



ODK media

# ODK Original Contents

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## About ODK Media

Reaching over 3,000,000 monthly active users in North America/Canada

ODK Media was launched in 2011 with a focus on bringing **legal Asian content** to North America. Featuring premium, longform, broadcast quality content, ODK Media serves over 100M video ads a month. Brands can integrate into Original Content as well as sponsor tentpole events, allowing them to own the consumer experience. ODK Media runs owned and operated platforms and is minority owned and **certified by NMSDC**.



- 1,900,000 monthly active users (Gender: 47% M, 53%F)
- 90% Market Domination for Korean American
- The number one legal OTT service for Korean-Americans in North America
- Partners with all major broadcasting companies in Korea including SBS, MBC, KBS, JTBC, and more (95% Coverage)



- 900,000 monthly active users (Gender: 60% M, 40% F)
- Largest legal OTT service for Chinese-American in North America (Twice as large users vs. next closest competitor)
- Partners with all major broadcasting companies in China including Tencent, IQIY, SOHU, MangoTV, and more
- Fastest Growing OTT targeting Chinese American users



- 250,000 monthly active users (Gender: 49% M, 51% F)
- 95% license rights to major broadcasting companies in Vietnam including Hanoi, HTV, TTXVN, VTC, VTV, DNTV, HDTV, HYTV, NTV, QBTv, TBTv, THDT, THP, THVL, TTV, and more
- On-track to be the largest ethnic Vietnamese American OTT
- The only OTT with Korean and Chinese Contents with Vietnamese subtitles (High Value to Vietnamese Users)



**Original Content**

## 1. Family Travel

*Family Trip* chronicles the journey of Korean celebrities 'Sean' and 'Jung Hye-young' and their family across California, using the **Toyota Tacoma** truck to discover diverse terrains. The show captures the family's escapades in camping and biking, spotlighting Sean's passion for cycling while creating memorable experiences for their children. Through cultural immersion and scenic exploration, the series showcases the Toyota FY24 Tacoma's versatility in facilitating their adventures amidst California's breathtaking landscapes.



- ❑ **Title:** *Family Travel*
- ❑ **Genre:** Reality Show
- ❑ **Episode:** 4 Episodes (30 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media (12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$150K-\$200K



## 2. Healing Talk Show

**Healing Talk Show** is talk show series that shares warm stories with expatriates living in different cultures and among different people after leaving our beloved country, Korea. In particular, many expatriates face challenging emotions and difficult experiences while living abroad, often carrying hard emotions without a specific healing process. For these people, ODK prepare a special lecture series featuring influential and daring women. We aim to invite the women in diverse backgrounds to convey comforting support, like a warm motherly embrace, to those facing similar challenges.

- ❑ **Title:** Healing Talk Show
- ❑ **Genre:** Talk-Concert, live concert
- ❑ **Episode:** 2 Episodes (30 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$100K-\$200K



### 3. EV Explorers: Women's Road Trip Bonding

*EV Explorers: Women's Road Trip Bonding* is a captivating travel variety show that showcases the adventures of a group of women as they embark on a road trip using Volvo electric vehicles (EVs). This show is all about celebrating the power of female friendship, adventure, and sustainable travel as these women explore various locations, both within and outside California.

- ❑ **Title:** EV Explorers: Women's Road Trip Bonding
- ❑ **Genre:** Reality Show
- ❑ **Episode:** 4 Episodes (20 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media (12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$150K-\$200K



## 4. Golf Adventures: Family Edition

Make family travel a little more exciting with *Golf Adventures: Family Edition*. Join us as we embark on an unforgettable journey in Volvo EV cars with an Asian American family who spends their weekends competing in parent vs. children golf games. This time, they've won a special family travel opportunity from A company that takes them on an incredible golfing adventure. But there's a twist - waiting for them at their destination are 'professional golfers and their families' for a golf experience like no other.



- ❑ **Title:** Golf Adventures: Family Edition
- ❑ **Genre:** Reality Show
- ❑ **Episode:** 5 Episodes (15-20 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media (12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$150K-\$200K



## 5. Between 1and2

Danny, Dongseok, and Jessica, three Koreans who ended up living in the US for different reasons. Dongseok and Jessica, after going through various twists and turns, quickly move in when they see an ad posted by Danny looking for a roommate. Despite being Korean individuals in the same land, they are incredibly different – not just in personality but also in the time spent in the US, their past experiences, and the paths they envision for their future! This sitcom provides a glimpse into the diverse situations that anyone who has come from overseas to the US can encounter and feel, through the unique perspectives of Dongseok, Jessica, and Danny, immigrants with different backgrounds.



- ❑ **Title:** Between 1and2
- ❑ **Genre:** Comedy, Sitcom, Drama
- ❑ **Episode:** 5 Episodes (15–20 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$100K



## 6. Off-Road Adventure

Join Michael and YS, off-road enthusiasts accustomed to riding the 4Runner, as they embark on an exciting new adventure with the Toyota FY24 Tacoma. Across four episodes, each location offers unique and diverse landscapes, promising fresh experiences. The show captures thrilling off-road escapades, showcasing the challenges and triumphs of navigating various terrains.

