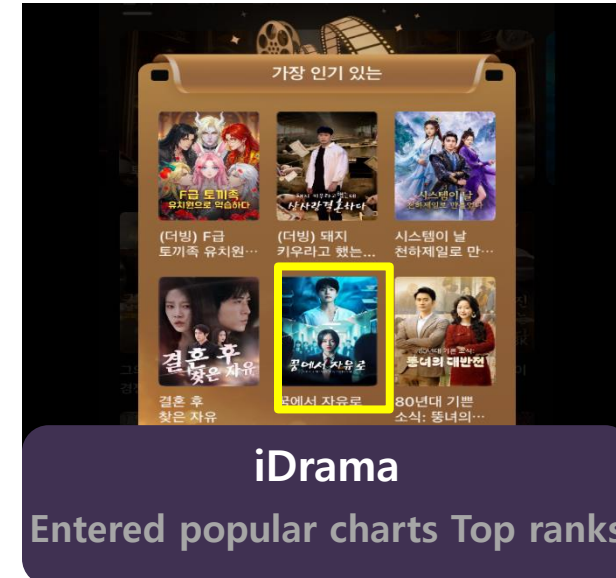
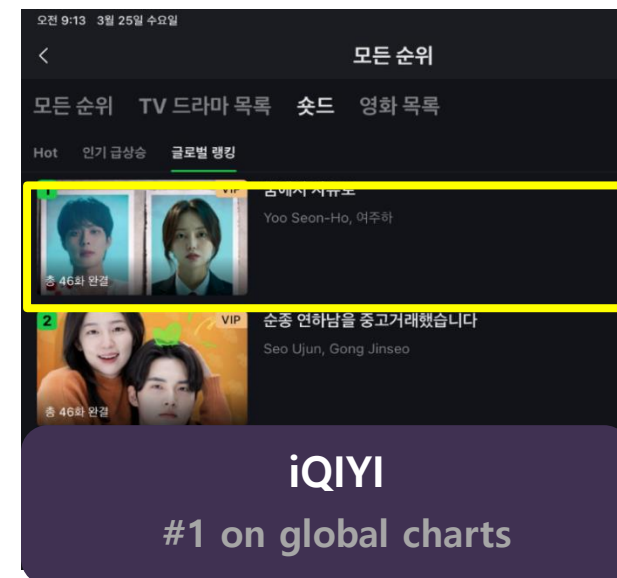


IP based on a webtoon

Dreaming Freedom

Production Achievements

- 2026 – Co-produced with TV Tokyo (Japan's terrestrial television network)
- 2026 – Ranked on multiple short-form streaming platforms, including Bump, Million, iQIYI, ReelShort, Shorttime, Lezhin Snack, and Viu
- Secured brand product placement (PPL) partnerships, including Elephant Bagel and other brands



One night, two guys

Genre

Realism, Risk, Office, Romantic Comedy

Age Rating 15+

Running time 1.5 min × 60 eps

Director

Song Ji-won

2025 Kanta <Unromantic Bite>

2007 JTBC <Sweet Munchies>

2006 MBC <The King 2 Hearts>
and many others

Writer

Hwang Yeo-gyeong

Investment

Selected Project for the
Korea Creative Content Agency's
Emerging Creators Debut Support Program

Filming scheduled for September 2026
Expected release in the first half of 2027

Logline

She spent one drunken night with two guys.

The first—her long-time crush and senior at work.

The second—a privileged elite team leader she never even imagined crossing paths with.

An ordinary woman suddenly finds herself entangled in an unintended romance with two men... a situation that feels like hitting the jackpot.

The problem is—both of them work at the same company.

If even one of them finds out, her reputation and career could collapse in an instant.

