



**TAKE2**  
MEDIA GROUP

NEW MEDIA  
CREATIVE CONTENT LEADER  
MEDIA GROUP TAKE2

MEDIA GROUP TAKE2  
**ABOUT US**



## ABOUT US

### 1. About TAKE2

- Company Introduction
- Company Goals
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## **TAKE** **Introduction** MEDIA GROUP

- Company Introduction
- Company Goals
- Organization

## About TAKE2

### TAKE2 Introduction

TAKE2 will

lead the market with new and creative endeavors that:

- are suitable for "large-scale content convergence"
- "expand the web streaming market"
- feature "content creation commercialization"
- "build a unique channel platform"  
with practical and strategic partnerships

### TAKE2 Goals

Our content business starts with the imagination involved in marketing and commercialization.

With our passion and expertise, we continuously challenge ourselves to create new and diverse content while building unique channel platforms.

We pursue openness without bias, in addition to building consensus within our business partnerships and encouraging member engagement.

Media Group TAKE2 will always respect the vision of our members, take on the challenges of new and diverse content, and be at the forefront of hot topics and trends.



# About TAKE2





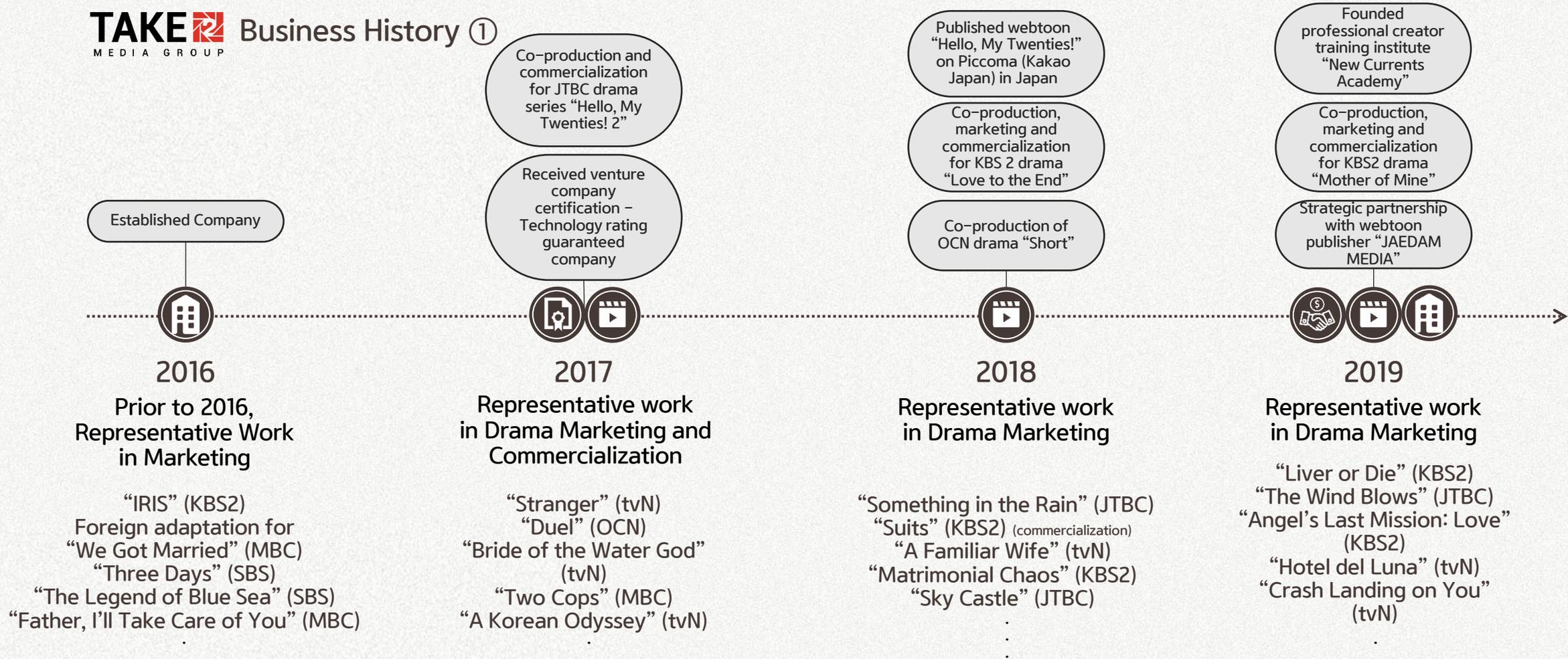
**TAKE**  **History**  
MEDIA GROUP

- Business History
- Business Strategy

# History

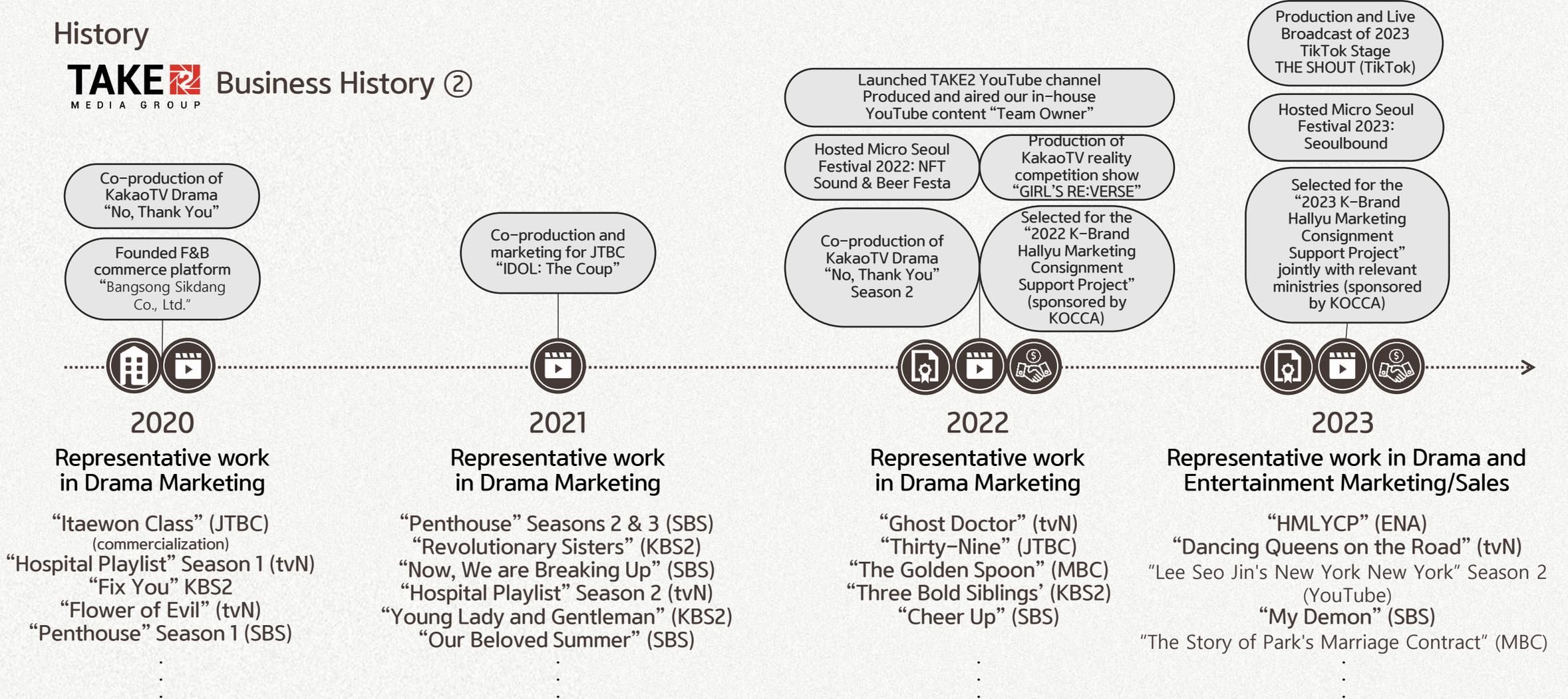
## TAKE Business History ①

MEDIA GROUP



# History

## TAKE2 Business History ② MEDIA GROUP





# History

## TAKE2 Business History ③ MEDIA GROUP

Selected for the  
“2024 K-Brand  
Hallyu Marketing  
Consignment  
Support Project”  
jointly with relevant  
ministries  
(sponsored by  
KOCCA)



2024

### Representative work in Drama and Entertainment Marketing/Sales

- “Queen of Divorce” (JTBC)
