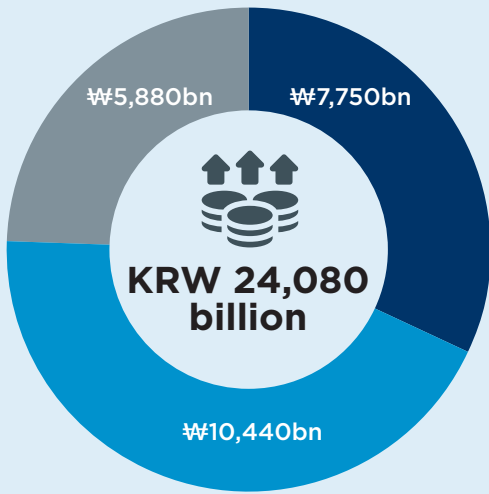


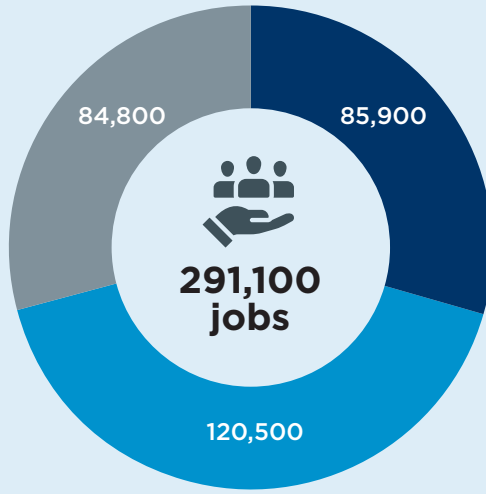
THE ECONOMIC CONTRIBUTION OF THE AUDIOVISUAL INDUSTRY IN SOUTH KOREA

Economic contribution of South Korea's audiovisual industry, 2025



GDP contributions

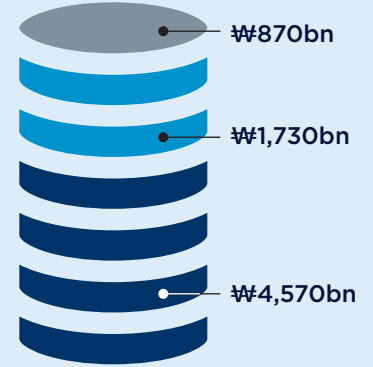
For every KRW 1 billion of GDP directly contributed by the audiovisual industry, an **additional KRW 2.1 billion** was created elsewhere in the economy.



Employment

For every 100 people directly employed, a **further 240 jobs** were supported across other industries.

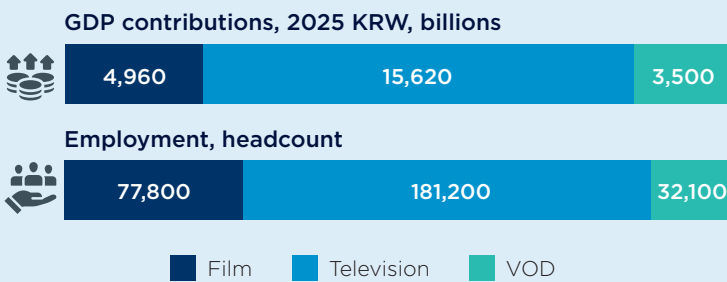
KRW 7,170 billion



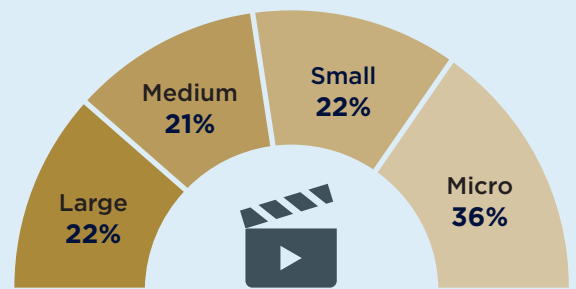
Tax

- Direct
- Indirect
- Induced

Economic contribution of South Korea's audiovisual industry to domestic GDP and employment, by segment, 2025



Share of jobs supported by the audiovisual industry, by size of enterprise, 2025



14.5%

Compound annual growth rate of exports of film and TV from 2019 to 2024

38.3%

of tourists who said that they were motivated to visit Korea "after experiencing Korean wave content".

Totals may not sum due to rounding.