



Company Introduction

Overview



Company PLAY COMPANY co.

Homepage <http://playcompany.kr>

Headquarters 4F 461-28, Seogyo-dongk, Mapo-gu, Seoul

CEO Cho Hyung-seok

Revenue KRW 9.2Billion

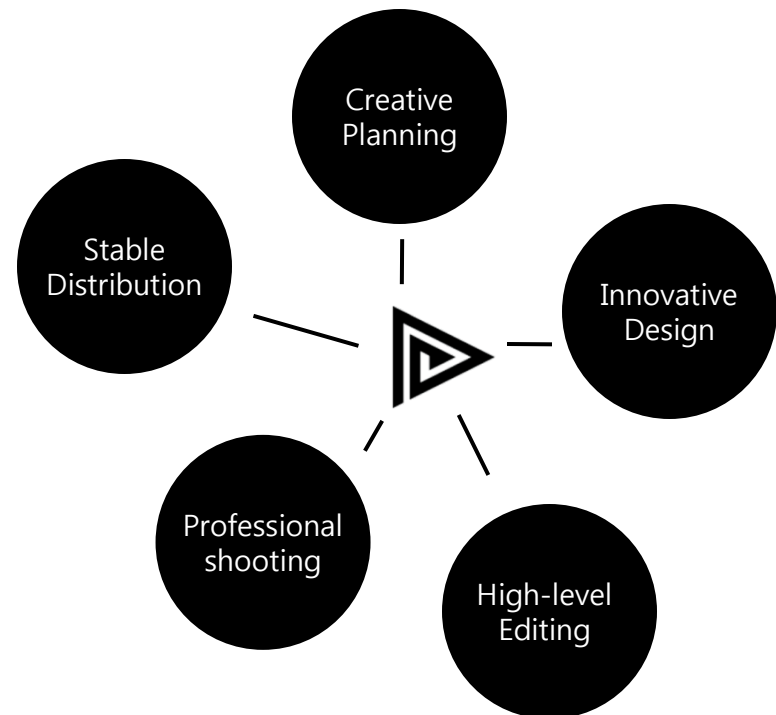
Number of Employees 10 Peoples

Core-Business K-POP Artist DVD
Broadcast service & Live viewing
Planning MD
Concert Official MD

Introduction

<PLAYCOMPANY> is based on a specialized planning and shooting ,
Video editing and product design, is responsible for the entire process ranging
from production / distribution

So it's 'K-Wave' content production company,
which correspondingly led earlier
than anyone to changes in the market



Introduction

"Differentiation" of content planning was based on the technical know-how is only important strategy <PLAYCOMPANY>.



In addition, domestic and all regions of the business network of overseas due to the distribution of content (planning, broadcasting stations, distribution, Inc.) owns,

Thorough on the basis of the distribution plan has brought a successful business.

Introduction

<PLAYCOMPANY>, unlike other manufacturers, signed a license agreement directly
Agency without, to conclude a direct contract, we have a number of advantages

1. Different product production distribution that matches the local
2. Allows direct communication with planning company
3. Advantageous production / distribution margin than the other company
4. Through the many years of experience and data demand forecast. Etc..



Vision

• **CURIOSITY**

Never be satisfied with now and always look for opportunities in the world

• **CREATIVITY**

Think outside the box and having creative thoughts to improve brand value

• **COMMUNICATION**

Achievement of two way communication through communication with clients

• **CULTURE**

Emotional cultural organization to support creativity of the organization and communication between them

History

2012

- 6月 Corporation Established
〈FT Island〉 Concert
- 7月 〈Cri J〉 Asia-tour
- 12月 〈B1A4〉 Concert
〈FT Island〉 Season's Greetings



2013

- 1月 Drama 'Holly Land' DVD
〈FNC〉 magazine
〈BAP〉 Concert
- 5月 〈Lee-Minho〉 Global-Tour
〈M〉 Concert
- 6月 〈ShinHwa〉 Concert
- 10月 〈SOL〉 Concert
- 11月 〈BEAST〉 Live-viewing
- 12月 〈FT Island〉 Season's Greetings
〈Infinite〉 Season's Greetings



