

TALENT DEMAND WHITEPAPER

# Hallyu & Beyond:

The Power of Japanese and  
South Korean Talent



# An Undeniable Wave



The number of Japanese and South Korean talents who have become worldwide sensations in a plethora of industries — athletics, music, filmmaking, acting, writing, and animation — has increased tenfold over the last few years.

They've dominated the MLB, Premier League, music charts and, most recently, have helped *Squid Game* become Netflix's most watched show of all time globally.

Demand for Japanese and South Korean talent will only continue to grow.

Understanding who's in demand and why can provide data driven guidance for any industry looking to work with more talent.

## AUTHOR INTRO

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## What is Talent Demand?

The relationship between consumers and the personalities they love is trackable through the various digital footprints Parrot Analytics collects and analyzes. Much like Parrot Analytics' content demand system, Parrot Analytics can take a look at any notable personality — artist, actor, musician, politician, athlete, author, filmmaker, etc — and determine how their demand compares to other individuals in their respective fields, both on a domestic and global scale.

As the proliferation of streaming services continues, and the collapse of virtual borders continues, discovering and determining how global talent



can travel in various industries becomes crucial to casting and advertising decisions. Audiences and consumers are discovering new talent, art, and trends from countries that felt much more foreign in decades past. Previously talent were essentially created by whomever Hollywood executives decided to put on TV sets and movie screens, internet savvy and online first consumers are discovering new artists and influencers on their own.



One of the best examples is the explosion of Korean Pop, known as K-Pop, and the massive global success of groups like BTS and Blackpink. A large portion of their fanbases live in the United States, Brazil, and parts of Europe.

Understanding these demographics and trends, and applying them to individual business needs, helps empower companies, agencies, and brands in connecting with more consumers around the world or in priority markets trying to be penetrated. Using this data can help create a new franchise with an up-and-coming star, or find the new face of a global brand campaign. It can help to assuage what international athlete might work for a regional campaign, or what influencer to partner with for a one-time special.

The following whitepaper will examine how talent demand can be used to examine the travelability and potential of working with Asian personalities emerging from Japan and South Korea.



## Executive Summary

Collected below are a few examples of Japanese and South Korean individuals whose demand has grown exponentially either over the last several months or years.



 **Naomi Osaka** | Tennis Player

Naomi Osaka's match against Serena Williams at the Australian Open women's semifinal was the most watched Australian Open match in nearly five years. Osaka signed a new deal to partner with Panasonic, brands like Louis Vuitton, Beats by Dre, and Nike.



 **BTS** | K-Pop Group

In 2021, BTS achieved their first number one spot on the Billboard 100 in the fastest time since the Jackson 5 in 1970. Individual members of BTS also hold the record for most liked and retweeted tweets ever, representing 65% of the 30 most liked tweets.



 **Gong Yoo** | Actor

Gong Yoo was an established presence in South Korea before *Squid Game*, but being on Netflix's most popular show helped establish Yoo to a massive audience overseas and state side. Now, Yoo is working with the streamer on a number of other projects, increasing his overall demand.



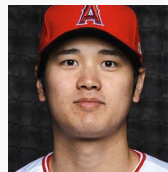
 **Hayao Miyazaki** | Director

One of the most beloved animators and directors in the world, Hayao Miyazaki's demand has continued to grow with each new Studio Ghibli movie. The director is coming out of retirement to create one last film, which will surely increase his demand again.



 **BLACKPINK** | Pop Group

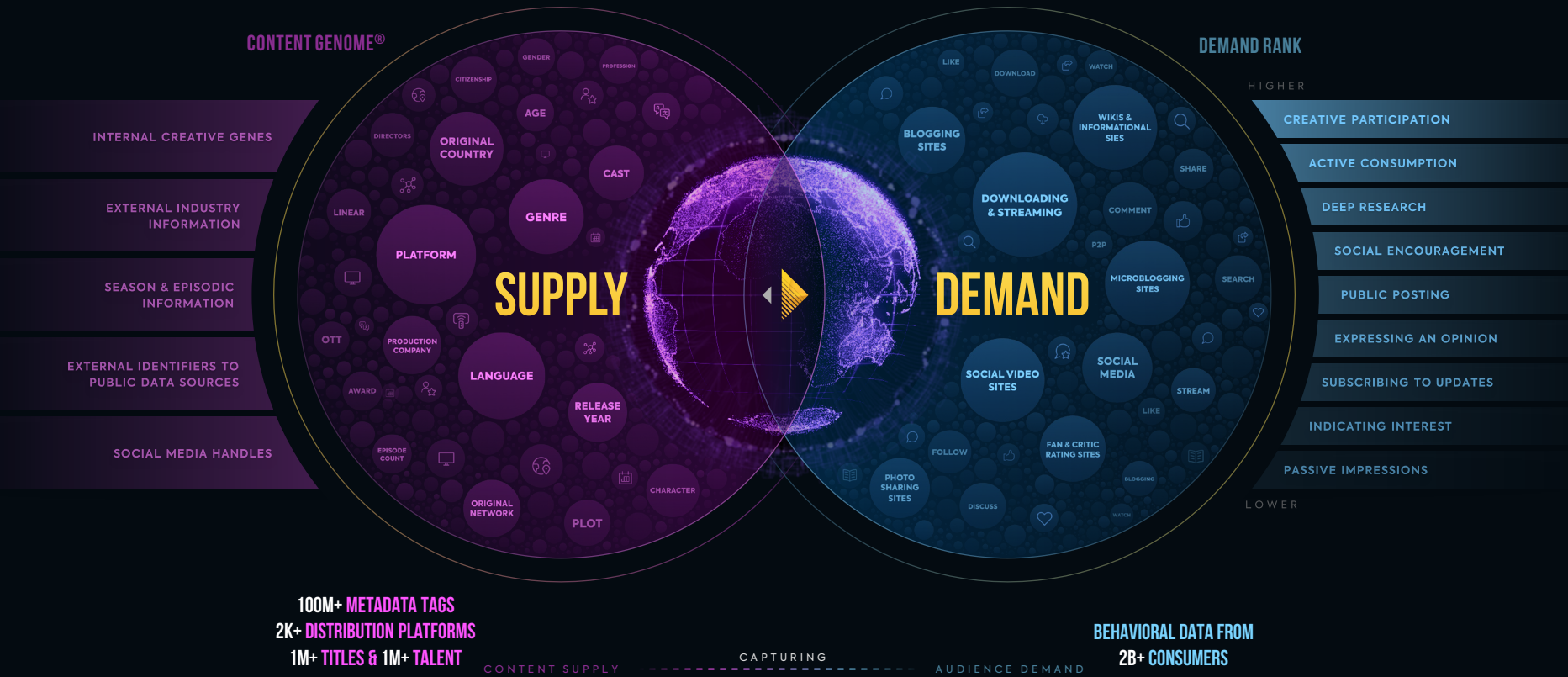
BLACKPINK has skyrocketed to the top of music charts around the world, and amassed billions of views on YouTube. The K-Pop group established a legion of loyal fans in the space of a few years, and their demand has continued to grow as more people discover their music each day.



 **Shohei Ohtani** | Baseball Player

Time Magazine named Shohei Ohtani one of the most influential people of 2021, hitting 46 home runs in 162 games, just shy of the MLB world record. Broadcast of games with Ohtani see anywhere between a 30% and 135% increase in ratings year over year.

# Supply and Demand in the Attention Economy



# How Demand for Japanese and South Korean Talent Has Grown

## TALENT TRIVIA

Jung Ho-yeon, who played Kang Sae-byek in *Squid Game*, became the most followed Korean actress on Instagram following the show's success. She currently has 23.4 million followers — and gained 15 million followers in the three weeks following the show's premiere!

