

No.1 Creative Contents Platform

The Center Of Korean Stock Contents

TongRoimages[®]

[TongRo Images Profile](#)

Who We Are

Introduction

We Create **K-stock Content** For Everyone

Since releasing Korea's first photo library CD-ROM, TongRo Images has been dedicated to creating user-centered content that is easy and accessible for everyone.

We pioneered the subscription model in the Korean market and currently operate ClipartKorea and ImageToday, the country's largest membership-based stock content platforms.

Our offerings include a wide range of premium content—photos, illustrations, videos, and music—designed to support diverse creative needs.

By combining advanced technologies such as image search algorithms, big data analytics, and machine learning, we continue to lead Korea's stock content industry and shape its future.

[Introduction](#)



Building a Content Platform That's Essential and Accessible for All

Leading

With unwavering passion and a spirit of creativity, we have been leading the direction of the K-content industry for over 30 years since our founding.

Trendy

As Asia's largest content production, we create premium content that swiftly reflects social trends and evolving consumer needs.

Innovating

Driven by a future-oriented mindset, we continuously innovate by integrating content creation with advanced platform technologies.

Moving Forward Bolder and Beyond



A horizontal timeline with a black line and circular markers at each year. The years 1995, 2000, 2002, 2005, 2012, 2013, 2014, 2018, 2019, 2020, 2021, and 2022 are listed on the left side of the line. The corresponding events are listed to the right of the line.

- 1995**
Bolder and Beyond
Released the first photo CDROM "Vol. 1 Photo Library 1000" in Korea
- 2000**
Launched traditional image library website IMAGEKOREA
- 2002**
Launched the first subscription image website ClipartKorea servicing certified contents
- 2005**
Launched subscription website ImageToday
- 2012**
Incorporation of going business and trademark change into "TongRo Images Inc."
- 2013**
Established TongRo Digital Laboratory
Certified Startup by Korea Technology Finance Corporation
- 2014**
Established Creation lab
- 2018**
"Hidden Champion corporate" certified by Ministry of Employment and Labor
Launched Video Music service in ClipartKorea and ImageToday
- 2019**
Exclusive contribution partnership for Mainland China with Tuchong of ByteDance Group
- 2020**
Launched a self developed system CMS (Contributor Management system)
Copyright registered by Korea Copyright Commission
- 2021**
Established in-house video production team
- 2022**
Launched motion graphics and GIF services
Hosted the first TongRo Images Creative Awards

2023

- Renewed and relaunched ClipartKorea
- Introduced video template service
- Introduced a dedicated license for individual YouTube creators

2024

- Launched instant-use PNG image service
- Introduced AI-generated image service
- Began supplying 10 million content assets from Reuters

