

2012 APRC Conference
Seoul, Korea

KOREA Presentation

- KORA & MR Industry Trend in Korea -

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President of KORA
Millward Brown Korea (Managing Director, CEO)

KOREA...



- Geography: Korea, South
- Language: Korean
- Population: 50 Mil.
- GDP Per Capita: 32,100 USD (2011 est.)
- People: Passionate & Warm-hearted

2002 World Cup

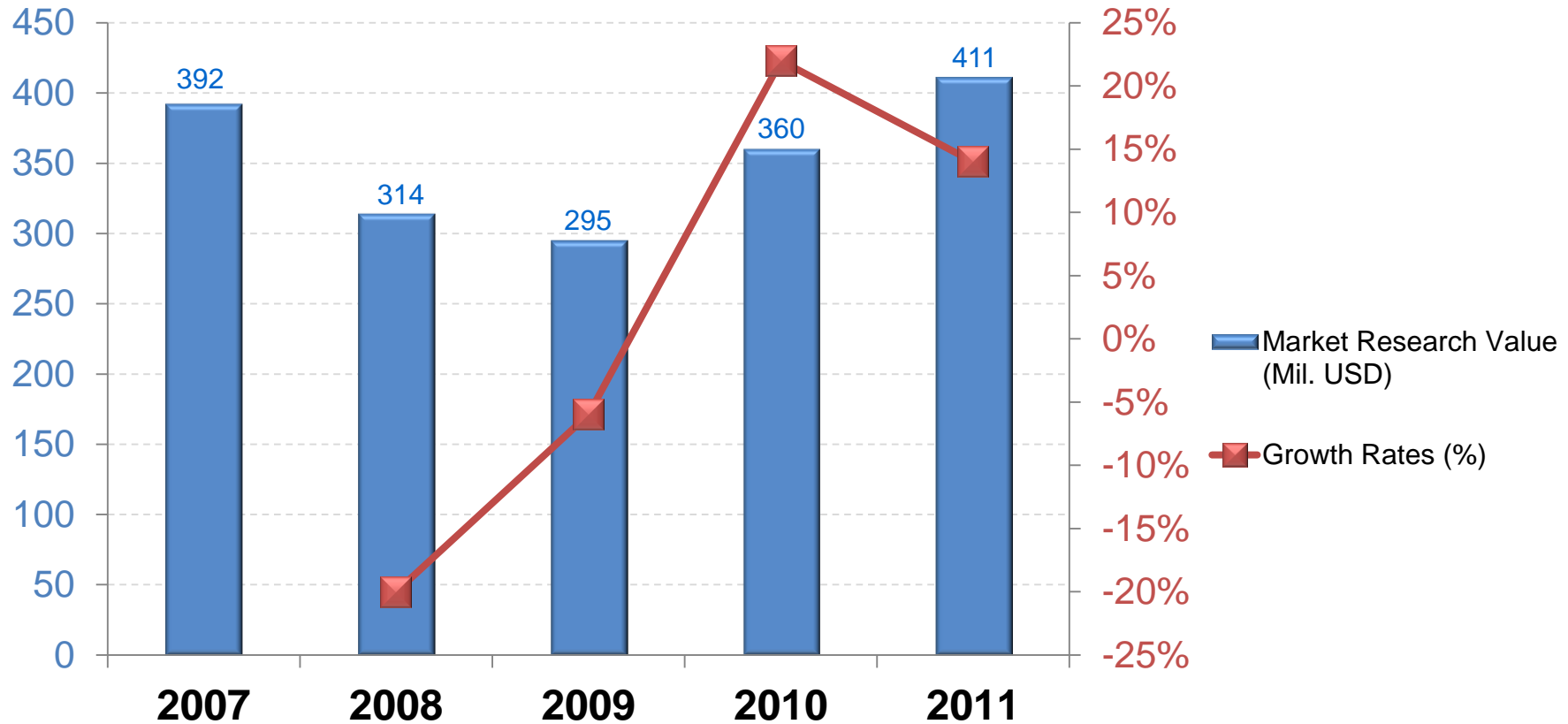


2012 GangNam Style by Psy



MR Industry Trend in Korea

Market Research Value & Growth Rates*