Accompanied by fellow camping enthusiasts, the series captures the tranquility of nature and the joy of preparing meals amidst breathtaking backdrops, creating a contrast to the adrenaline-filled off-road journeys.

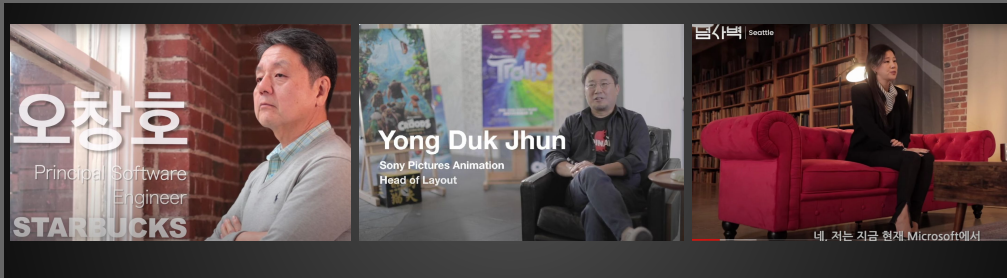


- ❑ **Title:** Off-Road Adventure
- ❑ **Genre:** Reality Show
- ❑ **Episode:** 2 Episodes (10 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media (12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$75K



## 7. Against the Odds

In this exciting and informative documentary, we shine a spotlight on Asians who are making significant contributions across various fields in the United States. Our program will explore how these visionary leaders are at the forefront of the 4th Industrial Revolution, shaping the future in their respective domains. We will delve into their personal lives, their journeys to success, the environments that nurtured their talents, and the educational paths that led them to their current positions.



- ❑ **Title:** Against the Odds
- ❑ **Genre:** Documentary
- ❑ **Episode:** 1-2 Episodes (20 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$75K

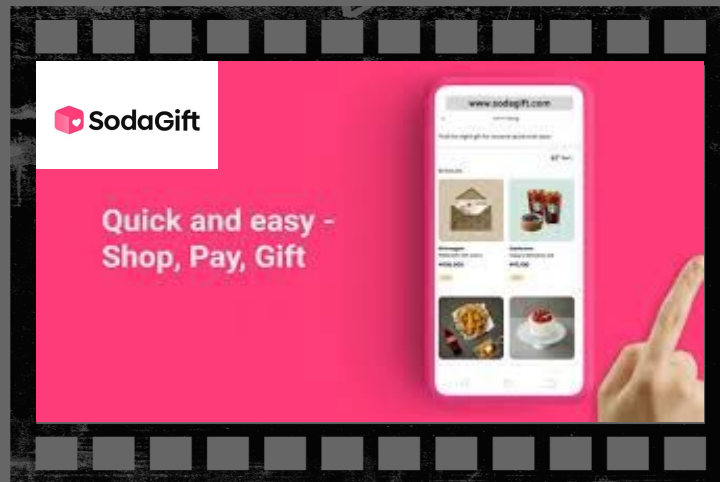


## 8. Tell me your wish!

Are you always indebted to your parents, children, relatives, friends, and countless acquaintances in Korea? We will give you a special opportunity to convey your feelings that cannot be expressed in words to those you miss in Korea. Comedians Park Seong-ho and Lim Jae-baek receive sincere stories from Koreans living in the United States and make their wishes come true in Korea! Korea is no longer far away, and the distance between Korea and the United States is getting closer! All you have to do is say your wish!

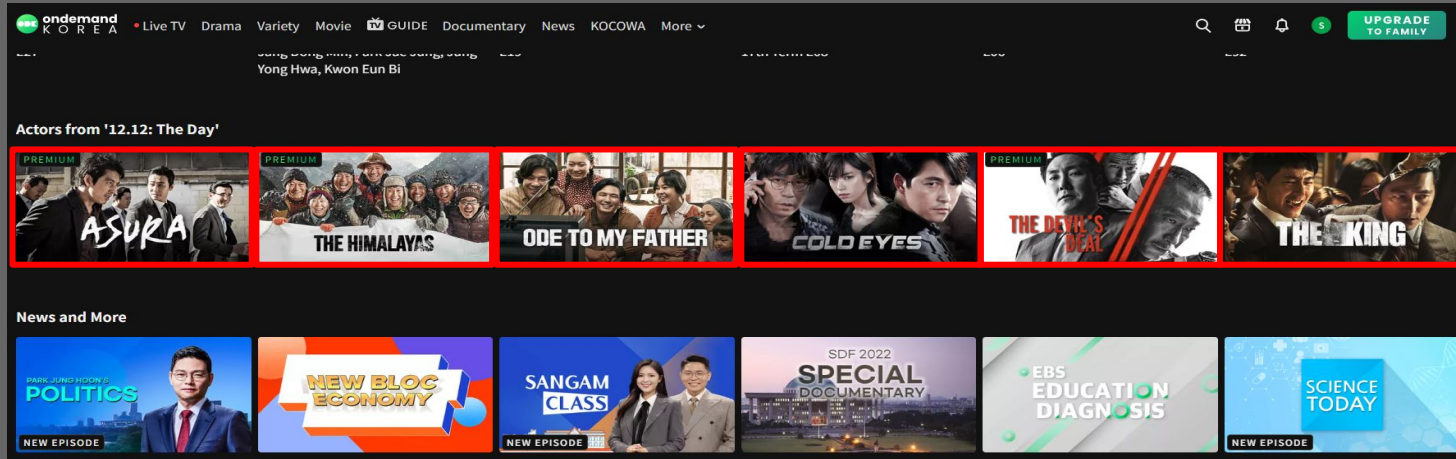


- ❑ **Title:** Tell me your wish!
- ❑ **Genre:** Variety Show
- ❑ **Episode:** 4 Episodes (25-30 mins per episode)
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media (12.5MM)  
(Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$60K





