

# Sales Revenue Analysis of K-Content Projects

This report provides an analysis and summary of Current Status of K-Content Project Sales Revenue based on the "2024 Content Project Survey" conducted by the Korea Creative Content Agency.

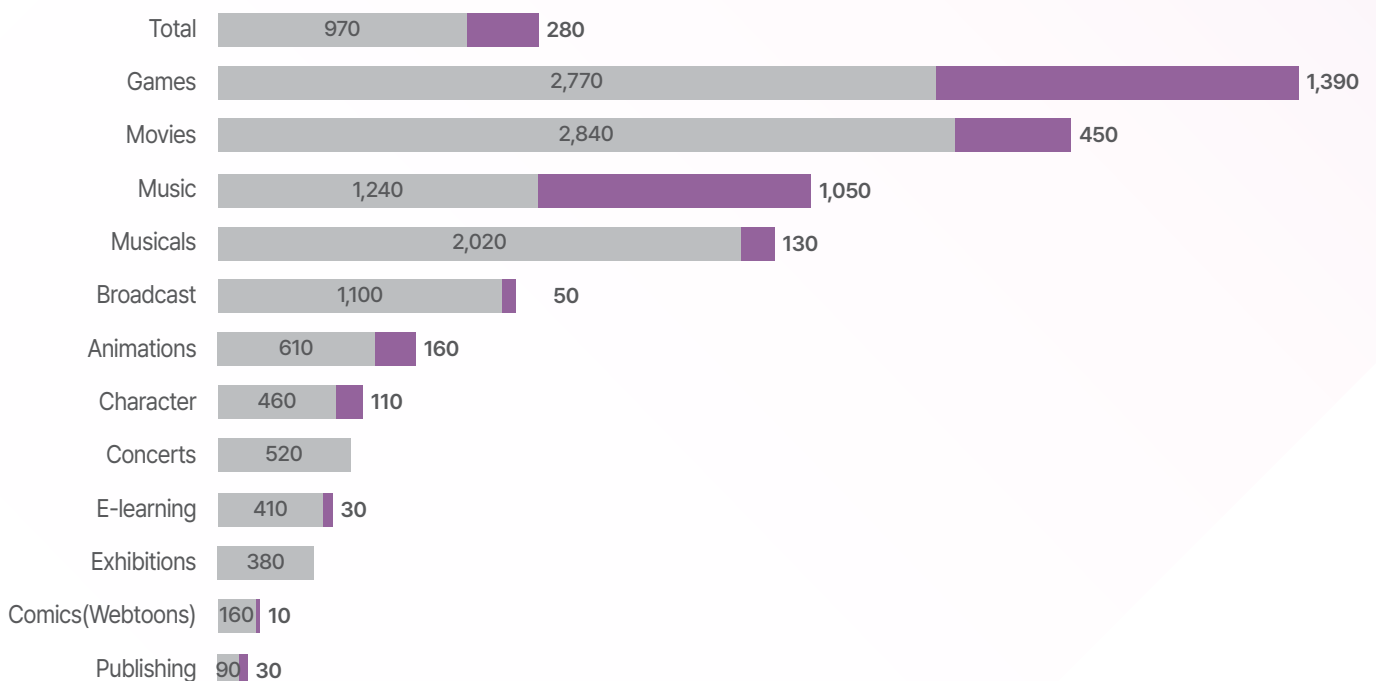
(Source: KOCCA)

## Domestic and International Sales Revenue of Content Projects

A content project refers to content planned and produced by businesses engaged in the content industry.

- The average revenue of content projects was KRW 1.25 billion (domestic: KRW 970 million, overseas: KRW 280 million).
- In terms of domestic revenue, films recorded the highest at KRW 2.84 billion, followed by games (KRW 2.77 billion) and musicals (KRW 2.02 billion).
- For overseas revenue, games ranked highest at KRW 1.39 billion, followed by music (KRW 1.05 billion) and films (KRW 450 million).

