

DIGITAL & TRENDS

Advertising industry in South Korea

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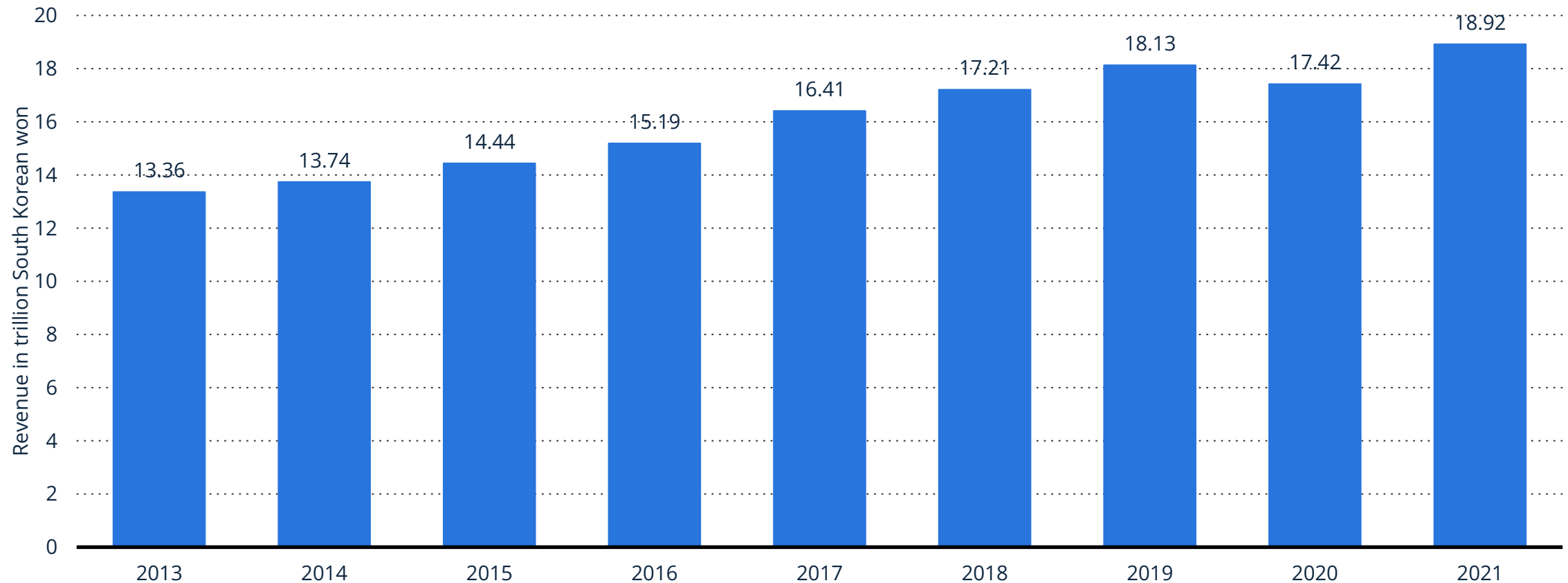
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CHAPTER 01

Market overview

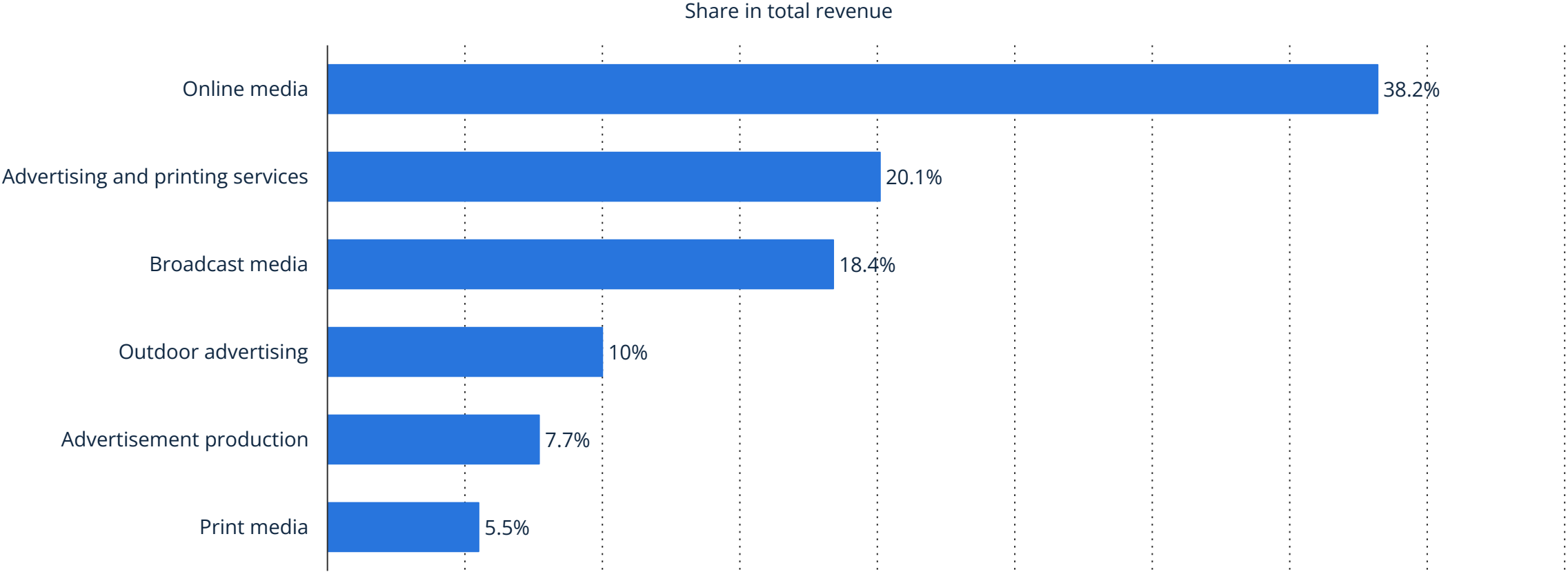
Annual revenue of the advertising industry in South Korea from 2013 to 2021 (in trillion South Korean won)

