

# **Effect of Korean Wave to Korean Economy & Tourism**

2016. 10. 18

# Ways to promote a country

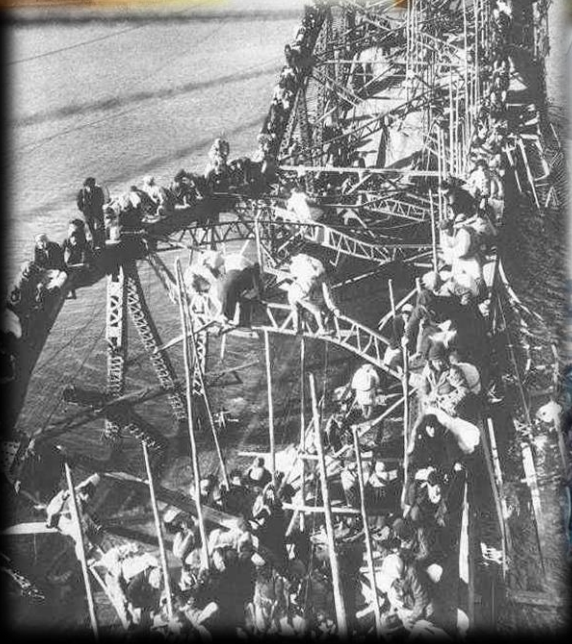




# 10 Years ago....

**If you asked a Westerner  
what he knew about Korea...**





1988 Seoul Olympic



2002 World Cup





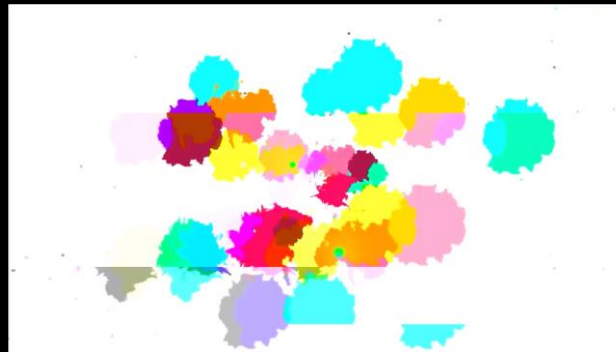
**Taekwondo**



**Kimchi**



# Today?





In the wake of an unprecedented wave of smash-hit pop culture and hip high-tech products that has washed across the continent, Korea can now lay legitimate claim to the title of one of Asia's coolest countries.

# What happened?

# Hallyu: The Korean Wave Breaks



한류

韓流

Korean Wave

# What is the first thing comes to your mind when you hear about KOREA

Feb. 2012		Nov. 20112		Feb. 2014		Nov. 2014		Nov. 2015	
T.V. Drama	18.3%	K-Pop	15.8%	IT/Hitech	14.5%	K-Pop	17.2%	K-Pop	20.1%
K-Pop	14.9%	Food	12.9%	K-Pop	12.0%	Food	10.5%	Food	12.1%
Food	14.5%	Consum. Elec	12.3%	Food	10.7%	IT/Hitech	10.4%	IT/Hitech	9.7%
Consum. Elec.	14.0%	K-Pop	12.3%	T.V. Drama	8.4%	T.V. Drama	9.9%	T.V. Drama	9.5%
Korea War	6.7%	Korean War	7.9%	Korean War	6.0%	Beauty	7.9%	Beauty	9.2%



# What represents the Korean Wave?

Feb. 2012		Nov. 2012		Feb. 2014		Nov. 2014		Nov. 2015	
T.V. Drama	58.2%	K-Pop	56.9%	K-Pop	59.9%	K-Pop	61.9%	K-Pop	67.3%
K-Pop	54.1%	T.V. Drama	53.5%	T.V. Drama	49.5%	T.V. Drama	46.8%	T.V. Drama	50.9%
Food	45.6%	Food	44.4%	Food	43.6%	Movie	43.4%	Food	44.3%
Movie	46.8%	Movie	43.1%	Movie	42.8%	Food	40.0%	Movie	44.20 %

