

Animation Industry in South Korea Strategies, Trends & Opportunities



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

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South Korea is the fourth largest producer of animation globally. About 90% of its animation content is outsourced from foreign animation studios. South Korea has emerged as an animation powerhouse and is one of the largest suppliers of television animation in the world. Korea has been an important animation country for more than 30 years, mainly as an overseas producer for North American, European, and Japanese studios.

A recent trend in the South Korean animation industry is the proliferation of in-house animation productions by local animation companies. Since the late 1990s, a large number of television series and feature films from these companies have entered production. This was triggered by the slowing of overseas demand as well as the creation of quality local talent. Korean animators increasingly are seeking overseas exhibition of their original content through screenings at international festivals and competitions and at home-grown events such as SICAF, seminars, and conferences.

Korea's animation industry is facing a turning point. The country used to serve as a cheap production base for foreign animation houses. There has been a change in roles with the industry increasingly producing local content.

The locally developed content is giving tough competition for content from overseas destinations.

In order to promote local animation productions, the Korean government has put in place regulations which ensure that the Broadcast Stations show a certain percentage of local animation titles. The Korean government has listed animation as the most competitive industry for the 21st century. The government has provided tax breaks by changing animation's industrial classification and providing several enabling services to producers.

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