

How Kpop broke through in the US?

----- An analysis of the Reddit Kpop submissions



한국문화원

Korean Cultural Center

PHOTO: HAN MYUNG-GU/WIREIMAGE.COM

FEATURE



Why is K-pop's popularity exploding in the United States?

Korean artists such as Girls' Generation and Big Bang are making international music waves

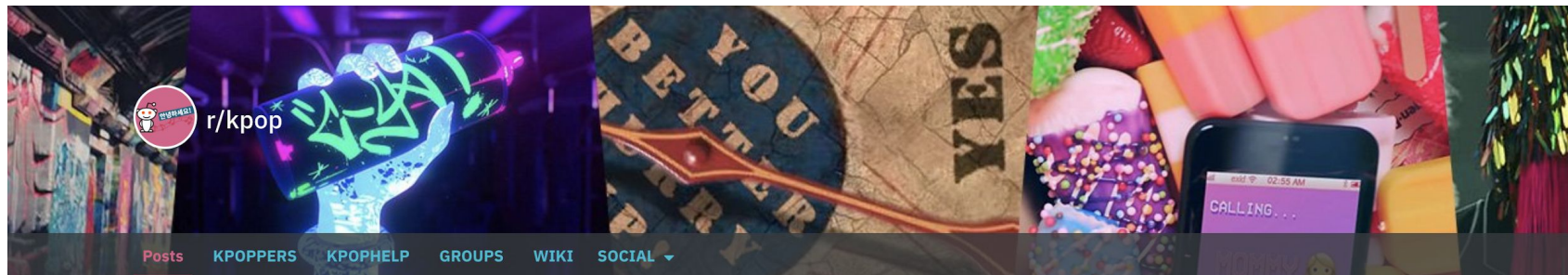
JON MATSUMOTO | GRAMMYS / MAY 15, 2017 - 2:36 AM

GRAMMY.com

While South Korea is a vital part of the growing economic boom in Asia, the country of nearly 50 million people is exporting more than just consumer electronics and cars these days. Its native popular music, universally known as K-pop, is also finding a growing international audience in places such as the United States, Europe, the Middle East, and South America. And in other Asian markets, including Japan, it's already big business.

In major U.S. cities such as Chicago, Atlanta and Houston, K-pop concerts have sold out venues seating 1,700 to 2,500 music fans. In 2011 the nine-member dance-pop group Girls' Generation performed to a sold-out audience, along with other K-pop acts, at New York's beloved Madison Square Garden. And in Los Angeles, the Korean Music Festival has been a





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431

Posted by u/melaniefontana 1 day ago 🌟

[AMA] OVER Hi! I'm Pop songwriter Melanie Fontana, I have written songs for kpop stars such as Minzy, BTS, Hyolyn, Tiffany Young, Produce 101, Jay Park, Girls Generation, IOI, Flowsik, AOA, Rania, Fiestar, F(x) + beyond. AMA!

Hey Friends,

I'll be answering questions from 4-5 PM PST on Dec 19th! Ask me anything about my work! I have also written songs for artists such as The Chainsmokers, Britney Spears, Daya, R3hab, Krewella, Justin Bieber, Aaron Carter, John Dahlbäck + others!

