

DATA ANALYTICS AND VISUALIZATION

How “Hallyu” Impacts The World

By Sin Hao Wang and Kai-Yin Huang



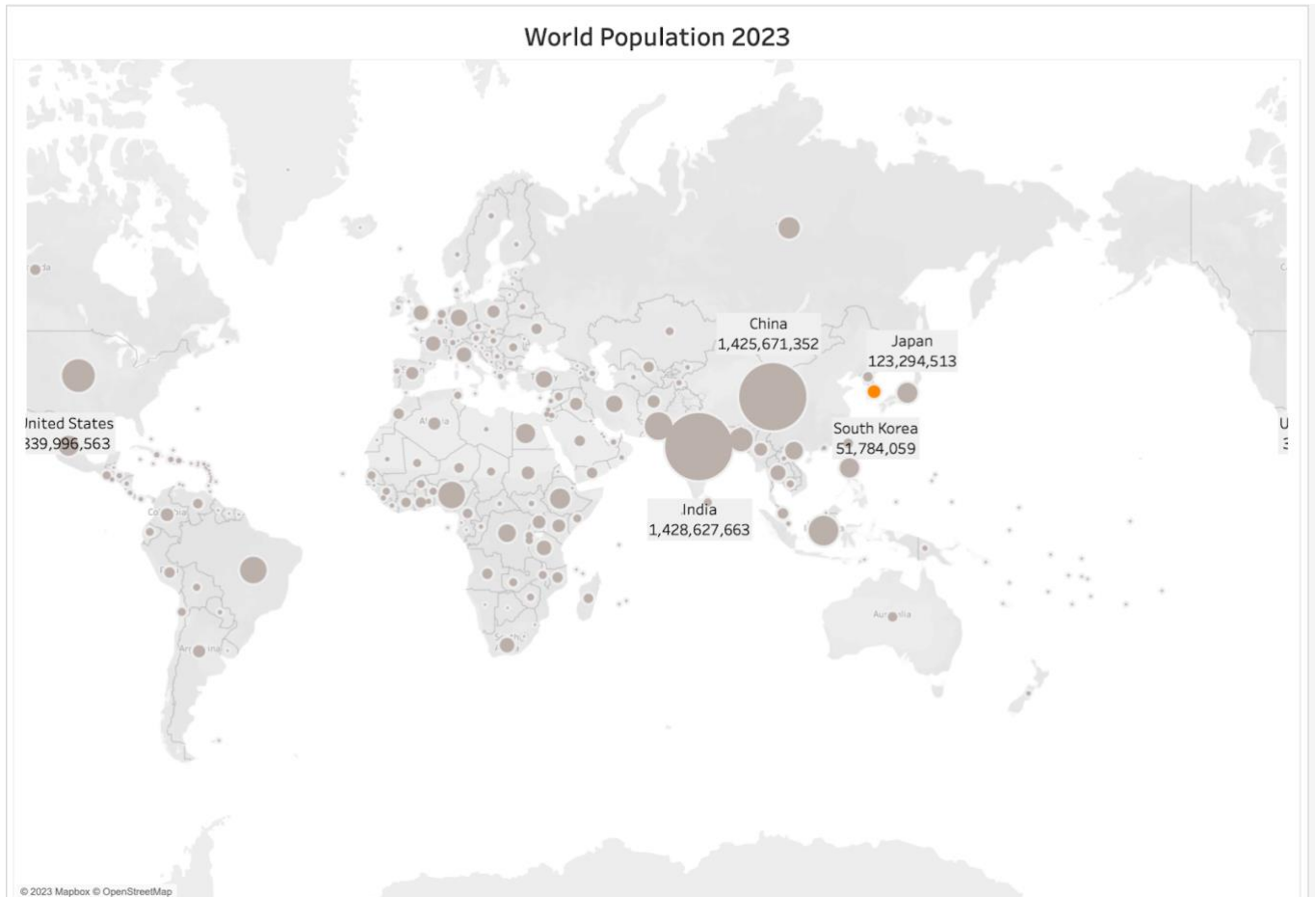
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1. About South Korea