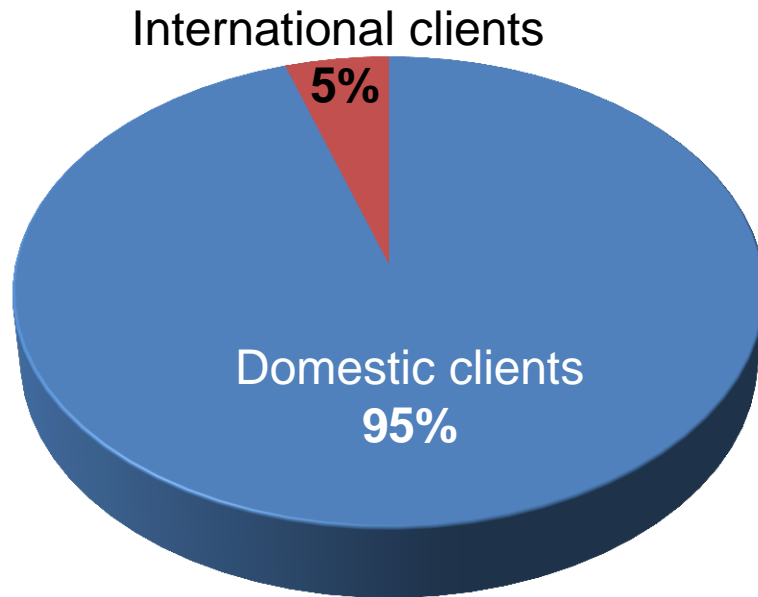


* Source: GLOBAL MARKET RESEARCH 2012, ESOMAR

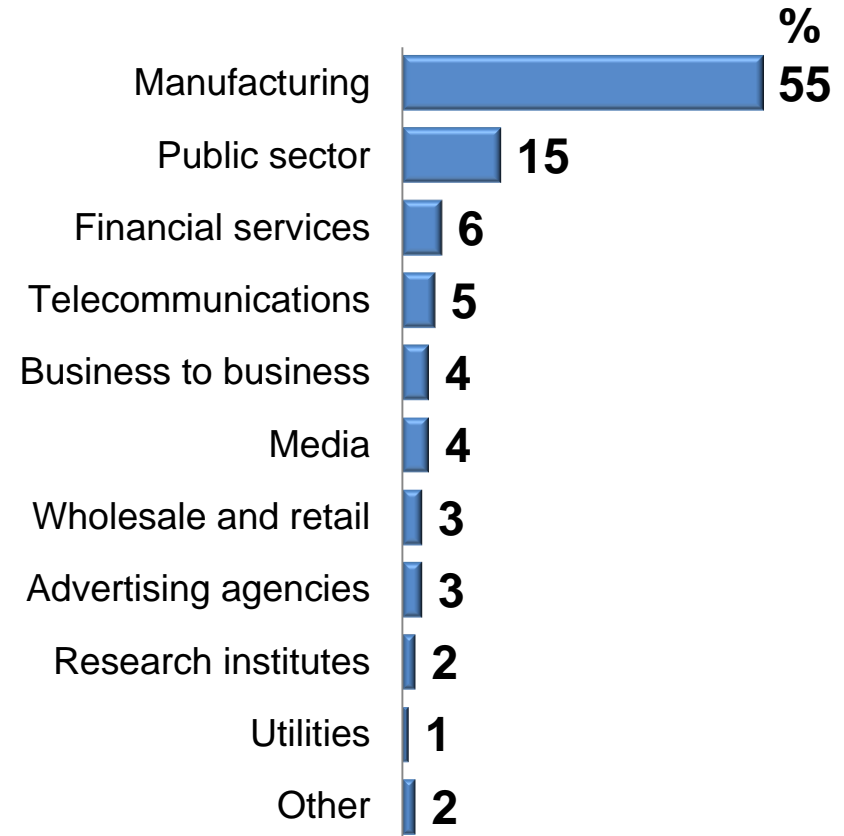
MR Industry Quick View in 2012

Source of Research Turnover*

- Domestic vs International clients



Spend by Client Type*

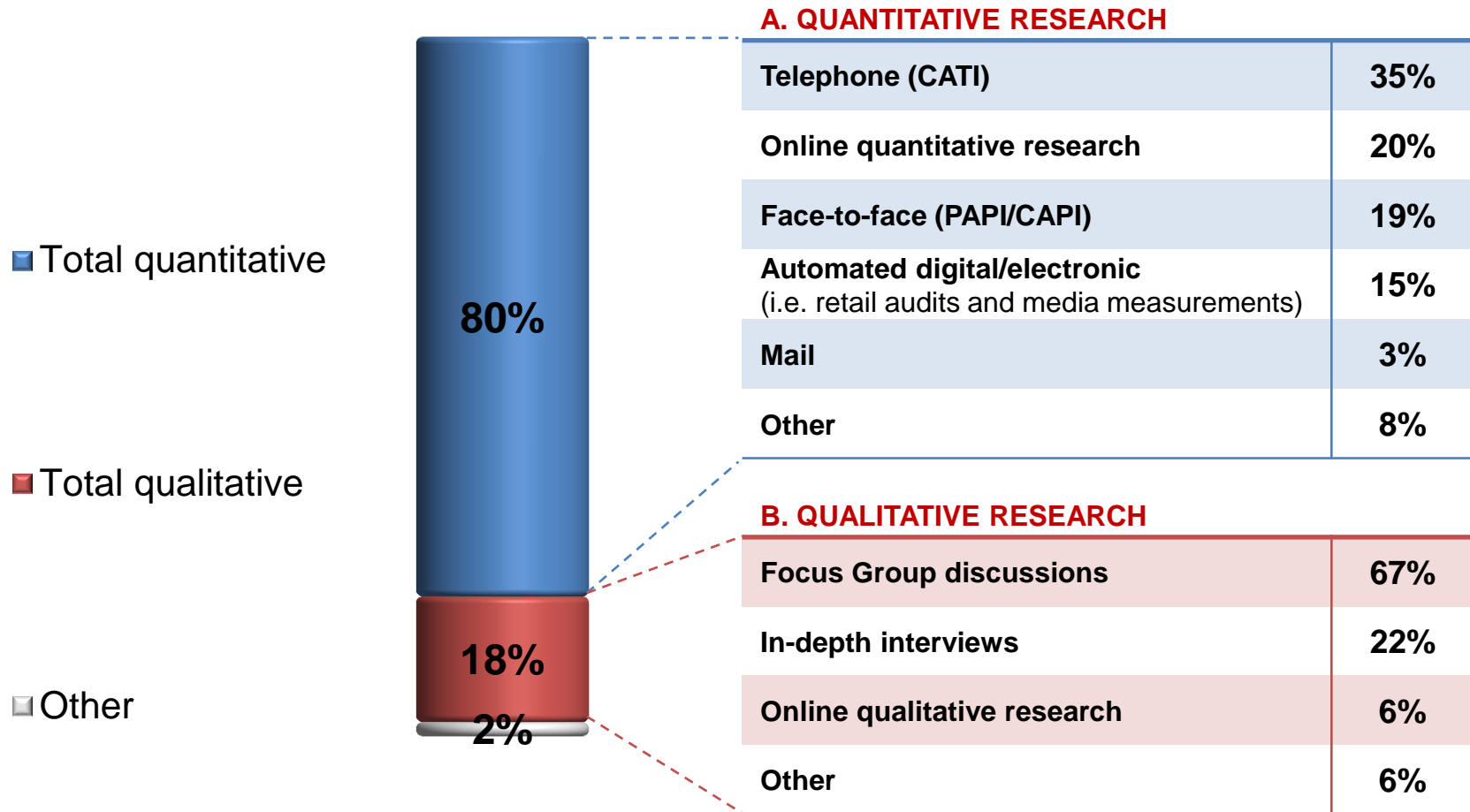


