

# kt nasmedia

# Company Profile

2026

Data Intelligence No.1  
Digital Marketing Platform Company

[nasmedia.co.kr/en](https://nasmedia.co.kr/en)

**kt** nasmedia

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# Index

<b>KT NASMEDIA IS</b> Introduction	Corporate information	03
	Company values	04
<b>WHY KT NASMEDIA</b> Competitiveness	History	06
	kt nasmedia by the Numbers	07
	Clients	08
	Organization	09
<b>WHAT WE DO</b> Business	Digital AD Biz	11
	Platform Biz	19
<b>WHAT WE FOCUS ON</b> Vision	Data-driven marketing intelligence tools	27
	Optimize AD based on real-time inhouse DMP	28
	Internalization of kt nasmedia OOH Platform	29

Corporate information

# kt nasmedia is Digital Marketing Platform Company

Foundation

**Mar 13<sup>th</sup> 2000**

No. of employees

**394** (As of March 1, 2026)

CEO

**Park, Pyoung Kwon**

Business area

**DIGITAL AD BIZ**

Online&Mobile Ads

Digital Broadcasting Ads

**PLATFORM BIZ**

Mobile AD platform

OOH platform

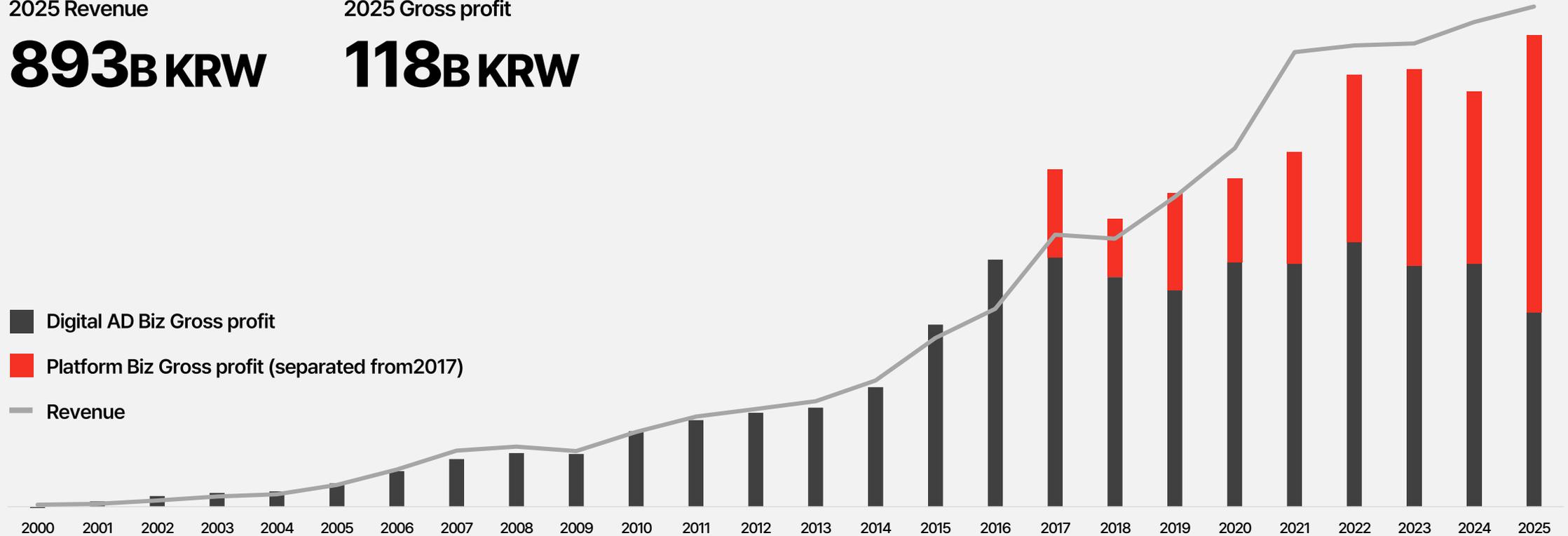
# We are expanding platform business with our Digital AD business base

2025 Revenue

**893B KRW**

2025 Gross profit

**118B KRW**



WHY KT NASMEDIA

kt nasmedia can  
help you achieve your  
Digital marketing KPI.