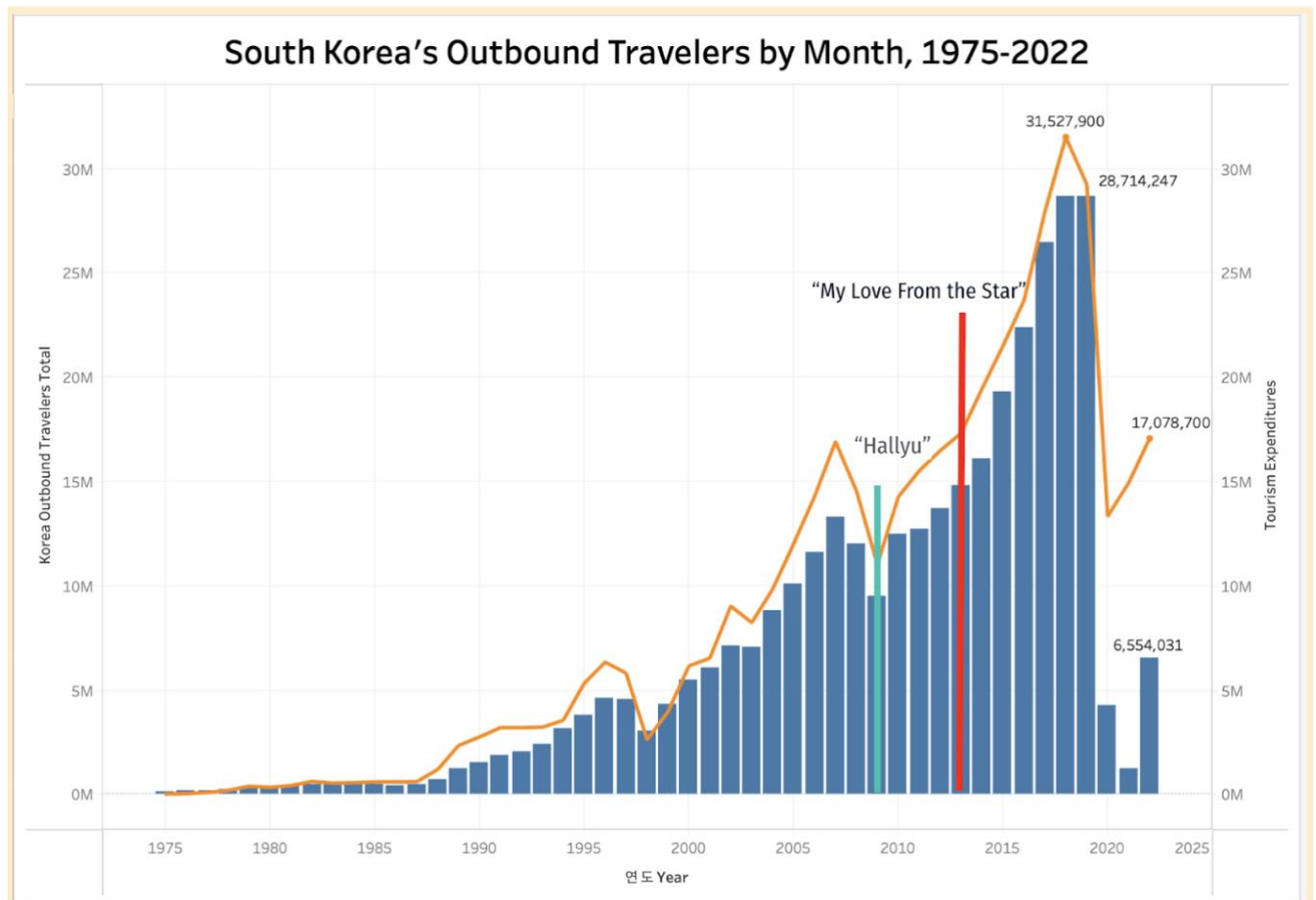
World Population of 2023



The graph illustrates an impressive phenomenon where in South Korea, despite having a smaller population compared to other entertainment powerhouses like the USA, China, India, and its rival Japan, demonstrates a remarkable ability to thrive and succeed on the global stage. The data showcases South Korea's exceptional prowess in the entertainment industry, underscoring its capacity to make a significant impact internationally.

