

韩流联动亚洲文化

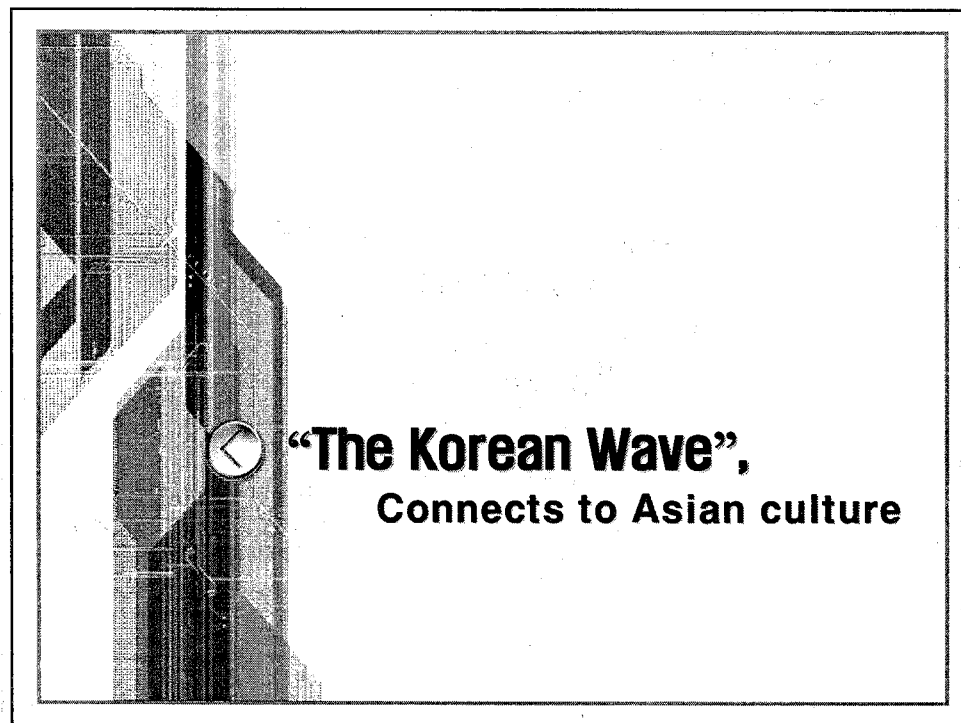
“Korean Wave” Connects Asian Culture

边斗燮

Yedang Entertainment Company 代表理事/董事长

Byun Doosup

CEO & President, Yedang Entertainment Company



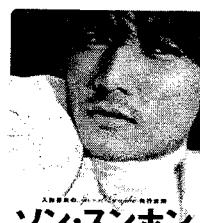
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1. The Beginning of the Korean Wave

1) Definition and Background -1



In 1996, the first Korean Drama was broadcasted in China and in Feb 2000, the Chinese media coined the phrase "Korean Wave". Since then the Wave has spread out to not only China but also throughout the whole of South-East Asia and finally landing on Japan which is considered the leader in pop culture in the region. This social phenomenon has settled as a culture standard throughout Asia.



1. The Beginning of the Korean Wave

1) Definition and Background -2



Intensified competitiveness
in pop culture

Rapid increase in
quality of contents through
large scale investment
injections

Political and economical
climate change in East Asia

Increased cultural desire from
rapid economic growth in East-Asia

Internal Factors

**Background
Of the Korean
Wave**

Outside Factors

Endless efforts by
government to
develop
culture industry and
export to overseas

Lost of Hong Kong's
functionalities on
Popular culture

Prototype Idea and after returning
to main land china, Hong Kong lost
cultural influence in Asia

1. The Beginning of the Korean wave
2) History of the Korean Wave - (1)China

China



Drama: 'Winter Sonata and DaejangGum were the products that blasted onto Chinese pop culture scene. Post broadcast, soundtracks and other related merchandise highly sought after.



Music: Korean songs: 'Kungtarishabara' by clone and 'Wa' by Lee Jung hyun were adapted by famous Chinese singer 'Sunyue' and 'Sammin Cheng'. Biggest Impact on Chinese music market and it was an opportunity for the Korean Wave to start.



Other Contents: 'Mashimaro' character goods and online games made inroads into China market and it has proved its possibilities and marketability in China market.



1. The Beginning of the Korean wave
2) History of the Korean Wave - (2)South East and Elsewhere

Else where



Taiwan, Hong Kong: 'Autumn Story', 'Hotel Rear', 'Winter Sonata', 'Dae Jan Gum' gained massive popularity and Hong Kong contributed its distribution in mainland in China.



Vietnam, Thailand: 'Winter Sonata', 'Autumn Story', 'Medical Brother' were made big hit in the market and specially Jang Dong Gun has earned fame as a Korean representative.



