

KOCOWA

THE ULTIMATE DESTINATION FOR KOREAN ENTERTAINMENT

www.kocowa.com



OTT Market Strategy for K-Contents

- ✓ K-drama/show is just one of international genre.
- ✓ No backup plan
- ✓ Biz Dependency on Global or major OTT operators
(= OEM industry identity ?)
- ✓ Consistent Unified Brand Experience.
- ✓ Turn Global service experience into Data.

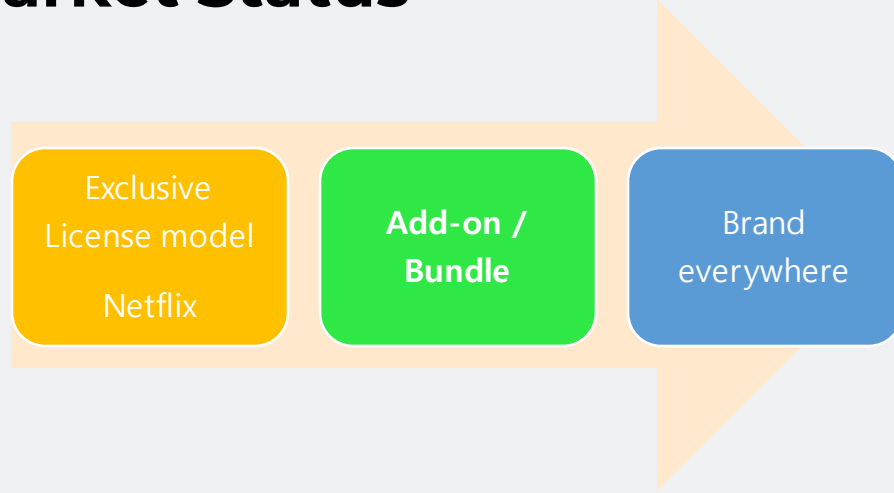


OTT Market Strategy for K-Contents



K-Content, CONTENT THAT'S ADDICTIVE

- Market Status



- Competition on Brand exposure

- Direct Consumer Service: Funnel Structure, Partner development strategy, Brand Power and Value maintenance
- Collaboration beyond competition

"TV Everywhere"
Networks & OTT with subscription(s)

Ad-Supported OTT Aggregators

Internet Streaming Players

Game Consoles

Connected TVs

Ad Networks

Sell-Side / Supply-Side Platforms (SSPs)

Buy-Side / Demand-Side Platforms (DSPs)

Select your services

This improves recommendations for you. Your services are saved to your Google Account.

Netflix Hulu Amazon Prime Video Disney+ HBO Max

Paramount+ Slings TV Viki Starz Showtime Anytime

TuboTV Showtime Pantaya Epix Now Boomerang

Max Go Philo iQIYI **Kocowa** Apple TV

Peacock Discovery

See all Desktop Subscriptions

The roku channel

Google Media Action / Android TV

OTT Era: CP Platform = Channel



OTT Era: CP Platform = Channel

The screenshot shows a mobile application interface for an NFL game. At the top, it says "Jets vs Giants" with a back arrow and a close button. Below that, it indicates the game is on "NFL · Sun, Oct 29, 10:00AM". A location pin icon says "Near you Edit". The NFL logo is prominently displayed on the right. Under "TV options", it lists "@CBS CBS". Under "Streaming options", there are four entries, each with a "Watch" button: "NFL+ Subscription", "Paramount+ Subscription", "YouTube Primetime (NFL Sunday Ticket) Subscription", and "YouTube TV (NFL Sunday Ticket) Subscription". At the bottom of the menu, it says "Blackout restrictions may apply" and "Access requirements may vary by streaming service". Below the menu, there are partial views of news articles from "New York Post" and "Bold Giants Predictions for Giants' Week 7 Game vs..."

Ch

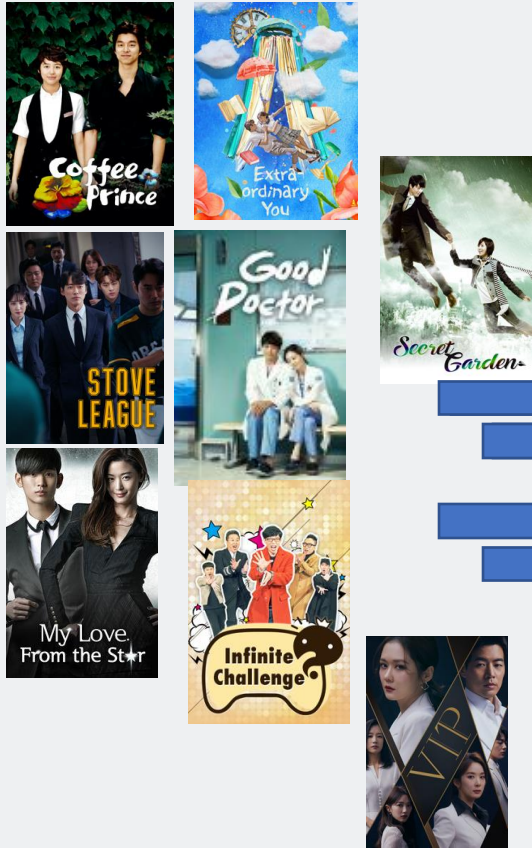
Good Content makes money.

