



How K-Entertainment Took The Global Stage

By Michael Jung

MD, CJENM HK / Co-CEO, True CJ Creations

A group of seven young people, four men and three women, are standing on a city street. They are dressed in 1990s Korean streetwear, including plaid shirts, sweaters, and jeans. The background shows a city street with buildings and trees. The text '1990's' is overlaid in large white letters.

1990's

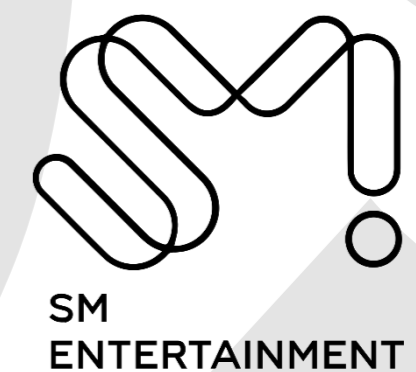
The Rise of Korea's Cultural Industries



MUSIC

The Start of A New Industry

- 1st 'K-POP Idol': Taiji Boys
- **Diverse Monetization Methods**
- **SM Entertainment** led in forming the 'Idol Industry'



TV

Transformed Media Landscape

- Founding of **SBS** in 1990
- Launch of **Cable TV**
- Korea's **1st Music Channel**
→ Synergy with Idol Craze





A New Renaissance for K-Cinema

- New generation of **acclaimed directors**
- 1996 **Busan International Film Festival**
- 1st **Korean Blockbuster**: Swiri (1999)



Government Support

- **Screen Quotas (Film)**
- **Mandatory Broadcasting Ratio (TV)**
- Decreased censorship
- Government agencies (KOCCA, KOFIC)





K-Pop's Global Expansion

- Established **idol training system**
- **Global distribution platforms**
- **Diversified K-POP groups & collaborated with foreign artists**



K-Dramas Gain Global Traction

- Huge success in **overseas licensing**
- Dramas aimed at overseas markets
- Became **key content** for OTT platforms



NETFLIX



Global Appetite for K-Films

- Domestic films outperform Hollywood films w/ **10M+ admissions** in 2000s
- Launch of **tvN MOVIES** in **6 Asian Markets**
- Rise of VOD / OTT services



Future of K-Entertainment

K-POP

- Apply '**Idol training system**' to foreign markets
- **Acquire** established entertainment companies
- Partner with **IT Companies**
- Combine music with **new & emerging technologies**



Future of K-Entertainment

K-Dramas & K-Films

- Secure **content production capabilities** in key markets
- Synergize with **US creators**
- Develop new and innovative business models

THANK YOU

