


# K-CONTENT COMPANY

# MooAm



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 **MooAm** 20+ original content IPs owned / 8 film festival awards / 72+ client brand collaborations / 200 million cumulative social media views







**Moo Am** is a group of creatives with an average age of 27. Founded in November 2020, the IP R&D division was established in 2022 and has since achieved the following results

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Accumulated Sals

**3.5M**  
USD

Content Production

**300**  
cases

Film Festival Awards

**8**  
cases

Production of Original IP

**20**  
stories

Participated in Canneseries (2023 and 2024)  
Supported by KCA OTT drama planning and development  
One KOCCA new media drama production support  
Eight film festival awards, including New York Independent Flim Festival and Rome Film Festival  
Participated in more than eight film markets, such as TIFF, SIFF, and BIFF





# CEO | Harry Hyun

- Born in Osaka, Japan
- Majored in Fine Arts at Sunhwa Arts Middle School and Sunhwa Arts High School
- Bachelor of Fine Arts, College of Fine Arts, Seoul National University
- Former producer at MBN News & Current Affairs (First Recruiting Class)
- Currently CEO / Founder of MooAm, established in November 2020



**9 Times Fired (2023)**



**Crypto Man (2024)**



**「Currently developing 20 scenarios」**

- Production support:
  - 2023 KOCCA for New Media Content (web drama) production support
  - 2023 KCA for drama development support
  - 2023 BIFF connected Korea OTT Showcase scenario pitching award
  - 2024 KCA for drama (AI content division) development support



# MOOAM CREATED 20 IPS ONLY 1.5 YEARS!

IP DEVELOPMENT TEAM LAUNCHED IN 2022

## 2 PROJECTS HAVE BEEN COMPLETED



FEATUREFILM & DRAMA  
END OF DATE - 2023, DECEMBER



FEATUREFILM & DRAMA  
END OF DATE - 2024, MARCH

## 7+ PROJECTS ARE IN PRE-PRODUCTION

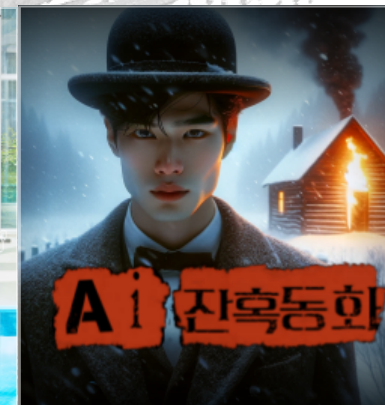
\*COMPLETION DATE SCHEDULED FOR 2025



FEATURE FILM



REALITY SHOW



SHORTS



OTT SERIES



OTT SERIES



FEATURE FILM



DOCUMENTARY



# MOOAM ORIGINAL CONTENT

## Scripted Format

2023 Korea OTT Session  
CANNESERIES



### Nine Times Fired

RT : 83"  
Format : Feature Film  
Genre : Comedy, Drama, Social

Log - line :  
From working part-time at convenience stores to eight temporary positions, a woman secures a job at the presidential office.



### Crypto Man

RT : 90"  
Format : Feature Film  
Genre : Crime, Drama, Social

Log - line :  
A young entrepreneur, confident in his business acumen, ventures into cryptocurrency, leading to the creation of Death Business.





# MOOAM ORIGINAL CONTENT

Scripted Format

2024 Korea Contents Session  
CANNESERIES



## STICKER

RT : 210" (7ep x 30min)  
Format : Series (OTT format)  
Genre : Crime, Thrill, Social

**Log - line :**  
In an era of increasing dependency on AI, a software developer named LEE JIN stumbles upon a secret, abandoned project called "New World (GPT-21).

An AI thriller motif by ChatGPT:  
Will you control it or be led by it?