COMMUNITY DETAILS



r/kpop

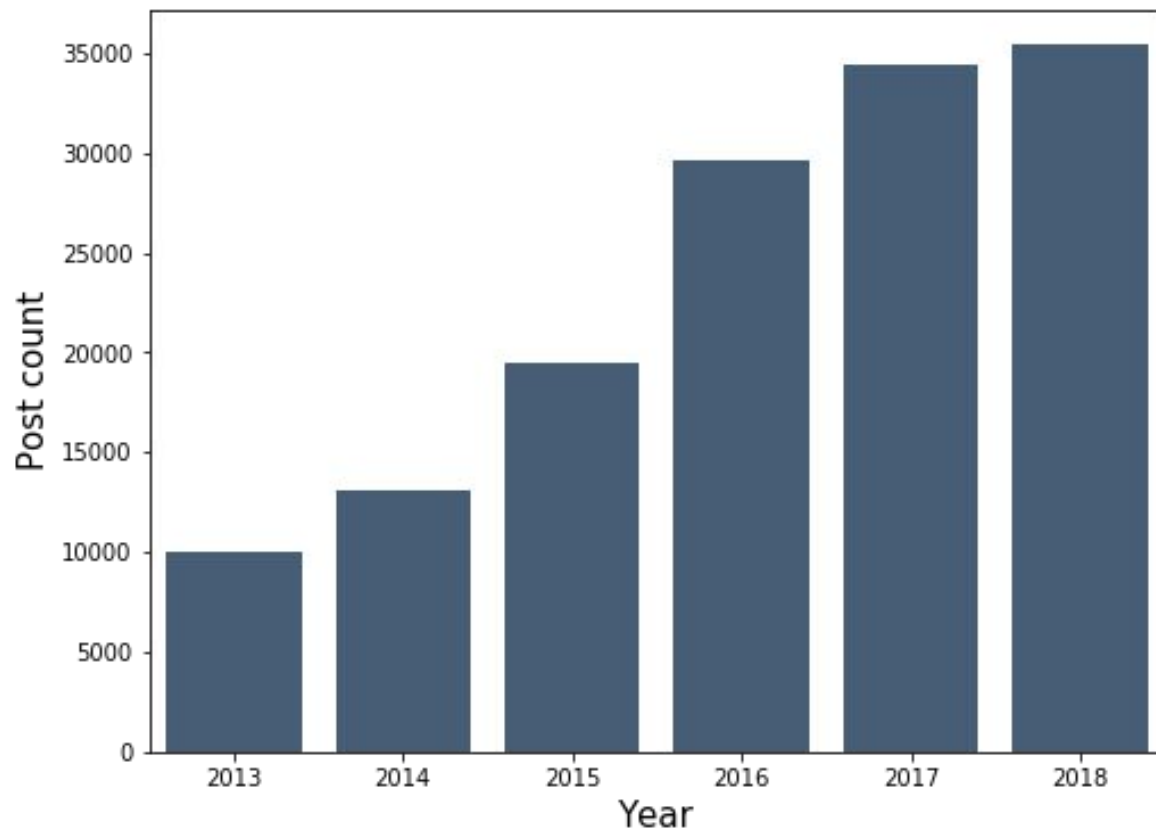
325k

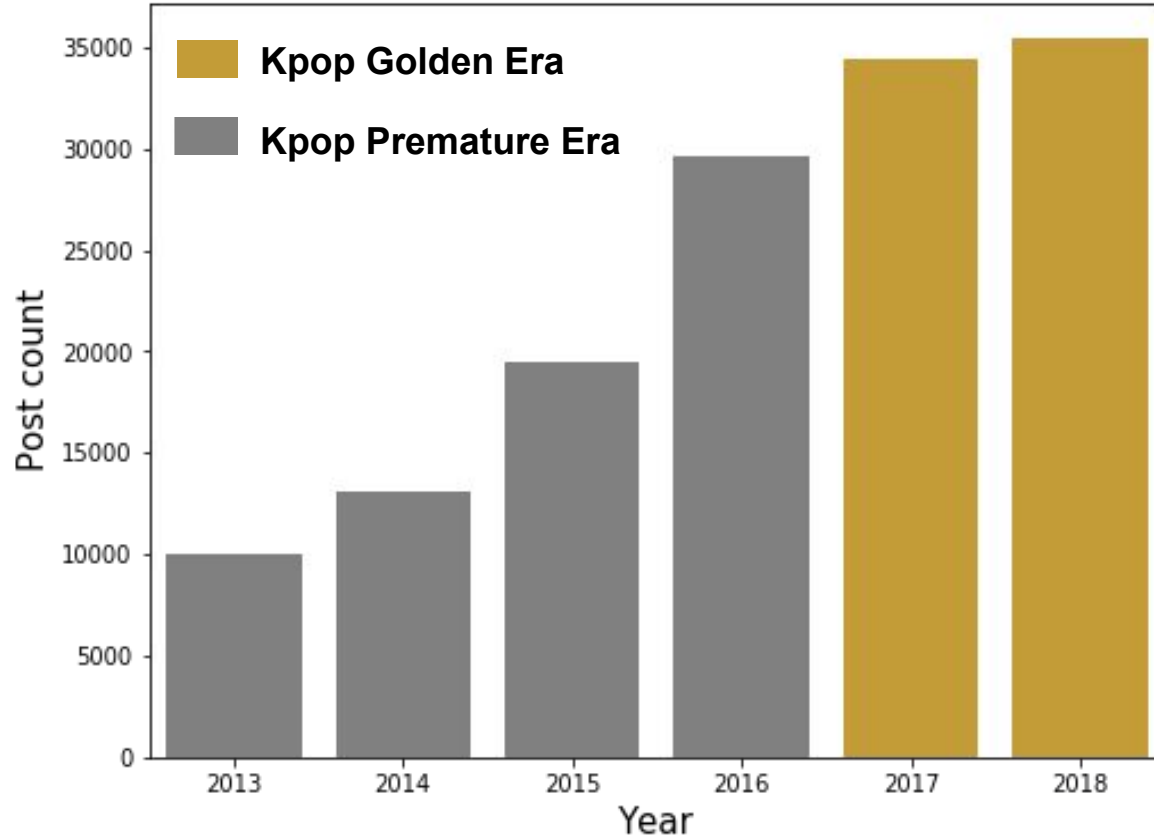
Subscribers


2.1k

Online Now

K-Pop (Korean popular music) is a musical genre consisting of pop, dance, electropop, hiphop, rock, R&B, and electronic music originating in South Korea. In addition to music, K-Pop has grown into a popular subculture, resulting in widespread interest in the fashion and style of Korean idol groups and singers.









Posted by u/Samefame 12 hours ago

314 **[MV]** SEVENTEEN (세븐틴) - Getting Closer

[vlive.tv/video/...](#)

50 Comments Share Save ...







Posted by u/balloon_wanted 18 hours ago

252 **[News]** Block B's Jaehyo Writes Sweet Handwritten Letter + Enlists Today

[soompi.com/articl...](#)

