



# K WHAT? KOREAN DRAMA!

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NETFLIX

tvN

## Prefect Korean Drama Creation

What combination of genre and the number of episodes will produce higher ratings that will generate more viewers?

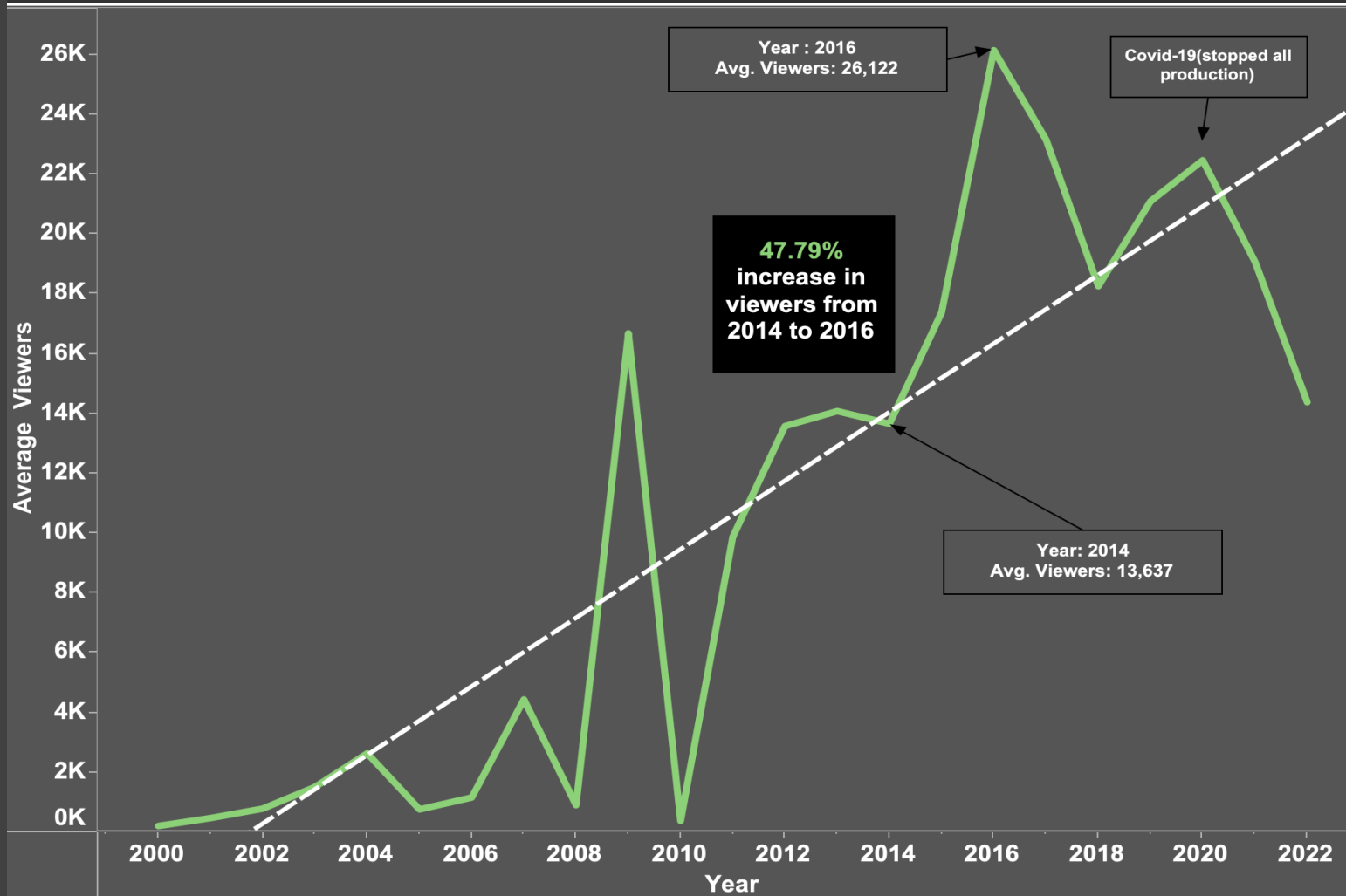
### Genre

- Genre that has higher ratings
  - Life, Drama, Medical

### Number of Episodes

- Episodes to produce
- 16

## Average Kdrama Viewership

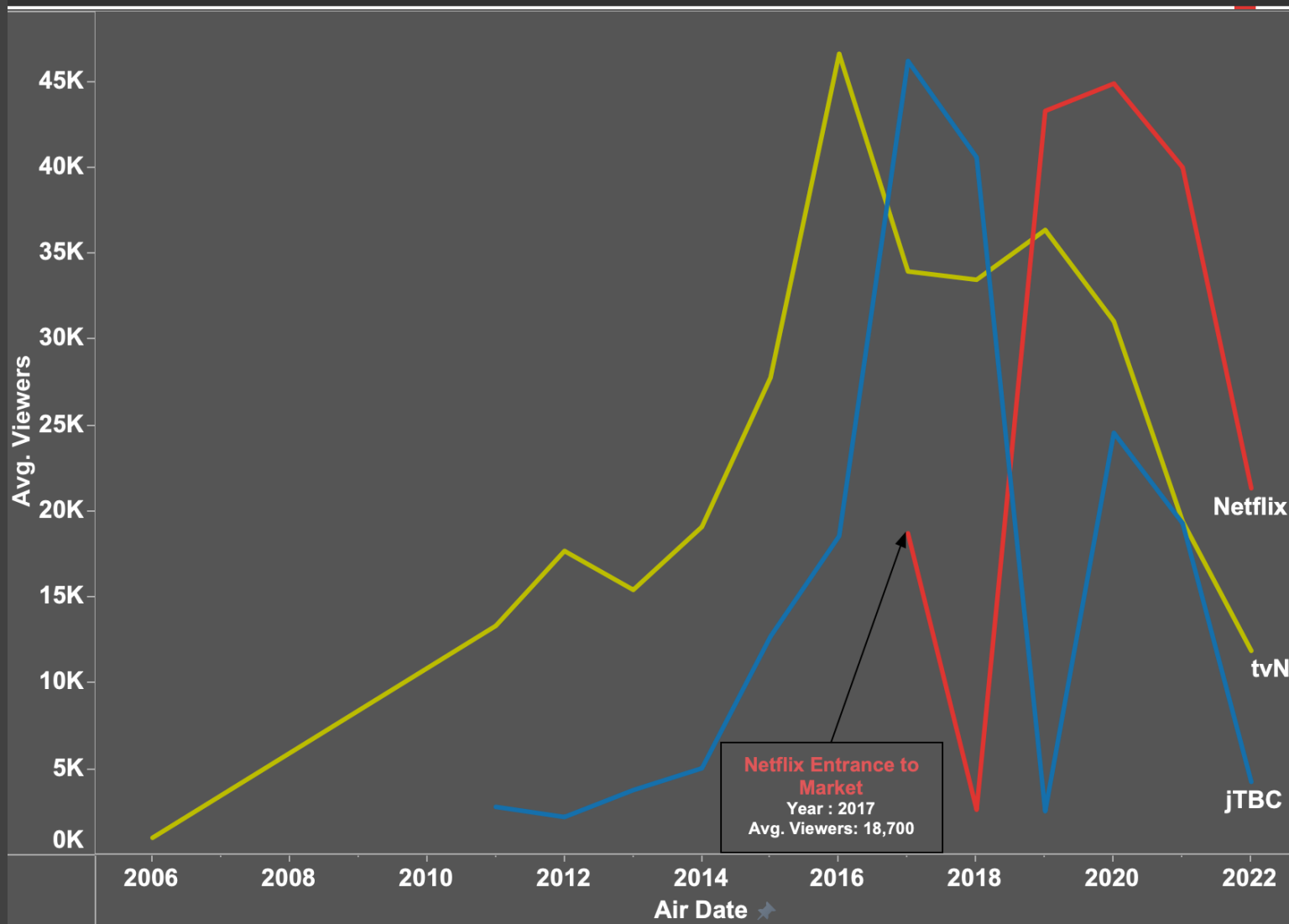


Viewers want more  
Korean dramas!



