



zum internet

zum.com Service Introduction

2016

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- Convenient Main Page
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- Philosophy of Openness and Coexistence
 - Big Data Technology
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03. Outcome of 'zum.com'

Introduction of 'zum.com'

zum.com

: Maximizing Convenient Portal

01 Convenient Main Page

Convenient functions and Various contents

02 Convenient Search System

Nondiscriminatory Search result
Fast moving from Search Bar

03 Convenient News

Check the news on main page with 1 click

04 Convenient Shopping

Displaying Various hot items from internal shopping mall

05 Convenient Mobile

Simple and Convenient Mobile ZUM with essential functions

Convenient Main Page

: The most convenient Internet Start page with essential functions and various contents

01 Favorite sites

The favorite sites are placed on the left top.
With 1 click, the favorite sites will be opened

02 HUB ZUM

Various contents from hundreds sites are
categorized on main page

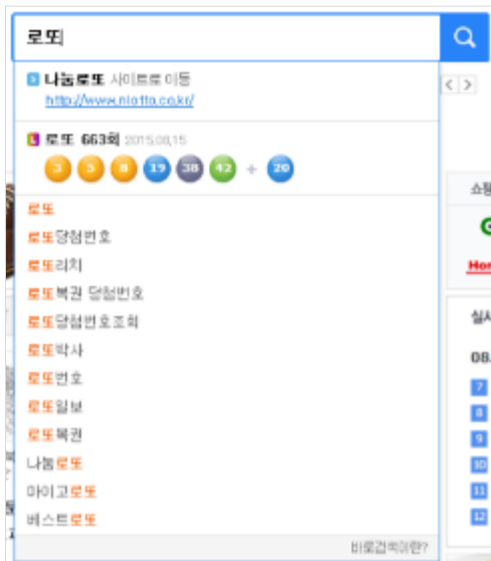


Convenient Search System

: Faster and more accurate search result providing

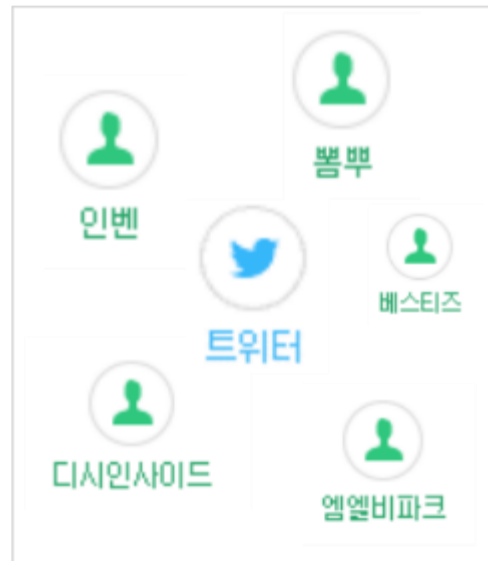
01 Answer Type Search

When you put search word
Analyzing User behavior
Providing directly
related sites and search



02 Real Time Response

In real time,
Possible to check the response
about the main communities
and Twitter



03 Open Internet

Exposure the specialized sites
which are a high correlation,
and connect directly



Convenient NEWS

: Without complicated clicks, directly show the news contents

01 NEWS Box

With Click the news title on NEW Box
Show the details on main page immediately



02 NEWS ZUM

Various News contents from lots of internal medias
providing after selection by professional Editor

