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# NEW CHALLENGES in SMART EDUCATION ERA

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# What They Say on KOREAN EDUCATION?



**“If they can do that in Korea, we can do it right here in the United States of America.”**

**BARACK OBAMA** (President of the US), March 10, 2009



**“The aim of our visit is mainly to ‘learn’ about Korean Education”.**

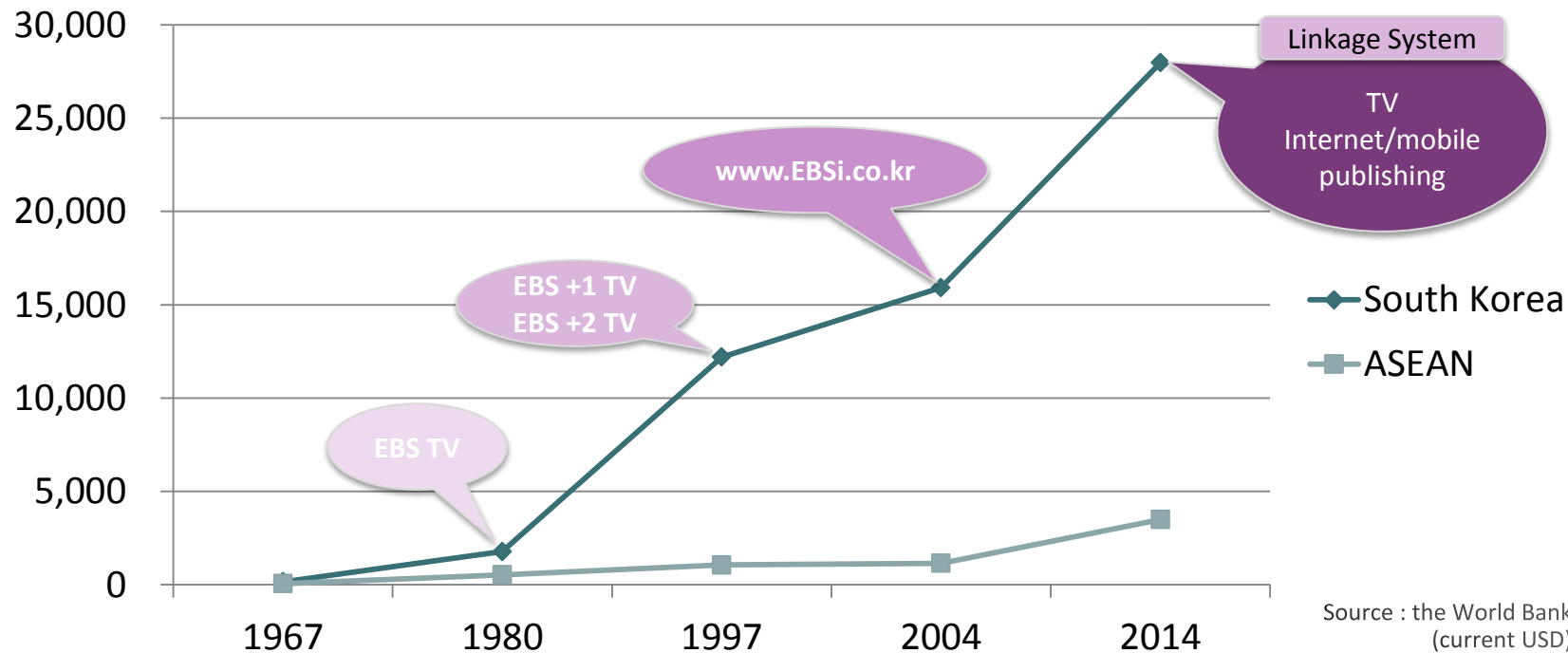
**TORU HASHIMOTO** (Governor of Osaka Province, Japan), Nov 5, 2010



**“Education System is powerful means for the development of the Nation and Korean Educational System can be an excellent model for developing countries”**

**HARRY PATRINOS** (Lead Education Economist at the World Bank), Oct 25, 2010

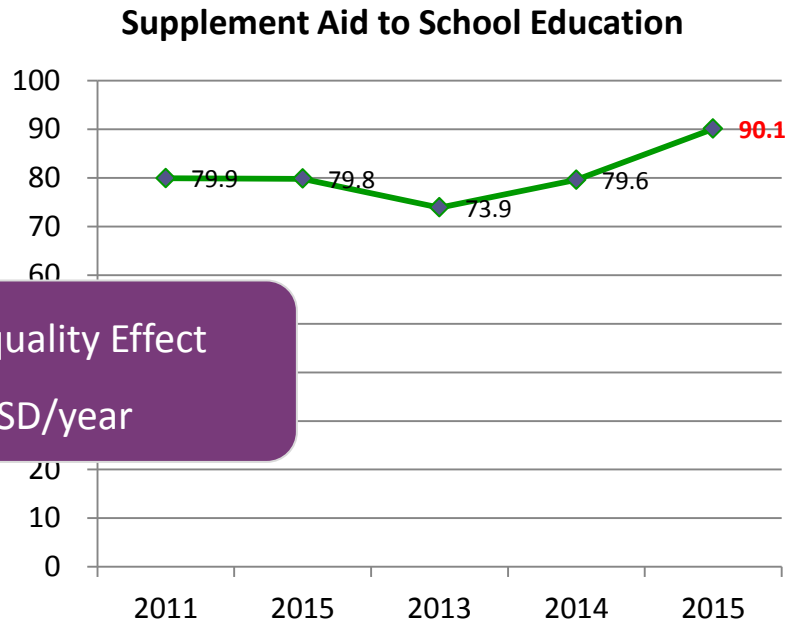
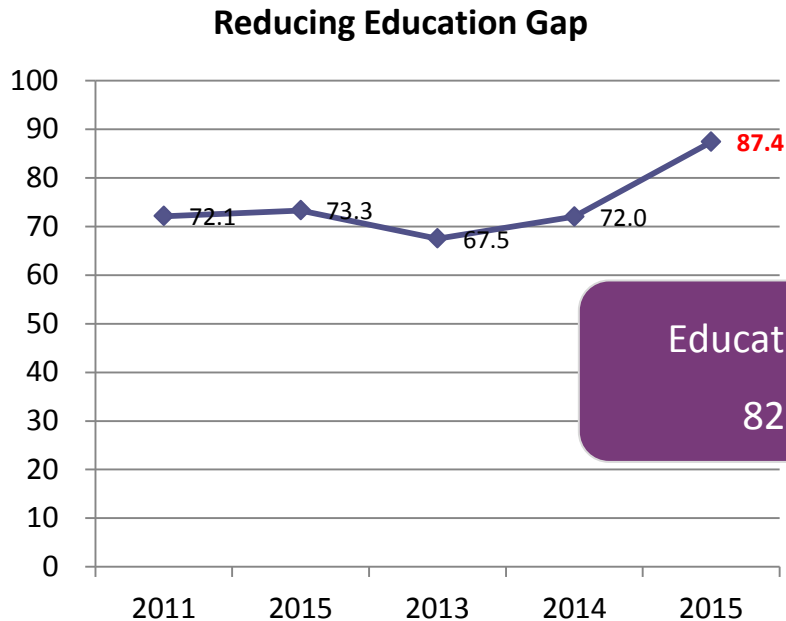
# GDP per capita