# TV Series

1997



A Star in My Heart

2000



Autumn In My Heart

2003~2004



Winter Sonata

2005



Jewel In the Palace

2013



**My Love From the Star**

2016



**Descendant of the Sun**

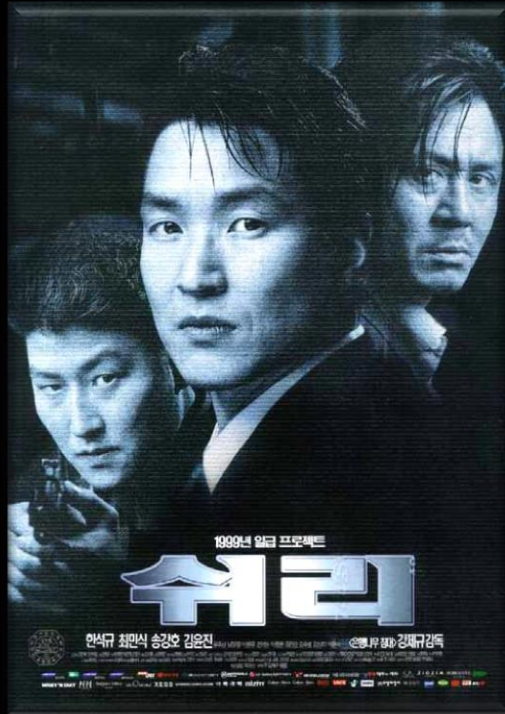


# Unscripted Shows



# Movies

1999



Shiri

2001



My Sassy Girl

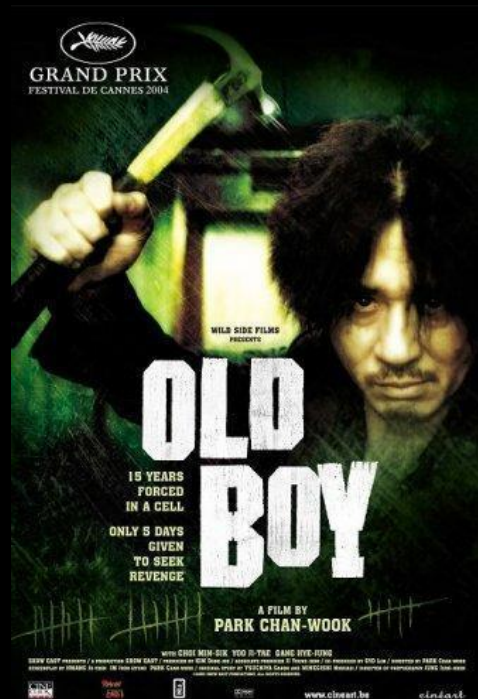
## The Fish that sank the Titanic





2004

## Cannes



## Berlin



## Venice





# 2005 Korean Film Export

**\$ 75,994,580**

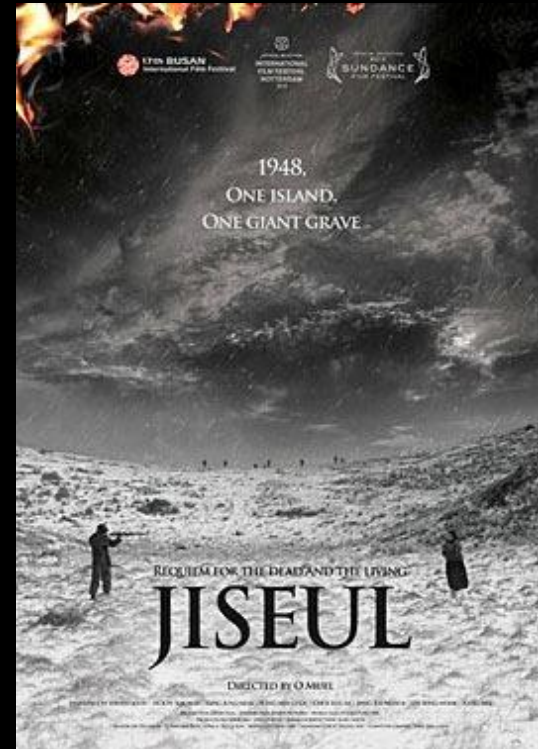
## Recent Accolades

2012 Venice Film Festival



Golden Lion

2013 Sundance Film Festival



World Cinema Grand Jury Prize  
for Dramatic Feature

**Why are Korean Contents so  
Popular around the region?**

# American Style Asian Faces







# Asian Values

Filial Piety (Chinese: 孝, xiào) is a virtue of respect for one's parents, elders, and ancestors.



V@NK [www.prkorea.com](http://www.prkorea.com)

# Geographical Proximity

While Hollywood stars are way away across the Pacific, Korean stars are close to their Asian audiences – and have willingly traveled to meet fans around the region at press events, launches, singings, etc.





