

Research about Korean popular culture in Asia

--Through the Cases of Korean popular culture in Thailand --

1st year student

VietNam Field School

Research Area : Kingdom of Thailand

LEE Mi-ji

Key words: globalization, export, Korean wave, Thailand, distribution chain

Background and objectives of your research

Nowadays, we can see cultural floating which is crossing the border in globalization. Especially, the markets of East/Southeast Asia asked high simultaneity after the middle of 1990, and then they accepted media culture of Japan, Korea, Taiwan, and so on more than ever before.

After 1990, <The state of loving Korean popular culture> which is Korean wave started in Asian area especially in China. Korean wave started with drama mainly, and Korean wave could found its own place in many sides through the export of movies, music and so on in order. In particularly, the amount of exporting dramas and movies resulted a great number.

On the other hand, the average cost of production for a single episode of dramas was about 229 million won according to the research data in case of drama which is the principal axis of Korean wave. This means that the production of Korean drama spends too much of money which is beyond retrieval. The export of Korean drama is indispensable for making profits, and as of today, it is generally to gain more than 60% of the production cost by exportation. In other words, overseas markets are not an option but essential for Korean dramas, and they are preconditions to product.

Aftereffects of Korean wave are spreading through Southeast Asia via China. Especially, Korean wave in Thailand is formed by TV drama in 2001. Korean online games also became popular among young people in Thailand.

Comparing with these popularity and necessities of inroads into overseas markets, Thai market is unexploited area for Korea. Some Korean productions give comprehensive rights of distribution including Thai area to Hongkong and Singapore, and then, the cost of the products rises when we export them to Thailand, so we feel keenly the necessity of composite distributions of the contents.

Therefore, the objective of this research is to survey and analyze of general broadcasting industry, market character, states of copyright, routes of sales, and so on for promoting efficiency of distributional constitution of Korean contents.

Pictures



Picture 1 : The event of Korean and Japanese popular culture in Bangkok



Picture 2 : Bangkok Liaison Office Center for Southeast Asian Studies KYOTO UNIVERSITY



Picture 3 : Korean dramas at a DVD store in Bangkok