

1. Basic demographics

unit : person

urban/rural	age	2005		
		total	male	female
total	subtotal	47,041,434	23,465,650	23,575,784
	0 - 4years	2,382,350	1,237,301	1,145,049
	5 - 9years	3,168,887	1,654,228	1,514,659
	10 - 14years	3,434,891	1,816,318	1,618,573
	15 - 19years	3,100,523	1,626,378	1,474,145
	20 - 24years	3,662,123	1,915,902	1,746,221
	25 - 29years	3,671,847	1,858,332	1,813,515
	30 - 34years	4,096,282	2,059,913	2,036,369
	35 - 39years	4,112,785	2,065,668	2,047,117
	40 - 44years	4,123,041	2,082,427	2,040,614
	45 - 49years	3,900,899	1,961,859	1,939,040
	50 - 54years	2,855,297	1,426,597	1,428,700
	55 - 59years	2,278,438	1,126,997	1,151,441
	60 - 64years	1,888,853	897,384	991,469
	65 - 69years	1,680,067	755,949	924,118
	70 - 74years	1,252,734	514,241	738,493
	75 - 79years	766,870	270,632	496,238
	80 - 84years	432,259	136,705	295,554
	85years~	233,288	58,819	174,469
	85 - 89years	171,521	46,463	125,058
90 - 94years	50,738	10,596	40,142	
95 - 99years	10,069	1,656	8,413	
100years~	960	104	856	
rural1	subtotal	3,922,597	1,972,126	1,950,471
	0 - 4years	238,950	124,334	114,616
	5 - 9years	306,459	159,467	146,992
	10 - 14years	286,494	150,602	135,892
	15 - 19years	233,204	122,921	110,283
	20 - 24years	239,707	135,519	104,188
	25 - 29years	255,972	129,171	126,801
	30 - 34years	344,571	172,730	171,841
	35 - 39years	355,743	186,385	169,358
	40 - 44years	329,038	175,821	153,217
	45 - 49years	294,429	154,338	140,091
	50 - 54years	218,812	110,862	107,950
	55 - 59years	185,738	91,043	94,695
	60 - 64years	170,753	77,849	92,904
	65 - 69years	171,454	74,587	96,867
	70 - 74years	134,843	55,059	79,784
	75 - 79years	83,468	29,448	54,020
	80 - 84years	47,317	15,403	31,914
	85years~	25,645	6,587	19,058
	85 - 89years	18,644	5,201	13,443
90 - 94years	5,675	1,183	4,492	
95 - 99years	1,197	190	1,007	
100years~	129	13	116	

rural2	subtotal	4,781,138	2,347,612	2,433,526
	0 - 4years	175,393	91,352	84,041
	5 - 9years	237,991	124,204	113,787
	10 - 14years	250,127	131,990	118,137
	15 - 19years	238,105	125,369	112,736
	20 - 24years	275,382	168,390	106,992
	25 - 29years	241,655	139,296	102,359
	30 - 34years	266,519	147,647	118,872
	35 - 39years	282,206	152,934	129,272
	40 - 44years	314,643	167,634	147,009
	45 - 49years	354,411	181,028	173,383
	50 - 54years	322,106	158,149	163,957
	55 - 59years	319,327	153,865	165,462
	60 - 64years	347,615	153,614	194,001
	65 - 69years	402,076	173,154	228,922
	70 - 74years	344,622	139,707	204,915
	75 - 79years	217,196	79,443	137,753
	80 - 84years	123,750	41,735	82,015
	85years~	68,014	18,101	49,913
	85 - 89years	49,849	14,356	35,493
90 - 94years	14,792	3,196	11,596	
95 - 99years	3,058	515	2,543	
100years~	315	34	281	
urban	subtotal	38,337,699	19,145,912	19,191,787
	0 - 4years	1,968,007	1,021,615	946,392
	5 - 9years	2,624,437	1,370,557	1,253,880
	10 - 14years	2,898,270	1,533,726	1,364,544
	15 - 19years	2,629,214	1,378,088	1,251,126
	20 - 24years	3,147,034	1,611,993	1,535,041
	25 - 29years	3,174,220	1,589,865	1,584,355
	30 - 34years	3,485,192	1,739,536	1,745,656
	35 - 39years	3,474,836	1,726,349	1,748,487
	40 - 44years	3,479,360	1,738,972	1,740,388
	45 - 49years	3,252,059	1,626,493	1,625,566
	50 - 54years	2,314,379	1,157,586	1,156,793
	55 - 59years	1,773,373	882,089	891,284
	60 - 64years	1,370,485	665,921	704,564
	65 - 69years	1,106,537	508,208	598,329
	70 - 74years	773,269	319,475	453,794
	75 - 79years	466,206	161,741	304,465
	80 - 84years	261,192	79,567	181,625
	85years~	139,629	34,131	105,498
	85 - 89years	103,028	26,906	76,122
90 - 94years	30,271	6,217	24,054	
95 - 99years	5,814	951	4,863	
100years~	516	57	459	