Base: Total Projects Unit: Cases, KRW Million  
 ■ Domestic Revenue ■ International Revenue



Type	Number of Cases	Total Revenue	Domestic Revenue	International Revenue
<b>Total</b>	<b>(2,681)</b>	<b>1,250</b>	<b>970</b>	<b>280</b>
Publishing	(451)	130	90	30
Comics(Webtoons)	(189)	170	160	10
Music	(245)	2,330	1,240	1,050
Movies	(199)	3,290	2,840	450
Broadcast	(230)	1,140	1,100	50
Games	(225)	4,160	2,770	1,390
Animations	(140)	770	610	160
Character	(144)	560	460	110
E-learning	(206)	450	410	30
Concerts	(284)	520	520	-
Musicals	(153)	2,160	2,020	130
Exhibitions	(215)	380	380	0

## Sales Revenue Status by Genre

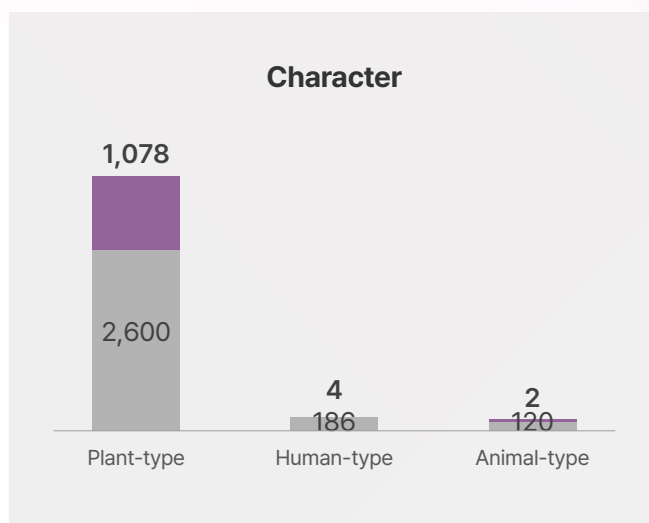
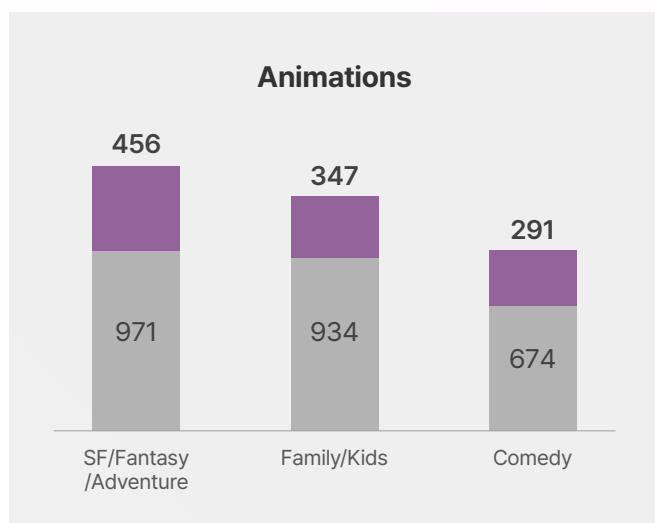
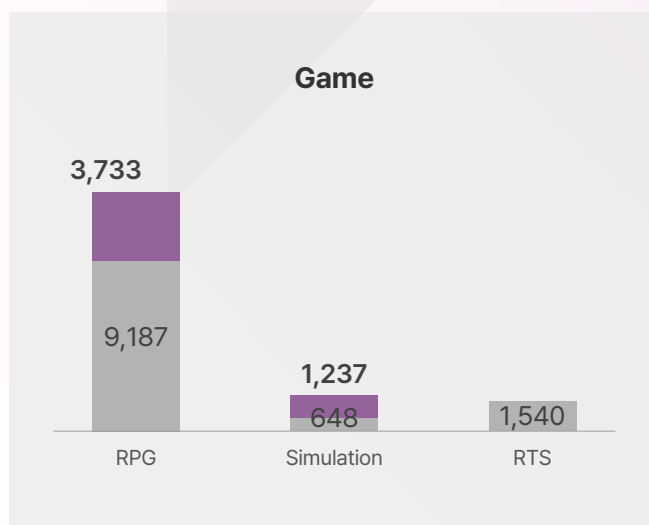
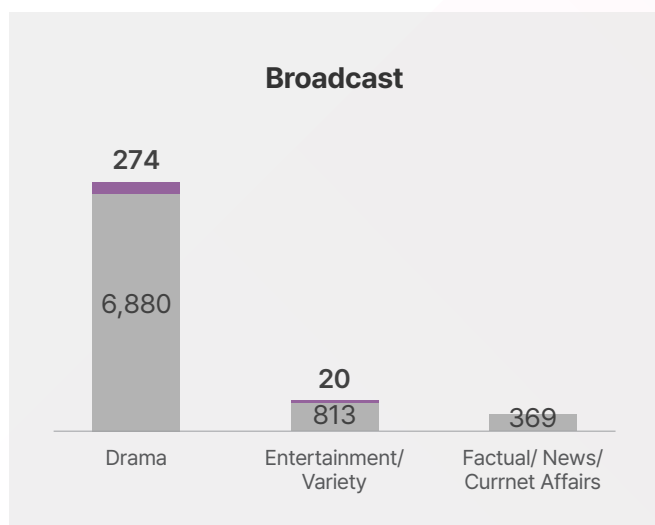
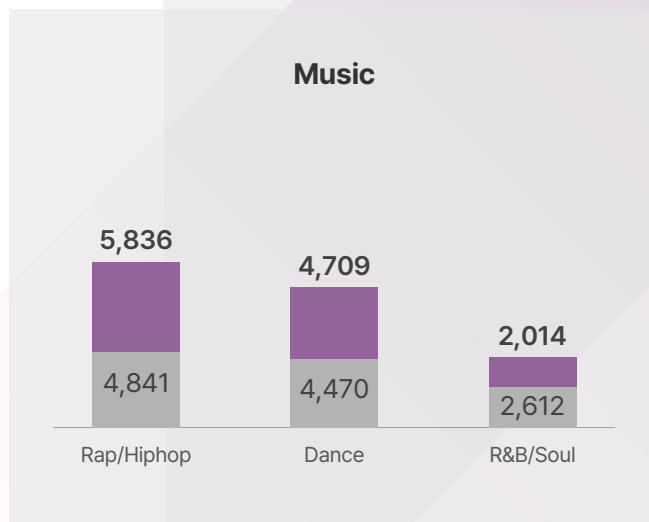
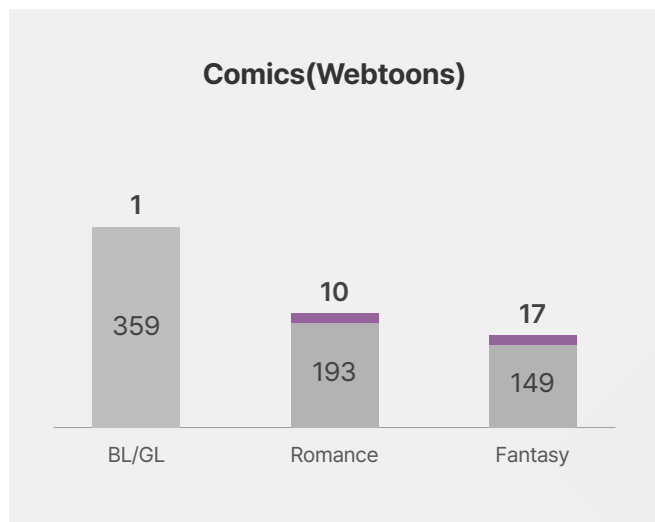
A detailed analysis was conducted on revenue performance across comics (webtoons), music, broadcasting, games, animation, and character projects.

