K-Popping:
An Introduction to Korean Popular Music Albums for Librarians

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K-Pop in 2 Minutes

Fan-video edited by HEXA6ON: https://youtu.be/kTqbir-Qlyo

2017 MAMA Nominees Best Female/Male Group: https://youtu.be/zeZRNG-jVyl
Overview

• What is K-Pop?
• Why K-Pop?
• Hallyu Wave
• Brief History of K-Pop
• Music Charts & Awards
• Purchasing Albums
  • Important Considerations
  • Where to Purchase
  • Resources for Collection Development
• Promote Your Collection! / Programming
• Popular Groups / Groups of Interest
• Q&A
What is K-Pop?

- Korean Popular Music
  - Can encompass and fuse many genres: pop, rock, dance, electronica, rap, hip-hop, R&B, latin, tropical, etc.
  - Songs are often created with intentional “hooks” – patterns of repetitive and catchy melodies, refrains, or choruses.
  - Performance is a huge component of K-Pop: Synchronized choreographed dancing is common.

NCT – Black on Black performance ver. MV
Why K-Pop?

• **Hallyu Wave** – Developing trends, K-Pop artists pushing into mainstream U.S. market.

• **Fandom** – ID’d by ALA’s Center for the Future of Libraries.
  • 1 of the 30+ trends in librarianship

• **Because K-Pop! 😊**
  • Music is universal, speaks for itself.
Hallyu Wave

• Late ‘90s-early ‘00s:
  • Rise of popularity of Korean TV dramas and music in East Asia.

• 2000s-2010s:
  • The Korean Wave continues to spread, especially thanks to social media (e.g. YouTube) and rise of international fandom.
  • 2012 – Psy’s *Gangnam Style* goes viral
  • 2018 – BTS breaks into U.S. market, many new collaborations between Korean & U.S. artists.
A Brief History of K-Pop

• Trot: Early 20th century. Inspired by Japanese *enka*, western pop, traditional Korean poetry (*sijo*).


• K-Pop’s birth: 1992 – Seo Taiji and Boys
  • 1st Generation: H.O.T., S.E.S., Fin.K.L., Shinhwa, g.o.d, etc.

• Rise of Entertainment Companies & Trainee System:
  • 2nd Generation: TVXQ!, S501, Super Junior, Big Bang, Wonder Girls, Girls’ Generation, SHINee, 2NE1, 4Minute, Beast, Teen Top, Sistar, etc.

• Today:
  • 3rd Generation: EXO, BTS, Got7, Red Velvet, Monsta X, Seventeen, Twice, Black Pink, NCT, Pentagon, etc.
Purchasing K-Pop Albums
Things to Be Aware Of
Korean Music Charts & Awards

• Gaon Chart – Run by the Korea Music Content Association and sponsored by South Korea’s Ministry of Culture, Sports and Tourism. Accounts for physical sales, digital sales and streaming.

• Hanteo Chart – Provides real-time album sales info from network of official Hanteo-associated stores and vendors. Updated daily.

• Music Broadcast Shows:
  • Examples include: KBS2’s Music Bank, MBC’s Show! Music Core, Mnet’s M Countdown, and SBS’ Inkigayo.
  • Charts and winners for each show are calculated though elements such as digital music sales, physical album sales, social media score (e.g. YouTube official music video views, trending posts/hashtags), pre-voting (through various venues such as SMS or other apps), and live voting.

• Yearly Award Shows:
  Mnet Asian Music Awards (MAMAs), Golden Disc Awards, etc.
Unique Elements with K-Pop Albums

- K-Pop albums have evolved in design and other inclusions to increase physical sales such as:
  - Versions: An album may be released in two or more design versions, with different photobooks, photocards, artwork, or themes, though the tracklist will be the same.
  - Photocards, postcards, posters, or other extras:
    - 1st press bonuses
  - Fansigns: autographs/meet & greet with fans. Often organized with the Entertainment Company and Korean vendors – each album you buy from a store that is running a fansign is a chance to be chosen to attend.
Since the early 2010s, K-Pop albums have moved from standard jewel cases to DVD case-sized packaging and larger.

