



How does the Korean entertainment industry contribute to South Korea's economy?
By Supakrit 5804641933 and Kittipong 5804641313



Why is Jungki popular today?



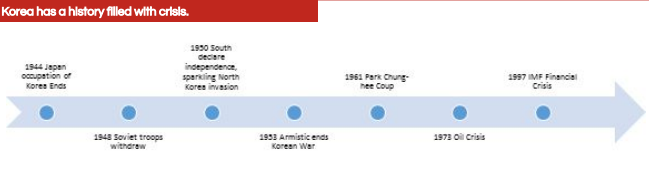
Executive Summary
Entertainment Industry in South Korea



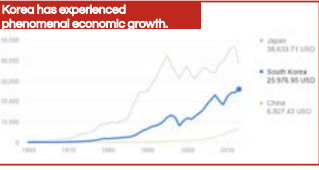
HypothesisTheorySituational AnalysisConclusion4

Situational Analysis
Preface; history

Korea has a history filled with crisis.



Korea has experienced phenomenal economic growth.

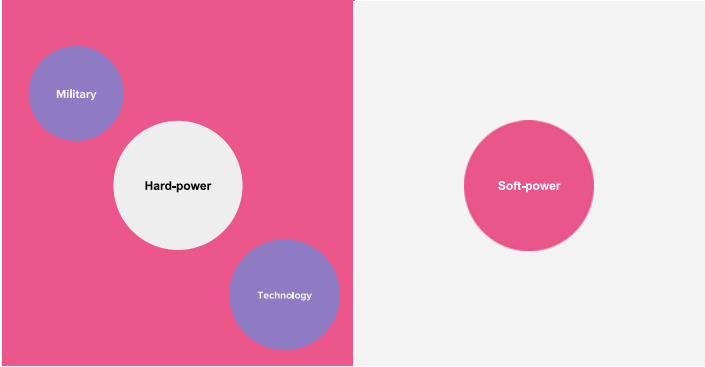


Korea has limited natural resource

LOW
Natural Resource and Land

HypothesisTheorySituational AnalysisConclusion5

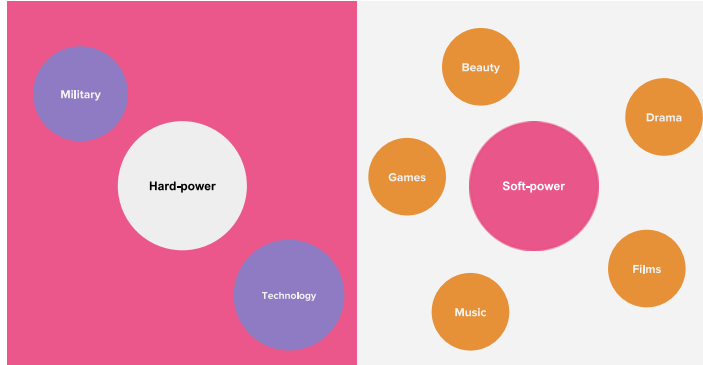
Theory
Entertainment had become the center of South Korea's soft-power policy



