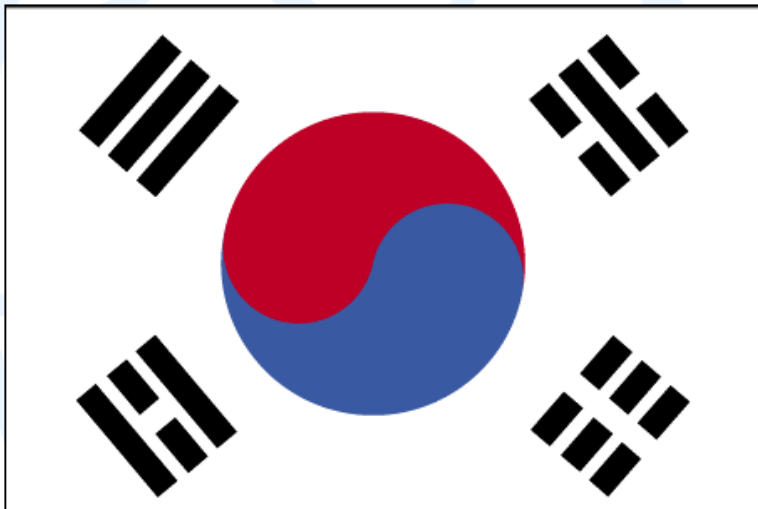


Republic of Korea Case Study

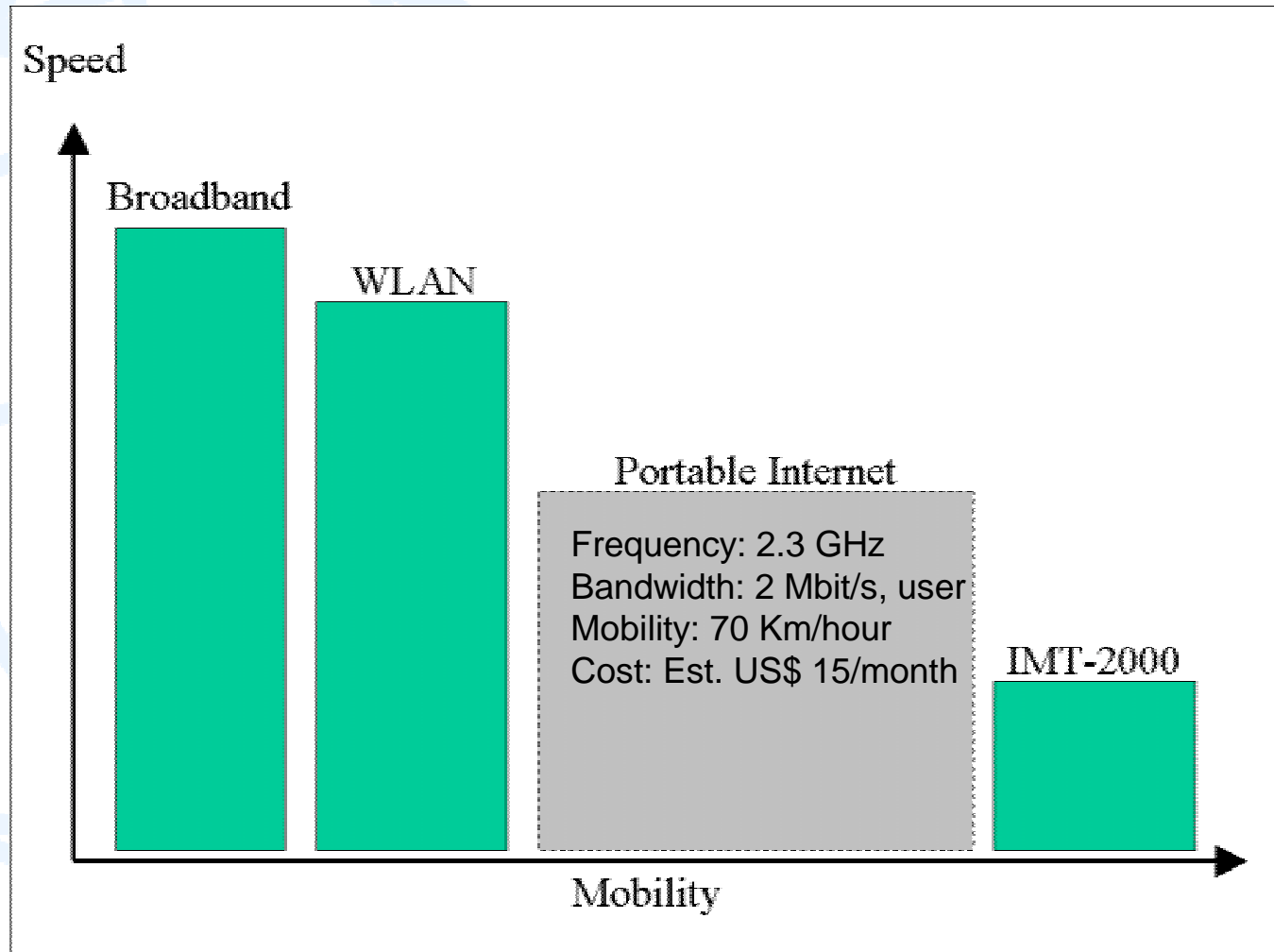


Taylor Reynolds
Jeong Jin-Kyu
ITU Strategy and Policy Unit

Shaping the Mobile Information
Society

Seoul, Rep. of Korea
4 March 2004

Korea's portable Internet



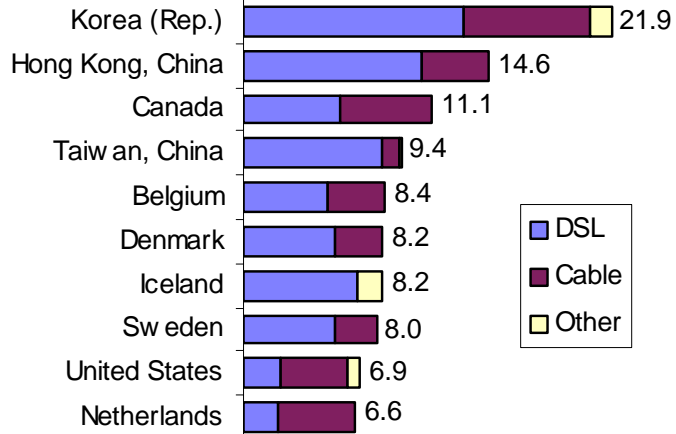
Korea at a glance



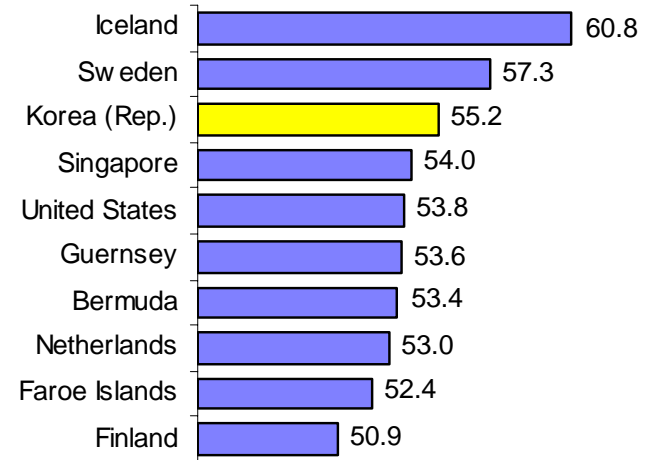
Republic of Korea	
Geography	
Coordinates	37 00 N, 127 30 E
Area	98'480 sq km
Density (inhab per km2)	490
Terrain	Hills, mountains, wide costal plains
Population	
Total	48'289'037
Growth rate	0.66%
Life expectancy	
Women	79.3
Men	71.7
Median age	33.2
Economy (GDP, 2002)	
Total (PPP)	US\$ 941.5 billion
Per capita (PPP)	US\$ 19'600
Growth rate	6.3%
Language	
Official	Korean
Studied widely	English

