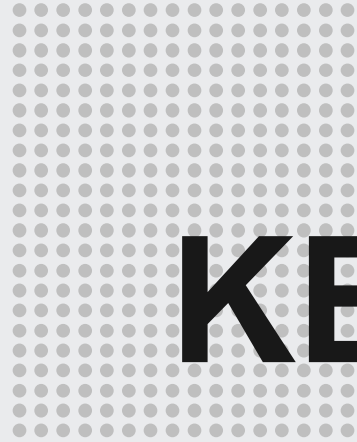


**KOREA KELEBRITY**

**KELEBRITY.WORLD**



# KELEBRITY.

KOREA + Celebrity

KELEBRITY is a TOTAL COORDINATING professional enterprise offering content production related services  
and efficient communication between overseas clients  
and domestic entertainment companies.



# CONNECTING PEOPLE

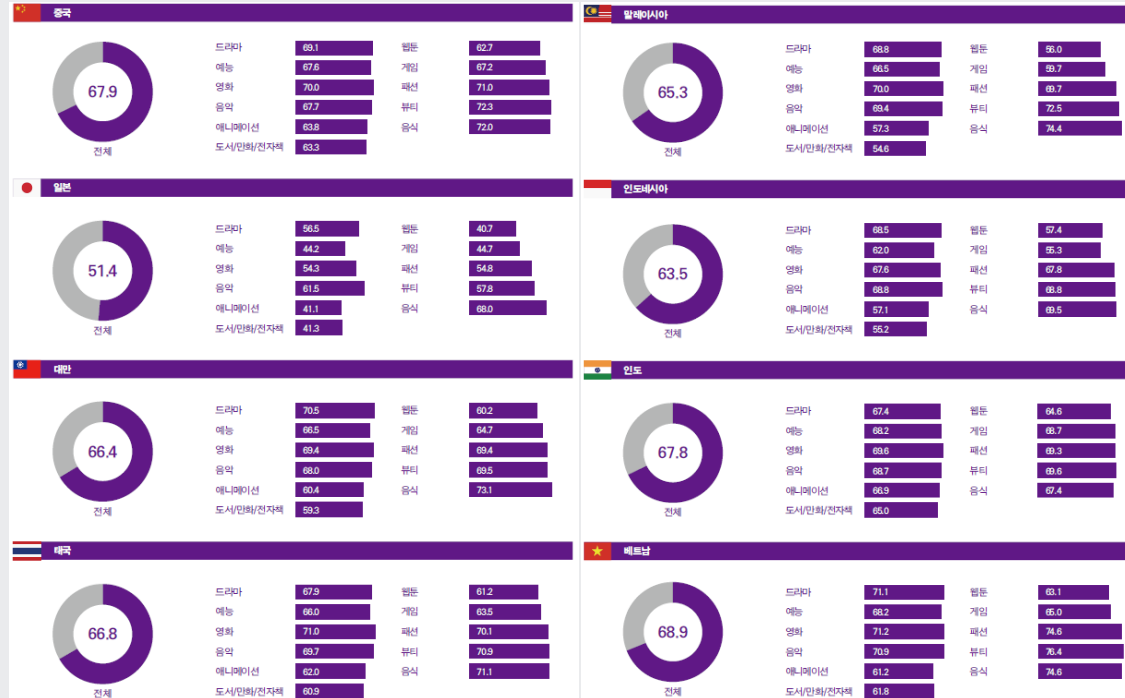
K E L E B R I T Y

KELEBRITY does not stop at simply casting talents.

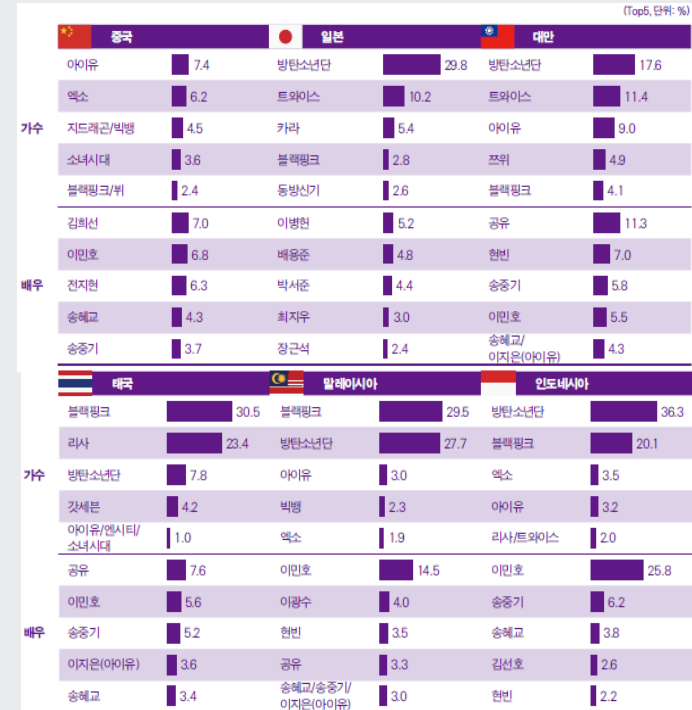
**Through continuous communication with Korean Entertainment Companies,  
we comprehensively analyze data from an existing celebrity with direction and  
development potential and suggest a celebrity with  
the best synergy.**

