

Rotary



# The Entertainment Industry EAST & WEST

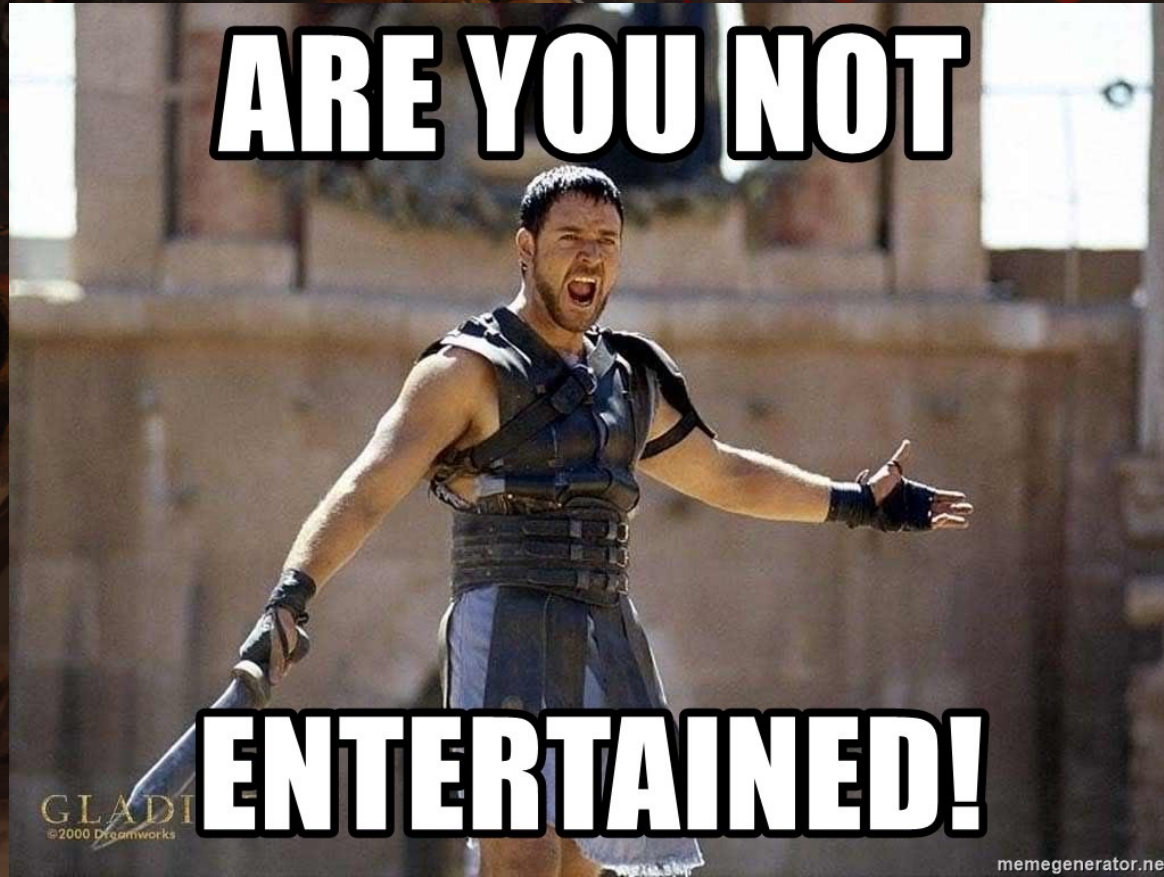
Wednesday, September 7, 2022  
Seoul Rotary Club  
Weekly Meeting  
Seoul Club

Thomas SOMMER  
CFO & Co-founder  
SG Entertainment

# ENTERTAINMENT

*Noun.* the action of providing or being provided with amusement or enjoyment.