- “NANA TOUR with SEVENTEEN” (tvN)
- “Queen of Tears” (tvN)
- “Beauty and Mr. Romantic” (KBS2)
- “Miss Night and Day” (JTBC)

⋮



**\* In 2024, handles marketing and commercialization  
for a total of 15 dramas and entertainment programs**

[Upcoming Broadcasts] “Cinderella at 2 AM” (Channel A), “Study Group” (TVING),  
“Dongjae, the Good or The Bastard” (TVING), “The Judge from Hell” (SBS),  
“Iron Family” (KBS2), “Resident Playbook” (tvN), and more

Managing Sales for Production Companies:

“Egg Is Coming” (Director Na Yeong-seok), “TEO” (Director Kim Tae-ho)

# History



## Growth with “Marketing + Commercialization + Content Creation” and “New Business”

To become Korea’s top comprehensive media group, in line with the growing new media market, both domestically and in the world



Develop new story materials such as webtoons and web novels



Develop additional marketing commercialization



Develop web content platform business



Secure Chinese and overseas networks



Enter the overseas market (Attract capital)



Secure key production capabilities (Recruit writers and directors)





**TAKE**  **Business**  
MEDIA GROUP

- Comprehensive Marketing for Dramas
- Drama Content Commercialization
- Drama Production Planning
- Digital Content Production Planning
- NEW Businesses



**TAKE**   
M E D I A   G R O U P  
**Comprehensive  
Marketing**



**TAKE2**  
MEDIA GROUP

# Comprehensive Marketing – “Major Works”



# TAKE2 Business

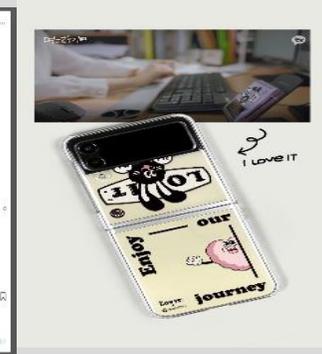
## TAKE2 Video Commerce (Brand Collaboration)



Video commerce utilizing “drama content” and “portrait rights”

Chinese and overseas commercialization using domestic retail networks such as Kakao, Naver, and TMON, and reverse direct purchase websites such as Kmall24