2014

- 1月 〈BIGBANG〉 Live concert
- 3月 〈Block-B〉 Concert
- 5月 〈BAP〉 Concert
〈GD&SOL〉 in paris
- 6月 〈BIGBANG〉 1st Docu.
- 10月 〈GOD〉 Concert
〈2PM〉 Thailand Concert
- 11月 〈B1A4〉 Live-viewing
〈Block-B〉 Concert
〈2PM〉 China Concert
〈CNBLUE〉 Season's Greetings
- 12月 〈Chang Kiha〉 Concert
〈The Winter〉 Concert



2015

- 01月 〈Lee-Minho〉 Live broadcast
- 02月 〈Jung Yong-hwa〉 Concert
- 03月 〈ShinHwa〉 Concert
- 08月 〈FT Island〉 Concert
〈ShinHwa〉 Concert
- 09月 〈iKON〉 Concert
〈Kim Yeon-woo〉 Concert
- 10月 〈Block-B〉 Fan-meeting
〈CNBLUE〉 Concert
- 11月 〈BIGBANG〉 Season's Greetings
〈防彈少年團 (BTS)〉 Concert
- 12月 〈Park Seo-joon〉 Fan-meeting
〈IU〉 Concert
〈GOD〉 Concert
〈M〉 Concert



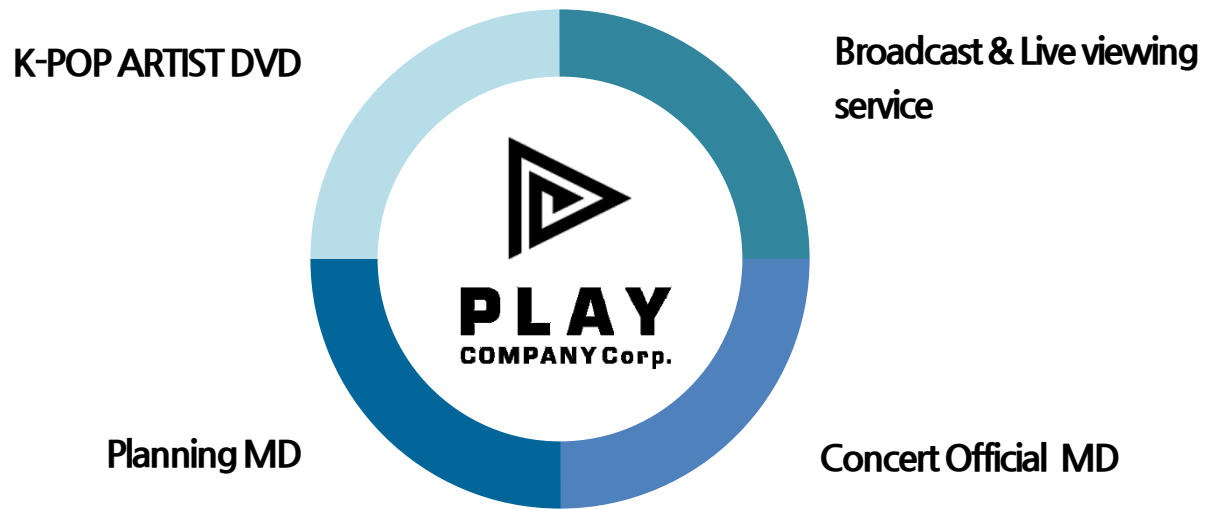
2016

- 1月 〈The Writer〉 Concert
〈IU〉 Concert
〈K-will〉 Concert
- 2月 〈Shin Hye-sung〉 Concert
- 3月 〈2PM〉 Thailand Concert
〈ShinHwa〉 Concert
- 4月 〈Block-B〉 Concert
〈GOT7〉 Concert
- 5月 〈防彈少年團 (BTS)〉 Concert
〈GOT7〉 Shanghai Concert
〈Kim Bum-soo〉 Concert
- 6月 〈GOT7〉 Thailand Concert
〈GOT7〉 Guangzhou Concert
〈GOT7〉 Singapore Concert
- 7月 〈Cri J〉 Concert
〈Seventeen〉 Concert
〈GOT7〉 Hongkong Concert
- 8月 〈Vixx〉 Concert
〈FT Island〉 Concert
〈GOT7〉 Encore Concert
- 9月 〈防彈少年團 (BTS)〉 Season's Greetings
〈EXID〉 Fan-meeting
- 10月 〈Vixx〉 Showcase
- 11月 〈防彈少年團 (BTS)〉 Fan-meeting
- 12月 〈IU〉 Concert
〈ShinHwa〉 Concert
〈Bigbang〉 Season's Greetings
〈JuckLee〉 Concert



* Focused Exports&Concerts

Core-Business



Core-Business

■ K-POP ARTIST DVD

- ▶ Hit the <K-POP>market a wide range of DVD content planning, shooting, editing, production,
- ▶ A video content that record live concerts vividly and behind stories of artists
- ▶ A variety of content creation agnostic format

Main History

<EXO> Special DVD etc.

