

www.radiokorea.com / AM 1540Khz (KMPC, Los Angeles)

2024

radiokorea.com MEDIA KIT

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ABOUT OUR COMPANY

Radio Korea Media Group is the leading Korean multimedia company in the U.S.

For 30 years, it has served as the bridge that connects the Korean-American community to mainstream America.

Based in Los Angeles, RK Media Group leads through various platforms such as radio(Radio Korea KMPC AM1540), website(radiokorea.com), and mobile application(RK Mobile).

RK Media Group delivers reliable, newsworthy information and unique, cultural conversations.

It strives not only to introduce new programs to the Korean-American community, but also to introduce Korea to America.



RADIO KOREA KMPC AM1540

Radio Korea KMPC AM1540 reaches half of the Korean-American community in Southern California.

(research conducted by MineMR as of 05/2020)

In Radio Korea USA's coverage area, approximately 0.9 million Koreans are regular listeners of Radio Korea KMPC AM1540.

(research conducted by Benton Foundation)



Radio Listening Area



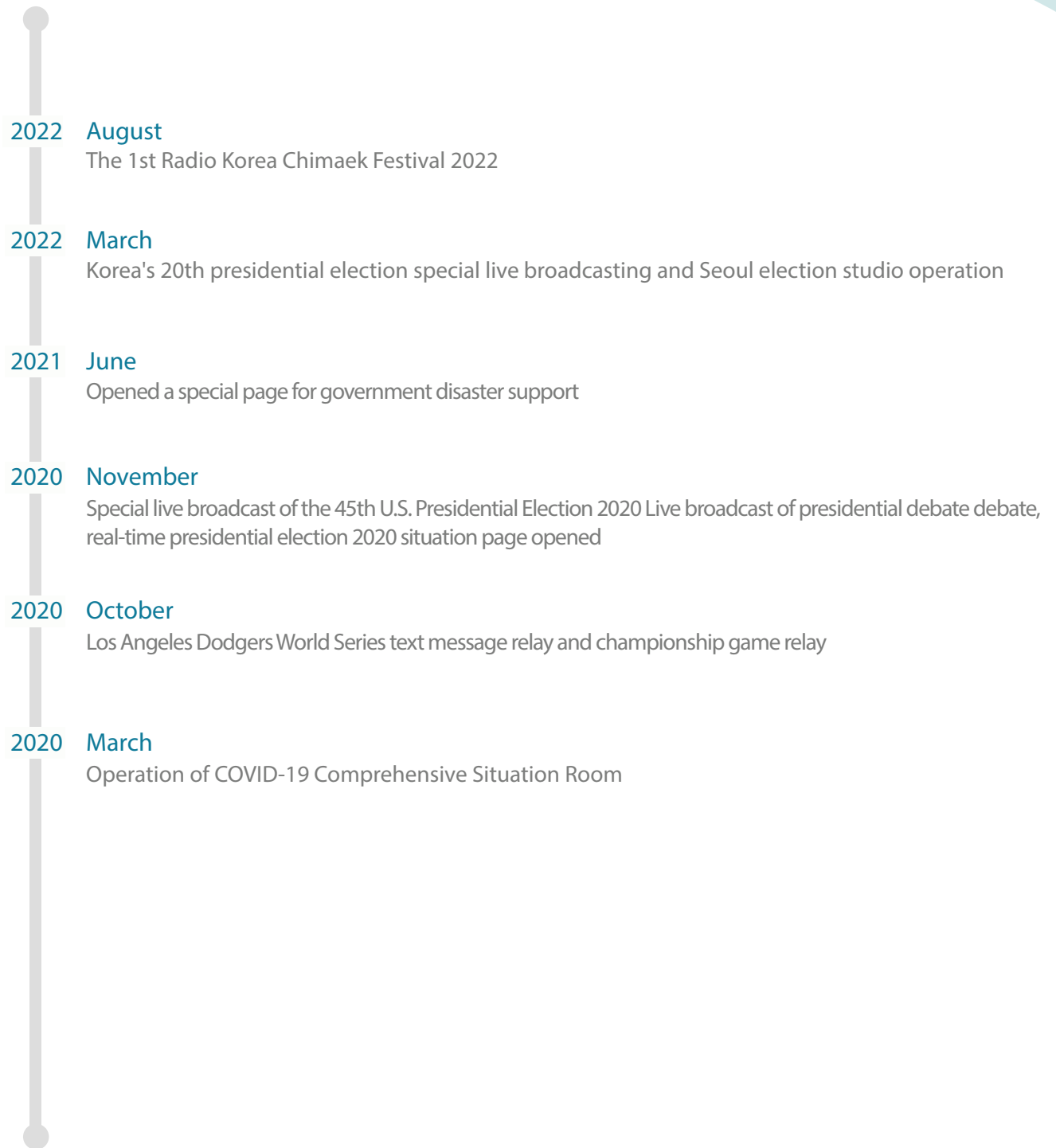
Radio Korea(KMPC, AM1540)
Radio Korea (KMPC, AM1540)