# How Demand has Changed



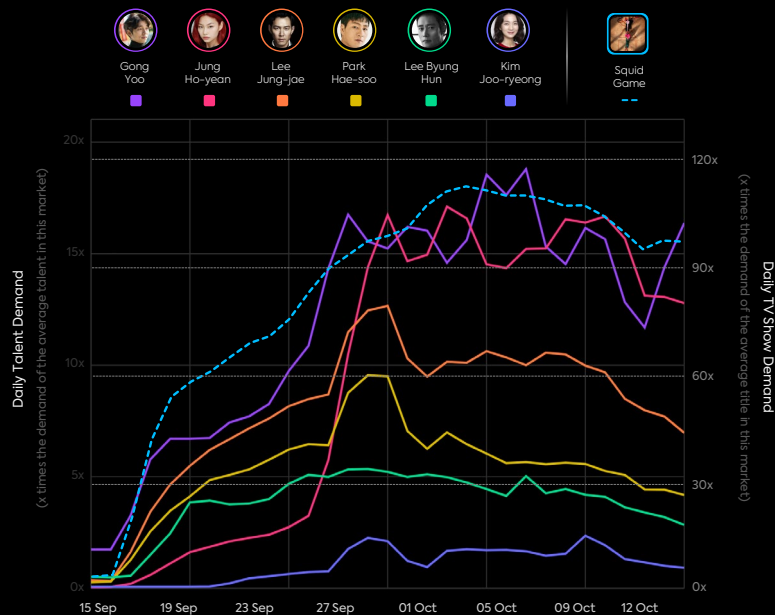
Individual musicians, like Sumni, have amassed big followings in the United States and parts of South America. Korean dramas, including *Squid Game*, have jumped to the top of streaming charts. Athletes are becoming household names as fans flock to watch them play.

Demand for talent coming out of South Korea and Japan coincides with a few other trends that we've noticed. The global demand for anime coming out of Japan has increased tenfold over the last five years, as has the global demand for K-pop musical groups.



## Global Demand for Cast and *Squid Game*

09/15/21 – 10/15/21



### It Just Takes One Show

*Squid Game* surpasses 110 million household streams, according to Netflix data, within first 18 days. It becomes Netflix's biggest hit of all time. The company estimates that it's valued at \$900 million.

# Squid Game



Increases in demand for talent are most often associated with increase in demand for some form of content. A blockbuster movie, a championship win or, in the case of Netflix's *Squid Game*, a global phenomenon that spikes demand overnight. The cast of *Squid Game*, including actors like Lee Jong-jae, Jung Ho-yeon, Gong Yoo, and Park Hae-soo, saw their demand jump alongside *Squid Game*. Tens of millions of new Instagram followers, red carpet appearances in the US, and new casting opportunities all started to occur.

*Squid Game* isn't the only example demonstrating how a hugely successful, non-English production can impact the cast, but it's a fantastic example of South Korean actors and directors finding more opportunity because of a series' ability to travel. The globalization of content – a byproduct of streaming services becoming discovery platforms for viewers who couldn't access South Korean series as easily before – produces the globalization of talent. Following *Squid Game*'s success, Park Hae-soo was cast in Netflix's South Korean version of *Money Heist*. As more investment is given to South Korean series, and as more audiences start to tune in, demand for talent will follow, and that produces an array of opportunity not available previously.





# Overview



## The Talent Equation

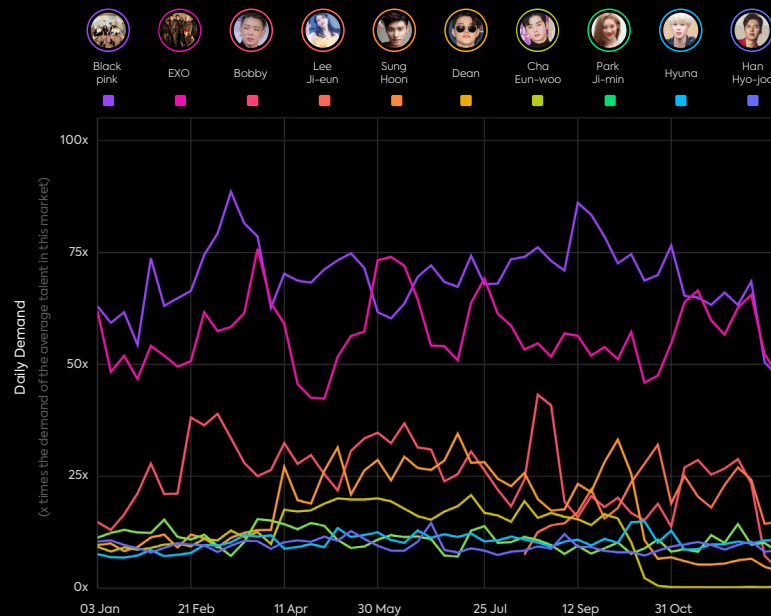
Talent is the beating heart of all entertainment. It is the most important vessel for global brands resonating with audiences. Talent is the human connection we, as audiences, have to the content that informs, entertains, and consumes our world.

Talent is reliant on content, the vessel which brings various fans and observers to established and emerging stars, but that content is heavily reliant on talent. Shohei Ohtani is a reason for people to tune into baseball games on TV or go to a field for a live experience. A new Miyazaki movie gets people into theaters. Concert venues want to host groups like BTS because they know the group packs stadiums.

There's a core relationship between talent and monetization. It's just about understanding why certain talent is creating new demand waves, and how to work with talent to give consumers something they really want.

## Global Demand for Japanese and South Korean Talent

01/01/21 - 12/31/21



## Demand for South Korean and Japanese Talent

Demand for several South Korean and Japanese artists, musicians, actors, directors, and more have skyrocketed over the last few years as more content becomes readily available globally.

# South Korean and Japanese Global Snapshots

## 💡 TALENT TRIVIA

In the 2021 season, Shohei Ohtani, pitcher for the Los Angeles Angels of Anaheim went into a pitching start while leading the league in homeruns. This was a feat only accomplished by one other player — Babe Ruth in June 1921.



## The K-Pop Effect

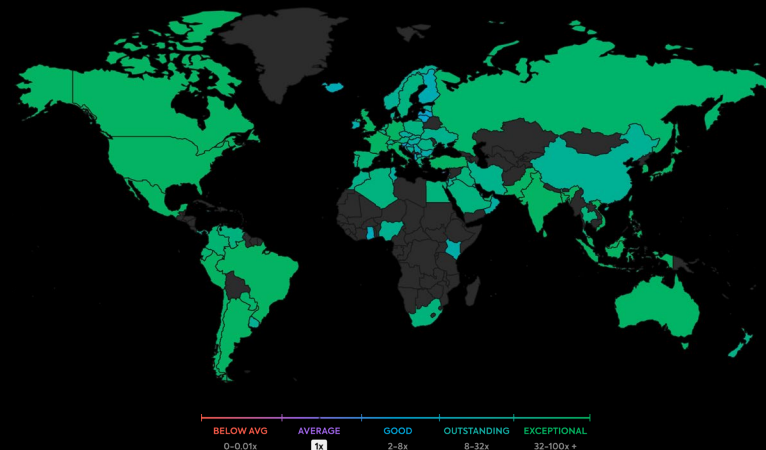
On a global scale, there is no singular personality or creative, nor is there any group of talent, that comes close to the level of demand that BTS generates.



### Global Demand for BTS

01/29/22 – 02/27/22

1	US	231.46x	2	KR	193.36x	3	BR	182.69x	4	PH	181.56x	5	IN	170.92x
6	MX	166.58x	7	JP	145.77x	8	LK	137.13x	9	ID	130.16x	10	GB	120.75x



### BTS Global Demand

The heat map above demonstrates the level of exceptional demand for BTS across every continent. While demand for BTS is slightly lower in regions like the Middle East (Oman), China, and parts of Africa (Kenya), that's still lightyears ahead of other foreign artists and personalities.

## BLACKPINK Global Demand

The most interesting aspect of Blackpink's global demand is that it increases outside of South Korea and other Asian countries. Typically, talent sees the highest level of demand in their own home country. For example, British actor Tom Hardy has strong global demand, but he's especially in-demand in the United Kingdom. The strongest demand for Blackpink, however, is in the United States and South America.



