

BTS (band)

BTS (Hangul: 방탄소년단; RR: *Bangtan Sonyeondan*), also known as the **Bangtan Boys**, is a seven-member South Korean boy band formed by Big Hit Entertainment. The name subsequently became a backronym for **Beyond the Scene** in July 2017. On June 12, 2013, they performed the song "No More Dream" from their initial album 2 Cool 4 Skool ^[4] to commemorate their debut on June 13, 2013.^[5] They won several New Artist of the Year awards for the track "No More Dream", including at the 2013 Melon Music Awards and Golden Disc Awards and the 2014 Seoul Music Awards. The band continued to gain prominence with their subsequent albums *Dark & Wild* (2014), *The Most Beautiful Moment in Life, Part 2* (2015) and *The Most Beautiful Moment in Life: Young Forever* (2016), with the latter two entering the U.S. Billboard 200.^[6] *The Most Beautiful Moment in Life: Young Forever* went on to win the Album of the Year award at the 2016 Melon Music Awards.^[7]

Their second full album, *Wings* (2016),^[8] peaked at #26 on the *Billboard* 200, which marked the highest chart ranking for a K-pop album ever.^[9] In South Korea, *Wings* became the best-selling album in the Gaon Album Chart history at the time.^[10] It sold more than 1.5 million copies, making it BTS's first "million seller",^[11] and the group was subsequently awarded Artist of the Year at the 2016 Mnet Asian Music Awards.^[12] The group's next release, *Love Yourself: Her* (2017),^[13] debuted at #7 on the *Billboard* 200,^[14] the highest rank for an Asian artist in history. The group also managed to debut on the *Billboard* Hot 100 for the first time with the album's title track, "DNA", which entered at #85 and peaked at #67.^[15] Another track from the album, "Mic Drop", was remixed by Steve Aoki with a feature by Desiigner and peaked at #28 on the *Billboard* Hot 100. Both tracks are certified Gold by the Recording Industry Association of America, a first for any Korean group and the second Korean act overall after PSY.^[16] The album sold over 1.2 million copies on South Korea's Gaon Album Chart in its first month, achieving the highest monthly album sales in the chart's history and the highest on any Korean chart in 16 years, second to g.o.d's *Chapter 4* album in 2001.^[17] BTS was awarded the Mnet Asian Music Award for Artist of the Year for the second year in a row in 2017.^[18] Their third full album, *Love Yourself: Tear* (2018), debuted at #1 on the *Billboard* 200,^[19] making them the only K-Pop act to achieve this feat so far. The album's title track, "Fake Love", is the group's third song to reach Gold certification.^[20] *Love Yourself: Answer*, the repackage of that album, also debuted at #1 on the *Billboard* 200.^[21] The repackage sold over 1.9 million copies on Gaon Album Chart in August 2018, breaking the chart's all-time monthly record once again.^[22] On November 9, 2018 *Love Yourself: Answer* became the first Korean album to be certified Gold (500,000+ units), and BTS became the first Korean group to get a

BTS	
	
BTS for LG Electronics in 2018 Clockwise, from left: V, J-Hope, RM, Jin, Jimin, Jungkook, and Suga	
Background information	
Also known as	Bangtan Boys • Bulletproof Boy Scouts • Beyond the Scene • Bangtan Sonyeondan
Origin	Seoul, South Korea
Genres	K-pop • hip hop ^[1] • R&B • EDM
Years active	2013–present
Labels	Big Hit • Pony Canyon • Def Jam Japan ^[2] • Columbia ^[3]
Website	bts.ibighit.com
Members	Jin Suga J-Hope RM Jimin V Jungkook
Korean name	

Platinum (1,000,000+ units) certification with the single "MIC Drop" in the United States.^[23] They have sold over ten million albums in Korea, with five million being sold in 2018 alone.^[24]

Known for their large social media presence, BTS were listed by *Forbes* as the most retweeted artist on *Twitter* in March 2016.^[25] In May, Twitter launched its first ever K-pop emoji, featuring BTS.^[26] In October, *Billboard* placed BTS #1 on their *Social 50* chart, making them the first Korean group to top the chart.^[27] To date they have spent 104 weeks at #1 on the Social 50 chart.^[28] Also in 2016 they charted on YouTube's Music Global Top 100: 17th on the video chart, 6th on the artist chart and 14th on the tracks chart.^[29] In May 2017, they won the *Top Social Artist Award* at the *Billboard Music Awards*, becoming the first Korean group to win a BBMA.^{[30][31]} On November 20, 2017, *Guinness World Records* revealed that BTS had earned a spot in their 2018 edition for "having the world's most Twitter engagements for a music group".^[32] That December, they were revealed to be the most tweeted about celebrity in 2017, being "liked or retweeted over half a billion times (502 million)" worldwide.^[33] Their chart success and popularity in numerous countries has prompted many Western media outlets to nickname them as 'the biggest boyband in the world'.^{[34][35]}

