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World's biggest music company to invest in K-Pop – 13th March, 2021

## Level 0

South Korean pop music is popular worldwide. The boy band BTS is the most successful. They are the first K-pop band to have a number one song in the U.S. The world's biggest music label, Universal, will join a live-streaming platform set up by Korea's biggest record labels. It will work with the company BTS belongs to.

Universal also teamed up with YG Entertainment. YG said: "We will work closely with...Universal...globally for the successful...debut and promotion of [our girl band] BLACKPINK. In addition, we will do our best to help other YG artists to break into the North American and European markets." YG added: "Real talent...has no boundaries."

## Level 1

South Korean pop music is now popular worldwide. In the past few years, the boy band BTS has been successful in America and Europe. They are the first K-pop band to have a number one song in the U.S. This caused big record labels to put money into Korean bands. The world's biggest music label, Universal, will join a live-streaming music platform set up by Korea's biggest record labels. It will invest in Big Hit Entertainment, the company BTS belongs to.

Universal also teamed up with YG Entertainment. The girl band BLACKPINK may be YG's next success. YG said: "We will work closely with...Universal...globally for the successful...debut and promotion of BLACKPINK. In addition, we will do our best to help other YG artists to break through into the North American and European markets." YG added: "Real talent rises above culture and language and has no boundaries."

## Level 2

South Korean pop music (K-pop) is now very popular worldwide. In the past few years, the boy band BTS has had a lot of success in America and Europe. They became the first K-pop band to have a number one song on the US music charts. The popularity of K-pop has caused big record labels to put more money into Korean bands. The world's biggest music label, Universal Music Group, will join a live-streaming music platform set up by Korea's biggest record labels. Universal will invest in Big Hit Entertainment. This is the company that BTS belongs to.

Universal has teamed up with the label YG Entertainment. The girl band BLACKPINK may be YG's next global success. YG said: "We will work closely with...Universal...globally for the successful...debut and promotion of BLACKPINK. In addition, we will do our best to help other YG artists to break through into the North American and European markets." YG added: "Real talent rises above culture and language and has no boundaries. Through this partnership we feel we can truly showcase our artists' potential on a bigger scale. We look forward to what's to come in the future."

## Level 3

Pop music from South Korea (K-pop) has become very popular around the world. In 2012, the South Korean artist Psy received the most views ever on YouTube with his song Gangnam Style. In the past few years, the Korean boy band BTS has had considerable success in America and Europe. They became the first K-pop band to have a number one on the US music charts. The popularity of K-pop has caused major record labels to put more money into Korean acts. The world's biggest music label, Universal Music Group, has said it will join a live-streaming platform set up by Korea's major record labels. Universal will invest in the platform launched last year by Big Hit Entertainment, the company BTS belongs to.

Another Korean pop group, the girl band BLACKPINK, is also set to become popular worldwide. Universal has teamed up with their label, YG Entertainment. The chairman of YG said: "We will work closely with the biggest music company, Universal Music Group, globally for the successful global debut and promotion of BLACKPINK. In addition, we will do our best to help other YG artists to break through into the North American and European markets." YG added: "Music and real talent rise above culture and language and have no boundaries. Through this partnership we feel we can truly showcase our artists' potential on a bigger scale. We look forward to what's to come in the future."

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