

Korean Culture and the Korean Wave in the Global Village



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CONTENTS



1. Yesterday

1a. What is the Korean Wave?

Wave or flow of Korean culture such as film, television drama or soap opera, music, and pop stars etc.

1b. Origin of the term, "Korean Wave"

"Korean popular culture flows into China." – Beijing Youth Daily in 1999

2. Developmental History

2a. 1st Wave

Beginning: 1997 – early 2000's

Television drama "What's Love?"

TV soap opera and dance music became popular in China, Taiwan and other countries.

2. Developmental History

2b. 2nd Wave

Advancement: Early 2000's – mid-2000's

Television drama "Winter Love Story or Sonata" in Japan.
<http://youtu.be/VDPSZCrmKE>

TV soap opera became popular in Japan.
 : Nostalgic appeal to the middle age females.

Television drama "Dae Jang Geum" in China, Hong Kong, South East Asia, Central Asia, Africa, Eastern Europe etc.
<http://youtu.be/GBpdWQuLahM>

: Globalization of the Korean wave.

2. Developmental History

2c. 3rd Wave

Expansion: 2007 – present

K-pop or popular music

Since Korean idol group singers became popular, Dong Bang Shin Ki and Girl Groups have gotten popularity among Japanese fans.
 : "New Korean Wave" called by the Japanese press.

Flash mob by K-pop fans in France, sing-a-long K-pop in the South America

Diversification of Korean wave such as Korean food, cosmetics, Hangeul or Korean language etc. in the global village.

2. Developmental History

	1 st Wave	2 nd Wave	3 rd Wave
Key Words	Beginning	Advancement	Expansion
Period	1997 - early 2000's	Early 2000's – mid-2000's	Since 2007
Major Field	Soap opera, & music	Soap opera, music, film, & game	Soap opera, music, game, film, animation, characters, food & Hangeul/Korean language
Major Region	China, Taiwan, & Vietnam	China, Japan, Taiwan, & South East Asia	China, Japan, Taiwan, South East Asia, Central Asia, Africa, & US
Most Popular Contents	What's Love, HOT	Winter Love Story, Dae Jang Geum	K-pop
PR media	Broadcasting media	Broadcasting media, Inetnet	SNS, mobile, Internet

2. Trend of the New Korean Wave and Factors of Success

Trend of the new Korean Wave

The new Korean wave:
South East Asia -> Japan -> Europe -> South America

Wonder Girls' "Nobody hit in the global village via Youtube.
Dong Bang Shin Ki's top on the Oricon billboard chart in Japan.
Super Junior in China.
: Gaining ground of the new Korean wave

Girl groups such as Girls' Generation, 2NE1 and boy groups such as Big Bang, 2PM
: Global popularity put the new Korean wave on the right tract

New K-pop fan among the young generation
: France, Australia, Spain, Chile, Peru, Mexico etc. requested SM Town's tour

2. Trend of the New Korean Wave and Factors of Success

Factors of Success

Holistic attractiveness such as singers' fabulous voice, appearance, dance, fashion etc.

: Group dance is rare in the western culture.

: Rhythmical dance music does not face language barrier.

Social networking via social network services(SNS) such as Youtube, Facebook.

: Low cost of public relations worldwide.

* "SNS is the successful factor of K-pop" (The New York Times).

"Facebook made possible the K-pop tour in Europe" (Le Monde).

: Worldwide broadcast of KBS music program "Music Bank" and online real time comments on K-pop singers by foreigners.

2. Trend of the New Korean Wave and Factors of Success

Factors of Success

Localization or Strategic co-production

: K-pop production with local musicians such as composers and producers abroad.

ex) Girls' Generation's "Make a Wish" with Europeans.

f(x)'s "Chew" with Swedish.

Dong Bang Shin Ki's Mirocic with Danish.

: Strategic alliance with local logistics such as Aibax, EMI Japan, Universal Japan.

2. Trend of the New Korean Wave and Factors of Success

Factors of Success

Systematic training system for K-pop singers

- : Existing in Korea only.
- : Pioneered by SM Entertainment.