Radio Korea SCA(FM 90.7)
Coverage Pattern for KPFK-FM

HISTORY OF RK MEDIA

www.radiokorea.com / **AM 1540Khz** (KMPC, Los Angeles)



HISTORY OF RK MEDIA

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2019 **March**
LA City Authorized RADIO KOREA Square a ceremony of unveiling

February
Radio Korea 30 Years Anniversary Celebration

2018 **February**
Broadcasted PyeongChang 2018 Olympic Winter Games

June
Hosted World Cup cheering event

2017 **August**
Broadcasted Jakarta Palembang 2018 Asian Games

October
Broadcasted MLB World Series in Korean

2016 **May**
Officially published RKMedia e-Newsletter to over 300,000 subscribers

2015 **September**
Official launched radiokorea.com mobile website application

2014 **June**
Hosted World Cup cheering event

March
Officially launched Radio Korea News mobile application

April
Broadcasted Dodgers games

2013 **September**
Official Media Partner Covered California (Obama Care)
Officially launched Radio Korea Yellow Pages mobile application

April
Officially named L.A Dodgers' Korean radio partner

2012 **December**
Live coverage of the Korean presidential election from Seoul Studio

September
Special live broadcast of U.S. 45th presidential election

2011 **May**
Officially launched Arirang TV in Washington D.C. (MHz Networks 30-9)

April
Radio Korea Golf Tournament - Smartphone live

2010 **June**
Hosted World Cup cheering event

2009 **November**
RKTV officially launched National Geographic: Korea on DirecTV

August
Launched Arirang TV in New York via DTV WRNN 48-3

June
Launched Arirang TV in Los Angeles via DTV KXLA 44-5

February
Launched i-Reader (e-newspaper) in honor of RK's 20th anniversary

2008 **December**
Dispatched a news team to Korea for live broadcast of Korean presidential election

November
Special live broadcast of U.S. 44th presidential election

Signed MOU with PNTV (IPTV)

March
Open to the Public Broadcast at Disneyland and California Adventure - first Asian media to broadcast

February
Acquired Hawaii's AM 1460 and started broadcasting

2005 **May**
Radio Korea started airing on 50,000W high-powered KMPC AM1540

Officially launched Radio Korea Yellow Pages mobile application

October
RKTV started airing YTN on DirecTV's Korean package

1997 **July**
Published "Radio Korea Yellow Pages" both online and paperback

1996 **March**
Became the first Korean media outside of Korea to broadcast 24 hours a day online

1992 **May**
Received American Story Award from President George Bush

April
Stopped all regular programming to focus on the L.A. Riots

1990 **September**
Broadcasted L.A. Dodgers games in Korean for the first time

1989 **February**
Radio Korea officially launched (KAZN AM1300)

RadioKorea.com is an online platform boasting the highest record of hits in the Korean-American community.