## Part 1 OVERVIEW

### Korean Cultural Content Brand Power Index



### Preferred K-Stars by Country



\*\*From: 2022 Global Hallyu Trend KOFICE (Korean Foundation for International Cultural Exchange)

# Continuous development and demand in Hallyu content, K-culture

The center and core of K-culture is K-Pop and K-Pop stars

## 또 다시 '역대 최고'...K팝 수출 "훨훨 날았다"

입력 2023.01.16. 오전 7:55 · 수정 2023.01.16. 오전 9:02 기사원문



그룹 워너엔 (백제=문화체육)

수출액 2.3억달러 · 판매량 8천만장  
음반 판매 톱 3는 BTS·스키즈·세븐틴

문화체육관광부와 한국문화재단은 16일 발표한 '2022년 K-콘텐츠 수출 실적'에 따르면, K-콘텐츠 수출액이 전년 대비 1.1배 증가한 2.3억달러를 기록했다고 밝혔다. 이는 전년 대비 1.1배 증가한 2.3억달러를 기록했다고 밝혔다. 이는 전년 대비 1.1배 증가한 2.3억달러를 기록했다고 밝혔다.



그룹 세븐틴 (플러디스=엔터테인먼트 제공)

음반 수출이 가장 많은 국가는 일본으로 나타났다. 일본은 8574만9000달러(1065억여원)로 미국, 수출 대장국 1위에 올랐다. 이어 중국 5132만6000달러(637억여원), 미국 3887만7000달러(480억여원) 등으로 음반이 팔려 나갔다. 이는 볼 3 국가의 비중은 2021년 71.7%에서 지난해 75.5%로 3.8%포인트 증가했다.

## 5년 전 첫 4천만 달러...4년 만 4배 가까이 급증

한국음악저작권협회에 따르면, 대중음악 음반, 음원, 공연, 콘텐츠 등 4개 분야에 따르면 지난해 1월부터 12월까지 월간 400여 개의 음반의 국내외 판매 판매량은 8074만 4916장(4916만 장)으로 기록됐다. 전년 대비 약 2140만 장 증가했다.



## 음반 판매량은 8000만장 돌파...BTS가 348만장으로 1위

한국음악저작권협회에 따르면, 대중음악 음반, 음원, 공연, 콘텐츠 등 4개 분야에 따르면 지난해 1월부터 12월까지 월간 400여 개의 음반의 국내외 판매 판매량은 8074만 4916장(4916만 장)으로 기록됐다. 전년 대비 약 2140만 장 증가했다.

\*\* 16/01/2023 Herald Economics



# The largest profit by K-Pop ever recorded, Hallyu market's scale

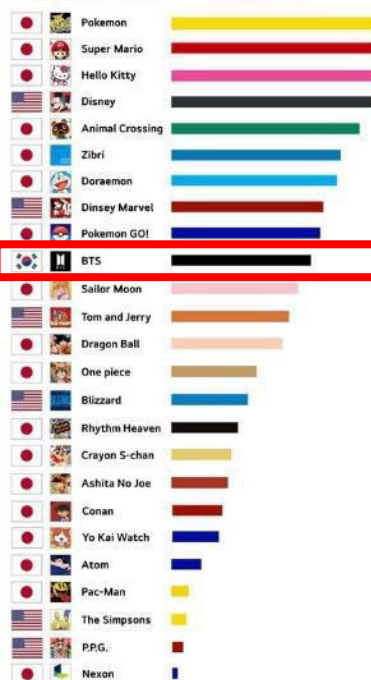
한국 연상 이미지 추이(2012년~2021년)

[BASE: 전체, n=(), 단위: 1순위 %]

