

SLL

Studio LuluLala

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Long Live the Story

**SLL
is a collective of people
who create stories.**

SLL took the first step towards becoming a global major studio by changing its name from JTBC Studios to SLL in 2022.

As a multidimensional studio covering all aspects of the content business from early development to production, investments, and distribution, we are expanding the horizon for K-content.

The country's best talent have made mega-hit shows like SKY CASTLE, THE WORLD OF THE MARRIED, and ITAEWON CLASS as well as OTT series like HELLBOUND and ALL OF US ARE DEAD that captured the global audience's attention.

Not only that, we are trend-setters in the feature and digital spaces, creating content that is not bound to specific platforms and format requirements. Through strategic partnerships with global OTT platforms and studios, as well as the production of international remakes, we are making a strong footprint in the competitive content market.

SLL hopes to tell exciting stories that captivate audiences around the globe and transcend the traditional boundaries of time and space. With the change of our company name, we will become a boundless and fierce studio much different from those that exist today.

World's Leading Creative Studio

338

Produced Titles



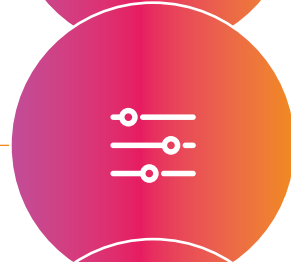
179

Creators



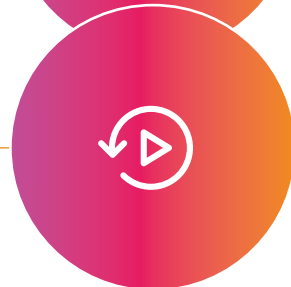
15

Subsidiaries



1.8B

Digital Viewerships



*As of January 2022

NAME	SLL	EMPLOYEE	250
CEO	Jung Kyung-moon	FOUNDED	September 1, 1999
SERVICES	Production, Distribution	HQ	38, Sangamsan-ro Mapo-gu, Seoul

SLL

Studio LuluLala

We wish your world be filled with more happiness

SLL is the abbreviated term for STUDIO LULULALA.

The word “Lululala” conveys moments of excitement but its exact definition cannot be found anywhere... not even in a dictionary.

“Lululala” is an expression used to convey moments of excitement, pure joy, and curious anticipation for the future. SLL produces content that incites such “lululala” moments; we hope to deliver this sentiment to everybody around the world with our stories, no matter what language they speak.

SLL wishes to imbue the global audiences’ daily lives with more happiness, joy, and laughter.



History



Awards



1999

1999. 09 Founded 'Cyber JoongAng'

2000

2000. 03 Renamed to 'Joins.com'

2007. 05 Established production company 'Drama House'

2010

2011. 12 Established distribution and sales company 'J Content Hub'

2014. 03 'Drama House' M&A

2014. 05 TV series SECRET AFFAIR recorded highest-rating 6.6%

2016. 06 Renamed 'J Content Hub' to 'JTBC Content Hub'

2017. 04 TV series STRONG GIRL BONG-SOON recorded highest-rating 10.3%

2017. 07 Launched digital content studio 'Studio Lululala'

2018. 05 TV series SOMETHING IN THE RAIN recorded highest-rating 8.3%

2018. 09 Digital content WASSUP MAN reached 1 mil. subscribers on Youtube

2018. 11 TV series SKY CASTLE recorded all-time cable TV highest-rating 24.6%

2018. 12 TV series SOMETHING IN THE RAIN won Presidential Commendation at Korean Contents Awards

2019. 03 TV series THE LIGHT IN YOUR EYES recorded highest-rating 12.1%

2019. 08 Made investment in shares of production company 'How Pictures'

2019. 09 Made investment in shares of production company 'Zium Content'

2019. 09 WORKMAN Youtube channel reached 10 mil. views and reached 3 mil. subscribers

2019. 10 Made investment in shares of production company 'n Pio Entertainment'

2019. 11 Signed strategic partnership with Netflix

2019. 12 Acquired production companies 'BA Entertainment' and 'Perfect Storm Film'

2019. 12 WORKMAN Youtube channel voted for #2 in Global Top 10 Breakout Creators

2020

2020. 02 Renamed 'JTBC Content Hub' to 'JTBC Studios'

2020. 03 TV series THE WORLD OF THE MARRIED recorded all-time cable TV highest-rating 31.7%

2020. 03 TV series ITAEWON CLASS recorded highest-rating 18.3%

2020. 05 Established CG/VFX studio 'Vird Studio'

2020. 12 Acquired production company 'Anthology Studios'

2020. 12 Merged 'J Contentree' with 'JTBC Studios'

2021

2021. 01 Joined joint venture 'TVING' with CJ ENM

2021. 06 Acquired production company 'Studio Phoenix'