# Social Evaluation of EBS (1)



## - Reducing Regional Education Differences



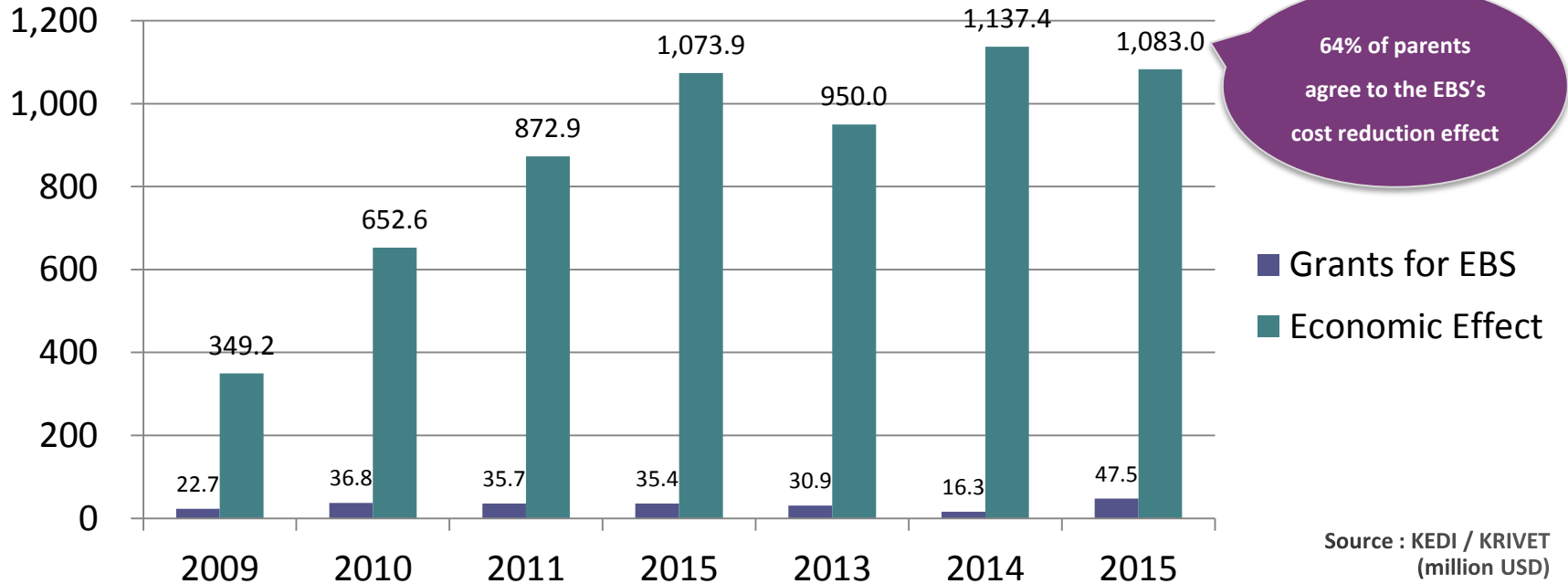
Educational Equality Effect

820.7M USD/year

Source : Jeonju National University of Education (%)

