

Moazine Product Proposal



'Korean E-Magazine'



**Introduction of
Product**

- 3

Moazine Feature

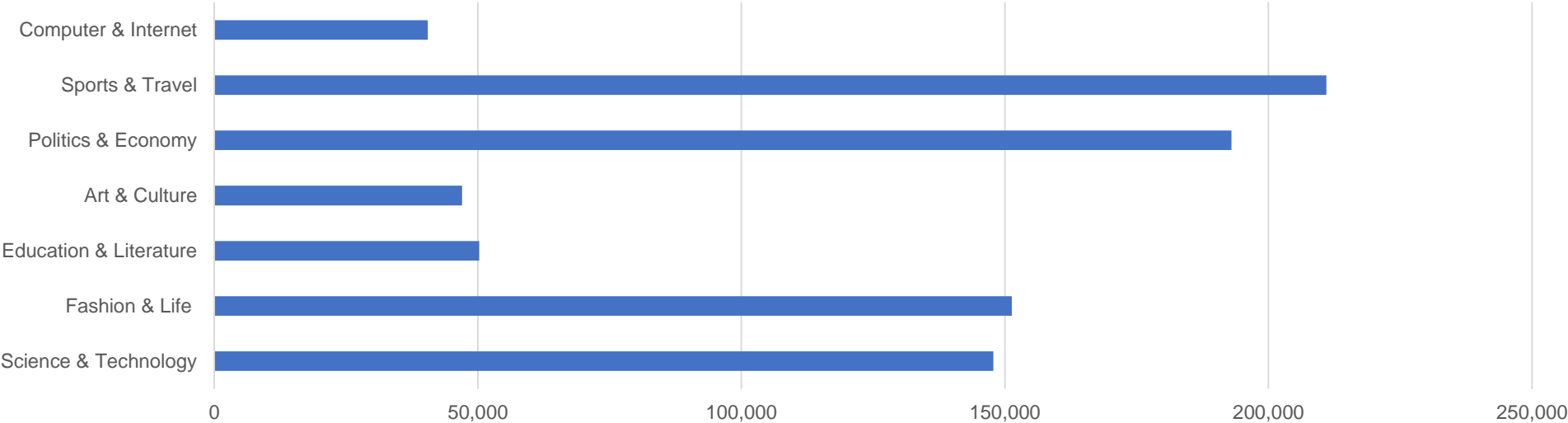
- 1 Moazine provides magazine articles (840,000+) and an article searching service.
- 2 You can experience a rapid magazine reading system through the searching e-magazine index and thumbnail images.
- 3 Up-to-date service for newly published magazines and back issues
- 4 It provides clear images & excellent readability.
- 5 It provides N-screen reading service using both PC and mobile in the library.



Moazine Feature



Number of Article by Category



	CATEGORY	TITLE	VOLUME	ARTICLE
1	Science & Technology	37	5,621	147,797
2	Fashion & Life	40	4,266	151,323
3	Education & Literature	23	1,612	50,254
4	Art & Culture	14	1,616	47,002
5	Politics & Economy	40	5,470	192,962
6	Sports & Travel	51	6,039	210,994
7	Computer & Internet	10	1,325	40,486
Total		215	25,949	840,818

Korean Wave(Hallyu) Popularity

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?
<https://www.usatoday.com/story/news/2021/10/21/squid-game-bts-k-beauty-why-korean-pop-culture-making-waves/8437852002/>
- ◆ Adele Roberts tracks the rise of Korean Pop, and meets BTS, the biggest band in the scene <https://www.bbc.com/news/av/newsbeat-42747443>
- ◆ K-Pop supergroup attends U.N. meeting
<https://abcnews.go.com/US/video/pop-supergroup-attends-meeting-58049925>
- ◆ K-wave, K-pop... K-philosophy
<https://iai.tv/articles/k-wave-k-pop-k-philosophy-auid-2021>