History

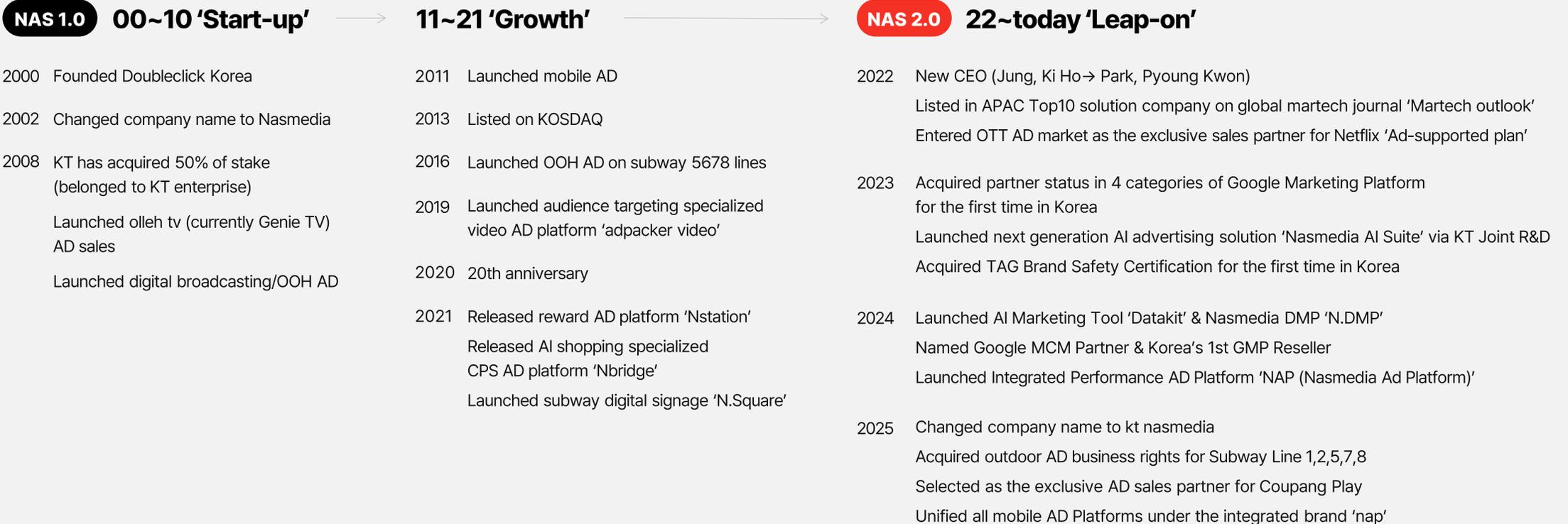
kt nasmedia by the Numbers

Clients

Organization

## History

# kt nasmedia has been expanding business for last 25 years in Digital advertising market



# We are proving our competitiveness in Digital marketing industry

Revenue  
(In 2025)

**893 BKRW**

⋮

No.1 Digital Marketing  
Platform Company

Clients  
(As of 2025)

**4,800+**

⋮

Largest network  
of clients

Media  
(As of 2025)

**1,300+**

⋮

Buy and manage  
most of digital media

Platform Biz. Growth rate  
(2025 YoY)

