

조선일보

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조선일보

The Chosunilbo



Many voices,
one heart



다름은 하나가
Many voices, one heart
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Approximately 6.7 billion people in the world
Finding another person who shares the same thoughts or ideas as
you is as difficult as discovering another earth
in the Universe.

Millions of different thoughts and opinions

Despite various ideas and voices,
we all share one passion
in the pursuit of truth.

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The Chosunilbo is committed to serving you the most informative and useful content.

The Chosunilbo has been serving our readers for generations since 1920. Thanks to our loyal readers' support, we are very proud of what we have achieved so far and, at the same time, feel great responsibility for continued progress. We promise that we will be your partner by providing the best content in an era of media change and innovation.

What can the Chosunilbo do to maintain its current dominance of the domestic news media industry while still maintaining its responsible leadership? The Chosunilbo believes that accurate, reliable and in-depth journalism is the answer.

We treasure your trust and confidence in our progressive, distinctive and reliable news and analysis. We know that we must strive to fulfill our role as a leading Korean newspaper.

For this reason we have continued to play a leading role in an era of media convergence during which conventional media barriers are being shattered. We have already released a variety of new experimental media such as 'Cross Media' that introduces individual news using a variety of media, the 'Mobile Chosun' provides the latest news through mobile phones, 'ireader e' is Korea's first e-newspaper. In the end, our goal is to help our readers access our high-quality content any time and any place.

According to most public opinion polls, the Chosunilbo is 'the most influential newspaper' in Korea. This great honor carries the danger of complacency, but we have always been open to the voices and opinions of our readers. The Chosunilbo does its best to make the best use of this power for the good of society. Our readers are our guides.

We will continue to deliver hope and encouragement to you, our readers. As you continue to stand with us in this new millennium, we wish you great happiness and prosperity.

President Bang Sang-Hoon 



01 Influence

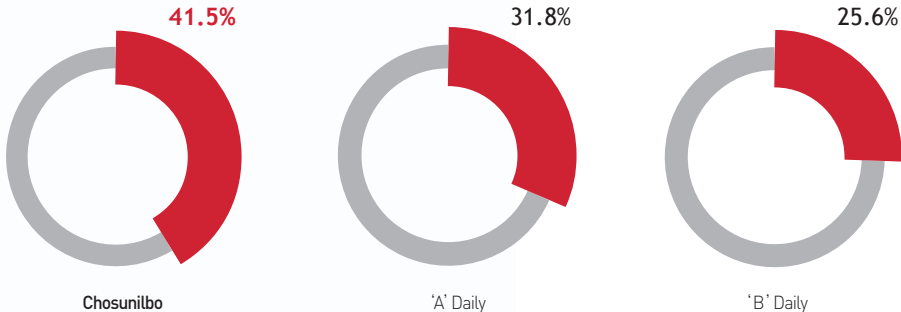
The Chosunilbo is recognized as the most influential newspaper in Korea.

Readers acknowledge our leading, reliable and in-depth journalism. We have been the most reliable and preferred newspaper among opinion leaders such as CEOs, industry influencers and the general public.



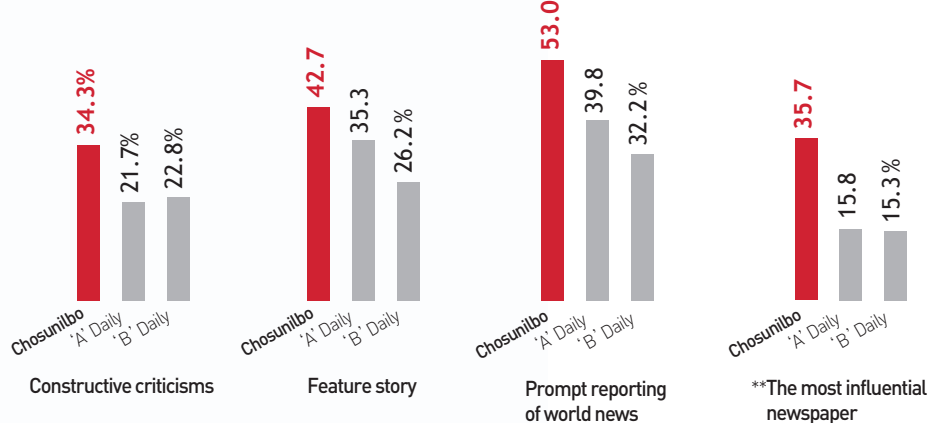
Readers' Assessment

The Chosunilbo - Opinion Leaders' First Choice
Maintaining our No. 1 position in newspaper subscriptions and readership for the past decade, we are the most preferred newspaper among opinion leaders.



Opinion Leader Readership
Source : Hankook Research, *2008 High-end Index

Newspaper with the Best Content
The Chosunilbo has been recognized as the most respected and influential newspaper.



