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Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

- 55% To better understand my target audience
- 43% To manage brand reputation
- 34% To raise brand awareness
- 30% To benchmark against competitors
- 29% To gather and analyze consumer insights
- 23% To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

Meltwater

State of Social Media 2024

Download the report

En bas de l'image, il y a :
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Sur le côté droit, il y a un QR code.

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JAN 2024

SOUTH KOREA

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

_Note: Significant revisions to source data mean that figures shown here are not

comparable with previous reports. See the important notes at the start of this report for details._

TOTAL POPULATION

- **51.77 MILLION**
- **YEAR-ON-YEAR CHANGE**
  - **-0.07%**
  - **-37 THOUSAND**
- **URBANISATION**
  - **81.5%**

CELLULAR MOBILE CONNECTIONS

- **66.39 MILLION**
- **YEAR-ON-YEAR CHANGE**
  - **+3.1%**
  - **+2.0 MILLION**
- **TOTAL vs. POPULATION**
  - **128.3%**

INDIVIDUALS USING THE INTERNET

- **50.30 MILLION**
- **YEAR-ON-YEAR CHANGE**
  - **-0.07%**
  - **-36 THOUSAND**
- **TOTAL vs. POPULATION**
  - **97.2%**

SOCIAL MEDIA USER IDENTITIES

- **48.34 MILLION**
- **YEAR-ON-YEAR CHANGE**
  - **+1.5%**
  - **+699 THOUSAND**
- **TOTAL vs. POPULATION**
  - **93.4%**

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JAN 2024
POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION
51.77 MILLION

FEMALE POPULATION
50.1%

MALE POPULATION
49.9%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
-0.07%
-37 THOUSAND

MEDIAN AGE OF THE POPULATION

44.8

URBAN POPULATION
81.5%

POPULATION DENSITY (PEOPLE PER KM²)
523.2

OVERALL LITERACY (ADULTS AGED 15+)
98.8%

FEMALE LITERACY (ADULTS AGED 15+)
96.6%

MALE LITERACY (ADULTS AGED 15+)
99.2%

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Think
Forw4rd

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL,
EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention Layering

Everyday Fandom

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:

