



## WHY K-POP STAYS ON TOP

Korean pop music has become more widespread in the past few years.

K-pop's popularity is a result of how competitive the entertainment industry is. Trainees have to practise endlessly. Also, less-popular idols do not even earn as much as ordinary white-collar workers.

In addition, no matter how talented someone is, it is difficult to find success in a small company. This also explains why people work so hard just to get into the big companies in South Korea, such as YG, SM and JYP. Many well-known idol groups are from these three companies.

Fans like to see strong and good-looking idols. This is not possible in other regions where the music industry is not as competitive and artists who can't dance still become famous. In conclusion, K-pop music is likely to stay on top for much longer.

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