2. Economic/Social indicators

	2000	2001	2002	2003	2004	2005	2006	2007	2008
GDP(billon dollars)	5,335	5,046	5,759	6,436	7,224	8,447	9,511	10,493	9,287
percapita income(dollars)	11,292	10,631	12,100	13,460	15,082	17,531	19,722	21,695	19,231
agriculture, forestry and fishery (%)	4.6	4.4	4	3.7	3.7	3.3	3.2	2.9	2.5
mining and manufacturina(%)	28.6	26.9	26.5	26	28	27.8	27.4	27.5	28.3
gas, electricity, water(%)	2.5	2.6	2.6	2.6	2.4	2.3	2.3	2.2	1.8
construction(%)	6.9	7.1	7.2	8	7.8	7.6	7.5	7.4	7
service(%)	57.3	59	59.8	59.6	58.1	59	59.7	60	60.3
export(%)	39.9	37.1	34.3	36.5	42.1	40.6	41.2	43.8	55
import(%)	37.6	35.1	32.8	34.1	37.7	38	39.7	42.1	55.6

3. General information

http://en.wikipedia.org/wiki/South_Korea

4, Size of advertising market over the years, main advertising categories, growth etc

Table 1-2. Advertising Expenditures by Top 10 Industries, 2005-2007

(Unit: Billion KW, %)

Rank	Industry	2007		2006		2005	
		Ad. Exp.	Growth	Ad. Exp.	Growth	Ad. Exp.	Growth
1	Banking/Insurance/ Securities	815.8	19.5	682.4	26.1	541.3	12.9
2	Service	765.2	8.2	707.2	-2.4	724.7	3.5
3	Computer/IT	729.2	1.2	720.9	-0.5	724.7	-14.9
4	Construction/ Construction Materials/	569.5	12.2	507.8	6.5	476.9	-11.1
5	Publishing	363.5	12.1	324.1	4.0	311.8	-1.2
6	Food	352.2	-12.2	401.0	0.8	398.0	-7.3
7	Pharmaceutical/ Medial Products	299.3	19.1	(251.3)	(10.6)	(227.1)	(-7.4)
8	Cosmetics/Hygeine Products	281.2	-3.8	292.3	-1.2	295.8	-1.1
9	Fashion	279.0	-0.1	(279.4)	(28.4)	(217.6)	(7.0)
10	Household Electronics	274.4	-16.7	329.2	7.4	306.5	-5.1
	(Distribution)	(261.8)	(-10.8)	293.6	-25.0	391.5	28.8
	(Drinks/Favorites)	(257.2)	(-15.3)	303.6	2.6	295.8	-4.8

Source: KFAA/KADD

* Figures in () indicate positions below the 10th ranking.

5. Media mix of advertising and growth

Table 3-1. Advertising Expenditures by Media type, 2006-2007

(Unit: Billion KRW, %)

Media	Ad. Exp.		Growth Rate		Share		
	2007	2006	2007	2006	2007	2006	
4 Major Media	Television	2,107.6	2,183.9	-3.5	1.6	26.4	28.6
	Radio	280.7	279.9	0.3	4.3	3.5	3.7
	Sub-total:	2,388.3	2,463.8	-3.1	1.9	29.9	32.3
	Newspaper	1,780.1	1,701.3	4.6	1.7	22.3	22.3
	Magazines	484.1	459.1	5.4	5.1	6.1	6.0
	Sub-total:	2,264.2	2,160.4	4.8	2.4	28.3	28.3
	Total:	4,652.4	4,624.7	0.6	2.2	58.2	60.7
Outdoor	679.3	773.7	-12.2	5.1	8.5	10.1	
Production Cost	787.3	771.1	2.1	5.4	9.9	10.1	
New Media	Cable TV	829.7	672.1	23.5	38.1	10.4	8.8
	Online	1,020.0	779.0	30.9	37.4	12.8	10.1
	Others	20.8	13.9	362.9	120.0	0.3	0.2
	Sub-total:	1,870.6	1,465.0	27.7	38.2	23.4	19.2
Total	7,989.7	7,633.7	4.7	8.2	100.0	100.0	

