

No.1 Creative Contents Platform

The Center Of Korean Stock Contents

**TongRo**images®

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, the country's largest membership-based stock content platform.

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, 2013, 2014, 2018, 2019, 2020, 2021, 2022, and 2023 are listed below the line, with corresponding text describing events for each year.

- 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
- 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 with 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**  
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

- Released 'ClipartKorea' Font
- Launched mega platform
- Launched ClipartKorea Editor service

## 2026

- Launch of Figma design templates
- Launch of ClipartKorea AI Studio

# What We Do

Business Platform

No.1 Creative Contents Platform

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

Business Platform

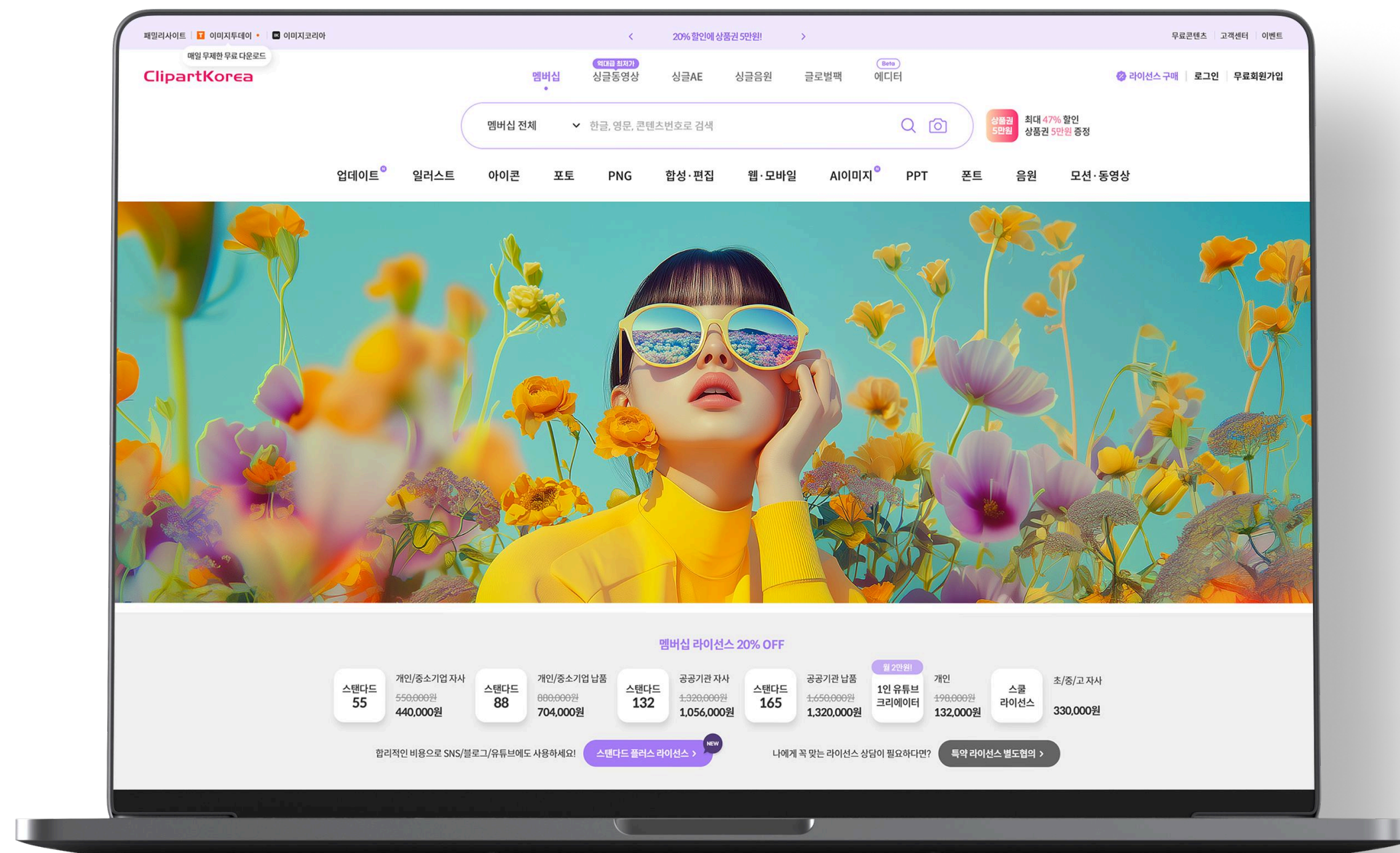
# MEMBERSHIP

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## ClipartKorea ⇄

As Korea's leading stock content platform, ClipartKorea offers a wide range of distinctive K-content—spanning photography, illustration, compositing/editing, 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.



