

KOREA CONTENT HIGHLIGHT



Ministry of Culture, Sports
and Tourism

KOCCA
KOREA CREATIVE CONTENT AGENCY

M SERIES
MANIA
FORUM

KOREA
COUNTRY
OF HONOUR

KOREA CONTENT HIGHLIGHT



KOREA
COUNTRY
OF HONOUR



Korea Creative Content Agency(KOCCA) supports production, planning, creation, distribution, overseas expansion, business growth, training, R&D, policy financing, and policy study of many different genres, including broadcasting, video game, music, fashion, animation, character, comics, IP, new technology convergence content.

KOCCA is dedicated to promote the welfare of the people by turning Korea into a major player in the content industry worldwide.

KOCCA plans to systemically and strategically support the industrial infrastructures by closely working with stakeholders, relevant organizations, and local promotion centers.

KOCCA HEADQUARTERS

• Global OTT Marketing Team

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Channel A

Channel A

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Channel A is a South Korean broadcasting network launched in 2011. Known for original content, we have built our brand through programs that highlight warmth and social value. With over 200 titles, we have grown across television, OTT, digital, and mobile platforms. From dramas like 'Positively Yours' and 'Show Window: The Queen's House' to reality hits like 'Heart Signal' and 'Iron Squad', we have proven our cultural impact.

Beyond Korea, we are expanding through OTT services, co-productions, and format exports. Our slogan, "Play the Next," reflects our vision: to invite viewers to enjoy content with us and look ahead. We will continue to deliver diverse, creative content to the global stage.

- Activities - TV Broadcast
- Looking for Buyers, Distribution, Co-production, Remake Format Sales, IP Sales



Positively Yours

Production Year | 2026

Eps × Min | 12 eps × 60 min

Genre | Romantic comedy

Heewon, the youngest manager on the New Product Development Team at Daehan Liquor, Doojun, the second son and heir of Daehan Group, the country's top conglomerate. The two meet by chance at a beer festival she visits for market research, and, swept up in the moment, end up spending a night together. A month later, Heewon finally receives the long-awaited opportunity for an in-house study program in Germany. At the same time, however, she is faced with an unexpected twist in her life—she's pregnant.

To make matters worse, she is shocked to learn that the baby's father is Doojun, who has just been appointed as the company's new president.

Having lived solely by responsibility and duty, Doojun insists that he will take responsibility for the child through marriage. Heewon pushes him away, saying she cannot enter a loveless marriage. But Doojun counters that they can try loving each other too, shaking her heart and turning her world upside down. Thus begins a fast-tracked workplace romance of a couple who started with pregnancy before love.



CJ ENM

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CJ ENM is a leading entertainment company originated from Korea, engaging in a wide array of businesses across the industry spectrum including media content, music, film, performing arts, and animation.

CJ ENM has created, produced and distributed globally acclaimed contents including Oscar-winning film Parasite, Tony Award-winning Musical Kinky Boots, record-breaking Korean box office hits Roaring Currents, Extreme Job, along with sought-after television series such as Mr. Sunshine, Grandpas over Flowers, I Can See Your Voice, EXchange and more. With regional offices in Asia, Europe and the U.S., CJ ENM currently employs over 3,600 people.

• Activities - Distribution, Production

• Looking for SVOD, Linear Channel, AVOD/FAST, TVOD/EST, Pay TV, In-flight

TVING ORIGINAL



Dear X

Production Year | 2025

Eps × Min | 12 eps × 60 min

Genre | Romance, Thriller

Behind a beautiful face hides a cruel nature—Baek Ah Jin, who sees through and manipulates others' hearts. After stepping on the sacrifices of many to reach the top, everything begins to change the moment she arrives there. A woman wearing a mask to escape hell and climb to the highest place. And the story of the Xs being brutally crushed by her.





THE LEGEND OF KITCHEN SOLDIER

The Legend of Kitchen Soldier

Production Year | 2026

Eps × Min | 12 eps × 50 min

Genre | Comedy, Fantasy, Food

A plastic-spoon man is on his way to becoming a legendary army cook. Caught up in accidents, incidents, and mysterious problems across the base, he unintentionally clears one quest after another within the enormous military system. Kang Sung-jae, who enlisted to escape a harsh reality, one day encounters a mysterious virtual “Quest” screen that guides him on his path to becoming a kitchen soldier. From the cookhouse and dormitories to the training grounds, each completed quest draws him deeper into the unit’s hidden issues. What begins as coincidence gradually turns into unexpected solutions. A wild and unpredictable military quest begins—armed with nothing but knives, pots, and spoons!



MAD CONCRETE DREAMS

Production Year | 2026

Eps × Min | 12 eps × 70 min

Genre | Crime, Thriller

In Korea, nothing defines success more than owning a building. Ki Su-jong, once an ordinary office worker, believes that going all in—risking everything and drowning in debt—to finally become a landlord will be his way out. But when global capital swoops in and threatens to push his building into foreclosure, Su-jong clings to a desperate plan with his best friend: a staged kidnapping in the building’s basement that spirals into a real one. Trapped in a chain of crimes that could destroy his life or save it, Su-jong is forced to make impossible choices. How far will he go to keep his dream from collapsing?





이오콘텐츠그룹

EO Content Group, Inc.