Management provides all the training cost for singing, dancing, foreign language acquisition.

- : About 20 candidates out of 10,000 applicants for audition are selected every year and trained for approximately 2 years..
- : Some of 20 are chosen as a team member to appeal best to the current K-pop lovers.

2. Trend of the New Korean Wave and Factors of Success

Factors of Success

Systematic training system for K-pop singers

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graph TD
    A["Casting (Audition)  
Pick out talented candidate  
(usually young)"] --> B["Training (Trainee)  
Educate trainees like  
typical Korean private  
academies"]
    B --> C["Producing  
Best composer,  
stylist,  
choreographer"]
    C --> D["Promotion =  
Debut"]
            
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3. Tomorrow

3a. Sustainability

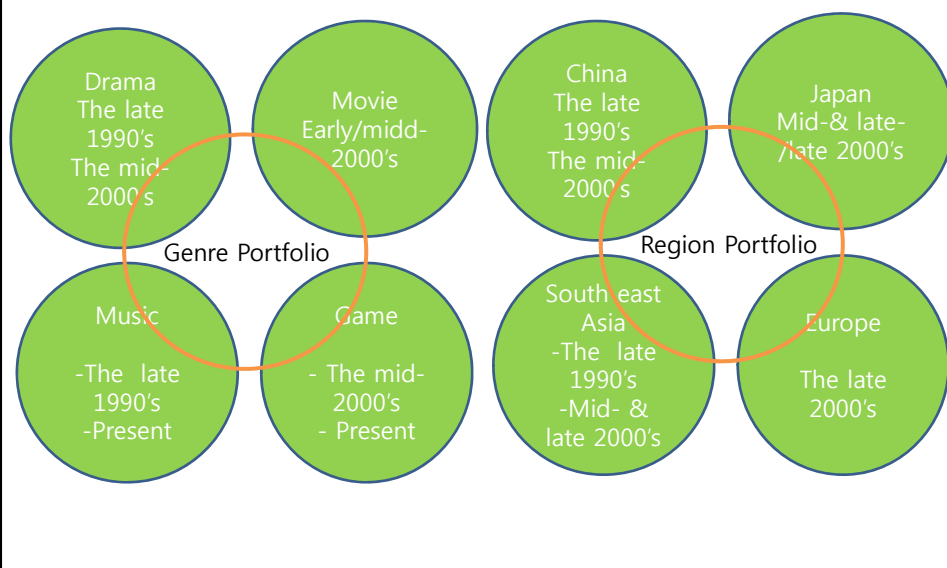
Portfolio or a range of products or services

: Leading genre of the Korean wave such as film, online game, characters, animation, television soap opera, music etc. takes a turn.

-> Circular continuity of Korean waves.

: Possibility of regional expansion of Korean wave contents
-> Overcoming cultural and geographical distance in the case of Europe tour of K-pop in France and other countries.

Portfolio of the Korean Wave



3. Tomorrow

3a. Sustainability

Emergence of new media such as social network services(SNS) and social communities

- : Overcoming offline PR and logistics overseas with low costs.
- : Simultaneous expansion

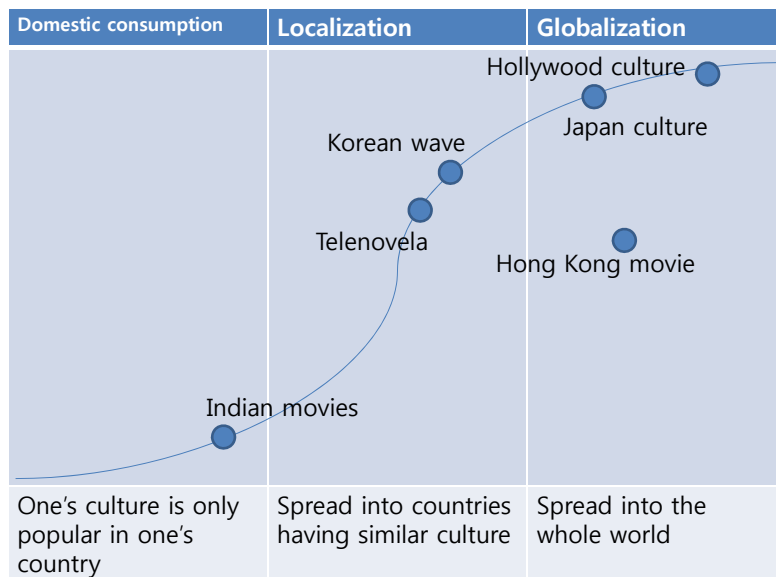
Acceleration of regionalization of culture and globalization of local culture

