

Broadcasting & Cable TV in South Korea

Industry Report | 2025-12-31 | 34 pages | MarketLine

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Report description:

Broadcasting & Cable TV in South Korea

Summary

Broadcasting & Cable TV in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.
- The South Korean broadcasting & cable TV market recorded revenues of \$15.2 billion in 2024, representing a compound annual growth rate (CAGR) of 0.3% between 2019 and 2024.
- The TV license or public funds segment accounted for the market's largest proportion in 2024, with total revenues of \$5.7 billion, equivalent to 37.8% of the market's overall value.
- In 2024, the South Korean broadcasting & cable TV market witnessed an annual growth of 0.3% due to the initiatives used by Indonesian broadcasters.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the broadcasting & cable tv market in South Korea
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in South Korea

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- Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Korea broadcasting & cable tv market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the South Korea broadcasting & cable tv market by value in 2024?
- What will be the size of the South Korea broadcasting & cable tv market in 2029?
- What factors are affecting the strength of competition in the South Korea broadcasting & cable tv market?
- How has the market performed over the last five years?
- How large is South Korea's broadcasting & cable tv market in relation to its regional counterparts?

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