

아세안시장에 미치는 한류의 영향과 활용



2013. 03 .26 Presented by 김형준



15 Years ago

서양인에게 한국에 대해 물어본다면?

Images of Korea





Korean Culture



Japanese Culture







Not Today!

2007~2016년 아시아 지역 분야별 콘텐츠시장 규모

(단위: 백만 달러)

구분	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
영화	19,046	19,481	19,964	21,101	21,991	23,564	25,152	26,699	28,287	29,870
애니메이션	2,104	2,727	2,822	3,527	3,279	3,621	3,955	4,301	4,623	4,639
방송	75,955	79,178	80,913	89,029	96,229	100,704	108,711	117,937	127,185	136,839
게임	15,215	18,624	20,942	23,059	24,313	26,982	29,664	32,751	36,099	39,739
음악	12,136	11,972	11,605	11,096	11,037	11,138	11,303	11,563	11,911	12,316
출판	110,831	113,176	108,612	110,262	112,253	115,162	117,892	120,828	124,069	127,575
만화	2,736	2,874	2,773	2,737	2,682	2,694	2,727	2,748	2,775	2,707
광고	117,560	121,149	115,064	125,628	133,905	142,160	154,645	168,598	182,832	198,011
지식정보	120,851	132,786	140,893	152,438	161,041	173,979	189,251	203,497	219,301	235,706
캐릭터	20,720	21,810	19,780	20,470	21,219	22,317	23,447	24,688	26,048	27,460
전체	378,450	402,883	410,138	438,351	462,232	492,655	529,513	567,526	608,128	650,522

※ 출처: PWC(2012), MPAA, FCC, EPM, OECD, IFPI, ICV2, The Numbers

2011년 국가별 콘텐츠 수출 현황

(단위: 천 달러)

국가	영화	애니 메이션	방송	게임	음악	출판	만화	콘텐츠 솔루션	지식정보	캐릭터	합계
일본	3,663	21,688	102,058	652,556	157,938	62,790	6,639	43,469	176,925	20,256	1,247,982
중국	1,004	1,659	17,241	907,296	6,836	8,098	662	20,322	36,287	89,257	1,088,662
미국	1,653	59,397	3,523	181,255	587	87,683	1,766	18,553	8,802	102,565	465,784
태국	715	53	2,785	121,558	4,326	12,842	297	2,966	21,333	6,325	173,200
프랑스	941	3,259	212	55,693	2,133	1,809	1,455	2,255	668	18,266	86,691
베트남	-	335	2,796	16,325	3,155	949	223	1,623	37,625	10,223	73,254
영국	780	1,122	-	47,832	695	2,998	668	1,127	357	7,233	62,812
독일	1,491	532	-	16,868	98	2,891	53	-	-	1,563	23,496
이탈리아	-	298	215	4,962	112	1,594	31	-	-	1,327	8,539
스페인	-	236	252	2,325	136	2,118	23	-	-	2,188	7,278
인도	-	-	-	-	-	6,440	-	-	-	-	6,440
러시아	-	-	48	-	-	5,299	-	-	-	-	5,347
호주	-	-	20	-	-	4,915	-	-	-	-	4,935
인도네시아	-	-	-	-	-	1,946	-	-	-	-	3,192
멕시코	-	-	10	-	-	2,951	-	-	-	-	2,961
브라질	-	-	-	-	-	2,788	-	-	-	-	2,788
캐나다	-	-	40	-	-	2,444	-	-	-	-	2,484
UAE	-	-	-	-	-	1,402	-	-	-	-	1,402
이집트	-	-	-	-	-	1,051	-	-	-	-	1,051
터키	-	-	-	-	-	1,049	-	-	-	-	1,049
남아공	-	-	-	-	-	293	-	-	-	-	293
폴란드	-	-	-	-	-	226	-	-	-	-	226