Revenue of advertising industry in South Korea 2013-2021



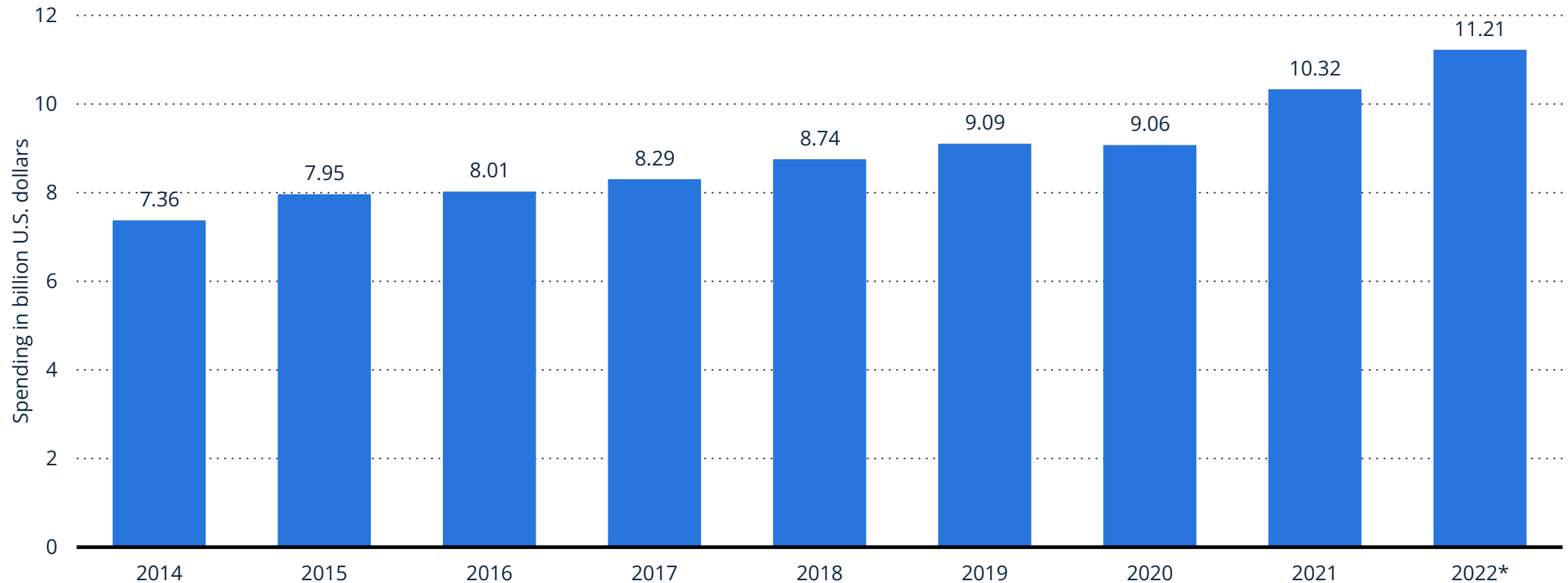
Distribution of revenue in the advertising industry in South Korea in 2021, by medium

