

2013. 11. 21.

47

Global Hallyu Issue 2013

글로벌

힘으로 동향



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: 18

- (, , , , , , , ,)
- (, , , , ,)
- ()
- (,)

- , .

- , K-Pop, , - , - , - , -

- 2013.11.8 2013.11.21(2)

- : (02-523-1054)
- : ,

I.

1

- (1)
- 15 9
- 87%
- * : 9 , . . . 가 . . . 1
- < 가 가>, 1
- KKBOX* 1 ('13.11.14)
- * KKBOX : ,

2 -

- ('13.11.12,)
- (6 8)*
- * (1 2) 5.7

	2007	2008	2009	2010	2011	2012p
	1.7	1.6	1.8	2.7	5.7	6.8
*	0.2	0.2	0.3	0.7	1.1	1.2
	1.9	1.8	2.1	3.4	6.8	8.0

* : , ,

3

○

- ‘ ’ (‘13.11.11,)
() ,

- ‘ 1 ’ (‘13.11.15, 가)
()가 , KOTRA

○

* , ‘ ’ (‘13.11,11)

- K - Pop, , , ,

- PC, PC, 가 , 6

* :

1



○ , , '2013 * ' ,
 ('13.11.7,)
 * (Cosmo Beauty Awards) : 가
 . ()


○ < ! 가?>,
 - 1 1.46%, 7.67% 5 3.85%, 16.73%

가 < (爸爸去哪儿)>(12)

- : TV

- : '13.10.1 22:00

- : , , , , ,



○

		/	
가	'13.11.2 16(, , ,) * 10	• : • : ,	'80

2

○ ('13.10.1 ~ 24)

	*	'13.10.9	22:00	愛的真相
	*	'13.10.9	22:00	錢的誘惑
	*	'13.10.11	19:00	星星月亮都摘給你
2013	*	'13.10.17	22:00	2013 麻辣一班

* / (八大) : 3

K-Pop

○ G-Music* ('13.10.4 ~ 10)

	/	가	
1	諾亞方舟()	五月天()	18.43%
2	謝—安琪(-)	謝安琪()	10.36%
3	天使之翼()	楊丞琳()	8.76%
4	Love Lesson	王詩安()	8.76%
5			4.09%
6	黃色夾克()	梁文音()	3.41%
7	仲夏之呱()	小老鷹樂團()	2.39%
8	1	林靖雨()	2.21%
9	醉佳時分(가)	彭佳慧(가)	1.94%
10	蘭陵王OST(OST)	OST	1.16%

* G-Music : 3 (<http://www.g-music.com.tw>)

3



○ * ,
 - ' *** ('13.11.14)
 * : . < > , < >
 ** (IMX) : .

○

		/	
'13.11.16	• : • : MYNAME		5
'13.12.4 23	• : • :		

○ 2 , ' * ('13.11.22 24, NTT)

		/	
	• : • : ,		가
	• : • :		

○ ' 2013 28 * ('13.11.8 22, 가)

- 6 **

* 가 (가 '88 가

)

** < > , < > , < > , < > , < > , < >

○ ‘**’ (‘13.10.15,)

- , , ,
 aT ,
 * :



○ ‘2013 **’ (‘13.11.8,)

- K - Pop , < >
- 1 8
 () ,
- *

4

○ () ‘ 3 10 (Festive Korea)’ (‘13.10.1 11.18)

- , , ,
 - 1 2
 ()



○ () ODA (‘13.10.31 11.11, ,)

- , , - ,
 , *
 () ,
 * , K-Pop . 1 5

○ () ,

- Blitz megaplex* 10 3 (‘13.11.9)

- < >, < >, < >

* Blitz megaplex : ‘06 . 7 66

○ () - * , ‘ . ’ (‘13.11.7)
- * () , ()



○ () 400 ,
(‘13.11.10 11,)
- , (針法) (350 가)
()

