

December 19, 2024

Asahi Broadcasting Group Holdings Corporation

**ABC JAPAN, MBC KOREA and SHAKA STUDIO
Co-produced a New Heartful Analog Travel Show
“Journey to reach you” (Two Episodes)
*Celebrities travel to exotic towns in Korea and Japan
following the audio guides pre-recorded
just for them by their best friend!***



From the left: Choi Jin Hyuk / Kim Jae Joong / Lee Mi Joo / Lee Chae Yeon

Japanese broadcaster, Asahi Television Broadcasting Corporation, a core subsidiary of the Asahi Broadcasting Group Holdings Corporation (ABC Japan), and South Korean counterpart, MBC Korea, co-produced a brand-new travel documentary format, “Journey to reach you.”

The concept of this show is to make two people embark on a journey in search of memorable places and gastronomic experiences. They rely solely on audio guides pre-recorded on cassette tapes and handwritten notes from their best friends, evoking the nostalgic memories of the old days.

In the first episode, Kim Jae Joong, a legend in the K-POP world and an actor, follows the guide of his best friend, actor Choi Jin Hyuk, and travels to Jin Hyuk's hometown of Mokpo, a beautiful port town in the south-east of Korea.

In the second episode, Lee Mi Joo from the female idol group Lovelyz, which has taken the K-POP world by storm, embarks on a journey to Otaru, Hokkaido, a picturesque trip gifted to her by a friend, Lee Chae Yeon. Through these Japan-Korea journeys, Korean stars experience and convey "a journey they want to share with their best friends, and with you."

The program premieres in both countries in December 2024 on ABC Japan and MBC Korea. The format of this unique and lyrical travel show, “Journey to reach you,” is available worldwide, co-distributed by ABC Japan and MBC Korea.



news release

ABOUT ASAHI BROADCASTING GROUP HOLDINGS CORPORATION (ABC JAPAN)

Founded in 1951. As a leading media company headquartered in Osaka, it includes Asahi Television Broadcasting Corporation (ABC TV), which focuses on terrestrial digital broadcasting, and ABC Frontier, Inc., which is responsible for the content business. Its primary businesses are television, radio, and e-commerce. ABC TV produces the No.1 rated show in Japan, "Who is the Real Celebrity?", "M-1 Grand Prix," and other hit titles, such as "The Before and After," "In The Middle of Nowhere," and "Can You Share A Table?".

ABOUT MUNHWA BROADCASTING CORPORATION (MBC KOREA)

Munhwa Broadcasting Corporation (MBC), founded in 1961, is a leading South Korean public broadcaster headquartered in Seoul. It operates multiple TV channels and radio stations, producing diverse content, including popular dramas, variety shows, and news. MBC is known for internationally acclaimed programs like "Dae Jang Geum" and "The Masked Singer." The network has a significant global presence and is recognized for its innovation and high-quality programming.

ABOUT SHAKA STUDIO

Founded in 2020, SHAKA STUDIO is an independent production powerhouse led by Lee Seon-yeong and Kim Byeong-il in Seoul. SHAKA produced many Korean TV series, such as "Sister's Salon" (MBC, 2020), "If You're Jealous, You Lose" (MBC, 2020), "Singin the Green" (LG-U+, 2022), and "To Die For" (LG-U+, 2024).

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