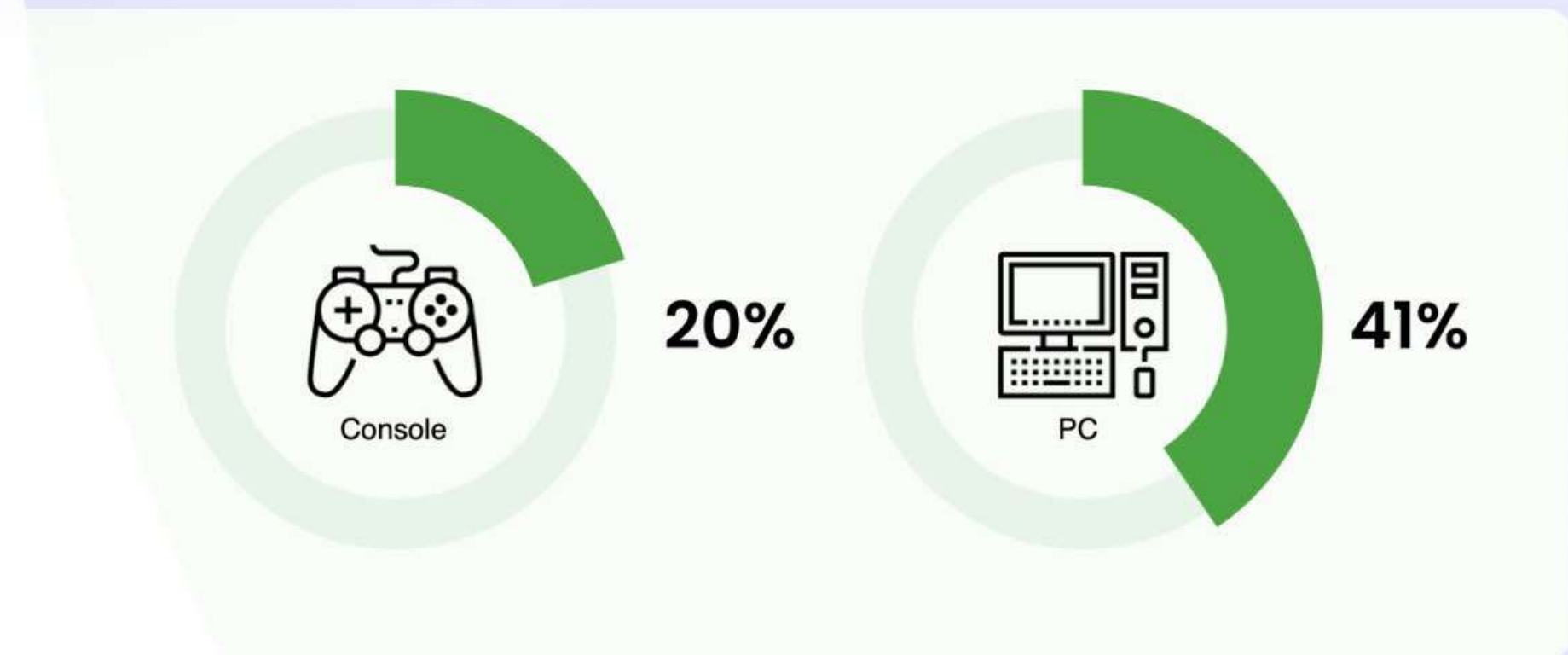
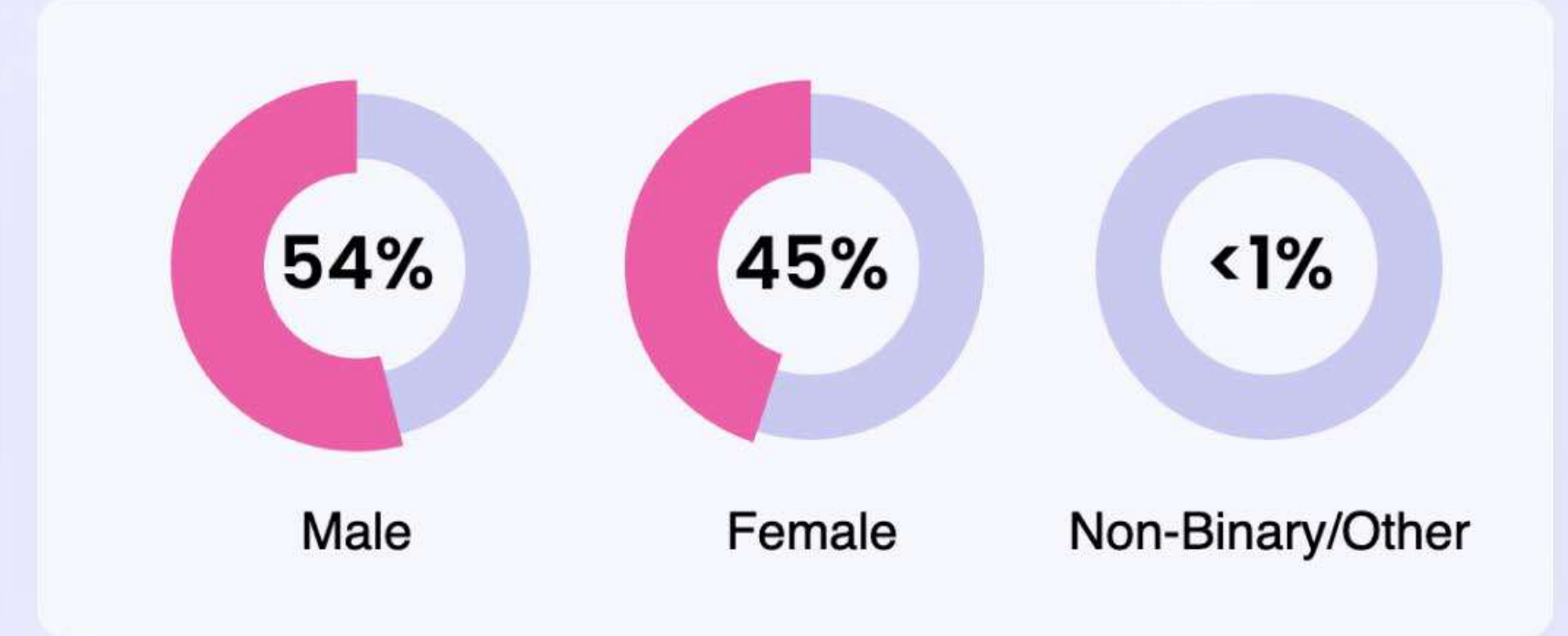
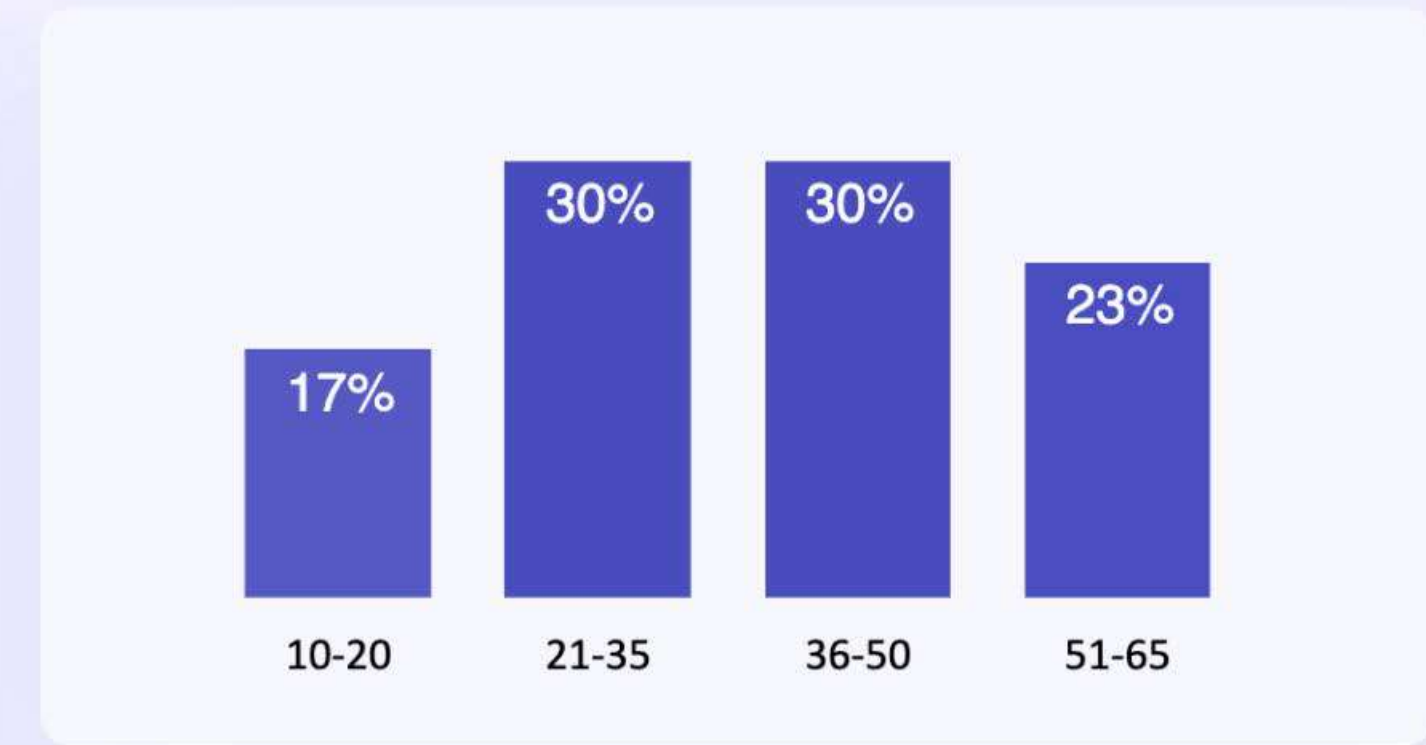
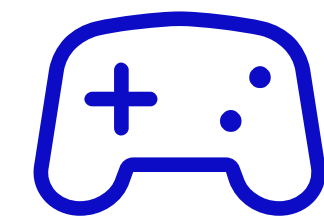