# A short history of entertainment



# Greek Amphitheater: elite entertainment



# Roman Circus Games: popular entertainment



# Medieval minstrels



# Cabarets



Tous les Soirs à 8 Heures

# FOLIES BERGÈRE

O. METRA

32, R. Richer

PANTOMIMES  
OPÉRETTES

TRAVAUX DE VOLTIGE  
BALLETS

Prix Unique 2<sup>F</sup> toutes places non-touées

Chéret 76

IMP. J. CHÉREY, 11, RUE BAUREL, PARIS, 15

# Popularization of entertainment through distribution





# In Korea: 판소리 & 탈춤



우리들 문화유산 대제전  
공연영상

  
ArtsKoreaTV.com



**Entertainment today:  
East and West**



# One word, different meanings

## West

Different industries

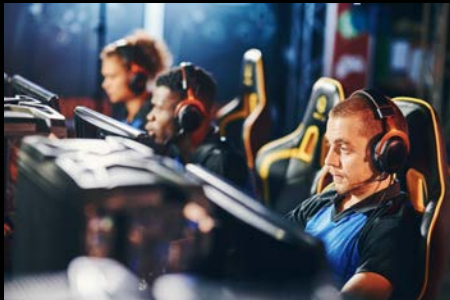
Music



Film



Gaming/eSports



Sports



## Korea

One industry, different activities

Idols & Singers



Actors & Models

