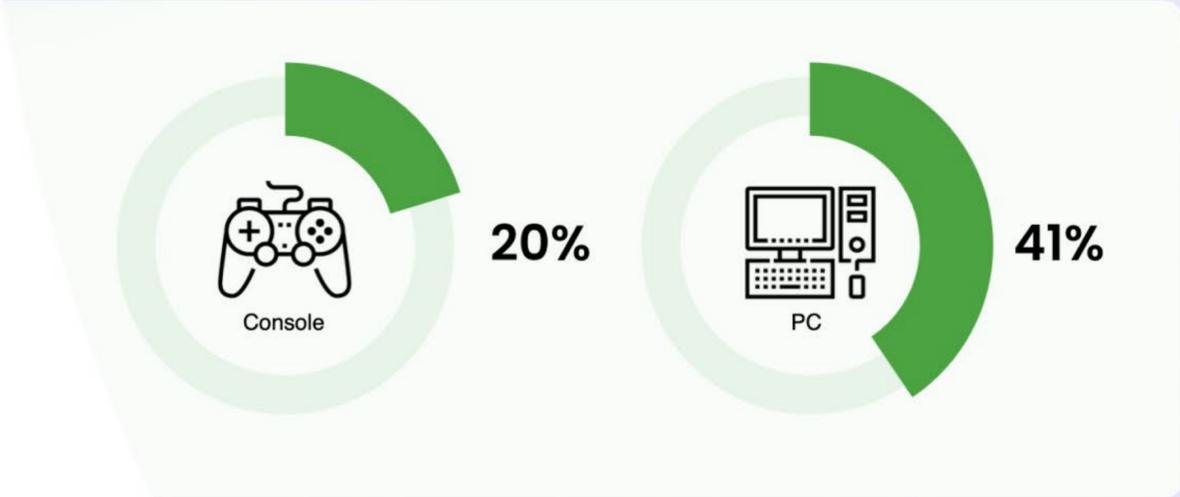
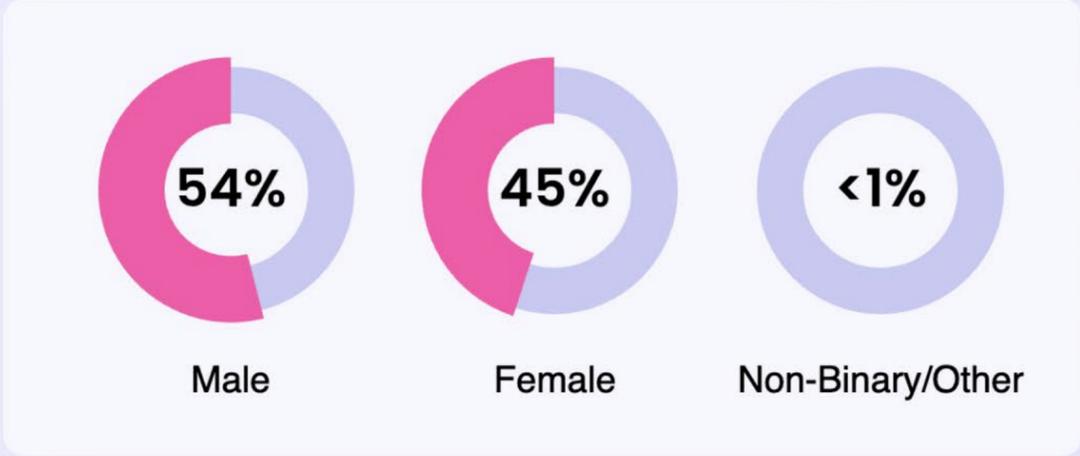
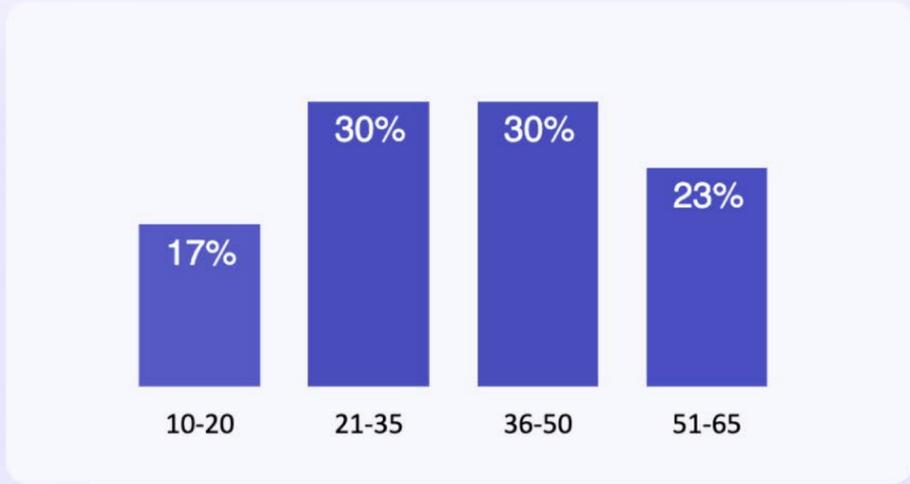
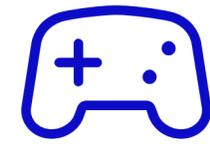




