

2026 Public Broadcasters International SEOUL

We are delighted and honored to invite you to the 2026 Public Broadcasters International (PBI), hosted by KBS at Fairmont Ambassador Hotel in Seoul, Republic of Korea, from October 14 to 16, 2026.

Following the successful conferences hosted by KBS in 2007 and 2018, this year's conference will be held under the theme:

“The Role of PSM in National Culture”

The conference will provide an important platform to discuss how public service media can preserve cultural diversity, connect with future generations, and strengthen international cooperation through content and technology.

We sincerely appreciate your continued contribution to public service media and look forward to welcoming you to Seoul.

Yours sincerely,

Park Jang-beom
President and CEO
Korean Broadcasting System



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Public Broadcasters International

The key dates for the 2026 PBI Seoul are as follows:

Day 1 - October 14 (WED)

- 1st PBI Steering Committee Meeting
- Welcome Cocktail Reception

Day 2 - October 15 (THU)

- Opening Ceremony
- Plenary Sessions
- Official Gala Banquet

Day 3 - October 16 (FRI)

- CEO Breakfast Round Table
- Plenary Sessions
- 2nd PBI Steering Committee Meeting
- Closing Ceremony
- Cultural Excursion and Special K-Pop concert

The 2026 PBI Seoul has an official website where you can find information on the conference program, speakers, venue, and other important updates.

The reservation link for the official conference hotel and its special discounted rate can be found on the official website. As availability is limited, we encourage early reservations.

The official website can be accessed at:

<https://pbi2026.kr/>

KBS is committed to ensuring the success of the 2026 PBI Seoul Conference, and we look forward to welcoming you to Seoul this October for meaningful discussions on the future of public service media.

Thank you for your attention and support.



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