# Key Insights Into South Korean Gamers





**33M**

Players in 2021

---

**#21** in the world



**\$8.3B**

Revenues 2021

---

**#4** in the world

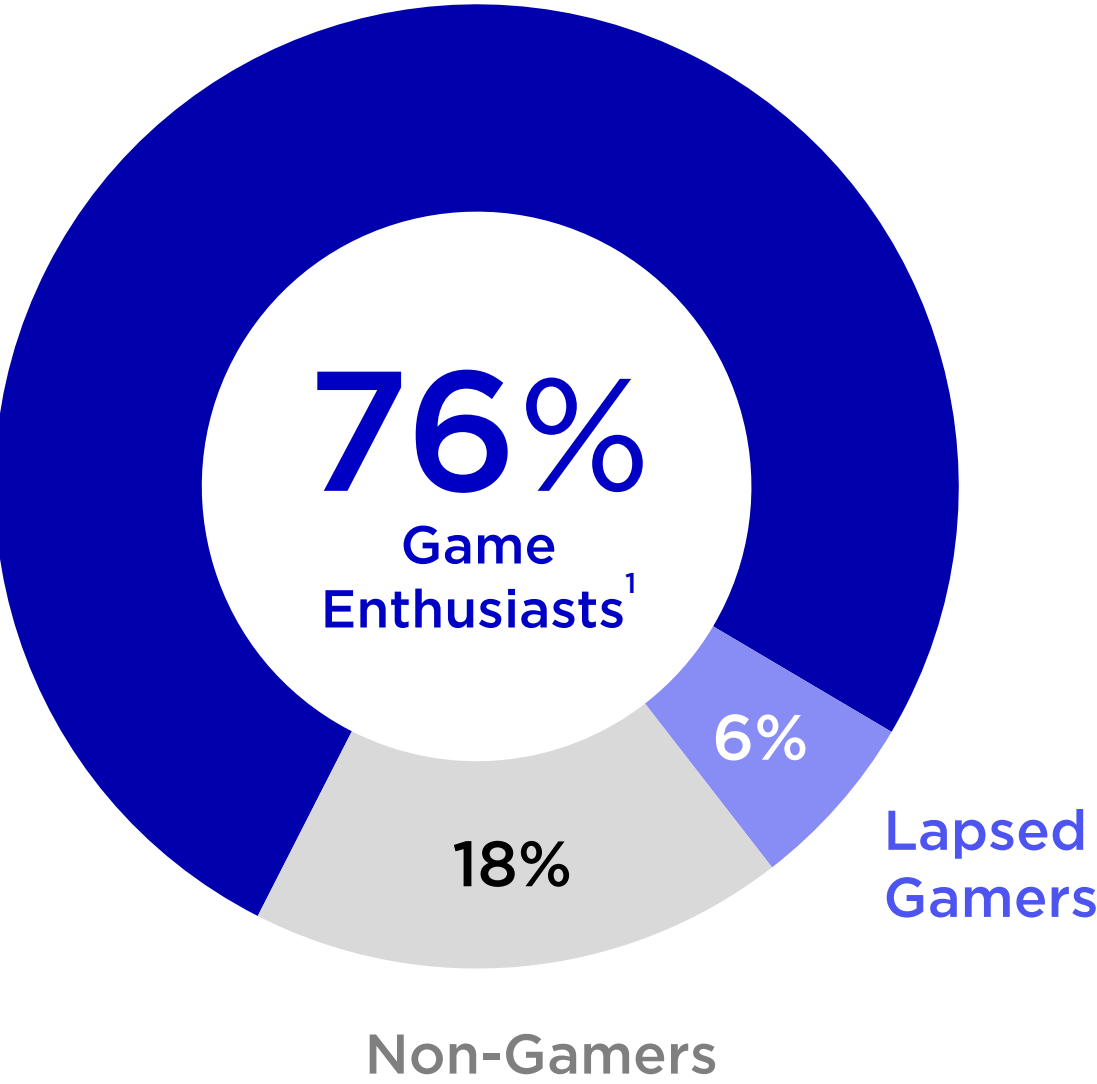
Source: Newzoo Global Games Market Report

# Game Enthusiasts Represent the Majority of South Koreans



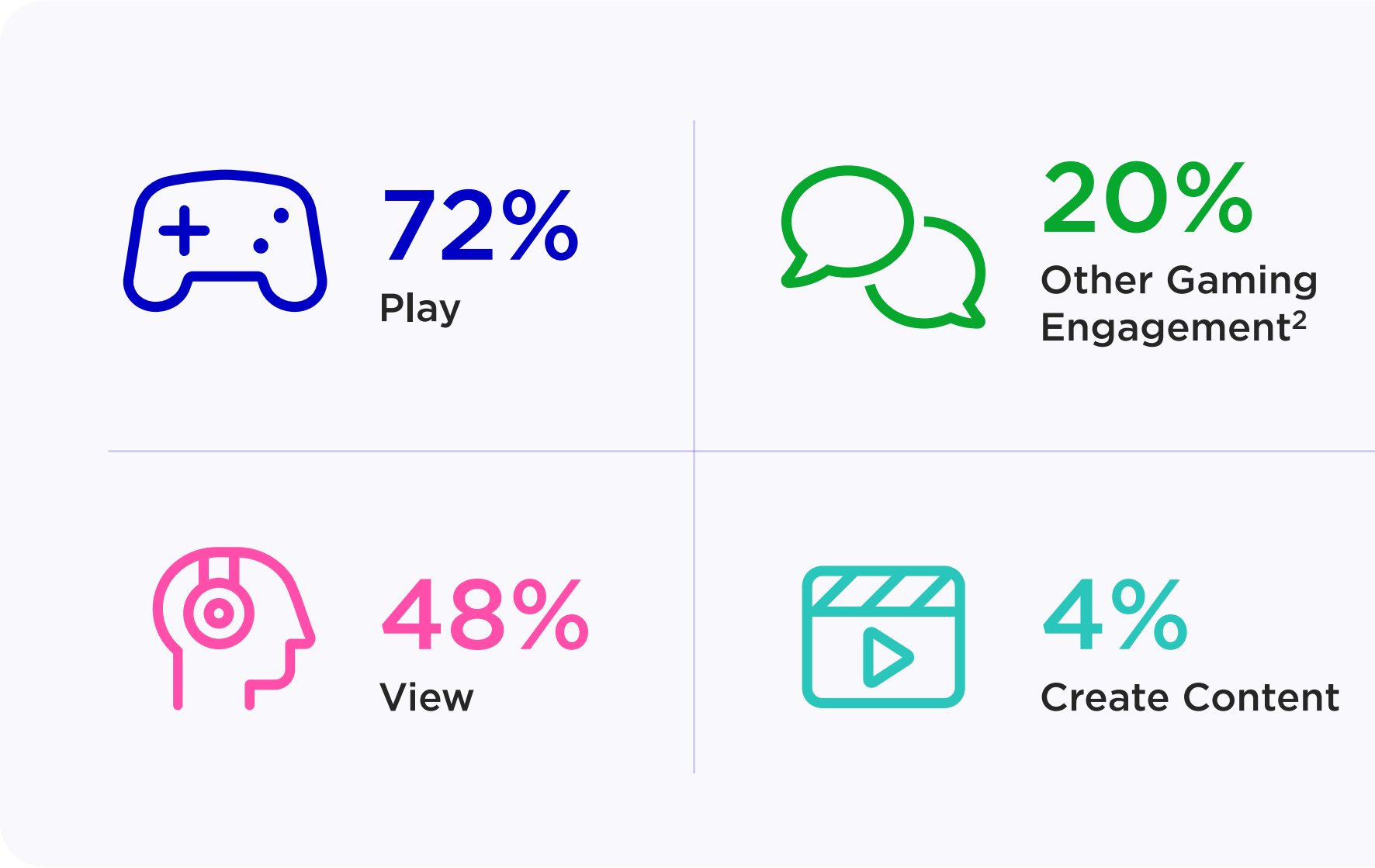
## Share of Game Enthusiasts<sup>1</sup>