2025

- Launched ClipartKorea Editor service

History

What We Do

Business Platform

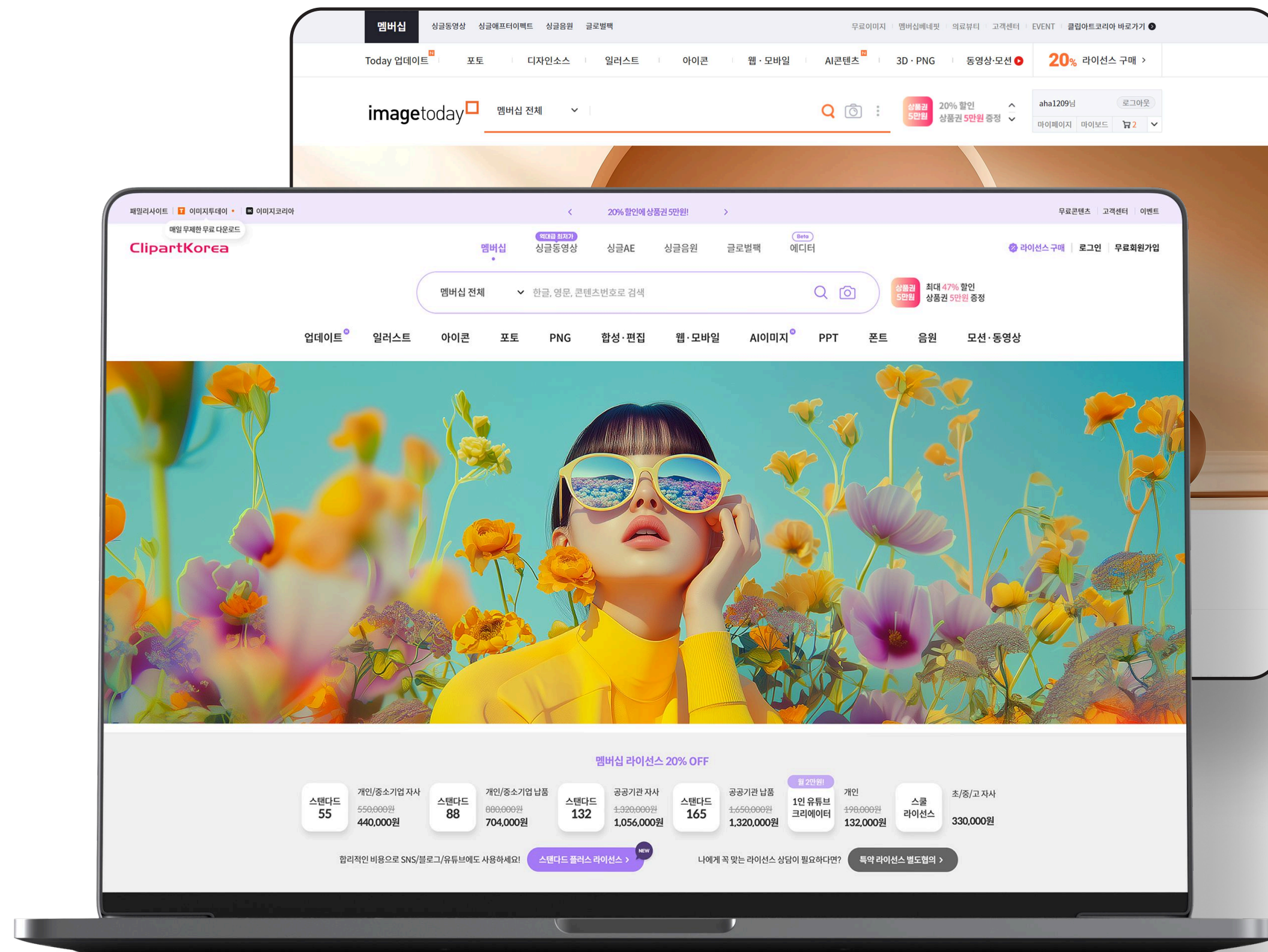
No.1 Creative Contents Platform

Wherever
Perfect Design Is Needed
We Offer
**the Most Optimized
Content Platform**

Business Platform

MEMBERSHIP

No.1 Creative Contents Platform



ClipartKorea ↔ image**today** ↔

As Korea's leading stock content platforms, ClipartKorea and ImageToday offer a wide range of distinctive K-content—spanning photography, illustration, composites, design templates, fonts, videos, and music. Through collaborations with global creators and AI-powered content production, we are at the forefront of rapidly evolving content trends.

