



BlueM Partners

COMPANY PROFILE

BlueM Partners

Your reliable business partner.

MEDIA & TECHNOLOGY SALES HOUSE · KOREA

bluem-partners.com · contact@bluem-partners.com

ABOUT US

A sales house focused on advertising media and technology projects

BlueM Partners connects **new advertising media** — digital out-of-home, streaming TV and mobile — and **technology projects** with the advertisers and clients who need them.

Built on long sales experience and a strong network, we close deals through **trust and execution** rather than size or capital — and we work to turn a single contract into a lasting relationship.



What our logo means

Five bars come together to form an "M" — our commitment to being the point where different media and advertisers, technology and markets connect.

How we work



Trust

We keep our promises and only say what we have verified.



Execution

Experience and network that turn opportunities into closed deals.



Long-term partnership

We aim to be the partner you come back to.

What we do

01

New advertising media

- Digital out-of-home (DOOH), streaming TV (FAST/CTV) and mobile inventory in Korea
- Media proposals matched to each advertiser's goals and budget
- Coordinating the campaign and sharing results

02

Technology projects

- Clarifying the needs of companies planning software or system builds
- Introducing the right development partner
- Support from proposal through contract

03

Digital media operations

- Planning blogs and websites and running their content
- Improving search visibility and usability
- Designing ad and affiliate revenue models

How it works

1

Inquiry

Email or website

2

Consult

Goals and timeline

3

Propose

Media or partner proposal

4

Execute

Contract and coordination

5

Results

Toward the next project

FAST advertising with K20

FAST (Free Ad-supported Streaming TV) lets viewers watch smart TV channels for free in exchange for ads. Together with K20, BlueM Partners sells advertising, channels and sponsorships on LG smart TV FAST in Korea.

KRW 1.17 tn

Korean FAST ad market
(2028 est.)

130

LG FAST channels in
Korea (Jul 2024)

6 pm–12 am

Peak viewing hours

Sources: K20 ad product deck (Jan 2025), GWI 2023

What we do

1

FAST ad sales

Home-screen banners and in-channel video ads

2

Channel sales

Helping content owners launch and schedule FAST channels

3

Sponsorship sales

Branded content and program sponsorships

Ad products

Home Screen

TV home-screen banner

Half-screen video or image banner linking to a website or YouTube

Minimum KRW 30 million

In-stream Video

In-channel video ad

Non-skippable 15–120 s video, targeted by time slot and channel

Minimum KRW 5 million

Branded Content

Branded content

Brand-planned programs, repeated during the campaign

Production quoted separately

Rates vary by product, period and targeting; contact us for a quote. Amounts exclude VAT.

OUR WORK

Media we operate



Personal finance blog (Korean)

Financial Diary

A Korean blog that explains everyday money topics — tax, pensions and loans — in plain language.

Content planning

Site development & operations

Search visibility

Affiliate revenue

financialdiary.co.kr

How we can help

Build

Planning and building
blogs and sites

Operate

Publishing content and
managing the site

Monetize

Connecting and
improving ad and
affiliate income

CONTACT

Let's work together

Advertising media, technology projects, media operations or partnerships — we would be glad to hear from you. We reply in English or Korean.

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