In 2018, BTS became #1 on the *Forbes* Korea Power Celebrity list, which ranks South Korea's most powerful and influential celebrities, as well as #1 on Korea's most loved artists of 2018 by a poll conducted by *Gallup*. They also became the youngest ever recipients to be awarded the *Order of Cultural Merit* from the South Korean government.^{[36][37][38]} In September 2018, BTS gave a speech at the *United Nations* as ambassadors for *UNICEF*, as well as were featured on the cover of *Time Magazine's* International cover, with *Time* referring to them as 'Next Generation Leaders'.^[39] According to a study conducted by the *Hyundai Research Institute*, BTS are estimated to bring in \$3.6 billion USD to *South Korea's* economy per year, totaling up to \$50 billion USD in economic revenue up to the year 2023.^[40]

Hangul	방탄소년단
Hanja	防彈少年團
Transcriptions	
Revised Romanization	<i>Bangtan Sonyeondan</i>
McCune–Reischauer	<i>Pangt'an Sonyŏndan</i>
Japanese name	
Kanji	防弾少年団
Hiragana	ぼうだんしょうねんだん
Transcriptions	
Revised Hepburn	Bōdan Shōnendan
Kunrei-shiki	Bōdan Syōnendan

Contents

Name
History
2010–2014: Debut and moderate success
2015–2016: Mainstream breakthrough and commercial success
2017–present: International recognition
Artistry
Influence
Awards and nominations
Other ventures
Endorsements
Philanthropy
Members
Discography
Tours and concerts
Filmography
Exhibitions
Film
Television
Variety shows on V Live
References

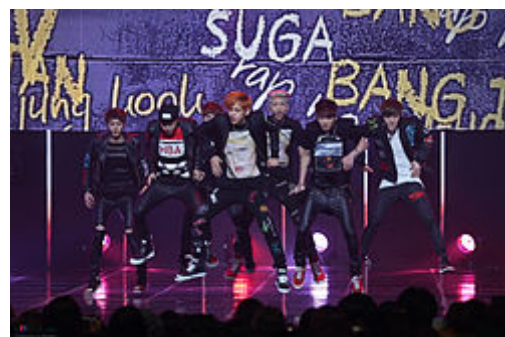
Name

The group's name, BTS, stands for the Korean expression *Bangtan Sonyeondan* (Hangul: 방탄소년단, Hanja: 防彈少年團), literally meaning "Bulletproof Boy Scouts". The name was conceptualized with the thought that BTS would block out stereotypes, criticisms, and expectations that target adolescents like bullets and protect the values and ideals of today's adolescents.^[41] In Japan, they are known as Bōdan Shōnendan (防弾少年団), which translates similarly.^[42] In July 2017, BTS announced that in addition to *Bangtan Sonyeondan* or Bulletproof Boy Scouts, the name would also stand for "Beyond the Scene" as part of their new brand identity.^[43] This extended their name to mean "growing youth BTS who is going beyond the realities they are facing, and going forward."^[44]

History

2010–2014: Debut and moderate success

BTS was first formed in 2010 after Big Hit Entertainment CEO Bang Si-hyuk met with group leader RM and was impressed with his rapping.^[45] BTS was originally supposed to be a hip hop group similar to YG Entertainment's 1TYM.^[46] The group was originally meant to debut in 2011 and featured on several tracks by artists such as 2AM and Lee Seung-gi before their debut was postponed and the group was reorganized into a more traditional idol group.^[47] The lineup was then finalized with Jin, Suga, J-Hope, RM, Jimin, V, and Jungkook in 2012. Six months prior to their debut, they began to gain attention for their presence on various social media websites, as well as song covers on YouTube and SoundCloud.^[48]



BTS in 2014 performing at Mnet *M Countdown*.

The group's debut single album *2 Cool 4 Skool*, the first installment in their "school trilogy" series, was released simultaneously with its lead single "No More Dream" on June 12, 2013.^{[4][49]} While the album peaked at number five on the Gaon Album Chart and eventually sold over 145,000 copies,^[50] "No More Dream" and the subsequent single "We Are Bulletproof Pt. 2" were not major hits, with the album selling only 24,000 copies in 2013.^[51] Expanding their endeavors into Japan, "No More Dream" was later re-recorded in Japanese and released on June 4, 2014.^[52]

The second part to the "school trilogy" was the extended play *O!RUL8,2?*, released on September 11, 2013, along with "N.O" as its single. The EP has sold over 160,000 copies to date, including 34,000 copies in its release year, and peaked at number four.^[53] That same month, BTS starred in their own variety show, SBS MTV's *Rookie King Channel Bangtan*, based on a fake broadcast station, "Channel Bangtan", through which members parodied variety shows such as aVJ Special Forces and MasterChef Korea.^[54] At the end of the year, BTS was recognized with several New Artist of the Year awards, including the 2013 Melon Music Awards and Golden Disc Awards and the 2014 Seoul Music Awards.^[55]

