

South Korea Over the Top Market Report by Component (Solution, Services), Platform Type (Smartphones, Smart TV's, Laptops Desktops and Tablets, Gaming Consoles, Set-Top Boxes, and Others), Deployment Type (Cloud-based, On-premises), Content Type (Voice Over IP, Text and Images, Video, and Others), Revenue Model (Subscription, Procurement, Rental, and Others), Vertical (Media and Entertainment, Education and Training, Health and Fitness, IT and Telecom, E-Commerce, BFSI, Government, and Others), and Region 2026-2034

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Abstracts

South Korea over the top market size reached USD 11.6 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 20.9 Billion by 2034, exhibiting a growth rate (CAGR) of 6.35% during 2026-2034. The growing popularity of on-demand content, increasing proliferation of high-speed internet connectivity, enabling users to access a vast array of content seamlessly, and rising use of smart devices, such as smartphones, smart TVs, and connected devices represent some of the key factors driving the market.

Over-the-top (OTT) refers to the presentation of content, services, or applications over the internet, bypassing traditional distribution methods like cable or satellite television. It comprises video-on-demand (VOD), which allows users to access a library of content at

their convenience. It also includes live streaming services, which provide real-time streaming of events, gaming sessions, and more. It relies on efficient content delivery networks (CDNs) to ensure seamless streaming and quick access to services. It must be compatible with a variety of devices, ranging from smartphones to smart televisions (TVs), for catering to diverse user preferences. It focuses on maintaining high-quality streaming, minimal buffering, and low latency. OTT eliminates the need for expensive cable subscriptions, offering a more cost-effective alternative for accessing diverse content. It has a global reach, allowing content creators to connect with audiences worldwide without the constraints of traditional distribution channels. It uses sophisticated algorithms to analyze user preferences and provide personalized content recommendations, enhancing the overall user experience. It creates new avenues for monetization through subscription models, advertisements, and partnerships, providing revenue streams for content creators. It fosters innovation and healthy competition, encouraging continuous improvement in content quality and service offerings.

SOUTH KOREA OVER THE TOP MARKET TRENDS:

At present, the increasing popularity of on-demand content represents one of the crucial factors impelling the growth of the market in South Korea. As individuals are seeking flexibility in their entertainment choices, on-demand streaming services are gaining immense popularity. This trend is accentuated by the proliferation of high-speed internet connectivity, enabling users to access a vast array of content seamlessly. The transition from traditional cable and satellite TV to OTT platforms reflects the changing preferences of people who prioritize convenience and personalized content experiences. Besides this, the rising use of smart devices, such as smartphones, tablets, smart TVs, and connected devices, is contributing to the market growth in the country. The ubiquity of these devices, coupled with advancements in technology, is creating an environment where individuals can easily access OTT services anytime, anywhere. The convenience of consuming content across multiple devices is reshaping the entertainment landscape, making OTT platforms an integral part of the digital lifestyle. In addition, OTT platforms are increasingly focusing on creating content that transcends geographical boundaries. Localization efforts, including language customization and regional content offerings, are becoming crucial strategies for market players to resonate with diverse audiences outside of the country. Apart from this, the increasing integration of OTT services by traditional broadcasters and telecom operators is becoming a strategic imperative to adapt to changing preferences in the country. These partnerships and consolidations within the industry underline the convergence of media and technology, creating synergies that enhance the overall OTT ecosystem.

SOUTH KOREA OVER THE TOP MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on component, platform type, deployment type, content type, revenue model, and vertical.

Component Insights:

Solution

Services

Consulting

Installation and Maintenance

Training and Support

Managed Services

The report has provided a detailed breakup and analysis of the market based on the component. This includes solution and services (consulting, installation and maintenance, training and support, and managed services).

Platform Type Insights:

Smartphones

Smart TV's

Laptops Desktops and Tablets

Gaming Consoles

Set-Top Boxes

Others

A detailed breakup and analysis of the market based on the platform type have also been provided in the report. This includes smartphones, smart TV's, laptops desktops and tablets, gaming consoles, set-top boxes, and others.

Deployment Type Insights:

Cloud-based

On-premise

The report has provided a detailed breakup and analysis of the market based on the deployment type. This includes cloud-based and on-premise.

Content Type Insights:

Voice Over IP

Text and Images

Video

Others

A detailed breakup and analysis of the market based on the content type have also been provided in the report. This includes voice over IP, text and images, video, and others.

Revenue Model Insights:

Subscription

Procurement

Rental

Others

The report has provided a detailed breakup and analysis of the market based on the revenue model. This includes subscription, procurement, rental, and others.

Vertical Insights:

Media and Entertainment

Education and Training

Health and Fitness

IT and Telecom

E-Commerce

BFSI

Government

Others

A detailed breakup and analysis of the market based on the vertical have also been provided in the report. This includes media and entertainment, education and training, health and fitness, IT and telecom, e-commerce, BFSI, government, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region) and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea over the top market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea over the top market?

What is the breakup of the South Korea over the top market on the basis of component?

What is the breakup of the South Korea over the top market on the basis of platform type?

What is the breakup of the South Korea over the top market on the basis of deployment type?

What is the breakup of the South Korea over the top market on the basis of content type?

What is the breakup of the South Korea over the top market on the basis of revenue model?

What is the breakup of the South Korea over the top market on the basis of vertical?

What are the various stages in the value chain of the South Korea over the top market?

What are the key driving factors and challenges in the South Korea over the top?

What is the structure of the South Korea over the top market and who are the key players?

What is the degree of competition in the South Korea over the top market?

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