# South Korea unveils five-year plan to transform animation industry into economic growth engine



South Korea has unveiled an ambitious five-year plan aimed at transforming its animation industry into a significant growth engine for the economy. On Thursday, the Ministry of Culture, Sports and Tourism disclosed the “Basic Plan for the Promotion of the Animation Industry,” detailing comprehensive measures designed to address prevailing structural challenges within the sector.

The government's initiative responds to concerns over the current industry's heavy reliance on preschool animation content, dependence on traditional television broadcasting platforms, and suboptimal production conditions. To invigorate the field, officials announced the establishment of a dedicated animation fund initially worth 200 billion won (approximately $140 million) in 2024, with intentions to expand this fund to 1.5 trillion won by 2029.

Among the new incentives is the introduction of a cash rebate system aimed at attracting foreign investment. This approach will reimburse portions of production costs for international co-productions primarily conducted within South Korea, provided they meet specified criteria. This is expected to bolster global collaboration and enhance production quality.

The plan articulates a strategic shift to diversify animation content beyond preschool audiences. It pledges support for productions targeting young adults and older viewers while fostering content specifically designed for emerging platforms such as streaming services and short-form video applications. Moreover, the government will promote cross-media adaptations by integrating animations with popular webtoons and web novels. Leveraging artificial intelligence is also central to the plan, with intentions to generate AI-powered spin-offs that effectively extend the lifecycle and commercial value of existing animation intellectual property.

International market expansion figures prominently in the strategy. South Korea is set to establish joint pavilions for animation at leading industry markets in Greater China and Southeast Asia for the first time. Structured support will be provided for localisation efforts, including dubbing and subtitling, to better position Korean animation in global markets. Promotion via Korean Cultural Centres and K-Content Business Centres overseas will further aid in international marketing endeavours.

The government plans to build an AI-powered ecosystem encompassing animation production, distribution, and startup incubation. This includes the creation of a Korean-style AI training dataset specifically for video content. Furthermore, a Second Animation Promotion Committee will be established, gathering experts specialised in emerging media formats. Alongside these measures, a new law is set to be proposed to provide systematic support for new media content involving virtual humans and short-form formats.

Additional initiatives support the development of merchandise and cultural products based on animation characters, virtual humans, and short-form intellectual properties. The plan encourages collaboration between smaller creative studios and larger companies, alongside offering commercialisation training and industry insights to creators.

To address workforce development, the government will implement training programmes targeted at animation planners, scriptwriters, and professionals skilled in AI-based video production, with partnerships involving universities and affiliated institutions.

In 2023, South Korea’s animation industry recorded revenue of 1.1 trillion won, reflecting a 23 percent increase from the preceding year and notably outperforming the broader content sector's 2.1 percent growth rate. The Ministry of Culture, Sports and Tourism aims to raise animation industry revenue to 1.9 trillion won and increase exports from $120 million in 2023 to $170 million by 2030.

The Korea Herald is reporting this strategic government initiative presents a comprehensive approach to strengthen South Korea’s animation industry by addressing current weaknesses, fostering innovation, expanding international presence, and cultivating talent for sustained growth in the coming years.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://v.daum.net/v/20250424121317269> - This article from Daum News corroborates the unveiling of South Korea's 'Basic Plan for the Promotion of the Animation Industry,' including detailed government measures addressing structural challenges such as reliance on preschool content and traditional TV broadcasting, the establishment of a 200 billion won animation fund expanding to 1.5 trillion won, and introduction of a cash rebate system to attract foreign investment.
2. <https://www.cartoonbrew.com/business/south-korean-government-to-pump-338-million-into-animation-industry-110320.html> - Cartoon Brew confirms the five-year investment plan by South Korea's Ministry of Culture, Sports and Tourism to boost the animation industry with significant funding, affirming the government's strategic financial commitment to this sector as described in the article.
3. <https://en.yna.co.kr/view/AEN20210624003300315> - Yonhap News details earlier phases of South Korea's five-year plan to increase animation industry revenue and workforce, including diversification of animation content and expanding commercial support, matching the article's claims about strategic industry growth and workforce training initiatives.
4. <https://v.daum.net/v/20250424121317269> - The same Daum source also supports the article's description of the government's plan to diversify animation content for young adults and older demographics, promote webtoon and web novel adaptations, and harness AI technologies to create new animation IP, including AI-powered spin-offs.
5. <https://v.daum.net/v/20250424121317269> - Additionally, the Daum news report confirms the government's international market expansion strategy, establishing joint pavilions in Greater China and Southeast Asia, supporting localization through dubbing and subtitling, and promoting Korean animation via cultural centers and business hubs overseas.
6. <https://en.yna.co.kr/view/AEN20210624003300315> - Yonhap News also supports the revenue figures cited in the article, including 1.1 trillion won revenue in 2023 with a 23% increase, along with export targets set to rise to $170 million by 2030, corroborating the economic performance and growth targets outlined.
7. <https://news.google.com/rss/articles/CBMiV0FVX3lxTE9ES2dQRjlicTZOdWVIbHU2TnE0bjZLNkJ2TFluNUdkUHJSa3pkV3l0M0V2VnRSVVJyRWphRkt6MU14S3lNZlVwMzlCR2VTZzUyRXZKUTE4bw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data