The last act to their "school trilogy", *Skool Luv Affair* (2014)^[56] topped the Gaon Chart, selling 100,000 copies in 2014 and over 250,000 copies overall.^[57] It also peaked at number three on Billboard's World Albums Chart, marking the BTS' first release on the chart.^{[56][58]} The album was supported by the singles "Boy in Luv" (Korean: 상남자; RR: *Sang-namja*) and "Just One Day" (Korean: 하루만; RR: *Haruman*).^[59] In August, the group also attended KCON in Los Angeles.^[60] That same month, they released their first Korean studio album, *Dark & Wild*, which peaked at number two on the Gaon Chart and sold over 200,000 copies.^{[61][62]} It was supported by two singles: "Danger" and "War of Hormone" (Korean: 호르몬 전쟁; RR: *Horeumon Jeonjaeng*).^[63]

Their Japanese studio album, *Wake Up* (2014), released that December, peaking at number three on the weekly Oricon Albums Chart and selling 28,000 copies.^[64] Along with re-recorded Japanese versions of older songs, it also contained the original tracks "Wake Up" and "The Stars".^[65] Their first concert tour, 2014 BTS Live Trilogy – Episode II: The Red Bullet, was held from October to December.^[66]

2015–2016: Mainstream breakthrough and commercial success



BTS at KCON France in Paris on June 2, 2016.

At the beginning of 2015, BTS toured Japan for the first time with their *Wake Up: Open Your Eyes* tour.^[67] They also held their second solo concert in Korea, *BTS Live Trilogy – Episode 1: BTS Begins*.^[68] Their third EP, *The Most Beautiful Moment in Life, Part 1* (2015), was released that March^[69] and was the only Korean album to be included in *Fuse*'s list of the "27 Best Albums of 2015 So Far" that year.^[70] The lead single "*I Need U*" was a top five hit on the weekly Gaon Digital Chart in South Korea^[71] and garnered BTS their first ever music show win on *SBS MTV's The Show*.^[72] Although the second single, "*Dope* (Korean: *떨어*; RR: *Jjeoreo*)", peaked at number 44 on the weekly Gaon Digital Chart,^[73] its music video became BTS' first to accrue over 100 million views on

YouTube in October.^[74] "*Dope*" later peaked at number three on Billboard's World Digital Songs Chart.^[75] *The Most Beautiful Moment in Life, Part 1* has sold over 415,000 copies to date.^[76]

BTS' fourth Japanese single, "*For You*", was released that June to celebrate the first anniversary of their Japanese debut. The single topped *Oricon*'s daily chart, selling over 42,000 copies within its first day.^[77] They also commenced their *2015 Live Trilogy Episode: The Red Bullet* world tour,^[66] and participated in the *Summer Sonic Festival* tour in Japan.^[78] On March 17, 2015, leader RM dropped his first mixtape, *RM*, a mixtape that "takes listeners on a roller coaster narrative of confidence and uncertainty that comes with self-discovery." ^[79]

During their three-day *The Most Beautiful Moment in Life: On Stage* tour, the group performed the new song "*Run*",^[80] the lead single for the EP *The Most Beautiful Moment in Life, Part 2*, which was later released on November 30, 2015. The album topped the weekly Gaon Album and *Billboard World Albums* charts and remained atop the latter for multiple weeks, making BTS the first K-pop act to achieve that feat.^[81] It also peaked at number 171 on the *Billboard 200* chart with over 5,000 copies.^[82] At the *2015 Mnet Asian Music Awards*, they received the *Best World Performer* in recognition of their international fanbase.

The Most Beautiful Moment in Life, Part 1 and *Part 2* were later combined into the *Young Forever* (2016) edition and was supported by three singles: the top 40 hit "*Epilogue: Young Forever*", the top 10 hit "*Fire*" (Korean: *불타오르네*; RR: *Bultaoreune*), and the top 20 hit "*Save Me*".^[83] A two-day concert at the *Olympic Gymnastics Arena* in *Seoul* was held in May to support the album,^[84] followed by their Asia tour.^[85] The group also headlined both *USKCON* shows held that year in New Jersey (June) and Los Angeles (July), to sold out audiences.^[86] *Young Forever* later won Album of the Year at the year-end *Melon Music Awards*, becoming the group's first major grand prize (*daesang*).^[7] On August 15, 2016, rapper Suga dropped a titular mixtape underneath the pseudonym Agust D, with critics stating that Suga's "storytelling execution in the music he creates tears down the barrier of censoring and sugarcoating".^[87]

On September 7, 2016, BTS released their second Japanese studio album *Youth*, selling over 44,000 copies on its first day of release and ranking number one in *Japan*.^[88] Japanese editions of "*I Need U*" and "*Run*" were released as singles.^[89] Meanwhile, back in their home country, pre-orders for the group's second Korean studio album, *Wings*, released that October, accumulated over 500,000 copies within the first week.^[90] The lead single "*Blood Sweat & Tears*" achieved an "all-kill" in South Korea,^[91] becoming their first number one hit on the weekly Gaon Digital Chart.^[92] Its music video gained over 6 million views within 24 hours, breaking the previous record held on YouTube for the highest number of views of a K-pop group music video within 24 hours.^[93] They later won Artist of the Year at the 2016 *Mnet Asian Music Awards*,^[12] becoming the first artist not from a "Big Three" entertainment company (*SM*, *YG* and *JYP*) to do so.^[94]

