
Global Hallyu Report (December)

Survey Overview

Regions of survey: 4 countries

- Asia (Japan, Vietnam)
- Americas (U.S.A., Chile)

Method of survey

- News gathered from overseas correspondents of the foundation, domestic/international media coverage, other reports

Contents of survey

- TV series, K-Pop, movies, Hallyu - tourism, Hallyu - economics, Hallyu - art, Hallyu – traditional culture

Survey period

- Dec. 1 - Dec. 31, 2016 (4 weeks)
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I. Domestic Hallyu Trend

□ Hallyu -Industry

■ Obtaining Intellectual Property (IP), the key requisite in Hallyu Business Diversification and Profit Generation

● Hallyu content is used in a variety of forms and platforms such as OSMU (One Source Multi Use) and trans-storytelling. Under this industrial trend, securing intellectual property* for stable profit generation has emerged as a key issue.

* “Intellectual Property Rights”: Refers to the property rights to products of creative activities and is divided into copyrights and industrial property rights (patent rights, utility model rights, design rights, trademark rights).

● Reflecting this trend, the “IP Protection Conference 2016” held by the Korean Intellectual Property Office on December 8, 2016 was attended by approximately 300 domestic and foreign corporate parties, as well as intellectual property experts.

● At the conference, discussions were held on the protection of industrial property rights and the policy strategy, introducing best practices and examples of failure on Hallyu content. Various business strategies for using content were suggested along with the importance of creating additional revenue through securing trademark rights.

● In particular, specialists from China and Southeast Asian countries, where it is relatively difficult to secure intellectual property rights, participated in the conference and shared precautions when entering the overseas market.

※ “Hallyu drama series must also register trademark...the 'IP Protection Conference'”

The Korea Intellectual Property Office hosted the “IP Protection Conference 2016” with Korea Trade-Investment Promotion Agency (KOTRA) and Korea Intellectual Property Protection Agency at JW Marriott Hotel in Seocho-gu, Seoul, presenting the strategies for Hallyu content for entering the overseas market.

Attended by about 300 businessmen and intellectual property experts, the conference was a big success.

In his keynote speech, Kang Sung, Vice President of Legal Affairs at Kakao, introduced “Kakao’s IP Protection Strategy” powered by sharing, trust, and prompt decision-making.

In the first session, best practices and examples of failure on Hallyu content were introduced in a discussion on “20 Years of Hallyu - Diagnosing and Protecting the Problems in the IP Perspective,” led by Park Sung-jun, director of Intellectual Property Protection and International Cooperation Bureau of

the Korean Intellectual Property Office.

Discussions were held on protection measures based on intellectual property rights, such as trademark and design of content, and policy direction at the government level.

Successful Korean dramas such as “Winter Sonata,” “Stairway to Heaven,” and “Dae Jang Geum” were introduced to show the importance of securing trademark rights and various business strategies through content.

“Winter Sonata” was the first case of success for various supplementary businesses, but it was pointed out that most sales revenue of DVDs (35 billion won) and necklaces (50 billion won) were attributed to Japanese companies such as NHK, which had acquired the trademark rights and sales rights within Japan.

On the other hand, in the case of “Stairway to Heaven,” a jewelry company merchandised the necklace, which was a prop in the series, from the early stages. This company registered the design of the necklace and generated sales of more than 8 billion won in Japan.

In the second session, intellectual property experts with a wealth of experience in China, Vietnam, and Thailand explained the trend of intellectual property right by country and the precautions when advancing to overseas markets, followed by the third session where KOTRA and the Korea Intellectual Property Protection Agency presented best support cases and intellectual property protection programs.

Park Sung-jun, director of Intellectual Property Protection and International Cooperation Bureau of the Korean Intellectual Property Office, said, “Various supplementary businesses can be generated using items, shooting locations, and characters featured in Korean series – these can lead to big revenues. For this, strategies for expansion into overseas markets with the help of IPs such as trademarks and designs need to be explored.”

* Source: Yonhap News (December 8, 2016)

□ Hallyu-Culture

■ At the end of 2016, the Popular Keywords are “Fantasy” and “Romance.”

- Recent SBS’s series <The Legend of the Blue Sea> and tvN’s weekend series <Bitter and brilliant God-Dokkaebi>(“Dokkaebi” hereinafter) are gaining popularity.

