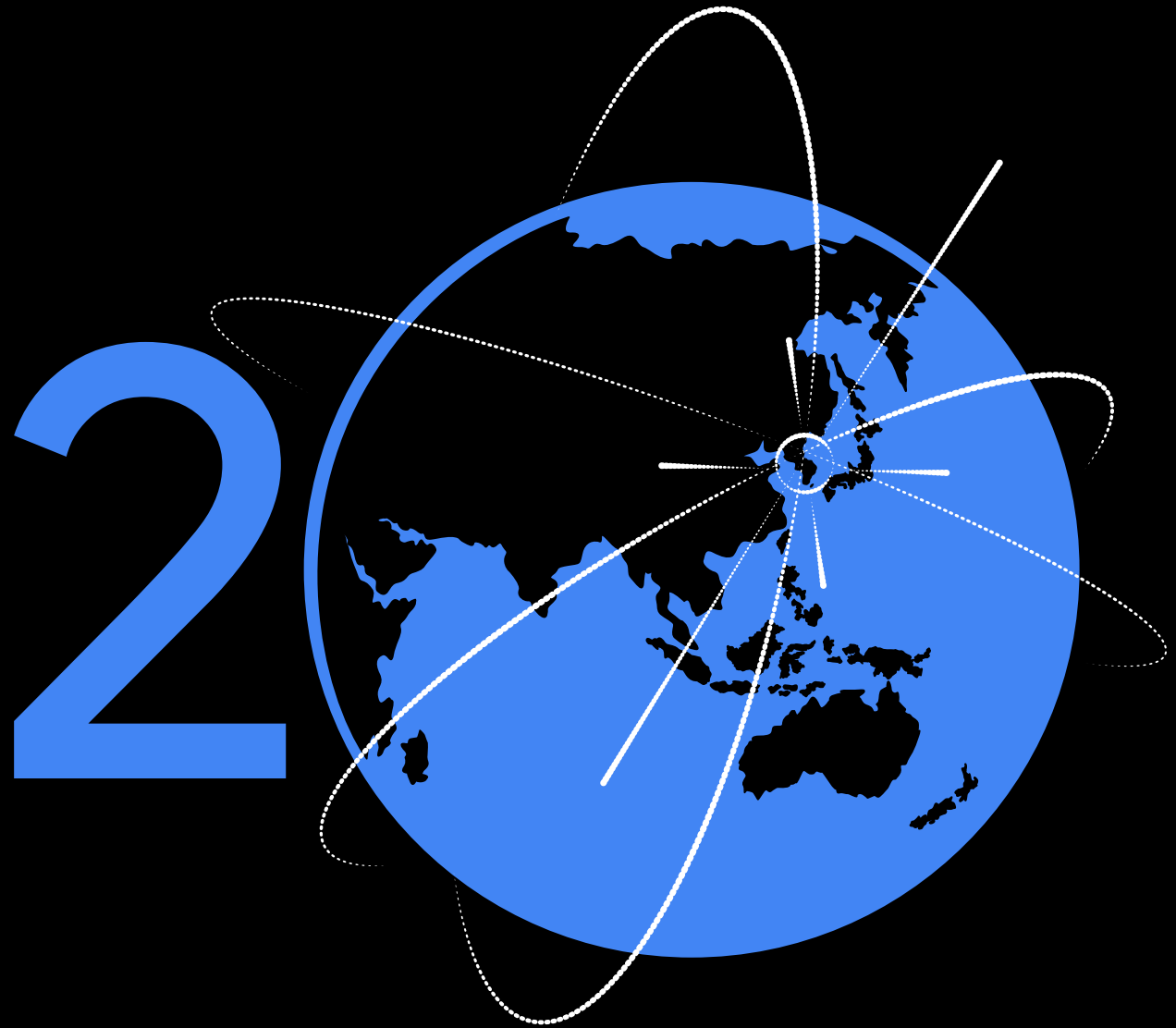


# Google Korea 20th Anniversary Partnership Report

September 2024



**Google and Korea:  
Innovation & Culture Powerhouse**

**Deloitte.**

## Large Company | AI

### SAMSUNG

- ① Circle to Search
- ② Samsung Notes with 'Gemini Pro' applied

### HYUNDAI MOTOR GROUP

- ① 'Android Auto' introduced to all vehicle models
- ② Google Cloud-based Kia Owner's Manual app launched

### LG

- ① AI-based interactive service 'Voicebot'
- ② Anthos-based MAVIN Cloud
- ③ CLOi, an AI robot powered by Gemini

### DOOSAN

Developed a Google Cloud-based AI-powered welding inspection for industrial plants

### netmarble

Implemented 'Columbus', an AI-powered intelligent solution on Google Cloud

### NC

Building the VARCO LLM, our proprietary AI language model, with Google TPU

### NEXON

Created a harmful image detection system powered by Google Cloud Vertex AI

### kakao

- ① Kakao Brain: Developed Korean language mode 'KoGPT' with Google Cloud
- ② Kakao Healthcare: Medical institution data platform
- ③ Kakao Mobility : Kakao T navigation service

