



The Korean Search Market: Reform's International Search Review

Release date: 17th June 2010

Reform is today publishing the findings of its latest international search review, a research piece into the search market in South Korea. The International Search Review series, which has previously covered the Chinese and Russian search markets, is designed to offer insight into emerging and fast growing online markets beyond Europe and North America.

Reform found the South Korean market to be one that western companies have been eager to enter, but one in which non-Korean search engines and marketers alike have so far failed to break through. Google accounts for less than five percent of the market, and in stark comparison to its dealings with other countries, has actually had to adapt its offering here in an attempt to conform to the market and gain a foothold. It is also apparent that this market has given a great deal of inspiration to recent western developments for Google and Yahoo!, particularly to initiatives such as Yahoo! Answers and Google Universal search.

Reform also uncovered a big difference between the mindset of search users in South Korea, who want their search engine to find something for them, and users in the west that use it as a tool to find something for themselves. Also of interest is the fact that social networks in South Korea have succeeded in this market where their western counterparts have failed in terms of monetising their offering through paid-for additions to users' pages.

Says Amanda Davie, Director of Reform: *"Western marketers have a lot to learn from South Korea. Korean search engines offer a glimpse of what Google's future search results might look like: a richer, more personalized, window to the Web – which will in turn present exciting opportunities for brands."*

The full review of the Korean search market is available for download, free of charge, on the Reform website at <http://www.reformdigital.com/research/international-search-reviews>.

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Notes to the Editors:



Reform is a search marketing firm with offices in London and New York. Reform develops practical search marketing solutions for clients – from marketing strategy and delivery, through to technology and operational consultancy, market research, auditing and training services.

Reform works with brands, in-house search and procurement teams, agencies, investors and trade bodies. Clients include the IPA, England 2018, the Chartered Institute of Personnel & Development, toptable and Angel Investment Network.

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