Key Insights Into South Korean Gamers





33M

Players in 2021

#21 in the world



\$8.3B

Revenues 2021

#4 in the world

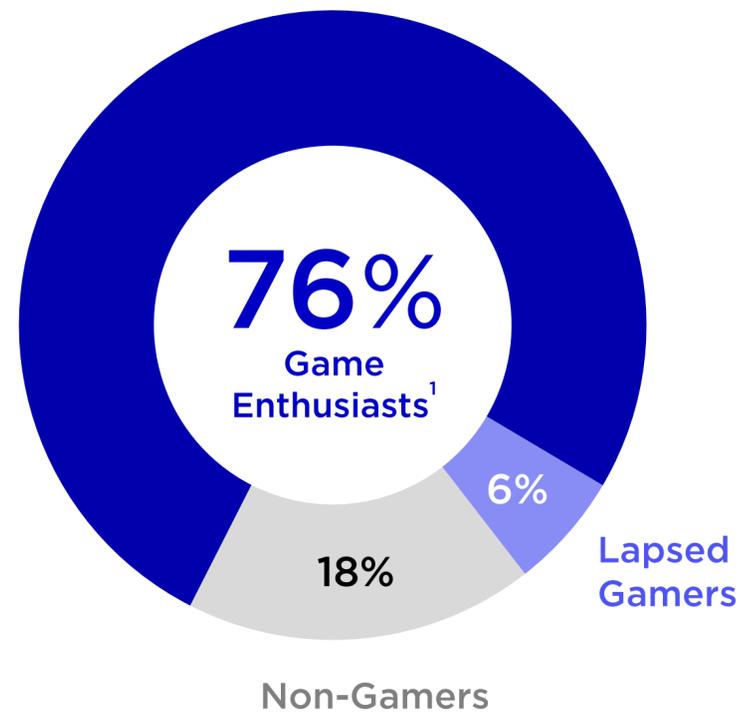
Source: Newzoo Global Games Market Report

