

Message from CEO

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What do you want to learn today?



For many years, people have been imagining how wonderful it would be to have an automatic machine that could answer every question, to have a technology that can cure any innate illness, to know what is necessary for life to live on exoplanets beyond our solar system, and to have an automated vehicle. Such innocent imaginings have led to the situation today where we now have artificial intelligence (AI), clustered regularly interspaced short palindromic repeats (CRISPER), exploration of exoplanets, and of course autonomous vehicles.

Here is a quote from Albert Einstein: "Imagination is more important than knowledge." Einstein was right because our imagination, which started off from curiosity about the world, is what builds our future.

The 2016 World Economic Forum report found that some 65% of children entering primary school today will ultimately end up with jobs that do not yet exist. This leads us to anticipate that what is ahead of us is still a mystery, but a solution to this problem is actually really simple. We just need to keep up our work of being curious and keep on using our imagination.

There are books and a sea of information to help us find out what we want to know, and we can imagine, create, and talk to people about these ideas. Questions that we have will turn into critical perspectives, which will be a foundation to science and technology applied to our

lives. However, the immense amount of information and fast-developing technology have put on the brakes on our curiosity towards the world.

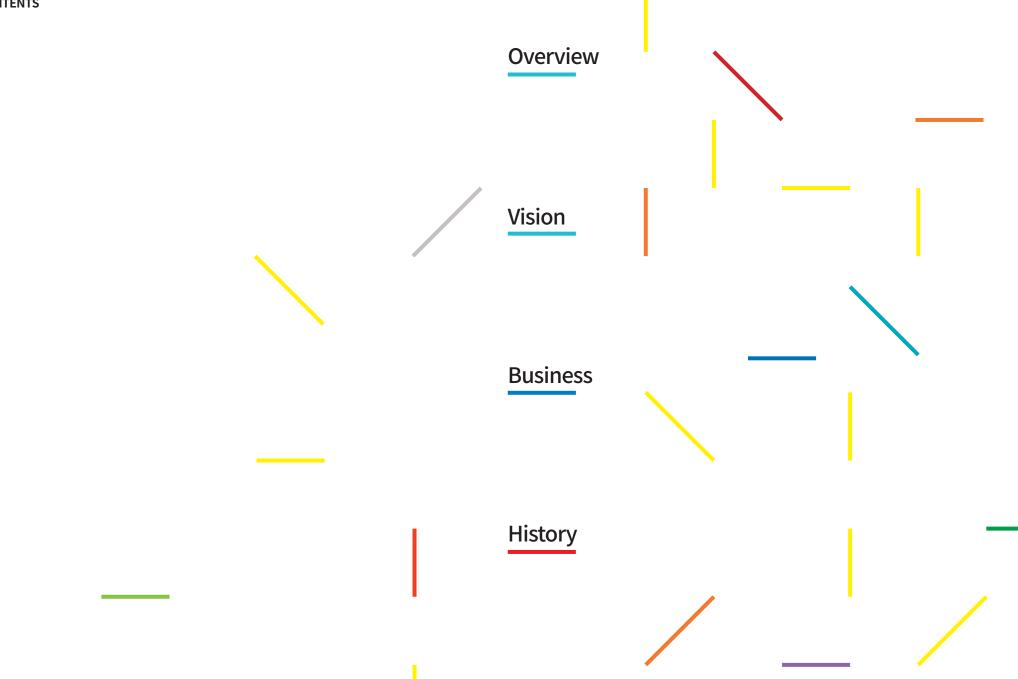
This is ironic because questions lead to critical conversations about how science and technology can leave traces in human beings' lives, bring about the chance to meet new creatures of the universe, and help to develop our thoughts by sharing these questions with others.

Science is the definition of questions filled with curiosity. Donga Science would like to offer everyone a chance to ask questions. We promise to become a platform for a science culture where not only teenagers, our future generation, but also grownups, who have years to live in the age of longevity, can feel free to ask questions and give answers to each other.

Everybody deserves to have fun with science. We will turn imagination into reality. Thank you.

CEO 7 7 7 OY

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Overview

Company Name Donga Science Co., Ltd.