HypothesisTheorySituational AnalysisConclusion6

Theory

Entertainment had become the center of South Korea's soft-power policy



Hypothesis

Theory

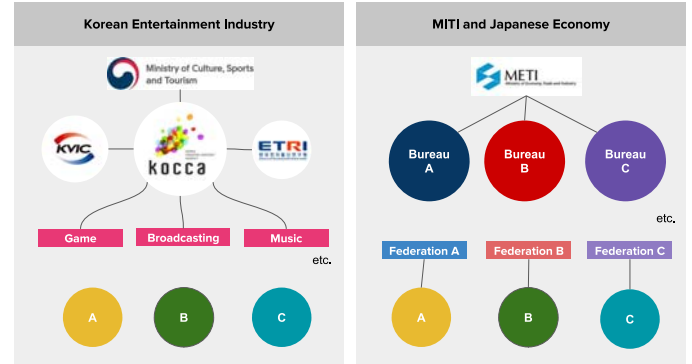
Situational Analysis

Conclusion

7

Theory

Industrial Organization Guidance



Hypothesis

Theory

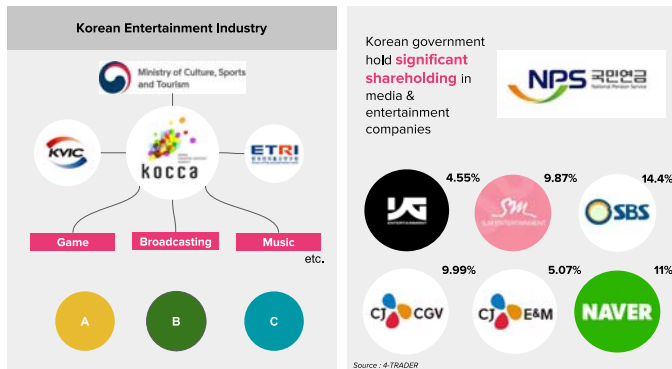
Situational Analysis

Conclusion

8

Theory

Industrial Organization Guidance



Hypothesis

Theory

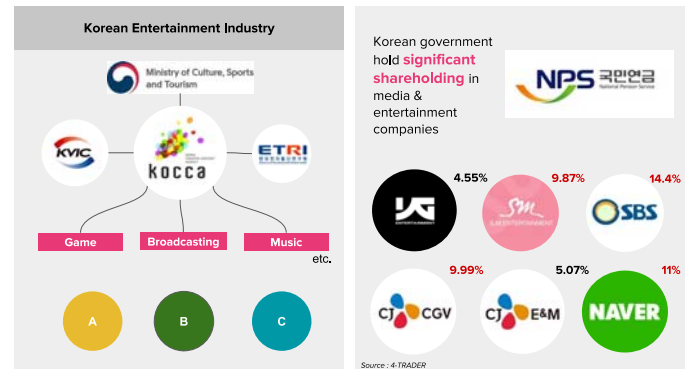
Situational Analysis

Conclusion

9

Theory

Industrial Organization Guidance



Hypothesis

Theory

Situational Analysis

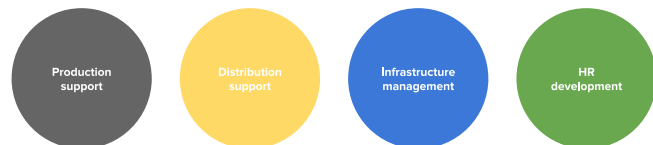
Conclusion

10

Situational Analysis

Industrial policies and support

Policies	1960s	1970s	1980s	1990s	2000s	2010s
Entry regulation	Foreign entry forbidden			Foreign entry permitted		
Content regulation	Permitted	Censorship				Classification
Quantitative distribution regulation	Screen quotas: Amount of domestic film in theatre per year					
Japanese cultural goods	Forbidden					Permitted



Source: Kim (2019)

Hypothesis

Theory

Situational Analysis

Conclusion

11

Situational Analysis

Park Chung-Hee vs. Park Geun-Hye



Park Chung-Hee

Chaebol / Heavy industries



KIM DAEJUNG



PARK GEUN-HYE

"Creative economy"

Hypothesis

Theory

Situational Analysis

Conclusion

12

Situational Analysis A Creative Economy

Creative Economy and People's Happiness Through Science, Technology and ICT



#3

Fastest Internet Speed in the World in 2015

44%

Internet penetration by 2000s

Source: WorldBank, Akamai, Ministry of Science, ICT and Future Planning

Hypothesis

Theory

Situational Analysis

Conclusion

13

Situational Analysis Development Stages of the Broadcasting and Film industry

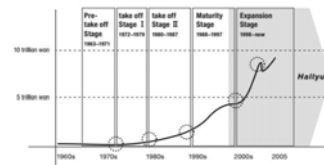
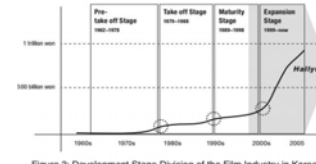


