

**British Broadcasting Corporation** BBC Worldwide Press Office  
Woodlands 80 Wood Lane London W12 0TT



## **BBC Knowledge branded block inked in South Korea**

**20 October 2008** - BBC Worldwide Channels today announced an agreement to launch a BBC Knowledge branded programme block on Science TV.

This is the first-ever launch of the BBC Knowledge brand in South Korea and the first branded programme block for the channel brand. Set to launch on 27 October 2008, the block will be subtitled in Korean and will reach approximately 10 million households every week night during prime time, from 8pm to 10pm. The block will repeat from 8am to 10am the following day.

Christine Leo-McKerrow, BBC Worldwide Channels Asia's SVP and General Manager, said, "This is an excellent opportunity for viewers in South Korea to experience BBC Knowledge and high-quality factual entertainment from the world's foremost producer of non-fiction and documentary programming."

She continued, "Science TV viewers will be able to see a variety of acclaimed and award-winning science and technology-related programmes on BBC Knowledge, from **Top Gear** – the BBC's BAFTA and International Emmy Award-winning motoring entertainment series – to top-rated medical science series such as **How to Build a Human Body**, earth science programming including **Earthshocks**, and groundbreaking documentary dramas such as **Krakatoa –The Last Days**."

Mr Sung-Soo Hwang, YTN's Managing Director commented, "Last month, Korea's Ministry of Education, Science and Technology, a key investor in Science TV in Korea, announced that it would increase public funding for the channel as well as provide additional support from other relevant government institutions to develop Science TV into a globally competitive channel. It also announced that Science TV will be a 'must carry' channel on all pay TV platforms. This mandate is in line with the launch of BBC Knowledge's block on our channel, and is a testament to our and the Ministry's commitment to deliver the best factual entertainment in the world."

Science TV was founded in 2007 with support and funding from the Ministry of Education, Science and Technology and YTN Media. Science TV is one of YTN Group's three cable and satellite channels in South Korea. As Korea's No.1 science channel, Science TV has planned co-productions with leading broadcasters in South Korea, such as KBS, MBC, SBS, EBS and other top productions houses. It broadcasts programmes related to science, education and technology 24 hours a day.

Other BBC channels available in South Korea via satellite operator, Skylife, are BBC Entertainment (Skylife Channel 334) and BBC World News (Skylife Channel 528.)

### **Notes to Editors:**

**BBC Knowledge** is a wholly-owned channel from BBC Worldwide, showcasing the best of the BBC's award-winning factual and non-fiction entertainment programming. BBC Knowledge provides five key programming strands to allow simple appointment viewing: **The World** delves into and explores new cultures and places around the world. **Science & Technology** explores new frontiers, from space to motoring. **People**

explores aspects of the human body and mind. **The Past** brings historical events, places and people back to life. **Business** offers invaluable advice to help stay on top of today's challenging business world.

For additional information, visit [www.bbcknowledge.com](http://www.bbcknowledge.com).

**BBC Worldwide Limited** is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment. In 2007/08, BBC Worldwide generated profits of £117.7million on sales of £916.3million.

**BBC Worldwide Channels** is one of seven BBC Worldwide businesses. Formed in 2005, the business has 29 channels reaching 285 million homes around the world.

**YTN Media Group** has been recognized as one of the leading media companies in Korea. Its businesses consist of YTN, YTN DMB, YTN Radio, Digital YTN, Science TV, and YTN International. YTN News broadcasts domestic and overseas hot news live. Topics include breaking news, current topics, culture, the economy, science and sports. It also transmits Korean news live, delivering fair and credible home country news to 10 million Koreans in South Korea and overseas.

For additional information, visit [www.ytn.co.kr](http://www.ytn.co.kr).

#### **Further information:**

Jeanne Leong  
Senior Communications Manager, BBC Worldwide Channels Asia  
Tel: +65 6849 5292  
Email: [Jeanne.Leong@bbc.com](mailto:Jeanne.Leong@bbc.com)