# Social Evaluation of EBS (2)

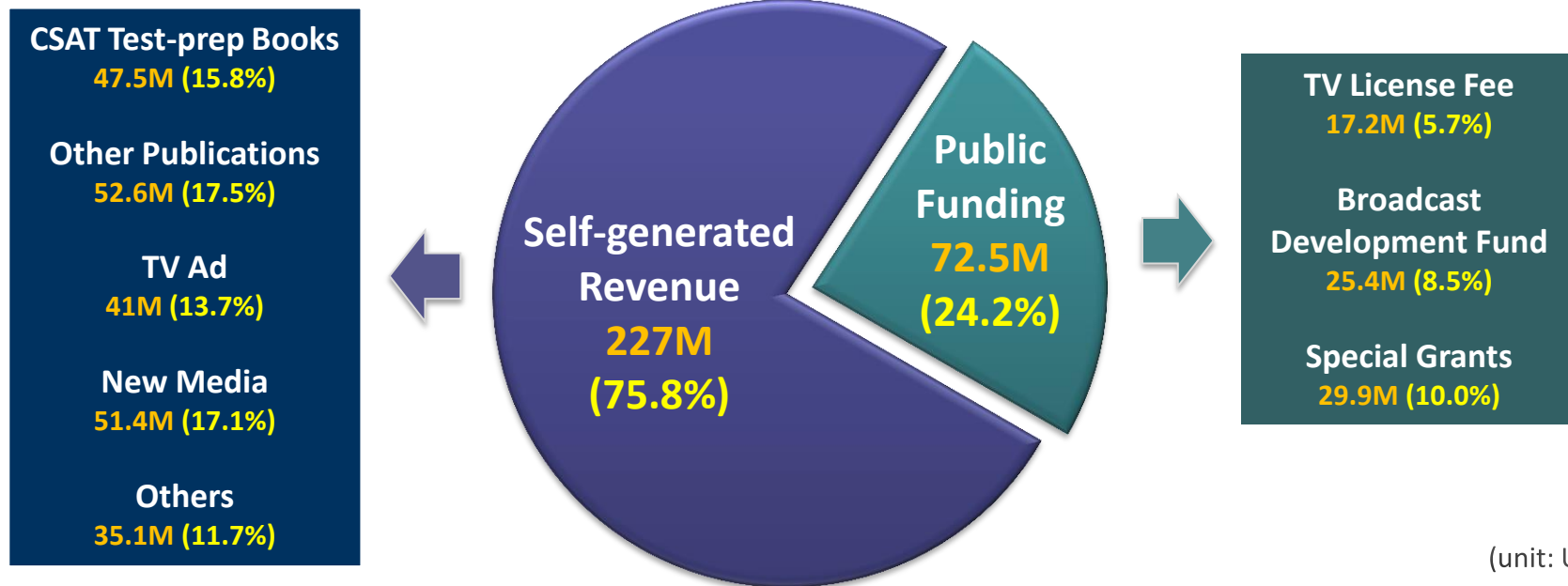
## - Reducing private education costs



# Financial Structure of EBS



2015 Budget: **300M**



# CONTENTS



**I. OVERVIEW**

**II. PLATFORM & CONTENT**

**III. HOW TO COOPERATE WITH INTERNATIONAL PARTNERS**

**IV. PRACTICE STUDY**



KOREA EDUCATIONAL BROADCASTING SYSTEM

# OVERVIEW

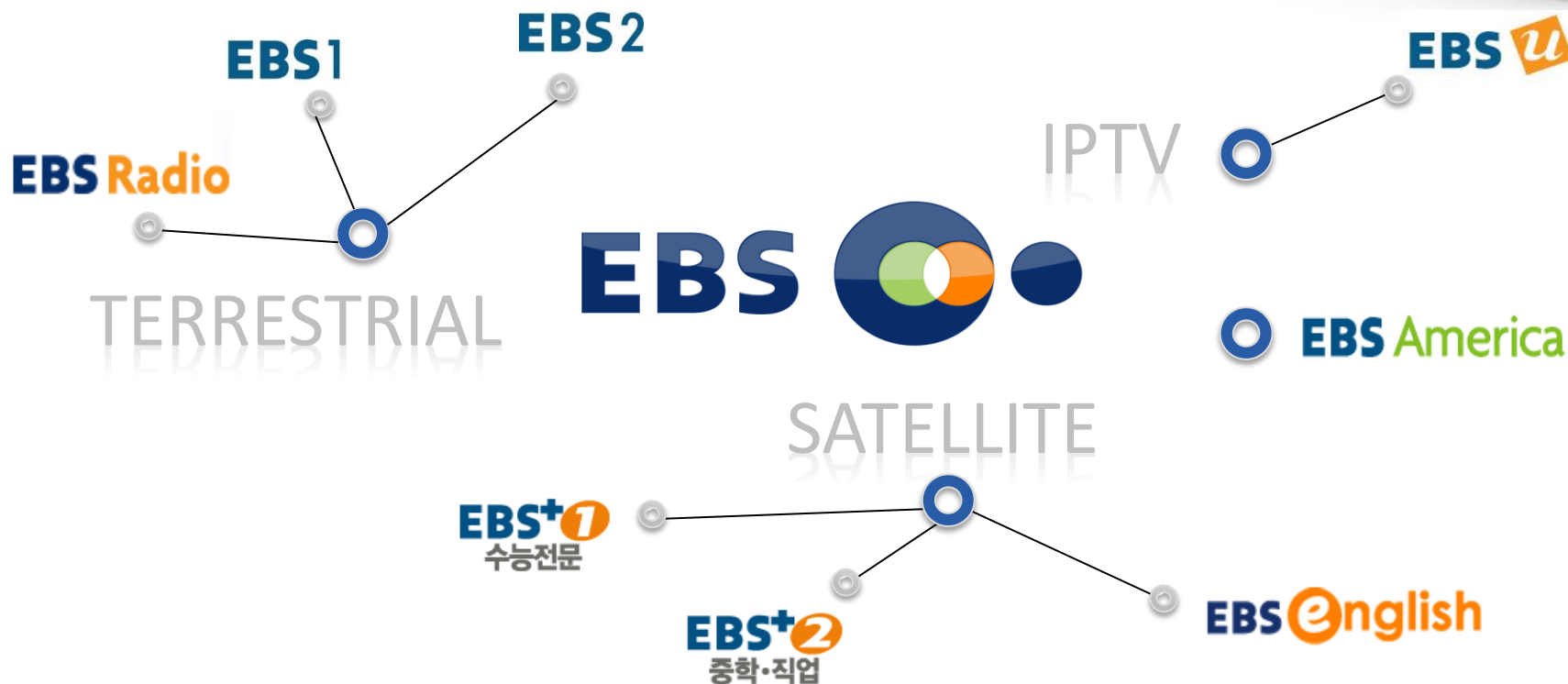




KOREA EDUCATIONAL BROADCASTING SYSTEM

# PLATFORM & CONTENT

# Broadcasting Channels



# Internet & Mobile Platform



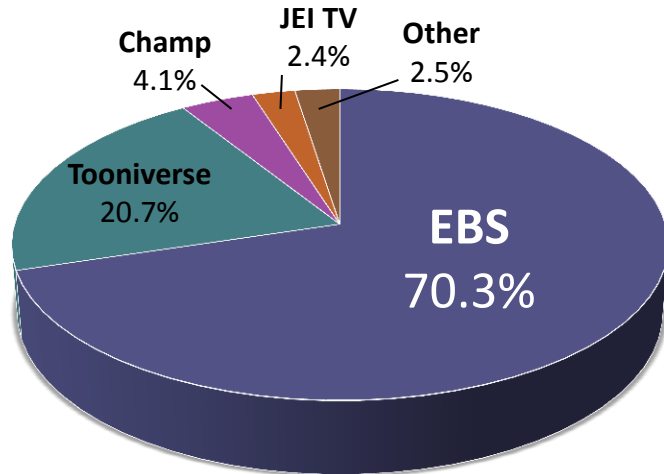