With daily hits of over 1.18M and more than 7.5K visitors a day (as of 04/2020), radiokorea.com is a favorite website not only for the Koreans living in U.S. but also for the 7.5 million Koreans worldwide.

The Los Angeles Times recognized RK Media Group as the first ethnic broadcaster to provide audio live streaming via the internet.

Website



Mobile App



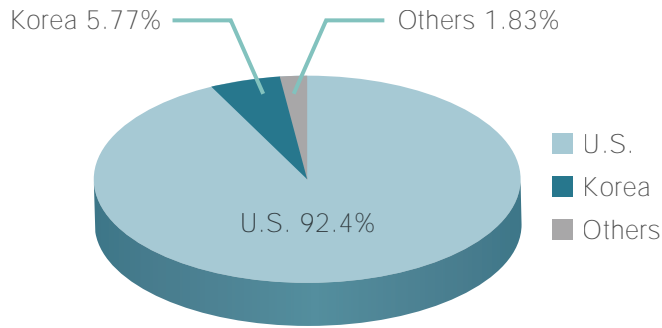
Radio Korea **MOBILE APP**

Stay informed with the latest headlines and original stories with variety of apps including RAKOTEL app. Listen to the best live radio from the RK Media app for iPhone, Android and BlackBerry and more.

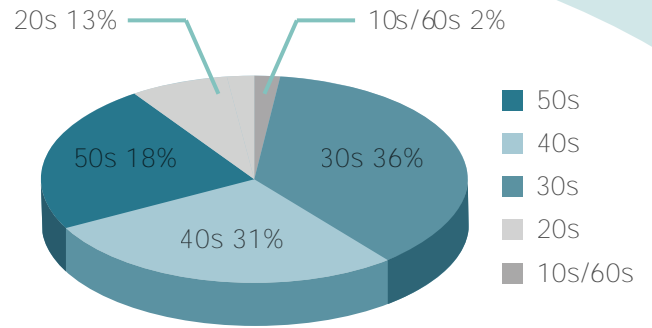
Multimedia Leader

ANALYSIS OF WEBSITE USER/TRAFFIC

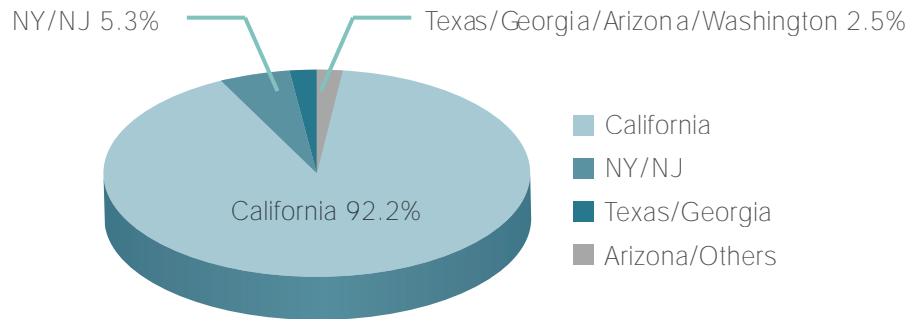
Residence County of Visitors



Age Analysis of Koreans



Residence State of Visitors in the U.S.



California is the state of Mecca for Korean-Americans because of its prolonged immigrant history and abundant cultural resources accordingly. The prominence of our website is that it targets the core of Korean-Americans community and draws in many Koreans globally by providing fields fast-paced communication. Moreover, viewers of other geographical areas and younger viewers are rapidly growing in number.

Page Views

Monthly Page Views	33,203,124
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Visitors

Registered Users	583,829
Monthly Unique Visitors	750,235
Average Viewed Web Pages	15.8

www.radiokorea.com launched in 1998

Mobile App



Radio Korea **RAKOTEL APP**

RK Media Group also officially launched its smartphone application on September, 2013 to enhance the user's experience and accessibility.