<BIGBANG> concert “BIGSHOW” DVD etc.

<防彈少年團 (BTS)> concert “花樣年華” DVD etc.

<WINNER> concert “WWIC” DVD etc.

<CNBLUE> concert “BLUEMOON” DVD etc.

<FTISLAND> concert “We Will” DVD etc.

<Block-B> concert “BLOCK BUSTER” etc.

<Shinhwa> concert “The Return” DVD etc.

<god> concert DVD etc.

Other, of a variety of artists to represent the Korean DVD content
production / distribution

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Core-Business

■ Broadcast & Live viewing service



※ Live Viewing

- Communication equipment to the cinema is equipped, cooperation and capable of digital screenings of regional theater, Business model for real-time broadcast viewing the performance of specific artists
- Create new business opportunities for live entertainment market

- ▶ A high level of live concerts take advantage of the various broadcasting van and shooting equipment
- ▶ YOUTUBE broadcast live over the Internet, such as online media
- ▶ Live viewing services abroad through exports Theatre

Main History

〈GD&TOP WORLD PREMIERE〉

- YOUTUBE broadcast live for the first time in Korea

〈KARA〉“STEP” SHOWCASE

- YOUTUBE broadcast live around the world

〈2PM〉concert - Live Viewing in Japan

〈BEAST for U〉fan meeting

- Live Viewing in Japan, Hongkong, Taiwan, Korea

〈B1A4〉concert - Live Viewing in Japan

〈防彈少年團〉concert broadcast

〈BLOCK-B〉concert broadcast

In addition, concert broadcast a variety of K-POP Artists



Core-Business

■ Planning MD

- ▶ Planning to create and distribute a variety types of derivatives that contain hidden images of Korean stars in calendar, diary, making DVD and so on
- ▶ Together with the beginning of the year <Season's Greetings> Production
- ▶ K-POP Artist Photos production / distribution, etc.

Main History

- 〈BIGBANG〉 Season's Greetings etc.
- 〈防彈少年團 (BTS)〉 Season's Greetings etc.
- 〈CNBLUE〉 Season's Greetings etc.
- 〈FTISLAND〉 Season's Greetings etc.
- 〈Block-B〉 Season's Greetings etc.
- 〈ZICO〉 Limited Edition etc.
- 〈SEVENTEEN〉 Season's Greetings etc.

In addition, 〈Shinwha〉, 〈BAP〉, 〈AOA〉, 〈B1A4〉 Products such as production / distribution of a number of K-POP artist

●
●
●

Pack Shot



Core-Business

■ Concert Official MD



- ▶ Creating and distributing officer products related to performances of K-pop artists
- ▶ From clothing to the auxiliary battery, design a variety of consumer goods production, distribution

Main History

〈BLOCK-B〉 Concert Official Goods Production / sales

〈Cri-J〉 Official Goods Production / sales

〈Shinwha〉 Concert Official Goods Production / sales

〈RAIN〉 Concert Official Goods Production / sales

〈SHS〉 Concert Official Goods Production / sales

〈M〉 Concert Official Goods Production / sales

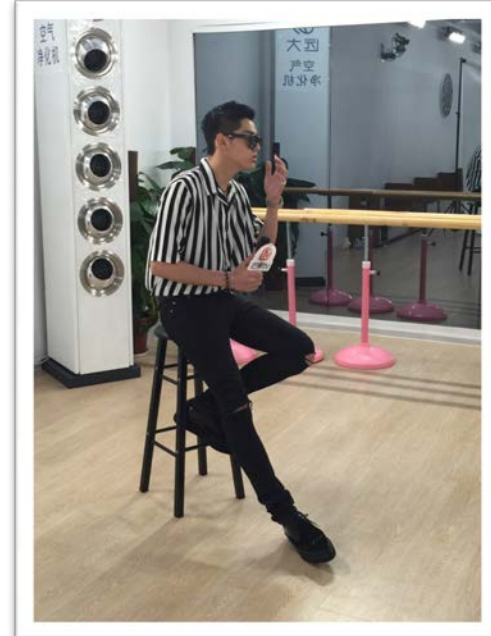
〈GOD〉 Concert Official Goods Production / sales