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EO Content Group is a premium IP architect powerhouse founded and led by Oh Eun-young, a veteran producer with 29 years of experience in the media industry. EO has developed 102 original IPs in collaboration with more than 200 writers.

The company has produced five commercial feature films and five television series, including <Night Has Come>, <Love Scout>, <Head Over Heels>, <Dear Hongrang>, and <Bloody Flower>, which reached #1 on Disney+.

By managing the full content value chain—from IP creation to production and distribution—EO is building a sustainable, globally driven content model, positioning itself as a leading force in Korea’s global storytelling movement.

- Activities - TV Series - <Night has come>, <Love Scout>, <Dear Hongrang>, <Head over Heels>, <Bloody Flower>
Films - <The Water Ghost>, <The Noisy Mansion>, <The Ghost Game>
- Looking for Remake, Co-production, Licensing



Bloody Flower

Production Year | 2025

Eps × Min | 8 eps × 50 min

Genre | Mystery Thriller

A man who was a suspect in a missing persons case is caught, and his shocking crime of killing 17 people surfaces. The people he killed were all criminals, and by killing them, he became a savior who could cure all the diseases of the world. Is he a murderer? Or a savior?

The lawyer who has to turn a murderer into a savior to save his sick daughter, the prosecutor who has to give the murderer the punishment he deserves without being swayed by public opinion to uphold social and legal justice, the savior who has the power to save everyone in the world, but who kills people in the most heinous ways. The unstoppable confrontation between these three people begins.

The Red Box

:With Tragic Fate



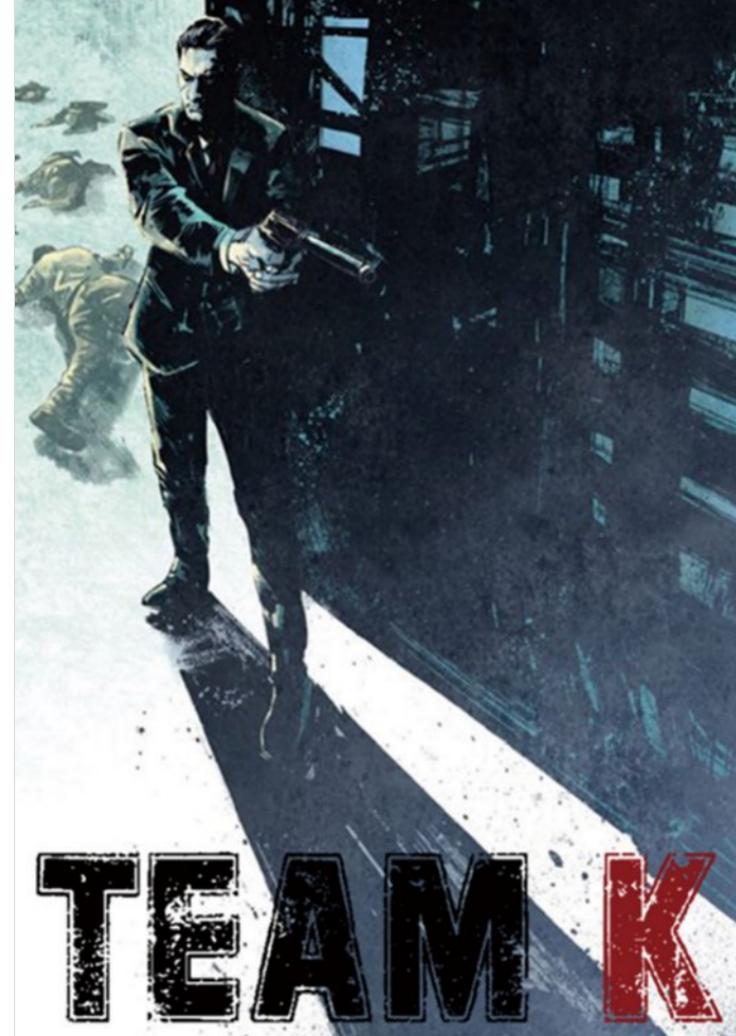
The Red Box : with tragic fate

Production Year | 2027

Eps × Min | 10 eps × 60 min

Genre | Mystery Fantasy Thriller

One day, D receives a mysterious red box. There is a note inside the box that reads, "Do not talk to the man in the black suit." D thoughts that it is a friend's joke, and kindly explains the location of a building to the man in the black suit who asks for the direction. But moments later, D has surprised with a loud noise of people screaming. The man, whom D had given directions, has jumped out from the building and died. That night, D receives the same red box again. Is this a curse or the answer? An inescapable fate has began.



Team-K

Production Year | 2027

Eps × Min | 10 eps × 60 min

Genre | Global Action Crime Espionage

Unsolved international crimes continue to be committed against expatriates living, working or visiting foreign countries. However, international law, national law, political and diplomatic issues, etc. make it difficult to protect our citizens in a timely and reliable way. Therefore, there is an urgent need to directly protect expatriates from the victimisation of international crimes. Team-K, they may look like ordinary office workers and tour guides, but they are everywhere to protect expatriates.