CEO Jang KyoungAe

Area of Specialty Scientific content production

Business Magazine publication, online media operation, science culture and education business, and software development

Date of Establishment September 2000

No. of Faculty 100

Address 7F, Najin Building, 109, Cheongpa-ro, Yongsan-gu, Seoul, Republic of Korea

Website www.dongascience.com



















Fun Science for Everyone

Easy-to-learn and interesting scientific content **Specialty**

Special science experiences and relevant community

Entertainment

Science **Journalism**

Magazine Membership

Science, Culture & Education





Digital science contents archive encyclopedia



Donga Science Observatory







Collaborative online math project



Korea's largest science shopping mall





For unique on-the-scene reporting and press previews for children



Programs for science festivals, contests and camps





Citizen science project for ecological exploration



Dongascience.com & Dong-A Ilbo

Dongascience.com and Donga Ilbo delivers the latest information and knowledge discovered by humans more accurately and faster than anyone else. We promise to convey the voice of people and provide alternatives so that policy makers can make the right decisions for the prosperity of the people, nation, and the world. We feel it is our responsibility to give our full support to the scientific world in order to help the under-privileged overcome challenges and discrimination through the development of science and technology. We also try to remember our purpose and social responsibility of conducting science journalism. Our job is to refine the future of digital journalism while staying true to the values of more traditional media platforms.

Readers will attempt to find new and innovative ways to consume news and participate in journalism. Therefore, we will take advantage of the digital environment in order to build a close relationship with our readers and pursue our goal of achieving sustainable science journalism and discovering new business models.

Donga Ilbo will endeavor to stimulate the pure intellectual curiosity of humanity and we will have our eye on the emerging field of business.

Our priority lies in keeping

the transparency and integrity of our values, maintaining the challenging spirit, courage, fair-mindedness, exchange of experience, and being responsible for our readers and community.

There are 429,288 subscribers to Dongascience.com, 737,000 subscribers to Donga Ilbo, and 4,370,000 news readers per month from the Naver and Daum portal sites who read the Donga Science Daily News.



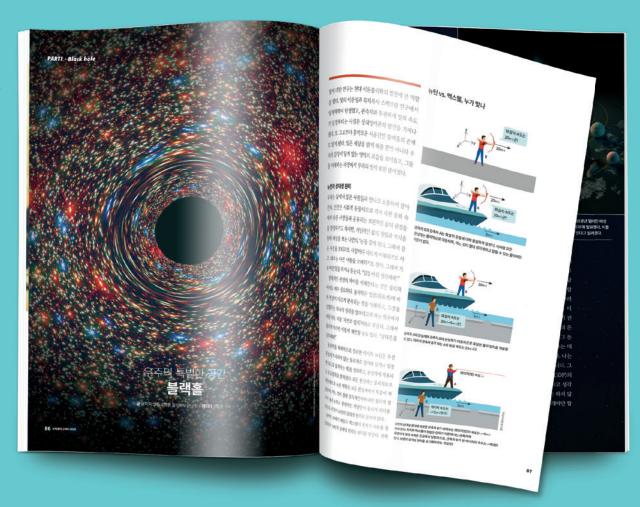


Science Donga is the leading science magazine in Korea and has been issued every month for the past 33 years since January 1986. As a window to learning about science, Science Donga delivers worldwide news from scientific circles, including recent studies conducted in the domestic world of science. Our job is to show the past, present, and future of science in every field such as physics, space, the life sciences, and global environment.

For this purpose, we have professional journalists who march out into the field to find cases that could make changes to the world of science. We interview not only scientists from across the country but also from overseas, such as the U.S., U.K., and Germany, and ask exactly what is going on in the field of science for our readers.

Science Donga provides unique images to deliver science in ways that are easier and more interesting for the reader. These include photos and video footage from the field, illustrations that explain principles, and easy-to-understand infographics. Scientific information that holds 33 years of our experience and know-how can only be seen in Science Donga.





Science Magazine



Mathematics Donga is the one and only math magazine for teenagers in the country. We write articles about recent studies into math and the use of math in science, culture, and the daily lives of people. You will find yourself having fun learning math from this magazine through unique illustrations of mathematic principles as well as cartoons.