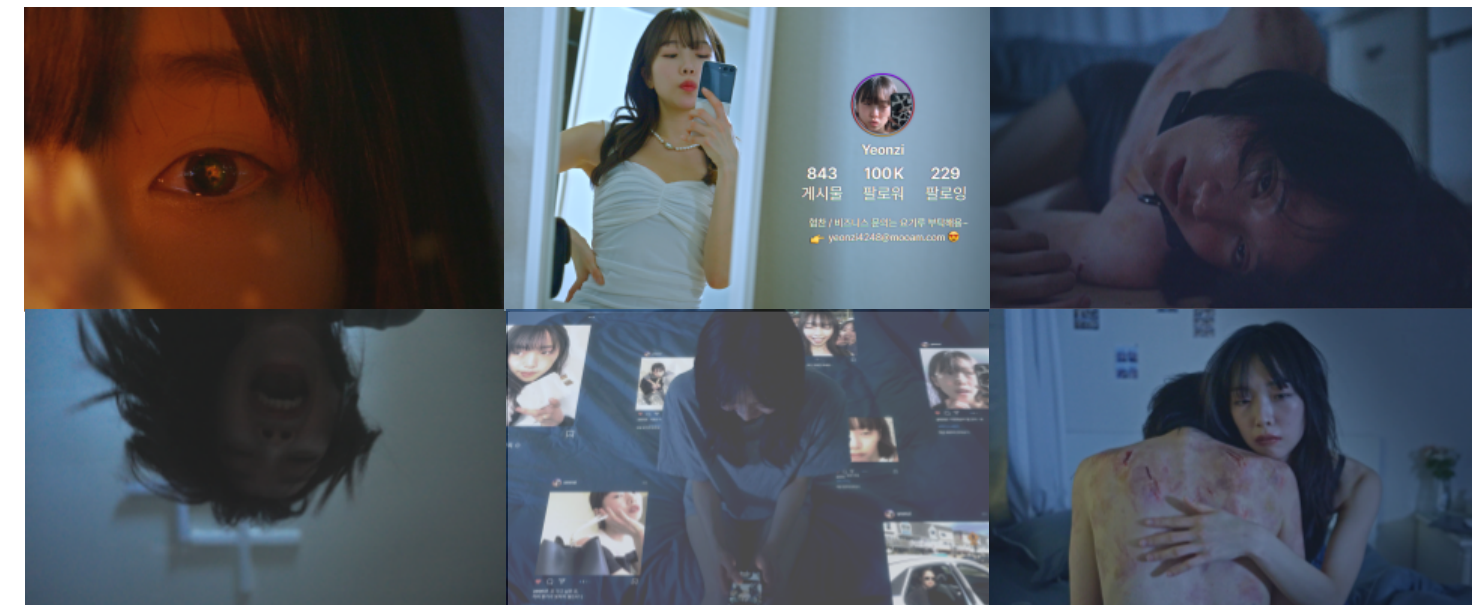


## Captured!

RT : 70"  
Format : Feature Film  
Genre : BL, Thrill

**Log - line :**  
A young man named Soyu comes into possession of a mobile phone that can make anything he photographs his own.

From the day he accidentally photographs his friend Sukhyun, Soyu begins to exploit Sukhyun solely for his own desires.



Main Cast Target : K-pop idol





# MOOAM ORIGINAL CONTENT

Unscripted Format



## Be my K-Guide : Season1

RT : 400" (8ep x 50min)  
 Format : Unscripted Format  
 Genre : Reality Show

**Log - line :**  
 A five-day tourism program featuring four Japanese female tourists, each day exploring a different date tour with a K-Guide.

The tour operates as a tournament, where male participants showcase the unique appeal of their tour to be chosen by the female participants.

Which K-guide do you want to date?