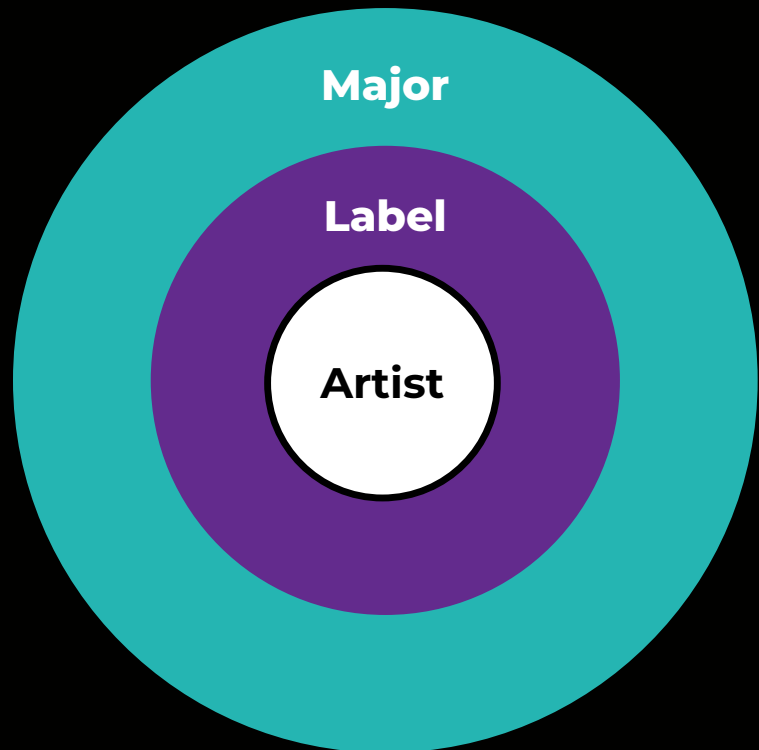


VS

# Large organizational differences in the music industry

## West

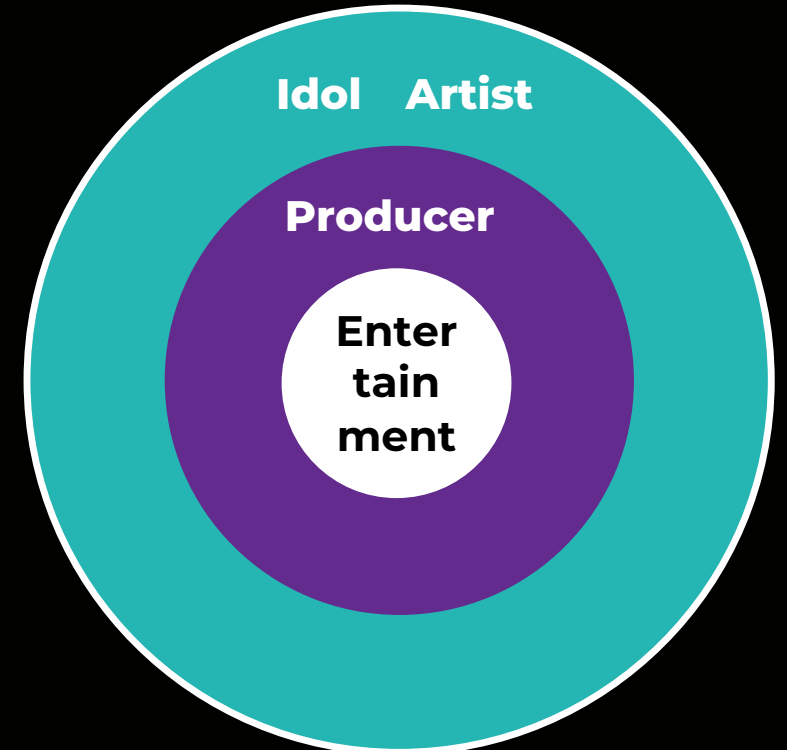
Organized around the artist



VS

## Korea

Centralized into one organization



# Differences in consumer expectations

## West

Content, identity



## Korea

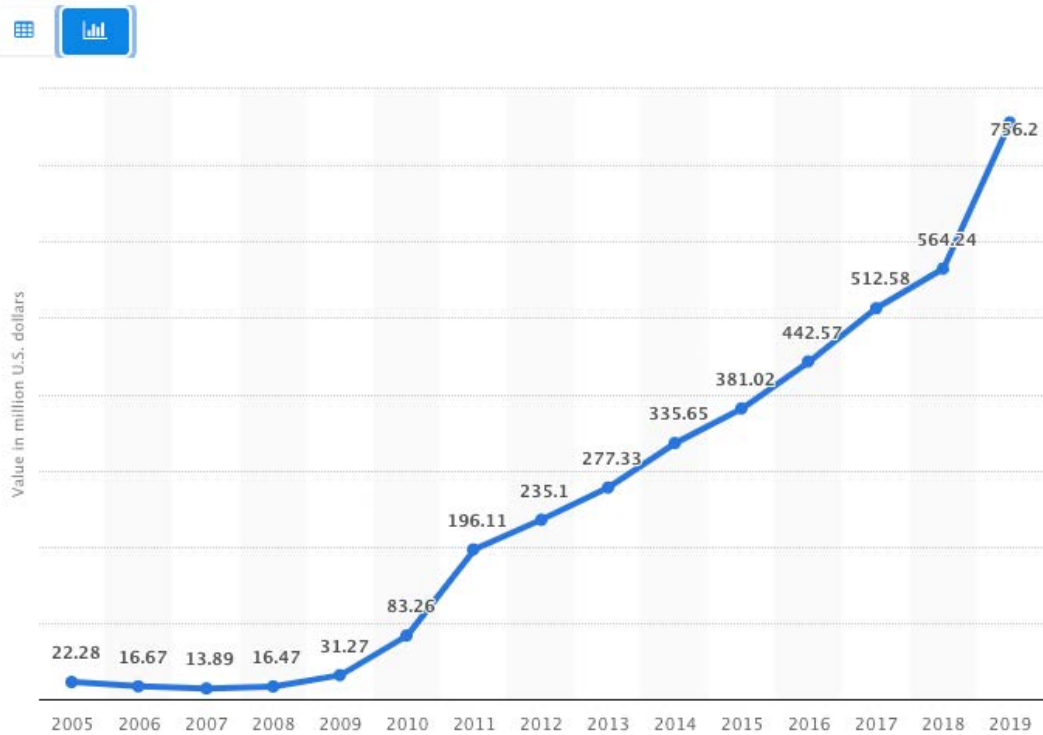
Aesthetics



VS

# K-pop: a recently global phenomenon

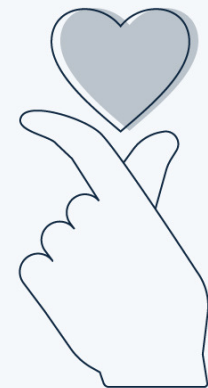
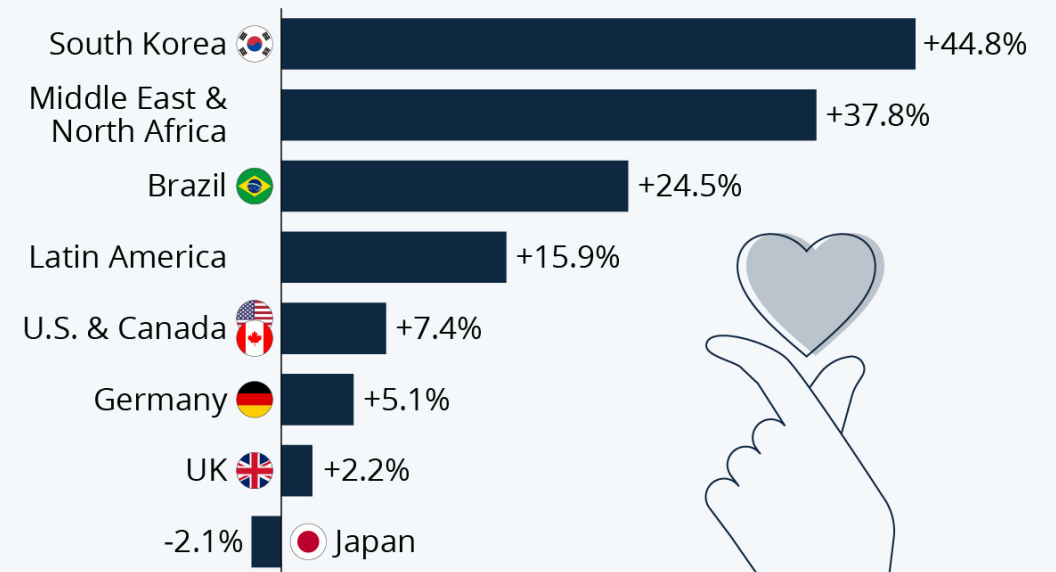
Value of music industry exports from South Korea from 2005 to 2019  
(in million U.S. dollars)



Details: South Korea; MCST (South Korea); 2005 to 2019

## K-Pop Boom Lets Music Revenues Soar in Korea

Growth of recorded music revenues in selected countries and regions (2019 to 2020)