2017–present: International recognition

In early 2017, BTS embarked on their *Live Trilogy Episode III: The Wings Tour*. That February, pre-orders for the repackaged edition of *Wings*, entitled *You Never Walk Alone*, reached over 700,000 copies.^[95] The lead single "*Spring Day*" (Korean: *봄날*; RR: *Bomnal*) topped eight of the major South Korean online music charts, as well as Gaon,^[96] and crashed *Melon*'s digital chart due to

the high influx of user traffic.^[97] It also entered the US *Billboard*'s Bubbling Under Hot 100 singles chart at number 15 with "zero promotions".^[98]

Their fifth EP, *Love Yourself: Her*, was released that September^[99] and featured music from the Chainsmokers' Andrew Taggart for the track "Best of Me".^[100] The lead single, "DNA", peaked at number two on the weekly Gaon Chart,^[101] while its music video reached over 20 million views on YouTube, breaking the record for most viewed K-pop group music video within the first 24 hours.^[102] "DNA" also became the group's first entry on the *Billboard Hot 100* at number 85, making BTS the first K-pop boy band to do so and the second Korean act with a Korean-language song.^[103] When "DNA" rose to number 67, it became the highest-charting song on the *Billboard Hot 100* for a K-pop group, beating Wonder Girls' previous record at number 76.^[104] A remix for their song, "Mic Drop", by Steve Aoki and featuring Designer was released as the second single, peaking at number 23 in South Korea^[105] and number 28 on the *Billboard Hot 100*, becoming the first top 40 entry for a K-pop group on the chart.^[106] "DNA" and "Mic Drop" were later released as a triple-A side single in Japan with the new song "Crystal Snow"^[107] which topped the Oricon Chart,^[108] becoming the highest-selling single from a K-pop artist within a week,^[109] and making BTS the first foreign artist to achieve this.^[110]

In November, the group became the first K-pop group to perform at the *American Music Awards*,^[111] raising their profile internationally.^[112] They won their second *Artist of the Year* at the *2017 Mnet Asian Music Awards*,^[113] becoming the first act to win the award two years in a row.^[114] "Spring Day" later won Best Song of the Year at the *Melon Music Awards*.^[115] That December, they performed on *Dick Clark's New Year's Rockin' Eve* to welcome the new year, making them the first K-pop group to be part of the show's lineup.^[116] They also made their Japanese TV music show debut on *TV Asahi's Japan Music Station Super Live* on December 22.^[117]

January 2018 saw BTS receive their first Double Platinum certification from the *RIAJ* for their "Mic Drop/DNA/Crystal Snow" single,^[118] the only single album by a foreign artist in 2017 to sell over 500,000 copies and receive certification on the Oricon chart for that year.^[119] Later that month, they became the first artist outside of the "Big Three" to win both grand prize (Daesang) awards at the *Golden Disc Awards*^[120] and the *Seoul Music Awards* respectively.^[121] In February, their "Mic Drop Remix" and "DNA" singles were both certified Gold^[122] by the *RIAA*,^[122] making BTS the first and only Korean artist to receive two certifications.^[123] An original, eight-episode long documentary series, entitled *Burn the Stage*, offering a behind-the-scenes look at the group's 2017 Wings Tour, premiered March 28 on *YouTube Premium* and ran exclusively on the platform until May 9.^[124] Rapper J-Hope released his first mixtape, *Hope World*, on March 1, a mixtape that "showcases exceptional creativity, genuine personality, and a cohesive sense of direction."^[125] Their third Japanese studio album, *Face Yourself*, was released on April 4,^[126] debuting at number 43 on the *Billboard 200* as the third-highest-charting Japanese album in the history of the chart.^[127] Later that same day, the group also released a nine-minute video titled "Euphoria", said to be the theme to *Love Yourself 起: Wonder*.^[128]



BTS at the 32nd Golden Disc Awards on January 10, 2018.



BTS at their press conference in Seoul, South Korea after winning Top Social Artist at the *Billboard Music Awards* on May 21, 2017.