Korea's Internet use

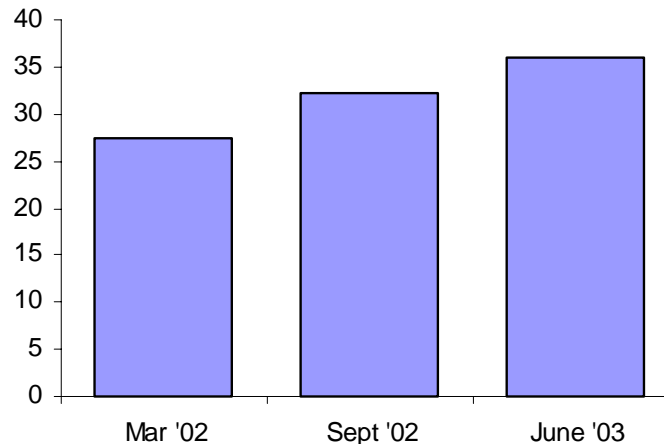
Broadband penetration, subs per 100 inhabitants, by technology, 2002



Internet users per 100 inhabitants, top 10, 2002



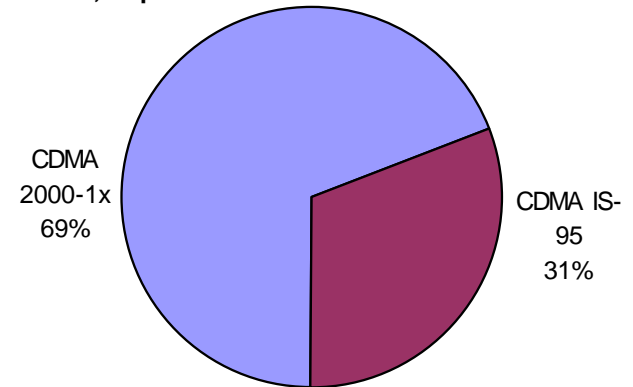
Korean wireless Internet users, as a percentage of mobile subscribers



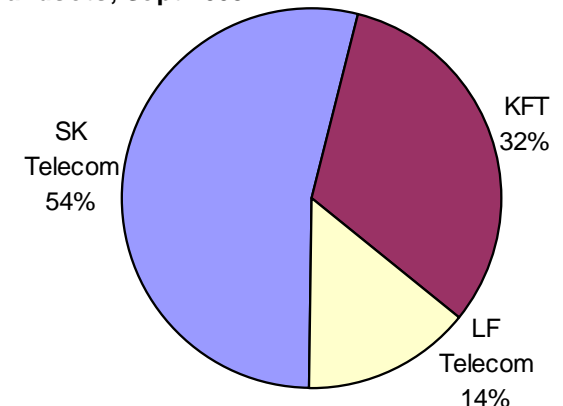
Korea and CDMA

- **Qualcomm and ETRI worked together to commercialize CDMA service**
- **Nearly 70% of Korean handsets are considered IMT-2000 (3G)**
- **SK Telecom is the dominant mobile provider**

Korean mobile technology breakdown, by type of handset, Sept 2003



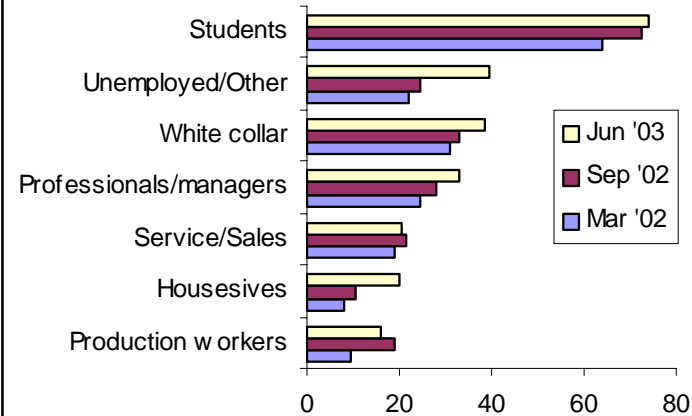
Korean mobile market share, by number of handsets, Sept 2003



