

2024 Korean Game User Insights Report

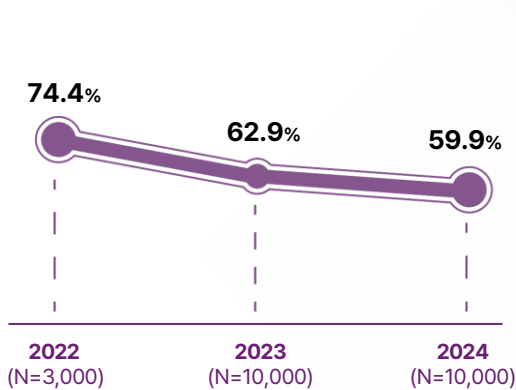
This report provides a comprehensive analysis of overall and platform-specific game usage in Korea based on *the 2024 Game User Survey* by the Korea Creative Content Agency

(Source: KOCCA)

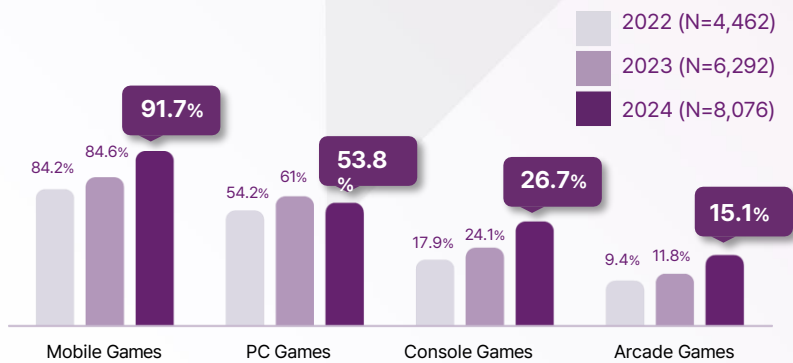
Overall and Platform-Specific Game Usage Rates

- ▶ Since 2022, the overall game usage rate has steadily declined, reaching 59.9% in 2024
- ▶ Among game users (n=8,076), mobile games had the highest usage rate at 91.7%, followed by PC games (53.8%), console games (26.7%), and arcade games (15.1%)

▪ Trend in Overall Game Usage Rate (2022–2024)



▪ Game Usage Rate by Platform Among Users (2022–2024)



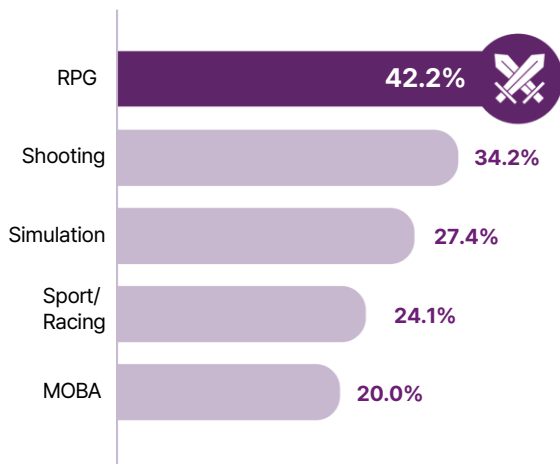
[Base: Ages 10–64 in 2022–2023; Ages 10–69 in 2024]

Usage Patterns and Characteristics by Game Platform

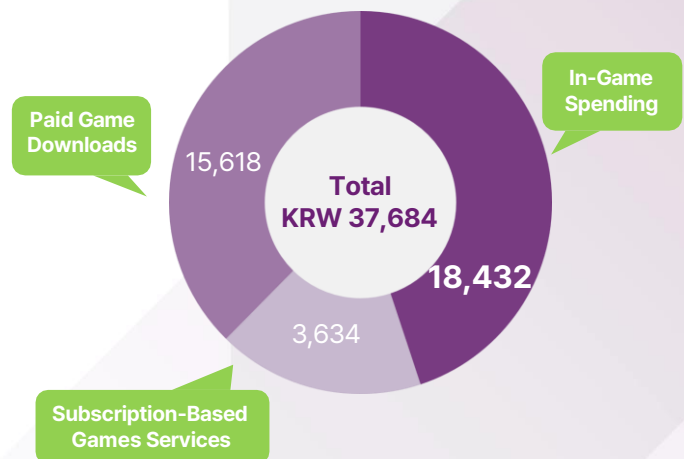
PC Games [Base: 4,347 PC game users]

- ▶ On average, PC gamers spent 117 minutes on weekdays and 190 minutes on weekends playing games
- ▶ The most preferred genre among PC gamers was Role-Playing Games (RPG), followed by shooting and simulation games
- ▶ In terms of spending, the average monthly expenditure per user was 37,684 KRW, broken down as follows: 15,618 KRW for paid game downloads, 18,432 KRW for in-game purchases, and 3,634 KRW for subscription-based game services

▪ Top Game Genres (1st+2nd+3rd Preferences)