KBS Media

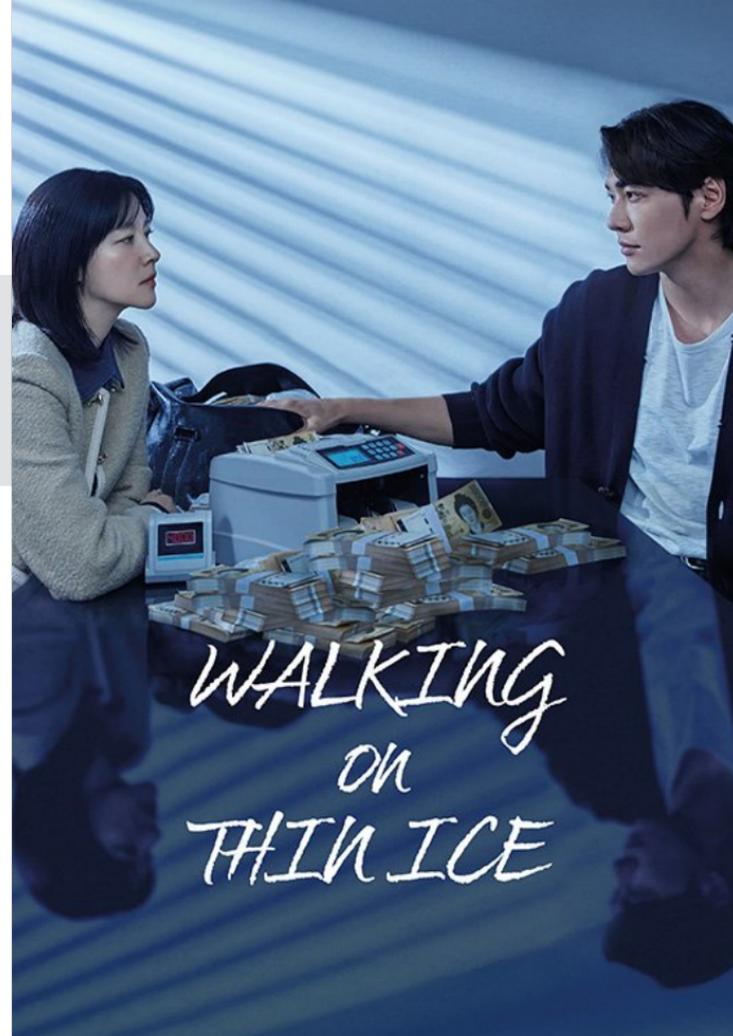
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KBS Media is a leading force in the global expansion of K-content. As the distribution arm of KBS Media Korea's largest public broadcaster KBS, we manage an extensive library ranging from award-winning scripted series to globally adaptable formats. Since initiating the Korean Wave in 2003 with the first Korean drama export to Japan, we have continued to expand the international distribution of TV, VOD, and format rights. Through strong partnerships with major platforms—including Netflix, Disney+, Amazon, Wavve, Coupang Play, and TVING—we have built a robust global footprint across more than 90 countries. Our track record includes Good Doctor, the first Korean scripted format sold and aired in the United States; My Husband Got a Family with multiple successful remakes; and The King's Affection, winner of the 2022 International Emmy Award. KBS Media continues to explore opportunities in format licensing and platform-based initiatives to meet the evolving needs of global partners and audiences.

- Activities - Sales (TV, VOD, Format)
- Looking for Buyers (TV, VOD, Format)



Walking on Thin Ice

Production Year | 2025

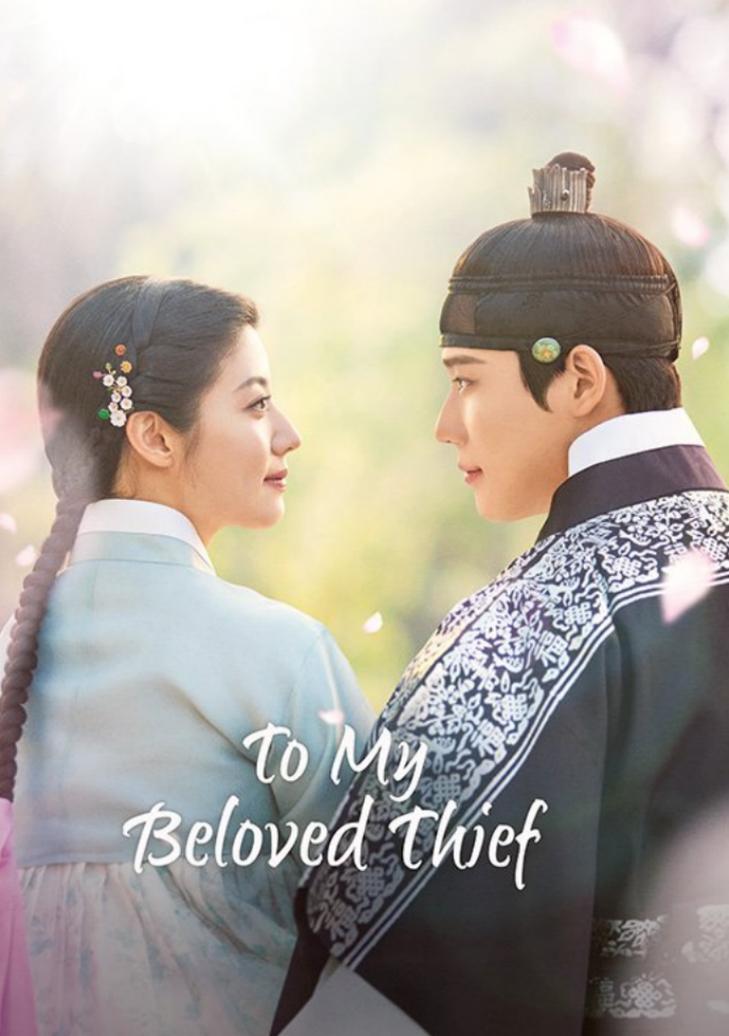
Eps × Min | 12 eps × 70 min

Genre | Crime, Thriller

A woman who has lived an honest, rule-bound life finds her world collapsing—her husband is gravely ill, her daughter quits school, and crushing debt threatens their home. Cornered with nowhere to go, she stumbles upon a bag filled with drugs, a discovery that pushes her into a decision she can never undo.

