

**BRIEFS**

WEDNESDAY January 6, 2010

ISSUE 39

### Prince William becomes 'homeless for one day



Britain's Prince William spent one night on the streets of London to raise "awareness about the conditions that homeless teenagers are faced with. Together with Seyi Obakin, the chief executive of British homeless charity Centrepoin, the prince slept on the hard concrete floor on an extremely cold night.

"Poverty, mental illness, drug and alcohol dependency and "family breakdown cause people to become and then stay homeless. I hope that by deepening my understanding of the issue, I can do my bit to help the most "vulnerable on our streets," said William.

William is the son of Prince Charles and the late Princess Diana. He is the second in line to the throne. ①

Word Guide | 일리엄 왕자 하루 동안 노숙자 되다 "homeless" 경험는 사람들 "awareness" 인식의 역할 "family breakdown" 가업파괴 "vulnerable" 취약한 사람

### Number of childbirth increases



According to government data, 40,200 babies were born in October. This is a 0.8 percent rise compared to the same month of last year. The number of children born each month had been decreasing since February 2008.

"The exact cause of the gain cannot be determined at present, but it may be a sign that the " steady decline in the country's birthrate has been arrested," an official said.

Korea's average birthrate is 1.2 as of this year, the lowest in the world. ②

Word Guide | 출산율 증가 "steady" 일정한

### Koreans nod for PyeongChang's bid for Olympics



A "majority of Korean people are in favor of PyeongChang's third bid to host the 2018 Winter Olympics, said a recent survey.

More than 91 percent of 1,000 respondents of those 20 and older selected from across the country said they are in support of PyeongChang, while 93 percent of 700 residents from PyeongChang and its "suburb area nodded for the city.

On the "benefits expected from hosting the 2018 Olympics, 46.9 percent said it would enhance the brand value of Korea, following 30.2 percent of respondents citing the regional development of the country. ③

Word Guide | 한국인들 평창올림픽 유치도 찬성지켜다 "nod" 고개를 끄덕인다. 지지하다 "majority" 과반수 "suburb" 교외지역 "benefit" 이익

# 2010-1-6 / Hot Issue

Junior Herald

2010/03/02 19:04

<http://blog.naver.com/anypr/150081939971>

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# Nation meets 2010

## with major diplomatic and sports events

Korea greets the new year with a \*flurry of major diplomatic and sports events.

How Korea fares is expected to greatly affect national image, officials in Seoul said.

First, the nation will keep an eye on the upcoming Winter Olympics in Vancouver, Canada, in February.

This is because Korea's figure-skating queen Kim Yu-na will attempt to win a gold medal there. The 19-year-old sensation set a new world record in October last year.

Many Koreans hope that she will produce the nation's first medal in Olympic figure skating.

About four months after the Olympics, the nation will be gripped by World Cup fever. The matches will be held in South Africa, the first African country to host soccer's biggest event.

Korea is grouped with Argentina, Nigeria and Greece. Korea surprised the world by advancing to the semifinals of the 2002 World Cup, which was co-hosted by Korea and Japan.

June is politically important as the nation will hold local elections. Through the local elections, new mayors, governors and heads of \*districts

Word Guide | 우리나라 2010년은 주요한 외교, 스포츠 행사로 \*flurry 앞은 \*district 행정구역의 구





and \*countries will be selected. Each will serve for four years.

In October, eyes will be focused on Yeongam, a small county in South Jeolla Province. There, Formula One, also known as F-1, will be held for the first time in Korea. F-1 is the highest class of auto racing.

Another \*notable event in 2010 is the

G20 summit to be held in November in Seoul. Korea will be the first Asian country to host the forum, which includes the world's 20 major economic powers.

The summit was launched in September 2008 to \*coordinate a global plan to fight the worst \*recession since the \*Great Depression. G20 nations



account for about 85 percent of global \*output.