— MAINCAST

MC



FTISLAND (K-POP BAND) : HONGI-LEE

PANNEL



LIGHTSUM  
(K-POP IDOL GROUP)

KENTA

YUKA CHANNEL  
(800,000 SUB SCIRBERS)



## Odessa Meets Seoul

RT : 180" (3ep x 60min)  
 Format : Documentary  
 Genre : Factual

**Log - line :**  
 In war-torn Ukraine, where electricity is available for just four hours a day, the prestigious Odessa Philharmonic Orchestra from Eastern Europe holds onto their passion for music despite the challenges.

This documentary follows their visit to Korea, highlighting their message of peace.





# MOOAM PARTNERS

## #AGENCY FOR ARTISTS



### TEAMHOPE ENTERTAINMENT

Engages in casting and appearances of artists in global content films and dramas.



### KX ENTERTAINMENT

Engages in casting and appearances of artists in global content films and dramas.

## #GLOBAL AGENCY



### Gush Cloud

Offers collaboration opportunities with influencers of various nationalities, from micro to mega influencers.

Capable of utilizing and collaborating on social media marketing strategies.



# MOOAM PARTNERS

## #POST-PRODUCTION-VFX COLOR GRADING



### WESTWORLD

#1 Netflix TV show in 46 countries:  
All of Us are Dead , Sweet Home (VFX)

Provides top-tier post-production services in collaboration with Netflix. Handles DI & CG for "Death Business," a production by MooAm.

## #AI-BASED REAL-TIME TRANSLATION SERVICES



### FLITTO Listed on KOSDAQ

Offers fast and accurate multilingual translation services through AI-based real-time translation.

Signed an MOU with MooAm in 2024 to provide professional and rapid translation services.

## #GLOBAL 250K YOUTUBER & CHEF MARKETING PD



### CREATIVE DEN

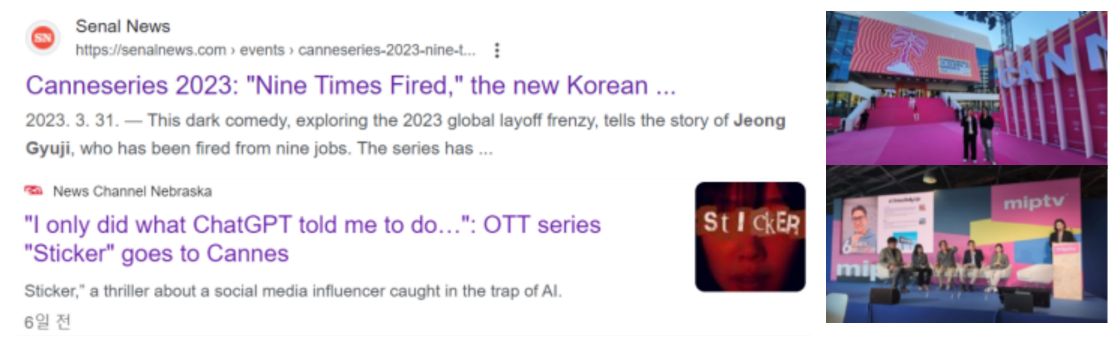
250,000 global YouTubers 'Creative DEN' who have worked with over 200 global influencers

specializes in YouTube and Online marketing.





○ **Canneseries** Participated in Canneseries for two consecutive years, in the Korea Contents Session.



○ **Prove** Pitched scenarios at the Busan International Film Festival OTT Showcase, confirming interest and potential investment from global nations, and been selected content for investment attraction.



**MIPTV, Canneseries, Busan International Film Festival SIFF, BCWW, BCM, All That Matters Singapore, TIFFCOM**

○ **Funding** Received production funding from

- the Korea Creative Content Agency (KOCCA)
- Korea Communications Agency (KCA)
- Korea Radio Promotion Association (RAPA)
- National IT Industry Promotion Agency(NIPA)

# MOOAM'S ACHIEVEMENTS

Receives funding from Korean government agencies (Ministry of Culture, Sports and Tourism, Ministry of Science and ICT) for K-contents planning and development.



We ARE TEAM MooAm



Moo Am



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