

Strong data-driven positioning



Client Name: **KOCCA (Korea Creative Content Agency)**
 Employees: **537**
 Revenue: **USD 473.2M**
 Industry: **Content Industry Policy Research**

Challenge

To strengthen KOCCA's position as a strong local content agency and advance its vision of expanding overseas, a data partner was needed. In its search for a data platform, the content agency had specific requirements in mind: it required reliable data to establish policies and strategies, it wanted to identify and analyze trends in market size and consumer behavior in various industries, and it needed to analyze overseas expansion and international competitiveness.



Solution

Statista fulfills numerous requirements and also helps us process data with ease. Data can be easily downloaded, processed, and visualized in many ways. Examples include cross-country comparisons and graph formatting. The platform covers a diversity of data and is a reputable and recognized source.

Business impact

Working with Statista saves time and resources at KOCCA in many ways. It is possible to search for various industries at a glance and obtain a straightforward overview of all available data sources. Doing so helps KOCCA to use its resources efficiently. KOCCA's employees use Dossiers and the Market Insights tools on a regular basis to conduct deep dives into a wide range of topics. Ultimately, the platform enables KOCCA to make data-based decisions as a public agency.



“We use the data to establish policies and strategies to strengthen our competitiveness in our domestic industry.”

Young Hoon Song
Senior Manager KOCCA