

South Korea Video Streaming Market Report by Component (Solution, Services), Streaming Type (Live/Linear Video Streaming, Non-Linear Video Streaming), Revenue Model (Subscription, Transactional, Advertisement, Hybrid), End User (Personal, Commercial), and Region 2026-2034

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Abstracts

South Korea video streaming market size reached USD 2,158.9 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 4,203.8 Million by 2034, exhibiting a growth rate (CAGR) of 7.45% during 2026-2034. The rising high-speed internet access, the impact of COVID-19, the global popularity of South Korean content, competition from global streaming giants, government support for digital infrastructure, consumer willingness to pay for premium content, and enhanced user engagement through social features are some of the major factors stimulating the market growth.

Video streaming is a technology that enables the continuous transmission and playback of video and audio content over the internet in real-time. It operates by sending data packets containing video and audio information from a server to a user's device, allowing the content to be viewed while it is being downloaded. It also offers instant access to content without long waiting times, compatibility with various devices and platforms, and efficient use of bandwidth. Video streaming has become an integral part of our digital lives and is used in numerous applications. It has revolutionized the entertainment industry, allowing users to watch movies, television (TV) shows, and live events on-demand through platforms, such as Netflix, Amazon Prime Video, and Hulu. Currently, there are various types of video streaming, each catering to specific needs and preferences, such as live, on-demand, peer-to-peer (P2P), and adaptive streaming.

SOUTH KOREA VIDEO STREAMING MARKET TRENDS:

The South Korea video streaming market is influenced by several key drivers, such as the rising penetration of high-speed internet and the increasing penetration of smartphones, which have made online video streaming more accessible to a larger audience. This has led to a surge in the number of subscribers to popular streaming platforms. Additionally, the COVID-19 pandemic has further accelerated the adoption of video streaming services as people sought entertainment and information from the safety of their homes, which is boosting the market growth. Furthermore, the South Korean entertainment industry, including K-dramas and K-pop, has gained global popularity, attracting international viewers to South Korean streaming platforms, which is further stimulating the market growth. In line with this, the entry of global streaming giants like Netflix into the South Korean market has intensified competition and spurred innovation in content creation and delivery. Moreover, partnerships and collaborations between streaming platforms and local content creators have diversified the content offerings, catering to a wider range of tastes and preferences, which is boosting the market growth. Apart from this, the government's support for the development of digital infrastructure and policies to promote the growth of the digital economy is accelerating the market growth in the country.

SOUTH KOREA VIDEO STREAMING 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, streaming type, revenue model, and end user.

Component Insights:

Solution

IPTV

Over-the-top

Pay TV

Services

Consulting

Managed Services

Training and Support

The report has provided a detailed breakup and analysis of the market based on the component. This includes solution (IPTV, over-the-top, and pay TV) and services (consulting, managed services, and training and support).

Streaming Type Insights:

Live/Linear Video Streaming

Non-Linear Video Streaming

A detailed breakup and analysis of the market based on the streaming type have also been provided in the report. This includes live/linear video streaming and non-linear video streaming.

Revenue Model Insights:

Subscription

Transactional

Advertisement

Hybrid

The report has provided a detailed breakup and analysis of the market based on the revenue model. This includes subscription, transactional, advertisement, and hybrid.

End User Insights:

Personal

Commercial

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes personal and commercial.

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 video streaming 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 video streaming market?

What is the breakup of the South Korea video streaming market on the basis of component?

What is the breakup of the South Korea video streaming market on the basis of streaming type?

What is the breakup of the South Korea video streaming market on the basis of revenue model?

What is the breakup of the South Korea video streaming market on the basis of end user?

What are the various stages in the value chain of the South Korea video streaming market?

What are the key driving factors and challenges in the South Korea video streaming?

What is the structure of the South Korea video streaming market and who are the key players?

What is the degree of competition in the South Korea video streaming market?

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