Base: Total Online Population



## How Game Enthusiasts Engage with Games

Base: Total Online Population



<sup>1</sup> Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior

<sup>2</sup> Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

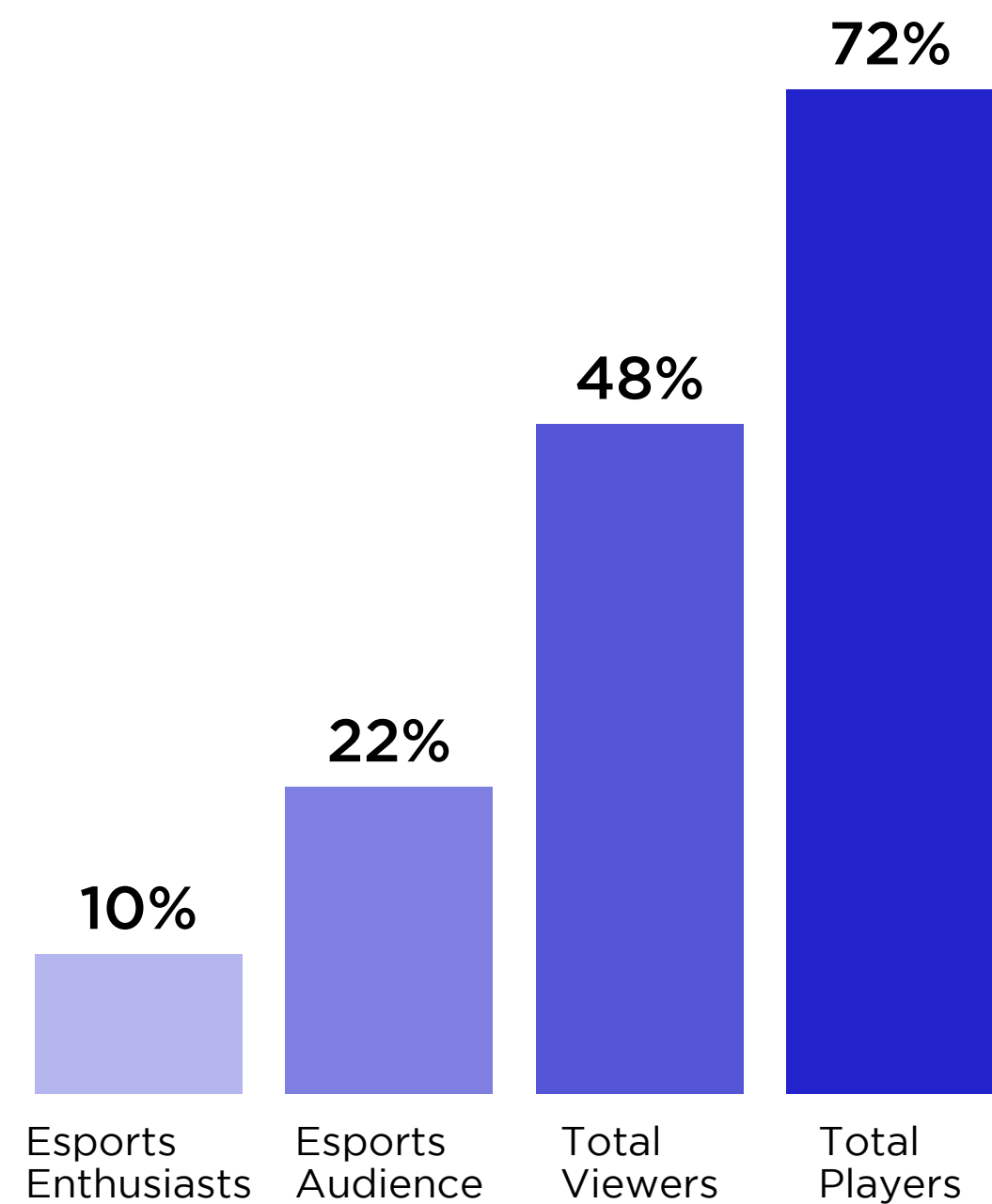
Source: Consumer Insights – Games & Esports 2022  
Base: Total online population (n= 2,094)

# Game Enthusiasts in South Korea Generally View and Play

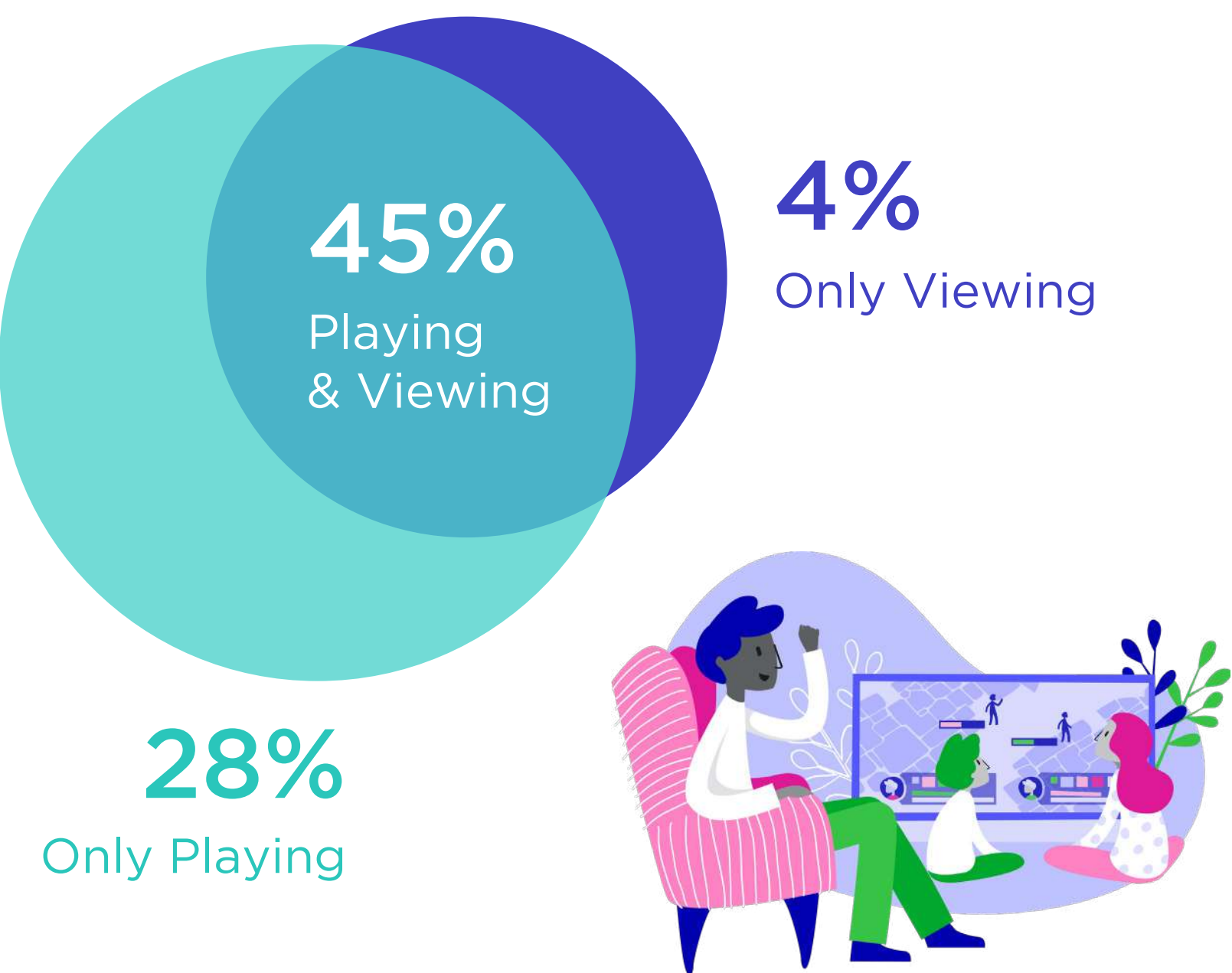


## Share of Players & Viewers

Base: Total Online Population



## Playing and Viewing Overlap



Given its recognition as a legitimate sport in South Korea, it's no surprise that 22% of the online population watches Esports.

And 10% of South Koreans do so on a monthly basis!