Game Enthusiasts Represent the Majority of South Koreans



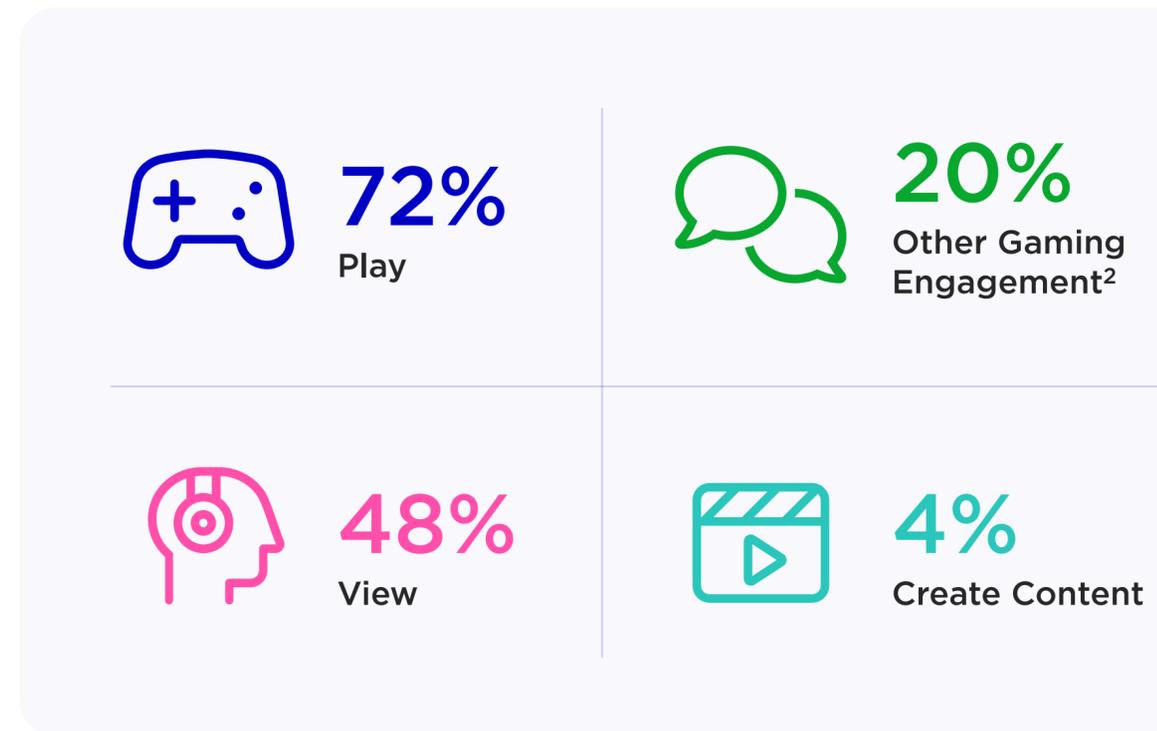
Share of Game Enthusiasts¹

Base: Total Online Population



How Game Enthusiasts Engage with Games

Base: Total Online Population



¹ Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior

² Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

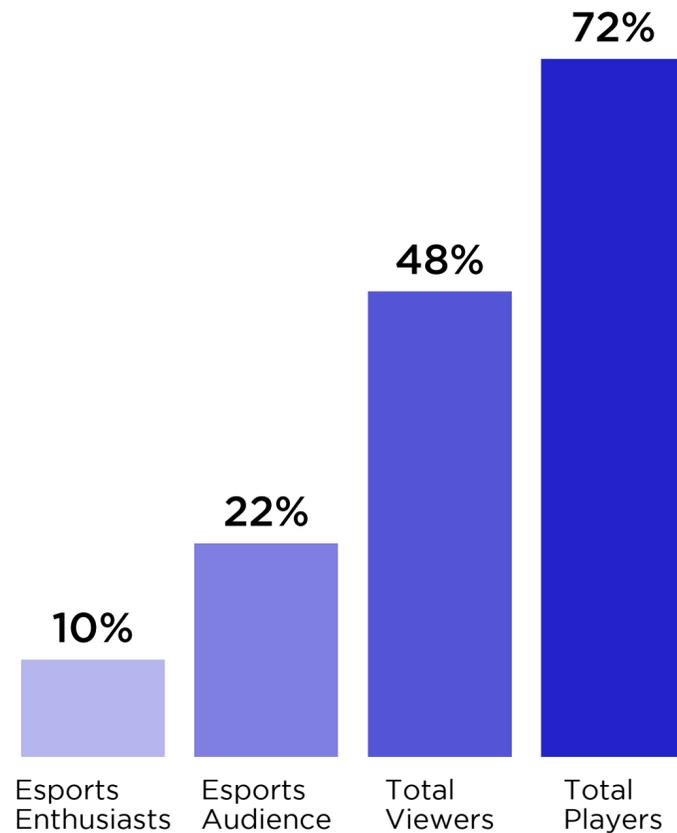
Source: Consumer Insights – Games & Esports 2022
Base: Total online population (n= 2,094)

Game Enthusiasts in South Korea Generally View and Play

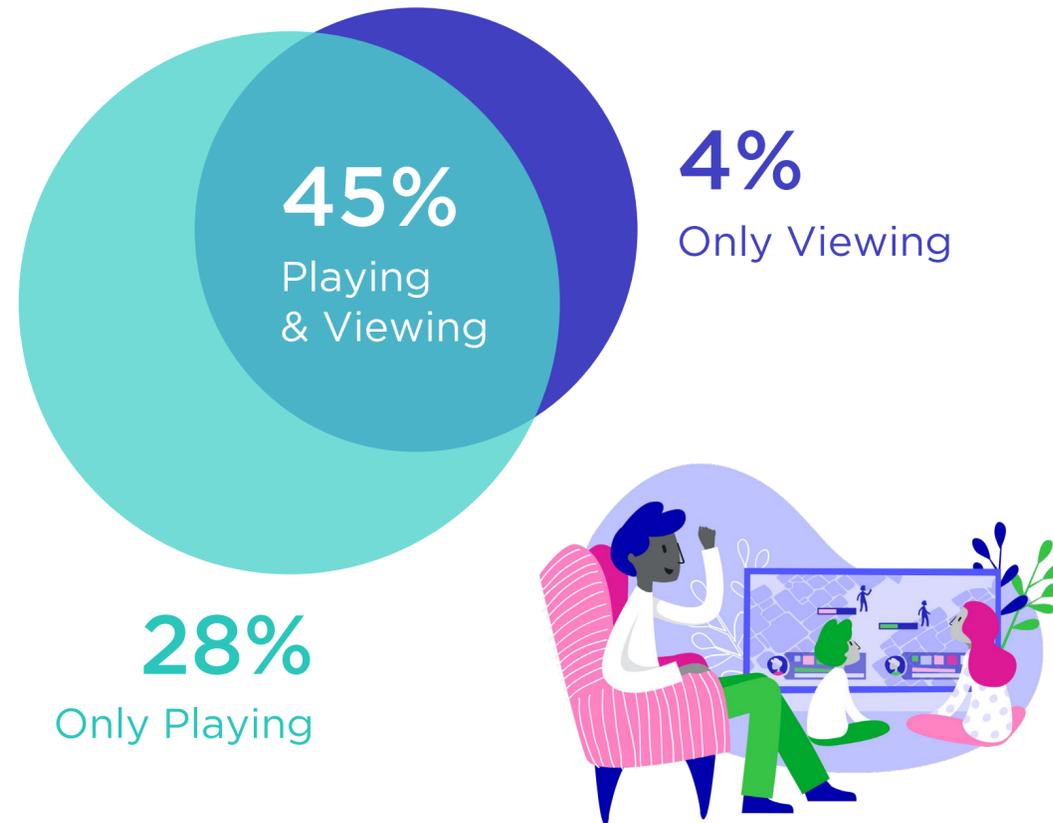


Share of Players & Viewers

Base: Total Online Population



Playing and Viewing Overlap



Given its recognition as a legitimate sport in South Korea, it's no surprise that 22% of the online population watches Esports.

And 10% of South Koreans do so on a monthly basis!

Despite Esports' popularity in South Korea, viewing of video games still stands 2nd to playing. Nearly 3-in-4 South Koreans play video games and nearly half both play and view. Those who only view games (without playing) land in the minority.

Source: Consumer Insights - Games & Esports 2022

Base: Total online population (n= 2,094)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months

Esports Audience are those that watch professional competitive gaming (e-sports) video content in the past 12 months

Esports Enthusiasts are those that watch gaming (e-sports) video content once a month or more

South Koreans Represent a Wide Variety of Gaming Personas



Gaming Persona Distribution in the US



While every Newzoo Persona is represented among gamers in South Korea, there are two that stand-out as most popular: Time Fillers and Mainstream Gamers.