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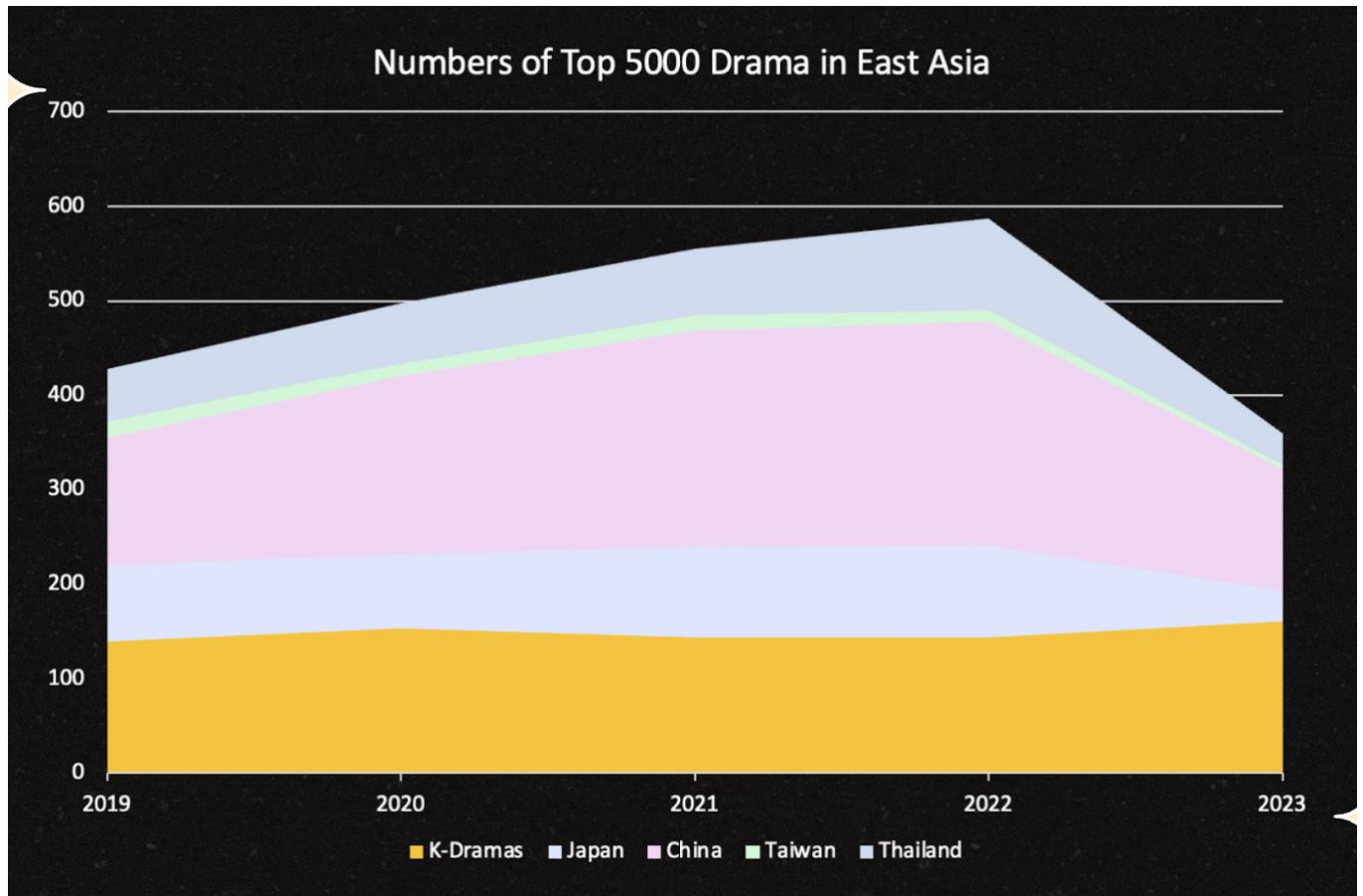
South Korea’s Outbound Travelers by Month, 1975-2022



This chart depicts the annual number of inbound tourists to South Korea from 1975 to 2022. It is noteworthy that in 2009, during the emergence of the Korean Wave (Hallyu), South Korea endeavored to extend its cultural influence beyond Asia and venture into the global arena. In the very first year, this initiative achieved tremendous success. The phenomenon continued in 2013 with the sensational Korean drama "My Love from the Star," starring Kim Soo-hyun and Jun Ji-hyun, capturing worldwide attention and significantly contributing to the sharp upward trajectory of South Korea's tourism economy.