## Content | Go Global

### The pinkfong Company

- ① YouTube channel surpassed 100 billion cumulative views
- ② 'Bebepin' surpassed 10 million subscribers in the shortest time ever

### JYP LEADER IN ENTERTAINMENT

Released the first Korean girl group's YouTube Original series, 'TWICE: Seize the Light'

### MAKE US

- ① Participated in the 'YouTube K-content Global Roadshow'
- ② Distributed YouTube Dingo Music content

### SANDBOX

No.1 MCN company in Korea generating revenue based on the YouTube platform

### CAFE24

- ① Live commerce integrated with this shopping platform and YouTube channel
- ② Secured 26 billion won in investment from Google

### KBS

- ① Provided the popular K-content to overseas viewers with verified multilingual subtitles
- ② Over 16.4 billion views in 237 countries

### CJ ENM

- ① 'The CHOOM' secured 49% of overseas subscribers
- ② Provided an early access of content, such as 'Queendom 2', on YouTube for international fans

### BLACKPINK

BLACKPINK channel secured the most subscribers among all artists worldwide

## Startup | AI

### wanted

- ① The first company to enter Google Campus analyzes job seeker application information using TensorFlow technology
- ② Hosted a job fair with the Google Student Developer Club

### nasmedia

- ① Contracted with Google Display & Video 360, expanding the lineup of global digital advertising purchase platforms
- ② Selected as a Google Premier Partner and the official MCN partner

### groo

- ① Pioneered a new AI-driven plant technology solution with Google Cloud and TensorFlow
- ② Alumni of the 5th Google Play ChanGoo Program, ranked in the Top 3, successfully attracted Pre-A series investment

### SOCIAL MOBILE

- ① 'ColorNote' app reached 100 million on global downloads through Google Play
- ② 93% of users are international

# Innovative AI partnership between Google and Korean companies

## SAMSUNG

“Through ongoing collaboration with Google, Samsung Electronics has led numerous innovations in the mobile industry. This partnership has enabled us to create optimized product experiences and a more open ecosystem, delivering unique value and cutting-edge experiences to users worldwide.”

- Communications Group, MX Division,  
Samsung Electronics <sup>1</sup>



“Thanks to Google Cloud’s reliable infrastructure and Anthos’ Kubernetes technology, we were able to quickly and securely deploy cutting-edge technologies and applications that meet the stringent demands of our manufacturing sites.”

- Hye-jin Lee, Team Co-Lead,  
Manufacturing AI Solutions Team,  
LG Electronics Production Technology Institute <sup>4</sup>

## netmarble

“At Netmarble, we leverage Google Cloud’s AI and machine learning technologies extensively in the development of our Columbus and Magellan technologies. With Google Cloud, we’re confident that we can rapidly integrate the latest AI advancements and drive business innovation.”

- Dong-hyeon Kim, Director of AI Center, Netmarble <sup>7</sup>



“Our journey with Google began in 2015 when Wanted Lab, then just a small startup with just five employees, was chosen as part of the first group for the Google for Startups Campus. Today, we’ve grown into a publicly listed company with 200 employees, and much of our success in supporting other startups is due to the positive impact we’ve received from Google.”

- Bok-gi Lee, CEO, Wanted Lab <sup>10</sup>



“Over the past 20 years, Google Korea has been a pivotal force in driving digital innovation across Korean society and the economy. By providing support through AI, big data, and cloud computing, Google has helped Korean companies operate more efficiently and accelerate digital transformation across various sectors.

- Digital Journal PR Team, Hyundai Motor Group <sup>2</sup>

## DOOSAN

“Enhancing the accuracy of deep learning models requires continuous training and fine-tuning of countless parameters. Previously, it took about 20 days to process tens of thousands of data points, but with Google Cloud, we now complete the training in just five days.”

- Se-yeong Jang, Vice President of Digital Innovation,  
Doosan Enerbility <sup>5</sup>



“We are committed to pioneering innovative approaches to game development. By fostering a deeper global partnership with Google Cloud, we aim to create a robust ecosystem that delivers unprecedented gaming experiences to our worldwide user base.”

- Taek-jin Kim, CEO, NCSOFT <sup>8</sup>



“Participating in the Google for Startups Accelerator (GFSA) gave us the opportunity us to advance our AI services and successfully launch our product on time. We hope to continue leveraging Google’s tools and services to deliver top-notch customer satisfaction and keep moving forward in this direction.”

- Hwi-gwang Kwon, CEO, Groo <sup>11</sup>



“By partnering closely with Google, LG Electronics is driving innovation and setting new industry standards. We are committed to continuously enhancing our customers’ experiences through AI, and this collaboration will solidify our position in the Korean market while propelling us towards global success.”

- LG Electronics HE Business Division <sup>3</sup>



“We successfully built our system with the close support of Google Cloud’s expert AI consultants and engineering team. We look forward to continuing our partnership with Google Cloud to further advance Nexon’s AI solutions.”

