

# 2024 Consumption Behavior in Korean Music Streaming Services

This report provides a comprehensive analysis of usage patterns and analysis in music streaming services based on the *Music industry in South Korea* conducted by Statista.

(Source: Statista)

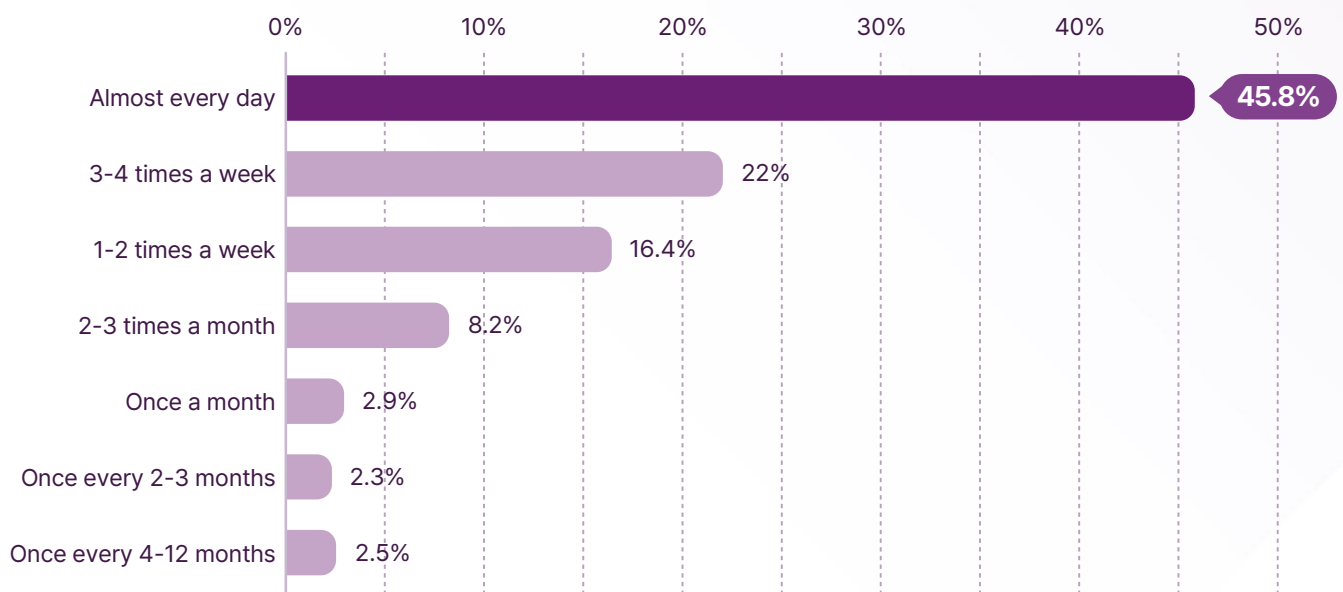
## Digital Music Consumption Patterns

### Frequency of using music streaming services in Korea (2024)

- ▶ According to a survey conducted among Korean music listeners in 2024, about 46% of respondents reported that they streamed music almost every day.
- ▶ In total, over 84% of participants listened to music at least once a week, reflecting the strong daily and weekly engagement with streaming platforms among Korean users.
- ▶ The data was collected in Korea between May 20 to June 20, 2024, from 2,304 respondents aged 10 to 69 who use music streaming services.
- ▶ The survey was conducted by Embrain Research; Korea Creative Content Agency (KOCCA).

[Graph 1: Music streaming services usage frequency in 2024]

[Share of respondents]

