

Comparative Analysis of Entertainment Industry of China and South Korea

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Abstract: What is the development model that makes Korean-wave such a success in Asia? What lessons will the popular Asian "Korean Wave" provide for the formation of Chinese pop culture? Should China form its own popular culture according to its own actual situation? This paper will analyze the emergence and development history of Chinese and Korean's support culture, and analyze the Korean head entertainment agency S.M. so as to Comparing the differences, advantages and disadvantages of China and South Korea.

Keywords: Korean Wave, entertainment industry, S.M.

1. Introduction

In today's world of economic globalization, world multipolarity and highly developed communication technology, no one or any country can live independently. Any country or nation's understanding of other countries and nations in the world is of great significance to the development and revitalization of the nation. In recent years, the Korean wave has been popular in Asia. South Korean films and TV dramas, and singing artists have been warmly welcomed in Asia and even the world.

The term of 'support culture' was originated in South Korea. At first, it was based on fans' love and support for their idols, and they cheered for their idols in various ways. As time goes by, the support culture has gradually evolved into an organized and strategic fan activity, involving multiple links such as fund-raising, planning and execution. In China, the support culture started relatively late, but with the penetration of Korean pop culture and the development of domestic fan economy, China's support culture has also developed rapidly, and combined with the local culture to form a unique aid culture. Now the "Korean wave" has brought a bigger shock wave, among which the "K-POP" (Korea-pop) is very popular among young people today, and many South Korean idols and singers have a high popularity. Behind this, in addition to the attention of the Ministry of Culture to cultural export, the packaging of South Korean entertainment brokerage companies and the mature and complete business operation model of the entire entertainment brokerage industry. In the entertainment brokerage industry, idols are undoubtedly a very important part of the South Korean entertainment industry and have a huge international influence.

In South Korea, SM, YG, JYP and other head entertainment agencies have successfully created a number of top stream star groups through comprehensive industrial operations such as selection, training, packaging and promotion. The success of the commercial operation models of these companies depends on on the one hand on their strong artist cultivation and packaging capabilities, on the other hand on their keen grasp of market trends and innovation of marketing strategies. In China, similar head entertainment brokerage companies such as Huayi Brothers Media Group and EE-Media are also gradually developing and expanding, but still the maturity and

innovation ability of commercial operation need to be improved.

This paper will through the analysis of the emergence and development history of Chinese and Korean's 'support culture', to analysis the head entertainment brokerage between commercial operation mode, compare the advantages and disadvantages of entertainment industry. In order to aims to fundamentally to "Korean wave" rationally grasp and thinking, more profound understanding of it, and find it to learn and reference, and seek the development of Chinese popular culture.

2. The Commercial Operation Mode of The Head Entertainment Brokerage Company

South Korean entertainment brokers, such as HYBE, SM, YG and JYP, have many idols with high visibility and commercial value cultivated through the trainee system. For example, the idol group SEVENTEEN, launched by HYBE's label Pledis Entertainment, delivered a speech at the 13th UNESCO Youth Forum held at the UNESCO headquarters in Paris, France, and the real sales of JYP's idol group in TWICE 2023 exceeded 400,000.

2.1. Introduction to China and South Korea Head Entertainment Company

In the South Korean entertainment industry, there are also suitable platforms for idols, such as Music Bank, Popular Ballad and Music Center, which provide opportunities for idols and singers to perform and score songs through streaming media data and album sales. In contrast, in China's entertainment industry, head entertainment agencies, such as Huayi Brothers and EE-Media, have high famous artists mainly film and television actors and professional singers, such as An Yixuan(Ann), Oho Ou, Li Chen, etc. However, there are also well-known enterprises with many relatively well-known idols, such as Lehua Entertainment, including Huang Minghao, Fan Chengcheng(Adam) and Cheng Xiao.

2.2. In S.M. Korean entertainment brokerage business operation model

Due to the narrow consumption market of Korean cultural products, it determines that Korean pop culture can only seek more economic benefits by exporting it. South Korean entertainment agencies have distinctive features in packaging company artists and music works, which were quickly accepted by the Asian market and achieved great success. South Korean pop culture is mainly divided into two aspects: mass pop music and TV series, and its operation mode has been a perfect mechanism. In terms of building South Korean artists and pop music, its commercial operation mode can be divided into the following stages.