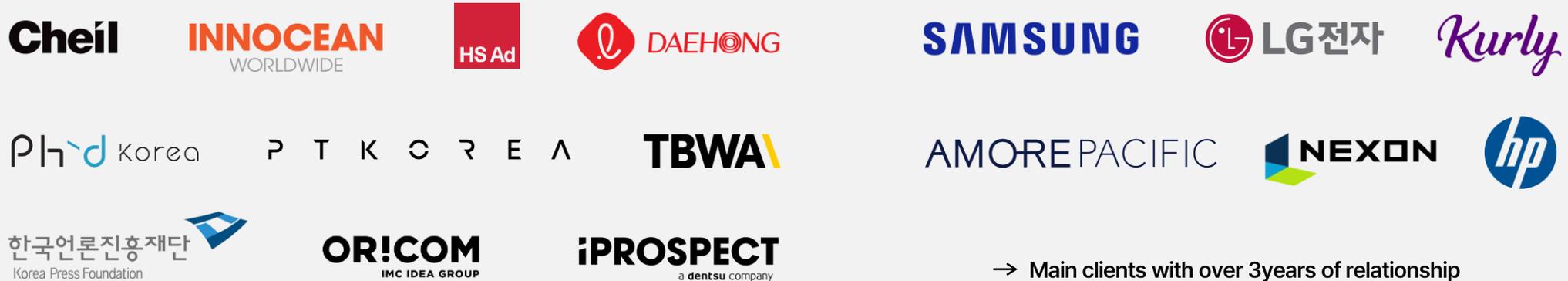
**34%+**

⋮

Platform Advertising  
Business Expansion

Clients

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



→ Main clients with over 3years of relationship

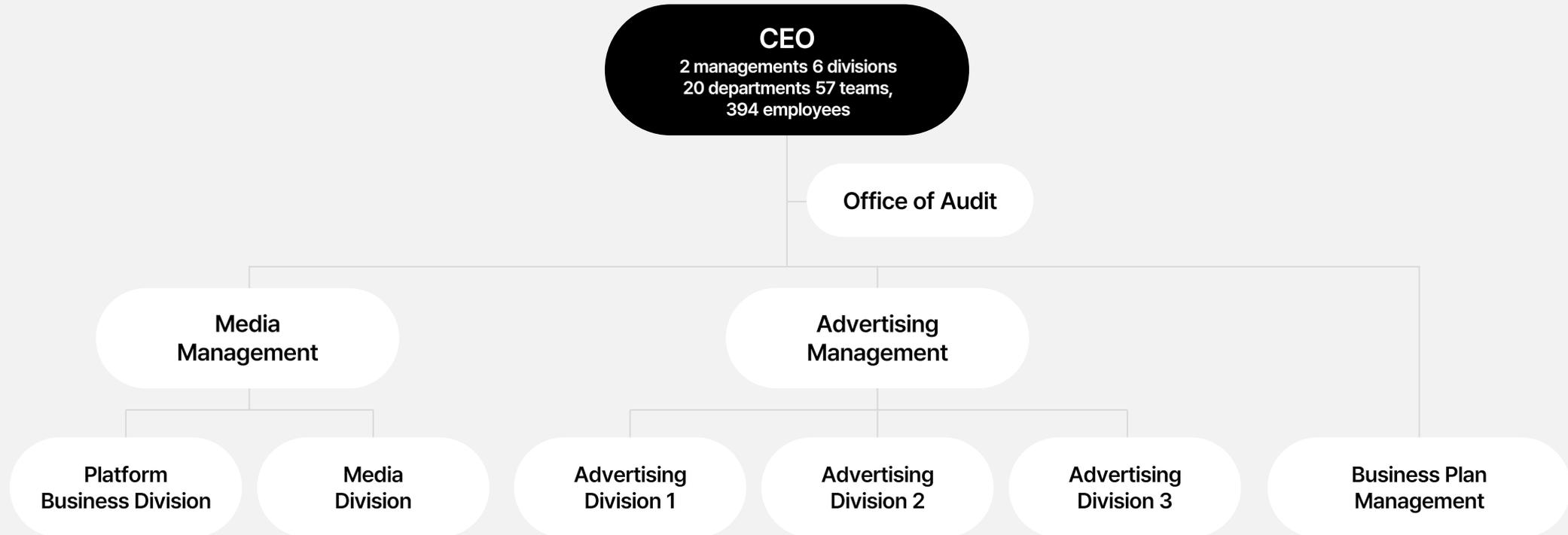
## Business Network

About 1,000 advertising agencies are in partnership

## High Credibility

Managing deep relationship with long term and big clients

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



WHAT WE DO

kt nasmedia provides marketing solutions on digital ads and platform business.

Digital AD Biz

Online&Mobile AD

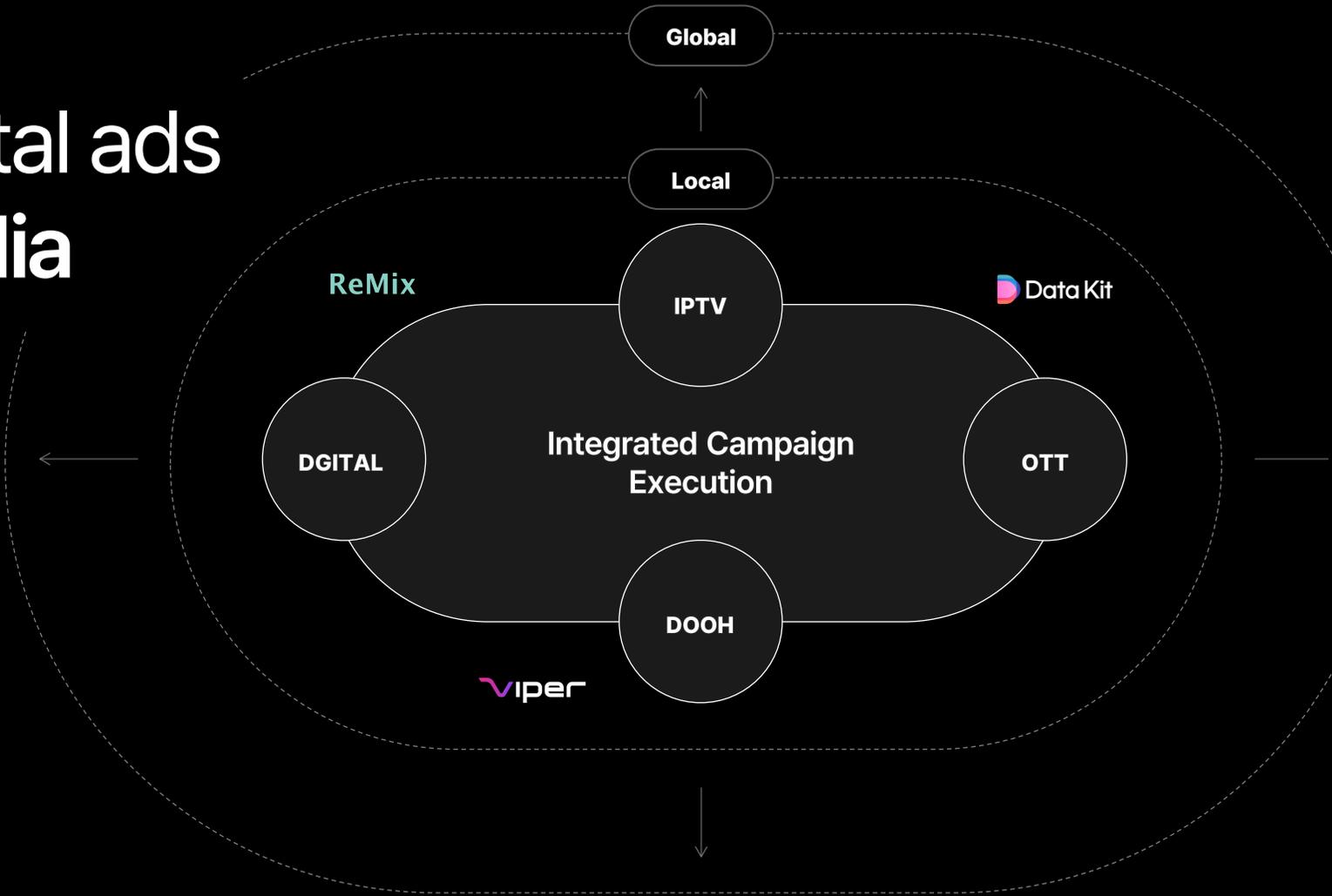
Digital Broadcasting AD

Platform Biz

Mobile AD Platform

OOH Platform

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



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

Integrated media planning solution and consulting provided



...

**ReMix**  
Video AD planning and performance analysis  
KIA, Disney, CHANEL, etc.



...

**Data Kit**  
Data integration and management solution  
Korea Press Foundation, Kering, Nexon, etc.



...