- <Dokkaebi> has the fastest growing view rate among tvN series ever. tvN's biggest hit series <Reply 1998> exceeded 10% on the 5th episode, but <Dokkaebi> reached 12.5% for the 3rd episode already.

- The common feature shared by <Legend of the Blue Sea> and <Dokkaebi> is the combination of fantasy and romance. Characters from fantasy stories such as “mermaids” and "dokkaebi" are combined in the romance genre, creating a new chemistry of love, conflict, and personal growth between human beings and extraordinary beings—this is the “Fantasy Romance.”

※ “5 keywords summarizing TV series of 2016”

As always, many series were released this year, competing for market share and viewer ratings. Every channel airs its own TV series, but when they are broadcast at the same time, only one of them can win over the public. It's a fierce world of competition. Thus, all broadcasting companies change their programming times, and they support their series in their programming line-up as much as possible in order to attract viewers. In the past, drama, TV series were divided into weekend series, daily series, and morning series only, but now a new category called weekend series has been added, and airing times are also diversified, such as 11:00 p.m., 8:00 a.m., and 8:00 p.m. This year also featured TV that received a lot of love from viewers. Looking back on 2016, TV can be summarized with the keywords below.

1. Particularly high numbers of pre-production this year

Pre-production series were at the center of the discussion at the beginning of the year. Because of the conditions of Simultaneous Broadcasting in Korea and China, some series started production in 2015. Also, there were a lot of series that announced the casting news at the beginning of the year with the goal of starting broadcasting within the same year, raising the anticipation of the public.

The first hot show was <Descendants of the Sun> (KBS). Pre-production series that raised public expectations were <Uncontrollably Fond> (SBS), <Gallery> (KBS), and <Lovers of the Moon - Bobo Gensim: Rye> (SBS).

Pre-production series were at the center of attention this year, and they've generated enormous expectations from just the casting news. From the casting of top stars such as Lee Jun-ki, Kim Woo-bin, and Park Seo-joon to the acting debut of the most popular idol group members, everything was a hot issue. However, when it aired, these series showed strangely lower ratings compared to the actors' reputations. This is ironic for the domestic drama market, and pre-production does not necessarily mean high quality production, though it does seem to equate to high quality visuals.

2. Comeback in 3 years

This year, fans had high hopes because many stars returned to TV after 3 years, such as Song Hye-kyo starring in <Descendants of the Sun>, Kim Woo-bin starring in <Uncontrollably Fond>, and Lee Minho starring in <Legend of the Blue Sea>. Expectations for these series were high because it was thought that these shows much have been special to be chosen by these top stars. Responding to these expectations, Song Hye Kyo's <Descendants of the Sun>, which was broadcast in the first half of the year, swept major award ceremonies, recording the highest viewing ratings among all TV series during the year. <Legend of the Blue Sea> is still airing, with hopes for excellent results from its popularity and story.

In addition, many stars who made their comeback to TV after some time did enjoy satisfying results. Jeon Do-yeon, whose last TV series appearance dates back 11 years ago, Gong Yoo appearing on TV for first time in 4 years, and Lee Yo-won, returning to TV after 3 years, showed good results in their comeback series. These actors were wisely choosing works that didn't deviate much their image from previous works, but still managed to give a somewhat different, more developed feel to their presence. Moreover, these actors selected series that featured proven success makers as their counterparts, or series that were written by popular screenwriters, which expanded their image as icons.

3. Fantasy is the new hot genre

Love itself is magic, but a romance involving fantasy elements that inspire the viewers' imagination adds charm and enchantment to love stories. With the recent improvement of CG, it is easier to handle fantasy settings and provide more immersive stories—now the fantasy genre is the blue chip of the TV series production scene. Good examples include <W> (MBC), which tells the love story with a character in a comic, tvN series <Dokkaebi>, which depicts the love between an immortal Dokkaebi and a human bride, and <The Legend of the Blue Sea> (SBS), which is about the love between a mermaid and human being. With much debate among fans if this kind of love will be able to end happily ever after, just like any other ordinary love story, fantasy romance series are the hot new genre on TV.