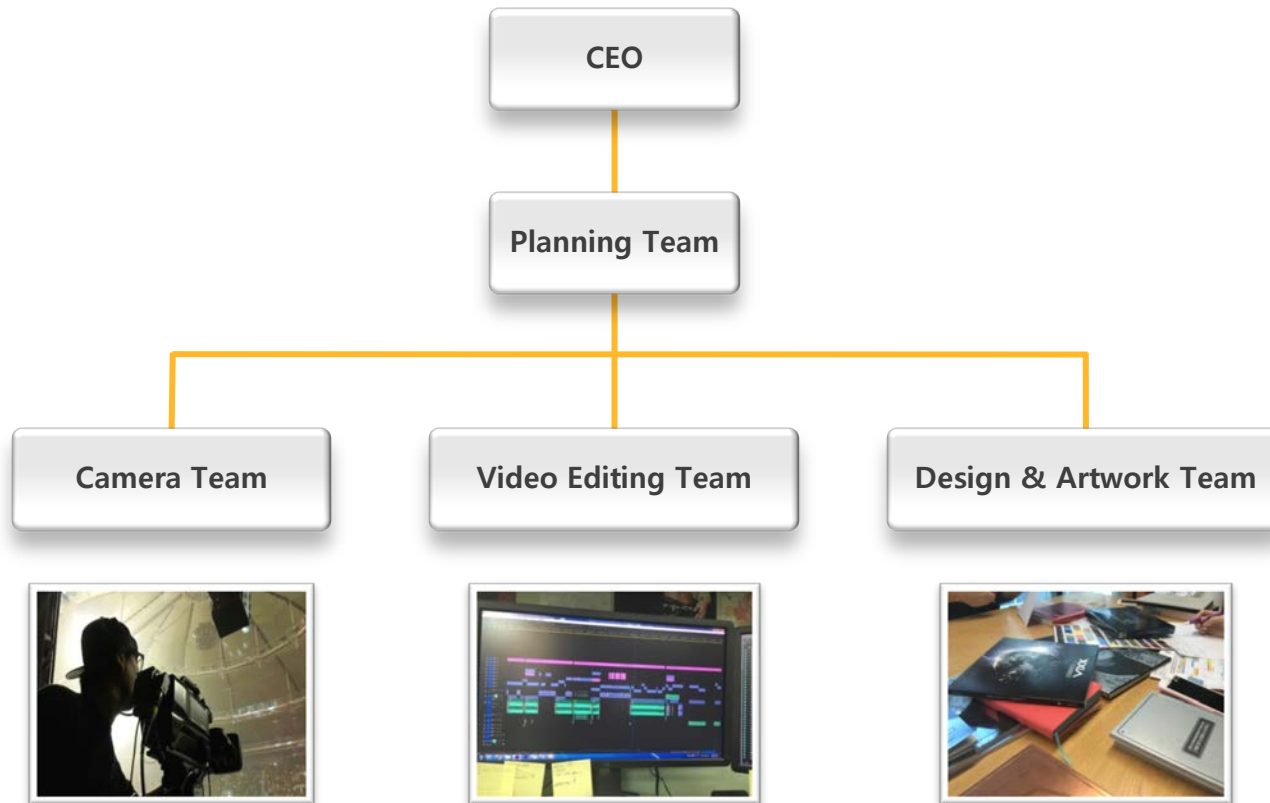
New-Business

■ Clothing Brand

- ▶ K-POP stars' of everyday wear and promotional clothing production / Sponsorship
- ▶ Through the star marketing of online viral marketing and sponsorship schemes have been able to increase the value by performing a natural publicity of the brand.
- ▶ Naturally online viral marketing in progress at the close relationship between the planning company and the artist
 - Artists face book, shows the effect of naturally online viral marketing while increasing the daily life in the SNS, such as Instagram.
 - In addition, the music video in addition to the everyday wear, is also a professional costume, such as events in sponsorship.



Organization



Network



Network



WARNER MUSIC GROUP



SONY MUSIC

TBS



SPO
ENTERTAINMENT

EMI Music
Japan



CCC

Culture Convenience Club Co., Ltd.

THANK YOU!



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