She soon crosses paths with a man living a double life: a friendly teacher by day and a dealer in exclusive clubs by night. Bound by desperate needs, the two form a fragile partnership that drags them deeper into a dangerous criminal circuit.

Meanwhile, a veteran narcotics officer tracks a missing stash worth millions, closing in as the woman struggles to keep her ordinary façade from breaking. What began as survival spirals into a perilous descent, where motherhood, fear, and temptation collide on the thinnest edge of morality.



To My Beloved Thief

To My Beloved Thief

Production Year | 2026

Eps × Min | 16 eps × 70 min

Genre | Costume, Romance

In Joseon, a legendary bandit known as “Gil-dong” steals from corrupt officials to protect the people. What no one suspects is that the feared outlaw is actually a woman living a flawless double life—an unassuming healer by day and a righteous thief by night.

Assigned to capture the elusive bandit, a prince falls for her at first sight, unaware that the woman he pursues is the very criminal he has sworn to catch. Their fates twist dramatically when their souls mysteriously exchange, forcing each to survive within the other's world.

As they confront hidden corruption from opposite sides of society, the unlikely pair grows closer—fighting not only to save each other, but to defend the people they are destined to protect.



Doctor Prisoner

Production Year | 2019

Eps × Min | 16 eps × 70 min

Genre | Crime, Thriller

A brilliant ER physician, is wrongfully accused in a medical incident and forced out of the hospital. Determined to uncover the truth and take revenge on those who framed him, he enters an entirely different world—the medical office of a high-security prison.

Inside, he discovers a web of corruption involving powerful elites, hidden crimes, and political deals made through inmate privileges. Using his sharp intellect and exceptional medical skills, Yi-je begins to overturn the hierarchy from within, manipulating the system to expose the real culprits.

A tense medical crime thriller where survival, strategy, and justice collide behind bars.



MBC

Munhwa Broadcasting Corp. (MBC)

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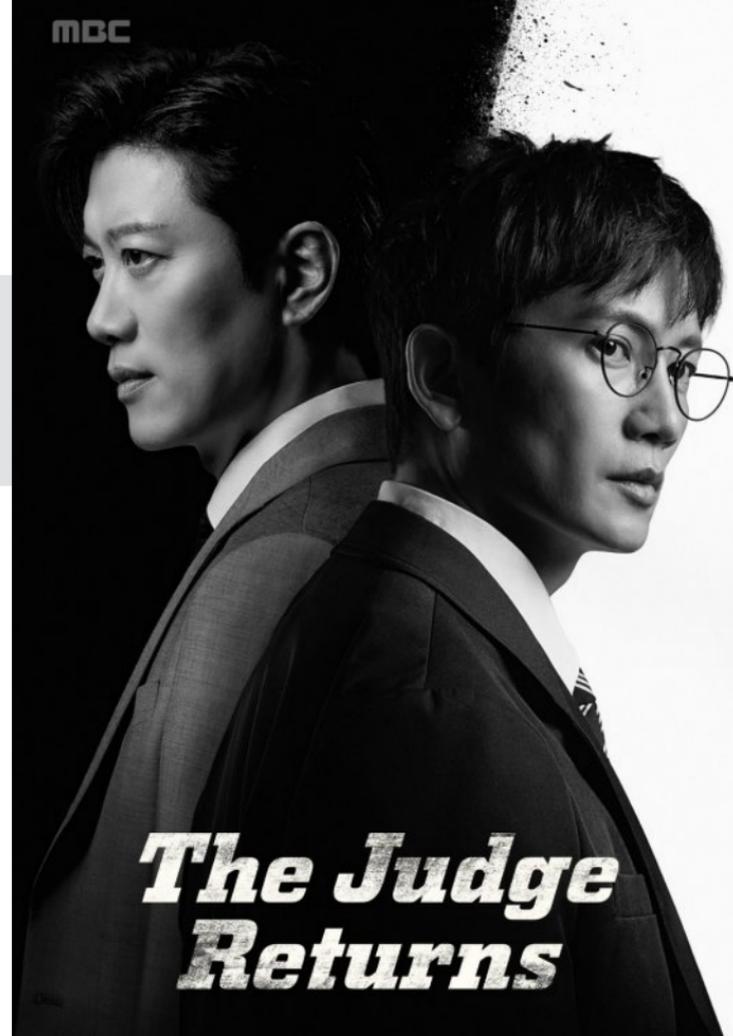
MBC is a public broadcaster whose largest shareholder is public organization Foundation for Broadcast Culture while it operates on advertising. MBC is the No. 1 broadcast network in Korea in terms of reliability, popularity and influence.