4. Genre-specific series trending

The dramas released by TV programming channels and cable broadcast stations became highly popular this year, and genre-specific series became the main topic that led the boom of TV series. <Solo-drinking Men and Women> (tvN), <Signal> (tvN), <Pied Piper> (tvN), <Fraud Squad 38> (OCN), <Ukssi Namjeonggi> (JTBC), and <Age of Youth> (JTBC) are all examples of such genre-specific series. As unique genre-specific series flood the TV screen, there are many more choices for TV series-lovers. Despite the fact that genre-specific series mostly target fan groups and that audience ratings are often different from high figures, these series have gained a great deal of popularity this year, also recording a high metric in public attention. Judging from SBS's <Wanted>, which was a hot show and received a relatively high audience rating, it seems unnecessary to limit the production of genre-specific series to cable TV series. With this prospect, series produced for terrestrial stations may change trends in the future.

5. Remaking of past hit series

At the beginning of this year, expectations for remake series were high. Most Korean remake dramas are based on hit series from Japan, but this year, variety was added to the collection by remaking hit series from the U.S.A. and China. Netizens were excited about the production of the well-known U.S.A. hit series <The Good Wife> and <Entourage> and eagerly waited for their premiere. <Good Wife> received good responses in contrast to <Entourage>, which is performing below expectations. In addition, a variety of works ranging from a remake of the Chinese series <The Lovers of the Moon - Bobo Gensim: Rye>, the series <Something of 1%> that is based on a past series with the same name, and the remake of Japanese series <Second to Last Love> were presented to the viewers. Despite the random possibility for the viewer ratings to top or flop, vast numbers of remake series are produced every year. Hopefully, viewers next year will be delighted with even more well-made remake series that meet public expectations.

* Source: MBC Entertainment (December 22, 2016)

□ Hallyu – Tourism

■ Mega Sports Event Pyeongchang Winter Olympics promotes interest in Korean culture.

- Reflecting Russia's interest in Korea, which is the host country of the Pyeongchang Winter Olympic Games in 2018, Russia's top terrestrial channels "Channel 1 TV," "RUSSIA 1," and "RUSSIA 24" have visited Korea for filming on November 19th

- For a week starting on November 19, the crew of the program <Travel Note *> will do focused coverage on Pyeongchang, as well as on major tourist attractions such as Seoul and Jeju. The team plans to air the coverage in February next year. Besides sightseeing spots, the program will also introduce high-value tourist products such as wellness tourism resources related to beauty and health in Korea.

* "Travel Note": A popular weekly information program starring Russia's famous host "Dmitri Krprop" that introduces major attractions around the world every Friday. In 2008, this program introduced Seoul and Busan to the Russian people and attracted interest in Korea.

- Other terrestrial broadcasters, RUSSIA 1 and RUSSIA 24, will film Korean historical and cultural sites including UNESCO World Cultural Heritages in Korea on November 19th, focusing mainly on Gyeongju. They plan to broadcast special programs about Korea in December.

■ Foreign visitors to Korea exceed 15 million for the first time ever

- By October 2016, the number of foreign tourists were 14.59 million, increased by 33.1% compared to last year and exceeding the previous record of 14.2 million. The Ministry of Culture, Sports, and Tourism and the Korea Tourism Organization assume that the total number of foreign tourists visiting Korea has exceeded 15 million by mid-November.

- By country, China has been leading the growth of tourist arrivals by September, followed by an increase of Japanese tourists in October. During the year, over 7 million Chinese tourists were recorded for the first time ever, and Japanese tourists increased 26% compared to last year.

- In addition to China and Japan, the number of tourists from most Chinese territories and Southeast Asian countries have grown rapidly, and long-distance markets such as the Americas and Europe are expanding. However, by the end of October this year, Chinese visitors accounted for 48% of all foreign visitors, calling for a diversification of the tourism market

※ **“Foreign tourists to exceed ‘17 million’ for the first time ever”**

Foreign tourists to exceed “17 million” for the first time ever

Contributing to the increase of domestic demand and Job creation

Chinese tourists estimated to be 8.04 million by the end of the year

Foreign tourists who visited Korea exceeded 17 million for the first time ever. The previous record is 14.2 million, achieved in 2014. On December 27, the Ministry of Culture, Sports, and Tourism and Korea Tourism Organization held an event celebrating the achievement of 17 million foreign tourists at Gimpo International Airport. The Ministry of Culture, Sports, and Tourism, Korea Tourism Organization, Visit Korea Committee, Korea Airports Corporation, and airlines presented various gifts.

In addition to the official ceremony, various events such as a performance by “Painters Hero”, a fusion Korean music group, welcome ceremony, souvenirs distributed on the day of the event, memorial photography with Pororo and character figures of Korea Tourism Organization, and photo zones were enjoyed by foreign tourists.