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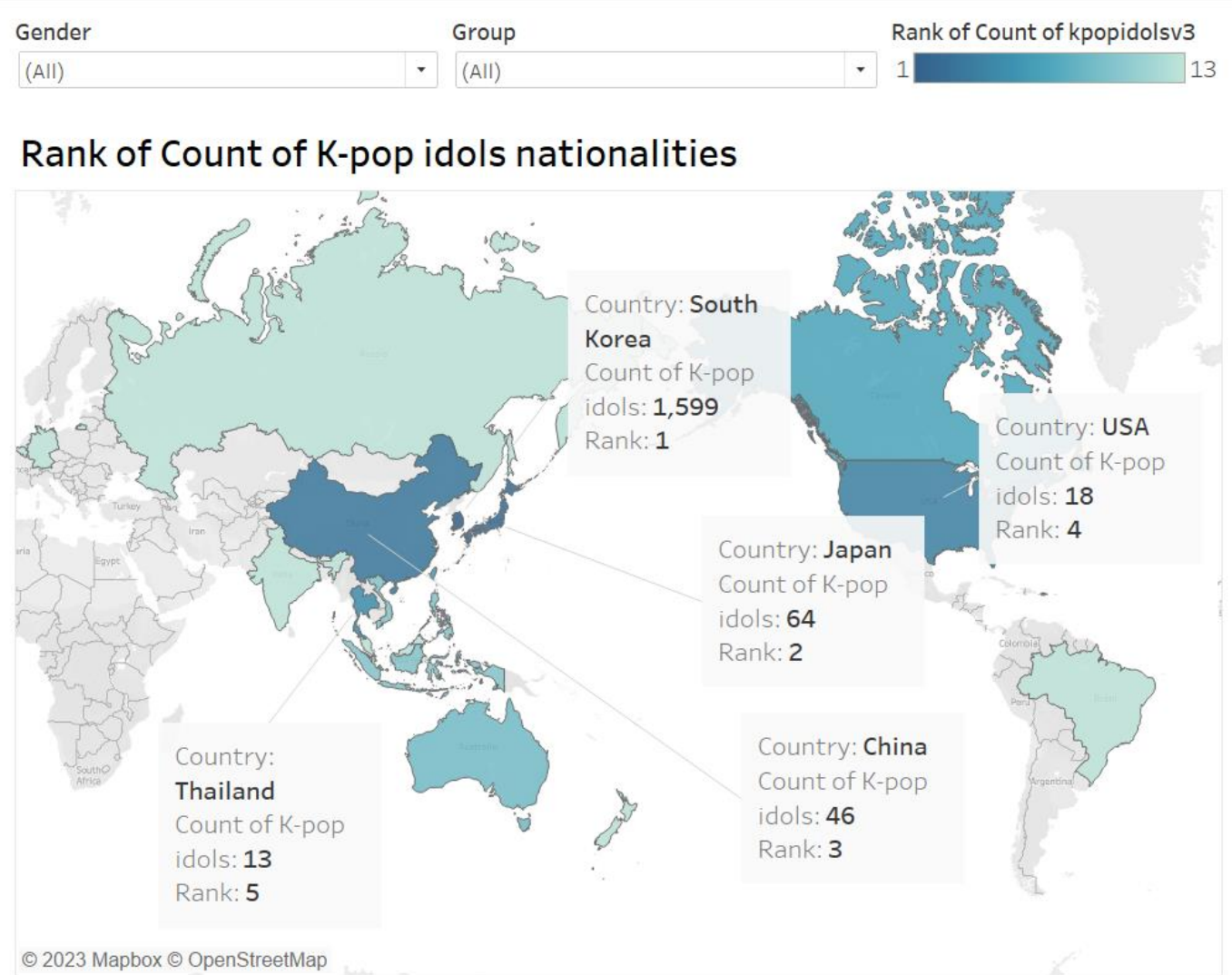
Numbers of Top 5000 Dramas in East Asia



The above chart further emphasizes the remarkable success of South Korea's film and television industry compared to its East Asian competitors. As mentioned earlier, despite South Korea's population being significantly smaller than China and even Japan, its representation in the top 5000 dramas is notably substantial. What stands out is the drastic decline in the number of dramas from all countries except South Korea in the years 2022-2023. During this period, South Korea not only sustained its progress but also saw an increase in the number of dramas making it to the top, showcasing a continued upward trend.