* Source: GLOBAL MARKET RESEARCH 2012, ESOMAR

MR Industry Quick View in 2012

Spend by Research Method*

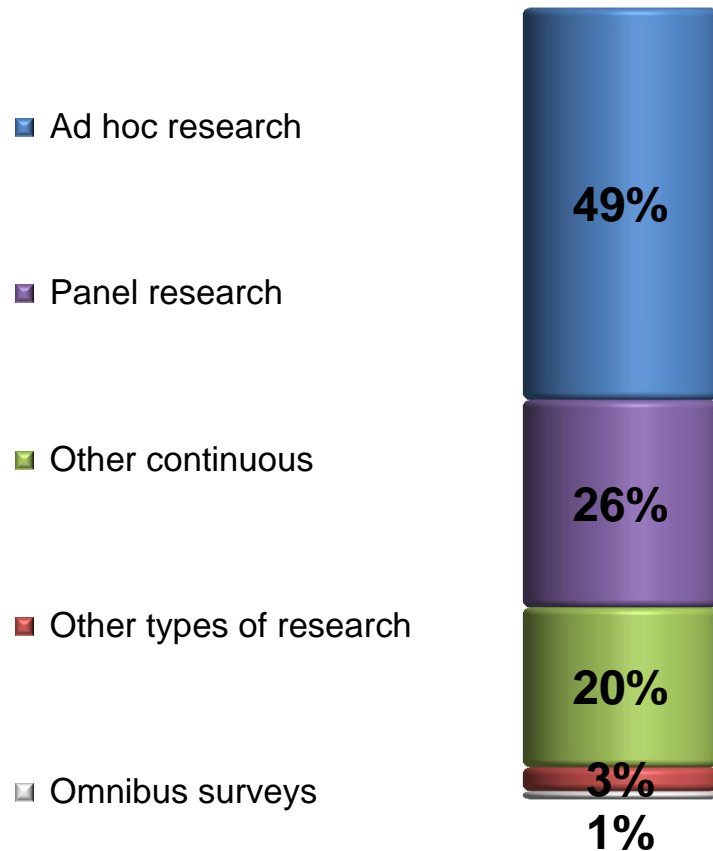
Spend by Research Type*



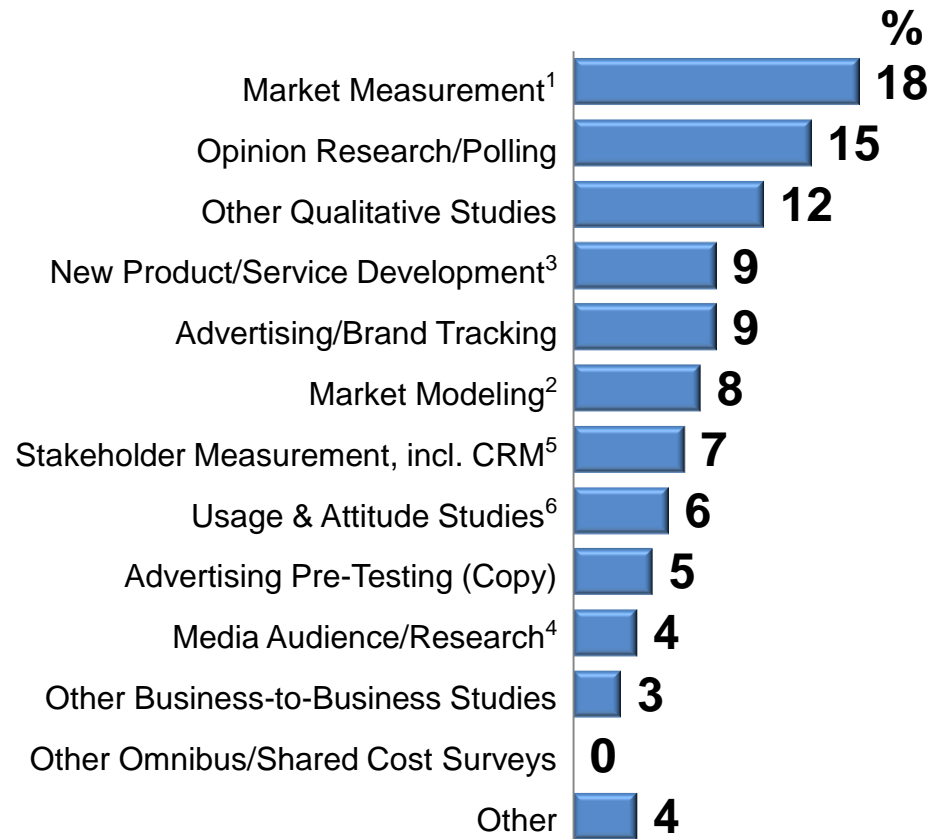
*Source: GLOBAL MARKET RESEARCH 2012, ESOMAR