# Koreanness

韓國人

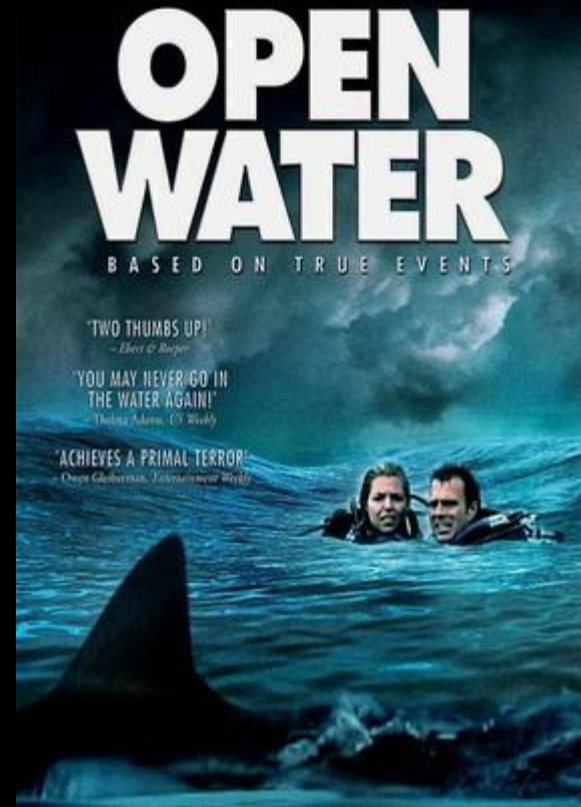
**Passion**

– Italians of The East

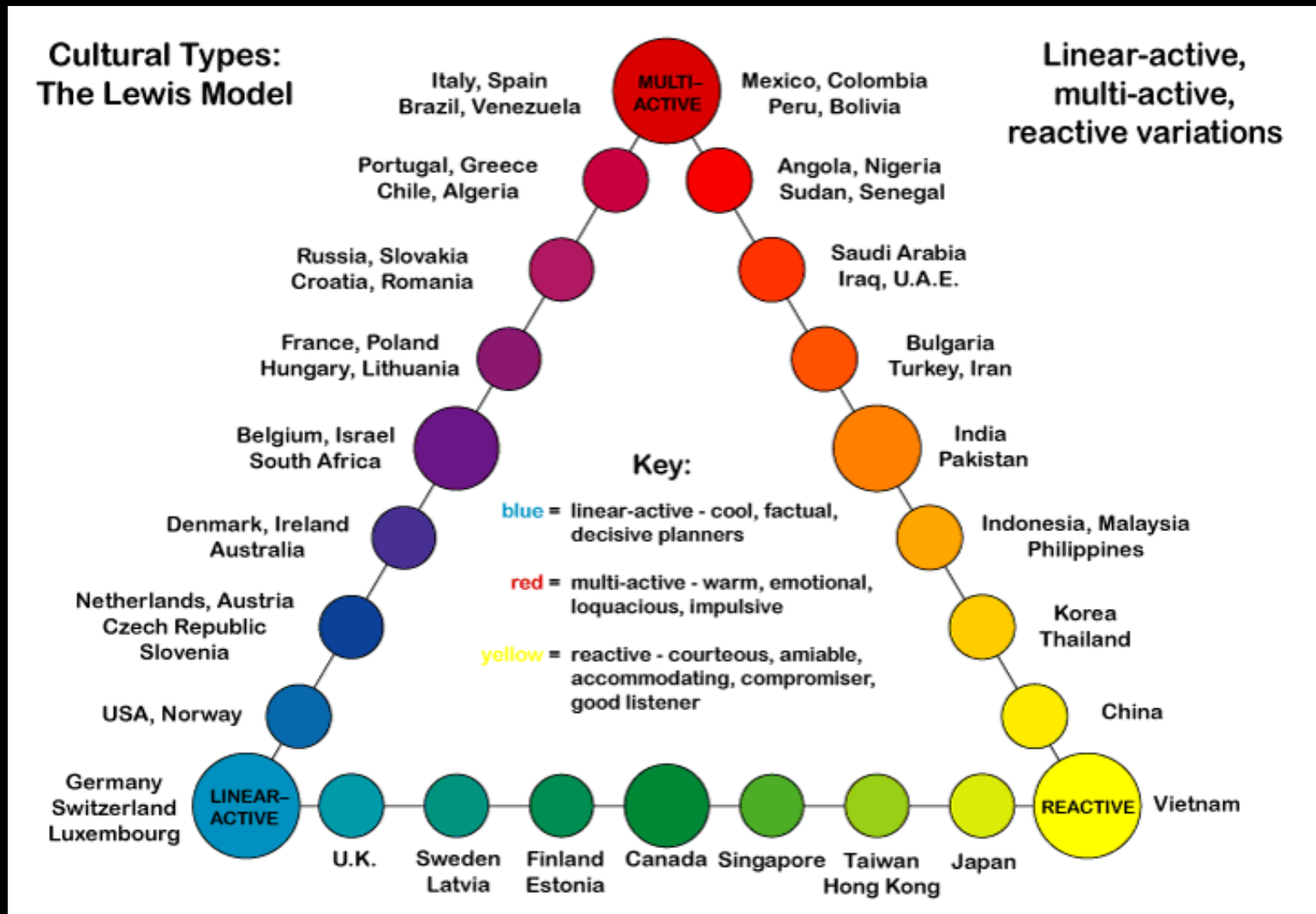
**Looks**

**Minds**

The inhabitants of the peninsula evince a strong socio-cultural proclivity for in-your face displays of emotion – an obvious advantage when producing dramas or melodramas.



# The Lewis Cross Cultural Communication Model





## Historical Background

# We are not Japanese

Korea – like China and much of Southeast Asia – was a victim of Japan's imperialism in the first half of the 20<sup>th</sup> century. For this reason, Koreans over, Chinese audiences – and audiences in the Chinese entrepot around Southeast Asia – are more willing to accept Korean than Japanese content.





**Why not China  
as the Trend Setter?**

**How does Korean Wave  
Effect Korean Economy?**



## Consumption Effect by Korean Wave

(%)