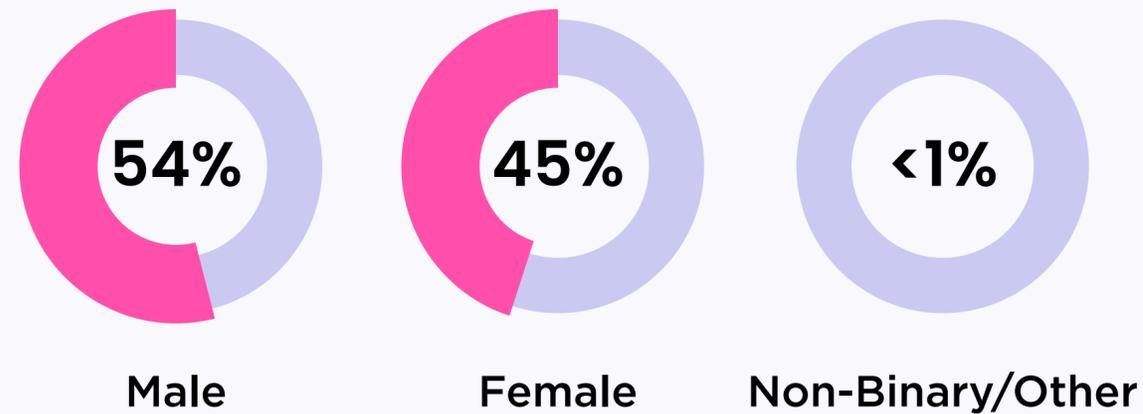
These two gamer personas represent how diverse gamers can truly be. Mainstream Gamers invest significant time both playing and watching games, while Time Fillers take a more casual and playing-exclusive approach to the pastime.