Cast

Jae-hyo –
Role: Jae-han



1990

block.B member

[Musical] In the Heights (2016)
[Drama] Haunted Blade:Hunters (2025)

Chu Si-woo
–
Role: Yoo-geon



2001

Bluedot Entertainment
JustB member

[Short-form Drama]
Lezhin Snack Sign Language (2026)
iQIYI, Reelshort Dreaming Freedom (2026)
[Korea–Thailand Co-production Web
Drama] <Love Like a Cat> (2024)

Lee Yoo-jin –
Role: Hye-joo



1998

IR Entertainment

[Drama]
tvN Head Over Heels (2025)
KBS Dear.M (2021)

Park Hyo-jin –
Role: Yoon-a



1998

[Drama]
Shorttime Are You Doing Well? (2026)
Coupang Play Cheating Isn't the Problem
Right Now (2026)
LG U+tv First Love (2025)

Number Six

Genre Melodrama, Romance

Age Rating 15+

Running time

Vertical : 59 min (1.5–2 min/ep × 33 eps)

Horizontal : 13-18min/ep X 8eps

Trailer

<https://youtube.com/shorts/zMPbnhW1Xhk>

Original Web Drama



- Aired in 2018
- Directed by Park Ki-hyun
Park Sun-jae
- Written by Park Sun-jae
Park Jae-hyun

Logline

A provocative melodrama in which secrets and emotions of six close friends – sharing everything since their college years are revealed 10 years later.

Cast

Lee Minhyuk
as Wontak



1990

BTOB COMPANY
BTOB member

2022 Movie <Her Bucket List>
2022 Movie <Urban Myths>
2020 Movie <The Swordsman>

Kang yul
as Sejun



1993

COMPANIONCOMPANY

2023 KBS2 Drama <The Elegant Empire>
2019 Web Drama
<A Teenager Who Was Picked On>
2017 Web Drama <Seventeen>

Bae Woohee
as Eunkyung



1991

STARTED ENTERTAINMENT
Dal★shabet member

2022 Movie <Wolves>
2022 SBS Drama <Business Proposal>

Starstruck

Genre BL, Teen Romance
Age Rating 15+
Running time
 Vertical : 88 min (1.5–2 min/ep × 51 eps)
 Horizontal : 15 min/ep X 8eps

Trailer
<https://youtube.com/shorts/Q-md0Hvh-HU>

Original Web Drama



- Aired in 2023
- Directed by
Kim Hoon-kwang
Park Sun-jae
- Written by
Jung Hyun-woo

Logline
 A love story begins as Hanjoon hides his feelings for Yujay, his childhood best friend and only comfort.

Cast

Baek Jooho as Jo Yujay		1996	HAEWADAL ENTERTAINMENT SF9 member	2025 Short-form <Sonny’s Competition> 2016 Sitcom <Click Your Heart>
Kim In-sung as Seo Han-joon			MOMENT ENT	2019 Play <Re: The Letter – Fifteen Years Later Supplementary Lesson>
Chae Sua as Yoon Chaeyoung		1991	PICK AGENCY	2024 U+ Mobile tv Drama <Branding in Sungsu> 2023 KBS2 Drama <The Real Has Come!>

Color Rush

Genre BL, Teen Romance

Age Rating 15+

Running time

Vertical : 61 min (1.5–2 min/ep × 34 eps)

Horizontal : 15-20 min/ep X 8eps

Trailer

<https://youtube.com/shorts/nbT6MLNO7yA>

Original Web Drama



- Aired in 2020
- Directed·Written by Park Sun-jae

Logline

A romance between 'Mono' Choi Yeonwoo, who can't see colors, and 'Probe' Go Yoohan, who helps him see them.

Cast

Huh Hyunjoon
as Ko Yoohan

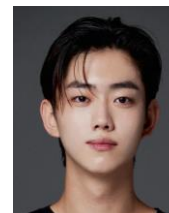


2000

9ATOEntertainment
THE BOYZ member

2023 Drama <KWANGYA>

Yoo Jun
as Choi
Yeonwoo



2000

2023 tvN Drama
<Crash Course in Romance>
2013 SBS Drama
<That Winter, the Wind Blows>
2012 Movie <Secretly, Greatly>

Gasiryitgo

Genre Fantasy, Romance, Historical
Age Rating 15+
Running time
 Vertical : 134 min (1.5–2 min/ep × 76 eps)
 Horizontal : 25-40 min/ep X 8eps

Trailer
<https://youtube.com/shorts/BR2qGpfhUTY>

Original Web Drama



- Aired in 2021
- Directed by Lim Jae-kyung
- Written by Park Sun-jae, Eo Seo-jin

Logline
 A fantasy music romance between Joseon’s genius musician Park Yeon and 21st-century singer-songwriter Yujeong, spanning 600 years of time.