In April BTS were again nominated for *Top Social Artist* at the *2018 Billboard Music Awards*,^[129] which they later won on May 20, making them the only Korean artist to be nominated for and win the award two years in a row.^[130] They also debuted as performers at the show, premiering their new single, "Fake Love",^[131] from their third Korean-language LP, *Love Yourself: Tear*, released on May 18.^[132] The album debuted at number one on the US *Billboard 200* with 135,000 album-equivalent units (including 100,000 pure album sales), becoming BTS' highest-charting and first number one album in the US, the first K-pop album to top the US albums chart, and the highest-charting album by an Asian act.^[133] "Fake Love" peaked at number ten on the *Billboard Hot*

100 that same week, becoming the band's highest reaching song on the chart as well as their first in the top ten.^[134] Overall, "Fake Love" is the seventeenth non-English song to reach the top ten and the first for a K-Pop group.^[135] The single also debuted at

number seven on Billboard's Streaming Songs chart with 27.4 million streams earned in the week ending May 24, giving BTS their first top ten on the chart and making "Fake Love" the first K-pop song to land on top ten since Psy's "Hangover" feat. Snoop Dogg in 2014.^[136] On August 14, "Fake Love" was confirmed by the Recording Industry Association of America to have reached "Gold" status, having sold over 500,000 copies in SPS units. This marked BTS' third song to reach 'Gold' certification.^[20] Love Yourself: Tear also reached number eight on the UK Albums Chart, marking the group's first top ten album in the country.^[137] In June, Time included BTS in their list of the "25 Most Influential People on the Internet".^[138]

On July 17, the group announced the release of their second compilation album Love Yourself: Answer for August 24, 2018, with seven new tracks added to the release.^[139] Their 2018 world tour, titled BTS World Tour: Love Yourself, began the following day in Seoul.^[140] For the final stop of the North American leg, the band performed at Citi Field, marking the first time a Korean act has performed at a U.S. stadium.^[141] All 40,000 tickets for the stadium date were later confirmed by Big Hit Entertainment to have sold out in under 20 minutes.^[142] On August 24, the album was released, along with the music video for "Idol".^[143] An alternative version of the track, this time featuring Nicki Minaj, was released digitally on the same date,^[144] with a music video premiering on September 6.^[145] The music video broke the record for the most viewed video in its first 24 hours on YouTube with over 45 million views, breaking the record previously set by Taylor Swift with "Look What You Made Me Do" collected 43.2 million views.^[146] In the beginning of December 2018, the record was surpassed once again by Ariana Grande, after her video "Thank U, Next" garnered 55.4 million views in its first 24 hours.^[147] Debuting at number one on the US Billboard 200, the album became BTS' second number-one album—their second of 2018—and their highest sales week in the country to date.^[148] It earned 185,000 album-equivalent units, which comprises 141,000 pure album sales, 25,000 SEA units (39.01 million on-demand audio streams of the album's songs) and 19,000 TEA units,^[148] making BTS the only K-pop act with two Billboard 200 toppers and the first pop act with two number one albums in less than a year since One Direction topped the chart with Four in 2014, following 2013's Midnight Memories.^[148] In Canada, Love Yourself: Answer became the band's first number-one album on the Canadian Albums Chart, earning over 10,000 consumption units. The single "Idol" reached number five on the Canadian Singles Chart, marking BTS' first top-ten hit in Canada.^[149]

In October, they performed at the Korea-France Friendship Concert in Paris, a summit meant to show the friendly relations between France and South Korea. Around 400 officials attended the meeting, including South Korean president Moon Jae-in.^[150] On October 20, rapper RM announced his second mixtape, Mono,^{[151][152]} which was released two days later on digital and streaming platforms for free, along with a music video for the final track "Forever Rain".^{[153][154]} Lyric videos for the second and third tracks, namely "Seoul" and "Moonchild", were subsequently released on October 23 and 24 respectively.^[155] On October 25, they were featured on "Waste It On Me", a song by DJ Steve Aoki. The song was their first all-English language song and performed primarily by two BTS members, Jungkook and RM. The music video starred an all Asian-American casts such as Ken Jeong, Ross Butler, Jamie Chung and others. Aoki commented on the music video "When I found out that "Waste It On Me" was the number one song in the world on Apple Music I realized that this track represented more than just me and BTS. It's bigger than music, it represents a Korean band and one Asian American DJ that can show other Asians they are also apart of the global commercial musical landscape. I feel so deeply about the Asian footprint in music culture that I wanted the music video to have an entirely Asian cast and director".^{[156][157]}

In early November 2018, a popular Japanese music show cancelled BTS' performance citing a T-shirt a member wore the year before.^[158] In the same month the Jewish human rights organization Simon Wiesenthal Center (SWC) stated BTS owed victims an apology for the shirt in 2017, the clothing with Nazi symbolism, and a flag.^[159] Big Hit Entertainment issued an apology, saying that the images on the clothing were not intended to be hurtful to the victims of Nazism or atomic bombings, and that the band and management would take steps to prevent future mistakes. They also stated the flags were meant to be a commentary on the Korean school system.^[160] The apology was accepted by SWC and the Korean Atomic Bomb Victim Association.^[161]

Crossing over to film, Burn the Stage: The Movie was released in theaters worldwide on November 15, 2018. In the United States it accumulated \$1.2 million on opening day for a total of \$3.54 million over the three day weekend, breaking the record for the highest grossing event cinema musical production which was previously set in 2014 by the band One Direction. It ranked at number ten in the box office despite selling at only 620 locations compared to the 2,000-4,000 locations for the other top ten sellers.^[162]

On November 9, 2018 Love Yourself: Answer became the first Korean album to be certified Gold (500,000+ units), and BTS became the first Korean group to get a Platinum (1,000,000+ units) certification with the single Mic Drop in the United States.^[23]