※ 출처: 문화체육관광부·한국콘텐츠진흥원(2008~2012), 2008~2012 콘텐츠산업통계 재구성



SNOWPIERCER

FROM THE DIRECTOR OF *THE HOST* AND *MOTHER*

CHRIS EVANS SONO KANGHO TILDA SWINTON JAMIE BELL OCTAVIA SPENCER EWEN BREMNER ALISON PILL
WITH JOHN HURT AND ED HARRIS

CJ ENTERTAINMENT PRESENTS A WOND FILM/OPUS PICTURES PRODUCTION A BONG JOON HO FILM

2012 Venice Film Festival



Golden Lion

2013 Sundance Film Festival



World Cinema Grand Jury Prize
for Dramatic Feature

A decorative header with a dark grey background and a repeating floral pattern in a slightly lighter shade of grey.

What happened?

2000

H.O.T.



(High Five Of Teenagers)

한류

韓流

Korea Wave

1999



2000

1997



화진포



2001



2004

Cannes

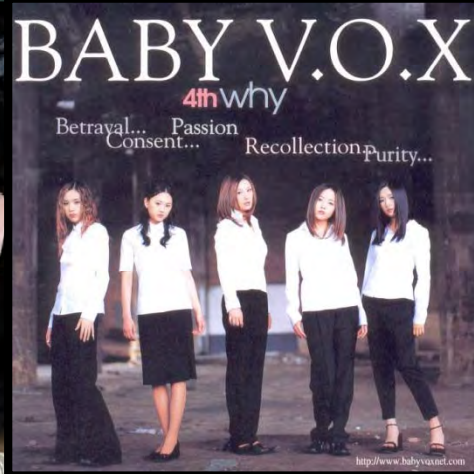


Berlin



Venice





2003~2004



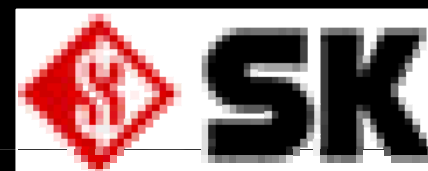
2005



A decorative header with a dark grey background and a repeating floral pattern in a slightly lighter shade of grey.

How did it start?

해외여행자유화






S.M. ENTERTAINMENT



1996

- 
- 정치의 변화
 - 검열철폐 (1996, 2001)
 - 여행자유화

A decorative header with a dark grey background featuring a repeating floral and vine pattern in a slightly lighter shade.

한국컨텐츠가 주변국에 인기가 있는 이유

American Style Asian Faces





역사적 이점

We are not
Japanese



아시아적 가치관



지리적 장점



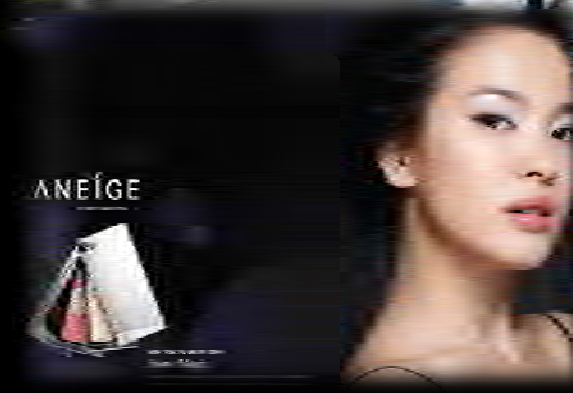
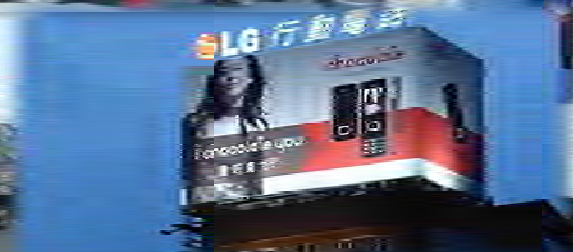
韓國人

Passion Looks Minds



The Second Wave





Will it last?

The 3rd Wave