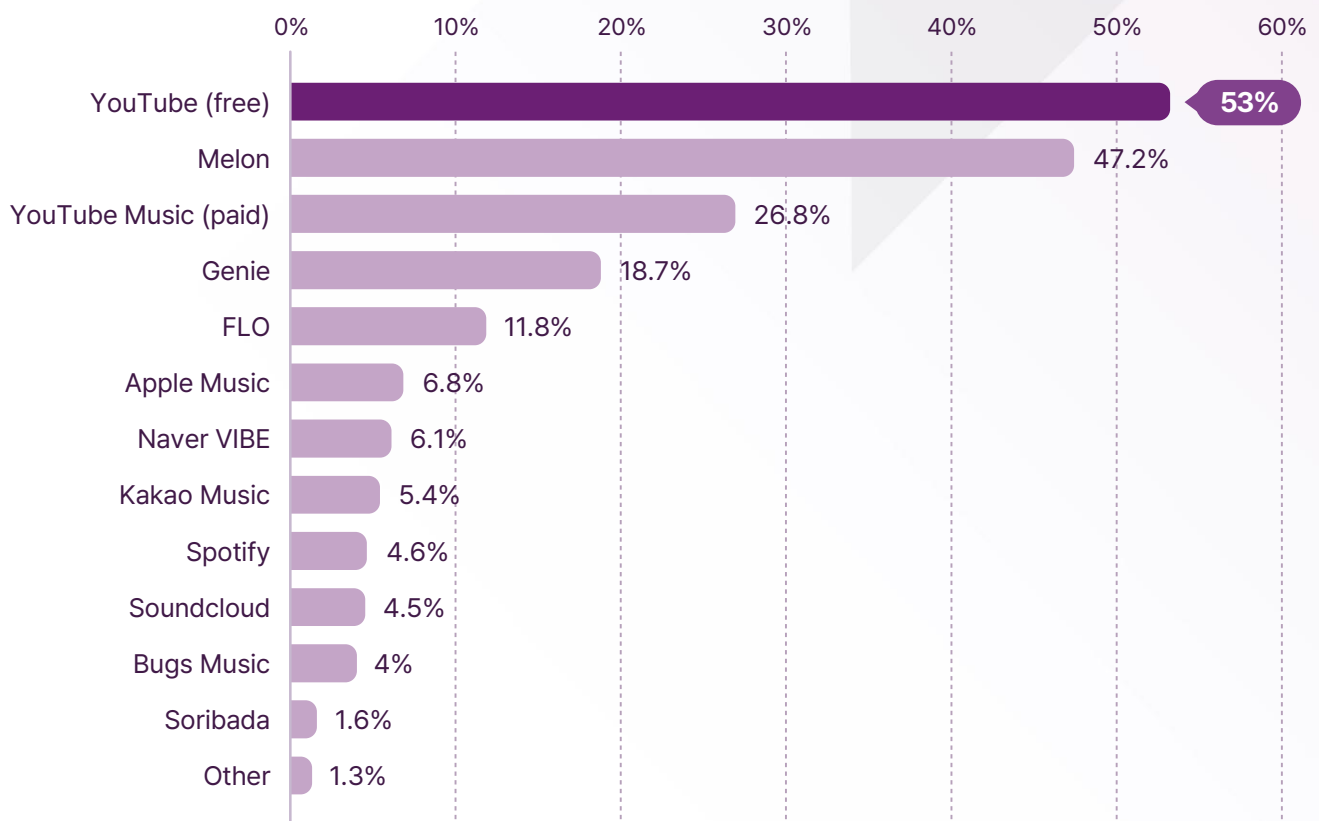


### Most frequently used music streaming or download services in Korea (2024)

- ▶ According to a survey conducted in Korea in 2024, about 53% of respondents reported using YouTube to stream or download music content, making it the most frequently used service.
- ▶ The domestic platform Melon followed closely at 47.2%, while YouTube Music (paid) was used by 26.8% of respondents.
- ▶ The data was collected in Korea between May 20 to June 20, 2024, from 2,567 respondents aged 10 to 69 who reported using music streaming or download services.
- ▶ The survey was conducted by Embrain Research; Korea Creative Content Agency (KOCCA).

[Graph 2: Most frequently used music streaming or download services in 2024]

[Share of respondents]



