



“In hyper-global era...

Beyond ‘K-’ and the future of ASEAN pop”



by **Lim Hee-yun**

music critic / K-pop expert

(Korean Music Awards judging panel)

Lim Hee-yun (임희윤), K-music critic

Career: *Former journalist (Herald Economy, Dong-A Ilbo), K-pop & culture writer*

Current Roles:

Korean Popular Music Awards selection committee

Advisory board, National Gugak Center

Jury member, Surim New Wave

Previous Roles:

Planning & jury roles: Naver Onstage, CJ Tune-Up, MAMA

Lectures & Events:

HYBE A&R staff lecture, Seoul Culture & Arts Education Center

MC for Cho Yong-pil & Na Yoon-sun comeback press conferences

SBS lecture series, LG Science Park, Mapo Arts Center

Published author & contributor: *Art Records, 100 Classic Korean Pop Albums, K-pop & Pop Culture Trends*

Moderator & speaker: APAMM, Jecheon Intl Music & Film Festival, Journey to Korean Music

Expert appearances: *Netflix "K-POP The Beginning" KBS 1TV "Songcumentary", TVING "K-pop Generation"*



WHAT IS K-? WHAT IS K-POP?



KAZAKHSTAN  ASIA/EUROPE

KENYA  AFRICA

KIRIBATI  OCEANIA

KOSOVO  EUROPE

KUWAIT  ASIA

KYRGYZSTAN  ASIA

REPUBLIC OF KOREA KR ASIA

DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA PRK ASIA

- K-Pop is made in Korea
not only

- **BTS's Billboard Hot 100 top songs**

- 1. *Dynamite* (2020)

- Songwriters:

- David Stewart **UK**

- Jessica Agombar **UK**



- **BTS's Billboard Hot 100 top songs**

- *2. Life Goes On (2020)*

- Songwriters:

- Antonina Armato **US**

- Chris James **US**

- J-Hope

- Pdogg

- RM

- Ruuth **GER**

- Suga

- **BTS's Billboard Hot 100 top songs**

- *3. Butter (2021)*

- Songwriters:

- Jenna Andrews

- Rob Grimaldi **US** (+ BLACKPINK, MONSTA X, etc.)

- Stephen Kirk **US** (+'K-Pop Demon Hunters, etc.)

- RM

- Alex Bilowitz **US** (LE SSERAFIM, etc.)

- Sebastian Garcia **CAN**

- Ron Perry **US**

- **BTS's Billboard Hot 100 top songs**

- *4. Permission to Dance (2021)*

- Songwriters:

- Ed Sheeran **UK**

- Johnny McDaid **UK**

- Steve Mac **UK**

- Jenna Andrews **CAN**



- **BTS's Billboard Hot 100 top songs**

- *5. Coldplay X BTS 'My Universe' (2021)*

- **Songwriters:**

- Guy Berryman **UK**

- Jonny Buckland **UK**

- Will Champion **UK**

- Chris Martin **UK**

- Max Martin **SWE**

- Oscar Holter **SWE**

- Bill Rahko **US**

- RM

- Suga

- J-Hope

K-POP INVASION

≈

***PAN-NON-AMERICAN
INVASION***

PAN-NON-AMERICAN INVASION

1. EUROPEAN SONGWRITERS





1. S.E.S. 'DREAMS COME TRUE' (1998)

From Finnish Girl Group 'Nylon Beat'

*(songwriters: Risto Asikainen, Ilkka Vainio **FI**)*



2. BOA 'NO. 1' (2002)



*From Norwegian
producer/songwriter*

*Sigurd Heimdal Rosnes, **NOR***



BoA
奇蹟・NO.1



PAN-NON-AMERICAN INVASION

2. ASEAN K-POP IDOLS



NICKKHUN (OF 2PM) (TH. 2008~)

REAL NAME: นิชคุณ หรวะชกุล (닛차꾼
호라웻차꾼)