**viper**  
Campaign performance analysis solution  
LG Electronics, Hanssem, Eider, etc.

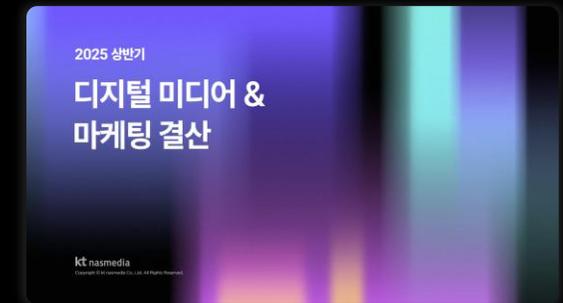
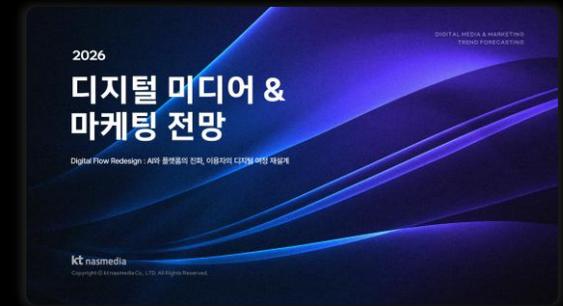
# We share insights by researching on digital market trends

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



# Korea No.1 Online & Mobile Media Buying Power

## Service provided

### 1 Strategy and media planning

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

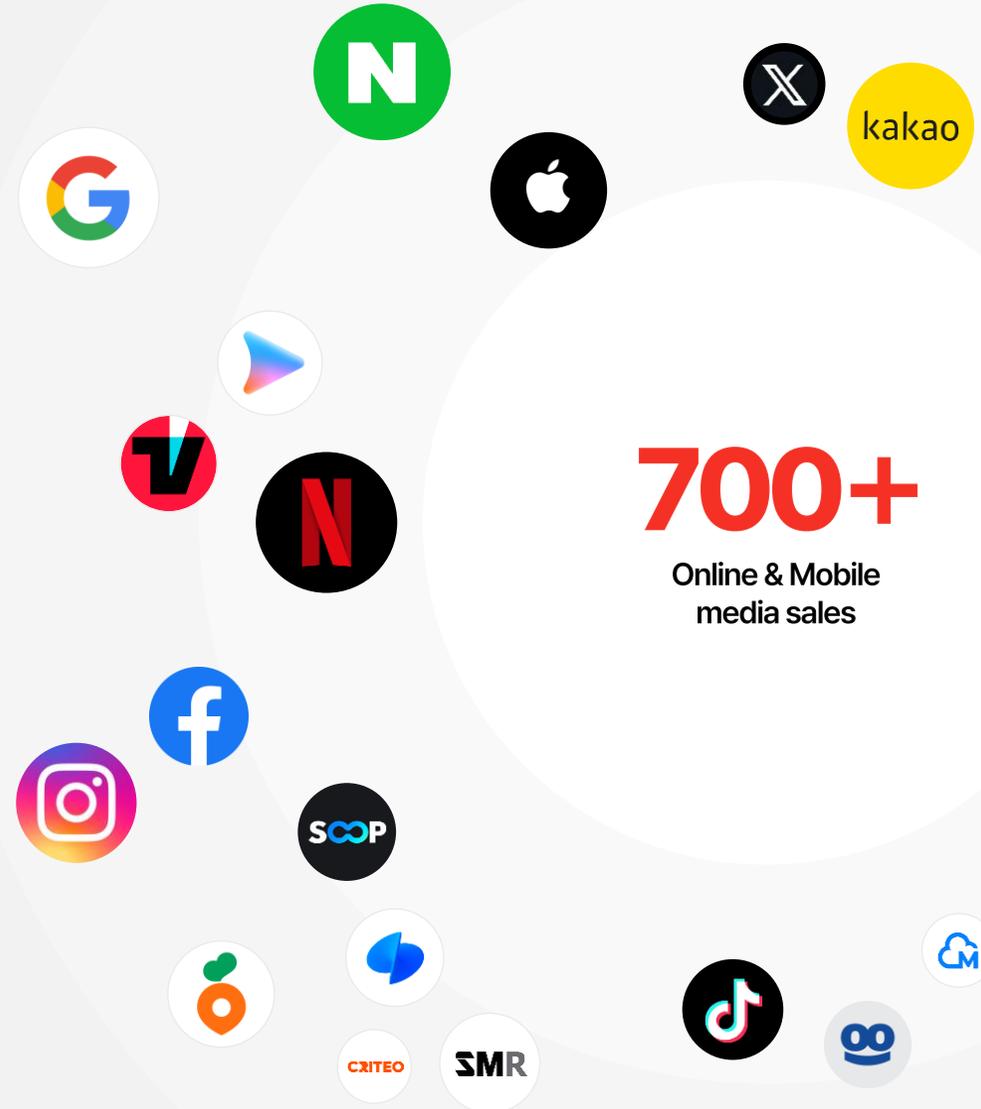
### 2 AD operation and optimization

Campaign operation and optimization to achieve KPI

### 3 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.



# 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

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**NAVER**

Naver Premier Partner

**Google**

2026 Google Premier Partner

**kakao**

Kakao Official Partner

**Meta**

Meta Korea Premier Partner

**NETFLIX**

Netflix Official Partner

**SMR**

SMR Official Partner

**당근**

Karrot Official Partner

**TikTok**

TikTok Deal Agency

**MOLOCO**

Moloco GATE Agency

**toss**

Toss Ads TEP Agency

## MMP Mobile measurement partner

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**AppsFlyer**

Media Agency Official Partner

**ADJUST**

Media Agency Official Partner

**Airbridge**

Media Agency Official Partner

# Certified expertise in global marketing platforms for seamless collaboration

As an official sales partner for global marketing platforms Google and Amazon, we provide premium services including consulting, training, operations, and technical support.