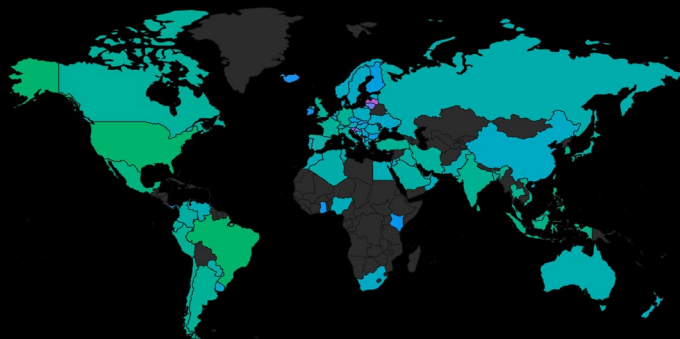
## K-Pop Growth Continues To Rise

The biggest jumps in talent demand from both countries come from the music and film sectors. Part of what we're seeing represents an increase in K-pop groups and Korean artists because demand is peaking — especially in crucial areas like the United States.

### Global Demand for BLACKPINK

01/29/22 – 02/27/22

1	BR	90.96x	2	US	89.17x	3	PH	84.48x	4	KR	68.78x	5	MX	67.71x
6	LK	65.48x	7	ID	59.8x	8	TH	54.23x	9	VN	48.86x	10	IN	47.58x



### US Demand for BTS

01/29/22 – 02/27/22

1 US 231.4x  
EXCEPTIONAL



# United States and Canada

## US Demand for Hayao Miyazaki

01/29/22 – 02/27/22

742  US **13.1x**  
OUTSTANDING

## Hayao Miyazaki | Director/Animator

In the United States, Hayao Miyazaki had 13.1x the average demand of all global talent. That's a remarkable feat considering that Miyazaki's studio, Studio Ghibli, hasn't released a new movie from the director in years. This is inherent demand for his animated films that were once distributed via Disney in theaters and now exist on HBO Max for a new generation of fans.

## Haruki Murakami | Writer

In Canada, esteemed author Haruki Murakami has 5.4x the average demand of all talent. Murakami was the fifth most in-demand talent originally from South Korea and Japan in the region during the set time.

## Canadian Demand for Haruki Murakami

01/29/22 – 02/27/22

346  CA **5.4x**  
GOOD



## Stateside Demand

Demand for talents like Hayao Miyazaki and BLACKPINK didn't happen overnight. Studios and television networks need to take chances on new talent to generate audience demand. If people aren't aware of particular talent, because films, TV shows, or music isn't widely available to them in their market, it's impossible to create demand. Over the years, as more films have imported into the United States and Canada, and as K-pop found a home on YouTube where billions of fans can watch their favorite musicians and connect, we've seen the impact of that access on demand. It will only continue to grow from here.

# Brazil, Germany, and Singapore



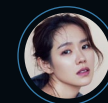
## Exo | Brazil

Talent for South Korean and Japanese talent isn't just growing in North American markets like the United States and Canada. Various European, South American, and other Asian markets have also seen demand skyrocket over the last several years. In Brazil, for example, K-pop group Exo saw 35.65x the average demand of talent in the country.



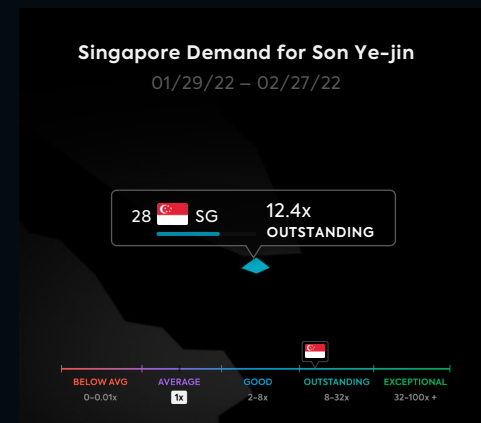
## Lena | Germany

In Germany, Lena, a South Korean solo artist who also saw success with the K-pop group The Wave Music, saw 41x the average demand of all other talent over the last year.



## Son Ye-jin | Singapore

In Singapore, Son Ye-jin, a world renowned actress, has 12.4x the average demand of all other talent.





# Japanese and South Korean Talent Demand Jumps

## TALENT TRIVIA

Hayao Miyazaki has directed many movies in his career at Studio Ghibli, including the Oscar winning film *Spirited Away*, but he never starts a movie with a script, choosing to rely solely on storyboards. In a 2002 interview, Miyazaki once noted, “We never know where the story will go but we just keep working on the film as it develops.”

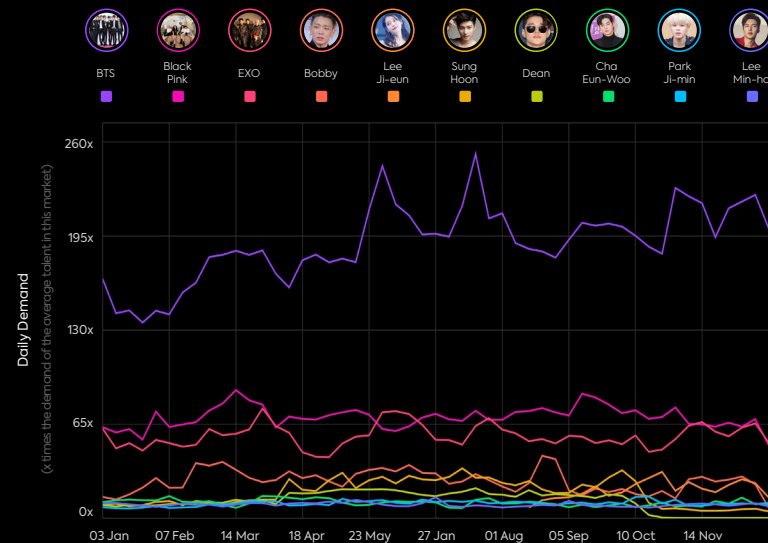
## Talent Demand Jumps | South Korea

The best way to see the growth that Japanese and South Korean talent have amassed over the last several years is by looking at demand jumps for various individuals and industries.



### Global Demand for South Korean Talent

01/01/21 - 12/31/21



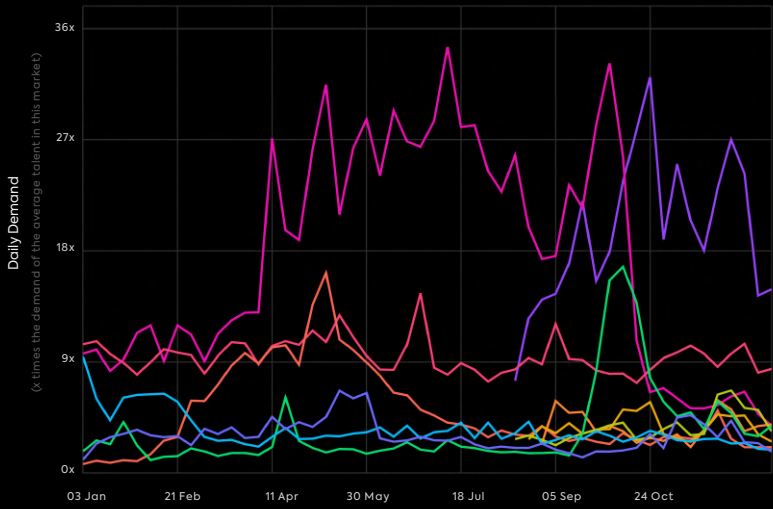
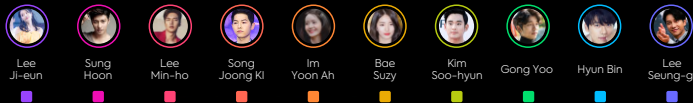
### K-Pop Thrives, But It's Not Alone

Take Sung Hoon, an incredibly in-demand actor in South Korea thanks to his work on shows and films throughout the years. In 2018, Sung Hoon starred in his debut action movie *Brothers in Heaven*, and has since appeared in several other shows, films, and web series to capitalize on his popularity. Above, we can see his demand continues to skyrocket.



