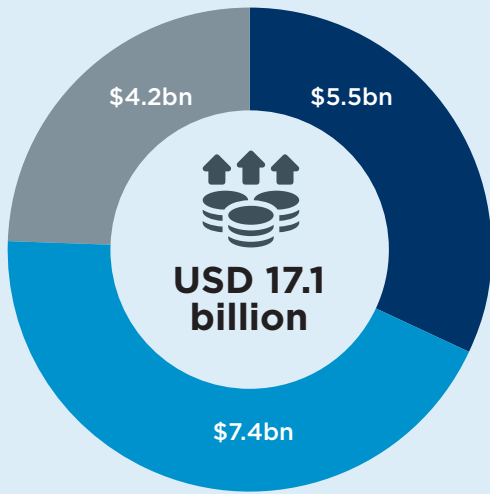


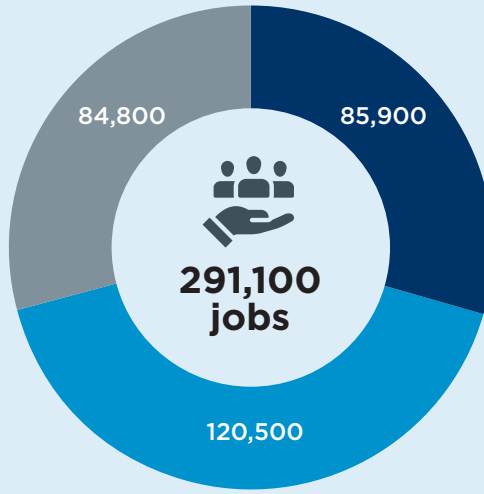
THE ECONOMIC CONTRIBUTION OF THE AUDIOVISUAL INDUSTRY IN SOUTH KOREA

Economic contribution of South Korea's audiovisual industry, 2025



GDP contributions

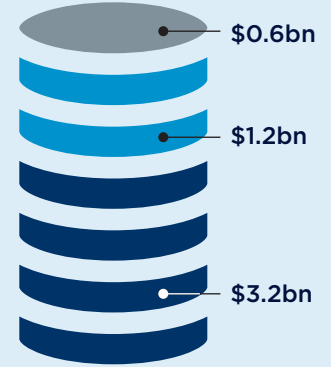
For every USD 100 of GDP directly contributed by the audiovisual industry, an **additional USD 210** was created elsewhere in the economy.



Employment

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

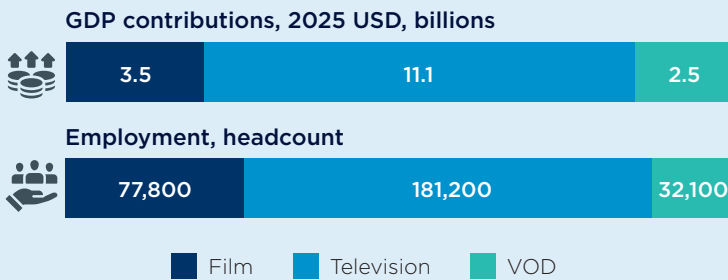
USD 5.1 billion



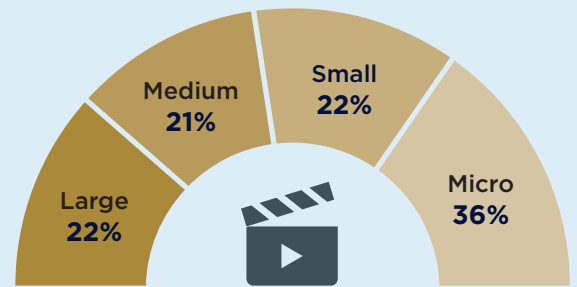
Tax

- 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.