5 Comments Share Save ...



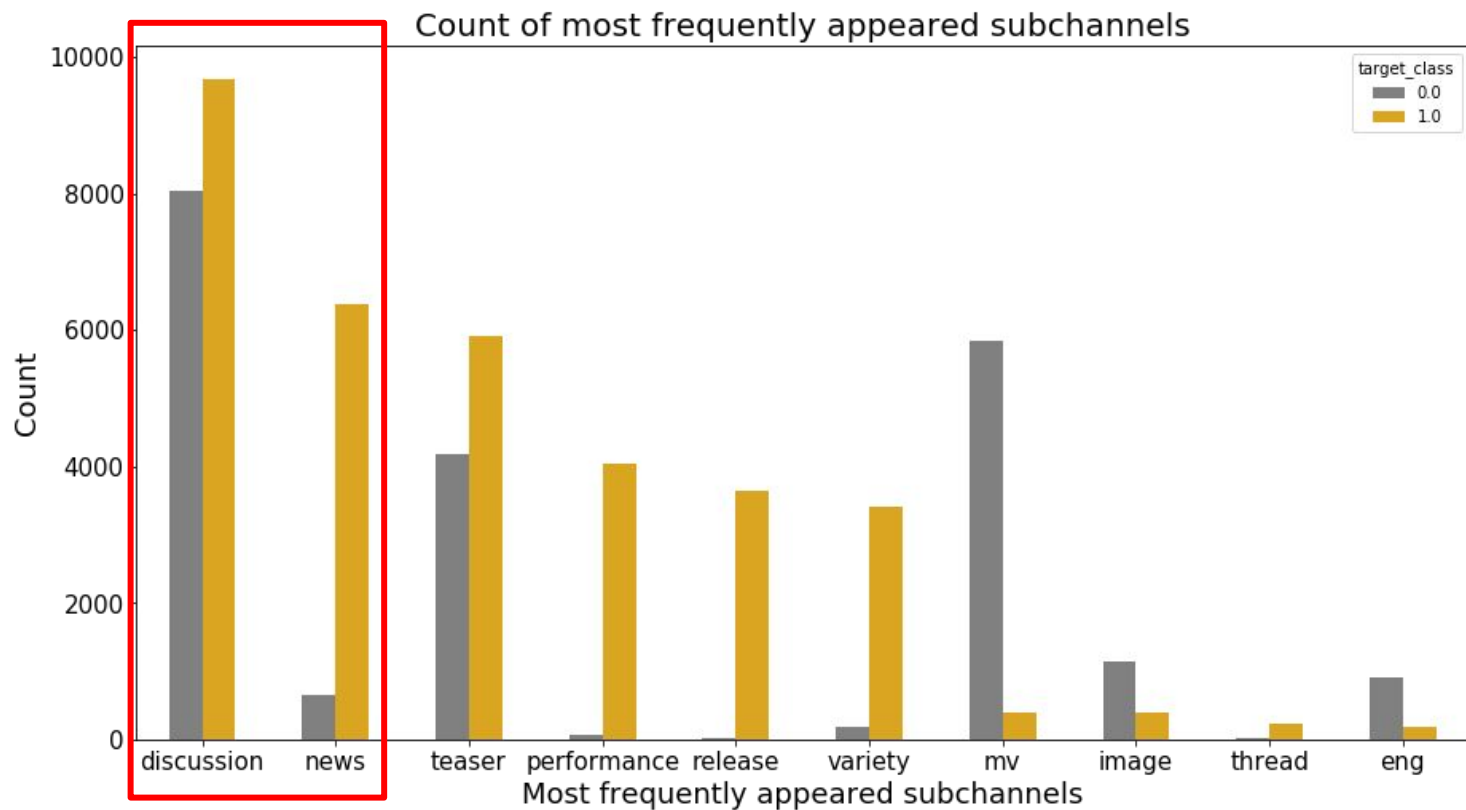


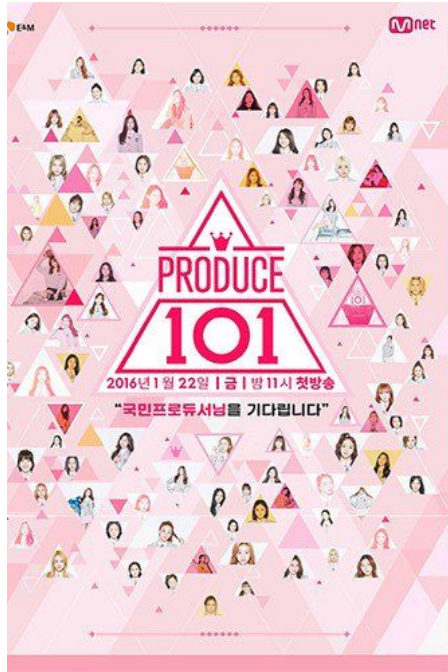
Posted by u/kpopper4 22 hours ago

218 **[Discussion]** Instances of idols poking fun at things we thought they didn't know

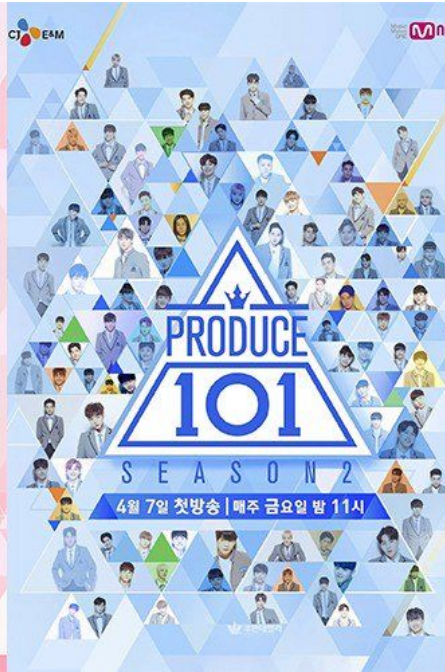
Instances of idols poking fun at things we thought they didn't know were funny or odd/cringe/noticeable

I remember seeing Jennie's Solo Teaser and a lot of people, including myself, thinking it was SO CRINGEY.