Established in 1961, MBC has been contributing to the development of the media industry, covering 98 of percent of the nation with a network of 16 regional stations and 8 subsidiaries. Today, it's a multimedia group with 1 terrestrial TV channel, 3 radio channels, 5 cable channels, 5 satellite channels and 4 DMB channels.

MBC is a popular name also in other countries as a result of the export of high quality content to more than 50 countries. As a global media group, MBC is now seeking ways to strengthen ties with broadcasters of the world in many different areas.

- Activities - Program production, Program domestic/oversea sales, Program co-production
- Looking for Content buyer

MBC



The Judge Returns

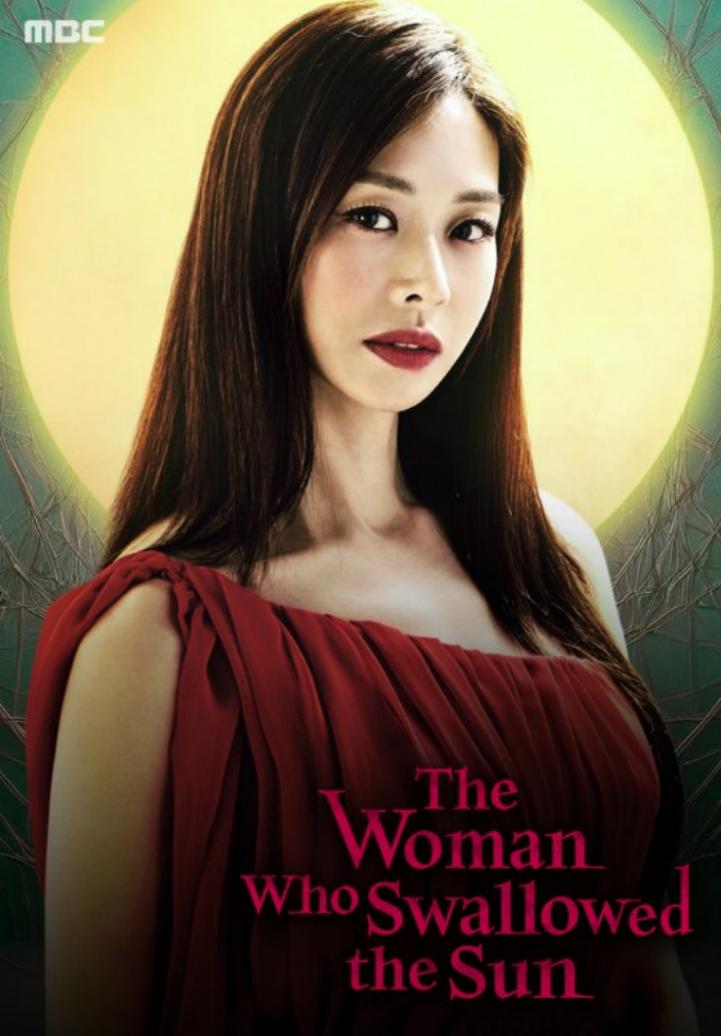
The Judge Returns

Production Year | 2026

Eps × Min | 14 eps × 70 min

Genre | Fantasy, Legal, Human Drama

A legal fantasy drama about Judge Lee Han Young, who once traded justice for wealth and became a puppet of a powerful law firm. After spending a decade delivering rigged verdicts, he becomes a victim of the same corrupt system he helped sustain. Mysteriously sent ten years back in time, he is given a second chance to confront his past. This time, instead of serving power, he fights from the ground up to expose a vast conspiracy and bring down an untouchable cartel. Through his journey, he rediscovers his conscience, the value of those around him, and the true meaning of justice. The drama delivers a powerful message that even a single new choice can change one's fate and restore humanity.



The Woman Who Swallowed the Sun

Production Year | 2025

Eps × Min | 125 eps × 35 min

Genre | Revenge, Crime, Mystery, Melo

A revenge drama about a woman's desperate revenge against a chaebol family in the name of her only daughter who died unfairly in a world where the victim turned into a perpetrator.

The mother, who lost her only daughter in a violent accident, reveals the perpetrator's guilt after struggling to find the truth about her daughter's death, but the testimony of witnesses bought by chaebol and distorted reports by pro-chaebol media turned her daughter into a perpetrator, and the mother had to bury her dead daughter in blood tears in her heart.

Then, a few years later, the mother's revenge begins to heal the reputation of her daughter, who died unjustly. The heroine enters the chaebol family with a meticulous plan, becomes the woman of the chaebol chairman, and after all, begins to take good revenge on them, who only believe in the power of money and enjoy imperial status. This drama also shows the heartbreaking mother's love, the struggle of the weak, and the healing love story of a wounded woman who heals her inner pain with true love.



Undercover Highschool

Production Year | 2025

Eps × Min | 12 eps × 70 min

Genre | Comic, Spy, Romance, Action

A comic action drama about Jung Hae Sung, an NIS agent who goes undercover as a high school student to find Emperor Gojong's missing gold bars. He transfers to Byungmoon High, Korea's most elite private school, where students are ranked by wealth and status, and corruption runs beneath its prestigious surface. While hiding his true identity, Hae Sung discovers a ruthless environment driven by greed, ambition, and silence. As he searches for the hidden gold, he becomes involved in the lives of students and teachers, including a classmate who reminds him of his past and a teacher who was once his first love. Through these encounters, Hae Sung begins to change, and his transformation gradually inspires those around him, exposing the truth and bringing hope to a broken system.