Elsewhere: Sandra PARK was picked up in entertainer selection competition at ABS-CBN in the Philippines and within 3 months she took the 1st place in album sales. Jang Na Ra is still generating recognition in Indonesia.



1. The Beginning of the Korean wave

2) History of the Korean Wave - (3) Japan

Japan



Drama: 'Winter Sonata' which was broadcasted in 2003 in Japan. It has taken 20% of audience rating and it cultivated 20 million dollars worth of distributional market. Since then Value of Drama was increased and recently 'Rookie' sold at 2 million dollars.



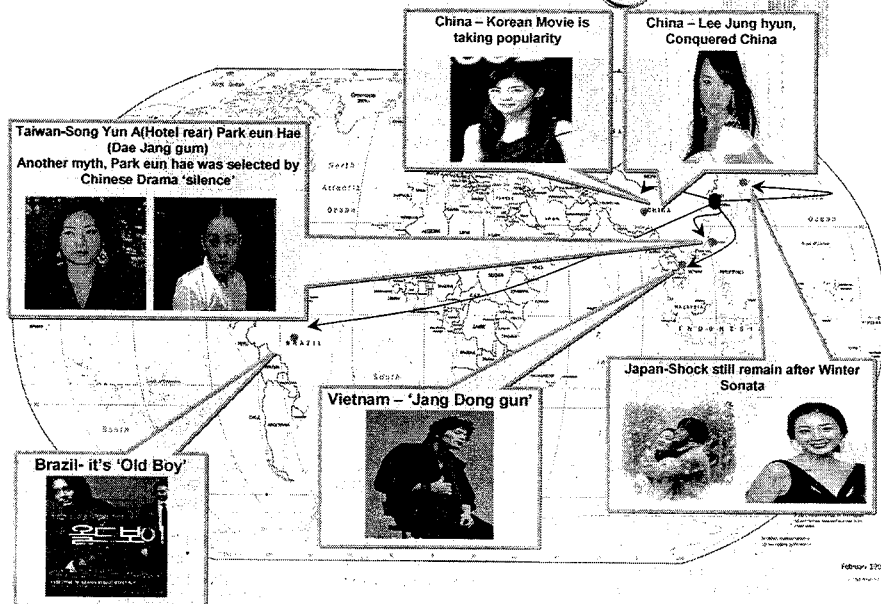
MUSIC: Lee Jung Hyun who appeared in Beautiful day, her music album was Ranked at no 1 in foreign album sales within a week, inner 20 place of Oricon chart. 'Zero' was able to manufacture his own souvenirs by public demand and 'BOA' is still maintaining her popularity



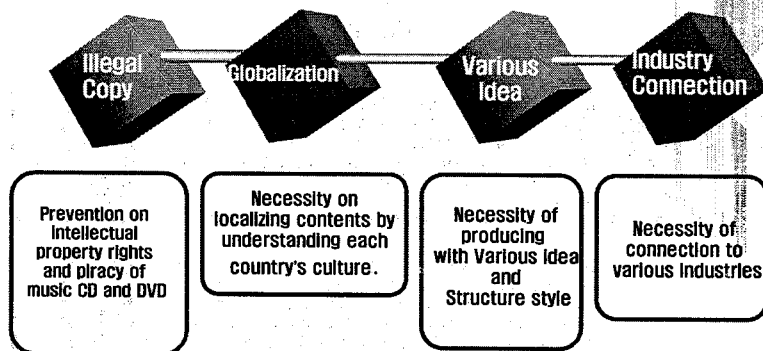
Stars: 'Bae Yong Jun', 'Choi Ji Woo', 'Lee Jung Hyun', 'Lee byung hyun', 'Song Seung Hun', 'Jang Dong gun', 'Wonbin', 'Boa' are became culture icon in Japan. Drama concert that was recently held by Choi Ji Woo, All ticket was sold out within an hour



