

CONSUMERS & BRANDS

Digital media usage in South Korea

Table of Contents

01 Overview

Average daily media consumption in South Korea Q3 2022, by type of media	
Essential media for South Koreans 2022, by medium and age group	
Online media usage rate South Korea 2022, by age group	
Media piracy users South Korea 2023, by medium	
Main reason for decrease in media piracy South Korea 2023	

02 Internet

Internet usage rate in South Korea 2000-2022	
Internet users in South Korea 1999-2022	
Internet media usage in South Korea 2022, by service	
Internet access devices South Korea 2022	
Weekly internet usage South Korea 2022	
Purpose of using the internet in South Korea in 2022	

03 Mobile internet

South Korea: mobile phone internet user penetration 2018-2028	
South Korea: mobile phone internet users 2018-2028	
Mobile internet usage rate South Korea 2022, by age group	
Share of mobile phones in internet traffic South Korea 2012-2022	
Share of mobile web traffic South Korea 2022, by mobile operating system	

Daily time used for mobile internet on weekdays South Korea 2022, by age	22
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04	04 Social media	
05		
06	Social media user penetration rate South Korea 2019-2028	24
07	Social network penetration South Korea Q3 2022	25
08	Number of users of social media advertising in South Korea 2018-2027	26
	Most frequently used social media in South Korea 2022	27
	Weekly average time spent on social media South Korea 2022	28
10	Reasons for social networking service use in South Korea 2022	29
11		
12	05 OTT	
13		
14	OTT video service usage rate in South Korea 2017-2022	31
15	Paid OTT video service usage rate in South Korea 2019-2022	32
	Popular OTT video services by number of MAU South Korea 2022	33
	OTT video services usage rate South Korea 2022, by service	34
	Average usage time of OTT services per use South Korea 2023, by service	35
17		
18	06 Webtoons and comics	
19		
20	Comic consumption format South Korea 2022	37
21	Frequency of consuming printed comics South Korea 2022	38
	Frequency of consuming digital comics in South Korea 2022	39

Table of Contents

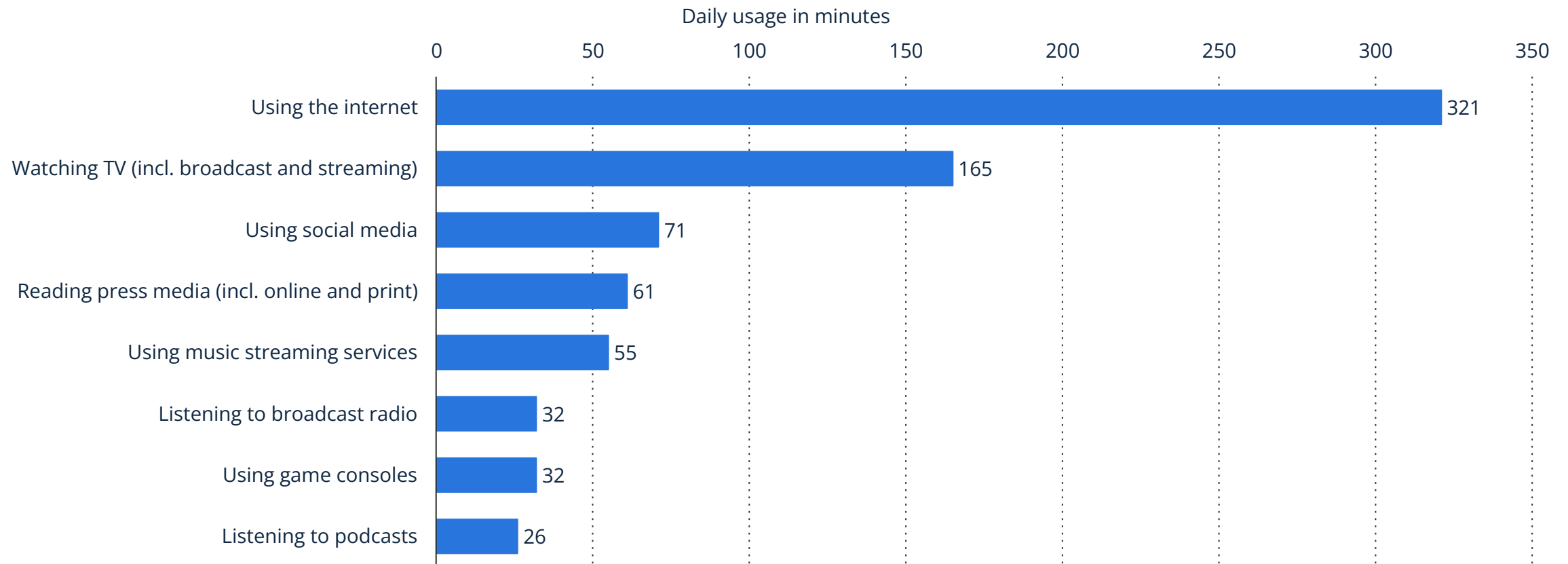
Service used for consuming comics in digital format South Korea 2022	<u>40</u>
Popular digital comic genres South Korea 2022	<u>41</u>
Share of digital comic readers who have paid for comics South Korea 2022, by age	<u>42</u>
07 Gaming	
Share of gamers South Korea 2022, by platform	<u>44</u>
Gamer share in South Korea 2023, by age	<u>45</u>
Share of gamers who visited PC bang South Korea 2015-2023	<u>46</u>
Frequency of PC game usage in South Korea 2023	<u>47</u>
Frequency of mobile game usage in South Korea 2023	<u>48</u>
Purchasing rate of PC in-game money or items in South Korea 2018-2023	<u>49</u>
Purchasing rate of mobile in-game money or items in South Korea 2018-2023	<u>50</u>

CHAPTER 01

Overview

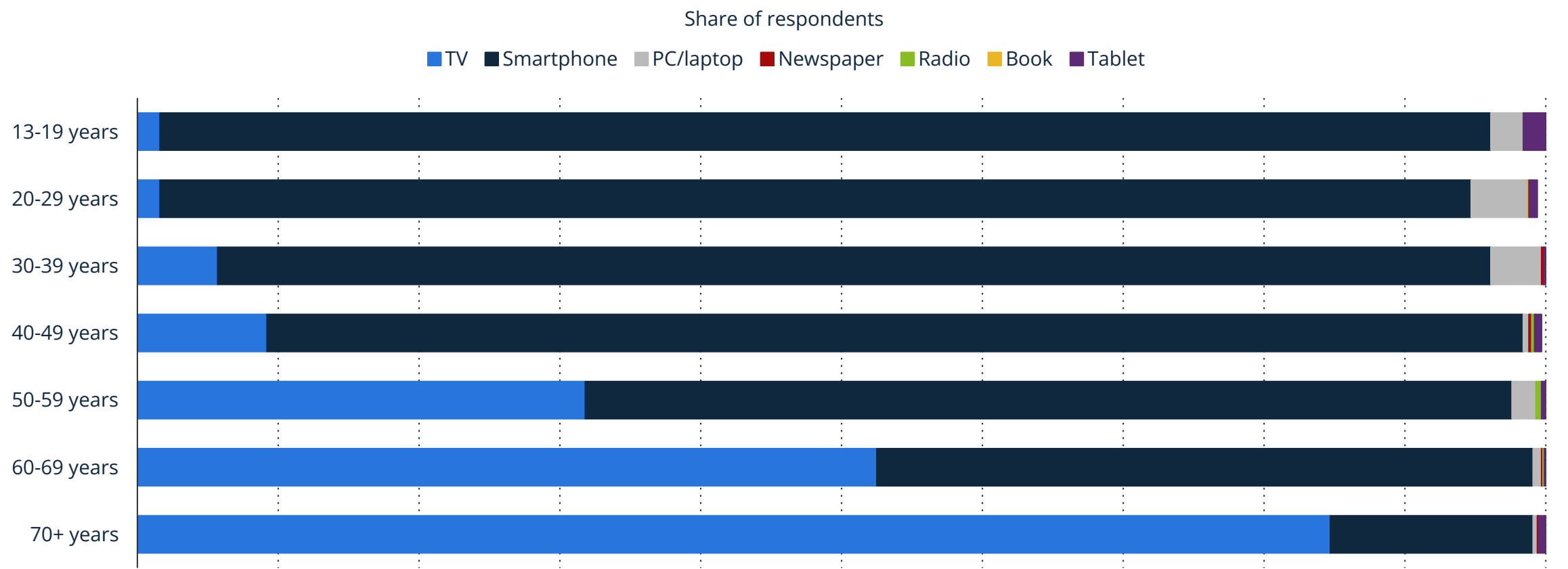
Average daily time spent on media consumption in South Korea as of the 3rd quarter of 2022, by type of media (in minutes)