Figure 2: Development Stage Division of the Broadcasting Industry in Korea



Source: Kim (2011)

Hypothesis

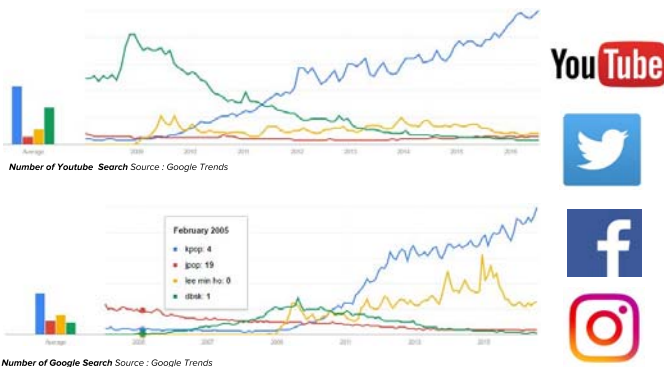
Theory

Situational Analysis

Conclusion

14

Situational Analysis Development of KPOP



Hypothesis

Theory

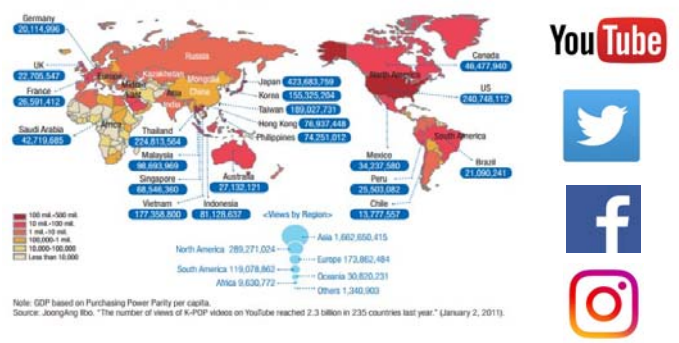
Situational Analysis

Conclusion

15

Situational Analysis Development of KPOP

Figure 1: Number of Views of K-pop Videos on YouTube (2011)



Hypothesis

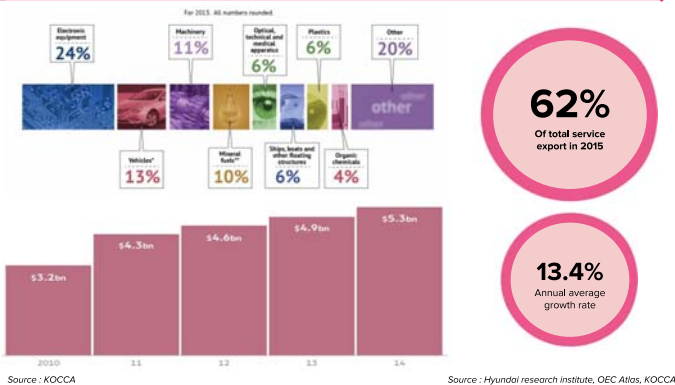
Theory

Situational Analysis

Conclusion

16

Situational Analysis South Korea's cultural export



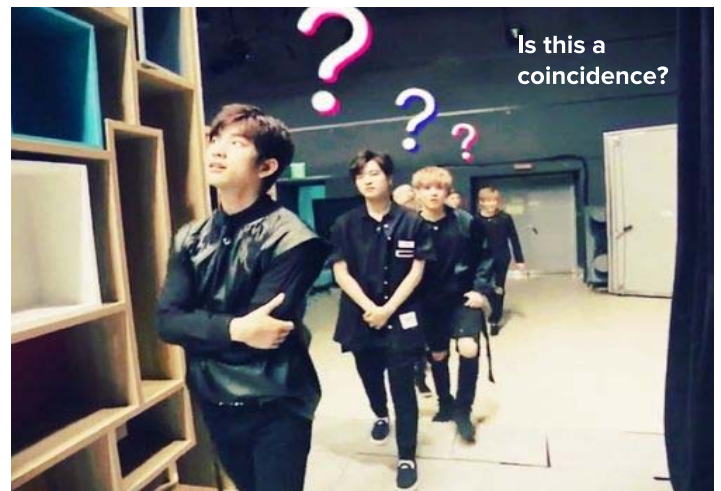
Hypothesis

Theory

Situational Analysis

Conclusion

17



Situational Analysis

Stages of the Spread of Hallyu



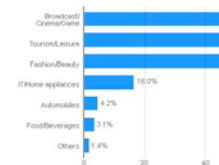
Source : Go (2005)