Source: IFPI Global Music Report

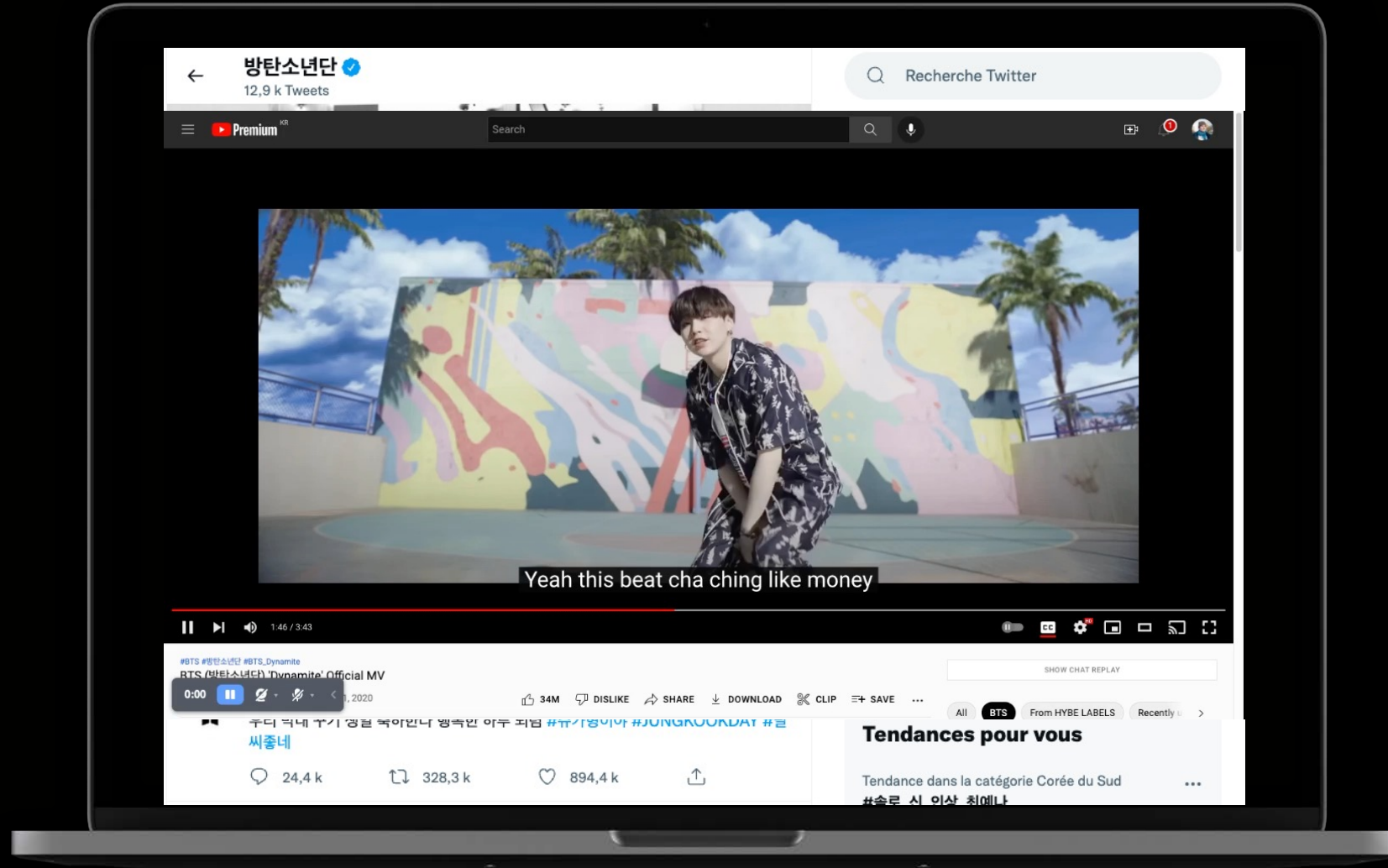


# K-pop: The Power of Fandom





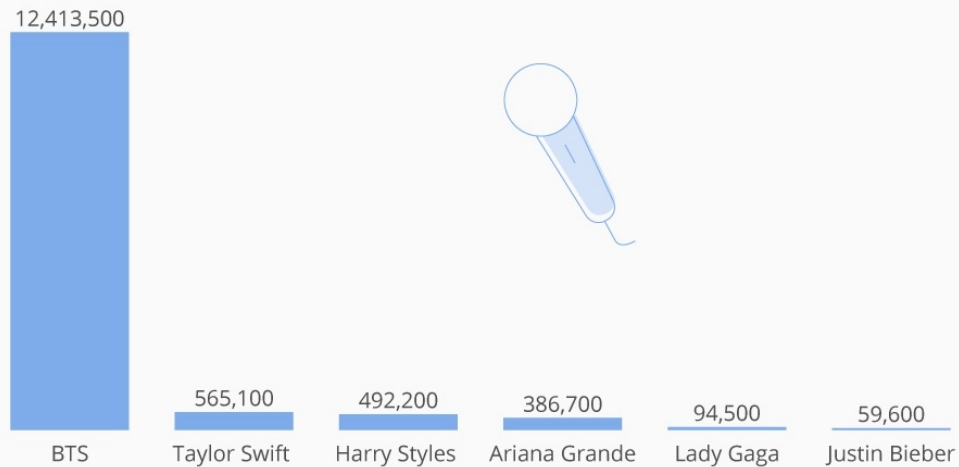
# A social phenomenon



# K-pop: The Power of Fandom

## BTS Has An Unrivaled Twitter Fan Base

Twitter mentions received by top performers from November 11 to 17