ThinkForward.WeAreSocial.com

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français
```JAN 2024
POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

50.3 M   JAN 2014   +0.9%
50.8 M   JAN 2015   +0.8%
51.2 M   JAN 2016   +0.4%
51.4 M   JAN 2017   +0.4%
51.6 M   JAN 2018   +0.3%
51.7 M   JAN 2019   +0.2%
51.9 M   JAN 2020   -0.05%
51.8 M   JAN 2021   -0.00%
51.8 M   JAN 2022   -0.05%
51.8 M   JAN 2023   -0.07%
51.8 M   JAN 2024

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS
ANALYSIS.
NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K"
DENOTES THOUSANDS (E.G., "123.4K" = 123,400); "M" DENOTES MILLIONS (E.G.,
"12.3M" = 12,300,000); AND "B" DENOTES BILLIONS (E.G., "1.23B" = 1,230,000,000).
WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY:
SOURCE CHANGES AND BASE REVISIONS: FIGURES MAY NOT CORRELATE
WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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Digital 2024 South Korea    20 sur 129**JAN 2024**
**FINANCIAL AND DEVELOPMENTAL INDICATORS**
*WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO

ESSENTIAL SERVICES, AND DEVICE OWNERSHIP*

### South Korea
- **Gross Domestic Product (Current U.S. Dollars)**
  - $1.71 Trillion
  - Percentage of the population earning less than $3.65 (2017, PPP) per day: 0.5%

- **Gross Domestic Product (PPP, Current International Dollars)**
  - $2.92 Trillion
  - Percentage of the population with access to basic drinking water: 100%

- **Gross Domestic Product Per Capita (Current U.S. Dollars)**
  - $33.1 Thousand
  - Percentage of the population with access to basic sanitation: 99.8%

- **Gross Domestic Product Per Capita (PPP, Current International Dollars)**
  - $56.7 Thousand
  - Percentage of the population with access to electricity: 100%

- **Net National Income Per Capita (Current U.S. Dollars)**
  - $28.1 Thousand
  - Percentage of the population that owns a mobile phone (any type): 97.2%

---

**SOURCES:** IMF; World Bank (most recent published data up to 2021).
**DEFINITIONS:** $3.65 (2017 PPP): reflects local purchasing power parity, based on the World Bank's 2017 exchange reference rate. Basic drinking water: percentage of the total population that can access a limited or safely managed source. For more definitions, visit data.worldbank.org.

Latest figures are from 2022 and exclude comparison with the same year as shown elsewhere in this report.

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Language: French

Partner Logos:
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### JAN 2024
## DEVICE OWNERSHIP

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE**

- **ANY KIND OF MOBILE PHONE**
  - 98.1%
  - YEAR-ON-YEAR CHANGE: +1.4% (+140 BPS)

- **SMART PHONE**
  - 97.9%
  - YEAR-ON-YEAR CHANGE: +1.3% (+130 BPS)

- **FEATURE PHONE**
  - 1.4%
  - YEAR-ON-YEAR CHANGE: +27.3% (+30 BPS)

- **LAPTOP OR DESKTOP COMPUTER**
  - 72.8%
  - YEAR-ON-YEAR CHANGE: -4.8% (-370 BPS)

- **TABLET DEVICE**
  - 40.6%
  - YEAR-ON-YEAR CHANGE: +2.8% (+110 BPS)

- **GAMES CONSOLE**
  - 12.7%
  - YEAR-ON-YEAR CHANGE: -3.1% (-40 BPS)

- **SMART WATCH OR SMART WRISTBAND**
  - 30.6%
  - YEAR-ON-YEAR CHANGE: +21.9% (+550 BPS)

- **TV STREAMING DEVICE**
  - 9.7%
  - YEAR-ON-YEAR CHANGE: [UNCHANGED]

- **SMART HOME DEVICE**
  - 10.6%
  - YEAR-ON-YEAR CHANGE: +16.5% (+150 BPS)

- **VIRTUAL REALITY DEVICE**
  - 3.5%
  - YEAR-ON-YEAR CHANGE: -7.9% (-30 BPS)

---

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DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

Time Spent Using The Internet
5H 19M
Year-On-Year Change: -0.3% (<1 MIN)

Time Spent Watching Television (Broadcast and Streaming)
2H 41M
Year-On-Year Change:
-2.1% (-3 MINS)

Time Spent Using Social Media
1H 06M
Year-On-Year Change:
-6.2% (-4 MINS)

Time Spent Reading Press Media (Online and Physical Print)
0H 49M
Year-On-Year Change:
-19.9% (-12 MINS)

Time Spent Listening to Music Streaming Services
0H 54M
Year-On-Year Change:
-2.3% (-1 MIN)

Time Spent Listening to Broadcast Radio
0H 25M
Year-On-Year Change:
-22.9% (-7 MINS)

Time Spent Listening to Podcasts
0H 21M

Year-On-Year Change:
-20.6% (-5 MINS)

Time Spent Using A Games Console
0H 36M
Year-On-Year Change:
+12.1% (+3 MINS)

Digital 2024 South Korea

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**JAN 2024**

## AGE DISTRIBUTION OF THE POPULATION
*THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF
THE POPULATION*

| Age Group | Population | Percentage of Total Population |
|---------------|-----------|------------------------------|
| Age 0-4   | 1.48 M | 2.8% |
| Age 5-9   | 1.97 M | 3.8% |
| Age 10-14 | 2.29 M | 4.4% |
| Age 15-19 | 2.28 M | 4.4% |
| Age 20-24 | 2.82 M | 5.4% |
| Age 25-29 | 3.52 M | 6.8% |
| Age 30-34 | 3.54 M | 6.8% |
| Age 35-39 | 3.53 M | 6.5% |
| Age 40-44 | 4.04 M | 7.8% |
| Age 45-49 | 3.90 M | 7.5% |
| Age 50-54 | 4.45 M | 8.6% |
| Age 55-59 | 4.17 M | 8.1% |
| Age 60-64 | 4.21 M | 8.1% |
| Age 65-69 | 3.83 M | 7.3% |

| Age 70-74 | 2.28 M | 4.4% | |
|-----------|--------|------|---|
| Age 75-79 | 1.67 M | 3.2% | |
| Age 80-84 | 1.31 M | 2.5% | |
| Age 85-89 | 727 K | 1.4% | |
| Age 90-94 | 294 K | 0.6% | |
| Age 95-99 | 138 K | 0.1% | |
| Age 100+ | 103 K | <0.1% | |

---

**SOURCES:** Extrapolations of data published by the United Nations and local government authorities.

**NOTES:** Percentage values below each bar represent the respective age group's share of the total population. Where letters are shown next to figures, caveat B = SE; C = DK, NO, and beyond Kosovo; D = IE; E = UK; F = ME; X = UA; Y = BY; Z = Xk. Age groups are shown as rounded values. Where no letter is present, values are shown as 'as is'.

**COMPARABILITY:** Source changes and base revisions; figures may not compare with values published in previous editions.

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(Logo de la Corée du Sud)

Affichage : françaisJAN 2024
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

- USING THE INTERNET VIA A MOBILE PHONE
  93.4%
  YEAR-ON-YEAR CHANGE -1.8% (-171 BPS)

- USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
  89.9%
  YEAR-ON-YEAR CHANGE -2.5% (-228 BPS)

- USING SOCIAL MEDIA
  75.4%
  YEAR-ON-YEAR CHANGE -1.6% (-123 BPS)

- WATCHING LINEAR AND BROADCAST TV
  88.3%
  YEAR-ON-YEAR CHANGE -3.5% (-319 BPS)

- WATCHING STREAMING AND ON-DEMAND TV
  56.9%
  YEAR-ON-YEAR CHANGE -3.5% (-209 BPS)

- READING ONLINE PRESS CONTENT
  50.4%
  YEAR-ON-YEAR CHANGE -7.6% (-416 BPS)

- READING PHYSICAL PRESS CONTENT
  44.0%
  YEAR-ON-YEAR CHANGE -10.1% (-497 BPS)

- LISTENING TO BROADCAST RADIO
  50.8%
  YEAR-ON-YEAR CHANGE -3.4% (-179 BPS)

- LISTENING TO MUSIC STREAMING SERVICES
  51.1%
  YEAR-ON-YEAR CHANGE -3.3% (-172 BPS)

- LISTENING TO PODCASTS
  38.0%
  YEAR-ON-YEAR CHANGE -7.1% (-288 BPS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (ex. GM/CN)), NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF PEOPLE WHO REPORT THAT THEY USE EACH MEDIUM, BPS = BASIS POINTS (1 BPS = NET ONE PERCENTAGE POINT TO ANNUAL RATE CHANGE VALUES). WATCHED BROADCAST RADIO DOES NOT INCLUDE DAB OR ONLINE-FACILITATIVE RADIO. LINEAR TV PROPORTIONS ARE DEFINED BY THE ONLINE SURVEY FORM. UNPAID PROMOTIONS AND PAID FOR SPOTS FROM THE START OF THE FINAL SURVEY PERIOD MAY AFFECT ANY CHANGE PERIODS. THE LATEST SURVEY PERIOD HAS SEEN RELATIVE REDUCTIONS IN MOBILE INTERNET USE, READING PRESS ONLINE CONTENT, PHYSICAL PRESS READING, STREAMING TV, AND PODCASTS. FINALLY, NOTES CONCLUDED, THIS IS A GENERIC REPRESENTATION, AND ANY ERROR REPORT MAY BE SENSITIVE BASED ON FIRM-WIDE SURVEYS AND HOUSEHOLD DISPARITY SURVEYS.

françaisJAN 2024

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

------------

JAN 2014: 44.1 M (+3.6%)

JAN 2015: 45.7 M (+4.1%)

JAN 2016: 47.5 M (+2.8%)

JAN 2017: 48.9 M (+1.4%)

JAN 2018: 49.6 M (+0.4%)

JAN 2019: 49.8 M (+0.6%)

JAN 2020: 50.0 M (+1.1%)

JAN 2021: 50.6 M (-0.4%)

JAN 2022: 50.4 M (-0.05%)

JAN 2023: 50.3 M (-0.07%)

JAN 2024: 50.3 M

------------

Sources: KIPO'S ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CENNIC; KANTAR IBOPE; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, SEE "IMPORTANT NOTES" FOR DETAILS. TO LEARN MORE ABOUT THINKING INTERNET USERS AND CAPTIONS READ THE APPENDIX IN THE "IMPORTANT NOTES" SECTION, PAGES 126, 127, 128, 129.JAN 2024 OVERVIEW OF INTERNET USE ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS
50.30 MILLION

INTERNET USERS vs. TOTAL POPULATION
97.2%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
-0.07% -36 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
0% [UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
146.9

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
96.7%

AVERAGE DAILY TIME SPENT USING THE INTERNET
5H 19M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
-0.3% <1 MIN

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INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU
50.30 MILLION
VS. POPULATION
97.2%

INTERNET USERS: CIA WORLD FACTBOOK
50.96 MILLION
VS. POPULATION
98.4%

INTERNET USERS: INTERNETWORLDSTATS
49.80 MILLION
VS. POPULATION
96.2%

30 SOURCES: AS STATED ABOVE EACH ICON. NOTE: WHERE SOURCES
PUBLISH INTERNET ADOPTION AS A PERCENTAGE OF PENETRATION, WE
COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST
FIGURES FOR POPULATION TO DERIVE INTERNET USER NUMBERS. NOTE:
SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE
ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO
DERIVE VALUE FOR % OF POPULATION. COMPARABILITY: POTENTIAL
MISMATCHES; INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS
REPORT LARGELY DEAL WITH MOBILE SOURCES.

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JAN 2024

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE
INTERNET EACH DAY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
5H 19M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
2H 43M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 36M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
51.1%

(SOURCE: GWI | Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA.)

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JAN 2024 INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL
POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

87.6%
+2.7%
JAN 2014

89.9%
+3.3%
JAN 2015

92.8%
+2.4%
JAN 2016

95.1%
+1.0%
JAN 2017

96.0%
+0.1%
JAN 2018

96.2%
+0.4%
JAN 2019

96.5%
+1.1%
JAN 2020

97.6%
-0.4%
JAN 2021

97.2%
0%
JAN 2022

97.2%
0%
JAN 2023

97.2%
0%

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françaisJAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

-------------------------------------------------------------

- FINDING INFORMATION: 73.0%
- FILLING UP SPARE TIME AND GENERAL BROWSING: 63.1%
- KEEPING UP TO DATE WITH NEWS AND EVENTS: 49.0%
- RESEARCHING PRODUCTS AND BRANDS: 48.6%
- WATCHING VIDEOS, TV SHOWS OR MOVIES: 44.7%
- RESEARCHING PLACES, VACATIONS AND TRAVEL: 43.8%
- ACCESSING AND LISTENING TO MUSIC: 41.6%
- ORGANISING DAY-TO-DAY LIFE: 41.2%
- RESEARCHING HOW TO DO THINGS: 40.1%
- STAYING IN TOUCH WITH FRIENDS AND FAMILY: 36.6%
- EDUCATION AND STUDY-RELATED PURPOSES: 29.5%
- GAMING: 28.7%
- MANAGING FINANCES AND SAVINGS: 28.7%
- RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 28.3%

- FINDING NEW IDEAS OR INSPIRATION: 27.2%

--------------------------------------------------------------

JAN 2024
INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

------------------------------------------------------------------

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (Mbps): 136.40
Upload (Mbps): 17.18
Latency (ms): 28

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YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download: +14.9%
Upload: +6.1%
Latency: -36.4%

OOKLA

------------------------------------------------------------------

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (Mbps): 123.36
Upload (Mbps): 98.61
Latency (ms): 11

Meltwater

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download: +29.4%
Upload: +4.3%
Latency: -56.0%

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------------------------------------------------------------------

icône de recherche, icône de téléchargement de bilans, icône de partage.
français

LOGOS: we are social, OOKLA, Meltwater, South Korea flag**Jan 2024 - Devices Used to Access the Internet**

Percentage of internet users aged 16 to 64 who use each kind of device to access the internet.

**Mobile Phone (Any)**
- 96.7%
- Year-on-year change: +3.3% (+310 BPS)

**Laptop or Desktop (Any)**
- 71.2%
- Year-on-year change: -5.7% (-430 BPS)

**Smart Phone**
- 96.1%
- Year-on-year change: +3.0% (+280 BPS)

**Feature Phone**
- 1.3%
- Year-on-year change: +116.7% (+70 BPS)

**Tablet Device**
- 27.4%
- Year-on-year change: +12.3% (+300 BPS)

**Personal Laptop or Desktop**
- 61.9%
- Year-on-year change: -11.2% (-780 BPS)

**Work Laptop or Desktop**
- 21.6%
- Year-on-year change: -4.4% (-100 BPS)

**Connected Television**
- 20.1%
- Year-on-year change: -4.3% (-90 BPS)

**Smart Home Device**
- 7.2%
- Year-on-year change: +5.9% (+40 BPS)

**Games Console**
- 4.4%
- Year-on-year change: +10.0% (+40 BPS)

_Source:_
**GWI Q4 2021** figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "Mobile phone (any)" includes users who access via a smartphone or a feature phone. "Laptop or desktop (any)" includes users who access via either a work or personal computer. "Connected television" includes users who access via either a smart TV or streaming device. "Year-on-year change" figures represent the relative change. "BPS" values show the change in basis points, and reflect absolute change. Comparability: Methodology changes see notes on data.

_**Digital 2024 South Korea**_

_We Are Social & Meltwater_JAN 2024
SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

[South Korea Flag] SOUTH KOREA

_MOBILE PHONES_
60.48%
YEAR-ON-YEAR CHANGE
+1.1% (+66 BPS)

_LAPTOP AND DESKTOP COMPUTERS_
38.68%
YEAR-ON-YEAR CHANGE
-1.0% (-40 BPS)

_TABLET DEVICES_
0.84%
YEAR-ON-YEAR CHANGE
-23.6% (-26 BPS)

_OTHER DEVICES_
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

35

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE, I.E. IN PERCENTAGE (OF %) FORM. A STARTING VALUE OF 10% FROM A SIMILAR VALUE OF 20% WOULD EQUAL 67%, NOT 10%. BPS VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

[Kepios Logo]
[We Are Social Logo]
[Meltwater Logo]

_Digital 2024 South Korea_

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[Navigation and interaction icons]Jan 2024

Mobile's Share of Web Traffic (YoY)
Percentage of total web pages served to web browsers running on mobile phones.

- Dec 2013: 26.39%
  +13.1%
- Dec 2014: 29.86%
  -11.7%
- Dec 2015: 26.36%
  +35.4%
- Dec 2016: 35.70%
  +32.4%
- Dec 2017: 47.28%
  -7.4%
- Dec 2018: 43.76%
  +11.8%

- Dec 2019: 48.91%
  +6.8%
- Dec 2020: 52.23%
  -5.8%
- Dec 2021: 49.20%
  +21.6%
- Dec 2022: 59.82%
  +1.1%
- Dec 2023: 60.48%

Source: StatCounter. Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from a starting value of 30% would equal 36%, not 50%).

South Korea
We Are Social
Meltwater

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**SHARE OF WEB TRAFFIC BY BROWSER**

**PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE**

- **CHROME**: 54.3%
- **SAMSUNG INTERNET**: 16.0%
- **SAFARI**: 14.0%
- **EDGE**: 7.2%
- **WHALE BROWSER**: 6.7%
- **FIREFOX**: 0.8%
- **OPERA**: 0.4%
- **OTHERS**: 0.7%

**SOURCE**: STATCOUNTER. **NOTES**: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

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We Are Social

TOP TYPES OF WEBSITES VISITED AND APPS USED
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR
USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

CHAT AND MESSAGING 91.2%
SOCIAL NETWORKS 79.0%
SEARCH ENGINES OR WEB PORTALS 73.0%
SHOPPING, AUCTIONS, OR CLASSIFIEDS 70.3%
WEATHER 53.2%
EMAIL 47.1%
NEWS 46.0%
MUSIC 40.9%
MAPS, PARKING, OR LOCATION-BASED SERVICES 35.2%
GAMES 29.0%
BANKING, INVESTING, OR INSURANCE 28.3%
TRAVEL 27.5%
SPORTS 23.3%
COUPONS, DEALS, OR PRICE COMPARISONS 22.9%
ENTERTAINMENT 22.2%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY:
METHODOLOGY CHANGES. SEE NOTES ON DATA

Digital 2024 South Korea 37 sur 129Bien sûr, voici la retranscription textuelle de
l'image :

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**JAN 2024**

**SHARE OF SEARCH ENGINE REFERRALS**
*Percentage of total web traffic referred by search engines that originated from each
search service*

**GOOGLE**
58.9%

**NAVER**
34.3%

**BING**
3.5%

**DAUM**
1.5%

**COCOC**
0.5%

**YAHOO!**
0.5%

**YANDEX**
0.4%

**OTHERS**
0.4%

---

**SOURCE**: STATCOUNTER. **NOTES**: Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative year-on-year change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). 'RB%' values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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*we are social*
*Meltwater*JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|---|---|---|