## CERTIFICATES



 Analytics  Tag Manager  Display & Video 360  Campaign Manager 360

**First Media Rep. to hold certifications  
in 4 Google Marketing Platform categories**



 Display & Video 360  Campaign Manager 360

**First Korean company to obtain reseller status  
for Google Marketing Platform Advertising**



**amazon ads**  
**Certified in Amazon DSP Advertising**

# Digital marketing capabilities demonstrated by awards from major media and digital advertising awards

We are recognized as the best digital marketing company in Korea by achieving business performance based on our major media and kt nasmedia solution operating capabilities.

## AGENCY AWARDS



YOUTUBE WORKS AWARDS 2025

🏆 Awarded for 'Media Partner'



AGENCY FIRST AWARDS 2023

🏆 Awarded for 'Game Changer'



PATNERS CONNECT AWARDS 2025

🏆 Awarded for 'Brand Performance Partner'



AGENCY AWARDS 2025

🏆 Awarded for Agency of the Year



AGENCY EXCELLENCE AWARDS 2024

🏆 Awarded for 'Measurement Solutions'

## DIGITAL ADS AWARDS



2024 Korea Digital Advertising Festival

🏆 Awarded for grand prize in marketing technology



2024 Korea Digital Advertising Festival

🏆 Awarded for excellence prize in AD technology



2023 Korea Digital Advertising Festival

🏆 Awarded for gold prize in AD technology



(Currently nap cps)

2021 Korea Digital Advertising Festival

🏆 Awarded for Best Excellence prize in Tech&Solution



2020 Korea Digital Advertising Festival

🏆 Awarded for grand prize in all categories

# 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<sup>+</sup> tv**

VOD AD

VOD AD

VOD AD

LiveAD+

B tv AD+

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

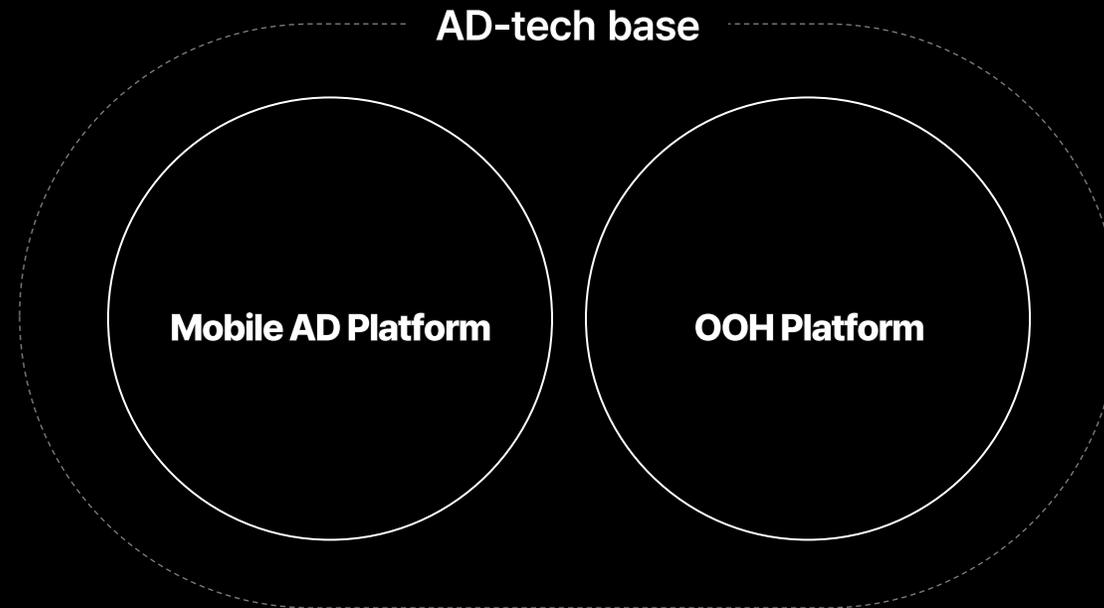
### 3 IPTV AD solution provided

Budgeting on media and performance forecast reports provided

### 4 IPTV insights shared

Success cases and execution guides on media and products are provided

# AD-tech advertising platform maximizes data focused marketing value



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.

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Big data and AI-based Data-driven audience targeting platform with the largest coverage in Korea

**N.DMP**

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Programmatic DSP with specified audience targeting

**nap dsp**

**nap dsp video**

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Publisher monetization platform based on premium network mediation

**nap ssp**

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AI-driven hyper-personalized targeting and purchase conversion optimization platform

**nap cps**

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High-efficiency performance platform delivering rapid KPI achievement via N.DMP

**nap reward**

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Full-funnel User Acquisition (UA) platform

**nap ua**

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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

- 1 Largest audience data in Korea**  
Over 50 Million
- 2 Global largest traffic**  
5 billion per day
- 3 Category specialized traffic**  
Optimized traffic base campaign operation know-hows
- 4 Advanced technology**  
AI Agent-based N.DMP operation  
AI-based real-time ad traffic recommendation/optimization  
Generative AI-based ad content development

## 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**  
2022. 09 Method for expanding advertising target audience and its device  
2023. 06 Method for recommending advertising media and its device  
2024. 02 Online product recommendation methods and recommendation services that utilize them  
2024. 12 Audience behavior prediction system and operation method based on Customer Journey

# 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



## Service provided

### 1 Planning on OOH media network

Providing differentiated media plans appropriate for campaign KPI with over 60,000 diverse OOH networks

### 2 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

OOH Platform : 'N.square' business

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



## Special features

- ① Average 100 million users per month (N.square installed stations)
- ② Covering 20% of subway stations in Seoul (55 stations)

## Competitiveness

- ① Providing outstanding immersion with a large, high-definition screen
- ② Securing coverage of subway stations in major commercial districts
- ③ OTT and Movie clients are preferred and have large spectrum of clients