Despite Esports' popularity in South Korea, viewing of video games still stands 2<sup>nd</sup> to playing. Nearly 3-in-4 South Koreans play video games and nearly half both play and view. Those who only view games (without playing) land in the minority.

Source: Consumer Insights – Games & Esports 2022  
Base: Total online population (n= 2,094)

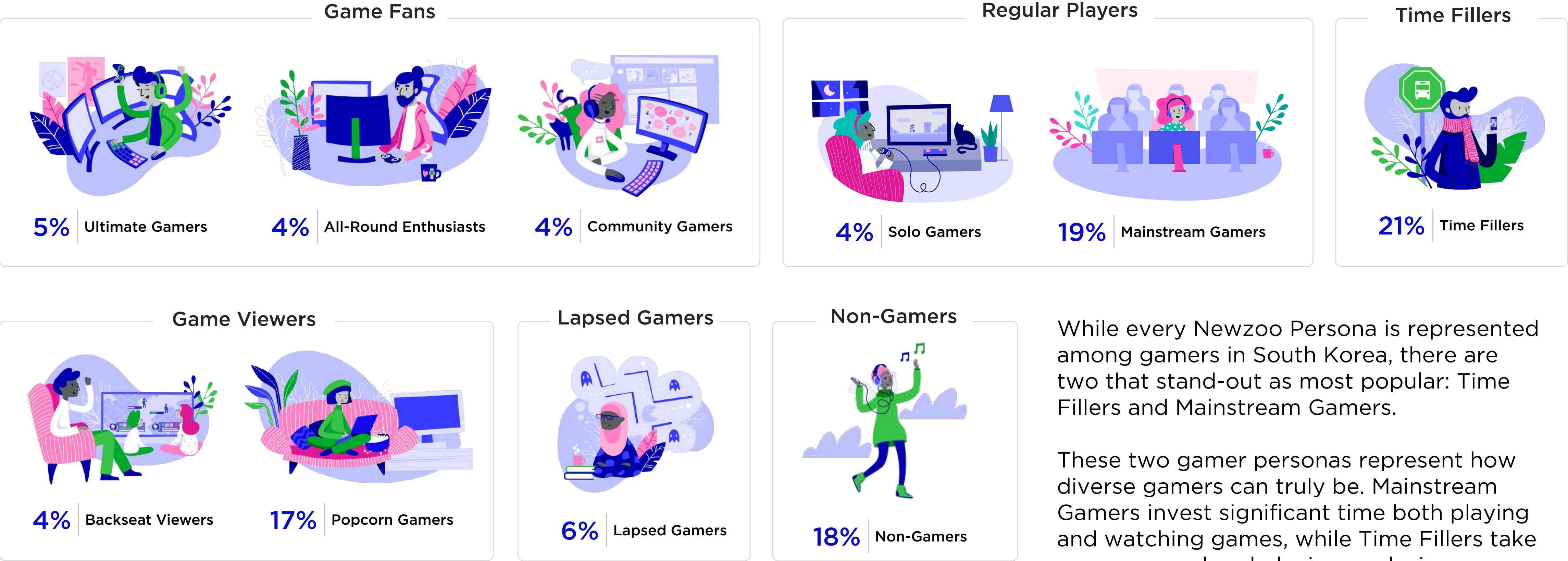
Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months  
Esports Audience are those that watch professional competitive gaming (e-sports) video content in the past 12 months  
Esports Enthusiasts are those that watch gaming (e-sports) video content once a month or more



# South Koreans Represent a Wide Variety of Gaming Personas



## Gaming Persona Distribution in the US



While every Newzoo Persona is represented among gamers in South Korea, there are two that stand-out as most popular: Time Fillers and Mainstream Gamers.

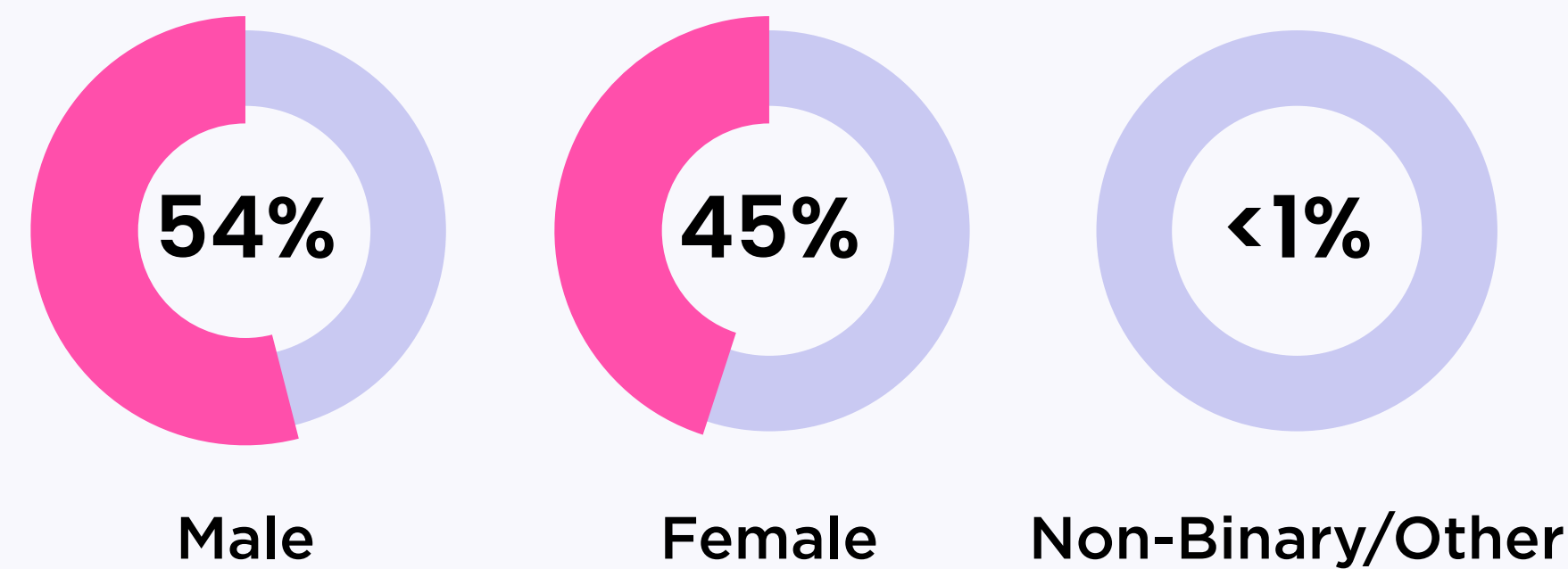
These two gamer personas represent how diverse gamers can truly be. Mainstream Gamers invest significant time both playing and watching games, while Time Fillers take a more casual and playing-exclusive approach to the pastime.