Hypothesis Theory Situational Analysis Conclusion 19

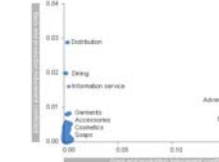
Situational Analysis

Vertical integration

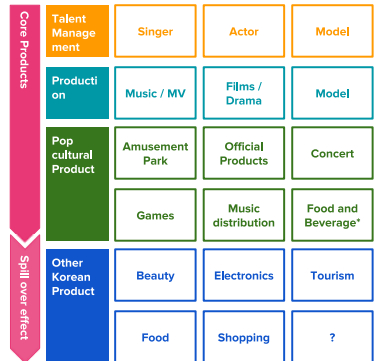
<Figure 5> Industries Expected to Benefit from K-pop Boom



<Figure 6> Production Induced Effect of K-pop for Other Industries



Source : Samsung Economic Research Institute



Source: Team Analysis

Hypothesis Theory Situational Analysis Conclusion 20

Situational Analysis

How Korean entertainment channel different values to different industries



Hypothesis Theory Situational Analysis Conclusion 21

Situational Analysis

How Korean entertainment channel different values to different industries



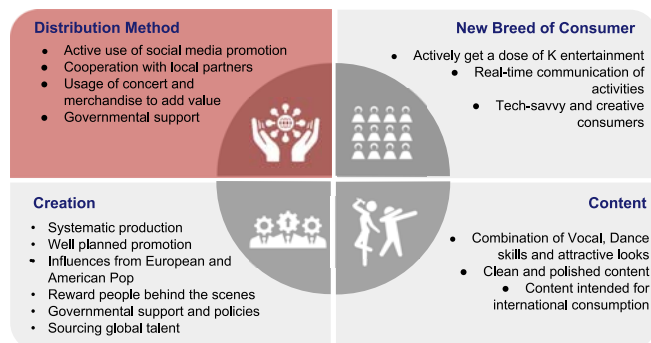
Plastic Surgery

Tourism

Hypothesis Theory Situational Analysis Conclusion 22

Situational Analysis

Korean entertainment industry dimension

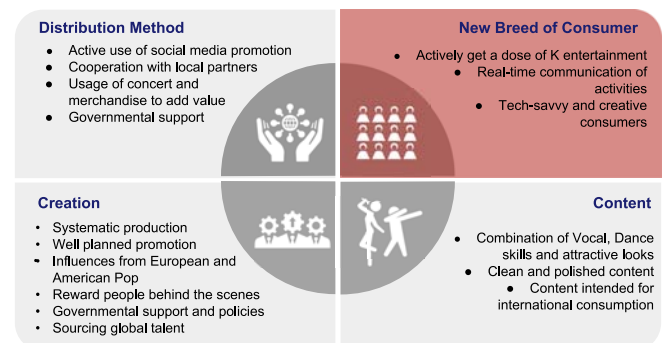


Source: Samsung Economic Research Institute; OZ; (Adapted)

Hypothesis Theory Situational Analysis Conclusion 23

Situational Analysis

Korean entertainment industry dimension

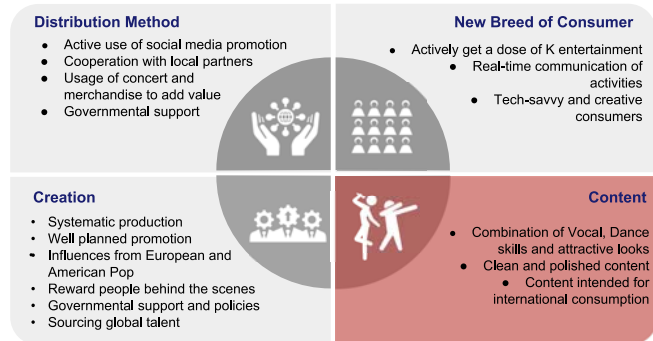


Source: Samsung Economic Research Institute; OZ; (Adapted)

