

<2020 VISION Inspiring Insight in Business Society>

S.M. Entertainment's Culture Technology

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Founder & Producer of S.M. Entertainment

2011.08.16



S.M. Entertainment
The Future of culture Technology

<영상>

소녀시대 일본 공연 영상

소녀시대 “이것이 Next 삼성이다” 일경 비즈니스 표지사진

샤이니 영국 공연 영상

SMTOWN JAPAN 영상

SMTOWN LA 공연 영상

SMTOWN PARIS 공연 영상



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What is

Hal

Lyu

韓流

The “Korean Wave”

Girls' Generation SHINee

Attracted Tens of Thousands of Fans



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Super Junior

36,000 people at Arena Tour



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H.O.T. in Feb, 2000

The First Concert in Beijing Created “Hallyu” in Asia



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“Hallyu” Phenomenon

Spreading around the entire globe



What is

CT



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Culture Technology



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Culture Technology



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1st Stage of Korean Wave

Exporting Contents



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2nd Stage of Korean Wave

Local Collaboration



Exporting Contents



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3rd Stage of Korean Wave

Localized Market
& Joint Venture

Local Collaboration

Exporting Contents



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“Hallyu” Phenomenon

Spreading around the entire globe



Top Stars from S.M. Entertainment



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“Next Hollywood”



China



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H.O.T. Kangta + F4 Vanesse



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Super Junior-M

f(x)



Equal Equity Per Country



Made “BY” Matters

“Which Producer created the contents?”



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“CT” & “Hallyu”

Now spreading through
Prosumers



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Factors to consider for the institution of future industry

Transcendence of

TIME

+

SPACE

+

KNOWLEDGE



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Producer Consumer



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Producer
Consumer

Real-Name System

Protecting Intellectual Properties



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Cleanup



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Producer
Consumer

Speed

Internet

Knowledge

De-Synchronization



New paradigm in the
Culture Industry



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THANK YOU