- Chang-wan Jang, Head of Advanced Development,  
Intelligence Labs, Nexon <sup>6</sup>

## kakao

“Thanks to the proactive support from Google Cloud Korea and the dedicated efforts of their DevOps team, our development team was able to alleviate the burden of service deployment and operations, allowing us to focus on new technologies and service development. We will continue to collaborate with Google to set new standards in DevOps innovation that align with our global ambitions.”

- Seung-il Yu, CTO, Kakao Mobility <sup>9</sup>

1. Communications Group, MX Division, Samsung Electronics.

2. Digital Journal PR Team, Hyundai Motor Group.

3. LG Electronics HE Business Division

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6. “Nexon Detects Harmful Images Using Google Cloud’s Vertex AI.” ZDNet, 2023. <https://zdnet.co.kr/view/?no=20231026102653>

7. “Netmarble Leverages Google Cloud AI to Deliver Intuitive Game Development and User Experiences.” AI Times, 2019. <https://www.aitimes.kr/news/articleView.html?idxno=14101>

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9. “Kakao Mobility, Korea’s First Google Cloud DevOps Awards Winner,” Digital Daily, 2022. <https://ddaily.co.kr/page/view/2022041310481141228>

10. Lee, Bok-gi. Personal interview. CEO, Wanted Lab. 11. “Developer Spotlight | Google Play x Groo.” Google Korea YouTube, 2024.

<https://www.youtube.com/watch?v=lp10AsW9ydc&t=148s>

11. Hwi-gwang Kwon, CEO, Groo

# Growing global with Google Bridging K-Content to the world



"After our 'Baby Shark Dance' video reached a historic 10 billion views on YouTube, our channel's total views have now surpassed 100 billion. This milestone proves that The Pinkfong Company is a globally loved family entertainment brand that transcends borders, generations, and platforms."  
- Min-seok Kim, CEO, The Pinkfong Company <sup>12</sup>



"In the music and content ecosystem, our business growth and global success are still closely tied to our partnership with YouTube. While many content platforms have emerged globally, each catering to different consumption habits, I believe YouTube's global influence and reach in the music content market remain unmatched."  
- JYP Entertainment <sup>13</sup>



"Our partnership with YouTube holds significant importance for the expansion and global success of Dingo Music. Through YouTube's extensive network, Dingo's content reaches audiences worldwide, greatly boosting our brand awareness and helping us build a fan base across different countries."  
- Sharon Lee, Director of Network Division, Makeus <sup>14</sup>



"With YouTube now a global platform, there's no longer a need to establish overseas branches. There are many ways to export content internationally without the need for separate international offices."  
- Pil-seong Lee, CEO, Sandbox Network <sup>15</sup>



"We are thrilled to have been chosen as a Google MCM Partner, which enables us to provide a broader range of high-quality services to our media clients. Beyond offering marketing services, we aim to deliver solutions that lead to monetization, meeting the diverse needs of advertisers and media clients, and evolving into a comprehensive digital platform company."  
- Pyeong-gwon Park, CEO, Nasmedia <sup>17</sup>



"Our collaborations with Google have created a business environment that enables numerous companies to succeed globally. The growing popularity of the Korean Wave, combined with a robust e-commerce infrastructure, is poised to create significant export opportunities across various industries."  
- Jae-seok Lee, CEO, Cafe24 <sup>17</sup>



"Google's search service has made it easy to access vast amounts of information quickly, and YouTube has become a cornerstone of video consumption in Korea. Many broadcasters, companies, and creators use YouTube to distribute content, enter global markets, and generate revenue through advertising. Google has both directly and indirectly contributed to Korea's cultural and economic landscape."  
- KBS Media <sup>18</sup>



"A partnership with YouTube ensures stable global business expansion. At CJ ENM, our collaboration with YouTube helps us reach a broader audience and diversify our business. Leveraging Google's AI capabilities, such as subtitle conversion and dubbing, will only make it easier to extend our content's global reach. Beyond content delivery, YouTube is also expanding into commerce through YouTube Shopping, which we see as a great opportunity for further collaboration."  
- Jang-ho Seo, Head of Content Distribution, CJ ENM <sup>19</sup>



"Artists and creators from various countries can now easily share information about their own cultures through videos. Online platforms like YouTube play an essential role in shaping culture within the media environment."  
- Blackpink, Artist, YG Entertainment <sup>20</sup>



"Considering South Korea's population alone, achieving 100 million downloads should have been impossible. We believe this milestone was only made possible because we expanded into international markets through Google Play. The emergence of app markets such as Google Play has enabled small companies like ours to easily distribute apps directly to global users, simplifying the distribution process and significantly boosting our ability to enter and succeed in global markets."  
- Mi-jae Kim, Director, Social & Mobile <sup>21</sup>

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16. Lee, Jiyoung, Lead of Media Planning Team 2, Nasmedia.

17. "Cafe24 Receives W26 Billion Investment from Google." Chosun Ilbo, 2023, [https://www.chosun.com/economy/tech\\_it/2023/12/06/S75X5QTSQJHILNYBKXADXCIFFU/](https://www.chosun.com/economy/tech_it/2023/12/06/S75X5QTSQJHILNYBKXADXCIFFU/)

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