- **Channel for Children's programs and Documentaries**
  - Best Educational Channel for Preschoolers and Children
  - Top-notch educational documentaries
  - Cultural content for adults

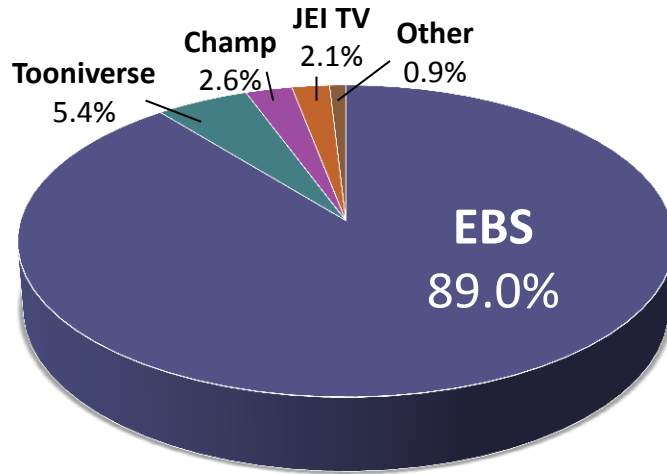
**CONTENT, SMART, and GLOBAL**

# EBS 1TV - Competitiveness in *Children's Program*

## Children's Favorite Channel in Korea



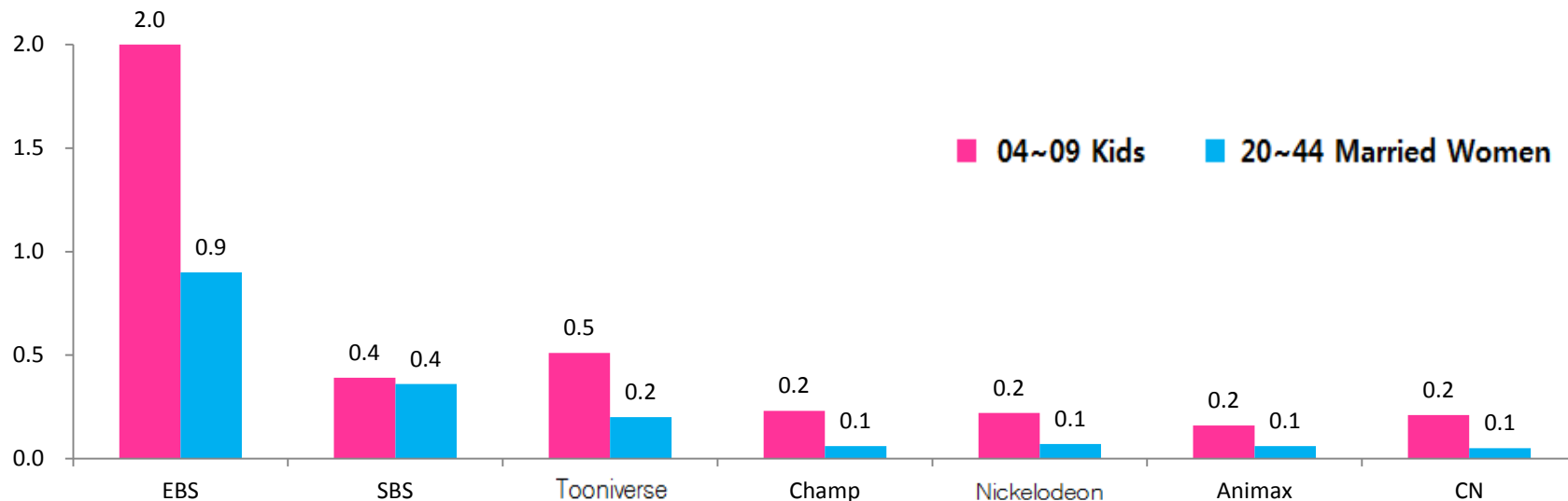
## Parents' Favorite Channel in Korea



(Data: KOBACO, 2013 Media & Consumer Research, Preschoolers/Children Program & Children under 12, Adults with preschoolers, N=712, Unit=%)