Average daily media consumption in South Korea Q3 2022, by type of media



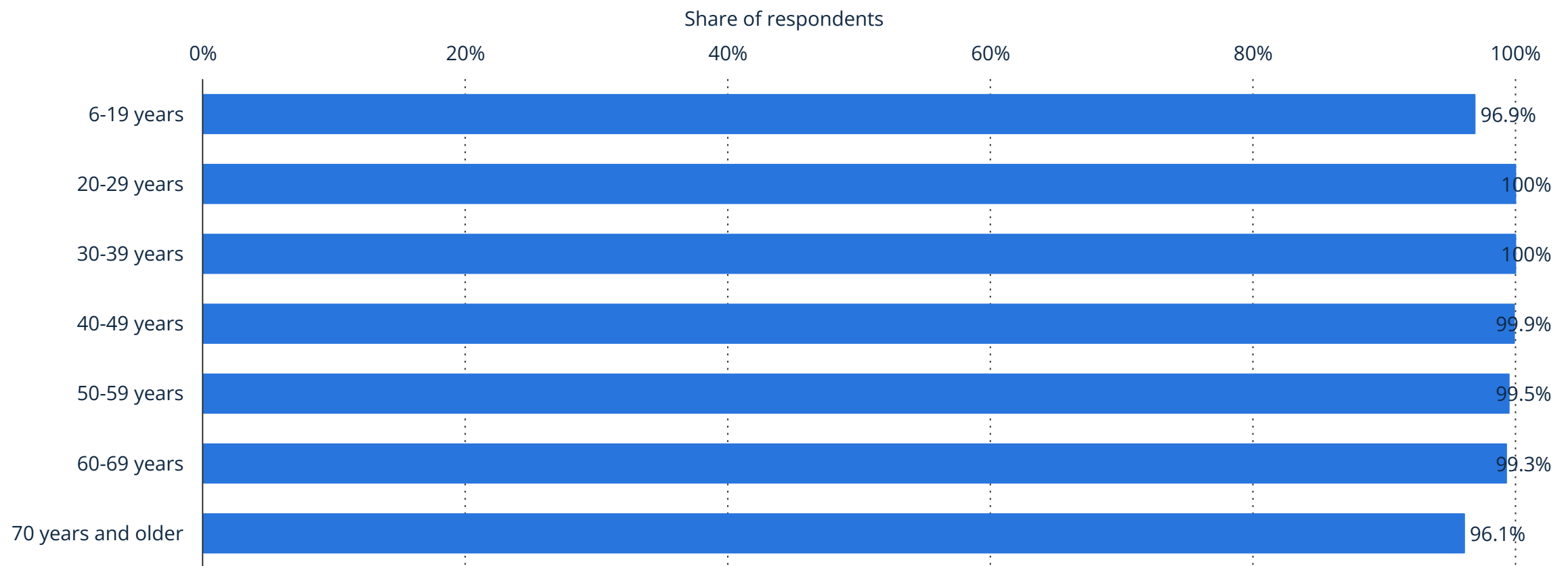
Essential media for South Koreans as of August 2022, by medium and age group

Essential media for South Koreans 2022, by medium and age group



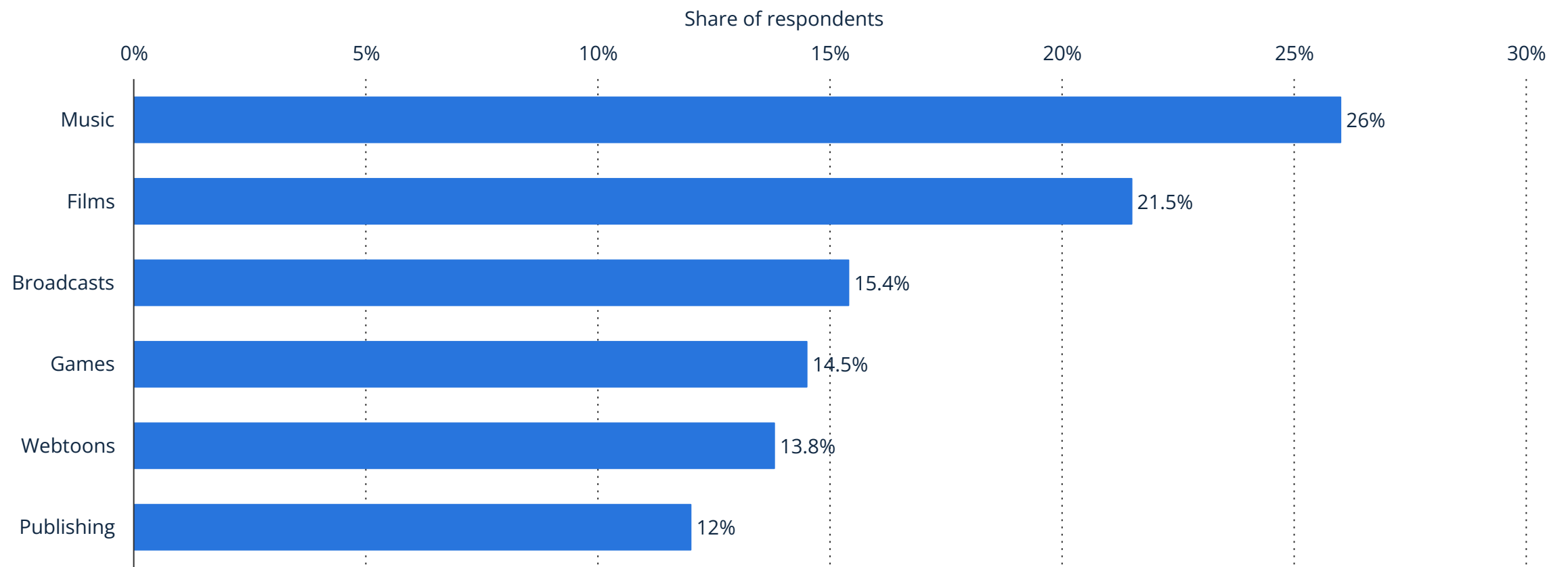
Online media usage rate in South Korea in 2022, by age group

