nasmedia
Company Profile

2024

Data Intelligence No.1
Digital Marketing Platform Company

nasmedia.co.kr/en

nasmedia

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Corporate information

nasmedia is Digital Marketing Platform Company

Foundation

Mar 13th 2000

No. of employees

449 (as of 2024.03.28)

CEO

Park, Pyoung Kwon

Business area

DIGITAL AD BIZ	Online&Mobile Ads Digital Broadcasting Ads Digital OOH
PLATFORM BIZ	Mobile AD platform New concept TV AD platform Hyper-personalized commerce platform

©

Company values

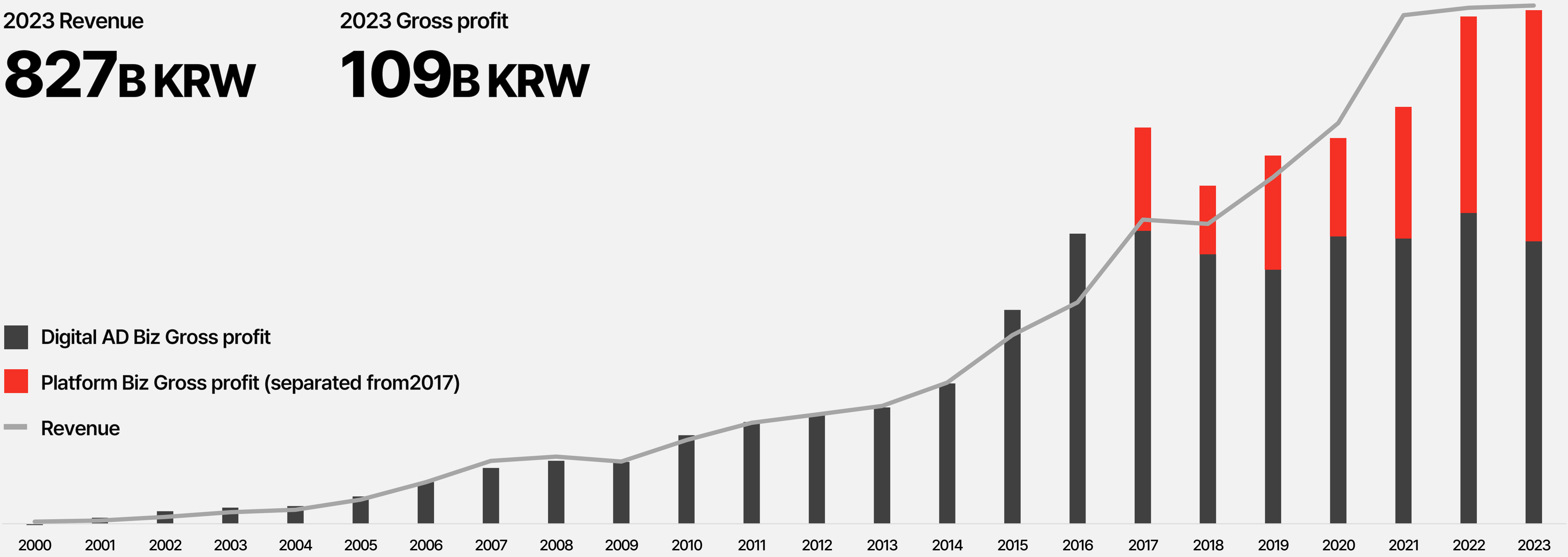
We are expanding platform business
with our Digital AD business base

2023 Revenue

827B KRW

2023 Gross profit

109B KRW



nasmedia can help you achieve your Digital marketing KPI.

History

nasmedia’s Number

Clients

Organization

nasmedia has been expanding business for **last 23 years in Digital advertising market**

NAS 1.0 00~10 'Start-up'

2000	Founded Doubleclick Korea
2002	Changed company name to Nasmedia
2008	KT has acquired 50% of stake (belonged to KT enterprise) Launched olleh tv (currently Genie TV) AD sales Launched digital broadcasting/OOH AD

11~21 'Growth'

2011	Launched mobile AD
2013	Listed on KOSDAQ
2016	Acquired an integrated online marketing consulting company 'Nsearch Marketing' (currently PlayD) Launched OOH AD on subway 5678 lines
2018	Founded Nasmedia Thailand branch
2019	Launched audience targeting specialized video AD platform 'adpacker video'
2020	20th anniversary Subsidiary PlayD listed on KOSDAQ
2021	Released reward AD platform 'Nstation' Released AI shopping specialized CPS AD platform 'Nbridge' Launched subway digital signage 'N.Square'

NAS 2.0 22~today 'Leap-on'

