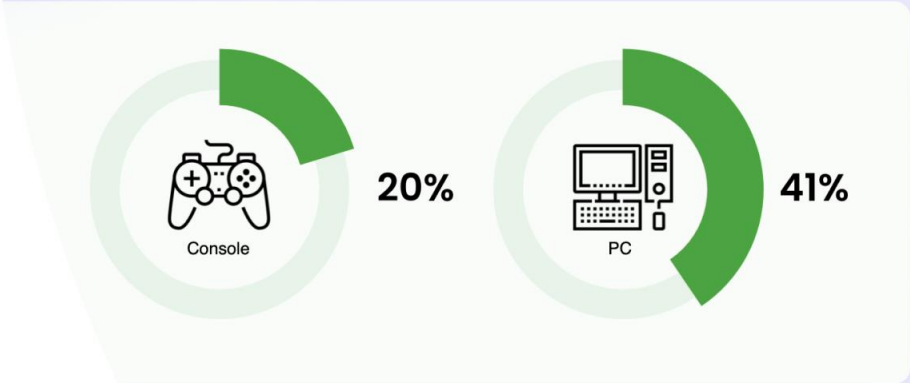
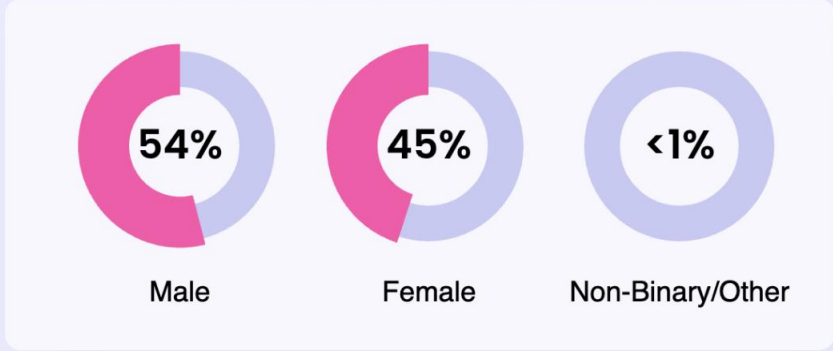
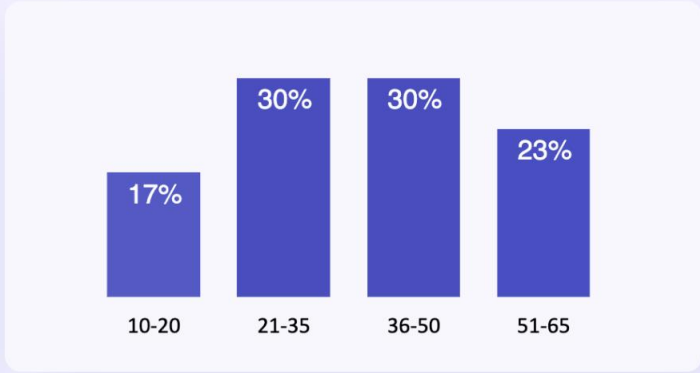




Key Insights Into South Korean Gamers



Copyright & Redistribution Notice

©2022 Newzoo. All rights reserved.

The content of this report is created with due care by Newzoo and protected by copyrights. This report, or any portion thereof, may not be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, or used in any manner whatsoever, without the express written permission of Newzoo. Reproducing, distributing, and/or transmitting this report, or any portion thereof, for commercial purposes is explicitly not allowed.

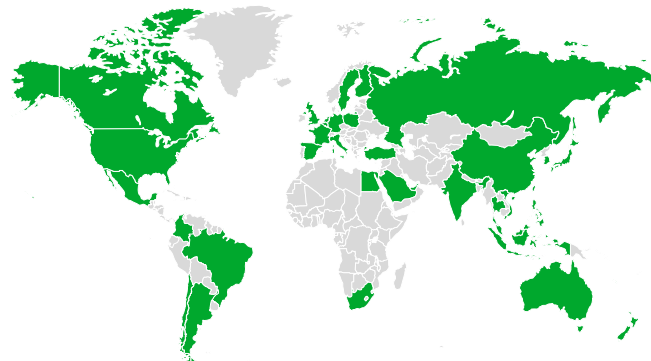
Consumer Insights – Games & Esports

The most comprehensive global consumer research on the gaming landscape and gaming audiences

Global Consumer Insights

- Global coverage with **36 markets**
- Dozens of KPIs including more than 200 variables capturing **360-degree gaming landscape and audience insights**
- **More than 75,000 respondents** surveyed on their gaming behavior and attitudes
- **60+ franchises covered**, including funnel metrics and audience profiles
- Easy-to-use **consumer insights dashboard** access

