

Media in South Korea

<https://marketpublishers.com/r/M5557ECC4AFEN.html>

Date: September 2024

Pages: 47

Price: US\$ 350.00 (Single User License)

ID: M5557ECC4AFEN

Abstracts

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Summary

Media in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment.

The South Korean media industry recorded revenues of \$33.6 billion in 2023, representing a negative compound annual growth rate (CAGR) of 0.7% between 2018 and 2023.

The broadcasting & cable TV segment accounted for the industry's largest proportion in 2023, with total revenues of \$15.3 billion, equivalent to 45.3% of the industry's overall value.

According to GlobalData, South Korea captured a share of 6.4% in the Asia-Pacific media industry, in 2023.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the media market in South Korea

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in South Korea

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Korea media market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the South Korea media market by value in 2023?

What will be the size of the South Korea media market in 2028?

What factors are affecting the strength of competition in the South Korea media market?

How has the market performed over the last five years?

How large is South Korea's media market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the strengths of the leading players?
- 7.3. What are the recent developments in the market?

8 COMPANY PROFILES

- 8.1. Cheil Worldwide Inc
- 8.2. Korean Broadcasting System
- 8.3. The Walt Disney Co
- 8.4. Woongjin ThinkBig Co., Ltd.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: South Korea media industry value: \$ billion, 2018-23
- Table 2: South Korea media industry category segmentation: % share, by value, 2018-23
- Table 3: South Korea media industry category segmentation: \$ billion, 2018-23
- Table 4: South Korea media industry geography segmentation: \$ billion, 2023
- Table 5: South Korea media industry value forecast: \$ billion, 2023-28
- Table 6: Cheil Worldwide Inc: Key Facts
- Table 7: Cheil Worldwide Inc: Annual Financial Ratios
- Table 8: Cheil Worldwide Inc: Key Employees
- Table 9: Cheil Worldwide Inc: Key Employees Continued
- Table 10: Korean Broadcasting System: Key Facts
- Table 11: Korean Broadcasting System: Key Employees
- Table 12: The Walt Disney Co: Key Facts
- Table 13: The Walt Disney Co: Annual Financial Ratios
- Table 14: The Walt Disney Co: Key Employees
- Table 15: The Walt Disney Co: Key Employees Continued
- Table 16: Woongjin ThinkBig Co., Ltd.: Key Facts
- Table 17: Woongjin ThinkBig Co., Ltd.: Annual Financial Ratios
- Table 18: Woongjin ThinkBig Co., Ltd.: Key Employees
- Table 19: South Korea Size of Population (million), 2019-23
- Table 20: South Korea Real GDP (constant 2010 prices, \$ billion), 2019-23
- Table 21: South Korea GDP (current prices, \$ billion), 2019-23
- Table 22: South Korea Inflation, 2019-23
- Table 23: South Korea Consumer Price Index (absolute), 2019-23
- Table 24: South Korea Exchange Rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: South Korea media industry value: \$ billion, 2018-23

Figure 2: South Korea media industry category segmentation: \$ billion, 2018-23

Figure 3: South Korea media industry geography segmentation: % share, by value, 2023

Figure 4: South Korea media industry value forecast: \$ billion, 2023-28

Figure 5: Forces driving competition in the media industry in South Korea, 2023

Figure 6: Drivers of buyer power in the media industry in South Korea, 2023

Figure 7: Drivers of supplier power in the media industry in South Korea, 2023

Figure 8: Factors influencing the likelihood of new entrants in the media industry in South Korea, 2023

Figure 9: Factors influencing the threat of substitutes in the media industry in South Korea, 2023

Figure 10: Drivers of degree of rivalry in the media industry in South Korea, 2023

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