@StatistaCharts Source: Next Big Sound

statista

The New York Times

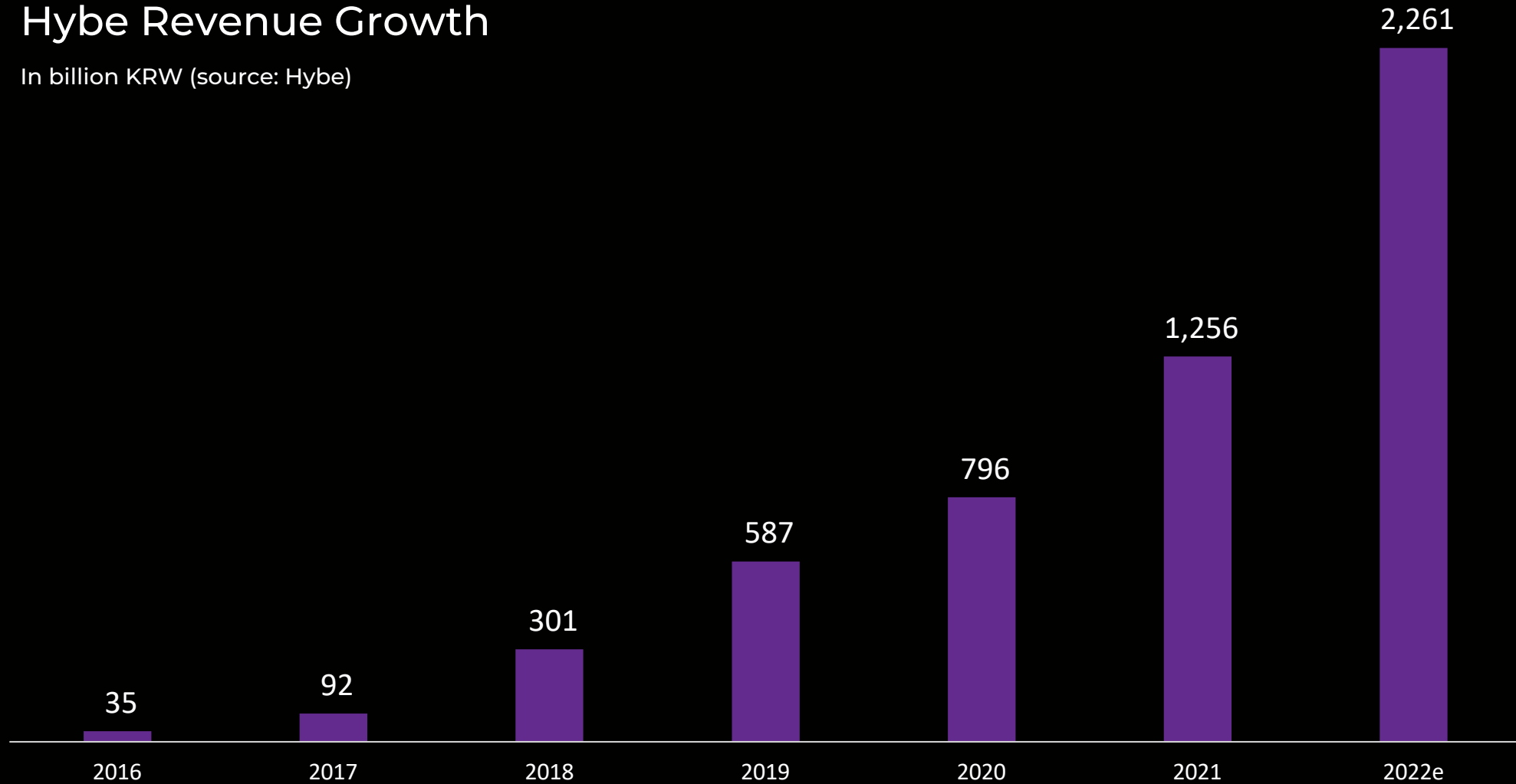
## Why Obsessive K-Pop Fans Are Turning Toward Political Activism

After claiming some credit for the fizzling of President Trump's rally in Oklahoma, the online armies of Korean pop music listeners are feeling prepared and empowered.