*Source: Cheil.Com

6. Audience reached by various media - trend

Table 3-2. Advertising Expenditures for Newspapers, 2004-2007

(Unit: Billion KW,%)

Year	2007	2006	2005	2004
Ad. Exp.	1,780.1	1,701.3	1,672.4	1,743.6
Growth(%)	4.6	1.7	-4.1	-7.7
Share	22.3	22.3	23.7	25.5

Source: Cheil Com.

Table 3-5. Advertising Expenditures for Magazines, 2004-2007

(Unit: Billion KW,%)

Year	2007	2006	2005	2004
Ad. Exp.	484.1	459.1	436.8	425.6
Growth(%)	5.4	5.1	2.6	-15.0
Share	6.1	6.0	6.2	6.2

Source: Cheil Com.

Table 3-8. Advertising Expenditures for Television Advertising, 2004-2007

(Unit: Billion KW,%)

Year	2007	2006	2005	2004
Ad. Exp.	2,107.6	2,183.9	2,149.2	2,235.0
Growth(%)	-3.5	1.6	-3.8	-5.6
Share	26.4	28.6	30.5	32.7

Source: Cheil Com.

Table 3-11. Advertising Expenditures for Radio, 2004-2007

(Unit: Billion KW,%)

Year	2007	2006	2005	2004
Ad. Exp.	280.7	279.9	268.3	265.3
Growth(%)	0.3	4.3	1.1	-3.6
Share	3.5	3.7	3.8	3.9

Source: Cheil Com.

Table 3-15. Advertising Expenditures for Outdoor Advertising

Year	(Unit: Billion KW, %)			
	2007	2006	2005	2004
Ad. Exp.	679.3	773.7	735.8	702.7
Growth(%)	-12.2	5.1	4.7	-
Share	8.5	10.0	10.4	-

Source: Cheil Com.

Table 3-20. Advertising Expenditures for Cable Television

Year	(Unit: Billion KW, %)			
	2007	2006	2005	2004
Ad. Exp.	829.7	672.1	486.8	399.9
Growth(%)	23.5	38.11	21.7	34.4
Share	10.4	8.8	6.9	5.8

Source: Cheil Com.

Table 3-21. Advertising Expenditures for Online Media

Year	(Unit : Billion KW, %)				
	2007	2006	2005	2004	2003
Ad. Exp.	1,020.0	779.0	566.9	392.7	270.0
Growth(%)	30.9	37.4	44.4	45.4	45.9
Share	12.8	10.1	8.0	5.9	4.0

Source: Cheil Com.

7. Details of top 25 advertisers, their spending

5. Leading 50 Agencies

(Unit: Million KW, %)

Rank	Agency	Year	Rank in 2006	2007		2006	
				Billing	Growth	Billing	Growth
1.	Cheil Communications		1	2,000.6	8.2	1,848.7	9.0
2.	LG Ad.		2	609.6	4.9	581.1	-5.1
3.	Innocean Worldwide		3	506.8	5.4	481.0	224.3
4.	TBWA Korea		4	446.8	-0.4	448.6	25.2
5.	Daehong Communications		5	380.4	-3.6	394.4	14.5
6.	Phoenix Com.		7	220.7	18.4	186.3	-7.5
7.	Welcom		6	212.4	-4.1	221.4	-10.7
8.	Oricom		8	198.9	9.0	182.5	2.7
9.	Hancom		9	161.2	22.7	131.3	29.1
10.	Sangam Com.		25	124.7	80.5	69.1	49.8
11.	ME&Universal Me		10	118.5	-3.9	123.4	2.0
12.	Hakuhodo-Cheil		19	114.7	44.6	79.3	17.5
13.	JWT Adventure		14	112.7	6.2	106.2	-12.0
14.	O&M Korea		17	104.4	26.1	82.8	3.1
15.	Lee&DDB		16	101.2	6.0	95.5	18.3
16.	Grape Com.		15	98.4	-4.6	103.2	23.1
17.	BBDO Korea		11	96.1	-18.5	117.9	2.5
18.	KORAD		28	90.3	50.1	60.2	-23.2
19.	Diamond-Ogilvy		13	88.3	-19.1	109.2	-58.2
20.	Dentsu Inovak		32	87.4	73.7	50.3	30.1
21.	M Hub		12	83.6	-23.8	109.8	116.8
22.	PDS Media		22	83.3	11.2	74.9	24.1
23.	Leo Burnett Korea		20	82.4	5.5	78.1	3.5
24.	Silver Bullet		18	77.7	-2.8	79.9	
25.	KOMACO		21	73.2	-4.6	76.7	4.5

