

2024 Gyeonggi-do Content Industry Summary Report

This report provides a comprehensive overview of the current status of Gyeonggi-do content industry based on the "2024 Regional Content Industry Survey" by the Korea Creative Content Agency.

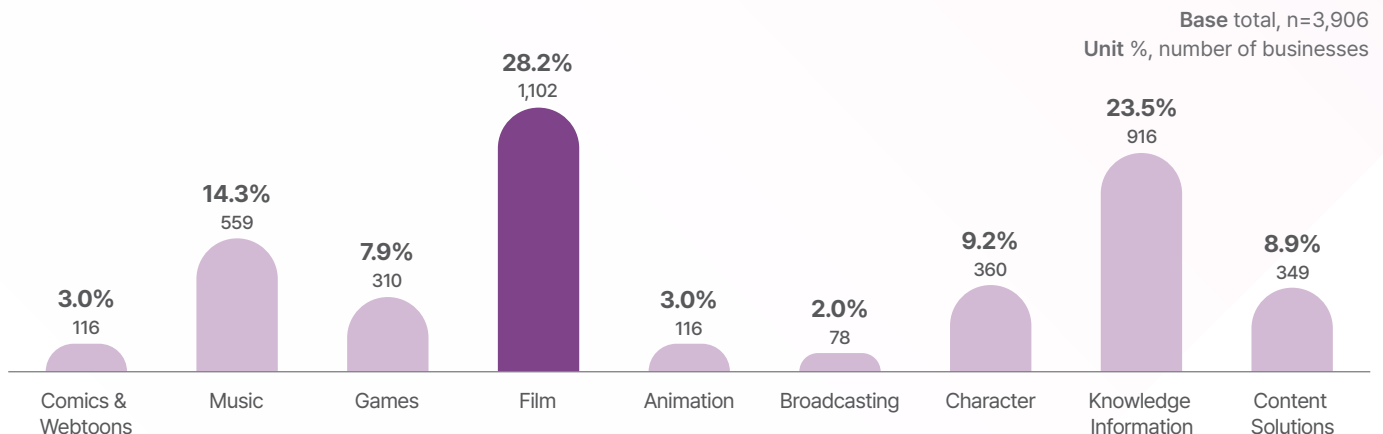
(Source: KOCCA)

2024 Gyeonggi-do Content Industry Survey



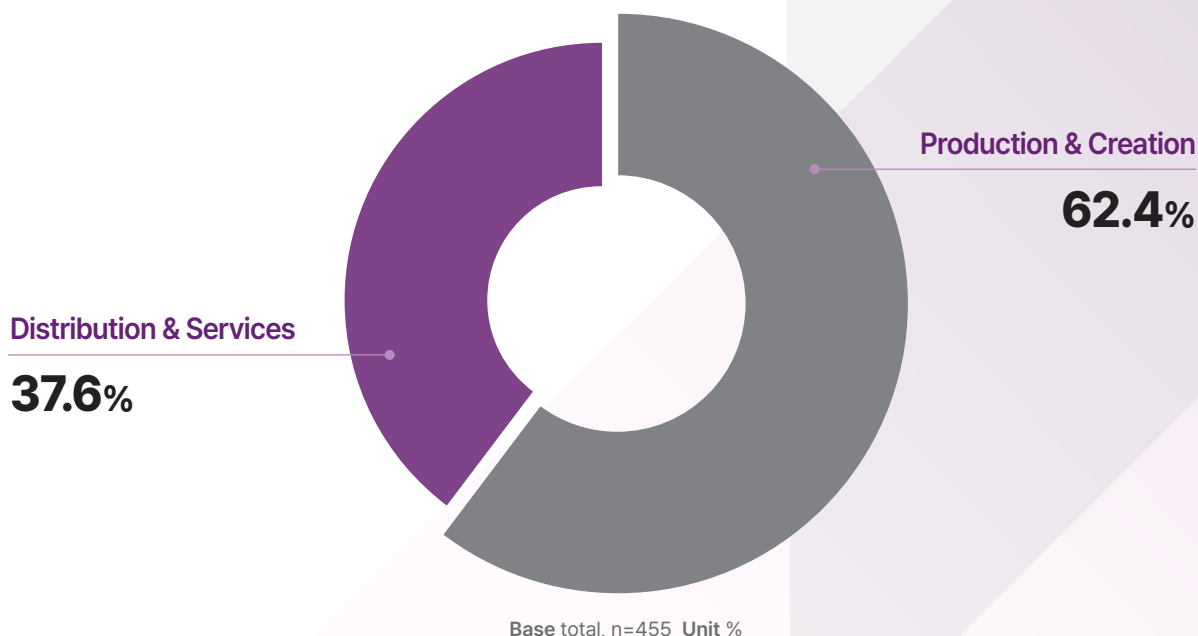
- **Survey Target** Businesses engaged in the content industry
- **Reference Dates** (Number of businesses) December 31 / 2024
(Number of employees, sales) December 31, 2023

2024 Content-Related Businesses in Gyeonggi-do



- The percentages in the graph represent each sector's share of the total number of content-related businesses