 10-Year Streak as **No.1** on Rankey.com

 Members
▲ **4.92M**

 Content Assets
▲ **14.2M**

 Weekly Downloads
▲ **800K**

Business Platform

EDITORIAL

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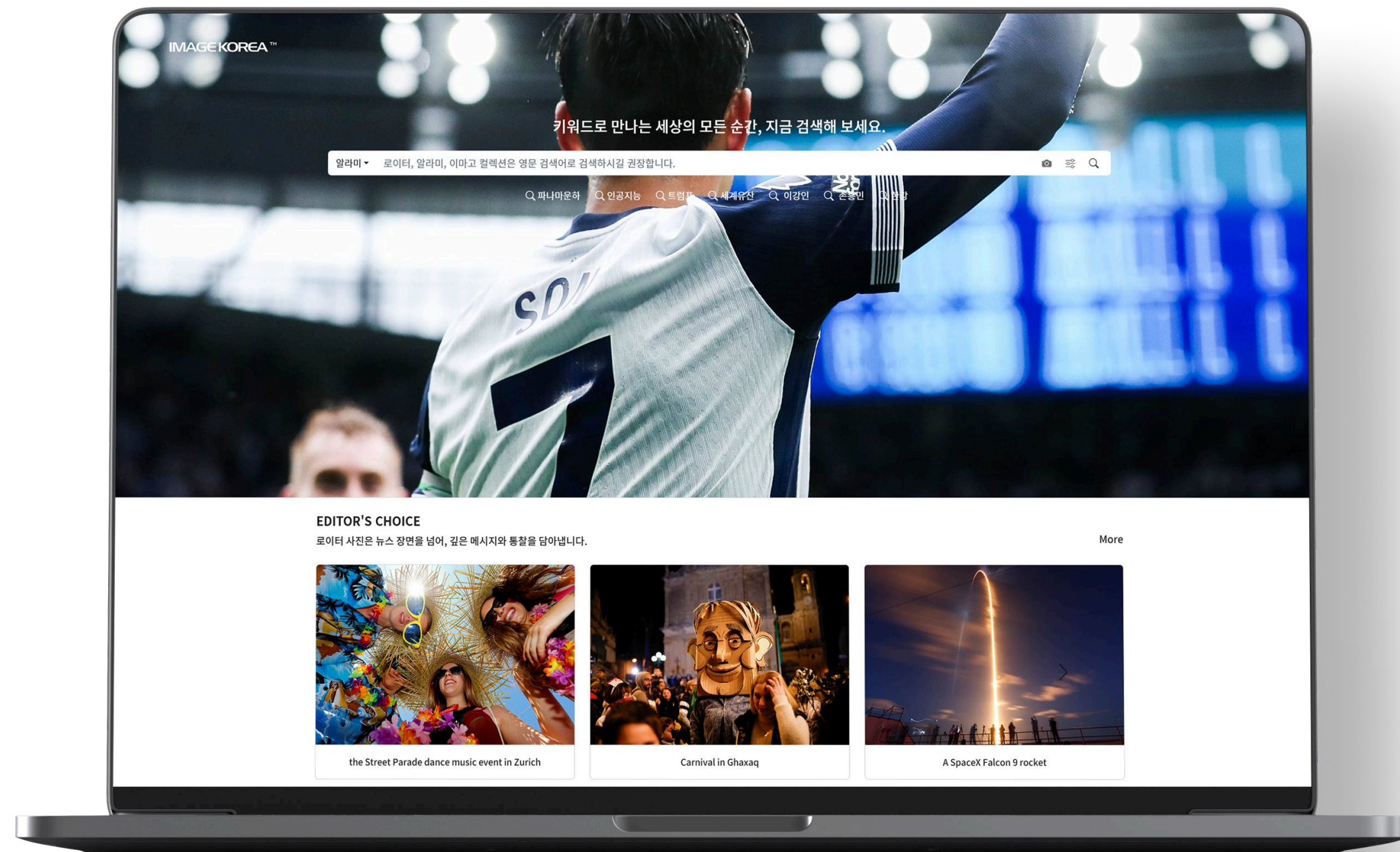


IMAGE KOREA™

Since its launch in 2001, Image Korea has provided premium image collections to clients worldwide. Partnering with renowned global agencies such as Reuters, the UK's leading stock image provider Alamy, and Europe's largest sports content agency Imago, we deliver a vast range of editorial images spanning science, politics, economy, sports, medicine, history, and fine art.