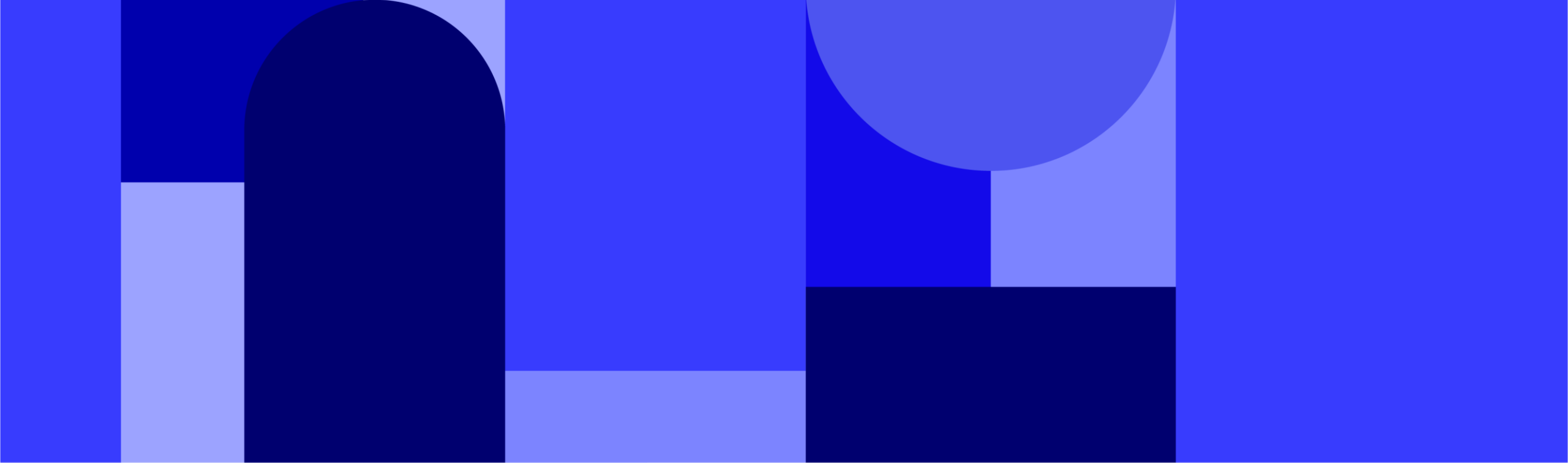
Covering 36 markets:



newzoo.com/consumer-insights



Interested? Email us at:
questions@newzoo.com



Foreword

Foreword

Welcome to our free market insights report series!

Gaming is among the world's biggest entertainment and media platforms. An in-depth understanding of the complex gaming landscape is crucial to identify the most valuable opportunities gaming audiences have to offer. This understanding is not only important for game publishers and developers but also for any company wanting to reach and authentically engage with the broadest and most diverse subset of the world's population.

In each of these insights reports we will dive into one of the markets covered in our [Consumer Insights - Games & Esports](#) research which covers 36 diverse markets around the globe. This series of reports will include some high-level takeaways from this research along with insights taken from our [Global Games Market Report](#) and [Newzoo Expert](#).

The data contained in these reports is a snapshot of the much broader scope of data we cover on global gamers. Please [contact us](#) if you would like to learn more about [Newzoo Consumer Insights - Games & Esports](#) or any of the other products covered in this report.

We hope you enjoy the report!



Jutta Jakob, Head of Consumer Insights
Newzoo



Table of Contents

| | |
|--|----|
| • Players and Revenues in 2022 | 7 |
| • Gaming Engagement | 8 |
| • Playing and Viewing Behavior | 9 |
| • Gaming Persona Distribution | 10 |
| • Demographics and Motivations to Play | 11 |
| • Platform Play Behavior | 12 |
| • Top Games & Genres | 13 |
| • Payers and Paying Motivation | 14 |
| • Looking for More Gamer Insights? | 15 |
| • About Newzoo | 17 |



 **33M**
Players in 2021

#21 in the world

 **\$8.3Bn**
Game Revenues 2021

#4 in the world

Source: Newzoo Global Games Market Report

Market estimates and forecasts are included for **Top 100** markets/countries.