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

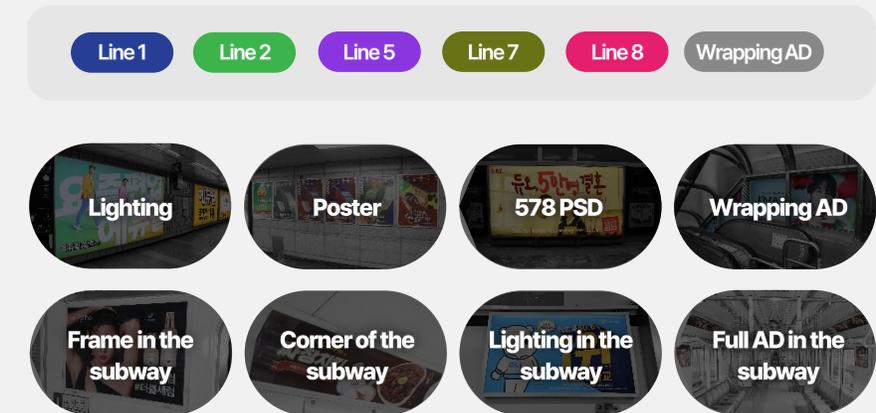
 2022 Korea digital advertising awards  
Awarded bronze on Digital signage

OOH Platform : Subway Line 12578

# Exclusive agency for Subway Line 12578, Operating integrated branding campaign with 173 stations and 176 subways

We exclusively agent media sales for Subway Line 12578 covering all of Seoul and support the management of powerful branding campaigns based on integrated advertising operation capabilities.

## Sales media and products



## Service provided

- 1 AD on subway trains and stations on Seoul Subway Line 12578
- 2 Major stations such as Gangnam, Seongsu, Hongik Univ. and train Wrapping AD

## Competitiveness

- 1 Covering 63% of all subway stations in Seoul  
(173 stations, based on Seoul Metro sections)
- 2 About 200 million users on average per month
- 3 Providing One-stop service for a variety of products from subway trains to screen doors and wrapping

WHAT WE FOCUS ON

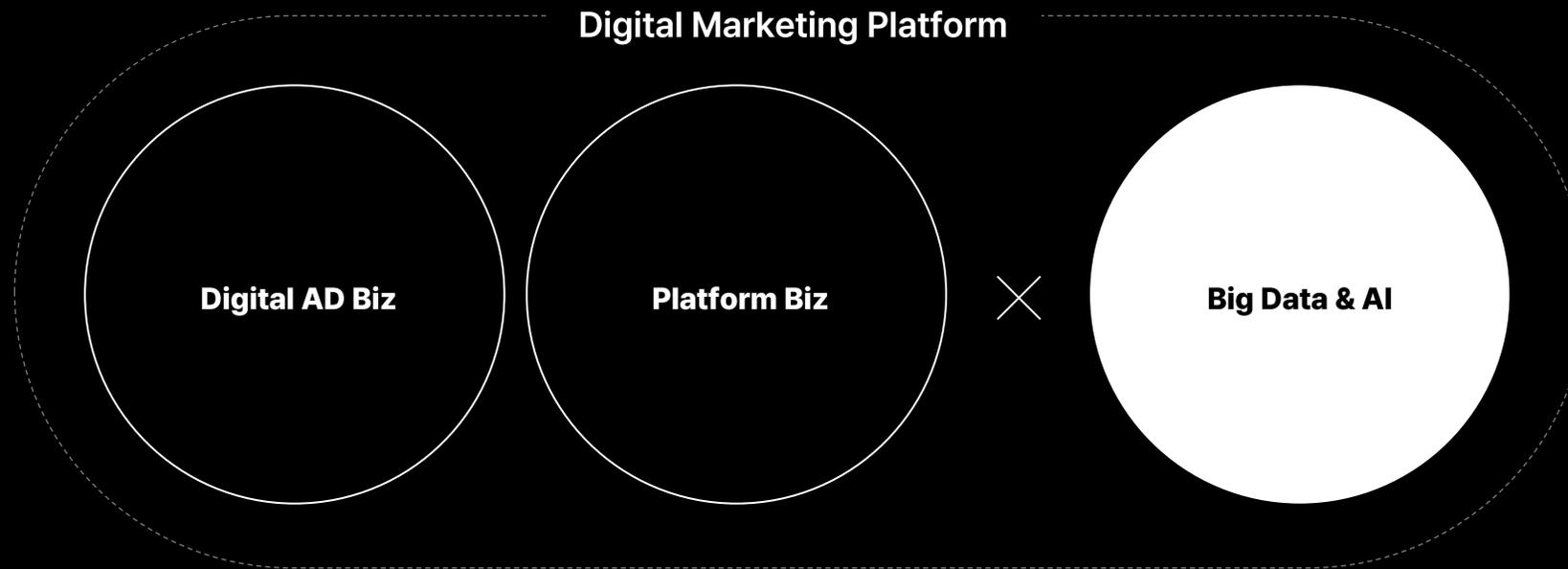
kt nasmedia is  
ready to jump into  
tech and data focused.