# All Ages and Genders Engage with Games. Socializing is a top motivator

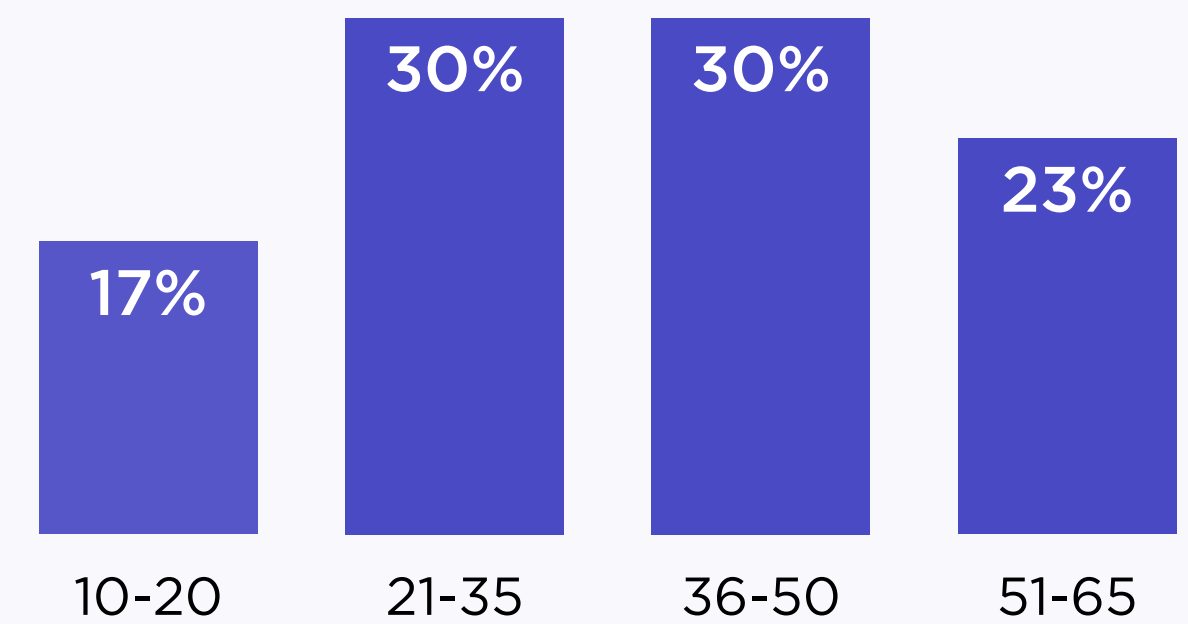


## Demographics

### Gender

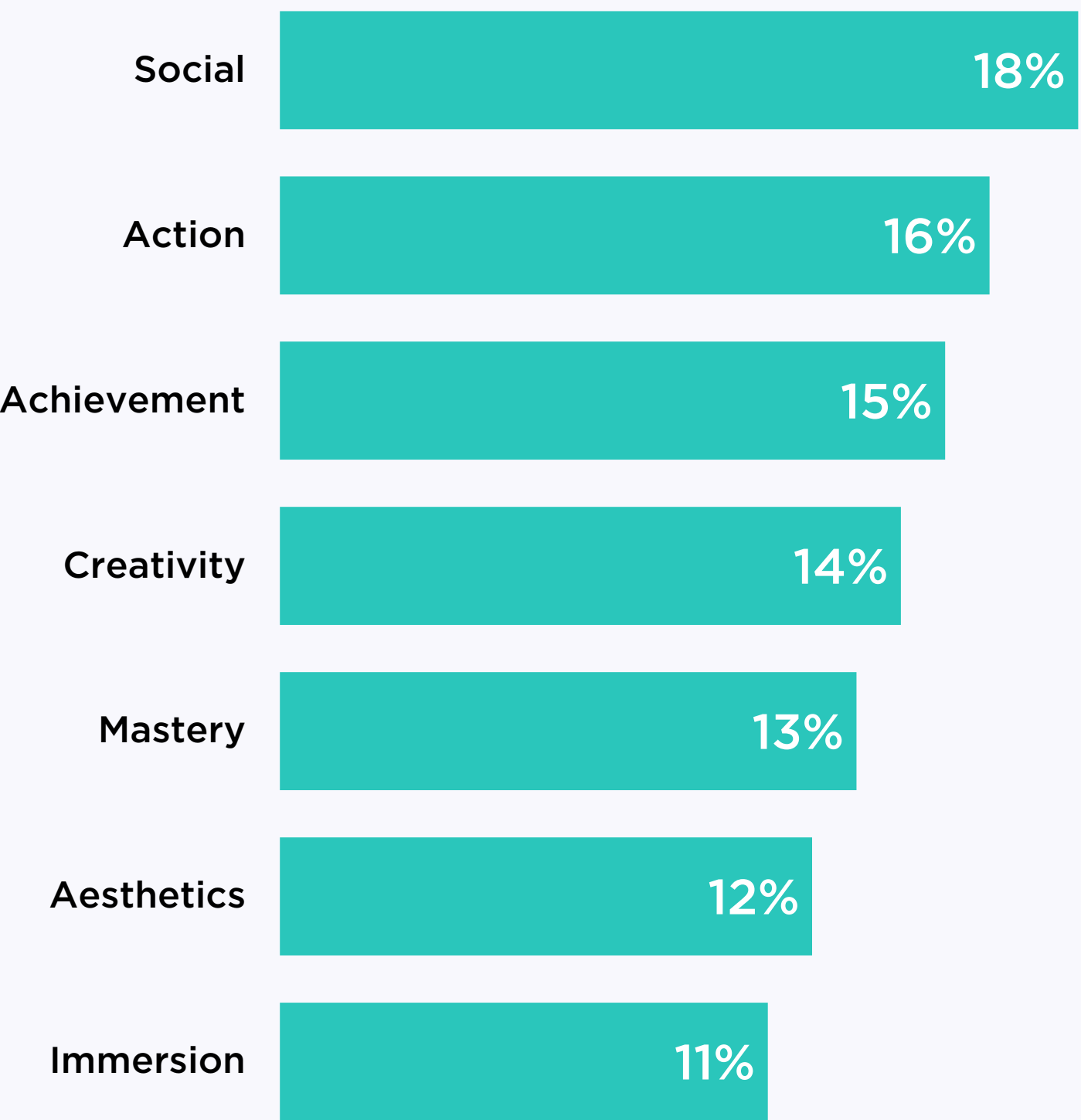


### Age



## Motivations of Players

### Playing Motivations

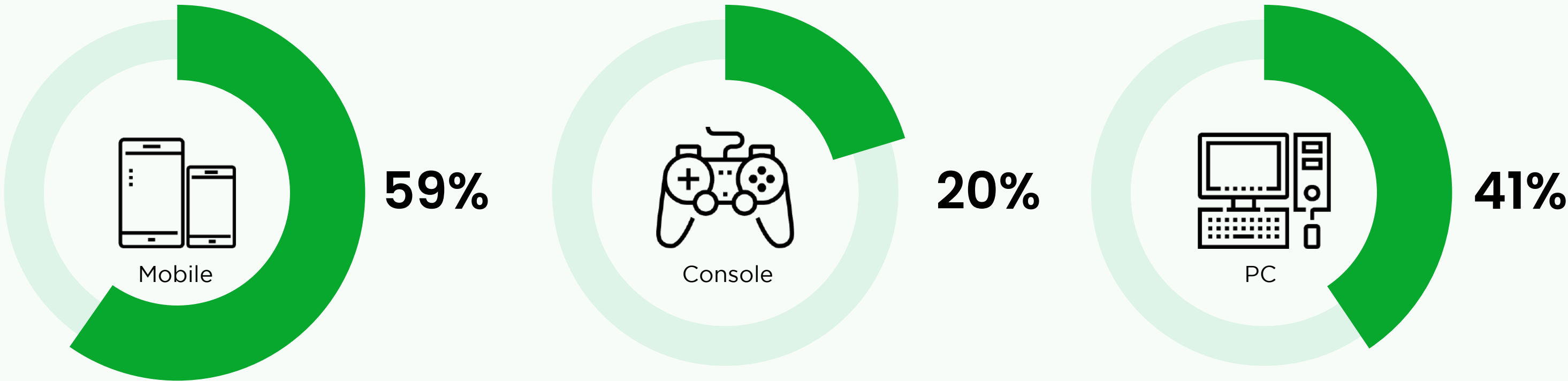


# Mobile is the Most Popular Platform but Captures the Fewest Hours



## Share of Players per Platform

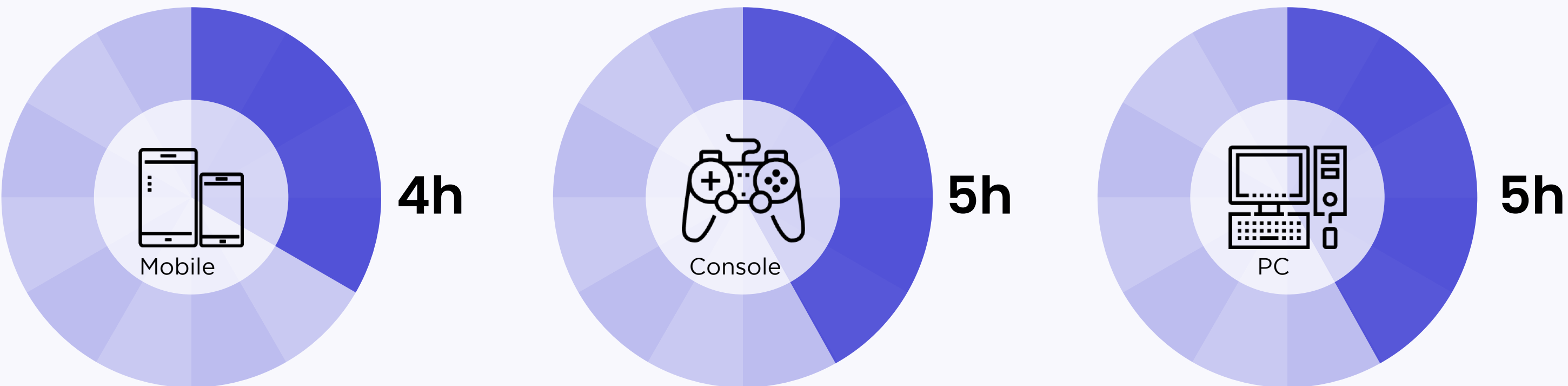
% Past 6 months players



Base: Total online population (n=2,094)

## Average Hours Played Each Week

Base: Players of each platform  
(Past 6 months)