- ▶ F&B ready-to-eat and diet meals
  - “JunSu Foods ramen” (Ga-yeol-chan octopus ramen, hot webfoot octopus fried noodles, etc.) from “Kkondae Intern” (MBC)
  - “Danbam Pocha snack” (Octopus soft tofu, squid gan jjamppong) from “Itaewon Class” (JTBC)
- ▶ Accessories (Mobile, beauty)
  - Cell phone cases and grips, earphone cases from “IDOL: The Coup” (JTBC)
  - Cell phone cases from “No, Thank You 2” (KakaoTV)
  - MiniGold (Portrait rights for Oh Yeon-seo), ALICEMARTHA (Portrait rights for Bora) from “A Korean Odyssey” (tvN)
  - ALICEMARTHA (Portrait rights for Han Seung-yeon) from “Hello, My Twenties! 2” (JTBC)
- ▶ Interior design, functional products, etc.
  - Birth flower diffusers from “Legal High” (JTBC), diffusers from “Suits” (KBS2)
  - Tea, laundry detergent, healthcare items from “No, Thank You 2” (KakaoTV)
- ▶ Various promotions
  - Promotion with TMON for “IDOL: The Coup” (JTBC)
  - Promotion with Kakao for “No, Thank You” 2





## Character and brand commercialization using drama content

(Developed & selling a total of 15 characters and approximately different 50 goods)

### ▶ Character merchandise

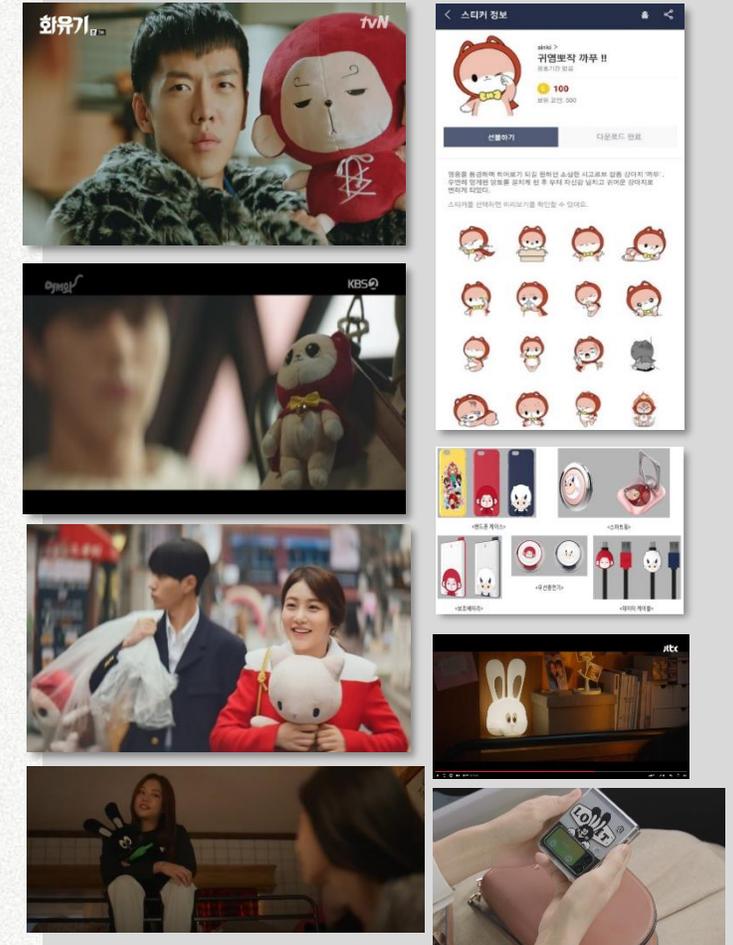
- Meo (SBS. My Demon), Pink octopus (SBS. The Legend of Blue Sea), Geuchimong (tvN. Chicago Typewriter), Yongyongi (tvN. Bride of the Water God), Denjjimong (JTBC. Hello, My Twenties! 2), Hugmong (MBC. Two Cops), Yukgongi and 5 others (tvN. A Korean Odyssey), Robit (KBS2. Suits), Jyuni (JTBC, The Third Charm), Ppiyagi (JTBC. Legal High, KBS2. Mother of Mine), Kkapu & Shasha (KBS2. Meow the secret boy), Deoreobit (JTBC IDOL & KakaoTV No, Thank You) → A total of 7 design and trademark (Deoreobit) patents

### ▶ Drama, fan meeting goods

- Create & produce plushies, emojis, mugs, eco-bags, phone accessories, cheering sticks, etc.

### ▶ Character licenses

- Participate in Character License Fair
- Exhibit and sell characters and derivative products, character licensing business





**TAKE**   
M E D I A   G R O U P

**Production Planning**



2017. Co-production of JTBC. Friday-Saturday drama, “Hello, My Twenties! 2”  
2018. Co-production of OCN web drama “Short”



- ▶ Production of JTBC. “Hello, My Twenties! 2” (※ 14 episodes)
  - August 25 – October 7, 2017 (Highest viewership 4.2%, Most Talked-about Drama)
  - Writer : Park Yeon-seon & Director : Lee Tae-gon
  - Starring : Han Ye-ri, Park Eun-bin, Han Seung-yeon, Ji Woo, Choi Ara

- ▶ Production planning of OCN. “Short” (※ 4 episodes)
  - Supported by Korea Radio Promotion Association (Ministry of Science and ICT)
  - Starring: Kang Tae-oh, Kim Do-yeon, Yeo Hoe-hyun, etc.
  - February 12 – 20, 2018 OCN Romance
  - February 5, 2018 ollehTV mobile web drama: 15 minutes, 14 episodes

- ▶ Production of KBS2. “Love To The End” (※ 104 episodes)
  - July 23 – December 31, 2018 (Average peak viewership 16.4%)
  - Writer : Lee Seon-hui & Director : Shin Chang-seok
  - Starring : Lee Young-ah, Hong Soo-ah, Kang Eun-tak, Shim Ji-ho, etc.