NICKKHUN BUCK HORVEJKUL

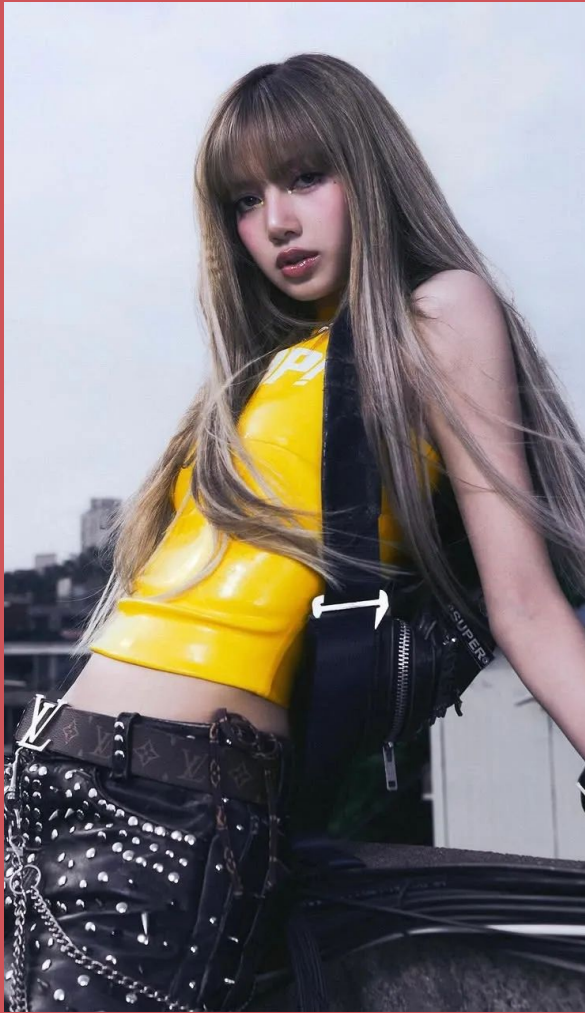




BAMBAM (OF GOT7) (TH. 2014~)

REAL NAME: กันต์พิมุกต์ ภูวกุล (칸피묵 부와꾼,
KUNPIMOOK BHUWAKUL)





LISA (OF BLACKPINK) (TH. 2016~)

REAL NAME: ลลิษา มโนบาล (라리사 마노반,
LALISA MANOBAL)



TEN (OF NCT) (TH. 2016~)

REAL NAME: ชิตพล ลี้ชัยพรกุล (читта폰
리차이야쁜꾼, CHITTAPHON
LEECHAIYAPORNKUL)





MINNIE (OF I-DLE) (TH. 2018~)

REAL NAME: นิชา ยนตรรักษ์ (니차
온따라락, NICHIA YONTARARAK)





DITA (OF EX/SECRET NUMBER) (IDN. 2020~)

REAL NAME: 아낙 아궁 아유 뿌스빠 아디따 까랑
ANAK AGUNG AYU PUSPA ADITYA KARANG





NATTY (OF KISS OF LIFE) (TH. 2020~)

REAL NAME: อาณัชนา สุพuthิพงศ์ (아낏차야 수풋티퐁,
AHNATCHAYA SUPUTHIPONG)



CARMEN (OF HEART2HEARTS) (IDN. 2025~)

REAL NAME: NYOMAN AYU CARMENITA (노만
아유 카르메니타)



K-pop's Domestic Growth Leaders, TOP 5 (2023~2024)

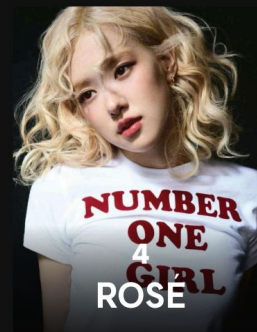
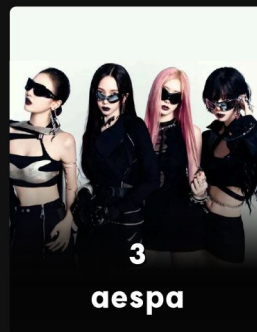
2023 - 2024 대한민국 심화 주도 아티스트 Top 5

*2023 - 2024 대한민국 조회 수 비중 증가에 기여한 아티스트

2023
8.8B



2024
11.1B
(+26.1%)



2023 집계 기간: 23.01.01 ~ 23.12.31

2024 집계 기간: 24.01.01 ~ 24.12.31

기준: 2024년 대한민국 조회 수 - 2023년 대한민국 조회 수

kpop radar

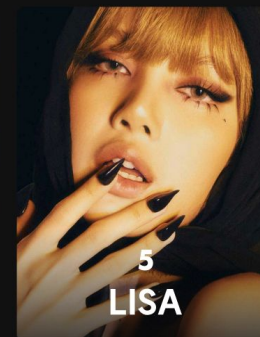
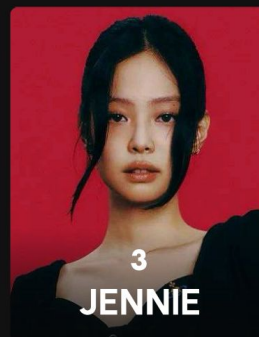
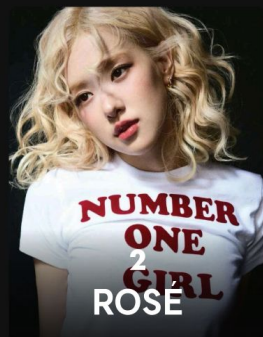
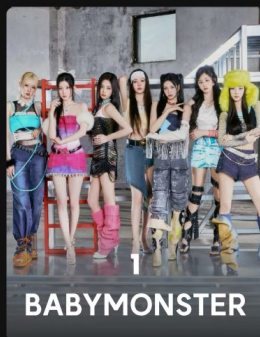
Source: K-Pop Radar 2.0

