

MAKE KOREA
GO VIRAL

K-influencer Academy 2026

Program Introduction



Ministry of Culture, Sports
and Tourism

K-influencer
Academy

arirang

K-influencer Academy 2026

What is K-influencer Academy?



K-influencer Academy is an annual program designed to support global creators in producing Korean cultural content and growing their channels through training courses and mission-based activities focused on content creation.

This program is organized by the Ministry of Culture, Sports and Tourism of Korea and aims to spread Korean culture around the world with K-influencers.

2026 Program Overview

(May – December 2026, 8 months)

1. Selection

2. Training

3. Mission

4. Content Creation

5. Graduation

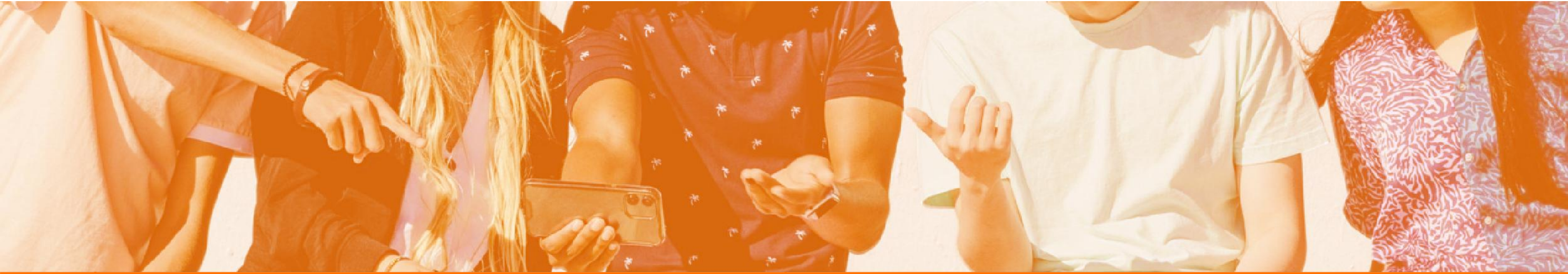


2026
98 countries
1,152 members

Asia has the highest proportion at 37.3%

95 countries 1,303 members	2025
97 countries 1,253 members	2024
105 countries 1,930 members	2023
103 countries 1,856 members	2022
76 countries 1,224 members	2021
72 countries 620 members	2020

K-influencer Academy 2026



Who It's For

- Global influencers and content creators
- Creators interested in Korean culture and K-content
- Individuals who operate a YouTube channel and are capable of producing video content

