

Squid Game: Transforming Global Cultural Dynamics and Content Investment

This article illustrates how *Squid Game* positioned Korean content as a key growth driver on global platforms and exemplified the expansion of a single IP into a multi-layered business model.

Netflix's "Squid Game" topped charts in over 90 countries when it premiered in September 2021. The Korean survival drama didn't just break viewing records — it transformed how the entertainment industry perceives non-Western content. Major streaming platforms have since begun investing heavily in Korean IP. The show sparked spin-off businesses such as merchandise, immersive experiences, and mobile games. It also accelerated technological upgrades in streaming, including support for 4K/8K resolution and AI-driven personalization.

- **K-Content as a Global Streaming Growth Driver**

Squid Game proved Korean content is commercially essential, not just culturally interesting. Korean productions tackle heavy social themes with high production quality and unique pacing. K-content became a must-have differentiator in platform competition.

- **Expanding IP-Based Business Models**

The show demonstrated how a single piece of IP can evolve into a multi-platform ecosystem. In the past, content development followed a linear model — produce a show, release it, and move on. Today, smart IP development means building expansive worlds that can be flexibly adapted across reality TV, gaming, experiential marketing, and merchandise. Global content export has shifted from selling finished products to creating adaptable and monetizable universes.

Source

Yonhap News Agency. (2025, 6. 29) <https://www.yna.co.kr/view/AKR20250629011600017>