Revenue distribution in the advertising industry in South Korea 2021, by medium



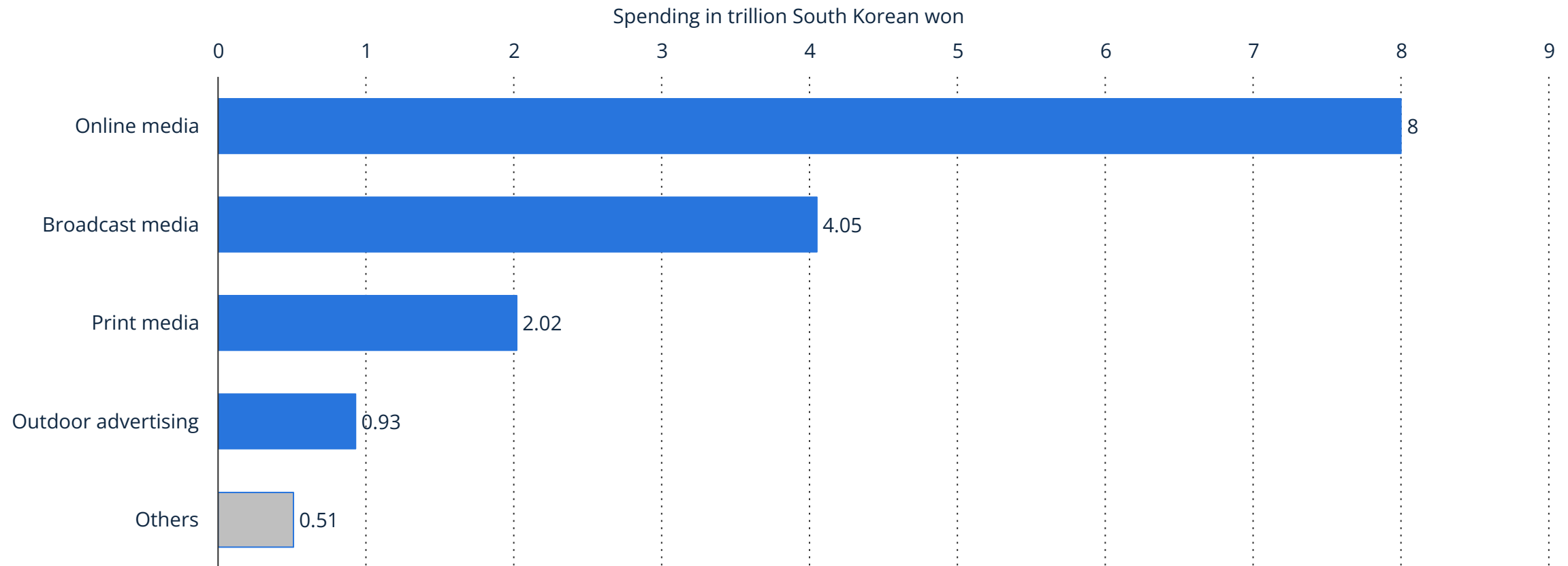
Advertising spending in South Korea from 2014 to 2022 (in billion U.S. dollars)

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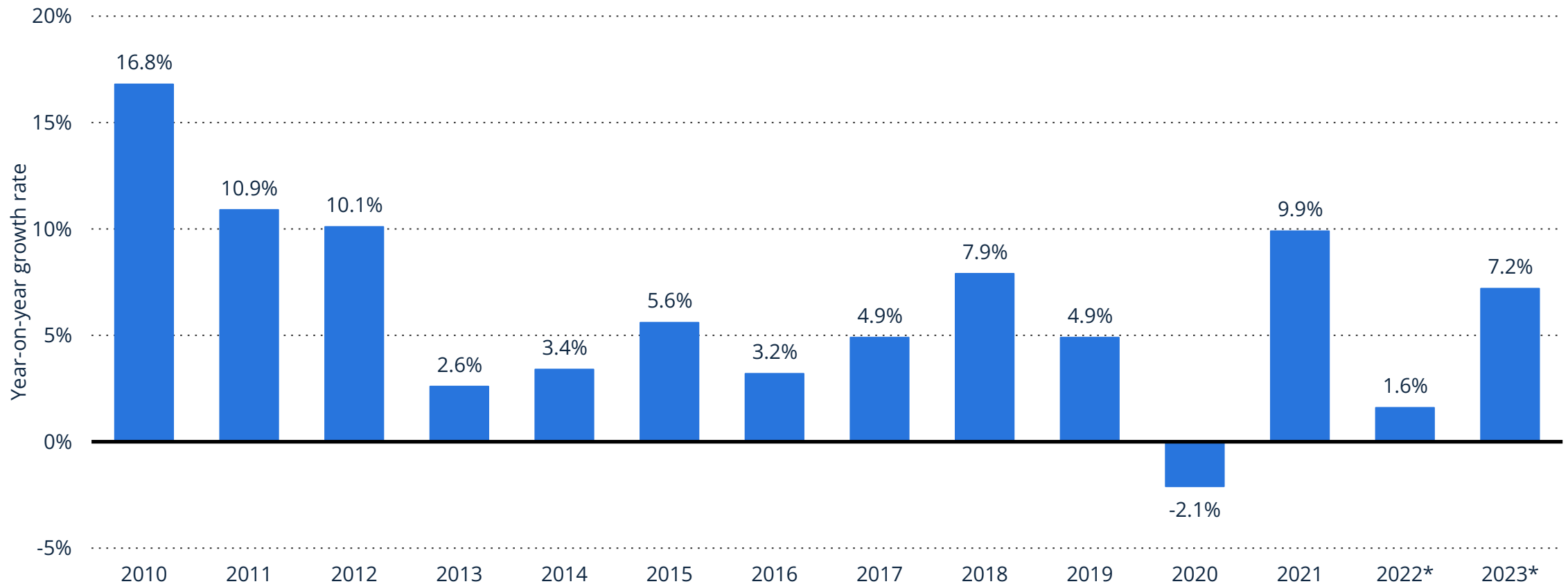
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Advertising expenditure in South Korea 2021, by medium