차수	사례수	1위	2위	3위	4위	5위
1차 (2012년 2월)	(5,600)	드라마 18.3	K-Pop 14.9	한국음식 14.5	전자제품 12.3	한국전쟁 6.7
2차 (2012년 12월)	(5,600)	한국음식 15.8	드라마 12.9	전자제품 12.3	K-Pop 12.3	한국전쟁 7.9
3차 (2014년 2월)	(5,600)	IT산업 14.5	K-Pop 12.0	한국음식 10.7	드라마 8.4	한국전쟁 6.0
4차 (2014년 11월)	(5,600)	K-Pop 17.2	한국음식 10.5	IT산업 10.4	드라마 9.9	미용 7.9
5차 (2015년 11월)	(6,500)	K-Pop 20.1	한국음식 12.1	IT산업 9.7	드라마 9.5	미용 9.2
6차 (2016년 11월)	(7,800)	한국음식 12.5	K-Pop 12.1	IT산업 10.2	드라마 9.9	북한/분단 7.8
7차 (2017년 11월)	(7,800)	K-Pop 16.6	북한/북핵 8.5	IT산업 7.7	드라마 7.6	한국음식 7.5
8차 (2018년 11월)	(7,500)	K-Pop 17.3	한국음식 9.9	IT산업 6.9	드라마 6.8	뷰티 5.6
9차 (2019년 11월)	(8,000)	K-Pop 18.5	한국음식 12.2	드라마 7.8	IT산업 7.3	한류스타 5.8
10차 (2020년 10월)	(8,500)	K-Pop 16.8	한국음식 12.0	IT제품/브랜드 6.9	한류스타 6.6	드라마 6.4
11차 (2021년 11월)	(8,500)	K-Pop 14.0	한국음식 11.4	드라마 7.5	한류스타 7.0	IT제품/브랜드 6.8

Q. 귀국에서 한국에 대해 생각해 본다면 가장 먼저 떠오르는 것은 무엇일까요? 그 다음은요?

World Media&amp;Entertainment Content TOP 25



- According to the results from a research targeting Hallyu users regarding images related to Korea, 'K-Pop' recorded 14.4%, ranking #1 for 5 consecutive years
- BTS ranks #10 on the World Cultural Trademark Ranking.
- The highest K-Pop album export profit, which was in 2022, exceeds ₩300 billion, selling more than 80 million copies
- Japan recorded \$85,749,000 (₩106.5 billion)  
#1&2 export destination, China, \$51,326,000 (₩63.7 billion),  
#3, USA, \$38,877,000 (₩48.3 billion)
- The Top 10 includes, Taiwan, Netherlands, Thailand, Hongkong, Germany, Indonesia, France, etc. (Asian and European countries)

## Stray Kids, Japan Encore Concert...Osaka Dome Kara, Japanese Fan Meeting in 8 Years...“All 15,000 Seats Sold”



Next month, Stray Kids will perform the ‘MANIAC’ encore concert for their second world tour in Japan’s Saitama Arena (11<sup>th</sup>~12<sup>th</sup>) and Kyocera Dome Osaka (25<sup>th</sup>~26<sup>th</sup>). In particular, the Osaka concert is the **group’s first Japanese dome concert**, marking a meaningful milestone. Their Japanese encore concert tickets **sold out as soon as they were released 4 times**. In total, Stray Kids were able to deplete their concert tickets **within 5 minutes upon release 6 separate times**, twice in Kobe (June 11<sup>th</sup>~12<sup>th</sup>) and 4 times in Tokyo (18<sup>th</sup>~19<sup>th</sup>, July 26<sup>th</sup>~27<sup>th</sup>).

Kara was able to sell out all 15,000 seats in the coming fan meetings in the Orix Theater in Osaka (February 23<sup>rd</sup>), Kitakyushu Soleil Hall (26<sup>th</sup>), and Pacifico Yokohama Hall (March 3<sup>rd</sup>). Last month, they released a special album, “MOVE AGAIN,” in Japan, celebrating their 15<sup>th</sup> anniversary. The Japanese version of the title song’s music video, “When I Move,” **rose to the peak of the Top 100 chart in Japan’s largest music streaming service before it was officially released** in the album.



## Part 1 OVERVIEW

Advertisements for domestic products using Hallyu stars have increased in Indonesia, Thailand, etc.



Hallyu, which includes K-Pop, K-Dramas, and travel, was already very popular in Indonesia, but after the COVID-19 pandemic, advertisements for domestic products using Hallyu stars increased. Lee Minho (Kopi Luwak White), Gong Yoo (ASUS ZenFone 4), Kim Bora (Unilever Korea Glow), BlackPink (Shopee), NCT (Neo Coffee, NU Green Tea), Super Junior- Choi Siwon (Sedaap, SASA), Kim Seon-Ho (Ajaib), Park Seo Jun (Bibli), Hyunbin (LazMall, mall, SimInvest), Treasure (Ruang Guru), etc. are currently active with more Korean stars are expected to sign contracts. The Indonesian market has the fourth largest population in the world and celebrities with worldwide popularity mainly modeled for industrial products for daily necessities. Global superstars like Ronaldo, Jackie Chan, Messi, and Beckham who were recognized by anyone in Indonesia were mainly used as Brand Ambassador for drinks, soap, noodles, coffee, detergent, and hair products, however, Korean celebrities have started to replace them recently