In early November, Seoul was chosen as the host city. A presidential panel was started to prepare for the summit, aiming to make it the biggest and most successful economic forum ever. ①

By Shin Yong-bae (shinyb@heraldm.com)

## 'World Predictions for 2010'

As the first decade of the 21<sup>st</sup> century has come to a close, the American weekly magazine Newsweek has listed "Top 10 World Predictions for 2010."

### Europe faces new financial crisis

After 2009's recession, in 2010, it is more likely to see the next phase of global economic \*turmoil, and the troubles are most \*\*\*acute\*\* in Europe.

### Coup in Pakistan and Venezuela

Pakistan President Asif Ali Zardari's position is in doubt. Experts say that the prime minister's office and the powerful military oppose his leadership.

Venezuelan President Hugo Chavez's \*quest to convert Latin America to "21<sup>st</sup>-century socialism" is falling apart, raising speculation that the military might step into the deposal of Chavez and restore order.



### China will crash

The magazine predicted that China stock and \*real-estate bubble will collapse in 2010, leading to a destabilizing \*bout of global \*deflation.

### Brazil is the new China

New \*infrastructure projects are in the pipeline as the country \*gears up for the 2016 Olympics. It is predicted that the country's economy will grow 8 percent in 2010.

To see the full list of "World predictions for 2010," visit <http://2010.newsweek.com/top-10/world-predictions/castro-dies-us-relations-improve.html>

By Oh Kyu-wook (kyuwook.oh@gmail.com)

Word Guide | 2010년 주요 세계 예측: \*prediction 예측 \*turmoil 격동 \*acute 심한 신랄한 \*quest 추구 \*deposal 영도 해퇴  
\*real-estate bubble 부동산 거품 \*bout 한 번 차례 \*deflation 통축수축 \*infrastructure 기인사업 \*gear up 태너를 하다

Word Guide | \*country 군 \*notable 주목할 만한 \*coordinate 조, 협조하다 \*recession 경기후퇴 \*Great Depression 대공황 \*output 생산

# 2010-1-6 / Focus

Junior Herald

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<http://blog.naver.com/anypr/150081940059>

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# Hit expressions 2009 in Korea

Like one sees a difference in clothing design in department stores each year, there is fashion in expressions as well.

These words or phrases not only make one's statement edgy, but also paint a portrait of the nation that year. Here are a number of expressions that were widely used in Korea during 2009.

## 1 ★ Geoneomul-nyeo (건어물녀)

The expression is a "combination of words "geoneomul," meaning "dried fish," and "nyeo," meaning "woman." It describes a woman who is an acknowledged worker in the professional field but does not want to do anything but drink beer and chew on dried fish when she



Word Guide | 2009 한국말 속말: "department store" department, "combination" 결합



gets out of work. People used this word to describe the type of working woman whose desire for romance has dried up like "geoneomul."

## 2 ★ Chosik-nam (초식남)



The term attached "chosik," or "herbivorous" in Korean, to "nam," meaning "man." It indicates a man who is as docile as an herbivorous animal and not interested in dating.

## 3 ★ Pumjeol-nam/-nyeo (퐁질남/퐁질녀)



"Pumjeol" means sold out in Korean. Adding "nam" or "nyeo" adds the gender to the expression. Pumjeol-nam/-nyeo means a man or a woman who already has a boyfriend or a girlfriend and is no longer available.

## 4 ★ Ggulbeokji (꿀벅지)

The expression originated in description of UEE of the K-pop group "After School." "Ggul" means "honey" in Korean and people often add the word when they describe something sweet.

Combining ggul with "beokji," or "thighs," ggulbeokji describes the star's good-looking thighs. A high school girl in Cheonan placed a complaint at the Ministry of Gender Equality's (여성부) Website stating that the term was sexist, but UEE herself said she has no "bad feelings" about it.



## 5 ★ Edgy (엣지)

This is defined as daringly innovative in a dictionary. The expression has been widely spread by actress Kim Hye-soo in the Korean show "Style." She used it to describe something ground-breaking.