47.49% increase from  
2014 to 2016

Networks with the Highest Average Viewers



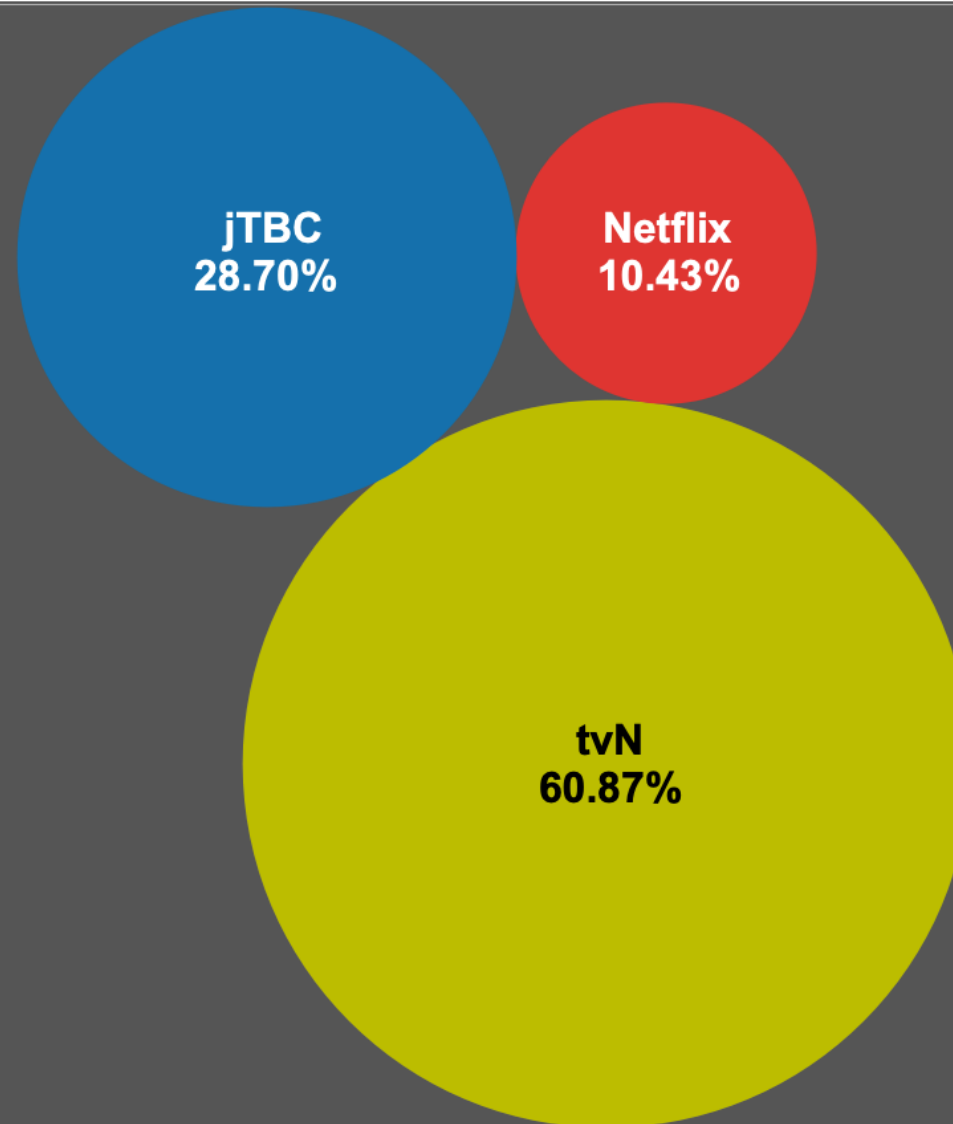
Netflix Entrance to Market  
Year : 2017  
Avg. Viewers: 18,700

Netflix noticed this upward trend in Korean dramas

tvN



## Market Share of Kdramas



# CREATING THE “PREFECT” KOREAN DRAMA GENRE

## Top 3 Genres with Highest Average Ratings

Genres		
Life, Drama, Medical		9.5
Business, Comedy, Sitcom		9.2
Psychological, Life, Drama		9.1

# CREATING THE “PREFECT” KOREAN DRAMA

## NUMBER OF EPISODES

