

South Korea Media Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/SC89D593EC96EN.html>

Date: February 2023

Pages: 62

Price: US\$ 350.00 (Single User License)

ID: SC89D593EC96EN

Abstracts

South Korea Media Market @Summary, Competitive Analysis and Forecast to 2027

SUMMARY

Media in South Korea industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). 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 consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The South Korean media industry had total revenues of \$23.7 billion in 2021, representing a compound annual growth rate (CAGR) of 0.3% between 2016 and 2021.

The Advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$9.8 billion, equivalent to 41.4% of the industry's overall value.

In 2021, the South Korean publishing market recovered as the economy reopened, recording 4.0% real GDP growth

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 2022?

What will be the size of the South Korea media market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in South Korea's media market?

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. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. How has COVID-19 affected this industry's segments in 2020?

8 COMPANY PROFILES

- 8.1. Cheil Worldwide Inc.
- 8.2. Korean Broadcasting System
- 8.3. Woongjin ThinkBig Co., Ltd.
- 8.4. Comcast Corporation
- 8.5. Dentsu Group Inc.
- 8.6. The Walt Disney Company

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, 2017-22(e)
- Table 2: South Korea media industry category segmentation: % share, by value, 2017–2022(e)
- Table 3: South Korea media industry category segmentation: \$ billion, 2017-2022
- Table 4: South Korea media industry geography segmentation: \$ billion, 2022(e)
- Table 5: South Korea media industry value forecast: \$ billion, 2022-27
- 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: Korean Broadcasting System: Key Employees Continued
- Table 13: Woongjin ThinkBig Co., Ltd.: key facts
- Table 14: Woongjin ThinkBig Co., Ltd.: Annual Financial Ratios
- Table 15: Woongjin ThinkBig Co., Ltd.: Key Employees
- Table 16: Comcast Corporation: key facts
- Table 17: Comcast Corporation: Annual Financial Ratios
- Table 18: Comcast Corporation: Key Employees
- Table 19: Comcast Corporation: Key Employees Continued
- Table 20: Comcast Corporation: Key Employees Continued
- Table 21: Comcast Corporation: Key Employees Continued
- Table 22: Dentsu Group Inc.: key facts
- Table 23: Dentsu Group Inc.: Annual Financial Ratios
- Table 24: Dentsu Group Inc.: Key Employees
- Table 25: Dentsu Group Inc.: Key Employees Continued
- Table 26: The Walt Disney Company: key facts
- Table 27: The Walt Disney Company: Annual Financial Ratios
- Table 28: The Walt Disney Company: Key Employees
- Table 29: The Walt Disney Company: Key Employees Continued
- Table 30: South Korea size of population (million), 2018–22
- Table 31: South Korea gdp (constant 2005 prices, \$ billion), 2018–22
- Table 32: South Korea gdp (current prices, \$ billion), 2018–22
- Table 33: South Korea inflation, 2018–22
- Table 34: South Korea consumer price index (absolute), 2018–22

Table 35: South Korea exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

- Figure 1: South Korea media industry value: \$ billion, 2017-22(e)
- Figure 2: South Korea media industry category segmentation: \$ billion, 2017-2022
- Figure 3: South Korea media industry geography segmentation: % share, by value, 2022(e)
- Figure 4: South Korea media industry value forecast: \$ billion, 2022-27
- Figure 5: Forces driving competition in the media industry in South Korea, 2022
- Figure 6: Drivers of buyer power in the media industry in South Korea, 2022
- Figure 7: Drivers of supplier power in the media industry in South Korea, 2022
- Figure 8: Factors influencing the likelihood of new entrants in the media industry in South Korea, 2022
- Figure 9: Factors influencing the threat of substitutes in the media industry in South Korea, 2022
- Figure 10: Drivers of degree of rivalry in the media industry in South Korea, 2022

I would like to order

Product name: South Korea Media Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/SC89D593EC96EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SC89D593EC96EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970