1

○ < 가 >, ' 4 * ('13.11.3 17,)
 * : . '13 27

		/	
	가	• : • : ,	가가

○ CJ, ' ('13.11.7,)
 - < >, < > , 150

	/		
	• : • : ,		66
	• : • : ,	가	

2

○ 60 , - 50 , 'The Festival of Lights'* ('13.11.9 '14.1.31, 가)
 - , ,
 * 가



- 'Rendezvous Korean Cuisine 2013'
('13.10.18, George Brown College Campus)
-
- , , , , ,
- 6
- : , George Brown College

3

- PROJECTO 40 < >*, ('13.10.26 20:00)
- * PROJECTO 40 : TV / (Alta Definición) : TV

PROJECTO 40 < >

- MC
- : 16
- 'DORAMAS()' 'Telenovelas coreanas()'
- ' 30 '

1		11		21	49
2		12		22	
3	가	13		23	
4		14		24	
5		15		25	가
6	가	16		26	
7		17	1	27	
8		18		28	
9		19		29	
10		20		30	가

K-Pop



○ ,
 ('13.10.26,)
 - 1 2 ,
 - * , “ ”
 ('13.10.26)
 * : 1916 ,


○ < >, '55 '* ('13.11.18 23,)
 * 55 : 42 .

○ ('13.10.24 26,)
 - ‘ ’ . 2
 () , ()

() :
 () :
 () :
 () :
 () :

○ 'Reforma'* , ('13.11.10)
 * Reforma :

Reforma ' , 가 가 가 가 가 가 가



4



○ ' 가 '* 5 ('13.11.3,)
 - ,
 - 5
 * 가 : K-Pop .



○ BAND <O Mundo os segundos brasileiros'>*, ('13.11.4)
 * BAND : / O Mundo os segundos brasileiros' :

BAND <O Mundo os segundos brasileiros'>

(26) :
 (26) : (茶) , N
 (26) :
 (26) : ,
 (24) :
 (22) :

5



○ ()
 ('13.10.22 ~ 11.29,)
 - “ ”*
 *



○ () , '2013 '*
 ('13.11.3-9, EXPO CUBA)
 - ** ('13.11.4)
 ('13.11.2)
 * (Havana International Fair) :
 , '13 62 3
 ** : . < 가 >가

1

○ ‘ 8 ’ (‘13.11.7 11.22,)
 - 40 *
 - BBC, MovieScop, Londonist**
 () , ()
 * < >, < 가 >, < >, < >
 ** MovieScop : / Londonist :

○ ‘ ’, ‘ ’ (‘13.11.5)
 * (Financial Times) :

“ ”
 , , 가 가
 ‘00 , ‘ 가 가
 , , ,

○ - (‘13.11.6,)
 - () , ,

1



○ ('13.10.3 23, Honar)
() , ()



○ - 51 , ('13.10.23)
() , ,
() , , LG

2

- , 'DISCOP Africa 2013'* ('13.11.6 8, Sandton Convention Centre)
- TV, Lancia Digital Broadcast**
- * DISCOP Africa : . '13 6 , 70 , 6 , 1 5
- ** Lancia Digital Broadcast :

[1]

(‘13.11.7 21)

