

<2020 VISION Inspiring Insight in Business Society>

S.M. Entertainment's Culture Technology

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Founder & Producer of S.M. Entertainment

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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



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



2nd Stage of Korean Wave

Local Collaboration



Exporting Contents



3rd Stage of Korean Wave

Localized Market
& Joint Venture

Local Collaboration

Exporting Contents



“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



Super Junior-M

f(x)



Equal Equity Per Country

China

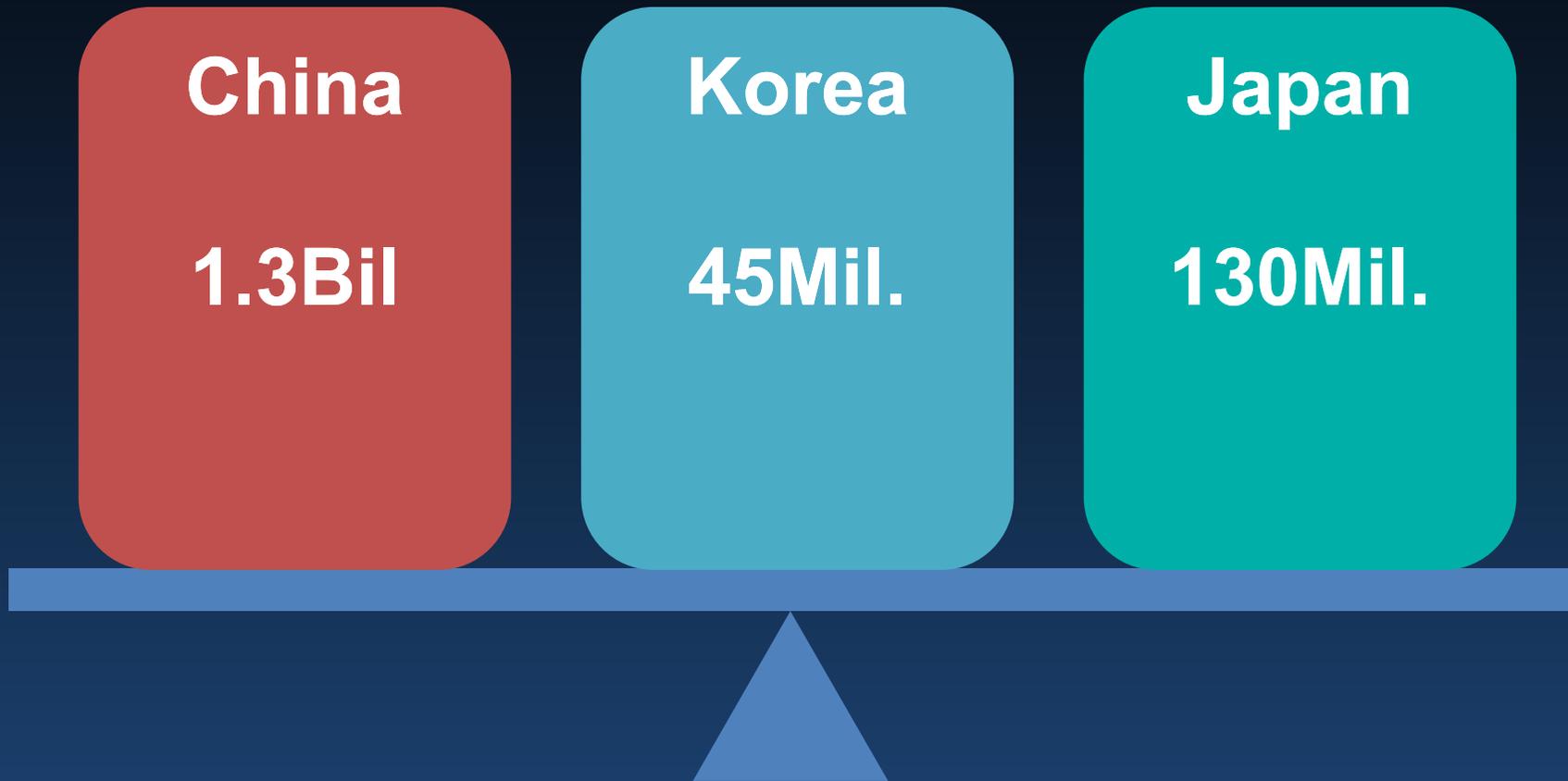
1.3Bil

Korea

45Mil.

Japan

130Mil.



Made “BY” Matters

“Which Producer created the contents?”



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“CT” & “Hallyu”

Now spreading through
Prosumers



Factors to consider for the institution of future industry

Transcendence of

TIME

+

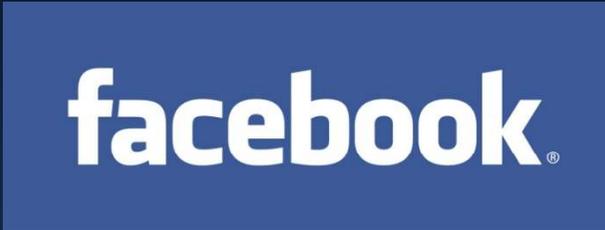
SPACE

+

KNOWLEDGE



Producer Consumer



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Producer
Consumer

Real-Name System

Protecting Intellectual Properties



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Project page

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Wikipedia:Accuracy dispute

From Wikipedia, the free encyclopedia

Not to be confused with WP:NOTADVERTISING.



It has been suggested that *Wikipedia:Disputed statement* be merged into this page or s (Discuss)

"WP:AD" redirects here. For Article development, see Wikipedia:Article development. For WikiProject African dia, Wikipedia:WikiProject African diaspora.



While this essay is not a policy or guideline itself, it is intended to supplement [Wikipedia:Verifiability](#). Please defer to the relevant policy or guideline in case of inconsistency between that page and this one.

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Contents [\[hide\]](#)

- 1 Handling content that may be inaccurate
- 2 Handling factual inaccuracy warnings
- 3 Resolving disputes
- 4 See also

Handling content that may be inaccurate

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Cleanup



S.M. Entertainment
The Future of culture Technology

Producer
Consumer

Speed

Internet

Knowledge

De-Synchronization



New paradigm in the
Culture Industry



THANK YOU