On November 6, 2018, BTS won eleven awards at the MBC Plus X Genie Music Awards, including *Album of the Year* and *Artist of the Year*.^[163] On November 29, 2018, BTS won the grand prize ("daesang") at the 3rd Asia Artist Awards.^[164] On December 1st, 2018, BTS won a total of seven awards at the 2018 Melon Music Awards, including *Album of the Year* with *Love Yourself: Tear*, and *Artist of the Year*.^[165] On December 14, 2018, BTS won ten awards at the Mnet Asian Music Awards, including *Album of the Year* and *Artist of the Year*. This marked their third year in a row winning the Artist of the Year award.^[166]

According to StubHub BTS was one of 2018's best selling concerts in the world, second to only Ed Sheeran.^[167]

In December 2018, *Billboard* reported that BTS ranked #8 in their year-end Top Artist Chart, alongside the likes of Drake and Taylor Swift. They were also the No. 2 act of the year in the Duo/Group ranking, only behind Imagine Dragons.^[168] In the same month they made the Bloomberg 50, citing their willingness to address social issues, mental health, and politics despite being in a genre that can be painted as bubble gum pop.^[169]

Artistry

The septet co-writes and produces much of their output, to which some media outlets have attributed their success.^[170] The group's early musical style and image was influenced by hip-hop, as in "N.O." and "No More Dream".^[171] They later branched out into R&B and rock music with "Danger" and "Boy in Luv".^[172] The members' solo songs in *Wings* incorporated a diverse range of genres, with neo soul for V's "Stigma", gospel for J-Hope's "Mama" and piano-rap for Suga's "First Love".^[173]

BTS has been praised for "speak[ing] honestly about topics they deem important, even in a conservative society" by Jeff Benjamin in *Fuse* magazine.^[174] Tamar Herman of *Billboard* magazine noted that the band's songs have recurring themes. Their "school trilogy"—*2 Cool 4 Skool* (2013), *O!RUL8,2?* (2013), and *Skool Luv Affair* (2014)—explored "the troubles and anxieties of school-age youth."^[175] "Not Today" from *You Never Walk Alone* is an anti-establishment anthem, with messages advocating for minority groups,^[176] while *Wings* (2016) touches on mental health and female empowerment.^[177] *Love Yourself 承: Her*, the first of four EPs of the "*Love Yourself*" series,^[178] deals with "love, friendship, loss, [and] death",^[175] while the second entry, *Love Yourself 起: Wonder*, was a nine minute concept video that served as a music video for "Euphoria", a solo song by Jungkook.^[179] BTS's third studio album titled *Love Yourself 轉: Tear*, was the third entry in the series, and was praised for "dealing with the cycle of grief that lingers through a separation."^[180] BTS's third compilation album, titled *Love Yourself 結: Answer*, was the fourth and final entry in the series, and was praised for its conclusion for the overarching theme of the *Love Yourself* era, being called "a magnum opus from BTS that that few other artists, boy bands or otherwise, ever can hope to achieve."^[181]

BTS' musical inspirations include Nas, Eminem, Kanye West, Drake, Post Malone, and Charlie Puth.^[182] J-Hope's solo mixtape, *Hope World*, and its lead single *Daydream* were inspired by Jules Verne's novel *20,000 Leagues Under the Sea*. Their song "Magic Shop" off of *Love Yourself: Tear*, was inspired by James R. Doty's memoir *Into the Magic Shop*.^[183]

South Korean president Moon Jae-in, in a letter to BTS, recognized their sincerity and inclusion of diversity as key to their success, writing, "Each of the seven members sings in a way that is true to himself and the life he wants to live. Their melody and lyrics transcend regional borders, language, culture, and institutions."^[184] Grace Jeong, editor-in-chief of *Soompi*, has said, "BTS has something to say, and has a great marketing strategy that doesn't alienate non-Korean-speaking fans."^[177] The Wire mentioned in their article that "BTS are big because they are different" because they put creative input to the band's sound".^[185]

Since the beginning of their career they have been delivering social messages through their lyrics. Their lyrics would be open about the cultural pressure placed on Korean teens to excel and do well and to repress their anxieties. "We came together with a common dream to write, dance and produce music that reflects our musical backgrounds as well as our life values of acceptance, vulnerability and being successful," said BTS's leader, RM, in a 2017 interview with Time. Their debut single, "No More Dream," was an ode to teen apathy. BTS's success was due to mixing their openness on social media with blunt and honest lyrics — and owning their status as an underdog group battling to succeed against other bands who came from established studios with larger budgets. "Dope" openly celebrated the endless grind of their lives: "Over half of the day, we drown in work / Even if our youth rots in the studio / Thanks to that, we're closer to success."^[186]

Influence

In 2015 BTS participated as judges for a K-pop cover dance competition in the Bridge to Korea festival in Russia, an event that aimed to promote tourism between the two countries, where they also performed on stage.^[187] In June 2017, *Time Magazine* named the band one of the 25 most influential people on the internet.^[188]