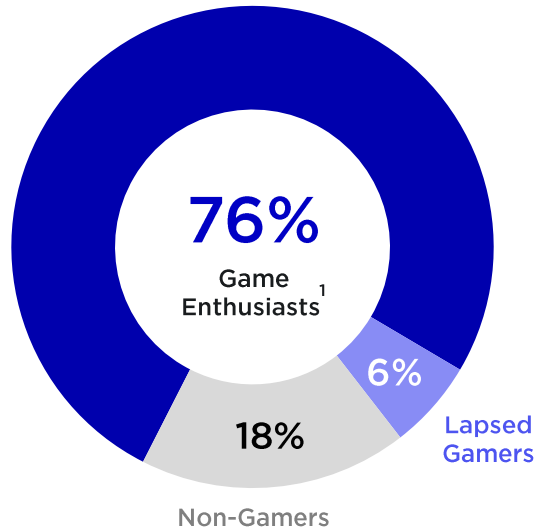
newzoo.com/reports



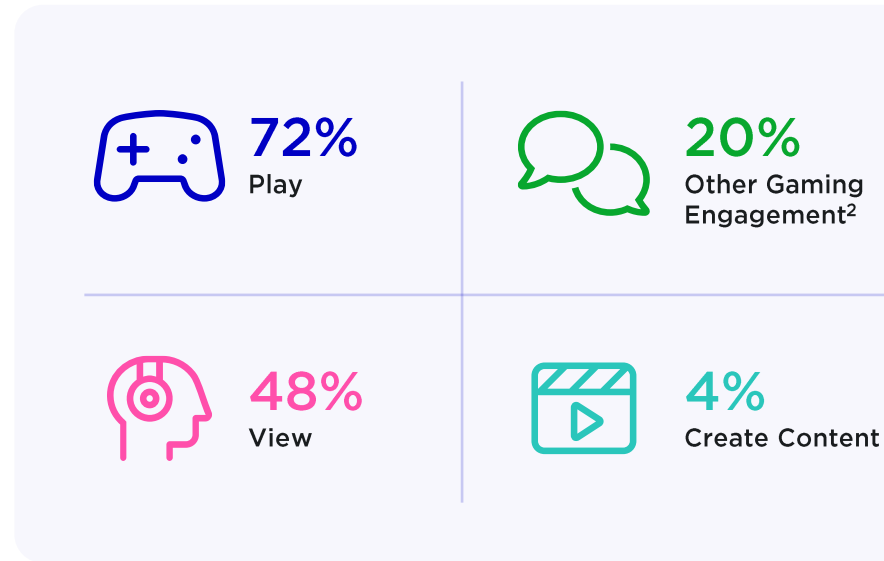
Game Enthusiasts Represent the Majority of South Koreans



Share of Game Enthusiasts¹



How South Koreans Engage with Games



¹ Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior

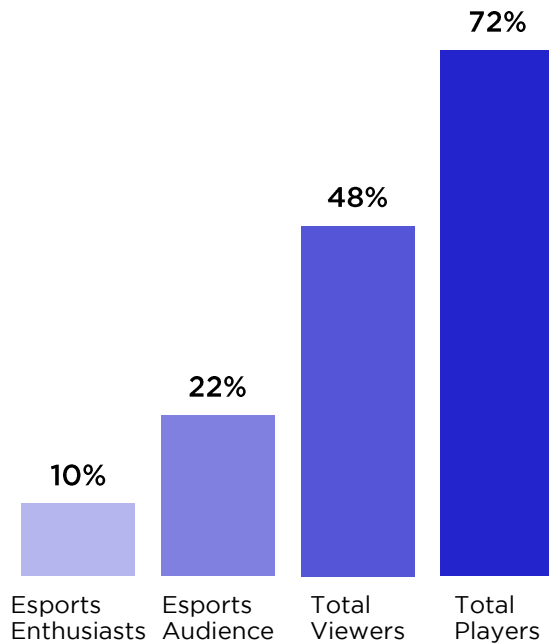
² Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

Source: Consumer Insights – Games & Esports 2022
Base: Total online population aged 10-65 (n=2,094)

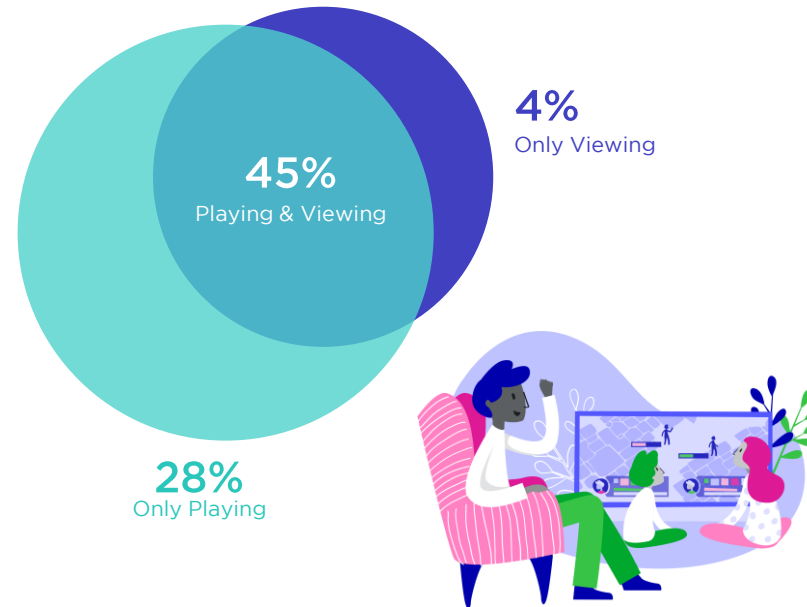
Game Enthusiasts in South Korea Generally View and Play