Cast

Chanhee as Park Yoen		2000	FNC Entertainment SF9 member	2025 TIVING Drama <Chunhwa Love Story>
Park Jungyeon as Min Yoojung		1997	Salt Entertainment	2022 tvN Drama <Under the Queen’s Umbrella> 2020 tvN Drama <True Beauty> 2018 JTBC Drama <SKY Castle>
Lee Seunghyub as Lee Won		1992	FNC Entertainment N.Flying member	2025 SBS Drama <Try: We Become Miracles> 2022 TVING Drama <I Haven’t Done My Best Yet> 2020 tvN Drama <Hi Bye, Mama!> 2025 SBS Drama <The Spring of the Four Seasons> 2024 tvN Drama <Love Next Door> 2024 tvN Drama <Lovely Runner>

Hip-Hop King: Nasnagil

Genre

Music, Romance, Human, Coming-of-age

Age Rating

15+

Running time

Vertical : 236 min (1.5–2 min/ep × 128 eps)

Horizontal : 25-30 min/ep X 12eps

Trailer

https://youtube.com/shorts/IJ3sZfC4w_Q

Original Web Drama



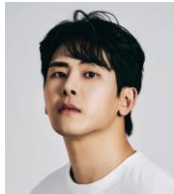
- Aired in 2021
- Directed by Lee Jun-hyung
- Written by Kwon Su-min

Logline

Nasna Gil: I walk my path with swag!

A coming-of-age hip-hop drama where a teenage country boy moves to the city to become a rapper.

Cast

Lee Howon as Bang Youngback		1991	NEXUS E&M Mbitious member	2024 CHNNEL A Drama <Check-in Hanyang> 2018 MBN Drama <Devilish Joy> 2012 tvN Drama <Reply 1997>
Lee Naeun as Song Hajin		1999	NAMOOACTORS April member	2019 MBC Drama <Extraordinary You> 2019 Web Drama <A-TEEN 1,2>
Han Hyunmin as Seo Kiha		2001	ESTEEM	2024 Movie <Love in the Big City> 2022 Movie <Special Delivery> 2018 JTBC Reality Show <Kids These Days>
Shin Wonho as Kim Taehwang		2001	AMUSE Entertainment CROSS GENE member	2021 TV Chosun Drama <Somehow Family> 2018 MBC Drama <Risky Romance> 2017 MBC Drama <20th Century Boy and Girl> 2016 SBS Drama <The Legend of the Blue Sea>

Web Drama (Horizontal) / Short-form (Vertical) IP

109 Strange Things

Genre Romance, SF

Age Rating 12+

Running time

Vertical : 61 min (1.5–2 min/ep × 32 eps)

Horizontal : 10 min/ep X 6eps

Trailer

<https://youtube.com/shorts/GSi18fJEwSA>

Original Web Drama



- Aired in 2017
- Directed·Written by Park Sun-jae

Logline

A youthful sci-fi romance in which KDI-109, a humanoid robot from 2050, becomes the housekeeper for a chaotic big family.

Cast

Choi Taejoon as KDI-109		1991	Blitzway Entertainment	2024 KBS2 Drama <Iron Family> 2018 SBS Drama <EXIT> 2017 SBS Drama <Suspicious Partner> 2017 MBC Drama <Missing 9>
Jung Chayeon as Shin Kiwon		1999	BH Entertainment DIA member	2024 JTBC Drama <Family by Choice> 2022 MBC Drama <The Golden Spoon> 2021 KBS2 Drama <The King's Affection>

Mischievous Detectives



Genre School Detective
Age Rating 15+
Running time
 Vertical : 92 min (1.5–2 min/ep × 50 eps)
 Horizontal : 12-18 min/ep X 9eps

Trailer
<https://youtube.com/shorts/vpjRxPxor4w>

Original Web Drama



- Aired in 2017
- Directed·Written by Park Sun-jae

Logline
 A comedic detective story featuring a literature major profiler, a science investigator, reckless teen detectives, and a passionate policewoman.