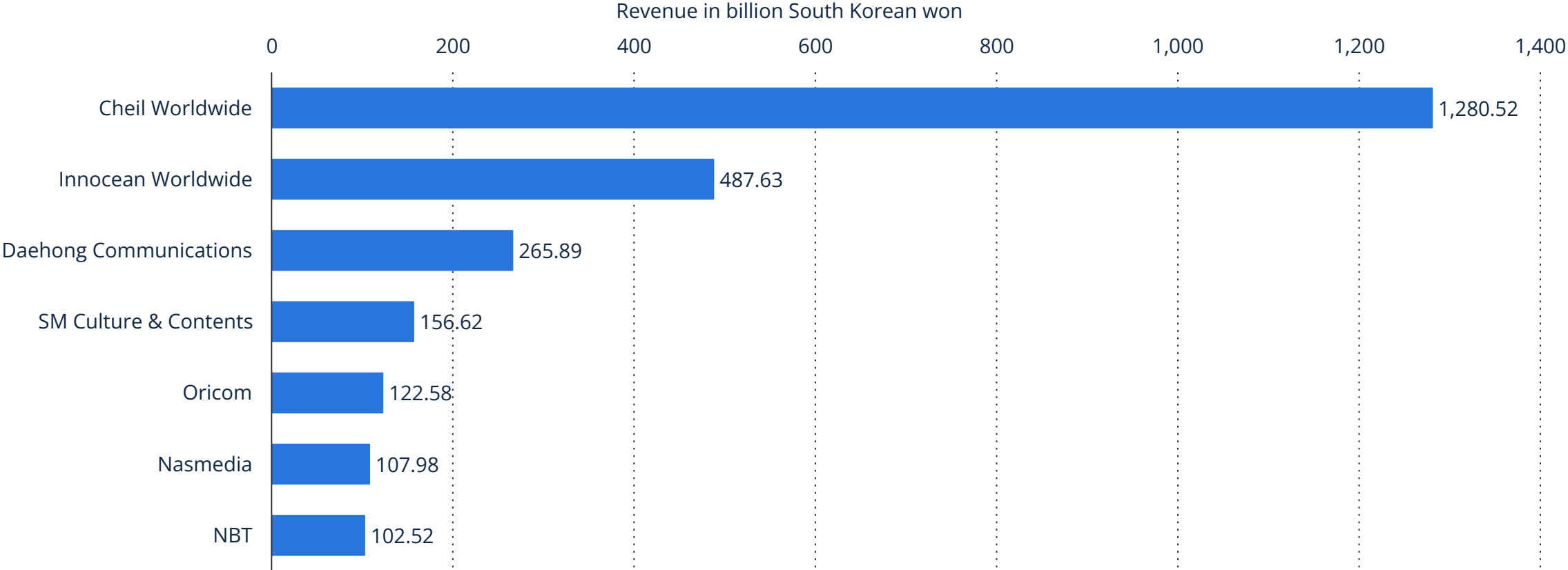
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Leading advertising agencies in South Korea in 2022, by sales revenue (in billion South Korean won)