2019. Co-production of KBS2 weekend drama “Mother of Mine”  
2020. Co-production of KakaoTV drama “No, Thank You”



▶ Produced KBS2. “Mother of Mine” (※ 54 episodes)

- Aired March – September 2019, "Highest Viewership: 35.9%"
- Follow-up to the KBS2 weekend drama "My Only One"
- Writer : Jo Jeong-seon & Director : Kim Jong-chang
- Starring : Kim Hae-sook, Yoo Sun, Kim So-yeon, Hong Jong-hyun, etc.



▶ Produced KakaoTV. “No, Thank You” (※ 12 episodes)

- Launched November 21, 2020 (to February 6, 2021)
- Accumulated **20 million views**
- Based on the webtoon "No, Thank You" (\* Original writer. Soo Shin-ji)
- Writer : Lee Yu-jeong & Director : Lee Gwang-yeong
- Starring : Park Ha-sun, Kwon Yul, Moon Hee-kyung, Kim Jong-gu, etc.



2021. Production of JTBC drama “IDOL: The Coup”  
Production of KakaoTV drama “No, Thank You 2”



▶ JTBC. “IDOL: The Coup”

- November 8 – December 14, 2021 (※ 12 episodes)
- Writer : Jeong Yun-jeong & Director : No Jong-chan
- Music drama with Korean and American collaboration (Transparent Arts)
- Starring : Hani (EXID), Kwak Si-yang, Kim Min-kyu, Solbin (Laboum), Exy (WJSN), etc.



▶ KakaoTV. “No, Thank You Season 2”

- Premiered January 8, 2022 (※ 12 episodes)
- Accumulated **35 million views**
- Writer : Yu Song-i & Director : Lee Gwang-yeong
- Starring : Park Ha-sun, Kwon Yul, etc.



TAKE2 Business

**TAKE2** Production Planning ④  
MEDIA GROUP

2023. Co-production of the KakaoTV entertainment show “GIRL'S RE:VERSE”



- ▶ KakaoTV & YOUTUBE . “GIRL'S RE:VERSE”
- Premiered January 2, 2023
- Director : Jo Uk-hyeong, Park Jin-gyeong, etc.
- Survival entertainment show to debut as a virtual idol
- Starring: Boom, Bada, Aiki, Pengsoo



## 2023. Planning “Positively Yours” Planning “My Reason to Die”



### ▶ “Positively Yours”

- Source Material: JAEDAM MEDIA “Positively Yours” by Lee Jeong, Illustrated by Gang Gi
- Format: Miniseries, 60 minutes X 12 episodes
- Genre: Romantic comedy
- Writer: Choi Su-yeong
- Logline: A sexually-charged office romantic comedy about a pair of dutiful top-level coworkers who, in a tipsy moment while attempting to brew alcohol, end up creating a “happy accident.”



### ▶ “My Reason to Die”

- Source Material : Naver Webtoon “My Reason to Die” by YUJU
- Format: Miniseries, 60 minutes X 12 episodes
- Genre: Time loop, melodrama
- Writer: Kim Sol-ji
- Logline: A man who comes back from the dead nine times to save a woman. A woman once again falling in love with him after reuniting with him for the tenth time. A tear-jerking melodrama about a stormy romance, 100 years in the making. ‘Their’ reason to die.



## 2024. Planning “Running Mate” Planning” The Worst Thing”



### ▶ “Running Mate”

- Format: Miniseries, 60 minutes X 12 episodes
- Genre: Rural comedy, buddy comedy, human drama, coming-of-age
- Writer: Choi Ryong
- Logline: Once an aspiring kingmaker and now a broke election consultant, Yun-ho takes on the ultimate challenge: transforming Seong-sik, a miserly and old-fashioned rural brat, into a county governor. This rural comedy and coming-of-age story follows their hilarious and tumultuous journey to stage a political comeback in the capital.



### ▶ “The Worst Thing”

- Source Material: Novel “The Worst Thing” by Kim Bo-hyeon, published by Minumsa
- Format: OTT drama, 60 minutes X 6 episodes
- Genre: Mystery, Thriller
- Writer: Jeon O-neul
- Logline: Jeong-hui, a woman who falls into depression after losing her child, finally steps out into the world, only to witness her husband vanish right before her eyes! As she seeks to discover the truth behind his disappearance, she is faced with a cascade of nightmarish events. This thriller follows her relentless quest for the truth, undeterred by the darkest of twists.