## 6 ★ Loser (루저)



The word became popular after it was used to describe a man who is shorter than 180 cm in height. This originated from a statement by a university student guest, Lee Do-kyung at the show "Chatting with Beauties" (미녀들의 수다). Lee ignited a huge controversy when she said she thought that a man's height is their competitive power these days and any man shorter than 180 cm is a loser.

By Hwang Aesol (csa919@gmail.com)

Word Guide | \*indicate 임시표지 \*docile 온순한 \*ignite 촉발시키다

## NYT picks \*buzzwords of 2009

The New York Times released the list of "buzzwords of 2009," which revealed the eventful year in the United States. Words that were created in 2009 include:

**Apocalypse** This word is a combination of "apocalypse" and "pork." It represents "uncle worries in response to swine flu, including unnecessary acts like removing nonessential kisses from Mexican "soap opera and the mass slaughter of pigs in Egypt.

**Birther** This represents a person who believes that Barack Obama was not born in the United States and therefore cannot be president.

**Chimerica** The word combined "China" and "America" that represents intertwined economies of China and the United States, which together "dominate the world economy.

**Heinie** A pronunciation of H1N1, the swine flu virus.

**Jeggings** The word represents "jean leggings."

**Mancession** A combination of words "man" and "recession." This represents a recession that affects men more than women. Also called as hecession.

**Sexting** A combination of "sex" and "texting." This indicates the sending of sexual messages or pictures via mobile phone.

**Warmist** Someone who believes that the earth is "jeopardized by becoming warmer. Shortened from global warmist and used widely by people who are skeptical about the theory of global warming.

**Wise Latina Woman** A term used by Judge Sonia Sotomayor in speeches years before she was nominated as Supreme Court justice, suggesting to some observers that she believed ethnicity and gender had a role in deciding law. Sotomayor was "sworn in on Aug. 8, becoming the Supreme Court's 111" justice, and the first Hispanic.

**Swine flu party** An assembly taking place to cause a mild form of swine flu "infection, in theory creating antibodies against more dangerous forms.

**Word Guide** | \*유행어 \*연말 2009 유행어  
"buzzword 유행어, 신조어" \*apocalypse 내홍사 대사건  
"uncle 과도한 걱정" \*soap opera 연극  
"dominate 지배하다" \*recession 경기후퇴  
"jeopardize 위협하다" \*swear 저주하다 "infection 감염

PHOTO NEWS

WEDNESDAY January 6, 2010

A tree is decorated for New Year celebrations at "Independence Square in the Ukrainian capital Kiev. New Year is the most popular celebration in Ukraine.





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1 A man visits the Artistic "Lantern Exhibition greeting the New Year in Shenyang, northeast of China.

2 People carry a pig during a parade of the annual Lunar New Year Pig Festival at the "ancient Shuangli township in Ya'an, southwest of China.

3 This photo shows festive "illumination of Nevsky Avenue on Moscow, Russia, on the eve of the New Year.

# The world greets the New Year



3

Word Guide | 새해를 맞이하는 세계 "independence" 독립 "lantern" 등, 추월가구 "ancient" 고대의 "illumination" 조명

8

8 · English Listening Education Center



# 2010-1-6 / Feature

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# Best ski resorts

Because winter is the perfect season to go skiing or snowboarding, everyone from \*novice to experts are searching for the best resorts for a picture-perfect skiing experience. There are thousands of ski resorts around the world and 17 of them are located in Korea.

## Korea's top ski resorts

**Yongpyong Resort** Yongpyong Resort is known internationally, as it is visited by skiers and tourists from all over the world. The resort has hosted several international competitions, such as the World Cup



Ski Competition in 2000 and the Winter Asian Games in 1999. Located in PyeongChang, Gangwon Province, the resort has 31 ski slopes.

