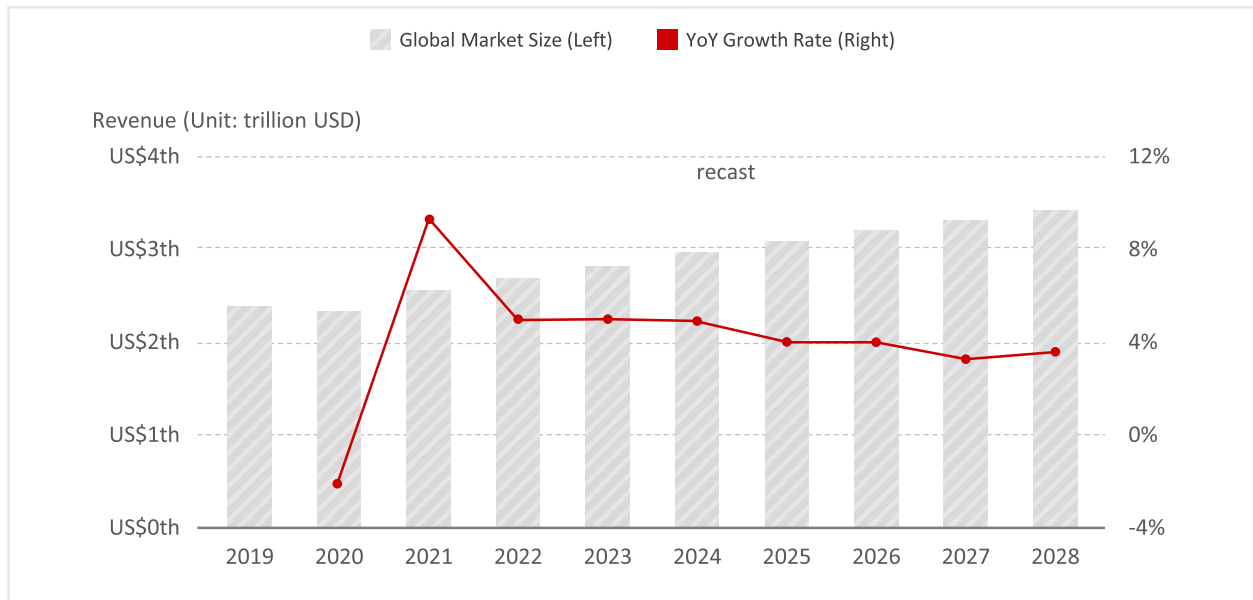


# CULTURAL

## Global Market Size/Forecast

📌 **(GLOBAL MARKET OUTLOOK)** The global content market is projected to reach approximately USD 2.9 trillion in 2024, marking a 3.5% increase from the previous year. After a significant 10.6% growth in 2021, the growth rate has slowed since 2022. However, the overall industry size, including 2024, is expected to grow steadily at an average annual rate of 3.9%, reaching about USD 3.4 trillion by 2028. (Source: PwC(2024))

### <2019-2028 Global Content Market Size and Outlook>



\* Unit: Million units / Source : PwC(2024)

## Domestic Market Size/Forecast

- ▶ The size of Korea's content market in 2023 was approximately USD 41.2 billion, ranking 8th in the global content market. In 2024, it was estimated at about USD 42.9 billion, reflecting a 4.13% increase from 2023. Over the five years from 2023 onwards, the market is expected to grow at an average annual rate of 3.46%.

\*Source: Korea Creative Content Agency

<Content Market Size and Outlook by Country (2019-2028)> (Unit: USD million, %)

Ranking	Country	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2023-28 CAGR
1	U.S.A	725,979	705,256	808,018	875,144	912,234	969,539	1,011,668	1,064,048	1,104,323	1,157,982	4.89%
2	China	242,451	254,718	292,808	297,959	328,120	358,288	390,653	425,678	646,064	506,443	9.07%
3	Japan	108,135	104,246	14,424	121,164	125,645	130,457	135,160	139,311	143,333	147,185	3.22%
4	Germany	93,604	88,704	98,187	104,771	110,683	114,481	118,456	121,289	123,605	125,544	2.55%
5	U.K.	83,614	80,358	97,106	103,767	110,664	117,191	123,606	129,723	135,777	141,456	5.03%
6	France	54,406	49,279	55,921	55,855	59,898	62,723	65,226	67,348	69,230	70,940	3.44%
7	Canada	41,245	39,825	45,756	50,353	53,829	57,455	60,630	63,605	66,404	69,019	5.10%
8	South Korea	34,223	34,716	39,013	40,773	41,213	42,962	44,667	46,158	47,571	48,851	3.46%
9	Italy	31,091	28,481	32,104	33,825	36,300	37,415	38,825	40,236	41,335	42,431	3.17%
10	Australia	27,138	25,851	30,572	33,425	34,504	36,122	37,693	39,022	40,224	41,372	3.70%