All Ages and Genders Engage with Games. Socializing is a top motivator

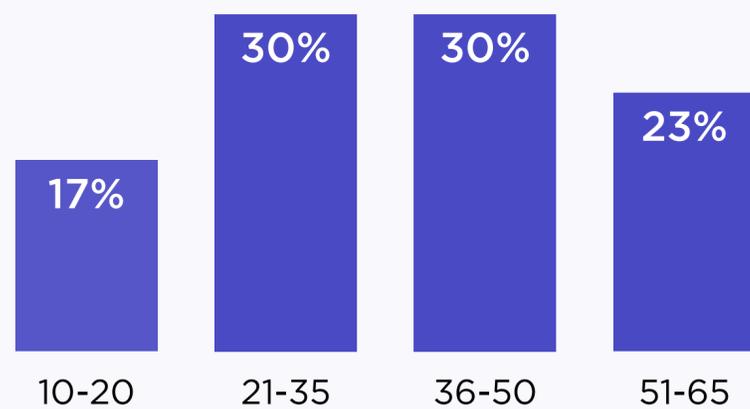


Demographics

Gender

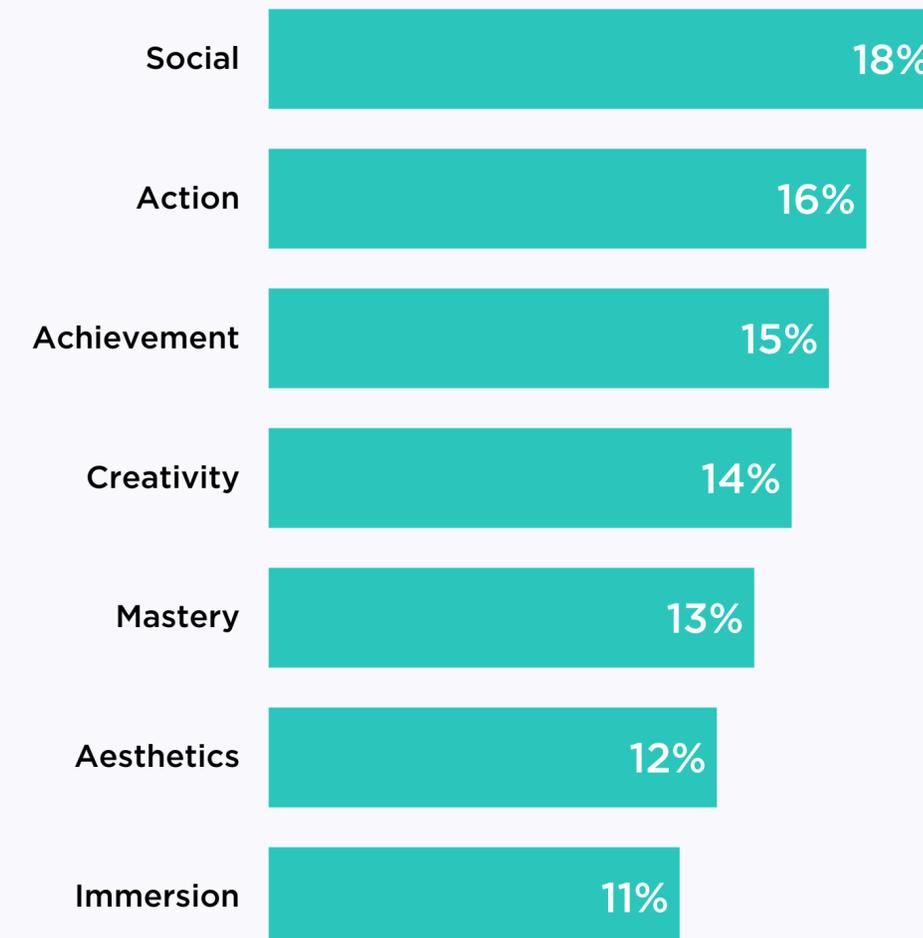


Age



Motivations of Players

Playing Motivations

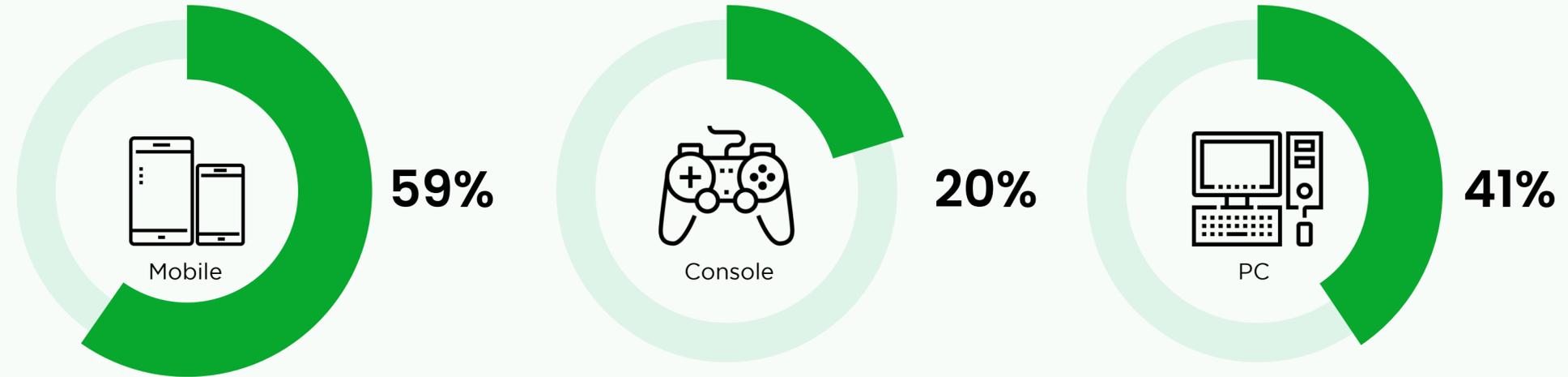


Mobile is the Most Popular Platform but Captures the Fewest Hours



Share of Players per Platform

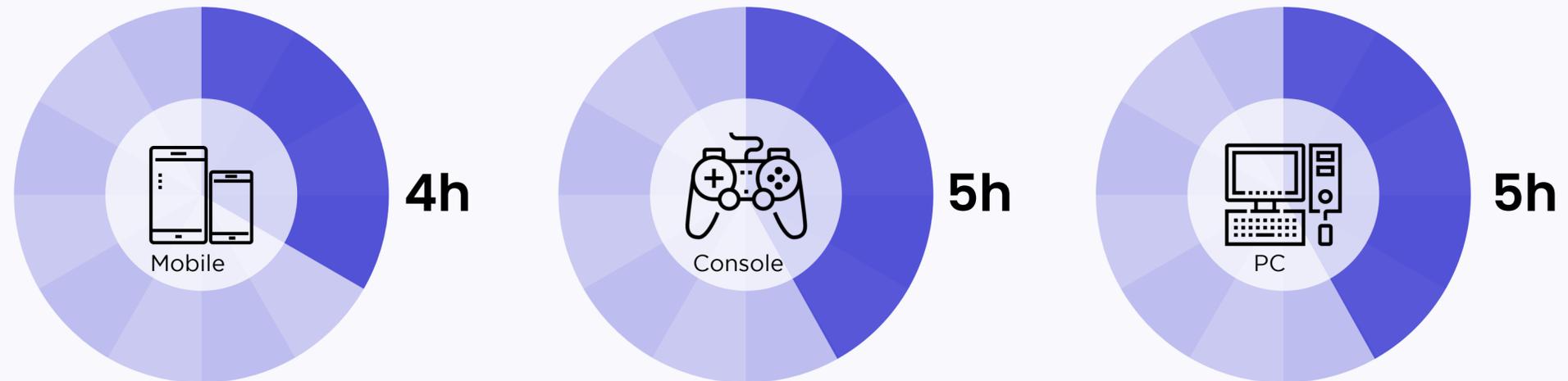
% Past 6 months players



Base: Total online population (n=2,094)

Average Hours Played Each Week

Base: Players of each platform
(Past 6 months)