**To generate income through content,
extensive efforts and analysis
in the production
and distribution processes
are essential to create market value.**

What We have Collected

KOCOWA ●●●●

Over 30 Korean Content providers and studios



KOCOWA



Partner Platforms, TV, Web, iOS, & Android are distributed across the Americas (35 countries + territories)

- ✓ 32,000+ hours of premium broadcast quality content
- ✓ Daily updates of exclusive content (within 8 hours of its Korean Premiere)

Partners:



**7 Years of Global
Experience & Market
Data**

Application of the experience

The screenshot displays the KOCOWA+ mobile application interface. At the top, there is a navigation bar with the KOCOWA+ logo, a 'SUBSCRIBE' button, and icons for search, a list, and messages. Below the navigation bar, there are several filter tags: 'highly intense', 'waited for long time', 'lightening up the mood', and 'AI Pick' (with a sub-tag 'jokey character').

The main content area is titled 'Search Results' and features two primary recommendations:

- Bel Ami:** A promotional image shows a man and a woman. The text below reads: 'Bel Ami', 'Pretty boy Dokko Ma Te is ambitious and wants to make a lo money using his looks. His mother dies without giving him th', and 'Cast Jang Keun Suk, IU, Lee Jang Woo, Han Chae Young'. Filter tags include 'life and limb story', 'laughing', and 'director'.
- Descendants of The Sun:** A promotional image shows a man and a woman in a dramatic scene. The text below reads: 'Descendants of The Sun', 'The biggest K-Drama hit of 2016 that introduced the Song-S craze. After an initial attraction, a surgeon and captain separ', and 'Cast Song Joong Ki, Song Hye Kyo, Jin Goo, Kim Ji Won'. Filter tags include 'absolutely gorgeous' and 'short-fused character'.

Below these recommendations, there is a horizontal scroll of smaller promotional images for other titles: 'The Fiery Pri...', 'Good Manager', 'Descendants Of ...', 'Shopaholic Louis', and 'Once Again'. A second 'AI Pick' filter is shown with the tag 'male lead cast'. At the bottom, there are more promotional images for 'DAI I AND COCKY PRINCE' and other titles.

Application of the experience

Account Information

- Company Name
- Vertical
- Items
- "Keytalk"
- Starting Date

Recent Updates

- series: 5, season: 5, episode: 81 updated. 19.10.2023 11:01 11:01 PM
- series: 11, season: 11, episode: 169 updated. 18.10.2023 11:01 11:01 PM
- series: 7, season: 7, episode: 128 updated. 17.10.2023 11:01 11:01 PM

"Keytalk" Overview

Total "Keytalk"

"Keytalk" Analysis Complete - kocowas

99.8%

Popular "Keytalk"

#1	"romantic" Visual & Sound	2k
#2	"Period Drama" Subgenre	1k
#3	"teenage" Concept & Idea	946
	"extraordinary"	

App Interface Elements: SUBSCRIBE, Search, Home, Messages, Profile, Drama Cards (Shopaholic Louis, Once Again, etc.)

The Prerequisites for Global K-OTT Business

- Global Market is not one Segment.
- **‘Global Expansion Strategy & Market Defense Strategy’** are different.
- Global Partnership & Service neutrality.
- Global Experience & DATA Collection
- Flexible Organization & Cultural diversity
- Advanced Technology & Global talent discovery.



The Government Policy for Global K-OTT

✓ The Dynamics of Content Endowment Funds

Fund type	Investee	Effects	Output
Current Funds	Studios	<ul style="list-style-type: none"> Studios & Production Growth 	<ul style="list-style-type: none"> Quality content
New Platform Funds	Platform	<ul style="list-style-type: none"> Studios & Production Growth Content Acquisition & Original title Investment 	<ul style="list-style-type: none"> Quality content Market understanding
		<ul style="list-style-type: none"> Platform Growth Global Brand Build 	<ul style="list-style-type: none"> Global K-OTT Brand Market Data Performance Measurement Market control

✓ Global Funds engagement accelerates Globalization with business cooperation.

✓ Practical Government support policy. (Need to revise Qualification policy)

✓ Anti-Piracy policy





- END -
THANK YOU