| 01 | ±$Çt¼„ | 100 |
| 02 | ° Å( | 89 |
| 03 | Ç Òœ¾ | 74 |
| 04 | ² -I | 39 |
| 05 | -I® | 35 |
| 06 | ² -I Òð¾D | 31 |
| 07 | Ò¸Ç Ñ0 | 24 |
| 08 | ²äÇL | 24 |
| 09 | µ ÅÜ | 24 |

10 °´Ç| ° Å(          23

11 Ñ¤ÏT          21
12 ²t Ñ ®0          20
13 ¼ˆÅí®0          19
14 ÇxÂ¤ ÐÀ          18
15 ºTÇt Ôx          16
16 Õ<Ó          16
17 GOOGLE          15
18 ÏàÓ!          15
19 ÑTÏT          15
20 ¼ˆÅí          15

Digital 2024 South Korea
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WATCHING ONLINE VIDEO CONTENT
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK
[Flag of South Korea]
SOUTH KOREA

Any kind of video:
84.9%
YOY: +0.7% (+60 BPS)

Music video:
27.6%
YOY: -11.5% (-360 BPS)

Comedy, meme, or viral video:
19.5%
YOY: +20.4% (+330 BPS)

Video livestream:
10.8%

YOY: -15.6% (-200 BPS)

Tutorial or how-to video:
3.8%
YOY: -5.0% (-20 BPS)

Educational video:
8.8%
YOY: -18.5% (-200 BPS)

Product review video:
17.0%
YOY: +2.4% (+40 BPS)

Sports clip or highlights video:
28.2%
YOY: +9.7% (+250 BPS)

Influencer videos and vlogs:
18.3%
YOY: -5.2% (-100 BPS)

Gaming video:
16.4%
YOY: +0.6% (+10 BPS)

SOURCE: GWI. JAN 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS, FROM A STARTING VALUE OF 10% WOULD BE CALCULATED AS: (NEW VALUE - 10) / 10. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA FOR DETAILS.

[Logos of We Are Social and Meltwater]JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH

- 73.0%

- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK
  - 5.4%

- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS
  - 22.7%

- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH
  - 19.4%

- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
  - 34.3%

- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
  - 17.1%

Source: GWI Q3 2021. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: methodology changes, see NOTES ON DATA.

Digital 2024 South Korea

we are social MeltwaterJan 2024
MOST STREAMED CONTENT ON NETFLIX
FLIXPATRIC'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL YEAR 2023

South Korea

MOST STREAMED MOVIES ON NETFLIX

| # | MOVIE NAME | INDEX |
|---|---|---|
| 01 | KILL BOKSOON | 100 |
| 02 | BELIEVER | 86 |
| 03 | BALLERINA | 78 |
| 04 | CONFIDENTIAL ASSIGNMENT 2: INTERNATIONAL | 75 |
| 05 | RANSOMED | 69 |
| 06 | THE SUPER MARIO BROS. MOVIE | 67 |
| 07 | DREAM | 66 |
| 08 | SWITCH | 63 |

09 | BELIEVER 2 | 63
10 | UNLOCKED | 57

MOST STREAMED TV SHOWS ON NETFLIX
# | TV SHOW NAME | INDEX
01 | THE GLORY | 100
02 | CRASH COURSE IN ROMANCE | 68
03 | I AM SOLO | 66
04 | DOCTOR CHA | 60
05 | KING THE LAND | 53
06 | THE GOOD BAD MOTHER | 52
07 | THE KILLING VOTE | 49
08 | DIVORCE ATTORNEY SHIN | 43
09 | STRONG GIRL NAM-SOON | 43
10 | BEHIND YOUR TOUCH | 43

SOURCE FLIXPATRIC.COM. NOTES THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES.
RANKING BASED ON FLIXPATRIC'S ANALYSIS OF VIEWING ACTIVITY FOR FULL YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATRIC 'POINTS' VALUE FOR EACH TITLE TO THE FLIXPATRIC 'POINTS' VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.
we are social | Meltwater

© flixpatric.comJAN 2024
TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH
96.6%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
+0.8%
+80 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV
2H 41M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
-2.1%

-3 MINS

INTERNET USERS WHO STREAM TV CONTENT vs INTERNET USERS WHO WATCH ANY KIND OF TV
87.9%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET
0H 49M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
-0.4%
<1 MIN

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
30.1%

SOURCE GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WESITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

| # | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|---|
| 1 | YOUTUBE.COM | 3.69 B | 1.02 M | 41 M 48 S | 7.1 |
| 2 | GOOGLE.COM | 1.26 B | 98.9 M | 22 M 01 S | 3.4 |
| 3 | NAVER.COM | 886 M | 72.1 M | 29 M 03 S | 6.4 |
| 4 | DCINSIDE.COM | 297 M | 19.4 M | 28 M 01 S | 17.6 |
| 5 | NAMUWIKI | 255 M | 24.1 M | 22 M 33 S | 1.6 |

| # | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|---|
| 6 | COUPANG.COM | 227 M | 30.8 M | 12 M 25 S | 3.8 |
| 7 | FMKOREA.COM | 164 M | 12.7 M | 37 M 29 S | 28.6 |
| 8 | TISTORY.COM | 148 M | 26.7 M | 12 M 08 S | 1.8 |
| 9 | DAUM.NET | 141 M | 21.0 M | 20 M 05 S | 5.2 |
| 10 | KAKAO.COM | 102 M | 26.6 M | 08 M 48 S | 1.8 |
| 11 | ARCA.LIVE | 96.4 M | 7.85 M | 25 M 16 S | 22.8 |
| 12 | INVEN.CO.KR | 87.0 M | 9.01 M | 21 M 14 S | 10.3 |
| 13 | ILBE.COM | 82.2 M | 3.38 M | 27 M 39 S | 21.8 |
| 14 | KR-WEATHERNEWS.COM | 81.6 M | 13.2 M | 08 M 08 S | 1.5 |
| 15 | RULIWEB.COM | 74.5 M | 9.53 M | 32 M 07 S | 13.6 |
| 16 | TWITTER.COM | 64.7 M | 11.9 M | 22 M 50 S | 2.6 |
| 17 | TWITCH.TV | 60.8 M | 5.36 M | 34 M 36 S | 2.2 |
| 18 | INSTAGRAM.COM | 58.4 M | 13.9 M | 18 M 37 S | 2.1 |
| 19 | ALIEXPRESS.COM | 57.5 M | 12.9 M | 11 M 06 S | 3.1 |
| 20 | FACEBOOK.COM | 55.4 M | 14.9 M | 17 M 28 S | 2.4 |

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS AS SOME PEOPLE MAY USE MULTIPLE DEVICES. ONLY WEBSITES FOCUSING ON ".KR" ARE INCLUDED. FIGURES DENOTING "B" ARE IN BILLIONS; FIGURES DENOTING "M" ARE IN MILLIONS. BLUE TEXT INDICATES SEMRUSH'S ADVISORY. SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

we are social                Meltwater
français**JAN 2024 MOST STREAMED CONTENT ON DISNEY+**

*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023*

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**MOST STREAMED MOVIES ON DISNEY+**

| #  | MOVIE NAME                          | INDEX  |
|----|-------------------------------------|--------|
| 01 | THE ROUNDUP                         | 100    |
| 02 | AVENGERS: ENDGAME                   | 91     |
| 03 | AVATAR: THE WAY OF WATER            | 53     |
| 04 | ELEMENTAL                           | 40     |
| 05 | BLACK PANTHER: WAKANDA FOREVER      | 37     |
| 06 | THE ROUNDUP: NO WAY OUT             | 31     |
| 07 | THE NIGHT OWL                       | 31     |
| 08 | FROZEN II                           | 25     |
| 09 | GUARDIANS OF THE GALAXY VOLUME 3    | 25     |
| 10 | ANT-MAN AND THE WASP: QUANTUMANIA   | 23     |

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**MOST STREAMED TV SHOWS ON DISNEY+**

| #  | TV SHOW NAME                        | INDEX  |
|----|-------------------------------------|--------|
| 01 | BIG BET                             | 100    |
| 02 | SHADOW DETECTIVE                    | 62     |
| 03 | MODERN FAMILY                       | 58     |
| 04 | MOVING                              | 46     |
| 05 | THE SIMPSONS                        | 43     |
| 06 | THE WORST OF EVIL                   | 27     |
| 07 | CRIMINAL MINDS                      | 25     |
| 08 | REVENANT                            | 25     |
| 09 | DR. ROMANTIC                        | 24     |
| 10 | CALL IT LOVE                        | 22     |

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*SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED

ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE RELATIVE "POINTS" VALUE OF EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKINGS.*

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Digital 2024 South Korea | 46 sur 129Jan 2024
DEVICES USED TO PLAY VIDEO GAMES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

Any Device
81.5%
YOY: +4.1% (+320 BPS)

Smartphone
63.6%
YOY: -3.9% (-260 BPS)

Laptop or Desktop
30.7%
YOY: -16.8% (-620 BPS)

Games Console
14.3%
YOY: -3.4% (-50 BPS)

Tablet
15.2%
YOY: +20.6% (+260 BPS)

Hand-Held Gaming Device
10.9%
YOY: +12.4% (+120 BPS)

Media Streaming Device
3.2%
YOY: -5.9% (-20 BPS)

Virtual Reality Headset
2.6%

YOY: -7.1% (-20 BPS)

SOURCE: GWI Jan 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS. FOR EXAMPLE, AN INCREASE OF 30% FROM A STARTING VALUE OF 20% WOULD EQUAL A POINTS. NOT PERCENT. "BPS" VALUE REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUT CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

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wearesocial.com Meltwater.### JAN 2024
## MOST STREAMED CONTENT ON AMAZON PRIME
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

#### MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

| #  | MOVIE NAME                                      | INDEX |
|----|-------------------------------------------------|-------|
| 01 | THE TOMORROW WAR                                | 100   |
| 02 | EVANGELION: 3.0+1.0 THRICE UPON A TIME          | 68    |
| 03 | CULPA MÍA                                       | 63    |
| 04 | RED, WHITE & ROYAL BLUE                         | 60    |
| 05 | TOM CLANCY'S WITHOUT REMORSE                    | 48    |
| 06 | SAMARITAN                                       | 37    |
| 07 | AIR                                             | 33    |
| 08 | EVANGELION: 1.0 YOU ARE (NOT) ALONE             | 28    |
| 09 | EVANGELION: 2.0 YOU CAN (NOT) ADVANCE           | 24    |
| 10 | THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING | 23  |

#### MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

| #  | TV SHOW NAME                               | INDEX |
|----|--------------------------------------------|-------|
| 01 | THE LORD OF THE RINGS: THE RINGS OF POWER  | 100   |
| 02 | THE BOYS                                   | 99    |
| 03 | THE SUMMER I TURNED PRETTY                 | 80    |
| 04 | TOM CLANCY'S JACK RYAN                     | 76    |
| 05 | REACHER                                    | 56    |
| 06 | THE TERMINAL LIST                          | 47    |
| 07 | CITADEL                                    | 42    |
| 08 | GOOD OMENS                                 | 38    |
| 09 | GEN V                                      | 38    |

**SOURCE:** FLIXPATROL (SEE FLIXPATROL.COM).
**NOTES:**
- THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL YEAR 2023.
- "INDEX" VALUES COMBINE THE RELATIVE "POINTS" VALUE OF EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

Digital 2024 South Korea (47 sur 129)JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
27.6%
YEAR-ON-YEAR CHANGE
-11.5% (-360 BPS)

LISTEN TO MUSIC STREAMING SERVICES
42.7%
YEAR-ON-YEAR CHANGE
-0.5% (-20 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
10.2%
YEAR-ON-YEAR CHANGE
-20.3% (-260 BPS)

LISTEN TO PODCASTS
9.6%
YEAR-ON-YEAR CHANGE
-3.0% (-30 BPS)

LISTEN TO AUDIO BOOKS
10.0%
YEAR-ON-YEAR CHANGE
-16.7% (-200 BPS)

SOURCE: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64). SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE. A YEAR-ON-

YEAR CHANGE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6 P.P. NOT 72 P.P. *BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 South Korea

françaisJAN 2024

USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
28.3%
YOY: -6.9% (-210 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
28.1%
YOY: +11.1% (+280 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
10.8%
YOY: -18.8% (-250 BPS)

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN PERCENTAGE POINTS, NOT FROM A STARTING VALUE OF 100. VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

Digital 2024 South Korea
**JAN 2024**

**SMART HOME MARKET OVERVIEW**
**(VALUE OF THE MARKET FOR SMART HOME DEVICES IN U.S. DOLLARS)**

**NUMBER OF HOMES WITH SMART HOME DEVICES**
- **11.25 MILLION**
- YEAR-ON-YEAR CHANGE
- **+19.4% (+1.8 MILLION)**

**TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET**
- **$6.27 BILLION**
- YEAR-ON-YEAR CHANGE
- **+14.8% (+$810 MILLION)**

**VALUE OF SMART HOME APPLIANCES MARKET**
- **$3.04 BILLION**
- YEAR-ON-YEAR CHANGE
- **+15.6% (+$410 MILLION)**

**VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET**
- **$1.00 BILLION**
- YEAR-ON-YEAR CHANGE
- **+16.3% (+$140 MILLION)**

**VALUE OF SMART HOME SECURITY DEVICE MARKET**
- **$1.07 BILLION**
- YEAR-ON-YEAR CHANGE
- **+16.3% (+$150 MILLION)**

**VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET**
- **$450.0 MILLION**
- YEAR-ON-YEAR CHANGE
- **+4.7% (+$20 MILLION)**

**VALUE OF SMART HOME COMFORT & LIGHTING MARKET**
- **$320.0 MILLION**
- YEAR-ON-YEAR CHANGE
- **+18.5% (+$50 MILLION)**

**VALUE OF SMART HOME ENERGY MANAGEMENT MARKET**
- **$400.0 MILLION**
- YEAR-ON-YEAR CHANGE
- **+14.3% (+$50 MILLION)**

**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM
**NOTES:** 'SMART HOME' DEVICE NUMBERS INCLUDE DIGITALLY CONNECTED
AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY

CONTROLLED (E.G., VIA SMARTPHONE) AND DELIVER SERVICES THAT EITHER ENHANCE HOME LIFE AUTOMATION CAPABILITIES OR ENABLE FUNCTIONS AND FEATURES TO EACH OTHER. SOURCES: STATISTA DIGITAL MARKET OUTLOOK, STATISTA HOUSEHOLD PENETRATION RATE, HOUSEHOLD NUMBERS, BIR HEADLINE PROJECTION, CENSUS BIR HEADLINE PROJECTION.
2023 VS 2024 Y/Y CALCULATION BASED ON UNROUNDED VALUES.
THE SUM OF SUB-CATEGORIES MAY NOT CORRESPOND TO THE TOTAL DUE TO FRACTIONS NOT ILLUSTRATED IN THIS OVERVIEW
BEST EFFORTS HAVE BEEN TAKEN TO ENSURE COMPARABILITY. B2C EXAMPLES shown

**Digital 2024 South Korea** \  S  7W"  #'

**Sources:**
- Statista (varieous sources)
- Meltwater
- Are SocialJAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

Penetration of Smart Home Devices
- 51.3%
- Year-on-Year Change: +18.1% (+786 BPS)

ARPU: Spend on all Smart Home Devices
- $558
- Year-on-Year Change: -3.7% (-$21.60)

ARPU: Smart Home Appliances
- $390
- Year-on-Year Change: -12.9% (-$58.00)

ARPU: Smart Home Control & Connectivity Devices
- $169
- Year-on-Year Change: -15.6% (-$31.30)

ARPU: Smart Home Security Devices
- $198
- Year-on-Year Change: -14.6% (-$34.00)

ARPU: Smart Home Entertainment Devices
- $115
- Year-on-Year Change: -24.1% (-$36.70)

ARPU: Smart Home Comfort & Lighting
- $53.77
- Year-on-Year Change: -17.7% (-$11.53)

ARPU: Smart Home Energy Management
- $75.42
- Year-on-Year Change: -15.6% (-$13.96)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. See STATISTA.COM.

NOTES: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, monitored, and automated. Services that enable these devices to connect seamlessly and augment their functionalities are included, as well as revenue generated from this connectivity. Excludes autonomous and moving devices, and bots. This report shows the average spend per smart home in South Korea.

Important: Figures are estimated and only valid for digital services and devices.

Methodology: Data reflect the latest technological trends and market developments.

Comparability: ARPU changes are detailed in this data.

DIGITAL 2024 South Korea

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

(EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET)
66.2%

(WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA)
33.3%

(DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME)
19.2%

(USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME)
20.7%

(USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME)
16.0%

Sources: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a study of online news consumers aged 18-65. Digitalnewsreport.org. Data for all other data points via GWI Q1 2023. Figures represent the findings of a broad survey of internet users aged 16-64. See GWI.com.

OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

SOUTH KOREA

Number of Social Media User Identities
48.34 million

Social Media User Identities vs. Total Population
93.4%

Quarter-on-Quarter Change in Social Media User Identities
+0.3%
+130 thousand

Year-on-Year Change in Social Media User Identities
+1.5%
+699 thousand

Social Media User Identities aged 18+ vs. Population aged 18+
[N/A]

Social Media User Identities vs. Individuals using the Internet
96.1%

Average Daily Time Spent Using Social Media
1h 06m

YoY: -4 mins

Average Number of Social Platforms Used Each Month
4.3

Female Social Media User Identities vs. Total Social Media User Identities
49.8%

Male Social Media User Identities vs. Total Social Media User Identities
50.3%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; GWI; KISA; PEW RESEARCH CENTER; OMDIA; IMF; ITU; GWI (Q4 2023), NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE; SOURCES MAY NOT ADD UP TO 100% DUE TO ROUNDING AND INDIVIDUAL COMPANIES MAY DIFFER, USERS MAY NOT CONTAIN UNIQUE USER IDENTITIES (e.g. USERS MAY HAVE MULTIPLE ACCOUNTS)

NOTES ON DATA: SOCIAL MEDIA USER IDENTITIES VS. TOTAL POPULATION AND INTERNET USERS, COMPARED USING POPULATION AND INTERNET USERS SOURCED AND REPORTED IN OFFICIAL ACCOUNTS.
FOR MORE DETAILS ON SOURCES AND NOTES SEE NOTES ON DATA

Digital 2024 South Korea
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we are social & MeltwaterVoici la retranscription textuelle de l'image :

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**JAN 2024**
**DEMOCRAPHIC PROFILE OF META'S AD AUDIENCE**
**SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER**

(Côté droit de l'image : Drapeau de la Corée du Sud)