2021. 07 Acquired US production company 'wiip'

2021. 08 Made investment in shares of non-scripted production company 'Studio Slam'

2021. 07 Acquired production companies 'Production H', 'Zium Content' and 'Climax Studio'

2021. 11 Climax Studio's HELLBOUND reached global #1 in Netflix (11 consecutive days)

2022

2022. 02 Film Monster's ALL OF US ARE DEAD reached global #1 in Netflix (15 consecutive days)

2022. 03 Made investment in shares of production company 'Betty & Creators'

2018

2018. 05

Web Series A PERSON YOU MAY KNOW won the Gold Prize at Houston Int'l Film Festival

2018. 09

WASSUP MAN won Entertainment - Excellence Award at New Media Contents Awards

2019

2019. 01

SOMETHING IN THE RAIN won Best Drama Series at Asian Television Awards

2019. 05

SKY CASTLE won several awards, including Prime Minister Citation at KCCBA

SOMETHING IN THE RAIN won Korean Wave - Excellence Award at KCCBA

WASSUP MAN received Web Content - Excellence Award at KCCBA

2019. 09

WORKMAN won Entertainment - Best Program prize at New Media Contents Awards

2019. 10

SKY CASTLE won Best TV Drama prize at Korea Drama Awards

2020

2020. 01

SKY CASTLE won Best Drama Series at Asian Television Awards

2020. 06

THE WORLD OF THE MARRIED won Best TV Drama Director prize at Baeksang Arts Awards

wiip's DICKINSON won Entertainment - Peabody Awards

2020. 09

ITAEWON CLASS won Mini-Series Silver Bird Prize at Seoul Int'l Drama Awards

Studio Lululala won Special Prize at New Media Contents Awards

2020. 10

THE WORLD OF THE MARRIED won Best Creative Prize at Asia Contents Awards

2021

2021. 01

ITAEWON CLASS won the Best Drama Series at Asian Television Awards

ITAEWON CLASS won The Drama of the Year at 2020 APAN AWARDS

2021. 05

BEYOND EVIL won Best TV Series, Best Screenplay, Best Actor at Baeksang Arts Awards

2021. 09

wiip's MARE OF EASTTOWN won 4 Emmy awards (Outstanding Lead Actress, Outstanding Supporting Actor, Outstanding Supporting Actress, Outstanding Production Design)

2021. 10

MISSING CHILD won Grand Prize, Best Director, Best Actor at Seoul Drama Awards

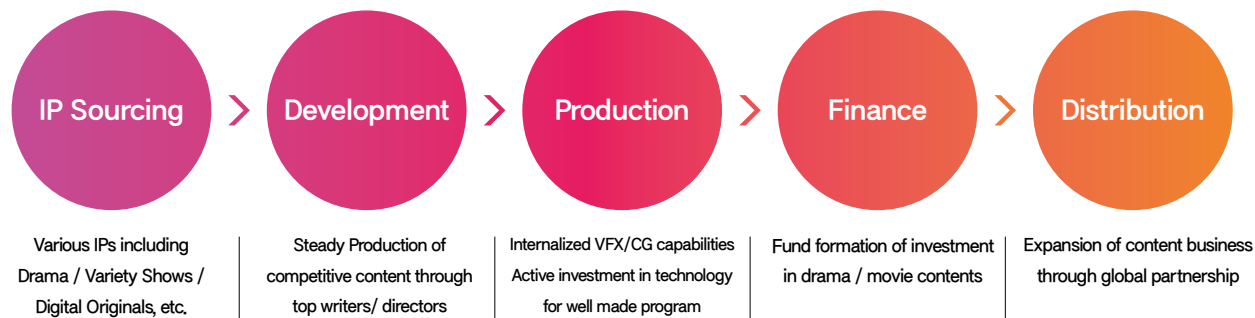
2022

2022. 01

wiip's MARE OF EASTTOWN won Actress (mini-series or motion picture for TV) at Golden Globe Awards



Comprehensive Studio Model with integration of production and distribution



PRODUCTION

SLL produces contents for various platforms with Korea's best creators from TV, movies, OTT series, non-scripted, and digital IP's.



DISTRIBUTION

SLL is increasing its market share through distribution alliances with Korean major TV networks and global OTT platforms such as Netflix, Disney+ and so on.



GLOBAL BUSINESS

SLL is developing global remakes of SLL's mega-hit IPs throughout the world. With production company wiip, SLL is emphasizing its presence in the US market.



LICENSE

By exploiting its extensive library IP's, SLL is diversifying its business areas into soundtracks, merchandising, live concerts and so on.



SING AGIN

OST

We are trend-leaders who create polished content that strikes high viewership ratings and generates media buzz.



