



# Investor Briefing

**MOU for Media Streaming Service(OTT) Partnership  
with 3 Terrestrial Broadcasters**

**SK Telecom**

**Jan 3. 2019**

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## Purpose

- **SK Telecom and 3 major terrestrial broadcasters (KBS, MBC, SBS) signed a MOU, and expect to enhance global competitiveness and secure future growth momentum in media industry (Jan. 3, 2019)**
  - SK Telecom signed a MOU to secure next-generation growth momentum in media, capitalizing on SKT's top-notch telecommunications/ media technologies, mobile experience and 3 major broadcaster's contents producing and distribution capabilities

## Snapshot

- **Plan to establish a new company integrating 'oksusu', a mobile OTT service of a 100% owned subsidiary of SKT, SK Broadband, and 'POOQ', a mobile OTT service of a 100% owned subsidiary of 3 terrestrial broadcasters, Content Alliance Platform Inc.**
  - Detailed deal structure, including shareholdings, will be defined after the due diligence and valuation
- **The new entity is expected to bring innovation to the domestic media ecosystem, and expand the media business through the partnerships**
- **The entity plans to cooperate with diverse players in the media industry to produce and invest in competitive contents, and to offer differentiated services with innovative media experiences**
  - Produce differentiated original contents with external funding, and enhance contents power through sourcing and co-production in cooperation with the players in the value chain such as producers and entertainment/ broadcasting companies
- **The new entity will lead the global expansion of K Contents through the partnerships with global players**
  - Step into the global market with K Contents, and plan to expand its platform to Southeast Asia for globalization in 2019.

## Rationale

- **The new OTT entity is prepared to be No 1. player in rapidly growing domestic OTT market, capitalizing on each participants' competitive edges especially in platform and contents.**
- **Expect to value-up the media business with the progression of the business plans including the external funding, increased contents power, and globalization**