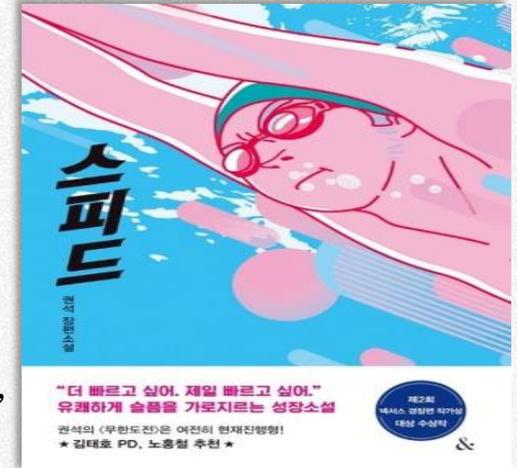


## 2024. Planning “Speed” Planning “Na Ae-ri's Proactive Administration”



### ▶ “Speed”

- Source Material: Novel “Speed” by Kwon Seok, published by Nexus
- Format: Miniseries, 60 minutes X 12 episodes
- Genre: Sports, youth, coming-of-age
- Writer: Kim Jung-won
- Logline: The swim team “Speed” is on the brink of collapse and must be saved! Wook joins the team as a substitute swimmer, learning to swim and further develop himself. Along the way, he unravels the truth about his father, a former swimmer who fell from grace due to a doping scandal, making for a compelling coming-of-age sports drama.



### ▶ “Na Ae-ri's Proactive Administration”

- Format: Miniseries, 70 minutes X 12 episodes
- Genre: Romantic comedy, human drama, coming-of-age
- Writer: Yun Sim-gyeong
- Logline: Efficiency is her middle name! Na Ae-ri, a self-centered low-ranking civil servant, relocates to the countryside and finds herself working at a hilariously inefficient rural township office. As she unexpectedly dives into proactive administration, she ends up rooting out corruption in this humorous tale.

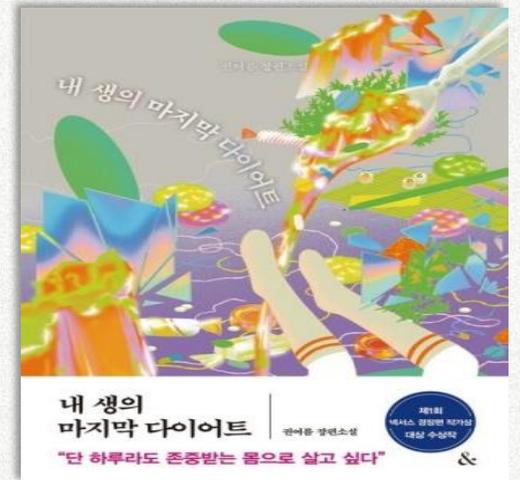


## 2024. Planning “The Last Diet of My Life”



### ▶ “The Last Diet of My Life”

- Source Material : Novel “The Last Diet of My Life” by Kwon Yeo-reum
- Format: Miniseries, 60 minutes X 12 episodes
- Genre: Mystery, human, coming-of-age
- Writer: Im Eun-Gyeong, Wi Ji-won
- Logline: “I want to live in a body that is respected, even just for one day.”  
Amid the current caste system, where one's status is determined by numbers on a scale, women undergo a life-or-death struggle at a fasting center, where they are willing to starve themselves for a chance to climb the social ladder.

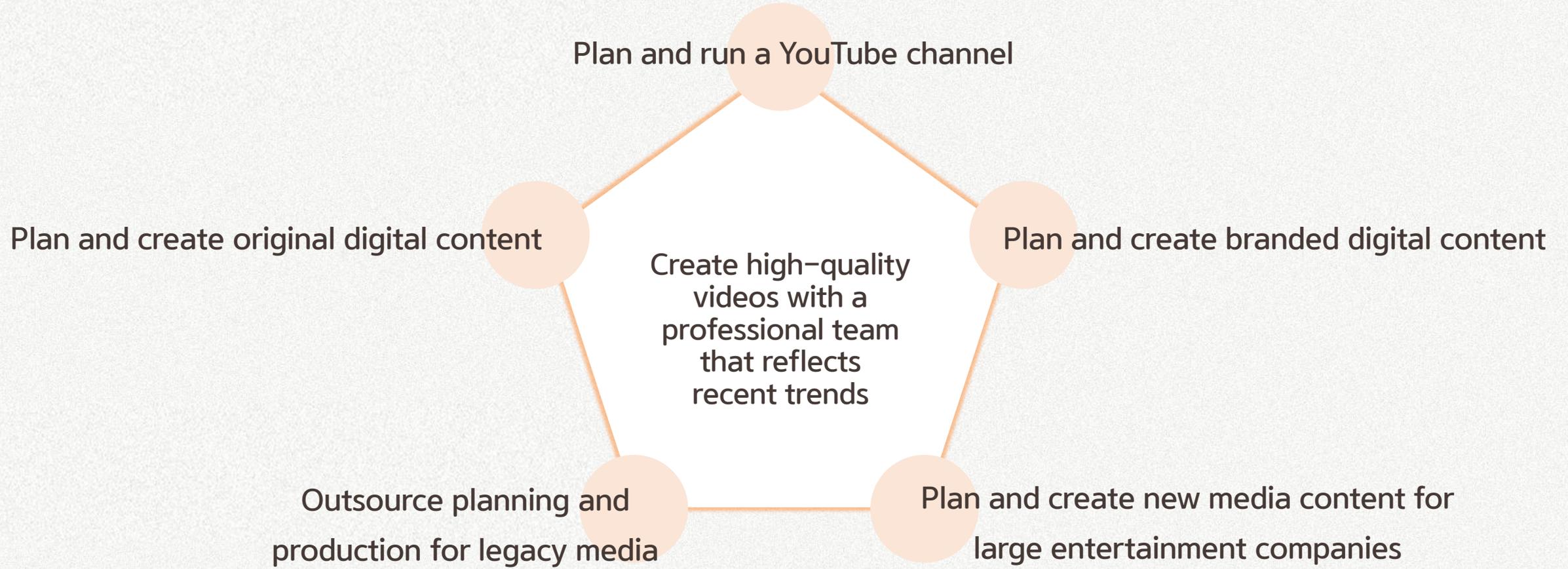






**TAKE**   
M E D I A   G R O U P

**Digital Content  
Production Planning**



## TAKE2 Business

**TAKE2** Digital Content  
MEDIA GROUP Production Planning ①

2022. Production of in-house YouTube content “Team Owner”  
2023. Co-production of YouTube content “Because I’ll Live in the USA”