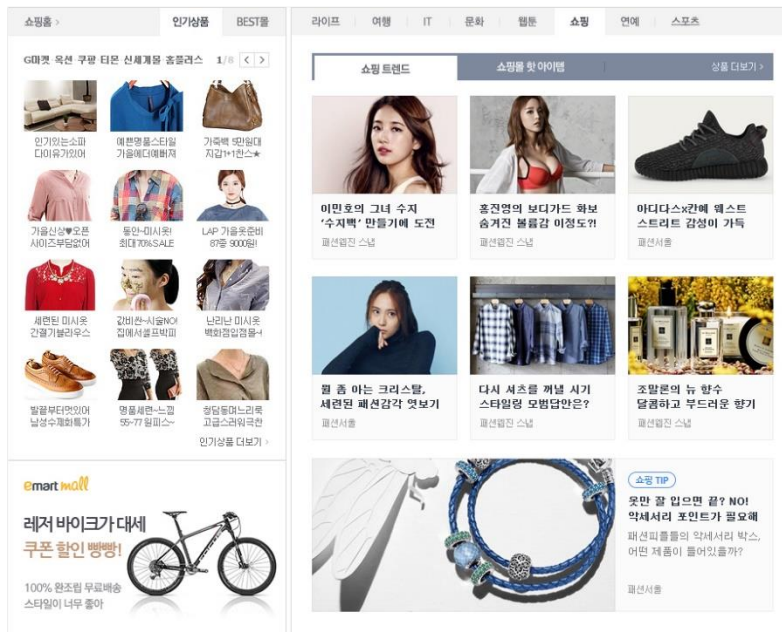


Convenient Shopping

: Curating Shopping Service: Displaying Typical internal Shopping mall in a page

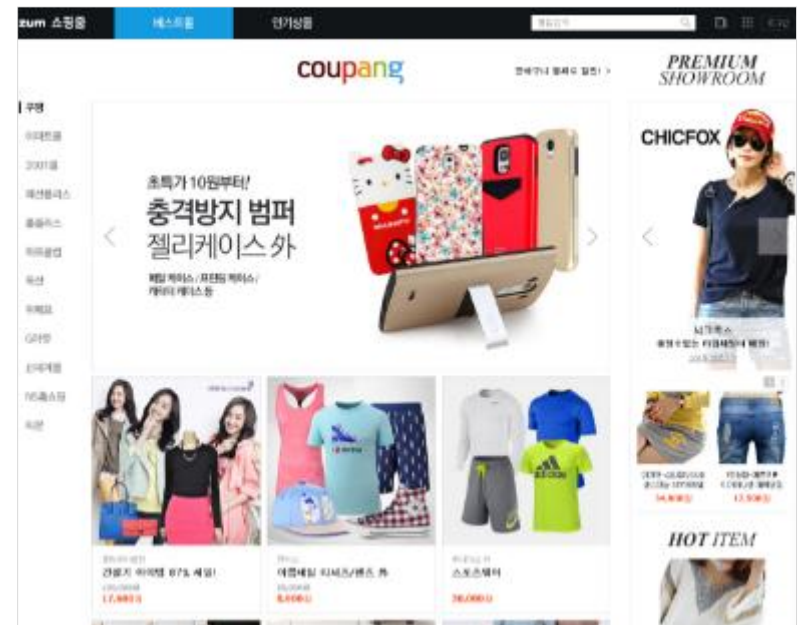
01 Shopping Box and Hub

Showing various products from internal shopping mall and SOHO on under the Main page



02 Shopping zum

Curating Shopping service which provides carefully selected goods by MD from various major shopping mall



Convenient Mobile

: Absolutely necessary function(News, Hub zum, Short Cut, Search) is contained on Mobile portal service

01 NEWS

Real-time Ranking news by rank 100



02 HUB ZUM

Providing various contents from hundreds sites sorting by interest



03 Short Cut

Without search, directly go to favorite site, Community, portal, etc



04 Search

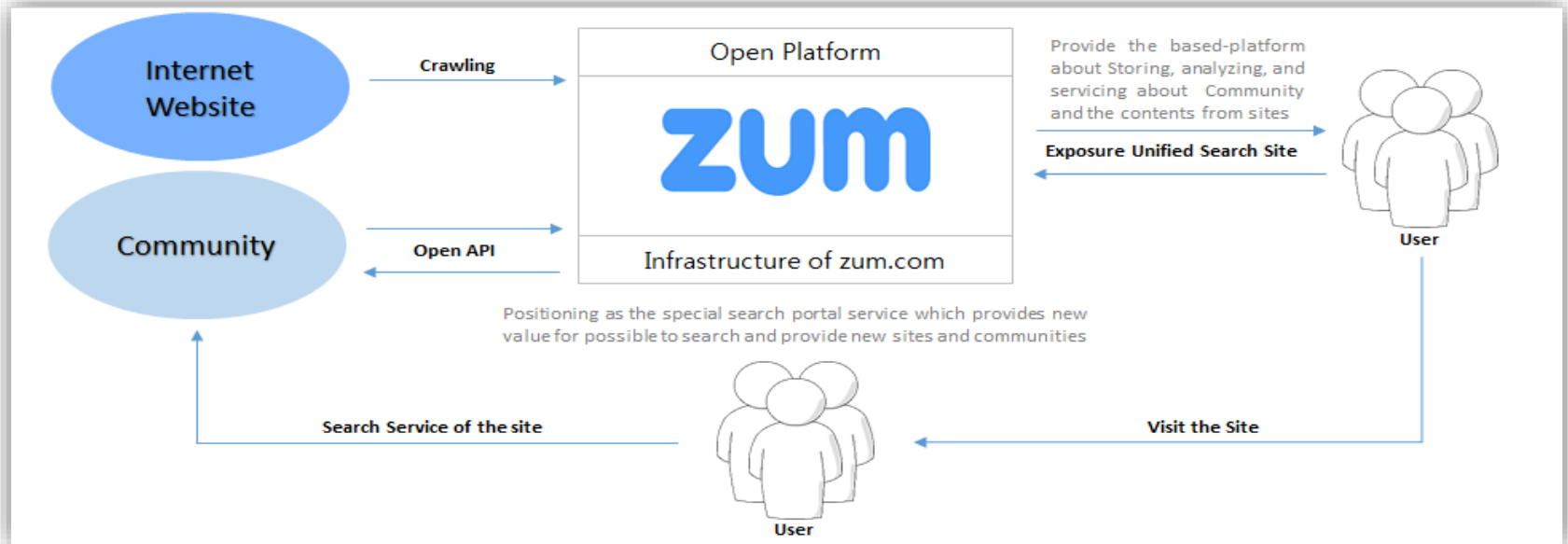
The service of zum.com is possible on Mobile easily