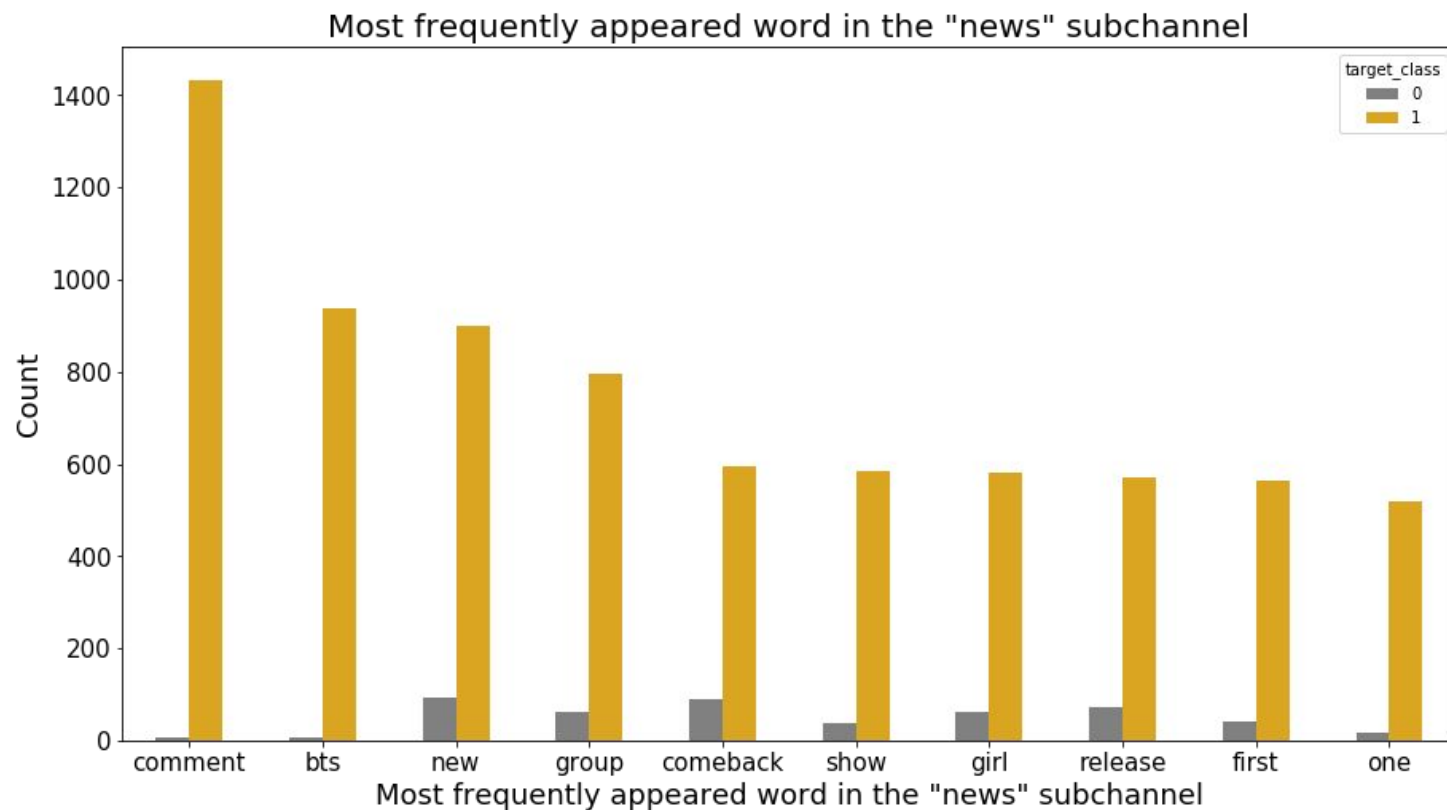
Season 1: 2016
Girl Group: I.O.I



Season 2: 2017
Boy Group: Wanna One



Season 3: 2018
Girl Group: IZ*One





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K-Pop band 'speak you

By Bard Wilkinson, CNN

Updated 5:14 AM ET, Tue September



K-pop band BTS address the UN Gene

BTS' 'Love Yourself' Becomes First K to Hit No. 1 on Billboard Chart



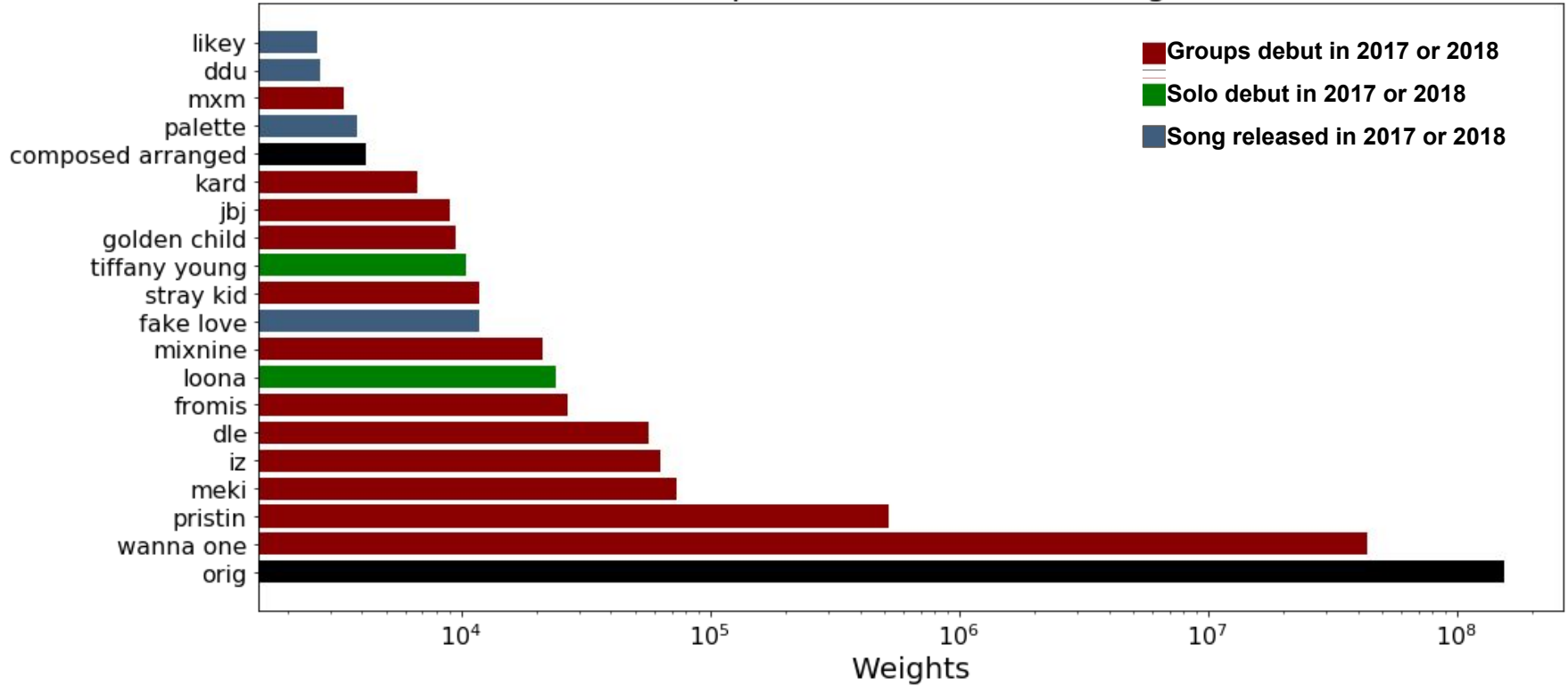
English is no longer the default language of American pop

K-pop and Reggaeton's charts successes are transforming popular culture and leading to more young people learning Korean



▲ Musical group BTS at the 2018 Billboard Music Awards at MGM Grand Garden Arena in Las Vegas Photograph: Kevin Mazur/BBMA18/WireImage

Most Important Features and Weights





reddit



Subreddit Results

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859

**[Dance Cover]** HyunA & E'Dawn - Throw A Fit (**orig.** Tinashe) [instagram.com/p/Bqbn...](https://www.instagram.com/p/Bqbn...)r/kpop · Posted by u/perochan **WINNER x Day6 is My Day** 29 days ago 🏆

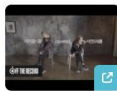
66 Comments Share Save ...

256