Share of Players & Viewers



Playing and Viewing Overlap



Given its recognition as a legitimate sport in South Korea, it's no surprise that 22% of the online population watches Esports.

And 10% of South Koreans do so on a monthly basis!

Despite Esports' popularity in South Korea, viewing of video games still stands 2nd to playing. Nearly 3-in-4 South Koreans play video games and nearly half both play and view. Those who only view games (without playing) land in the minority.

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n=2,094)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months

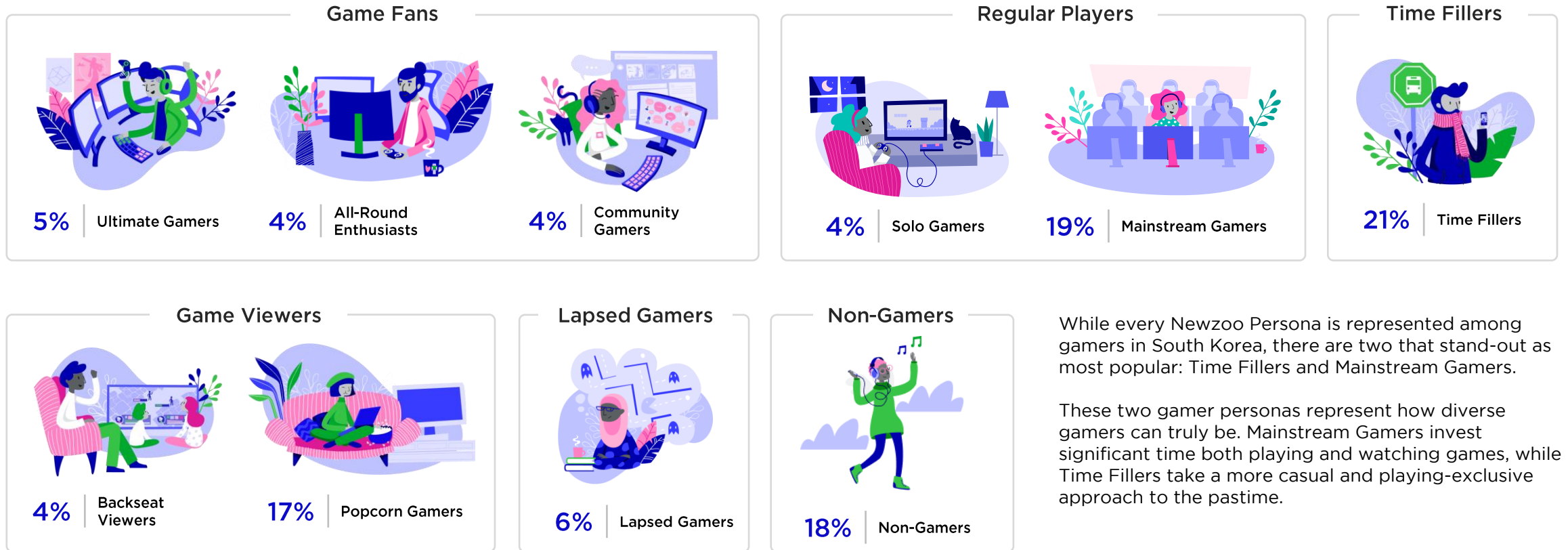
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months

Esports Enthusiasts are those that watch gaming (esports) video content once a month or more

South Koreans Represent a Wide Variety of Gaming Personas



Gaming Persona Distribution in South Korea



While every Newzoo Persona is represented among gamers in South Korea, there are two that stand-out as most popular: Time Fillers and Mainstream Gamers.

These two gamer personas represent how diverse gamers can truly be. Mainstream Gamers invest significant time both playing and watching games, while Time Fillers take a more casual and playing-exclusive approach to the pastime.