	Food	Cosmetics	Fashion	Accessory	Cons. Elec.	M. Phone	Automobile
CHINA	19	20.6	16.7	12.1	9.1	7.5	4.6
JAPAN	19.3	10.3	9.8	8.2	6.1	2.3	1.4
S.E. ASIA	17.7	9.7	11.3	8.3	6	3.8	2.3
MISC.	19.2	19.9	20.4	16.7	1.8	2.8	1.8

## Export Effect of Cultural Contents and Consumer Goods by Korean Wave

(in Million USD)

	2012	2013	2014	2015	Change (%)
Culture Contents	2,129	2,324	2,490	2,823	13.4
Consumer Goods and Tourism	3,742	4,074	4,394	4,210	-4.2
Total	5,872	6,397	6,884	7,033	2.2

## Export Effect of Cultural Contents by Korean Wave

(in Million USD)

	2012	2013	2014	2015	Change(%)
TV	218	289	309	403	30.7
Music	214	253	271	354	30.7
Movie	16	29	25	79	222
Animation/Character	226	238	268	283	5.7
Game	1,388	1,428	1,546	1,640	6.1
Publishing	67	87	72	64	-12.2
Total	2,129	2,324	2,490	2,823	13.4

## Export Effect of Consumer Goods and Tourism by Korean Wave

(in Million USD)