Source : Hankook Research, 2008 High-end Index
* 'High-end Index' is a survey of the use of media by high-income earners and professionals
** 'The Most Influential Newspaper' based on Gallup Korea, 2007

02

The Best

Premium Content

The Chosunilbo provides abundant, in-depth and diverse coverage of politics, social issues, economy, personal finance, education, health, culture, sports and entertainment.

Business Daily inside the Chosunilbo

From the latest economy and business trends to personal finance, the Chosunilbo's business section contains a variety of in-depth information. Readers praise the details and expertise of the 'Chosun Economic Daily.'

High Quality Weekend Section

Why? Reading fun, entertaining stories behind extraordinary people and news events will make your weekends more enjoyable.

Weekly BIZ Weekly BIZ is the first premium weekend business section. It offers detailed information on businesses, success stories and the world economy.



The Most Dedicated and Outstanding Staff

The Chosunilbo staff are the best and brightest in Korea's journalism, including reporting, photo journalism, copy editing and art and editorial. Our experienced and well-trained reporters are on-call 24/7 to cover breaking stories, anytime and from anyplace. Journalists with expertise and vast experience have turned Chosunilbo into the No. 1 newspaper in Korea.



Premium Membership Service for Readers- Morning Plus

The Chosunilbo strives to offer premium services to our readers. Our portal-service site, Morning Plus, can be enjoyed by young children, students and adults alike free of charge.

Morning Plus (morningplus.chosun.com)

A variety of exciting events and high-quality content in education, finance, entertainment, travel and life & culture are available here.

Entertainment This section includes new and classic movies, heroic novels, various genres of comic books, boy-meets-girl stories, adult stories, horoscopes and many other entertaining services.

Personal Finance Board consultation, one-on-one consultation, personal financial service, the latest economic news and real estate, funds, insurance, taxes, online housekeeping book service, etc. are presented here.

Fun Education 'Children's World,' 'Exciting Chinese,' popular foreign-language lessons on VOD (Video on Demand), theme class and practical lessons updated monthly, a variety of e-books and book summary services, etc. are featured here.

Travel·Food Information on domestic and overseas tourist attractions, travel journals through famous bloggers, theme maps and search services, new restaurants discovered by Chosunilbo reporters, reader recommended local restaurants, etc. are shown here.

A newspaper that has kept pace with the development of Korea's modern times

Established on March 5, 1920, the Chosunilbo was suspended four times and a total of 471 articles (the highest among Korean newspapers) were confiscated during the Japanese colonial period. The Chosunilbo overcame these ordeals and strengthened the groundwork for a centennial history.

1924 | **Lee Sang-Jae**, the 4th publisher
[Sep. 13, 1924 ~ Mar. 25, 1927]

"A day without a meal would not kill, but a day without a newspaper might."



1932 | **Cho Man-Sik**, the 8th publisher
[Jun. 15, 1932 ~ Jul. 18, 1933]

"We can prevent foreign intrusions by using domestic products and developing technology. We should not ask each other's origin because it might arouse regional discrimination."



1931 | **Ahn Jae-Hong**, the 6th publisher
[Jul. 25, 1931 ~ Apr. 22, 1932]

"The Korean people shall not stay in emotional sadness. They shall wake up, realize what they have to decide and keep doing what they have decided."



1933 | **Bang Eung-Mo**, the 9th ~ 11th publisher
[Jul. 19, 1933 ~ Aug. 27, 1953]

"The most necessary and urgent business now in Korea is education. Since the newspaper is the most general, real, and social medium, it can be a useful gateway to the strongest education."

The first private and national newspaper during the Japanese colonial period

The Chosunilbo is Korea's first private and national newspaper established following the Japanese annexation of Korea in 1910. The Chosunilbo worked toward the restoration of national sovereignty during the Japanese colonization and for the development of the national economy following national independence. We will continue our effort toward a brighter future.

Yeom Sang-Seop
Director of Literary Dept. · chief editor
(1921 ~ 1931)

Yeom wrote 'Samdae (Three Generations),' a masterpiece of realism in literature during the Japanese colonial period. He was depicted as the person who wrote almost all of the novels for the Chosunilbo.



Kim Gi-Rim
Director of Literary Dept.
(1930 ~ 1940)

The 1st reporter to pass the first reporter examinations during the Japanese colonial period. A modern poet, he wrote 'Sea and Butterfly,' 'Weather Map' and other pieces.



