

# SOUTH KOREA ONLINE VIDEO

CONSUMER INSIGHTS & ANALYTICS

**Q4 2021**

# TABLE OF CONTENTS

<b>Section I:</b> Decoding Online Video in South Korea	03
<b>Section II:</b> Content Trends	11
<b>Section III:</b> Analysis of the Key Platforms	24
YouTube	25
Netflix	26
Disney+	27
Wave	28
TVING	29
Watcha Play	30
Coupang Play	31
Afreeca TV	32
Naver TV	33
Kakao TV	34
U+ Mobile TV	35
Seezn	36
<b>Section IV:</b> About Us	37

# DECODING ONLINE VIDEO IN SOUTH KOREA

NAVIGATION

**AMPD**   
RESEARCH  
BY MEDIA PARTNERS ASIA

# METHODOLOGY

## This report used two key tools to conduct research:

**I. Passive Measurement.** The AMPD Vision® platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. For this report, the platform passively measured real consumption on all android mobile devices in Korea in Q4 2021 with a sample size of 1,442. The data reported is anonymized and conforms to data privacy legislation in South Korea. AMPD Vision® was used by MPA to provide a granular view of streaming content consumption across key VOD services on mobile devices. Data from AMPD Vision® and MPA informs key metrics reported in Sections I, II & III of this study.

**II. Consumer Survey.** MPA used the results of a Consumer Survey, which serves as a VOD Profiling Study conducted in Korea. Data is collected through an interactive online survey with local partners Hankook Research. The survey was conducted among internet users aged 15 years and above who use both mobile and / or home broadband. Respondents are sampled according to representative quotas for age, gender and regions corresponding to AMPD Research's online universe estimates modelled using official government statistics and MPA analysis. The samples are sourced using AMPD Research's proprietary online panels, pre-screened for actual VOD consumption. A sample size of 5,013 respondents completed a structured survey of mostly closed-end questions.

## KEY HIGHLIGHTS

**Total consumption across measured AVOD, SVOD and live streaming platforms, reached 197 bil. minutes in Q4 2021, up 13% Q/Q.** YouTube is the category leader with 78% share of streaming minutes and 31 mil. monthly active users (MAUs). Besides long-tail UGC, K-Pop is a major force on YouTube. Music videos and performances from music label channels generate significant traffic in Korea and globally.

**Premium video platforms captured 16% of total streaming minutes in Q4 2021 vs 15% in Q3, bolstered by Disney+'s launch.** Within premium video, SVOD's share expanded to 76% in Q4, up from 73% in Q3, while freemium services accounted for 22%, and AVOD 2%. SVOD category leaders Netflix, Wavve and TVING, captured an aggregate 72% of premium video consumption in Q4 2021 with 8.3 mil, 4.4 mil. and 4.0 mil. MAUs respectively. High quality local content is a major draw across all three platforms.

**Total paid SVOD subscriptions reached 14.1 mil. in Q4 2021.** The largest 5 SVOD platforms – Netflix, Wavve, TVING, Coupang Play and Disney+ – account for 85% of SVOD subscriptions in Korea. While Netflix holds a significant lead of 4.7 mil. subscribers, or 33% market share, local platforms Wavve and TVING are in close competition for #2, with 19% and 17% market share respectively. Coupang Play, tapping into a large pool of Coupang Wow members, maintains 8% market share with 1.1 mil. active subscribers. Launched in November 2021, the popularity of Disney's Marvel franchise content and strong integrations with LG Uplus and KT grew Disney+'s subscriber share to 7% by year-end 2021. Other key players include telco platforms Seezn (6%), U+Mobile (5%), and separately, Watcha (3%).

**With Netflix's scale and Disney's launch, Korea has emerged as a hub for premium local content production** with consistent cadence and travelability across APAC and international markets. With 5 major brands driving SVOD and investing heavily in local content, the entry of new tier 1 SVOD platforms is expected to be challenging unless integrated with existing players (i.e. Paramount-TVING) or new disruptive strategies are introduced to take market share from incumbents.