- Comics (Webtoons): Within webtoon projects, the BL/GL category recorded the highest average revenue at KRW 359 million, followed by Romance at KRW 203 million.
- Music: In music projects, Rap/Hip-Hop generated the highest revenue at KRW 10,677 million, followed by Dance (KRW 9,178 million) and R&B/Soul (KRW 4,626 million).
- Broadcasting: In broadcasting projects, Drama recorded the highest average revenue at KRW 7,154 million, followed by Entertainment/Variety (KRW 833 million), Culture/News/Current Affairs (KRW 369 million), and Sports (KRW 213 million).
- Games: In gaming projects, Role-Playing Games (RPGs) recorded the highest revenue at KRW 12,921 million, followed by Simulation (KRW 1,885 million), RTS (KRW 1,540 million), and Sports Games (KRW 1,114 million).
- Animation: In animation projects, Sci-Fi/Fantasy/Adventure recorded the highest average revenue at KRW 1,427 million, followed by Family/Children (KRW 1,281 million).
- Character: In character projects, Plant-type characters recorded the highest revenue at KRW 3,678 million.

## Top 3 Revenue-Generating Sub-genres by Category

Base By Project Category Unit Cases, KRW Million

■ Domestic Revenue ■ International Revenue



Base Total Projects Unit Cases, KRW Million

Type	Number of Cases	Total Revenue	Domestic Revenue	International Revenue		
Comics (Webtoons)	Action	(81)	113	111	2	
	Material Arts /Historical	(72)	65	64	1	
	Fantasy	(34)	166	149	17	
	Romance	(25)	203	193	10	
	Academy	(15)	131	131	0	
	Drama	(14)	125	125	0	
	Slice of Life	(14)	101	101	0	
	Comedy/Gag	(10)	132	131	1	
	Horror/Thriller	(10)	151	151	0	
	Sports	(7)	60	60	0	
	BL/GL	(5)	359	359	1	
	Factual/Knowledge	(3)	44	44	0	
	Religion	(2)	38	38	0	
	Emotional	(1)	65	65	0	
	Others	(2)	175	169	6	
	Music	Ballad	(54)	1,275	631	644
		Dance	(60)	9,178	4,470	4,709
R&B/Soul		(10)	4,626	2,612	2,014	
Rap/Hiphop		(13)	10,677	4,841	5,836	
Indie Music		(27)	461	345	116	
Rock/Metal		(7)	101	84	17	
Trot		(13)	246	226	20	
Jazz/Fusion Jazz		(4)	71	71	0	
Classical		(11)	190	181	9	
OST		(20)	23	23	0	
CCM		(3)	41	41	0	
Kids		(1)	33	33	0	
World Music		(4)	63	33	30	
Korean Traditional Music		(7)	33	30	3	
Folk/Blues/Country		(1)	3	3	0	
Electronic Music/EDM		(5)	52	28	24	
Others		(76)	200	159	41	

Type	Number of Cases	Total Revenue	Domestic Revenue	International Revenue	
Broadcast	Drama	(36)	7,154	6,880	274
	Factual/News/ Currents Affairs	(105)	369	369	0
	Entertainment/Variety	(59)	833	813	20
	Kids	(3)	30	30	0
	Sports	(8)	213	213	0
	Animations	(3)	30	30	0
	Others	(18)	280	280	0
Games	RPG	(61)	12,921	9,187	3,733
	FPS/TPS	(7)	672	620	52
	RTS	(2)	1,540	1,540	0
	Action	(44)	908	498	410
	Casual	(60)	864	392	472
	Racing	(2)	102	102	0
	Sports	(9)	1,114	606	508
	Simulation	(28)	1,855	648	1,237
	Arcade	(13)	116	113	3
	Educational	(14)	213	198	15
	Card/Board	(20)	356	139	217
	Others	(3)	39	18	21
	Animations	Drama	(16)	366	356
Action		(22)	894	781	113
Comedy		(18)	965	674	291
Romance/Romantic		(11)	401	401	0
SF/Fantasy/Adventure		(25)	1,427	971	456
Horror		(2)	870	550	320
Family/Kids		(39)	1,281	934	347
Crime/Thriller/Mystery		(22)	920	866	54
Academy/Sports		(1)	175	140	35
Educational/Learning/ Factual		(48)	862	592	270
Character	Human-type	(36)	190	186	4
	Animal-type	(54)	122	120	2
	Plant-type	(14)	3,678	2,600	1,078
	Robot-type	(14)	119	119	-
	Cyber-type	(8)	97	97	-
	Ohters	(32)	596	596	-

## Conclusion and Key Takeaways

### Trends in the Korean Market

- K-content projects are generally domestic-oriented; however, the game and music sectors generate significant overseas revenue, thereby securing global competitiveness.
- Traditional visual media and performance content such as films and musicals remain strong in the domestic market but show relatively weaker global competitiveness.
- Specific sub-genres, such as rap/hip-hop in music, RPG in games, and plant-type in character content, are driving revenue within their respective categories.

### Strategic Directions for K-Content Projects

- RPG games and hip-hop/dance music are already experiencing rising overseas demand, making them favorable for rapid market entry through IP partnerships or publishing contracts.
- SF/Fantasy/Adventure animation and Family/Children's animation also represent competitive keywords in overseas markets, suggesting potential for targeted segment collaborations.
- Plant-type characters generate exceptionally high revenue both domestically and internationally, opening opportunities for collaboration with eco-friendly and healthcare brands.

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### Original Source

Korea Creative Content Agency. (December 26, 2024). 2024 Content Project Survey.

<https://www.kocca.kr/kocca/bbs/view/B0000147/2007544.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#>