 Korea's **No.1** Stock Content

 Members  
**▲ 400K**

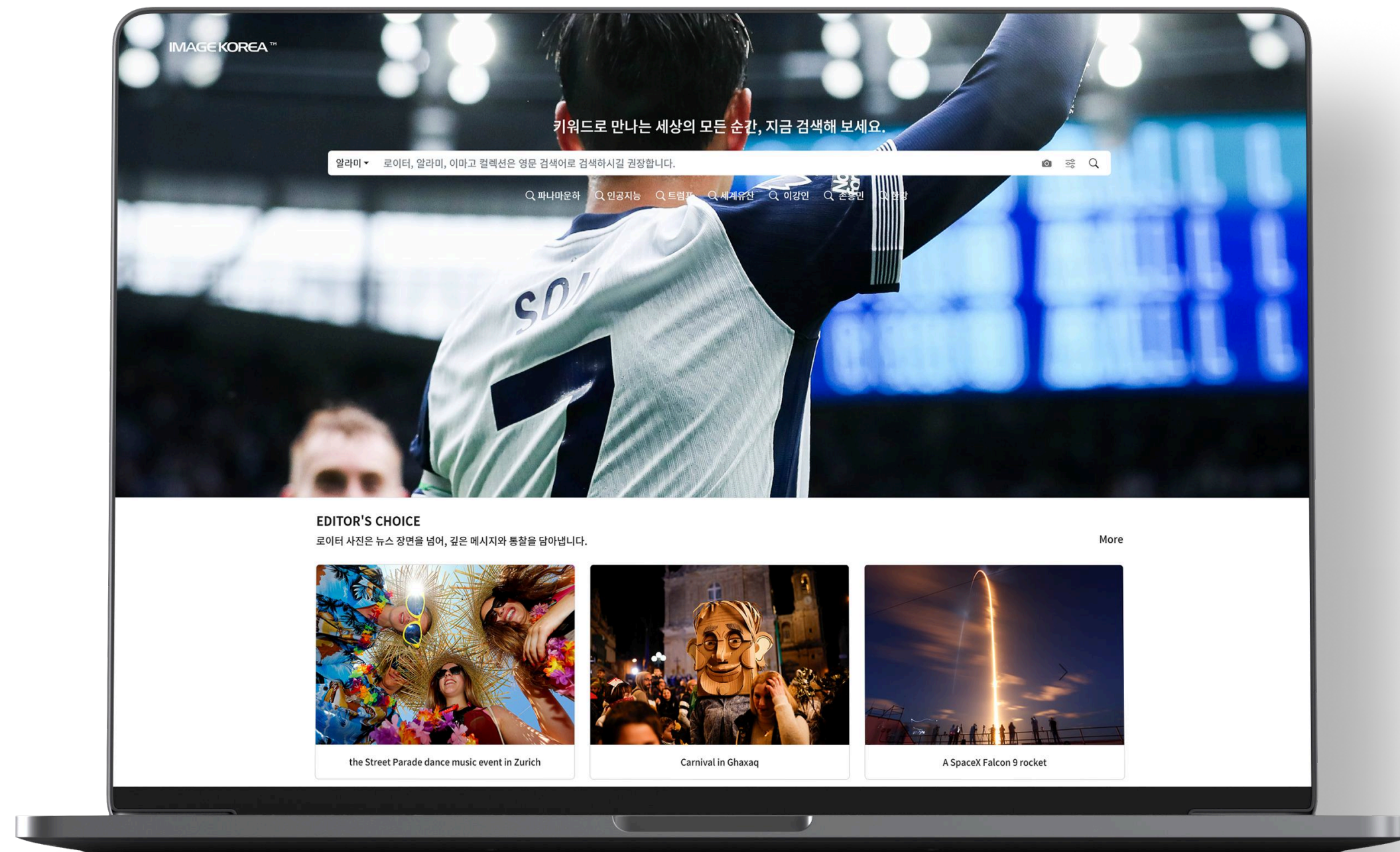
 Content Assets  
**▲ 15M**

 Weekly Downloads  