K-pop's Global Growth Leaders, TOP 5 (2023~2024)

2023 - 2024 글로벌 성장 주도 아티스트 Top 5

*2023 - 2024 글로벌 케이팝 조회 수 증가에 기여한 아티스트

2023
46.1B —————→ **2024**
47.9B
(+4.0%)



2023 집계 기간: 23.01.01 ~ 23.12.31

2024 집계 기간: 24.01.01 ~ 24.12.31

기준: 2024년 대한민국 제외 조회 수 - 2023년 대한민국 제외 조회 수

kpop radar

Source: K-Pop Radar 2.0

BABYMONSTER





루카

2002. 03. 20. (23세)



파리타

2005. 08. 26. (20세)



아사

2006. 04. 17. (19세)



아현

2007. 04. 11. (18세)



라미

2007. 10. 17. (17세)



로라

2008. 08. 14. (17세)

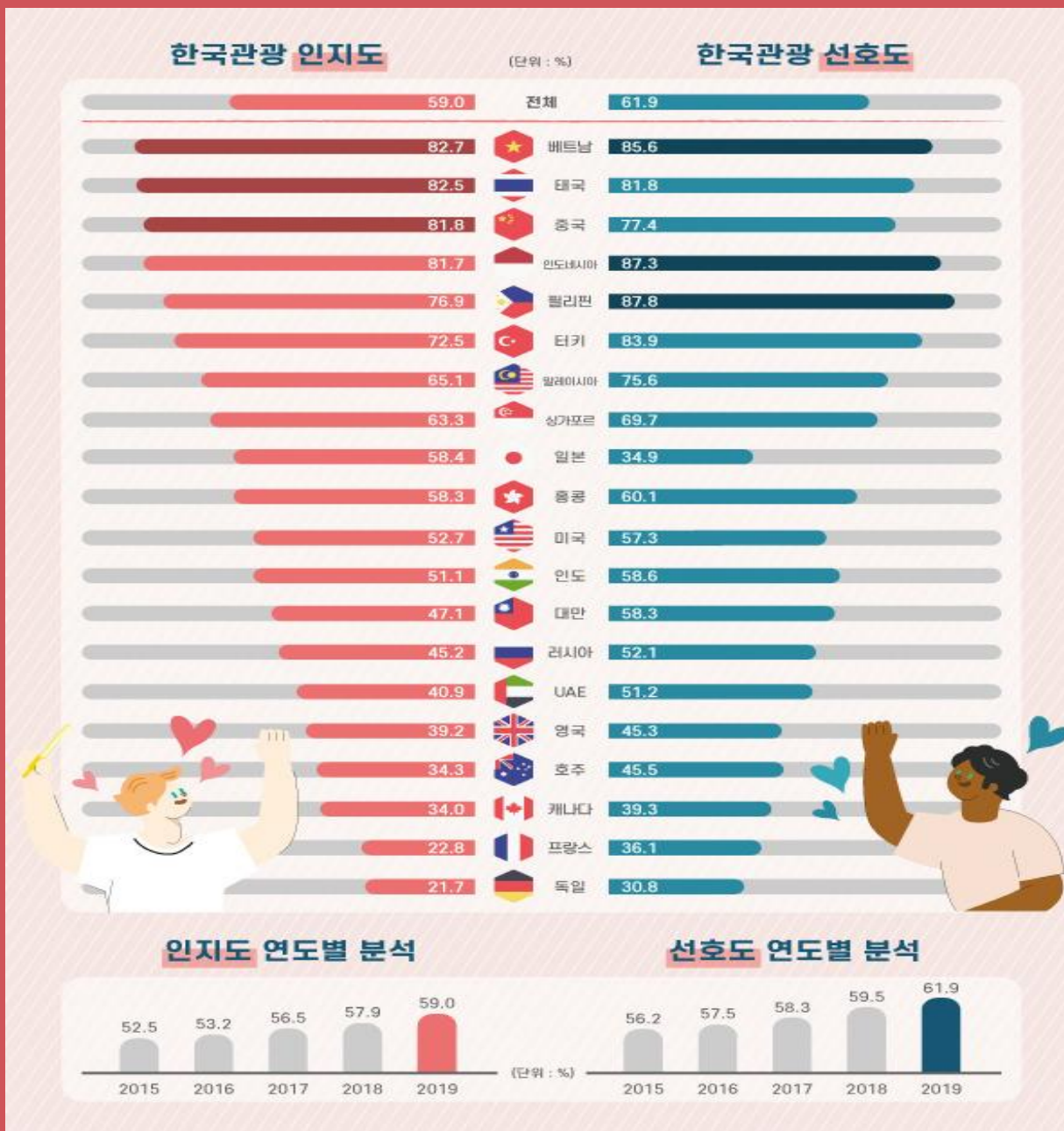


치키타

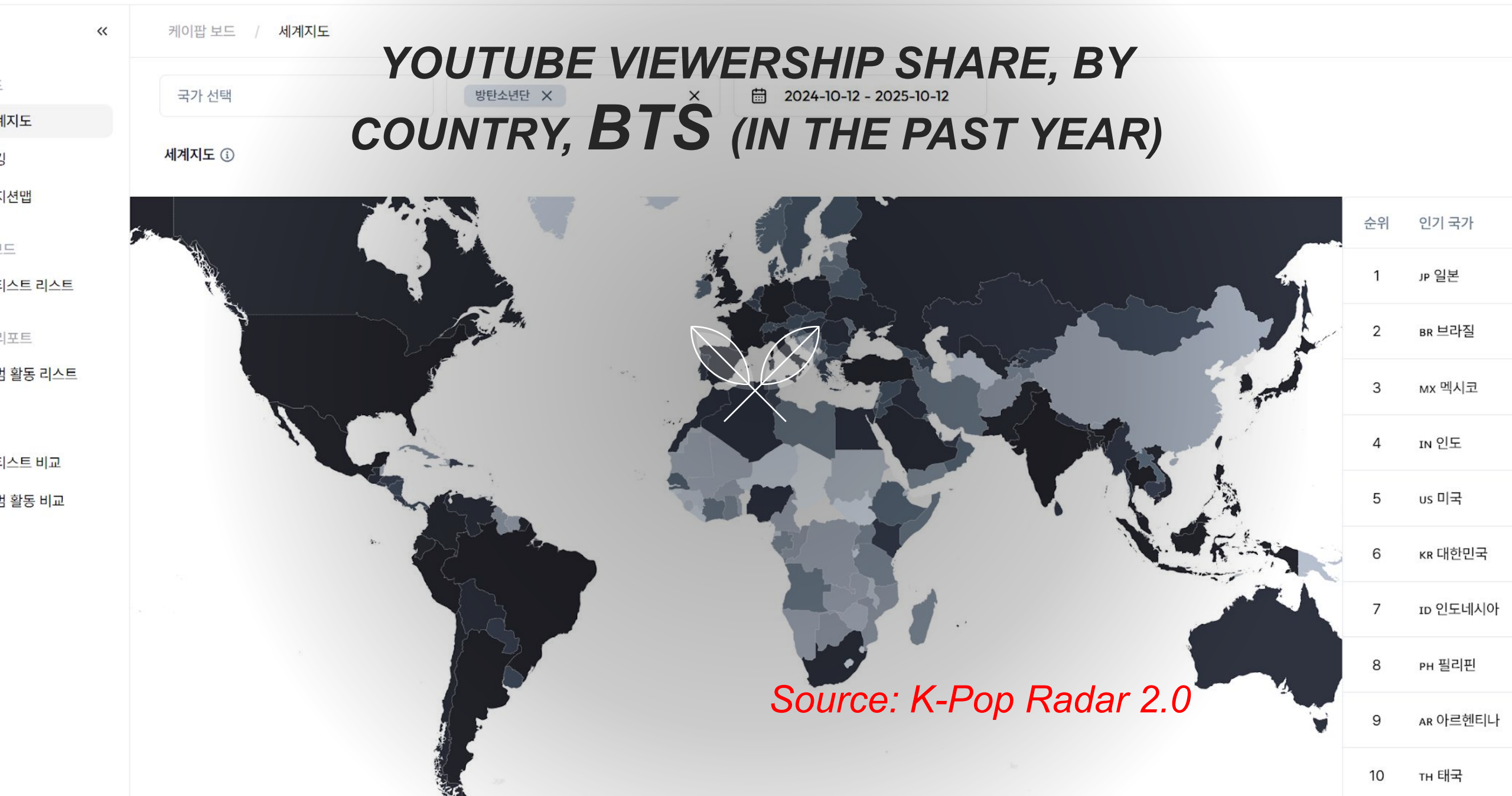
2009. 02. 17. (16세)