**[Dance Cover]** Cherry Bullet - Into the New World (**orig.** Girls' Generation) youtu.be/QKPE4M...r/kpop · Posted by u/CronoDroid **1. Soshi 2. A Pink 3. f(x) 4. Red Velvet 5. LOOΠΔ 6. fromIZ*ONE** 10 days ago

27 Comments Share Save ...

143

**[Dance Cover]** fromis_9 Seoyeon x Saerom - 꿈 (Feat. 승연 (Luizy)) (**orig.** HIGHLIGHT Kikwang) youtube.com/watch?... r/kpop · Posted by u/CronoDroid **1. Soshi 2. A Pink 3. f(x) 4. Red Velvet 5. LOOΠΔ 6. fromIZ*ONE** 17 days ago

19 Comments Share Save ...

1.3k

**[Song Cover]** BLACKPINK Rosé - Can't Help Falling In Love (**orig.** Elvis Presley) streamable.com/mv05qr/kpop · Posted by u/bk1155 **BLACKPINK • BIGBANG • (G)I-DLE • BTS • RV • TWICE • CLC** 2 months ago 🏆

136 Comments Share Save ...

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**[Song Cover]** JINHO (진호) (PENTAGON) - Bohemian Rhapsody (**orig.** Queen) youtube.com/watch?... r/kpop · Posted by u/sunnyXtzuyu **Doyeon's Husband | Cube, DSP, TS, Fantagio & Pledis Trash** 20 days ago

32 Comments Share Save ...

182

**[Dance Cover]** Seungyeon (CLC) - Taki Taki (**orig.** DJ Snake) [instagram.com/p/Bqco...](https://www.instagram.com/p/Bqco...)r/kpop · Posted by u/seitengrat **the whole Brother Act. album of BTOB** 29 days ago

18 Comments Share Save ...