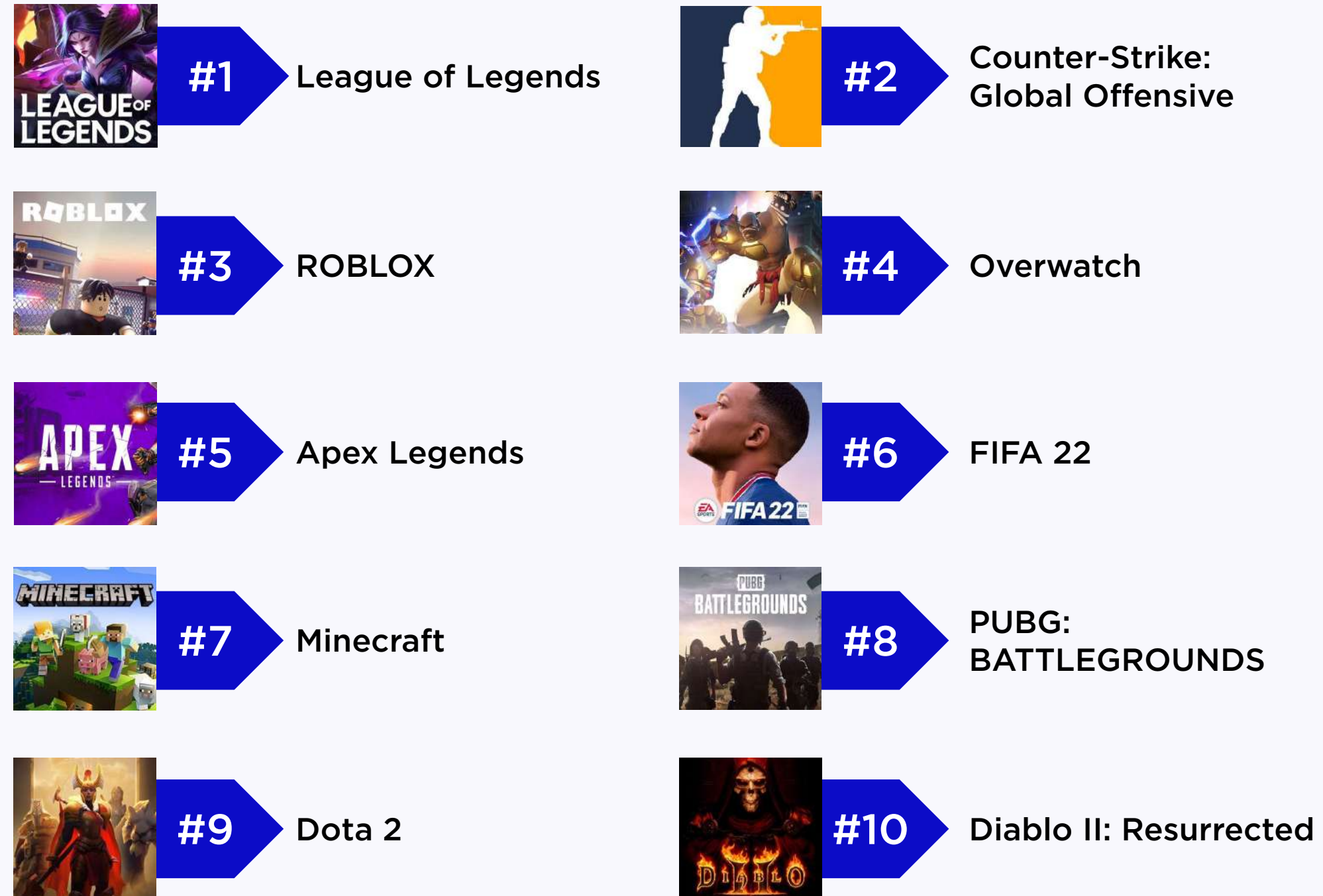
Base: Mobile players (n=1,236); Console players (n=420); PC players (n=846)



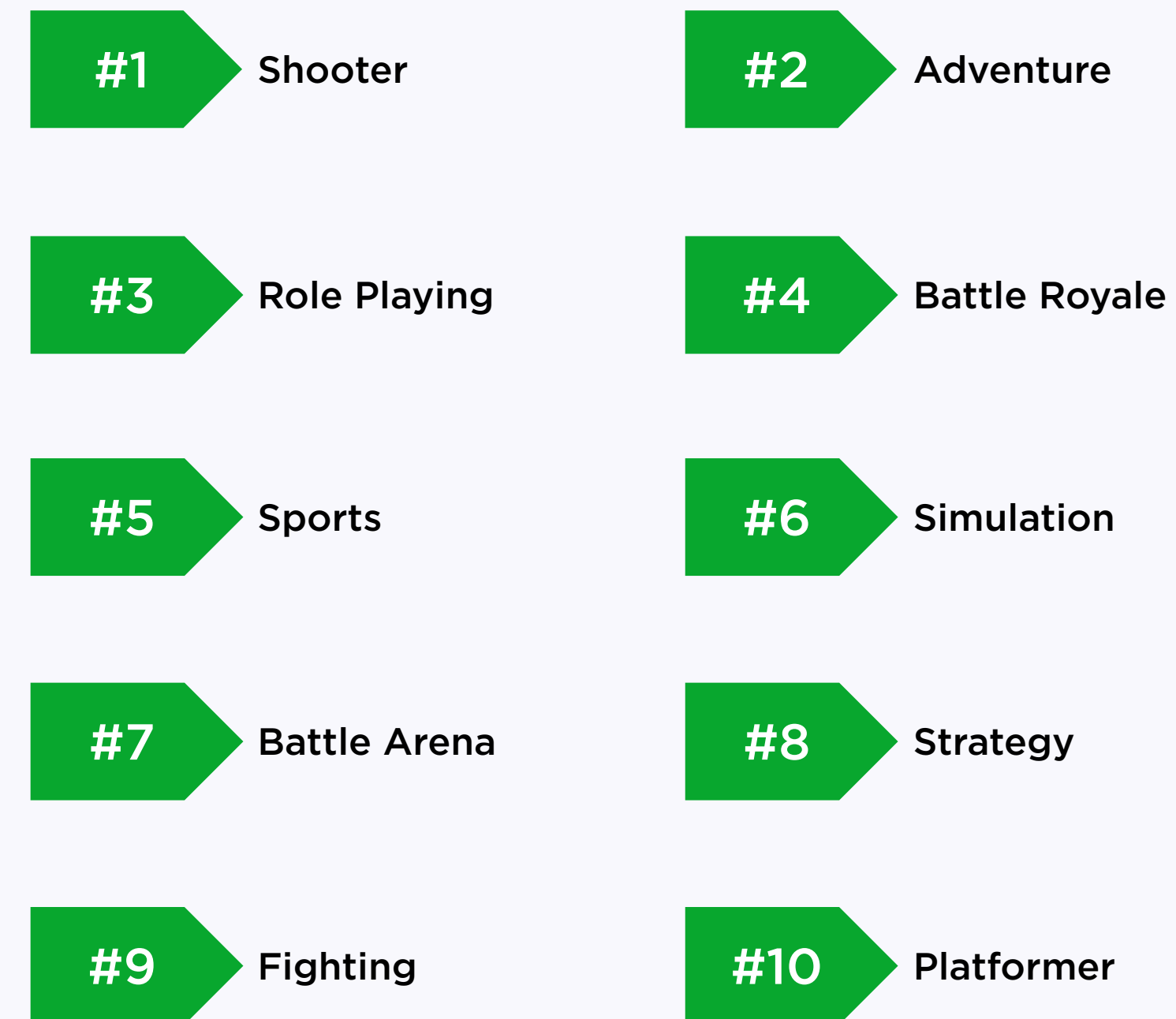
# Keep a Pulse on Top Games in South Korea Using Newzoo Expert



## Top 10 PC & Console Games by MAU



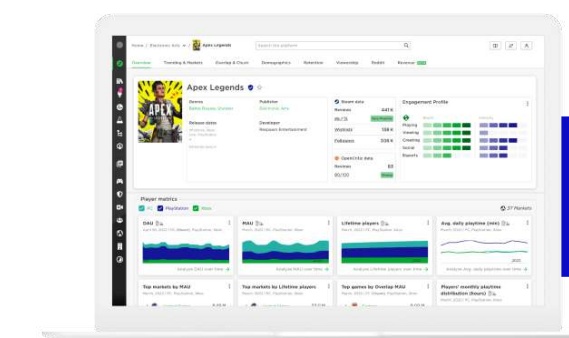
## Top 10 PC & Console Genres by MAU



Source: Newzoo Expert - May 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?