Content Assets
▲ **300M**



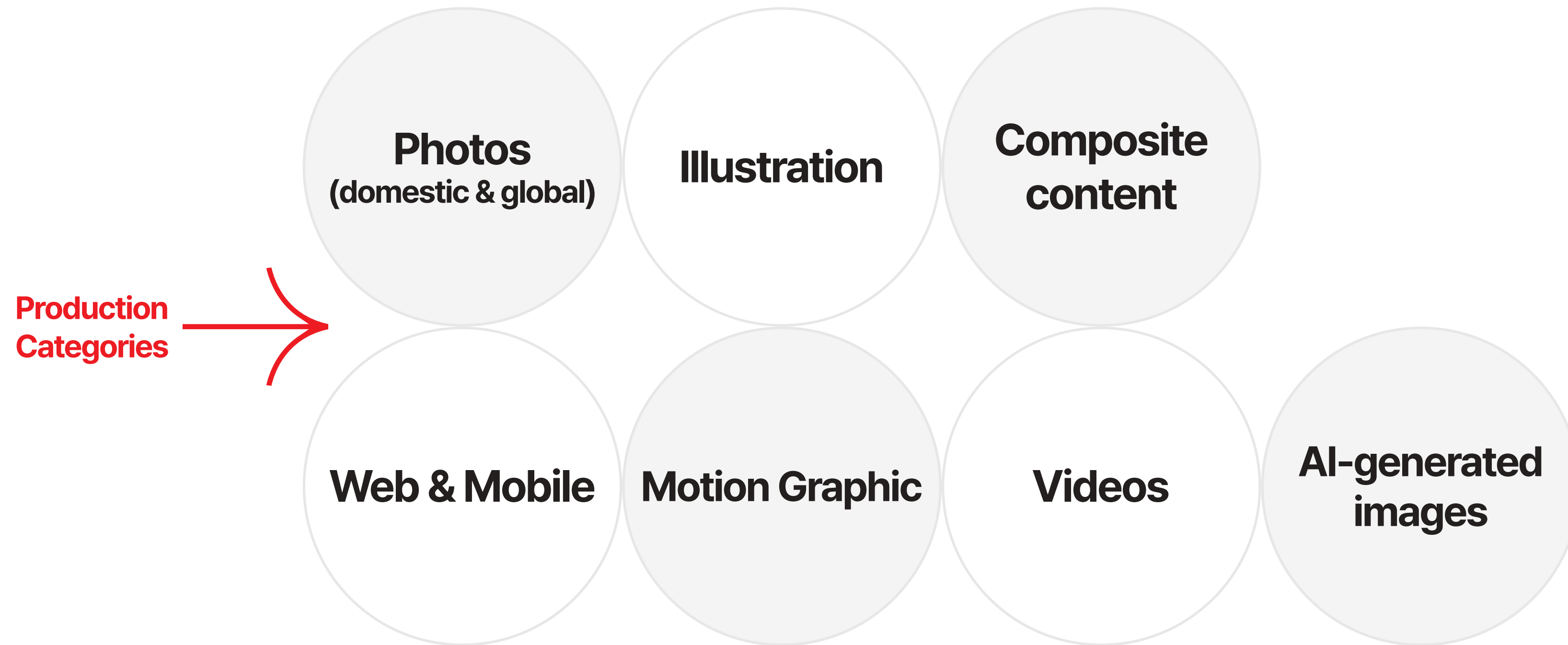
Global Partners
34



Years of Operation