# EBS 1TV - Competitiveness in *Children's Program*

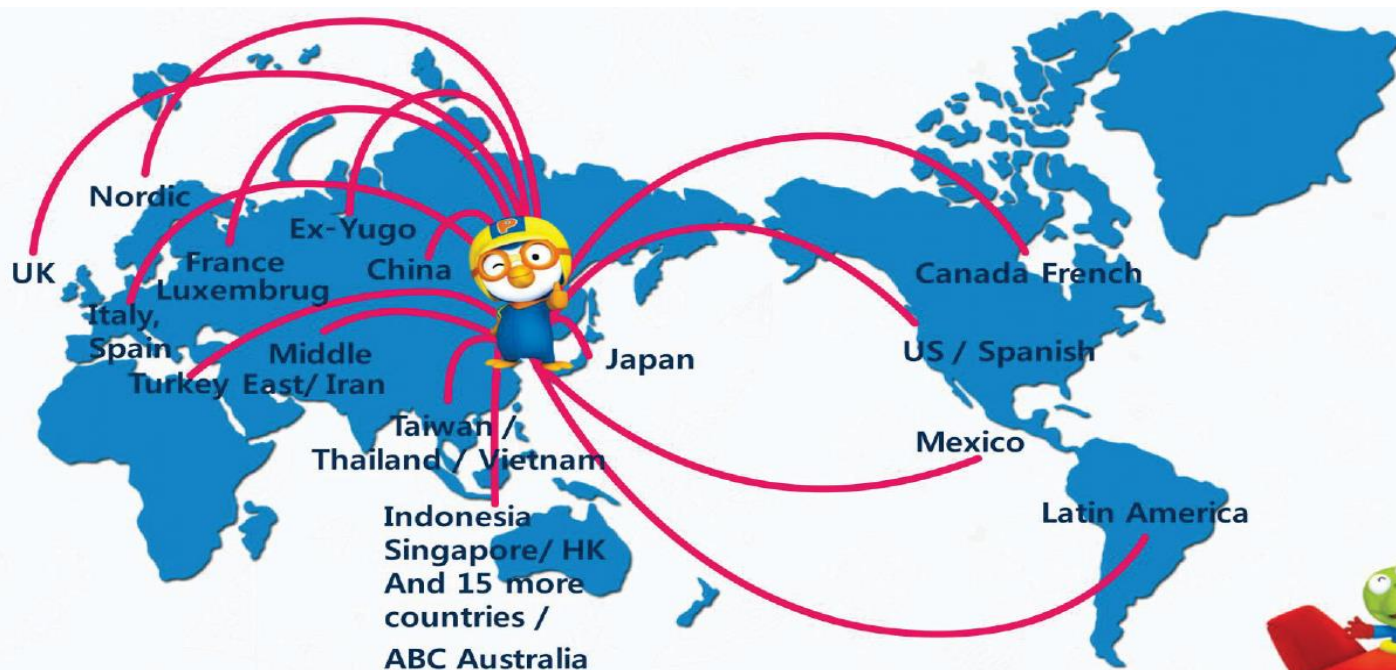
## Rating



(Source: Nielsen Korea, Rating of Preschool/Kids Program, 2013.11.~12. 06:00~24:00, %)