In October 2018, *Time Magazine* featured BTS on the cover of their global edition, naming them "Next Generation Leaders".^[189] In the same year BTS became #1 on the *Forbes Korea Power Celebrity* list, which ranks South Korea's most powerful and influential celebrities, as well as became the youngest ever recipients to be awarded the *Order of Cultural Merit* from the South Korean government.^{[36][37]}

It was reported that BTS brought \$3.63 billion USD to the Korean economy each year, and that one in every thirteen foreigners visit Korea because of them.^[190] The group was the most tweeted about celebrities in the world for both 2017 and 2018.^[191]

Awards and nominations

BTS has a large presence on social media, subsequently winning the *Top Social Artist Award* at the 2017 *Billboard Music Awards* after receiving over 300 million votes^[192] to become the first Korean group to win a *BBMA*.^{[30][31]} BTS also won the *Top Social Artist Award* at the 2018 *Billboard Music Awards*.^[193] They were the most tweeted about celebrity in 2017, being "liked or retweeted over half a billion times (502 million)" worldwide.^[33] The group charted for the first time in the 2016 edition of the *Billboard Year-End* charts specifically on the World Albums Artist and World Digital Song Artists.^[194] They placed again on the 2017 edition ranking 10th on the Top Artists,^[195] second on the Top Artists - Duo/Group,^[196] and first on the Social 50 Artists^[197] and World Albums Artists.^[198] In 2018, BTS were honored with Outstanding Achievement in Music at *The Asian Awards*.^[199] BTS also became the first Korean group to receive a prize at the *American Music Awards*, winning the Favorite Social Artist award.^[200]

In October 2018, BTS was awarded a fifth-class Hwangwan *Order of Cultural Merit* from the *President of South Korea* for their contributions in spreading Korean culture and language.^[37]

Other ventures

Endorsements

In 2015, BTS became brand ambassadors for *Puma*.^[201] In 2016, *Nexon* released character avatars based on the members for their *RPG* game *Elsword*.^[202] That year, they topped the 'Boy Group Brand Power Ranking' published by the Korean Corporate Reputation Research Institute for 9 out of 12 months,^[203] and were the boy group with the highest brand reputation.^[204]

In 2017, BTS were chosen as the honorary tourism ambassadors for Seoul as part of the 'I Seoul U' program. The group filmed an advertisement produced by the *Seoul Metropolitan Government*, which was subsequently aired in over 100 countries. The promotional song "With Seoul" was released online on December 6 and the music video for the song on December 13.^[205] They were also chosen as the new brand models for *Lotte Duty Free Shop*.^[206] Later that year, BTS collaborated with popular Korean communication app *Line*, creating new *Line* 'characters' based on the group, called *BT21*, that serve as emojis, stickers, clothing, and more.^[207]



Fans shopping for BT21 goods at the Line Friends store in Mapo-gu, Seoul.

Expanding their endorsements overseas, BTS worked with Japanese department store *Ito* to promote their eighth Japanese single, "Mic Drop/DNA/Crystal Snow", through a Christmas campaign, announced in October 2017, that used "Crystal Snow" as the image song for the collaboration.^[208] Pop-up shops selling various original and limited edition BTS merchandise were opened at four

different locations: the flagship Shibuya 109 store, and then at the Osaka, Kagoshima, and Fukuoka branches.^[209] On December 17, Yahoo! Japan announced BTS as the promotional models for Yahoo WiFi, with a special sign-up campaign that launched on January 29, 2018.^[210]

On February 27, 2018, BTS were announced as global brand ambassadors for Puma,^[211] with Puma launching the remix of their 'Turin' line on March 2 in Korea and worldwide in July in celebration of this.^[212] The group will also feature in global campaigns for Puma's Sportstyle line as well.^[213] In March, they were announced as the new brand spokespersons for KB Kookmin Bank, one of the top four largest banks in South Korea.^[214] On April 3, LG Electronics announced that BTS would "promote its smartphones in the global market" for the tech company, including an upcoming flagship model tentatively scheduled for unveiling by June 2018.^[215] On April 29, news media revealed that Coca-Cola Korea,^[216] had signed BTS on as their new campaign models, with promotional activities commencing in June in time for the 2018 World Cup in Russia.^[217]

The group became global brand ambassadors for Korean car manufacturer Hyundai Motor in 2018, as part of the company's promotions for their 2019 flagship SUV the "Palisade". The car's unveiling at the 2018 Auto Show featured a clip of the members promoting the car.^[218]

Philanthropy

In 2015, BTS donated seven tons (7,187 kg) of rice to charity at the K-Star Road opening ceremony held in Apgujeong-dong.^[219] The following year they participated in ALLETS's "Let's Share the Heart" collaboration charity campaign with Naver^[220] to raise donations for LISA, a charity "which carries forward a preparation business to fight blindness including research on degenerative retina disease treatment and an activity to improve social awareness on the visually impaired."^[221]