### Global Demand for South Korean Talent - Actors and Directors

01/01/21 - 12/31/21

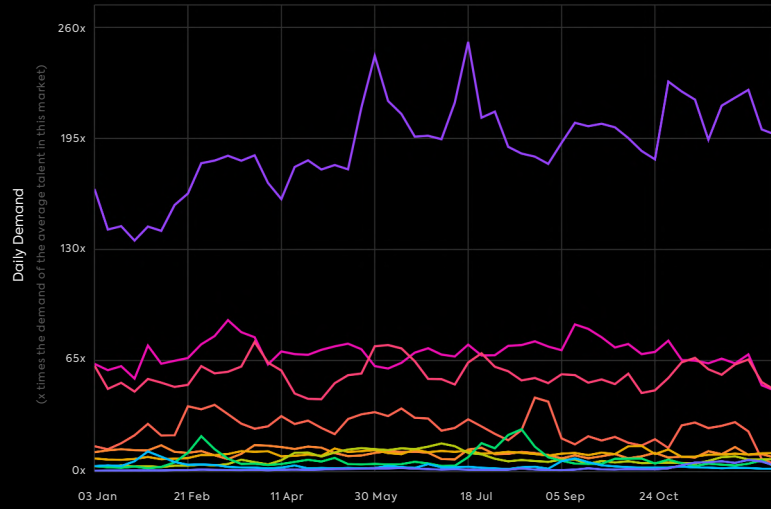
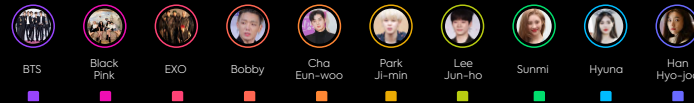


### Gong Yoo

An incredibly in-demand actor in South Korea thanks to his work on shows and films throughout the years. It wasn't until *Squid Game*, and the global domination of Netflix's South Korean series, that Gong Yoo found a fanbase outside of his home country.

### Global Demand for South Korean Talent - Musicians and Music Groups

01/01/21 - 12/31/21



### K-Pop Reigns

When isolating just musicians and musical groups, it's clear that K-Pop, particularly BTS and BLACKPINK lead the charge in global demand. What's striking in this chart is how strong the demand is across the board considering the index is much higher than average.

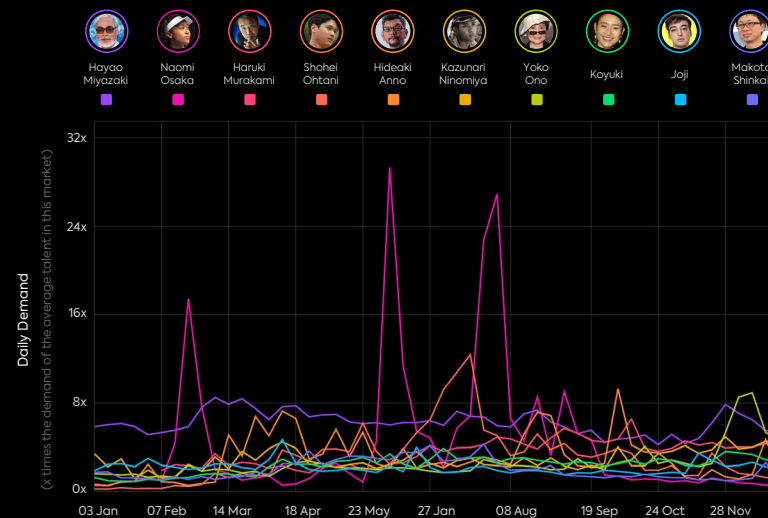
## Talent Demand Jumps | Japan

Similar to South Korea, creative and athletic talents from Japan have seen steady growth in demand over the last several years.



### Global Demand for Japanese Talent

01/01/21 - 12/31/21

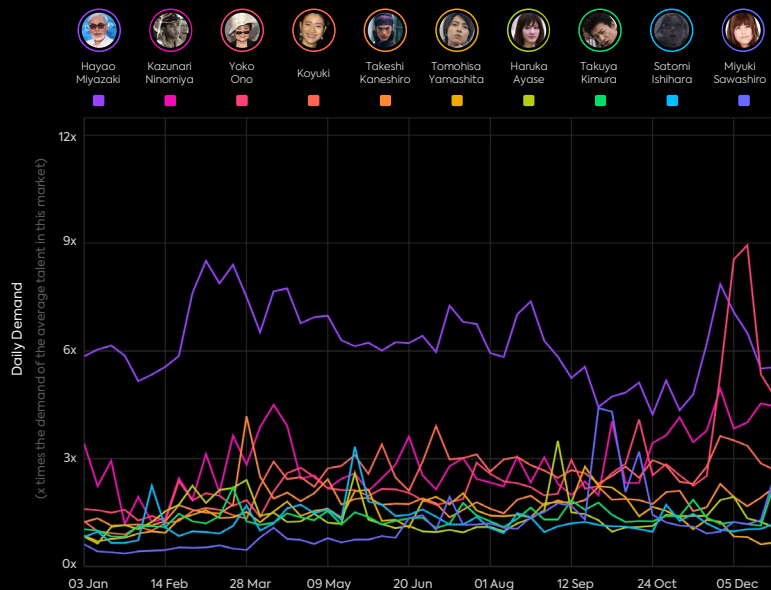


### Japan's Athletes

There is perhaps no better example than world class athletes emerging from Japan right now, most notably Naomi Osaka, Shinji Okazaki, and Shohei Ohtani. Not only do all three players command massive, dedicated fanbases in numerous countries around the world, but the attention on them is great news for brand partnerships and the various leagues or networks trying to boost seasonal ratings.

## Global Demand for Japanese Talent - Actors and Directors

01/01/21 - 12/31/21

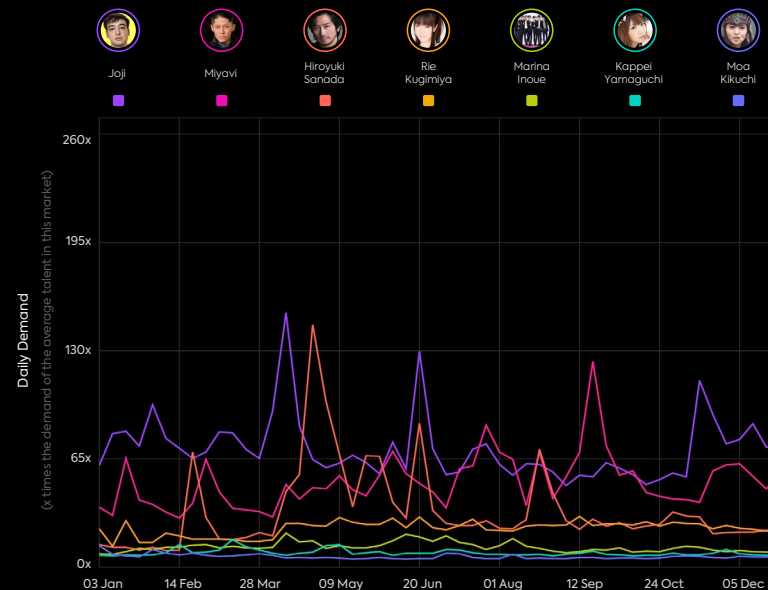


### In Film and TV...

Unlike South Korea, where demand for talent really grew over the last few years, demand for Japanese actors, directors, and writers has steadily built up. By the end of 2021, that steady build up hit a new peak, with several creatives jumping in demand as more content became available on streaming platforms like Netflix.

## Global Demand for Japanese Talent - Musicians and Musical Acts

01/01/21 - 12/31/21

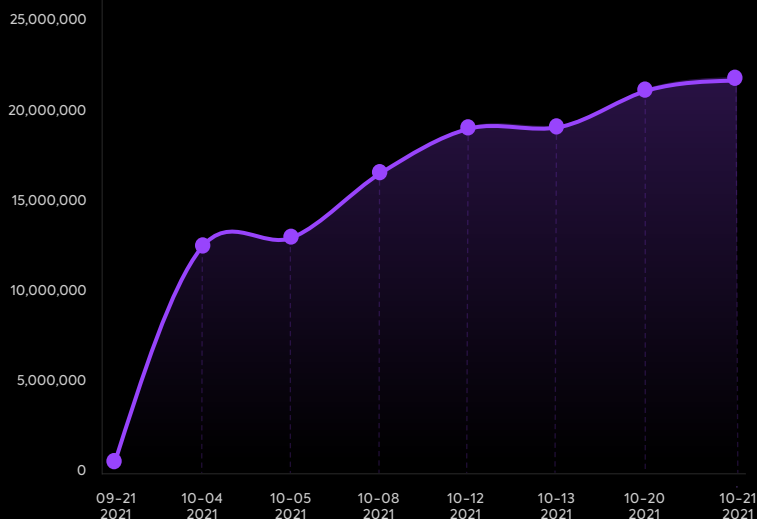


### ...As Well As Music, Animation, and Sports

Also unlike South Korea, where demand for music and musical groups far outweighs any other talent, Japanese musicians and musical groups have slightly less demand than actors and directors. Demand has grown steadily, however, with J-Pop and individual artists finding big fanbases globally.