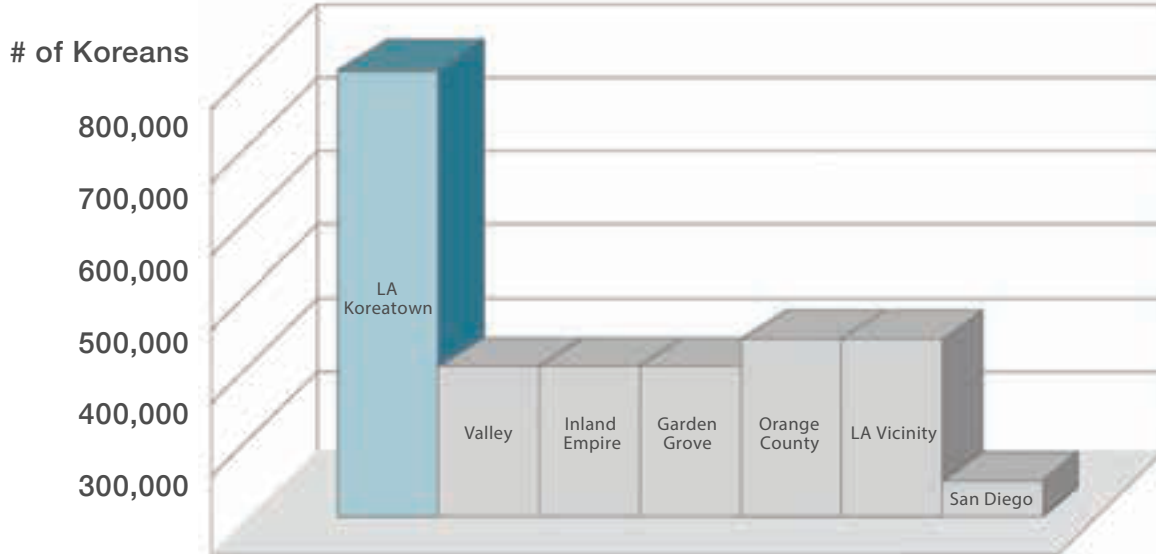
RK EVENTS

As the leading Korean media company in the U.S., RK Media Group has been hosting a number of events over a decade in various categories such as World Cup, Hi-Teen Beauty Pageant, Golf Tournament and monumental seminars.



ESTIMATED NUMBER OF KOREANS LIVING IN SO CAL

of Koreans Living in Radio Korea USA's Coverage Area
(2,200,000 Korean Population)



Do People actually listen to radio?

According to projections from a communications industry forecast (released on Friday, May 1, 2020 on U.S. Census Bureau News), people spend 3 hours and 10 minutes a day listening to radio.

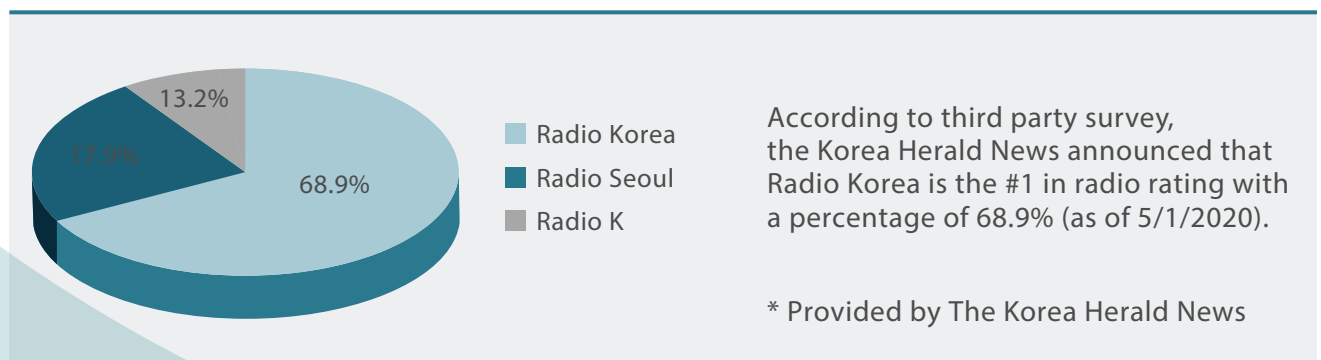
How many Koreans listen to radio everyday?