◆ MERS (Middle East respiratory syndrome) crisis of 2015 completely overcome: The attraction of 17 million foreign tourists is especially meaningful because it means the MERS crisis of 2015 has been overcome. The number of foreign tourists decreased by 6.8% in 2015, but the same number increased significantly in 2016, up 31.2% compared to the previous year until November. According to the World Tourism Organization (UNWTO), the number of international tourists worldwide grew by 4% compared to the previous year by September—in Korea, this number grew by a whopping 36%.

The Ministry of Culture and Tourism said that 17 million foreign tourists will result in 19.4 trillion won in tourism income and 34.5 trillion won in production inducement, and 374,000 new jobs for people, generating positive effects in domestic consumption and job creation. To reach 17 million foreign tourists, 1,941 foreign tourists per hour and 32 foreign tourists per minute need to visit Korea, which is possible when 114 Korean Air A380 aircrafts with all 407 seats occupied arrive every day.

China, the first market for inbound tourism in Korea, is expected to reach 8 million tourists by the end of the year, reaching 8.04 million for the first time. This is a 34.4% increase compared to the previous year. One of the biggest achievements is the revival of the Japanese market. The Japanese market has continued to decline since it hit 3.52 million in 2012, but it has grown steadily since its transition to growth last February. It is expected to record 2.29 million people by the end of the year, which is a 24.8% increase compared to last year. Growth is also rapid in Southeast Asia, which has emerged as a new strategic market. By the end of the year, the estimated growth rate of the six major Southeast Asian countries, including Thailand, has grown steadily from 27% to 55%.

◆ Inbound tourism focusing on qualitative growth: The Ministry of Culture, Sports, and Tourism plans

to focus on qualitative growth of inbound tourism based on the achievement of 17 million foreign tourists. Recently, the tourism market environment is changing, showing an increase of high-end consumers and conversion to individual tourist based visits. In order to respond these changes, the Ministry of Culture, Sports, and Tourism plans to make 2017 the first year of inbound tourism's qualitative growth. It will enhance the class of Korean tourism, create a favorable environment for individual tourists, and diversify the market for visitors. The ministry will link the "2018 Pyeongchang Winter Olympic Games" to the tourism business, utilizing it as an opportunity to create a new type of demand such as local sports tourism.

* Source: Naeil Newspaper (December 28, 2016)

II. Korean Wave Trends by Region_Asia

1. Japan

■ Japanese K-fans locally enjoy K-stars' performances in real time via Live Viewing.

- “Live Viewing” is a new form of content that enables K-fans to enjoy live performances, concerts, and stage acting of Korean stars in real time at nationwide movie theaters in Japan.
- Live Viewing was created as a result of the synergy from the interest of the show producers and performers wanting more fans to watch their performances, the interest of movie theaters wanting to attract more customers, and the interest of the audience who wants to enjoy performances.
- Examples of Hallyu performances providing Live Viewing include “Gaon Chart K-Pop Awards”, an iconic K-Pop awards ceremony held in Korea in February, BigBang’s Encore Concert that started at the Tokyo Dome in November, leading to another concert at the Kyocera Dome in Osaka in December, and the “2016 MAMA” hosted in Hong Kong in December.

“Live Viewing” at a Japanese Movie Theater



* Picture provided by Live Viewing Japan

2. Vietnam

■ Major consumption trend in Vietnam is based on “aesthetics” and “cost-effectiveness.”

- Vietnam’s major consumer base is the young generation, 18~29 years of age. This age group is the second largest age group (2015 data) and also consumes great amounts, which makes them a key marketing target for Korean companies.
- Various age groups are used to using SNS, and most of the content shared on these platforms is about food and fashion. Visual factors such as the overall interior and plating are growing more important as consumer-attracting elements for the culinary market.
- The recent popular food trend in Vietnam is “My bay (floating noodles).” Public attention has shifted from 2015’s trend “My cay (hot noodles)” with its 7 stages of hot flavors to floating noodles. Young people are lining up in front of My bay restaurants to see these noodles themselves.

“My bay (floating noodles) gaining popularity among young people in Vietnam”



* Pictures: News.zing.vn

- “Hover boards” are the new popular leisure item. As people enjoying Hover boards ride in parks and squares in big cities such as Ho Chi Minh and Hanoi, rental services are increasing.

