

# 2024 Over-the-Top (OTT) Media Trends in Korea

This report provides a comprehensive analysis of OTT media trends in Korea, based on the *Digital media usage in South Korea* conducted by Statista.

(Source: Statista)

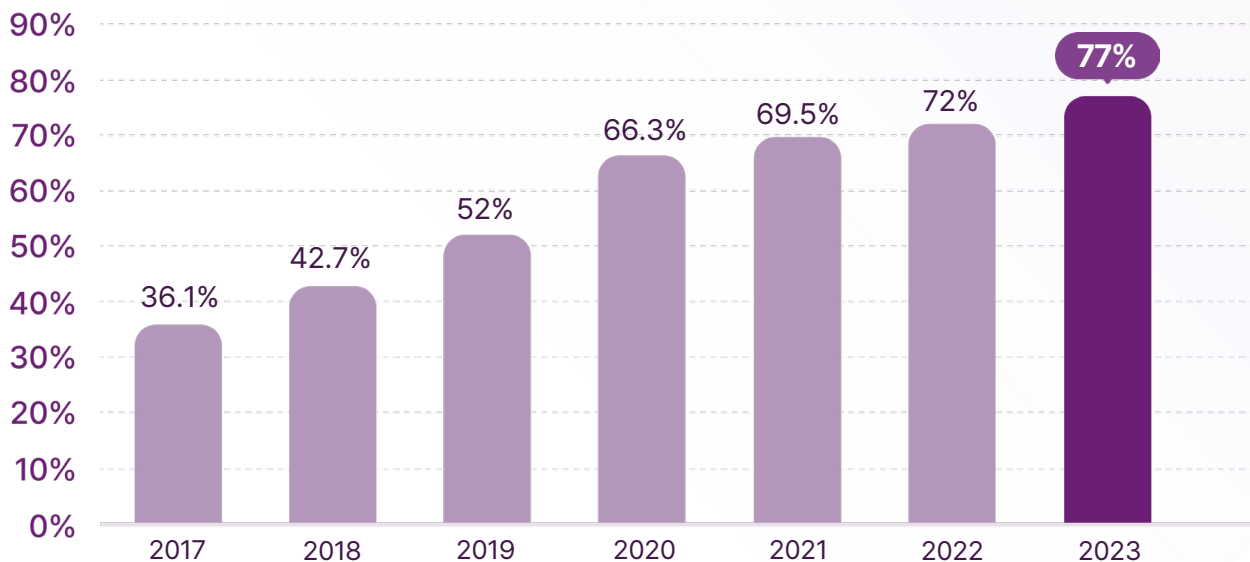
## OTT Penetration and Adoption Trends

### OTT video viewer penetration rate in Korea (2017-2023)

- ▶ According to the survey, the penetration rate of OTT video services in Korea steadily increased from 36.1% in 2017 to 77% in 2023.
- ▶ The most notable jump occurred between 2019 and 2020, rising from 52% to 66.3%.
- ▶ Overall, OTT usage more than doubled over the 6 years, reflecting rapid market expansion.
- ▶ The data was provided by Korea Communications Commission; Korea Creative Content Agency.

[Graph 1: OTT video service usage rate in Korea, 2017-2023]

[Share of users]