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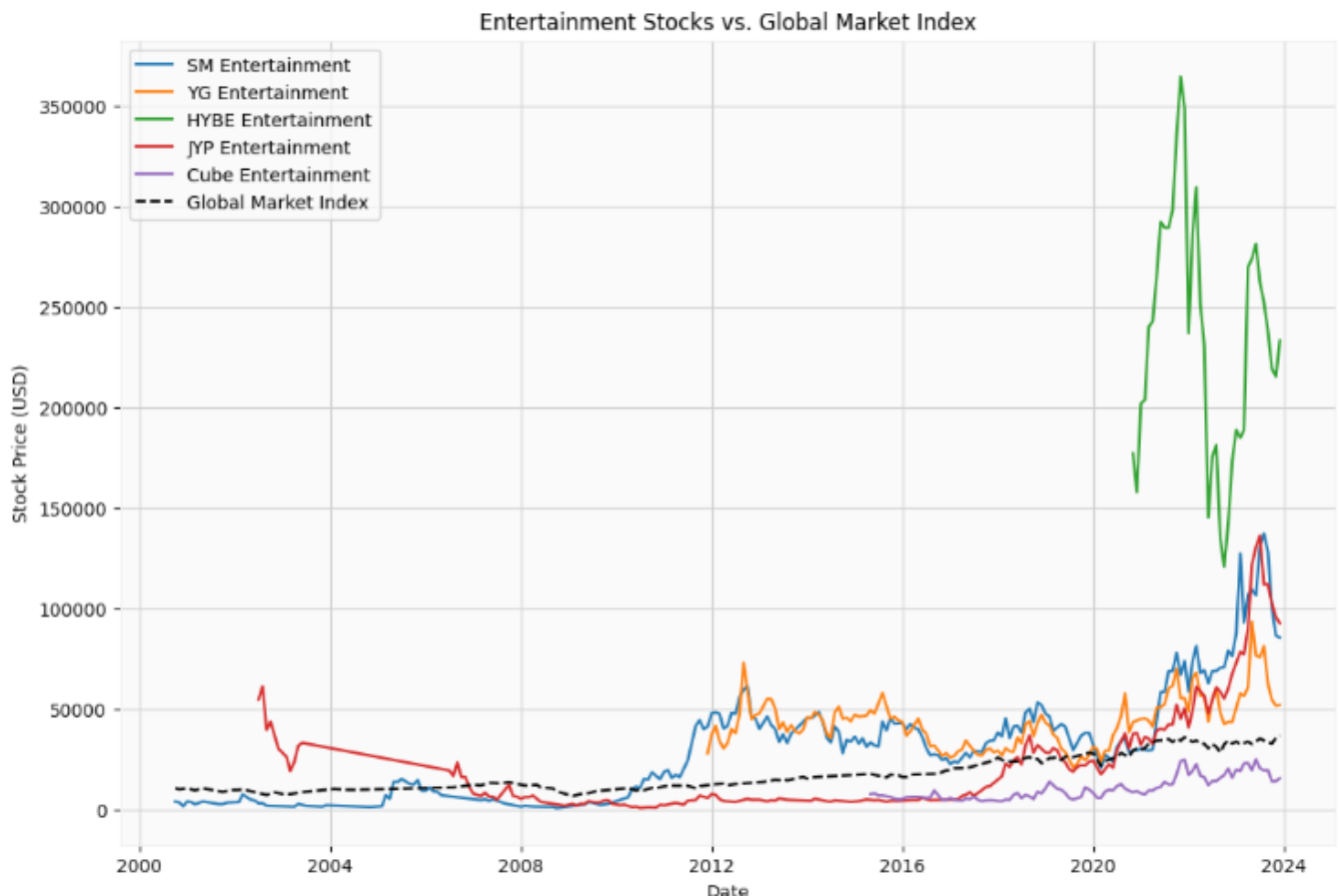
Dashboard of Rank of Count of K-pop Idols' nationality



In this dashboard, the nationalities of debut K-pop idols, apart from their original South Korean nationality, are ranked from second to fifth as Japanese, Chinese, American, and Thai, respectively. The dashboard's design allows for a more detailed filtering of the nationality distribution among members within each group. For entertainment companies looking to discover talents from other countries in the future, this chart can serve as a valuable reference.