Data-driven marketing intelligence tools

Optimize AD based on real-time inhouse DMP

Internalization of kt nasmedia OOH Platform

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



Data-driven marketing intelligence tools

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

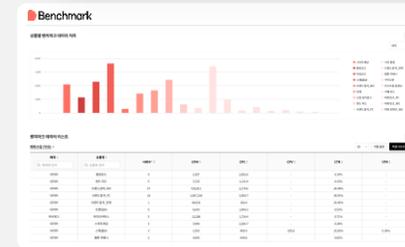
For details →

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



## 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 for analyzing campaign reach

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

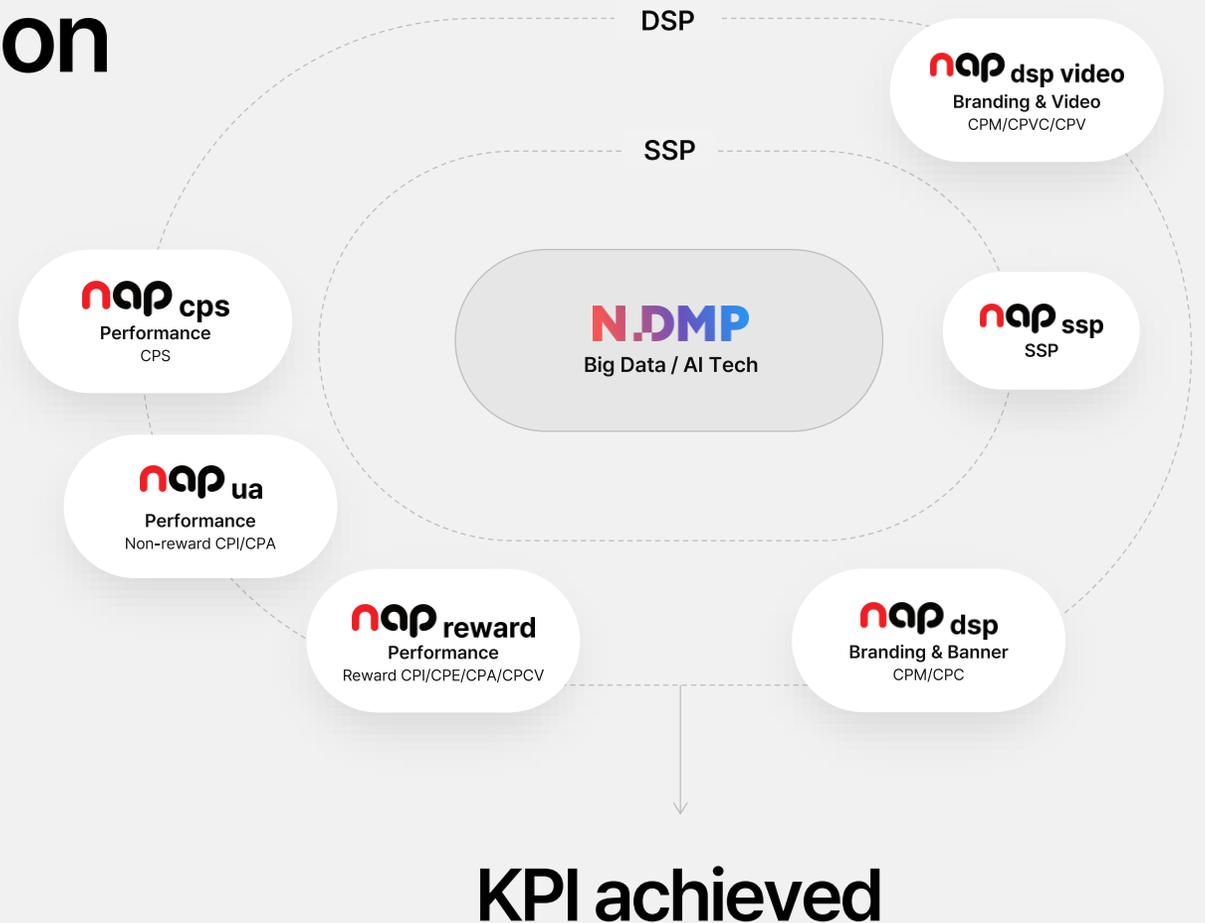


## viper for analyzing campaign KPI performance

Predictive AI-based Marketing Mix Modeling Solution  
Analyzes KPI performance and proposes optimal budgets