### ▶ YOUTUBE. “Team Owner”

- Premiered December 8, 2022
- Total views: 3,200,000
- Channel : Sleep Early Today
- Starring : Jeong Eui-yun, guests



### ▶ YOUTUBE. “Because I’ll Live in the USA”

- Premiered February 3, 2023
- Total views: 870,000
- Channel : ZooZooLand
- Starring : Gi Hui-hyeon, Jeong Gyu-min, etc.



2023. Production of idol content  
2023. Production of JTBC2 “Differential Class Plus”



- ▶ Production of idol content  
(Behind-the-scenes, planned content, etc.)
  - March 2023 -
  - Channel : HYBE LABELS  
and other official channels of idol groups
  
- ▶ JTBC “Differential Class Plus”
  - Premiered July 20, 2023
  - Channel : JTBC2, YOUTUBE Differential Class
  - Starring : Pyo Chang-won, Kang Byeong-gu,  
Yu Ji-ae, Lee Jang-jun, Kim Ha-eun
  - Content : Branded content in celebration of  
30-year anniversary of KOLAS certification system



## TAKE2 Business

**TAKE**  Digital Content  
MEDIA GROUP Production Planning ③

## 2023. Production and upload of KOK TV's "Revenge Sisters" 2023. Planning and live broadcast of TikTok's "TikTok Stage THE SHOUT"



### ▶ KOK TV's "Revenge Sisters"

- Produced and uploaded a web drama as part of the 2023 Hallyu Marketing Support Project
- Channel: KOK TV
- Starring: An Ju-mi, Yu Su-hyeon, Lee Myeong-jun, and others



### ▶ TikTok's "TikTok Stage THE SHOUT"

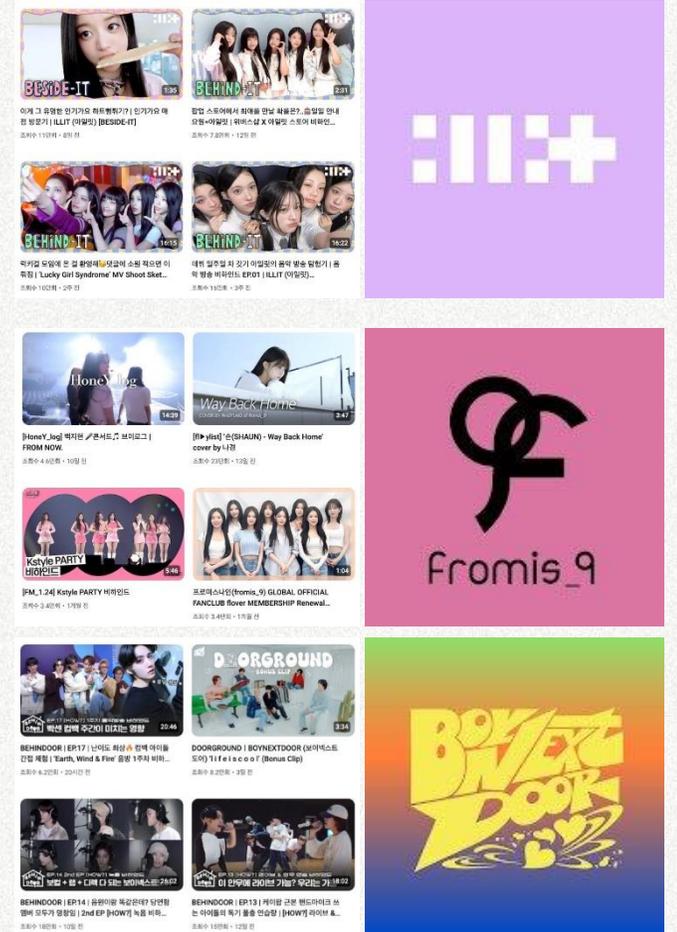
- Advertiser: TikTok
- Performing Artists: IVE, ONF, WEI
- Event Date and Time: Thursday, November 9, 2023, at 8 PM
- Event Sponsors: Grab, Traveloka
- Event Venue: JTBC Sangam Studio
- TikTok's first offline concert



## 2024. HYBE Labels Artist Content Production



- ▶ ILLIT (BELIFT LAB)
  - YouTube Channel: ILLIT
  - Content: Production of behind-the-scenes content 'BESIDE-IT' and 'BEHIND-IT'
  
- ▶ fromis\_9 (PLEDIS Entertainment)
  - YouTube Channel: Official fromis\_9
  - Content: Production of curated original content "FM\_1.24 Special," production of the song cover series "Flaylist," production of the vlog series "9\_log," and more
  
- ▶ BOYNEXTDOOR (KOZ Entertainment)
  - YouTube Channel : 'BOYNEXTDOOR'
  - Content: Production of behind-the-scenes content "BEHINDOOR"