			가	
()	‘13.11.7	(, Mexico City Arena)	MXN 450 2,800 (3 6 22 7)	• 1 5 (4)
()	‘13.11.7	(, International Forum Hall)	JPY 9,450 (10)	• 4
()	‘13.11.8	(,)		• ‘2013 • 1 8
()	‘13.11.9	(, World Trade Center Nangang Exhibition Hall)	TWD 600 4,500 (2 2 16 2)	• 4 • 1,320
()	‘13.11.9	(, Wembley Arena)	GBP 56 165.25 (9 6 28 2)	• 1
()	‘13.11.9 10	(Asia World-Expo Arena)	HKD 480 1,680 (6 5 23)	• 2
()	‘13.11.9	(, Workers Stadium)	CNY 380 1,280 (6 6 22 2)	• 6 6
()	‘13.11.13	(, Osaka Business Park Round Hall)	JPY 10,000 (10 6)	• 5
()	‘13.11.15 16	(, Kyocera Dome)	JPY 10,500 (11 1)	• 9
()	‘13.11.15 16	(, Yokohama Stadium)	JPY 9,450 10,000 (10 10 6)	• 6
()	‘13.11.15	(, Zepp Divercity Tokyo)		• 2
AOA ()	‘13.11.16	가 (가 , Marina Promenade)	SGD 98 138 (8 3 ~11 7)	• ‘ 2013**
()	‘13.11.16 17	(, Seibu Dome)	JPY 9,500 (10 6)	• 8
B.A.P ()	‘13.11.19 20	(, World Memorial Hall)	JPY 8,500 (9 2)	• 5
()	‘13.11.20	(, International Forum Hall)	JPY 4,725 7,825 (5 8 3)	• 2

* 2013 : , 8

[2]

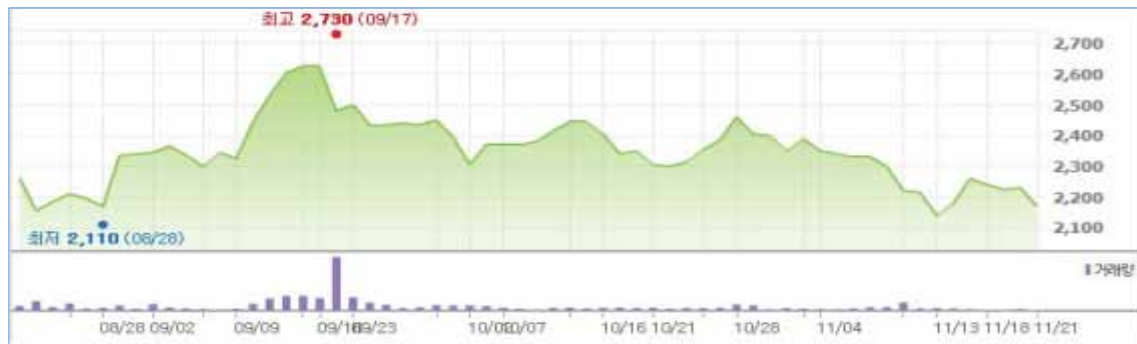
가

(‘13.8.21 ~ 11.21)

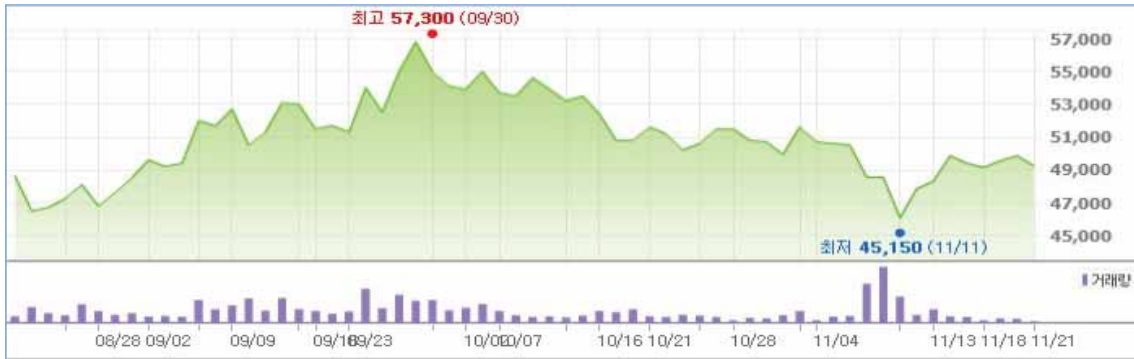
/ /



IHQ



CJ CGV



SBS



K - Pop

JYP



SM



YG



: (<http://finance.naver.com>)