**▲ 2.87M**

Business Platform

# EDITORIAL

No.1 Creative Contents Platform



## IMAGE KOREA™

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



Content Assets  
▲ **300M**



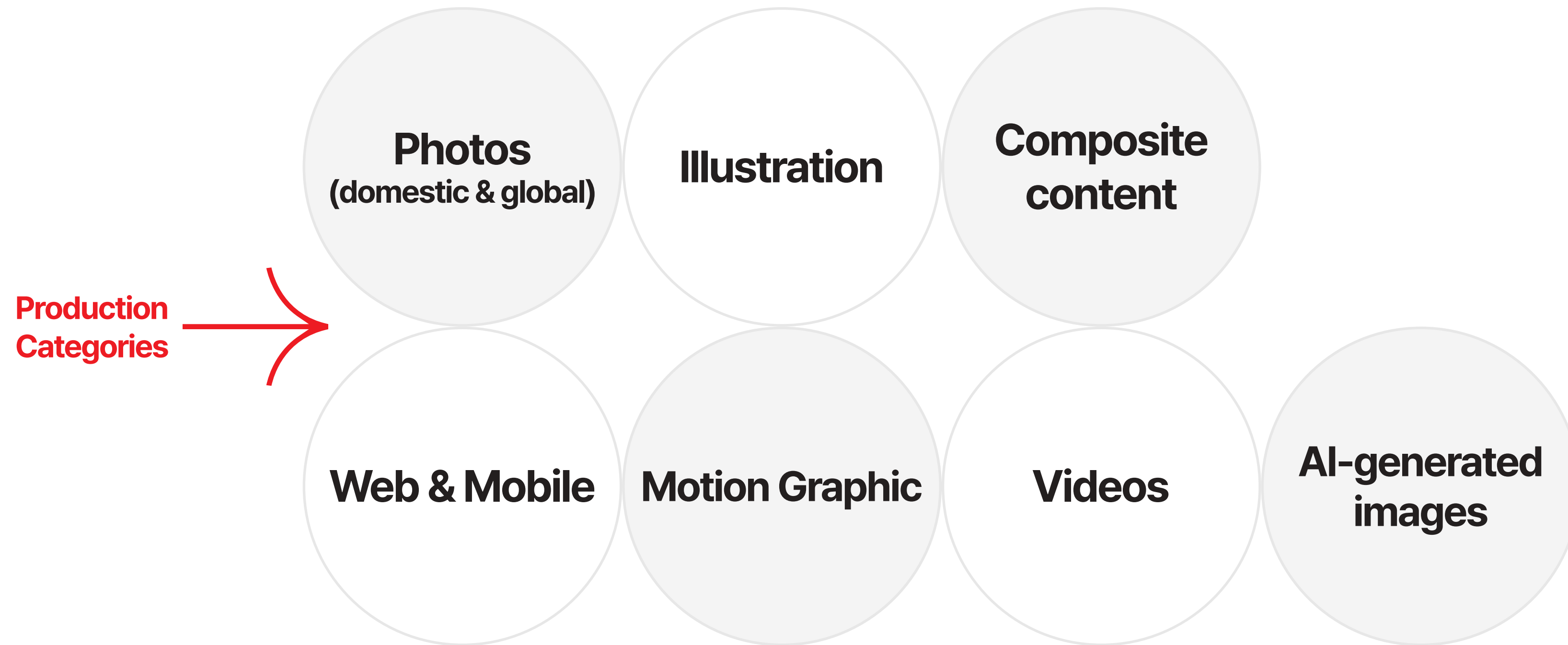
Global Partners  
**35**



Years of Operation  
**26**

Business Platform

# Asia's Leading Content