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**Advertising Library (KOBACO)**

**By**

**Myung Yong Kim**

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ADVERTISING LIBRARY (KOBACO)

Date of Establishment : Dec, 5, 1987

### Purpose of Establishment

The main functions of the KOBACO's Data Center are

- + Providing advertising information to advertising man and functioning the Korea Advertising Data Bank in Korea.
- + We provide many professional books and materials to the Korean Advertising area.
- + It will work for up grading the advertising knowledge and professionalism of the ad industry.
- + At the same time, it is excellent data supplier to the KOBACO's personal who are charge of broadcasting advertising sales in Korea.

Characteristics : Advertising Public Library for professionals

### Main Users

- + Advertising Area: Advertising Professionals & Professors
- + Students: Mainly college students who are major in advertising and related studies
- + Generals: General users who are interested in advertising business
- + KOBACO's officials

### Covered Data

- + Books : Total 11,465 (Domestic 5,026, Foreign 6,439)

A R E A	QUANTITY
Advertising and Marketing related	3,020
Mass Communication	1,286
Culture, Art	1,558
References and Cultural Studies	5,601
TOTAL	11,465
Periodicals	168(Domestic 68, Foreign 100)

+ Materials

CF Data

DIVISION	DETAILS	GAUGE	QUANTITY
Domestic CF	Aired CF (81.3 - 89.1)	U-Matic	365
	Monthly Data (89.1 - 91.7)	VHS	40
Broadcasting Advertising Awards(Korea)	1st(1981) - 10th(1990) Awards	VHS	1
Foreign CF	Europe Monthly data 89.1 - 90.12	VHS	12
	American, Japanese CF 89.1 - 91.7	VHS	62
	France,Germany,Italy CF 91.1-91.7	VHS	21
	Archiv (Germany) '89, '90	VHS & U-Matic	13
	Ad. Age Best TV Commercial 83-90	VHS & U-Matic	10
	Best Spot of France	VHS	3
	TV Register Best 100	VHS & U-Matic	4
	Best of 1989 (ADWEEK)	VHS & U-Matic	2
	TV Register:Animation,Black & White,Risque	VHS & U-Matic	6
Foreign Awards	Clio Awards 1988 - 1990	VHS & U-Matic	8
	Canne Advertising Awards 1988-90	VHS & U-Matic	12
	ACC(Japan) Awards 1990	VHS & U-Matic	3
	IBA 1986 - 1990	VHS & U-Matic	10
	New York Festival 1990	U-Matic	1

Micro Film Data

- \* Joong Ang Daily News (First Issue - 89.6) : 53 Rolls
- \* Monthly Advertising Journal (First Issue - 90.10) : 6 Rolls
- \* Advertising Studies (First Issue - 90.Fall) : 1 Roll
- \* Domestic Thesis : 23 Rolls
- \* Foreign Thesis : 218 Rolls
- \* Advertising Age (1971.1 - 1989.12) : 23 Rolls
- \* Journal of Advertising (1979 - 1989) : 11 Rolls

User Status (91.1 - 7)

DIVISION	NO. OF USERS	AVE. FOR MONTHLY
STUDENTS	7,689	1,098
ADVERTISING MAN	1,622	232
GENERAL	1,664	238
TOTAL	10,975	1,568

- \* Average user number for daily: 65 persons