- : Regional block of culture based on similarity and proximity.
- ex) Telenovela/TV soap opera in Latin America, Ballywood

Strengthening of sustainable competitiveness of contents industries

- : Basic sources of competitiveness are high competition among pop stars, and picky and sophisticated online evaluation system by consumers.

Globalization Process of Culture



3. Tomorrow

3a. Sustainability

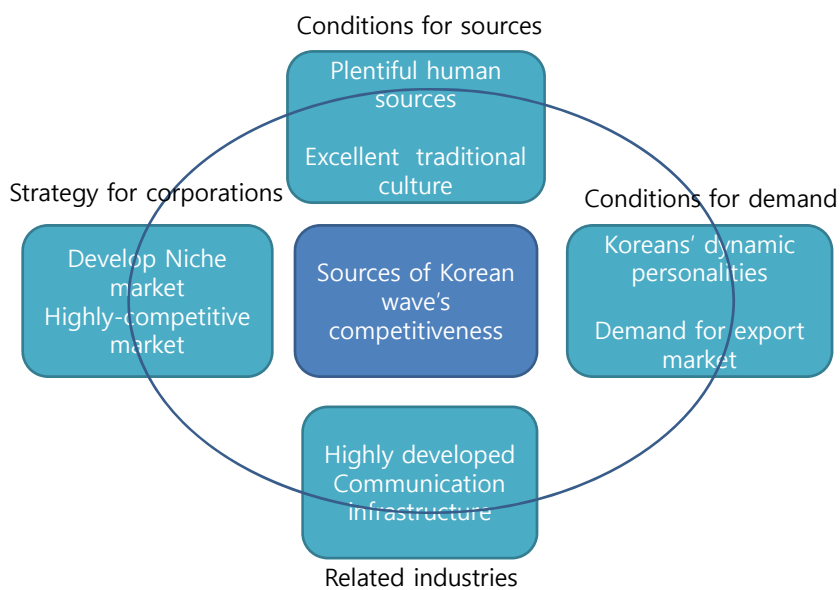
Strengthening of sustainable competitiveness of contents industries
 : Sources of competitiveness are high competition among pop stars, and picky and sophisticated online evaluation system by consumers.

Severe competition for viewership ratings among the KBS, MBC, & SBS TV companies.

Growth of Asian contents market due to increase in income
 : Japanese market to be followed by Chinese, Indian, South East Asian markets.

Global expansion of contents logistics such as CGV, Lotte
 : Investments in movie theaters and broadcasting channels in Japan.

Sources of Content Competitiveness



3. Tomorrow

3b. Prerequisites of Sustainability

Increase in sustainable competitiveness of contents
 : Lowering price of music does not work.
 : Only high quality sells.

Beware of the new anti-Korean wave
 : The more popularity, the more anti-Korean wave.
 : Different management strategy for different country.
 cf) Nations with strong cultural pride.

Need of a strategy to enter the U.S. market
 : World top and large market
 : Dance, appearance, and powerful voice.

Approach from a perspective of mutual benefit of cultural exchange,
 Not unilateral cultural invasion
 : Creating new culture

Reinforcement of copyright protection of Korean wave contents
 : Regular survey of illegal circulation of contents with help
 from other countries.

Rank for world's contents markets(unit: billion US dollar)

Rank	Countries	Market breadth
1	USA	4,431
2	Japan	1,750
3	Germany	872
4	Chiina	855
5	UK	767
6	France	666
7	Italy	422
8	Canada	381
9	Korea	338
10	Brazil	331