Why Join

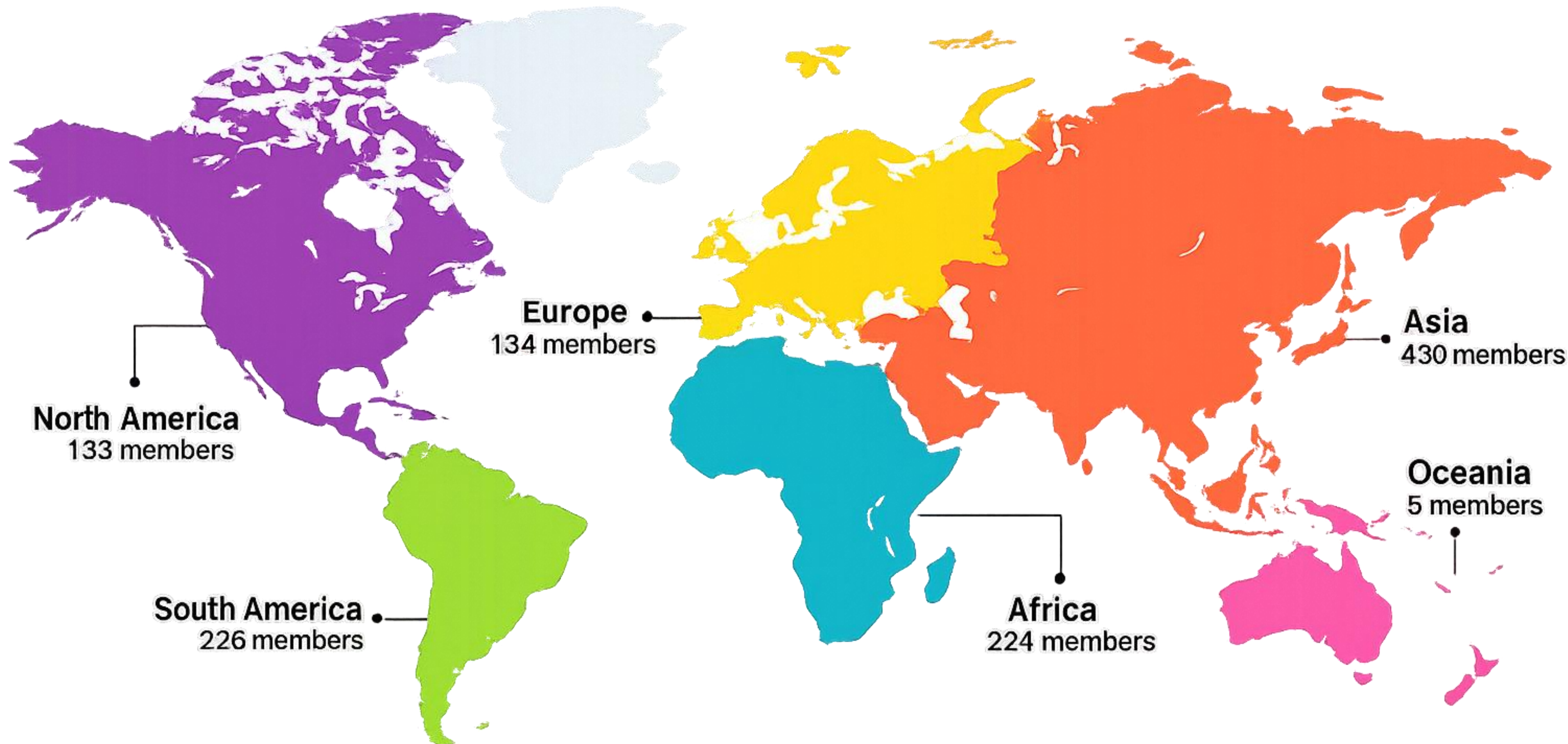
- Learning
- Collaboration
- Creation
- Sharing & Promotion