2022	New CEO (Jung, Ki Ho→ Park, Pyoung Kwon) Signed a MOU with KT on AI adtech development Listed in APAC Top10 solution company on global martech journal 'Martech outlook' Cooperated with KT NexR on developing data management platform Signed exclusive contract with Netflix AD plan sales agency
2023	Acquired partner status in 4 categories of Google Marketing Platform for the first time in Korea Launched next generation AI advertising solution 'Nasmedia AI Suite' by joint R&D with KT Released Amazon DSP service (Amazon.com, Amazon OTT, etc.) Acquired TAG Brand Safety Certification for the first time in Korea Extended exclusive contract with Netflix AD plan sales agency Received Google Premier Partner Awards for 3 consecutive years Received Meta Agency First Awards 'Agency Of The Year'
2024	Launched AI-based integrated marketing intelligence tool 'Datakit'

nasmedia by the Numbers

We are **proving our competitiveness** in Digital marketing industry

Revenue
(in 2023)

827 B KRW

⋮

No.1 Media rep.
in Korea

Clients
(as of 2023)

4,000+

⋮

Largest network
of clients

Media
(as of 2023)

1,000+

⋮

Buy and manage
most of digital media

Platform Biz. Growth rate
(as of 2023 compared to 2017)

124%+

⋮

Expand
AD platform business

Clients

Close partnership with various clients
is developed on win-win business relationship

HS Ad
Cheil
PhD Korea
한국언론진흥재단
Korea Press Foundation

iPROSPECT
a dentsu company
GRAN MONSTER
INNOCEAN
WORLDWIDE

zne
Crebiz specialist
PTKOREA
OR!COM
IMC IDEA GROUP

SAMSUNG
LG Electronics

hp
AMOREPACIFIC
ebay

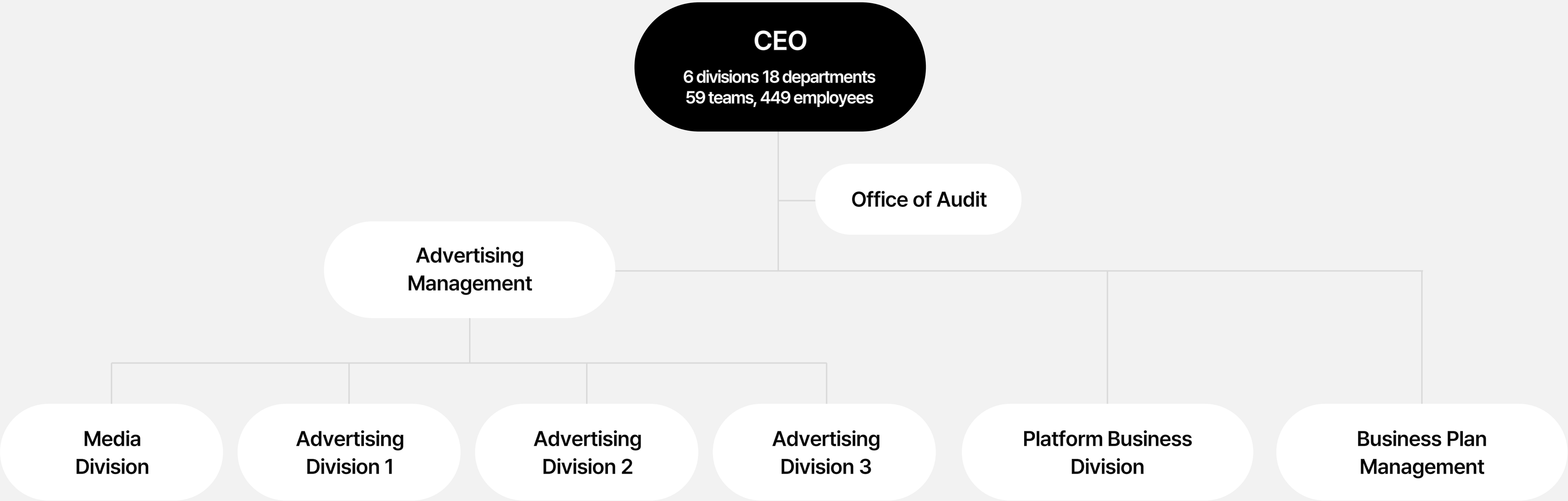
→ Main clients with over 10years of relationship

Business Network
About 1,000 advertising agencies are in partnership

High Credibility
Managing deep relationship with long term and big clients

as of 2024.03.28

Marketing KPI is achieved through synergy occurred on **specialized organization**



CEO

6 divisions 18 departments
59 teams, 449 employees

Office of Audit

Advertising Management

Media Division

Advertising Division 1

Advertising Division 2

Advertising Division 3

Platform Business Division

Business Plan Management

WHAT WE DO

nasmedia provides marketing solutions on digital ads and platform business.