Producer of Specialized Visuals



## Content Stats

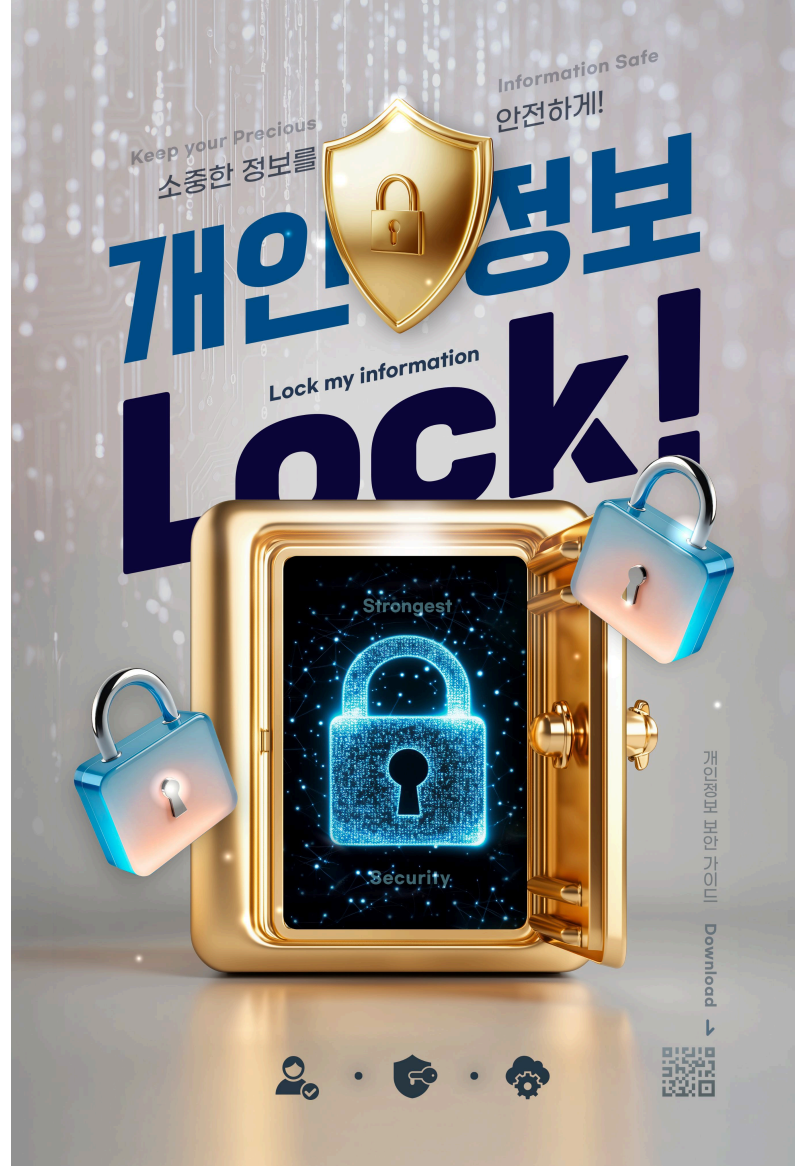
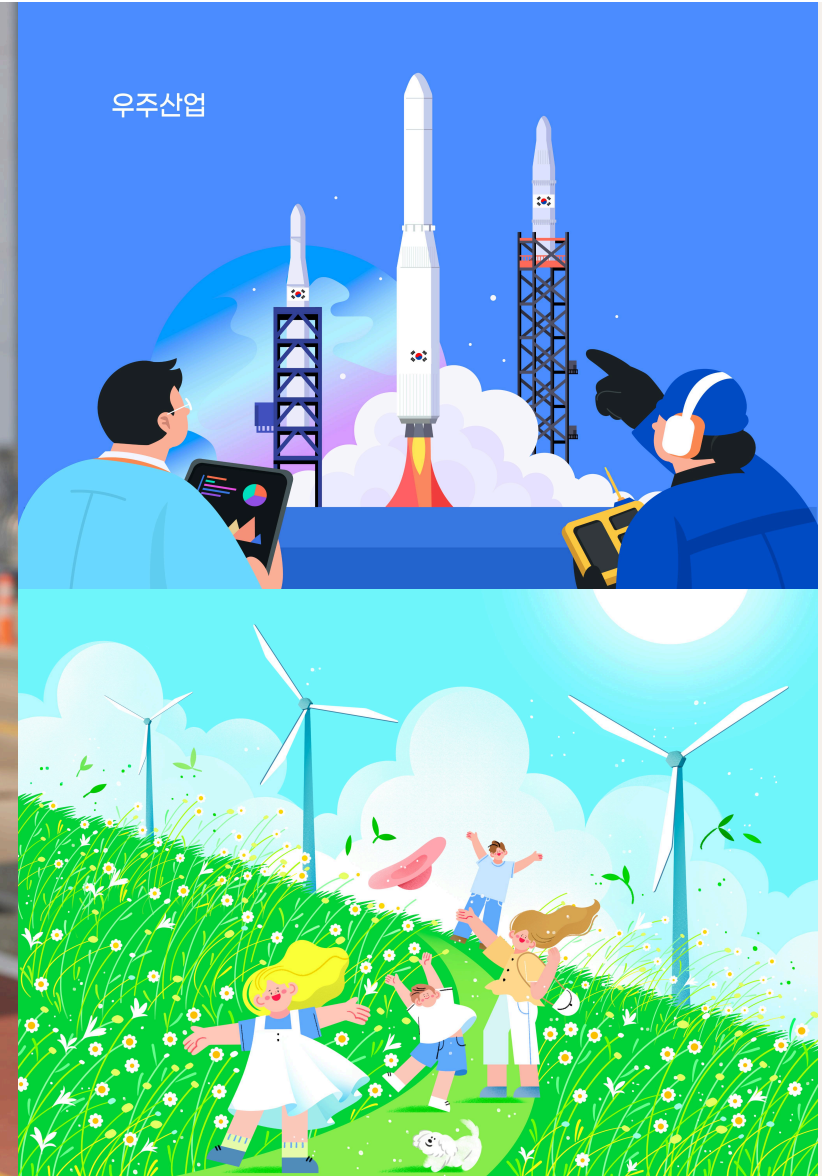
Accumulated Productions