2. Current Status of the Korean wave

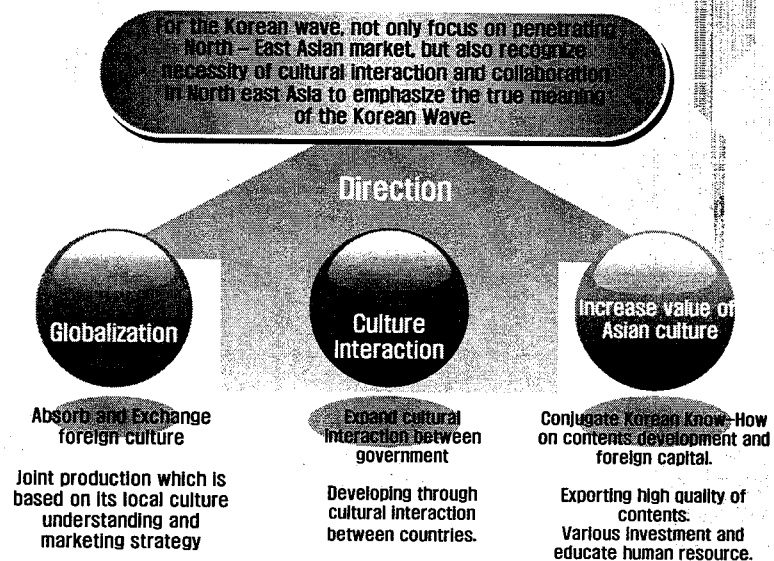


3. Huddle and Barrier



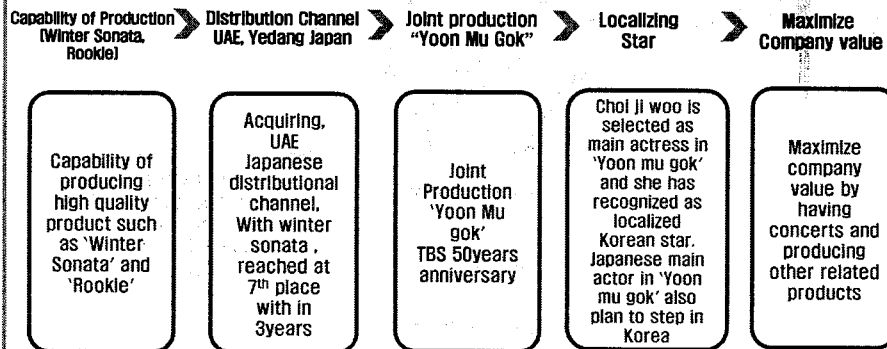
4. "The Korean Wave" – Connects to Asian Culture

1) Onward direction of the Korean Wave

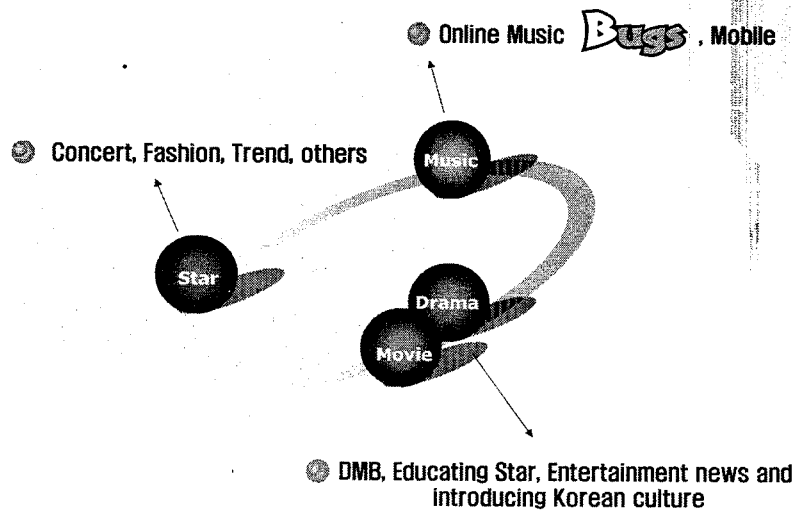


4. "The Korean Wave" – Connects to Asian Culture
2) Onward direction of the Korean Wave, eg: Japan

Acquiring local promotion and Distributional channel, interaction, joint production, strategy for localizing entertainer (star)

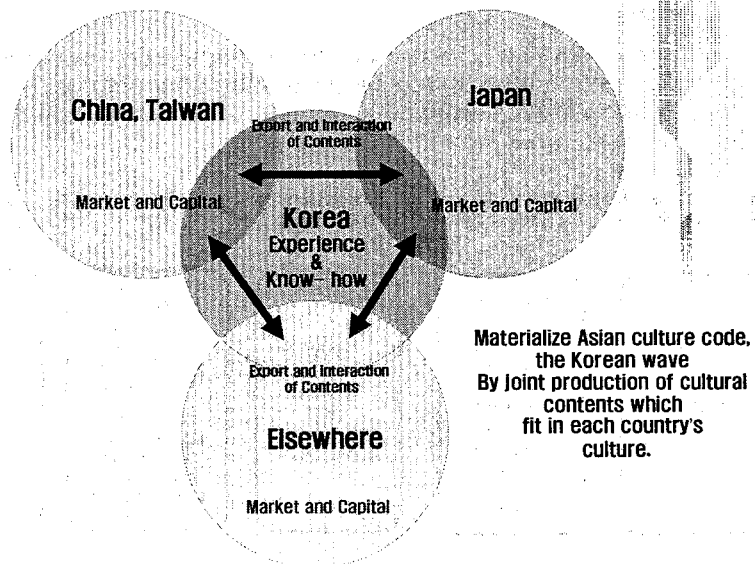


4. "The Korean Wave" – Connects to Asian Culture
3) Boundary of the Korean wave



4. "The Korean Wave" – Connects to Asian Culture

4) Korea towards the world, The world towards Korea



THANK YOU