SLL

SLL

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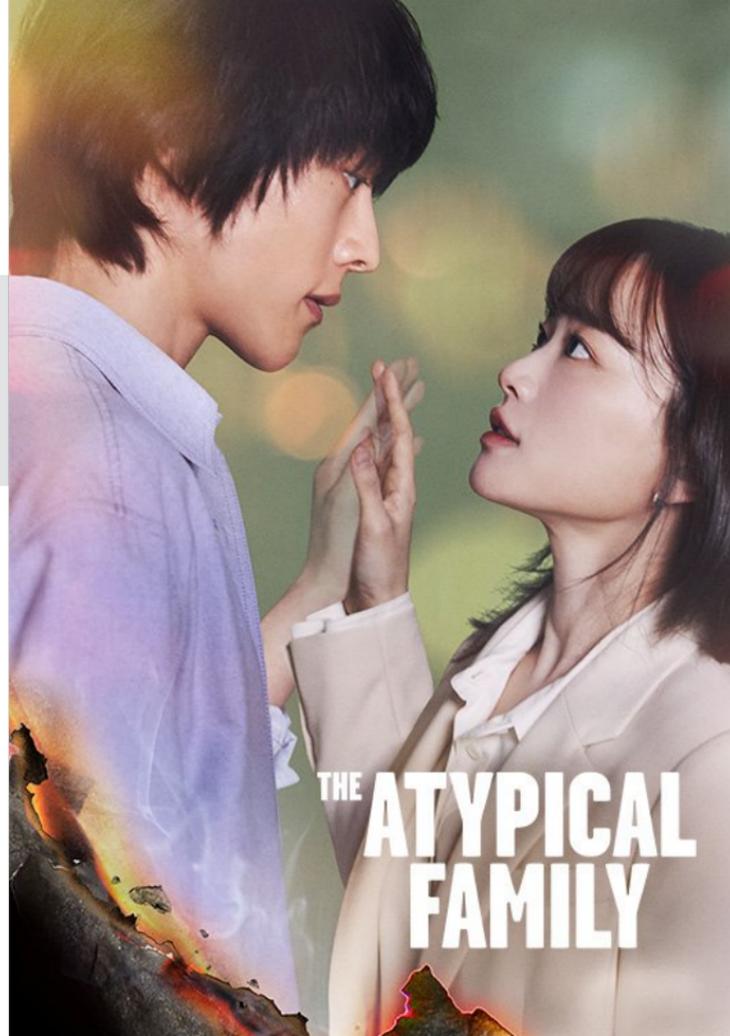
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SLL is the first fully integrated studio in Korea, covering all aspects of the content business from development to production, investments, and distribution.

SLL has produced and distributed mega-hit shows such as THE WORLD OF THE MARRIED, ITAEWON CLASS and REBORN RICH, which all aired on SLL's sister company, JTBC, one of the largest broadcasters in Korea.

We are expanding our business together with 14+ production labels, offering premium quality contents including ALL OF US ARE DEAD (Netflix), HELLBOUND (Netflix), THE ROUNDUP (feature film), and THE SUMMER I TURNED PRETTY (Prime Video) that captured the global audiences' attention.

- Activities - TV Series Production, Distribution
- Looking for Scripted Format Sales



The Atypical Family

Production Year | 2024

Eps × Min | 12 eps × 70 min

Genre | Drama

The Bok family once thrived on inherited superpowers—until modern-day illnesses began to strip them away. Gwi-ju can time-slip to his happiest memories, but he can't change the past. After failing to save lives in a tragic fire, he loses his joy—and with it, his gift. Depression took Gwi-ju's power. Insomnia silenced his mother's visions. Obesity grounded his sister's flight. Just as their legacy seems destined to fade, a mysterious woman appears: Do Da-hae. She claims Gwi-ju once saved her life. She could be their miracle—or their final scam. Because in this house, even superpowers come with side effects.





King the Land

King the Land

Production Year | 2023

Eps × Min | 16 eps × 70 min

Genre | Romantic Comedy

Despite lacking experience and education to work at the prestigious King Hotel, Sa-rang earns a trainee position and quickly becomes one of its most capable—and smiley—employees. Won, heir to the King Group, arrives to prove himself as a worthy successor and clashes immediately with Sa-rang, questioning her ever-present smile.

Their personalities couldn't be more different, yet their constant friction gives way to unexpected romance. As family secrets surface and corporate pressure mounts, the two must confront the same dilemma Won's father once faced: love or legacy.



GOODBOY



GOOD BOY

Production Year | 2025

Eps × Min | 16 eps × 70 min

Genre | Action, Crime

Falsely accused of illegal doping, boxing gold medalist Dong-ju loses everything in an instant. Fortunately, with the police now opening doors to sports medalists, Dong-ju secures a job as a police officer. Despite his best efforts to make a difference, he faces persistent neglect from the police force. One day, Dong-ju crosses paths with Han-na, a "Goddess of Shooting". She too joined the police after narrowly missing a world record, yet many only see her as a talented pretty face. Together, these former sports stars defy stereotypes as they unite to uphold justice.





Studio S Co., Ltd.

