

# KNIGHTMUN XXI



November 4th - 6th, 2022

Welcome delegates,

I'm Anne and as the director of this crisis committee, it is with distinct honor that I welcome you to Fighting for the Soul of YG. I am currently a student at UCF majoring in Forensic Science with focuses in general Chemistry and this year will be my 4th year directing a committee in Model UN. Having been a member in high school myself, I am excited to meet everyone and see what you guys bring to the table as director and major shareholders for a Korean Pop entertainment company.

This committee will mainly focus on the current situation of the Korean entertainment industry and YG entertainment after the Burning Sun Scandal; which was by far the most infamous sex scandal in the entertainment industry. With YG current CEO Yang Hyun-suk backing down from his position due to allegations of being involved, this committee will be quite fast paced as the main goal is to have a new CEO by the end of the meeting.

With everything in mind, I wish everyone the best of luck and to have a good time. I also want to mention that since this is a K-POP committee, delegates can wear K-POP inspired business outfits and the dress code will be laxer within reason.

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## Crisis Guide

Welcome to the Fighting for the Soul of YG crisis committee! These committees typically represent a very different strain of Model United Nations than the formality of the General Assembly. The committee will operate as a faster-paced version of a standard MUN committee. The sense of urgency that usually accompanies an unmoderated caucus will pervade the atmosphere of the room throughout the day. After short introductory speeches, you will be in moderated or unmoderated caucus for the majority of the conference. Crisis should feel free-flowing and dynamic, as you embody a diverse group of officials concerned about your interest groups' future. Delegates will receive a crisis update approximately every twenty minutes, but the frequency will vary depending on the flow of the committee.

There will be two main forms of action that can be taken in committee: Committee Directives and Crisis Notes. Committee directives force the entire committee to take unified action, and they require a 3:5 majority to pass. This is the most powerful form of action your committee can take. Crisis notes can be used for a multitude of purposes. Delegates may use crisis notes to ask the crisis staff for information, arrange private meetings with other delegates, or take unilateral action. Requests will only be fulfilled in accordance with the given delegate's portfolio powers and will be sent to crisis staff without committee debate. If a select group of individuals would like to take joint action without committee approval, they may submit a single note with the signatures of all participants.

## Committee History

### KPOP Industry

Started in the early 40's with the introduction of western influences, the K-Pop scene is now one the biggest music industries, ranking 6th in the top 10 music industries worldwide according to the International Federation of the Phonographic Industry with popular bands such as BTS, BlackPink, Seventeen, and Twice breaking records every year<sup>1</sup>. K-Pop, while its name suggests, is just Korean pop music, however; it is often used as an umbrella term to describe the current South Korean music industry which includes but is not limited to hip-hop, rap, and R&B. The current K-Pop that we all know began in the 90's and in the early 2000's, groups such as Super Junior and solo artists such as BoA started a new generation of K-Pop idol music. With the increase in the genre came the hallyu wave (Korean wave) where there was an increase in interest with the genre in other countries such as the US.

Currently there are 4 big entertainment companies that are prominent within the industry: YG, SM, JYP and HYBE. These 4 companies are called the big 4 because of many factors; factors such as stock value, number of staff and idols, and how successful each group they debut. Many have noted that groups debuting under these 4 companies will succeed no matter what because of how popular and prominent the companies are. An example would be NewJeans which debuted under Hybe Labels, they broke the record for having the highest pre-orders by any girl groups for a debut album by surpassing 440,000

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<sup>1</sup> <https://www.forbes.com/sites/caitlinkelley/2019/04/03/kpop-global-bts-blackpink-grow/?sh=56d7c8fc24e2>

pre-orders just after releasing their teasers and promotional dates.<sup>2</sup> BlackPink who are signed under YG have broken many records which includes Lisa, a member of BlackPink winning K-Pop of the year at the AMA's this year.

The industry itself consists of artists dubbed as idols where the majority of them are part of groups; prime examples of K-Pop groups are BTS and Twice. According to an article, roughly 100 K-Pop groups debut every year but only around 5% of the groups actually make big in the industry<sup>3</sup>. To even be considered to debut as an idol, the majority of them go through a training period where they learn to dance, sing and rap and have monthly evaluations. This training period actually exists because of how the industry has dubbed their artist. The word idol is used to describe the artist because it was originally meant to describe the artist to be perfect with no flaws. They were meant to be people that everyone can idolize and look up to. Which brings us to the next point, because of the notion to be perfect, many idols have received scrutiny for small and simple things such as dating. Furthermore, the majority of groups have packed schedules when they promote their new music with no time to relax and have alone time.

Beside the tight promotion schedules, they are also expected to release new music every 6 months or every year. In fact BTS RM stated that this "industry doesn't allow their idols to grow as artists or humans" because they have this expectation to release new music frequently. Due to the high stress from the need to be perfect and no time to relax, many idols suffer from depression and anxiety.