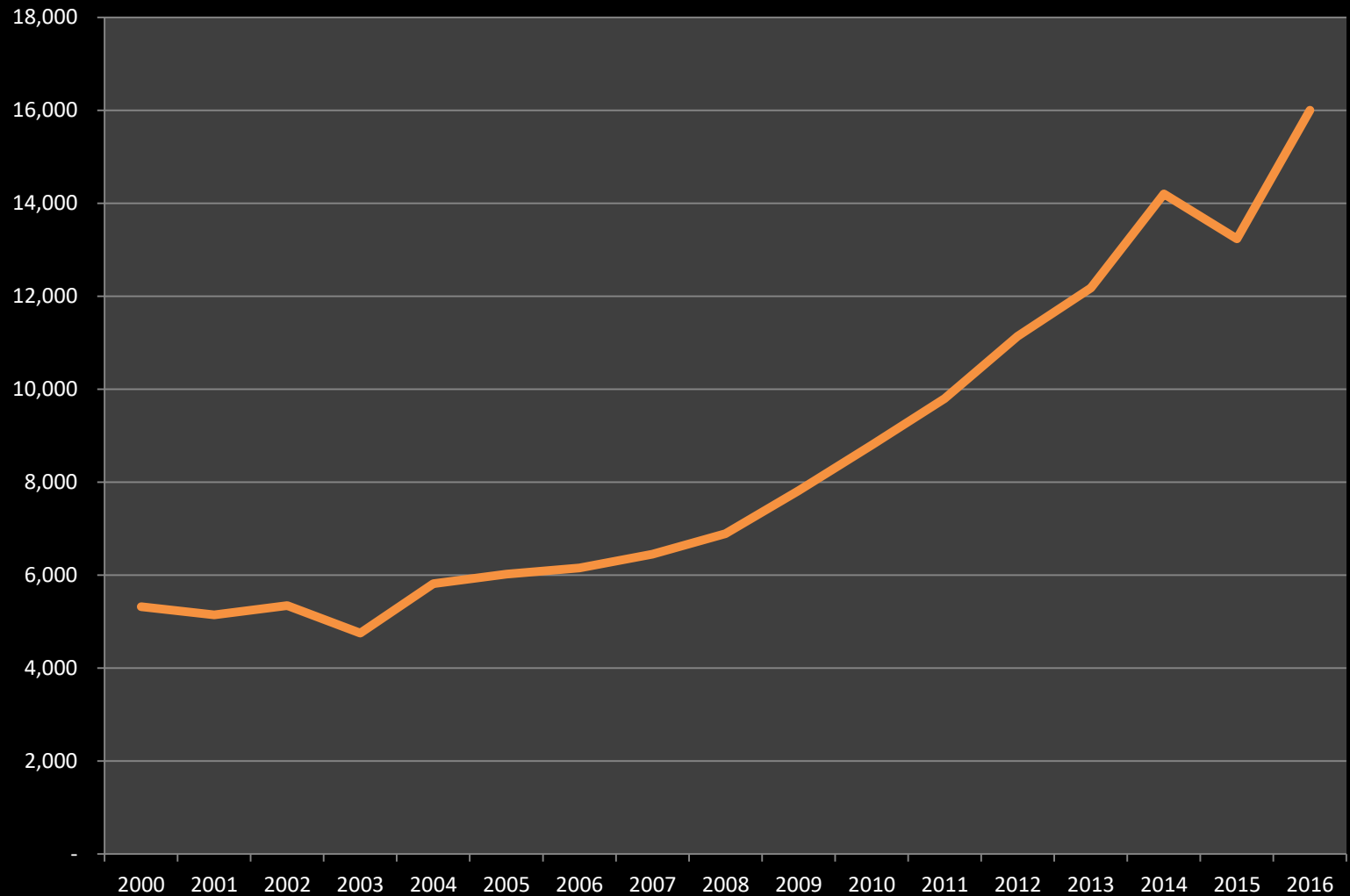
	2012	2013	2014	2015	Change(%)
Food	719	713	777	796	2.4
Cosmetics	156	222	355	564	58.7
Fashion	263	291	306	288	-5.8
Accessory	71	55	58	54	-7.4
Consumer Electronics	438	500	500	434	-13.2
Mobile Phone	350	381	362	304	-16
Automobile	811	852	861	783	-9.1
<b>Tourism</b>	<b>935</b>	<b>1,060</b>	<b>1,174</b>	<b>986</b>	<b>-16</b>
Total	3,742	4,074	4,394	4,210	-4.2

## Employment Inducement Effect by Korean Wave

		2012	2013	2014	2015	Change(%)
Cultural Contents	TV	2,724	3,489	3,505	4,775	36.2
	Music	5,447	6,219	6,262	8,530	36.2
	Movie	325	578	464	1,557	235.5
	Animation/Character	4,696	4,778	5,058	5,573	10.2
	Game	24,504	24,405	24,830	27,450	10.6
	Publishing	1,311	1,660	1,293	1,183	-8.5
Consumer Goods & Tourism	Food	15,635	14,824	15,317	16,731	9.2
	Cosmetics	1,862	2,536	3,820	6,526	70.8
	Fashion	4,003	4,252	4,235	4,309	1.7
	Accessory	1,110	828	822	806	-1.9
	Consumer Electronics	4,277	4,757	4,498	4,181	-7
	Mobile Phone	2,741	3,060	2,874	2,806	-2.4
	Automobile	7,928	8,052	7,585	7,290	-3.9
	<b>Tourism</b>	<b>20,875</b>	<b>22,637</b>	<b>23,673</b>	<b>20,987</b>	<b>-11.3</b>
Cultural Contents Total		39,006	41,129	41,412	49,068	18.5
Consumer Goods & Tourism Total		58,430	60,947	62,825	63,638	1.3
Grand Total		97,437	102,076	104,237	112,705	8.1



## Yearly Visitor Arrivals



**Cultural Contents boosts Country's Credibility**

**Cultural Contents Promotes Country's Products**

**Cultural Contents boosts Tourism**

**Love and Support  
Your Own Culture**





**Thank You**