Difference of 'zum.com'

Philosophy = 'OPEN' + 'CO'

: Open platform for maximizing user satisfaction with introducing the wider world and more adjectively



01 OI2(open internet initiative) Program

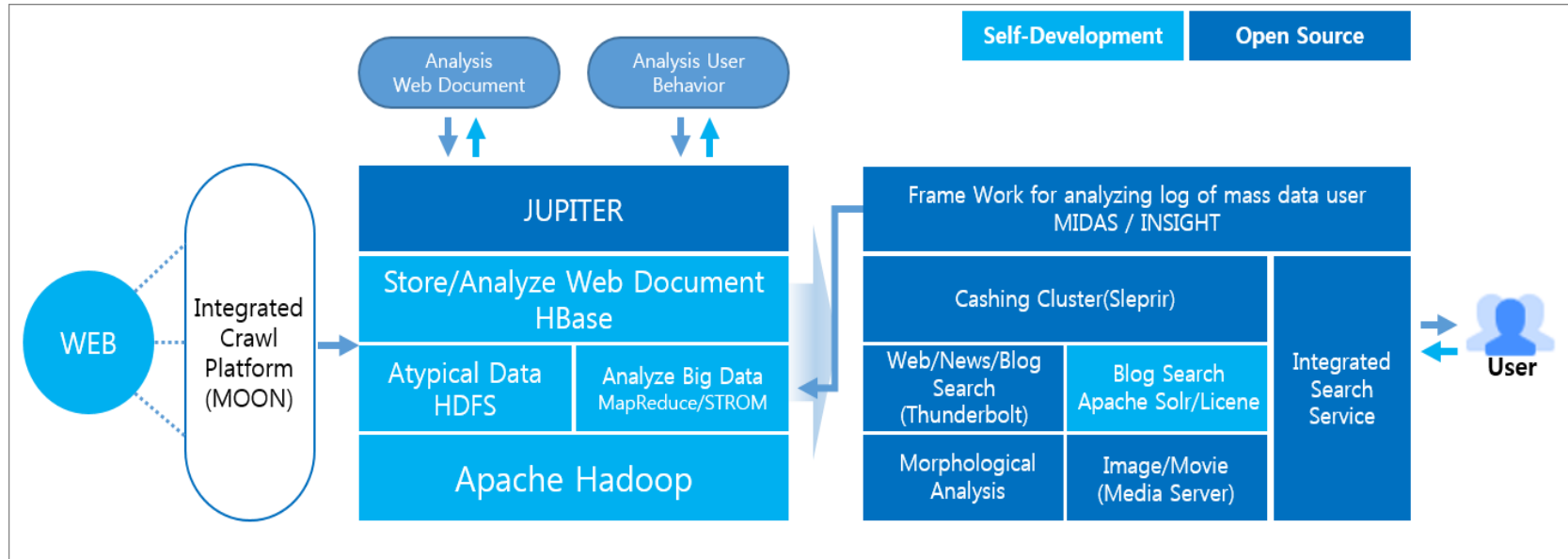
OI2 is partnership program based on "Search Technology"