## TAKE2 Business



Consignment for Hallyu Marketing Support by Joint Relevant Ministries for Three Consecutive Years (2022 – 2024)



Support for the production and marketing of content to promote K-brands by utilizing Hallyu content (dramas, entertainment programs, etc.) as part of a collaborative project with relevant ministries and public institutions, organized by the Korea Creative Content Agency (KOCCA)



- ▶ Participation of a total of 40 brands
- ▶ Establishment of Hallyu marketing and advertising marketing strategies, programming of OTT channels for overseas broadcast by related industry item, and matching of indirect advertising to exported works
- ▶ Production of promotional content for each related industry item
- ▶ Execution of overseas promotions to raise global awareness of related industry items



**TAKE**   
M E D I A   G R O U P  
**NEW Businesses**



## TAKE2 Business



## New Business – Discovery and Production of New IPs



### Collaborative structure between webtoon specialist company JAEDAM MEDIA and web novel platform IP-Prime

#### ▶ Drama script → “Webtoonize”

JTBC. drama “Hello, My Twenties!” (Park Yeon-seon) → 24 episodes of webtoon

“Hello, My Twenties!” (Lee Su-jeong)

Webtoon “Hello, My Twenties!” published on KakaoPage and Piccoma (Kakao Japan) in Japan

#### ▶ Web novel → “Webtoonize” & “Dramatize”

Web novel “Positively Yours” → Webtoon “Positively Yours” → Drama production currently in place

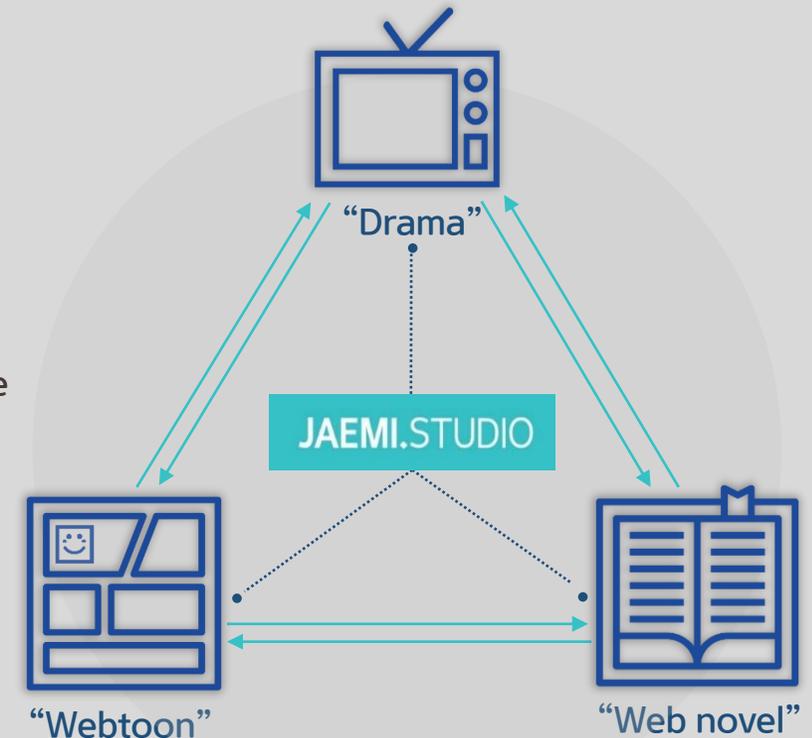
#### ▶ Co-planning of webtoons and drama productions

(Strategic partnership with webtoon producer “JAEDAM MEDIA”)

Planning webtoon and web novel for JTBC. drama “Idol” (Jeong Yun-jeong)

#### ▶ Content IP contest

Secure excellent IPs such as dramas, scenarios, webtoons, web novels via contests



# TAKE2 Business



## Advertising agencies “New Currents”



Founded “New Currents Academy,” an MCN training company, in October 2019 (MEDIA GROUP TAKE2 + Treasure Hunter + Hankook Ilbo JV)  
 → Founded “New Currents,” comprehensive advertisement company, in October 2022

- ▶ Create digital content and manage YouTube channels
- ▶ Creator training : (B2G, B2C, B2B) Offline & online lectures
- ▶ YouTuber management (MCN), develop and manage video commercialization platforms



Korea's No. 1 drama marketing & production company



Major YouTube MCN in Korea



Major newspaper in Korea with a history of 65 years

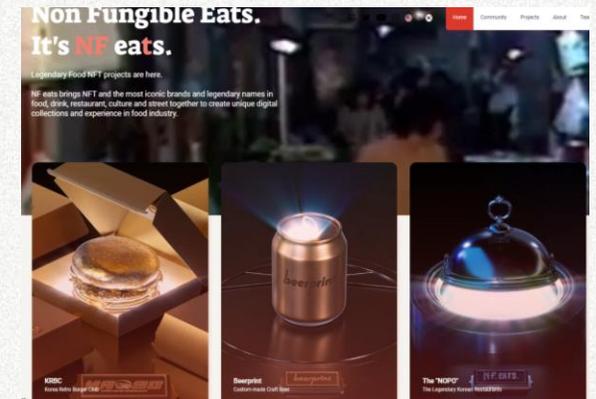




Founded “BangsongSikdang,” content F&B commerce platform, in August 2020

→ “Nfeats,” the world’s first F&B NFT platform, in January 2022

- ▶ Minted Korea's first F&B NFT "KRBC" in April 22 → 1,990 sold out
- ▶ Successfully held Microseoul NFT & Beer Festa 2022 (total of 20,000 visitors)
- ▶ Issued Beerprint NFT in October 2022
- ▶ NFET Coin to be issued by 2023
- ▶ Provide marketing tools that combine F&B IPs with NFT and blockchain technology
- ▶ Held NFT Festival & launched F&B NFT platform business in 2023



## One and Only. TAKE2 MEDIA GROUP

Focusing on developing fresh source material for drama planning and production

More fun and excitement for viewers!