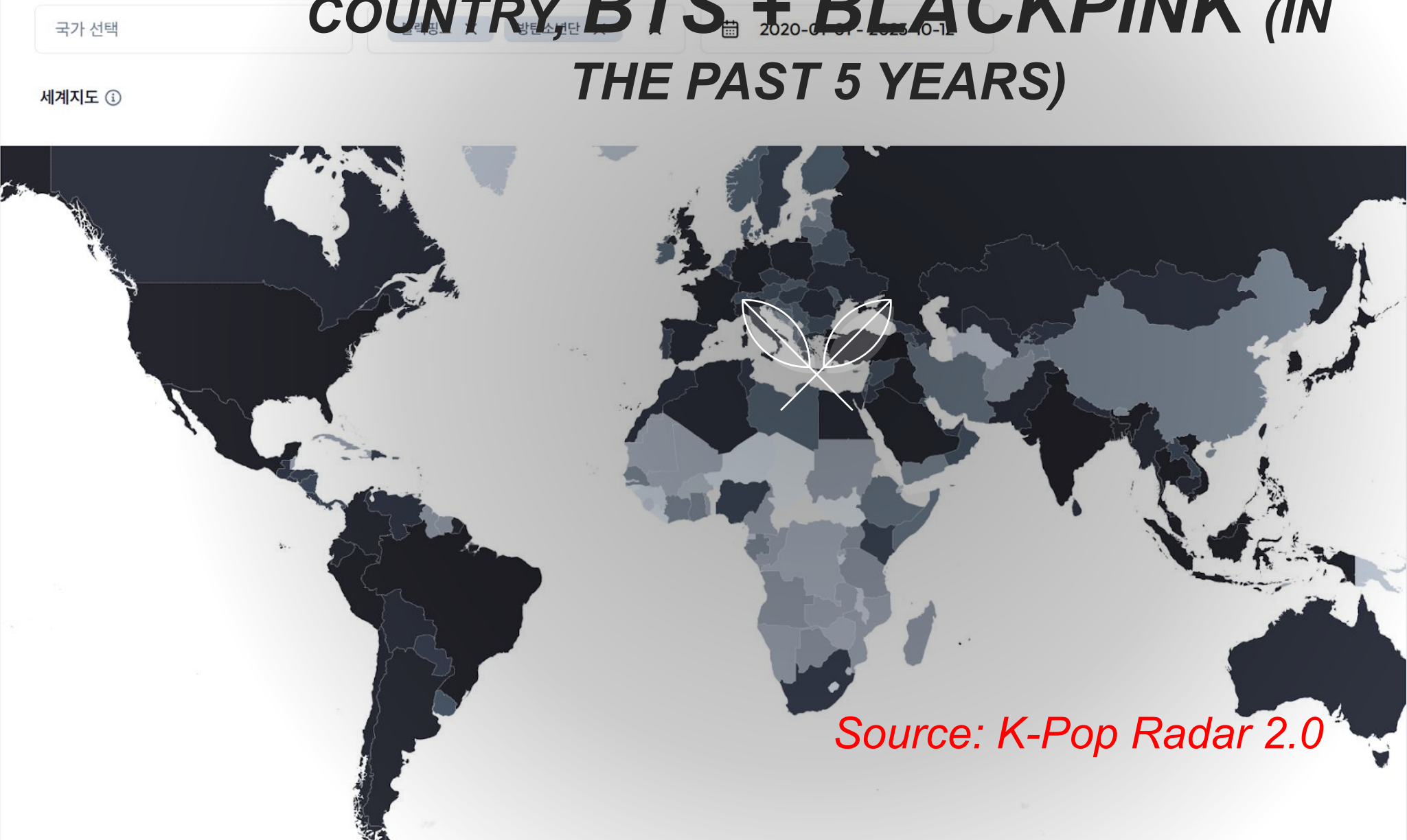
JBAC



- ASEAN, superfans of...
- K-culture & K-tourism



YOUTUBE VIEWERSHIP SHARE, BY COUNTRY, *BTS + BLACKPINK* (IN THE PAST 5 YEARS)



순위	인기 국가
1	IN 인도
2	JP 일본
3	ID 인도네시아
4	MX 멕시코
5	US 미국
6	BR 브라질
7	KR 대한민국
8	TH 태국
9	PH 필리핀
10	VN 베트남

Source: K-Pop Radar 2.0

케이팝 보드 / 세계지도

국가 선택

세계지도 ⓘ

YOUTUBE VIEWERSHIP SHARE, BY COUNTRY, AESPA + IVE + NEW JEANS (IN THE PAST 5 YEARS)



순위 인기 국가

1 KR 대한민국

2 JP 일본

3 ID 인도네시아

4 US 미국

5 TH 태국

6 IN 인도

7 PH 필리핀

8 TW 대만

9 AR 아르헨티나

10 VN 베트남

Source: K-Pop Radar 2.0

Hearts2Hearts + KiiiKiii, YouTube viewership, by country

①

요즘

누가 인기가 있지?

Who's Popular These Days?

Heart2Hearts

VS

KiiKii

아티스트의 정량 데이터

Artist Quantitative Data

출처 : (((케이팝레이더)))

■ 키키 14.1M

■ 하츠투하츠 23.3M

순위	국가	국가별 조회 비중	국가	국가별 조회 비중
1	인도네시아	26.15% 3.6M	인도네시아	35.03% 8.1M
2	대한민국	23.47% 3.3M	대한민국	31.33% 7.3M
3	베트남	14.18% 2.0M	일본	7.21% 1.6M
4	필리핀	6.64% 937.8K	인도	3.46% 808.5K
5	인도	4.33% 610.5K	대만	2.69% 629.2K
6	일본	4.15% 585.5K	말레이시아	2.54% 593.3K
7	태국	3.81% 537.6K	미국	2.52% 588.4K
8	미국	2.18% 307.8K	태국	2.32% 543.4K
9	대만	2.04% 288.0K	필리핀	1.65% 386.9K

Source: K-Pop Radar 2.0

SIDE NOTE!