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“Making the world brighter by offering a wider perspective on tomorrow” is SBS’s vision.

We are striving to enrich our viewers’ lives and make our society cheerful and healthy.

Based on the values of fidelity, creativity, diversity and practicality, we will leap into a world-class media group, together with our outstanding talent at SBS Media Group.

Studio S is a global media and entertainment company. We aim to continue the 35-year legacy of SBS, the kingdom of K-drama. We create Superb, Spectacular, and Satisfying content.

- Activities - Distribution, Co-production, Remake Format Sales, IP Sales
- Looking for Distribution, Co-production, Remake Format Sales, IP Sales



Phantom Lawyer

Production Year | 2026

Eps × Min | 16 eps × 70 min

Genre | Mystery, Occult, Human, Comedy, Adventure, Law

A quirky and high-stakes legal adventure where the law is forced to contend with the afterlife. The Firm’s clientele are spectral victims demanding legal closure for their unresolved justice.

Shin I-rang is the unlikely conduit to this ghostly world. He is a timid, clumsy lawyer who inherited the ability to see the dead after setting up shop in a former shaman’s den. To represent his spectral clients, he must undergo involuntary possession, temporarily absorbing the ghost’s trauma and personality.

Han Na-hyeon is an elite attorney driven by an insatiable desire for victory. Forced into partnership with him, she initially rejects his claims of ghostly clients. But as she witnesses the undeniable and bizarre events, finding that solving the wounds of the dead is the only way to finally heal her own hidden scars.

16 eps x 70 mins

Cast : YOO YEON-SEOK, ESOM
Scriptwriter : KIM GA-YOUNG, KANG CHUL-KYU
Director : SHIN JOONG-HOON

COMING UP IN 2026

THE MANTIS

ORIGINAL SIN



Queen Mantis

Production Year | 2025

Eps × Min | 8 eps × 70 min

Genre | Crime, Thriller, Mystery

There is a female serial killer nicknamed 'Mantis,' because she brutally murdered five men 20 years ago. Incidents of imitating the crime of the 'Mantis' occur one after another. The son of the mantis, a police officer, begins a cooperative investigation with his mother, whom he has hated all his life. The reason is only for catching the suspect.

Jang Yi-shin was imprisoned for being a serial killer. 20 years ago, she impulsively killed her abusive husband, who had been violent for years. Afterward, she went on to kill five additional perpetrators of domestic violence.

Cha Soo-yeol is her estranged son and a detective. He's trying to save innocent people so as not to end up like his mother. Although the son has tried his whole life to escape from his mother, he must join hands with his terrible mother as facing someone's death.



The Haunted Palace

Production Year | 2025

Eps × Min | 16 eps × 70 min

Genre | Exorcism Fantasy, Romance, Comedy, Action

In the shadows of the Joseon dynasty, a dark folklore reawakens. Yeori, a reluctant shaman born with the curse of spiritual vision, seeks to escape her destiny until she encounters a chilling resurrection. Her first love, Yoon Gap, has returned from the grave—but his body is now a vessel for Gang Cheol, a malevolent serpent spirit driven by an ancient vendetta.

The shaman and the monster are forced into an uneasy alliance to infiltrate the Royal Palace, a fortress haunted by an elusive "Eight-Foot Ghost" that preys on the King's sanity. Beneath the veil of courtly elegance lies a grim battle for the throne where political conspiracies mirror supernatural horrors.

The Haunted Palace is a visceral Gothic thriller that explores the blurred lines between humanity and monstrosity, posing the question: who is more dangerous—the vengeful spirits of the dead, or the living who command them?





WHYNOT

WHYNOT MEDIA Co., Ltd.

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Expand Your Story, WHYNOT MEDIA

WHYNOT MEDIA is a global multi-genre studio creating stories across all genres to support the expectations of the global audience.

Since the establishment in 2016, 147 IP titles have been produced, <Best Mistake>, <Light on Me>, <BITCH X RICH> are being some of the most popular originals.

In addition to our drama, entertainment, and animation businesses targeting digital and OTT platforms, we are actively engaged in collaboration with various brands and players of global content market.

WHYNOT MEDIA will bring you the stories you want to hear wherever you maybe.

- Activities - Production of TV dramas, OTT series, and digital content for domestic and global platforms
- Looking for Co-production, Co-investment, Platform and Channels



BITCH X RICH: The Royal Camp

Production Year | 2026-2027 (In Development)

Eps x Min | 10 eps x 30 min

Genre | Highteen, Suspense, Thriller

ROYAL, or LOYAL?

Ji-won, an ordinary teenage girl, suddenly learns that she is the illegitimate daughter of the chairman of Hanbaek Corporation. Overnight, she is thrown into the world of privilege and sent to a special transfer camp for Cheongdam International High School, an elite school for the rich.