▲ **1.31M**

Content created in 2025

▲ **84K**

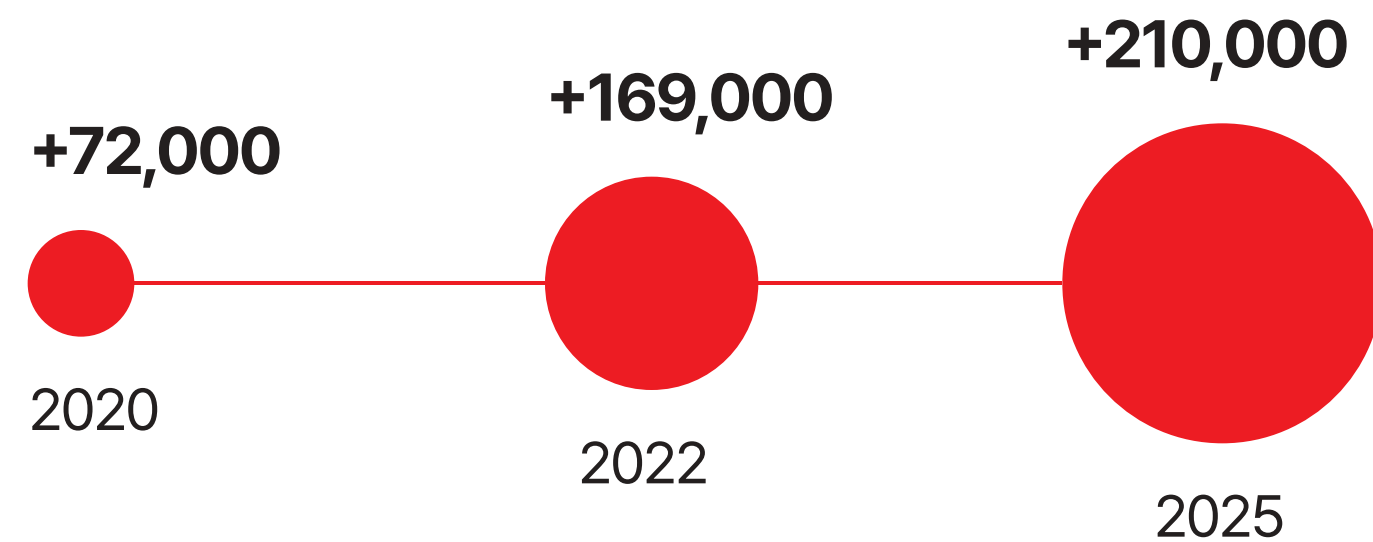
Contents



# 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

# 1,171,200 works

# TongRo's Unique System for Better Content Creation

## Professional Production

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



## Creator Management

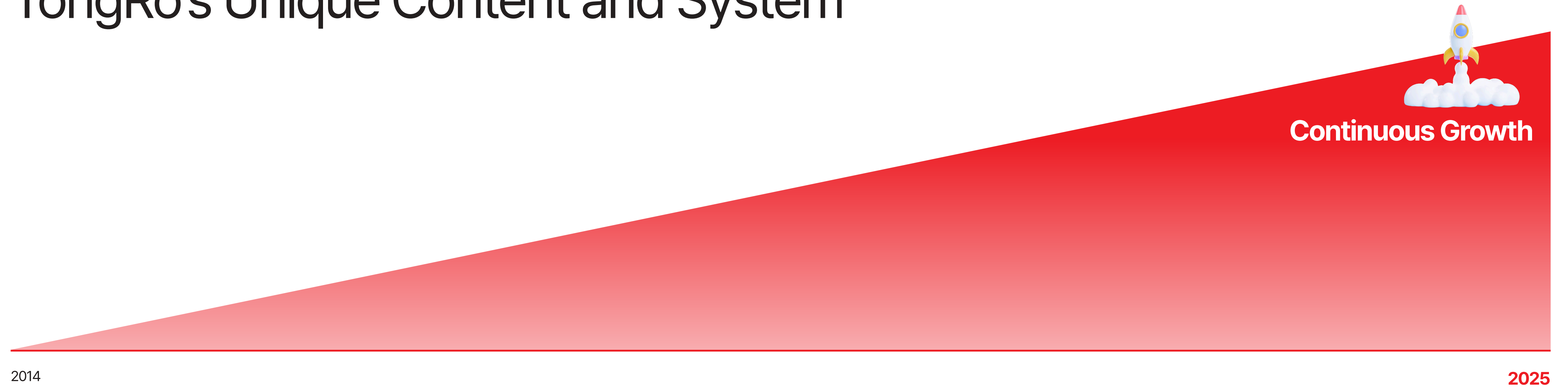
We provide training and systematic support for creators through a comprehensive management system, building a solid foundation for content development.