```

18-24 YEARS OLD
  Female: 15.4%
  Male: 11.5%

25-34 YEARS OLD
  Female: 17.8%
  Male: 15.3%

35-44 YEARS OLD
   Female: 11.5%
   Male: 9.8%

45-54 YEARS OLD
   Female: 5.9%
   Male: 5.5%

55-64 YEARS OLD
   Female: 2.5%
   Male: 2.8%

65+ YEARS OLD
   Female: 0.8%
   Male: 1.2%
```

Sources: Kepios analysis, Meta's advertising resources.
NOTE: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta's advertising resources only publish gender data for "female" and "male".
COMPARABILITY: Important base data revisions and source reporting changes mean that 2024 data are NOT comparable with values published in our previous reports.

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---JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

FILLING SPARE TIME
28.8%

KEEPING IN TOUCH WITH FRIENDS AND FAMILY
28.6%

FINDING CONTENT (E.G. ARTICLES, VIDEOS)
24.5%

SEEING WHAT'S BEING TALKED ABOUT
19.0%

READING NEWS STORIES
17.9%

FINDING PRODUCTS TO PURCHASE
14.3%

SEEING CONTENT FROM YOUR FAVOURITE BRANDS
14.1%

POSTING ABOUT YOUR LIFE
13.7%

FINDING INSPIRATION FOR THINGS TO DO AND BUY
13.5%

FOLLOWING CELEBRITIES OR INFLUENCERS
12.3%

WATCHING LIVE STREAMS
11.6%

SHARING AND DISCUSSING OPINIONS WITH OTHERS
11.1%

WATCHING OR FOLLOWING SPORTS
10.3%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS
9.9%

AVOIDING MISSING OUT ON THINGS (FOMO)
8.8%

SOURCE GWI JAN 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE FIGURES
REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT
USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST
MONTH. COMPARABILITY METHODOLOGY CHANGES: SEE NOTES ON DATA

We Are Social MeltwaterVoici la retranscription textuelle de l'image:

MOST USED SOCIAL MEDIA PLATFORMS

Pourcentage d'utilisateurs âgés de 16 à 64 ans qui utilisent chaque plateforme chaque mois

South Korea

1. **KakaoTalk** - 87.0%
2. **Instagram** - 62.7%
3. **Facebook** - 41.6%
4. **X (Twitter)** - 27.0%
5. **KakaoStory** - 25.9%
6. **TikTok** - 21.5%
7. **Facebook Messenger** - 18.3%
8. **LINE** - 15.2%
9. **iMessage** - 12.8%
10. **Pinterest** - 10.6%

Note: Note: YouTube is not offered as an answer option for this question in GWI's survey, so it will not appear in this ranking

---

SOURCE: _GWI (Q3 2023) Figures represent the findings of a broader survey of internet users aged 16 to 64. See GWI.COM/NOTE. YouTube is not offered as an answer option for this question in GWI's survey. COMPARABILITY: A version of this chart included in our previous reports was based on a previous question in GWI's survey that included YouTube as an answer option. Therefore, any differences in current and historical rankings do not indicate YouTube is no longer popular. They simply indicate that the survey response options have changed meaning results shown here are not directly comparable with those shown in similar charts in previous reports._

Digital 2024 South Korea
58 sur 129

We Are Social
Meltwater**JAN 2024**

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

SOUTH KOREA

- KAKAOTALK: 59.3%
- INSTAGRAM: 20.0%
- X (TWITTER): 3.2%
- FACEBOOK: 2.8%
- TIKTOK: 1.8%
- PINTEREST: 1.4%
- KAKAOSTORY: 1.3%
- LINE: 0.7%
- TELEGRAM: 0.7%
- DISCORD: 0.6%

SOURCE: GWI (Jan 2024) See GWI.com NOTES: Only includes internet users aged 16 to 64 who have used at least one social media platform in the past month. Survey respondents could choose from other options not shown on this chart, so values may not sum to 100%. YouTube is not available as an answer to this question in GWI's survey. We report GWI's values for TikTok in China separately as 'Douyin', as per ByteDance's corporate reporting of user numbers for each platform. Comparability: Methodology changes. See notes on data.

Digital 2024 South Korea

We Are Social | MeltwaterJAN 2024 MONTHLY SOCIAL MEDIA APP SESSIONS AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

1. YOUTUBE - 367.8
2. INSTAGRAM - 254.1
3. TIKTOK - 221.9
4. WHATSAPP - 175.6
5. X (TWITTER) - 169.3
6. TELEGRAM - 141.9
7. LINE - 135.2
8. FACEBOOK - 103.1
9. FACEBOOK MESSENGER - 83.1
10. PINTEREST - 72.8
11. SNAPCHAT - 30.2
12. LINKEDIN - 24.1

Digital 2024 South Korea

we are social | MeltwaterJAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

ANY KIND OF SOCIAL MEDIA PLATFORM
52.8%
YOY: -3.5% (-190 BPS)

SOCIAL NETWORKS
22.7%
YOY: +7.1% (+150 BPS)

QUESTION & ANSWER SITES (E.G. QUORA)
10.6%
YOY: -13.8% (-170 BPS)

MESSAGING AND LIVE CHAT SERVICES
3.7%
YOY: -19.6% (-90 BPS)

FORUMS AND MESSAGE BOARDS
7.3%
YOY: -3.9% (-30 BPS)

MICRO-BLOGS (E.G. X / TWITTER)
3.3%
YOY: -21.4% (-90 BPS)

VLOGS (BLOGS IN A VIDEO FORMAT)
8.6%
YOY: -4.4% (-40 BPS)

ONLINE PINBOARDS (E.G. PINTEREST)

3.2%
YOY: -23.8% (-100 BPS)

SOUTH KOREA
& þ
WE ARE SOCIAL
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[Icon indicating multiple viewing options]
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français
Ø=Ü¬JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

SOUTH KOREA

YOUTUBE: 44H 49M

TIKTOK: 25H 06M

INSTAGRAM: 9H 26M

FACEBOOK: 5H 52M

X (TWITTER): 5H 20M

WHATSAPP: 2H 44M

TELEGRAM: 2H 25M

LINE: 2H 14M

PINTEREST: 2H 02M

FACEBOOK MESSENGER: 1H 36M

LINKEDIN: 0H 40M

SNAPCHAT: 0H 31M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

DIGITAL 2024 SOUTH KOREA

60 SUR 129```plaintext
JAN 2024 - WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

SOUTH KOREA

FACEBOOK - 73.0%
YOUTUBE - 13.8%
X (TWITTER) - 6.8%
INSTAGRAM - 4.0%
PINTEREST - 1.7%
REDDIT - 0.3%
LINKEDIN - 0.1%
OTHERS - 0.2%

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE

AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

we are social © Meltwater