8. Top 25 media houses, their size, approx rates

No data

9. Listing of known advertising agencies in the country with main client list

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Cheil Worldwide, Inc.

Cheil Bldg., 736-1, Hannam 2-Dong, Yongsan-Gu,
Seoul, 140-739, Korea

Tel : 82-2-3780-2114 Fax : 82-2-3780-2498

Howe: www.cheil.com

President : Kim, Nack Hoi

Established : Jan. 17, 1973

Capital : 23 Billion Won

No. of Employee : 1,480

Billings : (unit: Billion Won)

Media	2007	2006	2005
TV & Radio	645.6	611.8	604.3
Prints	340.9	362.3	335.6
Others	1,014.1	874.6	756.4
Total	2,000.6	1,848.7	1,696.3

Clients : CJ Lion, CJ Entertainment, CJ Jeil Sugar, CJ
Homeshopping, GM-Daewoo, GSK, K-2 Korea, KT, KTF, NHN, SK
construction, S-oil, Gyeongnam Co., Kuemgang Shoese, Daekyo,
Dongsuh Foods, Mr. Pizza, Bukwang Pharm., BR Korea, Samsung
Group, Samsung Life, Samsung Electronics, Samsung Securities,
Samsung Everland,, Samsung Fire, Woolim Constructions, Jinro-
Valentines, Hankook Tires, Woongjin Coway, Woongjin Cuchen,
Shin Han Financial Group, Shin Han Card, Kiwoom Securities,
Oriental Brewery, Eugene Securities, CJ Foodvill, Samsung
Investment, Binggrae, Hi-Mo, Wyeth Korea.

Innocean Inc.

20th Fl., Landmark Tower,, 837-36, Yeoksam-Dong, Gangnam-Gu,
Seoul, 135-937, Korea

Tel : 82-2-2016-2300 Fax : 82-2-2016-2207

Home : www.innocean.com

President : Kim, Yeongil

Established : May. 17, 2005

Capital : 3.0 Billion Won

No. of Employee : 330

Billings : (unit: Billion Won)

Media	2007	2006	2005
-------	------	------	------

TV & Radio	262.2	258.0	84.1
Prints	92.4	109.0	35.1
Others	152.2	114.0	29.2
Total	506.8	481.0	148.4

Clinets : Hyundai Motor, Kia Motor, Hyundai Movis, Amco, Hyundai Card, Hyundai Capital, Haevichi Resort, Hyundai Marine & Fire Insurance, Hyundai Autonet, Hyundai Lotem, HMC Investment Securities, Hyundai Heavy Industries, KCC, KCC Construction, Hankook Tire, Woongjin Coway, Cambridge, Kolon Fashion, KwangDong Pharm., Kolon Construction, Sony Korea, Prudential Life, Pantech, Shinhan Bank, Winia Mando, Korea Yakult, Huji Zerox, Asia Pacific, CJ, Orion, Kook Soon Dang, Jinair.

HS Ad

12-15th Fl., LG Mapo Bldg., 275, Gongdeok 2-Dong, Mapo-Gu, Seoul, 121-721, Korea.

Tel : 82-2-705-2600 Fax : 82-2-705-2800

Home : www.hs-ad.co.kr

President : Lee, Seung-Heon

Established : Jul. 1, 1984

Capital : 500 Million Won

No. of Employee : 298

Billings : (unit: Billion Won)

Media	2007	2006	2005
TV & Radio	212.9	230.2	286.9
Prints	89.6	78.3	79.6
Others	388.1	272.6	245.7
Total	609.6	581.1	612.3

Clinets : LG Group Companies, LG wire, LG Life & Hygiene, Daerim Trading, Sesco, Hankuk Foreign Univ, Livart, Hyeonjin Evervill,

Poonglim Industry, Byeoksan, Showbox,, Dongwon F&B, Shinchang Construction, LG Life & Hygiene-cosmetics, LG Telecom, Hite Beer, Kyobo Life, GM Daewoo Motor, KAL, LS Networks, WooRi Investment & Securities.