Moreover, we provide a special experience called the Polymath Project. Here anyone can challenge themselves with math problems that have not been solved yet and get answers by coding. We also run the Game Café during vacations, which is about creating your own game with the game engine and registering these on the Google Play Store.

Feel free to access the Performance Assessment Archive for any materials necessary for the math performance assessment as well.

Mathematics Donga will endeavor to help teenagers build up their math skills so that they can make good use of these in the future.





Science Magazine



Kids Donga, first published in 2004, is the only science cartoon magazine in Korea to have won the American Association for the Advancement of Science (AAAS) Science Journalism Award. Issued twice a month, we provide interesting science related cartoons along with the latest science articles every month. We have science journalists, scientists, and famous cartoonists taking part in creating this magazine into a collection of indepth writings and entertaining cartoons, thus it has grown to become the No. 1 science magazine in the country. Our content, also exported to China and Vietnam, is acknowledged worldwide for its excellence.

Kids Donga will develop into a more active communication platform for our readers. We promise to provide children with the opportunity to have a lot of experiences from different activities to help them think about what they want to become in the future. For example, perhaps they wish to become a member of the Earth Love Explorers , and get to travel across the country with ecologists, or a journalist for Kids Donga, who can have access to major science centers and museums in the country.







D Library is also known as the largest science archive encyclopedia in Korea where both science and education content is available. Search any keyword that is related to science and you will find your answers from a database that we have been collecting and adding to for the past 33 years.

Students looking for schools and careers should be able to get helpful advice from senior people who have had experience of choosing their career and get tips about choosing majors, preparing for interviews, as well as the comprehensive school report admission system. The library will support you in joining reading programs, club activities, and school contests. In particular, if you are having trouble preparing for studying the unity of science, simply click on the unity of science section.

Are proverbs such as "Old habits die hard" scientifically proven? Why do we age? Is monosodium glutamate (MSG) really unhealthy? If you are full of

these kinds of questions and you would like to find answers from videos, we recommend you to take advantage of Science Donga Q. This will satisfy your curiosity aroused from everyday life events and phenomena.



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Polymath Project is a collaborative online mathematical project where people try to solve math problems together. The project, which provides the opportunity to experience how each mathematician approaches their problems, was first launched by Mathematics Donga in Korea in 2017.

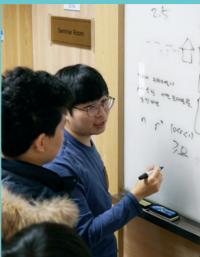
New math problems are given out every month by the Korean Mathematical Society, and the National Institute for Mathematical Sciences, the only mathematical institute in Korea. There is also Junior Polymath, where students whose strong point is not mathematics can participate in solving math problems by working on puzzles, coding and problems created by the KAIST Global Institute for Talented Education. Readers who solved a problem or provided a hint to solving a problem will be given the privilege to meet the people who originally thought of the problem and receive mentorship.

Students can think of math problems of their own as well. You can post anything, including problems that you wanted to know the answers to or problems that you created, and your fellow peers will try to give the answers. Join us in this project where you can solve advanced math problems online and personally make one for others to try and solve.









Membership Program



Any regular subscribers to Kids Donga will be able to become a member of the Kids Donga Science Press and have access to 70 of the major science centers and museums in the country for no charge or at a discounted price. When articles written by children journalists are posted on the website, journalists currently working in the field will give a hand by correcting and editing the work. We also have unique press activities such as on-the-scene reporting and press previews. You can find fresh new articles written by our children from the website.

The press activities allow them to have different experiences such as meeting scientists and taking part in the Lactic Acid Bacteria Project or the Plastic Diet Project. Not only do they get

to work on their writing but they also get to be out in the field as well as gaining a chance to explore their career paths. Even as we speak, our future journalists are out there in the world, playing an active part in the field and becoming a new and better people.













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Membership Program



The Earth Love Explorers is the Citizen Science Project jointly created by Kids Donga and the Division of Ecoscience of Ehwa Women's University led by Professor Jang Yikweon. It is an ecological exploration project for family members and a program where citizens can take part in the research conducted by scientists. It first began with about 80 people in 2013, but after seven years now, the project has become large-scale, attracting more than 2,000 people from all across the country every year.