***THE HISTORY OF INTERACTION BETWEEN K-POP
AND ASEAN POP***

(SEEN THROUGH A KOREAN LENS)





1. IN THE BEGINNING (1960s~1970s)

**‘JUST RETURNED FROM
A SOUTHEAST ASIA
TOUR ...!!! ’**



1962, Korean Air, launched

1964, Initial military deployment to Vietnam

Yoon Bok-hee and the Korean Kittens

Kim Dae-hwan and Koreana, etc.

2. ABU Popular Song Contest (1985~1991)

Presented by *Asia-Pacific Broadcasting Union*

Aiming to be *the Asian version of the Eurovision Song Contest*

Min Hae-kyung

Koo Chang-mo

Jung Soo-ra

Jang Deok

Choi Jin-hee



3. The Emergence of HALLYU (1990s)

K-Drama 'What is
Love?' (1991~92)

Clon, H.O.T., Baby V.O.X,
etc.



4. Targeting the Japanese market (2000s)

- 2002, BOA, the first k-pop singer who topped the Oricon charts

- Major push of idol-type K-pop artists into the Japanese market

- Partnering with local agencies, songwriters, and producers, including Avex





5. The expansion of the Chinese market and the ascent of Southeast Asia (2000s~2010s)

- 2012, EXO-K, EXO-M debut
- 2012, PSY 'Gangnam Style' phenomenon & the proof of YouTube's viral power
- Mocca (IND), Olivia(SGP/JAP), etc. Asian pop succeeds in the Korean market
- Nichkhun(2PM), BAMBAM(GOT7), LISA(BLACKPINK)... Thai K-pop stars achieve consecutive successes