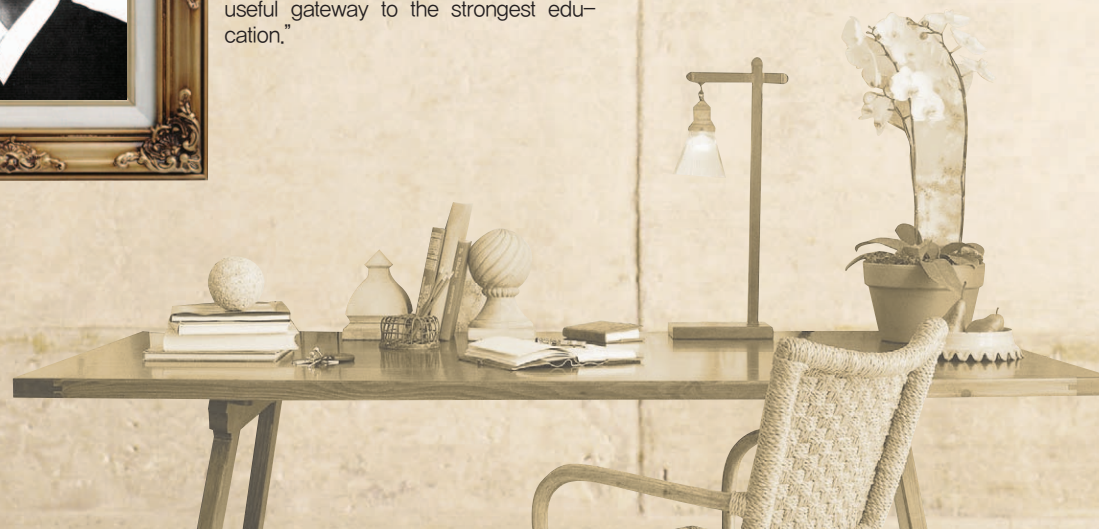
Shim Hun
Movie reporter · novelist
(1928 ~ 1931)

As a movie reporter and the novelist of 'Sangnoksu (Evergreen Tree),' Shim even wrote a famous poem, 'Geunali Omyeon (When the Day is Coming),' and directed the movie 'When the Day Breaks.'



Han Yong-Un
Poet · novelist
(1935 ~ 1940)

Han wrote the novels 'Heukpung (Black Wind)' and 'Bakmyeong' for the Chosunilbo. He translated 'Samgukji (Three Kingdoms)', which was printed until August 1940. When the Chosunilbo ceased publication due to Japanese suppression, he expressed his anger and resentment in his poem: "The brush has been broken and all has come to an end."



04 Social Contribution

The Chosunilbo's passion is towards the world.

The Chosunilbo has successfully fulfilled our social responsibility. We have helped build an affluent and comfortable society by spreading the message of hope across the nation through social welfare campaigns. We plan and promote activities through education, culture, and sports business and many award activities.



+ Social Welfare Campaigns and Projects

Asian Leadership Conference

This conference is the 'Davos Forum of Asia' in which world leaders and experts meet to discuss world trends and the future vision of Asia.



Green Campaign

The Chosunilbo has played a leading role in conserving and revitalizing our environment through diverse environmental campaigns such as the 'Reduce Waste,' 'Save our Rivers' and 'Reduce Wrapping Paper Waste' programs. Thanks to our strenuous environmental conservation activities, we received the United Nations' Global 500 Award.



Educational Campaign

Through diverse educational campaigns including 'School Upgrades' and 'Teachers are Our Hope', the Chosunilbo has improved the school educational environments and offered a variety of training programs.



Cultural Campaign

The Chosunilbo has been doing its best to improve the quality of life through little changes in daily life such as 'The Living Room as a Reading Room' and 'A House Full of Beautiful Pictures.'



The Charity Network 'Our Neighborhood' Campaign

This Campaign has promoted a social charity movement by establishing a charity network and positively introducing it. It helps needy citizens, North Korean refugees, a minority in Asia, and poor children in Africa.



✦ Education, Culture and Sports Business and Various Award Activities

Education, Culture and Sports Business

Education and Adolescent Business

The Chosunilbo has periodically held a variety of education and youth-focused events such as 'The Adolescent School' and 'The Experiential Tour with a Teacher' to help improve students' character. In addition, we helped teachers take greater pride in Korean history and culture and operated a 'Korean History Tour in Japan' to spread the knowledge.



Performances and Exhibitions

The Chosunilbo has played a leading role in inheriting and globalizing Korean tradition and culture through a variety of cultural property exhibitions, special painting exhibitions and various genres of performances.

Sports

'The Chosunilbo Chuncheon Marathon', which started in 1946 to commemorate Son Ki-Jeong's gold medal, has developed into the most prestigious marathon competition in Korea. 'The Cheongyonggi National High School Baseball Championships' was also launched in 1946 and is one of the most popular baseball events in Korea. It has fostered many star athletes such as Park Chan-Ho and Lee Seung-Yeop.



Award Activities

Nonfiction Award (2008~)

As an upgraded version of the 'Living Room as a Reading Room', the 'To Write One Book per Person' campaign aims to boost reading culture.