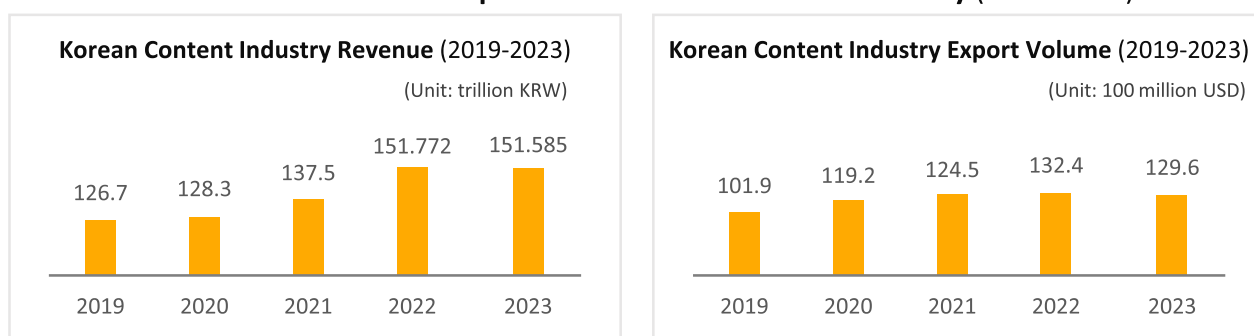
\* 2023-2028 figures are estimates

## Sales/Export/Production

- ▶ **(REVENUE SIZE)** The content industry in 2023 recorded sales of KRW 151.0585 trillion, a slight decrease of 0.01% compared to KRW 151.0772 trillion from a year ago. As of March 2025, sales during 1st-3rd quarters of 2024 are estimated at KRW 112.0150 trillion. (Source: Korea Creative Content Agency)
- ▶ **(EXPORT VOLUME)** Exports from the Korean content industry amounted to USD 12.96294 billion in 2023, a 2.1% decrease from USD 13.243 billion in 2022. As of March 2025, exports during 1st-3rd quarters of 2024 are estimated at USD 8.4618 billion.

\* Source: Korea Creative Content Agency

<Trends in Revenue and Exports of the Korean Content Industry (2019-2023)>



\* Source: MCST (Figures for 2019-2022), Korea Creative Content Agency (2023 figures)

## Investment Trends

➤ **(INVESTMENT VOLUME)** Foreign Direct Investment (FDI) in the industries of information and communication, leisure, sports, and entertainment, where the content industry belongs, was reported at USD 2.4 billion in 2024, an increase of approximately 18.4% from the previous year.

- By sector, information and communication accounted for about USD 2.1 billion (89.2%), while leisure/sports/entertainment accounted for about USD 260 million (10.7%). Investment in leisure/sports/entertainment saw a 78% increase from the previous year.

\* Note: While ICT, leisure/sports/entertainment sectors are related to the content industry, not all investment reported under these categories is considered FDI in the content industry due to classification limitations.

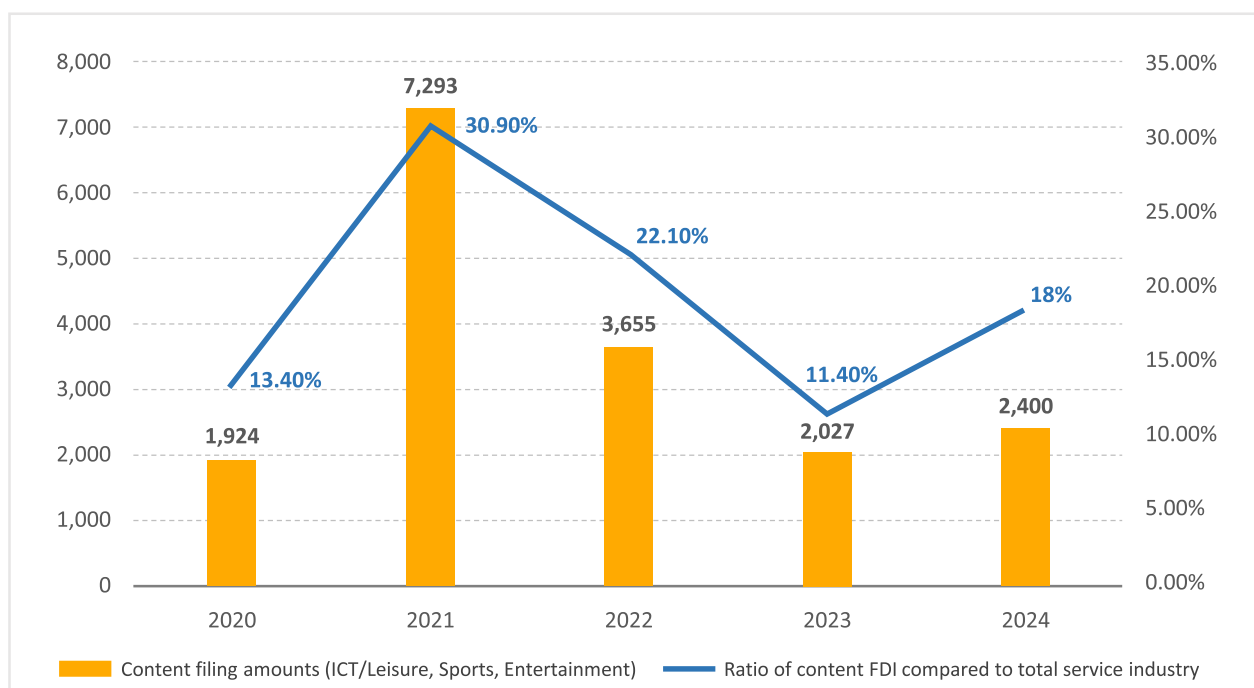
### <Foreign Investment Trends by Content Sub-sector (2022-2024)>

