

Android and Google Play are tools connecting Korean developers to the world

Google has also been empowering Korea's connection with the world, especially through digital technology and platforms such as Android and Google Play.

The advent of Android since 2008 has made devices more affordable and accessible, helping **25 million more Koreans** connect to the Internet through smartphones. This has added a cumulative **USD 120 billion¹** (KRW 136 trillion) to Korea's GDP from 2008 to 2023 compared to if Android was unavailable.¹

Google Play helps Korean app developers effortlessly publish their apps, providing access to a global audience of over 2.5 billion daily active Android users across 190 markets.² Google also offers various tools to help developers kickstart a successful business, including its light-weight, open AI model **Gemma** and AI-powered coding companion **Gemini in Android Studio**. Developers can easily beta-test, optimize performance, enhance store presence, and create custom experiences across a range of devices (smartphones, wearables, foldables, tablets, and PCs).

Korean app developers gained 43% year-over-year growth in revenue benefits through Google Play in 2023.³ Furthermore, 41% of these revenue benefits came from overseas Play users, with consumers in the United States, Taiwan and India taking the largest share of this growth, showcasing Korea's ability to capture the taste of users from diverse markets.⁴

Beyond benefiting Korean app developers, this vibrant ecosystem has brought diverse digital experiences to Korean consumers through Google Play's vast selection of apps, games, and other digital content. 7,400 brand-new mobile apps were created by Korean app developers in 2023, including more than 500 AI apps.⁵

1. Access Partnership analysis. This value represents a cumulative benefit across 2008 to 2023. The first commercial Android smartphone was made available in 2008 after the formation of the Open Handset Alliance by Google in 2007, hence the benefits are accrued from 2008 onwards instead of 2004.

2. Google Play (n.d.), "How Google Play works". Available at: <https://play.google/about/howplayworks/>

3. Access Partnership analysis. data.ai (n.d.). Available at: data.ai.

4. Access Partnership analysis. data.ai (n.d.). Available at: data.ai. China data was not available and excluded from this analysis.

5. Access Partnership analysis. AppFigures (n.d.), "Explorer". Available at: <https://appfigures.com/market/explorer>

Please note that this is part of the Google and Korea: 20 years of partnership and AI innovation report, which will be published in July

01
25 million users
in Korea connected to the Internet through Android

02
USD 120 billion
of economic value, or KRW 136 trillion, added to Korea's GDP through Android¹

03
41%
of revenue benefits gained by Korean developers on Google Play came from overseas users in 2023