

KTSD-TV 48



24-Hour Korean TV News Station KTSD-TV48 On Air News Y



KTSD - TV 48

■ SD 48: Korean 24 Hour News Station

SD 48 (KTSD) has been broadcasting for 20 years and serves Southern California's culturally-diverse, Korean communities. With its news programming on the channel **48** has long maintained its dominant leadership in audience viewership for the market. As the immigrant population grows, so grows the demand for language-specific programming to provide news. In 1994, **SD 48** became the main News station to multicast in various Korean language on digital channel. It is 24/7 news station.

■ ABOUT NEWS Y – SD 48 DIGITAL

The newly launched 24-hour Korean TV news station, **News Y** of Yonhap News Agency, brings viewers premier coverage of the top domestic and foreign headlines on a real-time basis. Yonhap News Agency is the largest news-gathering network in Korea.

Yonhap keeps viewers abreast of the latest news and information by sending out fast, reliable reports. Yonhap's news service provides some 3,000 multimedia news items each day covering politics, the economy, society, culture, entertainment, sports, science, and other topics – helping viewers access comprehensive global news from a single resource.

Yonhap has 650 journalists and photographers posted at its Seoul head office, regional offices, and overseas bureaus. Of all the local dailies and broadcasters based in Seoul, Yonhap boasts the largest number of reporters covering provinces. Over 120 reporters posted in 13 major provincial cities write articles that help narrow the information divide between Seoul and provincial cities, balancing regional development and promoting unity.

Beginning in January, the Korean population in Los Angeles can now view the latest Korean news live and free over-the-air through **SD digital channel 48!**



DIGITAL CHANNEL

KTSD - TV 48

SEOUL	LA	MON	TUE	WED	THU	FRI	SAT	SUN	LA	SEOUL
16:00	0:00 AM						00 NEWS Y 16	00 NEWS Y 16	0:00 AM	16:00
17:00	1:00	00 NEWS WATCH	00 NEWS WATCH	00 NEWS WATCH	00 NEWS WATCH	00 NEWS WATCH	00 NEWS Y	00 NEWS Y	1:00	17:00
18:00	2:00	40 Regional Time	40 Regional Time	40 Regional Time	40 Regional Time	40 Regional Time	00 NEWS Y 45 World Clip	00 NEWS Y 45 World Clip	2:00	18:00
19:00	3:00	00 News Digest 30 N. Korea Now	00 News Digest 30 N. Korea Now	00 News Digest 30 N. Korea Now	00 News Digest 30 N. Korea Now	00 News Digest 30 N. Korea Now	00 NEWS Y 30 Multicultural Harm	00 NEWS Y 30 Ombudsman Y	3:00	19:00
20:00	4:00	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y 30 MiniDocu Today	00 NEWS Y 40 TV Clinic	4:00	20:00
21:00	5:00	00 NEWS Review 50 English Y	00 NEWS Review 50 English Y	00 NEWS Review 50 English Y	00 NEWS Review 50 English Y	00 NEWS Review 50 English Y	00 NEWS Y 30 World Report	00 NEWS Y 50 Shinyul's Jungjung Dangdang	5:00	21:00
22:00	6:00	00 NS Home Shopping 30 Health Today	00 NS Home Shopping 30 Health Today	00 NS Home Shopping 30 Health Today	00 NS Home Shopping 30 Health Today 50 World Clip	00 NS Home Shopping 30 Health Today	00 NS Home Shopping 30 Health Today	00 NS Home Shopping	6:00	22:00
23:00	7:00	00 Tonight 23	00 Tonight 23	00 Tonight 23	00 Tonight 23	00 Tonight 23	00 NEWS Y 23	00 NEWS Y 23	7:00	23:00
0:00 AM	8:00	30 N. Korea Now	30 N. Korea Now	30 N. Korea Now	30 N. Korea Now	30 N. Korea Now	00 NEWS Y 30 Harmony	00 NEWS Y 30 In'l Documentary	8:00	0:00 AM
1:00	9:00	00 NEWS Y 50 English Y	00 NEWS Y 50 English Y	00 NEWS Y 50 English Y	00 NEWS Y 50 English Y	00 NEWS Y 50 English Y	00 NEWS Y 30 Outdoor Navigator 50 Landscape	00 NEWS Y 30 In'l Documentary	9:00	1:00
2:00	10:00	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y 30 Health Today	00 NEWS Y 30 Health Today	10:00	2:00
3:00	11:00	00 Sports Wide 10 News Y 40 Regional Time	00 Sports Wide 10 News Y 40 Regional Time	00 Sports Wide 10 News Y 40 Regional Time	00 Sports Wide 10 News Y 40 Regional Time	00 Sports Wide 10 News Y 40 Regional Time	00 NEWS Y 10 News Y 40 Regional Time 30 TV CLINIC	00 NEWS Y 10 News Y 30 Shinyul's Jungjung Dangdang	11:00	3:00
4:00	12:00 PM	00 News Digest 35 Morning Y-1, 25 Morning Y-2	00 News Digest 35 Morning Y-1, 25 Morning Y-2	00 News Digest 35 Morning Y-1, 25 Morning Y-2	00 News Digest 35 Morning Y-1, 25 Morning Y-2	00 News Digest 35 Morning Y-1, 25 Morning Y-2	00 World Report 20 MiniDocu Today 35 Morning Y		12:00 PM	4:00
5:00	13:00	00 Kid's Program 40 Start 640	00 Kid's Program 40 Start 640	00 Kid's Program 40 Start 640	00 Kid's Program 40 Start 640	00 Kid's Program	00 NEWS Y 30 KA Connection	00 Starting 640	14:00	6:00
7:00	15:00					00 NEWS Y	00 NEWS Y		15:00	7:00
8:00	16:00	00 NEWS DIGEST 30 Global Y	00 NEWS DIGEST 30 Global Y	00 NEWS DIGEST 30 Global Y	00 NEWS DIGEST 30 Global Y	00 NEWS Y 30 Multicultural Harmony	00 NEWS Y	00 NEWS DIGEST	16:00	8:00
9:00	17:00	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y 40 MiniDocu Today	00 NEWS Y 40 TV Clinic	00 NEWS Y	17:00	9:00
10:00	18:00	00 Sisa Touch 1	00 Sisa Touch 1	00 Sisa Touch 1	00 Sisa Touch 1	00 NEWS Y 45 World Clip Now	00 NEWS Y 45 World Clip Now	00 Sisa Touch 1	18:00	10:00
11:00	19:00	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y 30 Invitation Y	00 Sisa Touch 2	19:00	11:00
12:00 PM	20:00	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y	00 NEWS Y 45 Landscape and view	00 NEWS Y 45 Rainbow Y	00 NEWS Y	20:00	12:00 PM
13:00	21:00	00 Global Y	00 Global Y	00 Global Y	00 Global Y	00 Global Y	00 World Report 30 N. Korea Now	00 Global Y	21:00	13:00
14:00	22:00	00 LA 18 Prime News 40 NS Home Shopping 45 Health Today	00 LA 18 Prime News 40 NS Home Shopping 45 Health Today	00 LA 18 Prime News 40 NS Home Shopping 45 Health Today	00 LA 18 Prime News 40 NS Home Shopping 45 Health Today	00 LA 18 Prime News 40 NS Home Shopping 45 Health Today	00 Multicultural Harm 40 NS Home Shopping 45 TV Clinic	00 Multicultural Harmony 40 NS Home Shopping 45 TV Clinic	22:00	14:00
15:00	23:00	15 N. Korea Now 30 Global Y	15 N. Korea Now 30 Global Y	15 N. Korea Now 30 Global Y	15 N. Korea Now 30 Global Y	15 N. Korea Now 30 Global Y	00 NEWS Y	00 NEWS Y	23:00	15:00