```JAN 2024

**FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS**
Web traffic referred by Facebook as a percentage of web traffic referred by social media platforms (any device)
**South Korea**

**DEC 2013:** 66.05% (+22.6%)
**DEC 2014:** 80.99% (-10.3%)
**DEC 2015:** 72.62% (+9.9%)
**DEC 2016:** 79.81% (-63.3%)
**DEC 2017:** 29.30% (-46.7%)
**DEC 2018:** 15.62% (+12.7%)
**DEC 2019:** 17.61% (+354%)
**DEC 2020:** 79.90% (-14.7%)
**DEC 2021:** 68.13% (+38.2%)
**DEC 2022:** 94.14% (-22.4%)
**DEC 2023:** 73.04%

Source: StatCounter. Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of available platforms. Online figures represent the share of the total amount of web traffic generated via links to OSN platforms relied on Facebook as a percentage of the total web traffic available for the selection of social media platforms to the users in South Korea. The values in OSSs are given relative based on a change in an index base of 46% from a starting value of 50, which would equal 106%.

Digital 2024 South Korea
We Are Social / MeltwaterBien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**
**KAKAOTALK: OVERVIEW OF ACTIVE USERS**

*NUMBER OF USER ACCOUNTS THAT ARE ACTIVE ON KAKAOTALK EACH MONTH*
*NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS*

1. **Monthly Active KakaoTalk Users:**
   - 48.34 MILLION

2. **Monthly Active KakaoTalk Users vs. Total Population:**
   - 93.4%

3. **Quarter-on-Quarter Change in Monthly Active KakaoTalk Users:**
   - +0.3%
   - +130 THOUSAND

4. **Year-on-Year Change in Monthly Active KakaoTalk Users:**
   - +1.5%
   - +699 THOUSAND

5. **Monthly Active KakaoTalk Users vs. Total Internet Users:**
   - 96.1%

6. **Monthly Active KakaoTalk Users vs. Population Aged 14+:**
   - 104.0%

7. **Female Users as a Percentage of All Monthly Active KakaoTalk Users:**
   - 48.8%

8. **Male Users as a Percentage of All Monthly Active KakaoTalk Users:**
   - 51.2%

Sources:
Kakao Earnings Announcements, Gender Share Data from GWI Q3 2023. See GWI.COM.
Note: GWI also reports data for "other gender," so the values for "female" and "male" users may not sum to 100%.

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**we are social Meltwater**

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Cela représente un aperçu des utilisateurs actifs sur KakaoTalk en janvier 2024, détaillant les statistiques d'une manière compréhensible.Jan 2024
SOCIAL MEDIA ACCOUNT TYPES FOLLOWED
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

#### Friends, family, or other people you know

34.6%

#### Influencers or other experts
20.9%

#### Actors, comedians, or other performers
18.6%

#### TV shows or channels
18.3%

#### Entertainment, memes, or parody accounts
12.2%

#### Companies and brands you purchase from
11.6%

#### Bands, singers, or other musicians
10.8%

#### Sports people and teams
9.9%

#### Restaurants, chefs, or food personalities
9.8%

#### Beauty experts
9.3%

#### Companies and brands you're considering purchasing from
9.3%

#### Gaming experts or gaming studios
8.8%

#### Contacts relevant to your work
8.2%

#### Events you're attending
7.6%

#### Politicians, royalty, or other people of standing
7.5%

---

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes: see Notes on Data.

Digital 2024 South Korea

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(we are social), (Meltwater)JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
8.40 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
16.2%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
16.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-3.4%
-300 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-12.5%
-1.2 MILLION

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
38.1%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
61.9%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
18.8%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
14.2%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
23.5%

SOURCES: META ADVERTISING RESOURCES; KEPIO'S ANALYSIS.
NOTES: BASED ON AD AUDIENCES OF REPORTED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE." SOURCE DATA FOR REACH OF OTHER AGES WERE PUBLISHED IN TOTAL AUDIENCES WITHOUT SPECIFIC AGE BREAKDOWNS AT THE TIME OF THIS REPORT. DATA WAS SOURCED FROM VARIOUS AD PLATFORMS UP TO EARLY JANUARY 2024.

Digital 2024 South Korea

Facebook Engagement Rates: Locowise
(Facebook page post engagements as a percentage of total page fans, as reported by Locowise)

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
(Icon: Blue circle with a white paper and pen)
0.06%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
(Icon: Green circle with a white image)
0.12%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
(Icon: Orange circle with a white play button)
0.01%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
(Icon: Red circle with white chain links)
0.01%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
(Icon: Green circle with a white text bubble)
0.007%

Source: Locowise figures represent averages for the period between 1 September and 30 November 2023. Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes, in various countries around the world.

(Digital 2024 South Korea)

(Brands and logos: We Are Social, Meltwater)
(Side Icons: Left arrow, Right arrow, search, page, download, share, PDF)Jan 2024

TOP YOUTUBE SEARCHES
Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023

| #  | Search Query | Index |
|----|--------------|-------|
| 01 | ±x·˜ | 100 |
| 02 | º9¼) | 43 |
| 03 | ±x·˜ º¨ÇL | 33 |
| 04 | ASMR | 22 |
| 05 | ±x·˜¼) | 20 |
| 06 | ¾ Çt ¸\-ø | 20 |
| 07 | Æ ÖT | 20 |
| 08 | ²tÂ¤ | 17 |
| 09 | ÉÁÎ | 14 |
| 10 | ²t ÉÄÂ¤ | 13 |

| #  | Search Query | Index |
|----|--------------|-------|
| 11 | Õ<Ó | 13 |
| 12 | ÅDÇt¾ | 13 |
| 13 | Á•×e »ü | 11 |
| 14 | ºTÇtÕ | 10 |
| 15 | ¼ Ît·| | 10 |
| 16 | ¸d | 10 |
| 17 | Á8¾ Òô | 10 |
| 18 | Í•-l | 9 |
| 19 | Õ ¸ Çt ¹¬Â¤Ò¸ | 9 |
| 20 | ¸\ ¾ ¸]Â¤ | 9 |

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. Note: Any spelling errors or language inconsistencies in search queries are as reported by Google Trends, and have been listed to reflect potential changes in how people enter keywords within the search input field.

Advisory: Google Trends uses analytic sampling, so data, order and index values may vary depending on when the tool is accessed, even for the same time period.

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Français

Icons for home, search, download, and print.

Logos: we are social / Meltwater / South Korea flag### JAN 2024 TIKTOK: ADVERTISING AUDIENCE OVERVIEW

### THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK
Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

#### Total Potential Reach of Ads on TikTok
- 6.95 MILLION

#### TikTok Ad Reach vs. Total Population
- 13.4%

#### TikTok Ad Reach vs. Total Internet Users
- 13.8%

#### Quarter-on-Quarter Change in Reported TikTok Ad Reach
- +4.3%
- +286 THOUSAND

#### Year-on-Year Change in Reported TikTok Ad Reach
- +23.0%
- +1.3 MILLION

#### Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
- 49.7%

#### Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+
- 50.3%

#### Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+
- 15.6%

#### Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+
- 15.4%

#### Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+
- 15.8%

---

Sources: TikTok's advertising resources; Kepios analysis. Notes: Does not include

Douyin. Reach data are only available for 'female' and 'male' users aged 18+. Data are not available for all countries. Values based on midpoints of ranges provided by marketers in TikTok tools, so actual figures may be higher or lower. Reach values may be affected by platform-specific factors and may not match values reported in other resources. Adoption figures based on the latest available population data. Changes in reporting methodology can impact comparability.

Report: We Are Social, Meltwater**JAN 2024**
**MESSENGER: ADVERTISING AUDIENCE OVERVIEW**
_The potential audience that marketers can reach with ads on Facebook Messenger_
Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

**Total Potential Reach of Ads on Messenger**
- 2.95 MILLION

**Messenger Ad Reach vs. Total Population**
- 5.7%

**Messenger Ad Reach vs. Total Internet Users**
- 5.9%

**Quarter-on-Quarter Change in Reported Messenger Ad Reach**
- -3.3%
- -100 THOUSAND

**Year-on-Year Change in Reported Messenger Ad Reach**
- -24.4%
- -950 THOUSAND

**Share: Female Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+**
- 35.8%

**Share: Male Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+**
- 64.2%

**Adoption: Overall Messenger Ad Reach Aged 18+ vs. Overall Population Aged 18+**
- 6.6%

**Adoption: Female Messenger Ad Reach Aged 18+ vs. Female Population Aged 18+**
- 4.6%

**Adoption: Male Messenger Ad Reach Aged 18+ vs. Male Population Aged 18+**
- 8.3%

Source: We Are Social & Meltwater

Digital 2024 South Korea

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Flag] South Korea

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
[YouTube Icon] 44.30 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION
[Green People Icons] 85.6%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS
[Globe Icon] 88.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
[Calendar 90 Icon] 0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
[Calendar 365 Icon] -3.7%
-1.7 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
[Female Icon] 49.8%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+
[Male Icon] 50.3%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
[People Icons] 89.6%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
[Green Female Icon] 88.5%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
[Blue Male Icon] 90.7%

SOURCES GOOGLE'S ADVERTISING RESOURCES, KEPIOS ANALYSIS
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' USERS AGED 18 AND OLDER. VALUES REPRESENT ADDRESSABLE AUDIENCE ONLY, AND MAY NOT REFLECT ACTUAL USERS OR MEMBERS. AUDIENCE REACH METRICS ARE BASED ON ADVERTISING AUDIENCES, AND MAY NOT CORRELATE WITH EQUIVALENT ORGANIC AUDIENCE METRICS. PENETRATION VALUES ARE BASED ON THE TOTAL POPULATION, REGARDLESS OF AGE, AS WELL AS POPULATIONS AGED 18 AND OLDER. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING AND DIFFERENCES IN THE BASE POPULATIONS USED TO CALCULATE EACH VALUE. FOR MORE DETAILED NOTES ON THE DATA, AND CHANGES IN REPORTING METHODOLOGY, PLEASE REFER TO THE COMPLETE REPORT ON SLIDE 4.

