



BEYOND THE STORY

10 year record of BTS

The first Official record of BTS

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They all started as trainees at the
Big Hit entertainment in April 2010.

In Korea, it is difficult to grow into a mainstream artist if one doesn't happen to be in Seoul.

SUGA LEARNT ALL TYPES
OF MUSIC, FROM
COMPOSING SCHOOL
SONGS TO TROT.



FOR TEENAGERS WITH LIMITED
KNOWLEDGE OF THE ENTERTAINMENT
INDUSTRY, TRUSTING A COMPANY
RECOMMENDED BY ONE'S DANCE HAGWON
OR TAKING AN AUDITION BECAUSE A
FAVORITE SONGWRITER HAPPENED TO
WORK WAS THE BEST COURSE OF ACTION.



The making of a K pop idol group is like the making of a Hollywood blockbuster. Everything converges into a single effort – capital, planning, advertising, PR and the brand value of the company itself.

THE BIG 3 IN KOREA
ENTERTAINMENT WERE –
SM ENTERTAINMENT
ENTERTAINMENT AND
JYP ENTERTAINMENT.



ALL MUSIC TRAINEES
LIVE IN A DORMITORY,
WHERE HIP HOP WAS
WORK, LIFE AND PLAY
ALL ROLLED INTO ONE.



As BTSs debut began shaping up, all music trainees at Big Hit entertainment were divided into two groups – High potential who were ready for debut and the second where debut wasn't confirmed as yet.

V, a high school fresher had become a trainee at Big Hit after he began taking dancing classes. He had played the saxophone since middle school.

“The alarm goes off at 10 am, we grab a salad, some bread and chicken breast and go to the practice studio. We practice and review ourselves and keep screaming “aargh” and suddenly it is 10 pm “

‘kalgunmu or razor sharp group dancing was a content desired by fans. Such a dance brought visual joy to audience but it was also proof of how hard they had worked on their teamwork to achieve it.

Korean idols debut in their late teens or early twenties. Many of them begin as trainees with entertainment companies with contracts.

The more you look at BTS preparation for their debut, the more surprising it is that none of them quit.

Their cohesiveness went beyond sincere conversations, spilling over to every aspect of their lives.

RM and SUGA taught the members
hip hop, j – hope taught dance and
Jin used whatever ingredients
available in the dorm to cook up
meals for everyone.

The long time it took them to debut was spent in training and building their trust in each other, through much conversation and exchange.

The deck seemed stacked against BTS. In 2012, the year before BTS's debut, SM entertainment had debuted EXO, in the 100 days leading up to the EXO debut, they had release 23 teaser videos introducing the character of the team and the individual members.

As YouTube was the biggest hub for video content among teenagers at the time, Big Hit entertainment started a YouTube channel titled **BANGTANTV** for video uploads..

Debut prep is a long, complicated,
and difficult road especially for
trainees in smaller companies.
The K pop idol industry emphasizes
performance and style as much as
musical ability.

“There’s steps to everything.
Sometimes you have to climb slowly.
And we knew that all other people
who succeeded climbed up slowly ,
little by little “ - Jin

BTS's music documents the journey of its members, from not knowing their own dreams to understanding their ambitions, to fighting to making their goals a reality and developing their own perspective of the way the public perceived them.

Different people will respond to
BTS music differently as music taste
is subjective.

As time went by, members of BTS were preoccupied more and more by uncertainty. Success made things all the more difficult for its members.

In Korea, idols are seen as offering up a fantasy. Trying anything different was suicide, but BTS tried many innovations. The concept involves smiling brightly or rebelling against the world with one objective – to stay cool.

“I think all of us had ambition. We made one dream come true, all of us were thinking – I want to go even higher. Even if one of us thought differently, the journey would not have happened” – j hope

The era of self produced content didn't stop at transforming how idols worked. As idols shared what went behind the scenes etc., the definition of an idol changed

By the 2020s the Korean idols started speaking about their difficult times physically or emotionally, this was very different from idols in Japan and USA

“checks’ are common in Korea, when an idol becomes too popular, then anti fans perform checks , that is bringing up things from the past. This is called BUMP – bring up my post and is seen as ok to do.

It is difficult for idols to take a stand on cyberbullying. BTS didn't never respond, their only response was to keep on working.

For this generation though suffocating and exhausting, you cannot give the world a piece of your mind if you want to survive in society.

No one ever gets used to countless anti fans , analyzing everything you do and to criticize it.

When BTS started to prepare for WINGS album, Big hit entertainment got to work on a WINGS concept book and released it simultaneously. This had never been done before. And then they did a documentary series, it was a full 360.

“breakup” is the last word you associate with BTS. By 2018, all of them wanted to quit, but no one could bring themselves to say it.

BTS popularity in America helped them collaborate with artists who were trendsetters of American pop music.

Korean idol groups contract renewal is one of the most unusual things about the industry. It normally lasts seven years .BTS signed at the end of 5 years for another 7 years. Everyone thought they were mad.

LOVE YOURSELF the song from BTS
stands for a simple truth..
You always want to do your best for the
one you love, but it's not easy to stand
the storm inside your heart, and it feels
like you are wearing a mask in front of
them.

J-Hope on teamwork...

we are a team, and the seven of us need to do become one to do a good job at whatever we are doing. I am not the only one who should do well. I should do the best in the parts I could.

BTS are an idol group, they trained
v hard to become idols. Korean idols
feel the pressure to become artists.

By definition the concept of artist
covers idols, musicians, entertainers
and so on.

BTS had a fan base called ARMY.
The attitude of no matter what,
come give us a try and have some
fun is an important art of the bond
between BTS and the ARMY.

When BTS released MAP OF THE
SOUL PERSONA, the servers
crashed, this was unimaginable in
Korea

The popularity of BTS cannot be put
down to one factor- their looks,
their music, the fun videos posted
by the ARMY !!

To j hope personal growth would always
be entwined with the act of creation.
Jimin started thinking about the type of
person he wants to be. He said he wants
to be a person to receive love.

The production of MAP OF THE SOUL 7 is the process of how each member of BTS, by looking back at the paths they had taken and their personas as idols, came to accept their lives as artists.

BTS dig deep into themselves as both idols and artists, speak candidly about the issues, and at the end return to relationships between themselves and with their fans.

On the USA trip, they performed on the Jimmy Fallon show and the Stephen Colbert show. They were instant hits. They performed at the Grand Central station for the NBC tonight show.

During the pandemic, BTS could not meet with their fans, but surprisingly their popularity grew..

From 2013 to 2021 , BTS were a restless juggernaut that even time had trouble keeping up with BTS. BTS tried to cope with the changes without losing themselves.

BTS is the hottest idol group in the world, they are in a position to collaborate with Coldplay, and were invited to talk at the United Nations..