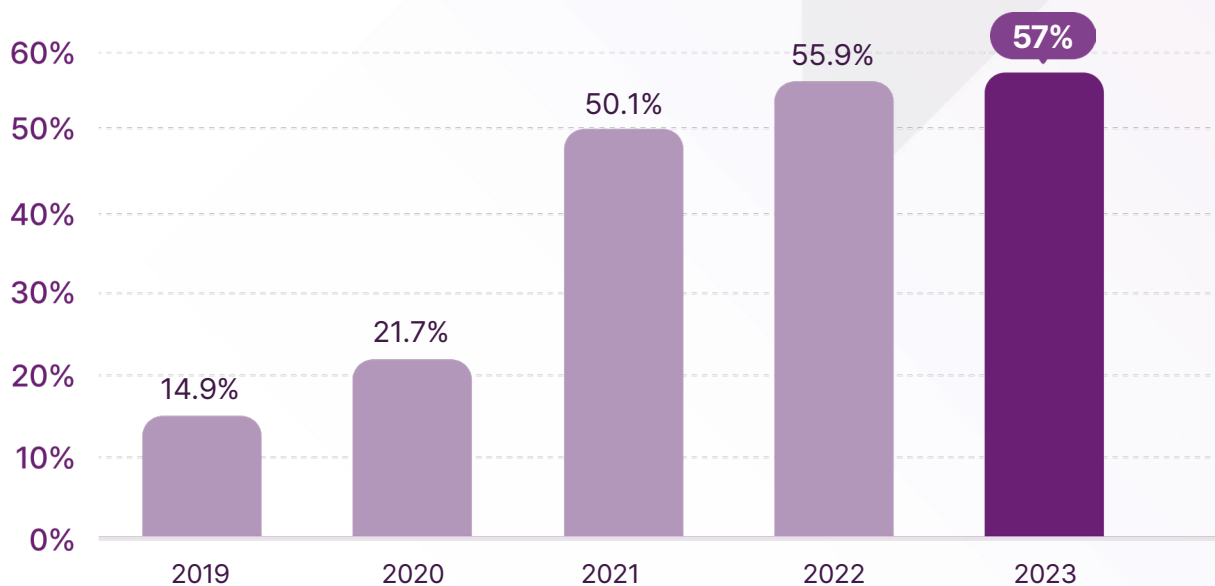


### OTT video viewer penetration rate in Korea (2019-2023)

- ▶ According to the survey, the penetration rate of paid OTT video services in Korea rose steadily from 14.9% in 2019 to 57% in 2023.
- ▶ The sharpest increase occurred between 2020 and 2021, jumping from 21.7% to 50.1%.
- ▶ By 2023, more than half of OTT users were subscribing to paid services, indicating a strong shift toward paid platforms.
- ▶ The survey was conducted in South Korea from 2019 to 2023, among OTT service users.
- ▶ The data was provided by Korea Communications Commission; Korea Creative Content Agency.

[Graph 2: Paid OTT video service usage rate in Korea, 2019-2023]

[Share of users]



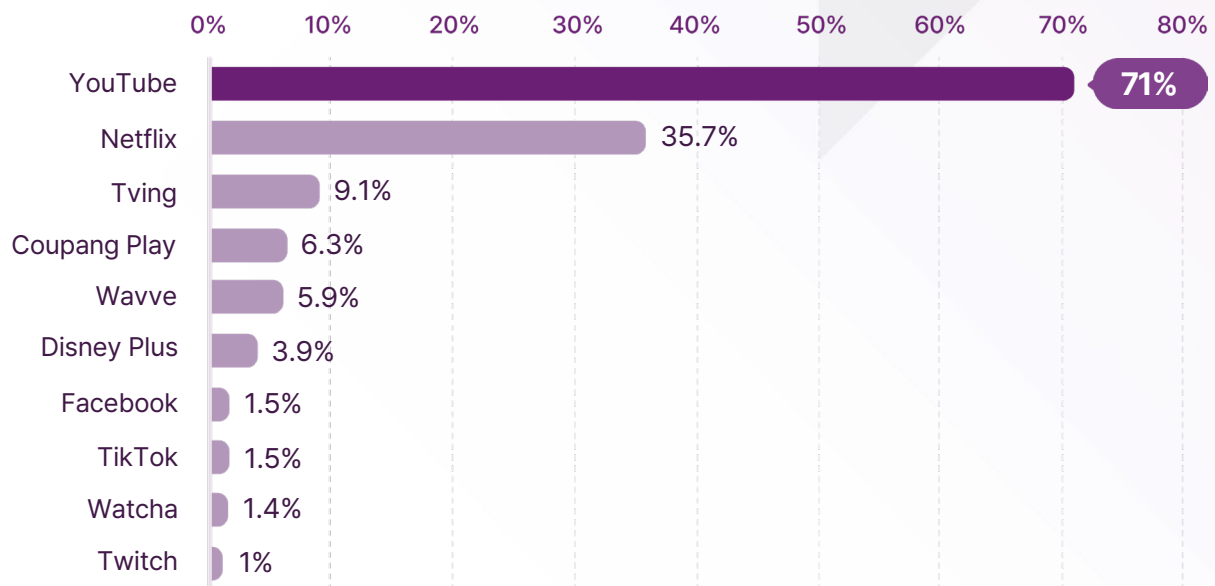
## User Engagement by OTT Platform

### Usage rate of popular OTT video services in Korea, by service (2023)

- ▶ According to the survey, YouTube was the most widely used OTT video service in Korea in 2023, with a usage rate of 71%.
- ▶ Netflix followed at 35.7%, making it the leading subscription-based OTT platform.
- ▶ Other services such as Tving (9.1%), Coupang Play (6.3%), and Wavve (5.9%) recorded significantly lower usage rates, indicating a strong concentration of user engagement around the top two platforms.
- ▶ The survey was conducted in South Korea from June 7 to August 25, 2023, targeting 7,055 respondents aged 13 years and older.
- ▶ The data was provided by Korea Communications Commission.