## Instagram Followers for Jung Ho-yeon After *Squid Game* Premiered

09/21/21 – 10/21/21



### Demand = Monetization

The demand for new talents, as they grow alongside cultural zeitgeist moments, leads to ample opportunity for brands, casting directors, and storytellers to leverage that increase in demand and create new work for consumers to pore over.



A core aspect of understanding demand for talent is recognizing the financial power of fandom. It's the community that loves a baseball player so much they buy season tickets; it's a group of strangers who get together with thousands of others to stream their favorite artist's new music over and over again on Spotify to break records. It's watching every movie or TV show that an actor is in, and getting their friends to do the same. Fandom, at its core, is unbridled, constant attention — and commanding that attention, commanding that obsession is a profitable business.

# Relationship Between Content and Demand for South Korean and Japanese Talent

## TALENT TRIVIA

Similar to *Squid Game*, many cast members in *All Of Us Are Dead* saw their social media followings grow not long after the series premiered on Netflix and soared to the top of the streamer's charts. Park Solomon gained the most followers.



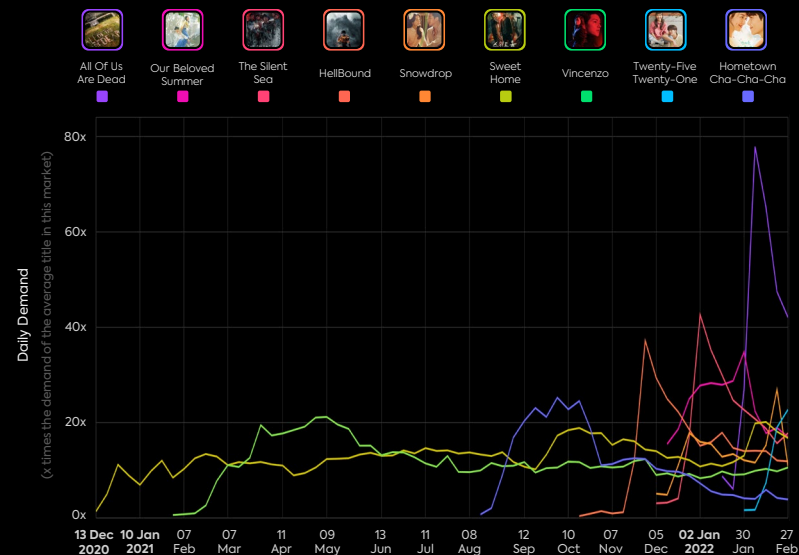
## Content Rules All | South Korea

It's impossible to overstate the immense impact that an explosion in demand for South Korean content, from film and TV to music, has in creating a new demand market for South Korean talent.



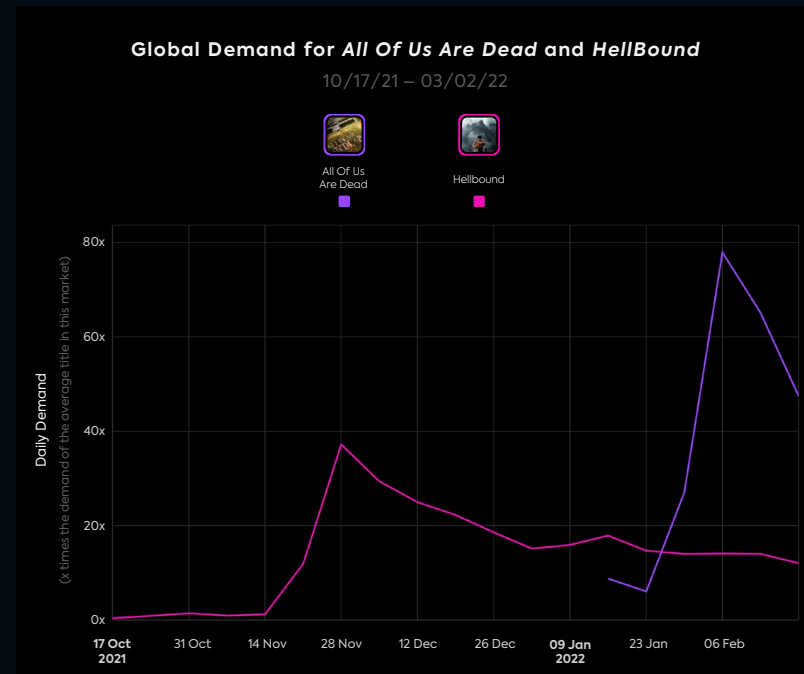
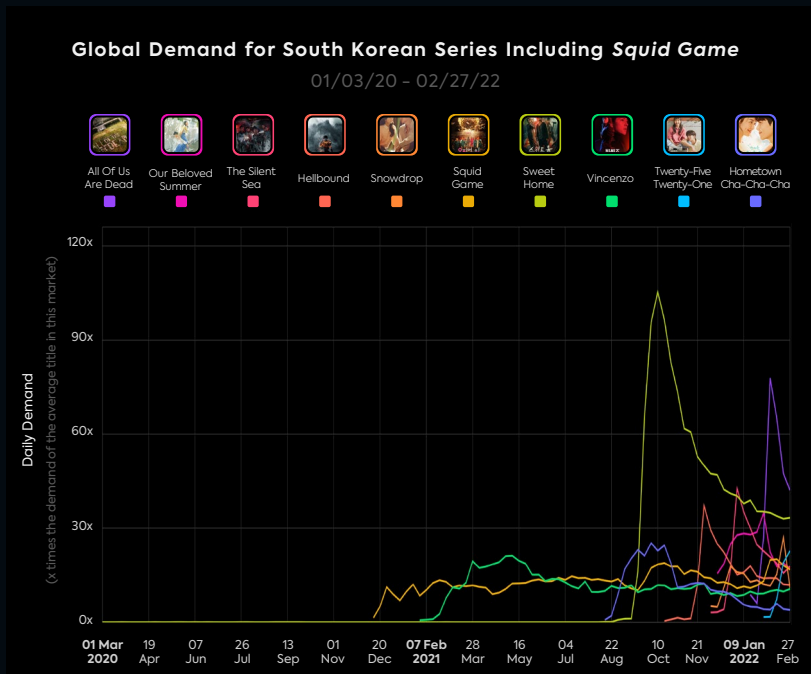
### Global Demand for South Korean Series Without *Squid Game*

12/13/20 - 02/27/22



### Demand For South Korean Dramas Grew Outside *Squid Game*

Although *Squid Game* is one of the most in-demand shows that South Korea has produced, it's not the only show that has helped propel South Korean talent globally. *Hellbound* and *Hometown Cha-Cha-Cha* are two great examples of series that have made its cast members, including Yoo Ah-in and Kim Hyun-joo, surge in demand.



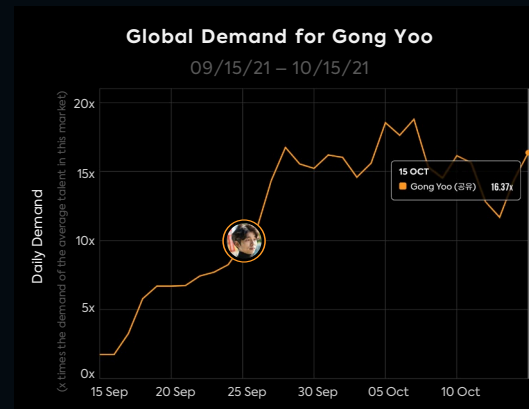
## Squid Game Kicks Off a New Wave

*Squid Game's* prolific performance can't be ignored. The show became Netflix's most watched series in just a few weeks, and the stars of the series amassed tens of millions of new fans overnight. Now, Netflix is building one of its core franchises around Park Hae-soo, giving him the starring role in a South Korean version of *Money Heist* as Netflix goes all in on talent.