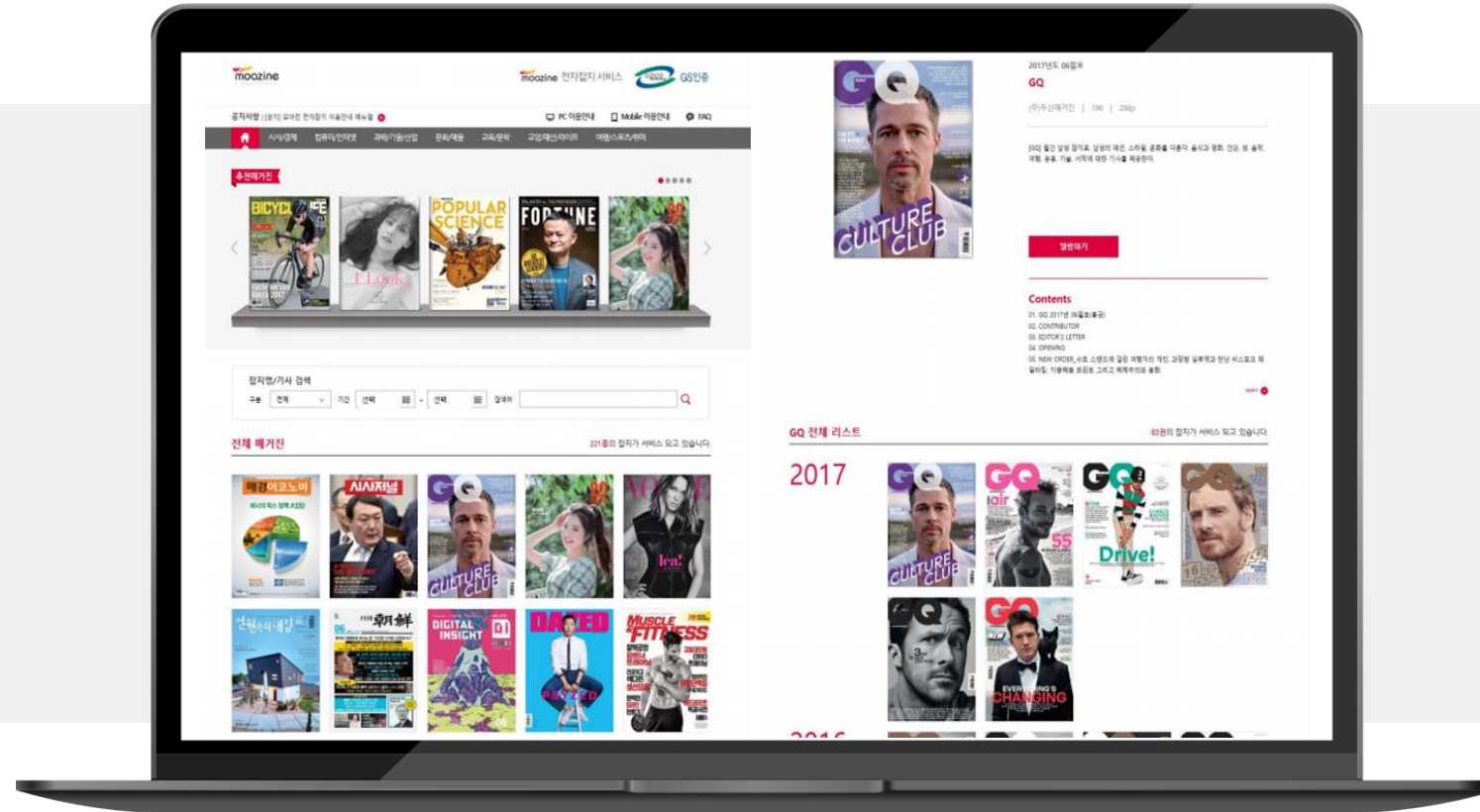


Moazine Advantages

- ◆ 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



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)

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)

Korean E-resources Platform, **KEPlatform**

Thank you

Moazine - Korean Digital Magazine, Moazine

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