Korea Creative Content Agency

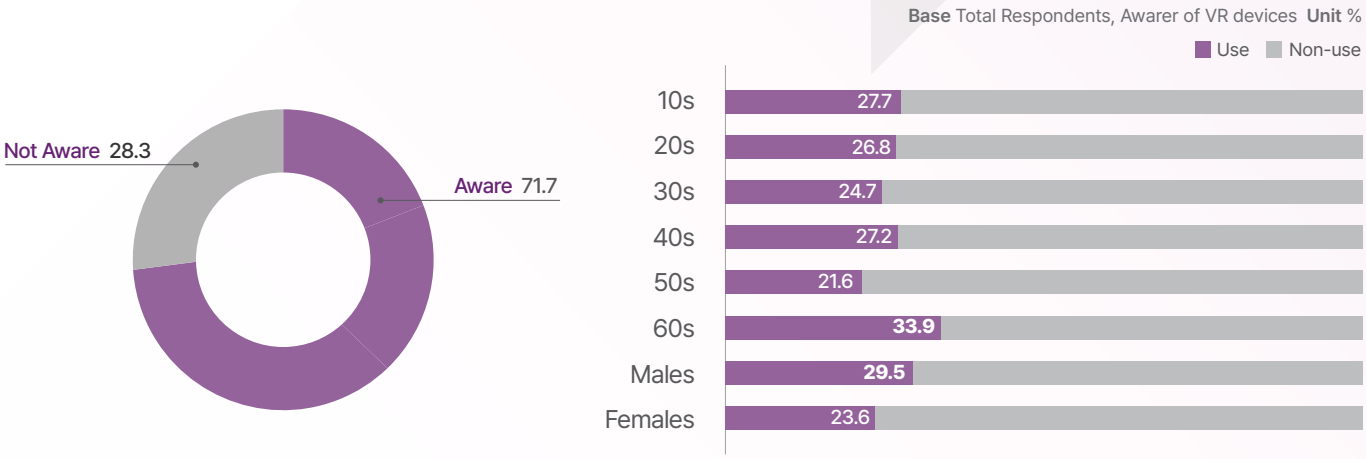
K-Content and Virtual Reality Technology

This report provides an analysis and summary of K-content's expansion potential into immersive and experiential formats based on the "2024 Cartoon and Webtoon User Survey" conducted by the Korea Creative Content Agency.

(Source: KOCCA)

Awareness and Usage Experience of Virtual Reality Devices

- A total of 71.7% of respondents reported awareness of virtual reality devices, including VR, AR, and MR, with awareness levels notably higher among female respondents.
- Among those aware of such devices (n=2,509), 26.6% indicated prior usage experience.
- By respondent characteristics, usage rates were higher among men compared to women, and relatively higher among those in their 60s compared to other age groups.



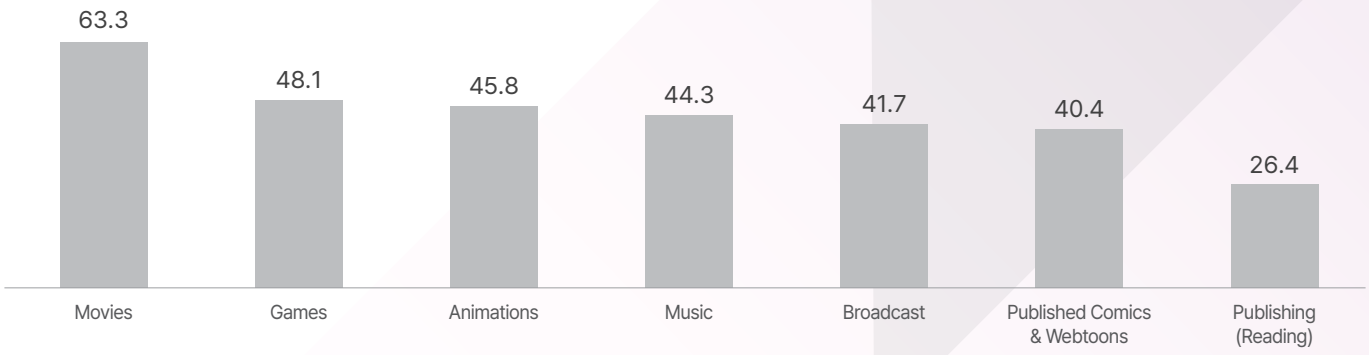
Base Awarer of VR devices **Unit** %

Type		Number of cases	Use	Non-use
Total		**(2,509)**	**26.6**	**73.4**
Gender	Males	(1,284)	29.5	70.5
	Females	(1,225)	23.6	76.4
Age	10s	(330)	27.7	72.3
	20s	(487)	26.8	73.2
	30s	(494)	24.7	75.3
	40s	(476)	27.2	72.8
	50s	(421)	21.6	78.4
	60s	(301)	33.9	66.1

Intention to Use Upon the Release of New Technology-Based Content

- Regarding intention to use content incorporating new technologies, movies ranked highest at 63.3%, followed by games (48.1%), animation (45.8%), and music (44.3%).
- Across all categories except music, male respondents reported higher intention to use.
- By age, respondents in their 60s showed higher intention for movies and publishing (reading), whereas teenagers exhibited higher intention in most other categories.