- Many will have to be stored with your library’s oversized or box set CDs/albums.
- Do you have enough space?
- Common sizes:
  - 6”x5” (jewel case size)
  - 6”x6”
  - 6.5”x8.5” or 8”x6” (near DVD case size)
  - 7”x8.75”
  - 7”x10”
K-Pop Album Storage
K-Pop Album Considerations: Inclusions

• Common inclusions: Photocards, photobooks, stickers, posters, etc.
  • Photocards: standard, holographic, lenticular, transparent, etc.
  • Can be unique: sachets, puzzle pieces, etc.
  • Giveaway or process?
  • Ads / Download codes
Album Inclusions:
K-Pop Album Considerations: Format

- Mini Albums (EPs) vs. Full Length Albums
  - Note the amount of tracks!
- Repackaged Albums
  - A re-released album with new bonus tracks and updated packaging.
- Korean vs. Japanese vs. Mandarin, etc.
  - Many K-Pop artist branch out to J-Pop or C-Pop
  - 3rd Generation groups are often multi-national to help the group promote in those countries.
Where to Buy K-Pop Albums

- YesAsia.com
- Ingram
- Amazon.com
- Barnes & Noble (ship to store)
- Walmart / Target (limited selection)
- Local Stores:
  - Beauty Touch (inside Don Quijote stores)
  - Pink Box (Waimalu Shopping Plaza)
  - N.Cat (Honolulu & Windward Mall locations)
- ImportCDs.com (US based)
  - Ebay: get_importcds
K-Pop Collection Development Aids

Resources to Help You Choose
Album User Guide / Album Detail

- MONSTA X
- THE CONNECT
- ALBUM BOX

- BOOKLET 84p
- CD-R

- PHOTO CARD
- SPECIAL PHOTO CARD
- POSTER
Artists’ pages on Wikipedia
  - Also the K-Pop Wiki: http://kpop.wikia.com/

YouTube: Unboxing Videos
  - Search with album title, artist, and “unboxing”
    - e.g. “mixtape Stray Kids unboxing”
  - Unboxers:
    - Ktown4u
    - Tina Davidsson
    - kttaekey
K-Pop News/What’s Popular

- Billboard K-Town: https://www.billboard.com/k-pop
- Soompi: https://www.soompi.com/
- allkpop: https://www.allkpop.com/
- K-Pop Count: https://kpopcount.wordpress.com/
- YouTube – search for K-Pop groups or artists.
- Talk to your patrons!

(G)I-DLE
Promoting Your Collection

- Make it visible: lists, signage/flyers, displays.
- Program Ideas:
  - K-Pop Club (once a month)
    - Watch new music videos.
    - Korean / Asian snacks!
  - Rotating activities such as:
    - Korean Variety Show Challenge.
    - Craft K-Pop fan-march: buttons, lomo cards, etc.
  - K-Pop Dance Camp
    - Learning different K-Pop dances: via Youtube videos or instructor i.e. staff member or volunteer/patron.
  - Mini-Kcon
    - Kcon – annual conventions celebrating K-Pop and Korean culture (e.g. in LA, NY, Australia, Japan)
    - Could be a mix of contemporary and traditional Korean activities such as UH’s Korean Culture Day.
Current Popular K-Pop Groups

And Other K-Pop Groups of Interest
BTS – Bangtan Sonyeondan

• Company: Big Hit Entertainment
• Debut: 2013
• Known For:
  • Writing/producing most of their music/raps.
  • 1st K-Pop album to debut #1 on Billboard 200 (Love Yourself: Tear).
• Listener’s Advisory (K-Pop Hip Hop/Rap):
  • iKON (2015: YG Ent.)
  • Monsta X (2015: Starship Ent.)
  • Stray Kids (2018: JYP Ent.)
- Company: SM Entertainment
- Debut: 2012
- Known For:
  - Some of the strongest main vocals in K-Pop: Chen, Baekhyun, & D.O.
  - In 2013, the 1st K-Pop group in over 10 years to sell 1 million copies of an album.
  - As of 2018, a “quintuple million seller” (5 albums to have sold over 1 million copies).
  - 3rd K-Pop group to achieve a U.S. Top 40 album (after BTS and BlackPink).
- See Also:
  - EXO-CBX / EXO-K / EXO-M
  - Super Junior (2005: SM Ent.)
  - Lay (Zhang Yixing)
BlackPink