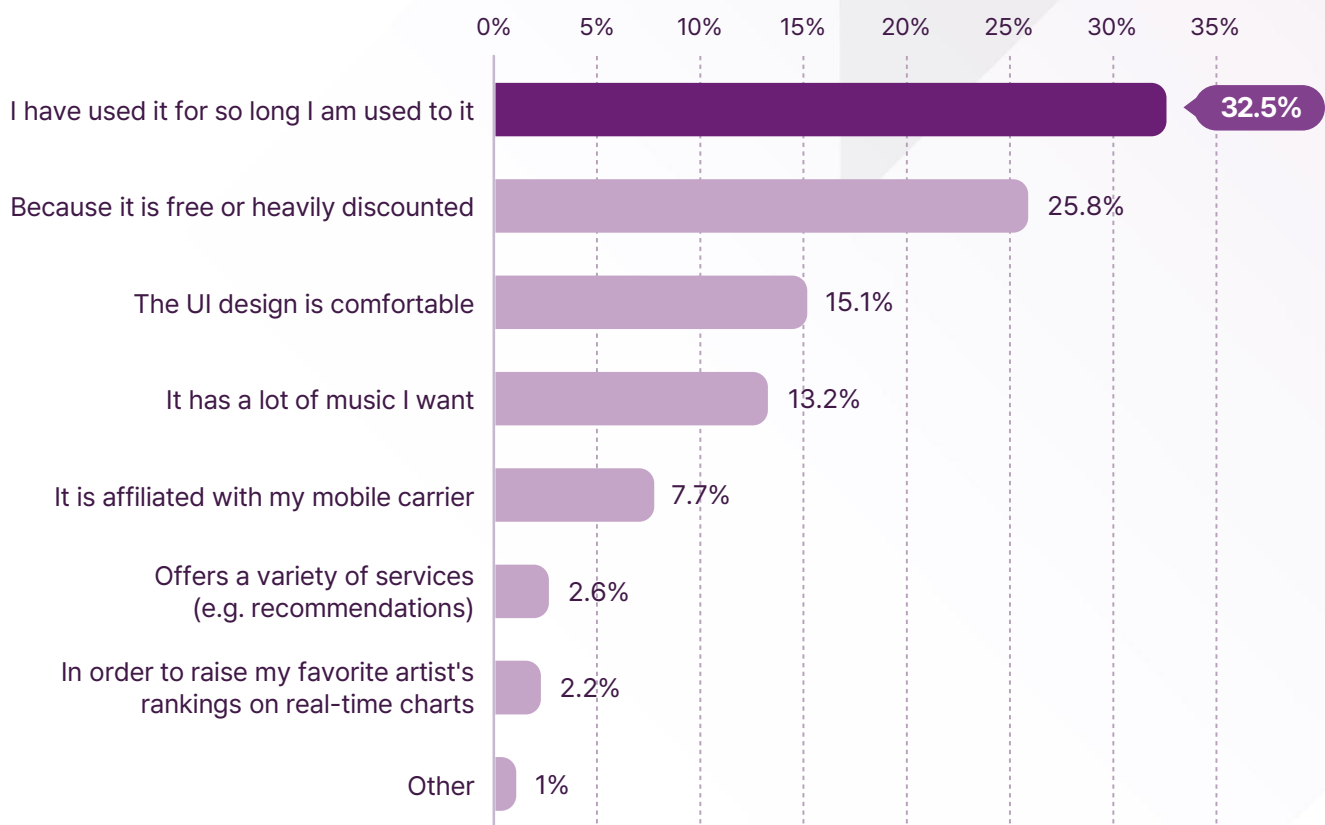
## Consumer Motivation and Willingness to Pay for Music Services

### Reasons for choosing specific music streaming or download services in Korea (2024)

- ▶ According to a 2024 survey conducted in Korea, about 33% of respondents indicated that they chose and continued using a particular music streaming or download service because they were accustomed to it.
- ▶ Around 26% selected their service based on it being free or discounted, while 15% cited user-friendly UI design as their reason for preference.
- ▶ The data was collected in Korea between May 20 to June 20, 2024, from 1,388 respondents aged 10 to 69 who had not switched their music streaming or download services.
- ▶ The survey was conducted by Embrain Research; Korea Creative Content Agency (KOCCA).

[Graph 3: Reasons for music streaming or download service choice in 2024]

