

# South Korean Entertainment Economy: K-Drama Budgets, Webtoon Dominance

South Korean Entertainment Economy · Answer Key · 16 Questions

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**1. In 2024, what was the approximate total revenue generated by South Korea's game industry, and what was its global market share ranking?**

- A) KRW 23.85 trillion, 4th place**
- B) KRW 20.9 trillion, 3rd place
- C) KRW 25.5 trillion, 5th place
- D) KRW 22.5 trillion, 4th place

**2. Which South Korean OTT platform has recently surpassed Netflix and TVING in new installs for 2024, driven by its original content production?**

- A) Wavve
- B) Coupang Play**
- C) Tving
- D) Watcha

**3. What percentage of South Korea's recorded music revenue was digital in 2024, and how did this compare to the previous year?**

- A) 61.6%, down from 66.7%**
- B) 66.7%, up from 61.6%
- C) 58.2%, down from 62.1%
- D) 63.1%, up from 59.8%

**4. What is the estimated average production cost per episode for a K-drama, and how has it changed with the rise of OTT platforms?**

- A) KRW 1 billion-3 billion, a significant increase from previous years**
- B) KRW 300 million-500 million, a slight decrease
- C) KRW 500 million-700 million, remaining stable
- D) KRW 700 million-900 million, a moderate increase

**5. In 2024, the domestic webtoon market generated an estimated revenue of 2.286 trillion won. Which of the following was the largest overseas market for Korean webtoon exports?**

- A) North America
- B) Southeast Asia
- C) Japan**
- D) Europe

**6. What was the total revenue for South Korea's cultural content industry in 2024, and which sector contributed the most to exports?**

- A) 157.4 trillion won total revenue, gaming industry leading exports**
- B) 150.2 trillion won total revenue, broadcasting and video leading exports
- C) 160.1 trillion won total revenue, music industry leading exports
- D) 155.9 trillion won total revenue, publishing leading exports

**7. According to reports, what was the approximate production budget for the second and third seasons of Netflix's 'Squid Game'?**

- A) Around 100 billion won**
- B) Around 60 billion won
- C) Around 70 billion won
- D) Around 50 billion won

**8. In 2024, which three markets collectively accounted for 72.8% of total K-pop album exports?**

- A) Japan, United States, and China**
- B) United States, China, and Southeast Asia
- C) Japan, South Korea, and United States
- D) China, Japan, and Europe

**9. What was the projected market valuation for South Korea's interactive streaming market in 2030?**

- A) USD 2,142.5 million**
- B) USD 1,500 million
- C) USD 3,000 million
- D) USD 1,000 million

**10. As of 2024, what was the approximate percentage of South Korean households with access to high-speed internet, facilitating live streaming services?**

- A) 80%**
- B) 95%
- C) 70%
- D) 60%

**11. In the first quarter of 2024, which of the "Big Four" K-Pop labels (HYBE, SM, JYP, YG) reported negative operating profit?**

- A) JYP Entertainment
- B) SM Entertainment
- C) HYBE Corporation
- D) YG Entertainment**

**12. What was the estimated revenue for South Korea's digital music streaming market in 2025?**

- A) USD 1.5 billion**
- B) USD 1.8 billion
- C) USD 1.3 billion
- D) USD 2.0 billion

**13. Which segment accounted for the largest share of South Korea's domestic game industry revenue in 2024?**

- A) Mobile games (59.0%)**
- B) PC games (25.2%)
- C) Console games (5.0%)
- D) Arcade games (1.2%)

**14. The South Korean film industry is facing a crisis, with theater attendance in 2024 projected to be the lowest since which year (excluding pandemic years)?**

- A) 2004**
- B) 2010
- C) 2015
- D) 2019

**15. What was the total value of South Korea's webtoons market in 2024?**

- A) 2.286 trillion won**
- B) 2.189 trillion won
- C) 1.397 trillion won
- D) 2.0 trillion won

**16. In 2024, which of the following was the largest revenue-generating platform segment for South Korea's interactive streaming market?**

- A) Smartphones & tablets**
- B) Laptops & Desktops
- C) Smart TVs
- D) Gaming Consoles