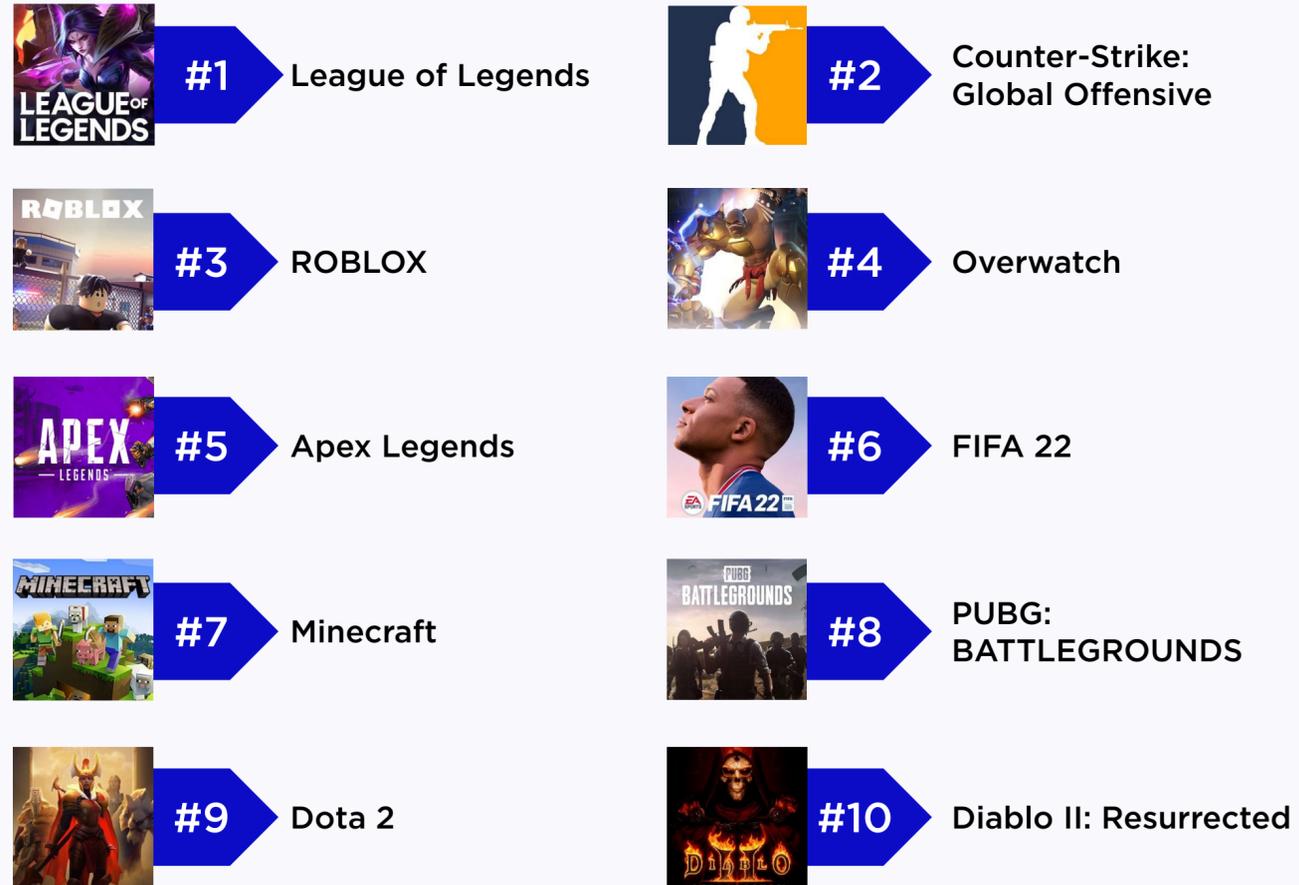


Base: Mobile players (n=1,236); Console players (n=420); PC players (n=846)

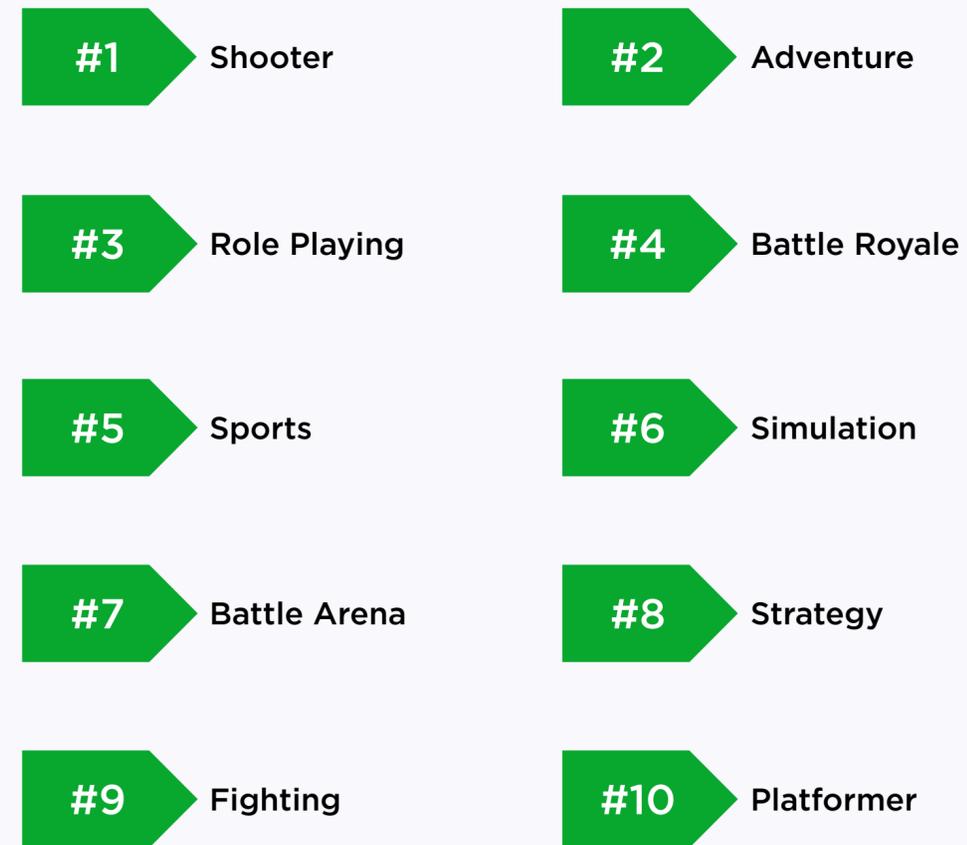
Keep a Pulse on Top Games in South Korea Using Newzoo Expert



Top 10 PC & Console Games by MAU



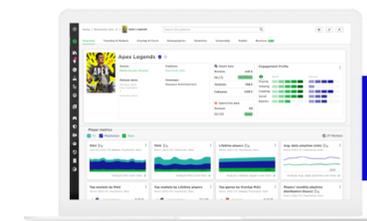
Top 10 PC & Console Genres by MAU



Source: Newzoo Expert - May 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?