Online media usage rate South Korea 2022, by age group



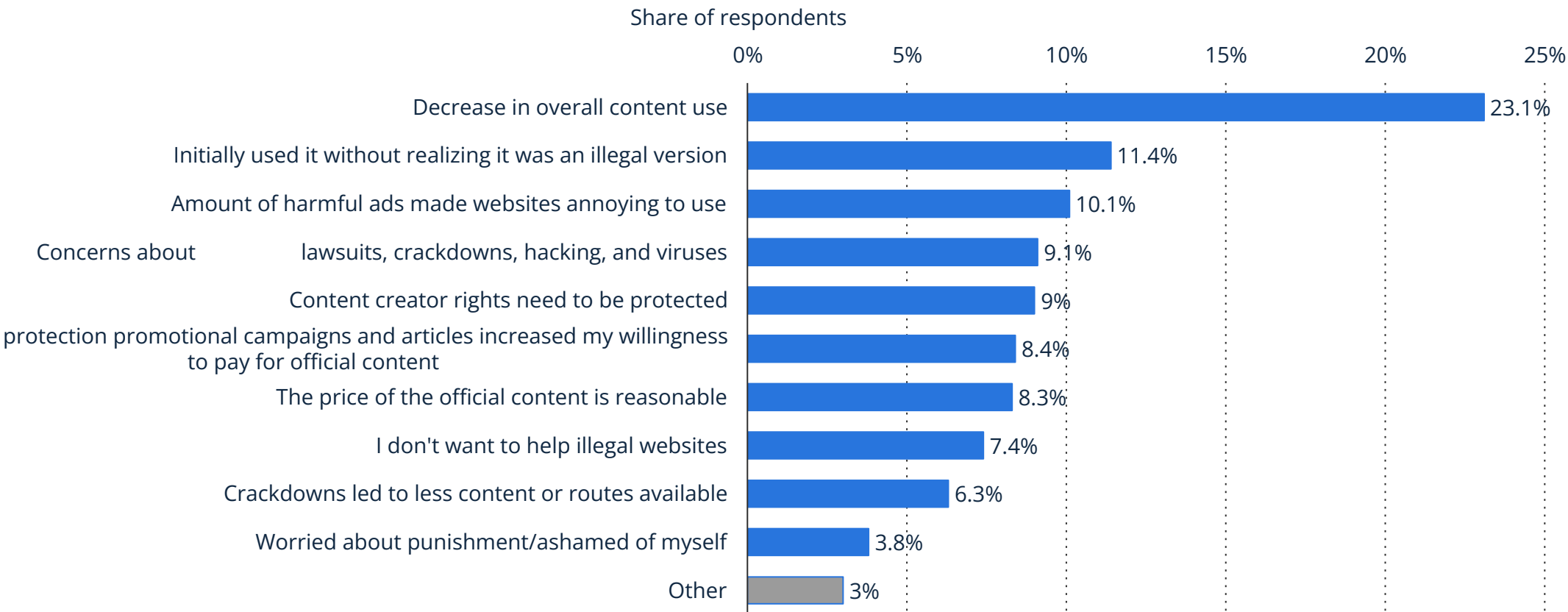
Share of media piracy users in South Korea as of January 2023, by medium

Media piracy users South Korea 2023, by medium



Leading reason for decreased use of pirated media use in South Korea as of January 2023