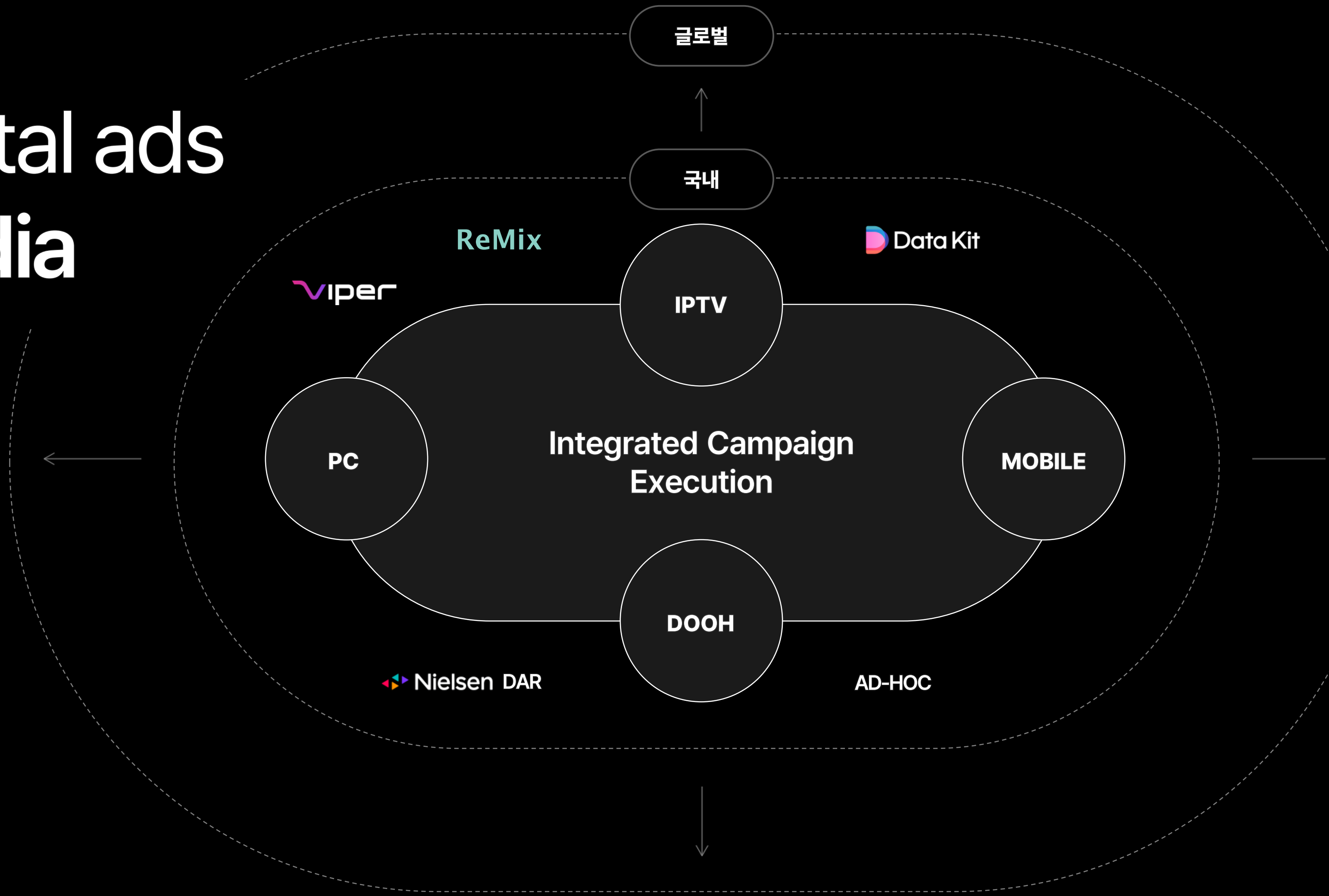
Digital AD Biz

- Online&Mobile AD
- Digital Broadcasting AD
- Digital OOH AD

Platform Biz

- Mobile AD Platform
- New Concept TV AD Platform
- Hyper-personalized Commerce Platform

We offer optimal performance on digital ads with **Integrated media planning**


글로벌
국내
ReMix
Data Kit
Viper
IPTV
PC
Integrated Campaign Execution
MOBILE
DOOH
Nielsen DAR
AD-HOC

Digital AD Biz – Specialized service 1

We offer **integrated consulting** on campaign with organized system

Integrated media planning solution and consulting provided

Budget plan and performance forecast →

ReMix

Video AD planning and performance analysis

Dentsu, Innocean, Disney, etc.

Campaign operation and management →

Data Kit

Data integration and management solution

Korea Press Foundation, Netmarble, Nexon, etc.

Nielsen DAR

3rd party digital campaign tracking tool

Beauty, Health functional food category clients

Campaign analysis →

Viper

Campaign performance analysis solution

LG display, Amorepacific, etc.

