

5.3.14 Country profile – South Korea



Despite a gain of one index point to 63 points in its overall performance, South Korea was unable to improve its ranking, and remained in tenth place. However, strong growth is still expected in this tiger economy in the years ahead. South Korea is already world leader in three key performance indicators: “ICT expenditure as a proportion of GDP”, “Companies with broadband connections” and “Use of social networks”.

Market development – 10th place →

South Korea was the only country able to improve its national average index in the category “Market development”. It rose from 41 index points in 2007 to 43 points in 2008, and the country was able to hold on to tenth place in the ranking. In 2008, Japan was forced to relinquish its global market leadership in “ICT expenditure as a proportion of GDP” to South Korea.

Infrastructure – 9th place ↓

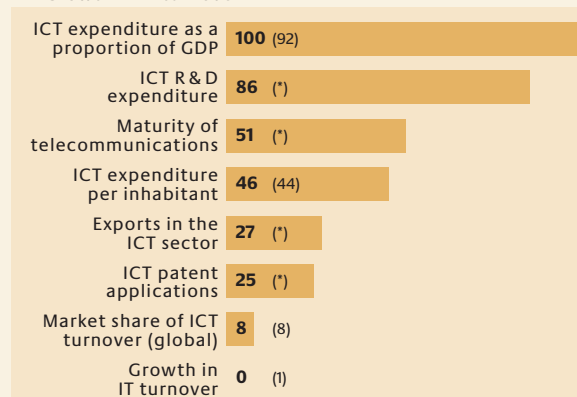
The relative performance of South Korea remained unchanged at 76 index points. However, South Korea still fell from eighth to ninth place in the overall ranking in this category because the other countries included in this benchmark study improved faster. South Korea ceded global market leadership in “Internet access in households” to the Netherlands, but retained its global market leadership in “Companies with broadband connections”. South Korea clearly still has some catching up to do in “SSL server penetration”.

Applications – 8th place →

South Korea was able to improve its performance in the national index by one index point to an average of 78 points. However, this did not improve its position in the international comparison, and it stayed in eighth place in the ranking. There was a dramatic increase in “Use of social networks”, which rose by more than 33 percentage points to 85.9 percent. This meant that South Korea became global market leader for the first time in this key performance indicator, and this was also the reason for its good performance.

Fig. 5.3.14a: Significance of the South Korean ICT market as of 2008

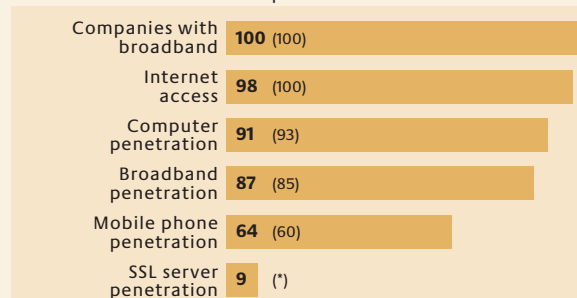
World leader in “ICT expenditure as a proportion of GDP”, last in “Growth in IT turnover”



Source: TNS Infratest (2009); Previous year's figures in brackets, * Figures unavailable

Fig. 5.3.14b: State of development of South Korea's infrastructure as of 2008

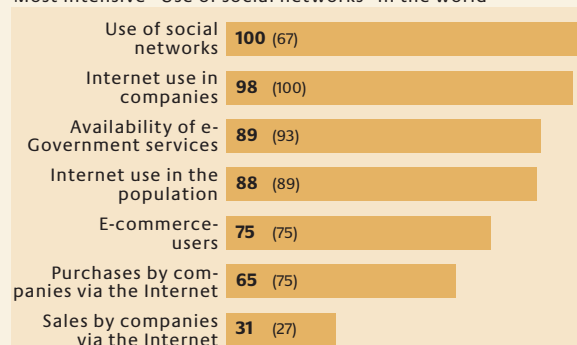
Sets the benchmark in “Companies with broadband connections”



Source: TNS Infratest (2009); Previous year's figures in brackets, * Figures unavailable

Fig. 5.3.14c: Maturity of the South Korean applications sector as of 2008

Most intensive “Use of social networks” in the world



Source: TNS Infratest (2009); Previous year's figures in brackets