

A SURVEY ON THE MEDIA CONTACT AND USE OF KOREANS

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ABSTRACT

The Internet has quickly become the world's largest public electronic marketplace. This study examined how much media Koreans was consumed and which media received the contact by Koreans each year. The questionnaire was developed by the Media & Consumer Research by Korea Broadcast Advertising Corp. (KOBACO) in Korea. The number of respondents was 5,000 per every year except for 4,000 in 2018. The rating for media advertising through TV and Internet were significantly higher than those of others. Many people were in contact with TV and the Internet. On weekdays, access time for terrestrial television averaged 101 minutes, the longest among all media. Overall, Saturday had a longer time to contact media than weekdays. Sunday also had the longest viewing time for terrestrial channels with 141 minutes, as was the weekday. In Korea, the media device ownership rate recorded 88.3% for digital TVs, 85.7% for set-top boxes, 5.2% for radios, 61.1% for desktops, 26.6% for laptops and 55.2% for home phones in 2017. Based on the findings of this study, which showed high contact of media, it could be concluded that the Korean society needed to develop interfaces suitable for smart TV use environment, and to secure rich content, killer applications, and platform strategies in the near future.

Keywords: Internet, Korea Broadcast Advertising Corp. (KOBACO), media, TV.