Main reason for decrease in media piracy South Korea 2023

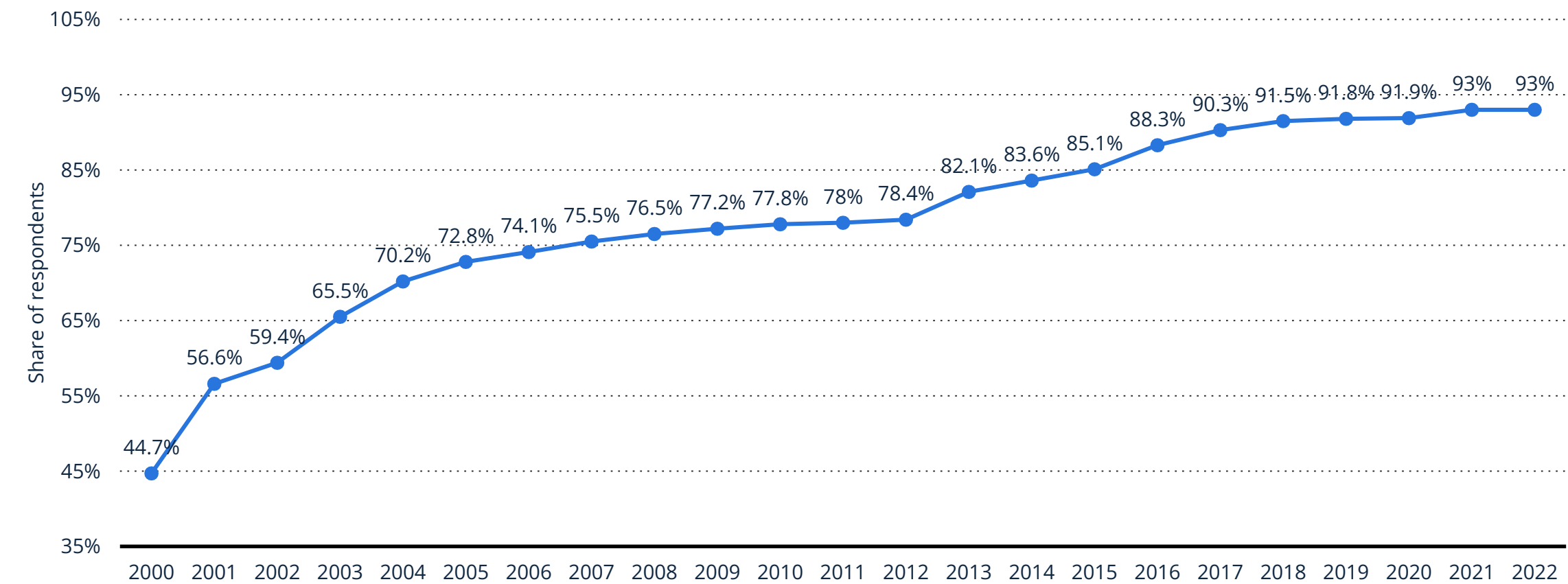


CHAPTER 02

Internet

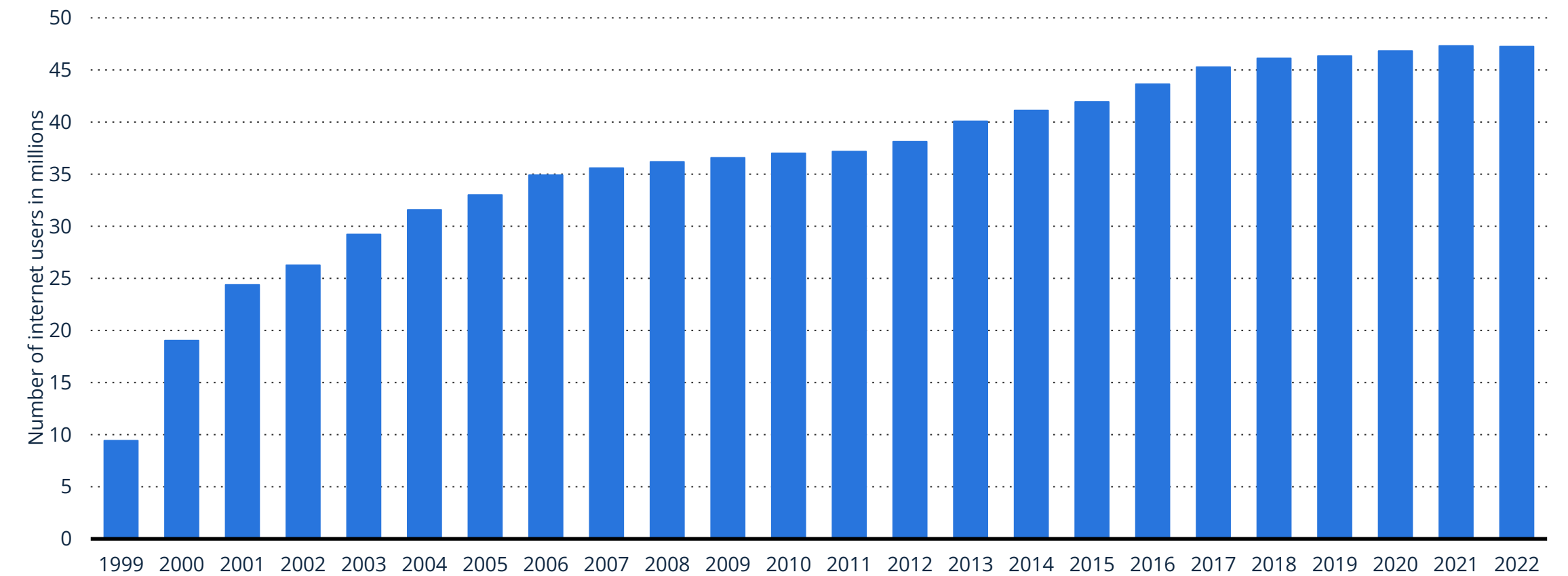
Internet usage rate in South Korea from 2000 to 2022

Internet usage rate in South Korea 2000-2022



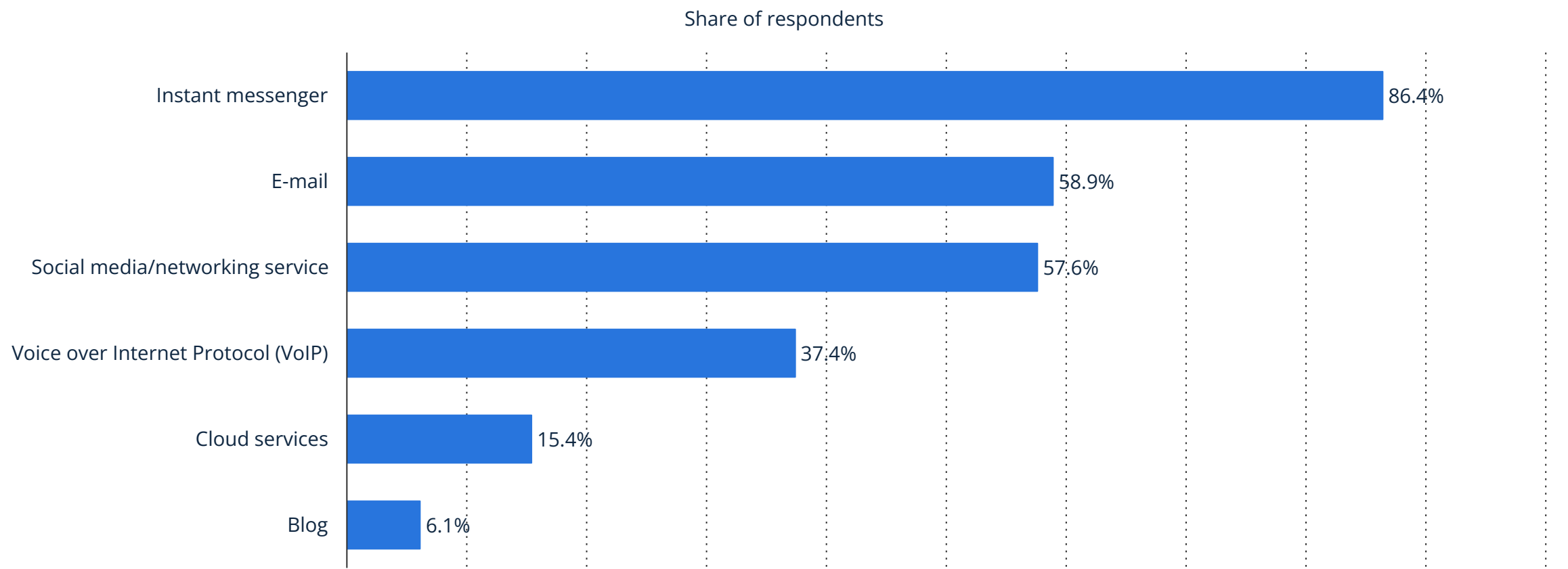
Number of internet users in South Korea from 1999 to 2022 (in millions)

Internet users in South Korea 1999-2022



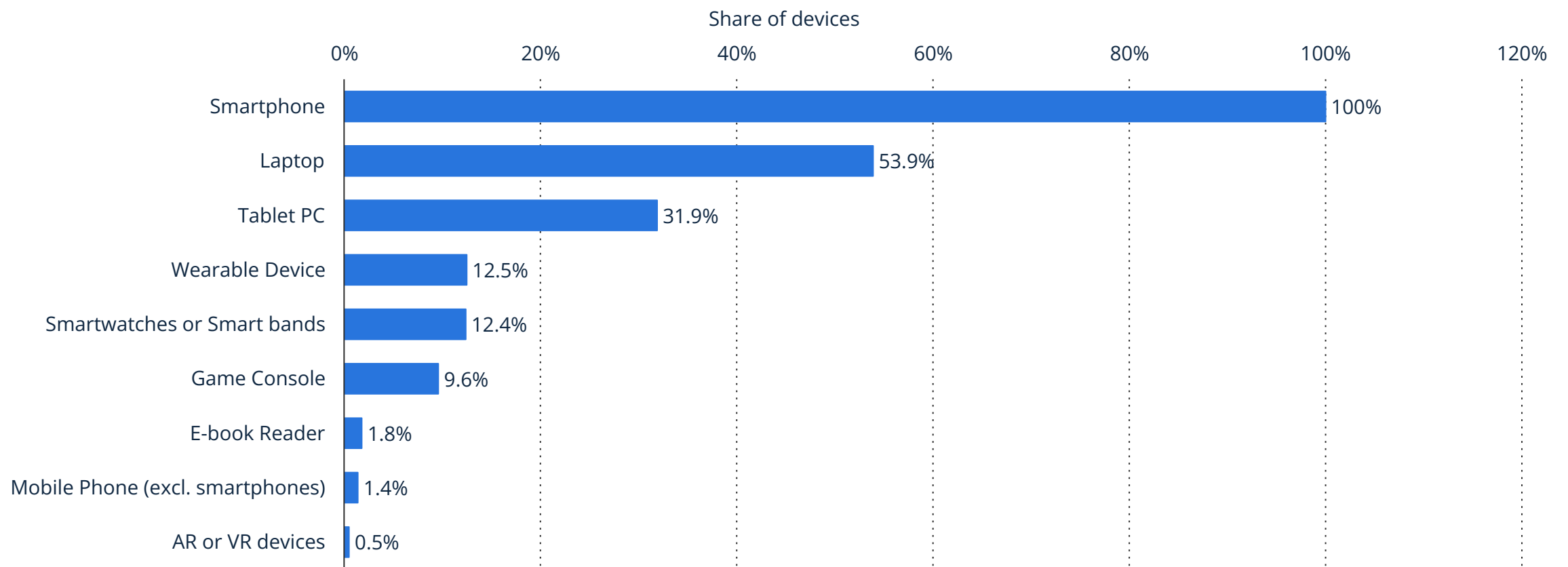
Internet media user penetration rate in South Korea as of July 2022, by service