AD-HOC

Research base AD efficiency analysis

K-Deal, mobility category clients

*Nielson DAR, AD-HOC : Consulting service with external solutions

Digital AD Biz – Specialized service 2

We share insights by researching on digital market trends

Insights on industry trends provided

Digital media user analysis
NPR on user research executed each year

+

Digital media marketing analysis
Regular and trend analysis report published

요약본
NPR
2023 인터넷 이용자 조사
nasmedia

2024
nasmedia
디지털 미디어 & 마케팅 전망
AI - powered X : AI 기술이 주도하는 디지털 광고 경험 혁신

2023
주요 미
:NAVER · KAKAO · GOOGL

2023 NPR 타겟 리포트 20대
TARGET REPORT
nasmedia

Move forward : 새로운 기회를 향해 나아가는 디지털 미디어 & 마케팅
2023 상반기
MEDIA TREND
REPORT
nasmedia

MEDIA
주요 미디어 & 마켓 이슈
Media & Market issue
2024.02

Online&Mobile AD : Media and services

Korea No.1 Online & Mobile **Media Buying Power**

Service provided

❶ Strategy and media planning

Data based strategy and performance plan
through target, market, competitor analysis

❷ AD operation and optimization

Campaign operation and optimization to achieve KPI

❸ AD performance analysis and data management

Campaign reports and data base insights shared

Optimal media planning service and integrated marketing strategy provided based on Korea No.1 digital media coverage.

700+

Online & Mobile media sales

Online&Mobile AD : Partners and Certificates

Professional campaign management available as **official partner** of premium media

We maximize client's marketing performance with our expertise and accumulated operating know-hows recognized by leading media and platforms.

OFFICIAL PARTNERS

NETFLIX
Netflix AD exclusive
sales agency

NAVER
Naver guarantee•performance DA
official partner

Google
2024 Google Premier partner

kakao
Kakao official partner

Meta
Meta Korea managed partner

SMR
SMR official partner

MMP Mobile measurement partner

AppsFlyer
Media Agency official partner

ADJUST
Media Agency official partner

CERTIFICATES

Google Marketing Platform
Certified

Analytics Tag Manager Display & Video 360 Campaign Manager 360

1st Media Rep. to be certified on
Google Marketing Platform in 4 categories

AWARDS

Google
PREMIER PARTNER
AWARDS
🏆 Awarded for 3 years in
succession

Meta
AGENCY
FIRST AWARDS 2023
🏆 Awarded for Agency
of the Year

CRITEO
AGENCY
AWARDS
🏆 Awarded for 3 years in
succession

Digital Broadcasting AD : Media and services

One-stop execution of digital broadcasting campaign available on 3 IPTV brands

For details →

We sell VOD & real-time Ads for 3 IPTV brands as an official partner and provide efficient process with operating know-hows of several years.

Media and products

GENIE TV	B tv	U+tv
VOD AD	VOD AD	VOD AD
LiveAD+	SmartBigAD	ART
Addressable TV AD		

Services

1. **Efficient One-Stop execution**
   One-stop execution available from proposal to reporting as an official partner of 3 IPTV brands
2. **Strategy and media planning**
   Data base strategy plan and performance forecast available with AD sales know-hows
3. **IPTV AD solution provided**
   Budgeting on media and performance forecast reports provided
4. **IPTV insights shared**
   Success cases and execution guides on media and products are provided

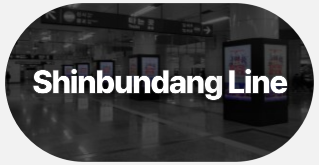
Wide OOH AD screen network coverage available

Optimized campaign operated for KPI with OOH media installed on living environments like subway and bus shelters.

Media and products

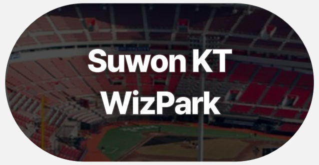
N.square

Subway Line 6

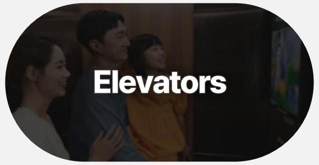

Shinbundang Line

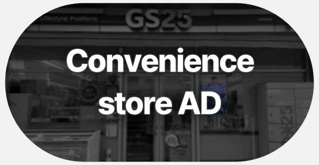
Bus shelter

K-light


Suwon KT WizPark

Billboards


Elevators


Convenience store AD

Service provided

❶ Planning on OOH media network

Providing differentiated media plans appropriate for campaign KPI with over 20,000 diverse OOH networks

❷ OOH AD solution

wave Proposes keyword-based subway stations by the subway AD information system ‘wave’

oasis Proposes bus-shelters based on location information by ‘oasis’, a bus shelter AD proposal system

Digital OOH : ‘N.square’ business

Subway digital signage **N.square is owned,** Optimized OOH AD operated

All new digital signage nasmedia made
N.square
N.square

Special features

❶ **Average 100 million users per month** (N.square installed stations)
❷ **Covering 20% of subway stations in Seoul** (54 stations)

Competitiveness

❶ Immersive experience with large screens and highest-definition displays
❷ Securing coverage of subway stations in major commercial districts
❸ OTT and Movie clients are preferred and have large spectrum of clients

2022 Korea digital advertising awards
Awarded bronze on Digital signage

We operate campaigns with high attention and high recall
at the target contact point by covering main stations of subway line 1~8.