SOMETHING IN THE RAIN

Director Ahn Pan-seok
 Writer Kim Eun
 Cast Son Ye-jin, Jung Hae-in
 Release 2018.03.30 ~ 2018.05.19 (JTBC)



ITAEWON CLASS

Director Kim Sung-yoon
 Writer Jo Gwang-jin
 Cast Park Seo-joon, Kim Da-mi, Yoo Jae-myung, Kwon Nara
 Release 2020.01.31 ~ 2020.03.21 (JTBC)

Highest Rating 18.3%

SKY CASTLE

Director Jo Hyun-tak
 Writer Yoo Hyun-mi
 Cast Yum Jung-ah, Jung Joon-ho,
 Lee Tae-ran, Choi Won-young
 Release 2018.11.23 ~ 2019.02.01 (JTBC)

Highest Rating 24.6%



THE WORLD OF THE MARRIED

Director Mo Wan-il
 Writer Joo-hyun
 Cast Kim Hee-ae, Park Hae-joon,
 Han So-hee
 Release 2020.03.27 ~ 2020.05.16 (JTBC)

Highest Rating 31.7%
 Recorded highest average rating on cable television



THE LIGHT IN YOUR EYES

Director Kim Suk-yoon
 Writer Lee Nam-kyu, Kim Soo-jin
 Cast Kim Hye-ja, Han Ji-min, Nam Joo-hyuk
 Release 2019.02.11 ~ 2019.03.19 (JTBC)

Highest Rating 12.1%



BEYOND EVIL

Director Shim Na-yeon
 Writer Kim Su-jin
 Cast Shin Ha-kyun, Yeo Jin-goo
 Release 2021.02.19 ~ 2021.04.10 (JTBC)



We are home to top-notch film production companies that create movies that are both commercially and artistically praised.



ASHFALL

Director Lee Hae-jun Kim Byung-seo
 Cast Lee Byung-hun, Ha Jung-woo, Lee Don, Jeon Hye-jin, Bae Suzy
 Prod Co. Perfect Storm Film
 Release 2019.12.19
 Admissions 8,252,669



THE OUTLAWS

Director Kang Yoon-sung
 Cast Lee Don, Yoon Kye-sang
 Prod Co. BA Entertainment
 Release 2017.10.03
 Admissions 6,879,841

INTIMATE STRANGERS

Director Lee Jae-kyoo
 Cast Yoo Hae-jin, Cho Jin-woong, Lee Seo-jin, Yum Jung-ah, Kim Ji-soo, Song Ha-yoon, Yoon Kyung-ho
 Prod Co. Film Monster, Drama House
 Release 2018.10.31
 Admissions 5,294,119



THE GANGSTER, THE COP, THE DEVIL

Director Lee Won-tae
 Cast Lee Don, Kim Mu-yeol, Kim Sung-kyu
 Prod Co. BA Entertainment
 Release 2019.05.15
 Admissions 3,364,360



2019 Cannes Film Festival Midnight Screenings Premiere
 2019 Fantasia Int'l Film Festival Best Action - Audience Award

DIGITAL/NON-SCRIPTED

Korea's No.1 Cross-media Studio 'SLL D-LAB'

1.7 bil. Views (As of March 2022)
 9.2 mil. Subscribers (As of March 2022)
 Won 2020 Ministry of Culture, Sports and Tourism - New Media Content Special Award