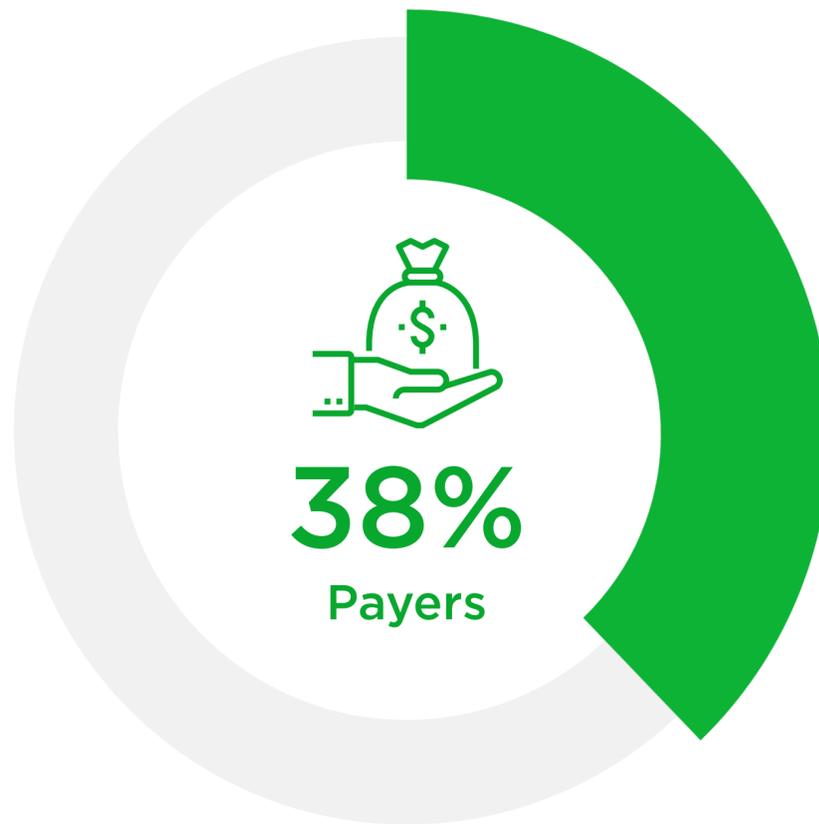
newzoo.com/expert

Nearly 38% of the Online Population Spends Money on Games



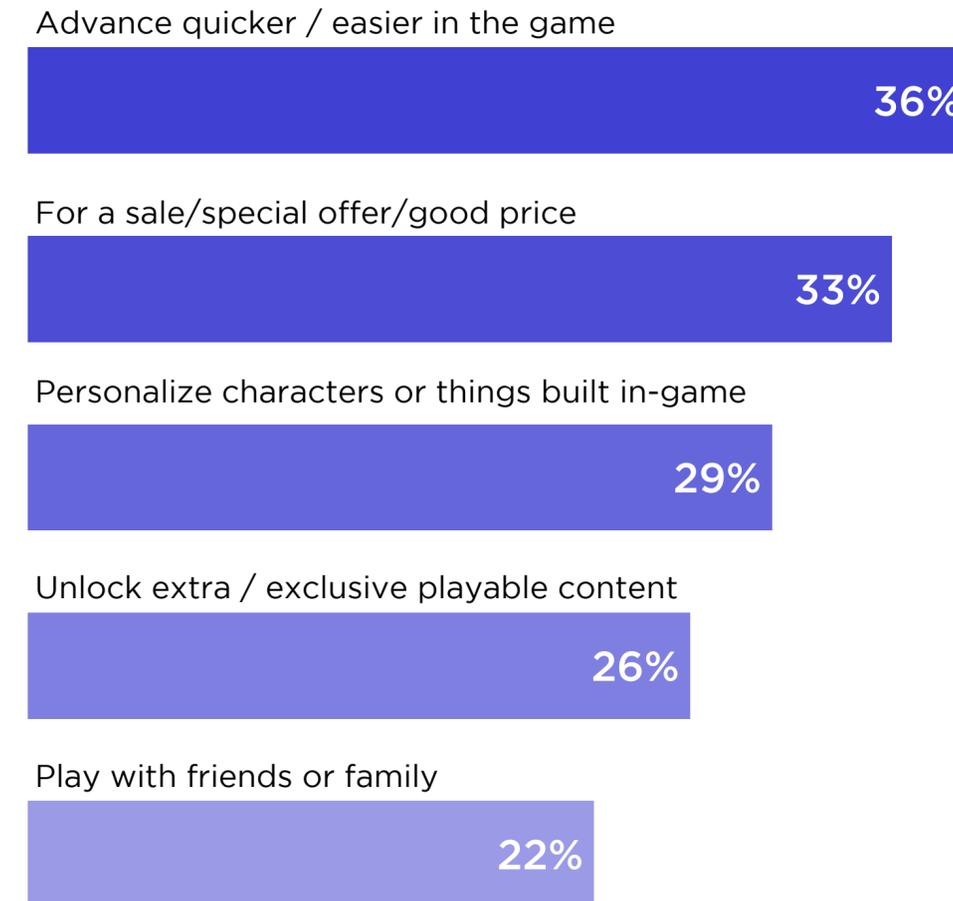
Share of Payers¹

Base: Total Online Population



Top 5 Paying Motivations

Base: Total Payers



The top motivation to spend money on games in South Korea is to advance more quickly or easily in the game.