We have 7 partners which use CSE(Search engine for free) in Korea

02 Exporting from each service like Search, main page, etc

x10 from Naver, x5 from Daum 'zum.com' have more exporting rate in Korea

BIG DATA Technology



01 The technology and Know-How about the newest Big Data Frame Work

Crawl Platform of Web Scale for Search

Big Data analysis platform for billions data

Reflecting users' response in real time



The Optimal search Result

02 Possible to search more than 400TB data and 2 billion Web documents

With Thunderbolt(Self-Development search engine and Solr(Open Source), we build and construct to optimize for the quality of search and performance

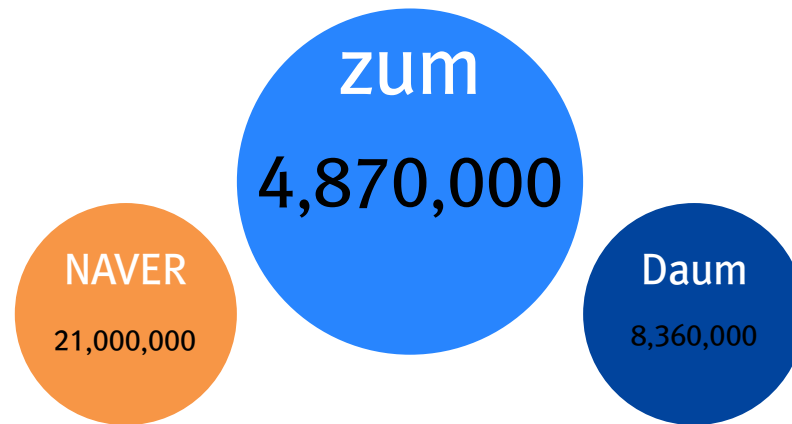
03 Architecture platform which is easy to raise performance and increase capacity

With only additional Hardware, easy to raise performance and increase capacity

Outcome of 'zum.com'

The number of internal Start page

: According to Monthly analysis of Korean Click, Dec 2015



ZUM is opened at very first for monthly 4.8 million people in Korea

The number of Monthly Unique Visitor

: According to Monthly analysis of Korean Click, Dec 2015

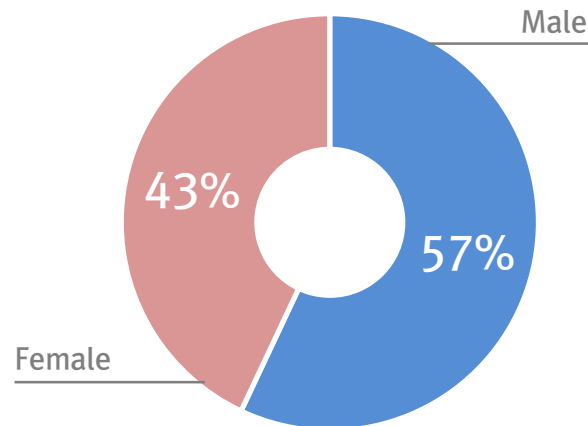
10,448,000

More than 33% of PC internet users(32 million) have visited in zum.com for a month

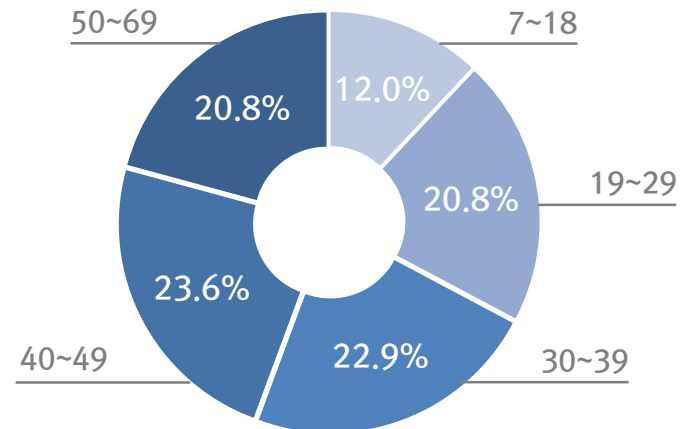
User Behavior

: According to Monthly analysis of Korean Click, Sep 2015

'zum.com' Gender Ratio



'zum.com' Age Group



Various age group and both genders use 'zum.com'

More Convenient Internet

zum.com

**Relation
S i t e s**

zum.com : <http://zum.com/>
Introduce of zum.com : <http://inside.zum.com/brand/>

**Relation
Inquiry**

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