Approximately 80% of the Asian-Americans are first generation immigrants and 20% are 1.5 or plus population who are born in the U.S. or came to the U.S. at an early stage of their lives. According to recent survey, Asian-American media reach 75% of the Asian population*. Since Koreans highly prefer in-language media communications**, out of 2.2 million Korean populations in Radio Korea USA's coverage area, approximately 1.7 million Koreans are regular listeners of Radio Korea USA.

* research conducted by Benton Foundation,

** US Census 2020,

Radio Rating



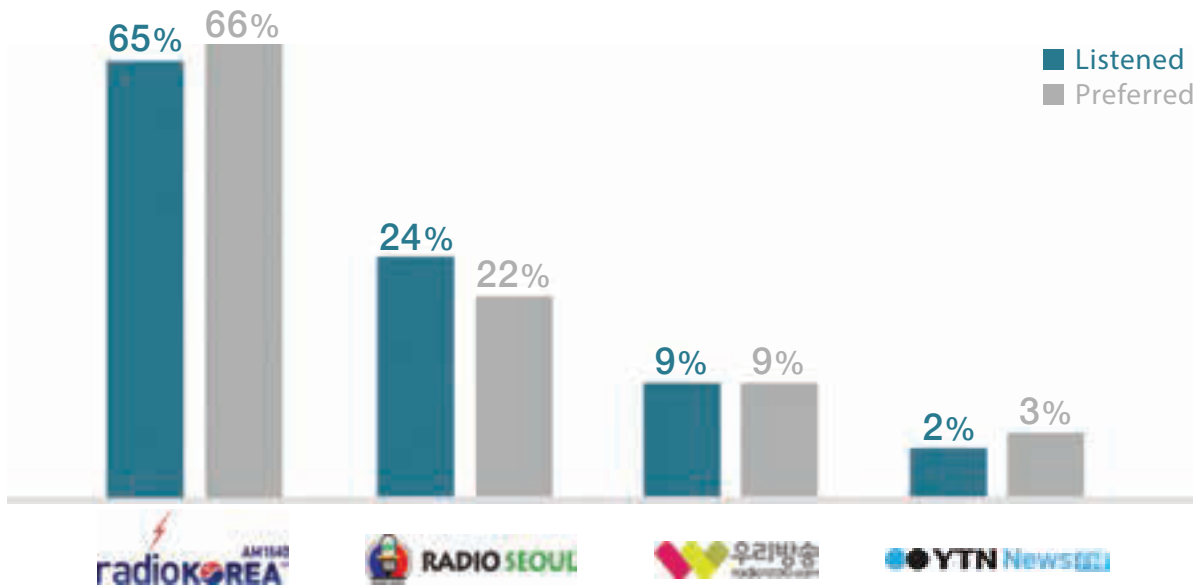
KOREAN AMERICAN MEDIA CONSUMPTION RESEARCH

Radio Korea Media Group pursued the fascinating study on audience research with 600 interviewee mainly targeted in Los Angeles and Orange County which conducted by Mine MR on May, 2020.

The study gives a direction to empower business organization to make strategic decisions, innovate, and maximize ROI with market insights that laser focus on next move.

Most Listened/Preferred Korean Radio Channel - Among Radio Listeners

Among Korean radio listeners, Radio Korea is the most preferred with the highest share of ear.



Most Listened/Preferred Korean Radio Channel - Among Radio Listeners

RadioKorea.com is the most preferred online platform in the Korean American community.