Source: Consumer Insights – Games & Esports 2022

Base: Total online population aged 10-65 (n= 2,094)

Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification

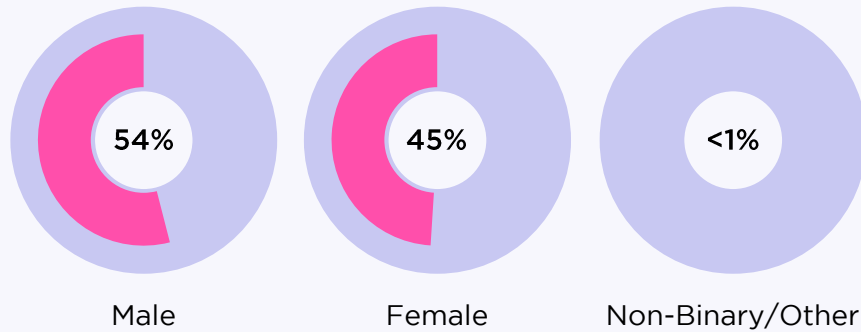
All Ages and Genders Engage with Games

Socializing is a top motivator

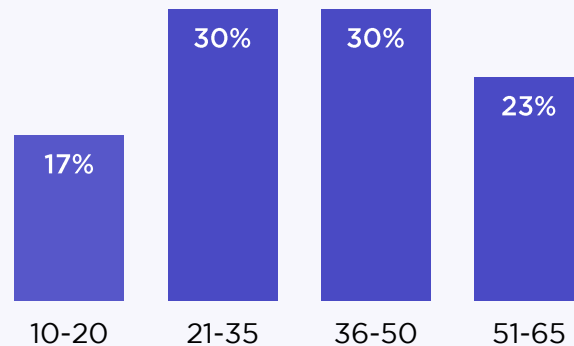


Demographics of Players

Gender

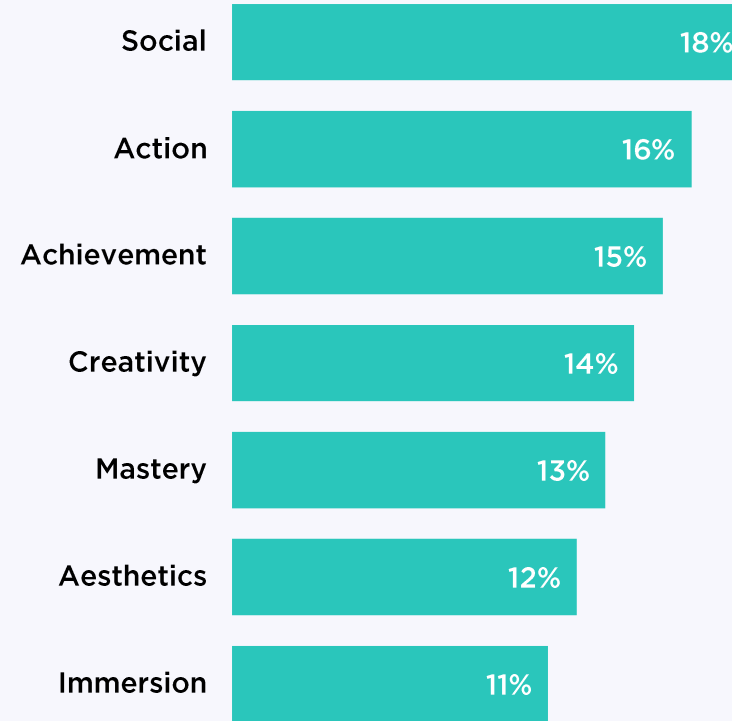


Age



Motivations of Players

Playing Motivations

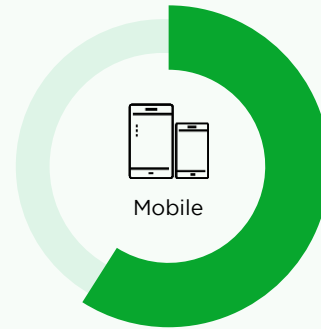


Mobile is the Most Popular Platform but Captures the Fewest Hours

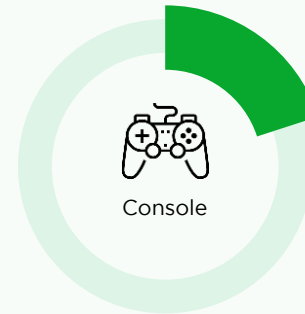


Share of Players per Platform

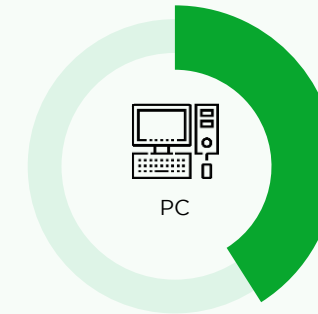
% Past 6 months players



59%



20%



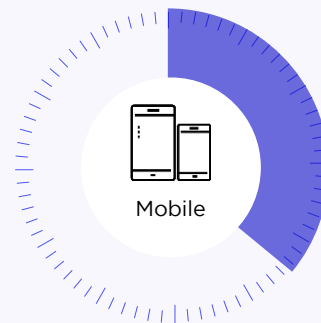
41%

Base: Total online population aged 10-65 (n=2,094)