**Phoenix Park** Phoenix Park is recognized as one of the most popular ski resorts in the nation. Located about two hours away from Seoul in Gangwon Province, the resort has hotels, \*condominiums and a golf course. The resort has 22 ski slopes and was designated as an official tourist site in 1999.

**Hyundai Sungwoo Resort A** \*mecca

Word Guide | 최그레 스카잉: \*novice 후급형지 \*condominium 콘도 \*mecca 참은사람이 찾아가는 곳





SPORTS

WEDNESDAY January 6, 2010

## Ahn Jung-hwan, Lee Chun-soo may play at World Cup



South Korea "sharp-shooter" Ahn Jung-hwan has been offered a World Cup lifeline, according to news reports.

Reuters reported that national coach Huh Jung-moo told local media the 33-year-old Ahn could play a part at the 2010 finals. Ahn helped South Korea "advance into the 2002 World

Cup semi-finals.

Huh also said midfielder Lee Chun-soo, another of South Korea's 2002 World Cup players, was also in his thinking and could make the squad for South Africa, according to the report.

"Ahn Jung-hwan and Lee Chun-soo will not be ignored," Huh was quoted as saying in Ilgan Sports. "They have much experience and they are special "assets to Korean football.

Ahn is best known for scoring the golden goal which knocked Italy out of the 2002 World Cup.

Since the World Cup, Ahn had played for clubs in Japan, France and Germany. He currently plays for China's Dalian Shide.

Lee Chun-soo plays for Saudi club Al-Nassr. South Korea has been grouped with Argentina, Nigeria and Greece at the 2010 World Cup to be held in South Africa in June. 📺



Word Guide | 안철수: 이천수, 월드컵에 나갈 지도 모른다 \*sharp-shooter: 솜이 정확한 선수 \*advance: 진술하다 \*asset: 자산

## Michelle Wie \*donates 100 million won for teens



Korean-American LPGA winner Michelle Wie donated 100 million won (\$84,500) on Dec. 21 for teen "breadwinners" in her grandfather's hometown.

Wie handed the money to the chief of Jangheung County, South Jeolla Province, to be used for teenagers there who "financially support their families. Wie was in South Korea to "commemorate an anniversary of her grandfather.

The 20-year-old golfer, who played her first LPGA event at the age of 12, won her first LPGA title in November. 📺

Word Guide | 미셸 위 100만원: 1억 원의 1% \*donate: 기부하다 \*breadwinner: 가업, 집에서 돈을 벌어야 하는 사람 \*financially: 금전적으로 \*commemorate: 기념하다

## SCIENCE

WEDNESDAY January 6, 2010

### Scientists try to \*clone \*explosive-sniffing police dog


A team of South Korean scientists said on Dec. 24 that they are close to cloning an explosive-sniffing police dog.

The Soom Biotech Research Foundation, led by controversial cloning expert Hwang Woo-suk, said it has successfully extracted a "somatic cell from "Quinn," the German shepherd, in October and "impregnated" surrogate dogs.

"Three surrogate mother dogs successfully "conceived in October and they are expected to "give birth to cloned puppies

soon," a research team member said.

Quinn is a dog that found the body of the missing elementary school student on Jeju Island.

"Quinn had been deployed in 181 missions and performed admirable service for the Jeju police," a spokesman for Soom said. 

Word Guide | 탐지견을 복제하려는 과학자들 \*clone 복제 \*explosive-sniffing 폭발물을 냄새 맡는 \*somatic cell 체세포 \*impregnate 임신시키다 \*surrogate 대리모 \*conceive 임신하다 \*give birth to 출산하다

### Korean \*life expectancy ranks 20<sup>th</sup> among OECD members


The average life expectancy of a South Korean "stands at 79.4 years and ranks 20<sup>th</sup> among the members of the Organization for Economic Cooperation and Development (OECD), a report showed.

According to the 2009 OECD health report, the average life expectancy of people living in the 30-member organization stood at 79.1 years as of 2007, with South Korea drawing with Luxembourg.