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Five Entertainment Stocks vs Global Market Index

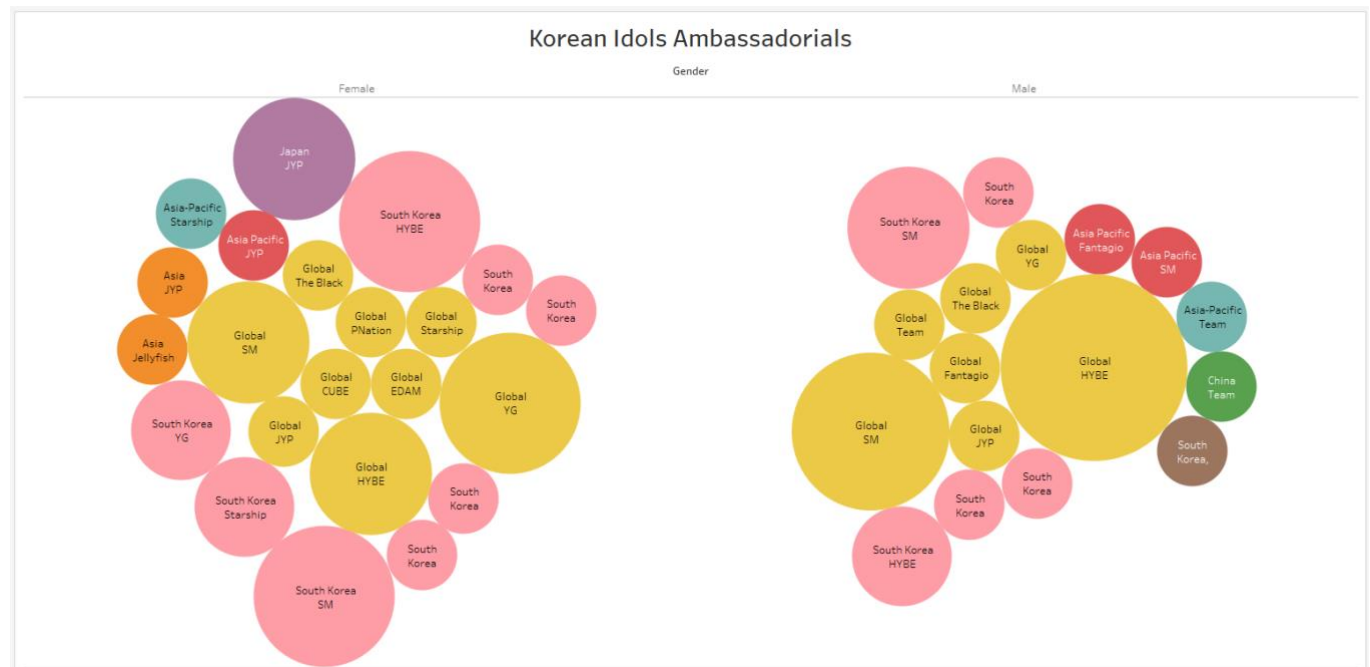


Using Python for web scraping on Yahoo Finance, a stock price analysis was conducted for the top five entertainment companies in South Korea, comparing them with the global market index.

It is evident that HYBE Entertainment has consistently maintained a high stock price since its initial public offering, surpassing the other four entertainment companies by a significant margin. As the earliest company to go public, SM Entertainment, while having a stock price lower than HYBE, has managed to sustain a consistent growth trend. On the other hand, Cube Entertainment, being a relatively late entrant to the stock market, ranks last among the top five entertainment companies and even falls below the global market index.