# EBS 1TV - Character Licensed Worldwide

**Sold over 120 countries and airing now in over 30 stations**

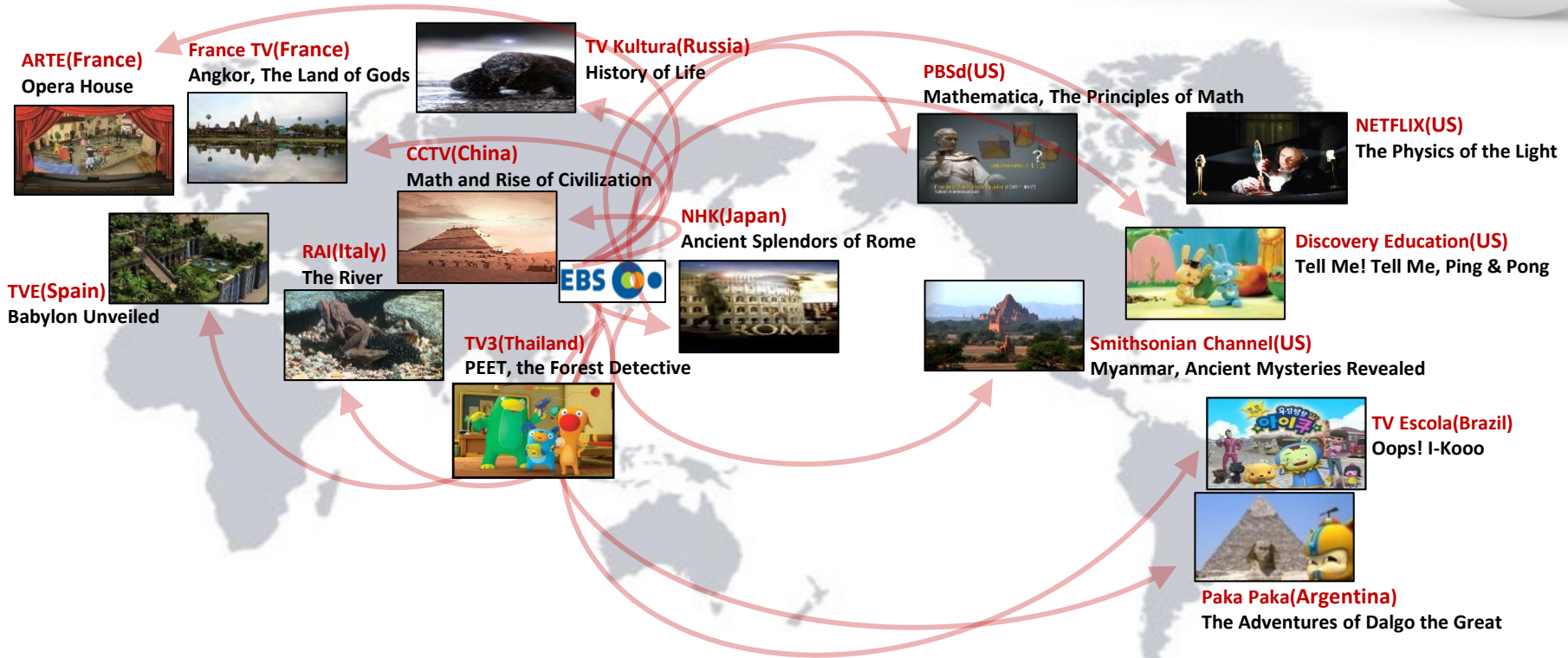


# EBS 1TV - Competitiveness in *Documentary*

Over 100 Awards for EBS between 2014~2015



# EBS 1TV - Content Competitiveness



# Preschool

EBS1

EBS2

EBS 

EBS  **english**

# EBS



EBS 



# Primary School

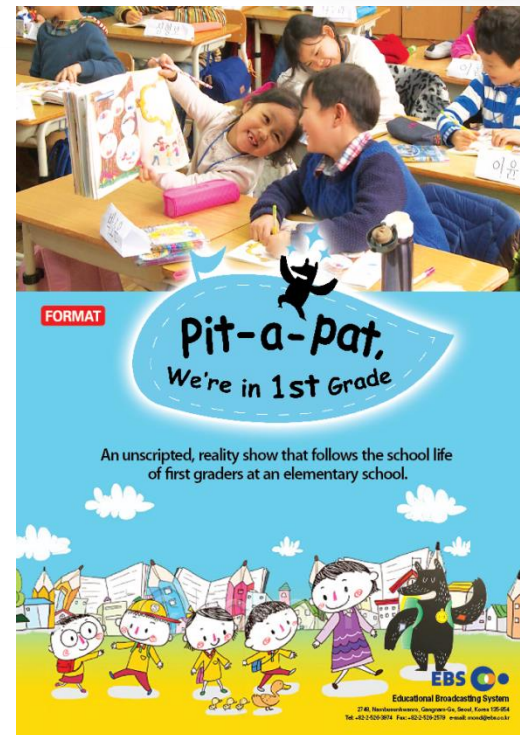
EBS1

EBS2

EBS 

EBS 

EBS 



# Middle School

EBS2

EBS+2  
중학·직업

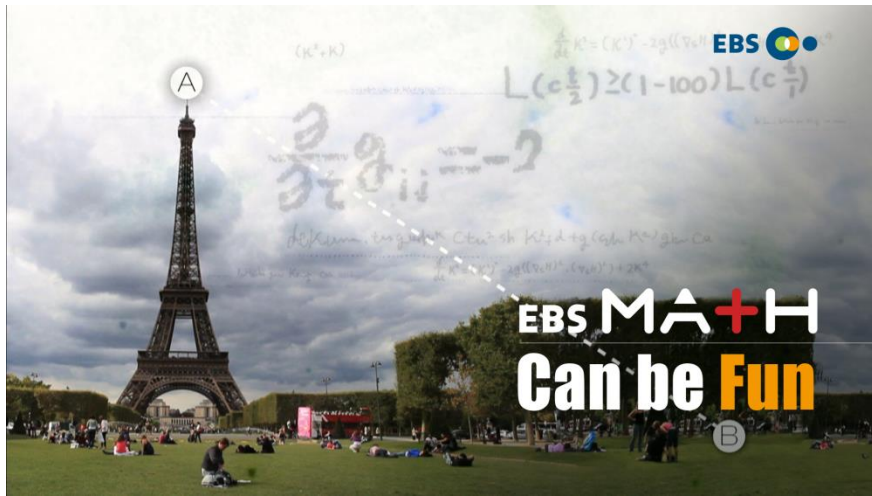
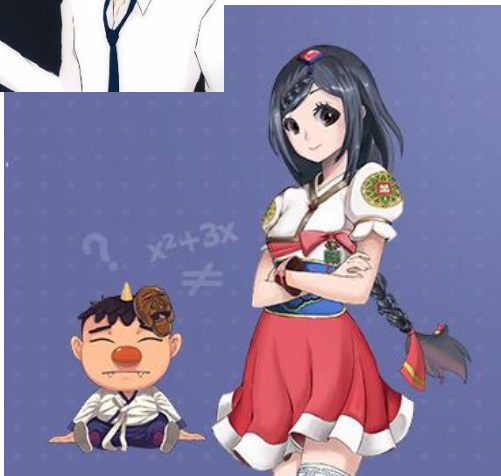
EBS English

EBS long®

EBS MA+H



- for 7<sup>th</sup> to 9<sup>th</sup> graders
- based on Korea's systematic Math Curriculum & America's CCSS(Common Core State Standards)
- Learning math fundamentals through 400 different videos



# High School - TV

**EBS+1**  
수능전문



## ➤ Broadcast <EBS CSAT Preparation>

- Construct a system where students can prepare CSAT(College Scholastic Aptitude Test)
- Average number of daily visitors : Over 200,000
- providing over 25,000 programs of different levels every year