## All Of Us Are Dead is Another Breakout Hit

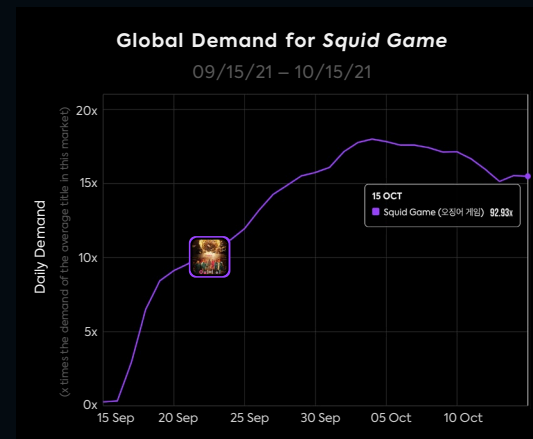
*All of Us are Dead* and *Hellbound* are two examples of shows that managed to secure big audiences and massive demand spikes following *Squid Game's* success. *All of Us are Dead* rejuvenated the zombie genre for many viewers around the world, as South Korean horror storytelling took center stage on television, much like it had already within film.

## All it Takes is a Squid Game



The chart to the left and the one below showcases the relationship between content and talent demand. As *Squid Game* spiked in demand (the chart below), so did demand for star Gong Yoo (the chart to the left).

While *Squid Game's* spike is more continuous as people first picked up the show and then stayed interested in it for weeks at a time, this continued demand in turn led to more discussion, attention, and demand for its stars.





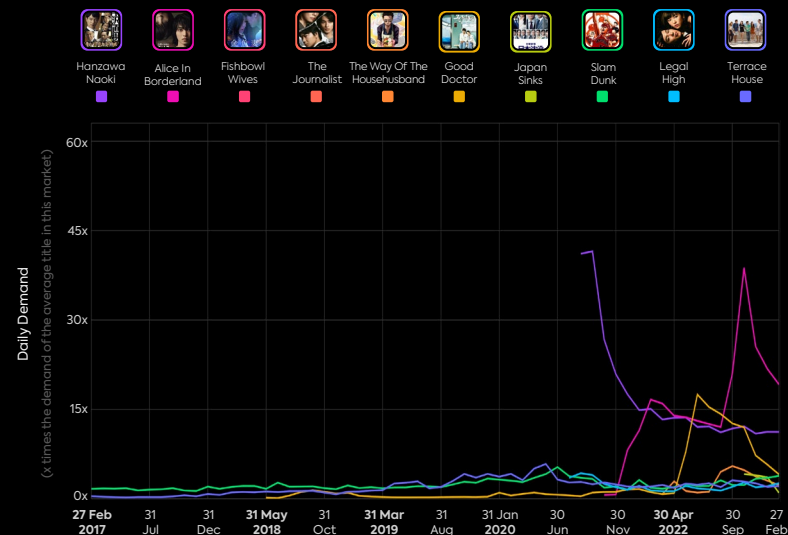
# Content Rules All | Japan

Similarly to South Korea, the level of demand for content coming out of Japan — notable in the anime and live-action TV space — has led to an increase in demand for the talent who produces these films, TV shows, and anime series watched globally.



## Global Demand for Japanese Live-Action Shows

02/27/17 – 02/27/22

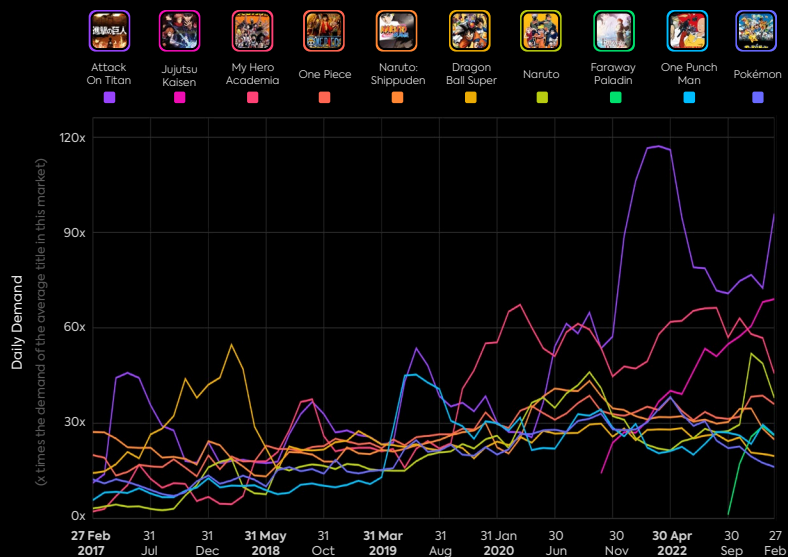


## Japan Moves Beyond Anime

While anime is one of Japan's biggest entertainment exports over the last couple of decades, increased accessibility to live-action dramas, comedies, and variety shows on streaming platforms like Netflix and Amazon Prime Video, alongside YouTube, have created new demand for live-action series. This includes talent front and center in those series, both actors in live-action shows and voice actors for popular anime series.

## Global Demand for Top 10 Japanese Series - Anime

02/27/17 - 02/27/22

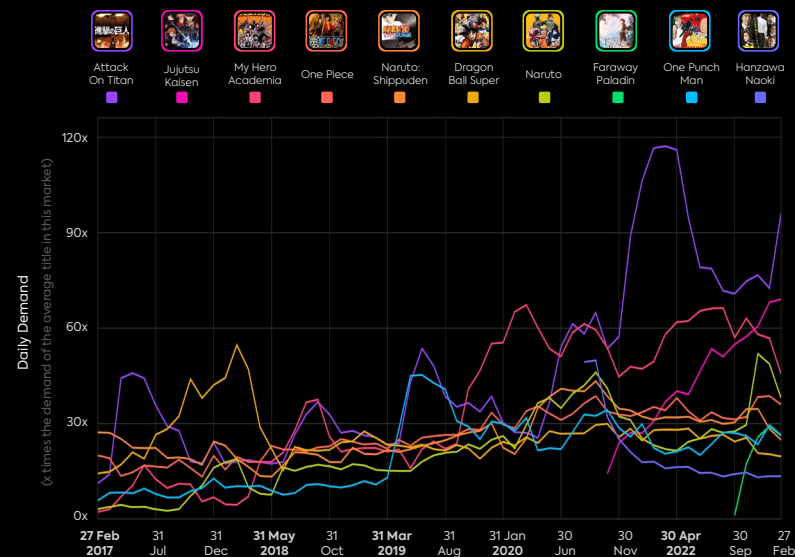


## Anime is Only Getting Bigger

There's no question that anime is one of Japan's most in-demand cultural exports — and it's only growing in demand with each passing year. The voice actors who work on several of these shows become major assets to the studios and networks trying to work on the next *JoJo's Bizarre Adventure* or *My Hero Academia*. Anime demand hasn't reached its peak yet — and won't for quite some time.

## Global Demand for Japanese Shows

02/27/17 - 02/27/22



## But It's Not Just Anime

Combined, the data above shows a positive trend for all Japanese content. Both anime and live-action series are growing in demand as more people access various series and films on big streaming platforms and in cinemas. *Attack on Titan* was crowned the most in-demand series of 2021 by Parrot Analytics at the Global TV Demand Awards and *Drive My Car* is nominated for Best Picture.

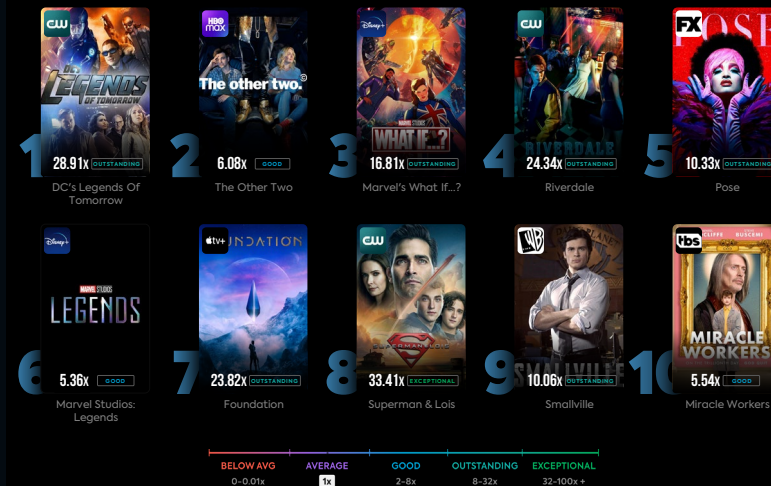
# Analysis



If an actor finds a new audience thanks to a movie or TV show, then demand for that creative co-relates to the increase in demand for that project. Simu Liu, the Canadian-Chinese star of shows like *Kim's Convenience* and *Blood and Water*, saw his demand increase exponentially thanks to Marvel Studios' *Shang-Chi and The Legend of The Ten Rings*. His TikTok account exploded in popularity, as did his Instagram. Following his Shang-Chi casting, the overlap for other Marvel Studios shows, including *What If...?* and *Marvel Legends* grew too, as seen in the image below.

