Moazine Product Proposal
Introduction of Product
Moazine is a Korean digital magazine service that provides access to more than 200 Korean magazines. Users can check out the contemporary trends of Korea in politics, economy, lifestyle, fashion, travel, sports and more.
Moazine Feature

1. Moazine provides magazine articles (840,000+) and an article searching service.

2. You can experience a rapid magazine reading system through the searching e-magazine index and thumbnail images.

3. Up-to-date service for newly published magazines and back issues.

4. It provides clear images & excellent readability.

5. It provides N-screen reading service using both PC and mobile in the library.
Moazine Product Proposal

Moazine Feature

Number of Article by Category

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TITLE</th>
<th>VOLUME</th>
<th>ARTICLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science &amp; Technology</td>
<td>37</td>
<td>5,621</td>
<td>147,797</td>
</tr>
<tr>
<td>Fashion &amp; Life</td>
<td>40</td>
<td>4,266</td>
<td>151,323</td>
</tr>
<tr>
<td>Education &amp; Literature</td>
<td>23</td>
<td>1,612</td>
<td>50,254</td>
</tr>
<tr>
<td>Art &amp; Culture</td>
<td>14</td>
<td>1,616</td>
<td>47,002</td>
</tr>
<tr>
<td>Politics &amp; Economy</td>
<td>40</td>
<td>5,470</td>
<td>192,962</td>
</tr>
<tr>
<td>Sports &amp; Travel</td>
<td>51</td>
<td>6,039</td>
<td>210,994</td>
</tr>
<tr>
<td>Computer &amp; Internet</td>
<td>10</td>
<td>1,325</td>
<td>40,486</td>
</tr>
<tr>
<td>Total</td>
<td>215</td>
<td>25,949</td>
<td>840,818</td>
</tr>
</tbody>
</table>
The rise of Hallyu (k-wave) influence and the needs of Korean E-resources in worldwide

- This is America: ‘Squid Game,’ K-beauty and BTS - What’s so special about Korean pop culture?  

- Adele Roberts tracks the rise of Korean Pop, and meets BTS, the biggest band in the scene  

- K-Pop supergroup attends U.N. meeting  

- K-wave, K-pop... K-philosophy  
  https://iai.tv/articles/k-wave-k-pop-k-philosophy-auid-2021
Moazine Advantages

- Firstly introduced last year with already 13 institutions currently subscribed in U.S.
- Subscribers vary from academic to public libraries.
- Enables the checking out of the most recent Korean cultural trends in various categories.
- The result of a service users’ satisfaction survey showed users were “Very satisfied”.
- Provides an administration page for librarians to check out its usage statistics.
- Free Trial service before your subscription.
Moazine Product Proposal

Library Service for PC Browser

- Browse immediately without loading through the streaming system viewer
- Efficient content managing as browsing e-magazines with ASP
- Compatibility with all web browsers (it is not required to install any program on PC)
- Providing IP & Barcode authentication service for institutions (Proxy IP also permitted)
Moazine Product Proposal

Library Service for Mobile Device

- Accessible Moazine mobile App by institutional ID/PW log-in (Barcode log-in Available)
- Available to read magazine both by Streaming Service and Download
- Compatibility with all mobile smart device (IOS and Android)
Thank you

Moazine - Korean Digital Magazine, Moazine

Sales B2B Enquiry

Woobok Lee / Overseas Sales Manager
M: +82 10-9957-8225
E: lwb@keplatform.co.kr

Sera Lee / Overseas Sales Assistant
M: +82 10-3952-9329
E: lsr@keplatform.co.kr