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K-Musical Expands to the UK, US, and Japan

A Selection of 14 Productions for Overseas Expansion Support After “K-Musical Vision Presentation (Jun 30)”

Starting with a Reading Performance in the UK’s West End in Sept, followed by Broadway in the US in Oct and a “K-Musical Roadshow” in Tokyo in Dec

K-Musical is making strides in its overseas expansion, targeting key markets such as the United Kingdom and the United States, as well as representative Asian markets such as Japan. Following last year’s achievement of exceeding KRW 400 billion in ticket sales, K-Musical has already surpassed KRW 200 billion in the first half of this year,¹ cementing its position as a leading figure in K-Culture while driving the performance market forward.

In accordance with the step-by-step overseas expansion support policy² presented during the “K-Musical Vision Presentation” held on June 30, the Ministry of Culture, Sports and Tourism (MCST) and the Korea Art Management Service (KAMS) will gradually unveil our original musicals to overseas audiences starting in September, allowing K-musicals to advance overseas.

Minister PARK Bo Gyoon stated, “Through the ‘K-Musical International Market’ held since 2021, we have supported the step-by-step overseas expansion process with strategic planning. This effort now drives K-Musical’s full-fledged overseas expansion. While K-Musical was once a wild card in showcasing Korea’s cultural charm, it is now becoming a confident K-Culture protagonist. We will provide unwavering support and attention to ensure that K-Musical achieves success not only in Asia but also in markets like the United States and Europe.”

¹ Domestic ticket sales for musicals (Korea Performing Arts Box Office Information System): KRW 425.3 billion (2022), KRW 226 billion (1H 2023)

² Providing overseas expansion opportunities (K-Musical International Market) → Expansion into Asia [K-Musical Roadshow in Asia] → Expansion into English–American regions [K-Musical Roadshow in Broadway/West End, English–American midterm development support project] → Overseas distribution support (coproduction and distribution)

Through “K-Musical International Market,” 14 productions have been selected for overseas expansion support, including “You&it,” “L’art reste,” and “Brahms,” with sequential international launches planned for the UK, US, and Asia.

The MCST has selected a total of 14 productions for overseas expansion support, including six productions to participate in the “K-Musical Roadshow in Broadway/Tokyo” through the third successful “K-Musical International Market (Jun 27 – Jul 1)” held this year, five works for the English–American midterm development support project,³ and three works for overseas distribution support through additional contests. The selected productions will be sequentially presented internationally starting in September.

The journey begins with “You&it” by the EG Musical Company, which will hold a reading performance on September 1 (Fri) in London’s West End, targeting key stakeholders. “You&it” has been actively localizing its production, signing an agreement with an overseas stakeholder⁴ invited to “K-Musical International Market” in 2022, and being selected for the English–American midterm development support project this year. Five works, including “Crazy Bread” by Yellow Bomb and “Inside William” by The Best Plays Inc., have also been selected for the English–American midterm development support project and will be sequentially presented in the US and UK from October.

“L’art reste” by HONG Company, selected as a participant in the “K-Musical Roadshow in Broadway,” will be showcased in the US in October. “Brahms” by New Tree Art Company (NTA) and “The Adventure of the Final Problem” by Neo Production, both selected for the “K-Musical Roadshow in Tokyo,” along with three other productions, will captivate local musical enthusiasts in Japan with their performances in December.

Establishment of overseas expansion support project structure through incremental and regional strategic support

In addition, “The Goddess is Watching” by Yeonwoo Theater, “Vanishing” by Neo Production, and “Yujin and Yujin” by Nangman Barricade have been selected for the final stage of the K-Musical overseas expansion support project, which involves overseas distribution support targeting the Asian market. “The Goddess is Watching,” which was coproduced with China, delivered an outstanding performance by taking the top spot in ticket sales on the Shanghai stage in June this year, showcasing the strength of K-Musical. “Vanishing” and “Yujin and Yujin” will engage with local fans through invitation and coproduction in Hong Kong and Taiwan, respectively, scheduled for October.

³ The K-Musical Localization Development Program (new in 2023), which is funded for two years in collaboration with overseas partners to overcome the limitations of single-year funding in consideration of the production period and local performance production culture

⁴ Peter Huntley (General Manager of Smart Entertainment, UK)

No.	Production Company	Title of work	Countries (Period)
K-Musical Roadshow in Asia (Tokyo): December 12 to 13 (planned)			
1	New Tree Art Company (NTA)	<Brahms>	Japan
2	Culture Holic Co., Ltd.	<Dralala Dental Clinic>	Japan
3	Neo Production	<The Adventure of the Final Problem>	Japan
4	HJ CULTURE Co., Ltd.	Omnibus Musical - Painter Series <Modigliani> <Egon Schiele>	Japan
5	Asin Art Company	<What a Mysterious House>	Japan
K-Musical Roadshow in Broadway: October 23 (planned)			
1	HONG Company	<L'art reste>	US
English-American midterm development support project: September-December			
1	EG Musical Company	<You&it>	UK (Sept 1)
2	The Best Plays Inc.	<Inside William>	UK/US (Oct 20 planned)
3	Yellow Bomb	<Crazy Bread>	US (Oct 30-31)
4	Neo Production	<The Last Man>	US (Nov 10)
5	JOODA CULTURE Co., Ltd.	<Marley's Today More Special Than Yesterday>	US (Dec)
K-Musical overseas distribution (coproduction and invitation): June-October			
1	Yeonwoo Theater	<The Goddess is Watching>	China: Coproduction (Jun 10-Jul 2)
2	Neo Production	<Vanishing>	HK: Invitation (Oct 13-14)
3	Nangman Barricade	<Yujin and Yujin>	Taiwan: Coproduction (Oct 16-29)

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