Hypothesis Theory Situational Analysis Conclusion 24

Situational Analysis

Korean entertainment industry dimension



Source: Samsung Economic Research Institute; Q2; (Adapted)

Hypothesis

Theory

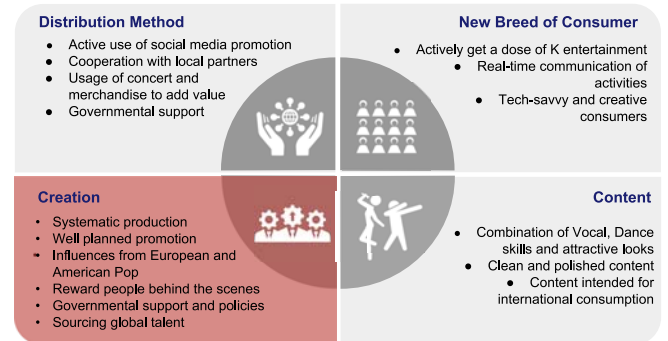
Situational Analysis

Conclusion

25

Situational Analysis

Korean entertainment industry dimension



Source: Samsung Economic Research Institute; Q2; (Adapted)

Hypothesis

Theory

Situational Analysis

Conclusion

26

Conclusion

Conclusion



The Korean entertainment industry is promising with a potential on future growth.

Hypothesis

Theory

Situational Analysis

Conclusion

27

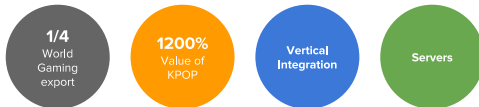
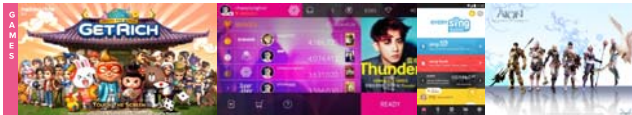


백업 슬라이드.

Backup Slide.

Backup slide

Future expectation of Korean Entertainment

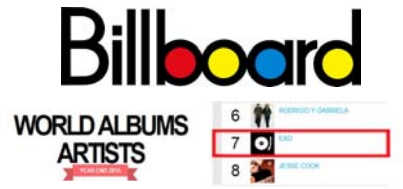


Hypothesis Theory Situational Analysis Conclusion

31

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Worldwide impact



EXO finished 7th in the World Albums Artists category on Billboard, and marked the second straight year.

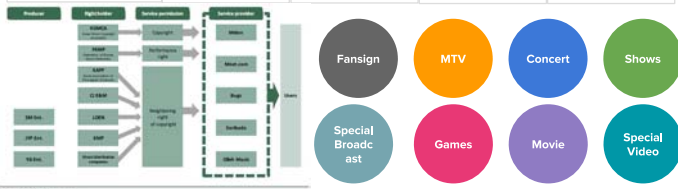
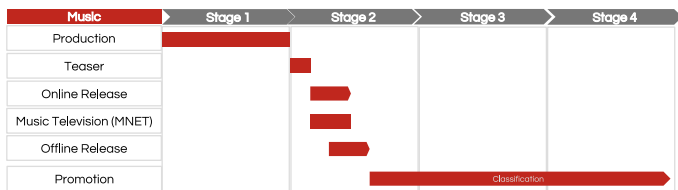
Ban Ki-moon, UN Secretary-General, recognized the Gang nam style song as a "force for world peace".

Hypothesis Theory Situational Analysis Conclusion

32

Backup slide

CJ E&M Pan-Entertainment Vertical Integration



Hypothesis Theory Situational Analysis Conclusion

33