- Company: YG Entertainment
- Debut: 2016
- Known For:
  - Success since debut.
  - Highest charting album by a K-Pop girl group in the Billboard 200.
  - Fierce/girl-power themes in music video concepts and lyrics.
- See Also (Fierce Girl Groups):
  - (G)I-DLE (2018: Cube Ent.)
  - 2NE1 (2009-2016: YG Ent.)
  - 4Minute (2009-2016: Cube Ent.)
Twice

- **Company**: JYP Entertainment
- **Debut**: 2015
- **Known For**:
  - One of the most popular active girl groups in Korea.
  - All of their singles since 2016 have hit #1 on the Gaon Digital Chart.
  - The point choreography from consecutive hit singles: “Cheer Up,” “TT,” “Signal” became well known by general public and fans.
- **See Also**:
  - Momoland (2016: MLD Ent.)
  - Weki Meki (2017: Fantagio Music)
Other K-Pop Groups of Interest
NCT – Neo Culture Technology

- Company: SM Entertainment
- Debut: 2016
- Known For:
  - NCT Concept: Infinite members (18 currently) who promote through smaller sub-groups based in different locations.
    - NCT U:
    - NCT 127
    - NCT Dream
    - “NCT China” / NCT Vision? to debut
  - Unique songs/music styles/concepts
  - NCT 127 – Promoted in U.S. market this October with 1st full album “Regular-Irregular.”
    - Released English version of their title track “Regular” (SM likes to do localization).
KARD

- Company: DSP Media
- Debut: 2017
- Known For:
  - One of the few current co-ed groups in K-Pop.
  - Dance Hall/Tropical House influence.
  - Possibly more popular internationally.
- See Also (Co-Ed Sub-Units or Groups):
  - Triple H – Hyuna (4Minute) with E’Dawn & Hui (Pentagon) (2017: Cube)
  - Trouble Maker - Hyuna (4Minute) & Hyun-seung (BEAST) (2011: Cube)
  - Cool (1994 – one of the 1st co-ed groups)
Dreamcatcher

- Company: Happy Face Entertainment
- Debut: 2017
- Known For:
  - Music feels more akin to J-Rock or J-Pop. More edge than your typical K-Pop girl groups.
  - Gothic, strong, dark, visual concepts (e.g. music videos).
  - Possibly more popular internationally than domestically.
- See Also (Dark Visual Concepts):
  - VIXX (2012: Jellyfish Ent.) Boy Group
Seventeen

- Company: Pledis Entertainment
- Debut: 2015
- Known For:
  - “Self-producing idol group.”
  - Since 2016, all of their album releases have hit #1 on the Gaon Charts.
- See Also (Groups that Write/Produce):
  - Pristin (2015: Pledis) Girl Group
  - Winner (2014: YG Ent.)
  - VIXX (2012: Jellyfish Ent.)
  - B.A.P. (2012: TS Ent.)
  - Big Bang (2006: YG Ent.)
Mamamoo

• Company: RBW
• Debut: 2014
• Known For:
  • Strong vocals and harmonies.
  • Soulful R&B sound.
  • More mature/sultry concepts.
• See Also (Sultry Girl Groups):
  • Red Velvet (2014: SM Ent.)
  • Oh!GG (2018: SM Ent.)
Day 6

• Company: JYP Entertainment
• Debut: 2015
• Known For:
  • K-Pop Rock Band
    • The 1st from JYP
  • Members play their own instruments.
• See Also (K-Pop Idol Bands):
  • The Rose (2017: J&Star Company)
  • CNBlue (2009: FNC Ent.)
  • FT Island (2007: FNC Ent.)
Thank You! Any Questions or Comments?

Resource page: https://jenniferfuchikami.wordpress.com/k-pop-in-libraries-resources/

Please give feedback on this session (B4): http://bit.ly/hla2018-b4