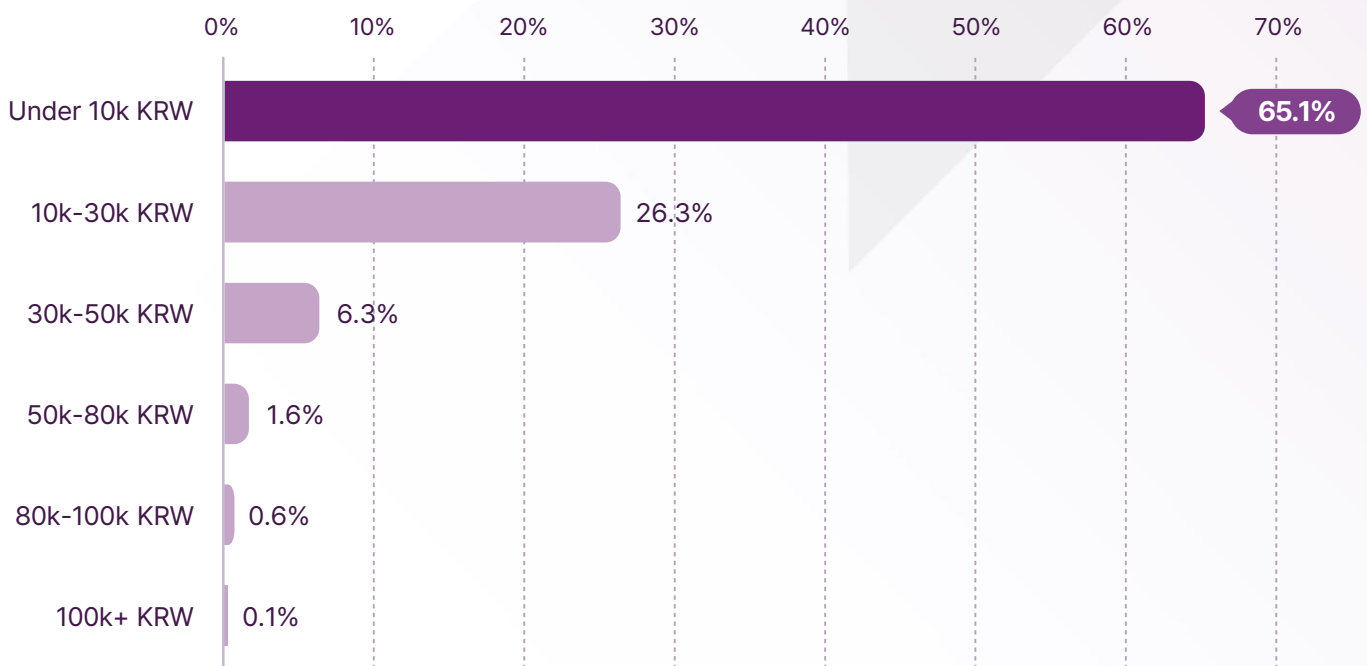
[Share of respondents]



### Willingness to pay for listening to music online in Korea, by amount of monthly payment (2024)

- ▶ According to a survey conducted in Korea in 2024, about 65% of respondents were willing to pay 10,000 Korean won or less per month to listen to music online.
- ▶ Another 26% indicated a willingness to pay between 10,000 and 30,000 won, while the proportion declined sharply for higher payment ranges.
- ▶ The data was collected in Korea between May 20 and June 20, 2024, from 2,641 respondents aged 10 to 69 who had experienced music content over the past year.
- ▶ The survey was conducted by Embrain Research and the Korea Creative Content Agency.

[Graph 4: Willingness to pay for online music content in 2024] [Monthly payment in thousand South Korean won, Share of respondents]



## Conclusion and Key Takeaways

**01**

### Daily Integration of Music Streaming



- About 46% of respondents reported streaming music almost every day, and more than 84% used music streaming services at least once a week.
- This indicates that music streaming has become a deeply integrated part of daily media consumption in South Korea.

**02**

### Dominance of YouTube as a Streaming Platform



- YouTube remains the most widely used platform, with 53% using its free version and 27% using YouTube Music.
- This highlights the strong presence and influence of global platforms within Korea's digital music market.

**03**

### Sustained Market Position of Domestic Platform Melon



- Melon maintains a high usage rate of 47.2%, reflecting steady user loyalty.
- Its sustained popularity appears to be supported by its long-standing brand credibility and integration with SK Telecom's ecosystem.

**04**

### User Loyalty Driven by Habit and Price Factors



- Around 32.5% of users stayed with their chosen service due to familiarity, while 25.8% cited free or discounted pricing as the main reason.
- This suggests that user retention is influenced more by habitual use and cost incentives than by service innovation or functionality.

#### Original Source

Statista. (April 17, 2025). Music industry in South Korea.

<https://www.statista.com/topics/5098/music-industry-in-south-korea/?srsltid=AfmBOoqwnZ37ufbA1yFa4rKSIiHs7zNOe21PrEE3yViudG8EuKU2MQhB>