“Hover board”, the new hit leisure item



* Pictures: vnexpress.net

- Korean cosmetic brands are still dominating beauty in Vietnam. Recently, 14.vn introduced the favorite color cosmetics of young Vietnamese women, of which most were Korean brand items*. Vietnamese women’s main reasons for buying Korean cosmetic items are “relatively low cost,” “attractive case design,” and “excellent cost-effectiveness.”

* 5 among 6 favorite color cosmetic items were from Korean brands. Korean base cushion items that were featured were April Skin’s Magic Snow and Nakeup Face’s Waterking Cover. Favorite Korean lipsticks and eyeliners were Bbia’s Last Lipstick and Last Auto Gel Eyeliner

- The two base cushion products don’t have offline stores in Vietnam, but gained much popularity through user reviews and recommendations. They also seem to be appealing to low-income young women in Vietnam due to their low cost (being only about half the price of Korean high-end brands).

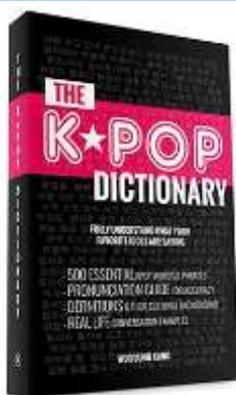
III. Korean Wave Trends by Region_Americas

1. U.S.A.

■ **“The K-POP Dictionary” is the top selling dictionary in Amazon U.S.A.**

- <The K-POP Dictionary (Woosung Kang, New Ampersand Publishing)> published on November 13 became the #1 Hot Release (dictionary category) and is maintaining its top rank.
- It explains the meaning of 500 Korean slangs, new words, and expressions such as “Daebak,” “Aegyo,” “Eol-jjang,” and “Dapjeongneo” that are used often in Korean content. Moreover, it includes the word’s origin, derivation, and cultural background, as well as a pronunciation guide. This book was praised for greatly improving readers’ understanding.
- 16 reviews from buyers were left so far, all giving 5 stars out of 5 and showing positive feedback from readers. A reader named Andrew commented, “My Girlfriend is Mexican and loves Korean TV series. It was hard to explain the context from the subtitles only, so I bought this book and it turned out to be extremely helpful!”
- Available at Amazon, Barnes and Noble, Kobo in the form of both e-books and paper books, and in various regions such as the U.S.A., Canada, Britain, and Europe, this book is a good example of the global interest in K-Pop.

“The K-POP Dictionary” and its ranking in the dictionary category



* Picture: New Ampersand Publishing

* Picture: Ranking on dictionary category of Amazon.com
(December 1, 2016)

■ **IndieWire’s choices for best horror movies: <The Wailing> and <Train to Busan>**

● <The Wailing> and <Train to Busan> were selected among IndieWire’s “2016 Best 13 Indie Horror Movies.” A medium specializing in movies, IndieWire has been selecting only the best horror movies to feature on its annual list—the choice of these two Korean movies is very encouraging

● IndieWire lauded the <The Wailing>: “This movie is the most shocking horror movie of the year. The 156-minute long running time starts with a parade of suspicious deaths at a Korean rural village, ending in a vivid and completely dark Abbadon where anyone would just beg for mercy. The plot is a rough journey swirling into the deepest root of the human spirit, a place which most horror movies are afraid to explore.”

Title	Director and Cast	Plot
The Wailing	<ul style="list-style-type: none"> ● Director: Na Hong-jin ● Cast: Kwak Do-won, Hwang Jeong-min, Kunimura Jun 	A film about the mysterious events that started after an outsider appeared in a rural village and the story of people bizarrely linked to odd rumors

● <Train to Busan> was described as, “A scary, yet awfully immersive movie that balances somewhere between the <Snowpiercer> and <World War Z>. The Zombie apocalypse <Train to Busan>’s action scenes take place in a narrow space (the train) and thus are extremely closed. Our favorite scene is the scene showing a massive, full-speed derailing in the rural area and train station.”

Title	Director and Cast	Plot
Train to Busan	<ul style="list-style-type: none"> ● Director: Yeon Sang-ho ● Cast: Gong Yoo, Jeong Yu-mi, Don Lee 	The story of people desperately fighting for their lives in a KTX train from Seoul station to Busan while a mysterious zombie virus has flooded Korea

* Movies such as <Man in the Dark> that was praised by domestic horror maniacs, Morgan Spurlock’s horror documentary <Rats>, Karen Kusama’s <The Invitation>, the grotesque animation <Over the Garden Wall>, Iranian director Babak Anvari’s <Under the Shadow> that was premiered at the 20th Bucheon Fantastic Movie Festival, the French cannibalism movie <Raw>, <The Witch>, and <The Eyes of my Mother> were on the list and received favorable reviews by critic at the Sundance Film Festival.