Internet media usage in South Korea 2022, by service



Most used devices to access the internet in South Korea in 2022

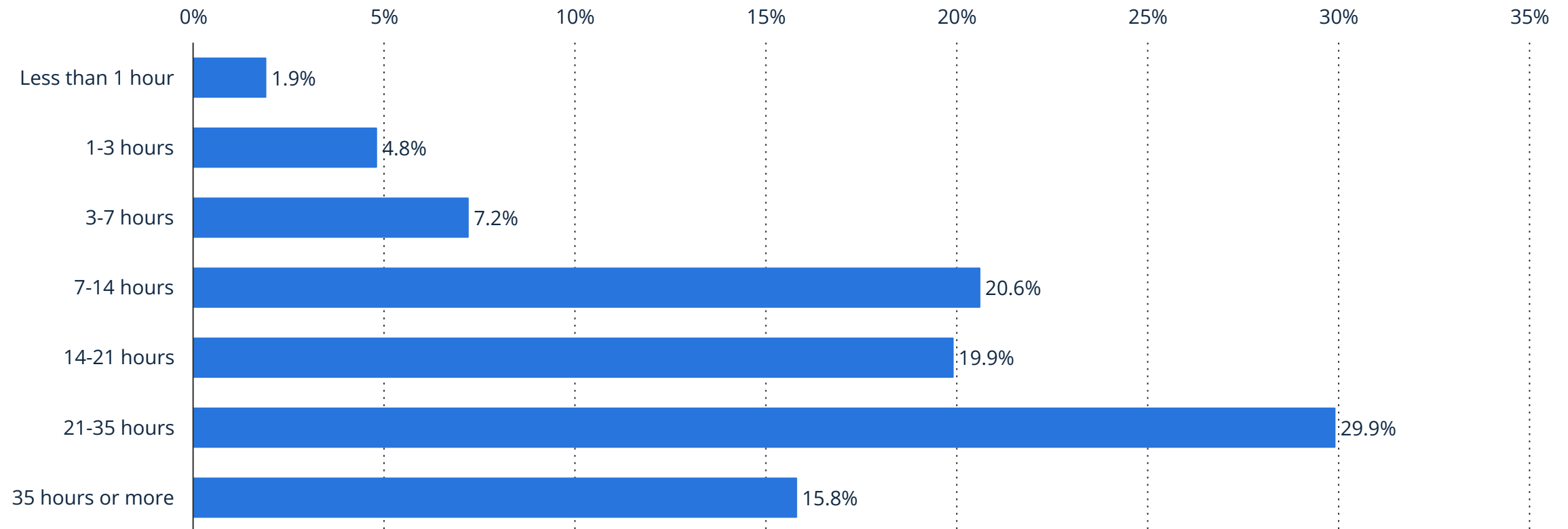
Internet access devices South Korea 2022



Weekly average internet usage in South Korea as of September 2022 (in hours)

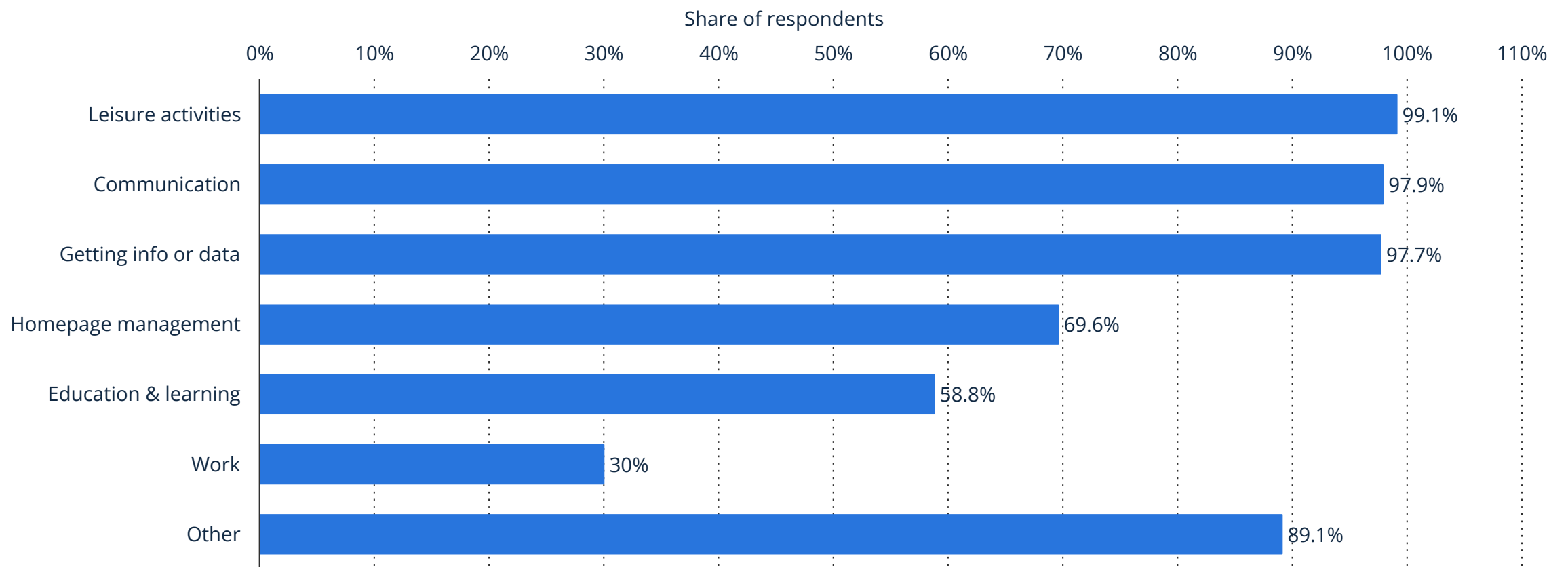
Weekly internet usage South Korea 2022

Share of internet users



Most popular internet usage reasons according to online users in South Korea as of September 2022