In January 2017, news media reported that BTS and Big Hit Entertainment had donated ~~KRW~~100,000,000 (US\$85,000) to the 4/16 Sewol Families for Truth and A Safer Society, an organization connected to the families of the 2014 Sinking of MV Sewol. Each member donated ~~KRW~~10,000,000 and Big Hit Entertainment donated an additional ~~KRW~~30,000,000. The donation was intended to have been made in secret.^[222] Later that year, BTS officially launched their Love Myself campaign, an initiative dedicated to helping "protect and support child and teen victims of domestic and school violence as well as sexual assault around the world...", in partnership with the Korean Committee for UNICEF.^[223] BTS donated 500 million won (US\$448,000) from the members and 100% of all sales of official goods for the Love Myself campaign over the next two years, in addition to donations collected from donation desks installed by UNICEF,^[224] towards several social programs benefiting violence prevention against children and teens and support programs for victims of violence.^[225] In addition, 3% of the sales from each album in the *Love Yourself* series (*Love Yourself: Her*, *Love Yourself: Tear*, and *Love Yourself: Answer*) will be donated to the cause.^[225] Within two months of its launch the campaign raised an additional ~~KRW~~106,000,000, taking the worldwide funds total to ~~KRW~~606,000,000.^[226]

In April 2018, BTS participated in Stevie Wonder's "Dream Still Lives" tribute to Martin Luther King Jr. alongside other celebrities, sharing their dreams and hopes for the world.^[227]

On September 24, 2018, BTS attended the United Nations 73rd General Assembly for the launch of the youth initiative called "Youth 2030: The UN Youth Strategy" and its corresponding UNICEF campaign titled "Generation Unlimited".^{[228][229]} On behalf of the group, BTS' leader RM delivered a six-minute speech in English about self-acceptance, as well as their Love Myself campaign.^{[230][228]} According to UNICEF, the goal of the initiative is "to provide quality education and training for young people".^[231] BTS were selected to attend due to their impact on youth culture through their music and social messages, previous philanthropic endeavors, and popularity among the 15-to-25-year-old age demographic.^{[228][229]}

Members

- Jin (진), born Kim Seok-jin (김석진)^[232] – vocalist^[233]
- Suga (슈가), born Min Yoon-gi (민윤기)^[232] – rapper^[234]
- J-Hope (제이홉), born Jung Ho-seok (정호석)^[232] – rapper^[235]
- RM, born Kim Nam-joon (김남준)^[232] – leader, rapper^[236]

- Jimin (지민), born Park Ji-min (박지민)^[232] – vocalist^[237]
- V (뷔), born Kim Tae-hyung (김태형)^[232] – vocalist^[238]
- Jungkook (정국), born Jeon Jung-kook (전정국)^[232] – vocalist^[239]

Discography

Korean-language studio albums

- Dark & Wild (2014)
- Wings (2016)
- Love Yourself: Tear (2018)

Japanese-language studio albums

- Wake Up (2014)
- Youth (2016)
- Face Yourself (2018)

Tours and concerts

Concert tours

- 2014 BTS Live Trilogy-Episode I: The Red Bullet (2014)
- BTS's First Japan Tour-Wake Up: Open Your Eyes (2015)
- 2015 BTS Live Trilogy Episode II: The Red Bullet (2015)
- The Most Beautiful Moment in Life On Stage (2015)
- The Most Beautiful Moment in Life on Stage: Epilogue (2016)
- 2017 BTS Live Trilogy Episode III: The WingsTour (2017)
- BTS World Tour: Love Yourself (2018–2019)

Filmography

Exhibitions

Year	Title	Ref.
2018	"2018 BTS EXHIBITION"	[240]
	"Five, Always"	[241]
	"24,7=Serendipity"	[242]

Film

Year	Title	Role	Ref.
2018	<u>Burn the Stage: The Movie</u>	Themselves	[243]
2019	<u>Love Yourself in Seoul</u>	Themselves	[244]

Television

Year	Title	Network	Note(s)	Ref.
2013	<i>Rookie King: Channel Bangtan</i>	<u>SBS MTV</u>	BTS-based reality show 8 Episodes	[245]
2014	<i>American Hustle Life</i>	<u>Mnet</u>		[246]
	<i>BTS GO!</i>	Mnet America	BTS-based reality show Episode 7	[247]
2018	<i>Run BTS!</i>	<u>Mnet</u>	8 Episodes	[242]
	<i>Burn the Stage</i>	<u>YouTube Premium</u>	Documentary on BTS' <i>Wings</i> tour, 8 Episodes	[248]

Variety shows on V Live

Year	Title	Note(s)	Ref.
2015	<i>BTS Bokbulbok</i>	5 Episodes	[249]
2015–2017	<i>BTS GAYO</i>	15 Episodes	
2015–2018 (on hiatus)	<i>Run BTS!</i>	56 Episodes	[250]
2016–2018	<i>BTS: Bon Voyage</i> (season 1–3)	Each season 8 episodes (Vlive+)	[251]

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