MR Industry Quick View in 2012

Spend by Research Design*



Spend by Research Project Type*



*Source: GLOBAL MARKET RESEARCH 2012, ESOMAR

About KORA

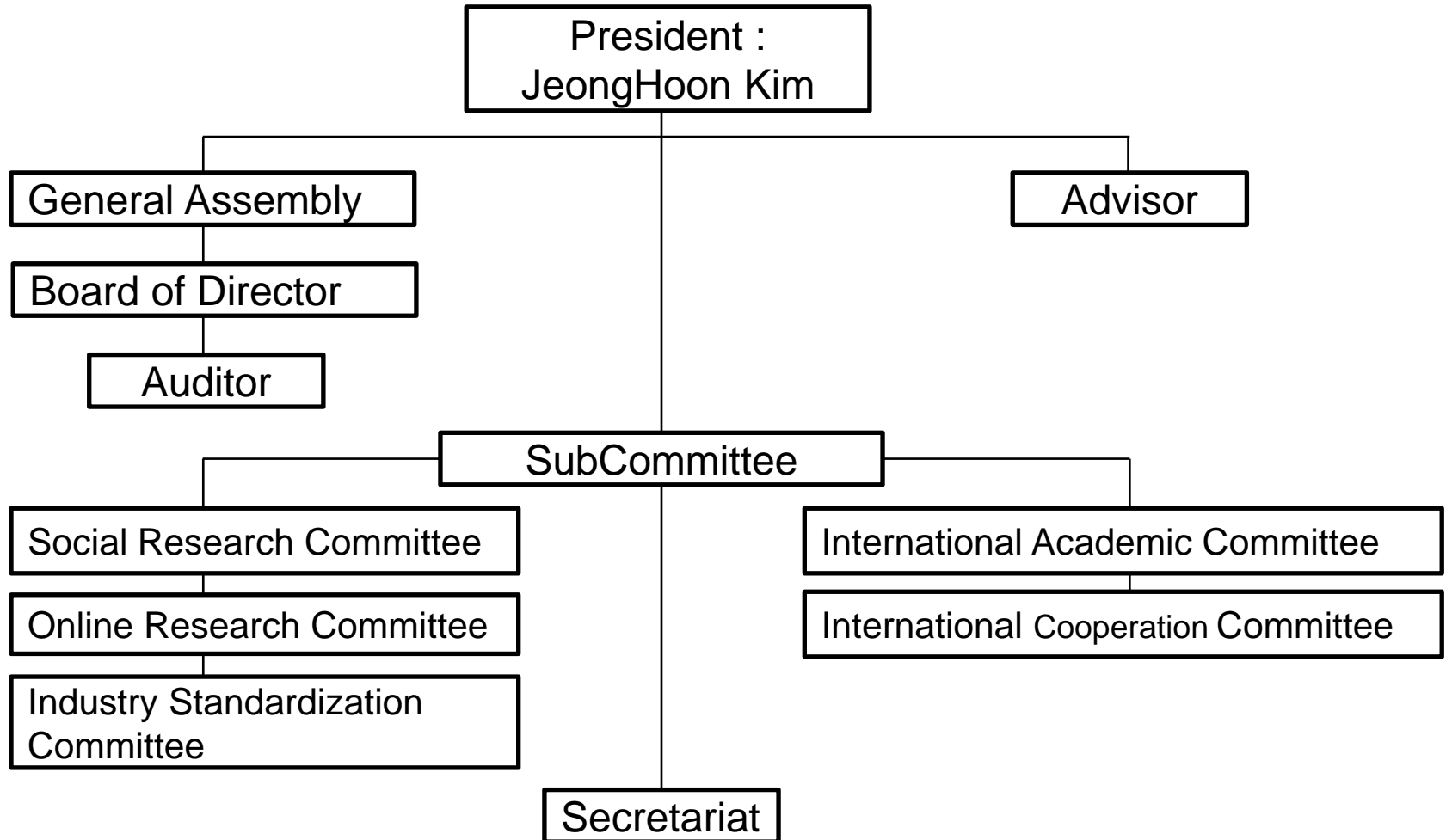


KORA (Korea Research Association)

- Foundation : 1992 (20th anniversary in 2012)
- No. of member : 42 companies
 - ✓ 2,690 Total full time employees (excl. interviewers)
- President : Mr. JeongHoon Kim (2011-2012)
 - ✓ 10th President
 - ✓ Managing Director of Millward Brown Korea (주)미디어리서치
- Organization: *in next slide*

About KORA

KORA Organization Chart



KORA Activities in 2011-2012



Jul. 6, 2011

Symposium on Opinion Poll Environment Diagnosis for Korea Politics Advancement

: Symposium sponsored by Minister of Special Affairs (with the attendance of research industry, academia, the press, and etc)

KORA Activities in 2011-2012



Jan. 18, 2012
Regular General Meeting



Dec. 1, 2011
KOGO Open Golf Championship

Sept. 28, 2011
Research Day
– Special Session
for Researcher



Sept. 7-8, 2012
IT/DP Workshop



Thank you



Korea
Research
Association