Platform Biz

AD-tech advertising and commerce platform maximizes data focused marketing value

AD-tech base

Nasmedia
Mobile AD platform

New Concept TV AD
Platform ‘T:ON’

Hyper-personalized
Commerce Platform
‘K-Deal’

Mobile AD Platform : Owned platform

Integrated APP·WEB marketing platform development and operation

We provide an efficient advertising execution experience to reach advertising goals by applying self-developed big data and AI technology.

Audience analysis Big data platform	nasmedia DMP
Programmatic DSP with specified audience targeting	adpacker adpacker video
AI tech based Global AD Exchange Global SSP based on Google Publisher Partner (MCM)	admixer
Integrated Performance Platform (Nasmedia Ad Platform)	NAP

Impression & click based
Non-reward service
(formerly Nswitch)

Performance focused
Reward service
(formerly Nstation)

Sales guaranteed
Integrated CPS service
(formerly Nbridge)

Mobile AD Platform : Competitiveness

Optimized marketing available with **large audience data and premium media traffic**

Performance focus client optimized marketing available with accumulated technology base audience data and media traffics specialized on each category.

Competitiveness

❶ Largest audience data in Korea

100 million per month (local 70 million, global 30 million)

❷ Global largest traffic

7 billion per day

❸ Category specialized traffic

Optimized traffic base campaign operation know-hows

❹ Advanced technology (KT research institute joint R&D)

DMP base big data analysis technology
AI engine based real-time traffic optimization technology
Nasmedia API-based OCR verification technology (Korean/English)

Awards· Certification

Acquisition of TAG · ISMS to minimize personal information issues

2023. 06 Established a global-level brand safety transmission environment
2023. 11 Improved personal information protection management level and ensured the stability of leakage

Global Martech magazine 'Martech Outlook'

2022. 02 Listed on APAC Top10 solution enterprise

KT joint patent applied

2024. 02 'Online product recommendation methods and recommendation services that utilize them'
On process 'Customer journey-based audience behavior prediction system and operational methodology'

All new kind of TV AD platform : T:ON

All new kind of TV AD **T:ON platform is developed and operated**

T:ON

T:ON 30 affiliated channels
5.5 million households covered

(U+tv & B tv as of Oct 23)

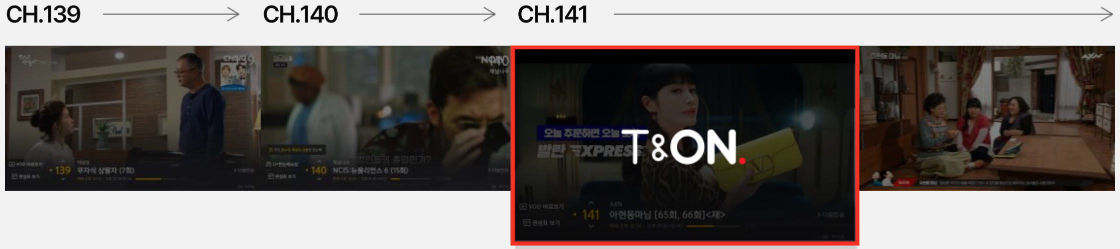
Guaranteed high attention at low congestion

Only one of short seconds AD is displayed right before entering channel

100% view paid efficient execution available

Provide high-accuracy reports based on complete enumeration

Pre-roll kind new concept TV AD



T:ON AD displayed right after user enters in wanted channel

‘T:ON’ operation and AD service is provided
on ‘NasTV AD’ which is Nasmedia developed TV platform.

Hyper-personalized Commerce Platform : K-DEAL

Hyper-personalized commerce platform service and business executed

Hyper-personalized product recommendation

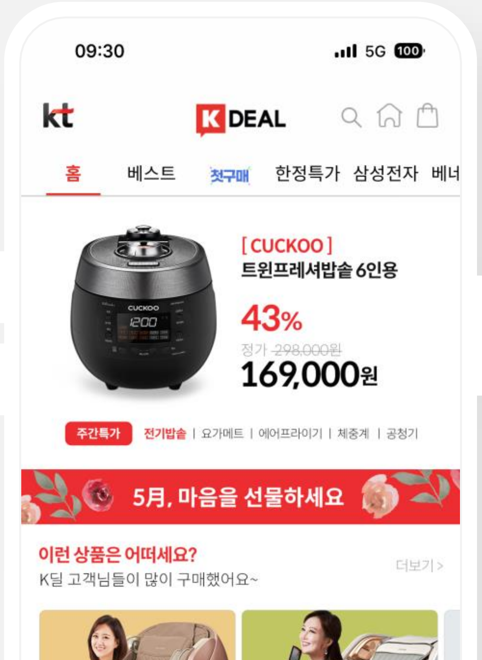
KT client private premium benefit mall	13 million
YoY growth compared to 2023	120%

Customer optimized product recommended with daily pattern analysis

Lowest price of product recommended with real-time online market analysis

Product sales maximized with specific targeting reflecting client's detailed requests

We can help maximize sales conversion rate by recommending hyper-personalized products based on online AD and shopping data, user behavior analysis.