(Unit: million USD, number of cases)

Sub-industries	2022		2023		2024	
	Case	Amount	Case	Amount	Case	Amount
ICT	390	3,572	309	1,883	294	2,143
Leisure, Sports, Entertainment	29	83	25	144	52	257
Total	419	3,655	334	2,027	346	2,400

\* Source: The Foreign Investment Statistics System (INSC)

➤ **(RECENT 5 YEARS DOMESTIC CONTENT FDI)** FDI filings in content-related sectors (information/communication and leisure/sports/entertainment) increased by approximately 18.4% in 2024, and the share of content FDI in the overall service sector also rose by 18%. The highest FDI filing in the past 5 years occurred in 2021, reaching about USD 7.2 billion, accounting for 30.9% of the total service sector. This surge is attributed to increased demand for content during the COVID-19 pandemic and the rise of the contactless economy.



\* Source: The Foreign Investment Statistics System (INSC)

## Investment Strengths

- ▶ **(EXCELLENCE OF K-CONTENT)** K-Content is gaining global recognition for its excellence through international success. "Squid Game 2," released on Netflix on December 26, 2024, was viewed nearly 500 million hours according to Netflix's official site and became the most-watched content as of the first week. The cooking survival program "Chef in Black and White: Culinary Class War," released in September 2024, also gained popularity, topping Netflix's global TOP 10 TV (non-English) rankings. The rising global popularity of K-Content continues to increase viewership of Korean content around the world.

## Incentives/Regulatory Status

- ▶ **(INCENTIVE STATUS)** Tax reductions and cash grants are available for foreign investments in immersive and cultural content recognized as new growth or original technologies.

- **Immersive Content:** ① Virtual Reality (VR) content technology ② Augmented Reality (AR) content technology ③ Multi-sensory 4D content production technology ④ Digital hologram content production technology
- **Cultural Content:** ① Game content production technology ② Film and broadcast content production technology ③ Animation content production technology ④ Comics and webtoon content production technology

\*Refer to the Enforcement Decree of the Restriction of Special Taxation Act, Appendix 7 for the scope of new growth/original technologies.

- According to Article 78-3 (1) of the Act on Restriction on Special Cases Concerning Local Taxation, 100% of the applicable tax is exempted for five years from the business start date for projects approved by the relevant committee, and 50% for the subsequent two years.
- Cash grant ceilings are determined by the Cash Grant Evaluation Committee, based on investment potential outside of Korea, job creation and job quality, site appropriateness, and the effect on regional and national economies.

## Cluster Status

- ▶ **(SANGAM DIGITAL MEDIA CITY)** Located in the northwestern part of Seoul, Sangam Digital Media City (DMC) is the largest digital media convergence hub in Korea, concentrating media entertainment, IT, and software industries.
- ▶ **(GOYANG BROADCASTING & VIDEO VALLEY)** Goyang City is developing the Goyang Broadcasting & Video Valley as a broadcasting/video industry cluster, aiming for completion in 2026. It plans to build a one-stop content ecosystem from planning to consumption.
- ▶ **(INCHEON K-CONTENT CONVERGENCE CLUSTER)** In conjunction with the development of the Cheong-sang Video Culture Complex, Incheon plans to establish the "K-Content Convergence Cluster" in the Cheongna International City area by 2029.

## Industry Development Policies

- ▶ **(INDUSTRY PROMOTION POLICY)** In June 2024, the "3rd Basic Plan for Content Industry Promotion" was announced. To elevate K-Content as one of the global top 4 content powerhouses, the government plans to pursue four core strategies: △ Nurturing K-Content as a national strategic industry △ Job creation through growth of content companies △ Advancing beyond overseas expansion to become a mainstream global culture △ Creating economic value by focusing support on key genres.

## Key Examples

- ▶ The global OTT platform Netflix has established in-house studios in the U.S.A., where its headquarters is based, as well as in Spain, the U.K., and other parts of the world, building a content production ecosystem. Notably, Netflix selected Korea as its first content production base in Asia. Its subsidiary, Eyeline Studios, established a branch in Seoul in 2022 and announced plans to invest USD 100 million over the five years, citing the global market potential of K-Content and the excellence of special effects professionals. This investment is expected to contribute to the development of Korea's film and drama production industry by introducing advanced VFX technology and creating 200 jobs.
- ▶ HYBE IM, a game division subsidiary of HYBE (home to BTS, LE SSERAFIM, and others), secured over KRW 100 billion in investment in August 2024. This funding round was led by Makers Fund, a U.S.-based venture capital firm established in 2017. HYBE IM plans to use this investment to strengthen its game development and publishing capabilities, enhancing its competitiveness in the global gaming market.