Once you join as a member of the Earth Love Explorers, you get to explore and learn about a species for a year. After you are fully trained by ecology experts from the field or from video lectures, you will join a team and be assigned to probe the areas near your home and make a

report using an application. The collected data will then be submitted to researchers, who will announce the results through scientific papers. There have been a total of three papers published so far, including the one about the Suweon treefrog(*Dryophytes suweonensis*), the mascot of the city. Members of the Earth Explorers are trying to help the world become a better place for everyone through various activities in different places around the country.















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과학동아 천문대

Donga Science Observatory

Donga Science Observatory was first opened in November 2013, with the motto of "Crying out stars in the center of Seoul." There had been voices of concern saying that it would be difficult to see stars in the middle of the city, but we proved them wrong by becoming a second to none urban observatory where you can see not only celestial bodies such as the Moon, Jupiter, and Saturn but also more distant wonders such as constellations and galaxies.

A number of astronomical observation programs are highly popular, not to mention those multi-session programs where you can learn about stars and the universe such as a two-year curriculum called Star School and the Star Scouts. The observatory also provides diverse experience programs such as the Coding Maker that combines astronomy with coding and Science Musicals, a combination of science and music. This year, we plan to run a special program for our future space generation by celebrating the 50th anniversary of the lunar exploration by humankind and the launch of the Nuri Rocket.

The stars and the wider universe are the unknown world that our future generations should challenge themselves to venture into. Donga Science Observatory will promise to act as a venue that takes them out into the universe so that they can be more familiar with the stars and the universe anytime even though they are in the city.













Donga Science Mall is the largest science shopping mall in the country, selling almost 28,000 goods to more than 110,000 members. Not only do we distribute various science teaching materials, but we also have been manufacturing the Donga Science Kit as well as other appropriate materials since 2007. We hold a monthly training session for teachers working in the field as well, which has made our Donga Science Kit the most popular teaching material in science classes in schools.

We are currently designing new teaching aids in collaboration with various industry sectors such as producing software tools with Microsoft and autonomous vehicle tools with Hyundai Motor Company. These tools are used to build a foundation for providing new educational opportunities for children.

Moreover, we have been taking part in the "Science Mecenat" as a Corporate Social Responsibility activity since 2012 to offer experiment based courses to schools in less well-off areas not only in Korea but also in Nepal, Southeast Asia and Africa. More than 20,000 students have benefited so far, learning and having fun from our science classes.













CSR program through partnership

We are responsible for planning and running programs such as camps, contests, and tutoring courses in order to draw teenagers' attention to science and to expand the range of science and culture on offer to our young people. In particular, we endeavor to launch various science and culture projects for the purpose of fostering future talent as partners of government organizations and companies.

We provide customized CSR programs after closely reviewing the characteristics and needs of each company. Nowadays, social contribution is focused on education while emphasizing the significance of fostering talent. CSR activities are branching out into different areas such as tutoring courses, camps, contests, solving community issues, and volunteer work by executives. The role of a solution partner is becoming more important because both education/experience contents and the characteristics of social contribution need to be well understood. Therefore, we have the Science and Culture Team of Donga Science in that position.

Major partnership



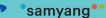


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History & Contact us

1986	2000	2004	2008	2009	2011	2013	2015	2016	2017
Science Donga begins publication	Donga Science Co., Ltd. established	Kids Donga begins publication	Kids Donga received AAAS Science Journalism Award	Mathematics begins publication	Science Donga named as Best Magazine by Ministry of Culture, Sports, and Tourism in 2011	Science Donga named as Best Magazine by Ministry of Culture, Sports, and Tourism in 2013 Donga Science website launched as the first science portal site	Science Donga named as Best Magazine by Ministry of Culture, Sports, and Tourism in 2015 Digital magazine D-Library launched	Mathematics named as Best Magazine by Ministry of Culture, Sports, and Tourism in 2016	Science Donga named as Best Magazine by Ministry of Culture, Sports, and Tourism in 2017
						Donga Science Observatory opened as the only observatory in the city			

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홈페이지 www.dognascience.com

Getting there

Yongsan Station, Line 1, Exit $5 \rightarrow$ About 9-minute walk (within 624m) ShinyongsanSation, Line 4, Exit $5 \rightarrow$ About 11-minute walk (within 741m)