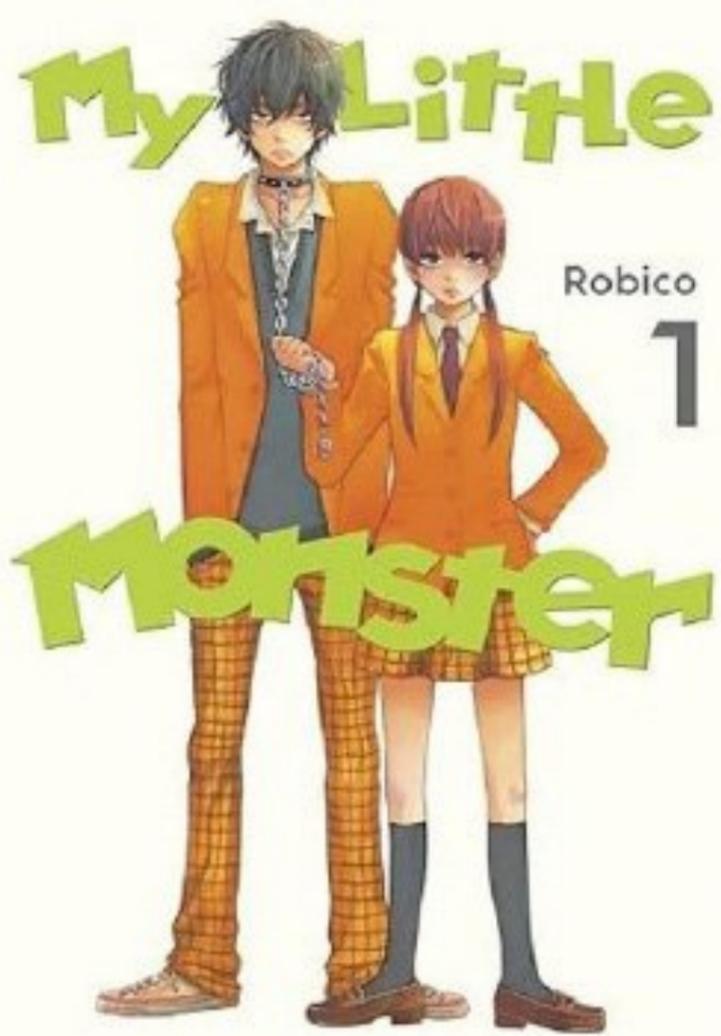
But the camp hides a ruthless hierarchy ruled by current students. At its center stands Baek Se-mi, the school's newly crowned queen, who quickly turns Ji-won into the target of relentless bullying.

When Ji-won's childhood friend Dong-hwa suddenly disappears, she begins to uncover the camp's dark secret, the program is designed to select "Spare Humans" who will serve the powerful elite.

As Ji-won searches for the truth, she must decide whether to survive within the system or challenge it.

BITCH X RICH

— The Royal Camp —



My Little Monster

Production Year | 2027 (In Development)
Eps × Min | 10 eps × 30 min
Genre | Highteen, Rom-Com

A SWEET AND PURE COMING-OF-AGE ROMANCE BETWEEN A COLD-HEARTED GIRL AND A SUPER TROUBLEMAKER

Yoon-seul has always believed that studying is everything in life. But her world is turned upside down when she's suddenly given a mission: make the school's most notorious delinquent show up to class.

That delinquent is Han-gyul a brooding, silent guy who's skipped school ever since a violent incident on his first day. Though terrifying at first glance, Han-gyul turns out to be surprisingly innocent and honest, especially when he suddenly blurts out, "I like you!"

Thrown off balance by his unexpected charm and unpredictable behavior, Yoon-seul slowly finds herself drawn into his orbit. She's practical, disciplined, and has no time for romance. He's reckless, awkward, and doesn't even understand what love really is.

And yet, the two, so utterly different, can't seem to look away from each other.

From awkward confessions to quiet companionship, their 10-year journey of love unfolds sometimes clumsy, sometimes heartbreaking, always unforgettable.



Light on Me 2

Production Year | 2026 (In Development)
Eps × Min | 10 eps × 25 min
Genre | BL

A MYSTERIOUS LOVE LETTER SPARKS A WHIRLWIND OF EMOTIONS, BLURRING THE LINE BETWEEN FRIENDSHIP AND LOVE IN THE BOYS HIGH SCHOOL

The Saebit Boys High School Student Council was once abruptly dissolved due to an incident, leaving behind only lingering rumors and fading memories.

Now, with the start of a new semester, the council is finally reassembled.

On the very first meeting day, a mysterious love letter is found in the council's mailbox.

"Who wrote it, and to whom, in this all-boys school...?" As suspicions and small misunderstandings unfold around the letter, the members begin to confront unexpected sparks of emotion.

What begins as a mystery soon awakens delicate feelings that blur the line between friendship and love.

Beyond the shadows of the past, these boys seek to find the light again, and in the process, discover a new story of youth, sparked by a single letter.

BroadCast WorldWide



Date 14-16 September, 2026

Location COEX, SEOUL, KOREA

Event Outcomes of 2025 & Introduction of the Event

OVER the past **6 years**,
1,500+ Exhibitors from **52+** Countries
7,500+ Buyers
420M+ USD Contract Amount



Achievements of BCWW 2025

- **Market** 22 Countries 300+ Companies 300+Booths 10,000+Visitors
- **Business Matching** 39 Buyer Countries 1,500+Buyers 3,000+Matches
\$250M+Consultation Amount
- **Conference** 14 Sessions 40 Speakers 1,300+ Participants

BCWW 2026 Program

Market Conferences howcase New Media Content Awards Networking Party
Workshop Screening

Hosted by
 Ministry of Culture, Sports
and Tourism

Organized by
 KOCCA coex
KOREA CREATIVE CONTENT AGENCY