Optimized promotional reach for advertisers!!

“Media Group TAKE2” will be there with you!!

More than just marketing through the medium of drama.

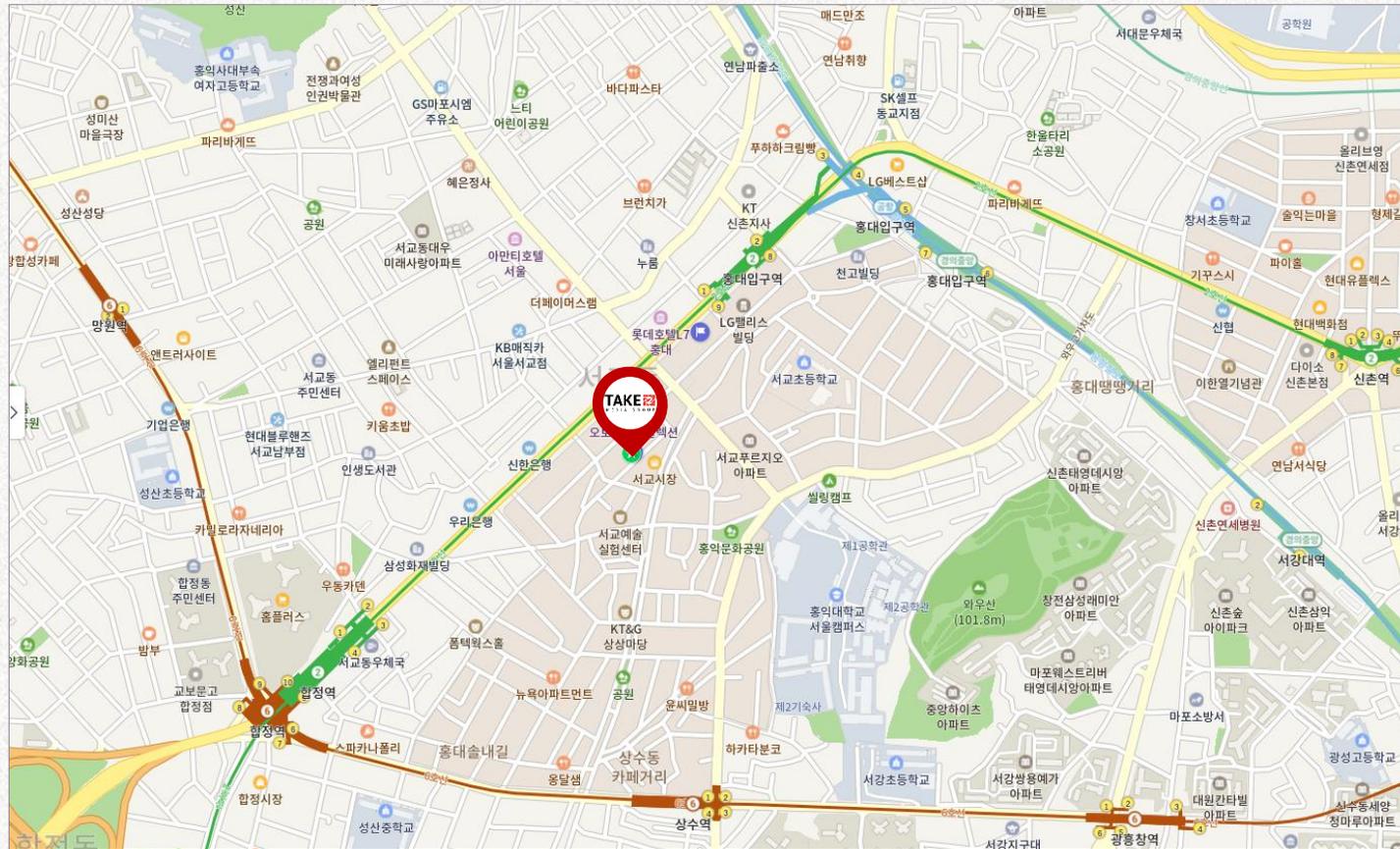
Only “TAKE2” can

go beyond the commercialization related to marketing, and function as a social media online marketing agency as well as produce dramas directly.

## Location



## Location and Contact Number



## CONTACT US



<http://www.take2.co.kr>



02. 6956. 7023



02. 336. 3460



take2-@naver.com



Take Exit 9 from Hongik University Station (Line 2), go straight for 100 meters towards Hongdae intersection. Follow the alley to the main entrance of Hongik University, next to A-land.

You will find us across from the Seogyo Plaza parking lot.

Address. (04039) 28, Hongik-ro 5an-gil, Mapo-gu, Seoul, Republic of Korea, 3<sup>rd</sup> floor (Seogyo-dong, Square Ville)



**TAKE2**  
MEDIA GROUP

**NEW MEDIA  
CREATIVE CONTENT LEADER  
MEDIA GROUP TAKE2**

**Version.  
AUG. 2024**

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