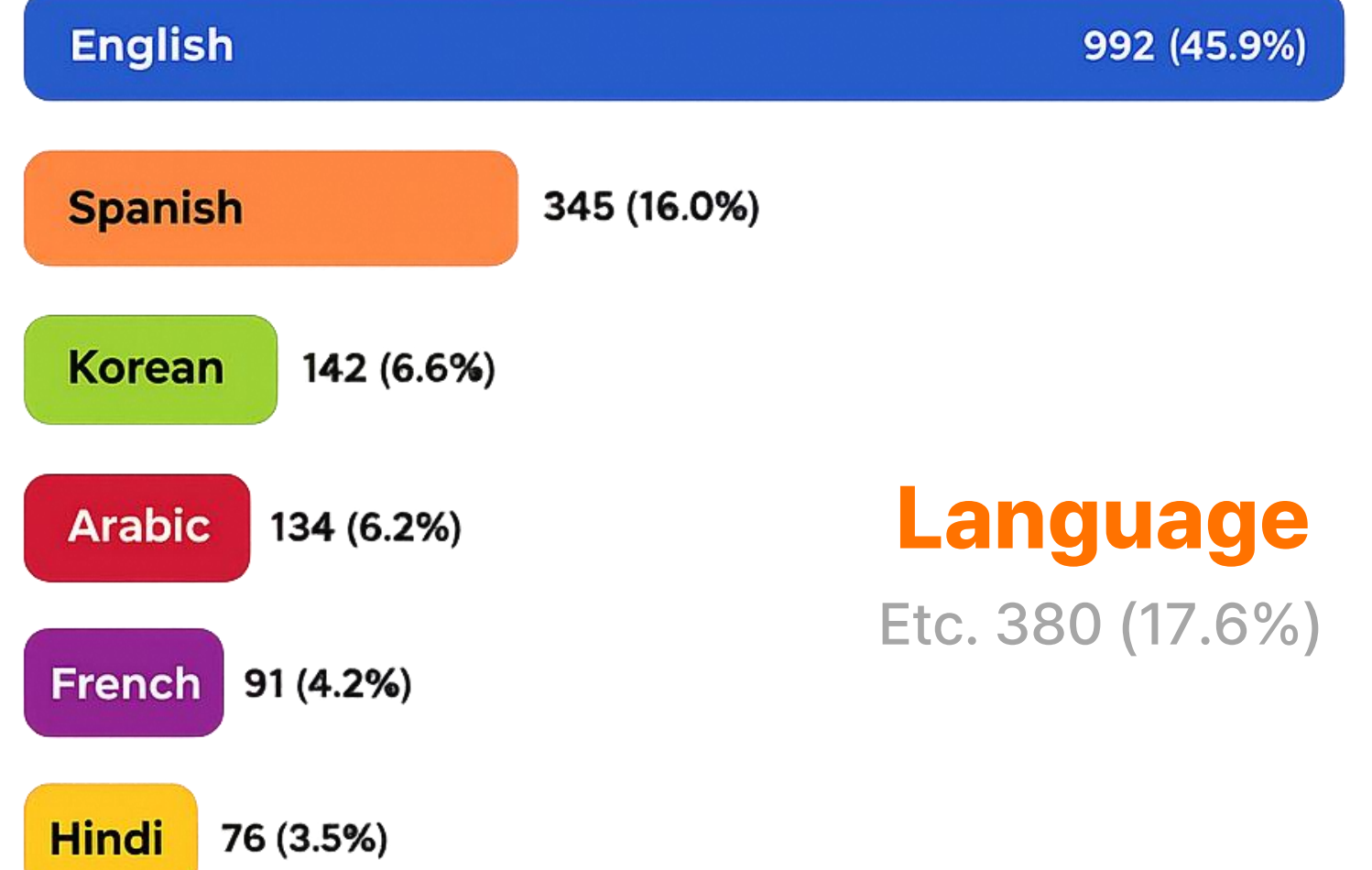
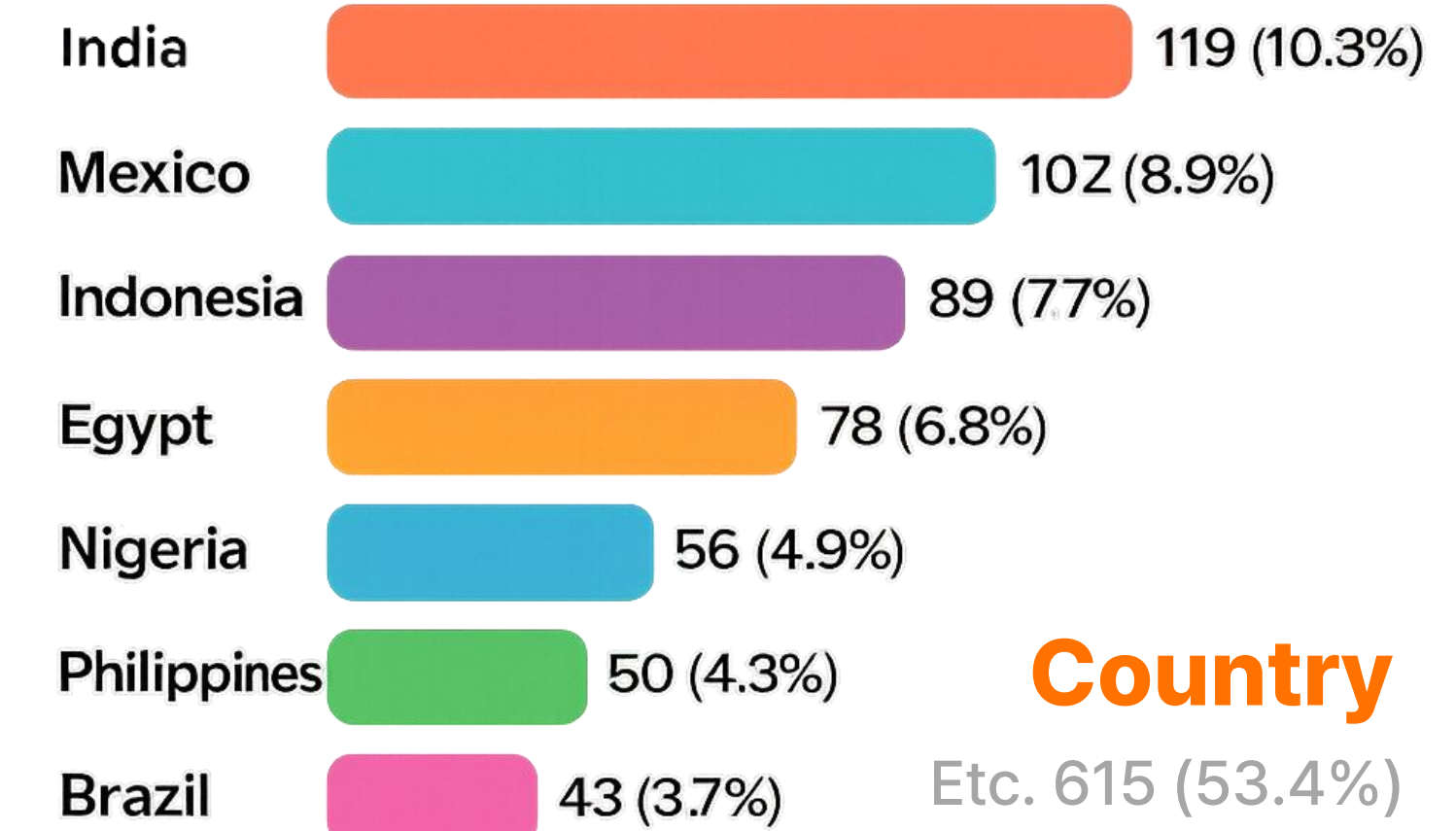
K-influencer Academy 2026