**Cost of private education saved through EBS CSAT lectures : Approx. USD 1 billion**

# High School - Internet



## My EBSi

- ✓ Personalized service
- ✓ My class

## Essay editing

## Evaluation service

## Sample college test

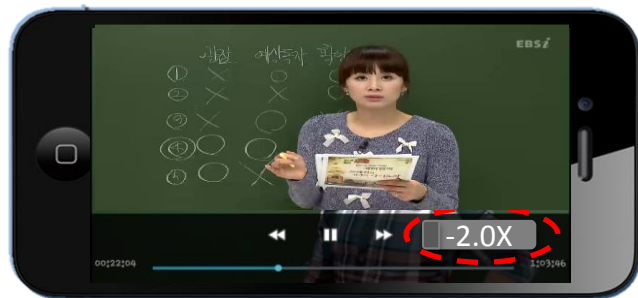
twitter  
(ebsitwit)

EBS bookmall  
(book.ebs.co.kr)

Duna  
 ✓ Community  
 ✓ Mentoring  
 ✓ Discussion  
 ✓ Events

Information  
 ✓ 1:1 consulting  
 ✓ seminars

# High School - Mobile



Video player  
Bookmark  
Progress check



1:1 Push



File upload

# High School - Publishing



EBS  **립뱅크**

The EBS logo is displayed in large, white, three-dimensional letters against a dark background. Below the logo, there is a thin horizontal bar containing the Korean text "교육방송의 역사와 미래" (History and Future of Educational Broadcasting). At the bottom left, the text "자극인 자격평가" (Stimulus Qualification Evaluation) is visible.