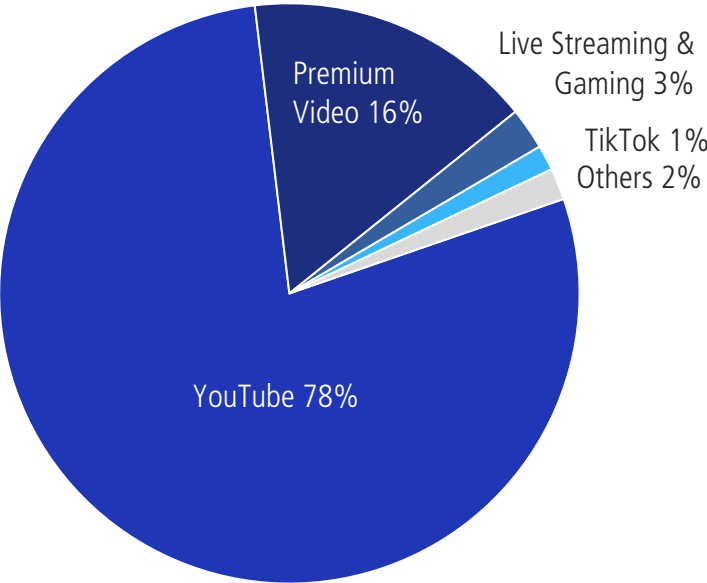
**Korean content drives 69% of measured premium video streaming.** Popular content categories include Netflix's exclusive K-dramas across romance, thriller, crime and comedy genres, and Wavve and TVING's variety and reality shows from SBS, MBC, KBS, tvN and others. Wavve and TVING also carry popular K-dramas post-TV broadcast and TVING's original dramas and reality shows have performed strongly through 2H 2021. US content captured 14% of consumption in Q4, led by Netflix's US library, and Disney's Marvel movies and series. Upon launch, heavy consumption on Disney+ was concentrated on Marvel movies and series as well as kids, with significant early demand for Disney's local original content (Outrun, Snowdrop). Top streamed titles in Q4 include Netflix's Squid Game, Wavve's One The Woman (SBS) and TVING original Work Later, Drink Now.

**While the average Korean VOD user is 35 years old, gender and age profiles vary across platforms and genres.** AfreecaTV, NaverTV and Watcha attract the youngest audiences with at least 55% of MAUs aged under 30, while over 50% of U+Mobile's MAUs are over 45. Watcha and TVING users skew female, with women making up nearly 70% of MAUs. Generally, drama, romance, comedy, variety and reality content consumption skews female, while sports, action and anime consumption skews male. Anime and variety titles attract the youngest audiences (under 30), while sports, action, horror and news viewership skews older (45+).

# YOUTUBE & SVOD, LED BY NETFLIX, DRIVE CONSUMPTION

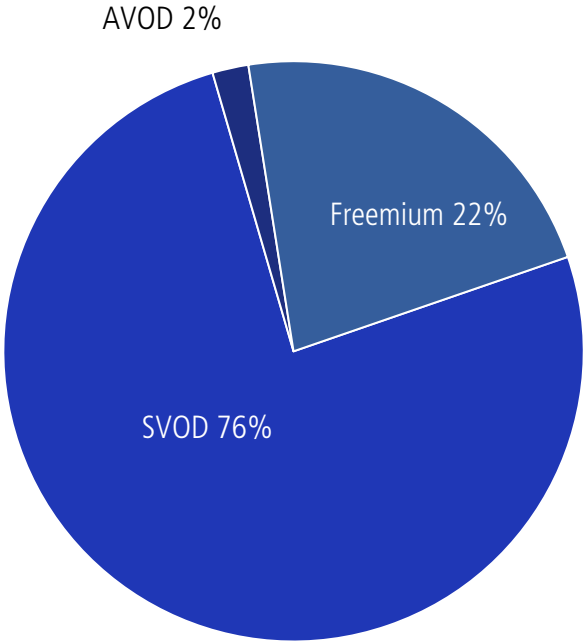
SHARE OF TOTAL STREAMING MINUTES (Q4 2021)

