



**Hardcover**, 9781477333938,  
\$45.00

**eBook**, 9781477333952, \$45.00

**Date:** May 2026

**Pages:** 184



## **Beyond Squid Game** Korean Media and the Netflix Paradigm

Benjamin M. Han

---

### **DESCRIPTION**

**Examining Netflix's global influence through its complex global-local dynamics in Korean media.**

Korea is a global entertainment powerhouse, thanks in no small part to Netflix. Analyzing the artistry and industry behind Netflix-produced Korean hits like *Squid Game*, *The Glory*, and *Narco-Saints*, Benjamin Han argues that Korea is ground zero for an emerging "Netflix Paradigm." The US-based streaming platform generates massive profits by erasing boundaries of foreign and domestic production, even as it underscores the resilience of the national media within global popular culture.

*Beyond Squid Game* breaks down the intricate and often ambivalent relationship between Netflix and the Korean media business, drawing on interviews with creative workers navigating the streaming giant's ever-increasing economic and cultural power. Challenging narratives that present Netflix as a revolutionary disruptor, Han shows how the company has replicated abroad the precarious labor conditions and tensions over intellectual property from which US studios have long benefited. At the same time, *Beyond Squid Game* underscores the complex dynamics of a globalized media industry in which cultural imperialism thrives on localization and perceived authenticity.

---

### **AUTHOR/EDITOR BIOGRAPHY**

Benjamin M. Han is an associate professor of entertainment and media studies at the University of Georgia. He is the author of *Beyond the Black and White TV: Asian and Latin American Spectacle in Cold War America* and *Reckoning with the World: South Korean Television and the Latin American Imaginary*.

25% off your purchase and free shipping with code **UTXM25** on [www.utexaspress.com](http://www.utexaspress.com).

Customer Service: (800) 621-2736

And available everywhere great books are sold!

© 2022 University of Texas Press. All Rights Reserved.