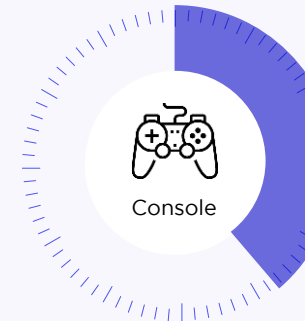
Average Hours

Played Each Week

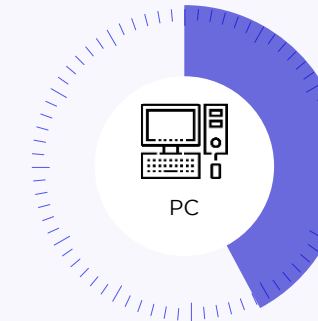
Base: Players of each platform
(Past 6 months)



4h 19mins



4h 39mins



5h 04mins

Base: Mobile players (n=1,236); Console players (n=420); PC players (n=846)

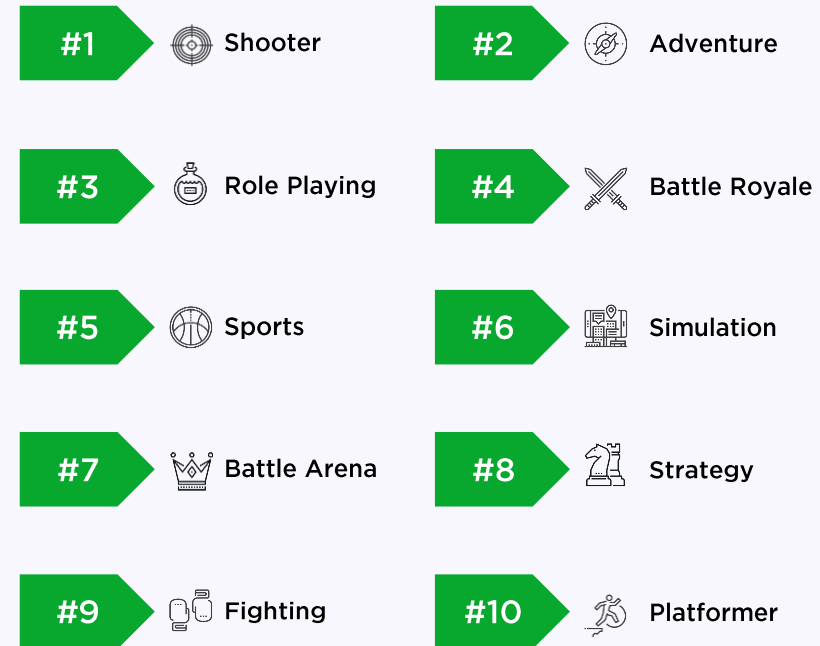
Keep a Pulse on Top Games in South Korea Using Newzoo Expert



Top 10 PC & Console Games by MAU



Top 10 PC & Console Genres by MAU

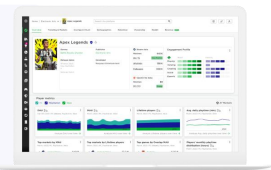


Source: Newzoo Expert - May 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?