TOTAL MINUTES STREAMED: 197 **BIL.**

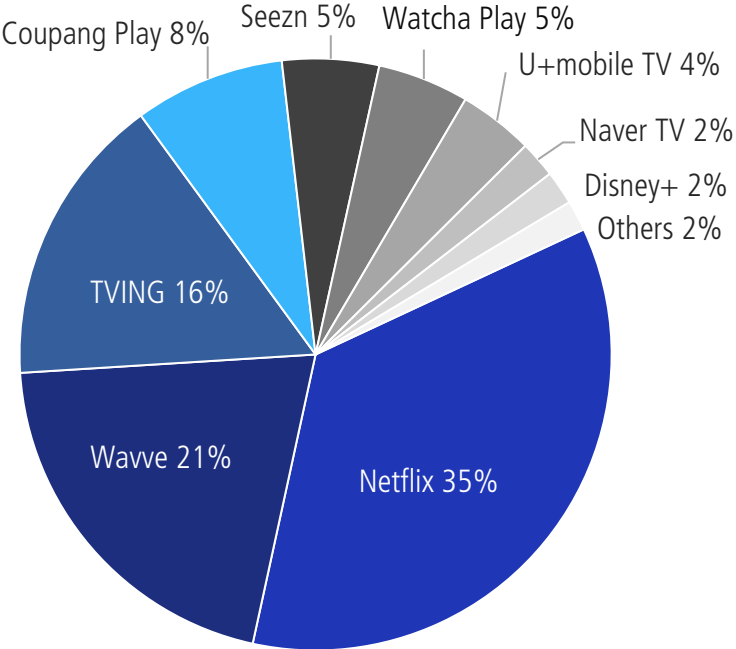


SHARE OF PREMIUM VIDEO STREAMING MINUTES (Q4 2021)

TOTAL MINUTES STREAMED: 32 **BIL.**



BY SERVICE TYPE



BY PLATFORM

Note: Premium Video includes AVOD, SVOD, and freemium platforms, and excludes YouTube, TikTok, and Afreeca TV.  
 Source: AMPD Research, Q4 2021

## ABOUT MEDIA PARTNERS ASIA

Media Partners Asia (MPA) is the leading independent provider of research, advisory and consulting services across media, telecoms, sports and entertainment industries in Asia Pacific. We provide customized research with strategic recommendations to help clients launch new products & services, enter new markets, as well as acquire and sell businesses. MPA reports are used and sourced by local, regional and global companies for strategic planning and equity & debt transactions. We also offer dedicated primary research through subsidiary AMPD Research to measure consumer behaviour across the digital economy, including online video and gaming. MPA hosts the APOS Summit, the defining voice and global platform for the Asia Pacific media & telecoms industry.

## ABOUT AMPD

Founded by Media Partners Asia (MPA) in 2019, AMPD captures real consumer data to provide deep insights across the digital ecosystem with a focus on the fast growing digital content, connectivity and advertising sectors. AMPD has a footprint across 12 international markets and is the only global platform with available title-level reporting for streaming platforms capturing all consumption.

AMPD uses passive measurement and proprietary software to measure consumer behaviour and generate reliable app / platform metrics across mobile android, iOS and PCs platforms. AMPD reports and custom made research projects include the analysis of more than 100 digital platforms and cover use cases across Advertising, Content, Connectivity, Commerce, Gaming, Music & Video.

**CONTACT: Lavina Bhojwani, [lavina@media-partners-asia.com](mailto:lavina@media-partners-asia.com)**