2.2.1. Preliminary preparation stage

The preparatory work mainly refers to the stage when the artist receives comprehensive training in singing, body, dancing, language, and comprehensive quality in the company (namely the trainee stage). Take S.M. as an example, the company holds "S.M. Youth Best Selection Conference" every year, which is the most direct and formal way for teenagers to enter S.M. company. Teenagers who have been selected can enter the company for training, and may also get the opportunity to sign a contract with the company. In order to attract more talented and talented teenagers, the company provides quite good accommodation and practice conditions for trainees, so as to urge trainees to improve their comprehensive quality more actively. At the same time, in order to attract talented teenagers in the world, the company has set up selection points in the United States, China, Japan and other places, and the strict selection provides the guarantee for the quality of the company's talents.

After selecting the trainees who enter the company, the company will select the packaging route and target market according to their personal characteristics, and segment the target market, so as to conduct all-round training and packaging for the company's positioning of the company for the trainees. The training process alone varies anywhere from two years to 4 to 6 years. In the above draft show and training stage, there are several outstanding characteristics:

2.2.1.1. Young age of artists

Throughout the global entertainment star system and entertainment industry, the younger age of idol artists has become increasingly a common phenomenon and a popular trend. In the case of the entertainment industry, the entertainment industry itself is the industry of most young people, and also attracts the interests of the brokerage company, the younger the artist, the more likely the economic profit for the company, the more likely, the earlier the agency knows, the more plasticity, there are more choice and rising space. Take BoA, the first South Korean artist to succeed in the Japanese market. BoA was selected by the S.M. company in 1997. BoA was only 11 at the time of the interview. Since then, BoA has received special training and started out at the age of 13. At just 22, BoA has become an Asian diva, creating countless wealth for the company, and has begun to enter the U. S. market, while BoA still works for a long time. The advantage of younger artists.

It is most obvious in BoA. In recent years, the Korean entertainment agency launched the new age, mostly about 17~19 years old, the age of the company practice can be imagined.

2.2.1.2. All-round and strict training

Due to the small domestic market in Korea, the positioning

of artists planned by Korean entertainment agencies is often not limited to Korea, but mainly in Japanese and Chinese markets in Asia. Therefore, higher requirements are put forward for the preliminary training work. The artist trainees entering S.M. brokerage company not only need to receive strict training in singing and dancing, but also need to strictly train all aspects of body language and protocol etiquette. Such comprehensive training enables s.M. artists to calmly deal with journalists, cameras, video cameras and many other media at any time. In terms of training artists for the Asian market, in addition to the above training in singing and dancing, language expression, body, expression and other aspects, there are also national language training for the target market, such as Japanese and Chinese.

2.2.1.3. Create a large number of combined groups

Combination is the agency's favorite and best made entertainment product. Throughout the Korean entertainment industry, there are numerous idol groups composed of beautiful young men and women, and the economic benefits brought to the company are unmatched by independent artists. The S.M. Company has successfully launched several combinations, such as the previous Super Junior, H.O.T. , S.E.S. Myth, Oriental Q, to EXO-M and other familiar groups. Entertainment brokerage company launch group combination is a move to occupy the market, because the combination can carry several people of different packaging, different target audience market, different route style, occupy the different target audience market to meet the needs of the audience, to maximize the possibility of broaden the consumer groups, reduces the possibility of the artist combination not audience, avoid the company's investment risk, achieve brokerage profits.

2.2.1.4. Enough company attention

South Korean entertainment agencies, especially S.M. agencies, value new people very highly. On the one hand, in terms of capital, S.M. Brokers will spend a lot of money on artists. For comprehensive training, packaging and training; on the other hand, S.M. will require famous artists or seniors to lead newcomers to increase exposure; in addition, S.M. will provide the best entertainment teachers and songwriters for point-to-peer training and guidance.

2.2.2. Product production stage

Since Korean entertainment agencies target artists in the Asian market, Korean entertainment agencies have always been committed to producing artists and pop music suitable for the entire Asian market and meet the pursuit of young Asian people, so has S.M. The company's products include both artist products and record products. First of all, in terms of artists 'products, due to the strict selection and training of artists in the preparatory stage, the in-depth analysis of the basic culture, music and other popular elements of the target market, and the creation of Korean artists themselves, the quality of their artists' products has been well guaranteed. Secondly, in terms of record products, S.M. originally created the unique music form ——s.M.P. It is a key factor in the popularity of Korean pop music in the Asian market. S.M.P. The full name, s.M.Music Performance, is a unique musical form of s. I., originally proposed by Liu Yong Zhen, the director of S.M., from the earliest Korean idol group H.O.T. In the beginning, the young people under the age of 20 in South Korea are the main target of consumption, with S.M.P. Style fights for the market. S.M.P. It is a stage center art and is often used in singing groups, emphasizing the integration of stage performance and music. If the S.M.P. Is a work of art,