Purpose of using the internet in South Korea in 2022

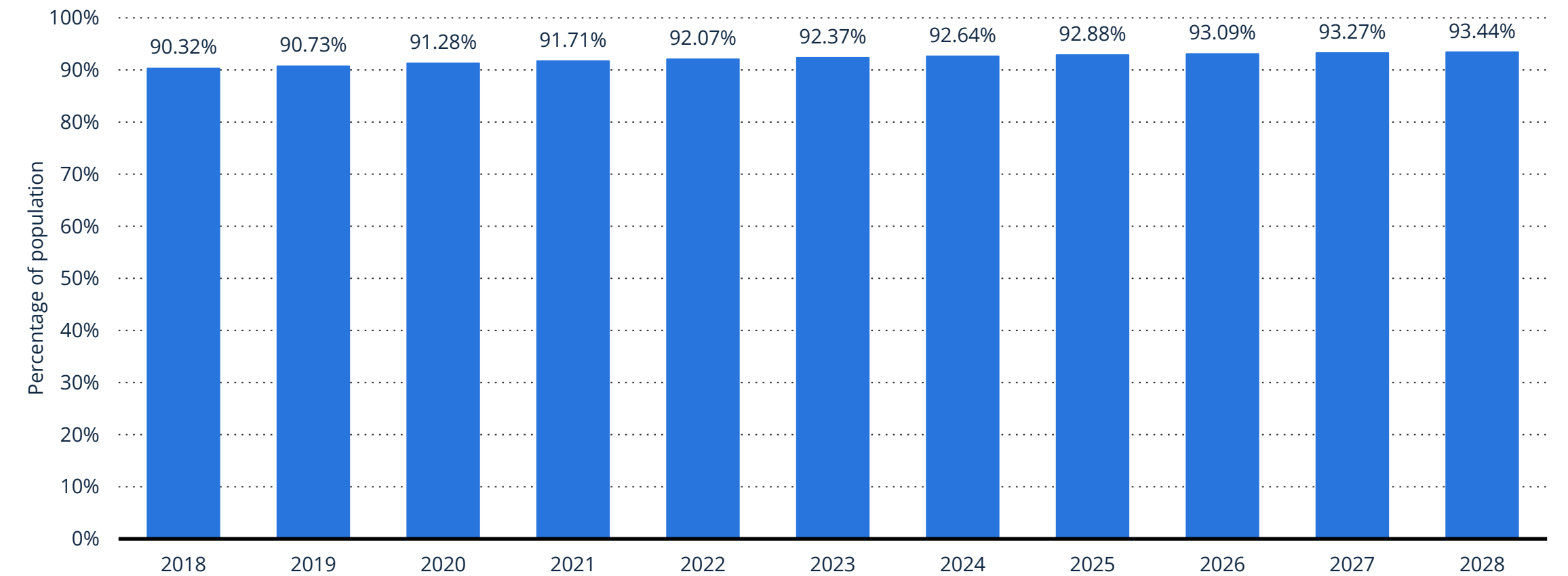


CHAPTER 03

Mobile internet

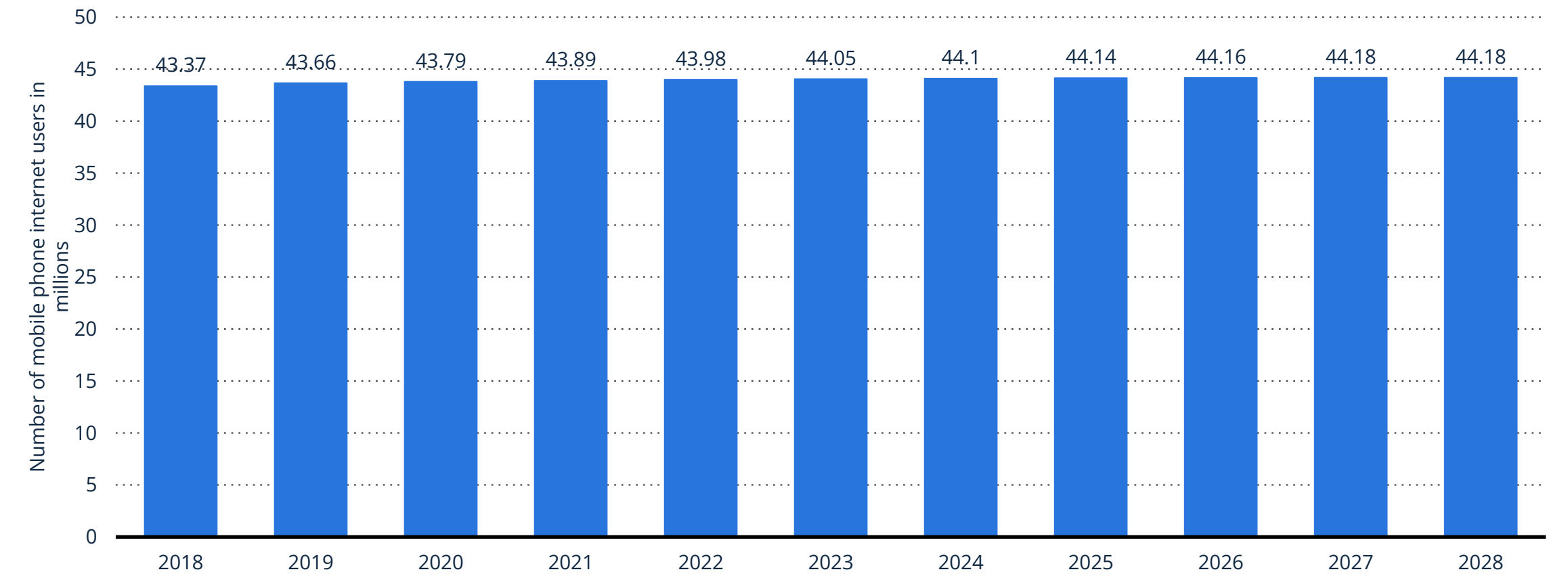
Mobile phone internet user penetration in South Korea from 2018 to 2028

South Korea: mobile phone internet user penetration 2018-2028



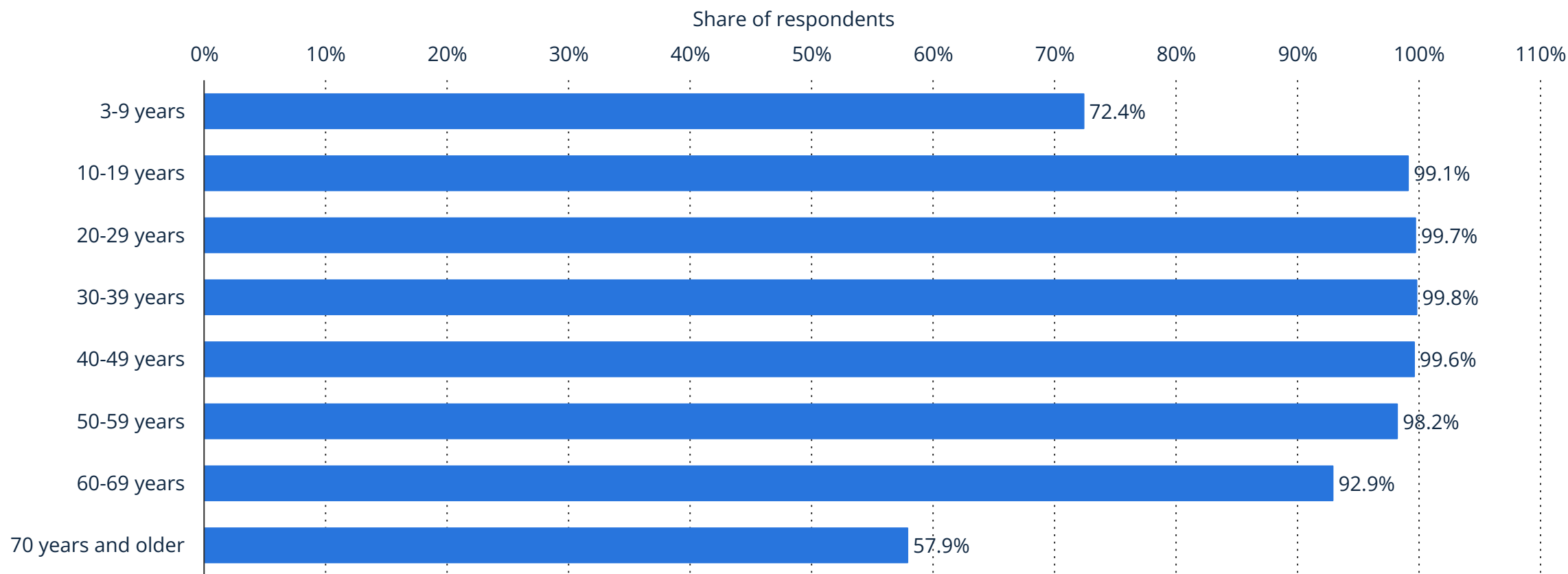
Number of mobile phone internet users in South Korea from 2018 to 2028 (in millions)