NEWS Y

News Y is the main newscast broadcast multiple times throughout the day, providing the most up-to-date news regarding issues that viewers should be aware of. With in depth coverage concerning social trends, political and economic news, and other pertinent issues, News Y can be trusted to deliver the highest quality reporting.

INTERVIEW Y

The top experts in the fields of entertainment, politics, economics, and social issues are interviewed for the most stimulating conversations.

OMBUDSMAN Y

Focus on representing public interest concerns. The show focuses on opinions regarding current concerns, voiced by people from all aspects of society.

ENGLISH Y

Aired three times per day, Monday to Friday, English Y brings the same top quality news from Yonhap News Agency, broadcast in English.

NORTH KOREA TODAY

Coverage of the current economic situation in North Korea.

WORLD CLIP

With this current events news program, viewers can count on being well informed in regards to world affairs.

SPORTS Y

Highlights of sports games, scores, and top plays.

DOCUMENTARY SERIES

The most interesting topics from finance to sociology are investigated in News Y's superior documentary series.



English News Y



Ombudsman Y



World Clip



Sports Y



North Korea Today

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ADVERTISING RATE CHART

Channel San Diego 48 / LA 18.9 / OC 487

Effective as

of Mar. 1, 2013

TIME	SECOND	20 SEC.	30 SEC.	60 SEC.
6:00 AM-9:00 AM		\$80	\$100	\$200
9:00 AM-12:00 PM		\$80	\$80	\$160
12:00PM-1:00 PM		\$80	\$100	\$200
1:00 PM- 6:00 PM		\$80	\$80	\$160
6:00 PM-7:00 PM		\$80	\$100	\$200
6:50 PM-7:00 PM		\$80	\$100	\$200
7:00 PM-10:00 PM		\$80	\$100	\$200
10:00 PM-10:40 PM		\$200	\$300	\$600
10:40 PM-11:00 PM		\$60	\$100	\$200
11:00 PM-12:00 AM		\$60	\$80	\$160
12:00 AM-6:00 AM		\$60	\$80	\$160