25

Business Platform

Asia's Leading Content Producer of Specialized Visuals



Content Stats

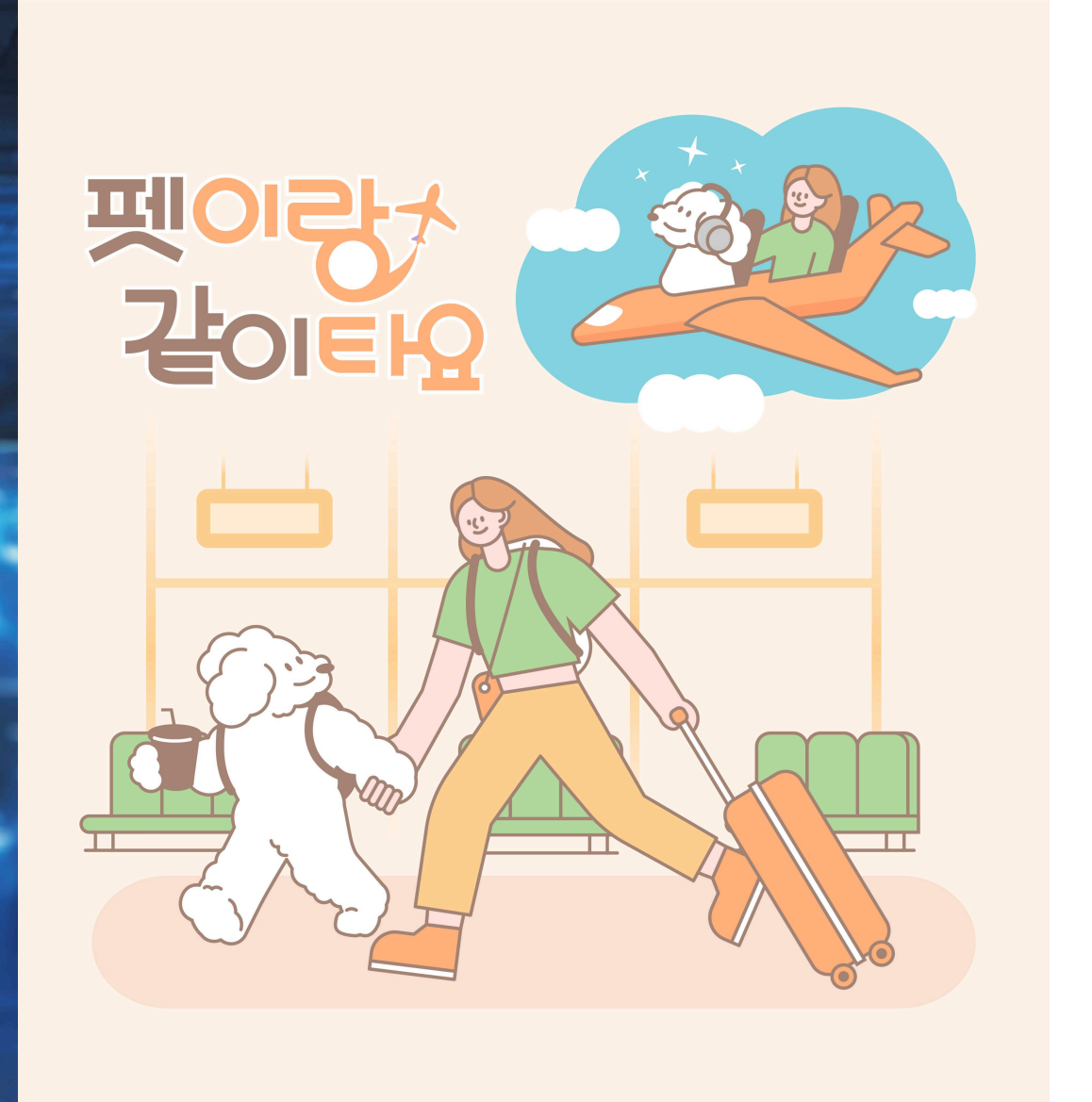
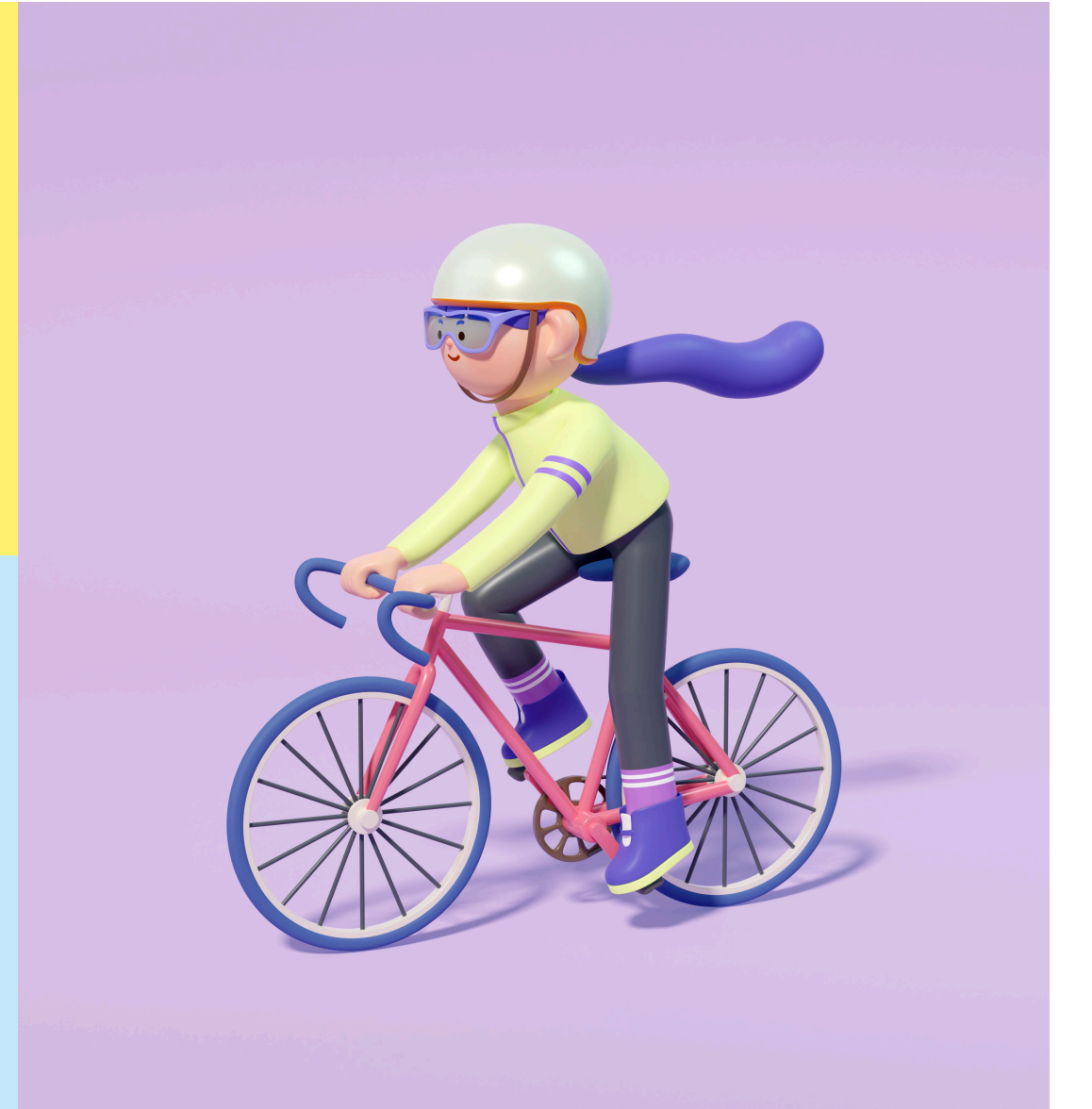
Accumulated Productions