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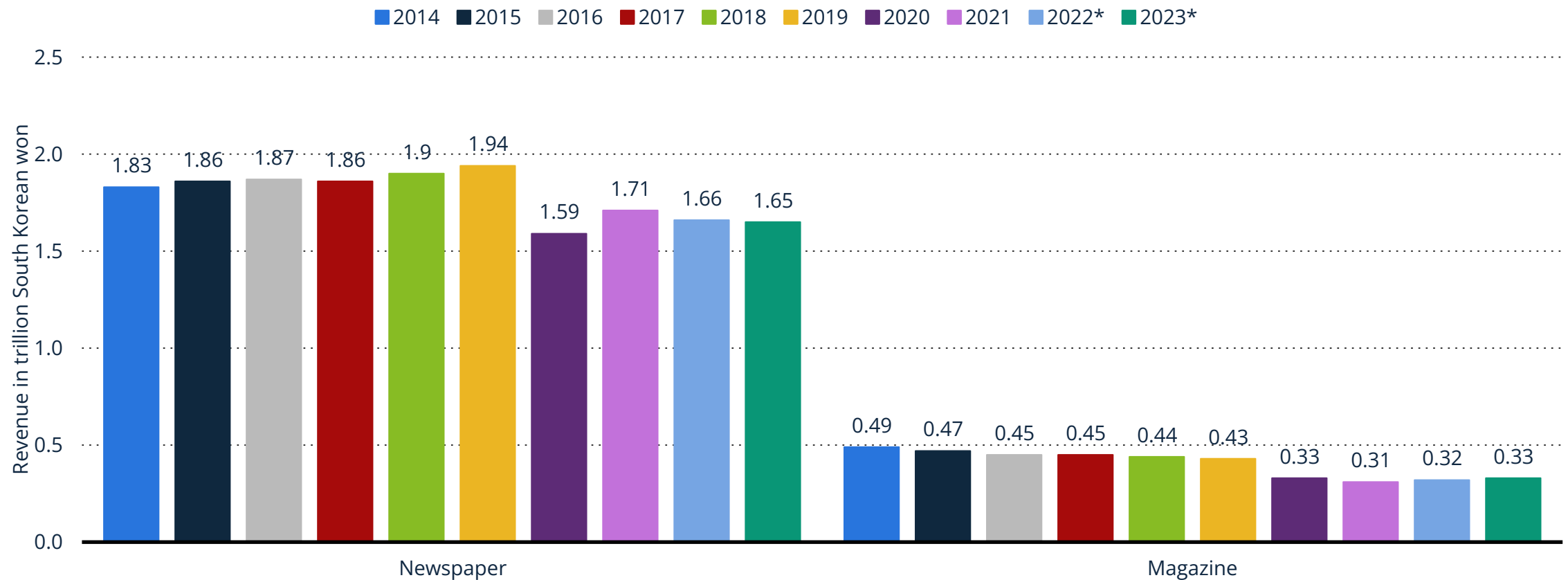


CHAPTER 02

Traditional media

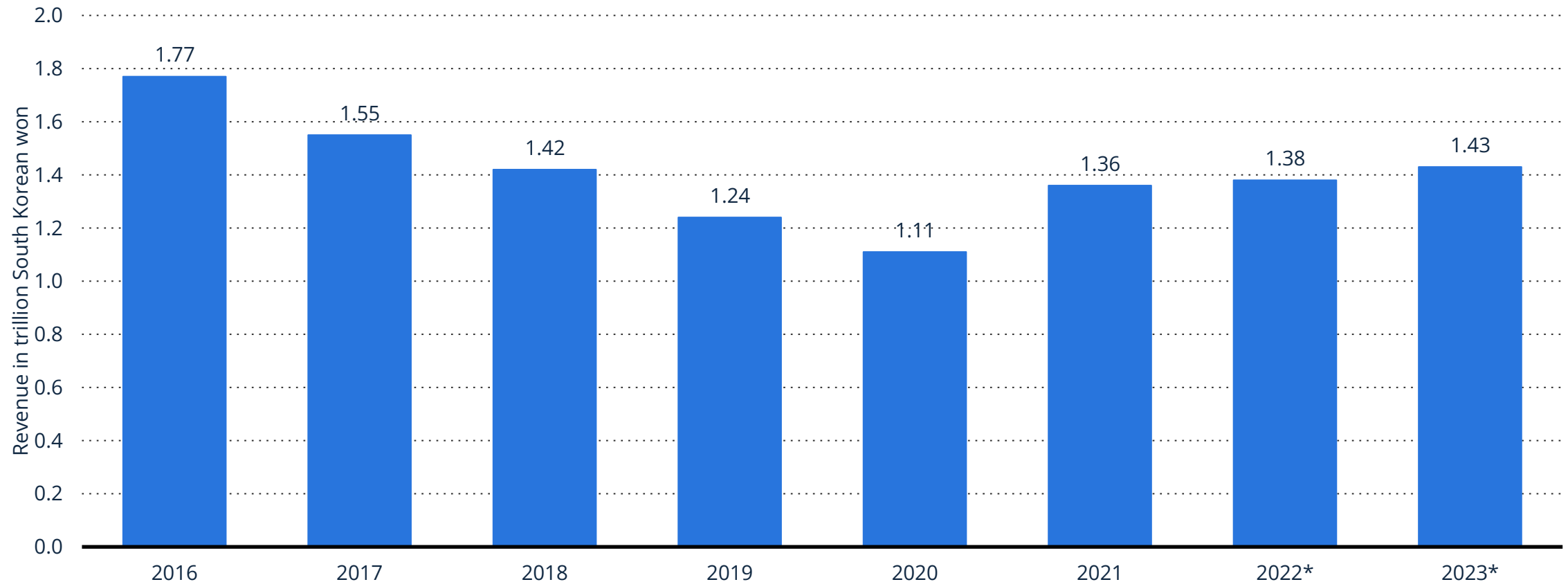
Printed media advertising revenue in South Korea from 2014 to 2021 with forecasts for 2022 and 2023, by type (in trillion South Korean won)

