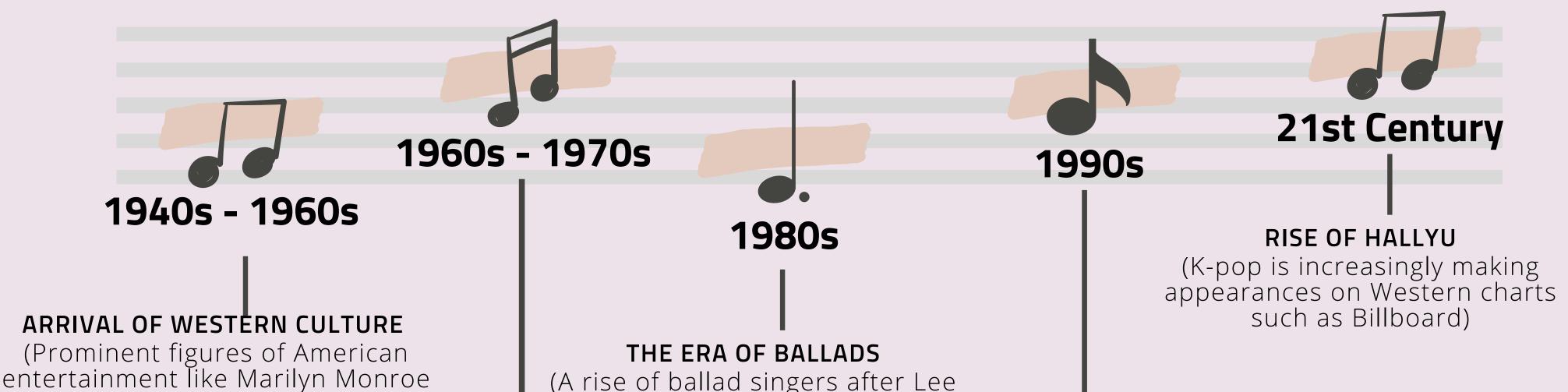
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INTRODUCTION

K-pop, which is known as Korean Pop is a genre of popular music originating in South Korea. South Korean pop is influenced by styles and genres from around the world.

ORIGIN OF K-POP



held USO shows in South Korea and it prompted attentions from the Korean public) (A rise of ballad singers after Lee Gwang-jo's 1985 album sold more than 300,000 copies)

HIPPIE AND FOLK INFLUENCES

(Musicians were influenced by American culture and lifestyle)

GLOBAL INFLUENCE

K-pop became a worldwide phenomenon due to its distinctive blend of



K-POP CONSUMPTION

Amount spent per month on K-pop content has **doubled** and stood at **USD9.2/person** in 2019

phy values

DEVELOPMENT OF MODERN K-POP

(K-pop musicians incorporated partially Europop and mostly American popular music styles)

KPOP AUDIENCES



113 countries in **2018**.



MUSIC MARKET



According to International Federation of the Phonographic Industry, K-pop is a fast growing in music industry

RETAIL VALUE (IN MILLIONS)



https://en.wikipedia.org/wiki/List_of_largest_recorded_music_markets https://www.statista.com/statistics/1106704/south-korea-kpop-youtube-views-by-country/ https://www.statista.com/statistics/937232/south-korea-kpop-popularity-worldwide/ http://www.koreatimes.co.kr/www/art/2019/01/732_261877.html https://www.vox.com/culture/2018/2/16/16915672/what-is-kpop-history-explained https://en.wikipedia.org/wiki/K-pop