## 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 **10%** | Continuous Growth **30 Years**

Revenue Growth

# TongRo Collaborates With Leading Companies Across Diverse Industries




Partners

# Enhancing User-Centric Content Through AI Innovation

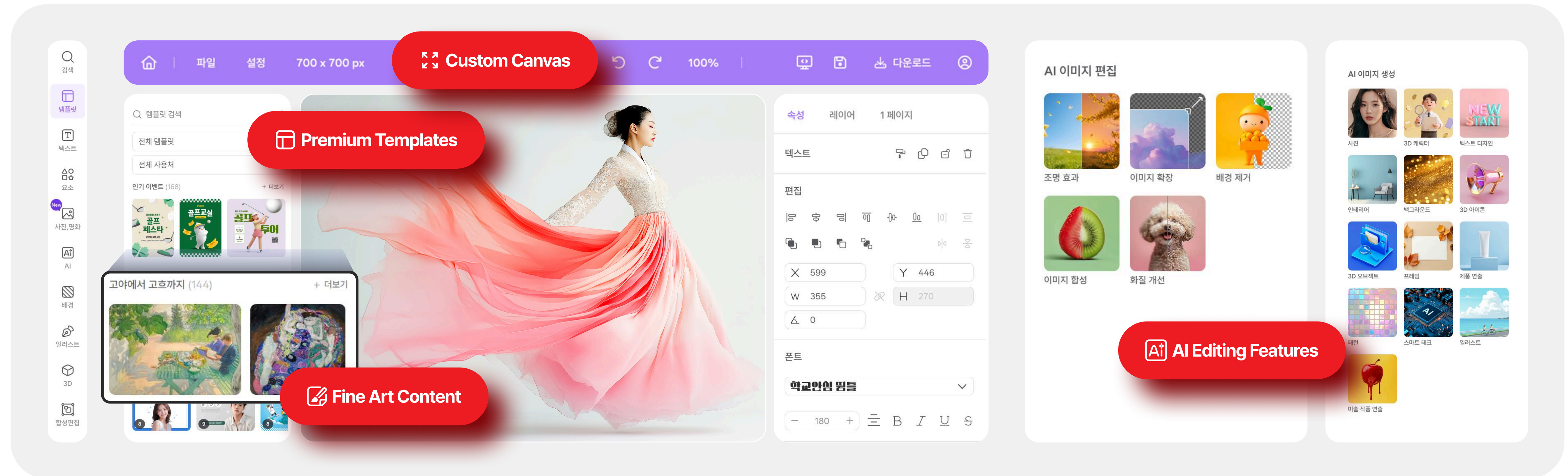
Collaborating with AI Image Providers for Faster Trends and Richer Themes