Printed media ad revenue in South Korea 2014-2023, by type



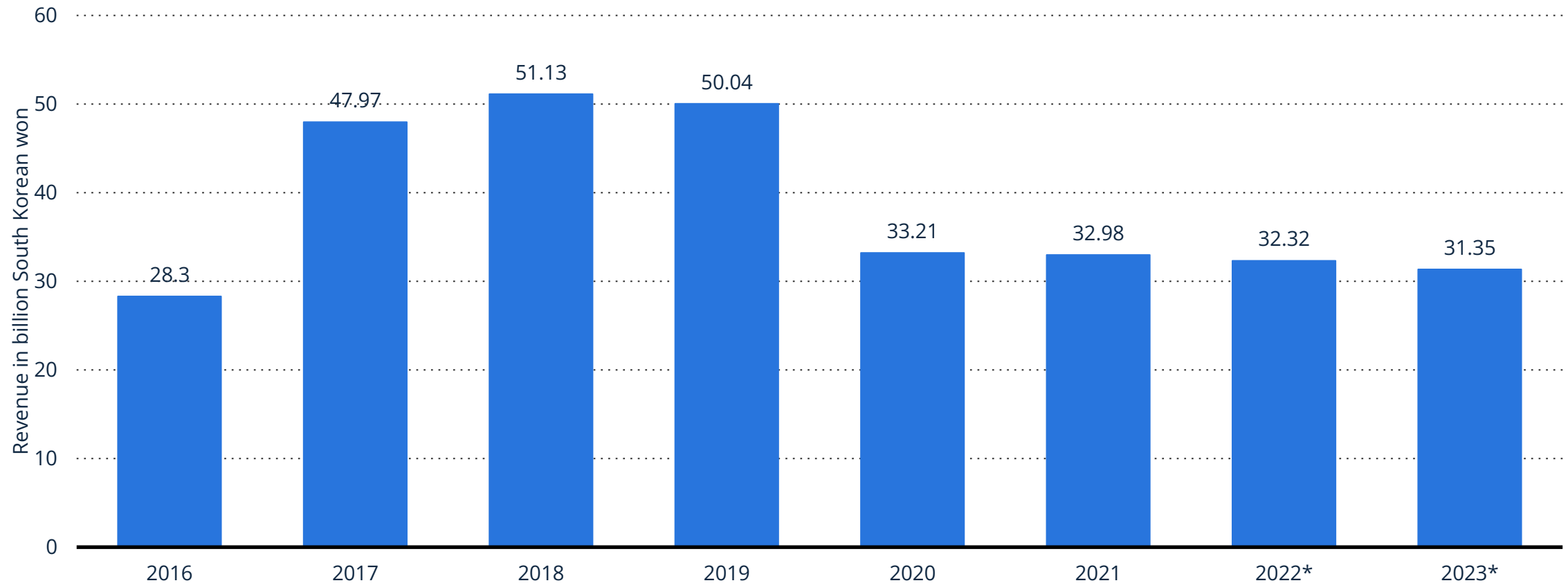
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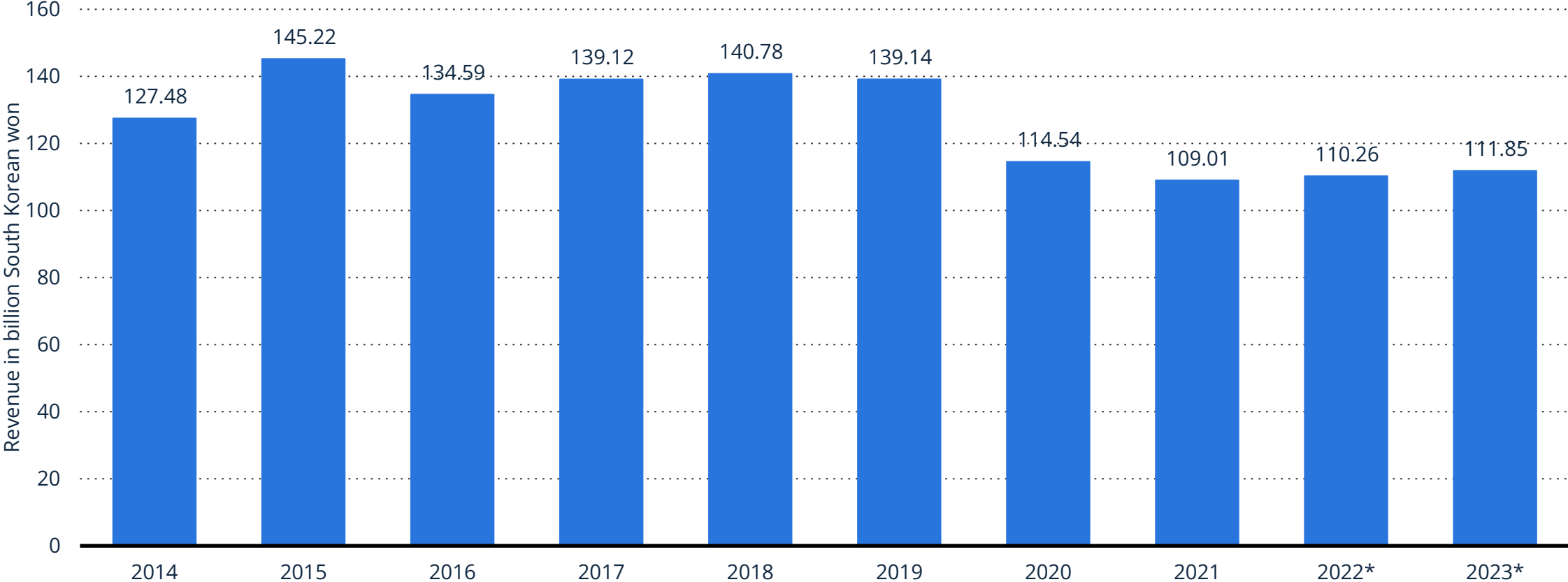
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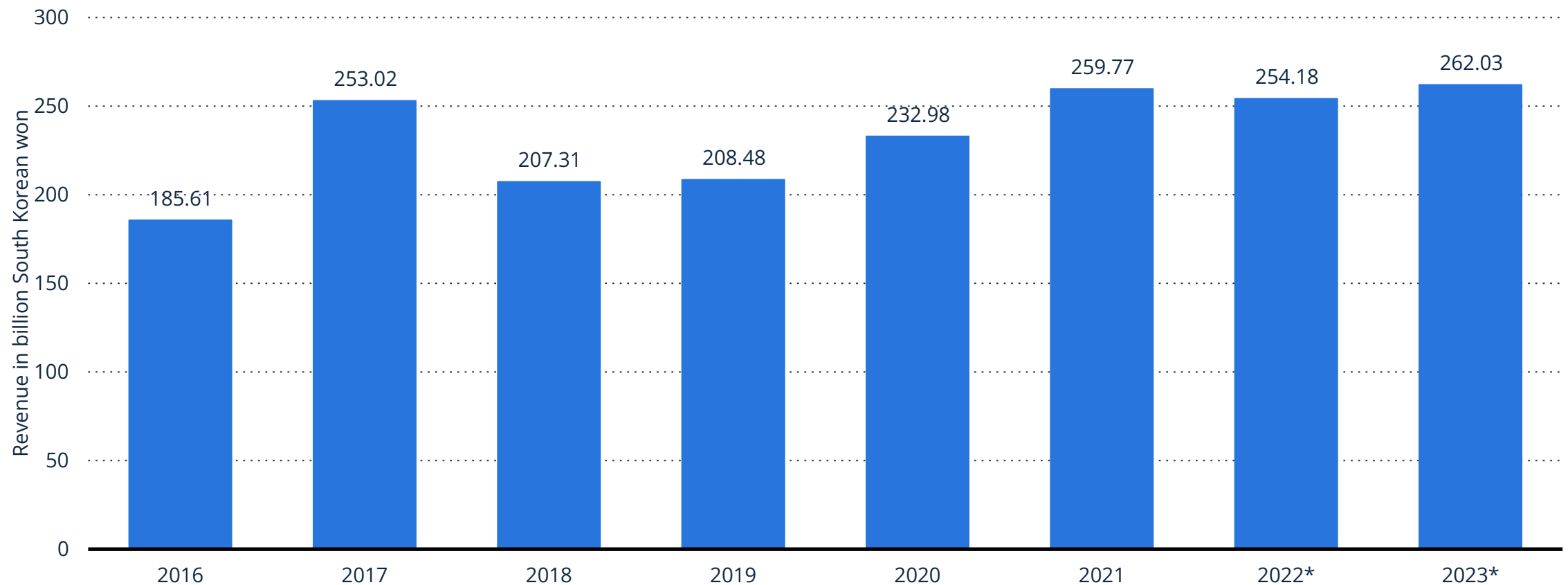