# Short Form Content



The content introduced from the next page onward will be featured on the **Carousel** of the OnDemandKorea Home Page.

## Best Cocktail Recipes

These days, the trend among the MZ generation is whiskey. This is because high-end cocktails that can be found in expensive bars can be easily and conveniently made at home. Introducing the hottest cocktail recipes these days that can be made with Jack Daniel's whiskey.

- ❑ **Title:** Best Cocktail Recipes
- ❑ **Genre:** Vlog
- ❑ **Duration:** 3-5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K



## Food that tastes even better when paired with Jack Daniel's whiskey

There's a special food that enhances the flavor of Jack Daniel's, and when enjoyed together, it allows you to fully appreciate Jack Daniel's unique characteristics. Just as Koreans have their famous combinations like Soju with pork belly or Chicken with beer, what would be the ultimate pairing for Jack Daniel's that's loved by Koreans?

- ❑ **Title:** Food that tastes even better when paired with Jack Daniel's whiskey
- ❑ **Genre:** Vlog, Mukbang (Eating Show)
- ❑ **Duration:** 5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K



## Why Koreans living in the U.S. should take Ginseng every day

Living as a foreigner in another country is always difficult due to language barriers and cultural differences. Balancing family care and working hard to make ends meet leaves little time for self-care. The worst thing that can happen is when someone in your family gets illness and life becomes more difficult. Consuming ginseng is essential to protect ourselves and our loved ones in the United States.



- ❑ **Title:** Why Korean living in the U.S. should take Ginseng every day
- ❑ **Genre:** Interview, Mini Documentary
- ❑ **Duration:** 5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K



## How Ginseng Affects Immunity

As winter approaches, many people are looking for products that help with immunity. We investigated whether there were any changes in the body when consistently consuming Ginseng, which is said to be good for immunity. What changes will be seen when two employees who work at the same workplace and have similar workloads are encouraged to consume food consistently for two weeks?

- ❑ **Title:** How Ginseng Affects Immunity
- ❑ **Genre:** Vlog, Experiment
- ❑ **Duration:** 5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K
- ❑



## How Ginseng Affects Immunity

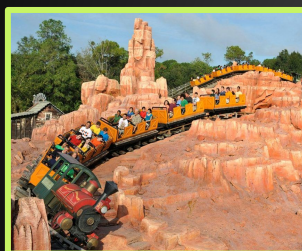
As winter approaches, many people are looking for products that help with immunity. We investigated whether there were any changes in the body when consistently consuming Ginseng, which is said to be good for immunity. What changes will be seen when two employees who work at the same workplace and have similar workloads are encouraged to consume food consistently for two weeks?

- ❑ **Title:** How Ginseng Affects Immunity
- ❑ **Genre:** Vlog, Experiment
- ❑ **Duration:** 5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K
- ❑



## Disneyland Park Fast Forward

Embark on an adrenaline-fueled journey as we unlock the secret to experience the entirety of Disneyland in just 10 minutes! Traditionally a 2-3 day adventure, we've curated an exhilarating shortcut-packed itinerary to guide you through Disneyland Park to Disney California Adventure Park. Join us as we unveil the unmissable highlights, must-visit spots, and hidden gems, enabling you to soak in the magic of both parks in a thrilling, action-packed 10-minute escape.



- ❑ **Title:** Disneyland Park Fast Forward
- ❑ **Genre:** Vlog, Reality Show, Adventure
- ❑ **Duration:** 10 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K
- ❑



## Hot spots Known Only to Disney Employees!

We're heading to discover hidden hot spots brought to you by employees at Disneyland Park! The top hot spots listed by Disneyland Park employees might be places that regular customers find difficult to know or just pass by. Moreover, we might introduce special menus or recipes that can only be found in Disneyland Park. Let's explore Disneyland park inside out!



- ❑ **Title:** Hot Spots Known only to Disney Employees!
- ❑ **Genre:** Vlog, Reality Show
- ❑ **Duration:** 5 minutes
- ❑ **Distributed Platform:** ODK, ODC, ODV
- ❑ **Marketing Platform:** ODK Social Media(12.5MM) (Facebook, YouTube, Instagram, Twitter, ZAPZEE)
- ❑ **Production Cost:** \$10K
- ❑





## ODK Originals: Brands Partnership



**ODK Media has continued to produce  
brand-tailored content in partnership  
with various brands targeting the  
Asian market**