South Korea: mobile phone internet users 2018-2028



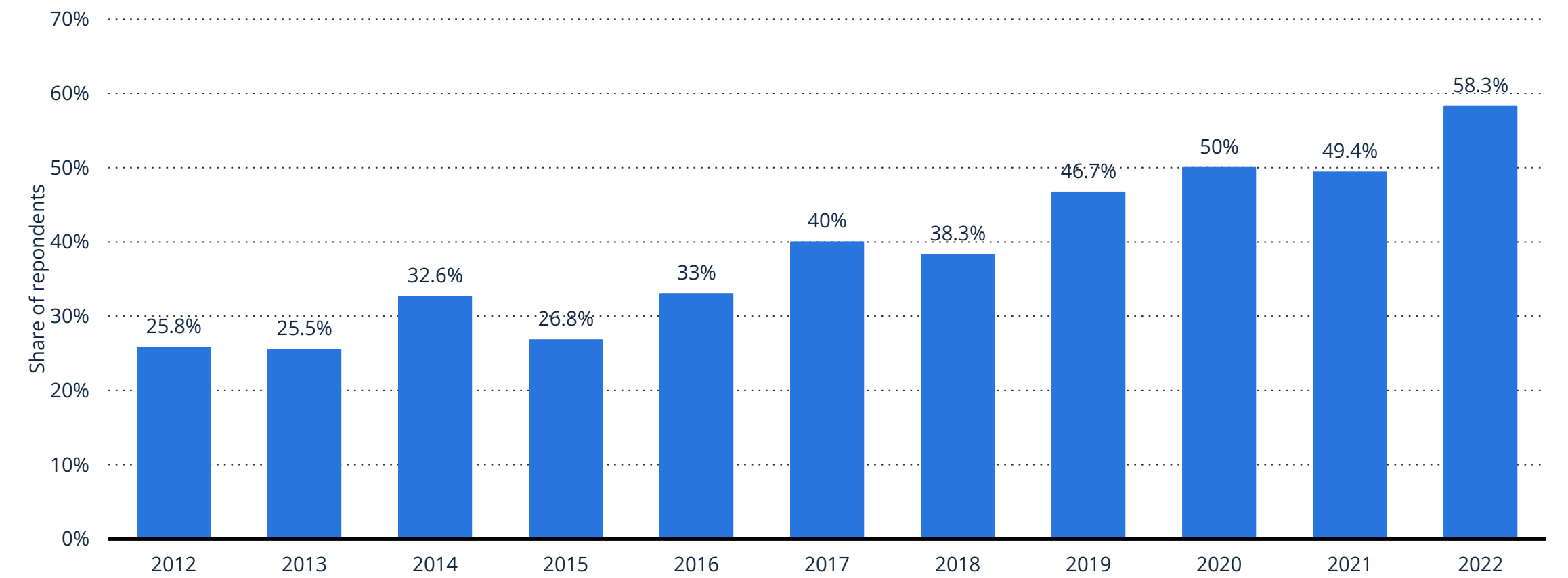
Mobile internet usage rate in South Korea in 2022, by age group

Mobile internet usage rate South Korea 2022, by age group



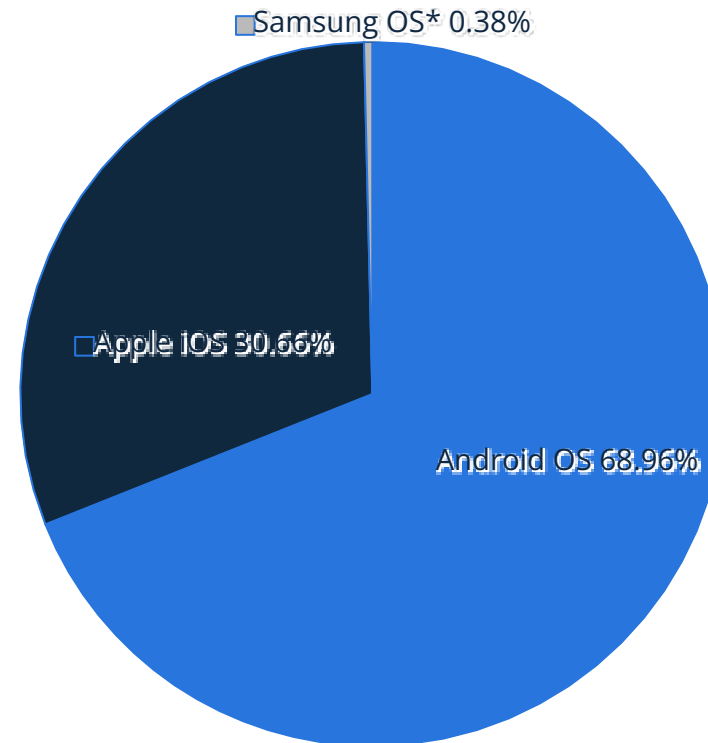
Share of internet traffic running on mobile phones in South Korea from November 2012 to November 2022

Share of mobile phones in internet traffic South Korea 2012-2022



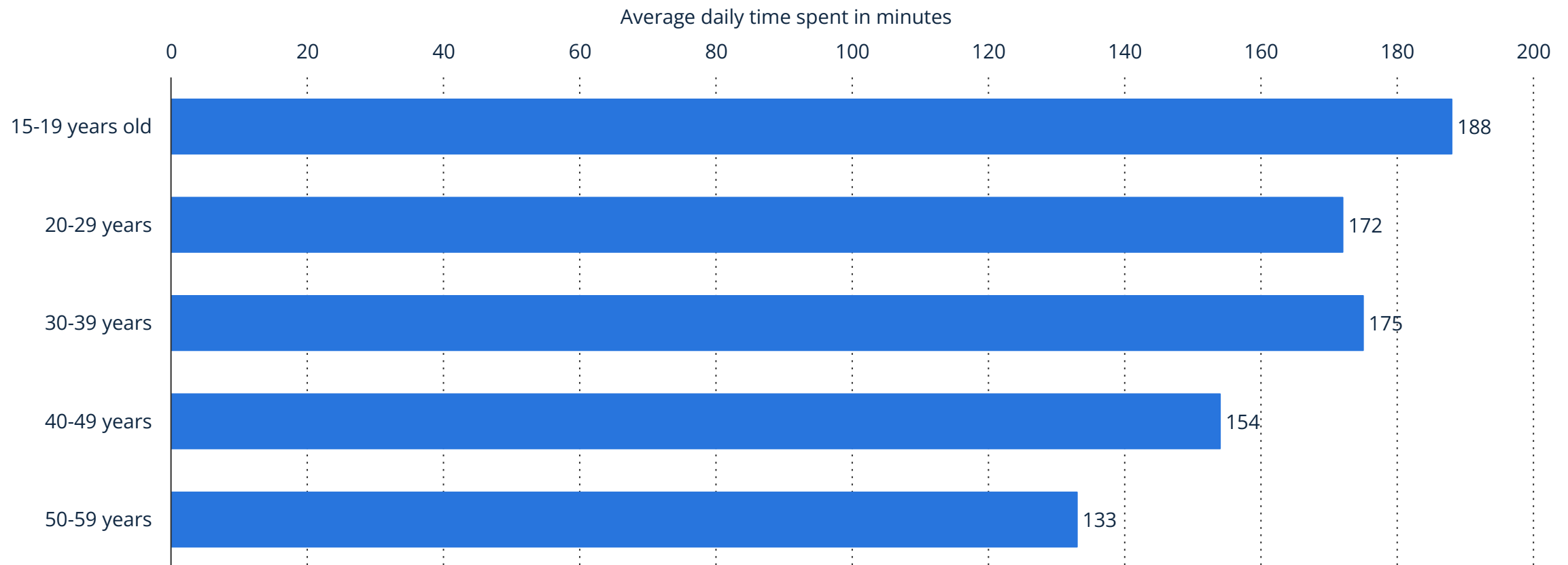
Share of mobile internet traffic in South Korea as of November 2022, by mobile operating system