It said Japan ranked first with its citizens expected to live 82.6 years, followed by Switzerland at 81.9 years. Australia and Italy tied at third place with 81.4 years.

Finland, Britain, Greece reported life expectancies of 79.5 years just above South Korea, while Denmark, Portugal, the United States, Mexico and Turkey had lower numbers.

By "gender, the average Korean man's life expectancy reached 76.1 years or tied at 21<sup>st</sup> place along with Denmark.

Japanese women could expect to live longest at 86.0 years, with figures for South Korean women reaching 82.7 years at 13<sup>th</sup> place. 

Word Guide | 한국 기대수명 OECD 국가 중 20위 \*life expectancy 기대수명 \*stand at 머물다 \*기록하다 \*gender 성별

### Korea introduces English-teaching robots

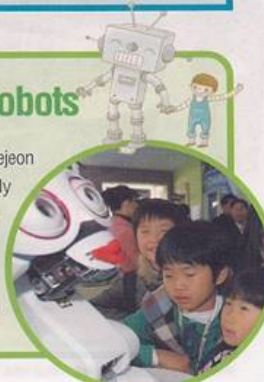
South Korea will use English-teaching robots to local schools to better educate students in provincial cities.

The government said two robots were brought into elementary schools in Daejeon and one robot to an elementary school in Masan.

The robot in Masan is an "autonomous" unit that can "detect its surrounding and has "voice-recognition features.

The two at the schools in Daejeon are robots that are "remotely controlled by an English teacher who can speak with students via a microphone and move the machine using a "built-in camera.

Word Guide | 한국 영어 가르치는 로봇 도입 \*autonomous 자율적인 \*detect 감지하다 \*voice-recognition 음성 인식 \*built-in 내장된



# 2010-1-6 / Arts

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## New kind of historical epic to be aired

Historical dramas are loved by Koreans and most of these dramas have had high \*ratings.

"The Great Queen Seondeok" \*dominated the Monday and Tuesday ratings recently. The last episode that aired on Dec. 22 received a rating of 35.7 percent.

Other historical epics that were popular include "Jewel in the Palace" (대장금), "Jumong" (주몽) and "The Legend" (태왕사신기). Just like these dramas, most Korean historical dramas are based on palace life or a \*great man or woman.

But KBS' new drama, "The Slave Hunters," (추노) is dealing with a subject – slaves – that has not been dealt with before.

A slave hunter named Lee Dae-gil, played by Jang Hyuk, tracks down slaves who have run away from their owners.

Originally, Lee was from the \*upper class, but after one of his slaves set fire to his house, his family died and left him with nothing.

He tries to track down the \*arsonist and his sister, and later on, becomes a slave hunter. While working as a slave hunter, he is asked to chase the former \*warlord Song Tae-ha, who is now a slave.

Lee is offered a large sum of money for this deal. The role of Song Tae-ha was given to Oh Ji-ho of "My Wife Is a Supergirl" (내조의 여왕).

To make the chase more interesting, the production crew filmed the drama in different cities, such as Suwon, Hwaseong, Suncheon, Wando and Jeju Island.

It will show the beautiful \*sceneries of Korea. The viewers will not only enjoy the \*plot but also the beautiful camera shots.

Actor Kim Ji-suk said it is the Korean version of "Lord of the Rings."

By Yeom Min-a (mina@heraldm.com)

Photos by Chonokbaem Media

Word Guide | 새로운 장르의 사극 방영: \*ratings 시청률 \*dominate 지배하다 \*great man 위인 \*upper class 상류층 \*arsonist 방화범 \*warlord 군사 지도자 \*scenery 풍경 \*plot 줄거리

## Yoo voted best comedian of the year



According to pollster Gallup Korea, Yoo Jae-suk was voted to be "the best comedian of year 2009" topping the list for the \*fifth consecutive year.