[Graph 3: OTT video services usage rate in Korea, 2023]

[Share of users]

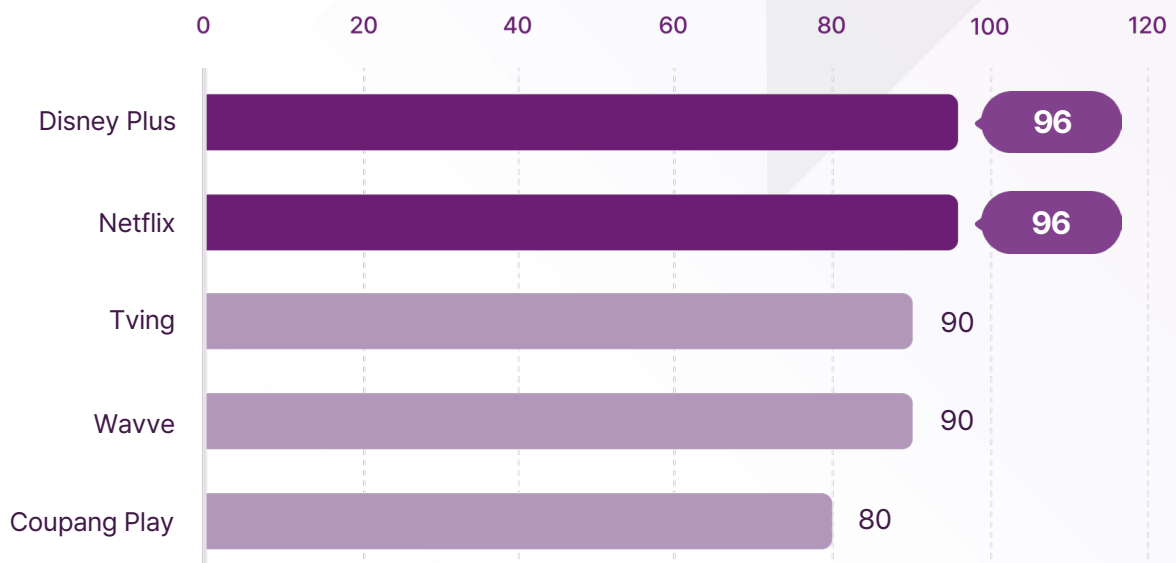


### Average time spent on OTT video service per use in Korea, by service (2023)

- ▶ According to the survey, Disney Plus and Netflix recorded the highest average usage time per session in South Korea as of May 2023, with both reaching 96 minutes per use.
- ▶ Tving and Wavve followed at 90 minutes each, indicating similar engagement levels among users.
- ▶ Coupang Play showed comparatively lower usage time at 80 minutes per session.
- ▶ The survey was conducted in South Korea from May 17 to 22, 2023, targeting 1,500 respondents aged 15 to 59 who are users of Netflix, Tving, Coupang Play, Wavve, Disney Plus.
- ▶ The data was provided by Opensurvey.

[Graph 4: Preferred console game genres in Korea, in minutes, 2024]

[Average usage time in minutes]