then music is the soul, dance is the body, both are indispensable. In the music context, the S.M.P. The songs are performed according to the vocal characteristics of the group, which is a fusion of various musical styles, often combined with Korean HIP-HOP moves, large backup dancers and dazzling lighting, and critical lyrics. Through the fusion of various elements, such as music and dance, the s.M.P. It can always attract the attention of all the audience in the first time. The huge dance group and strong stage effect leave a deep impression on the audience who have seen their performance. S.M.P. Musical form is taken from the H.O.T. This period has achieved great success, and has also largely shaped the Asian popular groups such as Eastern XQ and Super Junior, while providing a new form for Korean pop music. S.M.P. Since its birth, South Korean entertainment agencies have followed this unique form of music. For South Korean pop music, the S.M.P. Not only a unique form of s.M. company, but also a unique form of Korean pop music. Although the differences of each company are obvious, they still form a distinct style of Korean pop music, which also provides a prerequisite for the quality of its record products and the general acceptance by the target market.

2.2.3. Product marketing stage

2.2.3.1 This process involves three steps:

2.2.3.1.1 Clear the target consumption objects

2.2.3.1.2 Entertainment market segmentation, target market selection and positioning market selection. S.M. its combination of Oriental god, for example, the east god in South Korea and Japan as the center in the activities in Asia, to make the Oriental god can better into the Japanese market, S. M. the company in the east god in South Korea a year later in Japan, completely with Japanese artists works in the Japanese market, the maximum limit to achieve its localization in the Japanese market.

2.2.3.1.3 Design the marketing portfolio. After determining the target target, Korean brokerage companies integrate the classic 4P theory (product, pricing, distribution, promotion) in strategic marketing into today's entertainment industry.

2.2.3.2 Products, including the artist himself and the artist's products. The artist is the first product of the agency. Through the previous market positioning and clear target consumer groups, South Korean brokerage companies will pass strict training and accurate packaging artists. For example, the artist is positioned in the idol singer, which has a high requirement on the appearance of the artist, and the brokerage companies even spend a lot of money to elaborate the appearance of the artist, plastic surgery, micro plastic surgery. In addition to the physical signs, its artists dress hair is also very elegant. The dress of Korean stars often causes discussion in the fashion industry, which again attracting the attention of the public. Artists increase their popularity and also become the imitation object of Korean youth and even Asian teenagers. Artists' products, such as records, accompanying songs, cover posters, etc. For artists 'products, Korean brokerage companies generally design different routes, music styles and packaging characteristics for records according to market positioning, so as to make the process of differentiated artists' products. After designing the route, there was a S.M.P. The quality of the record has also been well guaranteed. In addition, the incidental content of the record is also an important means to promote the record sales.

For example, the fourth Korean album "MIROTIC", officially released on September 26,2008, has been released in A, B and c, and each version has different additional

content to attract more consumers to consume or repeat consumption. In addition, S.M. In order to further extend the record products of the artists, The brokerage company will be all the artists in every winter vacation and summer vacation

Create a collection of the theme song and Mv. These albums once again attracted fans, thus creating more profit points for the company, but also the process of forming the company brand and building the company image. For the agency, the brand image of the artist is important, but more important is the brand effect of the company. In the long run, the brand image established by brokerage companies in the eyes of consumers can more effectively cultivate consumer loyalty and further improve the economic benefits of the company.

2.2.3.3 Product pricing is divided into two parts: the artist himself and the record. One is for the artist himself. The pricing of the artist itself depends on the popularity and popularity of the artist. South Korean agencies are generally trained at a low age. At that time, the artist was not famous, and the price when the company signs a contract with the artist is relatively low. In order to prevent the artist from becoming popular and job-hopping, the brokerage company will sign the artist within the maximum time limit, and increase the intensity of liquidated damages and compensation, such as S.M. company liquidated damages and compensation. This causes a lot of pressure on its artists, and it is almost impossible to change jobs during the signing period, which solves the problem of personnel mobility, especially artists, that the entertainment agencies are worried about, and reduces the risks of the company. The second is the record products of the artists. Records are ordinary goods, so their pricing is done in general methods, and cost plus pricing method or target profit pricing method.

2.2.3.4 Product distribution is mainly for the derivative products of artists. On the one hand, Korean brokerage companies broaden the sales channels of entertainment products records, artist photos, books, etc., not only sell artists' records in physical stores, at the same time, brokerage companies cooperate with some online MP3 download clients to broaden the sales channels. On the other hand, brokerage companies extend the industrial chain of artist products. Not only limited to the artist's record, but also extended to the artist's photo, posters, books, limited edition clothing and supplies, to open the company's new sales channels and markets. S.M. brokerage company jointly founded — FANDANGO KOREA, an online entertainment company, in cooperation with Japanese AVEX, YOSHIMOTO, FANDANGO JAPAN and other groups. This behavior opens the new battlefield of the network market competition, and grabs the new market opportunity.