TBWA Korea

7~12th Fl., J Tower Bldg., 538, Shinsa-Dong, Gangnam-Gu, Seoul,
135-889, Korea.

Tel : 82-2-501-8888 Fax : 82-2-501-2883

Home : www.tbwakorea.com

President : Kang, Chul-Joong

Established : Jan. 5, 1999

Capital : 200 Million Won

No. of Employee : 170

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Billings :	(unit: Billion Won)		
Media	2007	2006	2005
TV & Radio	226.9		175.6
Prints	68.2		63.1
Others	151.7		119.6
Total	446.8		358.3

Clinets : Absolut, Adidas, Apple, JINRO, Daum Communications,
Donga Otsuka, Donga Pharm, ING Life Insurance, Hanil E&C,
Hyundai Capital, Hyundai Card, LG Household Healthcare,
Johnson & Johnson, KD Navien, LG Chem, Pernod-Richard,
Michelin, Nissan, Niveo, SK Broadband, Samsonite, SC Korea First
Bank, ShinYoung E&C, Woori CS Asset MGT, SK Energy, SK
Telecom, VISA, Baesangmyun Brewy, Woori Investment Securities,
Zespri, Truebook Sinsago.

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Daehong Communications

7~9th Fl., Yonsei Severance Bldg., 84-11, Namdeamunro 5-Ga,
Jung-Gu, Seoul, 100-753, Korea

Tel : 82-2-3671-6114 Fax : 82-2-3671-6770

Home : www.daehong.com

President : Park, Kwang Soon

Established : Apr. 8, 1982

Capital : 200 Million Won

No. of Employee : 260

Billings : (unit: Billion Won)

Media	2007	2006	2005
TV & Radio	203.8	230.7	194.2
Prints	51.0	54.1	49.6
Others	125.6	109.6	100.8
Total	380.4	394.4	344.6

Clinets : Hanaro Telecom, Oxy, AIG Life, Byeoksan Construction,
Haitai Beverages, Bangbang Apparel, Gangwon land, Gongmun
Education Institute,, Dongbu Fire, BMW Korea, Simons Bed,
Namyong L&F, Lotte Group Companies, Lotte Hotel, Lotte
Confectionary

10. Any other information

3. Top 10 Advertisers, 2004~2007

(Unit : Million KW, %)

Company	Year	2007		2006		2005		2004	
		Ad. Exp.	Growth	Ad. Exp.	Growth	Ad. Exp.	Growth	Ad. Exp.	Growth
Samsung Electronics	①	132.4	-14.0	① 154.0	-12.9	① 176.8	-9.4	① 195.2	-1.8
SK Telecom	②	120.4	6.4	② 113.1	6.8	② 105.9	-9.0	② 130.7	-23.3
AIG (Non-Life)	③	87.8	65.0	③ 53.2	73.3				
KTF	④	85.8	8.7	④ 78.9	6.6	④ 74.0	-12.3	⑤ 84.4	2.9
LG Electronics	⑤	75.2	-16.4	③ 90.0	-0.6	③ 90.5	-13.5	③ 104.6	9.0
KT	⑥	69.5	17.0	⑦ 59.5	-12.6	⑤ 68.1	-34.8	④ 104.5	-9.0
Hyundai Motor	⑦	57.4	-11.7	⑤ 65.0	-2.7	⑥ 66.8	3.7	⑦ 64.4	-4.3
Amore Pacific	⑧	52.1	-13.2	⑥ 60.0	10.5	⑦ 54.3	-16.3	⑥ 64.9	6.6
Hi Mart	⑨	46.3	2.0	⑩ 45.4	0.7	⑨ 45.1	5.0	⑩ 42.9	-10.3
AIG Life	⑩	45.5	31.5						
Kia Motor				⑨ 51.7	8.8	⑧ 47.5	-16.7	⑧ 57.5	-3.0
Nongshim						⑩ 42.6	0.9		
LG Telecom								⑨ 44.9	-10.4

* Source : KFAA.