2.3 mil. Subscribers
 330 mil. Views



3.8 mil. Subscribers
 820 mil. Views



1.6 mil. Subscribers
 2 bil. Views

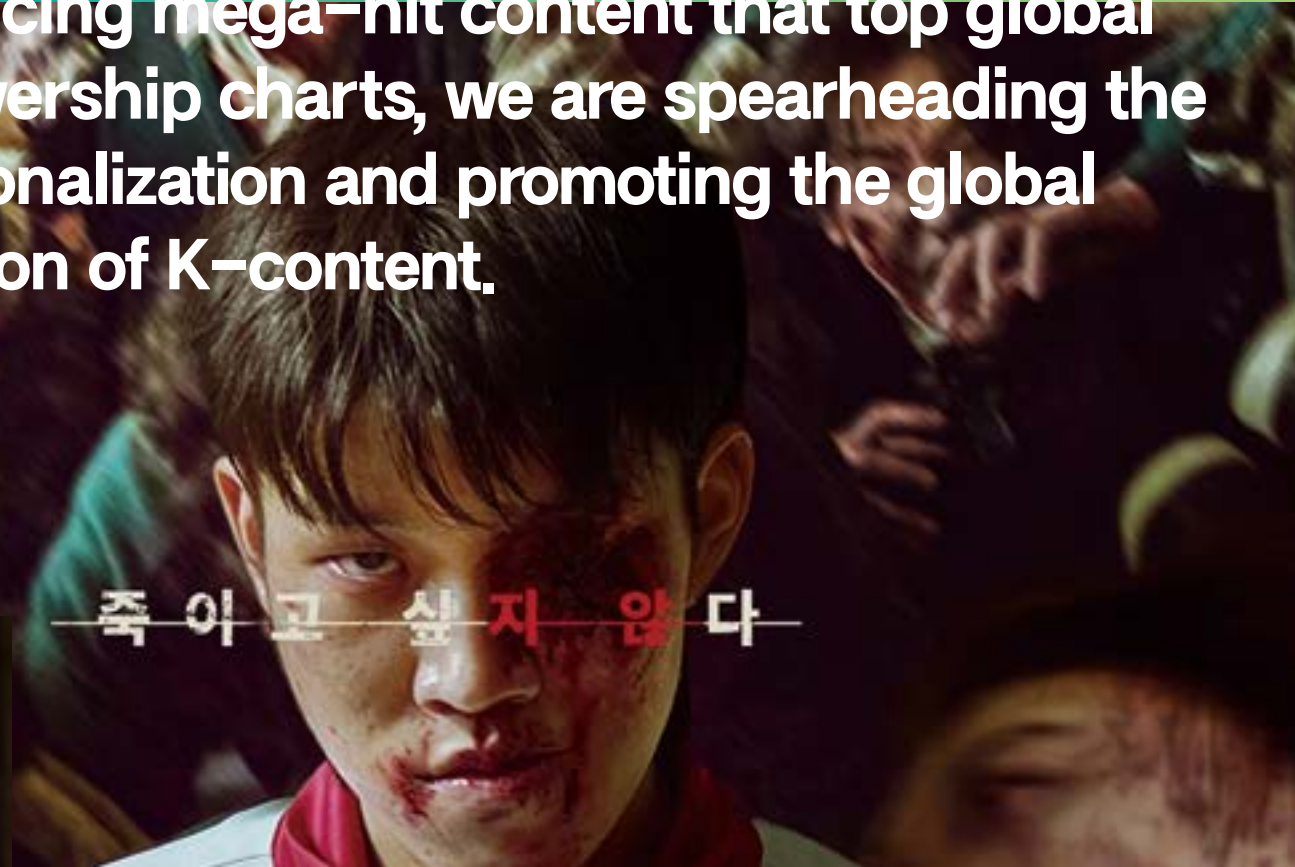
SING AGAIN Season 1,2

Showrunner Yoon Hyun-joon
 Production Company Studio Slam

Highest Rating 11.8% (S1), 8.7% (S2)



HELLBOUND, ALL OF US ARE DEAD and so on...
 By producing mega-hit content that top global OTT viewership charts, we are spearheading the internationalization and promoting the global recognition of K-content.



ALL OF US ARE DEAD

Director Lee Jae-kyoo
 Writer Chun Sung-il
 Cast Park Ji-hu, Yoon Chan-young, Choi Yi-hyun, Lomon, Lee Yoo-mi
 Prod Co. Film Monster
 Release 022.01.28 (Netflix)

2nd Non-English language series to be No.1 on Netflix



HELLBOUND

Director Yeon Sang-ho
 Writer Yeon Sang-ho, Choi Gyu-seok
 Cast Yoo Ah-in, Kim Hyun-joo, Park Jeong-min
 Prod Co. Climax Studio
 Release 2021.11.19 (Netflix)

2021 Toronto Int'l Film Festival "Primetime program of TV Series" Premiere



D.P.

Director Han Jun-hee
 Writer Kim Bo-tong, Han Jun-hee
 Cast Jung Hae-in, Koo Kyo-hwan
 Prod Co. Climax Studio
 Release 2021.08.27 (Netflix)



SHARK : THE BEGINNING

Director Chae Yeo-jun
 Writer Minzy
 Cast Kim Min-suk, Jung Won-chang, Wi Ha-Joon
 Prod Co. SLL D-Lab
 Release 2021.06.17 (tvING)



MARE OF EASTTOWN

Director Brad Ingelsby
 Writer Craig Zobel
 Cast Kate Winslet, Julianne Nicholson, Jean Smart, Angourie Rice, David Denman, Neal Huff, Guy Pearce, Cailee Spaeny
 Prod Co. wiip

2021 Primetime Emmy Awards 16 nominations, 3 wins
 2022 Golden Globe Awards 1 nominations, 1 wins

We introduce you our SLL's production labels.

SLL and SLL's competitive production labels are expanding the horizon for K-content.

SLL currently owns 14 production labels. In 2021, SLL has acquired production company wiip for global outreach.



SLL

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