newzoo.com/expert

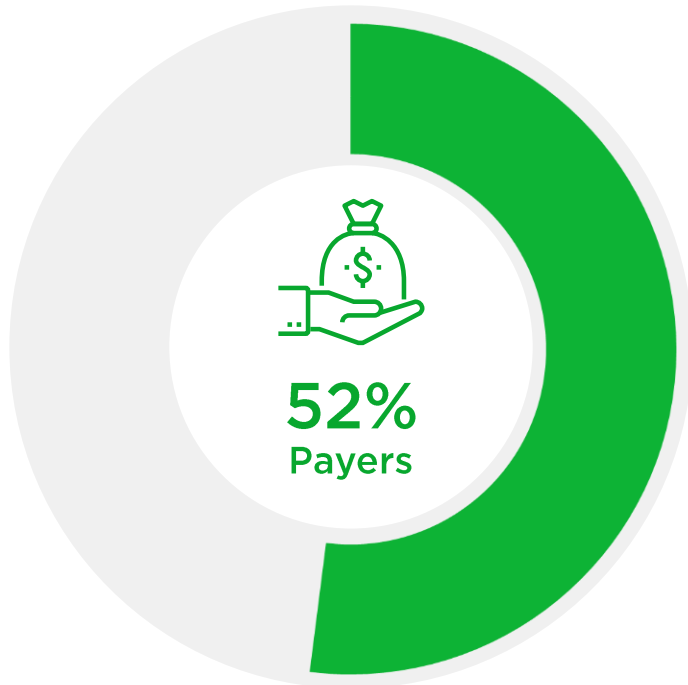


Half of South Korean Players Spend Money on Games



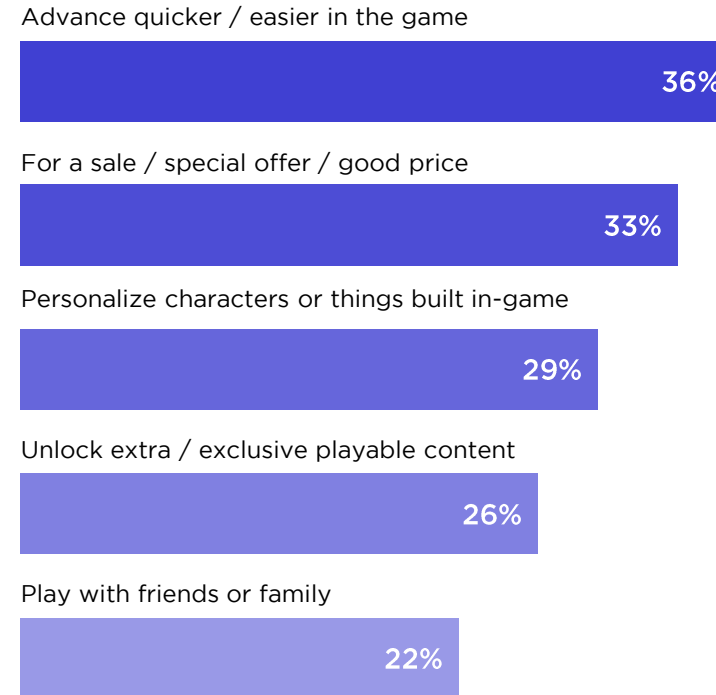
Share of Payers¹

Base: Players (past 6 months)



Top 5 Paying Motivations

Base: Total Payers (past 6 months)



The top motivation to spend money on games in South Korea is to advance more quickly or easily in the game.

Yet, these advantages during game-play are not the only factors enticing gamers to spend. A sale or special offer is nearly as likely to encourage spending of Payers.

¹ Payers: Past 6 months players who, on average, spend money on a monthly basis on games on a PC, console, or mobile device. Spending money includes gifts, downloadable content, subscriptions, and other micro-transactions.

Source: Consumer Insights - Games & Esports 2022

Base: Those who have played video games on a PC, console, or mobile in the past 6 months (n=1,510), Total payers (past 6 months) (n=793)

Unlock the **demographics and psychographics** of gamers in 36 key markets.

newzoo.com/consumer-insights



Looking for More Global Gamer Insights?

Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000+ Consumers

36

Markets



75,000+

Consumers Surveyed



200+

Metrics tracked



60+

Game Franchises Covered



10+

Years of Gamer Research experience

newzoo.com/consumer-insights



Interested? Email us at:
questions@newzoo.com

Note: A Residential Developed Approach methodology is used in AR, BR, CL, CN, CO, EG, IN, ID, MY, MX, PH, RU, SA, ZA, TH, TR, AE, and VN. The results for these markets are representative of active internet users in residential developed areas in respective countries/markets. In CN results are representative of the population in Tier 1 and 2 cities.

