

# K-pop

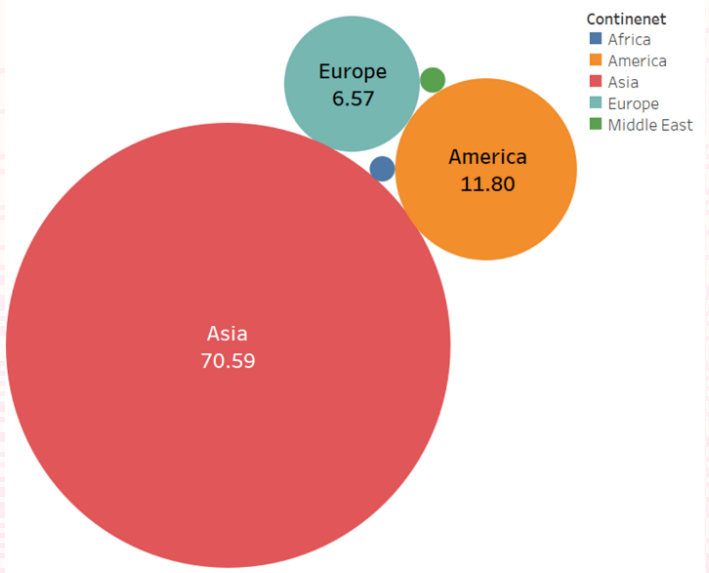
## "Fire" the World

### World Fans Distribution

#### Ranking

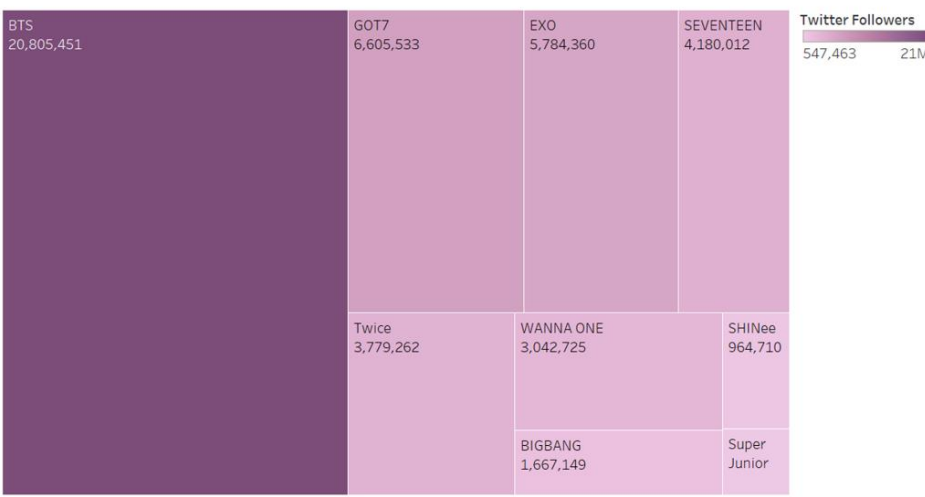
- Philippines
- Japan
- Brazil
- the States
- Europe
- Australia

Fans Distribution



Continent and sum of Fans Number (million). Colour shows details about Continent. Size shows sum of Fans Number (million). The marks are labelled by Continent and sum of Fans Number (million).

Twitter Followers



K-pop Group and sum of Twitter Followers. Colour shows sum of Twitter Followers. Size shows sum of Twitter Followers. The marks are labelled by K-pop Group and sum of Twitter Followers.

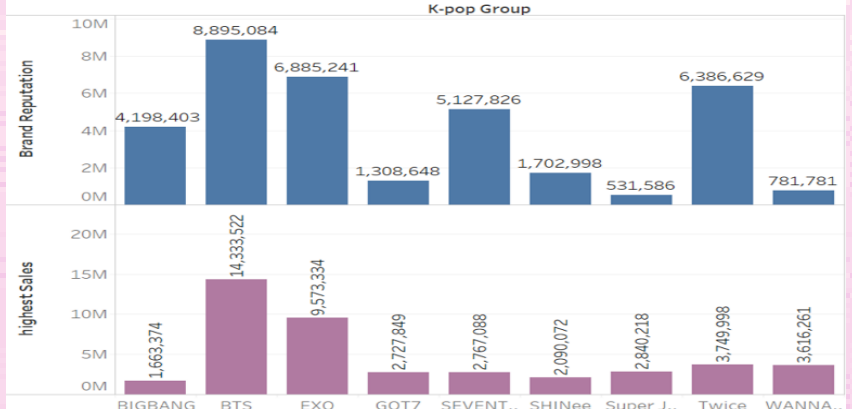


9 IN 10 Fans ARE FEMALE

### K-pop Group Evaluation

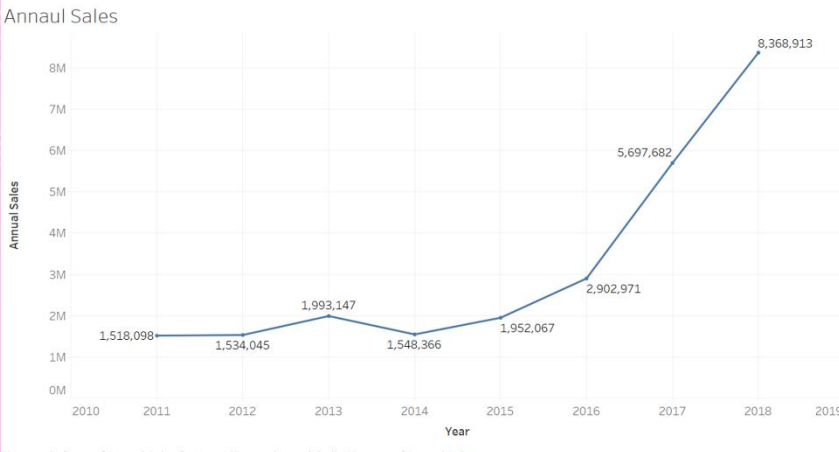
- ★ Music
- ★ Dance
- ★ Performance
- ★ Advertisement

K-pop Group Evaluation



Sum of Brand Reputation and sum of highest Sales for each K-pop Group. For pane Sum of Brand Reputation: The marks are labelled by sum of Brand Reputation. For pane Sum of highest Sales: The marks are labelled by sum of highest Sales. The view is filtered on K-pop Group, which keeps 9 of 9 members.

### Annual Album Sales



The trend of sum of Annual Sales for Year. The marks are labelled by sum of Annual Sales.

In the global music industry, Korea occupies a **structural hole** between Western and East Asian music industries

# K-pop

## Conquer the World