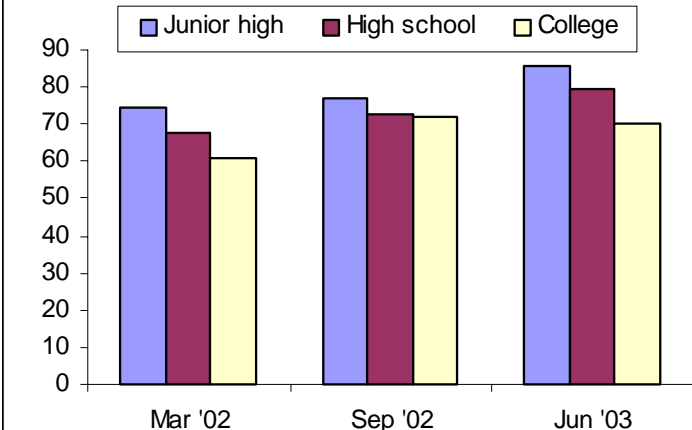
Wireless Internet usage

- **Students have the highest wireless Internet usage**
- **Nearly 90% of junior high students with mobile phones use the mobile Internet**
- **The new generation will grow up with mobile Internet experience**

Korean wireless internet usage, percentage of total mobile subscribers, by occupation



% of Korean student mobile subscribers using the mobile Internet, by grade level



Mobile entertainment

- Mobile games
- Karaoke
- Watching video



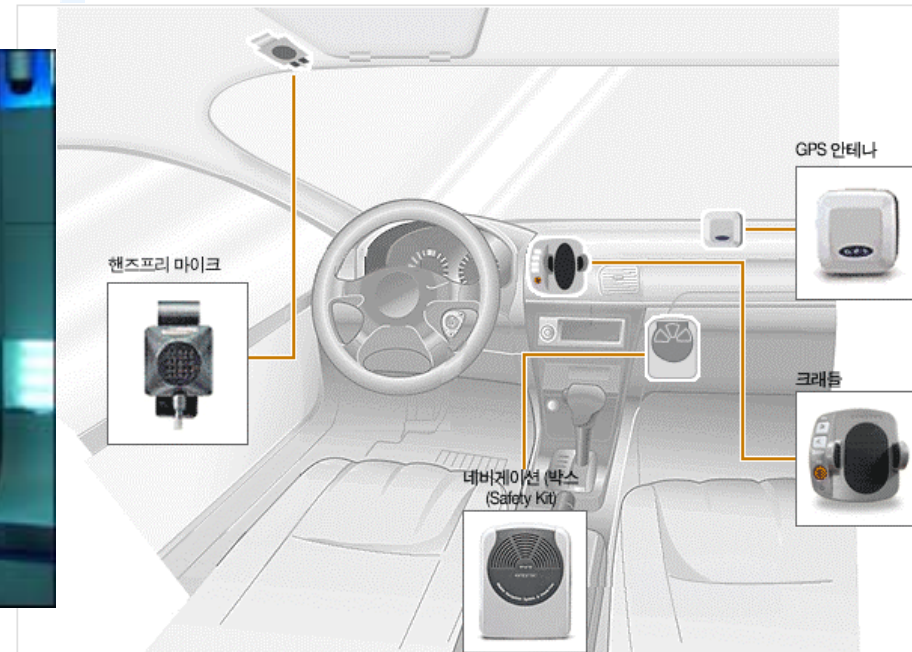
M-commerce

- **Korean mobile operators all have m-commerce networks in place.**
- **Mobile phones are increasingly used to pay for purchases throughout the county.**



Mobile functionality

- Mobile phone as keys
- Mobile control of household appliances
- Telematics





감사합니다

Taylor REYNOLDS
taylor.reynolds@itu.int

JEONG Jin-Kyu
jin-kyu.jeong@itu.int