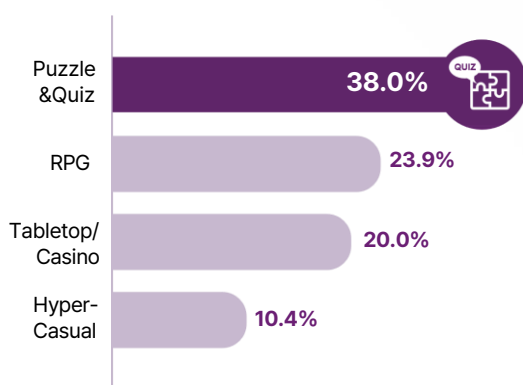
▪ Expenditure on PC games



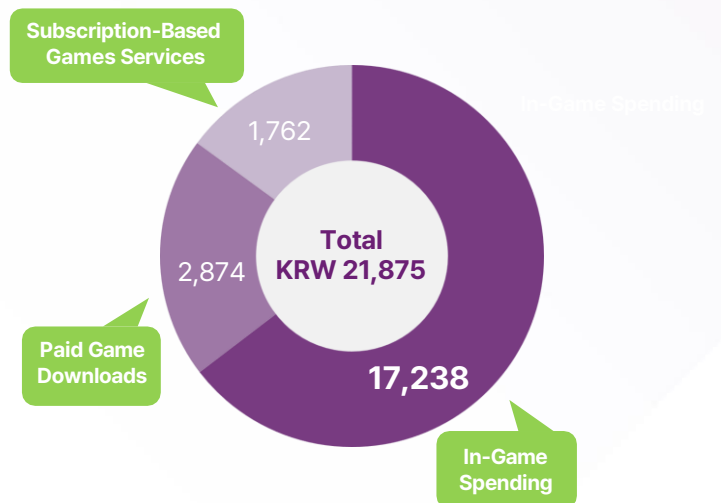
Mobile Games [Base: 7,402 Mobile game users]

- ▶ On average, mobile game users spent 95 minutes on weekdays and 125 minutes on weekends playing games
- ▶ The most preferred genre among mobile gamers was Puzzle & Quiz, followed by RPG and Tabletop/Casino
- ▶ In terms of average monthly spending, users paid KRW 2,874 for paid downloads, KRW 17,238 for in-game purchases, and KRW 1,762 for subscription-based services—totaling approximately KRW 21,875 per month

▪ Top Game Genres (1st+2nd+3rd Preferences)



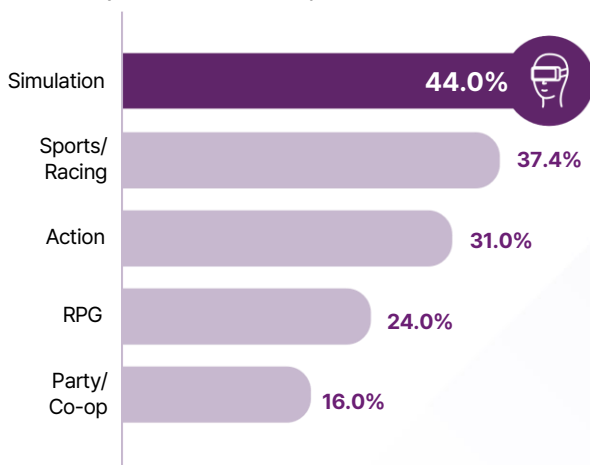
▪ Expenditure on PC games



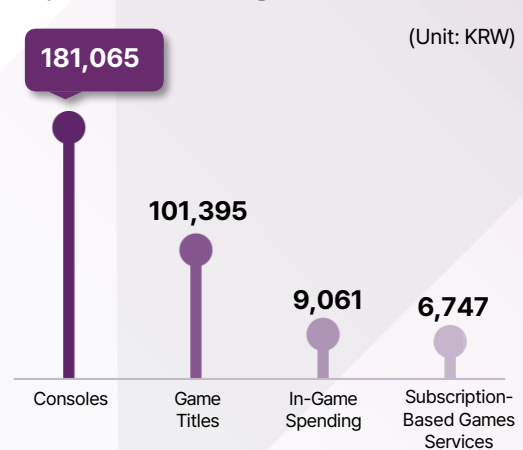
Console Games [Base: 2,157 Console game users]

- ▶ Console gamers spent an average of 61 minutes on weekdays and 111 minutes on weekends
- ▶ Simulation was the most preferred genre, followed by sports/racing and action
- ▶ Monthly spending averaged KRW 181,065 on consoles, KRW 101,395 on game titles, KRW 9,061 on in-game purchases, and KRW 6,747 on Subscription-Based Game Services

Top Game Genres (1st+2nd+3rd Preferences)



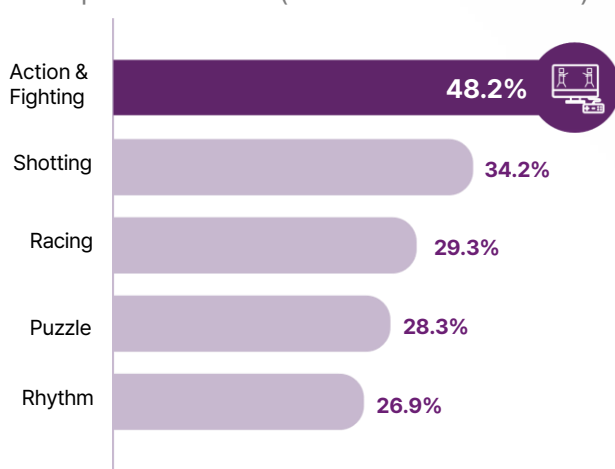
Expenditure on PC games



Arcade Games [Base: 1,220 Arcade game users]

- ▶ The average daily playtime for arcade games was 37 minutes on weekdays and 61 minutes on weekends
- ▶ Arcade game users showed the highest preference for the action/fighting genre, followed by shooting games
- ▶ The average monthly spending on arcade games was KRW 10,893

Top Game Genres (1st+2nd+3rd Preferences)



Expenditure on PC games



Original Source

Korea Creative Content Agency. (December 30, 2024). 2024 Game User Survey.

<https://www.kocca.kr/kocca/bbs/view/B0000147/2007554.do?searchCnd=1&searchWrd=&cateTp1=&cateTp2=&useYn=&menuNo=204153&categorys=0&subcate=0&cateCode=&type=&instNo=0&questionTp=&ufSetting=&recovery=&option1=&option2=&year=&morePage=&qtp=&domainId=&sortCode=&pageIndex=2#>