[newzoo.com/expert](https://newzoo.com/expert)

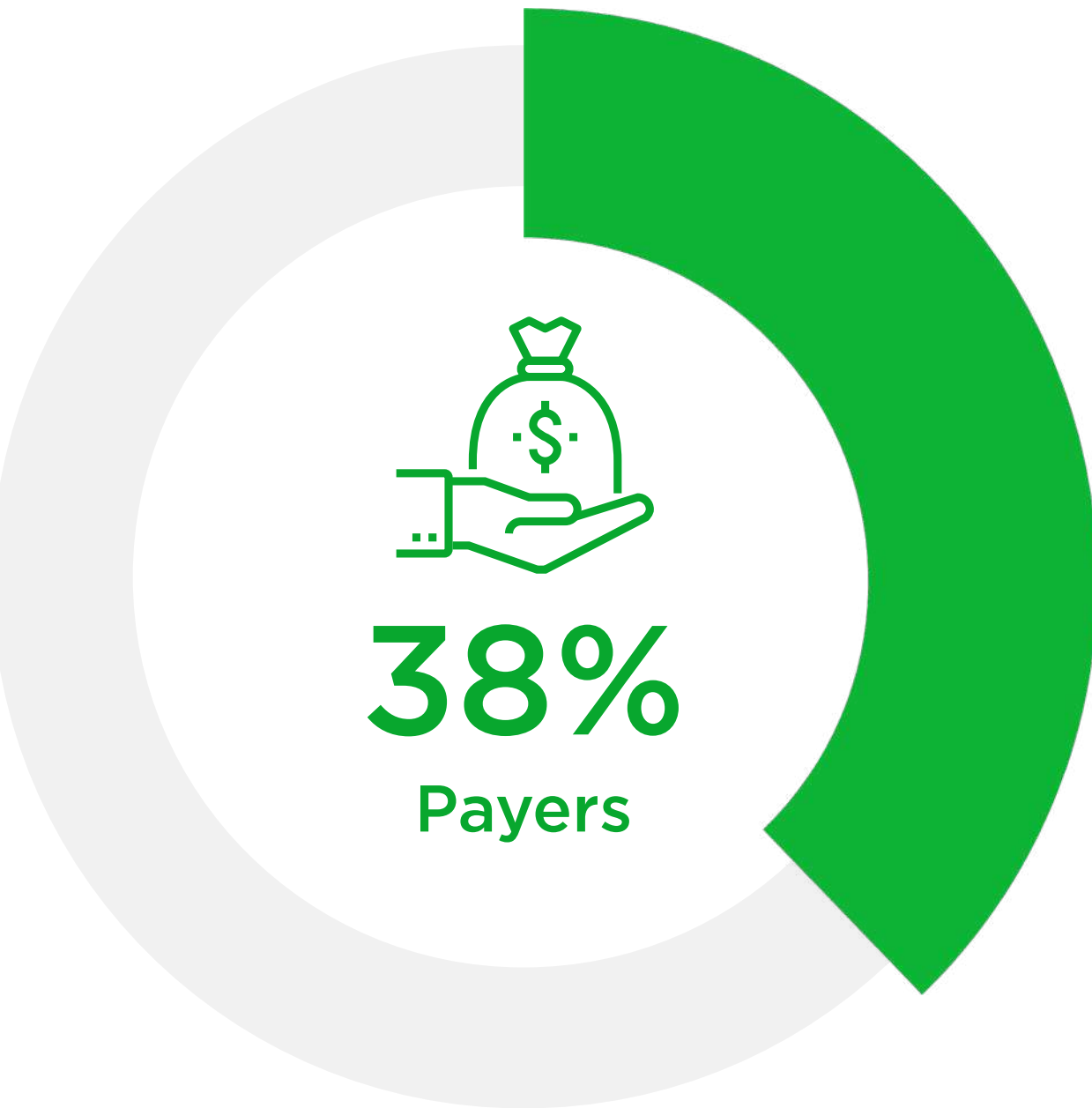


# Nearly 38% of the Online Population Spends Money on Games



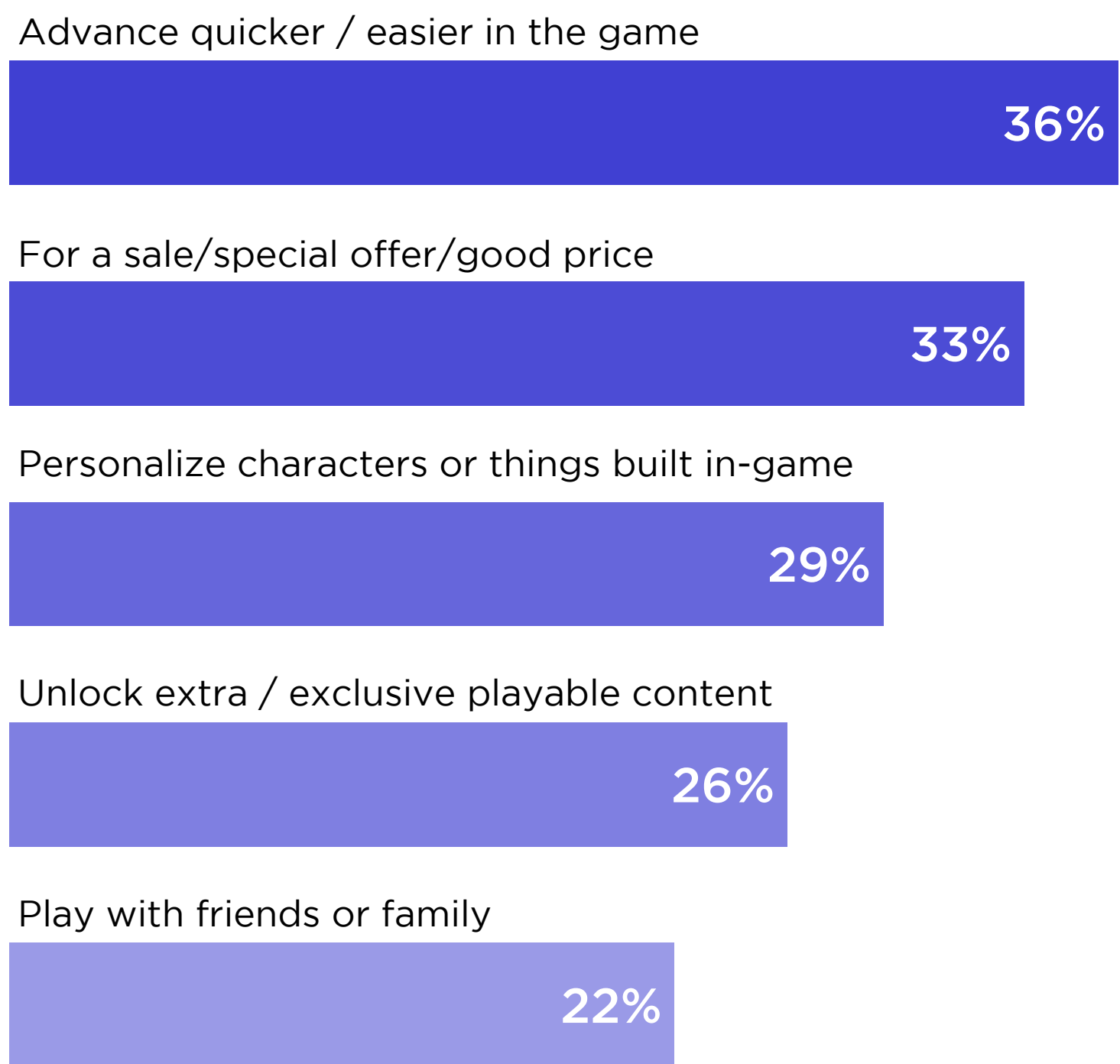
## Share of Payers<sup>1</sup>

Base: Total Online Population



## Top 5 Paying Motivations

Base: Total Payers



The top motivation to spend money on games in South Korea is to advance more quickly or easily in the game.

Yet, these advantages during game-play are not the only factors enticing gamers to spend. A sale or special offer is nearly as likely to encourage spending of Payers.

Source: Consumer Insights – Games & Esports 2022  
Base: Total online population (n=2,094), Total payers (n=793)

# Looking for More Insights?



Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000 Consumers

36

Markets



75,000+

Respondents

200+

Variables

10+

Years of Experience

60+

Franchises

## Topics:

- ✓ PC Games
- ✓ Console Games
- ✓ Cloud Gaming
- ✓ Gaming Video Content & Esports
- ✓ Gaming Hardware & Peripherals
- ✓ Consumer Brands
- ✓ Newzoo's Gamer Segmentation™
- ✓ Socio-Demographics
- ✓ Media & Lifestyle
- ✓ Mobile & Internet
- ✓ Game Behavior & Attitudes
- ✓ Spending Behavior
- ✓ Franchises
- ✓ Mobile Games