## Shang-Chi: People Are Also Watching

Worldwide 01/11/22 – 01/17/22





# How Does Talent Compare To One Another?

## TALENT TRIVIA

Lee Ji-eun is best known for her solo K-Pop career, something she worked for more than a decade to achieve, but the singer has also started moving into acting. In 2018, she starred in the television series *My Mister* for South Korean audiences.

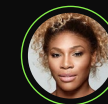
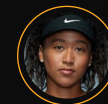
## Talent Comparisons

How Asian talent compares to US or UK talent globally in certain sectors. We can be selective with this, compare Blackpink to another girl group or BTS to a boy group; Naoma Osaka to another tennis player, etc.



### Top Ten Markets This Year

01/29/22 – 02/27/22



Naomi Osaka		
Japan		#19
United States		#823
Australia		#124
Colombia		#78
Trinidad and Tobago		#44
Jamaica		#36
Canada		#596
Singapore		#189
India		#285
Italy		#699

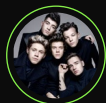
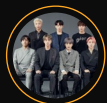
Serena Williams		
#110		United States
#34		Russia
#44		Australia
#60		Italy
#127		France
#92		Brazil
#128		Mexico
#18		Trinidad and Tobago
#55		Argentina
#23		Sweden

### Naomi Osaka vs Serena Williams

While Serena Williams has stronger demand in some core markets, Naomi Osaka's prominence in Japan — and countries like Jamaica and Columbia — is undeniable. Her demand in the US is lower than some may expect, but she has a global presence that's great for advertisers to explore.

### Top Ten Markets This Year

01/29/22 – 02/27/22



BTS		
United States	#1	
South Korea	#1	
Philippines	#1	
Brazil	#1	
India	#1	
Japan	#1	
Mexico	#1	
Indonesia	#1	
Sri Lanka	#1	
United Kingdom	#1	

One Direction		
#85	United States	
#22	United Kingdom	
#20	Sri Lanka	
#49	Brazil	
#41	Mexico	
#27	Philippines	
#138	India	
#10	Israel	
#85	Canada	
#70	Italy	

### BTS vs One Direction

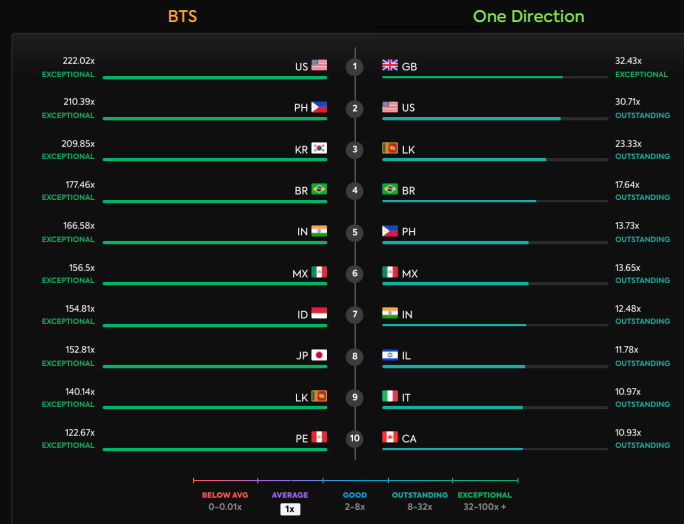
Unsurprisingly, talent out of Japan and South Korea is much more prominent in regions outside of North America and Europe. Most interestingly, however, is the level of demand for Japanese and South Korean in those same established markets.

### BTS is Truly Global

What's most impressive about a group like BTS is demand for the band is exceptional in the top performing countries. One Direction boasts exceptional demand in the United Kingdom, and outstanding demand elsewhere, but it decreases as the chart progresses. This is normal. BTS pandemonium is akin to Beatles Mania in the '60s, and we can see that demand in the comparison chart below.

### Market Performance

01/29/22 – 02/27/22



## Top Ten Markets This Year

01/29/22 – 02/27/22



Hayao Miyazaki		
Japan		#8
United States		#136
United Kingdom		#91
Canada		#34
Brazil		#101
Germany		#48
Russia		#20
Australia		#24
Mexico		#49
France		#82

David Fincher		
#262		United States
#93		France
#11		Iran
#34		Russia
#127		United Kingdom
#134		Italy
#75		Spain
#47		Argentina
#47		Ireland
#161		Brazil

## Hayao Miyazaki vs David Fincher

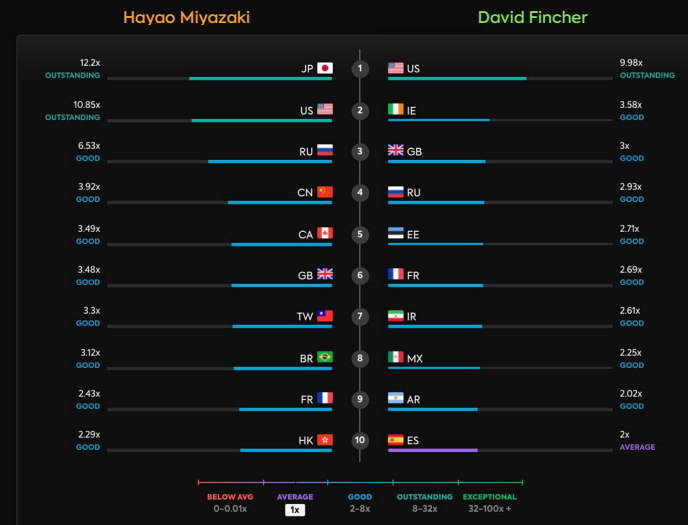
Hayao Miyazaki, the director and co-founder of Studio Ghibli, has more demand than David Fincher, a prominent, Oscar-winning American director, both in Japan and the United States. His animated films have garnered generations of fans, with parents in their '20s and '30s sharing those same films with their children now.

## Cross-Generational Demand

That's a rare type of cross-generation affinity only a few entertainment brands and franchises have achieved — Disney (including Star Wars), Nintendo, and Harry Potter are just a few. Miyazaki has just as much demand in the US as he does in Japan, while Fincher's main demand comes from a US-based audience.

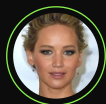
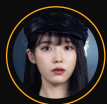
## Market Performance

01/29/22 – 02/27/22



### Top Ten Markets This Year

01/29/22 – 02/27/22



Lee Ji-eun (이지은)		
South Korea		#4
Philippines		#8
United States		#190
Sri Lanka		#15
Indonesia		#9
Taiwan		#2
Brazil		#46
Thailand		#11
Singapore		#14
India		#118

Jennifer Lawrence		
#62		United States
#30		Canada
#32		Italy
#95		United Kingdom
#27		Australia
#52		France
#53		Mexico
#35		Philippines
#18		Sweden
#14		Hungary

### Li Ji-eun vs Jennifer Lawrence

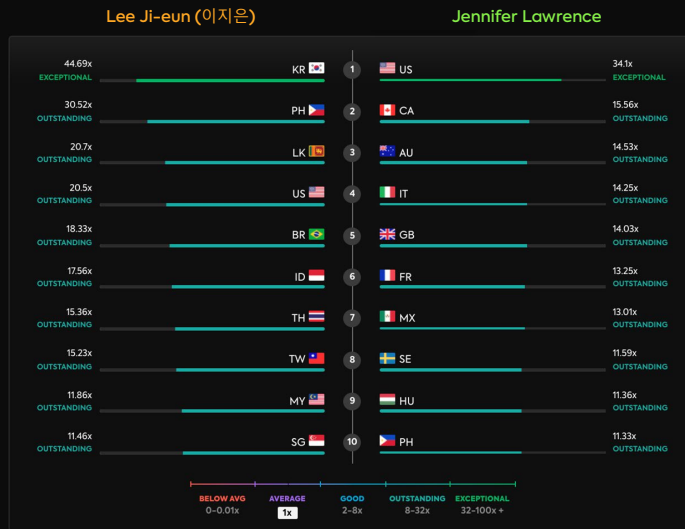
Tapping into creatives whose work and presence can help establish new subscriber bases is key to launching on the strongest foot possible. Having a star that can cross music and film/television industries to become a global sensation is key to expanding international content.