The National New Wave Literature Award (2007~)

This is a contest for novelists aimed at developing middlebrow fiction that breaks down the boundaries between highbrow and popular literature.

The Teacher of the Year (2002~)

Co-hosted by the Ministry of Education, Science and Technology, 'the Teacher of the Year' has helped teachers improve their teaching expertise and reputation.



Dong-In Literature Award (1955~)

In commemoration of the Korean modern literature pioneer, Kim Dong-In, this award is given each year to the novelists with short and mid-length published in the Korean main magazines to promote the creativity of domestic novelists.

Bang Il-Young Korean Classical Music Award (1994~)

This award has been created to discover Korean classical musicians who have made contributions to the development and inheritance of Korean culture.



Chosunilbo Environment Award (1993~)

The first national environmental award co-hosted by the Ministry of Environment and the Chosunilbo. The Chosunilbo is the first media group to start an environmental conservation movement.



Lee Joong-Seob Art Award (1988~)

Launched to pay tribute to the achievement of master painter Lee Joong-Seob, prizes are given to talented painters every year.



Cheongyong Volunteer Service Award (1967~)

This award is presented to police officers and citizens in recognition of their contributions to public safety, order and justice.



Chosunilbo Advertising Award (1967~)

This award recognizes current and future advertisers. Award winners are given the opportunity to tour overseas advertisement industries and participate in the Cannes International Advertising Festival.

Chosunilbo New Year Literary Award (1928~)

The Chosunilbo Literary Award seeks out creative new artists and is a gateway to success for young novelists.

A Variety of Periodicals and Content Bank

The Chosunilbo publishes approximately 10 periodicals in various areas such as newspapers, weekly magazines, monthly magazines, sports, economy, health and culture. Based on these diverse publications, we are a leading repository of the 'content bank', which integrates and manages all digital content. With the establishment of the Chosunilbo Content Bank, 'C Place (<http://cplace.chosun.com>)', the Chosunilbo has integrated all data such as news articles, photos, etc for the readers' convenience.

Chosun Children's Daily

This is a newspaper geared toward children and contains instructive and educational information.

Sports Chosun

Korea's No. 1 sports entertainment newspaper, most popular among young people and sports fans.

Weekly Chosun

An in-depth weekly magazine that offers readers authoritative, critical analysis to help address the complexities of modern life and business.

Monthly Chosun

A journal which helps examine the future

Woman's Chosun

A monthly women's magazine filled with many helpful tips relevant for women's life and culture.

Monthly Health Chosun

A health magazine with in-depth coverage of a variety of health and medical issues.

Mountain

A professional mountaineering magazine which covers renowned mountains, famous mountain climbers and useful hiking information.

Economy Plus

A monthly economic magazine that details the stock market, the economy, and personal finance

TOP Class

A lifestyle magazine covering the lives and work of contemporary social leaders along with their dreams and philosophy.

Well-Being Life

A health periodical that offers useful information for a healthy life.



One Source, Multiple Uses

The Chosunilbo offers all of our readers new services. We allow our users to gain access to useful information at anytime, anywhere through diverse media such as newspapers, internet, mobile phones, TV, and satellite DMB. Our effort to cultivate all the content from the production stage to multi-media and multi-channels will never stop.



Cross-media

A brand-new type of news reporting which releases news articles simultaneously through conventional media (Newspapers, Terrestrial TV) and new media (Cable TV, satellite DMB, Internet), planned and covered by Chosunilbo.

By optimizing each media's strengths, it produces customized content right from the planning stage.

On The Border

A documentary on the human rights of the North Korean refugees.

This documentary was aired worldwide and has won a number of prestigious international awards as well as Korean press awards: the Rory Peck Award, one of the world's top 3 journalists' awards, Samsung Press Award, Korean Journalists' Association Award, the Korean Press Award, the Special Recognition Award from the IPCNKR(International Parliamentarians Coalition for North Korean Refugees and human Rights), and so on.



Our Asia

A feature report on the human rights of the neglected social class and the children in Asia.



Broadcasting, UCC Portal

The first business TV channel in Korea, 'Business &.' And the differentiated UCC(User Created Content) website 'Keywui.com' which runs its own amateur content creators. Through broadcasting and UCC portal websites, the Chosunilbo reaches out to wide range of users.



Business &
business.tv.chosun.com

Korea's first business channel, covering smart business such as information on global businesses / CEOs, market trends and personal development.



Keywui.com
keywui.chosun.com

To support user production activities, the Chosunilbo provides Keywui members with editing equipment and studios without charge.

And another challenge!

The Leading Media in 2020, Its 100th anniversary

2020 Vision

Transcending the limits of the newspaper, the Chosunilbo is now entering the era of 10 million users, including internet new media audience.

With our leading spirit and skill as well as your continued support and encouragement, we will forge ahead as a news market leader with the best content in 2020, toward our 100th anniversary.