# The power of the “Fandustry”

## Hybe Revenue Growth

In billion KRW (source: Hybe)



# K-pop Revenue Drivers



**ALBUM & MUSIC**



**EVENTS**

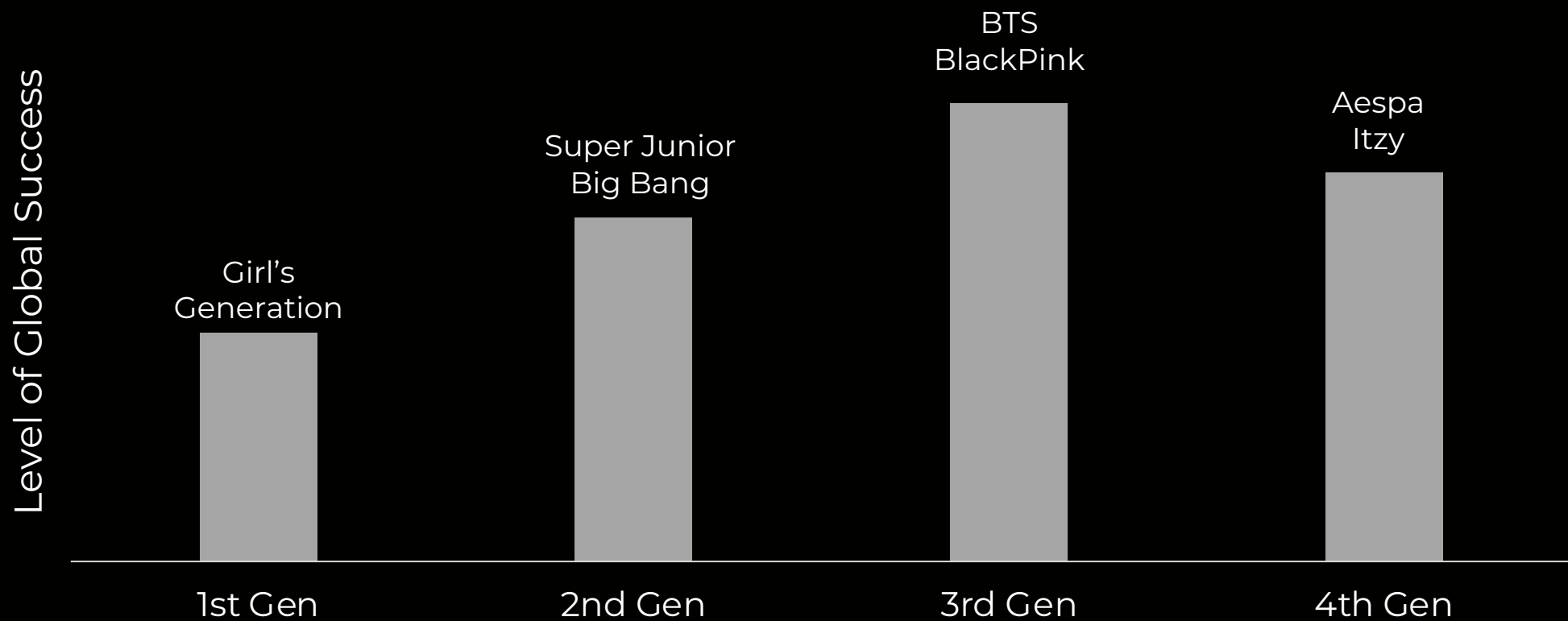


**ADVERTISING, APPEARANCE & MODELING**



**INDIRECT ARTIST INVOLVEMENT**

# 4 Generations of K-pop

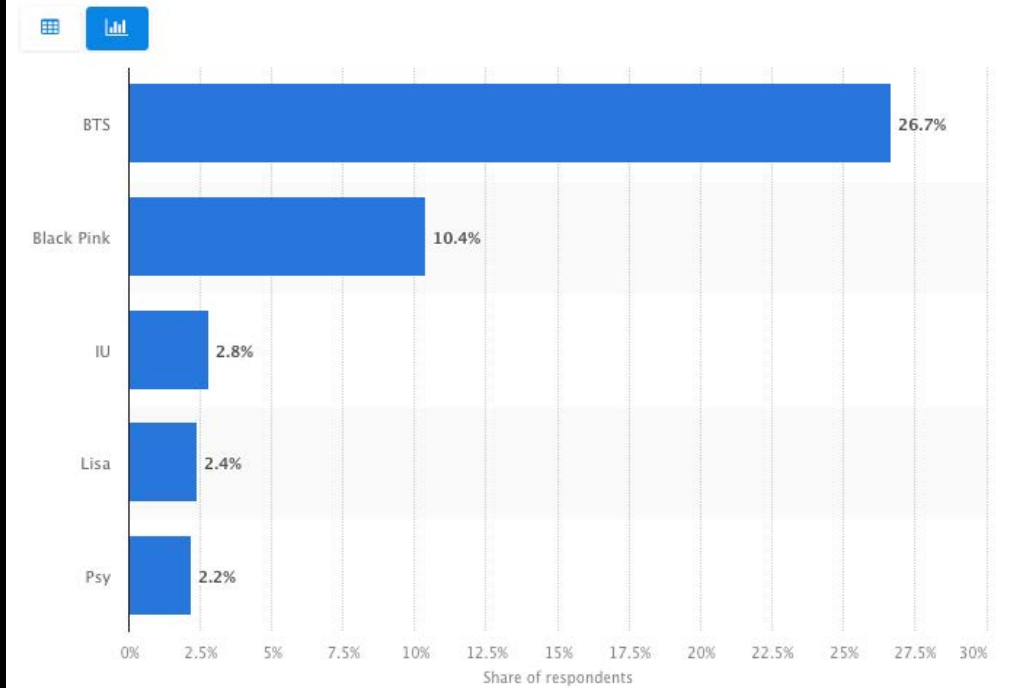