Digital 2024 South Korea

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français

[Logos] we are social MeltwaterVoici la retranscription textuelle de l'image contenant des statistiques sur l'audience publicitaire sur Instagram pour la Corée du Sud en janvier 2024 :

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**JAN 2024**

**INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW**

**THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM**

**TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM**
23.40 MILLION

**INSTAGRAM AD REACH VS. TOTAL POPULATION**
45.2%

**INSTAGRAM AD REACH VS. TOTAL INTERNET USERS**
46.5%

**QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH**
+1.3% +300 THOUSAND

**YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH**
+21.6% +4.2 MILLION

**SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD REACH AGED 18+**
56.7%

**SHARE: MALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD REACH AGED 18+**
43.3%

**ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+**
50.5%

**ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+**
55.8%

**ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ VS. MALE POPULATION AGED 18+**
43.3%

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**Digital 2024 South Korea**
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**LOGOS:**
Kepios, We are Social, Meltwater

**LANGUAGE:**
françaisJAN 2024

MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
66.39 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
128.3%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+3.1%
+2.0 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
99.7%

Digital 2024 South Korea | 78 sur 129
we are social | Meltwater
JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA IN THIS CHART WITH
PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
(LinkedIn Logo)
4.00 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
(Icon of people)
7.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
(Globe Icon)
8.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
(Calendar icon with "90" on it)
+2.6% +100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
(Calendar icon with "365" on it)
+14.3% +500 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD
REACH AGED 18+
(Female icon)

50.0%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+
(Male icon)
50.0%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
(Icon of group of people)
9.0%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
(Female icon with green background)
2.7%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
(Male icon with red background)
2.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; BROADCAST CHANNELS. NOTES: VALUES RELATE TO REGISTERED "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS THAT REPORT GENDER DATA FOR "COUNTABLE" USER ACCOUNTS. "% OF REACH" METRICS ARE BASED ON OUR ESTIMATES OF TOTAL ELIGIBLE AUDIENCES, AND HAVE BEEN SUSPENDED TO ACCOMMODATE FOR SEASONAL VARIANCES.

COMPARABILITY: Ø=ÜÊ
NOTES: WE ARE SOCIAL AND MELTWATER ANALYSES; AD REACH DATA FROM ACTIVE ADVERTISING TOOLS. VALUES FOR "ADVERTISING AUDIENCE" REPORTED HERE MAY DIFFER FROM VALUES REPORTED IN SOCIAL MEDIA COMPANIES' OWN INVESTOR EARNINGS ANNOUNCEMENTS DUE TO DIFFERENCES IN AUDIENCE DEFINITIONS, AND CHANGES IN REPORTED PERIODS.

(Tablet, monitor, mobile device icons)
Ø=ÜÂ  français

LOGOS: WE ARE SOCIAL and MELTWATER

Flag of South KoreaVoici la retranscription textuelle de l'image :

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**JAN 2024**
**CELLULAR MOBILE CONNECTIONS OVER TIME**
**NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME**

**South Korea** ![South Korea Flag]

| Period    | Connections (in millions) | Growth Rate (%)  |
|-----------|--------------------------:|-----------------:|
| Q4 2021   | 62.8 M | +0.8 |
| Q1 2022   | 63.3 M | +0.6 |
| Q2 2022   | 63.7 M | +0.8 |
| Q3 2022   | 64.2 M | +0.3 |
| Q4 2022   | 64.4 M | +1.0 |
| Q1 2023   | 65.1 M | +1.0 |
| Q2 2023   | 65.7 M | +0.9 |
| Q3 2023   | 66.3 M | +0.1 |
| Q4 2023   | 66.4 M |      |

**SOURCE**: GSM Intelligence
**NOTE**: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: 'K' DENOTES THOUSANDS (E.G. '125.1K' = 125,000); 'M' DENOTES MILLIONS (E.G. '12.8M' = 12,800,000); AND 'B' DENOTES BILLIONS (E.G. '1.23B' = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

**Digital 2024 South Korea**
**79 sur 129**

Icons and Logos:
- **WE ARE SOCIAL**
- **Meltwater**

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(Note: The image contains icons, logos, and small texts that are depicted in uppercase and particular formatting).

### Image Transcription: X: Advertising Audience Overview - Jan 2024 (South Korea)

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**THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)**

**Note:** Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

#### Total Potential Reach of Ads on X (Twitter)
**10.40 Million**

#### X Ad Reach vs Total Population
**20.1%**

#### X Ad Reach vs Total Internet Users
**20.7%**

#### Quarter-on-Quarter Change in Reported X Ad Reach
**-9.1%**
**-1.0 Million**

#### Year-on-Year Change in Reported X Ad Reach
**+6.2%**
**+605 Thousand**

#### Share: Female X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
**67.1%**

#### Share: Male X Ad Reach Aged 18+ vs. Overall X Ad Reach Aged 18+
**32.9%**

#### Adoption: Overall X Ad Reach Aged 18+ vs. Overall Population Aged 18+
**22.0%**

#### Adoption: Female X Ad Reach Aged 18+ vs. Female Population Aged 18+
**28.9%**

#### Adoption: Male X Ad Reach Aged 18+ vs. Male Population Aged 18+
**14.9%**

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**Sources:**
- **ITS Advertising Resources**
- **KEPIOS Analysis**

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**Icons and Logos:**
- **We Are Social**
- **Meltwater**

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**Language:** françaisJAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

(South Korean flag icon)
SOUTH KOREA

---

(SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
ICON: Android robot)
73.15%
YEAR-ON-YEAR CHANGE
+6.6% (+452 BPS)

---

(SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
ICON: Apple logo)
26.53%
YEAR-ON-YEAR CHANGE
-14.5% (-449 BPS)

---

(SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES ICON: Samsung logo)
0.31%
YEAR-ON-YEAR CHANGE
-8.8% (-3 BPS)

---
(SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES ICON: Kai OS logo)
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

---
(SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES ICON: Other OS logo)
0.01%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

Source: Statcounter. Notes: Figures represent the number of web pages served to browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures change is web sessions from mobile devices running an operating system divided by the same figure for December 2022, with values expressed in basis points, and not the absolute change in the percentage share. A change of +100 BPS would equal a one percentage point increase. Values in brackets represent the change in the share of mobile web traffic. Values are based on data from desktop and laptop devices only.

80 (circular icon with page number indicating slide number)
Digital 2024 South Korea
80 sur 129 (French language indication that this is slide 80 of 129)

(We Are Social logo) (Meltwater logo)

(foreign language icons, magnifying glass icon, lock icon, dots icon)JAN 2024

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
4H 31M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS

12.4%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
37.5%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
22.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
14.6%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
2.0%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
10.8%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
11.9%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S LATEST CATEGORISATION AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. * WEB BROWSING AND SEARCH ENGINES IS A SUB-CATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 South Korea 81 sur 129

We Are Social MeltwaterJAN 2024
MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[Flag of South Korea]
SOUTH KOREA

TOTAL NUMBER OF MOBILE APP DOWNLOADS
1.92 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
+2.6%

+48 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
$7.86 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
+25.0%
+1.6 BILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

[LOGO We Are Social] [LOGO Meltwater]

82 Digital 2024 South Korea  82 sur 129  françaisBien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**

APP RANKING: MONTHLY ACTIVE USERS
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

**# MOBILE APP | COMPANY**

01 | KAKAOTALK | KAKAO CORP
02 | YOUTUBE | GOOGLE
03 | NAVER | NAVER
04 | CHROME BROWSER | GOOGLE
05 | GOOGLE | GOOGLE
06 | SAMSUNG TOUCHWIZ HOME | SAMSUNG GROUP
07 | SAMSUNG GALLERY | SAMSUNG GROUP
08 | COUPANG | COUPANG
09 | SAMSUNG CLOCK | SAMSUNG GROUP
10 | SAMSUNG INTERNET BROWSER | SAMSUNG GROUP

**# MOBILE GAME | COMPANY**

01 | ROBLOX | ROBLOX
02 | INFINITE STAIRS | NFY STUDIO
03 | BRAWL STARS | TENCENT
04 | SURVIVOR!.IO | HABBY
05 | POKÉMON GO | NIANTIC
06 | MINECRAFT POCKET EDITION | MICROSOFT
07 | EA SPORTS FC™ MOBILE | NEXON
08 | TANGHULU MASTER | WHOYAHO
09 | PUBG MOBILE | TENCENT
10 | THE BATTLE CATS | PONOS

Source: DATA.AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS iPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

Digital 2024 South Korea
83 sur 129

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(Note: Flag of South Korea is displayed on the right side of the image, next to "SOUTH KOREA.")Bien sûr, voici la retranscription textuelle de l'image :

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JAN 2024
APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

### MOBILE APP ###
01. YOUTUBE - GOOGLE
02. KAKAOPAGE - KAKAO CORP
03. NAVER WEBTOONS - NAVER
04. KAKAOTALK - KAKAO CORP
05. TVING - CJ GROUP
06. DISNEY+ - DISNEY
07. WAVVE - WAVVE
08. TIKTOK - BYTEDANCE
09. NAVER SERIES - NAVER
10. MELON - KAKAO CORP

### MOBILE GAME ###
01. LINEAGE M - NCSOFT
02. ODIN: VALHALLA RISING - KAKAO CORP
03. °˜ÇtÒ¸ Ðl¸\Æ° - WEMADE
04. LINEAGE W - NCSOFT
05. LINEAGE 2M - NCSOFT
06. ÅDÐ¤ÅÐÇtÉÀ ÆÌ - KAKAO CORP
07. EA SPORTS FC™ MOBILE - NEXON
08. GENSHIN IMPACT - MIHOYO
09. FIFA ONLINE 4 M - NEXON
10. WHITEOUT SURVIVAL - ZHEJIANG CENTURY HUAUTO GROUP

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI.
NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

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Des icônes de recherche et de langues apparaissent au bas de l'image.Bien sûr ! Voici la transcription textuelle de l'image :

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**JAN 2024 APP RANKING: DOWNLOADS**
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

### Mobile App
1. **COUPANG PLAY** - Coupang
2. **Disney+** - Disney
3. **AliExpress** - Alibaba Group
4. **TMONEY GO** - Tmoney
5. **Temu** - PDD Holdings
6. **NH±•Ö Ç@Õ‰** - NongHyup
7. **Naver Papago Translate** - Naver
8. **M Health Insurance** - National Health Insurance Corporation
9. **Nike** - Nike
10. **Karrot** - Danggeun Market

### Mobile Game

1. **Honkai: Star Rail** - MiHoYo
2. **Royal Match** - Dream Games
3. **Block Blast Adventure Master** - Hungry Studio
4. **Pixel Heroes** - More2 Games
5. **Reverse: 1999** - Bluepoch Games
6. **Roblox** - Roblox
7. **Survivor!.io** - Habby
8. **Seven Knights Idle Adventure** - Netmarble
9. **Minigame Party: Pocket** - Com2uS Holdings
10. **Ò¸¹-Îì** - Epigames

**SOURCE**: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

**Digital 2024 South Korea**
**84 sur 129**

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**Logos présents :**
- **We Are Social**
- **Meltwater**
JAN 2024
WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

Purchased a product or service online
65.8%

Ordered groceries via an online store
45.0%

Bought a second-hand item via an online store
8.5%

Used an online price comparison service
25.4%

Used a buy now, pay later service
2.9%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES; SEE NOTES ON DATA.

FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES
EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION
98.7%
Female: 98.7%
Male: 98.7%

CREDIT CARD OWNERSHIP
68.4%
Female: 67.0%
Male: 69.8%

DEBIT CARD OWNERSHIP
84.0%
Female: 82.5%
Male: 85.4%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
[N/A]
Female: [N/A]
Male: [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)
96.2%
Female: 94.9%
Male: 97.3%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
77.9%
Female: 78.1%
Male: 77.8%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
71.2%
Female: 72.6%
Male: 70.0%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
60.7%

Female: 59.3%
Male: 61.9%

We Are Social Meltwater

icône de diapositive précédente icône de diapositive suivante icône de fin de la diapositive icône de menu icône de diapositive icône de cadre icône de page complète icone de télèchargement icone de zoom  icône de capture d'écran icône de françaisJAN 2024
ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

1. FREE DELIVERY - 64.7%
2. COUPONS AND DISCOUNTS - 62.1%
3. CUSTOMER REVIEWS - 34.2%
4. NEXT-DAY DELIVERY - 31.9%
5. SIMPLE ONLINE CHECKOUT - 30.1%
6. EASY RETURNS POLICY - 17.3%
7. SOCIAL LIKES & COMMENTS - 11.6%
8. ECO-FRIENDLY CREDENTIALS - 10.7%
9. LOYALTY POINTS - 9.7%
10. EXCLUSIVE CONTENT OR SERVICES - 7.8%
11. GUEST CHECKOUT - 5.9%
12. SOCIAL BUY BUTTONS - 5.6%
13. INTEREST-FREE PAYMENTS - 5.4%
14. CLICK AND COLLECT - 2.0%

Digital 2024 South Korea

we are social
MeltwaterEcommerce: Consumer Goods Categories
(Estimation de la dépense annuelle dans chaque catégorie de biens de consommation via e-commerce (seulement B2C en USD, année complète 2023))

**Janvier 2024**

**ELECTRONICS**
$13.06 milliards
Changement annuel : -0.8% (-110 millions)

**FASHION**
$19.92 milliards
Changement annuel : +0.7% (+$140 millions)

**FOOD**
$7.47 milliards
Changement annuel : +5.3% (+$390 millions)

**BEVERAGES**
$5.09 milliards
Changement annuel : -3.2% (-$160 millions)

**DIY & HARDWARE**
$3.78 milliards
Changement annuel : -2.8% (-$110 millions)

**FURNITURE**
$2.45 milliards
Changement annuel : +2.5% (+$60 millions)

**PHYSICAL MEDIA**
$4.65 milliards
Changement annuel : -1.3% (-$60 millions)

**BEAUTY & PERSONAL CARE**
$3.55 milliards
Changement annuel : -1.7% (-$60 millions)

**TOBACCO PRODUCTS**
$160.0 millions
Changement annuel : (inchangé)

**TOYS & HOBBY**

$1.42 milliards
Changement annuel : -3.4% (-$50 millions)

**HOUSEHOLD ESSENTIALS**
$720.0 millions
Changement annuel : -1.4% (-$10 millions)

**OVER-THE-COUNTER PHARMACEUTICALS**
$990.0 millions
Changement annuel : -2.9% (-$30 millions)

**LUXURY GOODS**
$990.0 millions
Changement annuel : +2.1% (+$20 millions)

**EYEWEAR**
$550.0 millions
Changement annuel : (inchangé)

Source: Statista eCommerce Market, See Statista.com
Notes: Les chiffres représentent les dépenses estimées de l'année complète en USD, et les comparaisons sont basées sur le calendrier de l'année précédente. Les nouvelles catégories n'incluent pas les téléchargements numériques ou le streaming. Comparabilité. Les notes significatives sont les révisions et les modifications des définitions des catégories.

[Logos divers et icônes liés aux organismes fournissant les données.]

Digital 2024 South Korea

PAYMENT METHODS USED FOR ECOMMERCE
PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

SOUTH KOREA

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
25.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
64.0%


SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
6.0%


SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
1.0%


SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
4.0%


SOURCE: PPRO. NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.


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Digital 2024 South Korea
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françaisJAN 2024

ONLINE RIDE-HAILING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
13.23 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+3.2% +410 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$1.48 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
+3.5% +$50 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$112

SOURCE: STATISTA, MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PERSON-TO-PERSON VEHICLES (E.G. UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN USD. DOLLAR VALUES. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 South Korea
94 sur 129Bien sûr, voici la transcription textuelle de l'image :

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JAN 2024

TOP GOOGLE SHOPPING SEARCHES
Shopping Queries with the Greatest Volume of Google Search Activity Between 01 January 2023 and 31 December 2023

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|---|---|---|
| 01 | ±$Çt¼„ | 100 |
| 02 | °˜ÇtÐ¤ | 77 |
| 03 | ¬$·íÂÜ | 74 |
| 04 | ÏàÓ! | 71 |
| 05 | ¬ ¼) | 62 |
| 06 | ¸¬à | 60 |
| 07 | ÇxÖ | 58 |
| 08 | ÅDÇtÓð | 50 |
| 09 | Õ<-ÜÅ´ | 48 |
| 10 | Æ7 | 42 |

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|---|---|---|
| 11 | ÅDµ ²äÂ¤ | 40 |

```
12 | Ð¤¼ô´Ü | 38
13 | ÓìÏ º¬ | 37
14 | Ç•È ¬p | 33
15 | °šÂÜ | 31
16 | Ç¥°œ¬ | 31
17 | ÇXÇ• | 30
18 | ²Î̃P³Ä | 29
19 | ±xÒ¸½• | 26
20 | ÎôÔèÑ0 | 26
```

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Source: Google Trends based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023. Notes: Any language anomalies or spelling errors in queries are reported by Google Trends and are shown "as is" to explain reasons to identify potential changes in how people use language in their search activities on Google. Numbers are indexed to search volumes, with the top query shown as 100. Column "Index vs. Top Query" compares share of search volume with the search volume of the top query. Advisory: Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

Digital 2024 South Korea

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we are social | Meltwater

---JAN 2024
DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
19.77 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+5.2%
+980 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$1.07 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
-3.6%
-$40 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$54.19

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIO-RETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART COACHING APPS. SOURCES VIA SMARTWEAR, FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "+%" VALUES SHOW ABSOLUTE CHANGE.

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Digital 2024 South KoreaJAN 2024

ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

Flights
$10.57 BILLION
YEAR-ON-YEAR CHANGE
+40.8% (+$3.1 BILLION)

Trains
$353.3 MILLION
YEAR-ON-YEAR CHANGE
+25.6% (+$72 MILLION)

Car Rentals
$1.12 BILLION
YEAR-ON-YEAR CHANGE
+26.5% (+$236 MILLION)

Long-Distance Buses
$226.7 MILLION
YEAR-ON-YEAR CHANGE
+24.0% (+$44 MILLION)

Hotels
$6.55 BILLION
YEAR-ON-YEAR CHANGE
+17.3% (+$968 MILLION)

Package Holidays
$2.92 BILLION
YEAR-ON-YEAR CHANGE
+17.4% (+$432 MILLION)

Vacation Rentals
$1.13 BILLION
YEAR-ON-YEAR CHANGE
+33.8% (+$286 MILLION)

Cruises
$8.58 MILLION
YEAR-ON-YEAR CHANGE
+35.0% (+$2.2 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK: STATISTA MOBILITY MARKET OUTLOOK: SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH REVENUE VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT (NON-COMMERCIAL FLIGHTS, FERRIES, TRAINS, RIDESHARING, E-HAILING, OR COMMUTER SERVICES). COMPARABLE BASE AND CATEGORY DEFINITIONS CHANGED, FIGURES ARE FOR COMPARATIVE WITH PREVIOUS ESTIMATES.

Digital 2024 South Korea

françaisBien sûr! Voici la transcription textuelle de l'image:

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**JAN 2024 | DIGITAL FITNESS & WELL-BEING OVERVIEW**

**HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES**

South Korea

**NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES**

14.11 MILLION

**YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS**
+8.0% +1.0 MILLION

**TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)**
$1.52 BILLION

**YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING MARKET**
+11.8% +$160 MILLION

**AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)**
$108

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**SOURCE**: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. **NOTES**: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS SUCH AS E.G. CALORIE COUNTING, ANIMATION AND EXERCISE APPS DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART EYEWEAR, HEALTH TRACKING APPS AND WEARABLES, FUNCTION SPECIFIC OUTDOOR CONNECTING WATCHES (E.G. TATIC WATCHES), LUXURY WATCHES, APP SALES REVENUE ACCORDING TO FORECAST VALUES FOR THE RESPECTIVE YEAR, FINANCIAL VALUES IN MILL. U.S. DOLLARS, PERCENTS SHOW ABSOLUTE CHANGE.

Digital 2024 South Korea

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Note: The original image includes icons and colors to represent data visually which can't be fully captured in the text transcription.JAN 2024
DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL
$13.33 BILLION
YEAR-ON-YEAR CHANGE +7.5% (+$930 MILLION)

VIDEO GAMES
$8.71 BILLION
YEAR-ON-YEAR CHANGE +6.5% (+$530 MILLION)

VIDEO-ON-DEMAND
$2.34 BILLION
YEAR-ON-YEAR CHANGE +14.7% (+$300 MILLION)

EPUBLISHING
$1.45 BILLION
YEAR-ON-YEAR CHANGE +2.8% (+$40 MILLION)

DIGITAL MUSIC
$820.0 MILLION
YEAR-ON-YEAR CHANGE +7.9% (+$60 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN
U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE
PRECEDING CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND
SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES
NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT.
COMPARABILITY ISSUE AND CATEGORY DEFINITION CHANGES: FIGURES ARE
NOT COMPARABLE WITH PREVIOUS REPORTS.
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ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION
SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
**1.93 MILLION**

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION
SERVICES
**+1.0%**
**+20 THOUSAND**

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
**$680.0 MILLION**

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR
CONSULTATIONS

**+4.6%**
**+$30 MILLION**

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
**$353**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "000's" VALUES SHOW ABSOLUTE CHANGE.