6. The Expansion of collaborations (2020s~)

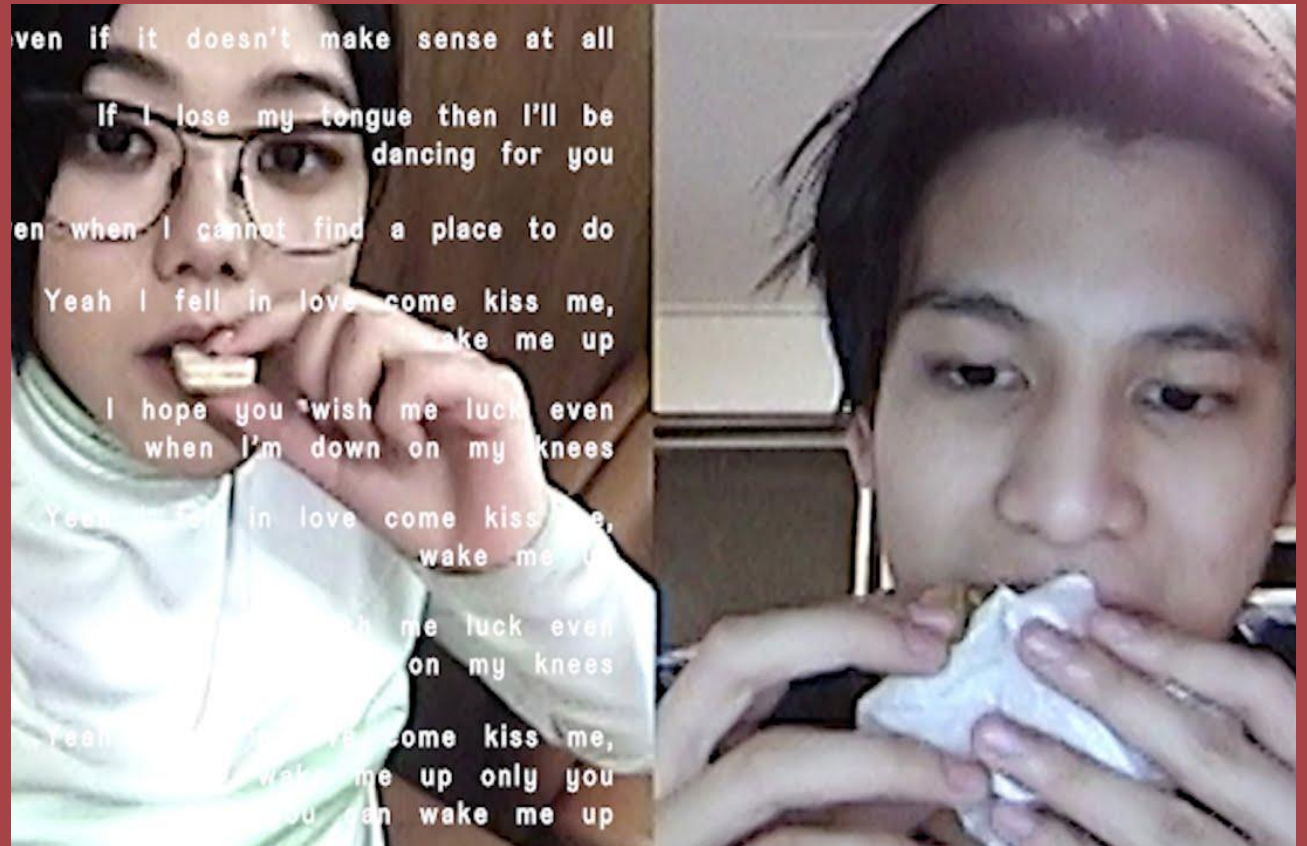


- Phum Viphurit(TH)-Se So Neon, Sunset Rollercoaster(TW)-Hyukoh... collaborative singles/albums between musicians
- BABYMONSTER, KISS OF LIFE, SECRET NUMBER... The increase in Asian members in K-pop groups
- SB19(PHL), NCT WISH/NiziU(JPN)... localized K-Pop groups debut
- 88rising... The outcomes of exchanges between Asian communities in the U.S. and Asia
- ‘wave to earth’... Asia-driven viral trends persist

7. *Proposal!*

Founding of the '**Asian Songwriters Alliance** (working title) (2026~)

- Regular songwriting camps utilizing infrastructure in Jeju, Singapore, and other locations
- Launching the 'Asian Songwriters Contest' (working title)
- Establishing a songwriters' alliance or council comparable to 88rising and expanding ongoing collaborations