Status of 2026 members Overview

A total of **1,152** K-influencer / From **98** countries



Distribution of members



K-influencer Academy 2026

How It Works

K-influencer Academy consists of the following process.
Program Operating Period (May – December 2026, 8 months)



Mission

First, missions.

Every month, we will give you regular video production missions themed around Korean culture.

These are not just simple tasks. They will become the core content of your channels, so please jump in and participate actively!



Training

Second, training sessions.

This year, we are introducing a brand new 'AI-Driven Content Production' course to actively support our Members in leading global trends.



Workshop

Third, workshops.

We will offer customized training tailored to each channel's stage of growth. You will gain practical strategies — from growing your initial subscriber base and improving thumbnail CTR to building successful brand collaborations.



Events

Fourth, events.

We are also preparing networking events like the Boot Camp and the Closing Ceremony, where our K-influencers can gather and connect.

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Key Questions & Answers



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Q&A

Q. What is different about this year's program compared to previous years?

This year, we've newly added hands-on AI training to our curriculum.

We'll guide you through practical ways to create content more efficiently on your own using AI tools.

Q&A

Q. Is there a community where K-influencers can share experiences and insights?

Besides our official K-influencer Instagram account, we also have a community board on our platform where you can share your thoughts, experiences, and insights with fellow members.

Q&A

Q. Do I need to be in Korea in person for the missions?

No, you don't have to be in Korea. Missions are about creating and uploading content from wherever you are, so there's no need to travel here.

As long as your content is about Korea, you can film anywhere in the world.

And you're free to produce your videos in whichever language you're most comfortable with.

Q&A

Q. Are the classes taught in English?

Our classes are taught in Korean, but don't worry — we'll provide English subtitles and English learning materials too. We'll do our best to support you so you can focus on the content without any language barriers!

Q&A

Q. How do the missions work?

We'll release a total of 7 missions, one at a time at the beginning of each month, running through October. A surprise pop-up mission is also included — so stay tuned!

THANK YOU