[CUCKOO]
트윈프레셔밥솥 6인용
43%
정가 ~~298,000원~~
169,000원

5月, 마음을 선물하세요

이런 상품은 어떠세요?
K딜 고객님들이 많이 구매했어요~

WHAT WE FOCUS ON

nasmedia is
ready to jump into
tech and data focused.

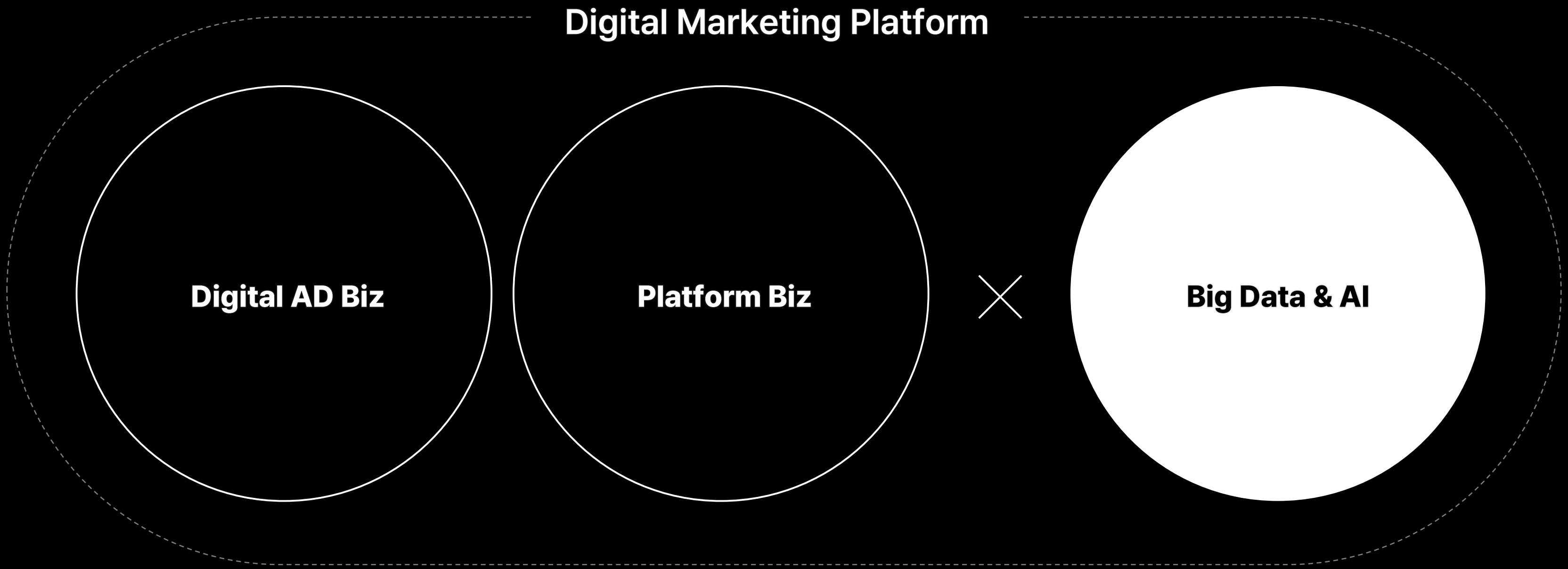
Data-driven marketing intelligence tools

Optimize AD based on real-time inhouse DMP

Develop commerce platform

Data Intelligence No.1

nasmedia business is going forward to **Digital marketing Optimization · Efficiency · Automation**


Digital Marketing Platform

Digital AD Biz

Platform Biz

×

Big Data & AI

Data-driven marketing intelligence tools

From data integration management to deriving insights **All In Data Kit**

For details →

With one marketing intelligence tool 'Data Kit', discover campaign insights and precisely evaluate campaign performance.

Data Kit

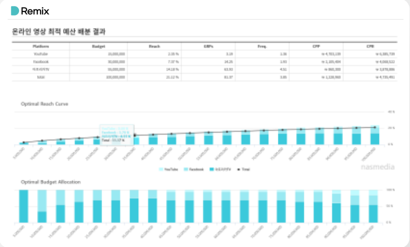
Report
Grand Summary

Report for Data integration/visualization

With integrated API linking and campaign data by each media
Creates report dashboards about campaign operations and results

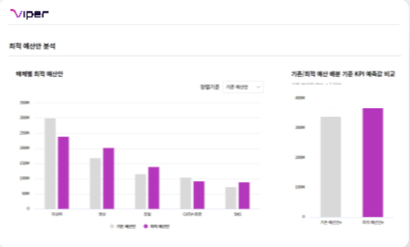
Benchmark through actual data

Provides more than 45,000 data-driven benchmarks
View budget allocation and efficiency by product