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Korean Idols Ambassadorial

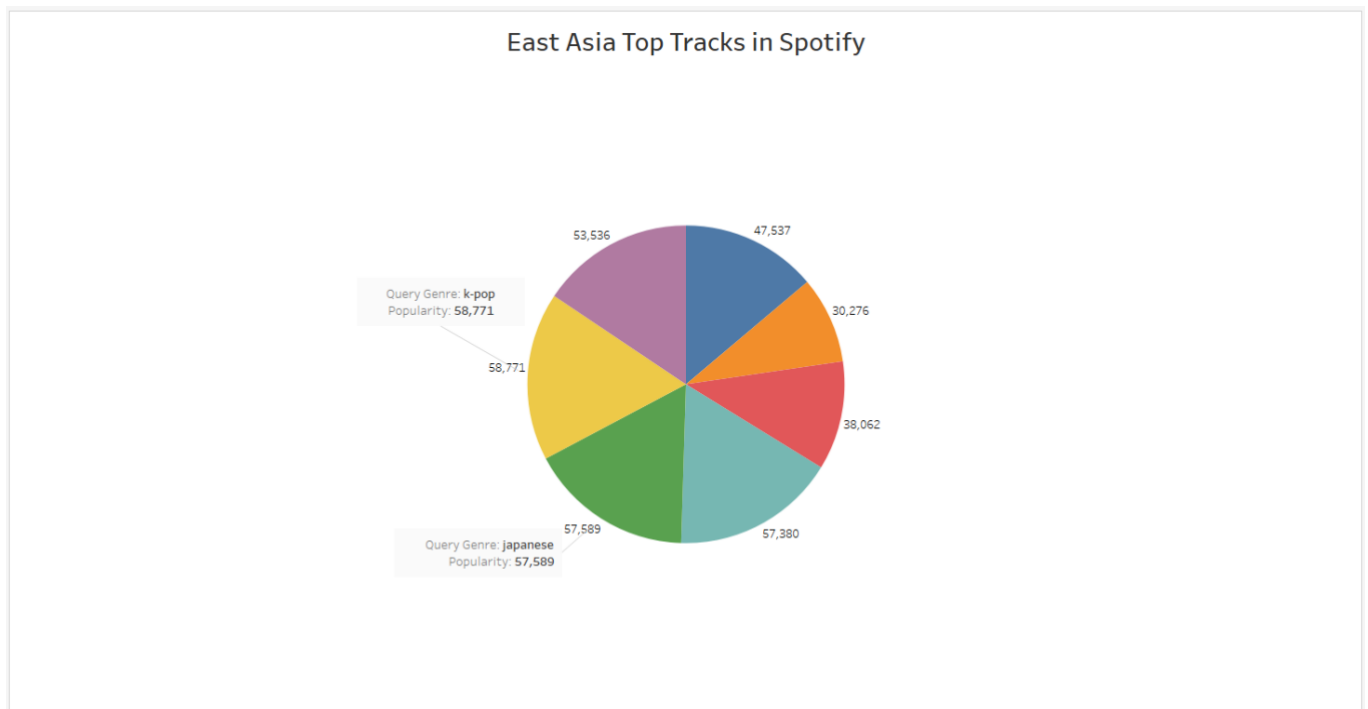


Based on the provided chart, notable trends in the endorsement landscape for both female and male idols can be discerned. Among female idols, YG Entertainment stands out as the leader in global endorsements, while in the Korean region, HYBE Entertainment takes the lead, closely followed by SM Entertainment. For male idols, HYBE Entertainment secures the highest number of global endorsements, with SM Entertainment following suit.

An interesting observation is that female idols are associated with endorsements that extend across the entire Asian region. In contrast, male idols predominantly receive endorsements from the Chinese market. These trends shed light on the diverse and region-specific nature of idol endorsements in the entertainment industry.

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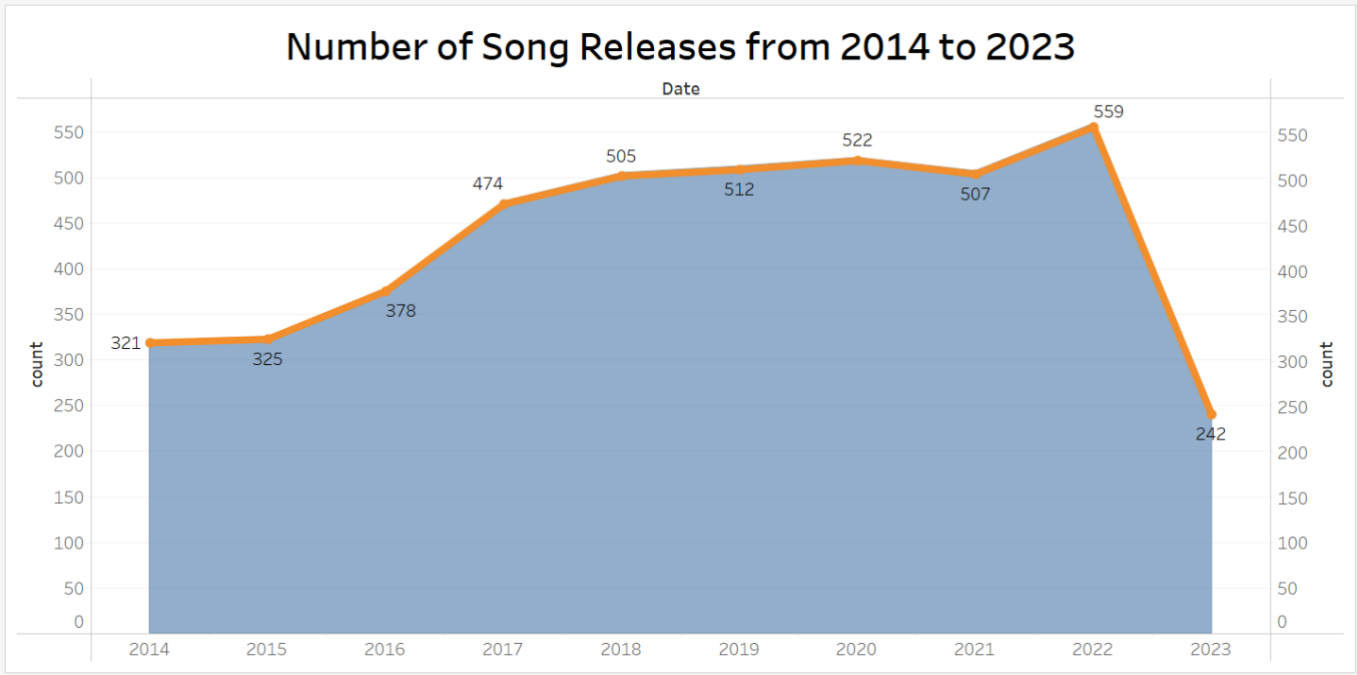
Pie Chart of East Asia Top Tracks in Spotify