### Discovery Leads to More Demand

Incorporating highly in-demand actors, filmmakers, musical groups, and other professionals from non-English speaking countries, including Japan and South Korea, will help establish a global focus from the start and bring in a new swath of potential customers. Consumers can't create demand for new talent if they're unaware of an actor or musician. But they can find their new obsession if the discovery process is made easier.

### Market Performance

01/29/22 – 02/27/22





# Strategic Talent Roadmap



## Invest in More

Talent from South Korea and Japan perform on par, or even better, than North American talent across a variety of fields. Despite this, they are not supported on the same level, appearing in fewer advertisements and starring in less shows and films. As demand for original South Korean and Japanese content grows, and more athletes and fashion models become highly in-demand personalities, so must the industry's embracement of these figures.



### 01

As content becomes more global, so will demand for talent who create people's next favorite album or show, and they're often from outside the US.

### 02

Comparing talent to see where demand fluctuates can help marketing teams and advertisers better reach a targeted audience.

### 03

There are similarities in various talent groups around the world, but some will perform better in locations that are currently underserved.

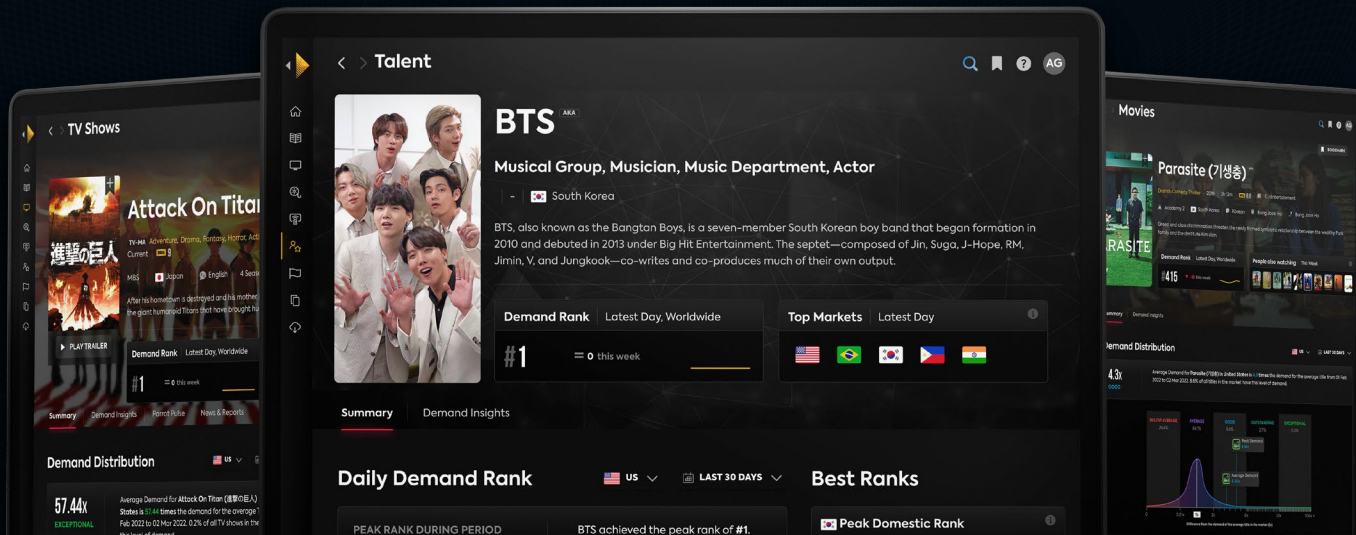
### 04

There's room for more talent to take the center stage in a new project or advertisement, and audiences will follow.

### 05

It's difficult to predict where the next big hit will come from, but keeping an eye on emerging talent from every country helps to stand out in the crowd.

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# Final Talent Demand Takeaways

## TALENT TRIVIA

*Hellbound* star Yoo Ah-In is a well known South Korean actor in his home country, and he was discovered by a casting agent while hanging out on a sidewalk. The casting agent recommended he tried acting, so Yoo Ah-In moved to Seoul. The rest is history.



# Conclusion



The growth in demand we're seeing in Japan and South Korea isn't slowing down. It's growing. Korean dramas and K-pop bands are dominating global conversation, and finding an active home in the United States; anime is one of the fastest growing entertainment sectors, with animators, voice acting talent, and directors finding more work than ever before; South Korean baseball players are being scouted as coaches and managers look for their next Ohtani, and the most prolific professional e-sports players are being scouted from their homes overseas.



## Globalization

Audiences want to connect with films, TV series, athletes, singers, writers, and other talents who look like them. Whether it's the CEO of a Fortune 500 company or the next K-Pop superstar, the proliferation and globalization of content and talent means that representation matters more than ever in the pop culture we consume. If more South Korean and Japanese talents are incorporated into a global culture, the demand for the projects they're involved in will follow.



## Content

The best way to help increase demand for talent is by including them in more global content. Netflix has dozens of South Korean and Japanese series available to consumers and is leveraging those series for people in core countries like the United States and Brazil. Content helps create demand for talent, and talent in turn helps create demand for more content.



## Inclusion

Being part of this wave, finding ways to work with Japanese and South Korean talent, is the best way to prepare for consumers and audiences' attention and interest now, as well as a decade from now.



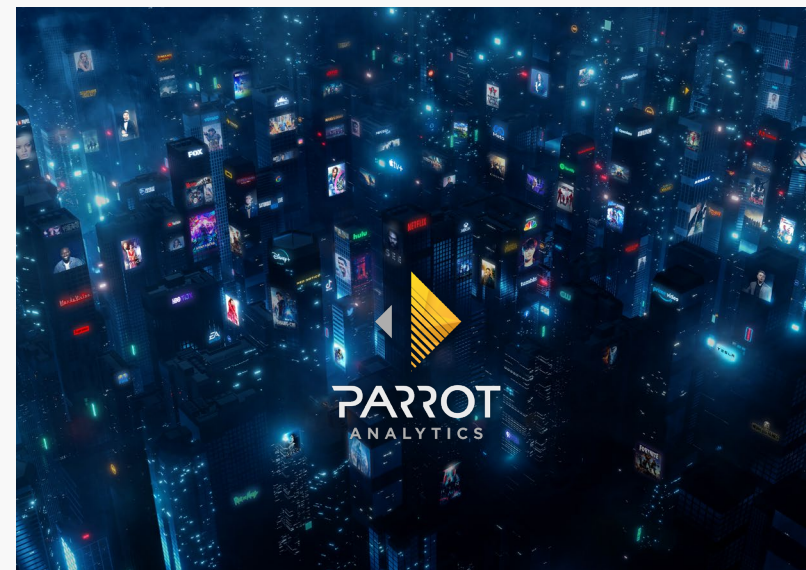
## About Us

Parrot Analytics is the industry leader in global audience demand measurement. The company measures global supply and demand for entertainment, capturing over 2 billion audiences expressing demand for content and talent in over 100 languages, across all platforms, in 200+ countries. Parrot Analytics' partners use this knowledge to help better understand global supply and demand across all platforms to value content and talent, drive better production, distribution, acquisition and marketing decisions, as well as increase D2C growth and retention. For more information, visit [www.parrotanalytics.com](http://www.parrotanalytics.com).

## Our Mission

We are on a global mission to connect content creators with consumers by enabling data-driven decision making along the premium content value chain.

Our leadership and advisory team includes global media leaders, creators and scientists who are united in our vision of empowering the entire industry to make the very best content decisions. We do this because we believe in the magic of content and the impact it has on people's lives.





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