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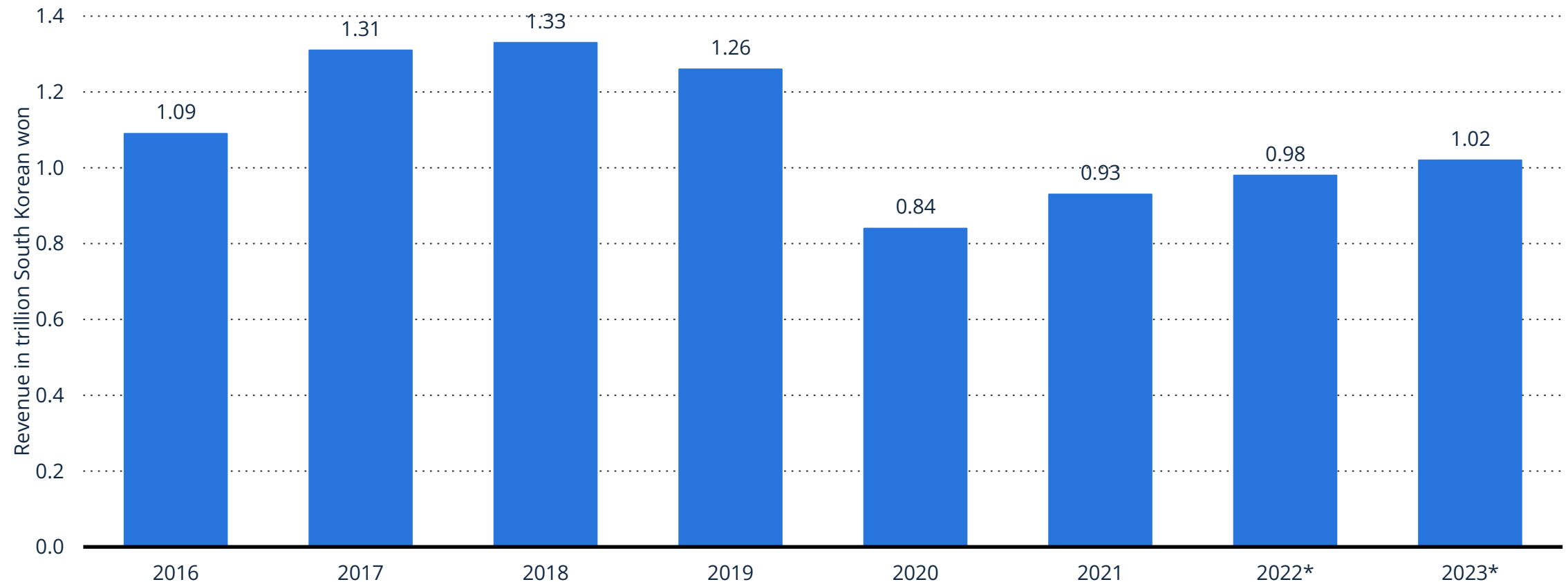
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Outdoor advertising revenue in South Korea from 2016 to 2021 with forecasts for 2022 and 2023 (in trillion South Korean won)