▲ **1.31M**

Annual Output

▲ **163K**

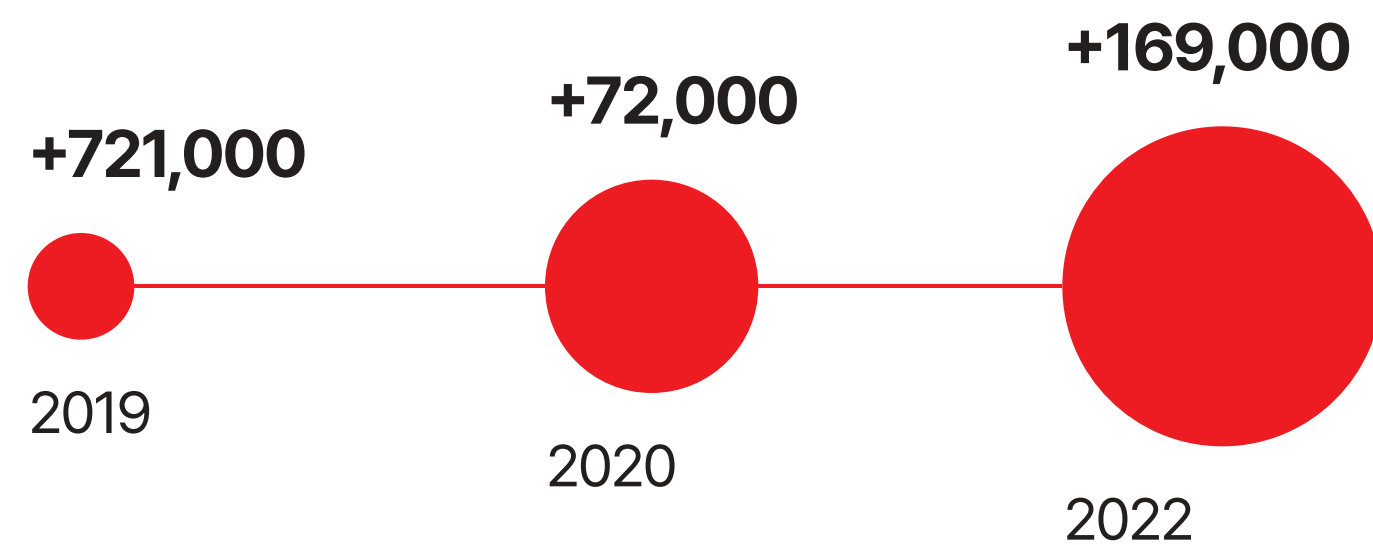
Contents



Trusted, Copyright-Certified Content

— Exclusively From TongRo Images

works registered with the Korea Copyright Commission (by year)



Certified content in photography, fine art, and design categories

1,135,500 works

TongRo's Unique System for Better Content Creation

Professional Production

Our in-house Photo & Video Production Team and Graphic Creation Lab enable fast, trend-responsive production of high-quality content.



Creator Management

We provide training and systematic support for creators through a comprehensive management system, building a solid foundation for content development.



Global Supply

By collaborating with international partners, we maintain a broad content pool and deliver in-demand global content tailored to the Korean market.

Sustained Growth Powered by TongRo's Unique Content and System



Industry Sales Rank

No.1 in Korea

Annual Avg.Revenue Growth (2014-2024) **12%**

Content Production Growth (YoY) **14%**

Continuous Growth **30 Years**

Revenue Growth

TongRo Collaborates With Leading Companies Across Diverse Industries



Partners

Enhancing User-Centric Content Through AI Innovation

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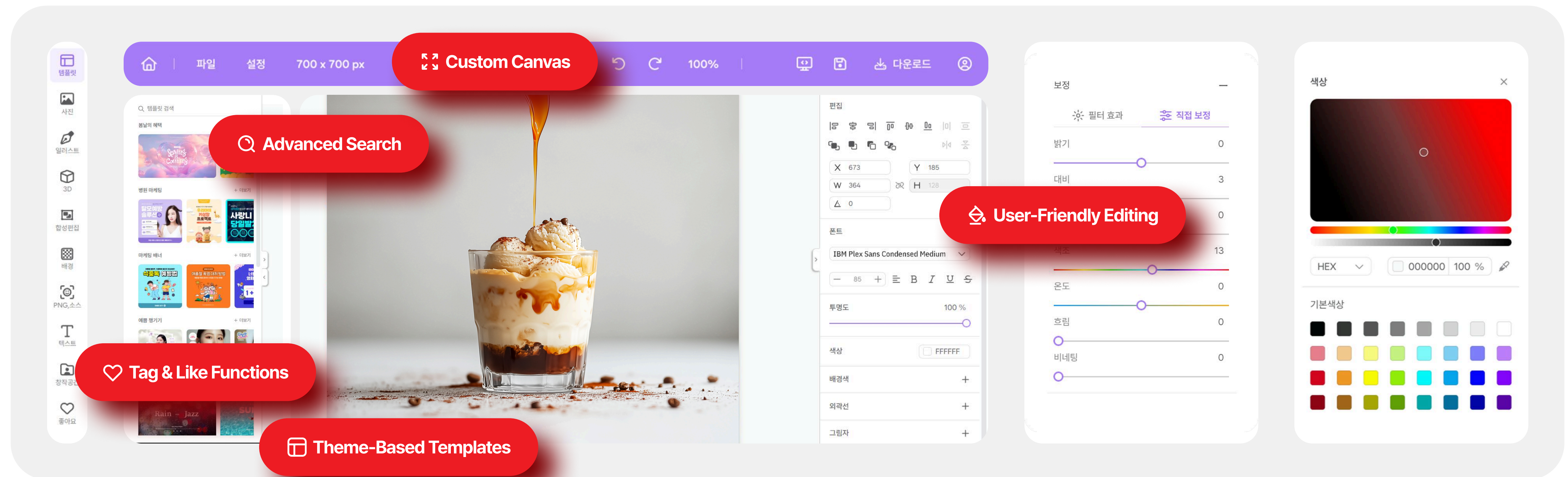
Collaborating with AI Image Providers for Faster Trends and Richer Themes



