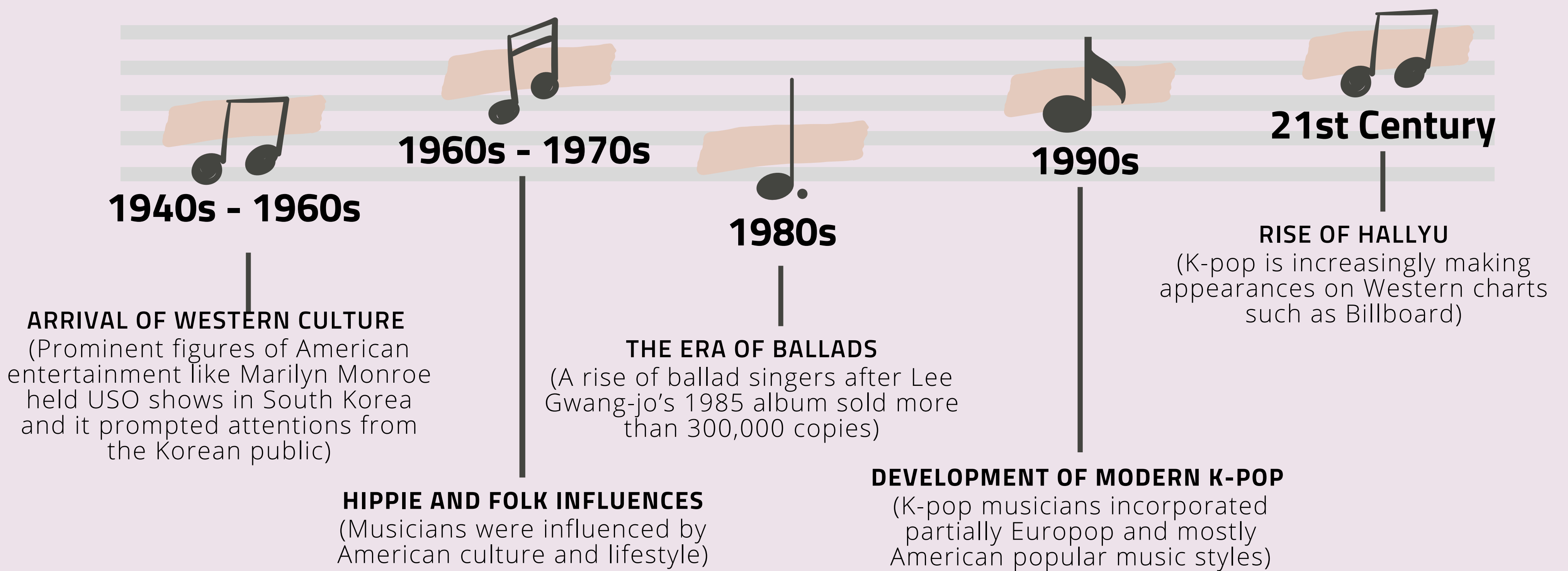


K-pop Wave

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



GLOBAL INFLUENCE

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



addictive melodies



slick choreography



production values

KPOP AUDIENCES

Almost **90M** fans in **113** countries in **2018**.

An increase of **22%** from **2017**.

K-POP CONSUMPTION

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

MUSIC MARKET

TOP 6 in music industry worldwide in **2020**

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

RETAIL VALUE (IN MILLIONS)