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<sup>2</sup>

<https://www.soompi.com/article/1538328wpp/newjeans-breaks-record-for-highest-stock-pre-orders-achieved-by-any-girl-group-debut-album-in-history>

<sup>3</sup> <https://balibrary.org/the-505/1828-kpop-library>

## **YG Entertainment**

Founded in 1996 by Yang Hyun-Suk who was a former member of K-Pop's first generation of groups called Seo Taiji and Boys and his younger brother: Yang Min-Suk. The company since then has become one of the big 4 companies in the industry to debut idols. Many have dubbed YG entertainment and Yang Hyun-Suk to bring Hip-Hop to mainstream K-Pop with the debut of Jinusean and in 2003 YG debuted their first "idol": SE7EN. SE7EN gained popularity not only in Korea but in Japan and the US and following his success, YG debuted their first K-Pop group: BigBang in 2006. At that point, they were one of the most successful boy bands in Korea to the point where many investors bought stocks from the company because of how profitable they were.

Because of how big BigBang was, YG debuted a girl group: 2NE1 who later disbanded in 2016. Both BigBang and 2NE1 were one of the first groups that followed the idol/K-Pop model that many fans know now. In 2012, PSY, a solo artist became the first artist to surpass 1 billion views on Youtube. In fact, because how viral the video was, the song was credited for how YG's stock increased by 60%. The popularity of the company continued with the debut of Tablo and his group EpikHigh and Yang Hyun-Suk appearing on idol competition shows to judge and scout potential idols. In 2016 YG debuted their second girl group BlackPink who would later be considered one of the most successful girl groups from third generation K-Pop.

However, the popularity of YG would soon be tarnished with continuous scandals and controversies. One of the biggest sex scandal in the K-Pop industry and Korea known as the Burning Sun Scandal involved one of BigBang member Seungri causing the company stock to plummet. Earlier that year iKON leader B.I. left the group involved in buying LSD

and marijuana illegally. Furthermore, it was reported that Yang Hyun-Suk was involved in money laundering, illegal gambling and preparing sexual services to potential investors which eventually led to his resignation from his position as CEO and face of the company along with his brother. It is the objective of this committee to establish a new CEO for YG entertainment.

## **Characters**

### **Bo-Gyeong Hwang**

She has been a board member since 2009 for YG entertainment, she is a director for not only the main company but also YG japan. She is known to help with promotions in Japan for YG artists.

### **Jong-Huyn Ka**

He has been a board member since 2019. Having received a doctorate from New York University in media management it was only fitting for him to join as the vice president of the main company. He is also the current director of the Galaxia Micro Payment and electronic payment company.

### **Min-Seok Yang**

He is a business person who has been in the position of being the head of 5 different companies. Currently he is the CEO of YG entertainment for Japan, Asia, Beijing and the USA. He is also the director for entertainment production and advertising and marketing with the main company. He is also the younger brother of the founder of YG entertainment.

### **Ro-Sean Kim**

He is currently a board member and is a director for YG entertainment in the entertainment production department.

**Young-Bong Cho**

He is a board member of YG Entertainment as an independent director and NHN Investment. In his past career Mr. Cho occupied the position of Portfolio Manager-Venture Capital at STIC Investments and Managing Director at Korea Investment Partners

**Ho-Sung Bae**

He is the current auditor for YG entertainment and he also practices at Joowon Law. He graduated from Seoul National University.

**Yong Joon Hong**

He is currently an independent director for YG entertainment, before he was practicing law at Kim and Chang law firm. He was also a prosecutor.

**Sung-Jun Choi**

He is the current CEO of YG plus entertainment, a subsidiary company of YG entertainment. He is also a board member for Next Interactive K Ltd. and YG Entertainment Asia Ltd.

**Tae-Yeol Ahn**

He is the current auditor for YG plus entertainment, a subsidiary company of YG entertainment.

## **Allan Amnon Fisch**

The current CEO of Moonshot cosmetics, a subsidiary company of YG entertainment. Moonshot cosmetic is a known cosmetic company in Korea and has done many collaborations with BlackPink.

## **Go Eun-kyung**

The current CEO of YG KPlus a subsidiary model company of YG entertainment. She was a model before she became the CEO.

## **Bang Si-Hyuk**

The CEO of Hybe Labels and its subsidiary company Weverse became one of the major shareholders of YG Plus, a subsidiary company of YG entertainment. The label invested roughly 70 billion won thus acquiring 17.9% of the company making it the second largest shareholder.

## **Naver Corporation Representative**

A representative from Naver Corporation which is known to own Line, a messaging app that is very popular in Korea and Japan. Naver Corporation also invested 100 billion won to YG entertainment making them the second largest shareholder of 9.14%

## **Tencent Mobility Representative**

A representative from Tencent Mobility, a gaming and tech company from China. They are the third largest shareholder of YG entertainment. In 2014, the entertainment agency

signed a strategic partnership with Tencent's subsidiary, Tencent Mobility, which acquired 4.3 percent of YG Entertainment's stocks.

### **Samsung Inc. Representative**

A representative from Samsung Inc., a famous south Korean tech company that mainly focuses on handheld electronics. Currently hold 1-2% of shares for YG plus, a subsidiary company of YG entertainment. Samsung Inc. previously had a settlement with its workers for unsafe work conditions that cost the company over 1 billion Korean won.