South Korean Entertainment Economy: K-Drama Budgets, Webtoon Dominanc

South Korean Entertainment Economy · Practice Test · 16 Questions

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

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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

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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

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