Optimize AD based on real-time inhouse DMP

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

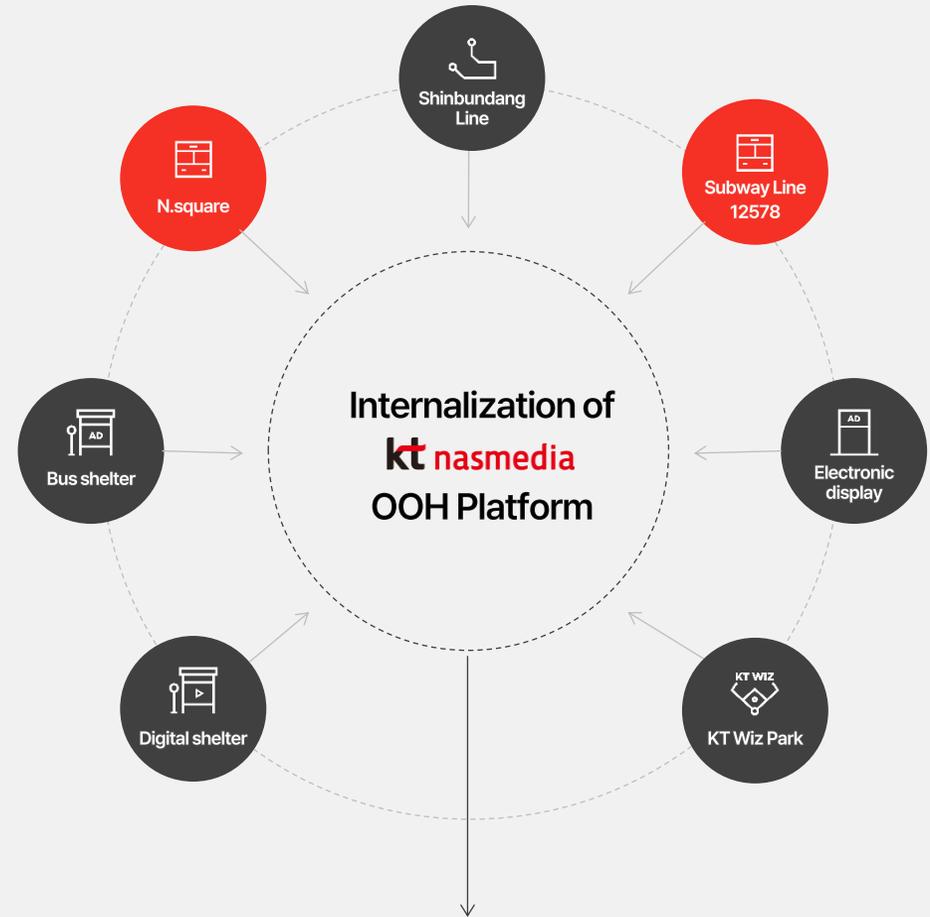


We are leaping forward as a global leading company in the AD-tech field using AI and big data technology as a joint R&D project of KT Group.

Target specification · Real-time optimization · Operation efficiency

# Leading digital transformation by **internalizing outdoor AD** platforms and maximizing performance efficiency

By internalizing the operation systems of various outdoor media owned by kt nasmedia, we plan to lead the digitalization of outdoor AD platforms.



Map-based Planning Tool · Inventory Management  
· Organizing and transmitting AD

Data Intelligence No.1  
Digital Marketing Platform Company

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



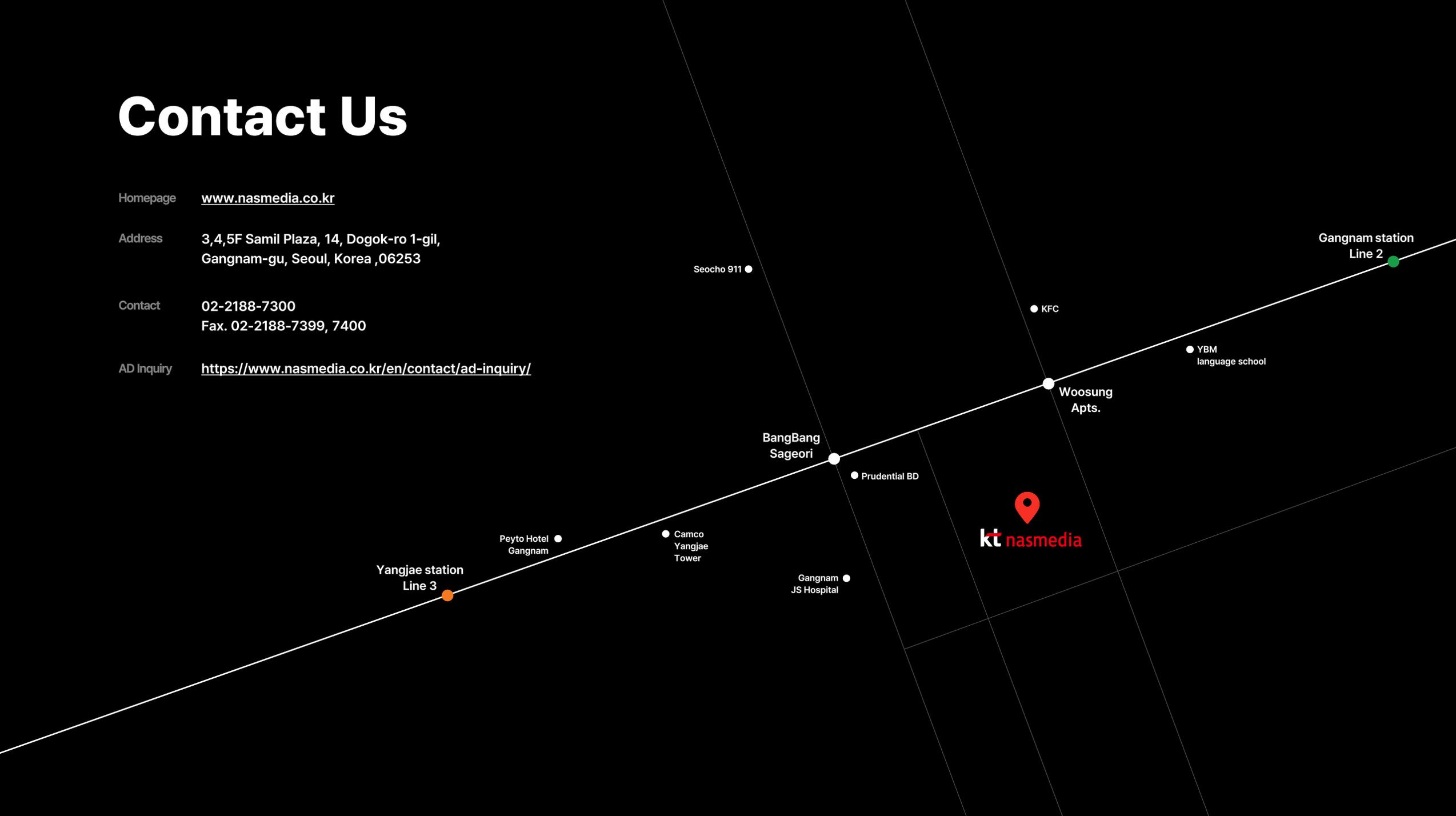
# Contact Us

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AD Inquiry <https://www.nasmedia.co.kr/en/contact/ad-inquiry/>



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