Remix
온라인 영상 최적 예산 배분 결과
Optimal Reach Curve
Optimal Budget Allocation

Remix for analyzing campaign reach

Video AD integrated effect analysis solution based on Reach
Provides channel integration analysis
and proposes budget for maximum reach

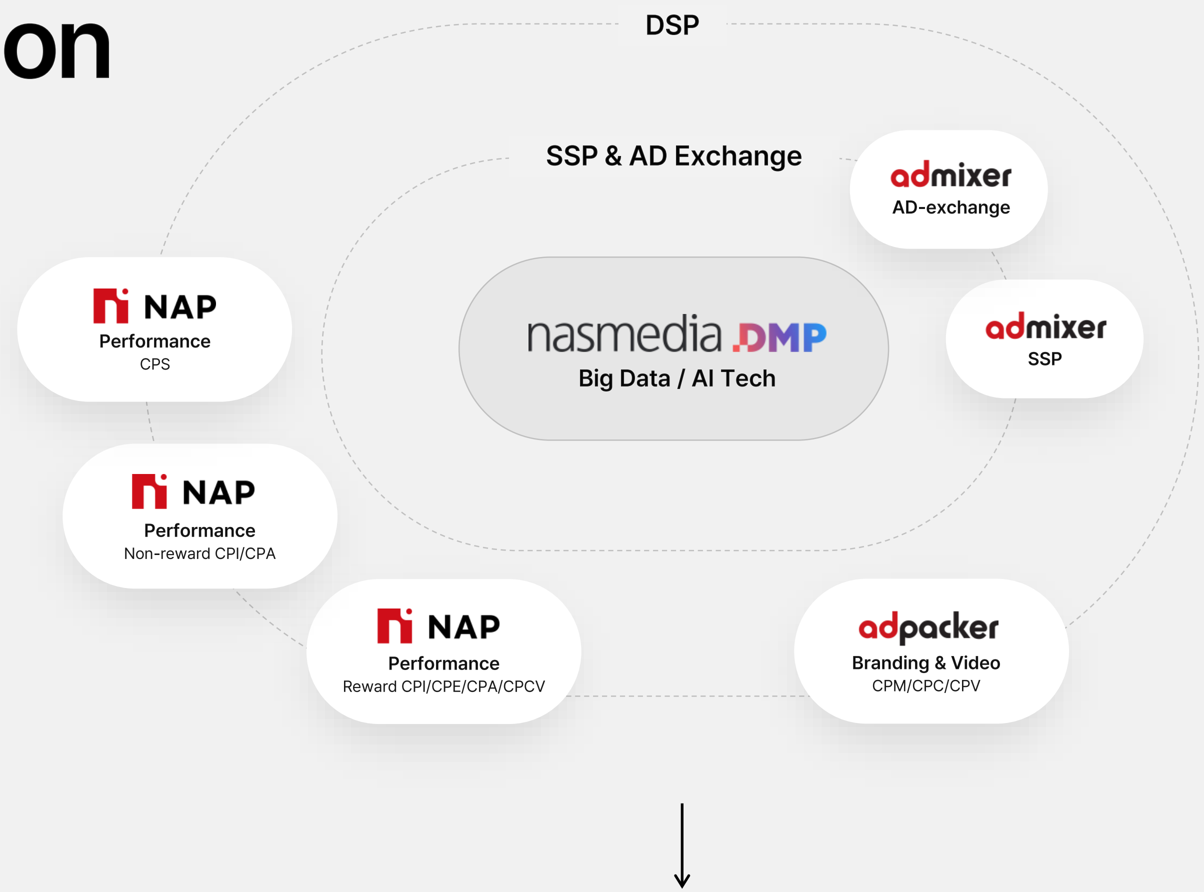

Viper
최적 예산안 분석

Viper for analyzing campaign KPI performance

AI Automation Marketing Mix Modeling solution
Analyze performance based on KPI and proposes optimal budget

Optimize AD based on real-time inhouse DMP

Real-time AD optimization for marketing KPI is available with **big data and AI technology**



DSP

SSP & AD Exchange

nasmedia DMP
Big Data / AI Tech

admixer
AD-exchange

admixer
SSP

NAP
Performance
CPS

NAP
Performance
Non-reward CPI/CPA

NAP
Performance
Reward CPI/CPE/CPA/CPCV

adpacker
Branding & Video
CPM/CPC/CPV

KPI achieved

Target specification · Real-time optimization · Operation efficiency

We are leaping forward as a global leading company in the AD-tech field using AI and big data technology as a joint R&D project of KT Group.

Develop commerce platform

Commerce system developed by **data analysis and AI targeting**

We will be developing system and strategies for main targets by cooperation with KT on AI targeting and commerce DB analysis.