User Experience

# Delivering **New Design Solutions** with Original Content

From planning to editing—easy and intuitive for everyone



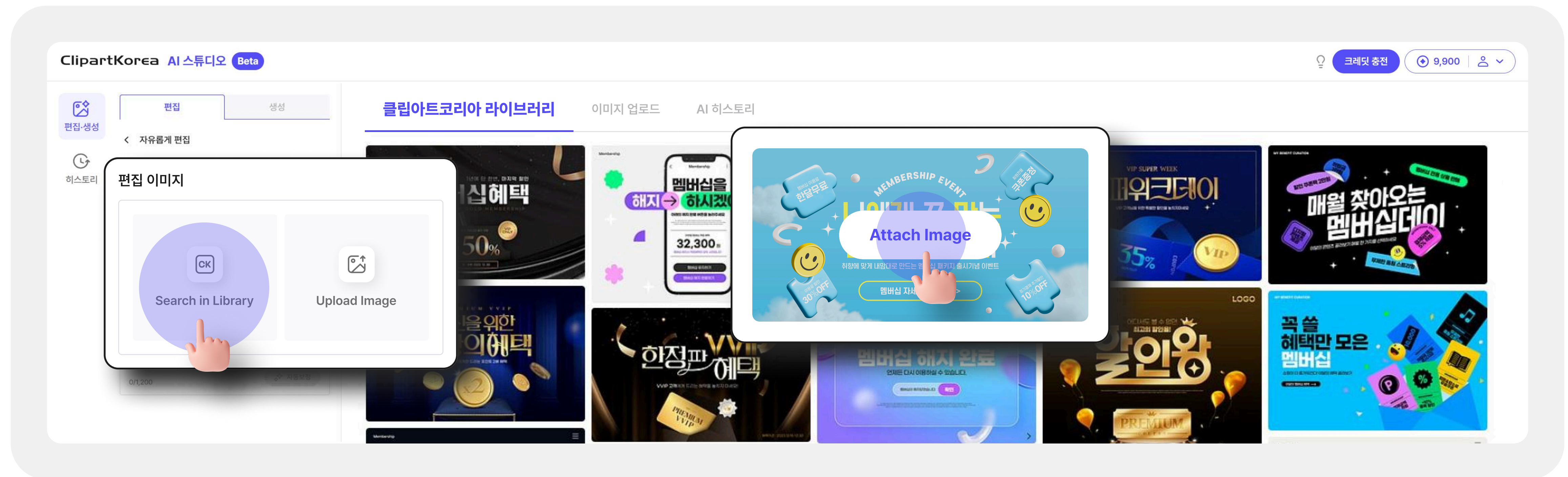
**AI Editing Features**

• ClipartKorea Editor UI

**User Experience**

# Providing an AI-powered design tool **integrated with our premium content library**

Instead of generating from scratch, we enable users to reach desired results faster by building on images



- ClipartKorea AI Studio 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.

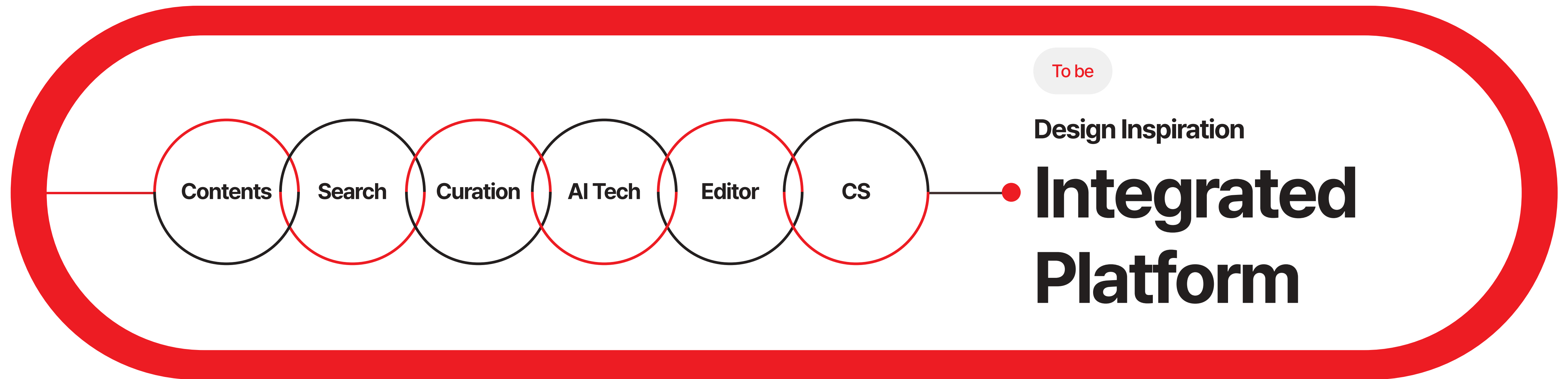


## Customer-Centric CX

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: 80

Business Areas: Digital Image Content Development & Subscription Platform Services

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