2.2.3.5 Product promotion mainly includes four channels: sales promotion, advertising, public relations and participating in the selection of various awards. One is through sales promotion. More common is artists live signing, brokerage companies for more popular artists make limited edition records, or also in the record with some photo of the artist or never released privacy, agency in greatly satisfy the desire of the fans and market demand at the same time the increase of the album sales, to get more benefits. The second is through advertising and promotion. The brokerage company lets artists participate in various activities and programs of TV stations, radio stations and media networks as much as possible to expand the publicity of artists and increase the exposure rate of artists. Korean entertainment

programs are quite mature. When artists participate in programs and online interaction, they can not only help the public have a more comprehensive understanding of the personality, expertise, preferences and other aspects. At the same time, the radio stations, television stations and the network new media also improve the audience rating and click rate through the popularity of the artists, and lock the audience group and the audience group. The third is to promote artists through public relations. Brocompanies through public welfare activities and some charity donations, charity activities to achieve the purpose of promoting artists. On the one hand, the event set up a good image for the artist, and let the artist left a good reputation. Public relations, on the other hand, this way, increased exposure artist itself in the news, some South Korean brokers often use the existing news create topic again, such as artist gossip, or before an event hype back and forth, etc., cause public opinion, to attract public attention again.

Fourth, to participate in as many awards as possible. This way should be a promotion way unique to the entertainment industry. On the one hand, the whole Korean entertainment industry itself attaches great importance to important award activities. At the end of each year, MKMF, GOLDEN DISK and SBS ballad awards are very important award ceremonies. On the other hand, as far as artists are concerned, authoritative awards are the full affirmation of the strength of both singers and artists, and at the same time increase the audience's attention and media exposure to ensure their own popularity.

2.2.4. Late profit stage

Entertainment company in the early stage invested a lot of manpower, material resources, financial resources to packaging and launch artists, after the artist famous the tangible assets, intangible assets are virtually appreciation, then the brokerage company will rely on the intangible assets of the artist development related products, broaden the related products, the artist of intangible assets use to the extreme, and profit. For example, the S.M. agency releases limited edition records or revised records, photo albums for its artists almost every year

Books, increasing the related products of artists; also arrange opportunities for artists to participate in movies and TV dramas; cooperate with TV and radio stations and invite them to participate in public welfare activities and entertainment programs; shoot different types of advertisements or become product spokesmen to realize the appreciation of intangible assets.

3. Differences and Advantages and Disadvantages Between China and South Korea

What is the development model that makes South Korea such a success in Asia? What lessons will the popular Asian "Korean Wave" provide for the formation of Chinese pop culture? Should China form its own popular culture according to its own actual situation?

3.1. Industrial scale and maturity

South Korea's entertainment industry is relatively mature, with a complete industrial chain, and has a complete system from selection, training, packaging and promotion. Although China's entertainment industry has developed rapidly in recent years, it still needs to improve its industrial maturity

and the integrity of the industrial chain.

3.2. Content innovation ability

Korean pop culture has won the love of fans around the world with its unique creativity and style. South Korean entertainment companies have an excellent performance in content innovation, while China's entertainment industry still has a large room for improvement in content innovation.

3.3. Market expansion ability

Through years of market expansion, South Korean entertainment companies have established a relatively complete fan base worldwide. And China's entertainment industry still needs to strengthen the expansion of overseas markets.

3.4. Policy environment

The South Korean government has given a strong support to the entertainment industry, providing a good policy environment for its development. The Chinese government has also gradually increased its support for the entertainment industry in recent years, but its policy implementation and supervision still need to be improved.

4. Sum up

The development of China and South Korea and the commercial operation mode of entertainment industry are important areas of cultural exchanges and cooperation between the two countries. An in-depth understanding of each other's development process, industrial characteristics and advantages and disadvantages will help both sides to learn from each other and make common progress in the future development. On this basis, by strengthening the cooperation of policy support, industrial chain integration and international market expansion, it is expected to give the entertainment industry a broader influence in the world. The entertainment industries of China and South Korea have accumulated rich experience and are also facing common challenges. Both sides have the value of mutual learning and learning in talent training, content innovation and market expansion. By strengthening exchanges and cooperation, the entertainment industry of China and South Korea can achieve common development on the basis of mutual benefit.

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