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LANGUAGE OPTIONS:
(fr) français

BRANDS:
Statista, Meltwater, We Are SocialVoici la retranscription textuelle de l'image fournie :

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**JAN 2024**
**DIGITAL CONTENT PURCHASES**
**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH**

- **MOVIE OR TV STREAMING SERVICE**: 27.1%
- **MUSIC STREAMING SERVICE**: 26.5%
- **MOBILE GAME**: 12.2%
- **MOBILE APP**: 10.0%
- **MUSIC DOWNLOAD**: 10.0%
- **E-BOOK**: 6.9%
- **IN-APP PURCHASES**: 3.9%
- **NEWS SERVICE**: 3.8%
- **DIGITAL GIFTS**: 3.4%
- **STUDY PROGRAMS AND LEARNING MATERIALS**: 3.4%
- **PREMIUM WEB SERVICE**: 2.5%
- **SOFTWARE PACKAGE**: 2.5%
- **ONLINE MAGAZINE SUBSCRIPTION**: 1.9%
- **DATING SERVICE**: 1.6%

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MAIN CHANNELS FOR ONLINE BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

Search Engines: 51.3%
Price Comparison Sites: 32.1%
Consumer Reviews: 27.4%
Mobile Apps: 24.8%
Product & Brand Websites: 24.8%
Social Networks: 22.7%
Brand & Product Blogs: 22.3%
Discount Voucher Sites: 16.7%
Video Sites: 16.2%
Q&A Sites: 10.6%
Specialist Review Sites: 9.2%
Forums & Message Boards: 7.3%
Messenger Services: 3.7%
Micro-Blogs: 3.3%
Online Pinboards: 3.2%

Sources of Brand Discovery
Percentage of internet users aged 16 to 64 who discover new brands, products, and services via each channel or medium

1. Search Engines: 36.3%
2. TV Ads: 34.3%
3. Word-of-Mouth: 30.8%
4. Consumer Review Sites: 23.2%
5. TV Shows and Films: 21.8%
6. Product Comparison Websites: 21.1%

7. Ads in Mobile Apps: 19.2%
8. Social Media Ads: 16.1%
9. In-Store Promos: 15.9%
10. Ads on Websites: 15.7%
11. Brand Websites: 14.0%
12. Retail Websites: 13.7%
13. Expert Bloggers: 12.9%
14. Social Media Comments: 12.8%
15. Celebrity Endorsements: 11.4%

**Source:** GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. *Comparability:* Methodology changes. See notes on data.

*Digital 2024 South Korea*

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JAN 2024

ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

1. **Research brands online before making a purchase**
   - 60.0%
   - YOY: -3.1% (-190 BPS)

2. **Visited a brand's website in the past 30 days**
   - 45.5%
   - YOY: +0.7% (+30 BPS)

3. **Clicked or tapped on a banner ad on a website in the past 30 days**
   - 12.9%
   - YOY: -11.0% (-160 BPS)

4. **Clicked or tapped on a sponsored social media post in the past 30 days**
   - 7.4%
   - YOY: [UNCHANGED]

5. **Downloaded or used a branded mobile app in the past 30 days**
   - 13.8%
   - YOY: +15.0% (+180 BPS)

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Images associées:
1. Loupe (indiquant la recherche de marque)
2. Globe (indiquant une visite de site web de marque)
3. Doigt tapant (indiquant un clic sur une bannière publicitaire)
4. Doigt sur un panneau (indiquant un clic sur un post sponsorisé sur les réseaux sociaux)
5. Téléphone mobile (indiquant le téléchargement ou l'utilisation d'une application mobile de marque)
JAN 2024

SEARCH ADVERTISING OVERVIEW

| SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET |

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**Annual Spend on Online Search Advertising (USD)**

$4.70 Billion

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**Year-on-Year Change in Online Search Advertising Spend**

+12.7% +$530 Million

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**Online Search's Share of Total Digital Advertising Spend**

43.5%

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**Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend**

+1.8% +77 BPS

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SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE COMPARISONS ARE BASED IN THE INCREASE OR DROP, FROM A STARTING VALUE OF 100%. WOULD EQUAL 80%, NOT 79%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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[Visual elements including icons and logos are present but not transcribed.]DIGITAL ADVERTISING SPEND
ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)

Total Annual Spend on Digital Ads (All Types):
$10.81 Billion
Y-O-Y Change in Spend: +10.7% (+$1.0 Billion)

Annual Spend on Online Search Ads:
$4.70 Billion
Y-O-Y Change in Spend: +12.7% (+$530 Million)

Annual Spend on Digital Video Ads:
$2.49 Billion
Y-O-Y Change in Spend: +9.7% (+$220 Million)

Annual Spend on Digital Banner Ads:
$2.01 Billion
Y-O-Y Change in Spend: +9.2% (+$170 Million)

Annual Spend on Online Influencer Activities:
$380.0 Million
Y-O-Y Change in Spend: +15.2% (+$50 Million)

Annual Spend on Online Classifieds:
$340.0 Million
Y-O-Y Change in Spend: [UNCHANGED]

Annual Spend on Digital Audio Ads:
$200.0 Million
Y-O-Y Change in Spend: +11.1% (+$20 Million)

Share of Total Digital Ad Spend: Mobile Devices*:
53.0%
Y-O-Y Change in Spend: +2.9% (+151 BPS)

Share of Total Digital Ad Spend: Social Media:
25.6%
Y-O-Y Change in Spend: -0.6% (-16 BPS)

Share of Total Digital Ad Spend: Programmatic:
83.7%
Y-O-Y Change in Spend: +0.6% (+50 BPS)

SOURCE (STATISTA ADVERTISING & MEDIA OUTLOOK): SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN
U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT FIGURES FOR FULL-
YEAR SPEND IN 2022. "Y-O-Y" = YEAR-ON-YEAR. *ADVERTISING SPEND
THROUGH MOBILE DEVICES AS A % SHARE OF TOTAL DIGITAL SPEND DOES
NOT CONNECT WITH ABSOLUTE ($) VALUES REFERENCED IN THIS TABLE.
CHANGES TO PERCENTAGES ("+151 BPS") REPRESENT ABSOLUTE CHANGES
IN % SHARE OF TOTAL. MORE DETAILS AND FULL METHODOLOGY INCLUDED IN
STATISTA'S DIGITAL ADVERTISING DATA EXPLAINER. STATISTA IS A SUBSIDIARY
OF STRÖER. FOR MORE DETAILED METHODOLOGY SEE:
WWW.STATISTA.COM.COM/OUTLOOK/DIGITAL-ADVERTISING
FOR FULL CONVERSIONS AND COMPARABILITIES.

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SOCIAL MEDIA ADVERTISING OVERVIEW
SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF
THE DIGITAL ADVERTISING MARKET

Annual Spend on Social Media Advertising (USD)
$2.77 Billion

Year-on-Year Change in Social Media Advertising Spend
+10.4%
+$260 Million

Social Media's Share of Total Digital Advertising Spend
25.6%

Year-on-Year Change in Social Media's Share of Total Digital Advertising Spend
-0.3%
-8 BPS

source: Statista Advertising & Media Outlook, see statista.com. Notes: Figures represent estimated for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are based on the difference between this year's total and last year's total. Whereas a starting value of 100% would equal 20% and BPS values represents basis points, and indicate absolute change. Comparability: base changes places are not comparable with previous reports.

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français
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INFLUENCER ADVERTISING OVERVIEW
SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

1. Annual Spend on Influencer Advertising (USD)
- Icon: Dollar sign
- Value: $380.0 million

2. Year-on-Year Change in Influencer Advertising Spend
- Icon: Circular arrows
- Value: +15.2%
- Increase Amount: +$50 million

3. Influencer Advertising's Share of Total Digital Ad Spend
- Icon: Percentage symbol
- Value: 3.5%

4. Year-on-Year Change in Influencer Advertising's Share of Total Digital Ad Spend

- Icon: Up and down arrows
- Value: +4.0%
- Basis Points: +14 BPS

Footnote:
SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK; SEE (https://www.statista.com/). NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE NOMINAL AMOUNT PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, OTHER INCENTIVES, OR ASSOCIATED PRODUCTION COSTS. VALUES ARE BASED ON ADVERTISING ACTIVITIES, INCL. INFLUENCER MARKETING CAMPAIGNS, DIRECTLY ACCOUNTED AND REPORTED ONLINE AND MAY INCLUDE ESTIMATED VALUES OF OFFLINE ADVERTISING INCLUDED IN THE OVERALL DIGITAL ADVERTISING SPEND ESTIMATES. INDIVIDUAL FIGURES MAY NOT COMPARABLE WITH PREVIOUS REPORTS.

Statista logo | Meltwater logo | We are social logoVoici la retranscription textuelle de l'image :

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**JAN 2024**

**ATTITUDES: ADS AND AD TRACKING**
**HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING**

**SOUTH KOREA**

**FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE OR HEAR**
*GWI.*
**3.8%**
**YEAR-ON-YEAR CHANGE**
**-17.4% (-80 BPS)**

**USE AN AD BLOCKER FOR AT LEAST SOME ONLINE ACTIVITIES**
*GWI.*
**20.7%**
**YEAR-ON-YEAR CHANGE**
**+1.5% (+30 BPS)**

**DECLINE COOKIES AT LEAST SOME OF THE TIME**
*KEPIOS.*
**19.2%**
**YEAR-ON-YEAR CHANGE**
**-2.5% (-50 BPS)**

**USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME ONLINE ACTIVITIES**
*GWI.*
**16.0%**
**YEAR-ON-YEAR CHANGE**
**-5.3% (-90 BPS)**

**SOURCE (GWI Q4 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. A CHANGE OF 20% FROM A STARTING VALUE OF 20% WOULD EQUAL 40%, NOT 20%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.**

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(Avec les icônes illustrées pour chaque statistique correspondante à côté des descriptions.)Jan 2024
PROGRAMMATIC ADVERTISING OVERVIEW
Spend on Programmatic Advertising and its share of the digital advertising market
South Korea

Annual Spend on Programmatic Advertising (USD):
$9.04 Billion

Year-on-Year Change in Programmatic Advertising Spend (USD):
+11.4% +$923 Million

Programmatic's Share of Total Digital Advertising Spend:
83.7%

Year-on-Year Change in Programmatic's Share of Total Digital Advertising Spend:
+0.6% +50 BPS

Sources: Statista Advertising & Media Outlook, see Statista.com. Notes: Figures

represent estimates for full-year 2024 and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are relative. An increase of 100 BPS from a starting value of 50% would equal 60%, not 100%. pps: Values represent basis points and indicate absolute change. Comparability: Base changes figures are not comparable with previous reports.

Page Information:
Digital 2024 South Korea

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