■ **The waiting list for a Korean cooking lecture, for which even the Bolivian Consulate General in L.A. registered, is long.**

- The “K-Cuisine lecture series,” a Korean food cooking class opened by the L.A. Korean Culture Center in cooperation with the Academy of Korean Food Cooking, became a huge success with local residents lining up to register.
- A total of 106 registrations were submitted for the Beginner class and Intermediate class, each receiving 25 attendees. The classes are so popular that 40 people are on the waiting list
- Most attendees are local residents including L.A. chefs. The Bolivian Consulate General of L.A. who calls himself a “Korean food lover”, Marco Antonio Valverde Carasco, is also among the attendees of the Beginner class.
- This course is held in a storytelling format, deviating from the usual cooking and lecture-based instruction. In the first 15 minutes of the two-hour lecture, Kim Duk-nyeo, director of the Korean Traditional Food Institute, introduces the history and culture of Korean cuisine according to the content of the course.
- The students are then divided into four teams and prepare their own dishes under the guidance of four instructors. Afterward, the winning dish is chosen according to the points given to each team through competition-style judging.

‘K-Cuisine lecture series’ held at the L.A. Korean Culture Center



* Pictures: Yonhap News

III. Korean Wave Trends by Region_Europe

1. Chile

■ **<Train to Busan> is the first Korean movie to be shown at movie theaters in Chile.**

● On November 24, <Train to Busan> premiered as the first Korean movie in Chilean movie theaters. Most movie theaters including CINEMARK, which currently owns 17 theaters in Chile, and CINE HOYTS, which owns 27 theaters, are showing <Train to Busan>.

● In the Chilean movie ranking for November last week, <Train to Busan> was in second place after <Fantastic Beasts and Where to Find Them>, which was written by Joan K. Rowling, the author of <Harry Potter>. Among Hollywood blockbusters that took 3rd to 5th place in the ranking*, the Korean movie <Train to Busan> stands alone as a movie from a country that is still unfamiliar to locals.

* The animation <Trolls> is in 3rd place, followed by Marvel's <Dr. Strange> and <Jack Reacher: Never Go Back> starring Tom Cruise

● <Train to Busan> is the first Korean movie to be released in Chilean movie theaters, but many Korean movies such as <Tazza-The Hidden Card> and <Snowpiercer> are already airing on Netflix Chile. However, mainstream Korean melodrama and romance films tend to be unpopular because cultural differences lead to a lack of empathy for the sentiments portrayed in these films.

● <Train to Busan>, however, proved the possibility of success with genres with which people are unfamiliar through a Western content. Thus, the key to success is choosing a subject familiar to Chileans, rather than the emphasis on Korean sentiments.

※ KOFICE NOTE

Current Status of Hallyu in Chile

- ✓ The golden age of Chilean movies was the 1960s. Content tended to convey messages of socialism. There was experimentation in various genres since the fall of the socialist government, but Chile's overall content production capabilities are weak.
- ✓ In addition to production capabilities, the ability to produce TV series content is lacking as well, leading to a short supply of original TV series content. Most broadcasters buy licenses from overseas content and provide those materials to viewers
- ✓ In the early stages, Korean TV series spread along with K-Pop, so the main audiences were mostly from younger generations. After those series were added to regular programming, the viewers' age groups diversified, Korean dramas, however, are not that popular yet.
- ✓ As the main contributor of the Hallyu, K-pop is steadily growing more popular. Since the music show "Music Bank" was shot at the Chilean capital Santiago in 2012, public interest in K-pop increased to the extent that the K-pop cover dance and singing competitions are held each year.
- ✓ The popularity of Korean food is steadily rising. Korean restaurants and Korean grocery stores are active in the Chilean Korea Town Patronato region.
- ✓ Mostly teens and young people in their twenties who are the main fan base for the Hallyu culture actively buy Korean cosmetic items in shops located in Patronato or online.
- ✓ However, with the recent exposure on the television program <En su propia trampa>, addressing current issues that revealed the sexual harassment of minors by the Korean diplomatic official in charge of public diplomatic affairs related to the Hallyu, there is concern that this incident will negatively affect the Hallyu.