Sales Ratio of Content Production & Distribution Services



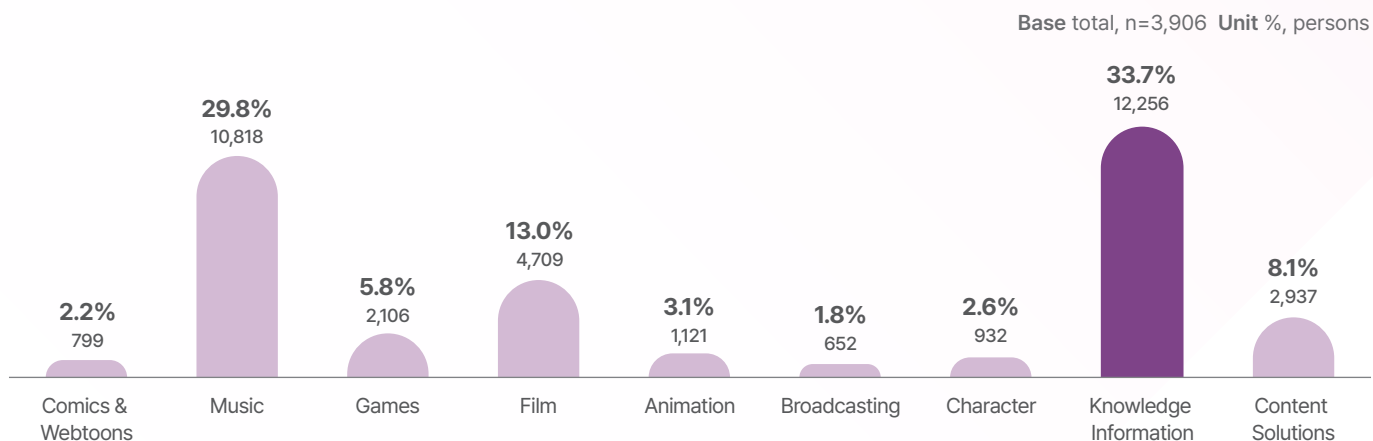
Sectoral Distribution and Concentration

- Total of 3,906 businesses
- Top 3 sectors: Film (28.2%), Knowledge Information (23.5%), Music (14.3%)
– accounting for 66.0% combined

Structural Characteristics

- Production-Centered Ecosystem: Production and creation account for 62.4% of total sales, indicating strong in-house production capabilities

2024 Employment in Gyeonggi-do Content Industry

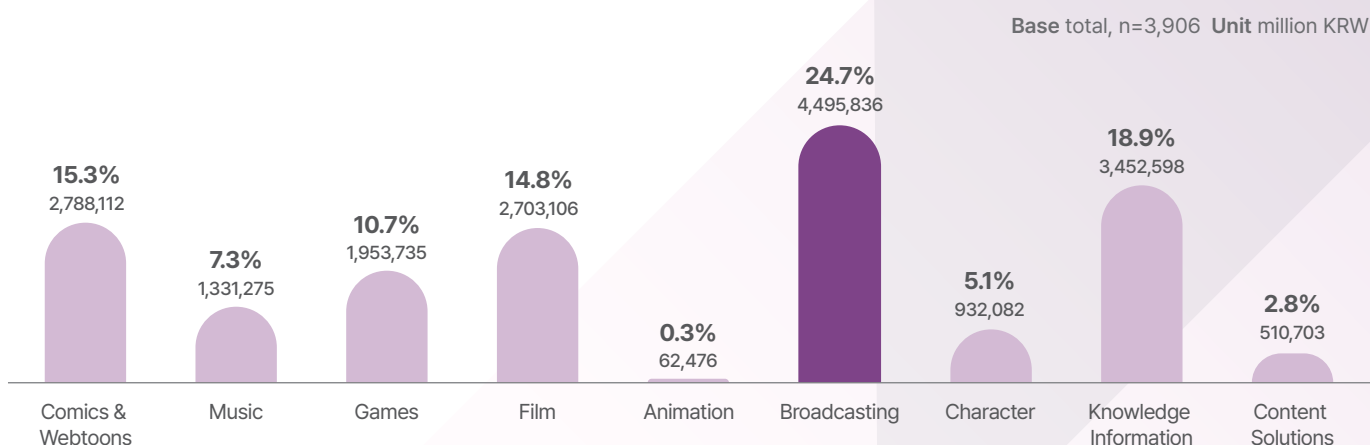


- The percentages in the graph represent each sector's share of the total number of employees in the content industry

Employment Scale and Distribution

- Concentration in Knowledge Information: 33.7% (12,256 out of 36,331 workers) are employed in the knowledge information sector

2024 Sales of Gyeonggi-do Content Industry



- The percentages in the graph represent each sector's share of the total sales in the content industry

Sales Volume and Concentration

- Large-Scale Market: With total revenue of KRW 18.23 trillion, Gyeonggi-do positions itself as a key hub
- Broadcast-Centered Structure: Top 3 sectors—Broadcasting (24.7%), Knowledge Information (18.9%), and Comics/Webtoons (15.3%)—account for 58.9% of total revenue

Sector Highlights

- Dominant Broadcasting Sector: KRW 4.50 trillion (24.7%), driven by active production and distribution of terrestrial, cable, and OTT content

Conclusion and Key Takeaways

- (Business concentration) Film, knowledge information, and music dominate; support needed for emerging fields
- (Employment structure) Boost AI/digital skills across sectors
- (Revenue) Rely less on broadcasting; grow mid-sized sectors with R&D and marketing

Original Source

Korea Creative Content Agency. (February 19, 2025). 2024 Regional Content Industry Survey.

<https://www.kocca.kr/kocca/bbs/view/B0000147/2007843.do?searchCnd=&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=1>