# BTS and BlackPink stand out



Most popular South Korean singers and groups worldwide in 2021

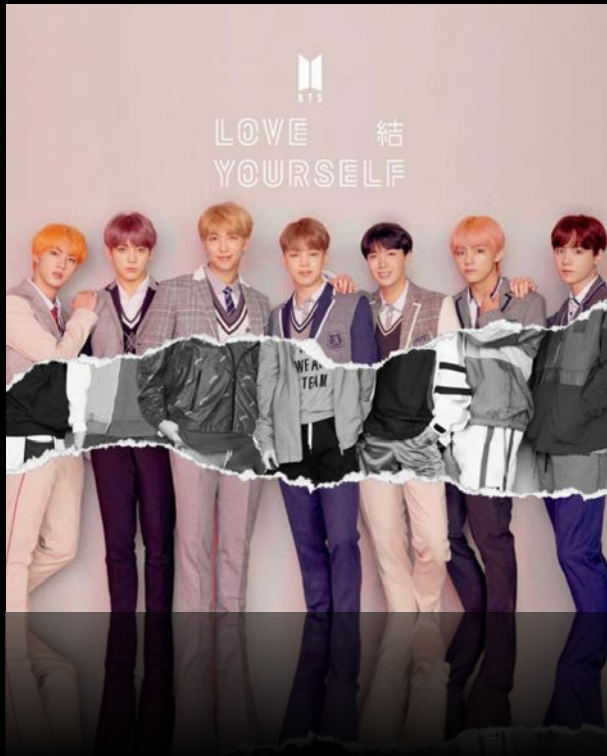


**Details:** Worldwide; South Korea; Korean Foundation for International Cultural Exchange; MCST (South Korea); November 1, 2020 to October 31, 2021; 4,679 respondents worldwide\*; 15-59 years old; people who experienced South Korean cultural contents; Online panel