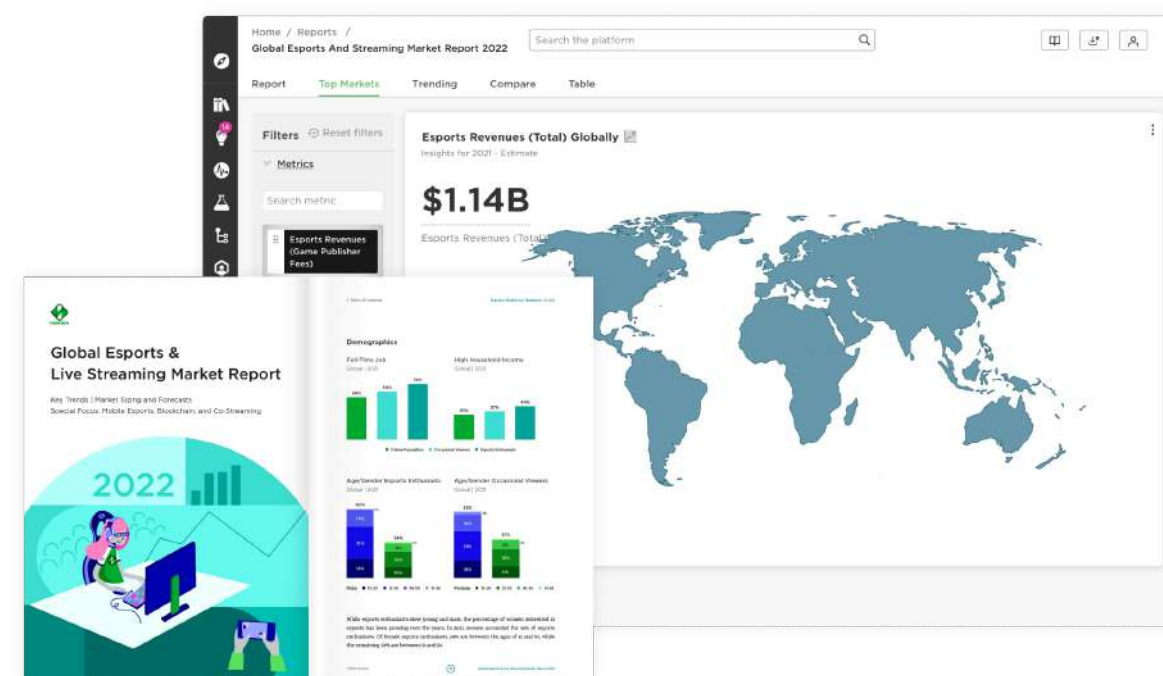
[newzoo.com/gamers](https://newzoo.com/gamers)

# Newzoo: The Specialists in Games Data & Insights



## Reports

Trends, Market Sizing, Forecast Data

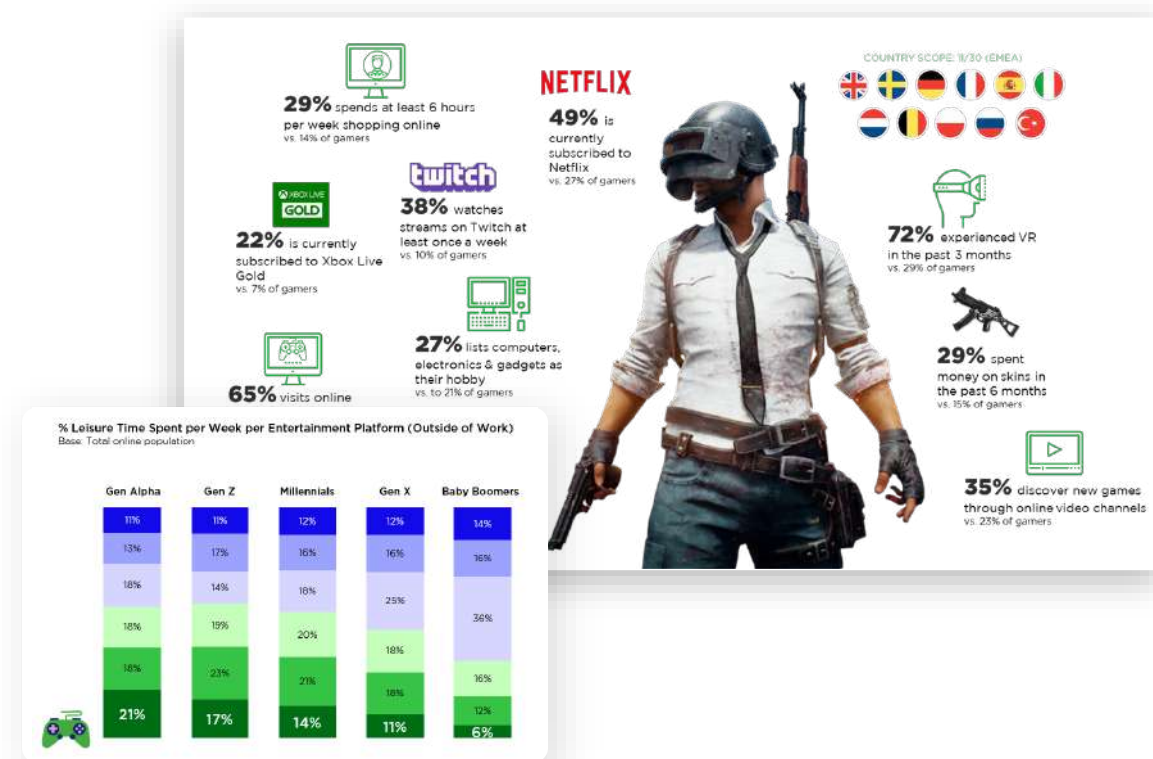


What are the key metrics and trends, and how will they change in the future?

Global, regional, market key metrics  
Market sizing, trends, forecasts

## Consumer Insights

Player Demographics & Psychographic Data

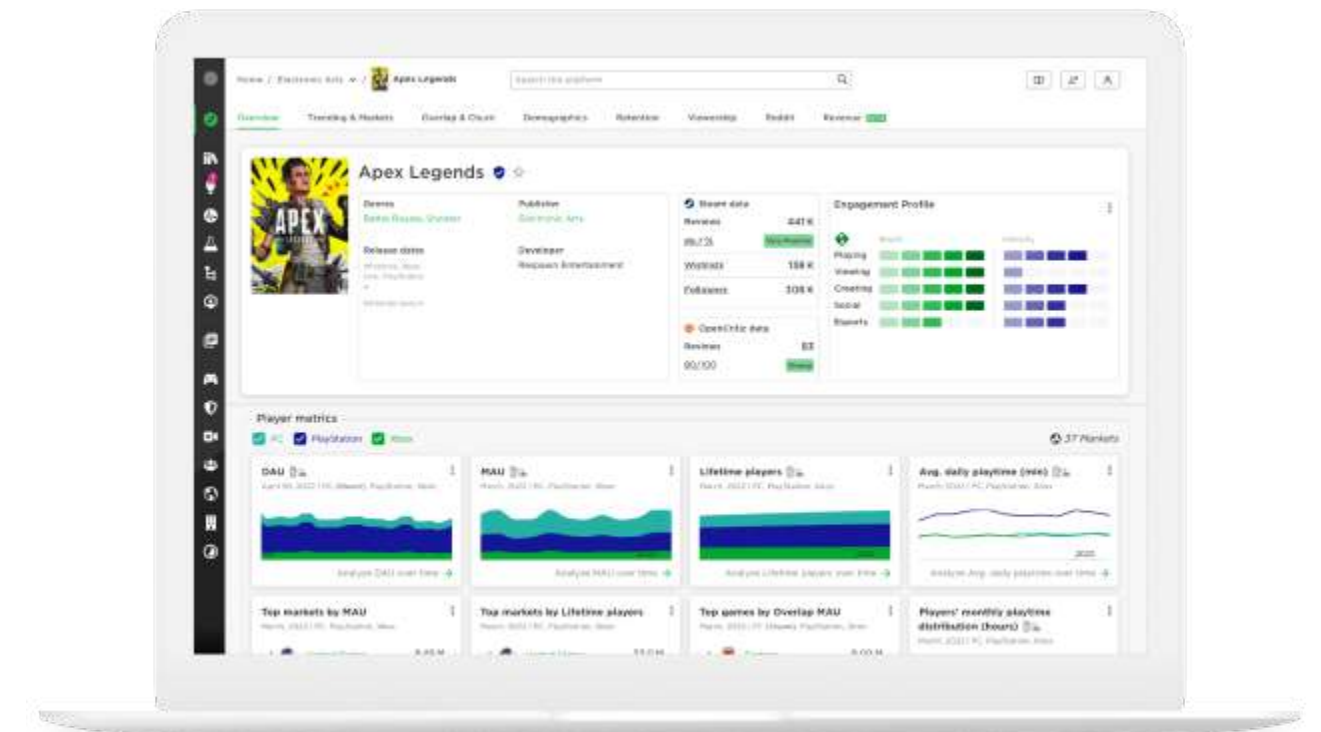


What types of players are playing these games?

75,000 Gamers surveyed worldwide  
Motivations, drivers, playing behavior

## Newzoo Expert

Games & Market Engagement Data



How does my game benchmark and what titles are my player base playing?

Covering Thousands of Games  
PC, Console, Mobile, Viewership, Reddit

[newzoo.com](https://newzoo.com)