Yet, these advantages during game-play are not the only factors enticing gamers to spend. A sale or special offer is nearly as likely to encourage spending of Payers.

Source: Consumer Insights - Games & Esports 2022

Base: Total online population (n=2,094), Total payers (n=793)

Looking for More Insights?



Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000 Consumers

36

Markets



75,000+

Respondents

200+

Variables

10+

Years of Experience

60+

Franchises

Topics:

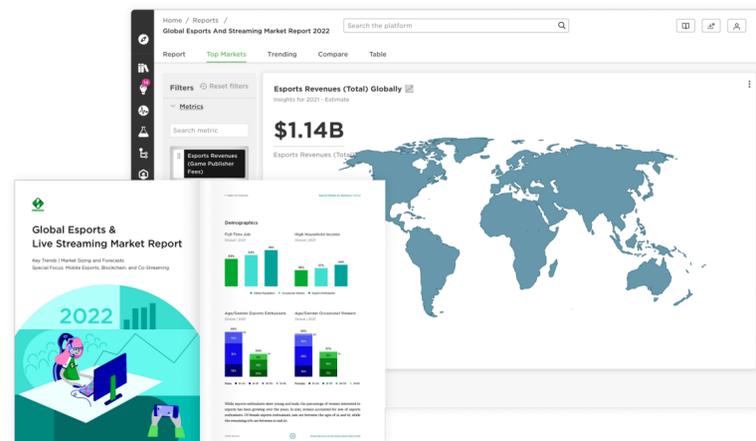
- ✓ PC Games
- ✓ Console Games
- ✓ Cloud Gaming
- ✓ Gaming Video Content & Esports
- ✓ Gaming Hardware & Peripherals
- ✓ Consumer Brands
- ✓ Newzoo's Gamer Segmentation™
- ✓ Socio-Demographics
- ✓ Media & Lifestyle
- ✓ Mobile & Internet
- ✓ Game Behavior & Attitudes
- ✓ Spending Behavior
- ✓ Franchises
- ✓ Mobile Games

newzoo.com/gamers



Reports

Trends, Market Sizing, Forecast Data

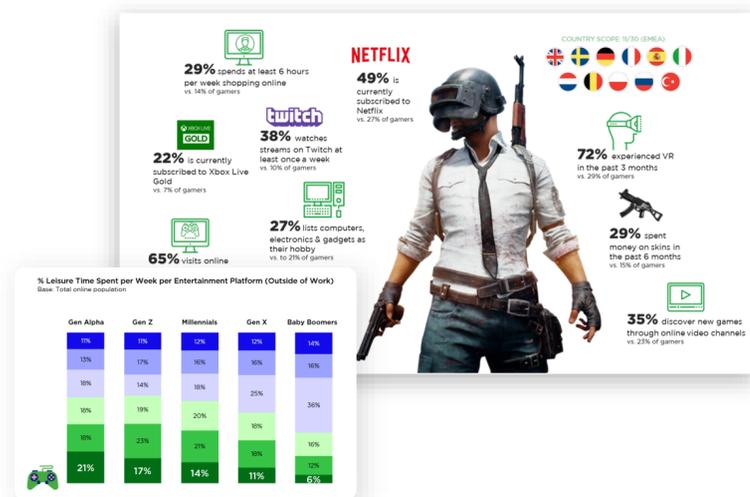


What are the key metrics and trends, and how will they change in the future?

Global, regional, market key metrics
Market sizing, trends, forecasts

Consumer Insights

Player Demographics & Psychographic Data

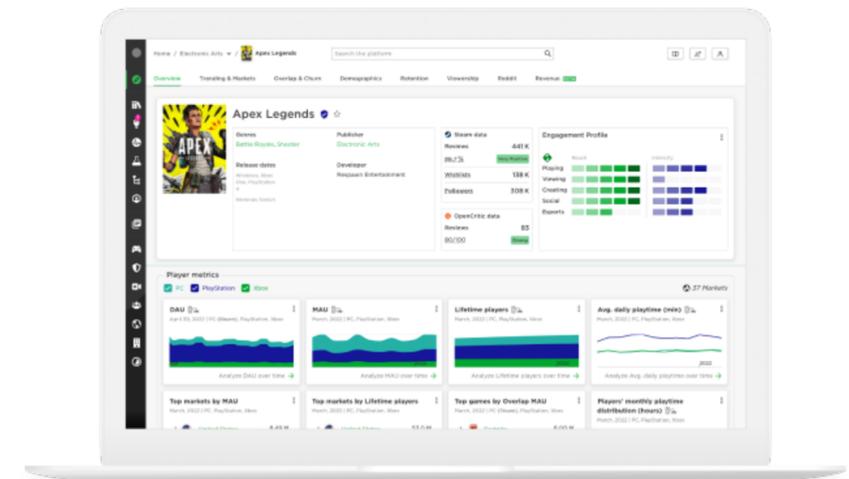


What types of players are playing these games?

75,000 Gamers surveyed worldwide
Motivations, drivers, playing behavior

Newzoo Expert

Games & Market Engagement Data



How does my game benchmark and what titles are my player base playing?

Covering Thousands of Games
PC, Console, Mobile, Viewership, Reddit

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