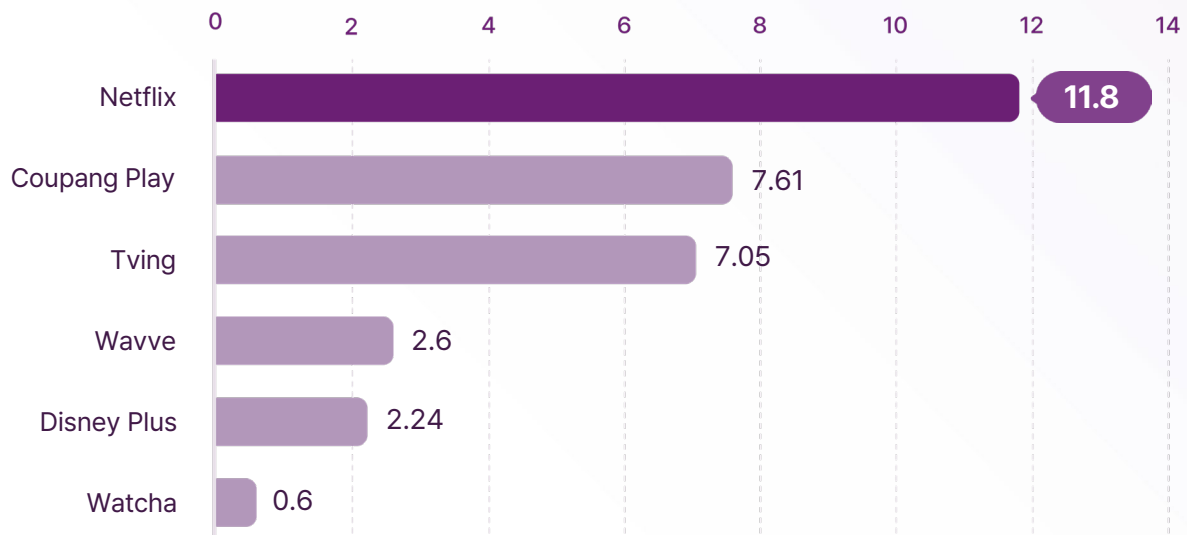
## Paid OTT Market Structure and Leading Platforms

Most popular paid subscription type OTT video service apps in Korea, by service (2024)

- ▶ According to the survey, Netflix had the largest number of monthly active users among paid OTT services in Korea as of October 2024, reaching 11.8 million users.
- ▶ Coupang Play followed with 7.61 million users, while Tving recorded 7.05 million.
- ▶ Other services such as Wavve, Disney+, and Watcha showed significantly lower user numbers.
- ▶ The popularity of online video services has become a global phenomenon, attracting even e-commerce companies like Amazon and Coupang to launch their own video platforms.
- ▶ In line with this trend, the OTT video viewer penetration rate in South Korea has notably increased in recent years.
- ▶ The survey was conducted in South Korea in October 2024 among users of paid subscription-based OTT service apps on Android and iOS.
- ▶ The data was provided by Wiseapp.

[Graph 5: OTT video services usage rate in Korea, 2023]

[Number of users (in millions) ]



## Conclusion and Key Takeaways



### OTT Expansion

OTT adoption has grown rapidly, with overall usage rising from 36.1% in 2017 to 77% in 2023, indicating that OTT services have become a mainstream viewing channel in Korea.



### Shift to Paid Services

Paid OTT usage increased significantly, jumping from 14.9% in 2019 to 57% in 2023, showing a clear move toward subscription-based viewing.



### Platform Polarization

The market shows a strong concentration of users, with Netflix leading at 11.8 million monthly active users, followed by Coupang Play (7.61 million) and Tving (7.05 million).



### Stable Viewing Time

Average viewing duration per session remains consistent across major platforms, with Netflix and Disney+ at around 96 minutes and Tving and Wavve close to 90 minutes.



### YouTube Dominance

YouTube remains the most widely used video platform at a 71% usage rate, more than double that of Netflix, indicating that OTT services compete not only with each other but also with general online video platforms.



### Multi-Platform Consumption

The presence of several OTT services with substantial user bases suggests that viewers increasingly rely on multiple platforms rather than a single provider.

#### Original Source

Statista. (Nov 14, 2024). Digital media usage in South Korea.

[https://www.statista.com/topics/9516/digital-media-usage-in-south-](https://www.statista.com/topics/9516/digital-media-usage-in-south-korea/?srsltid=AfmBOoo8kPMiBXMWwdj24i3iEp7_VDutSKILgEWe_Ws9_jGNQUTo7rKI#topicOverview)

[korea/?srsltid=AfmBOoo8kPMiBXMWwdj24i3iEp7\\_VDutSKILgEWe\\_Ws9\\_jGNQUTo7rKI#topicOverview](https://www.statista.com/topics/9516/digital-media-usage-in-south-korea/?srsltid=AfmBOoo8kPMiBXMWwdj24i3iEp7_VDutSKILgEWe_Ws9_jGNQUTo7rKI#topicOverview)