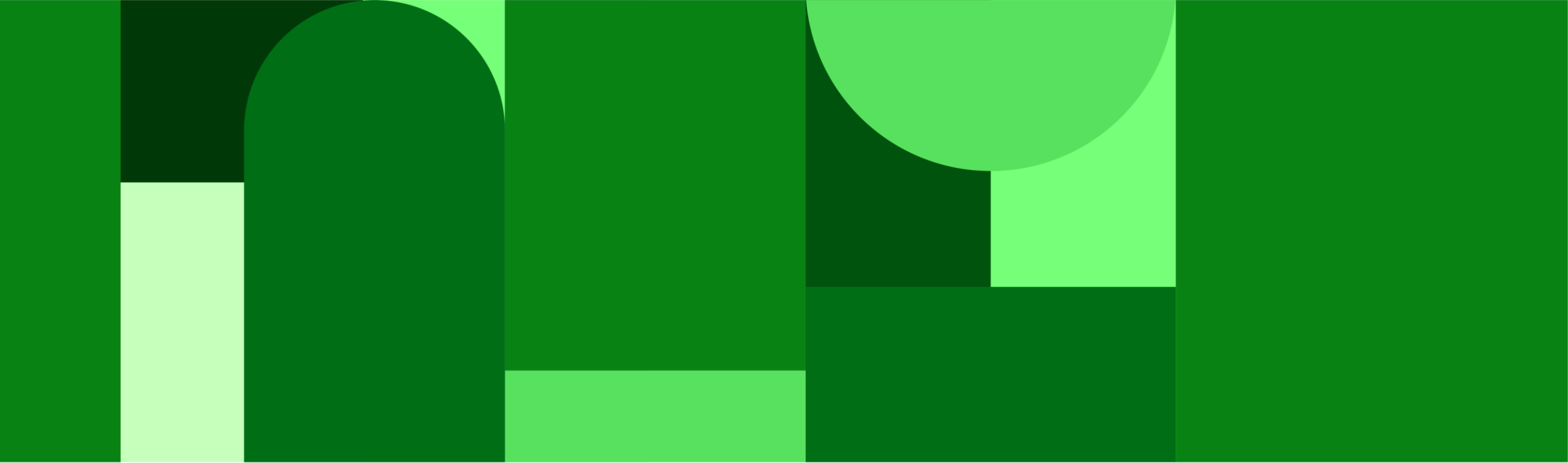
Upgrade to Newzoo Consumer Insights – Games & Esports

| | This Free Report | Newzoo Consumer Insights – Games & Esports |
|---|------------------|--|
| Socio-Demographics | Limited | ✓ |
| Newzoo's Gamer Segmentation™ (gamer persona split) | Limited | ✓ |
| Behavior, Motivations & Attitudes towards Games and Gaming | Limited | ✓ |
| Gaming Video Content & Esports | Limited | ✓ |
| Spending Behavior & Motivations | Limited | ✓ |
| Platform Deep Dives (incl. genres, game modes on PC, Console, Mobile) | Limited | ✓ |
| Media Consumption & General Interests / Hobbies | ✗ | ✓ |
| Cellphone & Internet Usage | ✗ | ✓ |
| Consumer Brands (incl. attitudes) | ✗ | ✓ |
| Game Franchises (incl. franchise funnel) | ✗ | ✓ |
| Gaming Hardware and Peripherals | ✗ | ✓ |
| Cloud Gaming | ✗ | ✓ |

Learn more about Newzoo
Consumer Insights



Interested? Email us at:
questions@newzoo.com

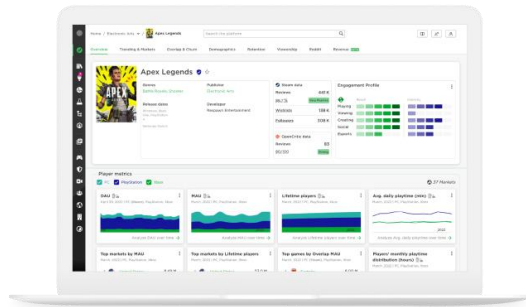


About Newzoo

Newzoo: The Specialists in Games Data and Insights

Newzoo Expert

Games & Market Engagement Data

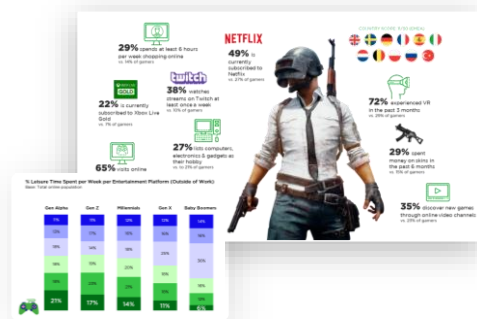


How does my game benchmark and what other titles are my player base playing?

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

Consumer Insights

Player Demographics & Psychographic Data



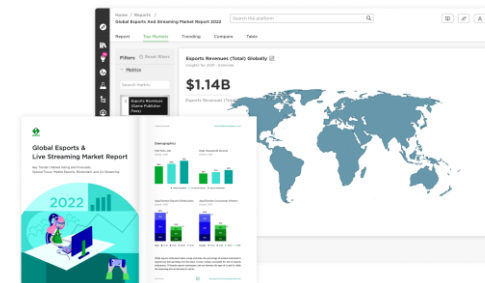
What types of players are playing these games?

Over 75,000* consumers surveyed worldwide
Motivations, drivers, playing behavior

*Based on Consumer Insights -Games & Esports 2022

Reports

Trends, Market Sizing, Forecast Data



What are the key metrics and trends, and how will they change in the future?

Global, regional, market key metrics
Market sizing, trends, forecasts



Questions?

Email us at:
questions@newzoo.com

[newzoo.com](https://www.newzoo.com)