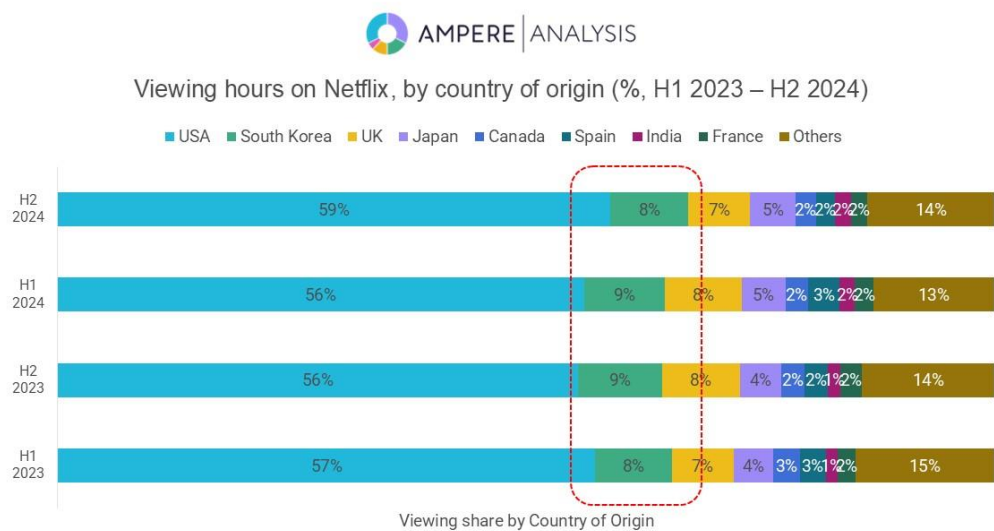


South Korean shows are the most popular non-US content viewed on Netflix

South Korean content is second only to the US for total viewing hours

London, 14th April 2025: A new report just published by Ampere Analysis reveals the importance of South Korean content to Netflix globally, which accounts for 85 (or 17%) of the top 500 most popular non-US shows and films on the platform. Since 2023, South Korean content has been second only to US content for total viewing hours recorded, according to Netflix’s self-reported viewing data. As the streaming giant focuses on driving viewing time to support its ad-tier strategy and reduce subscriber churn, South Korean content’s impressive performance is increasingly significant.



Source: Ampere – Analytics Netflix viewing data

Key findings: Netflix’s love affair with South Korean content is set to continue

- In the second half of 2024, South Korean content was streamed for 7.7bn hours, around 8% of all viewing on Netflix. This outpaces content from major markets, including the UK, Japan, and Spain
- South Korean content consistently represents 8%-9% of viewing hours on Netflix, ahead of UK content at 7%-8%, and Japanese content at 4%-5% of viewing time. This is despite hits from the UK, such as *Black Doves: Season 1* and *The Gentlemen: Season 1*, and the growing popularity of anime, which is a key driver of Japanese content viewing on Netflix

- *Squid Game: Season 2* topped Netflix's global charts in H2 2024, with 619.9m hours streamed. Its success continues to drive viewership for other South Korean content. Romance Drama *Love Next Door: Season 1* and Cooking Reality show *Culinary Class Wars: Season 1* saw posted performance. Previous hits such as *Squid Game: Season 1*, *Queen of Tears: Season 1*, and *Crash Landing on You* also continue to be widely watched by a global audience
- Netflix's success with South Korean shows and films reflects its mature content production and licensing strategy. During H2 2024, over half of the top 100 South Korean titles on Netflix were its Originals, and 31% were Netflix exclusives. The majority of these were supplied by local content powerhouse CJ ENM
- Netflix's \$2.5bn commitment to South Korean content from 2024 to 2028 will help maintain this content boom. The platform has built extensive content licensing and distribution deals with local broadcasters and media groups, including CJ ENM, JTBC, KBS, SBS, and MBC. Moreover, its original production capacities are also growing, with in-house facilities such as Studio 139 and Samsung Studio now operating locally
- South Korea's content players are also riding on the global *Hallyu* phenomenon. CJ ENM, the country's largest media and entertainment conglomerate, has announced an \$818m content budget for 2025. Its global expansion plans include leveraging Netflix's global exposure, partnering with global studios such as WBD and Fifth Season, and a potential global rollout of its streaming platform, Tving.

Orina Zhao, Research Manager at Ampere Analysis, says: "Ampere's analysis of Netflix viewing data confirms that South Korean content is now consistently among the most widely exported and consumed content globally. It plays a pivotal role in the streamer's international success, driving both breakout hit titles (such as *Squid Game* and *Kingdom*) and sustained viewing time. Netflix will continue to invest in and release high-quality Korean titles, including both original productions and licensed content, supported by exclusive distribution partnerships with leading local players. South Korean content owners are well-positioned to capitalise on the global *Hallyu* phenomenon, maximising worldwide audience reach and boosting international popularity through strategic distribution and collaborations."

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com