Cast

Yoo Seonho as Pyo Haneum		2002	Hiin Entertainment	2023 Movie <Loan Boy> 2023 MBC Drama <The Story of Park's Marriage Contract> 2022 tvN Drama <Under the Queen's Umbrella>
Hyungseob as Seol Ohseong		1999	YH Entertainment TEMPEST member	
Kim Namjoo as Chun Yeonju		1995	WITH US ENTERTAINMENT Apink member	2016 Web Drama <Mischievous Detectives 1,2>

Mischievous Detectives 2

Genre School Detective

Age Rating 15+

Running time

Vertical : 121 min (1.5–2 min/ep × 64 eps)

Horizontal : 7-10 min/ep X 18eps

Trailer

<https://youtube.com/shorts/fKfFaIV-IFU>

Original Web Drama



- Aired in 2018
- Directed-Written by Park Sun-jae

Logline

Two mischievous teen detectives, Ohseong and Haneum, along with justice-driven officer, Jinkyung, unravel a conspiracy behind the parents' disappearance.

Cast

Yoo Seonho as Pyo Haneum		2002	Hiin Entertainment	2023 Movie <Loan Boy> 2023 MBC Drama <The Story of Park's Marriage Contract> 2022 tvN Drama <Under the Queen's Umbrella>
Hyungseob as Seol Ohseong		1999	YH Entertainment TEMPEST member	
Kim Namjoo as Chun Yeonju		1995	WITH US ENTERTAINMENT Apink member	2016 Web Drama <Mischievous Detectives 1,2>

Detective Alice

Genre Comedy, Crime

Age Rating 12+

Running time

Vertical : 75 min (1.5–2 min/ep × 40 eps)
Horizontal : 11-14 min/ep X 8eps

Trailer

<https://youtube.com/shorts/CAOu0XOAmBo>

Original Web Drama



- Aired in 2016
- Directed·Written by Park Sun-jae

Logline

A slapstick investigation comedy featuring Korea FDA's elite team tackling food safety crimes. Investigators Chun Yeonju and Jung Leo take charge!

Cast

Cho Donghyuk as Jung Leo		1977		2024 ENA Drama <Night Photo Studio> 2023 Disney+ Drama <Han River> 2014 OCN <Bad Guys>
Kim Namjoo as Chun Yeonju		1995	WITH US ENTERTAINMENT Apink member	2016 Web Drama <Detective Alice 1,2>

Detective Alice 2

Genre Comedy, Crime

Age Rating 15+

Running time

Vertical : 92 min (1.5–2 min/ep × 50 eps)

Horizontal : 12-15 min/ep X 8eps

Trailer

<https://youtube.com/shorts/juKiwn137bE>

Original Web Drama



- Aired in 2016
- Directed·Written by Park Sun-jae

Logline

This time, it's about drugs! Leo and Yeonju return as Korea FDA's dream team to chase down the mysterious Red Jung.

Cast

Cho Donghyuk
as Jung Leo



1977

2024 ENA Drama <Night Photo Studio>
2023 Disney+ Drama <Han River>
2014 OCN <Bad Guys>

Kim Namjoo
as Chun Yeonju



1995

WITH US ENTERTAINMENT
Apink member

2016 Web Drama
<Detective Alice 1,2>

Special Laws of Romance

Genre Romantic Comedy, Legal

Age Rating 12+

Running time

Vertical : 82 min (1.5–2 min/ep × 45 eps)

Horizontal : 10-20 min/ep X 6eps

Trailer

https://drive.google.com/file/d/1zWWwYwylbRF7FHETcg9Zfp-QCjZo-JyV/view?usp=drive_link

Original Web Drama



- Aired in 2017
- Directed by Park Sun-jae
- Written by Lee Geun-haeng

Logline

A romantic courtroom drama between a righteous, humane judge and a charming craft shop owner.

Cast

Kim Minkyu
as Jung
Euichan



1994

COMPANIONCOMPANY

2023 tvN Drama <The Heavenly Idol>
2022 SBS Drama <Business Proposal>
2020 SBS Drama <Backstreet Rookie>
2017 tvN Drama
<Because This Is My First Life>

Park Chorong
as Seo Jihye



1991

WITH US ENTERTAINMENT
Apink member

2022 Wavve Drama <Love Broken>
2018 tvN Drama <The Boy in 9th Grade>
2014 MBC Sitcom <All My Love>



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