K-Deal business strengthening

① **Product competitiveness strengthening**

Co-work with large distributors, expansion of intangible products

② **Specialized category expansion**

Rental, refurbishment, home appliances, food, fashion

③ **K-Deal platform development**

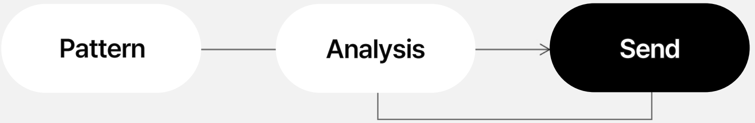
APP launch, real-time issue responses

④ **PB brands launching**

In-house PB products

Commerce system development

Product development

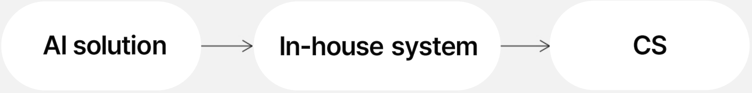


Suggested for retargeting, hyper-personalization

Commerce trends watching system

Big data analysis / product recommendation

Commerce system development



Marketing, sourcing, development

Data Intelligence No.1
Digital Marketing Platform Company

nasmedia will **Level-UP**
to Catch-UP your marketing needs.

Contact Us

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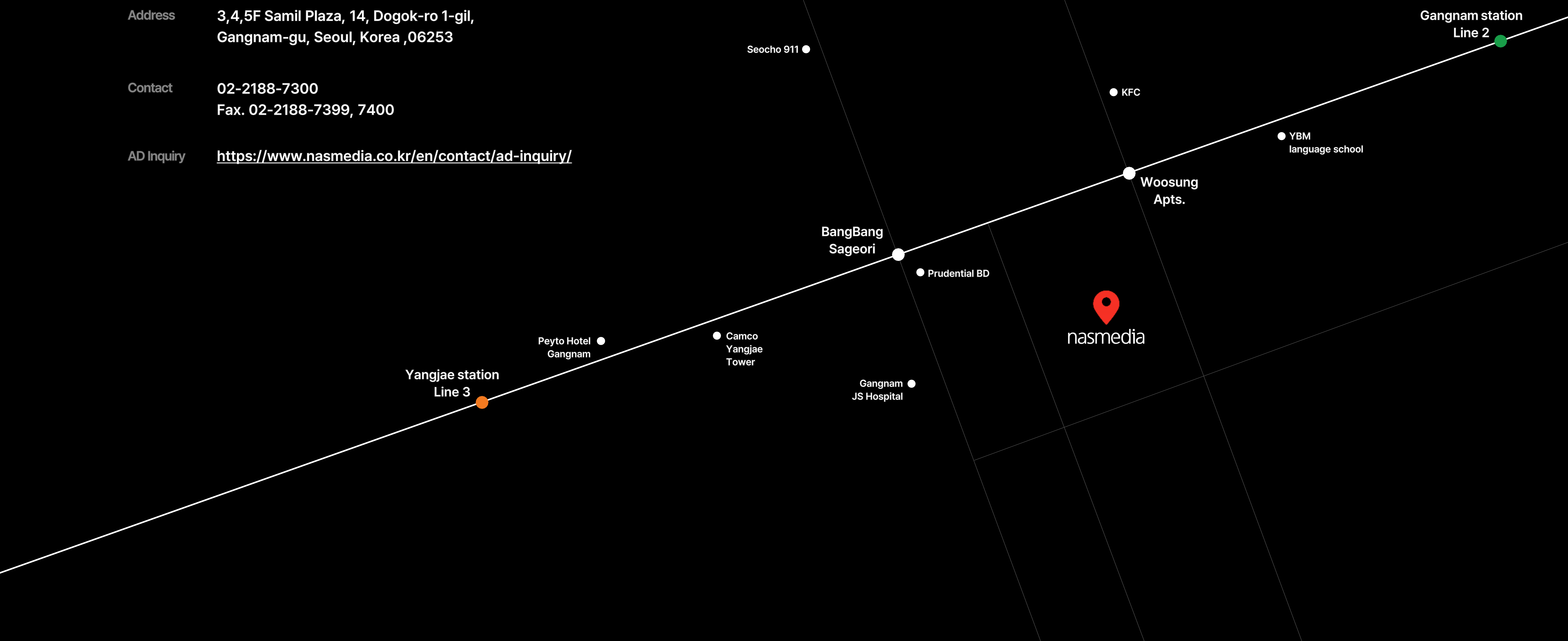
Contact	02-2188-7300 Fax. 02-2188-7399, 7400
AD Inquiry	https://www.nasmedia.co.kr/en/contact/ad-inquiry/


Gangnam station
Line 2
Seocho 911
KFC
YBM
language school
Woosung
Apts.
BangBang
Sageori
Prudential BD
nasmedia
Peyto Hotel
Gangnam
Camco
Yangjae
Tower
Yangjae station
Line 3
Gangnam
JS Hospital

nasmedia

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