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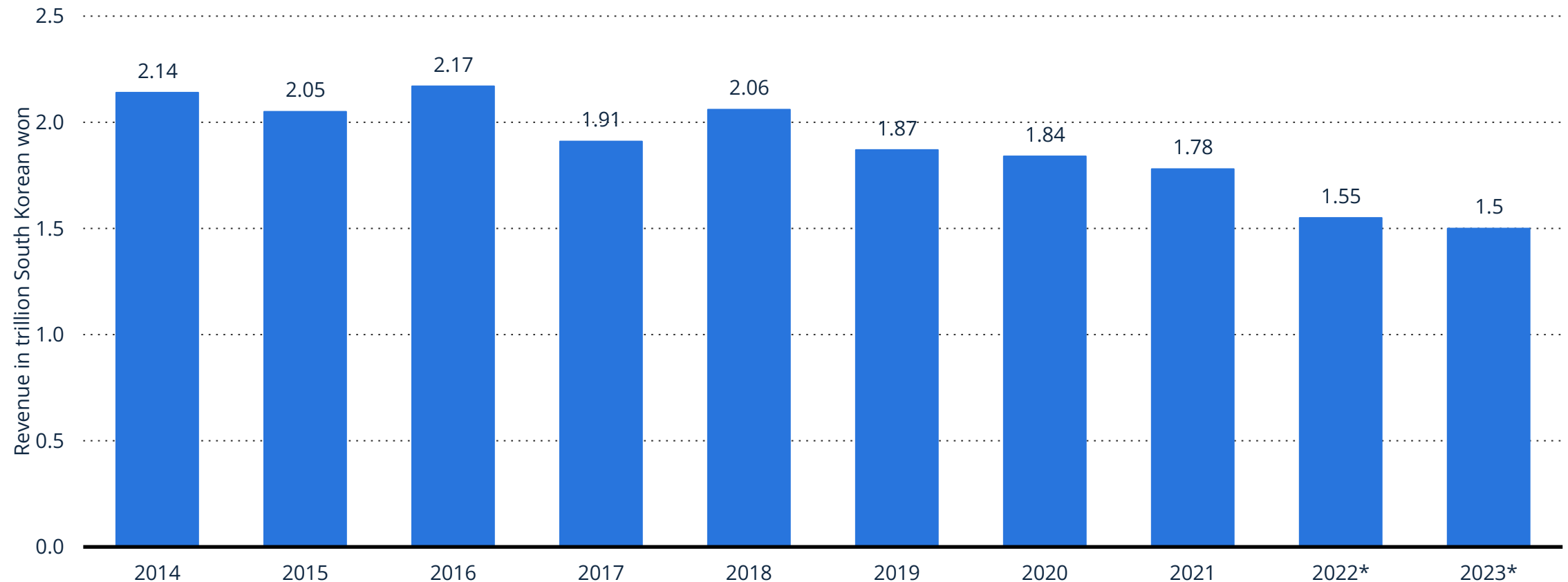


CHAPTER 03

Digital and social media advertising

Internet advertising revenue in South Korea from 2014 to 2021 with forecasts for 2022 and 2023 (in trillion South Korean won)

Internet advertising revenue in South Korea 2014-2023



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