

Korea's Premium VOD Market Tops US\$1.1 Bil. in 1H 2025, Driven by Local Content and CTV Growth

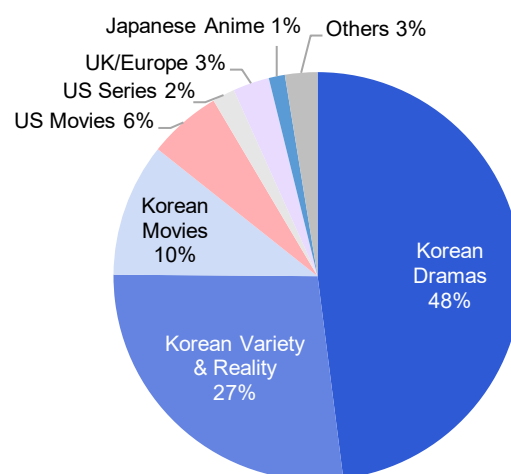
(Singapore, 14 August 2025) Korea's premium video-on-demand (VOD) market reached US\$1.1 billion in 1H 2025, with paid SVOD subscriptions climbing to 24.5 million and 1.5 million net new additions during the period, according to the latest insights from ampd, the measurement platform owned and operated by Media Partners Asia (MPA).

Growth was concentrated among scaled leaders, while the introduction of connected TV (CTV) measurement from Q2 2025 significantly expanded reported reach and engagement, adding ~35% more MAUs per platform and nearly doubling total measured viewing hours to 1.2 billion in Q2. Netflix maintained leadership with 8.2 million subscribers and 47% of premium VOD viewership, driven by local hits such as Squid Game Season 3, a steady flow of licensed box-office films, and the Naver Plus partnership offering its ad-supported Standard plan free to members. TVING delivered the largest net additions, fueled by an affordable ad-supported tier, variety and drama pipelines, and live sports. Coupang Play expanded its footprint with a free ad-supported tier and the launch of Sports Pass, while the TVING–Wavve merger, approved in June, is set to create a 9.2 million-subscriber domestic challenger to Netflix by year-end.

"Korea's premium VOD sector is consolidating around a handful of scaled leaders," said Vivek Couto, Executive Director of MPA. "Local storytelling remains the foundation of engagement and monetization, while CTV is unlocking new audiences and advertising opportunities. The TVING–Wavve merger will reshape competition, providing a stronger domestic counterweight to Netflix's scale."

Local content accounted for 86% of total premium VOD viewing hours in Q2, led by Korean dramas (48%) and variety/reality programming (27%). Netflix carried much of the drama viewership, while TVING and Wavve anchored variety. Foreign content remained niche, with US movies the largest non-local category at 6% of viewing hours.

"Korean content's dominance is near-universal, reaching 88% of all premium VOD users," said Dhivya T, Lead Analyst at MPA and ampd. "K-dramas, comedy, and variety shows drive cross-platform reach, while high-profile exclusives on Netflix, TVING, Coupang Play and Disney+ add competitive edge. Advertising tiers are now central to subscriber acquisition, especially in urban and price-sensitive segments."

Premium VOD Viewership by Content Type (Q2 2025)

Note: Viewership refers to total viewing hours, coverage excludes live sports
Platforms covered include Coupang Play, Disney+, Netflix, TVING & Wavve



Across the 10 Asia markets in which we operate, ampd leverages passively panels members with SaaS based products, led by ampd Vision, focusing on the streaming VOD sector while providing customized research to our clients across a variety of sectors including VOD, Content, Advertising, Telecoms and more. Our clients include leading global internet and technology brands, Hollywood and Asian content studios, advertising agencies, telcos and pay-TV operators.

ampd provides a holistic view of premium video-on-demand (VOD) viewership across all major devices, including mobile phones, connected TVs (CTV), laptops, and tablets, enabling national-level representation of actual streaming behavior across VOD users in the Southeast Asia, India, Japan, Korea and Taiwan. CTV coverage began in Q2 2025.

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Media Partners Asia (MPA), established in 2001, is a leading independent provider of advisory, consulting and research services, focusing on media and telecoms in Asia Pacific. MPA also operates ampd, launched in 2019. ampd measures digital activity in 10 markets using proprietary software, focused on video, content, advertising and connectivity with detailed insights to drive planning and business outcomes. MPA has been involved in due diligence for M&A activity in APAC with numerous local and cross border transactions while also operating as an IC (Independent Consultant) in the IPOs of media and telecoms companies. MPA hosts and operates APOS, the leading annual summit for Asia's entertainment industry with global impact.

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