Through this pie chart, it is evident that K-pop claims the top spot in Spotify's "East Asia Top Tracks," with a volume of 58,771, closely followed by Japanese music with a volume of 57,589. Despite the narrow gap, it is worth noting that Japan has a significantly larger population than South Korea. Nevertheless, K-pop continues to hold a prominent position in the East Asian market.

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Number of Songs Releases from 2014-2023



The trend of song releases from 2014 to 2023 shows a consistent annual increase. However, as the data extraction is until October 2023, the decrease in the number of songs for that year is considered normal. It is anticipated that the subsequent years will continue to see a rise in song releases. Through the volume of song releases, it is evident that while the K-Pop market may appear saturated, it is still experiencing growth, making it a sector worth closely monitoring for future developments.

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Conclusion

In recent years, South Korea's entertainment industry has not merely thrived but has become a global cultural powerhouse, with K-dramas and K-pop leading the way. This comprehensive analysis, rooted in statistical exploration and data visualization, unveils a nuanced narrative that goes beyond numbers, portraying a multifaceted success story.

At the core of South Korea's global influence is its exceptional ability to transcend demographic limitations. Despite having a smaller population compared to entertainment giants, South Korea has demonstrated an unparalleled capacity to make a significant impact on the global stage. The first visual highlights this phenomenon, showcasing South Korea's prowess in the entertainment industry and emphasizing its ability to compete and succeed internationally.

Cultural diplomacy emerges as a linchpin in this global ascent. The second visual underscores the transformative power of the Korean Wave (Hallyu), extending South Korea's cultural influence beyond Asia. The resulting surge in inbound tourism, especially after the global success of the 2013 drama "My Love from the Star," not only attests to the captivating nature of South Korean entertainment but also translates into tangible economic growth.

Television and film further solidify South Korea's dominance, as revealed in the third visual. The global drama landscape sees a notable representation of South Korean content, reflecting not only consistent quality but also a growing global audience captivated by the distinctive storytelling and production values of Korean dramas.

The fourth visual provides insights into the international makeup of K-pop groups, highlighting a deliberate strategy of diversity in talent acquisition. This strategic approach not only broadens the appeal of K-pop but also resonates with diverse audiences worldwide, contributing to the genre's global phenomenon.

Financial success, as illustrated in the fifth visual, adds a crucial dimension to the narrative. The consistent high stock prices of companies like HYBE Entertainment reflect not only individual success stories but also mirror the overall financial health and sustainability of the South Korean entertainment industry.

The sixth visual explores the lucrative world of endorsements, revealing the global and region-specific nature of idol endorsements. Entertainment companies adeptly leverage the global appeal of their idols, contributing not only to the artists' fame but also to the economic prosperity of the companies themselves.

The final visual encapsulates the ongoing musical resonance of K-pop. Despite a competitive landscape, K-pop claims the top spot in Spotify's "East Asia Top Tracks," underscoring the genre's enduring global popularity and its ability to transcend cultural and geographical boundaries.

In conclusion, South Korea's entertainment triumph is a harmonious synthesis of creativity, cultural diplomacy, financial acumen, and a keen understanding of global market dynamics. The statistical tapestry woven through this analysis celebrates past successes while pointing towards a robust and sustainable future for South Korean entertainment on the global stage. The success of K-dramas and K-pop is not merely a trend; it's a cultural phenomenon with a profound and lasting impact on the world's stage, signaling South Korea's emergence as a global cultural trendsetter.