A total of 1,726 people over 13 were asked to name who they thought should be the best comedian of 2009. They could name one or two people. Of the respondents,

51.6 percent named Yoo, Gallup announced. Yoo has enjoyed the honor since 2005.

Currently, Yoo is hosting KBS "Happy Together," MBC "Infinite Challenge" (무한도전), "Come to Play" (놀러와) and SBS "Family Outing" (가족끼리 가보자).

Kang Ho-dong came in second, earning 43.5 percent, also \*preserving his place for five consecutive years.

Comedians Lee Soo-geun (11.3 percent), Shin Bong-sun (7.8 percent), Park Myung-soo (4.4 percent), Park Mi-sun (4.3 percent), Ahn Young-mi (2.6 percent) and Park Ji-sun (2.3 percent) followed Kang.

Gallup said, "Yoo was popular with a wide range of groups, and Kang earned more votes with older participants of the poll."

Four female comedians entered the top 10 list, the largest number since the first survey was conducted in 2005.

Shin Bong-sun, who earned the highest support among female comedians, were \*favored more by women than men, according to the survey. (이)

By Hyun Ji-hyang (jehellhyun@gmail.com)

Word Guide | 위대석 2009 최고의 코미디언: \*fifth consecutive year 5년 연속 \*preserve 유지하다 \*favor 선호하다

## Taeyang duets with Japanese star



Big Bang member Taeyang will release the duet "Fall in Love" with Japanese pop singer Aoyama Teruma early next year.

The song, his first \*collaboration with a female artist, is drawing attention from music fans in both nations.

Aoyama is an R&B singer whose "Soba ni Iru ne" was 2008's best-selling digital download single in Japan, with more than 2 million full-track downloads.

In the song, "Aoyama and Taeyang expressed the feeling and the mood in the moment of falling in love," said Taeyang's agency YG Entertainment.

The two young singers have already finished "shooting the music video, and their new song will be unveiled on Jan. 27, the agency said.

Taeyang recently \*released his new songs "Where U At" and "Wedding Dress," showing improved singing and performance on stage.

The 21-year-old singer will also join Big Bang for the "2010 Big Show" concert at Olympic Gymnasium in Seoul from Jan. 29-31. (이)

Ryu Seung-yoon (shoong4u@gmail.com)

Word Guide | 대성 일본가수와 듀엣 \*collaboration 합작 \*shooting 촬영하는 것 \*release 출시하다

# 2010-1-6 / Teen Life

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It is hard not to be irritated by your clothes \*clinging to your body, hair sticking out like \*porcupine quills or feeling a sharp \*zap through a metal object. So, here are three easy steps you can follow to be static-free this winter:



- 1 When your clothes are clinging to your body, run a metal object such as a \*hanger over your clothes. Metal acts as a \*conductor to electricity so it will attract

② Use \*dryer

sheets when \* doing the laundry  
because the sheets can absorb the static in  
your clothes.

- ④ Spray water or anti-static products on your clothes and hair. The main reason why static is generated during the winter is because of low humidity. So, by keeping your clothes and hair moisturized, you can reduce the rate of static shock significantly. Also, using moisturizing conditioner can be a savior of hair static. 🧴💧



By Yoo Bo-lam (bolamyoo@heraldm.com)

## Orange snow



According to reports, the snow was not only orange-tinted but also showed shades of red and yellow. The snow had a rotten smell and felt oily – so it was suspected to be a direct result of pollution from factories, a rocket launch or some sort

However, the theories were later discarded after lab tests found sand and clay dust particles in the snow. Russian environmentalists concluded that the color was most likely caused by a strong "sandstorm blown in from Kazakhstan, a neighboring country.