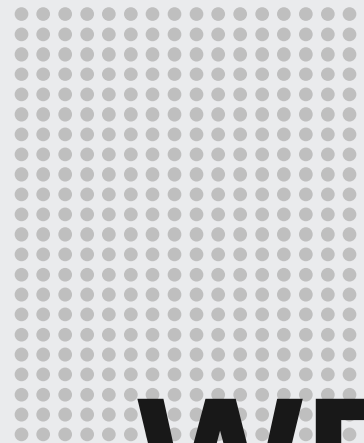


## Park Min-Young Selected as the Main Talent for Taiwanese Fashion Brand Malaysian Potato Chip Cha Eun Woo Advertises



It was confirmed that Park Min-Young was selected as a Brand Ambassador for ‘ONE BOY’ one of Taiwan’s national favorite fashion brands. Through works like ‘Sungkyunkwan Scandal,’ ‘What’s Wrong with Secretary Kim,’ and ‘Forecasting Love & Weather’, Park Min-Young has been gaining considerable popularity.

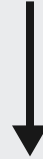
A Malaysian potato chip brand, Mister Potato, selected Cha Eun Woo as their public relations ambassador, targeting the ASEAN market. Mamee-Double Decker selected Cha EunWoo as their Brand Ambassador and sold a limited-edition product containing his photograph and signature to celebrate Mister Potato’s 30th anniversary. The limited-edition Cha EunWoo Mister Potato was released in the ASEAN region, which includes Malaysia, Indonesia, Thailand, and the Philippines. Mamee-Double Decker stated that “Cha EunWoo, member of Astro, has a massive following in Southeast Asia”, “The collaboration between Mister Potato and Cha EunWoo was planned to encourage the younger generation to pursue their dreams and passions”. Additionally, they said that “We strive to inspire the younger generation through the utilization of Korean music and entertainment”.



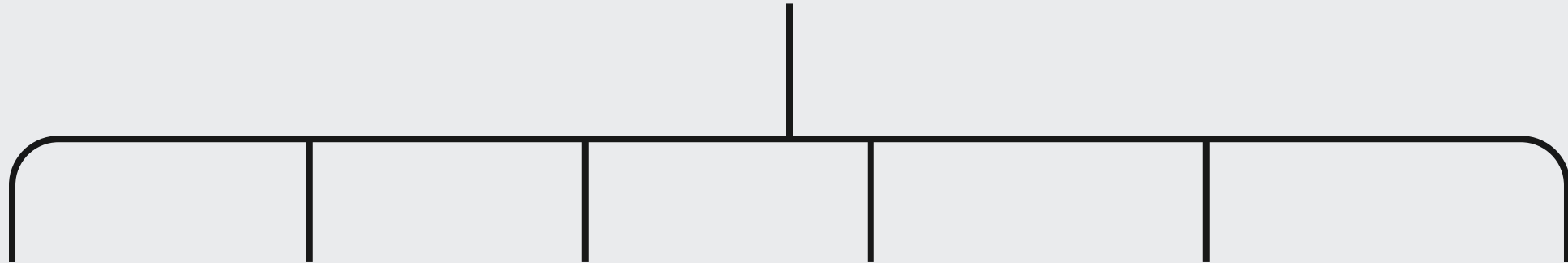
# WE CONNECT



WORLDWIDE CLIENTS



**KOREA KELEBRITY**



ARTISTS

ACTORS

IDOLS

TALENTS

CELEBRITIES

K-DRAMA



# We provide our services for the categories below

## TVC

Korean Celebs to be featured in  
Commercials.

## PRINTS

Korean Celebs to be featured in  
Print Ads.

## MUSIC

Copyright for Korean songs to be used  
in overseas contents.

## PPL

Placing brands in Korean Dramas

## CONCERTS

Providing Korean artists in overseas  
concerts and events



## GLOBAL NETWORKS



K-ELEBRITY is building partnerships with local partners from Indonesia, Malaysia, Singapore, Thailand, Vietnam, Japan, etc.



**CONNECTS  
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CLIENTS WITH  
KOREA-CELEBS**

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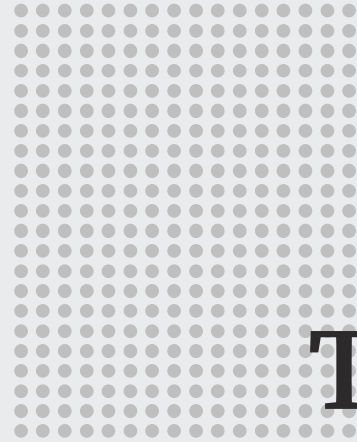


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THANK YOU.