Base Total Respondents **Unit** %



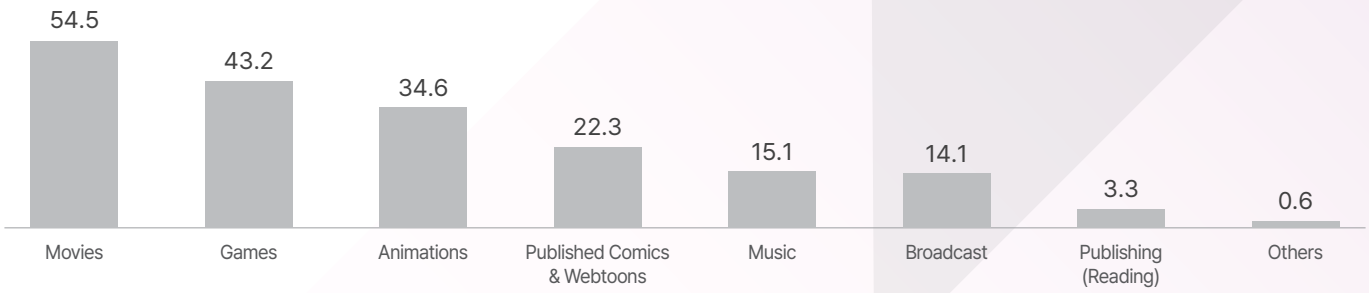
Base Total Respondents **Unit** %

Type		Number of Cases	Movies	Games	Animations	Music	Broadcast	Published Comics &Webtoons	Publishing (Reading)
Total		**(3,500)**	**63.3**	**48.1**	**45.8**	**44.3**	**41.7**	**40.4**	**26.4**
Gender	Males	(1,825)	66.2	56.7	48.3	43.7	43.5	43.1	26.8
	Females	(1,675)	60.1	38.8	43.0	45.0	39.8	37.6	26.0
Age	10s	(463)	63.3	64.2	54.6	58.4	45.6	49.7	28.6
	20s	(656)	61.7	56.5	49.4	47.3	40.6	40.5	25.2
	30s	(675)	60.2	53.2	42.4	38.8	41.0	38.2	25.1
	40s	(658)	62.1	47.3	46.8	36.3	39.1	36.3	24.5
	50s	(591)	66.6	38.1	43.0	42.6	45.1	41.9	25.0
	60s	(457)	67.7	26.4	38.6	47.7	39.7	38.5	32.5

Content Genres with High Expectations for New Technology Applications

- Movies ranked highest (54.5%) as the content genres expected from new technology (1st + 2nd Choice), followed by games (43.2%), animation (34.6%), and published comics/webtoons (22.3%).
- By respondent characteristics, preference for movies was relatively higher among female respondents and those in their 60s; games were preferred by male respondents; and music was preferred by female respondents.

Base Total Respondents **Unit** %



Base Total Respondents **Unit** %(1st+2nd Choice)

Type		Number of Cases	Movies	Games	Animations	Published Comics &Webtoons	Music	Broadcast	Publishing (Reading)	Others
Total		**(3,500)**	**54.5**	**43.2**	**34.6**	**22.3**	**15.1**	**14.1**	**3.3**	**0.6**
Gender	Males	(1,825)	52.5	49.4	35.9	22.0	12.3	13.2	3.0	0.6
	Females	(1,675)	56.6	36.5	33.1	22.6	18.2	15.1	3.7	0.6
Age	10s	(463)	32.2	47.9	38.6	25.7	25.1	13.5	3.8	0.5
	20s	(656)	44.3	49.5	38.6	19.9	16.3	15.4	3.1	-
	30s	(675)	57.9	49.8	30.7	19.8	12.1	13.6	3.4	0.5
	40s	(658)	57.2	46.2	37.5	20.0	11.3	11.8	2.4	0.9
	50s	(591)	64.6	36.8	31.5	24.9	10.9	14.9	2.0	1.1
	60s	(457)	69.7	23.5	30.0	26.0	19.0	15.8	6.0	0.4

Conclusion and Key Takeaways

- In Korea, 71.7% of respondents are aware of virtual reality (VR) devices, indicating that initial costs and efforts for promoting the technology itself can be reduced.
- Although actual usage of VR devices remains relatively low, this can be interpreted as a potential opportunity.
- To capitalize on this opportunity, it appears efficient to develop IP focusing on genres with high expectations for new technology applications, such as movies (63.3%) and games (48.1%).
- Considering that male respondents show higher VR device usage and greater expectation for games, prioritizing VR/AR/MR game content targeting the male segment is advisable.
- For female respondents, given their higher awareness of VR devices and strong expectations for movies and music, a strategy targeting this segment with VR/AR/MR movie and music content could also be effective.

Targeted Content by Audience Segment

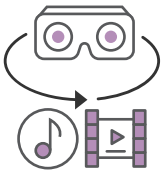
Males

- High utilization rate of virtual reality devices
- Strong expectations for new technology adoption in the gaming sector

"VR/AR/MR game content targeting"

Females

- High awareness of virtual reality devices
- Strong expectations for new technology adoption in film and music sectors



"VR/AR/MR movie and music content targeting"

Original Source

Korea Creative Content Agency. (November 29, 2024). 2024 Cartoon and Webtoon User Survey. https://www.kocca.kr/kocca/bbs/view/B0000147/2007349.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=4#