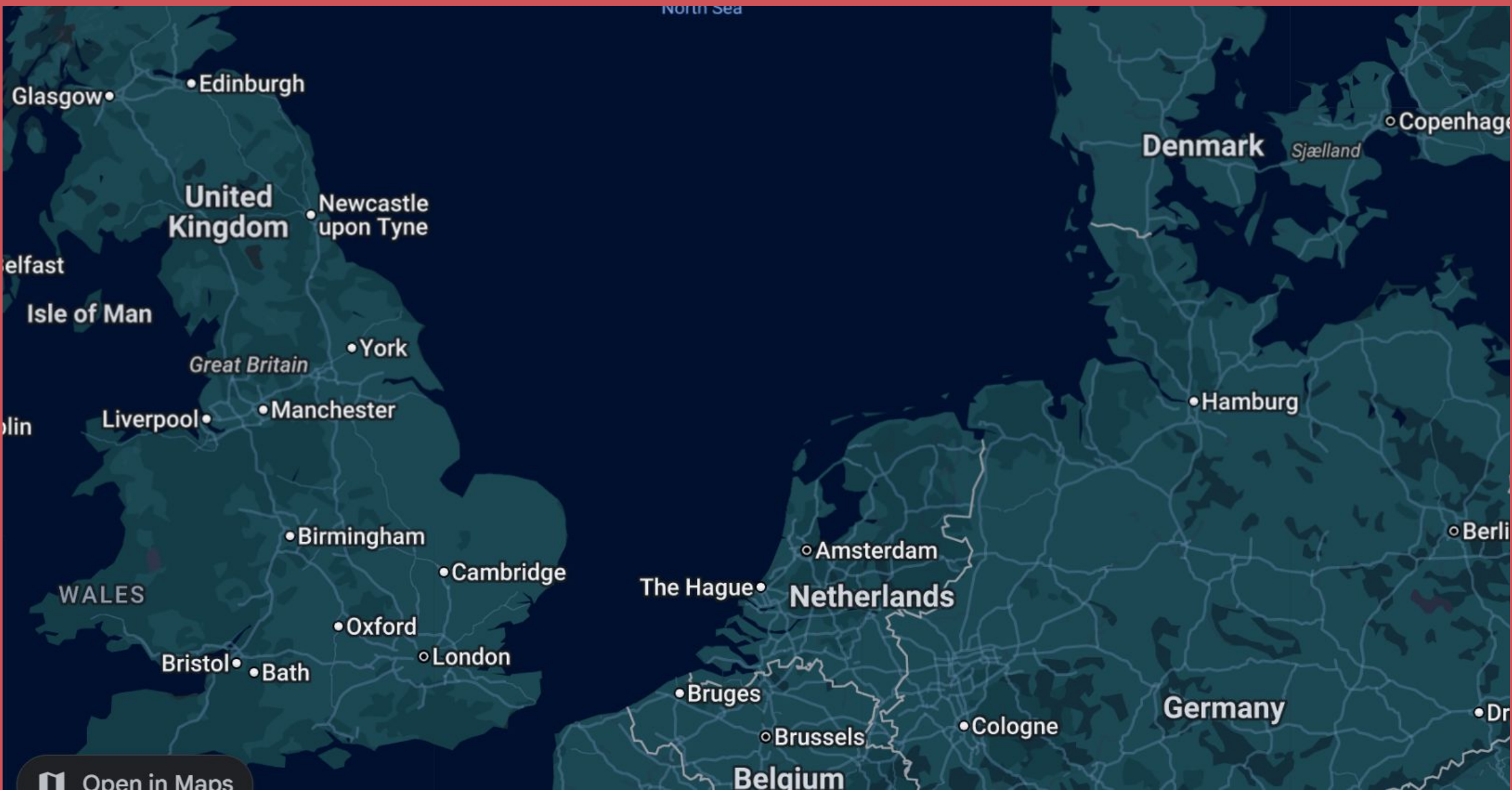


***“IN THE PAST, PORT CITIES/CAPITAL CITIES
SERVED AS HUBS FOR MUSICAL
EXCHANGE” –LIM HEE-YUN***



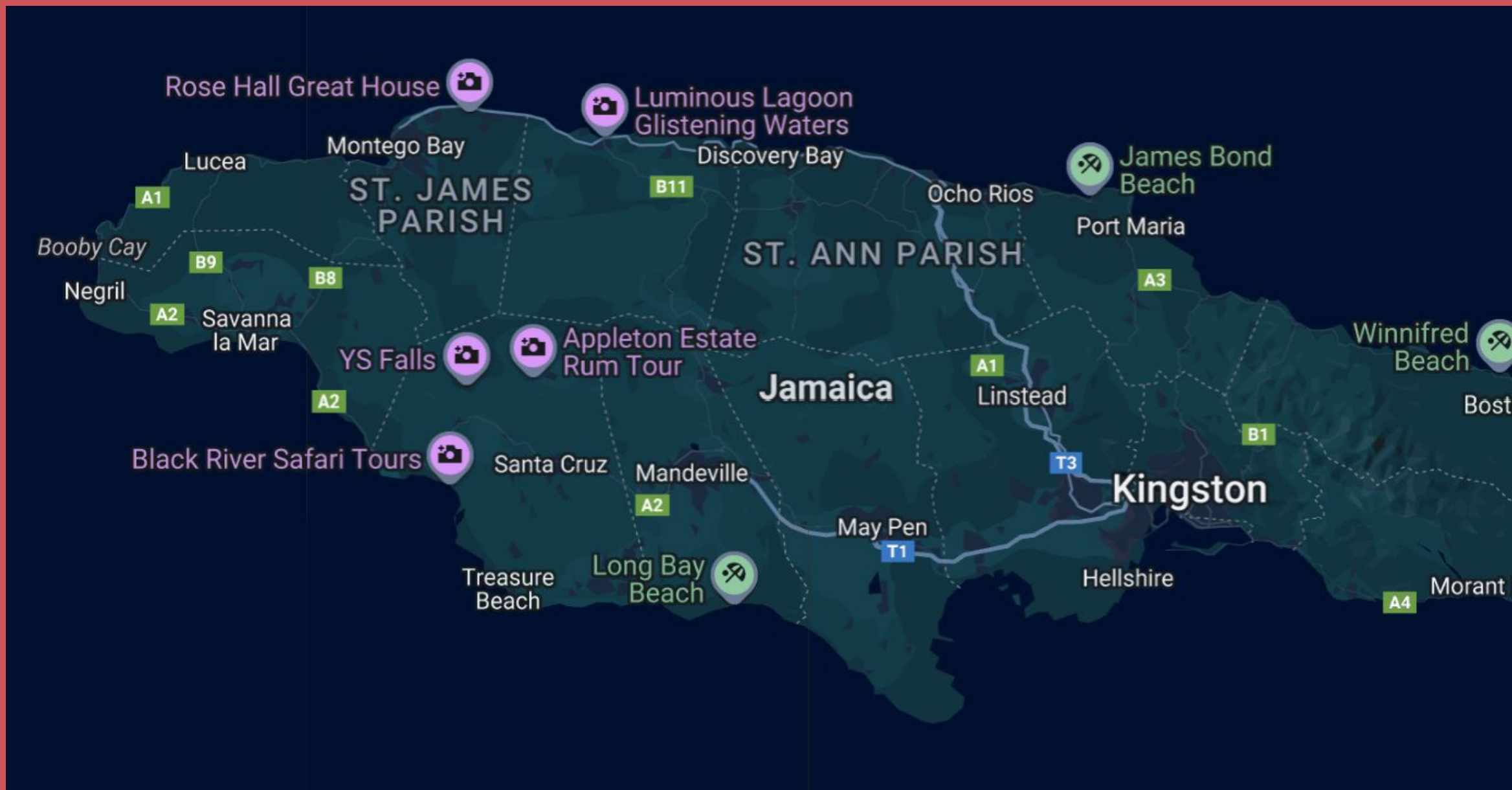






Open in Maps





“In hyper-global era...

- Portals are **no longer** limited to port cities

• - Lim Hee-yun

“In hyper-global era...

- Capitals are **no longer** limited to capital cities

• - Lim Hee-yun



K-pop and ASEAN pop, let's
join hands and move toward
the future !

THANK YOU!

instagram: @heeyun_lim

heeminem@naver.com



K-Pop Radar 2.0