Although colored snow is a very rare occurrence, Russia supposedly has experienced it many times in the past. 🇷🇺

By Yoo Bo-lam (bolamyoo@heraldm.com)

**Word Guide** | **오염지식** 논: "phenomenon" 현상 "rotten" 썩은 "sandstorm" 모래 폭풍

# Reasons why teenagers should not have jobs

Have you ever thought about a 13-year-old child being the CEO of Microsoft Corp.? Could you imagine 15-year-old students wearing suits and carrying leather \*suitcases back and forth from buildings? This is what could happen if teens are allowed to have jobs. I believe that teens should not have careers because they are not qualified and have no work experience.

Children, however, are still allowed to have jobs. There can be some successful outcomes from this. But the \*majority of teenagers is not adult-like and has never experienced the working world before.

To be specific, these students should be working at schools, not doing \*labor. These students can \*barely get their work done at school. According to psychologists, the age group in which people tend to be able to control their own minds and feelings is between 30 and 40.

Unfortunately, teens are far below that age group, and negative influences can affect them. For example, if students are in a business industry, they would instantly feel pain, \*anguish and depression – just because of a slight downturn in the market.

Teenagers are more \*accustomed to school culture rather than the traditions of a capitalist world. Also, teens do not have the standard knowledge about their occupations. For example, in order to be a recognized economist, financial management and mathematics should be mastered. However, for a teenager, learning advanced levels of math is practically impossible. Therefore, there are huge differences between adults who have jobs and inexperienced teenagers.



Teens are quick to learn things. However, experience can only be gained through time. Adults happen to have years of knowledge. In comparison to adults, a teen's mind is completely blank because he or she hasn't experienced many things. This is why experience and knowledge form a clear \*distinction between

children and adults.

Some might say the world has become a place where young people can lead. However, teens are too young to have jobs. Hopefully, we will not be seeing teen CEOs any time soon.

By James Kim (Sixth Grade, Korea International School)



Word Guide | 청소년들이 직업을 갖지 않아 할 이유: \*suitcase 서류가방 \*deny 부인하다 \*majority 과반수 \*labor 노동 \*barely 겨우, 간신히 \*anguish 고통, 비통 \*accustomed 익숙해진, 길들여진 \*distinction 차별



**BUSINESS**

WEDNESDAY January 6, 2010



## CJ Group \*acquires cable-television operator



CJ Group, one of Korea's major conglomerates, announced that it has taken over On Media. On Media is a domestic cable-television operator.

CJ Group said that one of its \*affiliates, CJ O Shopping Co., paid 435 billion won for the deal. CJ negotiated with Orion, the main \*shareholder of the cable-television operator. The group bought a 55.2 percent stake in On Media from Orion and other major shareholders.

CJ added the 10 channels operated by On Media, such as On Style, Story On and Tooniverse, together with its eight channels, which include Mnet, tvN and Channel CGV.

As a result, CJ has become the nation's biggest multi-program provider (MPP) with a 30 percent \*share of audience. CJ now has about 3.2 million subscribers. ①

By Yeom Min-a (mina@heraldm.com)



**Word Guide** | CJ그룹 온미디어 인수: \*acquire 인수하다 \*주주: \*shareholder 주주 \*share of audience 시청 점유율

## Samsung's LFD monitors installed in Argentina mall



Samsung installed 36 large-format display (LFD) monitors in Argentina's largest mall, Unicenter. The monitors will be used to \*promote various events and functions held during the Christmas season.

The monitors are 46-inch video-wall displays with Samsung's Interlocking Display Solution. This enables the monitors to be easily \*aligned and adjusted to make the video walls into different shapes, just like Legos.

Sixteen monitors (4x4) are displayed at the center of the mall lobby and 20 monitors (5x4) are in the event hall in front of a Christmas tree.

Video clips introducing Samsung's products and notices about events being held at the mall are shown on the monitors.

People visiting the mall enjoy taking pictures in front of the LFD monitors, especially when they were showing \*live coverage of Santa Claus events. ①

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**Word Guide** | 삼성 대형형LCD 스크린들에 대형모니터 설치: \*promote 홍보하다 \*align 정렬시키다 \*live coverage 생중계