Share of mobile web traffic South Korea 2022, by mobile operating system



Average daily time spent on using mobile internet during weekdays in South Korea in 2022, by age group (in minutes)

Daily time used for mobile internet on weekdays South Korea 2022, by age

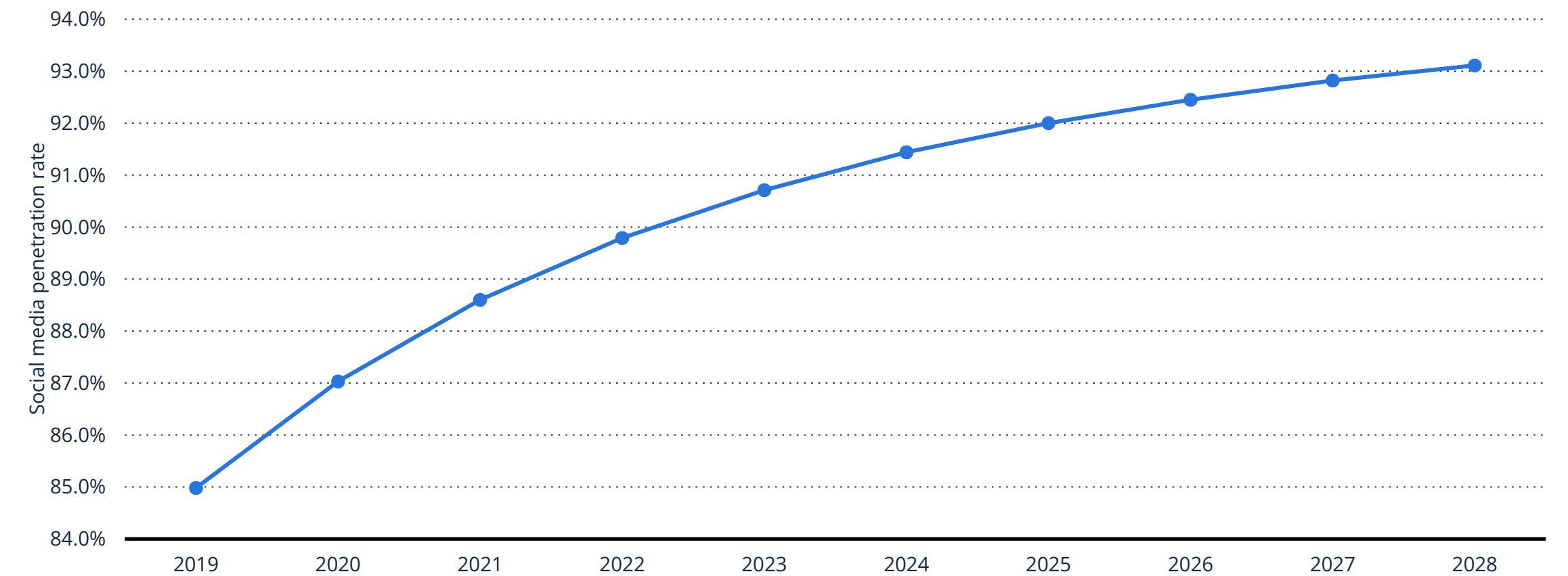


CHAPTER 04

Social media

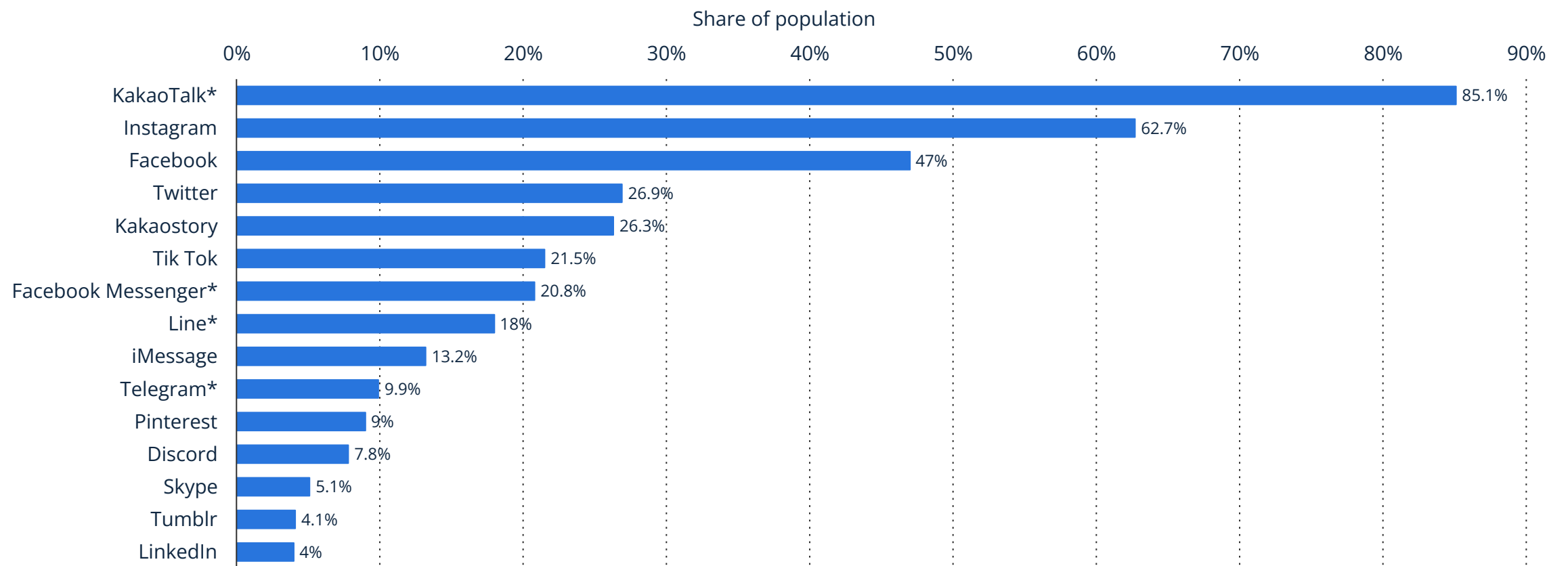
Social media penetration rate in South Korea from 2019 to 2028

Social media user penetration rate South Korea 2019-2028



Penetration of leading social networks in South Korea as of 3rd quarter 2022

Social network penetration South Korea Q3 2022



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