# What makes BTS and BlackPink special?

## BTS

Self acceptance, healing



## BlackPink

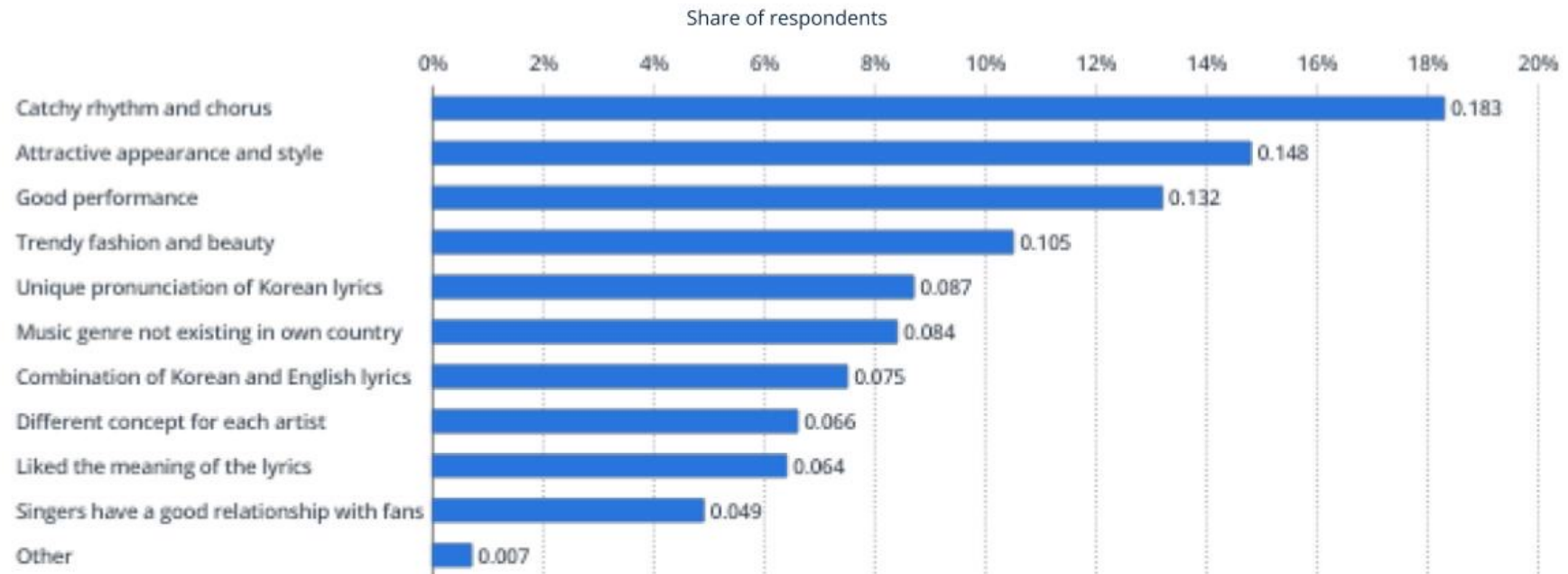
Self affirmation, emancipation



# Reasons for K-pop's success

## Main reasons for South Korean pop music's (K-pop) popularity worldwide in 2021

Reasons for K-pop popularity worldwide 2021



25

**Description:** In a survey conducted in 2021, around 18.3 percent of respondents stated that the K-pop genre is popular in their country for its catchy rhythm and choruses. [Read more](#)

**Note(s):** Worldwide, South Korea; November 1, 2020 to October 31, 2021; 4,679 foreigners worldwide\*; 15-59 years; respondents who experienced South Korean music contents; \*This survey was conducted in the following 17 countries: China, [...] [Read more](#)

**Source(s):** Korean Foundation for International Cultural Exchange; MCST (South Korea)



# 1. Catchy Rhythm & Chorus

## Universal Message

Easy to understand for everyone (English chorus often)





## 2. Attractive Appearance & Style

# Visual Symbols

Visual coherence

### 3. Good Performance

# Sensory stimulation

Aesthetics





## 4. Trendy Fashion & Beauty

# Cultural references

References to popular culture

# How to produce universally appealing K-pop

## Stand out

Develop a coherent identity

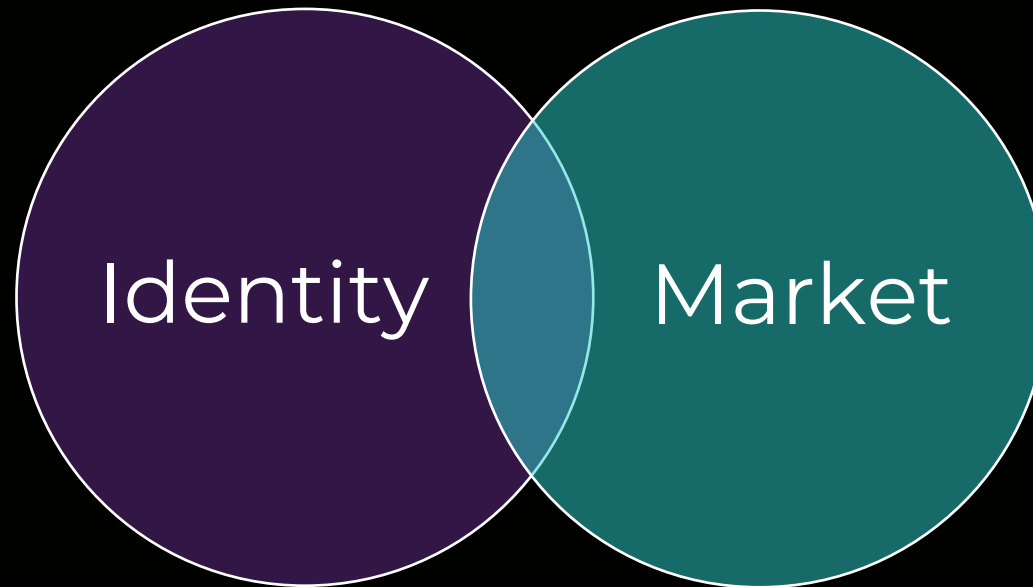
Reinforce trust

- Visual coherence
- Own style
- Universal symbols of communication
- Strong values
- Coherent narrative

## Meet market needs

Adapt products to the target audience

- Analyze market needs
- Understand behaviors, culture, environment, values
- Reinforce moral values, beliefs, and hopes to develop loyalty





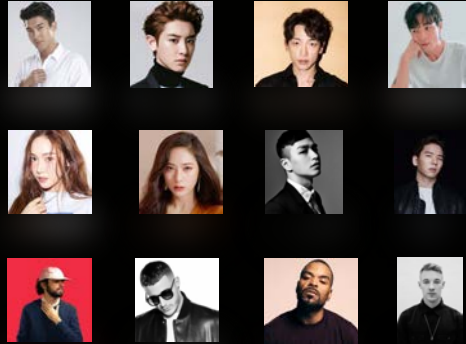
SG ENTERTAINMENT

# SG Entertainment: the next global K-pop generation



Universal Message

IMPACTFUL MESSAGING



East-West  
Network & Identity

BRIDGING CULTURES



French Beauty  
Standards

LUXURY, FASHION, MODELING



INSTITUT  
FRANÇAIS  
DE LA MODE

Questions?