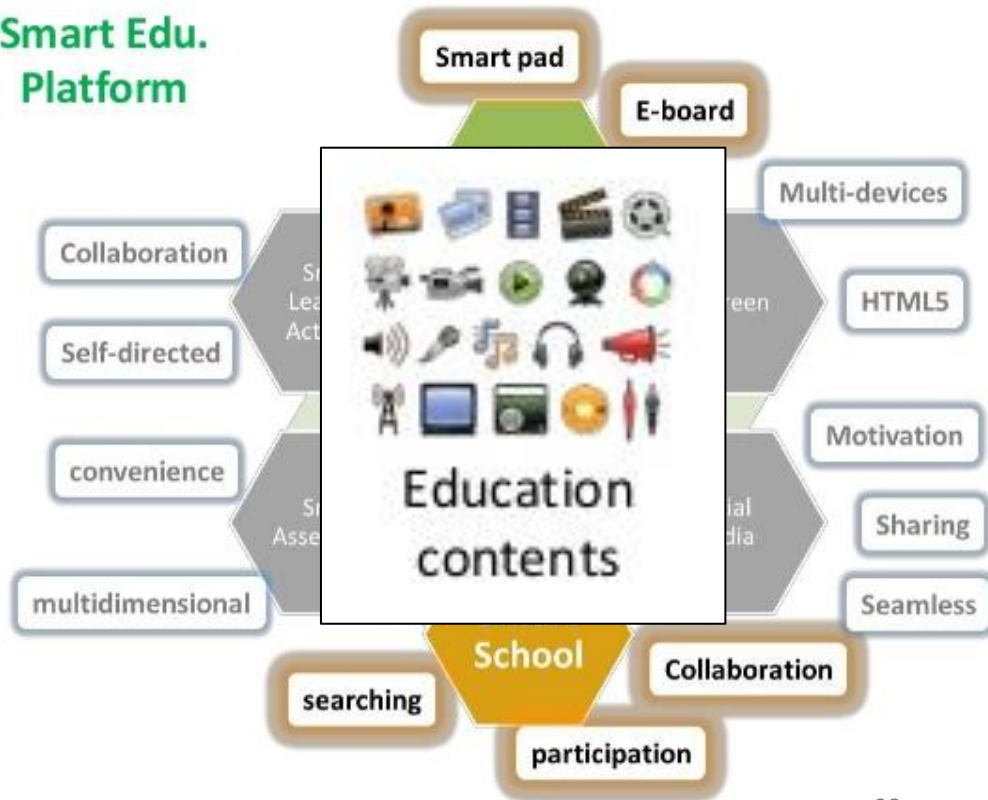


# Linkage System



# Smart Education

## Smart Edu. Platform

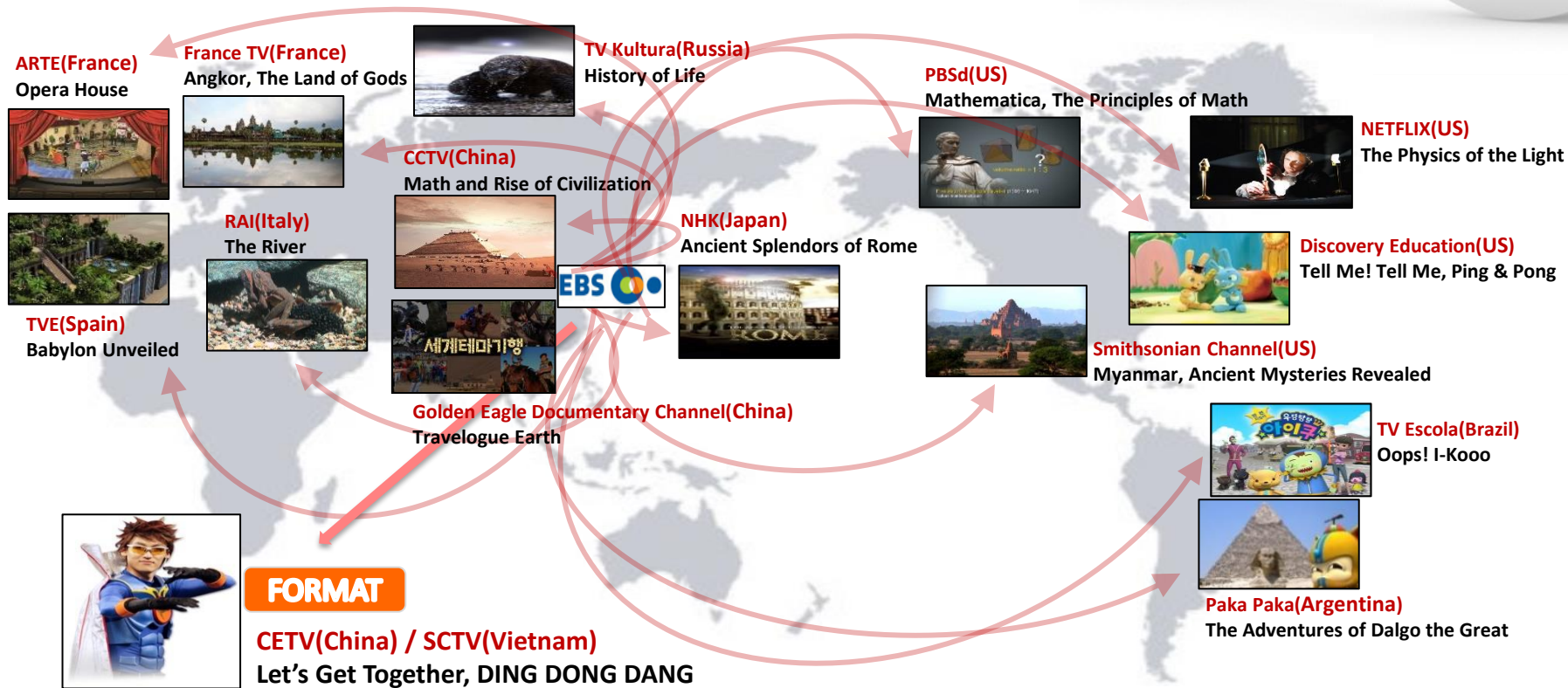




KOREA EDUCATIONAL BROADCASTING SYSTEM

# HOW TO COOPERATE WITH INTERNATIONAL PARTNERS

# Overseas Sales



# International Co-Productions



**NRK(Norway)**  
Fjords and Rias



**MNB(Mongolia)**  
Life in Gobi



**SMG(China)** **4K**  
Mausoleum of Qin Shi Huang



**France5(France)**  
Ava, Rico, Teo



**Smithsonian Channel(US)** **3D**  
Myanmar, Ancient Mysteries Revealed



**MRTV4(Myanmar)**  
Myanmar,  
Ancient Mysteries

**3D**



**TVK(Cambodia)** **3D**  
Angkor, The Land of Gods



**Wildbear(Australia)**  
Green Animal **4K**

# EBS Model Sharing



## Vietnam

- 2014. 4. MOU with VTV
- 2014.10. F/S
- 2015. 4. Training for VTV7
- 2015.11. Trial Broadcasting
- 2016. 1. Official Launching
- 2016. 3. Long-term Consulting Contract



## Cambodia

- 2016. 3. LOI with Apsara TV
- 2016. 5. MOU with Apsara TV(TBD)



## Chile

- 2015. 4. MOU with TVN
- 2016. 5. Training for TVN(TBD)

## Colombia

- 2011. 7. MOU with MOE
- 2011. 9. F/S
- 2013. 1. Seconding EBS PD
- 2014. 9. Blueprint for Launching





KOREA EDUCATIONAL BROADCASTING SYSTEM

# CASE STUDY



# Background & Goal



## 【 Background 】

### Favorable Government Policy\*

- **Deep and wide movement for the entire nation**
  - Aspiring an information society and a knowledge-based economy
- **Investment on a number of key projects : Education**
  - Create a breakthrough, and lay a foundation for development

### Promising Education Market

- **High Educational Fervor, Entrance competition**
  - Surge in demand for higher education and private tutoring
- **Full potential of lifelong education**
  - More than 50% are young generation

### Broadcasting Industry with Potential

- In accordance with the development of ICT infra pay TV market is growing and Internet TV is also quickly emerging
- Tight government control over media

## 【 Goal 】

*Vietnam government decided to introduce National Educational Broadcasting System in Vietnam*

EBS Model could lead to a more educated society and thus lay the foundation for national competitiveness

- ✓ Advancement of educational environment
- ✓ Cultivation of **creative talent** through EBS educational content
- ✓ Implementation of **life-long education** system by adopting “EBS Model”
- ✓ Building the foundation of **national development** by advanced education system
- ✓ Realization of **educational welfare**

\*Vietnam's posts and Telecommunication Development Strategy until 2010 and Orientation until 2020 ; Vietnam Sustainable Development Strategy for 2011-2020

# Estimated Effect



## Accelerate Advancement of Educational Environment

- **Implementation of life-long education system**
  - Cultivate creative thinking and character building by quality educational content
  - Offering educational opportunity from preschool education to vocational training
- **Building the foundation of national development by advanced education system**
  - E-learning education system
- **Realization of educational welfare**



- **Establish a reputation outside and at home**
  - contributing to the development
  - global integration
- **Maximize long-term ROI**
  - Investment in country's infrastructure – broadcasting
- **Potential advantages for its future business**
  - Develop with government-tied corporate strategy

## Value Investing by Contributing to its Society

## Securing New Growth Factor

- **Create a success case of incorporation of “EBS Model” overseas as a test bed of global expansion:**
  - Pioneering on generating ‘package export’ BM in this sphere
  - Establish stepping stone for animation character industry
- **Generate stable revenue source:**
  - EBS Branded Block
  - Business growth by continuous collaboration



- **Enhance national reputation**
  - Reference of successful global cooperation case
  - From recipient to a donor country: Transferring Korean experience of rapid development
- **Effect on relevant industry (linkage effect)**
  - Education related: Educational contents, Kids contents, etc
  - ICT education related: SI, Device, etc
  - Facilitate the “Korean Wave”

## Enhance National Reputation



# **Education Guarantees Our Future**