User Experience

Delivering **New Design Solutions** with Original Content

From planning to editing—easy and intuitive for everyone



• ClipartKorea Editor UI

User Experience

Continuously Enhancing Platform Usability to Maximize Customer Satisfaction



Search Engine Optimization

We've implemented advanced filtering options and streamlined data structures to ensure users can quickly and easily locate the content they need—even within a vast library.



Curated Content Recommendations

We deliver curated collections—ranging from trend-driven assets to top-performing content—organized by theme to enhance content accessibility and usability.

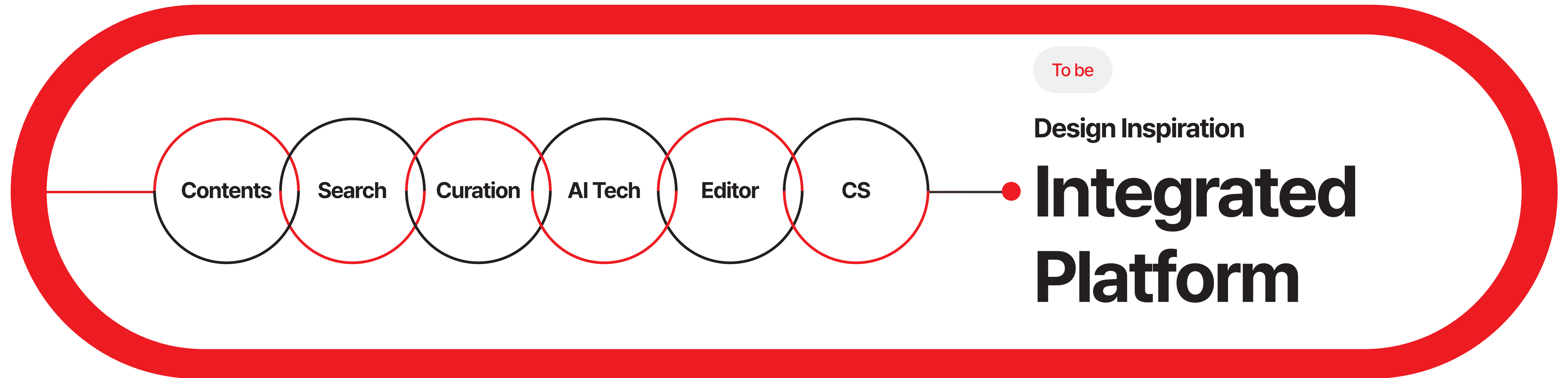


Customer-Centric CX

We improve customer satisfaction by operating a dedicated support team and integrating real-time chat into our platform, ensuring faster response and smoother communication.

User Experience

TongRo Images **Makes It Happen** Bringing Everyone's **Imagination To Life**



To be

Design Inspiration

**Integrated
Platform**

Vision

Contact Us

TongRo Images Inc.

CEO: Chuljib Lee

Founded: October 1995

Employees: 86

Business Areas: Digital Image Content Development & Subscription Platform Services

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End